

Fayetteville-Cumberland

parks and recreation comprehensive plan

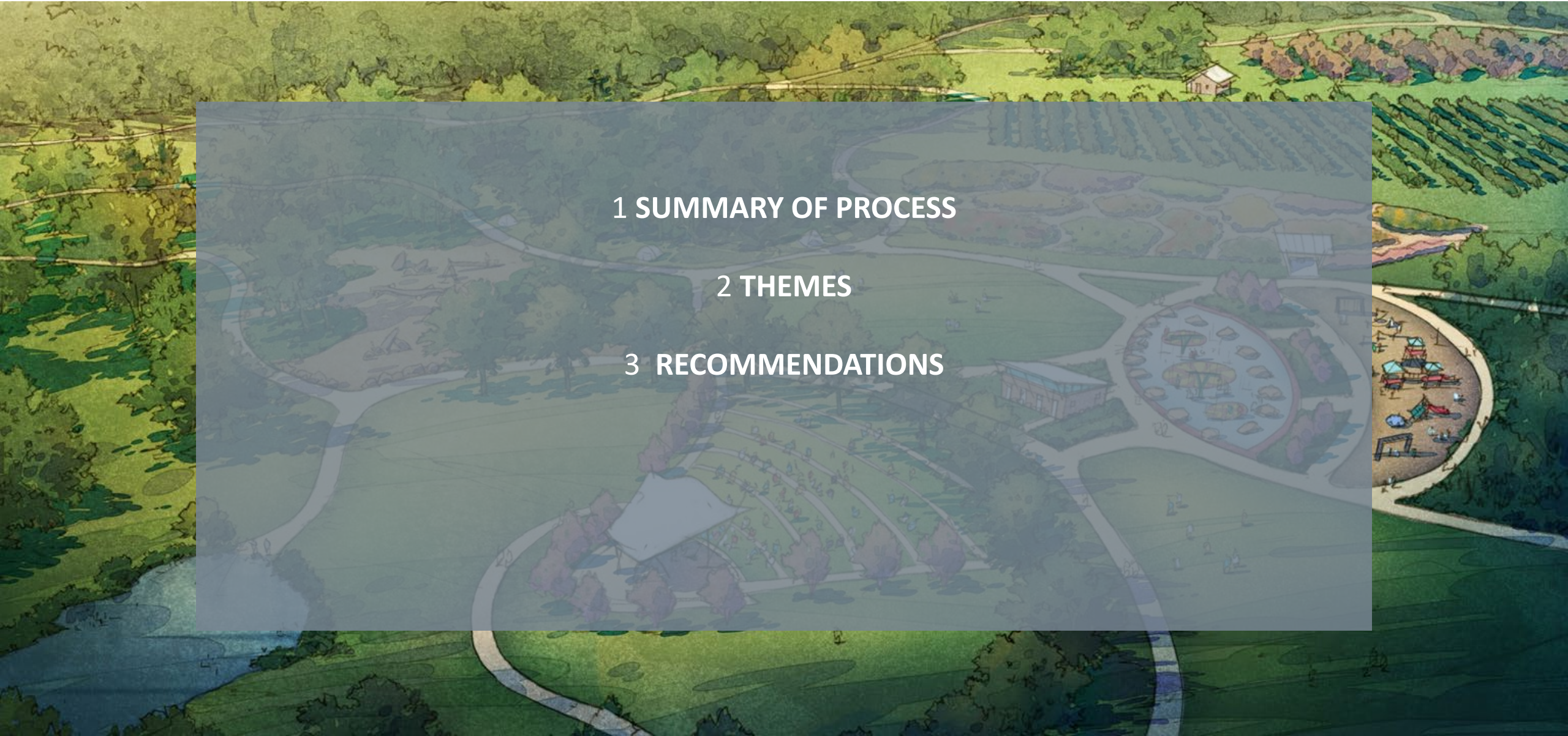


AGENDA

1 SUMMARY OF PROCESS

2 THEMES

3 RECOMMENDATIONS



summary of process



1 PROCESS SUMMARY

PLANNING PROCESS



- > Demographics + Trends
- > Statistically Valid Survey
- > Benchmarking
- > Programming Analysis
- > Social Vulnerability Mapping
- > Community Input

