

2015 COMPREHENSIVE RECREATION & PARKS MASTER PLAN FOR CRAVEN COUNTY

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Craven County Recreation & Parks

Recreation's purpose is not to kill time, but to make life; not to keep a person occupied, but to keep them refreshed; not to offer an escape from life, but to provide a discovery of life. ~ Author Unknown

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July 2015**

Craven County



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Executive Summary

Recreation is – “the refreshment of body [mind and spirit] through forms of play, amusement, or relaxation” (American Planning Association, 2014). It is often defined as the pursuit of leisure activities 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 sport leagues at community sports centers and complexes, golf courses, and public water access. 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 bird watching.

While there are many forms of recreation, it is important to understand which types of activities (active or passive) best meet 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. Through individual participation and community wide efforts, recreation can help build a strong local identity and sense of community.

The Craven County Recreation and Parks Department is dedicated to providing a range of recreational opportunities that serve residents, visitors, and the greater Eastern North Carolina community. Recreation is an essential community component that contributes to the health, welfare, and quality of life within the county. As the population in Craven 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.

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

- 1) Background and Environmental Scan of Craven County;
- 2) Craven County Recreation and Parks Facility and Program Inventory Analysis;
- 3) Public Input Analysis; and
- 4) Findings and Recommendations.

This Master plan will serve to document achievements of Craven County Recreation and Parks during the last decade, inventory and assess current recreation opportunities, and formulate an action plan to establish goals, objectives, and recommendations. This master plan will serve as a guide for recreation and park development over the next ten years.

The first section of the CRPMP plan includes an explanation of the Environmental Conditions and Trends Affecting recreation and parks in Craven County.

The second section of the CRPMP includes an inventory of current public recreation facilities, programs and parks throughout Craven County. Craven County Recreation and Parks works with local municipal Recreation and Park departments and committees in the county on programming and use of facilities.

Section three includes the public input component of the CRPMP. Respondents were asked 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 Recreation and Park programs and facilities are critical to the quality of life in Craven County (84% random, 94% supplemental).

The final section of the plan provides recommendations and a plan of action for moving forward. Overall recommendations for Craven County Recreation and Parks in the area of administration and funding include:

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

In the area of short-term goals, recommendations include:

- Site Plans: Updating the site plan for each of the parks managed and maintained by Craven County Recreation and Parks;
- Maintenance: Developing and updating a maintenance plan for each park and facility;
- Facilities: Additional facilities with the inclusion of public swimming pool, foot trails, and bike paths. Continued development of basketball courts, playgrounds, dog parks, skateboard parks and public access to beaches and water were identified as lacking by more than 25% of each response group
- Revisit use agreements with Public Schools to increase access to space or fields (i.e., soccer);
- Staff: Development of new staff for group fitness and potentially maintenance personnel;
- Trails: Additional trails to encourage more walking, running, biking and other physical activity modes;
- Programming: Programs focusing on providing youth with positive developmental opportunities and group exercise and nature exploration need to be developed further;
- Marketing: Participants in both samples reported most often receiving information about Craven County Recreation and Parks via word of mouth. Other modes include newspaper, brochures and flyers, and social media. Future resources should be used to better inform the public of the recreation resources and programs that are available in Craven County;
- Tourism: Craven County Recreation and Parks is encouraged to maintain and increase partnerships with Convention and Visitors Bureaus and Tourism Authorities to increase use of 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.

Long-term goals include:

- Adding a multi-use facility that includes basketball courts, indoor track, locker rooms, workout equipment, indoor/outdoor pool, classrooms and office space;
- Sidewalks and trails leading to existing recreation centers and parks. Members of the focus groups want a community where they can safely walk or ride their bikes to school and work;
- Further purchase and or acquire lands set aside for open space, greenways, trails and parks. Continue working with Craven County Planning and Development Department as well as individual municipalities and landowners to maximize good land use and planning practices;
- Update the Craven County Recreation and Park Master Plan should be undertaken in 2025, however a 5-year assessment and re-evaluation of the current plan should be undertaken in 2020 by a task force of the staff and advisory board.

Acknowledgements

The 2015 Comprehensive Recreation and Parks Master Plan for Craven County was developed with the assistance of many individuals. We would especially like to thank all the residents of Craven County for the public input. Special acknowledgements and appreciation are given to Eddie Games, Director of the Craven County Recreation and Parks Department. Additionally, we would also like to thank the following:

- Craven County Recreation and Parks Staff,
- Craven County Recreation and Parks Advisory Board, and
- East Carolina University (ECU) Center for Survey Research - Mande Lancaster and Justin Raines.

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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 North Carolina Department of Health and Human Services Division of Public Health

Statement of Purpose

The leaders of Craven County wish to update the Comprehensive Recreation and Parks Master Plan. The current plan documents the needs that residents and parks professionals feel are important related to public recreation programs, facilities, and grounds in the next 5 – 10 years.

Goals

The plan provides a) a total evaluation of the services and facilities offered by Craven County Recreation and Parks, and b) recommendations and suggestions on how they can better serve the needs of the county.

Objectives

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

1. Background and history of Craven County
2. History and growth of Craven County Recreation and Parks
3. Natural and physical resources of Craven County
4. Socio-demographic characteristics of Craven County residents
5. Projected population growth and residential growth patterns
6. Current demand for Recreation and Parks facilities and programs
7. A comparison of Craven County Recreation and Parks budget and per capita recreation expenses with similar counties
8. Accessibility of the county facilities for people with disabilities
9. Recommendations for the future

Scope of the Plan and Planning Area

The scope of the plan focuses on the recreation opportunities and parks provided by the Craven County Recreation and Parks Department; it also provides a critique as to the quantity and quality of the facilities and services offered by the County. The plan took into account the recreation programs and parks provided by other public agencies, quasi-public organizations (schools), private non-profit organizations (e.g., 4-H and Boy/Girl Scouts), and private/commercial organizations (e.g., country clubs and wellness centers). However, the plan did not evaluate those opportunities because the public accessibility was limited.

The planning area was composed of a total area of 774 square miles, of which 709 square miles is land and 65 square miles is water (U.S. Census, 2012). Craven County is situated between the Albemarle Sound and Cape Fear River. Six counties border Craven County including Beaufort, Carteret, Jones, Lenoir, Pamlico and Pitt. The county was created in 1705 as Archdale Precinct from the now-extinct Bath County. It was renamed Craven Precinct in 1712 and gained county status in 1739. It is named for William, Earl of Craven, who lived from 1606-1697 (Craven County Economic Development, 2014).

Craven County Recreation and Parks Department

The Craven County Recreation and Parks Department provides recreation facilities and programs for citizens of the county. While some counties experience seasonal population surges from non-permanent visitors and tourists, throughout the year Craven County Recreation and Parks Department serves the residents of Jones and Pamlico counties, which do not offer programs or facilities for those interested in youth and adult leagues such as golf, tennis, and baseball. The benefits derived from the resources and programs offered by Craven County Recreation and Parks Department therefore extend well beyond the County boundaries and the voting public who fund these various programs and facilities.

Currently the department encompasses all the park and recreation facilities throughout the county system consisting of, one Neighborhood Park and three District Parks, one of which includes a Nature Park (Latham-Whitehurst Nature Park) and various activities and programs. The Craven County Recreation and Parks Department is committed to “enhance the quality of life and encourage healthy lifestyles for the citizens and visitors of Craven County by providing a variety of leisure, educational, sports and recreational programs; maintain and schedule a system of parks and facilities; and acquire land for preservation, open space and park development” (Craven County Government, 2013).

Environmental Scan

Cultural Resources

Craven County was established in its present form in 1712. Originally, it was part of a precinct of Bath County, which is now an extinct county, formed in 1696 and abolished in 1739. Craven County was named in honor of William Craven, 1st Earl of Craven, who served as Lord Proprietors of the Colony of Carolina. Craven County is located in the Eastern part of North Carolina. It encompasses 708.96 square miles of land area and 65.20 of water area, totaling 774.16 square miles. New Bern, the county seat, is approximately 112 miles east of Raleigh and 87 miles north east of Wilmington, North Carolina.

The county is situated between the Albemarle and Cape Fear and at the confluence of the Neuse and Trent Rivers on the North Carolina Coast. Craven County is home to the Coastal Carolina Regional Airport, Croatan National Forest, New Bern Riverfront Convention Center, Tryon Place, Cherry Point Marine Corp Air Station and is the birthplace of Pepsi-Cola. Craven County also has an established industrial base of international companies and the presence of a mainline railroad (Norfolk Southern) with access to the port of Morehead City.

In 2010 Craven County had a population of approximately 103,505 and the population has steadily increased from 91,436 residents in 2000 and is projected to increase 110,489 by the year 2018. The 2012 Census indicated 45,579 housing units within the county. Nine municipalities are located within Craven County: Bridgeton, Cove City, Dover, Havelock, New Bern, New Bern MSD, River Bend, Trent Woods and Vanceboro. In 1990 the Craven Board of

Commissioners was expanded from five to seven members who are elected by the district (Craven County Government, 2013).

Historic Sites

The Craven County Region has many historic sites listed on the National Register of Historic Places (2014) including private homes, churches, buildings, and maritime and military sites (Table 1).

Table 1. Craven County Historical Sites

<u>Site</u>	<u>Date</u>	<u>Directions</u>	<u>Location</u>
Attmore-Oliver House	1972	513 Broad St.	New Bern
Baxter Clock	1973	323 Pollock St.	New Bern
Bellair Historic Plantation Home	1972	West of New Bern off S.R. 1401	New Bern
Benjamin Smith House	1972	210 Hancock St.	New Bern
Blades House	1972	602 Middle St.	New Bern
Bryan House and Office	1972	603-605 Pollock St.	
Cedar Grove Cemetery	1972	Bounded by Queen, George, Cypress, Howard, and Metcalf St.	New Bern
Cedar Street Recreation Center	2003	822 Cedar St.	New Bern
Centenary Methodist Church	1972	309 New St.	New Bern
Central Elementary School	1972	311-313 New St. and 517 Hancock	New Bern
Christ Episcopal Church & Parish House	1973	320 Pollock St.	New Bern
Clear Springs Plantation	1973	North of Jasper	Jasper
Coor-Bishop House	2004	501 E. Front St.	New Bern
Coor-Gaston House	1972	421 Craven St.	New Bern
DeGraffenried Park Historic District	2006	Roughly bounded by Neuse Blvd., Fort Totten Dr., Trent Rd., and Chattawka Ln.	New Bern
Dr. Earl S. Sloan House	1986	3701 Country Club Rd.	Trent Woods
Ebenezer Presbyterian Church	1997	720 Bern St.	New Bern
Edward R. Stanley House	1972	502 Pollock St.	New Bern
Eli Smallwood House	1972	210 Hancock St.	New Bern
First Baptist Church	1972	239 Middle St.	New Bern
First Church of Christ, Scientist	1973	406 and 408 Middle St.	New Bern
First Missionary Baptist Church	1997	819 Cypress St.	New Bern
First Presbyterian Church & Churchyard	1972	New St. between Middle St., and Hancock St.	New Bern
Ghent Historic District	1988	Roughly bounded by Trent Blvd., First St., Park Ave. and Seventh St.	New Bern
Gull Harbor Historic Home	1973	514 E. Front St.	New Bern
Harvey Mansion Historic Home	1971	219 Tryone Palace Dr.	New Bern
Harvey Mansion Historic Inn & Rest.		221 S. Front St.	New Bern
Isaac H. Smith Jr. House	2002	605 Johnson St.	New Bern
Jerkins-Duffy House	1988	310 Johnson St.	New Bern
Jones-Jarvis House	1973	528 E. Front St.	New Bern
J.T. Barber Elementary School	2006	1700 Cobb St.	New Bern
Masonic Temple and Theatre	1972	516 Hancock St.	New Bern
Mount Shiloh Missionary Baptist Church	2007	307 Scott St.	New Bern
New Bern Battlefield Site	2001	U.S. 70, 4.5 miles SE of New Bern	New Bern

Table 1. Craven County Historical Sites (cont.)

<u>Site</u>	<u>Date</u>	<u>Directions</u>	<u>Location</u>
New Bern Historic District	1973	Roughly bounded by Neuse and Trent Rivers and Queen St.	New Bern
New Bern Municipal Building	1973	Pollock St. and Craven St.	New Bern
New Bern National Cemetery	1997	1711 National Ave.	New Bern
Rhem-Waldrop House	1972	701 Broad St.	New Bern
Riverside Historic District	1988	Roughly bounded by N. Craven St., North Ave., E St., and Guion St.	New Bern
Rue Chapel AME Church	1997	709 Oak St.	New Bern
Simpson-Oaksmith-Patterson House	1999	226 E. Front St.	New Bern
Slover-Bradgam House	1973	201 Johnson St.	New Bern
Smith-Whitford House	1972	506 Craven St.	New Bern
St. John's Missionary Baptist Church	1997	1130 Walt Bellamy Dr.	New Bern
St. Paul's Roman Catholic Church	1972	510 Middle St.	New Bern
St. Peter's AME Zion Church	1997	615 Queen St.	New Bern
William Hollister House	1972	613 Broad St.	New Bern
Ulysses S. Mace House	1973	518 Broad St.	New Bern

Source: North Carolina State Historic Preservation Office, 2014

Schools

Craven County has thirty-two Public Schools including: nine Pre-K schools, fifteen Elementary schools (five of the nine Pre-K schools are hosted by elementary schools), five middle schools and eight high schools. In addition, there are five private schools located in Craven County. All Craven County Schools are listed in Table 2 according to school type and location (Craven County Schools, 2014).

Table 2. Craven County Schools

<u>Pre-K/Elementary Schools</u>	<u>Location</u>
A H. Bangert	New Bern
Arthur W. Edwards	Havelock
Ben D. Quinn	New Bern
Bridgeton Elementary	New Bern
Brinson Memorial	New Bern
Creekside Elementary	New Bern
Childcare Network #77	New Bern
Duffyfield Head Start	New Bern
Excel Learning Center	New Bern
Godette Head Start Center	Havelock
Graham A. Barden	Havelock
Havelock Elementary	Havelock
J.T. Barber Elementary	New Bern
James W. Smith	Cove City
Oaks Road	New Bern

Table 2. Craven County Schools (cont.)

<u>Pre-K/Elementary Schools</u>	<u>Location</u>
Roger Bell	Havelock
Trent Park	New Bern
Vanceboro Farm Life	Vanceboro
W. J. Gurganus	Havelock
<u>Middle Schools</u>	<u>Location</u>
Grover C. Fields	New Bern
H.J. MacDonald	New Bern
Havelock Middle	Havelock
Tucker Creek	Havelock
West Craven Middle	New Bern
<u>High Schools</u>	<u>Location</u>
Craven Early College	New Bern
Craven Evening Education Ctr.-New Bern High	New Bern
New Bern High School	New Bern
Craven Evening Education Ctr.-West Craven High	Vanceboro
West Craven High school	Vanceboro
Craven Evening Education Ctr.-Havelock High	Havelock
Havelock High School	Havelock
Early College East	Havelock
<u>Private Schools</u>	<u>Location</u>
Annunciation Catholic School	Havelock
Calvary Baptist Church School	New Bern
Liberty Christian School	Havelock
New Bern Christian Academy	New Bern
St. Paul Catholic School	New Bern
The Epiphany School	New Bern

Source: Craven County Board of Education, 2014

Faith-based Institutions

In 2010, over 40 religious organizations were identified in the county, including denominations and non-denominational churches. The U.S. Religious census: Religious Congregation and Membership Study, provided adherent totals of the religious database which documented 49,079 individuals, making up 47.4% of total population in 2010. Religious facilities not only provide opportunities for worship, but social recreational activities for families and individuals (The Association of Religion Data Archives, 2010). Activities included: cookouts, picnics, special events such as Christmas and Easter dramas, sports teams, vacation Bible school, and trips. Facilities included: ball fields, open areas, gyms, meeting rooms, outdoor courts, playgrounds, and picnic areas. For a complete list of faith-based institutions, see Appendix I, which breaks down the type of institution and lists the number of congregations and adherents.

Transportation

Located in New Bern, less than a block from U.S. 70, the Coastal Carolina Regional Airport provides passengers with the latest in air service and convenience, greatly enhancing the overall quality of the regions transportation system. Craven County and surrounding areas are connected to over 300 destinations worldwide with service by US Airways Express and Delta Air Lines. For more than 80 years the airport has served Eastern North Carolina and the Crystal Coast Region.

Highways that are major routes to and from Craven County include: U.S. Highways 17 and 70 and N.C. highways 43, 55 and 118. U.S. Highway 17 is a north-south route and U.S. Highway 70 is an east-west route. N.C. Highway 55 enters Craven County from Lenoir County and N.C. Highways 43 and 118 enter Craven County from Pitt County.

Craven County also works with nearby Jones and Pamlico counties to offer Public Transportation. The Craven Area Rural Transit System (CARTS) is available to the general public with special emphasis on the provision of services to the elderly and/or handicapped residents. CARTS operates using 32 vehicles, which include 19 specially modified vans for elderly or/and handicapped, 5 standard vans, 5 mini-buses and 3 sedans. There are specific routes scheduled around the County and CARTS also provides out-of area destinations including: Greenville, Morehead, Durham, Chapel Hill and other locations on request (Craven County Government, 2013).

Libraries

Four public libraries are operated by Craven County and are located in New Bern, Cove City, Havelock and Vanceboro. The libraries serve the community as a place where the public can access books, magazines, the Internet, meeting rooms and other resources (New Bern-Craven County Public Library, 2013).

Arts

Craven County supports many different types of arts in the community and believes in the philosophy that the “arts support all.” The Craven Alliance for Arts and Culture provides support for regional non-profit cultural arts and organizations and to foster partnerships that enhance arts in culture in the region. Not only does the Alliance provide leadership and awareness for the arts, it is focused on stimulating economic development and strengthening the quality of life throughout Craven County. Additionally, the Craven Arts Council & Gallery works to create an environment where the arts thrive, bring joy, and enrich the cultural experience to the community. Numerous cultural arts opportunities are available to the residents of Craven County and visitors alike including; art, dance, music, and theater, as well as a Public Sculpture Park located in the North Carolina History Center on Front Street in New Bern. A variety of special art and culture events take place throughout the year such as, Art Walk, Empty Bowls, Jazz Showcase, Cravens Art Festival and the Vintage Art Market (Craven Arts Council and Gallery, Inc., 2015).

Festivals and Events

Craven County offers a bounty of events, many focused on its close relationship to the water, such as fishing tournaments, festivals and boating regattas. Other events highlight the rich history of the region and the plentiful arts offerings. There are many festivals and events held in Craven County, with themes of music, wine, international films, art, the rivers and the Tryon Palace. A sample of events in Craven County is provided in Table 3. A full listing of events and activities is sponsored by the New Bern Convention and Visitors Bureau and is updated frequently (New Bern Convention & Visitors Bureau, 2015).

Table 3. Craven County Events

<u>Event</u>	<u>Date</u>	<u>Location</u>
Golf for Tomorrow	September	Havelock
Havelock Chili Festival	October	Havelock
East Coast Jazz Revue	January	Havelock
Bridal Expo and Venue Tours	February	New Bern
Jazz Showcase	February	New Bern
Art Walk	March – December	New Bern
New Bern Farmers Market Spring Fest	April	New Bern
Train Shows	April	New Bern
Trolley Pub Crawl... Sip, Savor and Stay	April	New Bern
Food Pairing Beer Battle	April	New Bern
NC Symphony presents Strauss and Mozart	May	New Bern
Bike MS: Historic New Bern Ride	September	New Bern
Mum Festival	October	New Bern

Source: New Bern Convention & Visitors Bureau, 2015

Farmers Markets

Craven County is the home of New Bern Farmers Market. New Bern Farmers market is open year-round, on Saturdays from 8:00am to 2:00pm. Over 60 vendors, offer locally grown fresh fruits, vegetables, flowers, herbs, honey, local wine, specialty teas, salsa, fresh baked goods, and homemade crafts. In addition, the New Bern Farmers Market also hosts special events including a Mardi Gras Celebration and Spring Fest (New Bern Farmers Market, 2014).

Media

A major source of news for Craven County is dispersed through New Bern by newspapers, radio stations, New Bern NC TV stations, and magazines. Local newspapers and magazines include: The Sun Journal, New Bern Magazine and The Shopper. National and regional newspapers that offer home delivery in New Bern include: Raleigh News & Observer, New York Times, Washington Post, and USA Today. Local New Bern TV stations include the New Bern NC TV WCTI Channel 12 New Bern. There is an extensive list of radio stations that deliver media to the Craven County Area (New Bern NC Newspapers, Radio Stations, and New Bern NC TV, 2014).

Economy

Throughout the 1980's and 1990's, Craven County controlled a strong economy. Some of the major influences on the economy include: the Military base at Cherry point, the Fleet Readiness Center East (the single largest industrial employer east of I-95), excellent regional accessibility, strong growth in tourism and a continuing agricultural development.

The per capita personal income in Craven County increased by 3.2% to \$36,610 in the calendar year in 2011. The change in the state of NC was 4.15% increase and nationally the increase was 4%. Craven County ranked seventeenth out of one hundred counties in North Carolina. The largest sector of employment in Craven County is the Government, currently employing 32.5% of all jobs. The U.S. Marine Corps Air Station at Cherry Point provides employment for a total work force of 14,693 personnel, including 5,274 civilian jobs (Financial Department, 2013). The total personal income in Craven County was estimated to be \$3.8 billion, which ranks it 24th in the state. Craven County accounts for 1.1% of all the income in the state.

Cultural Resources Summary

Craven County was established in its present form in 1712. It was originally included as a precinct of Bath County which is now an extinct county, formed in 1696 and abolished in 1739. Craven County is located in the Eastern part of North Carolina. It encompasses 708.96 square miles of land area and 65.20 of water area, totaling 774.16 square miles. The county is situated between the Albemarle and Cape Fear and at the confluence of the Neuse and Trent Rivers on the North Carolina Coast. Craven County is home to the Coastal Carolina Regional Airport, Croatan National Forest, New Bern Riverfront Convention Center, Tryon Place, Cherry Point Marine Corp Air Station and the birthplace of Pepsi store and Soda Foundation. Establishment of international companies and the presence of a mainline railroad (Norfolk Southern) is another characteristic of Craven County. Nine municipalities are located within Craven County: Bridgeton, Cove City, Dover, Havelock, New Bern, New Bern MSD, River Bend, Trent Woods and Vanceboro With a population of approximately 103,505 in 2012, a projected increase will total 110,489 by the year 2018 (Craven County Government, 2013).

A major source of entertainment is Craven County's diverse cultural and arts program, bringing local paintings, music and more to the region throughout the year. The Local Farmers Market provides locally grown fruits, vegetables, meats, honey and much more every Saturday morning in downtown New Bern. Craven County has been an economically flourishing County for decades and with an annual individual per capita of \$36,610, libraries, a widespread media base and many diverse religious practices; Craven County offers all aspects of living a complete cultural lifestyle.

Natural and Physical Resources

The topography in Craven County is similar to all the Coastal Plains of North Carolina, flat and generally slopes to the southeast. About 88% of the land is nearly level, 11% is gently sloped and 1% is sloped moderately steep. The average elevation is 17.5 ft. above sea level, 63 ft. at Dover and less than 5ft in the marshes. The county has a land area of 453,120 acres. According to data collected by the Comprehensive Economic Development Strategic Plan, more than 270,500 acres

are identified as agricultural land (RKG Associates, 2013). The Neuse and Trent Rivers drain into Craven County. Flow is sluggish in their rivers and tributaries (United States Department of Agriculture, 2013). Craven County is comprised of 157,000 acres of forest, mostly pine, supporting many industries.

Climate

The climate of Craven County changes little from year to year. The summers are generally sunny and hot, the winters are mild, and snow is rare (Table 4). The average annual temperature is 62°F with an average low of 52°F and high of 73°F. Average precipitation is 52.85” and approximately 57% of annual rainfall occurs between the months of August and September. Average midafternoon humidity is about 60%. The humidity is higher at night, and the average at dawn is about 85% (New Bern Chamber of Commerce, 2015).

Table 4. Annual Weather and Average Temperatures in Craven County

<u>Annual Weather</u>	<u>Inches</u>
Annual rainfall	54.0
Annual snowfall.....	3.0
<u>Average Temperatures</u>	<u>Degrees °F</u>
Average annual temperature	57.0
Average annual high temperature	71.0
Average annual low temperature	49.0

Source: Applied Geographic Solutions, 2015

Soil Types of Craven County

In 1989 a soil survey was completed in Craven County by the United States Department of Agriculture - Natural Resources Conservation Service. According to the survey, there are 48 different soil types in Craven County, which covers several major physiographic regions. The major physiography of Craven County is the uplands of the Wicomico Surface and Talbot surfaces, as well as the flood plains along the streams, and the stream terraces. These different surfaces favor an accumulation of layers of organic material. About 38% of the soils in Craven County drain “very poorly”, 36% drain “poorly” to “somewhat poorly”, 16% drain “moderately well”, and 10% drain “very well” to “well” (U.S. Department of Agriculture, 2013). For a complete list of average and proportions of soil in Craven County see Appendix J.

Flora and Fauna

The mild climate and abundant rainfall encourage growth of many species of plants in Craven County, both native and introduced. Craven County is home for many endangered and threatened species, and species of concern. For a complete list of Craven County flora and fauna see Appendix K.

Cool Spring Environmental Education Center, owned by Weyerhaeuser Company, is located in Craven County, NC. A vascular flora inventory documented the occurrences of 567 species and sub-specific taxa and 303 general in 118 plant families. They have also identified twenty plant community types (Elam, n.d).

Craven County plays an important role in preserving North Carolina's ecosystem. The Craven County Health Department director is a companion animal emergency responder. This means he coordinates animal capture and control activities for companion animals prior to and following disaster events and assures veterinary medical care. The Craven County Cooperative Extension service agency coordinates animal capture and control activities of livestock and wildlife prior to and following a disaster to ensure veterinary care (Morris, 2012).

Water Resources

There were over 150 different surface water sources listed in Craven County, NC including: bays, beaches, capes, forests, cuts, islands, lakes, streams and swamps. Capes and streams account for over half of the surface water sources within the county (Craven County Physical, Cultural & Historical Features, 2014). The Neuse and the Trent Rivers drain into Craven County. Craven County has three aquifers that yield water to wells including, Surficial Sand, the Peedee formation and the Limestone unit (LeGrande, n.d). These water sources are used primarily for drinking and secondary recreation such as: boating, fishing, hunting, swimming, skin diving, wading, and water sports.

Natural Heritage Areas

There are numerous significant protected lands and natural heritage areas in Craven County. The County is an environmentally rich area with a number of major assets including the Croatan National Forest, MCAS Cherry Point - Maine Air Station, Sheep Ridge Wilderness Area, Dover Bay Pocosin, Duck Creek Natural Area, Little Lake – Long Lake – Sheep Ridge Wilderness Area, Neuse River Bluffs, and Pocosin Wilderness Area. All of the significant natural heritage areas and protected lands are listed in Table 5. The following cities do not have protected lands or natural heritage areas within their jurisdiction: Cove City, Dover, and Vanceboro (Holland Consulting Planners, Inc., 2009).

