



**VILLAGE COUNCIL
AGENDA FOR WORK SESSION OF AUGUST 8, 2023
ASSEMBLY HALL
395 MAGNOLIA RD. PINEHURST, NC 28374
PINEHURST, NORTH CAROLINA**

1. Call to Order.
2. Discuss new sod for Tufts' Park
3. Parks and Recreation DRAFT Comprehensive Master Plan Update Presentation
4. Other Work Session Business
5. Potential Future Agenda Items
6. Motion to Recess the Work Session and Enter a Closed Session
7. Closed Session

Council will hold a closed session pursuant to NCGS §143-318.11(a)(5) to establish, or to instruct the public body's staff or negotiating agents concerning the position to be taken by or on behalf of the public body in negotiating the price and other material terms of a contract or proposed contract for the acquisition of real property by purchase, option, exchange, or lease.

8. Motion to Adjourn the Closed Session and Re-enter the Work Session
9. Adjournment.

Vision: The Village of Pinehurst is a charming, vibrant community which reflects our rich history and traditions.

Mission: Promote, enhance, and sustain the quality of life for residents, businesses, and visitors.

Values: Service, Initiative, Teamwork, and Improvement.



**DISCUSS NEW SOD FOR TUFTS' PARK
ADDITIONAL AGENDA DETAILS:**

FROM:

Jeff Batton

CC:

Councilmembers

DATE OF MEMO:

8/2/2023

MEMO DETAILS:

Staff planned using funds in the FY24 budget for patching bare areas in Tufts' Park with sod. After looking at the new sod in Joyce's Meadow, it is our consensus that we should consider sodding all of Tufts' Park ahead of the US Open.

In order to sod the entire park we would need a budget amendment of \$30,000.

If Council concurs this is a good investment for downtown, we would bring an amendment to the first meeting in September and lay the sod as soon as possible after Labor Day weekend. If not, we would proceed with patching sod in the bare areas.

The primary conflict in Sept. would be with the Farmer's Market on Wednesdays and Saturdays. Our intent would be to shift the Market back into the wood line in Village Green, just beyond the turf in Tufts' Park. The Market runs until October 1 so this shift would be for a maximum of 2 to 3 weeks. I spoke to the Market and they are comfortable shifting into the tree line if we proceed.

Staff will seek Council's direction on this item in the work session.

Thanks.



**PARKS AND RECREATION DRAFT COMPREHENSIVE MASTER PLAN
UPDATE PRESENTATION
ADDITIONAL AGENDA DETAILS:**

FROM:

Mark Wagner

CC:

Jeff Sanborn

DATE OF MEMO:

7/16/2023

MEMO DETAILS:

Consultants with the John R. McAdams Company will present an update of the draft Parks and Recreation Comprehensive Master Plan. The presentation will include results from the public input process and recommendations within the plan for the next ten-year period.

Staff and consultants will be seeking input from Council at the work session, with the intent to bring the final master plan document back on September 12th seeking Council adoption of the plan.

Thank you.

ATTACHMENTS:

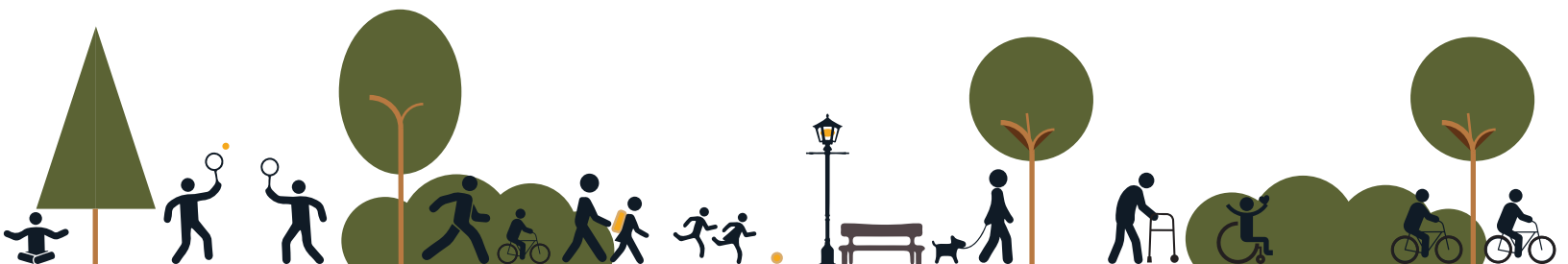
Description

☐ P&R Master Plan



2023

**VILLAGE OF PINEHURST
PARKS + RECREATION
COMPREHENSIVE MASTER PLAN**



**“OUR PARKS AND RECREATION
DEPARTMENT TAKES PRIDE IN ACTIVELY
LISTENING TO THE FEEDBACK AND
SUGGESTIONS OF RESIDENTS, ENSURING
THAT OUR PARKS, PROGRAMS, AND
AMENITIES ARE DESIGNED TO MEET THE
DIVERSE INTERESTS AND DESIRES OF OUR
COMMUNITY**