**INVENTORY +
ANALYSIS**



- > Synthesize results of all inventory and analysis
- > Create goals in partnership with Department staff

**SYNTHESIS +
GOAL SETTING**



- > Identify best practices for achieving goals
- > Draw connections between best practices and the Department's specific context

RECOMMENDATIONS



- > Detailed list of action items
- > Identify responsible Department of staff
- > Prioritize objectives as ongoing, short-term, medium-term or long-term

**ACTION +
IMPLEMENTATION**

COMMUNITY ENGAGEMENT

LOCAL GOVERNMENT BRIEFINGS

- Fayetteville City Management
- Fayetteville City Council
- Cumberland County Management
- Cumberland County Board of Commissioners
- Local Mayors 1
- Local Mayors 2

STAKEHOLDER GROUPS

- Parks + Recreation Advisory Board
- Senior Citizens Advisory Board
- Arts Council
- Economic Development Partners
- Education Partners

PUBLIC OPEN HOUSES

- Public Open House 1
- Public Open House 2
- Public Open House 3
- Public Open House 4

STATISTICALLY VALID SURVEY

Statistically valid survey that received 637 responses, resulting in a precision of +/- 3.88 at the 95 percent level of confidence.

MEETING STATUS

- Forthcoming
- Scheduled
- Completed

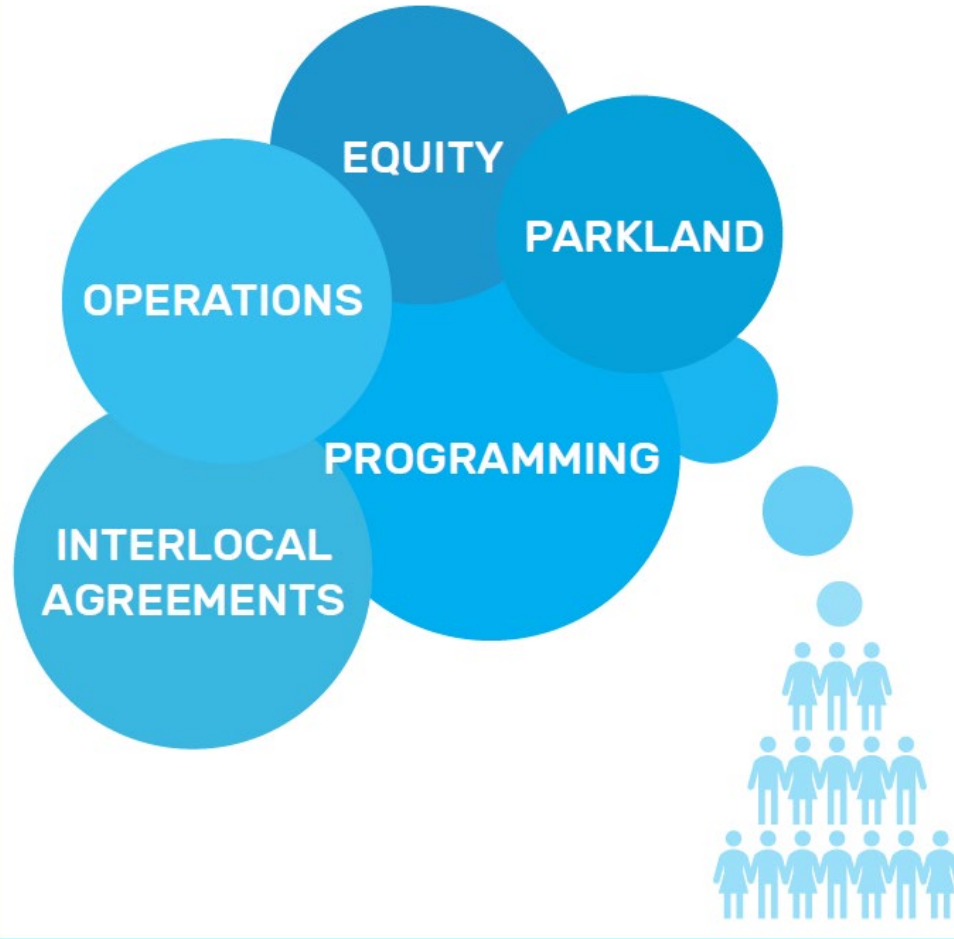


themes

1 DEMOGRAPHICS

THEMES

HOW THE COMMUNITY
IMAGINES THE FUTURE OF
THE PARKS SYSTEM:



