## History of Planning

<table>
<thead>
<tr>
<th>Year</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>1974</td>
<td>County P&amp;R Department established</td>
</tr>
</tbody>
</table>
| 1989 | City & County Joint P&R Master Plan developed  
      | “Establishing a good open space system will be a factor in the significant future quality of life or livability of the community.” |
| 1992 | County & City of Charlotte P&R Departments merge |
| 2008 | Comprehensive 10-Year Master Plan:  
      | *Included random household community survey (2007 data), capital plan, standards, programming, etc.* |
| 2008 | $250M P&R bond issue passed following adoption of master plan |
| 2014 | Master Plan Update:  
      | *Included random household survey (2013 data)* |
| 2016 | Random Household Survey *(2016 data)* |
The Vision

Mecklenburg County Vision Statement
"Mecklenburg County will be a community of pride and choice for people to LIVE, LEARN, WORK and RECREATE."

Park and Recreation Vision Statement
"People who recreate in Mecklenburg County will have a system of parks, greenways, and open space located throughout the County that will provide more parkland per capita than the national average, will connect neighborhoods, satisfies public recreation needs, and will protect environmentally sensitive areas."
Significant Progress

2007
Population 852,657

2014
Population 956,904 (12% ↑)

Significant Progress & Investment

- 8 Neighborhood Parks Opened
- 10 Community & Region Parks Opened
- 13 Miles of Greenways Opened
- 2 Nature Preserves Opened

Signature Venues Completed & Opened
- Little Sugar Creek Urban Sections
- Romare Bearden Park
- Revolution Sports Academy
- Mecklenburg County Sportsplex
Significant Progress

2007
Population 852,657
Acres of Parkland 16,925

2016
Population 1,034,000+ (21% ↑)
Acres of Parkland 21,112 (25% ↑)

Significant Land Acquisition
FY11-16

3 Future Regional Parks (100+ acres)
Numerous Neighborhood Parks
Significant lands added to existing parks
890+ acres for future Greenways

FY13-16  1,534 acres acquired
787 for parks
369 for nature preserves
377 for greenways
## Current CIP FY14-18

<table>
<thead>
<tr>
<th>FY14</th>
<th>FY15</th>
<th>FY16</th>
<th>FY17</th>
</tr>
</thead>
<tbody>
<tr>
<td>Friendship Partnership</td>
<td>Double Oaks Pool</td>
<td>First Ward Park</td>
<td>Pine Valley Neighborhood Park</td>
</tr>
<tr>
<td>Historic Holly Bend</td>
<td>Freedom Park Shelter</td>
<td>Abersham/Fisher Farm Park</td>
<td></td>
</tr>
<tr>
<td>Evergreen Nature Preserve</td>
<td>Berewick Park</td>
<td>Progress Park Shelter</td>
<td>Stevens Creek Nature Preserve</td>
</tr>
<tr>
<td>Flat Branch Nature Preserve</td>
<td>Ramsey Park</td>
<td>Four Mile Creek GW</td>
<td>Linda Lake Neighborhood Park</td>
</tr>
<tr>
<td>W. Charlotte Rec Center</td>
<td>Palisades Park</td>
<td>McDowell Creek GW</td>
<td>Jetton Park Shelters</td>
</tr>
<tr>
<td>Cordelia Park Shelter</td>
<td>Aquatic Center</td>
<td>Bradford Regional Park</td>
<td>Huntersville Recreation Center</td>
</tr>
<tr>
<td>Eagles Landing Park</td>
<td>Torrence Creek GW</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Teddington Park</td>
<td>McAlpine Creek GW</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Little Sugar Creek GW</td>
<td>Briar Creek GW</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hornets Nest Shelter</td>
<td>Charles Park Shelter</td>
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<tr>
<td>Veterans Park Shelter</td>
<td>Sportsplex</td>
<td></td>
<td></td>
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<tr>
<td>Renaissance Park</td>
<td>Southwest Park</td>
<td></td>
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<tr>
<td>Lincoln Heights Park</td>
<td>Reid Park</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Campbell Creek GW</td>
<td>Long Creek GW</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Irwin Creek GW</td>
<td>Park Road Park Shelter</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Huntersville Recreation Center</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>South Street Park</td>
<td></td>
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</tbody>
</table>

Note: FY17 includes two separate projects for Little Sugar Creek GWY: one from Tyvola to Huntingtowne Farms, and the other from Huntingtowne Farms to I-485.
ETC Institute

- Established 1982
- Extensive experience conducting surveys for municipal governments (thousands). Over 700 in the past 5 years alone.
- National leader in the field – more research for major US cities than any other firm
- 600+ P&R community surveys in 49 states
- Same firm for all three surveys
Survey Methodology

• Survey administered summer 2016

• Surveys mailed to random households (cover letter, survey, postage paid return envelope). Online version also available.