- Stakeholder Focus Group Participant



VILLAGE OF PINEHURST

Department of Parks + Recreation

Mark Wagner / Director

Dave White / Recreation
Superintendent

Nicole Benbow / Recreation Program
Coordinator

Megan McDonald / Special Events
Coordinator

Administration

Jeff Sanborn / Village Manager

Advisory Committee

Mayor John C. Strickland

Mayor Pro Tem Patrick Pizzella

Treasurer + Council Member Lydia
Boesch

Council Member Jeff Morgan

Council Member Jane Hogeman

CONSULTANT TEAM

McAdams / Design Lead

Rachel Cotter / Project Manager

Jenn Beedle / Park Planner

Austin Bowman / Urban Planner

Grayson Maughn / Designer

ETC Institute

Jason Morado / Senior Project
Manager





01 THE PLAN + THE COMMUNITY



02 INVENTORY + ANALYSIS



03 COMMUNITY ENGAGEMENT



04 RECOMMENDATIONS



^ Village Water Tower/Village of Pinehurst

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IN THIS CHAPTER

Planning Purpose + Process

Community Context

Demographics

Trends



COMPREHENSIVE PLANNING PURPOSE + PROCESS

Comprehensive planning provides information required to make informed, equitable, and responsible decisions for meeting diverse community needs. Some of the reasons for pursuing a comprehensive planning process include the following:

 prioritize goals + objectives for a 10-year planning horizon	 identify + resolve gaps and deficiencies	 catalog community needs + wants
 create a 10-year work plan for department staff	 engage community, staff, stakeholders + decision makers	 validate decisions related to parks + recreation
 Benchmarking standards to inform department decisions	 identify population - based goals for new recreation resources	 qualify for State and Federal grant funding opportunities

The Village of Pinehurst is investing in a master plan to guide parks and recreation related decision making over the next ten years for these reasons and

- › establish a consistent suite of recreation and leisure services in-line with community preferences and contemporary needs;
- › make informed investment decisions grounded in the Village of Pinehurst Community's shared values and guiding principles;
- › inform and educate the community at large about fiscal costs associated with enhancing and expanding the Village's park system; and
- › develop a plan that acknowledges the many benefits of public, community-based recreation and parks – one that recognizes the broad assortment of activities, facilities and amenities to satisfy the leisure needs of the Pinehurst community across the spectrum of human interests.

Comprehensive planning provides a structure for evaluating needs and setting priorities. The planning process captures the status of the Department at a moment in time, creates a vision for the future, and identifies steps to achieve that vision. The plan will guide the Department's decisions and priorities for the next 10 years.

PLAN OUTLINE

This plan is based on community and staff engagement and data-driven recommendations determined through an analytical approach. From the initial inventory and analysis through the recommendations and action and implementation plan, the project team engaged stakeholders and acknowledged local, regional and national recreation needs and trends, demographic shifts and agency performance. The project team is defined as the consultants representing McAdams, the firm the Village of Pinehurst commissioned to develop a plan to guide the evolution of the Parks and Recreation Department over the course of a ten-year planning horizon.

The project team studied current facilities and programs to evaluate the overall operational successes and challenges of the Department and its mission. Finally, the project team alongside Department staff developed a plan that prioritizes recommendations to improve recreational offerings and meet growing expectations from an increasing population.

This 2023 Parks and Recreation Comprehensive Plan includes the following components:

THE PLAN AND THE COMMUNITY

The project team reviewed the Village of Pinehurst's existing community-wide plans to gain a comprehensive understanding of the plans that guide the growth and development. It is the goal of this plan that the recommendations presented herein will be seamlessly integrated with these plans. Alongside this review, the project team completed a demographic and trends analysis to draw conclusions about current and future recreation trends and participation levels.

INVENTORY AND ANALYSIS

The inventory and analysis take a full account of the existing parks and recreation system. The inventory and analysis chapter covers parkland and facilities, programming, arts and culture, operations and maintenance, finance and budget, and greenways and trails.

COMMUNITY ENGAGEMENT

The project team gathered input through conversations with community members, Village leadership and elected officials, and stakeholder groups that included the Bicycle and Pedestrian Advisory Committee and the Neighborhood Advisory Committee.

BENCHMARKING AND LEVEL OF SERVICE

Benchmarking and level of service evaluate current and future needs for park acreage, trail mileage, and operational standards compared to national standards, best practices, and peer agencies. These metrics are population based to allow the department to expand to meet future demand for parks and recreation services. The level of service standard includes current and future standards for parkland, facilities, and trails.