Table 5. Craven County Significant Natural Heritage Areas

<u>Site</u>	<u>Acres</u>	<u>% of total</u>
Billfinger Road Flatwoods	73.5	0.2
Catfish Lake/Catfish Lake South Wilderness.....	789.9	1.7
Cherry point Tucker Creek Natural Area	1,224.8	2.7
Cool Springs Sand Ridge and Swamp	1,131.4	2.5
Deep Gully	40.9	0.1
Dover Bay Pocosin		
Duck Creek Natural Area.....	3,324.5	7.3
Flanners Beach Natural Area	372.6	0.8
Fort Barnwell Bluffs.....	25.1	0.1
Great Lake/Pond Pine Wilderness Natural Area	397.8	0.9
Gum Swamp Bottomland Hardwood Forest	34.6	0.1
Hancock Creek Forest	116.4	0.3
Lake Ellis Simon	1,673.3	3.7
Little Lake, Long Lake, & Sheep Ridge Wilderness.....	1,1851.0	26.2
Little Road Longleaf Pine Savannas.....	403.6	0.9
Masontown Pocosin.....	652.2	1.4
Neuse River Floodplain and Bluffs	11,834.2	26.1
Northwest Pocosin.....	11.8	0.0
Pocosin Wilderness	4,738.4	10.5
Reedy Branch	7.9	0.0
Riverdale Goldenrod Roadsides	12.3	0.0
Shell Landing	2.0	0.0
Southwest Prong Flatwoods	316.7	0.7
Sweetwater Creek/Trent River Natural Area	496.7	1.1
Trent River/ Brice Creek Marshes	35.0	0.1
Union Point Pocosin	1,354.0	3.0
Total.....	45,320.0	100.0

Source: CAMA Core Land Use Plan, 2009

Unique Resources

In North Carolina, unique areas are considered shorelines, estuarine waters, historical sites, scenic points and natural heritages. Craven County is known for all the unique areas mentioned and also includes excessive slope, areas of erosion, and natural resources in fragile areas. The Estuarine water consists of deep water that supports an abundance of diverse plants and animals such as: marine mammals, shore birds, fish, crabs and clams. Craven County has public trust areas, which can be also defined as public beaches. There are approximately 201,365 acres of wetlands and a significant number of natural heritages and protected land. Finally, Craven County has many sites that are listed in the North Carolina Division of Archives and History to ensure their preservation. Other characteristics of Craven County that are unique and attract seasonal tourism include 115 transient boat slips, and campground spaces. The NC Division of Archives and History also include fifty individual properties and four historic districts, all located in New Bern. Within these areas are private residents, schools, as well as, the Masonic Temple and Theatre.

Natural and Physical Resources Summary

Craven County has an abundance of natural and physical resources within its borders. The variety of natural resources allows for many different types of plants and animals to thrive in Craven County both in the waters and on land. The Neuse and Trent rivers are major sources of flow into Craven County's sluggish tributaries, which allow for a wide range of recreational activities (i.e., boating, paddling, and water sports). Elevation in Craven County ranges from 63 feet above sea level in Dover to five feet above sea level in the marshes and floodplain. There are a significant number of natural Heritages and protected land with many areas registered in the North Carolina Division of Archives and History. Craven County can take natural and physical feature into consideration when constructing new facilities or creating new programs.

Projected Growth and Population Analysis

In Craven County, the population growth is anticipated to be mainly military personnel and their dependents. The population is expected to increase by 12.4% from 2007 to 2030. The overall North Carolina population is expected to increase by 36.2% during the same time period. Two important factors considered in projecting the population growth include a) Craven County being the 12th fastest growing Coastal Area Management Act (CAMA) County, and b) the impact of the County's seasonal population is minimal and contains 7.1% of the total CAMA area growth from 1980 to 2000.

Projected Development

A summary of housing units by tenure in Craven County based on the 2000 and 2010 U.S. Census is summarized in Table 6. The table shows a 3% increase in owner occupied units, a 5% decrease in rental-occupied units, and about a 2% increase in vacant units from the 1980 Census to the 2000 Census.

Existing land uses in Craven County and percentages being used for industries (i.e., agriculture, commercial, industrial, recreation) are provided in Table 7. The majority of the existing land in Craven County is occupied by agricultural/low density residential use, which is approximately 270,5000, following government and institutional use.

Table 6. Summary of Housing Units by Tenure in Craven County

<u>Housing Units</u>	<u>n</u>	<u>% Growth</u>
2019 Projected Total Housing	48,143	+3.2%
2014 Projected Total Housing	46,668	
	<u>n</u>	<u>% of Total</u>
2010 Census Occupied Housing	35,596	88.3%
2010 Census Vacant Housing	4,703	11.7%
2010 Census Total Housing	40,229	100.0%
2010 Census Total Households.....	45,002	
	<u>n</u>	<u>% of Total</u>
2013 Estimated Owner Occupied Housing	25,394	63.6%
2013 Estimated Renter Occupied Housing.....	14,537	36.4%
2013 Total Estimated Occupied Housing	39,931	100.0%
	<u>%</u>	
2013 Estimated Owner Occupied Housing Vacancy	2.3%	
2013 Estimated Renter Occupied Housing Vacancy	6.8%	
	<u>(\$)</u>	
2013 Estimated Median Value of Owner Occupied Housing.....	\$152,400	
2013 Estimated Median Gross Rent.....	\$870.00	

Sources: ESRI, 2015; U.S. Census, 2010

Table 7. Summary of Housing Units by Tenure in Craven County

<u>Existing Land Use</u>	<u>Acres</u>	<u>% of Total</u>
Agricultural/Low Density Residential	281,122.70	70.2
Commercial.....	3,160.99	0.8
Industrial	2,365.94	0.6
Governmental and Institutional	77,056.61	19.2
Recreational.....	1,095.43	0.3
Single-Family Residential	16,569.09	4.1
Multi-Family Residential	68.11	0.0
Mobile home	2,744.81	0.7
Utility	1,077.70	0.3
Vacant	15,177.93	3.8
Total	400,429.30	100.0%

Source: Holland Consulting Planners Inc., 2009

The number of permits requested annually between 2000 and 2008, totaling over 3,000 permits requested in Craven County, NC is provided in Table 8.

Table 8. Total Residential Permits Issued between 2000-2008 in Craven County

<u>Year</u>	<u>Total Permits</u>
2000	200
2001	237
2002	293
2003	357
2004	475
2005	576
2006	604
2007	360
2008	263
Total	3,365

Source: Holland Consulting Planners Inc., 2009

The number of acres identified as “Vacant parcels” are summarized in Table 9. These vacant parcels have been designated as either, “suitable for commercial development” or “suitable for industrial development” depending on the number of acres available. The results indicate that Craven County has about 5,000 acres of commercially suitable land and 382 acres of suitable for industrial development (RKG Associates, Inc., 2013).

Table 9. Vacant Commercial and Industrial Parcels in Craven County

Vacant Parcels Suitable for Commercial Development

<u>Parcel Size</u>	<u>Parcel Count</u>	<u>Total Acres</u>	<u>Average Acre/Parcel</u>	<u>Total Land Value</u>	<u>Average Land Value/Acre</u>
Under 1 Acre.....	551	190.6	0.4	\$26,570,554	\$134,691
1-10 Acres	291	897.6	3.1	\$58,650,470	\$65,338
10-20 Acres	34	439.7	12.9	\$8,812,210	\$20,042
20-100 Acres	44	2,000.0	45.5	\$21,867,280	\$10,934
Over 100 Acres.....	7	1,670.8	238.7	\$12,918,102	\$7,732
Total.....	5,198.7				

Vacant Parcels Suitable for Industrial Development

<u>Parcel Size</u>	<u>Parcel Count</u>	<u>Total Acres</u>	<u>Average Acre/Parcel</u>	<u>Total Land Value</u>	<u>Average Land Value/Acre</u>
Under 1 Acre.....	22	11.1	0.5	\$1,287,630	\$116,388
1-10 Acres	26	86.1	3.3	\$3,500,390	\$40,676
10-20 Acres	1	10	10	\$130,130	\$13,000
20-100 Acres	3	100.1	33.36	\$1,470,970	\$14,696
Over 100 Acres.....	1	175	175	\$157,500	\$900
Total.....	382.2				

Source: RKG Associates, INC, 2013

Projected Household Growth

The number of households projected by 2017 is showing an increase in relation to the increase in population size mentioned earlier in the report (Table 10). The annual growth rate was 1.3% between 2000 and 2012, which was slightly below the regional average, which was 1.5%, while the state average was 1.9%. With this prospective outlook, the household projection for 2017 is estimated to increase by 1.3% increase.

Given the higher number of seniors within Craven County, it is not unreasonable for the average household to be smaller than the county and state averages. The Craven County average household is 2.45. This is also the reason that average household sizes are projected to decrease into 2017 (RKJ Associates Inc., 2013).

Table 10. Household trends between 1990 – 2017

<u>Number of Households</u>				
<u>Region</u>	<u>1990 Census</u>	<u>2000 Census</u>	<u>2012 Estimate</u>	<u>2017 Projected</u>
Craven County	29,537	34,582	41,113	44,130
Eastern Region	293,554	343,772	407,538	434,449
North Carolina.....	2,517,026	3,132,013	9,759,332	10,365,298
<u>Change in Households</u>				
<u>Region</u>	<u>1990 Census</u>	<u>2000 Census</u>	<u>2012 Estimate</u>	<u>2017 Projected</u>
Craven County	N/A	17.1	18.9	7.3
Eastern Region	N/A	17.1	18.5	6.6
North Carolina.....	N/A	24.4	211.6	6.2
<u>Annual Percent Change in Households</u>				
<u>Region</u>	<u>1990 Census</u>	<u>2000 Census</u>	<u>2012 Estimate</u>	<u>2017 Projected</u>
Craven County	N/A	1.6	1.3	1.3
Eastern Region	N/A	1.6	1.5	1.1
North Carolina.....	N/A	2.2	17.6	1.2

Source: ESRI and RKG Associates, INC, 2015

Race and Gender Population

Composition by race and sex in Craven County Population are provided in Table 11. The data show support for a 10% increase in population among minorities, as compared to whites. One will also note that the increase in the male population was 4% greater than the increase in the female population.

The population growth in Craven County can also be attributed to the increase in military presence of the Marine Corps Air Station Cherry Point. Table 12 provides the military population for Craven County (RKG Associates Inc., 2013).

Table 11. Number and Percent Increase in Craven County Population by Race and Sex

<u>Category</u>	<u>Total Population in 1990</u>	<u>Total Population in 2000</u>	<u>Percent Change</u>
White.....	58,478	63,952	9.4
Minorities	23,135	27,571	19.2
Males	40,504	46,195	14.1
Females	41,109	45,328	10.3
Total County	81,613	91,523	12.1

Source: State Data Center, NC Office of State Planning, 2013

Table 12. Craven County Military-Relative Population, 2013

<u>Population</u>	<u>n</u>
Military	
Active	9,048
Retired	2,932
Civilian.....	3,093
Family Members.....	18,900
Total	33,973

Source: FY07 Economic Impact, Marine Corps Air Station Cherry Point, 2013

Total Population by Age

Examining Table 13, it is again noted that the population 60 years and older has had a substantial increase from 12,693 to 16,223. This trend is due to the increased waterfront investments and other suburban properties within Craven County by retirees. This is also due to the shift towards a non-basic economy and increasing seasonal population.

Table 13. 2010 Total Population in Craven County and 2014 Projections by Age

<u>2010 Census Total Population</u>		
	<u>n</u>	<u>% of Total</u>
Urban	74,825	72.3
Rural	28,680	27.7
Total population in 2010	103,505	100.0
<u>2014 Projections</u>		
<u>Age</u>	<u>n</u>	<u>% of Total</u>
0 – 19 years	26,688	25.2
20 – 29 years	17,329	16.4
30 – 39 years	12,700	12.0
40 – 49 years	11,433	10.8
50 – 59 years	13,606	12.8
60+ years	24,108	22.8
Total population projected in 2014.....	105,864	100.0
Median age projected in 2014	37 years	
Median age projected in 2019	38 years	

Source: U.S. Department of Commerce, 2015

Table 14 breaks the population up by sex and age in the year 2013 and 2014 (Suburb Stats, 2013). Males account for about 48% of Craven County Population, while females account for 52% of the population. The total population, number of females, and number of males are shown in Table 14 below.

Table 14. Estimated Craven County Population by Age and Sex in 2014, 2013

<u>Age</u>	<u>Males (n)</u>	<u>Age</u>	<u>Females (n)</u>
Under 5 years	3,944	Under 5 years.....	3,732
5 to 9 years	3,276	5 to 9 years	3,227
10 to 14 years	3,122	10 to 14 years	3,120
15 to 17 years	1,893	15 to 17 years	1,867
18 to 19 years	1,139	18 to 19 years	1,179
20 years	653	20 years	748
21 years	678	21 years	769
22 to 24 years:	2,276	22 to 24 years	2,362
25 to 29 years:	3,396	25 to 29 years	3,450
30 to 34 years:	2,956	30 to 34 years	3,034
35 to 39 years:	2,672	35 to 39 years	2,854
40 to 44 years:	2,623	40 to 44 years	2,805
45 to 49 years:	3,037	45 to 49 years	3,412
50 to 54 years:	3,222	50 to 54 years	3,650
55 to 59 years:	2,937	55 to 59 years	3,368
60 and 61 years:	1,121	60 and 61 years	1,303
62 to 64 years:	1,671	62 to 64 years	1,835
65 and 66 years:	976	65 and 66 years	1,158
67 to 69 years:	1,266	67 to 69 years	1,470
70 to 74 years:	1,767	70 to 74 years	1,981
75 to 79 years:	1,292	75 to 79 years	1,640
80 to 84 years:	920	80 to 84 years	1,196
85 years and older:	550	85 years and older	1,019
Total Male Population	47,387	Total Female Population	51,179
Total Population	98,566		

Income

According to the 2000 U.S. Census, the 1999 per capita income in Craven County was only \$18,243, compared to \$20,307 for the state. Table 15 shows the projected income for 2014 and 2019, and Per Capita Income from the 2000 and 2010 U.S. Census, according to the Commerce Economic Development of Craven County. The projected median household income is projected to reach \$53,376 by the year 2019. The project Per Capita is projected to reach \$27,304 in the same year (US Department of Commerce, 2015).

According to the State of the County Health Report for Craven County, the number of persons below poverty level in 2013 was at 0.2%. This percentage was only 0.1% higher than the overall North Carolina percentage (North Carolina State Center for Statistics, 2013).

Table 15. Income for Craven County

	<u>Average</u>	<u>%</u>
2013 Estimated Median Family Income	\$55,689	30.3
2019 Projected Median Household Income	\$53,376	15.3
2014 Projected Median Household Income	\$46,299	28.9
2013 Estimated Median Worker Earnings	\$26,082	
2019 Projected Per Capita Income	\$25,972	2.0
2014 Projected Per Capita Income	\$23,487	27.5
2013 Estimated Total Pop with Income Below Poverty Level, Last 12 months	\$16,641	0.2

Source: U.S. Department of Commerce, 2015

Civilian unemployment rate, 16 years and older in Craven County are provided in Table 16. The current unemployment rate is a little under the annual unemployment rate according to the table. As of January 2014, there were 37 998 people currently employed and 2,635 currently unemployed (Commerce Economic Development, 2014. Craven County.)

Table 16. Craven County Employment/Unemployment in 2013

	<u>Current</u>	<u>Annual</u>
Employment.....	37,998	38,162
Unemployment.....	2,635	3,774
Unemployment Rate	6.5%	9.0%

Source: Commerce Economic Development, 2015, Craven County

Household Types

According to the Craven County, NC population, demographics and statistics in 2014, there are 40,299 occupied homes. These homes are broken down into household types and shown in Table 17. Family led homes occupy the highest household type in Craven County with 28,174 homes.

Of those 40,299 households, 1,475 households have three or more generations (Suburban Stats, 2013).

Table 17. Number of Occupied Homes in Craven County

Occupied Homes	n
Family-led homes	200
Husband-wife family	21,143
Other family	7,031
Population of male-led with no wife present	1,619
Population female led with no husband present	5,412
Population of Nonfamily homes	12,125
Population living alone	10,265
Population not living alone	1,860
Total number of occupied homes	40,299

Source: Suburban stats, 2013

Education

According to the Comprehensive Economic Development Strategic Plan, 20% of Craven County’s population has obtained a college degree. Craven County's proportion (21.0%) is considerably less than the State's (26.5%) and the Nation's (28.2%). This is a reflection of the military base in the county. The proportion of Craven County residents over the age 25 with Associate Degrees (10.3%) is higher than the State (8.5%) and Nation (7.6%). The County's population with high school degrees (87.5%) exceeds the State's (84.1 %), as well as the national average of 85.4%. This is shown in (Table 18).

Table 18. Education and Education Attainment in Craven County

Education ^a	n	%
2013 – 2014 Kindergarten – 12 th Enrollment	14,820	
2014 Average SAT score (2400 scale).....	1,431	
2014 Graduates taking SAT	---	36.8
2012 – 2013 Higher Education Completions	586	
2012 – 2013 Higher Education Total Enrollment	4,822	
2013 Estimated Education Attainment ^b , Age 25+		
At Least High School Graduate	58,357	87.2%
At Least Bachelor’s Degree	14,036	21.0%

Source: ^a U.S. Dept. of Education, National Center for Education Statistics, 2015; ^b 5-year series American Community Survey, 2015

Table 19. Quality of Life in Craven County

<u>Childcare 2014^a</u>	<u>n</u>
Q4 Licensed Child Care Facilities.....	73
Q4 Licensed Child Care Enrollment	2,477
<u>Healthcare Providers 2012^b</u>	<u>n</u>
Number of Physicians	233
Physicians per 10,000 population.....	22.2
RNs per 10,000 population	96.9
Dentists per 10,000 population	4.2
Pharmacists per 10,000 population	7.5
<u>Taxes* ^c</u>	<u>\$</u>
FY2014 – 2015 Property Tax Rate per \$100 Value.....	\$0.4675
FY2013 – 2014 Annual Taxable Retail Sales (\$mil).....	\$856.50

* 2015 Tier designation = 2

Sources: ^a NC Dept. of Health and Human Services, 2015; ^b UNC Sheps Center, 2015; ^c NC Commerce, Labor and Economic Analysis Division, 2015

Projected Growth and Population Summary

The overall projected growth in Craven County is going to increase in the next few years. The population growth through 2030 is anticipated to be majority military personnel and their dependents. The population is expected to increase by 12.4% from 2007 to 2030. The overall North Carolina population is expected to increase by 36.2% during the same time period. Some important factors in projecting the population growth include: Craven County being the 12th fastest growing CAMA County, the impact of the County’s seasonal population is minimal and contained 7.1% of the total CAMA area growth from 1980 to 2000. When looking at Table 13, it is noted again, that the population 60 years and older has had a substantial increase from 12,693 to 16,223. This trend is due to the increased waterfront investments and other suburban properties within Craven County by retirees. This is also due to the shift towards a non-basic economy and increasing seasonal population. The minority groups within Craven County have had a more substantial increase in relation to white population growth. This is also true with males in the population. Family-led households attribute to the majority of households in Craven County, closely followed by husband-wife led households.

Health and Crime Analysis

The 2009 unadjusted death rate for Craven County is 884.7 per 100,000 persons, which is higher than the NC state rate of 820.1 per 100,000 persons. Cancer has continued to be the leading cause of death for the last four years in Craven County and it has now surpassed heart disease as the leading cause of death for the state of NC. Cancer is the leading cause of death in Craven County and in North Carolina, shown in (Table 20). Table 20 shows that the leading causes of

cancer death in Craven County are Colon/Rectum Cancer, followed by lung cancer. Illnesses that are high among residents within Craven County include diabetes and asthma. Other health assessments conducted by the North Carolina Public Health include: obesity (70.2% of residents in NC), Smoking (20.8% of residents), Suicide (10 per 100,000 in Craven County in 2009) and Substance Abuse (Harrelson, 2014).

The leading causes of death in Craven County includes:

- | | |
|----------------------------|-----------------------------|
| 1. Cancer | 6. Alzheimer’s Disease |
| 2. Disease of the heart | 7. Diabetes |
| 3. Cerebrovascular disease | 8. Nephritis |
| 4. Respiratory Disease | 9. Septicemia |
| 5. Unintentional Injuries | 10. Influenza and Pneumonia |

Table 20. Leading Cause of Deaths in Craven County, 2011

Causes of Death	Craven County		North Carolina	
	Rank	Rate	Rank	Rate
All causes	--	915.7	--	826.2
Cancer	1	222.1	1	187.7
Heart disease.....	2	190.6	2	180.1
Cerebrovascular disease	3	54.7	4	45.7
Chronic lower respiratory disease	4	49.6	3	48.0
Alzheimer’s Disease	5	32.3	6	28.8
Other Unintentional Injuries	6	30.3	5	29.7
Diabetes Mellitus	7	28.4	7	23.0
Nephritis, Nephritic Syndrome, & Nephrosis	8	22.6	8	18.4
Pneumonia & Influenza.....	9	17.4	9	18.3
Septicemia	10	14.6	No listed in top 10 for NC	

Source: State of the County Health Report, 2013

Overall, minorities had a higher leading cause of death in all categories, except respiratory disease. The highest ratio difference was in the diabetes category, minorities at 46.9 per 100,000 and whites at 19.8 per 100,000. Table 21 shows the leading cause of death among whites, minorities and the disparity ratio (Craven County State of the County Health Report, 2013).

Table 21. Leading causes of deaths among Whites and minorities per 100,000 in Craven County

<u>Causes</u>	<u>Whites</u>	<u>Minorities</u>	<u>Disparity Ratio</u>
All causes	777.0	1,037	1.3
Cancer	181.6	227.5	1.3
Heart Disease	159.1	207.7	1.3
Stroke	43.4	66.3	1.5
Respiratory Diseases.....	47.0	23.1	0.5
Diabetes.....	19.8	46.9	2.4

Source: State of the County Health Report, 2013

Until 2012, infant mortality was on the rise in Craven County, NC. However, in 2010, the state of NC posted its lowest total infant mortality rate in state history and Craven County posted its lowest infant mortality in 5 years (Table 22; Craven County State of the County Health Report, 2013).

Table 22. Infant Mortality in Craven County and North Carolina

<u>Craven County</u>			
<u>Year</u>	<u>White Infant Deaths</u>	<u>Minority Infant Rate</u>	<u>Total Deaths</u>
2012.....	12	3	15
2011.....	8	4	12
2010.....	9	3	12
2009.....	9	7	16
2008.....	7	7	14
<u>North Carolina</u>			
<u>Year</u>	<u>White Infant Deaths</u>	<u>Minority Infant Rate</u>	<u>Total Deaths</u>
2012.....	369	514	883
2011.....	369	297	866
2010.....	362	492	854
2009.....	487	519	1,006
2008.....	558	508	1,066

Source: State of the County Health Report, 2013

The live birth rate in 2012 was 14.6 per 1,000 women, as compared to the state average, which was 12.4 per 1,000 women (Table 22). The reason behind the higher average was due to the military base. The low birth weight average in Craven County was lower than the state average.

Table 22. Live Birth Rates in Craven County and North Carolina per 100,000

<u>Year</u>	<u>Craven County Live Births</u>	<u>NC Live Births</u>
2008.....	14.4	19.6
2009.....	11.2	17.5
2010.....	9.6	15.3
2011.....	10.5	15.4
2012.....	12.4	14.6

Source: State of the County Health Report, 2013

Crime

The purpose of this section is to provide the overarching statistics of crime in Craven County. The crime statistics below were obtained from the State Bureau of Investigation Division of the North Carolina Department of Justice, unless otherwise indicated.

The Crime level in Craven County has not had a dramatic change in the last 5 years. The rate for 2010 was 4,497.6 per 100,000 persons. The NC state rate was 3,955.7 per 100,000. The largest group of crimes reported was within property and burglary ranked second. Table 23 illustrates the rates in Craven County per 100,000 persons for various offenses over the last five years. The low crime rate was ranked at the top qualifier of life criteria. Craven County’s violent crime rates tend to be lower than the state, although property crimes are considerably higher (Table 24) (Craven County Community Health Assessment, 2011).

Table 23. Crimes in Craven County

<u>Year</u>	<u>Index Rate</u>	<u>Violent Rate</u>	<u>Property Rate</u>	<u>Murder Rate</u>	<u>Rape Rate</u>	<u>Robbery Rate</u>	<u>Assault Rate</u>	<u>Burglary Rate</u>
2006	4,175.7	400.0	3,775.7	5	29	90	241	509
2007	4,598.0	392.7	4,205.3	3	21	79	261	413
2008	2,854.1	232.7	2,621.4	1	4	47	173	379
2009	3,665.0	229.7	3,435.3	3	22	26	164	509
2010	4,497.6	336.5	4,161.2	4	25	41	251	749

Source: Craven County Community Health Assessment, 2011

Table 24. Crime Statistics in Craven County 2006 – 2010

Craven County	2006	2007	2008	2009	2010	Rate*
Crime						State
Murder	5.6	3.0	1.0	3.0	4.0	5.1
Forcible Rape	32.4	22.7	4.3	23.5	36.2	21.4
Robbery	100.6	85.5	50.9	27.8	43.0	105.0
Aggravated Assault.....	269.3	282.4	187.3	175.2	263.1	242.3
Violent Crime	407.9	363.6	243.5	229.5	336.3	373.8
Burglary	962.1	1,074.3	833.6	1,382.3	1,921.3	1,125.8
Larceny	2608.0	2,954.6	1,932.5	1,924.9	2,093.2	2263.0
Motor Vehicle Theft.....	226.8	176.3	116.9	128.2	146.7	193.0
Property Crime.....	3,796.9	4,205.2	2883.0	3,435.4	4,161.2	3,581.8

* Per 100,000 Residents

Source: RKG Associates Inc., 2013

Health and Crime Summary

The 2009 unadjusted death rate for Craven County was 884.7 per 100,000 persons, which was higher than the NC state rate of 820.1 per 100,000 persons. Cancer has continued to be the leading cause of death for the last four years in Craven County and it has now surpassed heart disease as the leading cause of death for the state of NC. Cancer is the leading cause of death in Craven County and in North Carolina. The leading causes of death due to cancer in Craven County are from colon/rectum cancer, followed by lung cancer. Illnesses that are high among residents within Craven County include diabetes and asthma. Other health assessments conducted by the North Carolina Public Health include: obesity (70.2% of residents in NC), Smoking (20.8% of residents), Suicide (10 per 100,000 in Craven County in 2009) and Substance Abuse (Harrelson, 2014).

Until 2010, infant mortality was on the rise in Craven County, NC. However, in 2010, the state of NC posted its lowest total infant mortality rate in state history and Craven County posted its lowest infant mortality in 5 years. The live birth rate in 2012 was 12.4 per 1,000 women, whereas, the state average was 14.6 per 1,000 women. The reason behind the higher state average is due to the military base.

The Crime levels in Craven County remains the same throughout the past 5 years. The rate for 2010 was 4,497.6 per 100,000 persons. The NC state rate was 3,955.7 per 100,000. The largest group of crimes reported was within property, followed by burglary which was ranked second. The low crime rate was ranked at the top qualifier of life criteria. Craven County's violent crime rates tend to be lower than the state, although property crimes are considerably higher.

Inventory Analysis

This section provides an inventory of all recreation programs, facilities, and parks in Craven County. The recreation and park opportunities inventoried were: public recreation programs and facilities, non-profit organizations (e.g., scouts, 4-H clubs, etc.), and private/commercial agencies (e.g., country clubs, riding stables, and wellness centers). It should be noted that only public park and recreation sites were evaluated. Parks managed by the Craven County Recreation and Parks Department were evaluated on the basis of the North Carolina Statewide Comprehensive Outdoor Recreation Plan (Easley, Ross & Ledford, 2008). These seven classes of parks included:

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 (Easley, Ross & Ledford, p. III-3, Table 3.2).
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 (Easley, Ross & Ledford, p. III-3, Table 3.2).
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 (Easley, Ross & Ledford, p. III-3, Table 3.2).
4. **Local Parks:** Combines Neighborhood, Community, and District/Metro Area parks classes described above (Easley, Ross & Ledford, p. III-3, Table 3.2).
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% 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 (Easley, Ross & Ledford, p. III-3, Table 3.2).
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 (Easley, Ross & Ledford, p. III-3, Table 3.2).

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 (Easley, Ross & Ledford, p. III-3, Table 3.2).

Public Recreation and Parks Facilities

Identified below are the amenities and locations of the four parks managed by the Craven County Recreation and Parks Department (Figure 1). The seven classifications mentioned above were used to compare the parks with state standards. The Inventory of Amenities and Facilities Operated by the Craven County Recreation and Parks Department can be found in Appendix B and a map with the layout of recreational sites throughout the county. The classification of parks based upon the seven NCSCORP groupings is found below:

1. **Neighborhood Parks:**

Rocky Run Park

Rocky Run Park is a 5-acre neighborhood park located just off Highway 17 south on Rocky Run Drive. This park offers playground equipment, a picnic shelter, basketball court and open space. This park opened to the public in 1982. Reservations can be made for a nominal fee. Amenities include:

- Playground
- Concrete Basketball court
- Swing set
- Picnic Pavilion with tables

2. **Community Parks:** None maintained by County.