• Ten days later, emails and follow up phone calls

• Goal of 600 completed surveys - 629 received

• Precision of +/- 3.9% at the 95% confidence level

• Results received Sept. 2016
Major Findings

Facility Use


National Average for Communities Population 500,000+ 72%

Q2. Have You Visited Any of the Mecklenburg County Parks, Nature Preserves, Greenways, Recreation Centers, Aquatic Facilities, Golf Courses, or Other Facilities During the Past Year

by percentage of respondents

Yes 88%
No 12%

Source: ETC Institute (September 2016)
Major Findings

Facility Conditions

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>% Responding Excellent or Good</td>
<td>92%</td>
<td>88%</td>
<td>84%</td>
<td>86%</td>
<td>88%</td>
</tr>
</tbody>
</table>

National Average for Communities Population 500,000+ 83%

Q2. Has Your Household Visited Any Mecklenburg County Parks, Nature Preserves, Greenways, Recreation Centers, Aquatic Facilities, Golf Courses, or Other Facilities During the Past Year?

by percentage of respondents

- Yes: 88%
- Good: 60%
- Excellent: 31%
- Not provided: 7%
- Fair: 5%
- Poor: 0%

Q2-3. How Would You Rate the Physical Condition of All the County Parks/Facilities You Have Visited?
Major Findings

Facility Use / Visitation
National Average for Communities
Population 500,000+ = 72%

Have you visited... in the past year

North Central South

84 86 87
88 89 90
91 92 93
94

Park Conditions

% responding excellent or good

North Central South

National Average for Communities
Population 500,000+ = 83%
Identical question on all surveys:
Have you or members of your household participated in any recreation, athletic or nature programs offered by MCPR during the past 12 months?

Program Participation

<table>
<thead>
<tr>
<th>Year</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>2007</td>
<td>15%</td>
</tr>
<tr>
<td>2013</td>
<td>17%</td>
</tr>
<tr>
<td>2014*</td>
<td>20%</td>
</tr>
<tr>
<td>2015*</td>
<td>20%</td>
</tr>
<tr>
<td>2016</td>
<td>10%</td>
</tr>
</tbody>
</table>

National Average for Communities Population 500,000+
33%
Major Findings

Awareness of Programs

* Data from Mecklenburg County yearly survey
Major Findings

Program Satisfaction

<table>
<thead>
<tr>
<th>Year</th>
<th>% Responding Excellent or Good</th>
</tr>
</thead>
<tbody>
<tr>
<td>2007</td>
<td>92%</td>
</tr>
<tr>
<td>2013</td>
<td>94%</td>
</tr>
<tr>
<td>2016</td>
<td>92%</td>
</tr>
</tbody>
</table>

National Average = 87%

Q3. Has Your Household Participated in Any Recreation, Athletic or Nature Programs Offered by the Mecklenburg County Park and Recreation Department During the Past 12 Months?

Q3-1. How Would You Rate the Overall Quality of the Recreation Programs in Which Your Household Has Participated?

- Excellent: 38%
- Good: 55%
- Yes: 16%
- Fair: 9%
- No: 84%

MecklenburgCountyNC.Gov
Survey Findings

Q5. Parks and Recreation Facilities that Households Have a Need For

by percentage of respondents (multiple choices could be made)

- Paved walking & biking trails (76%)
- Nature trails (76%)
- Park shelters & picnic areas (67%)
- Playground equipment & play areas (53%)
- Nature center (40%)
- Indoor fitness & exercise facilities (37%)
- Off-leash dog park (32%)
- Outdoor amphitheaters (32%)
- Indoor running/walking track (30%)
- Indoor swimming pools/recreation pool (29%)
- Outdoor tennis courts (29%)
- Community gardens (28%)
- Outdoor pools (26%)
- Community or recreation center (26%)
- Mountain bike trails (25%)
- Outdoor fitness equipment (20%)
- Lake swimming areas (20%)
- Outdoor basketball courts (19%)
- Outdoor spray ground (19%)
- Golf courses (19%)
- Youth/teen soccer fields (19%)
- Indoor basketball/volleyball courts (19%)
- Disc golf (15%)
- Outdoor sand volleyball courts (15%)
- Youth/teen baseball & softball fields (13%)
- Campground (RV and/or tent) (13%)
- Adult soccer fields (12%)
- Adult softball fields (10%)
- Youth/teen football fields (10%)
- Skateboard park (8%)
- Pickleball courts (6%)
- Lacrosse (5%)
- ATV or dirt bike course (4%)
- Equestrian trails (3%)
- Cricket fields (2%)