recommendations



RECOMMENDATIONS

PARKLAND

PARKLAND



Offer an additional 830 acres of parkland by 2028 to increase the Department's level of service from 3.91 acres of parkland per 1,000 residents to 5 acres of parkland per 1,000 residents.



Offer an additional 186 miles of trail by 2028 to increase the Department's level of service from 0.04 miles of trail per 1,000 residents to 0.6 miles of trail per 1,000 residents.

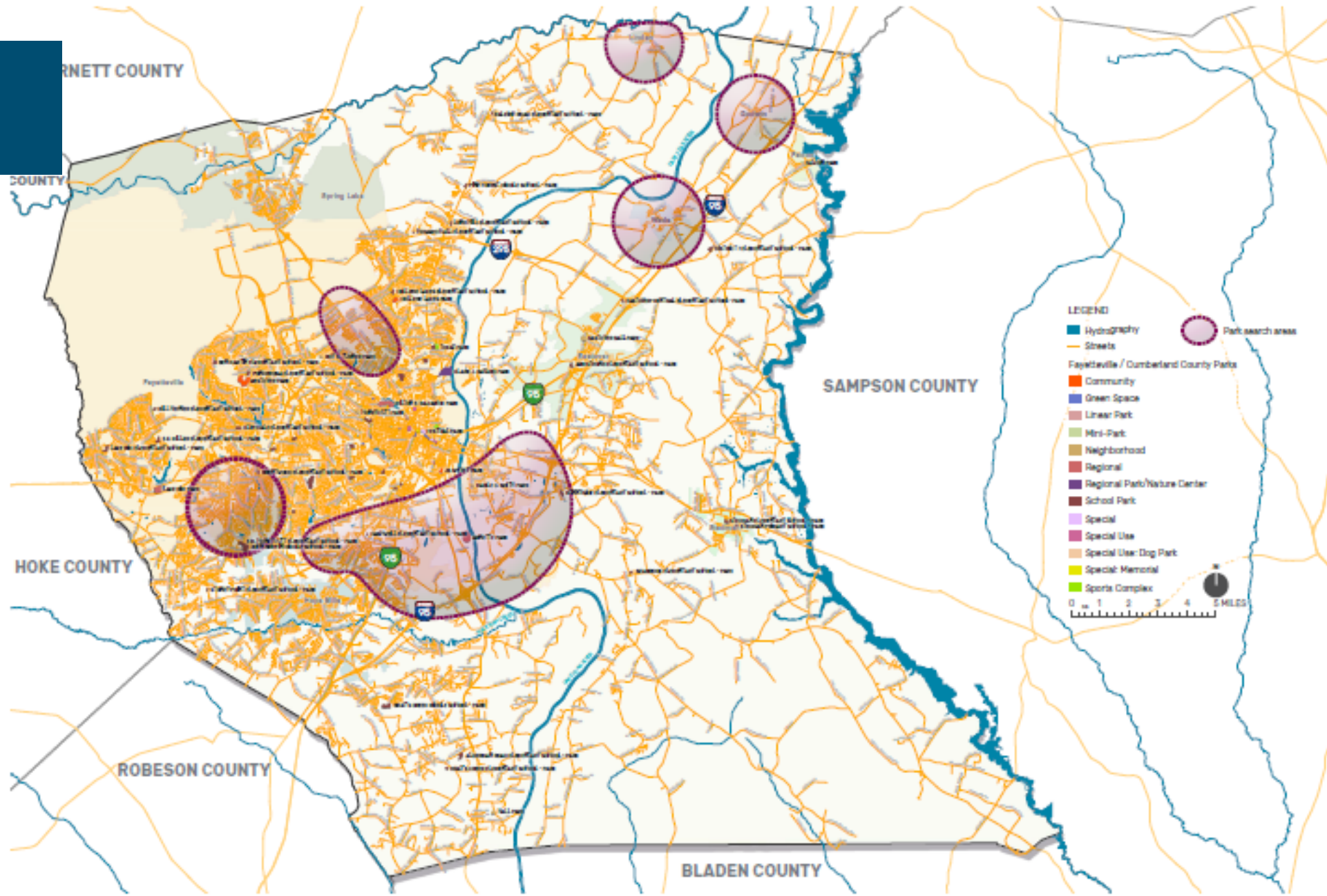


Offer an additional 247,357 square feet of indoor recreation space by 2028 to increase the Department's level of service from 0.26 square feet of indoor recreation space per resident to 1 square foot of indoor recreation space per resident.