3. **District / Metro Area Parks:**

Creekside Park

Creekside is Craven County's largest athletic park. Located on 111 acres adjacent to the Coastal Carolina Regional Airport. Opened in 1997, it is home of the New Bern Area Soccer Association, New Bern Babe Ruth Girls Softball, New Bern Sunday School Baseball, Special Needs Baseball, Adult Men's and Co-Ed Softball along with Adult Kickball. Amenities include (40 2):

- 4 full size soccer fields
- Disc golf course
- 2 youth baseball fields
- Waterfront dock overlooking Brice's Creek
- 2 youth softball fields
- 2 canoe/kayak launches
- 3 adult softball fields
- Open space
- 1 older youth/adult baseball field
- Outdoor fitness equipment
- 3 playgrounds
- Walking trail
- 4 sand volleyball courts
- 2 maintenance buildings
- 3 picnic shelters
- 3 restroom concession buildings
- 1 gazebo

West Craven Park

West Craven Park was developed with assistance from a \$500,000 State Parks and Recreation Trust Fund Grant and was dedicated on April 25, 2009. It is comprised of 90 acres and its sandy soil makes this park an attractive location for tournaments, since the quick drainage allows the athletic fields to be playable after a heavy rain. Located across the street from West Craven High School, makes it a great addition for recreation opportunities to the citizens of western Craven County. Amenities include (Figure 3):

- 4 full-size football/soccer fields
- 3 youth baseball fields
- 1 300ft baseball field
- Picnic shelter
- Playground
- 6 tennis courts
- Walking trail
- Golf driving range
- Maintenance building
- Restroom/Concession building

Latham-Whitehurst Nature Park

Craven County's Latham-Whitehurst Nature Park opened in 2011 and is comprised of 133 acres of preserved pristine coastal land. This is Craven County's first nature park, which is geared towards the natural environment, as it will offer hiking, nature observation, bird watching and access to Broad Creek by way of a boardwalk, approximately one mile north from Lee's Landing. Amenities include (Figure 4):

- Extensive gravel walking trail
- Several natural trails
- Picnic shelter
- Gazebo restroom facilities
- 2,000 ft. dock overlooking Broad Creek
- Signage describing plant life
- Canoe & kayak launch and boat docking area
- Waterfront dock overlooking Brice's Creek
- 2 canoe/kayak launches

4. **Local Parks:** None maintained by County
5. **Regional/State Park:** None maintained by County
6. **Dispersed Use/Conservancy Are:** None maintained by County
7. **Wilderness Area:** None maintained by County

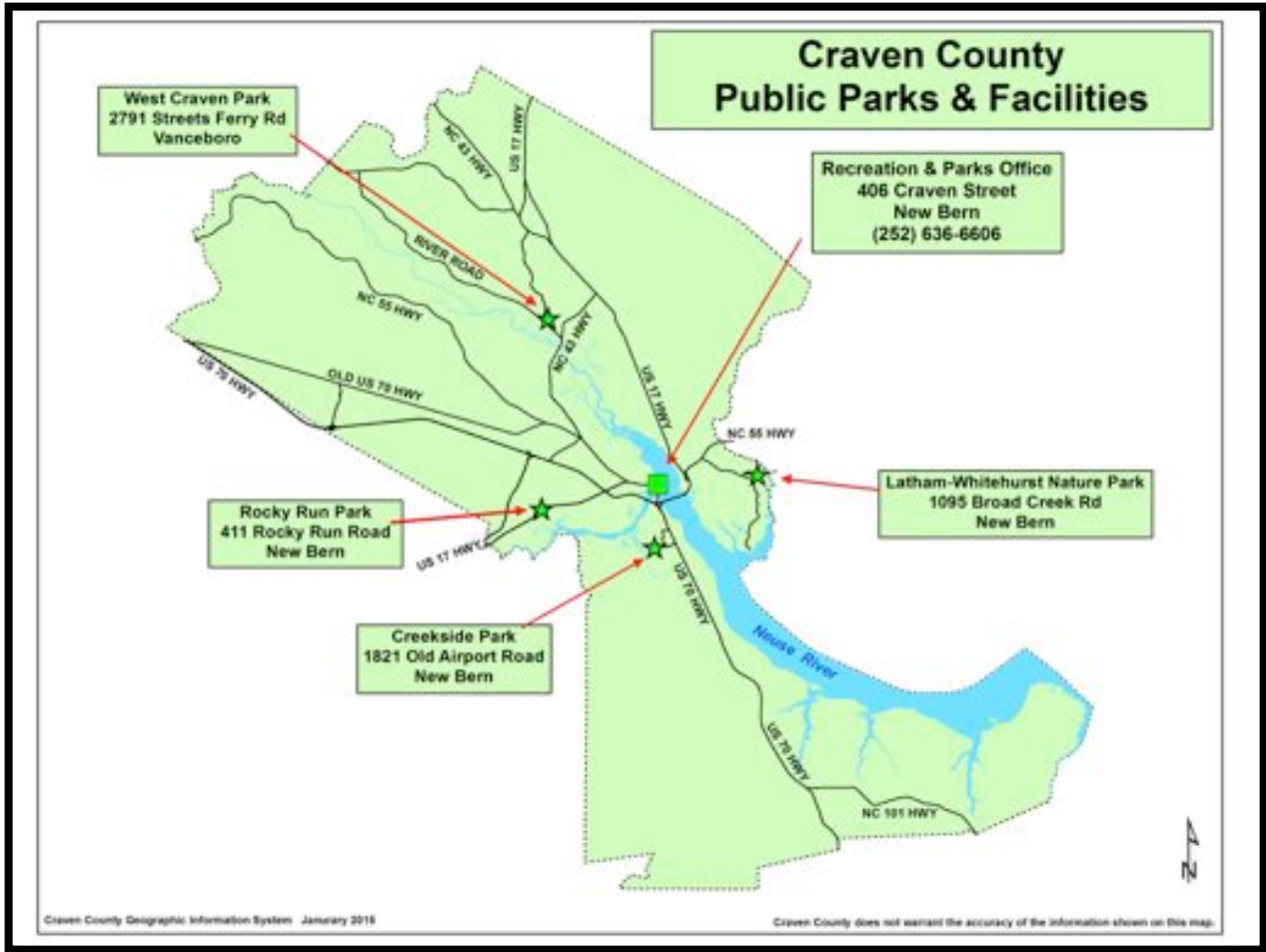


Figure 1. Map of all Craven County parks and facilities.



Figure 2. Creekside Park (clockwise) canoe/kayak launch; waterfront dock overlooking Brice's Creek; disc golf; baseball field.



Figure 3. West Craven Park playground (left) and picnic shelter (right).



Figure 4. Latham-Whitehurst Park; (top row) waterfront dock; canoe/kayak launch; (middle row) gazebo; boardwalk; (bottom row) canoing; dock and observation area overlooking Broad Creek.

Craven County Recreation and Parks Program

The department has staff of 9 full-time employees operating on a budget of \$718,975. The Craven County Recreation and Parks Department serves the citizens of Craven County.

Public Recreation Programs

Craven County Recreation and Parks Department provides a variety of seasonal programs. Tables 24 and 25 provide a summary of the programs offered by Youth Programs, Adult Programs, and Special Populations/Seniors.

Table 24. Craven County Recreation and Parks Department Seasonal Programs

	<u>Camps</u>	<u>Classes</u>	<u>Leagues</u>
<u>Youth Programs</u>	Basketball Golf Lacrosse Sand Volleyball Tennis Volleyball Dance	Archery Golf Paddling Tennis	Basketball Volleyball (2 leagues) Kickball Sand volleyball
<u>Adult Programs</u>	<u>Classes</u> Golf Paddling Tennis Kayak/fishing	<u>Leagues</u> Baseball Co-ed softball Kickball Men's softball Sand volleyball	
<u>Special Populations/ Seniors Programs</u>	<u>Special Olympics</u> Basketball Bocce Bowling Swimming Track and Field	<u>Senior Programs</u> Senior Games Senior Games Practices Softball	

Table 25. Programs that Utilize our Parks

Youth Sports

Babe Ruth Girls Softball
Cal Ripken Baseball
Twin Rivers Little League
Coastal United Soccer Association
Craven Jaguars Football
West Craven Pop Warner
Cove City Football
Epiphany Baseball, Cross Country &
Sand Volleyball Teams
West Craven Soccer & Tennis teams
Calvary Baptist Soccer

Special Olympics

Craven's Got Talent
Spaghetti Dinner Fundraiser
Christmas social

Special Events

5k road races for Coastal Women's Shelter & United Way
Sand Volleyball Tournaments for Crystal Coast Volleyball
Adult Softball tournaments for Breast Cancer and
Cal Ripken baseball
Disc Golf Tournaments by Craven Chains
Aero modelers
Girls Softball Tournaments by World Fast Pitch
Connection
District and State Tournaments by Cal Ripkin and Twin
Rivers Baseball/Babe Ruth Girls Softball

Employee Events

Wellness and Benefits Fair
Bi-monthly recreation outings

Craven County Recreation and Parks Acreage

Parks maintained by Craven County Recreation and Parks Department cover a total of 142.1 acres, and are broken down below (Table 26).

Other Public Recreation Sites

In addition to the countywide Recreation and Parks Department, Havelock, New Bern, and Fairfield Harbour each have their own Recreation and Parks Departments, programs and parks, with additional acres of parks available to county residents and visitors.

Table 26. Parks Not Maintained by Craven County Recreation and Parks Department

Parks

<u>Location</u>	<u>Park Name</u>	<u>Acres</u>
Havelock	Racide/Tee-Ball Field	5.00
	Senior Cetner	0.00
	City Park	10.00
	Recreation Complex	50.00
	Sermons Park	3.30
	Foxcraft Park	3.00
	Bryan Boulevard Park	0.75
	Walter B. Jones Park	12.00
	Waterfront Park	6.60
	Stonebridge Park	4.50
	Tarheel Park	1.30
	South Forest Park	2.00
	Village Park	1.00
	Wolf Creek Park	2.90
MacDonald Downs Park	2.20	
New Bern	D.E. Henderson Park	30.00
	Seth West Parrot Park	25.00
	Donald Miller Park	0.50
	Fort Totten Park	5.40
	George Street Park	2.00
	Kafer Park	-
	Leander Morgan Park	7.00
	Mary White Park	0.30
	Monk Mallard Park	3.00
	Peirce Park	3.70
	Pleasant Hill Park	4.50
	Speight Park	-
	Tryon Village	1.00
	Council Bluff Green	-
	Glenburnie Park	51.00
	Lawson Creek Park	140.00
	Union Point Park	6.00
Lourenco Park	0.50	
Cove City	Cove City Park	1.00
	Rocky Run Park	3.00
	Newport Multi-Purpose Fields	3.00
Vanceboro	Davis School House Park	1.00
River Bend	River Bend Park	5.00
Fairfield Harbour	Recreation Center	5.00
Trent Woods	Meadows Family Park	5.00

Additional Public Recreation Facilities

The following are other public recreation sites in Craven County.

New Bern

New Bern Parks & Recreation Department operates the following facilities:

Community Parks

D. E. Henderson Park – (Location: 940 Chapman Street) - D.E. Henderson Park is 30 acres and adjoins Stanley White Recreation Center located at 901 Chapman Street. This park consists of two shelters with grills and four picnic tables. The surrounding grounds have two lighted regulation size basketball courts, two baseball fields, a soccer field, modular playground, outdoor restroom facilities, walking trail, par course joint-use fit center and ample parking.

Seth West Parrott Park – (Location: 1225 Pinetree Drive) - Twenty-five acres and home to Kidsville, Seth West Parrott Park encompasses the West New Bern Recreation Center, four tennis courts, two lighted baseball fields, two lighted little league fields, three field houses with restrooms, one outdoor lighted basketball court, ample parking and a picnic shelter.

Neighborhood Parks

Donald Miller Park (Location: 100 Avenue A) - A one-half acre recreation area at the juncture of the Neuse River on Avenue A, Donald Miller Park serves the needs of the surrounding neighborhood and contains picnic tables and park benches.

Fort Totten Park and Field (Location: 490 Ft. Totten Drive) - Located between Neuse Boulevard and Trent Road on Fort Totten Drive this is a 5.4-acre site which features a lighted softball field, modular playground and tot lot, picnic shelter with grills and picnic tables, restroom facilities and street side parking.

George Street Park – (Location: 811 George Street) - On George Street, this 2-acre site includes a baseball field and a basketball court. Used for tee ball games, tee ball practices, and free play basketball, the Craven County Senior Services building is next to this park.

Kafer Park – (Location: 603 George Street) - This park is located on George Street behind the new Police Department. It has a lighted baseball field, restrooms and a concession stand.

Leander Morgan Park (Location: Walt Bellamy Drive) - This is a 7 acre, green-space park that contains several picnic tables. It is located on Walt Bellamy Drive.

Mary White Park (Location: 610 Julia Clay Street) - Three-tenths of an acre located on the corner of Julia Clay Court and N. Bern Street, this park was named after Mary White, the local resident who spearheaded the park's inception. This open-space park contains a small play area.

Monk Mallard Park– (Location: 1101 Avenue) – This park is 3 acres located on N. Craven Street and Dunn Street and includes a small playground, picnic tables and grills.

Pierce Park and Field – (Location: 545 Neuse Avenue) Pierce Park and Field is a 3.7-acre facility with amenities including two lighted little league fields with bleachers, playground equipment, restroom facilities and a small concession stand. The fields are used for baseball and tee ball games and practices. The park and field are located next to the National Cemetery on Oaks Road.

Pleasant Hill Park (Location: 427 NC 55 Hwy W) - With the recent addition of a new shelter, Pleasant Hill is a 4.5-acre open space park located on Highway 55 West. It includes two picnic shelters with six tables and one grill per shelter, bathroom facilities, a playground, a horseshoe pit, a volleyball court, a walking trail, and a basketball court.

Speight Park (Location: Simmons St. & Dr. MLK Jr. Boulevard) - Located on Simmons Street and Dr. M. L. King Jr. Boulevard, this pocket park contains picnic tables and grills and serves the needs of the surrounding neighborhood. It is not unusual to see local businesspeople enjoying their lunch at the park. It is also a popular spot for the surrounding neighborhood's National Night Out celebration.

Tryon Village (Location: Meadows St. & Tatum Drive) - With picnic tables, grills and playground equipment, Tryon Village is a 1-acre residential park located on Meadows Street and Tatum Drive.

Open Space Parks

Council Bluff Green (Location: Front Street just north of Broad) - Just north of Broad Street on the Neuse River, you'll find Council Bluff Green, a two block long waterfront green with unparalleled views of the Neuse. Council Bluff includes enough open space for a picnic, with several benches and beautiful flowerbeds.

Glenburnie Park (Location: 340 Glenburnie Drive) - A 51-acre park located on the Neuse River, Glenburnie is north of the city. Although not completely developed, it has considerable recreation value in its natural features; Neuse River, hills, ravines and shady woodlands. Amenities include a public boat ramp with paved parking, fishing pier, four picnic shelters with parking nearby, restroom facilities, disc golf course and a playground. Picnic tables are located at each shelter and on the surrounding grounds for use by the public.

Lawson Creek Park / Jack's Island (1309 Country Club Road) - This is a 140-acre park located just west of the Tryon Palace on the Trent River. Lawson Creek Park has two boat launches, restroom facilities, picnic shelter, two soccer fields, two fishing piers, a handicap walkway, one handicap fishing pier, and a walking trail. The picnic area is located at Jack's Island, which contains a walkway with picnic tables, grills and ample parking.

Union Point Park Complex (Location: 210 E. Front Street) - One of the true gems of the City, Union Point Park Complex, is a scenic six-acre site located at the point of the Neuse and Trent Rivers in beautiful historic downtown New Bern. The hallmark, a recently constructed Gazebo frequently used for weddings, festivals, and various special events, highlights what is a magnificent and breathtaking view. This complex includes a walkway bridging Union Point Park and Bicentennial Park, two boat launches, restroom facilities, picnic tables, fishing pier, grills, and a small playground.

Lourenco Park (Location: 100 First Street) - Lourenco Park is a half acre of active and passive park space. Nestled at the foot of Lawson Creek Park, with access from Walt Bellamy Drive and First Avenue, the park offers the opportunity to kayak, canoe, fish, or park your bike and rest on one of the park benches, while reflecting on the beauty of the natural surroundings.

Boat Launches - Boat launch areas are available to the public during regular park hours and are located at Union Point Park, Glenburnie Park and Lawson Creek Park. Use of boat launch areas during non-park hours requires written permission from the Parks & Recreation Department.

Havelock

The City of Havelock Parks and Recreation Department operates the following facilities:

Recreation Complex – (Location: Off Recreation Boulevard, Fontana Boulevard) - The Havelock Recreation Complex just off Highway 101 has a recreation center that houses a gymnasium, workout room, meeting facilities and office space. Outside of the recreation center they have 8 baseball fields, 1 football/soccer field, concession and storage buildings. A walking trail can also be found on this 50 acres piece of property.

Walter B. Jones Park – (Location: Off Governmental Ave. Behind Public Safety) - Located just off Highway 70, this park features 12 acres with a picnic shelter, swing set, slides and outdoor basketball courts. This park also features an imagination station playground and several smaller play activities for children.

Havelock-Cherry Point Rotary Waterfront Park – (Location: Tourist Center Drive) – The Waterfront Park is 6.6 acres with a boat ramp, raised walkway, sidewalk and a fishing pier.

Below are smaller parks located in the City of Havelock:

- Bryan Boulevard
- City Park
- Foxcroft
- MacDonald Downs
- Quailridge
- Sermons Park
- South Forest Park
- Tarheel Park
- Village Park
- Wolf Creek

Quasi-Public Recreation and Park Opportunities

Public Schools

Of the following public schools listed, our department only uses Vanceboro Farm Life for youth basketball and volleyball and H.J. MacDonald Middle School for volleyball on a regular basis. Craven County Recreation and Parks uses New Bern High School one week each year for a basketball camp and Grover C. Fields twice a year for Special Olympic events. Aside from scheduled use by an organization, the Craven County Schools are not open or readily available for public use after school hours.

Primary/Elementary Schools

Cove City

- James W. Smith Elementary School

Havelock

- Arthur W. Edwards Elementary School
- Graham A. Barden Elementary School
- Havelock Elementary School
- Roger Bell Elementary School
- W. J. Gurganus Elementary School

New Bern

- H. Bangert Elementary School
- Ben D. Quinn Elementary School
- Bridgeton Elementary School
- Brinson Memorial Elementary School
- Creekside Elementary School
- J. T. Barber Elementary School
- Oaks Road Elementary School
- Trent Park Elementary School

Middle Schools

Havelock

- Havelock Middle School
- Tucker Creek Middle School

New Bern

- Gover C. Fields Middle School
- H.J. MacDonald Middle School
- West Craven Middle School

High Schools

Havelock

- Craven Early College East
- Havelock High School

New Bern

- Craven Early College Main Campus
- New Bern High School

Vanceboro

- West Craven High School
- Vanceboro Farm Life Elementary School

Marinas and Boating/Charters

Captain Fin's Pontoon Boat &
Kayak Rental Tours
New Bern Grand Marina, Dock F
New Bern, NC 28560
252-876-2288

BridgePointe Marina
101 Howell Road
New Bern, NC 28560
252-637-7372

Bridgeton Harbor Marina
1101 B Street
Bridgeton, NC 28519
252-514-6728

Duck Creek Marina
Sandy Point Road
Bridgeton, NC 28519
252-638-1702

Galley Stores & Marina
300 E. Front Street
New Bern, NC 28562
252-633-4648

New Bern Grand Marina
100 Middle Street
New Bern, NC 28560
252-638-3585

Northwest Creek Marina
101 Marina Drive, Fairfield Harbor
New Bern, NC 28560
252-638-4133

Campgrounds / RV Parks

Moonlight Lake RV Park & Campground
180 Moonlight Road
New Bern, NC 28560
252-745-9800

New Bern KOA
US Hwy. 17 N
Bridgeton, NC 28519
800-562-3341

Neuse River Croatan National Forest
141 E. Fisher Avenue
252-638-5628

Cedar Point Croatan National Forest On the
White Oak River
252-638-5628

Chip's Camp Ground
3902 River Road,
Vanceboro, NC 28586
252-244-0553, 252-229-5101

Churches

There are more than 80 churches in Craven County and many provide recreational activities, while some also provide recreation facilities. Activities include: cookouts, picnics, special events such as Christmas and Easter dramas, sports teams, vacation bible school, and trips. Facilities included: ball field(s), open areas, gyms, meeting rooms, various outdoor courts, playgrounds, and picnic areas. For the past several years, Temple Baptist has offered Upward Basketball for boys and girls in kinder garden through eighth grade. Another area church offers Upward Soccer.

Non Profit Recreation Facilities and Programs

There are many non-profit recreation facilities and programs in Craven County in 2015 that offer a variety of services geared towards community activity to some degree. They included:

Programs:

- Boys & Girls Club of Coastal Carolina
- Boy Scouts of America – Neuse Basin District
- Girl Scouts – North Carolina Coastal Pines Chapter
- Havelock Parks and Recreation
- New Bern Parks and Recreation

Recreation Centers:

- Community Resource Center
- Stanley White Recreation Center
- West New Bern Recreation Center

Senior Health:

- Craven County Senior Services
- Eastern Carolina Council-Area Agency on Aging
- Senior Programs – City of New Bern

Organizations:

- Carolina Chamber Music Festival
- Coastal Carolina Chapter of the American Red Cross
- Craven Arts Council
- Craven Concerts Inc.,
- Craven County Branch NAACP
- Craven County Cooperative Extension
- Craven County Habitat for Humanity
- Craven Smart Start
- Easter Seals UCP, New Bern,
- The Little Red Bookmobile Inc.
- Neuse Riverkeeper Foundation
- Neuse River Bridge Run
- New Bern Civic Theatre
- New Bern Civitan Club
- New Bern Historical Society

- New Bern Preservation Foundation Inc.
- Ratio Theatre Company
- RiverTowne Players
- The Salvation Army
- Sudan Shriners
- Tryon Civitan Club, New Bern
- Tryon Palace
- United Way of Coastal Carolina,
- Weyerhaeuser's Cool Spring Environmental Education Cen

Private/ Commercial Recreation and Parks Opportunities

There are many private and commercial recreation opportunities in Craven County. In 2015 they included:

Commercial/Private Recreation in Craven County

- Strike Zone Bowling Center (Bowling)
- Beartown Movie Theater (Movies)
- Neuse Blvd. Movie Theater (Movies)
- Havelock Cinema 6 (Movies)
- Roller Land Roller Skating (Roller skating and arcades)
- Harbour Town Racket Club (Tennis)
- New Bern Golf & Country Club (Golf, tennis, and swimming)
- Taberna Golf & Country Club (Golf, tennis, and swimming)
- Emerald Golf & Country Club (Golf, tennis, and swimming)
- Carolina Pines Golf Club (Golf and swimming)
- Carolina Colours Golf & Country Club (Golf, tennis, and swimming)
- Riverbend Golf & Country Club (Golf and swimming)
- The Links Golf Course (Golf)
- Harbour Point Golf Club (Golf)
- Cherry Point Golf Club (Golf)
- Gold's Gym (Fitness)
- Courts Plus Fitness Center (Fitness)
- Snap Fitness (Fitness)
- Sound Fitness (Fitness)
- Combat Sports & Fitness
- Curves (Fitness)
- Johnnie Ray Kinsey Fitness (Fitness)
- Xtreme fitness (Fitness)
- Twin Rivers YMCA (Family fitness)
- On Deck Sports Center (Batting cages)
- KOA Campground (Camping)

Comparisons of Park Management

Area Standards

Table 27. Comparisons of Park Management throughout CCRP with State Standards

<u>Park Classes</u>	<u>Recommended Minimum Standards (acres/1,000 people)</u>	<u>Acres Needed based on 2012 Craven County Population (67,750)*</u>	<u>Available Acres</u>	<u>Over (+) Under (-)</u>
Neighborhood Parks	6-8	225	15	-
Community Parks	10-20	375	34	
District/Metro Area Parks	20-100	750	6	
Local Parks	No Standard	N/A	24	N/A
Regional/State Parks	3000-5000		6,107	
Dispersed Use & Conservancy Area	5000-15000		195,436 of nationally-owned public areas	
Wilderness Area	No Standard	N/A	N/A	N/A

* Based on the 2012 U.S. Census Bureau and minimum recommended standards

Facility Standards

Table 28 provides a comparison of Craven County’s public parks and recreation facilities with state standards. As shown, the Craven County Recreation and Parks Department ranked lower than state standards in the provision of baseball fields and community centers. Again, it should be noted that standards were not absolute and should only be used in conjunction with public input.

Table 28. Comparisons of Facilities Managed by CCRP with State Standards (NCDENR, 2008)

<u>Facilities</u>	<u>Goal (per population)</u>	<u>Current Facilities</u>	<u>Overages/ Deficiencies</u>
Baseball Fields	1 Field / 8,000	6	-7
Comm. Centers	1 Center / 14,000	4	-3.5
Soccer Fields	1 Field / 6,000	3	-14
Softball Fields	1 Field / 4,000	6	-20
Swimming Pools	1 Pool / 14,000	0	-7.5
Tennis Courts	1 Court / 1,200	6	-80.6

Craven County was also compared with other counties and municipalities of similar population size and other distinguishing factors (Recreation Resources Service). It should be noted that

while the seven other counties were comparable in population size, there were differences in acreage, socio-demographic characteristics, population distribution, and other factors.

Table 29. Comparison of Per Capita Expenditures Among Counties

Counties/Municipalities	Expenditures Per Capita (FY 2011-12)	Expenditures Per Capita (FY 2011-12)	Total Per Capita (FY 2011-12)	Population (2012 Estimate)
Beaufort County	N/A	N/A	N/A	47,507
Brunswick County	20.86	24.24	45.11	112,257
Carteret County	17.05	27.85	44.90	67,632
Craven County	7.59	1.31	8.90	104,770
Currituck County	27.66	30.69	58.35	24,077
Dare County	64.32	2.34	66.66	34,573
Hickory	73.66	1.86	75.52	40,093
Hyde County	N/A	N/A	N/A	5,859
New Hanover County	22.52	31.41	53.93	209,234
Pitt County	0.43	0.00	0.43	172,554
Rocky Mount	110.25	13.76	124.00	57,136
Watauga County	19.58	0.00	19.58	51,871
Winterville	58.64	1.03	59.67	9,471

Comparisons of Craven County Facilities with Similar Counties

Eleven types of recreation facilities within Craven County were selected to compare 14 similar counties, based on location in the coastal plain and coastal access [i.e., Beaufort, Brunswick, Carteret, Currituck, Dare, Duplin, Hyde, Jones, Lenoir, New Hanover, Onslow, Pamlico, Pender and Pitt] (Table 30 and Table 31; 2010 populations were used). All information was taken from the Statewide Comprehensive Outdoor Recreation Plan (SCORP) 2009-2013 (NCDENR, 2008).