Source: ETC Institute (September 2016)
<table>
<thead>
<tr>
<th>Parks and recreation facilities that respondent households have a need for</th>
<th>Mecklenburg County 2016</th>
<th>Mecklenburg County 2013</th>
<th>Mecklenburg County 2007</th>
</tr>
</thead>
<tbody>
<tr>
<td>18 Hole Golf Course</td>
<td>19%</td>
<td>29%</td>
<td>25%</td>
</tr>
<tr>
<td>Adult Softball Fields</td>
<td>10%</td>
<td>20%</td>
<td>24%</td>
</tr>
<tr>
<td>ATV or dirt bike course</td>
<td>4%</td>
<td>6%</td>
<td>-</td>
</tr>
<tr>
<td>Community Gardens</td>
<td>29%</td>
<td>36%</td>
<td>41%</td>
</tr>
<tr>
<td>Community/Recreation Centers</td>
<td>26%</td>
<td>41%</td>
<td>-</td>
</tr>
<tr>
<td>Cricket fields</td>
<td>2%</td>
<td>13%</td>
<td>-</td>
</tr>
<tr>
<td>Equestrian Facility/Trails</td>
<td>3%</td>
<td>8%</td>
<td>-</td>
</tr>
<tr>
<td>Indoor basketball/volleyball courts (Gymnasiums)</td>
<td>15%</td>
<td>33%</td>
<td>28%</td>
</tr>
<tr>
<td>Indoor Fitness and Exercise Facilities</td>
<td>32%</td>
<td>52%</td>
<td>44%</td>
</tr>
<tr>
<td>Indoor running/walking track</td>
<td>30%</td>
<td>44%</td>
<td>39%</td>
</tr>
<tr>
<td>Indoor Swimming Pools/Aquatic Center</td>
<td>30%</td>
<td>44%</td>
<td>40%</td>
</tr>
<tr>
<td>Lacrosse fields</td>
<td>5%</td>
<td>13%</td>
<td>-</td>
</tr>
<tr>
<td>Mountain bike trails</td>
<td>25%</td>
<td>31%</td>
<td>35%</td>
</tr>
<tr>
<td>Off-leash dog parks</td>
<td>32%</td>
<td>34%</td>
<td>25%</td>
</tr>
<tr>
<td>Outdoor Amphitheater</td>
<td>32%</td>
<td>34%</td>
<td>40%</td>
</tr>
<tr>
<td>Outdoor basketball/multi-use courts</td>
<td>19%</td>
<td>34%</td>
<td>32%</td>
</tr>
<tr>
<td>Outdoor Swimming Pools/Aquatic Center</td>
<td>28%</td>
<td>43%</td>
<td>42%</td>
</tr>
<tr>
<td>Picnic Areas and Shelters</td>
<td>53%</td>
<td>62%</td>
<td>60%</td>
</tr>
<tr>
<td>Playground Equipment for Children</td>
<td>40%</td>
<td>46%</td>
<td>50%</td>
</tr>
<tr>
<td>Skateboarding Park/Area</td>
<td>8%</td>
<td>16%</td>
<td>15%</td>
</tr>
<tr>
<td>Splash park/pad</td>
<td>19%</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Tennis Courts (outdoor)</td>
<td>29%</td>
<td>40%</td>
<td>43%</td>
</tr>
<tr>
<td>Ultimate Frisbee/Disc Golf</td>
<td>15%</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Walking and Biking Trails</td>
<td>76%</td>
<td>73%</td>
<td>75%</td>
</tr>
<tr>
<td>Adult soccer fields</td>
<td>12%</td>
<td>20%</td>
<td>16%</td>
</tr>
<tr>
<td>Campground (RV and/or tent)</td>
<td>13%</td>
<td>20%</td>
<td>-</td>
</tr>
<tr>
<td>Lake swimming areas</td>
<td>20%</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Nature center (Nature Center/Trails in 2007)</td>
<td>37%</td>
<td>44%</td>
<td>62%</td>
</tr>
<tr>
<td>Nature trails (Nature Center/Trails in 2007)</td>
<td>67%</td>
<td>62%</td>
<td>62%</td>
</tr>
<tr>
<td>Outdoor fitness equipment</td>
<td>20%</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Outdoor sand volleyball courts</td>
<td>15%</td>
<td>24%</td>
<td>-</td>
</tr>
<tr>
<td>Pickleball courts</td>
<td>6%</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Youth/teen baseball &amp; softball fields</td>
<td>13%</td>
<td>26%</td>
<td>32%</td>
</tr>
<tr>
<td>Youth/teen football fields</td>
<td>10%</td>
<td>21%</td>
<td>27%</td>
</tr>
<tr>
<td>Youth/teen soccer fields</td>
<td>19%</td>
<td>27%</td>
<td>32%</td>
</tr>
</tbody>
</table>
Q5-3. Estimated Number of Households in Mecklenburg County Whose Needs for Parks and Recreation Facilities Are Only Being Partly or Not Met

by number of households based on 406,894 households in Mecklenburg County

Source ETC Institute (September 2016)
**Survey Findings**

**Q6. Recreation Facilities That Are Most Important for Households**

By percentage of respondents who selected the item as one of their top four choices.