RECOMMENDATIONS AND ACTION AND IMPLEMENTATION PLAN

The recommendations and prioritized implementation plan provide a framework to guide park, facility, open space, programming and operational improvements for the future. It is structured to guide decision making for Department policy. Each recommendation is further prioritized as short term (1-3 years), mid-term (3-7 years) or long-term (7-10+). Criteria for recommendation prioritization vary based on the context and criteria may range from land availability to financial implications but are firmly rooted in community preferences.

COMMUNITY CONTEXT

HISTORIC CONTEXT

It was not until 1980 that Pinehurst became an incorporated municipality. Prior to that point the community functioned essentially as a retreat for those suffering from the ailments of that era, particularly, tuberculosis. A “southern retreat” that since its founding in 1895 by James Walker Tufts, has welcomed the weary into a recuperative environment offering restoration amongst the health-giving qualities found in the Sandhills. Notably, the place Tufts preferred to refer to as a “village” rather than a “resort” was accessible to people of modest means at the time.

The character of Pinehurst would indeed start to form when Tufts hired the Olmstead design firm to create a plan for what would become a New England-style village. With its expansive roadway setbacks and rights-of-way lush with landscaping, Pinehurst took on the illusion of a forest, enwrapping the newly built homes and resort facilities. As the Village took shape, the approach of wide-reaching accessibility among those of differing socioeconomic strata began to shift toward a more prosperous visitor base intent on leading a less sedentary life.



▲ Historic Pinehurst Resort/Village of Pinehurst

Then came the game of golf. The proud sport played for centuries in Europe was virtually nonexistent in the United States until country clubs were established in New York and New England toward the end of the 1800's. It was here when folks from the North, desiring to pursue their summer hobby in the wintertime, began to arrive in Pinehurst. With some reinvestment, clever advertising, and an understanding of the economic conditions of the time, the Village became known as a “golf mecca.” Not long following the heralding of golf came Pinehurst's successful effort to promote some of the recreational activities that took place during the early years like hunting, tennis and equestrian.

REGIONAL CONTEXT

The Village of Pinehurst is located in Moore County, within the south central portion of North Carolina, which is often referred to as the Sandhills. The Sandhills consist of a strip of ancient beach dunes in the interior of North and South Carolina (evidenced by a former coastline when the ocean level was higher, or the land was lower) and divides the “piedmont” and the “coastal plain”. The Village spans approximately 14.9 square miles, having 14.3 square miles of land and 0.6 square miles of water. Important resources to the Village of Pinehurst include major thoroughfares NC Highway 5, NC Highway 211, and US Highway 15-501.

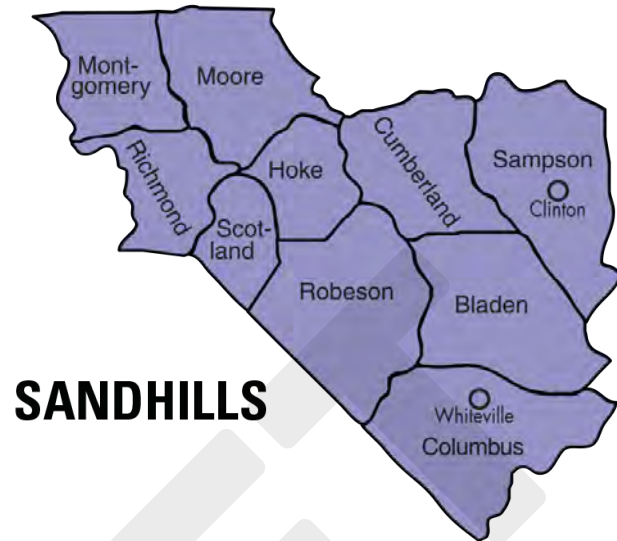
Recognized as an outstanding residential community and major golf resort, Pinehurst’s leisure resources, central location within North Carolina, and access to high-quality healthcare make it one of the most desirable places to live in the state. Population growth within Pinehurst has served as a planning call to action on behalf of Village leaders and stakeholders. Pinehurst has invested heavily strategic planning efforts over the past ten years, including a comprehensive plan in 2019 to guide the progress of the Village’s Parks and Recreation Department

NATURAL RESOURCES

The Village of Pinehurst is split between the Cape Fear River Basin – categorized as a combination of piedmont and sandhills – and the Lumber River Basin – categorized as flat sandhills. The Cape Fear River Basin is generally categorized as a combination of piedmont and sandhills. There are three sub-watersheds located in the Village of Pinehurst: Horse Creek (west), Aberdeen Creek (east), and Nicks Creek (north). Additional water bodies within the Village of Pinehurst are Watson Lake along Aberdeen Creek and Pinehurst Lake along Horse Creek.