Table 30. County Population and Density Comparison

County	Population	Density
Beaufort	46,547	49
Brunswick	11,155	106
Carteret.....	64,825	48
Craven.....	98,781	128
Currituck	25,733	49
Dare	35,263	23
Duplin.....	54,788	67
Hyde	5,281	4
Jones	10,405	22
Lenoir.....	57,071	142
New Hanover	202,411	617
Onslow.....	174,731	192
Pamlico	12,964	23
Pender	54,764	59
Pitt.....	160,133	244

Table 31. Public Facilities Comparisons for Similar NC Counties

County	Baseball Fields		Softball Fields		Football Fields	
	T	C	T	C	T	C
State Median.....	--	7,764	--	10,870	--	10,870
Beaufort	3	15,516	2	23,274	3	15,516
Brunswick	6	18,526	3	37,052	6	18,526
Carteret.....	21	3,087	9	7,203	5	12,965
Craven.....	19	5,199	13	7,599	4	24,695
Currituck	4	6,433	2	12,867	2	12,867
Dare	12	2,939	3	11,754	2	17,632
Duplin.....	25	2,192	12	4,566	6	9,131
Hyde	1	5,281	0	N/A	0	N/A
Jones	0	N/A	0	N/A	0	N/A
Lenoir.....	17	3,357	9	6,341	4	14,268
New Hanover	42	4,819	16	12,651	6	33,735
Onslow	30	5,824	18	9,707	3	58,244
Pamlico	2	6,482	1	12,964	0	N/A
Pender	3	18,255	0	N/A	0	N/A
Pitt.....	17	9,420	13	12,318	1	160,133

County	Soccer Fields		Multi-purpose Fields		Basketball Courts	
	T	C	T	C	T	C
State Median.....	--	13,587	--	27,174	--	9,058
Beaufort	11	4,232	3	15,516	5	9,309
Brunswick	12	9,263	1	111,155	12	9,263
Carteret.....	29	2,235	23	2,819	11	5,893
Craven.....	8	12,348	9	10,976	12	8,232
Currituck	5	5,147	0	N/A	0	N/A
Dare	4	8,816	2	17,632	6	5,877
Duplin.....	9	6,088	3	18,263	3	18,263
Hyde	0	N/A	0	N/A	1	5,281
Jones	0	N/A	1	10,405	1	10,405
Lenoir.....	6	9,512	0	N/A	8	7,134
New Hanover	36	5,623	12	16,868	19	10,653
Onslow	17	10,278	2	87,366	20	8,737
Pamlico	2	6,482	2	6,482	1	12,964
Pender	0	N/A	0	N/A	0	N/A
Pitt.....	7	22,876	9	17,793	12	13,344

County	Tennis Courts		Volleyball Courts		Playgrounds	
	T	C	T	C	T	C
State Median.....	--	5,435	--	36,232	--	6,794
Beaufort	11	4,232	3	15,516	5	9,309
Brunswick	12	9,263	1	111,155	12	9,263
Carteret.....	29	2,235	23	2,819	11	5,893
Craven.....	8	12,348	9	10,976	12	8,232
Currituck	5	5,147	0	N/A	0	N/A
Dare	4	8,816	2	17,632	6	5,877
Duplin.....	9	6,088	3	18,263	3	18,263
Hyde	0	N/A	0	N/A	1	5,281

T = number of facilities, C = county residents per facility

Table 31 (cont.)

County	Tennis Courts		Volleyball Courts		Playgrounds	
	T	C	T	C	T	C
Jones	0	N/A	1	10,405	1	10,405
Lenoir	6	9,512	0	N/A	8	7,134
New Hanover	36	5,623	12	16,868	19	10,653
Onslow	17	10,278	2	87,366	20	8,737
Pamlico	2	6,482	2	6,482	1	12,964
Pender	0	N/A	0	N/A	0	N/A
Pitt.....	7	22,876	9	17,793	12	13,344

County	Swimming Pools		Trail Miles	
	T	C	T	C
State Median.....	--	54,349	--	3,045
Beaufort	4	11,637	9	5,005
Brunswick	1	111,155	9	12,351
Carteret.....	0	N/A	86	758
Craven.....	0	N/A	26	3,799
Currituck	0	N/A	8	3,217
Dare	0	N/A	30	1,164
Duplin.....	0	N/A	4	13,045
Hyde	0	N/A	3	1,886
Jones	0	N/A	1	10,405
Lenoir	3	19,024	2	25,941
New Hanover	3	67,470	165	1,230
Onslow	0	N/A	31	5,600
Pamlico	0	N/A	1	12,964
Pender	0	N/A	2	23,810
Pitt.....	2	80,067	13	12,609

T = number of facilities, C = county residents per facility

Comparisons Summary

Craven County was compared with: (1) NC DENR state area standards, (2) NC DENR state facility standards, and (3) eleven other counties of similar size. Initially it seems that the county is in need of tennis courts and swimming pools; however, swimming pools and tennis courts are plentiful through private, resort and smaller municipal properties. In comparison with the other recreation departments, Craven County had the third lowest operation expenditures per capita, ranked third in capital expenditures per capita, and had the fifth lowest total per capita recreation expenditures.

Diversity of Public Recreation Opportunities

The Recreation Opportunity Spectrum (ROS) (Clark & Stanley, 1974) was used to evaluate the public recreation opportunities managed by the Craven County Parks and Recreation Department. The ROS was based on the concept that diversity of recreation facilities provided 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 Craven County Recreation and Parks Department, the following six criteria were used as a guideline to evaluate public recreation facilities in Craven County and the ROS Evaluation of Parks managed by Craven County.

Six evaluation criteria:

- 1. Access:** the ease of circulation by participants in, to, and through the park.
 - *Difficult* – ease of circulation in, to, and through is difficult.
 - *Moderate* – movement is moderately easy to circulate in, to, and through the area.
 - *Easy* – easy for participants to circulate in, to, and through the area.
- 2. Non-Recreational Resource Use:** the compatibility of the facility to host non-recreational activities.
 - *Incompatible* – facility is incapable of hosting non-recreational activities.
 - *Compatible* – facility is capable of hosting non-recreational activities.
- 3. 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.
 - *Simple* – simple upkeep necessary
 - *Moderate* – moderate upkeep necessary
 - *Complex* – complex upkeep necessary
- 4. Social Density and Interaction:** the degree of social interaction between people in the area.
 - *Little/None* – little social interaction
 - *Moderate* – some social interaction
 - *Frequent* – frequent social interaction
- 5. Permissibility of Visitor Impact:** capability of the area to withstand the impact of present and future recreational use by its participants.
 - *Low* – low capability to withstand impact
 - *Moderate* – some capability to withstand impact
 - *High* – high capability to withstand impact

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

- *Low* – low amount of rules and regulations
- *Moderate* – moderate amount of rules and regulations
- *High* – high amount of rules and regulations

The ROS evaluation presented in Table 32 was completed by evaluating each site using the above six criteria and combining the scores to arrive at a total for each site. Using the combined total, the sites were placed on a continuum ranging from primitive to modern.

Table 32. The Recreation Opportunity Spectrum as Applied to CCRP

	Access	Non-recreational	On Site Development	Social Density & Interaction	Visitor Impact	On Site Org & Supervision	Total			
	X	C	3	2	3	3	3	2	16	ModernRocky
Rocky Run Park	3	2	2	2	1	1	11	Modern		
Creekside Park	2	1	2	2	2	1	10	Semi-Modern		
West Craven Park	3	1	3	3	3	2	15	Modern		
Latham-Whitehurst Nature Park	3	2	3	3	3	2	16	Modern		

(Explanations for the numbering system are above.)

Diversity of Parks Summary

Three of the parks managed by the Craven County Recreation and Parks Department were characterized as modern, while one was considered Semi Modern.

Park Accessibility

Accessibility for People with Disabilities

Accessibility for individuals with disabilities was determined using 2005 Americans with Disabilities Act (ADA) criteria (Adaptive Environments Center Inc., 1995). The following ADA checklist consisted of 34 items, which was used to evaluate the four parks managed by the Craven County Recreation and Parks Department (Table 33). Each criterion was graded and given either a Yes (1 pt.) or No (0 pts.). ADA criteria that did not apply to the parks were given an N/A rating.

ADA Accessibility Checklist

Parking

1. Are parking spaces available for individuals with disabilities?
2. Are parking spaces near the building entrance?
3. Are parking spaces easily accessible from the parking lot to the entrance by a level or ramped path at least 4 feet wide and free of obstruction?

Route

4. Is the surface of the parking lot smooth and firm but not slippery?
5. Are walks leading to the facility level or nearly so?
6. Are the curb cuts at crosswalks?

Entrance

7. Is at least one primary entrance usable to individuals who use wheelchairs?
8. Do all doorways have a clear opening of at least 32 inches?
9. Are doors operated by a single effort?
10. Is the door light enough for a person with a disability to open it?
11. Are sharp inclines or abrupt changes in level avoided at thresholds?

Ramps

12. Are ramps provided where there are stairs?
13. Do ramps conform to standard of no more than 1:12 slope?
14. Do ramps have non-slip surfaces with a 32-inch handrail on at least one side?

Elevators

15. Are guest elevators accessible and usable by people with physical disabilities?
16. Are all elevator controls 48 inches or less from the floor?
17. Are tactile identifications located beside elevator opening buttons?

Bathrooms

18. Do all bathroom doors provide a minimum of 32 inches of clear opening?
19. Is the bathroom floor the same level as the floor outside the bathroom?
20. Does the bathroom contain a floor clearance area at 5 feet by 5 feet to permit a person in a wheelchair sufficient turning space?
21. Is there at least one bathroom stall usable by a person who uses a wheelchair?
22. Are sinks, mirrors, and dispensers usable by people in wheelchairs?
23. Are there handrails in the toilet and shower area?
24. Is there sufficient turning space and maneuvering in the bath for a wheelchair?
25. Are hanging rods for clothing located within 48 inches of the floor?

Telephones

26. Are there conveniently located public phones 48 inches or less from the floor?
27. Do public telephones have volume control devices?
28. Are TTY's (text telephone) available?

Miscellaneous

29. Are water fountains available and do they have a clearance of 28 inches?
30. Are tables convertible to wheelchair use with floor clearance of 28 inches?
31. Is the meeting space accessible and usable by persons with disabilities?
32. Are all common areas accessible to all people?
33. Is help available for those who might need assistance?
34. What is the general attitude of personnel towards persons with disabilities?

Table 33. ADA Compliance of Parks Managed by CCRP

	Parking			Route			Entrance					Ramps			Elevators			Bathrooms							Telephones			Miscellaneous						
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34
(Questions above)	1	1	1	1	1	*	1	1	1	1	1	*	*	*	*	*	*	1	1	1	1	1	1	1	0	1	1	0	1	1	1	1	1	1
de Park	1	1	1	1	1	*	1	1	1	1	1	*	*	*	*	*	*	1	1	1	1	1	1	1	0	1	1	0	1	1	1	1	1	1
aven Park	1	1	1	0	1	*	1	1	1	1	1	*	*	*	*	*	*	1	1	1	1	1	1	*	0	*	*	*	1	*	1	1	0	1
Whitehurst Park	1	1	1	1	1	*	1	1	1	1	1	*	*	*	*	*	*	1	1	1	1	1	1	*	0	*	*	*	*	1	1	1	0	1
Run Park	1	1	1	1	1	*	1	1	1	1	1	*	*	*	*	*	*	1	1	1	1	1	1	*	0	*	*	*	1	1	1	1	0	1

Source: Personal Communication, Craven County Recreation and Parks Department staff, 2013

Key:

No=0

Yes=1

Totals:

0-4= Poorly Accessible

5-19= Partially Accessible

20-34= Accessible with Limitations

*= Not Applicable

Summary

Using the ADA Accessibility Checklist it was determined that majority of the Craven County parks were accessible with limitations. Creekside Park, Latham-Whitehurst Park, and Rocky Run Park were all found to be accessible with limitations, with Creekside Park being the most accessible of the three. Only one park, West Craven Park, was found to be partially accessible.

Condition of Existing Recreational Facilities

The conditions of public recreation and parks managed by the Craven County Recreation and Parks Department 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 34.

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, 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 34.

1. *High* – the facility contained obvious destruction.
2. *Moderate* – facility contained noticeable visible destruction, but did not detract from the aesthetics of the area.
3. *None* – 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 34.

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 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 34.

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 that limitations are minor and easily overcome.

Table 34. Conditions of Existing County Parks Managed by CCRP.

Parks	Maintenance	Vandalism	User Impact	Soil Limitation
Creekside Park	3	2	2	2
West Craven Park.....	3	2	2	3
Latham Whitehurst Nature Park	3	2	2	3
Rocky Run Park.....	2	1	2	3

Key: Maintenance (1 = poor, 2 = fair, 3 = good); Vandalism (1 = high, 2 = moderate, 3 = none); User Impact (1 = severe, 2 = moderate, 3 = none); Soil Limitation (1 = very limited, 2 = somewhat limited, 3 = not limited)

Park Conditions Summary

Overall, park conditions (e.g., maintenance, user impact and vandalism) were evaluated as moderate (e.g., well-kept parks, low vandalism, and moderate user impact). Soils in the five parks were limited in varying degrees for recreation use and development. It should be noted that although soils may have limitations, they may still be used for recreation though development and maintenance costs will be higher.

Public Input Analysis

Input was gathered through multiple methods. Meetings with the Craven County Recreation and Parks and the Craven County Recreation and Parks Advisory Board took place in March 2014. A telephone survey of Craven County residents was conducted in March 2014 with hard copies of the same survey (4) distributed in county recreation centers and town halls, to all county employees, and county youth sports leagues and available online, for a total of 383 paper/online survey participants. Additionally, two focus groups were also conducted to obtain supplementary information from Craven County residents regarding their feelings and attitudes toward parks and recreation within the County. Following each focus group, participants' responses were analyzed and delineated into main points and key direct quotes. A total of 20 Craven County residents participated in the two focus groups.

Craven County Recreation and Parks Staff/Advisory Board Meeting

A meeting with the Staff and Board of Craven County Recreation and Parks took place on March 17, 2014. The meeting began at 6:30pm and continued through 7:30 pm. The following are brief notes from the discussion between East Carolina University staff and the Craven County staff and advisory board.

Staff:

Eddie Games (Director)

Mark Seymour (Program Manager)

Abigail Wilson (Administrative Assistant II)

Lonnie Wetherington (Maintenance Tech I)

Billy Wilkes (Assistant Director)

Steven Aster (Program Manager)

Donnie Lee (Maintenance Tech II)

Josh Mounce (Maintenance Tech I)

Recreation Advisory Board:

Dennis Smith

Daniel Miller

Kristen McCoy (Chair)

Cathy Frazier

Abel Sandoval

Bill Taylor (Vice Chair)

Matt Webb

Buddy Allen

Forrestine Riggs

Chad Braxton

Jim Bernthal

Dickie Fairburn

Discussion Notes

1. What recreation opportunities are available currently?

- Facebook advertisement and connections
- Practice of innovative ways to get to the community
- 25 media outlets with information about Craven County Recreation and Parks
- Brochures within the school system

- Established parks
 - Two parks (with water access)
 - Nature Park (with dock entrance to water)
 - Creekside (with access to canoes and paddleboards)
- Rivers offer: fishing, boating, paddle boarding (local store that sells paddle boards and rent out paddleboards)
- Healthy Community
- Cycling community
 - Hosts MS bike ride
 - MS Bike ride tournaments
- Running Community
 - Multiple marathons (Bridge run; Glow run)
 - Local volunteer fundraiser organization
 - Donations go to civil agencies
- Fields (soccer, baseball, softball, open space for activities, sand volleyball)
- Disc Golf
- School based (Youth program) – volleyball, basketball
- Summer Camps (volleyball, basketball, tennis, golf)
- Powder puff
- Beginner kayak lessons
- Outdoor adventure club
- Recreation foundation
- Twin Rivers Paddle board club (ages beginner and up)
- Adult sport (softball, sand volleyball, kickball, nontraditional activities)
- Seniors:
 - Senior games (6 county games)
 - Pickle ball (mainly seniors)
- Special Olympics
- Tennis courts (4)
 - New Bern location
 - West Craven Park location
- Bowling alley
- Laser tag
- Driving range (New Bern) – commercial matts, free
- Yoga classes
- Partnering with wildlife resources classes
- Archery
- Nature walks.
- Cove City Park
- Churches used public events
- Pond
- Nature park

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

- Bike paths
- Planetarium
 - Animals
 - Science center
 - Train
 - Picnic areas
 - Cave
 - Located on river
 - Playground equipment
- Indoor multiplex sports complex
 - Indoor soccer
 - Track around complex
 - Turf Field
 - Flag football
 - Basketball all year round
 - Swimming
 - Open night hours
 - Rock climbing wall
 - Near Creekside
 - Near the highway in Jamestown
 - Big Screen TV
 - Office Spaces
- Partnership with public schools
- Partnership with college
- Baseball field
- Access points to swim in river
- Outdoor public pool
- Driving range in New Bern
- Transportation for kids to and from afterschool programs
- Boat ramps for river
- Paddleboard/canoe/kayak rental shop
- Par three public golf course

3. What recreation opportunities do visitors use?

- Rivers
 - Boating
 - Kayaking
 - Paddle boarding
- Parks
 - Nature Park
 - Timesharing in Fairfield harboring
- Creekside
 - Host travel teams
 - Bring people in from outside counties
 - Day travel from immediate counties
 - New sand volley ball courts
 - Host tournaments during the summer
 - New disk golf course

- Golf courses are all private and semi-private
 - Promotes tourism
- Road (foot) races
- Cycling race
- Convention center
- Tryon palace
- Natural Forest
- Camping (private)
- Sailing
- Downtown

4. Do you have any concerns or suggestions for current offerings?

- Need more sand volleyball courts
- Public Pool
- Need lights on fields (Tennis Court and Volleyball Court)
- Need public transportation for kids
- Public bathroom in Cove City Park
- Placement of facilities is crucial to efficient utilization

5. What are some other areas of recreation that offer similar services to the community, outside of Craven County?

- Greenville for batting cages and for ice-skating rink
- Sway Center
- Base
- New campground at Cherry Point
- Other gyms offer yoga and organized classes
- Churches offer Zumba

Staff and Advisory Board Meeting Summary

The Craven County Recreation and Parks staff identified current programs, athletic leagues and community/civic organization that utilize county recreation resources. Programs sponsored and implemented by the community generally focused on physical activity for adults, camps, and youth activities including Special Olympics. The county also offers athletic leagues for adults and youth focusing on activities like basketball, kickball, pickleball, and volleyball. The staff expressed the need for additional programs to be implemented in order to reach certain populations that are currently underserved. Additional programs means increasing staffing levels to run programs as well as equipment, vehicles and improvements to existing facilities. An increased usage of school facilities and other resources was viewed as effective use of resources. Better communication and partnerships with public, nonprofit and private entities within Craven County was emphasized. Last, the staff expressed a need for a central building to include office space, program rooms and a gymnasium as well as adequate storage space.

Public Opinion Survey

Purpose and Method

The focus of this project was to collect public opinions of Craven 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 plan for the County.

East Carolina University's Center for Survey Research (CSR) prepared and administered a phone survey (see Appendix E) to a random sample of Craven County residents. Survey Sampling International provided phone numbers to CSR. The survey was also administered online and in hard copy format at various key locations around the County. Responses received from the online and hard copy surveys were subsequently combined with those received from the phone survey to create an overall sample of responses. These data are referred to throughout the report as 'Survey'. In sum, responses received from the phone, online, and hard copy surveys resulted in a total of 383 participants.

In addition to the survey, two focus groups were also conducted to obtain supplementary information from Craven County residents regarding their feelings and attitudes toward parks and recreation within the County. Following each focus group, participants' responses were analyzed and delineated into main points and key direct quotes. A total of 20 Craven County residents participated in the two focus groups.

Study Limitations

One potential limitation to all public opinion research is error derived from 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. This particular phone survey was completed by 383 Craven County residents and in turn, was subjected to a sampling error of approximately $\pm 5.0\%$. 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 variables of gender and age, 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 Craven County.

Survey Results Overview

The following Results Overview details key findings derived from participants' survey responses. Analysis of survey demographics indicated that the sample consisted primarily of White women with at least a bachelor's degree and an annual household income of greater than \$50,000. Additionally, the majority of participants were between the ages of 50 and 75.

Participants indicated receiving information regarding parks and recreation in Craven County via word of mouth, newspapers, and brochures or flyers. However, newspapers were listed as the primary source of parks and recreation information.

When considering options for future developments in Craven County, participants viewed partnerships with schools and the renovation of current parks as essential priorities. Specifically, participants who advocated for the renovation of current parks suggested that a fitness center, walking trails, and swimming pools would all be beneficial additions.

Participants viewed teenagers (ages 13-17) and children (ages 6-12) as the age groups that most needed additional programs and activities. However, in addition to the distinct need for teenagers and children, participants also indicated a general need for more activities in all age groups. Finally, survey responses indicated that the desire for more recreational opportunities might be the result of both a legitimate absence of certain activities, as well as a lack of awareness of the opportunities currently available to Craven County residents.

Focus Groups

Sample Characteristics

Overall, focus group participants were geographically diverse, as no more than 10% of the participants reported living in the same area. The majority of focus group participants indicated that their household consisted of a couple with children (35%) or that they were retired and had no children at home (20%). Moreover, 68% of the participants had lived in Craven County for more than 20 years.

In regard to demographic characteristics, the majority of focus group participants were men (80%), White (70%), and between the ages of 50 and 59 (40%). Furthermore, all participants indicated having at least some college education, with a specific majority (55%) holding a Bachelor's degree. Finally, 82% of the participants reported a total household income greater than \$50,000. Key quotes derived from the focus groups have been included throughout the report and a complete focus group script can be found in Appendix F.

Community Member Participation

Participants were asked to report how often they use various Craven County parks. Of the parks listed, Creekside Park was the most frequently used, with 28% of participants visiting the park at least once a month. The remaining four parks listed in the survey had considerably low levels of use, with at least 71% of participants indicating they never visited the park.

Focus group participants were also asked to identify the type of activities in which they engage and where they participate in such activities. West Craven Park and Creekside Park were frequently reported as the parks of choice. Specifically, participants stated that they participate in “soccer” and “baseball” at Creekside Park and “tennis” and “golf” at West Craven Park. Furthermore, one participant indicated satisfaction with beach volleyball facilities at Creekside Park, stating “we had to drive to Raleigh in the past, so it is nice to now have something in Craven County.” Lastly, participants reported use of walking trails at West Craven Park and Latham-Whitehurst Park, which one participant described as “immaculate” and “beautiful”.

Community Member Satisfaction

Next, participants expressed their overall feeling of contentment with Craven County Recreation and Parks by indicating how well their recreational needs are currently being satisfied. Specifically, participants were asked to indicate their level of agreement with the following statement: “Craven County meets the recreational and leisure needs of me and/or my family”. The majority of participants (62%) indicated that they agreed or strongly agreed with the statement. Furthermore, the mean level of agreement was 3.5, signifying that on average participants held a greater-than-neutral opinion of the statement.

Online Registration System

Participants were also asked to indicate their awareness of the Craven County Recreation and Parks online registration system. The online registration system was created in order to better

meet the recreational needs of Craven County residents and features the ability for community members to reserve, register, and pay for programming and use of facilities. Unfortunately, the majority of the participants (76%) reported that they were not aware of this system.

Participants who were aware of the online registration system were asked to indicate their level of agreement with the statement “Online registration services have simplified access to County facilities”. The majority of the sample (85%) reported that they agreed or strongly agreed with the statement. In turn, it was determined that although a large portion of participants was unaware of the system, those who were aware felt satisfied with the online service.

The same subset of participants was also asked to indicate their level of agreement with the statement “Online payment options have improved access to county programming”. The majority of participants (80%) indicated that they agreed or strongly agreed with the statement. Therefore, although awareness appears to be a significant issue surrounding current recreational improvements, there is a high degree of satisfaction with such initiatives.

Parks and Facilities Absent or Needed in the County

Next, participants were asked about potential areas of improvement for Craven County Recreation and Parks. Specifically, participants were provided with a list of various parks and facilities and were asked to indicate if the parks and facilities are absent or needed in Craven County. Parks and facilities indicated as such by over half of participants included outdoor parks (54%), playgrounds (55%), a public water access (56%), bike paths (57%), a gymnasium (60%), outdoor basketball courts (62%), swimming pools (64%), a fitness center (65%), and walking trails (72%). Parks and facilities viewed as absent or needed by the smallest portion of participants included a disc golf course (25%) and soccer fields (38%). Finally, participants were provided with the opportunity to list additional parks and facilities that are lacking in Craven County. Commonly reported parks and facilities included tennis courts and multi-use facilities.

Recreational Opportunities

Participants were then asked to report the specific indoor and outdoor activities and facilities that were most desired in order to improve the recreational opportunities in Craven County and address the current needs. Participants reported such activities and facilities in a variety of ways. First, participants indicated the types of activities and facilities that they would most like to see provided in order to benefit the recreational opportunities of the entire County. Next, participants indicated the specific age groups, which are in greater need of increased recreation opportunities, as well as the particular types of programs and activities that are needed within each age group. Finally, participants reported the type of recreational opportunities that were needed for each age group within specific locations throughout Craven County. The following sections report the desired recreation opportunities for each of the population categories.

Participants were asked to report the activities and facilities that they most desired to see provided in order to benefit the recreational opportunities of all of Craven County. Listed below are the most frequently reported indoor and outdoor activities and facilities.

Indoor

- Recreation/Fitness Centers (62)
- Pools (57)
- Basketball Courts (52)
- Bowling (35)
- Movies (28)
- Volleyball Courts (28)
- Tennis Courts (24)
- Track (19)
- Multi-use Sports Complex (15)
- Soccer Fields (11)

Outdoor

- Walking/Jogging/Bike Trails (111)
- Pools (80)
- Basketball Courts (68)
- Baseball Fields (54)
- Football Fields (42)
- Soccer Fields (41)
- Water Parks (41)
- Parks (36)
- Playgrounds (33)
- Dog Parks (31)

Focus group participants were also asked to report their opinions regarding parks, facilities, and programs that they would like to see offered, built, or renovated. Focus group participants stated that they would like to see more organized sports such as “beach volleyball, baseball, soccer, and basketball.” Furthermore, participants indicated interest in indoor facilities, such as a multi-use sports complex that could “support several sports” and offer “more gym space.” Participants also expressed interest in a variety of outdoor facilities and activities such as a “dog park, concerts, movies, and lighted facilities.” Finally, smaller portions of focus group participants indicated a desire for increased participation of volunteers and coaches, development in the Dover and Cove City areas, and “walking trails.”

Recreational Opportunities: Age Groups

Participants then indicated the specific age groups that are in need of additional programs and activities in Craven County. The two age groups that were viewed as in need of greater recreational opportunities included teenagers (ages 13-17; 75%) and children (ages 6-12; 59%). Following, participants also indicated that programs and activities were needed for families (50%) and senior citizens (ages 55+; 46%).

Similarly, focus group participants indicated a variety of programs and activities that are needed for particular age groups. Participants expressed the need for more “health-focused activities” for senior citizens, as well as additional facilities that can be used by senior citizens, as some participants stated that “the YMCA is too crowded.” Additionally, participants stated that programs such as “tennis” and facilities such as “a skate park” are needed for teens. Lastly, focus group participants also expressed the importance of additional programs that appeal to “not just kids”, but adults.

Programs and Activities for Age Groups

Next, participants indicated the specific types of programs and activities that are needed for each age group. Overall, a greater need for all activities was reported across all age groups. For **small children (ages 0-5)**, the largest portions of participants indicated that more swimming/water (33%), nature/exploration (33%), and exercise (32%) programs and activities

are needed. The smallest portions of participants indicated a need for social events (23%) and summer camps (24%).

For **children (ages 6-12)**, the largest portions of participants indicated that more sports (52%), exercise (47%), nature/exploration (47%), and swimming/water (47%) for social events (33%) and art programs and activities (34%).

For **teenagers (ages 13-17)**, the largest portions of participants indicated that more sports (67%), exercise (62%), and educational/college prep (62%) programs and activities are needed. The smallest portion of participants (44%) indicated a need for social events.

For **young adults (ages 18-29)**, the largest portions of participants indicated that more exercise (34%), sports (33%), and professional training (31%) programs and activities are needed. The smallest portions of participants indicated a need for dance (19%) and art programs and activities (18%).

For **adults (ages 30-55)**, the largest portion of participants (32%) indicated that more exercise programs and activities are needed. The smallest portions of participants indicated a need for dance (20%) and art programs and activities (17%).

For **senior citizens (ages 55+)**, the largest portions of participants indicated that more exercise (43%) programs and activities and social events (37%) are needed. The smallest portion of participants (26%) indicated a need for sports programs and activities.

For **families**, the largest portions of participants indicated that more nature/exploration (43%) and exercise programs and activities (40%), as well as more social events (40%) are needed. The smallest portions of participants indicated a need for music (31%), dance (31%), and art programs and activities (31%).