- Paved walking & biking trails: 58%
- Nature trails: 41%
- Playground equipment & play areas: 21%
- Park shelters & picnic areas: 18%
- Off-leash dog park: 13%
- Mountain bike trails: 13%
- Indoor running/walking track: 12%
- Indoor swimming pools/leisure pool: 10%
- Outdoor pools: 10%
- Outdoor amphitheaters: 10%
- Indoor fitness & exercise facilities: 8%
- Community gardens: 8%
- Nature center: 8%
- Outdoor tennis courts: 8%
- Golf courses: 8%
- Youth/teen soccer fields: 7%
- Outdoor spray ground: 7%
- Lake swimming areas: 6%
- Community or Recreation Center: 6%
- Disc golf: 5%
- Outdoor fitness equipment: 5%
- Youth/teen baseball & softball fields: 4%
- Indoor basketball/volleyball courts: 4%
- Adult soccer fields: 4%
- Outdoor basketball courts: 4%
- Campground (RV and/or tent): 3%
- Skateboard park: 3%
- Adult softball fields: 2%
- Outdoor sand volleyball courts: 2%
- ATV or dirt bike course: 1%
- Lacrosse: 1%
- Youth/teen football fields: 1%
- Equestrian trails: 1%
- Pickleball courts: 1%
- Cricket fields: 1%

*Source: ETC Institute (September 2016)*
Priority Investment Ranking (PIR)
Objective tool for evaluating priorities. Reflects the importance residents place on items with the unmet needs for each facility/program. Since decisions related to future investments should consider both the level of unmet need and the importance, the PIR weighs each (equally).

- **High Priority Areas** = those with a PIR of at least 100. Generally indicates relatively high level of unmet need and residents think it is important to fund these areas. Improvements in this area are likely to have a positive impact on the greatest number of households.

- **Medium Priority Areas** = those with a PIR of 50-99. Indicates medium to high level of unmet need or a significant percentage think it is important to fund these areas.

- **Low Priority Areas** = those with a PIR below 50. Indicates a relatively low level of unmet need and residents do not think it is important to fund in these areas. Improvements may be warranted if the needs of very specialized populations are being targeted.
Survey Findings

Unmet Needs Rating for Facilities

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

Source: ETC Institute (2016)
Survey Findings

Importance Rating for Facilities

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

- Paved walking & biking trails: 100.0
- Nature trails: 71.9
- Playground equipment & play areas: 37.2
- Park shelters & picnic areas: 31.6
- Off-leash dog park: 31.1
- Mountain bike trails: 22.7
- Indoor running/walking track: 21.7
- Indoor swimming pools/leisure pool: 20.7
- Outdoor pools: 17.4
- Indoor fitness & exercise facilities: 16.8
- Outdoor amphitheaters: 15.8
- Community gardens: 14.4
- Nature center: 14.2
- Outdoor tennis courts: 14.2
- Golf courses: 13.4
- Youth/teen soccer fields: 11.8
- Outdoor spray ground: 11.6
- Lake swimming areas: 10.1
- Community or Recreation Center: 9.7
- Disc golf: 8.5
- Outdoor fitness equipment: 7.5
- Indoor basketball/volleyball courts: 6.9
- Youth/teen baseball & softball fields: 6.9
- Adult soccer fields: 6.6
- Outdoor basketball courts: 6.4
- Campground (RV and/or tent): 4.5
- Skateboard park: 4.3
- Adult softball fields: 3.5
- Outdoor sand volleyball courts: 3.1
- ATV or dirt bike course: 2.3
- Lacrosse: 2.3
- Youth/teen football fields: 1.9
- Equestrian trails: 1.4
- Pickleball courts: 1.2
- Cricket fields: 0.9

Source: ETC Institute (2016)
Priority Investment Ranking

Top Priorities for Investment for **Facilities** Based on the Priority Investment Rating