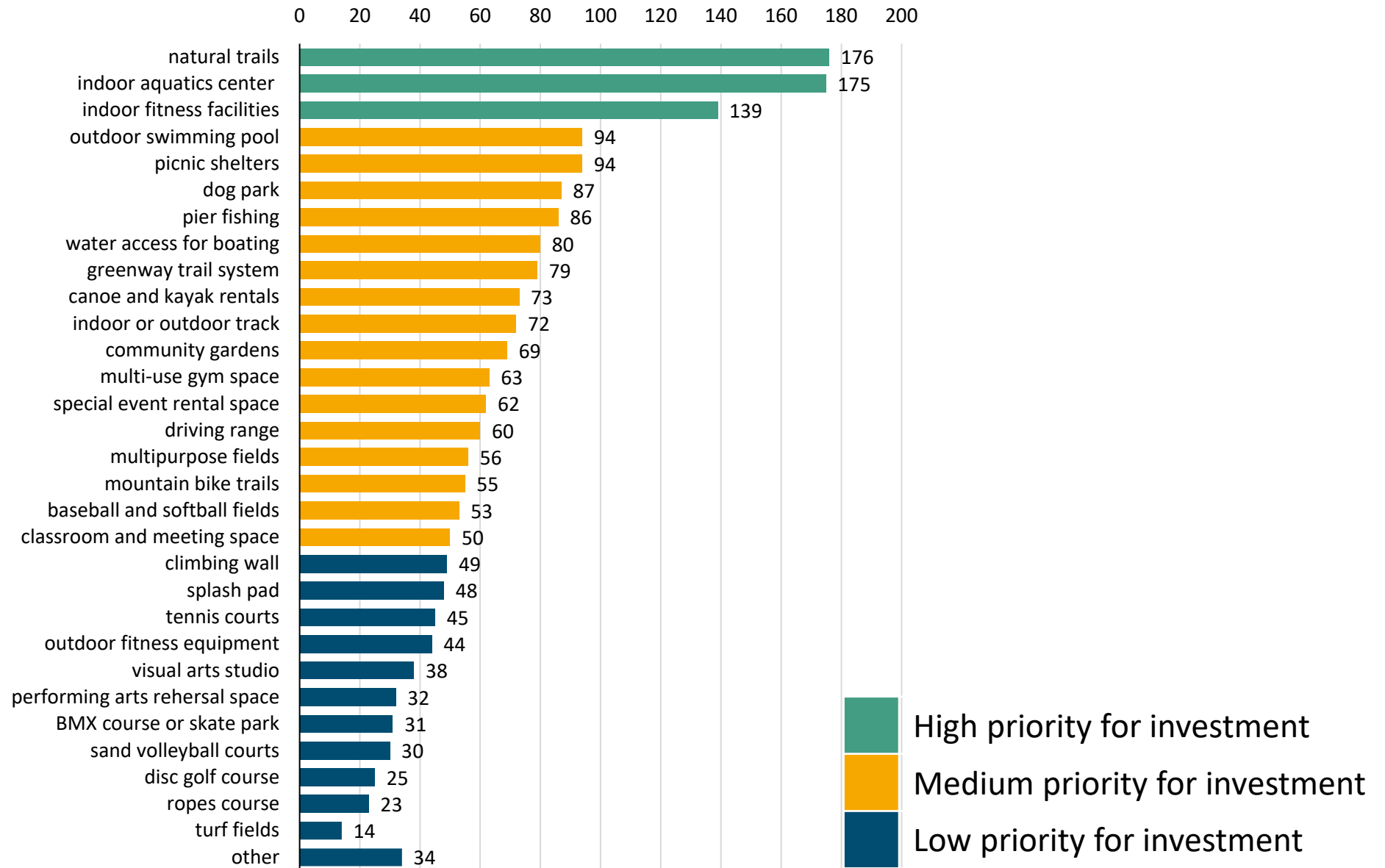
PARKLAND

Future parkland and facility search areas.



COMMUNITY ENGAGEMENT STATISTICALLY VALID SURVEY

TOP PRIORITIES FOR INVESTMENT FOR FACILITIES



PROVIDE

- Natural walking or hiking trails
- Indoor aquatics center
- Indoor fitness facilities
- Multi-use fields and courts
- Playgrounds
- Indoor recreation center and gym
- Walking and running trails
- Open fields for free play.

PROGRAMMING

PROGRAMMING



Map programming locations to determine geographic gaps in service provision



Create business plans for program development, evaluation, and enhancement.