Programs and Activities for Age Groups within Area

Finally, participants indicated the need for various parks and facilities in several Craven County locations within the previously specified age groups. In general, participants reported similar needs across locations such as walking trails, bike paths, and skateboard parks, as well as similar needs across age groups such sports for teenagers and exercise programs for adults. In turn, a large amount of similarity was found between the needs specified for age groups across all of Craven County and the needs specified for age groups within individual Craven County locations.

In contrast, a few unique differences were articulated by focus group participants. Specifically, several locations were indicated as needing increased attention regarding parks and recreation opportunities. For example, although areas such as Creekside and West Craven were seen as central locations for activities and facilities, these areas were also discussed as those most in need of renovation and upgrading. Participants suggested improvements such as “improved drainage on baseball and softball fields” and “lights” at these locations. Participants were also unanimous in stating that Dover and Cove City were in need of “all types of activities” and that the locations are “not up to par.”

In conclusion, although focus group participants were able to discriminate between the various needs of Craven County locations, survey participants indicated similar needs across age group and location. Furthermore, despite similarities with the general Craven County needs detailed by the previous section, the following section can be used as a reference for the specific parks and facilities needed in each Craven County location.

County Priorities

Participants were provided with a list of five potential improvements to parks and recreation in Craven County and asked to prioritize the options. Specifically, participants were prompted to select and rank three of the improvement options as priorities for the Craven County Recreation and Parks Department. The improvement that was viewed as a priority by the largest portion of participants (63%) suggested that the Craven County Recreation and Parks Department form partnerships with schools. Furthermore, forming partnerships with schools was also listed as the first or “top” priority by the largest portion of participants (51%). Following, the improvement endorsed as a priority by the second largest portion of participants (62%) recommended that new and improved outdoor facilities be provided by the Craven County Recreation and Parks Department. Finally, the option addressing new and improved programming was endorsed as a priority by the smallest portion of participants (47%) and only 22 %of participants viewed the option as a top priority.

Overall, participants selected priorities that were in agreement with the parks and recreation needs of the County. For example, participants indicated the need for walking trails and a skateboard park across several locations, which represents the priority for more outdoor recreational opportunities. Additionally, participants desired more sports related facilities such as soccer fields and a multi-use sports complex, which may be facilitated by increased partnerships with schools, as schools often have such amenities.

Conclusions on Craven County Recreation and Parks

Participants were asked to freely respond to the following question: “In what ways can Craven County better meet the recreational and leisure needs of you and/or your family?” The five most common responses included more indoor activities for families (n=32), improved communication about programs and facilities (n=20), continued maintenance and development of existing facilities and parks (n=19), the creation of walking and biking trails (n=18), and more activities for young children (n=15).

When asked if there were ways in which Craven County Recreation and Parks could improve or enhance existing park facilities, participants stated that existing park facilities could be enhanced via continued maintenance (n=27), as well as improved cleaning (n=23) and safety (n=10).

Additionally, in response to the question, “If you could tell the Craven County Recreation and Parks Department one thing they need to do to serve citizens better, what would it be?” Participants suggested better advertisement and communication of programs, activities, and facilities (n=87), more facilities and activities for families and adults (n=35), more activity

options for children (n=23), improved response to public requests (n=21), and more activities for senior citizens (n=20).

Focus group participants were also asked to provide comments on the strengths, weaknesses, and areas of improvement for Craven County Recreation and Parks. Overall, participants indicated that they were satisfied with the parks and recreation opportunities in Craven County. Specifically, participants felt that one of the strengths of the Craven County Recreation and Parks Department is the staff. However, participants agreed that additional staff members were needed. Weaknesses that were discussed included a lack of collaboration with local schools and an underutilization of school facilities, as well as a lack of public/private partnerships.

Finally, in order to determine the best way to communicate with community members and promote recreational opportunities, participants were asked to indicate the ways in which they preferred to receive information. Survey participants indicated receiving most of their information via word of mouth (64%), the newspaper (49%), brochures or flyers (44%), or the county website and other online resources (41%).

Focus group participants were also asked how Craven County could best keep citizens informed about parks and recreation facilities and activities. Participants indicated that all sources of media would be effective; however, social media was specifically discussed, as one participant stated “if you put it on Facebook or Twitter, they (community members) will catch it every time.” Furthermore, participants consistently stated that an effective outlet for communication would be the local news. For example, one participant expressed “if the local news could do a segment such as ‘park of the week’ or simply say what events are going on, it could do a lot for us.”

Recommendations

Recommendations were made based on public input, projected growth, diversity of recreational opportunities, ADA considerations, and existing park conditions. The following recommendations were prioritized and divided into four sections: Administration, Funding, Short-Term Goals (2015-2019), and Long-Term Goals (2019-2025).

I. Administration and Funding

1. The Craven County Recreation and Parks Department should be commended for its accomplishments in providing park and recreation opportunities to the citizens of Craven County. Input from county residents clearly demonstrates that were generally satisfied with the parks and recreation programs provided by the department. The majority (62%) indicated they agreed or strongly agreed their recreational needs were being satisfied. A major strength of the Craven County Recreation and Parks is the staff. However, participants agreed that additional staff members are needed to make necessary improvements to programs and facilities.
2. Craven County’s base population continues to grow steadily. The population increased from 91,436 in 2000 to 103,505 in 2010 an annual growth rate of 1.3%. The projected population in 2019 is 107,759 and approximately 113,880 in 2025. Public input clearly

identified health and wellness as an important reason for participating in public recreation opportunities. Much of the population of Craven County is 50 years or older (36%), however, residents indicated a desire for more activities for all age groups, with special attention to facilities and programs to meet the needs of children (6-12) and teenagers (13-17). To accomplish this, residents viewed partnerships with schools and renovation and improvements to current parks as essential priorities. Specifically, participants who advocated for the renovation and improvement of current parks suggested that a fitness center, walking trails, and indoor and outdoor swimming pools would be beneficial to the growing population.

3. An important area for improvement is communication and marketing. It is recommended that Craven County develop a marketing strategy to increase awareness of the recreation programs and facilities available. Survey and focus group results indicated the need to improve communication for existing recreation programs and facilities through all types of media outlets, but with an emphasis on social media. These efforts would increase user demand and use as well as provide evidence for financial support for improvements and expansion. The proposed marketing plan should incorporate both traditional and social media strategies.

Traditional Marketing Strategies:

- Create public service announcements using the NRPA “Parks Build Healthy Communities: Success Stories” model and partner with the local radio and television to highlight successful strategies for building healthy communities through parks and recreation in Craven County (<http://www.nrpa.org/Grants-and-Partners/Recreation-and-Health/Healthy-Communities/>).
- Educate the community about the role Craven County Recreation and Parks plays in promoting healthier lifestyles. Create a campaign using brochures and posters that focus on the diverse recreation opportunities available and connecting benefits to each. Building community awareness will increase interest and support for recreation and parks in Craven County.
- Continue to use and expand use of print media including local newspapers.
- Develop a distribution strategy that ensures all schools and churches are included.
- Collaborate with local news to create a segment called “park of the week” or a weekly “recreation round up” providing a list of events.

Social Media Strategies:

- According to Jim Carroll, speaking at the National Recreation and Parks Association Congress about the use of social media by parks and recreation agencies, “the world that we are headed for will be far more interactive... The next generation will expect to interact with us in completely different ways. When we are thinking recreation and the future, we have to be thinking about interactivity.” Increased use of social media by parks and recreation agencies is pivotal to meet the changing demographic. Applications of social media that could be used to increase awareness and use of recreation programs and facilities in Craven

County include:

- Park and Trail Maps available on smartphones
 - Fitness/Walking Trails that provide video or textual instruction on exercises at each station. Users even could select from a variety of workout types—when the information is digital it is much cheaper/easier to change and update.
 - Display facility hours/rules for buildings and fields throughout the park.
 - Facility rental information overlay—shows availability and allows users to click to rent/reserve a field/facility.
 - Ballfields could display schedules of upcoming games and even show summaries of games from earlier in the week.
 - Advertise/promote events in the parks.
 - In a building: hold phone up to a room entrance to view list of classes/courses offered and schedules.
- As stated by Mr. Carroll, “The use of social media catalyzes word of mouth marketing, promotes viral growth and creates opportunities for potential users to discover available recreation programs and facilities. Municipal parks and recreation agencies can benefit greatly from its use. The effective use of social media is today’s reality for municipal parks and recreation organizations but also represents the future.” Communicating effectively and timely is vital (e.g., they want to get a text message or twitter update about a program and register their kid with a couple of clicks on their iPhone).

4. The Craven County Recreation and Parks Department should continue to maintain existing relationships with other agencies and increase collaboration with schools. Collaborative efforts provide assistance to the department through use of facilities for recreation programs, funding, cross marketing, and shared responsibilities for program development and events. Local government agencies include, but are not limited to:

- Craven County Recreation Advisory Committee
- Craven County Schools (K – 12)
- Departments of Public Health, Planning and Development, and Engineering
- New Bern Convention and Visitors Bureau
- Tourism Development Authority
- Farmers Market Board
- Local Community Colleges and Regional Universities
- New Bern Parks and Recreation Department
- Havelock Parks and Recreation Department
- Havelock Tourism and Event Center

II. Funding

1. The Craven County Recreation and Parks Department should be commended for its accomplishments in providing park and recreation opportunities to the citizens of Craven County. Input from county residents clearly demonstrates that they were generally satisfied with the parks and recreation programs provided by the department with the staff noted as a major strength of the department. Building partnerships with schools was noted as a top priority, and additional staff is necessary to take on this initiative.
2. Explore state and federal grants for alternative funding opportunities; especially those focused on historic and cultural preservation. In addition, private foundation grants. There are several state and federal grants allocated exclusively for recreation and parks. The grants cited below have been widely used in North Carolina.
 - North Carolina Parks and Recreation Trust Fund (PARTF)—any eligible agency may apply for funding up to \$500,000 on a 50:50 cost-share basis. Contact the NC Recreation Resource Service at www.naturalresources.ncsu.edu/rrs/
 - Land and Water Conservation Fund—federal program designed to help fund development of outdoor recreation lands and waters at the state level on a 50:50 cost-share basis. Contact the Land and Water Fund Program at <http://www.nps.gov/lwcf/>
 - North Carolina Recreational Trails Program—state program designed to help fund trails and trail-related recreation activity at the state level. Applicants must contribute 20% of project cost. Contact the NC Trail Program at 919-715-8699.
 - North Carolina Center for Nonprofits—Some private foundations include historic preservation projects among the activities eligible for funding, and project sponsors may find it useful to make inquiries to local and regional foundations. The North Carolina Center for Nonprofits is a good starting point for finding online information about foundations is the <http://www.ncnonprofits.org/>
 - North Carolina Trails Program—applicants must be able to contribute 20% of the project costs, the state 80% up to \$50,000, with cash or in-kind contributions. Contact the Trails Programs at www.ils.unc.edu/parkproject/trails/home.html
 - North Carolina Adopt-A-Trail Grant—awarded annually to government agencies, non-profit organizations, and private trail groups offers a full 100% funding up to \$5,000. Contact the NC Trail Program at www.ils.unc.edu/parkproject/trails/home.htm.
3. Evaluate the current user fee system (e.g., the scope of programs/services for which fees are charged and the fee level). Two approaches for setting fees may be applicable:
 - **Conduct** a benefit-cost analysis of each program/service and base fees on costs on past or expected user participation rates.
 - **Create** a bundled package for groups or multi-use. Regardless of what approach is used, consideration for low-income populations must be made.

Other funding and/or land and facilities acquisition methods used in North Carolina include but are not limited to the following. It should be noted that these methods may be used in establishing cooperative relationships with organizations.

- Charitable Contribution—donation of cash, land, supplies, or equipment; gift can be used as a tax benefit by the donor.
- Contractual Agreements—public agency contracts with a private/commercial organization or other public agencies for public use of their recreation facilities at specified times.
- Easement—use of privately owned land in perpetuity at a nominal fee. The owner may mandate limits on development or use.
- Federal/State Surplus Property Transfer—the federal or state government transfers or trades land or buildings to local government.
- Living Will—individual wills capital (e.g., land, building, money, etc.) prior to death, maintaining use of the capital object until death but benefiting from tax benefits and recognition while living.
- Mandatory Dedication—developer is required to dedicate a specific amount of land aside for recreation and park purposes; the option of money in lieu of land may be offered.
- Purchase and Leaseback—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. Both public use and private memberships can be made available. 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—a fee is 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.

III. Short Term Goals (2015-2020)

1. ***Updated Site Plans*** for each of the parks managed by Craven County Recreation and Parks Department will guide the department for the coming years and at the same time position them to apply for available grants and funding. Updated site plans should include park connectivity (trails) to surrounding areas walking trails, a skateboard park connecting several locations,
2. ***Renovation of current parks*** was noted as one of the top three priorities for Craven County. Adequate maintenance equipment and maintenance staff is a constant and critical issue for parks and recreation agencies. Craven County should consider and appropriate plan to purchase additional and replace old maintenance equipment within the next three years (by 2018).

3. ***Additional staffing to assist with program development and improved marketing and communication.*** The public input has clearly conveyed the need for more staff and the desire to offer more programs geared toward youth, families, and activities for senior citizens (See Appendix D. CCRP Survey Results, Receipt of Information).

IV. Long Term Goals (2020-2025)

1. ***New and improved indoor facilities*** were noted as a top priority for Craven County (See Appendix D. Craven County Recreation and Parks Survey Results, County Priorities). Participants indicated they were interested in indoor facilities, such as a multi-use sports complex that could support several sports and offer more gym space. More sports related facilities such as soccer and baseball fields could be facilitated by increased partnerships with schools, as schools often have such amenities. Craven County is in need of more indoor activities and programs for families and renovation of existing facilities and the addition of a new community recreation center would better meet the growing needs of the community. A community recreation facility should include the following amenities: a fitness center, walking trails, indoor and outdoor pools, as well as courts and fields to meet the needs of a the increasing youth population. 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 might be located in a renovated Craven County School or in a new facility.
2. ***New and improved outdoor facilities*** were ranked as a top priority (See Appendix D. Craven County Recreation and Parks Survey Results, County Priorities). Participants indicated they were interested in outdoor facilities and activities such as a dog park, beach volleyball, outdoor concerts and movies, and lighted facilities, which represents the priority for more outdoor recreational opportunities.
3. ***Connectivity*** was a priority as from the public surveys, which showed that access for trails for walking, bicycling, and even skateboarding are of interest. 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 existing recreation centers and parks 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: Conclusions on Craven County Recreation and Parks).
4. ***Land Use:*** Future residential developments should be encouraged to set land aside for open space, 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 Craven County Planning and Development Department as well as

individual municipalities to maximize good land use planning practices.

5. ***Master Plan:*** An update to the Recreation and Parks 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.

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Appendices

Appendix A. Societal Trends Impacting Recreation and Park

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 of the Recreation and Park 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 Recreation and Park, 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 Recreation and Park 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 Recreation and Park resources.

Beginning in the early 20th century, public Recreation and Park 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 Recreation and Park 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 Millennial, 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 and Motel, 2012). Implications for parks include offering larger, less expensive programs and seeking funding to offer free programs.

Generations

Young Adults: Millennials, Gen 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 70's and 80's.

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 A) 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 A: Marriage rate according to generation

Group	Year Entering Adulthood	Percent Marrying
Silent Generation	1960	65
Boomer Generation	1980	48
Generation X	1997	36
Millennial Generation	2031	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 that 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 of 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 Recreation and Park 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 (Blanc 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 2%. 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 (Burnette, 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 (The Outdoor 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 is 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 (Table B). 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. Park organization implications include offering the most popular fitness programs, surveying clientele to ensure satisfaction, and possibly partnering with private fitness clubs.

Table B: Top Twenty Worldwide Fitness Trends for 2014

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

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 Recreation and Park professionals as well as increasing volunteer commitment (Young and McChesney, 2013).

Recreation and Park 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 Recreation and Park.
- 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 Recreation and Park. 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 Recreation and Park 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.

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Appendix B: Inventory of Amenities and Facilities Operated by the Craven County Recreation and Parks Department

	<u>Creekside Park</u>	<u>West Craven</u>	<u>Latham Whitehurst</u>	<u>Rocky Run</u>
Acreage	X	X	X	X
Amphitheatre				
Baseball Field	X	X		
Basketball				X
Boat Slips / Ramps				
Camping				
Concession Stand.....	X	X		
Disc Golf	X			
Driving Range		X		
Dog Park.....				
Fishing	X			
Gazebo	X		X	
Golf Course.....				
Horseshoe Pit	X			
Meeting Rooms.....				
Nature Center				
Offices.....				
Open Space (Fields).....	X	X	X	
Picnic Tables	X	X	X	X
Playgrounds.....	X	X		X
Recreation Center.....				
Restrooms	X	X	X	X
Skate Park				
Soccer.....	X			
Softball Field	X			
Storage / Maintenance.....	X	X		
Swimming Pools				
Tennis Courts		X		
Track.....				
Volleyball Court.....	X			

**Appendix C. Craven County Recreation and Parks Survey Results:
Full Report**

2014

Craven County Recreation and Parks

Public Opinion Initiative
Center for Survey Research

East Carolina University
Office of Innovation and Economic Development

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Acknowledgements

This report is the result of the collaborative effort between Craven County Recreation and Parks and East Carolina University's Center for Survey Research. Please see below a list of the key members of the collaborative team.

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The above-mentioned individuals would also like to show their appreciation for all of the individuals who participated in the research project by completing the Craven County Recreation and Parks Survey or by attending a focus group session. Your participation was critical to the mission of the project and provided the collaborative team with instrumental information.

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Purpose and Method

The focus of this project was to collect public opinions of Craven 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 plan for the County.

East Carolina University's Center for Survey Research (CSR) prepared and administered a phone survey (see Appendix) to a random sample of Craven County residents. Phone numbers were provided to CSR by Survey Sampling International. The survey was also administered online and in hard copy format at various key locations around the County. Responses received from the online and hard copy surveys were subsequently combined with those received from the phone survey to create an overall sample of responses. This data is referred to throughout the report as 'Survey'. In sum, responses received from the phone, online, and hard copy surveys resulted in a total of 383 participants.

In addition to the survey, two focus groups were also conducted to obtain supplementary information from Craven County residents regarding their feelings and attitudes toward parks and recreation within the County. Following each focus group, participants' responses were analyzed and delineated into main points and key direct quotes. A total of 20 Craven County residents participated in the two focus groups.

Study Limitations

One potential limitation to all public opinion research is error derived from 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. This particular phone survey was completed by 383 Craven County residents and in turn, was subjected to a sampling error of approximately ± 5.0 percent. That is, if 60 percent of participants respond in a certain way on a particular question, it can be expected that somewhere between 55 and 65 percent 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 variables of gender and age, 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 Craven County.

Survey Results Overview

The following Results Overview details key findings derived from participants' survey responses. Analysis of survey demographics indicated that the sample consisted primarily of White women with at least a bachelor's degree and an annual household income of greater than \$50,000. Additionally, the majority of participants were between the ages of 50 and 75.

Participants indicated receiving information regarding parks and recreation in Craven County via word of mouth, newspapers, and brochures or flyers. However, newspapers were listed as the primary source of parks and recreation information.

When considering options for future developments in Craven County, participants viewed partnerships with schools and the renovation of current parks as essential priorities. Specifically, participants who advocated for the renovation of current parks suggested that a fitness center, walking trails, and swimming pools would all be beneficial additions.

Participants viewed teenagers (ages 13-17) and children (ages 6-12) as the age groups that most needed additional programs and activities. However, in addition to the distinct need for teenagers and children, participants also indicated a general need for more activities in all age groups. Finally, survey responses indicated that the desire for more recreational opportunities may be the result of both a legitimate absence of certain activities, as well as a lack of awareness of the opportunities currently available to Craven County residents.

Survey Sample Characteristics

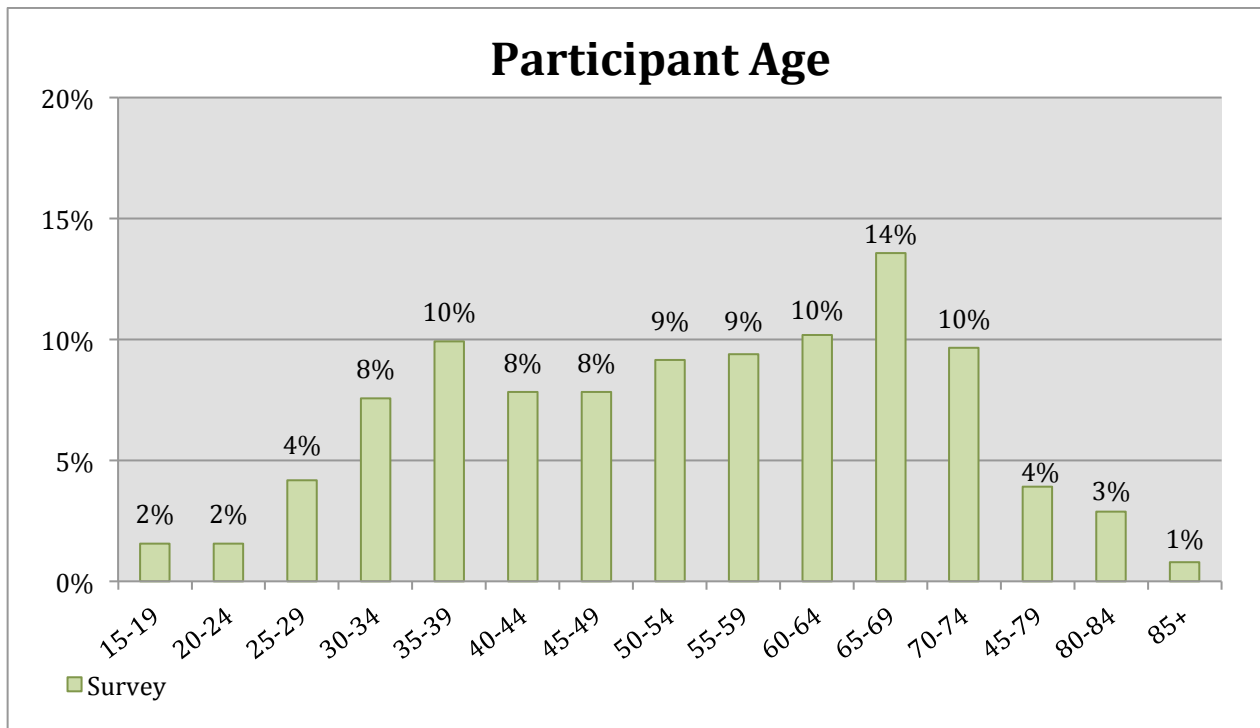
Gender

The majority of respondents in the sample (62 percent) were women. Consequently, it was determined that the survey yielding a greater representation of women than that found in the demographic profile of Craven County. Specifically, women represent approximately 49 percent of the population in Craven County. In turn, the aforementioned process of data weighting was applied to the sample based on gender. Although the following sample characteristics are presented in “unweighted” format, all other report results reflect a weighted and appropriately representative sample.

	Survey
Male	37.6% (144)
Female	62.4% (239)

Age

The largest portion of participants (14 percent) were between the ages of 65 and 69. However, nearly equivalent portions of participants were found within each of the age categories ranging from 30 to 74. Data weighting was also applied to the sample based on age, which had a greater representation of older citizens than that found in the demographic profile of Craven County.



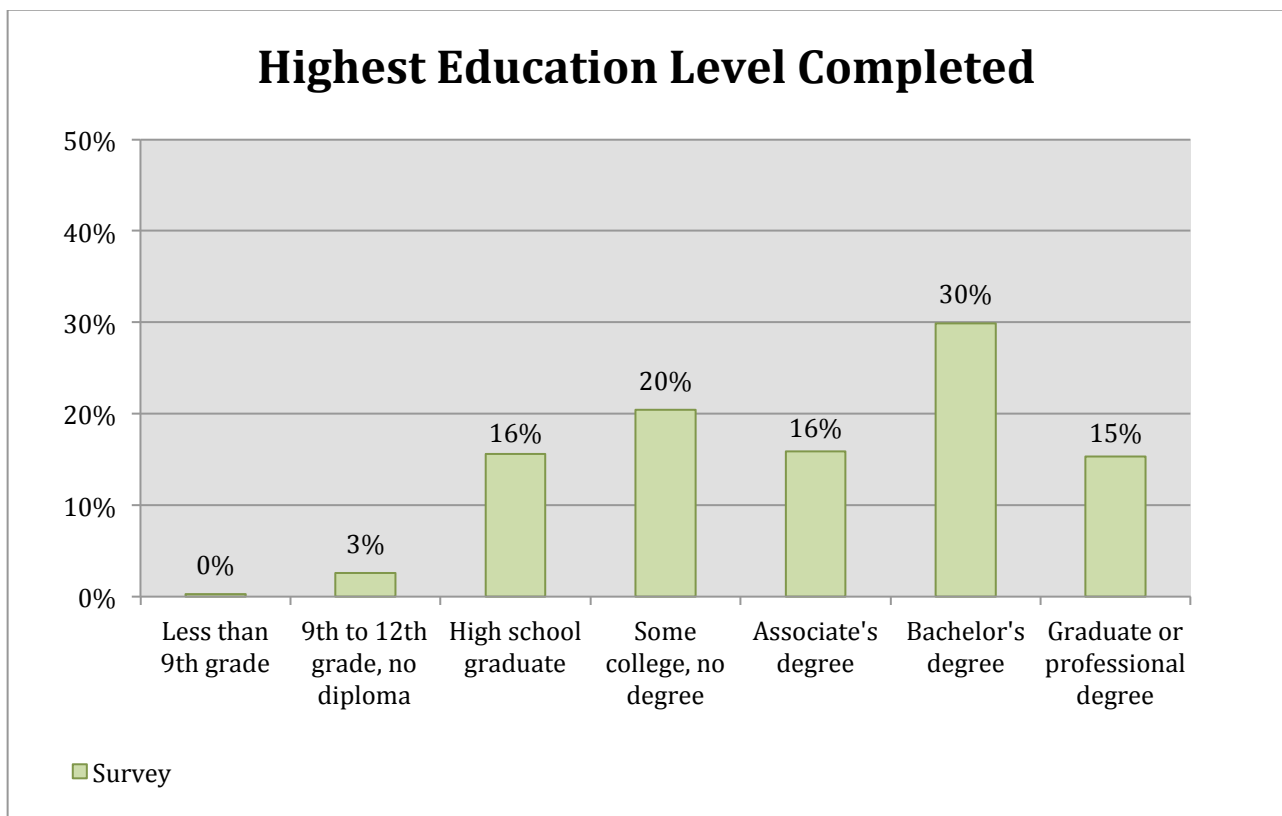
Race

The largest portion of participants (71 percent) were White, followed by those who indicated being Black or African American (24 percent).