- Paved walking & biking trails: 190
- Nature trails: 150
- Indoor running/walking track: 122
- Indoor fitness & exercise facilities: 104
- Indoor swimming pools/leisure pool: 101
- Outdoor pools: 101
- Off-leash dog park: 100
- Community gardens: 87
- Park shelters & picnic areas: 83
- Mountain bike trails: 76
- Playground equipment & play areas: 74
- Outdoor fitness equipment: 70
- Lake swimming areas: 70
- Outdoor amphitheaters: 70
- Nature center: 61
- Outdoor tennis courts: 57
- Community or Recreation Center: 55
- Outdoor spray ground: 53
- Indoor basketball/volleyball courts: 48
- Golf courses: 44
- Campground (RV and/or tent): 39
- Youth/teen soccer fields: 39
- Outdoor basketball courts: 36
- Outdoor sand volleyball courts: 36
- Adult soccer fields: 33
- Skateboard park: 28
- Disc golf: 26
- Adult softball fields: 24
- Youth/teen baseball & softball fields: 24
- Pickleball courts: 24
- Youth/teen football fields: 20
- ATV or dirt bike course: 16
- Lacrosse: 14
- Equestrian trails: 13
- Cricket fields: 7

Source: ETC Institute (2016)
Survey Findings

Q7. Recreation Programs That Households Have a Need For

by percentage of respondents (multiple choices could be made)

- Special events/festivals: 38%
- Adult fitness & wellness programs: 37%
- Outdoor Adventure programs: 28%
- Nature education programs: 22%
- Education/Life skills programs: 22%
- Youth Learn to Swim programs: 22%
- Water fitness programs: 22%
- Adult sports programs: 20%
- Youth/teen sports programs: 18%
- Adult swim programs: 17%
- Adult art, dance, performing arts: 17%
- Senior programs: 16%
- Youth/teen summer camp programs: 15%
- Tennis lessons, clinics & leagues: 15%
- Youth/teen fitness & wellness programs: 13%
- Pre-school programs: 12%
- Martial arts programs: 12%
- Before & after school programs: 12%
- Youth/teen art, dance, performing arts: 12%
- Golf lessons: 11%
- Gymnastics & tumbling programs: 10%
- Programs for people with disabilities: 9%
- Other: 2%

Source: ETC Institute (September 2016)
Survey Findings

Q7-1. Estimated Number of Households in Mecklenburg County That Have a Need for Recreation Programs

by number of households based on 406,894 households in Mecklenburg County

- Special events/festivals: 155,840
- Adult fitness & wellness programs: 152,178
- Outdoor Adventure programs: 114,337
- Nature education programs: 91,144
- Education/Life skills programs: 90,737
- Youth Learn to Swim programs: 88,703
- Water fitness programs: 87,482
- Adult sports programs: 80,158
- Youth/teen sports programs: 71,206
- Adult swim programs: 69,986
- Adult art, dance, performing arts: 69,898
- Senior programs: 63,475
- Youth/teen summer camp programs: 62,662
- Tennis lessons, clinics & leagues: 59,000
- Youth/teen fitness & wellness programs: 53,710
- Pre-school programs: 49,641
- Martial arts programs: 49,234
- Before & after school programs: 48,420
- Youth/teen art, dance, performing arts: 48,013
- Golf lessons: 44,758
- Gymnastics & tumbling programs: 38,555
- Programs for people with disabilities: 35,400
- Other: 8,545

Source: ETC Institute (September 2016)
Survey Findings

Q9. Recreation Programs That Households Currently Participate in Most Often at Mecklenburg County Park and Recreation Facilities

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

- Special events/festivals: 18%
- Adult fitness & wellness programs: 8%
- Outdoor Adventure programs: 7%
- Nature education programs: 6%
- Youth/teen sports programs: 5%
- Adult sports programs: 5%
- Youth Learn to Swim programs: 3%
- Water fitness programs: 3%
- Youth/teen summer camp programs: 3%
- Adult swim programs: 2%
- Pre-school programs: 2%
- Senior programs: 3%
- Golf lessons: 2%
- Adult art, dance, performing arts: 2%
- Before & after school programs: 2%
- Education/Life skills programs: 1%
- Tennis lessons, clinics & leagues: 1%
- Programs for people with disabilities: 1%
- Youth/teen art, dance, performing arts: 1%
- Youth/teen fitness & wellness programs: 1%
- Martial arts programs: 1%
- Gymnastics & tumbling programs: 0%
- Other: 2%