Develop cost recovery and pricing policy to direct staff in establishing user fees. The Department should create a cost recovery philosophy that is true to their role as a community service provider, while also allowing flexibility to recoup costs from those able to pay.



Update fee schedule based on cost recovery goals and implementation of new pricing strategies.

PROGRAMMING

PROGRAMMING

PROVIDE

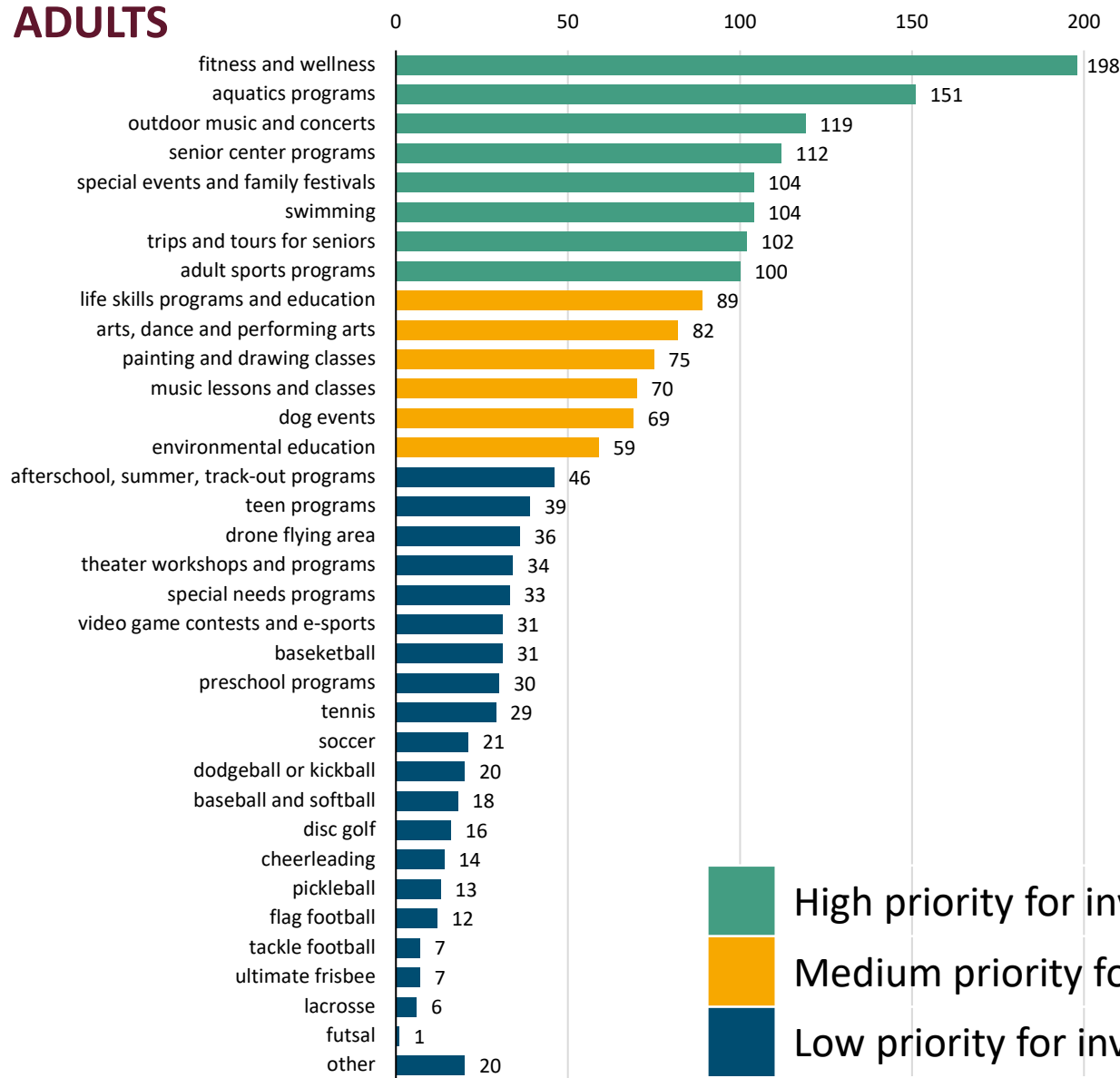
- Fitness and wellness programs
- Aquatics programs
- Outdoor music and concerts
- Senior center programs
- Special events and family festivals
- Swimming
- Trips and tours for seniors
- Adult sports programs
- Afterschool, summer, trackout programs
- Arts dance and performing arts
- Life skills programs and education