	Survey
White	70.7% (266)
Black or African American	23.9% (90)
American Indian or Alaska Native	0.8% (3)
Asian	0.8% (3)
Native Hawaiian or other Pacific Islander	1.1% (4)
Other	2.7% (10)

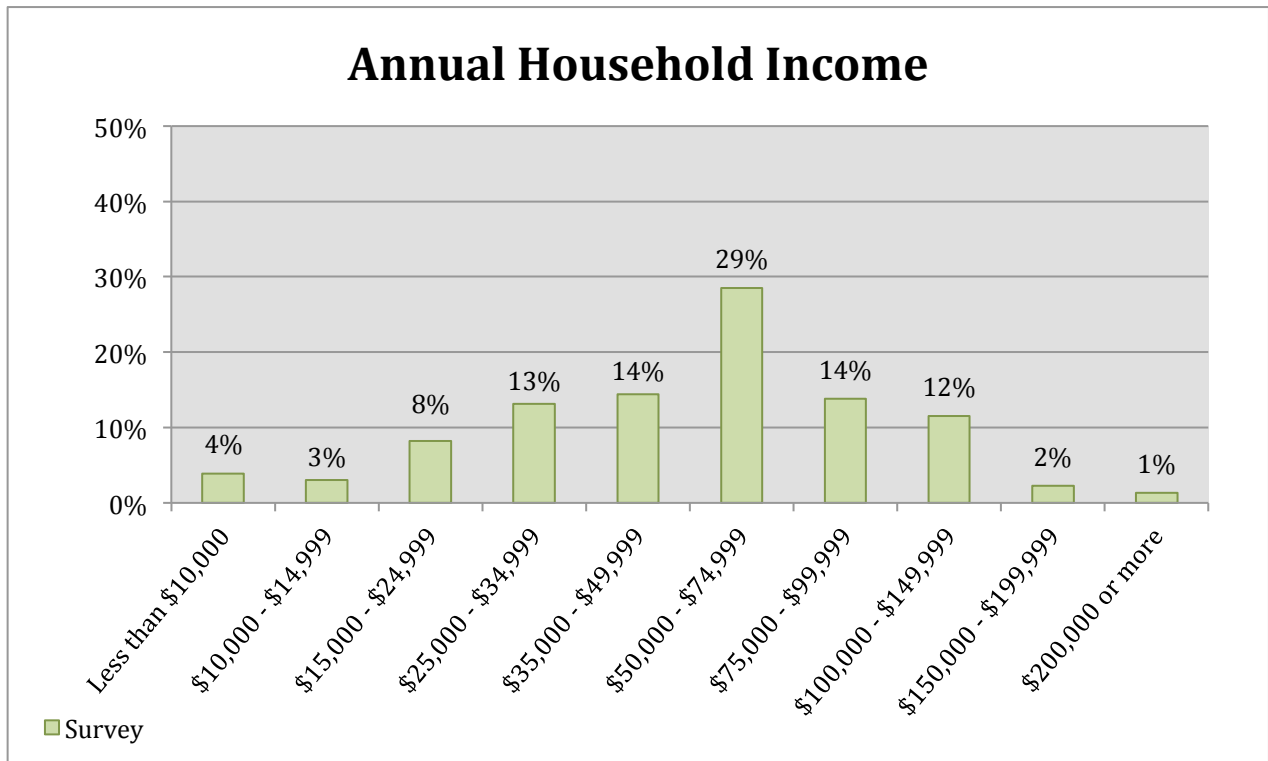
Education

The majority of participants (81 percent) indicated having at least some college education. Specifically, 20 percent attended college but did not receive a degree, 16 percent received an associate's degree, 30 percent received a bachelor's degree, and 15 percent received a graduate or professional degree.



Income

The largest portion of participants (29 percent) reported an annual household income between \$50,000 and \$74,999. Following, nearly equivalent portions of participants reported annual household incomes of \$25,000 to \$34,999 (13 percent), \$35,000 to \$49,999 (14 percent), \$75,000 to \$99,999 (14 percent), and \$100,000 to \$149,999 (12 percent).



Focus Group Sample Characteristics

Overall, focus group participants were geographically diverse, as no more than 10 percent of the participants reported living in the same area. The majority of focus group participants indicated that their household consisted of a couple with children (35 percent) or that they were retired and had no children at home (20 percent). Moreover, 68 percent of the participants had lived in Craven County for more than 20 years.

In regard to demographic characteristics, the majority of focus group participants were men (80 percent), White (70 percent), and between the ages of 50 and 59 (40 percent). Furthermore, all participants indicated having at least some college education, with a specific majority (55 percent) holding a Bachelor's degree. Finally, 82 percent of the participants reported a total household income greater than \$50,000. Key quotes derived from the focus groups have been included throughout the report and a complete focus group script can be found in the Appendix.

Community Member Participation

Participants were asked to report how often they use various Craven County parks. Of the parks listed, Creekside Park was the most frequently used, with 28 percent of participants visiting the park at least once a month. The remaining four parks listed in the survey had considerably low levels of use, with at least 71 percent of participants indicating they never visited the park.

	Never	Less than Once a Month	Once a Month	2-3 Times a Month	Once a Week	2-3 Times a Week	Daily
Creekside Park	50.6% (156)	22.0% (65)	11.0% (34)	5.9% (18)	3.6% (11)	5.1% (16)	1.9% (6)
West Craven Park	71.4% (220)	15.8% (48)	4.6% (14)	4.1% (13)	1.4% (4)	2.1% (7)	0.6% (2)
Latham-Whitehurst Nature Park	81.4% (247)	11.9% (36)	3.8% (11)	2.5% (7)	0.2% (1)	0.2% (1)	0.0% (0)
Rocky Run Park	86.1% (263)	9.4% (29)	3.2% (10)	0.8% (2)	0.4% (1)	0.2% (1)	0.0% (0)
Cove City Park	85.8% (261)	9.1% (28)	3.2% (10)	1.3% (4)	0.4% (1)	0.2% (1)	0.0% (0)

Focus group participants were also asked to identify the type of activities in which they engage and where they participate in such activities. West Craven Park and Creekside Park were frequently reported as the parks of choice. Specifically, participants stated that they participate in “soccer” and “baseball” at Creekside Park and “tennis” and “golf” at West Craven Park. Furthermore, one participant indicated satisfaction with beach volleyball facilities at Creekside Park, stating “we had to drive to Raleigh in the past, so it is nice to now have something in Craven County.” Lastly, participants reported use of walking trails at West Craven Park and Latham-Whitehurst Park, which one participant described as “immaculate” and “beautiful”.

Community Member Satisfaction

Next, participants expressed their overall feeling of contentment with Craven County Recreation and Parks by indicating how well their recreational needs are currently being satisfied. Specifically, participants were asked to indicate their level of agreement with the following statement: ‘Craven County meets the recreational and leisure needs of me and/or my family’. The majority of participants (62 percent) indicated that they agreed or strongly agreed with the statement. Furthermore, the mean level of agreement was 3.5, signifying that on average participants held a greater-than-neutral opinion of the statement.

	Mean	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Survey	3.5	3.4% (10)	13.7% (42)	21.2% (65)	53.3% (163)	8.4% (26)

Online Registration System

Participants were also asked to indicate their awareness of the Craven County Recreation and Parks online registration system. The online registration system was created in order to better meet the recreational needs of Craven County residents and features the ability for community members to reserve, register, and pay for programming and use of facilities. Unfortunately, the majority of the participants (76 percent) reported that they were not aware of this system.

	Survey
Yes	24.1% (74)
No	75.9% (233)

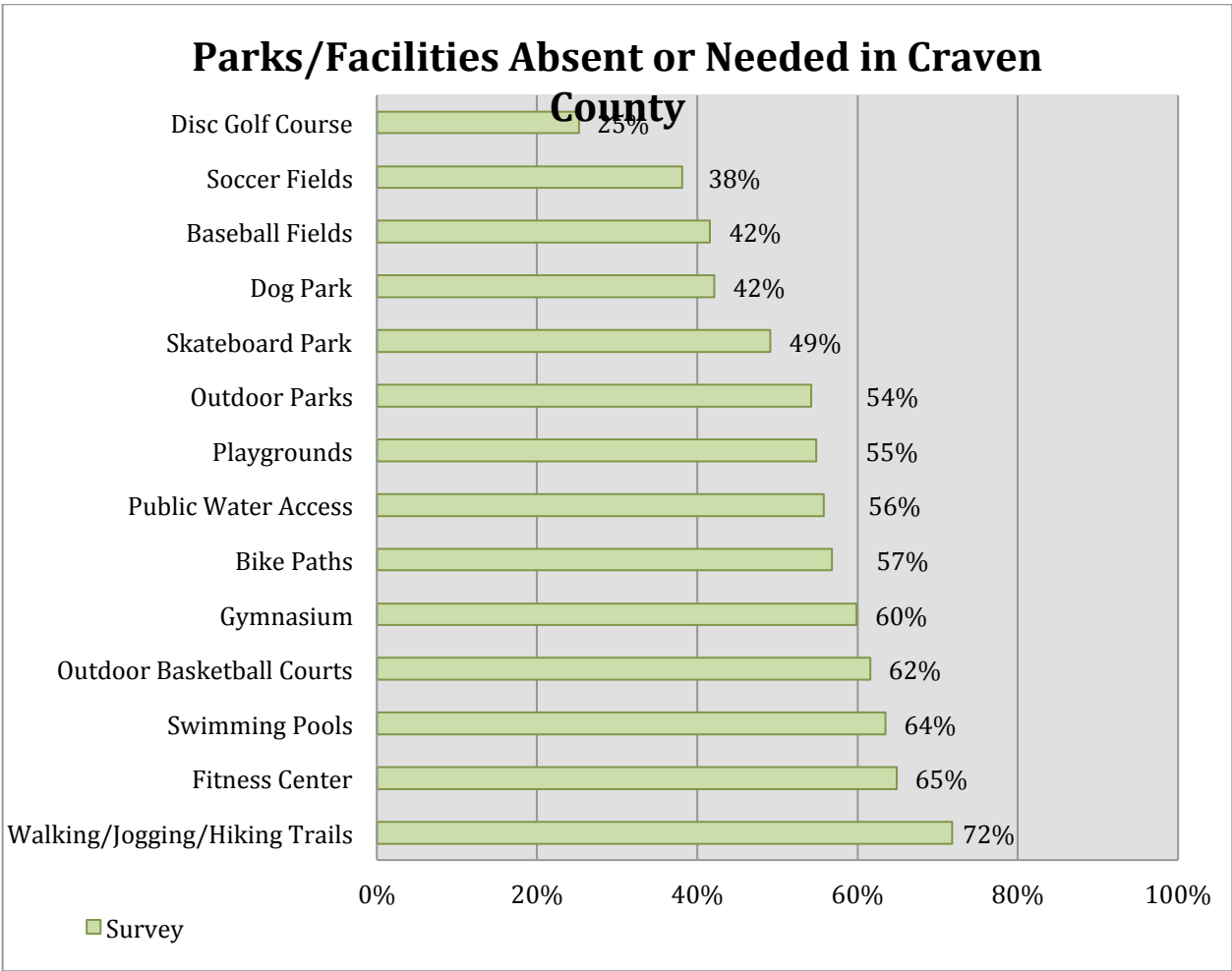
Participants who were aware of the online registration system were asked to indicate their level of agreement with the statement “Online registration services have simplified access to County facilities”. The majority of the sample (85 percent) reported that they agreed or strongly agreed with the statement. In turn, it was determined that although a large portion of participants were unaware of the system, those who were aware felt satisfied with the online service.

The same subset of participants was also asked to indicate their level of agreement with the statement “Online payment options have improved access to county programming”. The majority of participants (80 percent) indicated that they agreed or strongly agreed with the statement. Therefore, although awareness appears to be a significant issue surrounding current recreational improvements, there is a high degree of satisfaction with such initiatives.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Online Registration	1.2% (1)	2.7% (2)	10.9% (8)	66.4% (49)	18.8% (14)
Online Payment	0.0% (0)	4.7% (3)	15.8% (12)	60.1% (44)	19.4% (14)

Parks and Facilities Absent or Needed in the County

Next, participants were asked about potential areas of improvement for Craven County Recreation and Parks. Specifically, participants were provided with a list of various parks and facilities and were asked to indicate if the parks and facilities are absent or needed in Craven County. Parks and facilities indicated as such by over half of participants included outdoor parks (54 percent), playgrounds (55 percent), a public water access (56 percent), bike paths (57 percent), a gymnasium (60 percent), outdoor basketball courts (62 percent), swimming pools (64 percent), a fitness center (65 percent), and walking trails (72 percent). Parks and facilities viewed as absent or needed by the smallest portion of participants included a disc golf course (25 percent) and soccer fields (38 percent). Finally, participants were provided with the opportunity to list additional parks and facilities that are lacking in Craven County. Commonly reported parks and facilities included tennis courts and multi-use facilities.



Recreational Opportunities

Participants were then asked to report the specific indoor and outdoor activities and facilities that were most desired in order to improve the recreational opportunities in Craven County and address the current needs. Participants reported such activities and facilities in a variety of ways. First, participants indicated the types of activities and facilities that they would most like to see provided in order to benefit the recreational opportunities of the entire County. Next, participants indicated the specific age groups, which are in greater need of increased recreation opportunities, as well as the particular types of programs and activities that are needed within each age group. Finally, participants reported the type of recreational opportunities that were needed for each age group within specific locations throughout Craven County. The following sections report the desired recreation opportunities for each of the population categories.

Recreational Opportunities: Craven County

Participants were asked to report the activities and facilities that they most desired to see provided in order to benefit the recreational opportunities of all of Craven County. Listed below are the most frequently reported indoor and outdoor activities and facilities.

Indoor

- Recreation/Fitness Centers (62)
- Pools (57)
- Basketball Courts (52)
- Bowling (35)
- Movies (28)
- Volleyball Courts (28)
- Tennis Courts (24)
- Track (19)
- Multi-use Sports Complex (15)
- Soccer Fields (11)

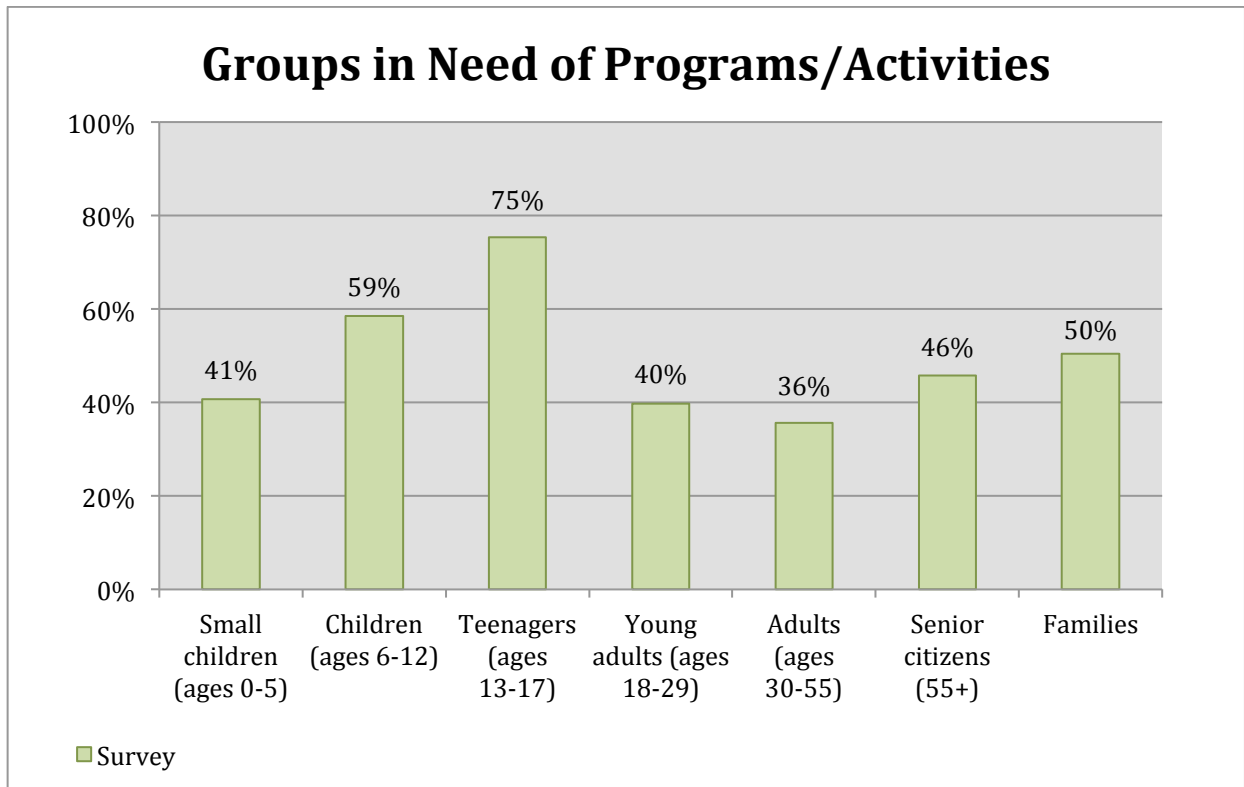
Outdoor

- Walking/Jogging/Bike Trails (111)
- Pools (80)
- Basketball Courts (68)
- Baseball Fields (54)
- Football Fields (42)
- Soccer Fields (41)
- Water Parks (41)
- Parks (36)
- Playgrounds (33)
- Dog Parks (31)

Focus group participants were also asked to report their opinions regarding parks, facilities, and programs that they would like to see offered, built, or renovated. Focus group participants stated that they would like to see more organized sports such as “beach volleyball, baseball, soccer, and basketball.” Furthermore, participants indicated interest in indoor facilities, such as a multi-use sports complex that could “support several sports” and offer “more gym space.” Participants also expressed interest in a variety of outdoor facilities and activities such as a “dog park, concerts, movies, and lighted facilities.” Finally, smaller portions of focus group participants indicated a desire for increased participation of volunteers and coaches, development in the Dover and Cove City areas, and “walking trails.”

Recreational Opportunities: Age Groups

Participants then indicated the specific age groups that are in need of additional programs and activities in Craven County. The two age groups that were viewed as in need of greater recreational opportunities included teenagers (ages 13-17; 75 percent) and children (ages 6-12; 59 percent). Following, participants also indicated that programs and activities were needed for families (50 percent) and senior citizens (ages 55+; 46 percent).



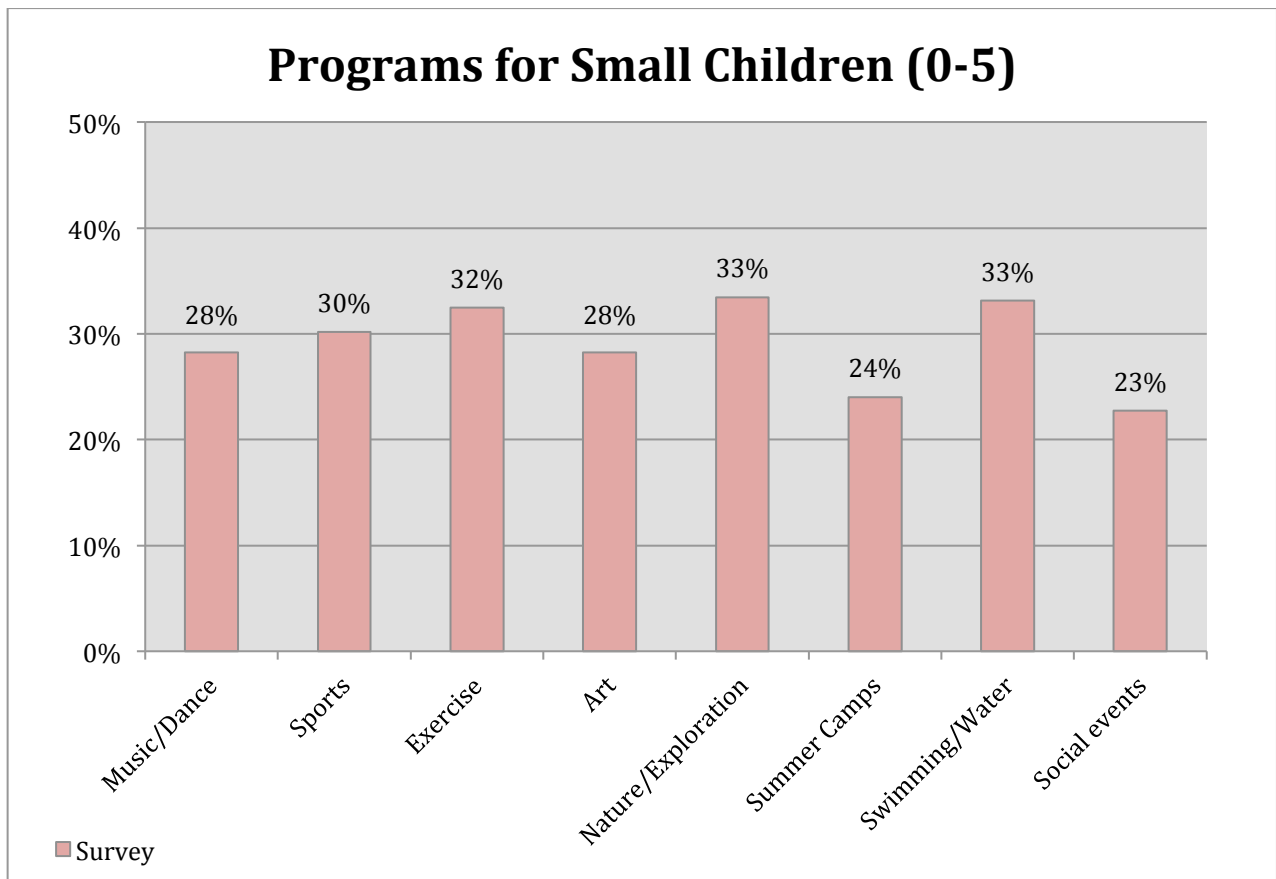
Similarly, focus group participants indicated a variety of programs and activities that are needed for particular age groups. Participants expressed the need for more “health-focused activities” for senior citizens, as well as additional facilities that can be used by senior citizens, as some participants stated that “the YMCA is too crowded.” Additionally, participants stated that programs such as “tennis” and facilities such as “a skate park” are needed for teens. Lastly, focus group participants also expressed the importance of additional programs that appeal to “not just kids”, but adults.

Programs and Activities for Age Groups

Next, participants indicated the specific types of programs and activities that are needed for each age group. Overall, a greater need for all activities was reported across all age groups.

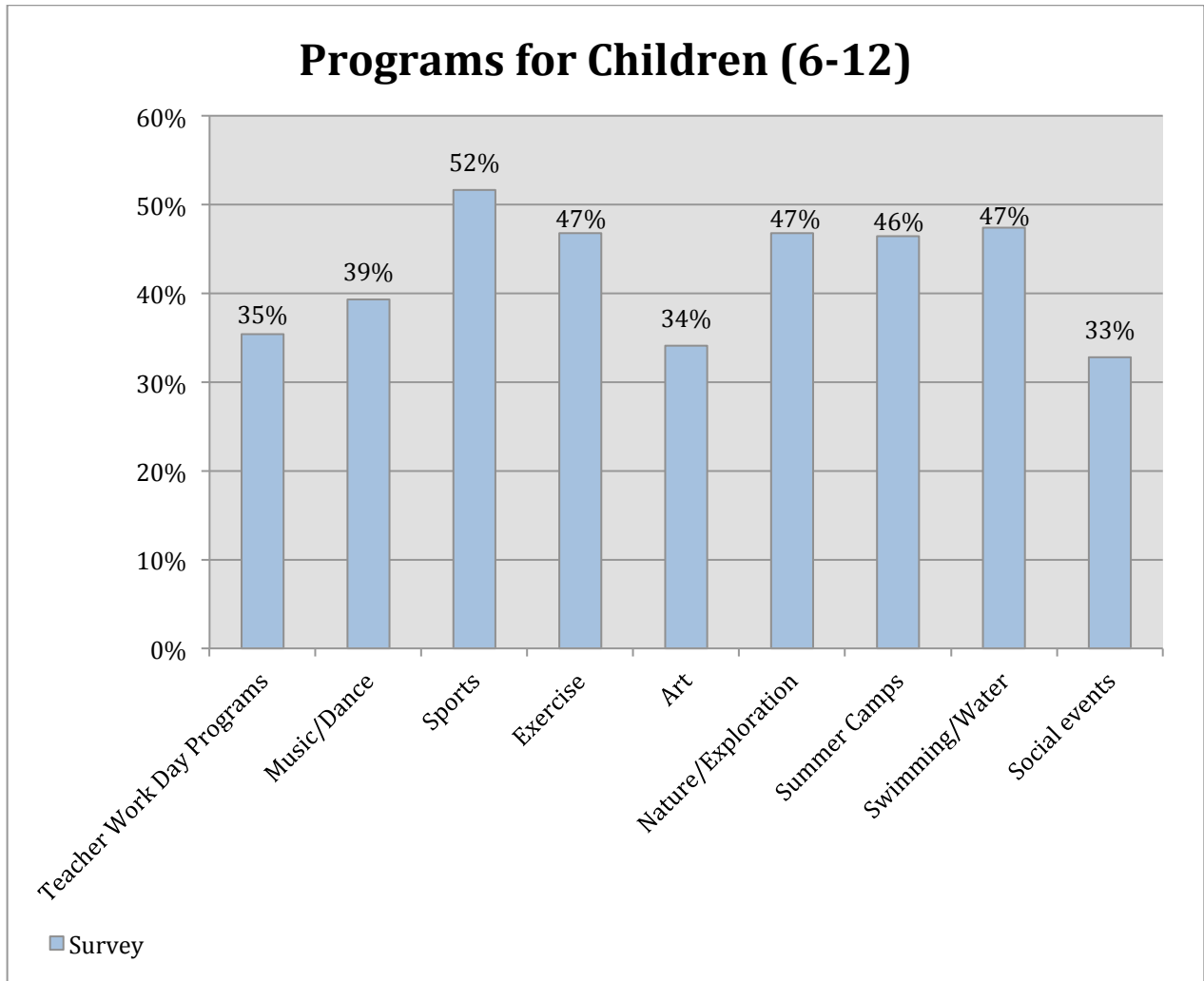
For **small children (ages 0-5)**, the largest portions of participants indicated that more swimming/water (33 percent), nature/exploration (33 percent), and exercise (32 percent) programs and activities are needed.

The smallest portions of participants indicated a need for social events (23 percent) and summer camps (24 percent).



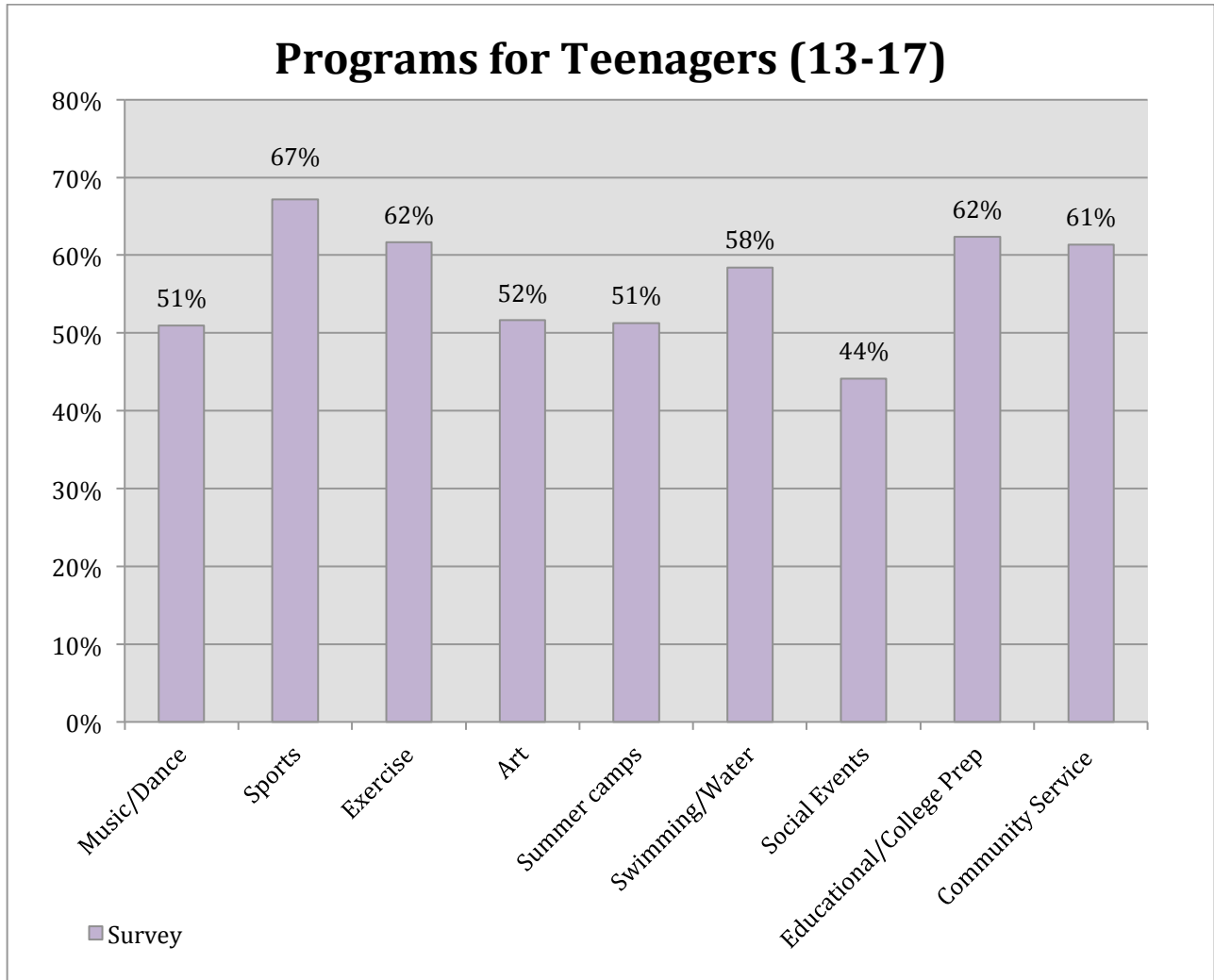
For **children (ages 6-12)**, the largest portions of participants indicated that more sports (52 percent), exercise (47 percent), nature/exploration (47 percent), and swimming/water (47 percent) programs and activities are needed.