Source ETC Institute (September 2016)
Survey Findings

Q7-3. Estimated Number of Households in Mecklenburg County Whose Needs for Parks and Recreation Programs Are Only Being Partly or Not Met

by number of households based on 406,894 households in Mecklenburg County

Adult fitness & wellness programs: 111,699
Special events/festivals: 87,894
Outdoor Adventure programs: 87,239
Education/Life skills programs: 76,582
Water fitness programs: 62,536
Youth Learn to Swim programs: 69,636
Adult art, dance, performing arts: 60,398
Nature education programs: 58,606
Adult sports programs: 55,369
Adult swim programs: 54,379
Senior programs: 52,621
Tennis lessons, clinics & leagues: 46,846
Youth/teen summer camp programs: 46,432
Martial arts programs: 42,538
Youth/teen fitness & wellness programs: 42,162
Youth/teen sports programs: 39,306
Pre-school programs: 39,068
Youth/teen art, dance, performing arts: 38,603
Before & after school programs: 38,446
Golf lessons: 35,986
Gymnastics & tumbling programs: 32,354
Programs for people with disabilities: 27,789
Other: 8,545

Source: ETC Institute (September 2016)
Survey Findings

Q8. Recreation Programs That Are Most Important for Households
by percentage of respondents who selected the item as one of their top four choices

- Special events/festivals: 25%
- Adult fitness & wellness programs: 24%
- Outdoor Adventure programs: 18%
- Youth Learn to Swim programs: 13%
- Adult sports programs: 13%
- Education/Life skills programs: 10%
- Water fitness programs: 10%
- Nature education programs: 10%
- Senior programs: 9%
- Adult swim programs: 9%
- Youth/teen sports programs: 9%
- Adult art, dance, performing arts: 8%
- Before & after school programs: 7%
- Pre-school programs: 6%
- Tennis lessons, clinics & leagues: 6%
- Youth/teen summer camp programs: 6%
- Golf lessons: 5%
- Martial arts programs: 5%
- Youth/teen fitness & wellness programs: 5%
- Programs for people with disabilities: 4%
- Youth/teen art, dance, performing arts: 4%
- Gymnastics & tumbling programs: 3%
- Other: 2%

Source: ETC Institute (September 2016)
Priority Investment Ranking

Unmet Needs Rating for Programs

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

- Adult fitness & wellness programs: 100.0
- Special events/festivals: 78.7
- Outdoor Adventure programs: 78.1
- Education/Life skills programs: 68.6
- Water fitness programs: 62.3
- Youth Learn to Swim programs: 59.0
- Adult art, dance, performing arts: 54.1
- Nature education programs: 52.5
- Adult sports programs: 49.6
- Adult swim programs: 48.7
- Senior programs: 47.1
- Tennis lessons, clinics & leagues: 41.9
- Youth/teen summer camp programs: 41.6
- Martial arts programs: 38.1
- Youth/teen fitness & wellness programs: 37.7
- Youth/teen sports programs: 35.2
- Pre-school programs: 35.0
- Youth/teen art, dance, performing arts: 34.6
- Before & after school programs: 34.4
- Golf lessons: 32.2
- Gymnastics & tumbling programs: 29.0
- Programs for people with disabilities: 24.9
- Other: 7.6

Source: ETC Institute (2016)
Importance Rating for Programs

- Special events/festivals: 100.0
- Adult fitness & wellness programs: 94.8
- Outdoor Adventure programs: 71.2
- Adult sports programs: 51.2
- Youth Learn to Swim programs: 51.2
- Education/Life skills programs: 41.2
- Water fitness programs: 41.2
- Nature education programs: 40.4
- Senior programs: 37.6
- Adult swim programs: 36.4
- Youth/teen sports programs: 36.0
- Adult art, dance, performing arts: 33.6
- Before & after school programs: 26.8
- Pre-school programs: 25.6
- Tennis lessons, clinics & leagues: 25.2
- Youth/teen summer camp programs: 24.0
- Golf lessons: 19.6
- Martial arts programs: 18.4
- Youth/teen fitness & wellness programs: 18.0
- Programs for people with disabilities: 16.0
- Youth/teen art, dance, performing arts: 15.6
- Gymnastics & tumbling programs: 11.6
- Other: 7.2

Source: ETC Institute (2016)
Priority Investment Ranking

Top Priorities for Investment for **Programs** Based on the Priority Investment Rating

- Adult fitness & wellness programs: 195
- Special events/festivals: 179
- Outdoor Adventure programs: 149
- Education/Life skills programs: 110
- Youth Learn to Swim programs: 107
- Water fitness programs: 104
- Adult sports programs: 101
- Nature education programs: 93
- Adult art, dance, performing arts: 88
- Adult swim programs: 85
- Senior programs: 85
- Youth/teen sports programs: 71
- Tennis lessons, clinics & leagues: 67
- Youth/teen summer camp programs: 66
- Before & after school programs: 61
- Pre-school programs: 61
- Martial arts programs: 56
- Youth/teen fitness & wellness programs: 56
- Golf lessons: 52
- Youth/teen art, dance, performing arts: 50
- Programs for people with disabilities: 41
- Gymnastics & tumbling programs: 41
- Other: 15