TOP PRIORITIES FOR INVESTMENT FOR PROGRAMMING

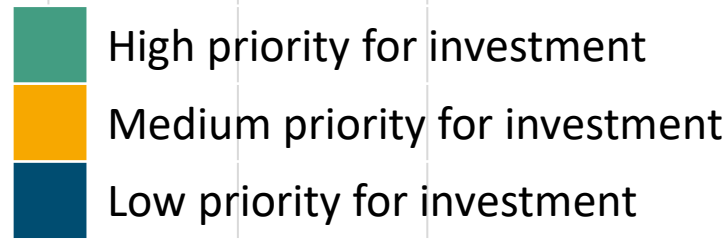
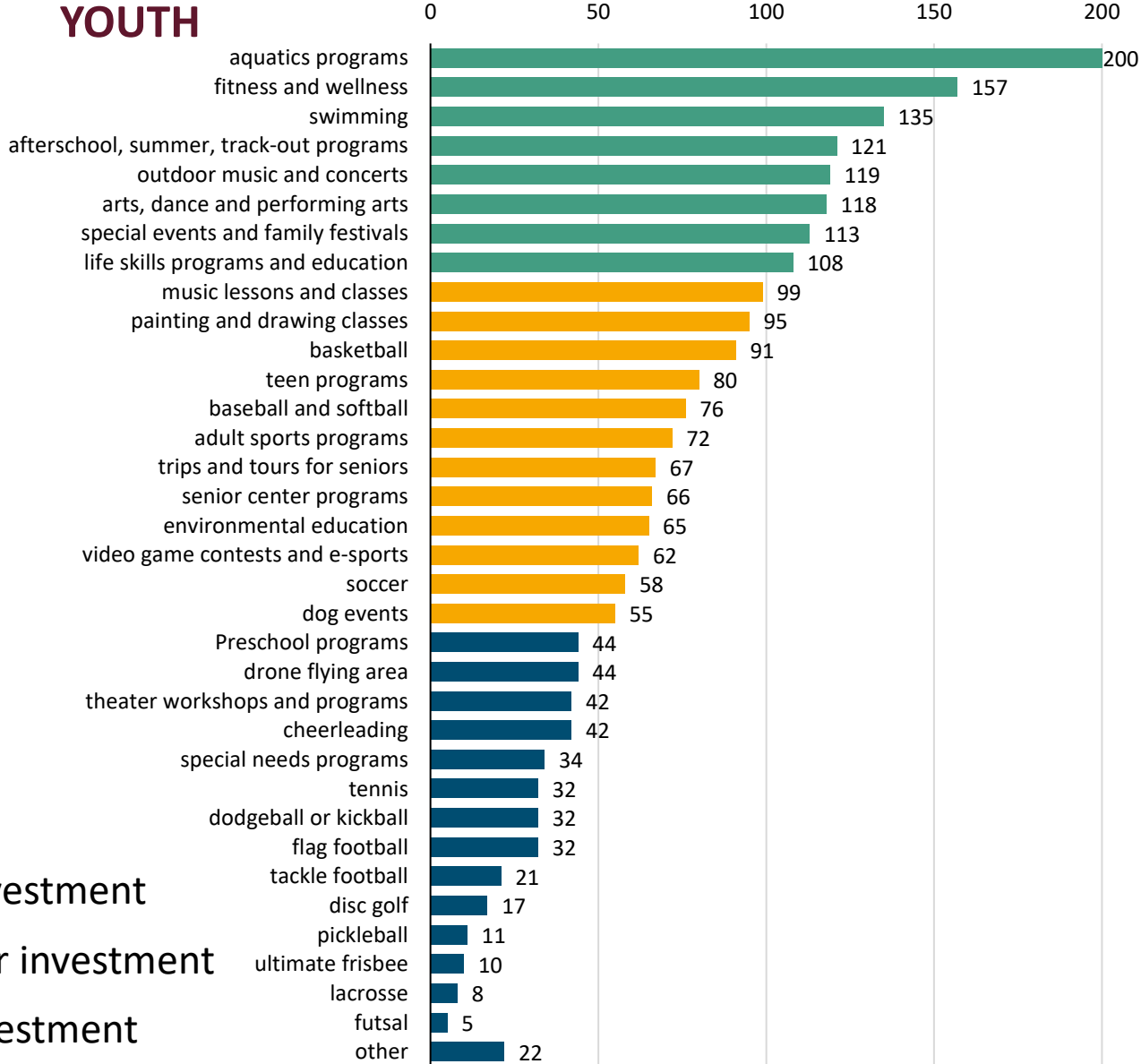
COMMUNITY ENGAGEMENT