The smallest portions of participants indicated a need for social events (33 percent) and art programs and activities (34 percent).



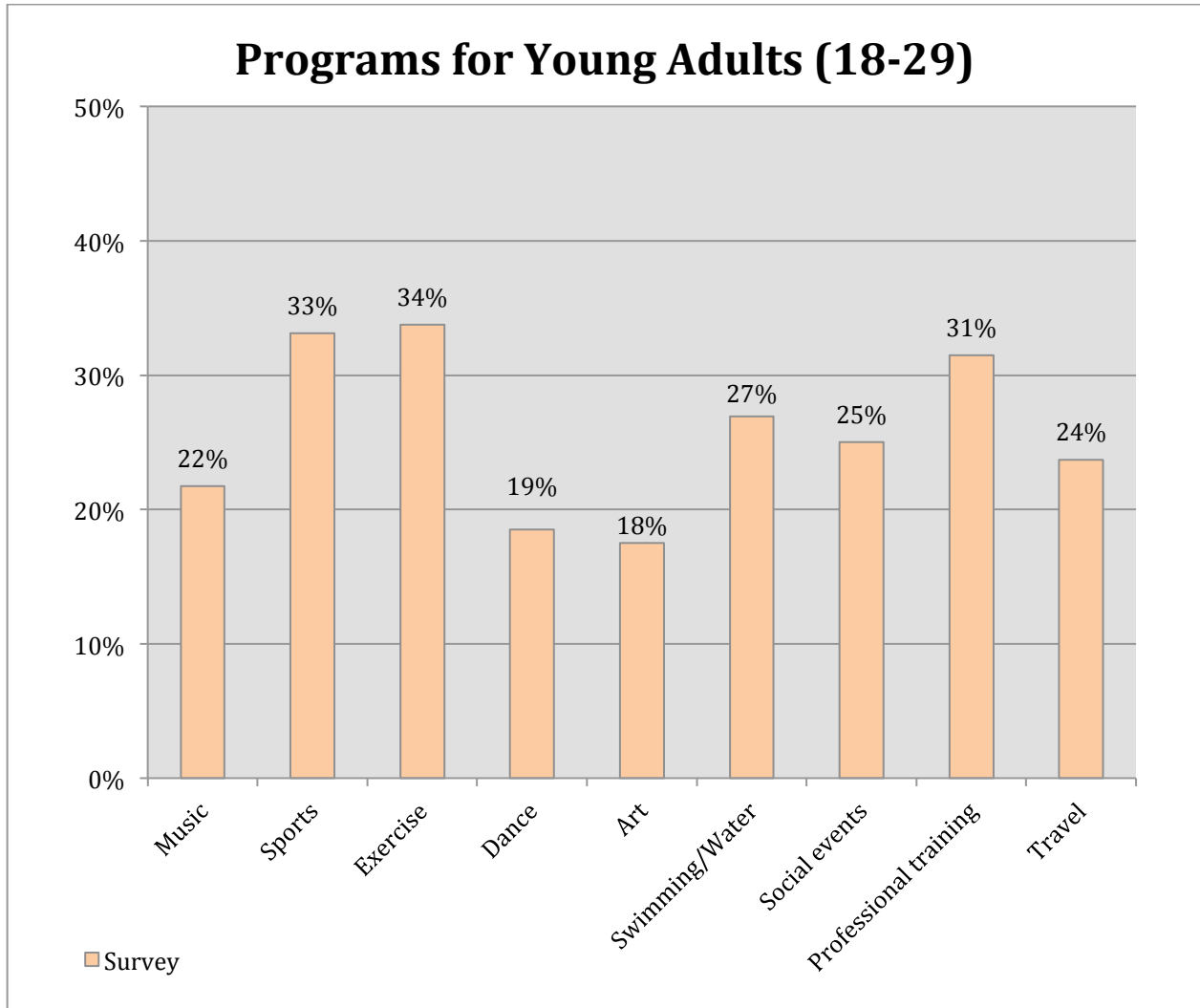
For **teenagers (ages 13-17)**, the largest portions of participants indicated that more sports (67 percent), exercise (62 percent), and educational/college prep (62 percent) programs and activities are needed.

The smallest portion of participants (44 percent) indicated a need for social events.



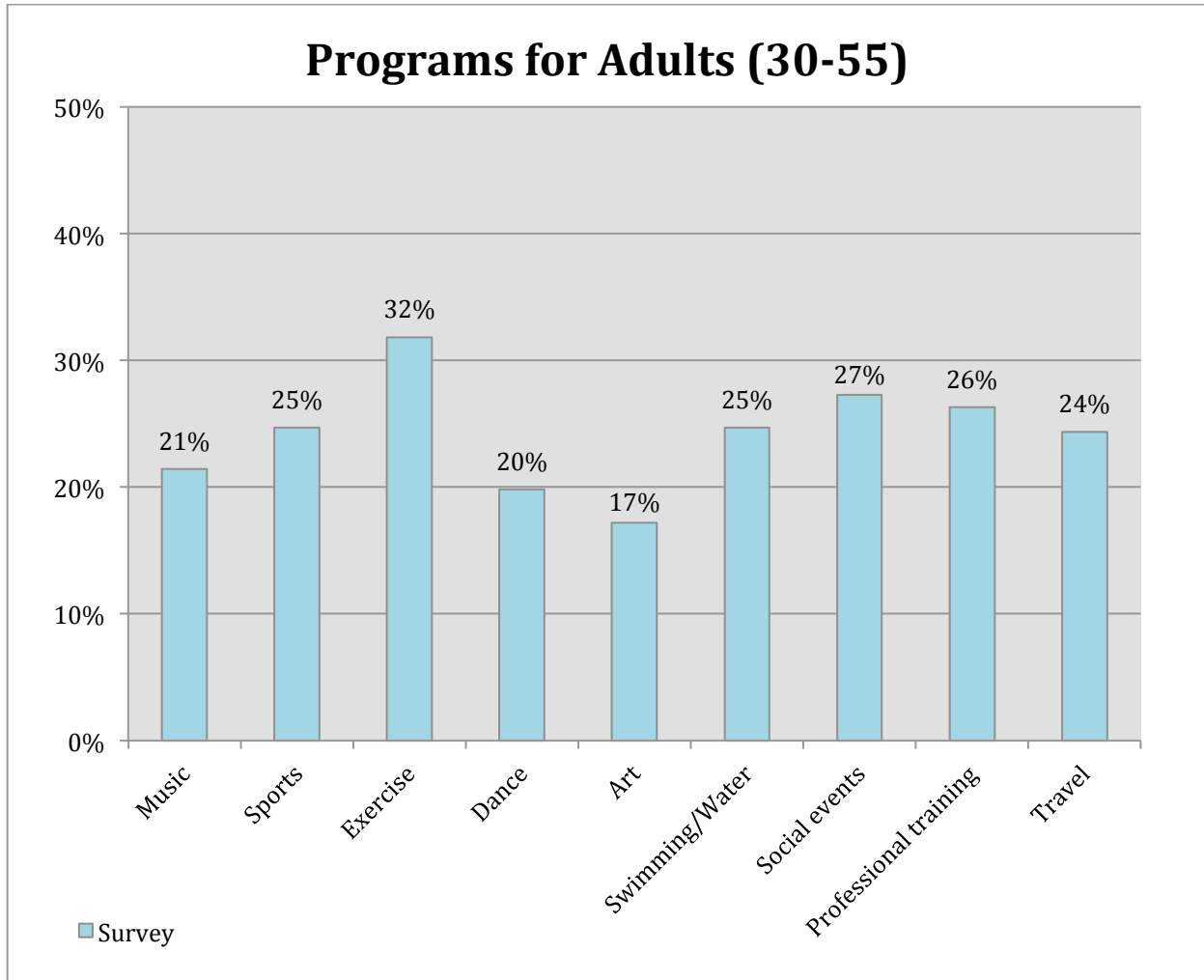
For **young adults (ages 18-29)**, the largest portions of participants indicated that more exercise (34 percent), sports (33 percent), and professional training (31 percent) programs and activities are needed.

The smallest portions of participants indicated a need for dance (19 percent) and art programs and activities (18 percent).



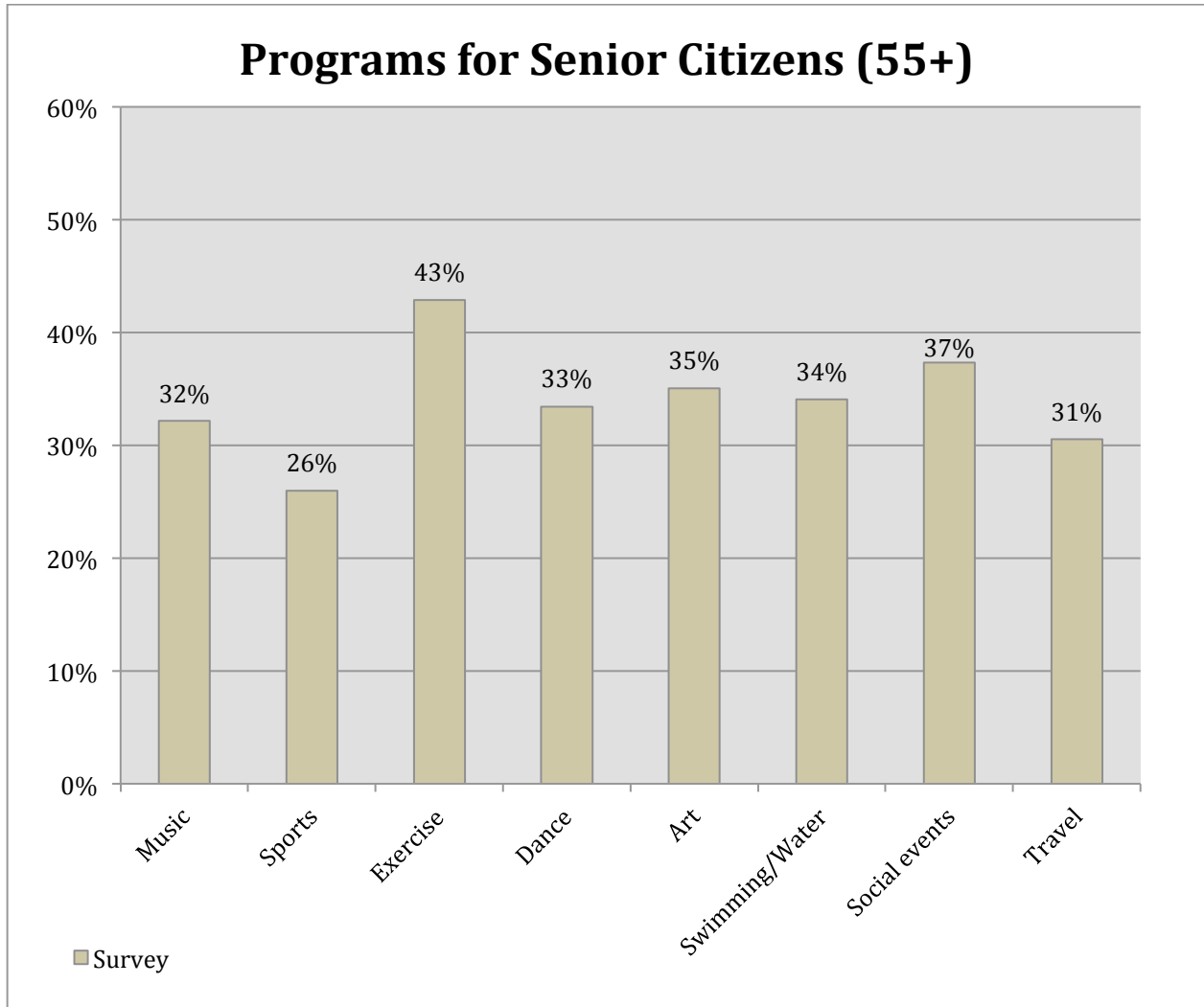
For **adults (ages 30-55)**, the largest portion of participants (32 percent) indicated that more exercise programs and activities are needed.

The smallest portions of participants indicated a need for dance (20 percent) and art programs and activities (17 percent).



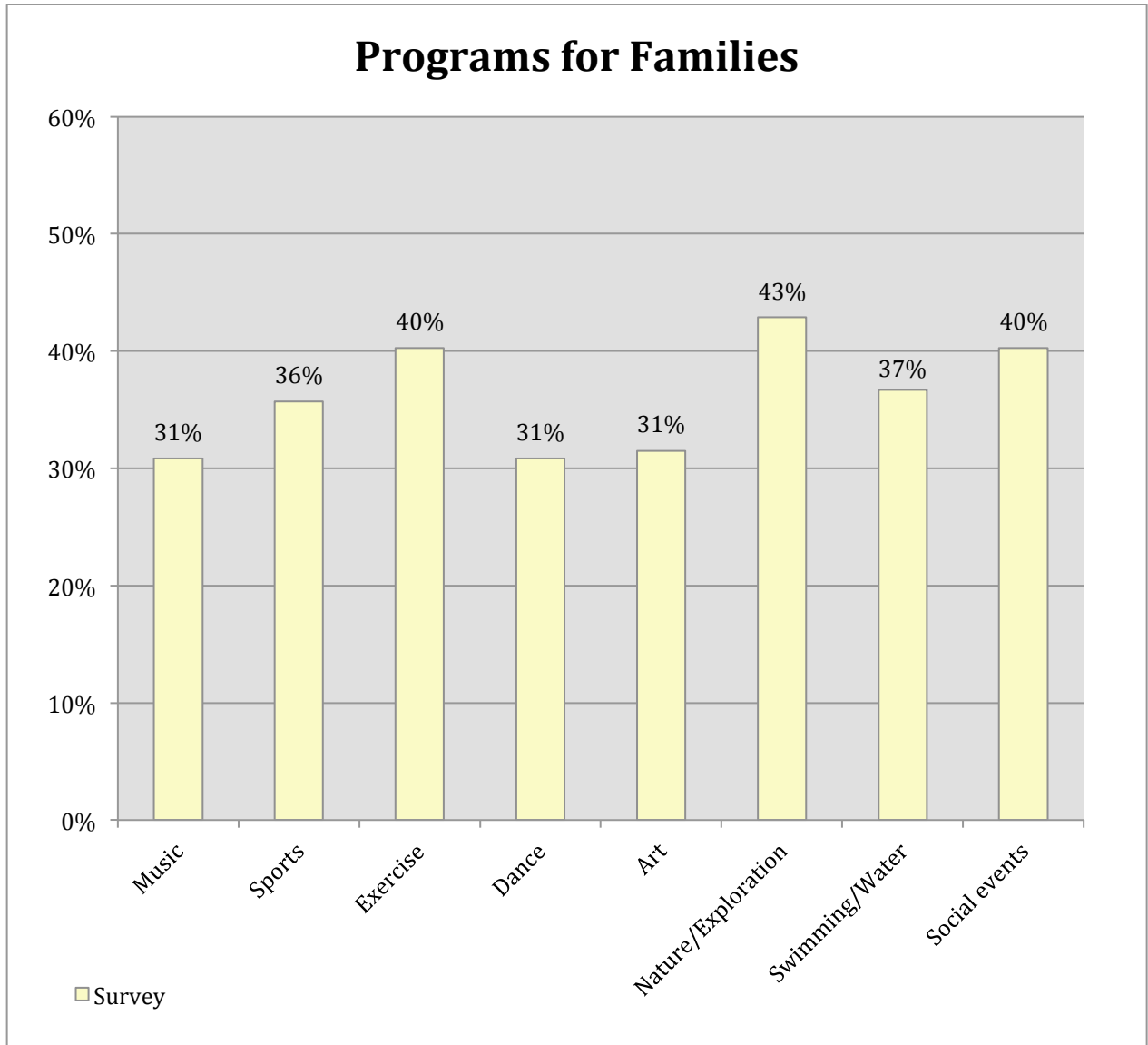
For **senior citizens (ages 55+)**, the largest portions of participants indicated that more exercise (43 percent) programs and activities and social events (37 percent) are needed.

The smallest portion of participants (26 percent) indicated a need for sports programs and activities.



For **families**, the largest portions of participants indicated that more nature/exploration (43 percent) and exercise programs and activities (40 percent), as well as more social events (40 percent) are needed.

The smallest portions of participants indicated a need for music (31 percent), dance (31 percent), and art programs and activities (31 percent).



Programs and Activities for Age Groups within Area

Finally, participants indicated the need for various parks and facilities in several Craven County locations within the previously specified age groups. In general, participants reported similar needs across locations such as walking trails, bike paths, and skateboard parks, as well as similar needs across age groups such sports for teenagers and exercise programs for adults. In turn, a large amount of similarity was found between the needs specified for age groups across all of Craven County and the needs specified for age groups within individual Craven County locations.

In contrast, a few unique differences were articulated by focus group participants. Specifically, several locations were indicated as needing increased attention regarding parks and recreation opportunities. For example, although areas such as Creekside and West Craven were seen as central locations for activities and facilities, these areas were also discussed as those most in need of renovation and upgrading. Participants suggested improvements such as “improved drainage on baseball and softball fields” and “lights” at these locations. Participants were also unanimous in stating that Dover and Cove City were in need of “all types of activities” and that the locations are “not up to par.”

In conclusion, although focus group participants were able to discriminate between the various needs of Craven County locations, survey participants indicated similar needs across age group and location. Furthermore, despite similarities with the general Craven County needs detailed by the previous section, the following section can be used as a reference for the specific parks and facilities needed in each Craven County location.

Bridgeton

Most needed parks and facilities:

- Walking/Jogging/Hiking Trails - 23.4% (72)
- Bike Paths – 18.5% (57)
- Skateboard – 17.5% (54)
- Swimming Pools – 17.5% (54)
- Public Water Access – 16.2% (50)

Most needed programs for children and families:

		Survey
Small Children (ages 0-5)	Program 1	Nature/Exploration (13.6%; 42)
	Program 2	Exercise (12.3%; 38)
	Program 3	Swimming/Water (12.0%; 37)
Children (ages 6-12)	Program 1	Exercise (16.6%; 51)
	Program 2	Sports (15.6%; 48)
	Program 3	Swimming/Water (14.3%; 44)
Teenagers (ages 13-17)	Program 1	Sports (22.1%; 68)
	Program 2	Exercise (21.8%; 67)
	Program 3	Community Service (21.4%; 66)
Families	Program 1	Nature/Exploration (14.9%; 46)
	Program 2	Social Events (14.3%; 44)
	Program 3	Exercise (13.3%; 41)

Most needed programs for adults:

		Survey
Young Adults (ages 18-29)	Program 1	Exercise (15.3%; 47)
	Program 2	Sports (14.9%; 46)
	Program 3	Professional Training (14.3%; 44)
Adults (ages 30-55)	Program 1	Exercise (11.7%; 36)
	Program 2	Sports (10.4%; 32)
	Program 3	Professional Training (9.4%; 29)
Senior Citizens (ages 55+)	Program 1	Exercise (14.6%; 45)
	Program 2	Art (13.3%; 41)
	Program 3	Social Events (13.0%; 40)

Cove City

Most needed parks and facilities:

- Walking/Jogging/Hiking Trails – 19.5% (60)
- Bike Paths – 15.6% (48)
- Skateboard Parks – 14.9% (46)
- Fitness Center – 14.6% (45)
- Outdoor Basketball Courts – 14.3% (44)

Most needed programs for children and families:

		Survey
Small Children (ages 0-5)	Program 1	Nature/Exploration (11.7%; 36)
	Program 2	Exercise (11.0%; 34)
	Program 3	Swimming/Water (11.0%; 34)
Children (ages 6-12)	Program 1	Exercise (14.0% ; 43)
	Program 2	Nature/Exploration (13.6%; 42)
	Program 3	Summer Camps (13.3%; 41)
Teenagers (ages 13-17)	Program 1	Community Service (20.1%; 62)
	Program 2	Sports (20.1%; 62)
	Program 3	Educational Prep (19.8%; 61)
Families	Program 1	Exercise (12.7%; 39)
	Program 2	Nature/Exploration (12.3%; 38)
	Program 3	Social Events (11.4%; 35)

Most needed programs for adults:

		Survey
Young Adults (ages 18-29)	Program 1	Sports (13.0%; 40)
	Program 2	Exercise(12.7%; 39)
	Program 3	Professional Training (12.3%; 38)
Adults (ages 30-55)	Program 1	Exercise (11.0%; 34)
	Program 2	Sports (10.1%; 31)
	Program 3	Professional Training (9.1 %; 28)
Senior Citizens (ages 55+)	Program 1	Exercise (14.0%; 43)
	Program 2	Social Events (11.7%; 36)
	Program 3	Art (11.7%; 36)

Dover

Most needed parks and facilities:

- Walking/Jogging/Hiking Trails – 16.9% (52)
- Bike Paths – 13.6% (42)
- Skateboard Parks – 13.0% (40)
- Playgrounds – 11.4% (35)
- Swimming Pools – 11.0% (34)

Most needed programs for children and families:

		Survey
Small Children (ages 0-5)	Program 1	Nature/Exploration (9.4%; 29)
	Program 2	Swimming/Water (8.8%; 27)
	Program 3	Exercise (8.4%; 26)
Children (ages 6-12)	Program 1	Exercise (11.0%; 34)
	Program 2	Summer Camps (10.4%; 32)
	Program 3	Swimming/Water (10.1%; 31)
Teenagers (ages 13-17)	Program 1	Community Service (15.6%; 48)
	Program 2	Educational Prep (14.6%; 45)
	Program 3	Sports (14.6%; 45)
Families	Program 1	Nature/Exploration (9.7%; 30)
	Program 2	Exercise (9.1%; 28)
	Program 3	Social Events (8.8%; 27)

Most needed programs for adults:

		Survey
Young Adults (ages 18-29)	Program 1	Sports (11.7%; 36)
	Program 2	Exercise (11.0%; 34)
	Program 3	Professional Training (11.0%; 34)
Adults (ages 30-55)	Program 1	Exercise (9.1%; 28)
	Program 2	Sports (8.8%; 27)
	Program 3	Social Events (7.8%; 24)
Senior Citizens (ages 55+)	Program 1	Exercise (11.4%; 35)
	Program 2	Social Events (10.7%; 33)
	Program 3	Art (10.4%; 32)

Havelock

Most needed parks and facilities:

- Walking/Jogging/Hiking – 27.3% (84)
- Skateboard Park – 23.4% (72)
- Fitness Center – 22.7% (70)
- Swimming Pools – 22.7% (70)
- Gymnasium – 21.4% (66)

Most needed programs for children and families:

		Survey
Small Children (ages 0-5)	Program 1	Nature/Exploration (14.6%; 45)
	Program 2	Swimming/Water (14.6%; 45)
	Program 3	Exercise (13.3%; 41)
Children (ages 6-12)	Program 1	Sports (21.4%; 66)
	Program 2	Nature/Exploration (20.5%; 63)
	Program 3	Swimming/Water (19.8 %; 61)
Teenagers (ages 13-17)	Program 1	Sports (30.5%; 94)
	Program 2	Educational Prep (30.2%; 93)
	Program 3	Community Service (30.2%; 93)
Families	Program 1	Social Events(18.2%; 56)
	Program 2	Nature/Exploration (17.9%; 55)
	Program 3	Exercise (16.6%; 51)

Most needed programs for adults:

		Survey
Young Adults (ages 18-29)	Program 1	Exercise (18.8%; 58)
	Program 2	Sports (17.9%; 55)
	Program 3	Professional Training (17.9%; 55)
Adults (ages 30-55)	Program 1	Exercise (16.6%; 51)
	Program 2	Professional Training (14.6%; 45)
	Program 3	Social Events (13.6%; 42)
Senior Citizens (ages 55+)	Program 1	Exercise (19.2%; 59)
	Program 2	Social Events (18.2%; 56)
	Program 3	Art (16.9%; 52)

New Bern

Most needed parks and facilities:

- Walking/Jogging/Hiking Trails – 46.8% (144)
- Outdoor Basketball Courts – 36.7% (113)
- Fitness Center – 36.7% (113)
- Swimming Pools – 35.7% (110)
- Gymnasium – 35.7% (110)

Most needed programs for children and families:

		Survey
Small Children (ages 0-5)	Program 1	Nature/Exploration (21.1%; 65)
	Program 2	Exercise (20.1%; 62)
	Program 3	Swimming/Water (19.5%; 60)
Children (ages 6-12)	Program 1	Sports (31.8%; 98)
	Program 2	Swimming/Water (31.8%; 98)
	Program 3	Nature/Exploration (31.2%; 96)
Teenagers (ages 13-17)	Program 1	Educational Prep (43.2%; 133)
	Program 2	Sports (42.2%; 130)
	Program 3	Community Service (41.9%; 129)
Families	Program 1	Nature/Exploration (27.9%; 86)
	Program 2	Exercise (25.6%; 79)
	Program 3	Social Events (25.3%; 78)

Most needed programs for adults:

		Survey
Young Adults (ages 18-29)	Program 1	Exercise (21.4%; 66)
	Program 2	Professional Training (20.8%; 64)
	Program 3	Sports (20.5%; 63)
Adults (ages 30-55)	Program 1	Exercise (20.1%; 62)
	Program 2	Social Events (17.2%; 532)
	Program 3	Professional Training (15.9%; 49)
Senior Citizens (ages 55+)	Program 1	Exercise (28.6%; 88)
	Program 2	Social Events (26.0%; 80)
	Program 3	Swimming/Water (22.7%; 70)

River Bend

Most needed parks and facilities:

- Walking/Jogging/Hiking Trails – 15.3% (47)
- Skateboard Park – 13.0% (40)
- Bike Paths – 12.7% (39)
- Swimming Pools – 9.7% (36)
- Fitness Center – 10.7% (33)

Most needed programs for children and families:

		Survey
Small Children (ages 0-5)	Program 1	Nature/Exploration (8.8%; 27)
	Program 2	Swimming/Water (8.4%; 26)
	Program 3	Sports (7.8%;245)
Children (ages 6-12)	Program 1	Exercise (11.0%; 34)
	Program 2	Sports (10.1%; 31)
	Program 3	Swimming/Water (10.1%; 31)
Teenagers (ages 13-17)	Program 1	Community Service (15.3%; 47)
	Program 2	Educational Prep (14.9%; 46)
	Program 3	Sports (14.0%; 43)
Families	Program 1	Nature/Exploration (11.0%; 34)
	Program 2	Exercise (10.7%; 33)
	Program 3	Social Events (10.1%; 31)

Most needed programs for adults:

		Survey
Young Adults (ages 18-29)	Program 1	Sports (13.0%; 40)
	Program 2	Exercise (12.3%; 38)
	Program 3	Professional Training (12.3%; 38)
Adults (ages 30-55)	Program 1	Exercise (8.4%; 26)
	Program 2	Sports (7.8%; 24)
	Program 3	Professional Training (7.1%; 22)
Senior Citizens (ages 55+)	Program 1	Exercise (12.0%; 37)
	Program 2	Social Events (11.4%;35)
	Program 3	Art (11.0%; 34)

Trent Woods

Most needed parks and facilities:

- Walking/Jogging/Hiking Trails – 16.2% (50)
- Bike Paths – 14.3% (44)
- Skateboard Park – 12.7% (39)
- Public Water Access – 11.0% (34)
- Playgrounds – 10.7% (33)

Most needed programs for children and families:

		Survey
Small Children (ages 0-5)	Program 1	Nature/Exploration (8.8%; 27)
	Program 2	Swimming/Water (7.1%; 22)
	Program 3	Sports (6.8%; 21)
Children (ages 6-12)	Program 1	Exercise (11.0%; 34)
	Program 2	Nature/Exploration (10.7%; 33)
	Program 3	Summer Camps (10.4%; 32)
Teenagers (ages 13-17)	Program 1	Community Service (15.9%; 49)
	Program 2	Educational Prep (15.9%; 49)
	Program 3	Sports (15.3%; 47)
Families	Program 1	Nature/Exploration (10.4%; 32)
	Program 2	Exercise (9.7%; 30)
	Program 3	Social Events (9.4%; 29)

Most needed programs for adults:

		Survey
Young Adults (ages 18-29)	Program 1	Professional Training (12.3%; 38)
	Program 2	Sports (12.3%; 38)
	Program 3	Exercise (12.0%; 37)
Adults (ages 30-55)	Program 1	Exercise (8.8%; 27)
	Program 2	Sports (8.4%; 26)
	Program 3	Professional Training (6.8%; 21)
Senior Citizens (ages 55+)	Program 1	Exercise (11.7%; 36)
	Program 2	Social Events (11.0%; 34)
	Program 3	Art (10.7%;33)

Vanceboro

Most needed parks and facilities:

- Walking/Jogging/Hiking Trails – 21.8% (67)
- Outdoor Basketball Courts – 17.9% (55)
- Bike Paths – 16.9% (52)
- Skateboard Parks – 16.2% (50)
- Swimming Pools – 15.9% (49)

Most needed programs for children and families:

		Survey
Small Children (ages 0-5)	Program 1	Nature/Exploration (12.3%; 38)
	Program 2	Exercise (11.7%; 36)
	Program 3	Swimming/Water (11.7%; 36)
Children (ages 6-12)	Program 1	Summer Camps (15.9%; 49)
	Program 2	Sports (15.9%; 49)
	Program 3	Exercise (15.9%; 49)
Teenagers (ages 13-17)	Program 1	Sports (21.4%; 66)
	Program 2	Exercise (18.8%; 58)
	Program 3	Community Service (18.2%; 56)
Families	Program 1	Social Events (13.0%; 40)
	Program 2	Nature/Exploration (12.7%; 39)
	Program 3	Exercise (12.7%; 39)

Most needed programs for adults:

		Survey
Young Adults (ages 18-29)	Program 1	Sports (14.3%; 44)
	Program 2	Exercise (13.3%; 41)
	Program 3	Professional Training (12.0%; 37)
Adults (ages 30-55)	Program 1	Exercise (12.0%; 37)
	Program 2	Sports (11.7%; 36)
	Program 3	Professional Training (8.8 %; 27)
Senior Citizens (ages 55+)	Program 1	Exercise (13.6%; 42)
	Program 2	Art (12.0%; 37)
	Program 3	Social Events (11.7%; 36)

County Priorities

Participants were provided with a list of five potential improvements to parks and recreation in Craven County and asked to prioritize the options. Specifically, participants were prompted to select and rank three of the improvement options as priorities for the Craven County Recreation and Parks Department. The improvement that was viewed as a priority by the largest portion of participants (63 percent) suggested that the Craven County Recreation and Parks Department form partnerships with schools. Furthermore, forming partnerships with schools was also listed as the first or “top” priority by the largest portion of participants (51 percent). Following, the improvement endorsed as a priority by the second largest portion of participants (62 percent) recommended that new and improved outdoor facilities be provided by the Craven County Recreation and Parks Department. Finally, the option addressing new and improved programming was endorsed as a priority by the smallest portion of participants (47 percent) and only 22 percent of participants viewed the option as a top priority.