Medium Priority (60-99)

Lower Priority (0-59)

Source: ETC Institute (2016)
Survey Results

Q10. Can You Safely Walk or Bike to a Nearby Park, Greenway, Nature Preserve, or Recreation Center
by percentage of respondents

- Yes 50%
- Not provided 2%
- Not sure 11%
- No 37%

Source ETC Institute (September 2016)

Respondents likely including any recreational amenity, including non MCPR facilities (HOAs, YMCAs, other local park providers, etc.)

2015 walk/bike GIS access analysis to MCPR facilities = 16.17%
Q11. Ways Households Currently Learn About Mecklenburg County Park and Recreation Department Programs and Activities

by percentage of respondents (multiple choices could be made)

- From friends & neighbors: 61% (48% in red)
- Website: 54% (40% in red)
- Flyers/posters at Parks/Rec. facilities: 28% (22% in red)
- Newspaper articles: 27%
- Radio: 15%
- Parks & Recreation Facebook pages: 13% (3% in red)
- Social media other than Facebook: 13%
- Cable access television: 12% (16% in red)
- Newspaper advertisements: 10% (18% in red)
- Parks Department e-mail bulletins: 7% (5% in red)

Source: ETC Institute (September 2016)
Survey Results

Q13. Level of Agreement with the Benefits Being Provided by Parks, Nature Preserves, and Greenways
by percentage of respondents (excluding "don’t know" responses)

- **Improve physical health & fitness**: 72% (Strongly Agree) - 27% (Agree) - 1% (Disagree) - 1% (Strongly Disagree)
- **Improve quality of life in Mecklenburg County**: 66% (Strongly Agree) - 32% (Agree) - 1% (Disagree) - 1% (Strongly Disagree)
- **Preserve open space & environment**: 68% (Strongly Agree) - 30% (Agree) - 1% (Disagree) - 1% (Strongly Disagree)
- **Provide healthy recreational opportunities**: 68% (Strongly Agree) - 29% (Agree) - 1% (Disagree) - 1% (Strongly Disagree)
- **Contribute to a sense of community**: 56% (Strongly Agree) - 39% (Agree) - 5% (Disagree) - 1% (Strongly Disagree)
- **Help attract new residents & businesses**: 53% (Strongly Agree) - 41% (Agree) - 5% (Disagree) - 2% (Strongly Disagree)
- **Increase property values in surrounding area**: 58% (Strongly Agree) - 35% (Agree) - 6% (Disagree) - 1% (Strongly Disagree)
- **Improve water & air quality**: 53% (Strongly Agree) - 40% (Agree) - 6% (Disagree) - 1% (Strongly Disagree)
- **Protect historical attributes**: 48% (Strongly Agree) - 43% (Agree) - 7% (Disagree) - 2% (Strongly Disagree)
- **Provide tourism venues & contribute to County’s tourism economy**: 45% (Strongly Agree) - 43% (Agree) - 10% (Disagree) - 2% (Strongly Disagree)
- **Help reduce crime**: 35% (Strongly Agree) - 45% (Agree) - 16% (Disagree) - 4% (Strongly Disagree)
- **Other**: 62% (Strongly Agree) - 26% (Agree) - 5% (Disagree) - 8% (Strongly Disagree)

Source: ETC Institute (September 2016)
Q14. Benefits of Parks, Nature Preserves, and Greenways That Are Most Important to Households

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

- Improve physical health & fitness: 64%
- Improve quality of life in Mecklenburg County: 44%
- Preserve open space & environment: 37%
- Provide healthy recreational opportunities: 30%
- Contribute to a sense of community: 21%
- Help reduce crime: 19%
- Increase property values in surrounding area: 14%
- Improve water & air quality: 10%
- Help attract new residents & businesses: 6%
- Protect historical attributes: 5%
- Provide tourism venues & contribute to County's tourism economy: 3%
- Other: 2%

