

2013

City of New Bern Parks &
Recreation Comprehensive Plan
for a Healthy Community



Microsoft

"Less than one-third of North Carolina residents reported running or jogging once within the last year, making it the most popular individual outdoor sport. Outdoors tennis participants constitute 14.8 percent of the population, while almost 14 percent of residents have golfed within the last year. Less than 10 percent participated in inline skating, and only 3.1 percent played handball or racquetball outdoors, making it the least popular sport."

http://www.recpro.org/assets/Library/SCORPs/nc_scorp_2009.pdf

Trends impacting recreation

Obesity

"One trend that has a negative impact on outdoor recreation demand is increased obesity. In the United States, obesity has risen at an epidemic rate in the past 20 years. Research indicates that the situation is worsening...Addressing overweight and obesity has become a national health objective." http://www.recpro.org/assets/Library/SCORPs/nc_scorp_2009.pdf Resources are being brought to bear on this issue and the City would be well advised to capitalize on this issue as funding becomes available.

Longevity and aging of population

"People are living longer...the trend of increased life expectancy is projected to continue. Lifestyle choices, including participating in recreation and exercise, can affect an individual's life span." They are also likely to be healthier at all ages and healthier people are more likely to participate in outdoor recreation creating additional demand for outdoor recreation areas and facilities. <http://www.ncparks.gov/About/plans/scorp/main.php>

"Between 2010 and 2020, the number of citizens 65 and older is projected to increase by 35%...Retired persons often have more free time than other adults, and, to a lesser extent, more financial resources...Increased demand can therefore be expected for activities that have a high participation by older Americans. These include walking, sightseeing, attending family gatherings, visiting a beach or waterside, picnicking, visiting a historic site or nature center, bird watching and attending sporting events. Older Americans also participate in a wide variety of other outdoor recreation activities including wildlife viewing, attending concerts, nature study, fishing, swimming, motor boating, biking and golf."

<http://www.ncparks.gov/About/plans/scorp/docs/ch4.pdf>

The aging population and the anticipated influx of retirees mean that additional recreational facilities will be needed to serve this group. As the population ages, their recreational needs become more passive and the need for senior-friendly (and ADA compliant) facilities increases.

Protecting habitats

North Carolina is concerned about survival of its natural diversity. Habitats are being destroyed as developers seize the opportunity to create new communities in Craven County and New Bern. A list of threatened and endangered species and their habitats can be found at: <http://www.fws.gov/raleigh/species/cntylist/craven.html>. As the City is able to identify areas where these habitats and species exist, it would behoove the City, if feasible, to purchase these parcels (or partner with a conservation group) to protect this habitat for future generations to enjoy. The City's property around the lake in the Pembroke community would be an excellent opportunity for an eco-friendly recreational setting.

Benchmarking and Performance Measures

The following information was taken from the Municipal and County Parks and Recreation Services Studies conducted by North Carolina State University's Recreation Resources Services. Because New Bern has a population of between 49,999 and 25,000 it is designated a Class C municipality.

The following is a table of parks and recreation 2008-2009 audited operating and capital expenditures by department type for municipalities in Class C:

Department Type	Salaries	All other direct spending	Construction	Land, equipment and existing structures
Mean	\$1,264,767	\$1,163,142	\$1,941,378	\$388,163
Median	\$1,390,111	\$824,422	\$1,603,203	\$174,583
New Bern	\$1,759,983	\$522,118	\$0	\$3,368,979

According to the 2010-2011 audited per capita expenditures by geographic region showed that the southeast (where New Bern is located) spent an average of \$70.20 with the mode being \$42.48. New Bern reported total per capita expenses of \$212.36

New Bern reported a budget for FY10/11 of \$2,883,000. They had 30 full time employees and 8 part-time employees.

In this report New Bern lists 290 acres of developed P&R land and 15 acres of undeveloped P&R land.

Of all reporting entities, about 16% of their parks are mini-parks, 27% are neighborhood parks, and 7% are regional parks.

[Fiscal Year 2011-12 Executive Report - Focus on Salaries](#)

[Fiscal Year 2010-11 Executive Report - Focus on Fees and Charges](#)

[Fiscal Year 2009-10 Executive Report - Focus on Facilities Inventory](#)

Health and Wellness

In year 2009-2010 the Recreation and Resources Services conducted a survey which included a health and wellness component. The six question survey measured five years' worth of effort by parks and recreation departments in the area of health and wellness programming and partnerships. When asked if the department planned and implemented programs or events to specifically promote health, wellness, or physical activity within the community, 83% responded yes. Regarding the question, "Has your department partnered with an outside organization (e.g., health department, nonprofit agency, health care organization) to specifically promote health, wellness or physical activity within your community" 86% answered yes. The top three ranked categories of health and wellness program initiatives included: 1) physical activity promotion; 2) general wellness; and 3) stress reduction. The top three strategies listed to increase physical activity included: 1) programs that include physical activity; 2) creation of park features/environments (e.g., trails); and 3) special events/health fairs. When asked to

mark the degree to which the department's health and wellness programs resulted in leveraging additional resources, 53.3% were neutral; 62.5% felt that there was increased visibility; 69.6% said that the image was improved; 57.3% indicated that the programs were meeting the mission statement; 49.3% felt they were linking to funding opportunities; 77.6% were neutral regarding changes in policy and 45.2% said that they led to improvements to physical features within the community (e.g., additional park lighting, pedestrian/biking routes, fitness trails).

"The results indicate that recreation departments, within the last five years, have specifically planned for healthy activities and partnered with outside organizations. The major factor that caused agencies not to program for health and wellness is the lack of facilities to start partnerships with health and wellness organizations. Lastly, the majority of the departments feel that offering health, wellness, and physically active programs has positive effect on their image and visibility in the community." (p. 58) [Fiscal Year 2009-10 Executive Report - Focus on Facilities Inventory](#)