Overall, participants selected priorities which were in agreement with the parks and recreation needs of the County. For example, participants indicated the need for walking trails and a skateboard park across several locations, which represents the priority for more outdoor recreational opportunities. Additionally, participants desired more sports related facilities such as soccer fields and a multi-use sports complex, which may be facilitated by increased partnerships with schools, as schools often have such amenities.

		County Priorities				
		Overall	Priority 1	Priority 2	Priority 3	Mean
Survey	Partnerships with schools	62.7% (193)	51.0% (98)	32.6% (63)	16.4% (32)	1.65
	Build new indoor facilities	52.9% (163)	30.5% (50)	34.9% (57)	34.6% (56)	2.04
	Renovation of current parks	60.4% (186)	33.1% (62)	31.7% (59)	35.2% (65)	2.02
	New/Improved programming	47.1% (145)	21.8% (32)	42.1% (61)	36.1% (52)	2.14
	New/Improved outdoor facilities	62.0% (191)	33.9% (65)	27.9% (53)	38.1% (73)	2.04

Conclusions on Craven County Recreation and Parks

Participants were asked to freely respond to the following question: “In what ways can Craven County better meet the recreational and leisure needs of you and/or your family?” The five most common responses included more indoor activities for families (n=32), improved communication about programs and facilities (n=20), continued maintenance and development of existing facilities and parks (n=19), the creation of walking and biking trails (n=18), and more activities for young children (n=15).

When asked if there were ways in which Craven County Recreation and Parks could improve or enhance existing park facilities, participants stated that existing park facilities could be enhanced via continued maintenance (n=27), as well as improved cleaning (n=23) and safety (n=10).

Additionally, in response to the question, “If you could tell the Craven County Recreation and Parks Department one thing they need to do to serve citizens better, what would it be?”, participants suggested better advertisement and communication of programs, activities, and facilities (n=87), more facilities and activities for families and adults (n=35), more activity options for children (n=23), improved response to public requests (n=21), and more activities for senior citizens (n=20).

Focus group participants were also asked to provide comments on the strengths, weaknesses, and areas of improvement for Craven County Recreation and Parks. Overall, participants indicated that they were satisfied with the parks and recreation opportunities in Craven County. Specifically, participants felt that one of the strengths of the Craven County Recreation and Parks Department is the staff. However, participants agreed that additional staff members were needed. Weaknesses that were discussed included a lack of collaboration with local schools and an underutilization of school facilities, as well as a lack of public/private partnerships.

Finally, in order to determine the best way to communicate with community members and promote recreational opportunities, participants were asked to indicate the ways in which they preferred to receive information. Survey participants indicated receiving most of their information via word of mouth (64 percent), the newspaper (49 percent), brochures or flyers (44 percent), or the county website and other online resources (41 percent).

Focus group participants were also asked how Craven County can best keep citizens informed about parks and recreation facilities and activities. Participants indicated that all sources of media would be effective; however, social media was specifically discussed, as one participant stated “if you put it on Facebook or Twitter, they (community members) will catch it every time.” Furthermore, participants consistently stated that an effective outlet for communication would be the local news. For example, one participant expressed “if the local news could do a segment such as ‘park of the week’ or simply say what events are going on, it could do a lot for us.”

Appendix D. Survey Instrument

Craven County Recreation and Parks Survey

Purpose:

This is a survey for the Craven County Recreation and Parks Department. Information collected by ECU's Center for Survey Research will be used to assess potential improvements to quality of life and recreation in Craven County. Please contact the Craven County Recreation and Parks Department with any questions.

1. What three **OUTDOOR** recreation activities or facilities (non-commercial) would you or any member of your household like to see provided?

**Non-commercial refers to facilities that are not privately owned (i.e. not a movie theater, water park, or bowling alley)*

Activity/Facility 1 _____

Activity/Facility 2 _____

Activity/Facility 3 _____

2. What three **INDOOR** recreation activities or facilities (non-commercial) would you or any member of your household like to see provided?

Activity/Facility 1 _____

Activity/Facility 2 _____

Activity/Facility 3 _____

3. Please indicate your level of agreement with the following statement:

Craven County meets the recreational and leisure needs of me and/or the members of my household.

Strongly Disagree

Disagree

Neither Agree/Nor Disagree

Agree

Strongly Agree

4. In what ways can Craven County better meet the recreational and leisure needs of you and/or members of your household?

5. How do you receive information about programs offered by Craven County Recreation and Parks?
Select all that apply.

- Newspaper
- Direct mail
- Brochures/Flyers
- Email/Electronic newsletter
- County website/Online
- Social media (e.g. Facebook, Twitter)
- Phone
- Word of mouth
- Other (specify) _____
- I do not receive this information

6. Of the choices you selected, what is the **primary** way you receive information about programs offered by Craven County Recreation and Parks? **Please select one response.**

- Newspaper
- Direct mail
- Brochures/Flyers
- Email/Electronic newsletter
- County website/Online
- Social media (e.g. Facebook, Twitter)
- Phone
- Word of mouth
- Other (specify) _____
- I do not receive this information

7. Over the next 5-10 years, what do you think should be the department's **top 3 priorities**?
Rank answer choices in order of importance by placing a 1 next to the top priority, a 2 next to the second most important priority, and a 3 next to the third most important priority. Leave the remaining two boxes blank.

- _____ Partnership with schools to provide access to indoor facilities
- _____ Build new indoor facility for County program use
- _____ Renovation of current parks
- _____ New/Improved programming
- _____ New/Improved outdoor facilities

8. How often do you or members of your household visit the following parks/facilities?

	Never	Less than Once a Month	Once a Month	2-3 Times a Month	Once a Week	2-3 Times a Week	Daily
Creekside Park	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
West Craven Park	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Latham-Whitehurst Nature Park	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Rocky Run Park	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cove City Park	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

9. Are you aware of the online registration system to reserve, register, and pay for programming and use of facilities?

- Yes
- No

10. Please indicate your level of agreement with the following statements.

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
Online registration services have simplified access to County facilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Online payment options have improved access to County programming	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

11. Where in Craven County is each of the following parks/facilities needed? *(If none are needed, please leave the line blank.)*

	Bridgeton	Havelock	New Bern	River Bend	Trent Woods	Vanceboro	Cove City	Dover
Outdoor basketball courts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Swimming pools	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Walking/Jogging/ Hiking trails	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Soccer fields	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Skateboard Park	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Gymnasium	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fitness center	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Outdoor parks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Public water access	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bike paths	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Playgrounds	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Baseball fields	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Dog park	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Disc golf course	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

12. What **other** types of parks/facilities do you feel that Craven County Recreation and Parks Department is lacking (non-commercial)?

13. Are more programs/activities needed from the Craven County Recreation and Parks Department for **small children (ages 0-5)**?

- Yes – (answer Q11 and Q12)
- No – (skip to next page)

14. Where in Craven County is each type of program/activity needed for small children (ages 0-5)? *(If none are needed, please leave the line blank.)*

	Bridgeton	Havelock	New Bern	River Bend	Trent Woods	Vanceboro	Cove City	Dover
Music/ Dance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sports	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Exercise	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Art	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Nature/ Exploration	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Summer camps	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Swimming/ Water	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Social events	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

15. What **other** types of programs/activities are needed for small children (ages 0-5)?

16. Are more programs/activities needed from the Craven County Recreation and Parks Department for **children (ages 6-12)?**

- Yes – (answer Q14 and Q15)
- No – (skip to next page)

17. Where in Craven County is each type of program/activity needed for children (ages 6-12)? *(If none are needed, please leave the line blank.)*

	Bridgeton	Havelock	New Bern	River Bend	Trent Woods	Vanceboro	Cove City	Dover
Teacher Work Day Programs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Music/Dance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sports	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Exercise	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Art	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Nature/ Exploration	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Summer camps	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Swimming/ Water	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Social events	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

18. What **other** types of programs/activities are needed for children (ages 6-12)?

19. Are more programs/activities needed from the Craven County Recreation and Parks Department for **teenagers (ages 13-17)**?

- Yes – (answer Q17 and Q18)
- No – (skip to next page)

20. Where in Craven County is each type of program/activity needed for teenagers (ages 13-17)? *(If none are needed, please leave the line blank.)*

	Bridgeton	Havelock	New Bern	River Bend	Trent Woods	Vanceboro	Cove City	Dover
Music/Dance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sports	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Exercise	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Art	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Summer camps	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Swimming/ Water	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Social events	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Educational/ College Prep	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Community Service Projects (e.g., planting gardens, beach clean-up)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

21. What **other** types of programs/activities are needed for teenagers (ages 13-17)?

22. Are more programs/activities needed from the Craven County Recreation and Parks Department for **young adults (ages 18-29)**?

- Yes – (answer Q20 and Q21)
- No – (skip to next page)

23. Where in Craven County is each type of program/activity needed for young adults (ages 18-29)? *(If none are needed, please leave the line blank.)*

	Bridgeton	Havelock	New Bern	River Bend	Trent Woods	Vanceboro	Cove City	Dover
Music	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sports	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Exercise	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Dance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Art	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Swimming/ Water	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Social events	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Professional Training	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Travel (e.g., Shows, Shopping, Sporting Events)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

24. What **other** types of programs/activities are needed for young adults (ages 18-29)?

25. Are more programs/activities needed from the Craven County Recreation and Parks Department for **adults (ages 30-55)**?

- Yes – (answer Q23 and Q24)
- No – (skip to next page)

26. Where in Craven County is each type of program/activity needed for adults (ages 30-55)? *(If none are needed, please leave the line blank.)*

	Bridgeton	Havelock	New Bern	River Bend	Trent Woods	Vanceboro	Cove City	Dover
Music	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sports	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Exercise	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Art	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Swimming/ Water	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Social events	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Professional Training	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Travel (e.g., Shows, Shopping, Sporting Events)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

27. What **other** types of programs/activities are needed for adults (ages 30-55)?

28. Are more programs/activities needed from the Craven County Recreation and Parks Department for **Senior Citizens (ages 55+)**?

- Yes – (answer Q26 and Q27)
- No – (skip to next page)

29. Where in Craven County is each type of program/activity needed for Senior Citizens (ages 55+)? *(If none are needed, please leave the line blank.)*

	Bridgeton	Havelock	New Bern	River Bend	Trent Woods	Vanceboro	Cove City	Dover
Music	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sports	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Exercise	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Dance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Art	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Swimming/ Water	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Social events	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Travel (e.g., Shows, Shopping, Sporting Events)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

30. What **other** types of programs/activities are needed for Senior Citizens (ages 55+)?

31. Are more programs/activities needed from the Craven County Recreation and Parks Department for **families**?

- Yes – (answer Q29 and Q30)
- No – (skip to next page)

32. Where in Craven County is each type of program/activity needed for families? *(If none are needed, please leave the line blank.)*

	Bridgeton	Havelock	New Bern	River Bend	Trent Woods	Vanceboro	Cove City	Dover
Music	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sports	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Exercise	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Dance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Art	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Nature/ Exploration	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Swimming/ Water	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Social events	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

33. What **other** types of programs/activities are needed for families?

34. Are there any other types of programs/facilities that you feel that Craven County Recreation and Parks Department is lacking?

35. If you could tell Craven County Recreation and Parks Department **one** thing they need to do to better serve their citizens, what would it be?

Demographics

36. What is your gender?

- Male
- Female

37. What is the highest level of education you have completed?

- | | |
|---|---|
| <input type="radio"/> Less than 9th grade | <input type="radio"/> Some college, no degree |
| <input type="radio"/> 9th to 12th grade, no diploma | <input type="radio"/> Associate's degree |
| <input type="radio"/> High school graduate (includes equivalency) | <input type="radio"/> Bachelor's degree |
| | <input type="radio"/> Graduate or professional degree |

38. What is your annual household income?

- | | |
|--|--|
| <input type="radio"/> Less than \$10,000 | <input type="radio"/> \$50,000 to \$74,999 |
| <input type="radio"/> \$10,000-\$14,999 | <input type="radio"/> \$75,000 to \$99,999 |
| <input type="radio"/> \$15,000-\$24,999 | <input type="radio"/> \$100,000-\$149,999 |
| <input type="radio"/> \$25,000 to \$34,999 | <input type="radio"/> \$150,000-\$199,999 |
| <input type="radio"/> \$35,000 to \$49,999 | <input type="radio"/> \$200,000 or more |

39. What is your race?

- White
- Black or African American
- American Indian or Alaska Native
- Asian
- Native Hawaiian or other Pacific Islander
- Other

40. What is your age?

- Under 5 years
- 5 to 9 years
- 10 to 14 years
- 15 to 19 years
- 20 to 24 years
- 25 to 29 years
- 30 to 34 years
- 35 to 39 years
- 40 to 44 years
- 45 to 49 years
- 50 to 54 years
- 55 to 59 years
- 60 to 64 years
- 65 to 69 years
- 70 to 74 years
- 75 to 79 years
- 80 to 84 years
- 85 to 89 years
- 90 years or over

----END----

Thank you for your feedback! This will be used in the planning efforts for recreation and parks in Craven County.

Appendix E. Focus Group Script

Craven County Recreation and Parks – 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 Craven 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 Craven 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:

- Your name
- How long you have lived in Craven County and in what area you live
- Your current occupation

FOCUS GROUP QUESTIONS:

- 1) What is the best thing about parks and recreation in Craven County?
- 2) What parks and recreation activities do you participate in, and where?
- 3) What is the largest problem with parks and recreation in Craven County?
- 4) What is the one improvement you would make to parks and recreation in Craven County?
 - a) Are there any current parks or facilities that you would like to see renovated?
 - b) Are there any parks or facilities that you would like to see added? (e.g. recreation center, swimming pools, basketball courts)
 - c) Are there any programs or activities you would like to see offered? (e.g. sports, arts, nature)
- 5) Are there areas in Craven County that are more in need of improvement than others?
- 6) Are more activities or programs needed for certain age groups in Craven County? (e.g. children, teenagers, adults, senior)
 - a) If yes, what types of programs or activities are needed?
- 7) How can Craven County best keep citizens informed about parks and recreation activities and facilities?
- 8) Do you have any additional comments about strengths, weaknesses, or possible improvements that could be made to better Craven County Recreation and Parks?

CLOSING:

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

Appendix F. A Sample of Suggested Sources for Recreation and Park-related Funding

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 Recreation and Park Trust Fund (PARTF)** (http://www.ncparks.gov/About/grants/lwcf_grant.php). PARTF offers dollar-for-dollar matching grants to local governments for Recreation and Parkal 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 G. Sample of 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 H. Craven County Faith-based Institutions

<u>Organization</u>	<u>Tradition</u>	<u>Family</u>	<u>Cong.</u>	<u>Adh.</u>
African Methodist Episcopal Church	Black Protestant	Methodist/Pietist	1	21
African Methodist Episcopal Zion Church	Black Protestant	Methodist/Pietist	18	3,917
Anglican Church in North America	Evangelical Protestant	Episcopalianism/ Anglicanism	1	---
Assemblies of God	Evangelical Protestant	Pentecostal	2	331
Bahá'í	Other	Other Groups	0	28
Catholic Church	Catholic	Catholicism	2	6,394
Christian Church (Disciples of Christ)	Mainline Protestant	Baptist	16	954
Christian Churches and Churches of Christ	Evangelical Protestant	Baptist	2	368
Church of Christ, Scientist	Other	Christian Science	1	---
Church of God (Cleveland, Tennessee)	Evangelical Protestant	Pentecostal	3	1,083
Church of God of Prophecy	Evangelical Protestant	Pentecostal	1	29
Church of Jesus Christ of Latter-day Saints, The	Other	Latter-day Saints	2	1,547
Church of Our Lord Jesus Christ of the Apostolic Faith, Inc.	Black Protestant	Pentecostal	1	---
Church of the Nazarene	Evangelical Protestant	Holiness	1	58
Churches of Christ	Evangelical Protestant	Baptist	3	245
Convention of Original Free Will Baptists	Evangelical Protestant	Baptist	15	2,264
Episcopal Church	Mainline Protestant	Episcopalianism/ Anglicanism	5	1,170
Evangelical Lutheran Church in America	Mainline Protestant	Lutheran	2	446
Full Gospel Baptist Church Fellowship	Black Protestant	Baptist	5	---
International Pentecostal Holiness Church	Evangelical Protestant	Pentecostal	11	1,011
Jehovah's Witnesses	Other	Adventist	1	---
Lutheran Church--Missouri Synod ..	Evangelical Protestant	Lutheran	1	181
National Association of Free Will Baptists	Evangelical Protestant	Baptist	6	840
National Missionary Baptist Convention, Inc.	Black Protestant	Baptist	3	528
Non-denominational	Evangelical Protestant	---	23	4,718
North American Lutheran Church ...	Evangelical Protestant	Lutheran	1	---
Orthodox Presbyterian Church	Evangelical Protestant	Presbyterian-Reformed	1	101

<u>Organization</u>	<u>Tradition</u>	<u>Family</u>	<u>Cong.</u>	<u>Adh.</u>
Pentecostal Free Will Baptist Church, Inc.	Evangelical Protestant	Pentecostal	1	---
Presbyterian Church (U.S.A.)	Mainline Protestant	Presbyterian-Reformed	6	1,829
Presbyterian Church in America	Evangelical Protestant	Presbyterian-Reformed	1	90
Reform Judaism.....	Other	Judaism	1	167
Salvation Army.....	Evangelical Protestant	Holiness	1	148
Seventh-day Adventist Church	Evangelical Protestant	Adventist	4	726
Southern Baptist Convention	Evangelical Protestant	Baptist	19	11,480
Unitarian Universalist Association of Congregations	Other	Liberal	1	64
United Church of Christ	Mainline Protestant	Presbyterian-Reformed	1	104
United Holy Church of America, Inc.....	Black Protestant	Pentecostal	2	---
United Methodist Church, The	Mainline Protestant	Methodist/Pietist	19	8,237
United Pentecostal Church Int'l.	Evangelical Protestant	Pentecostal	1	---

Source: Association of Religion Data Archives, 2010

Appendix I. Averages and Proportions of Soil in Craven County

<u>Map Symbol</u>	<u>Soil Name</u>	<u>Acres</u>	<u>% of Land</u>
AaA	Altavista fine sandy loam, 0 to 2 percent slopes	9116	1.9
AcA	Altavista - Urban land complex, 0 to 2 percent slopes	456	0.1
Ag	Augusta fine sandy loam	5871	1.2
Ap	Arapahoe fine sandy loam	11733	2.4
AuB	Arapahoe loamy sand, 0 to 6 percent slopes	5626	1.2
Ba	Bayboro mucky loam	13908	2.9
BrB	Bragg Soils, 0 to 8 percent slopes	1121	0.2
CnB	Conetoe loamy sand, 0 to 5 percent slopes	6943	1.4
CrB	Craven Silt loam, 1 to 4 percent slopes	18265	3.7
CT	Croatan Muck	24740	5.1
DA	Dare Muck	19611	4.0
De	Deloss Fine Sandy loam	11769	2.4
DO	Dorovan Muck, frequently flooded	8069	1.7
ExA	Exum silt loam, 0 to 2 percent slopes	2311	0.5
GoA	Goldsboro loamy fine sand, 0 to 2 percent slopes	24714	5.1
Gr	Grantham silt loam	2281	0.5
GuA	Goldsboro-Urban land complex, 0 to 2 percent slopes	991	0.2
KuB	Kureb sand, 0 to 6 percent slopes	916	0.2
La	Leaf silt loam	51664	8.5
Lc	Lynchburg-Urban land complex	316	0.1
Le	Lenoir silt loam	21599	4.4
LF	Lafitte muck, frequently flooded	2609	0.5
Ln	Leon sand	5964	1.2
Ly	Lynchburg fine sandy loam	18973	3.9
Me	Meggett sandy loam	2509	0.5
MM	Masontown mucky fine sandy loam	27874	5.7
Mu	Murville mucky loam sand	8739	1.8
NoA	Norfolk loamy fine sand, 0 to 2 percent slopes	2724	0.6
NoB	Norfolk loamy fine sand, 2 to 6 percent slopes	7031	1.4
NuB	Norfolk Urban Land complex, 0 to 6 percent slopes	1073	0.2
On	Onslow loamy sand	3046	0.6
Pa	Pantego fine sandy loam	29750	6.1
PO	Ponzer muck	5672	1.2
Pt	Pits	576	0.1
Ra	Rains fine sandy loam	42341	7.7
Rc	Rains-Urban land complex	768	0.2
Ro	Roanoke fine sandy loam	1608	0.3
Sc	Seabrook-Urban land complex	712	0.1
Se	Seabrook loamy sand	11409	2.3
StA	State loamy sand, 0 to 2 percent slopes	3492	0.7
SuD	Suffolk Loam sand, 10 to 30 percent slope	4080	0.8

<u>Map Symbol</u>	<u>Soil Name</u>	<u>Acres</u>	<u>% of Land</u>
TaB	Tarboro Sand, 0 to 6 percent slopes	10165	2.1
Tc	Torhunta-Urban land complex	325	0.1
Tm	Tomotley fine sandy loam	11765	2.4
To	Torhunta fine sandy loam	11564	2.4
TuB	Tarboro -Urban complex, 0 to 6 percent slopes	943	0.2
Ud	Udorthents, loamy	680	0.1
Ur	Urban land	1450	0.3
	Water	42,383	8.7
	Total	487,213	100.0

Source: North Carolina Department of Agriculture, 2013

Appendix J. Flora and Fauna of Craven County

Vertebrates

<u>Common Name</u>	<u>Scientific Name</u>	<u>Federal Status</u>	<u>Record Status</u>
American alligator	<i>Alligator mississippiensis</i>	T (S/A)	Current
American eel	<i>Anguilla rostrata</i>	FSC	Current
Atlantic sturgeon	<i>Acipenser oxyrinchus oxyrinchus</i>	E	Current
Bachman's sparrow	<i>Aimophila aestivalis</i>	FSC	Current
Bald eagle	<i>Haliaeetus leucocephalus</i>	BGPA	Current
Black rail	<i>Laterallus jamaicensis</i>	FSC	Current
Black-throated green warbler	<i>Dendroica virens waynei</i>	FSC	Current
Bridle shiner	<i>Notropis bifrenatus</i>	FSC	Current
Carolina madtom	<i>Noturus furiosus</i>	FSC	Current
Leatherback sea turtle	<i>Dermochelys coriacea</i>	E	Current
Red-cockaded woodpecker	<i>Picoides borealis</i>	E	Current
Red knot	<i>Calidris canutus rufa</i>	P	Current
Southern hognose snake	<i>Heterodon simus</i>	FSC	Obscure
West Indian manatee	<i>Trichechus manatus</i>	E	Current

Invertebrates

<u>Common Name</u>	<u>Scientific Name</u>	<u>Federal Status</u>	<u>Record Status</u>
Annointed sallow noctuid moth	<i>Pyreferra ceromatica</i>	FSC	Obscure
Buchholz's dart moth	<i>Agrotis buchholzi</i>	FSC	Obscure

Vascular Plants

<u>Common Name</u>	<u>Scientific Name</u>	<u>Federal Status</u>	<u>Record Status</u>
Godfrey's sandwort	<i>Minuartia godfreyi</i>	FSC	Current
Grassleaf arrowhead	<i>Sagittaria weatherbiana</i>	FSC	Current
Loose watermilfoil	<i>Myriophyllum laxum</i>	FSC	Historic
Pondspice	<i>Litsea aestivalis</i>	FSC	Current
Raven's boxseed	<i>Ludwigia ravenii</i>	FSC	Historic
Rough-leaved loosestrife	<i>Lysimachia asperulaefolia</i>	E	Current
Sensitive joint-vetch	<i>Aeschynomene virginica</i>	T	Historic
Spring-flowering goldenrod	<i>Solidago verna</i>	FSC	Current
Venus' fly-trap	<i>Dionaea muscipula</i>	FSC	Current
Wagner's spleenwort	<i>Asplenium heteroresiliens</i>	FSC	Current
White wicky	<i>Kalmia cuneata</i>	FSC	Current

Nonvascular Plant:

Lichen:

Definitions of Federal Status Codes: E = endangered. T = threatened. C = candidate. BGPA =Bald and Golden Eagle Protection Act. FSC = federal species of concern. T(S/A) = threatened due to similarity of appearance. EXP = experimental population. P = proposed.