Source: ETC Institute (September 2016)
Q16. Level of Support for Actions the Mecklenburg County Park and Recreation Department Could Take to Improve the Parks, Recreation, and Green Space System

by percentage of respondents

- Fix-up/repair older park buildings/rec facilities: 70% Very Supportive, 27% Somewhat Supportive, 3% Not Supportive
- Develop new & connect existing walk/bike trails: 74% Very Supportive, 23% Somewhat Supportive, 3% Not Supportive
- Upgrade existing neighborhood & community parks: 69% Very Supportive, 27% Somewhat Supportive, 4% Not Supportive
- Use greenways in floodplains & develop trails/fac: 72% Very Supportive, 24% Somewhat Supportive, 4% Not Supportive
- Purchase land to preserve open/green space: 71% Very Supportive, 25% Somewhat Supportive, 4% Not Supportive
- Upgrade existing youth/adult athletic fields: 53% Very Supportive, 41% Somewhat Supportive, 6% Not Supportive
- Develop new nature trails & nature centers: 60% Very Supportive, 32% Somewhat Supportive, 8% Not Supportive
- Purchase land to develop athletic fields/rec fac: 43% Very Supportive, 46% Somewhat Supportive, 11% Not Supportive
- Develop new indoor recreation centers: 48% Very Supportive, 38% Somewhat Supportive, 14% Not Supportive
- Develop multi-purpose indoor athletic/activity ctr: 42% Very Supportive, 34% Somewhat Supportive, 24% Not Supportive
- Develop new outdoor spray pools: 35% Very Supportive, 39% Somewhat Supportive, 26% Not Supportive
- Purchase land to protect the environment: 27% Very Supportive, 42% Somewhat Supportive, 31% Not Supportive
- Develop new off-leash dog parks: 32% Very Supportive, 37% Somewhat Supportive, 31% Not Supportive
- Add a second 50 meter pool to the Aquatic Center: 27% Very Supportive, 34% Somewhat Supportive, 39% Not Supportive
- Develop skate parks: 22% Very Supportive, 38% Somewhat Supportive, 41% Not Supportive
- Other: 76% Very Supportive, 21% Somewhat Supportive, 3% Not Supportive

Source ETC Institute (September 2016)
Survey Results

Q17. Actions Households Would Be Most Willing to Fund with Their County Tax Dollars
by percentage of respondents who selected the item as one of their top four choices

- Develop new & connect existing walk/bike trails: 41%
- Use greenways in floodplains & develop trails/fac: 39%
- Purchase land to preserve open/green space: 38%
- Upgrade existing neighborhood & community parks: 33%
- Fix-up/repair older park buildings/rec facilities: 31%
- Develop new nature trails & nature centers: 21%
- Purchase land to develop athletic fields/rec fac: 18%
- Develop new indoor recreation centers: 16%
- Purchase land to protect the environment: 13%
- Upgrade existing youth/adult athletic fields: 13%
- Develop new off-leash dog parks: 12%
- Develop multi-purpose indoor athletic/activity ctr: 12%
- Develop new outdoor spray pools: 10%
- Add a second 50 meter pool to the Aquatic Center: 5%
- Develop skate parks: 4%
- Other: 3%

Source: ETC Institute (July 2013)
Survey Results

Q18. Are You Aware that Mecklenburg County has a Tobacco-Free Parks Ordinance
by percentage of respondents

Yes 58%
Not provided 5%
Not sure 10%
No 27%

Q19. The Tobacco-Free Ordinance Applies to All Parks, Greenways, and Nature Preserves EXCEPT 17 Regional (Larger) Parks. Do You Support These Regional Parks Also Becoming Tobacco Free
by percentage of respondents

Yes 80%
Not provided 1%
Not sure 11%
No 8%
Q20. What is the MAXIMUM Amount You Would Be Willing to Pay in Additional Property Taxes Per Year for the Types of Improvements that are Most Important to Your Household

by percentage of respondents

- $20-$59 per year: 25%
- $60-$119 per year: 23%
- $120-$179 per year: 12%
- $180-$249 per year: 6%
- $250+ per year: 9%
- Nothing: 21%
- Not provided: 4%

Source: ETC Institute (September 2016)
In a Nutshell

- Extremely high facility use, and growing. 88% of residents use MCPR facilities, up from 76% in 2008 (and far exceeding National Average of 72%).
- Facility Conditions improving. On par with pre-recession and higher than National Average.
- High level of needs, but moving the needle. Nearly all needs decreased since 2013 survey.
- Greenways still #1 requested amenity. Highest priority facilities are: Greenways, Nature Trails, Indoor Track, Indoor Fitness, Indoor Pools, & Dog Parks.
- Program Needs similar to 2013. Highest priorities: Fitness/Wellness, Special Events, Outdoor Adventure, Ed/Life Skills, Learn to Swim, Water Fitness, and Adult Athletics.
- High growth in “word of mouth”, website, and facebook as a way residents learn about P&R. Awareness of programs dropping drastically.
- Program Participation decreased since 2013.
- Extremely high level of agreement with benefits of P&R services. Health & Wellness the most important perceived benefit of our services.
- Building Trails & Purchasing Land top priorities for the public.