STATISTICALLY VALID SURVEY

ADULTS



YOUTH



RECOMMENDATIONS
OPERATIONS

OPERATIONS



Implement strategies to track workload management such as documenting workloads, increasing FTEs, reducing travel time for maintenance tasks, and identifying work to be contracted.



Expand the Departments operations through partnerships for maintenance and programming needs. Evaluate partnerships annually.



Classify and prioritize all Departmental operations to be able to determine which operational activities should be prioritized when resources are limited.

RECOMMENDATIONS

EQUITY

EQUITY



Increase number of residents living within a 10-minute walk of a park or a 15-minute drive of a park.



Ensure parks in areas of high social vulnerability receive equitable investment compared to parks in less vulnerable areas.



Increase per capita operating expense from \$60.04 to \$69.56. This results in an overall operating expense increase of \$3,041,146 for a total operating budget of \$22,041,1146.



Update fee structure with pricing strategies that enable some users to pay to ensure continued low-cost or no-cost access to programming for those unable to pay.

RECOMMENDATIONS

INTERJURISDICTIONAL AGREEMENTS

INTERJURISDICTIONAL AGREEMENTS



Determine and track number of out of town users of parks, programs and facilities to understand the impact these users have on the system.



Quantify the impact these users have on the system and use the data generated to discuss joint use agreements or interlocal agreements with adjacent jurisdictions.

RECOMMENDATIONS

INTERJURISDICTIONAL AGREEMENTS

INTERJURISDICTIONAL AGREEMENTS



In the communities signed on to the interlocal agreement, make updates, improvements, and expansions to parks that create safe places for children to play, and parks that create a source of pride in local communities



Provide picnic shelters, walking trails, basketball courts, and playgrounds.



In existing parks address drainage issues, safety, field maintenance, programmatic marketing, and expanding parking.



Support recreation in constituent jurisdictions by recruiting volunteers to coach, coordinating league play, and tracking resident input and ideas.

QUESTIONS?