Pockets of freshwater wetlands surround the ponds, streams and rivers are. Most of the wetlands in the Village of Pinehurst occur around Aberdeen Creek and Horse Creek

The majority of wetlands in Pinehurst are dominated by woody, deciduous plant material. During most of the growing season, the soil is saturated and water is categorized as emergent. Emergent wetlands are characterized by herbaceous, perennial plant material. Collectively, the network of water bodies and wetlands is the most significant ecological and natural resource in the Village of Pinehurst. The tributaries surrounding wetlands are particularly rich in biodiversity and wildlife habitat.



North Carolina Sandhills Geography/NC School Counselor Association



Lake Pinehurst/Lake Pinehurst Facebook

PLANNING CONTEXT

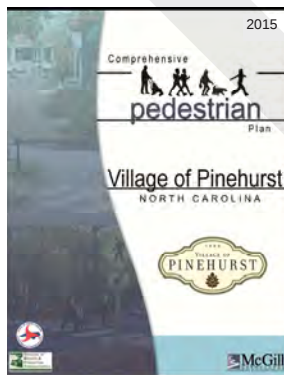
Village-wide areas of growth, current planning documents and development ordinances all form the planning context in which this plan was developed. This comprehensive plan is responsive to the existing policies, planning efforts and regional growth patterns that influence the Village of Pinehurst now and in the future.



Village of Pinehurst
Comprehensive Plan

The Village of Pinehurst updated its 2010 long range comprehensive plan, Envision the Village, in the fall of 2019. Parks, open spaces, and natural resources emerged as one of the plan's seven guiding principles. Additionally, the guiding principle "places to live" identified connectivity to parks as a key component of quality residential neighborhoods. The plan's ten strategic initiatives include the recommendation that the Village create recreational amenities and parks within neighborhoods such as dog parks, community gardens and gathering spaces. It also includes the recommendations to enhance and expand community parks to meet the needs of a growing population.

Community feedback gleaned during the development of the 2019 plan indicated a desire for neighborhood parks, community gardens, dog parks and neighborhood playgrounds. Pinehurst residents also expressed the need for more field space to support the Village's growing youth sports programs. As a result, the 2019 plan recommended constructing additional athletic fields at West Pinehurst Park. Lastly, the plan recommends strengthening partnerships to provide a wider variety of amenities and programs. Examples include: Pinehurst Resort, Moore County Schools/Pinehurst Elementary, and FirstHealth Fitness Center.

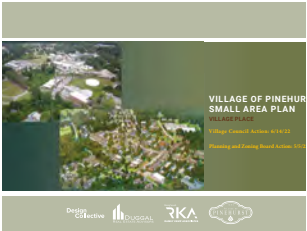
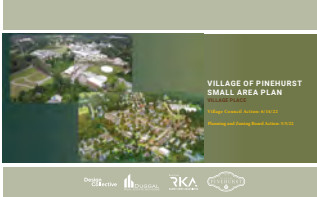
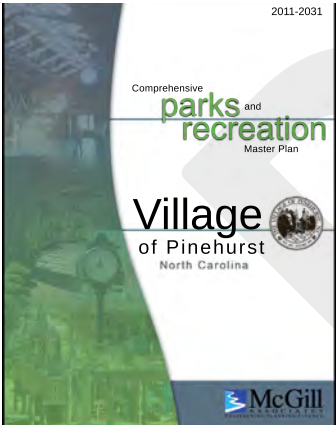


Village of Pinehurst
Bicycle +Pedestrian
Plan

In the summer of 2015, the Village adopted its first comprehensive bicycle plan as part of an effort to create a bicycle-friendly community. The plan stressed the importance of strengthening existing bike corridors by filling in gaps and providing new connectors to parks and neighborhoods. Corridor recommendations were partially based in their proximity to parks.

Likewise, The Village developed and adopted its first comprehensive pedestrian plan in tandem with the bicycle plan in 2015. The initiative was a concerted attempt to increase walkability in the Village of Pinehurst, thereby promoting a walking/biking culture to a health-minded community. The plan captured the sentiment in the community at that time with regard to the perception that neighborhoods lacked connectivity to recreation and park destinations. The community also expressed the belief that a lack of sidewalks and sidepaths prevent walking for recreation. In response, the plan developed a prioritized list of sidewalk routes and greenway corridors – including a nearly two-mile long, 10-foot wide, paved greenway path from Pinehurst Lake to West Pinehurst Community Park.

- › Pedestrian improvements that have been made since 2015 include:
- › Dundee Road Trail Ext. – Craig Road to Hwy 211
- › Forrest Drive Trail Ext. – Forrest Drive to Spring Lake Drive
- › Cannon Park Sidewalks and Woods Road Trail Ext.
- › Pine Vista Drive Trail Ext. – currently in design
- › McKenzie Road Trail Ext. – currently in design

 Village of Pinehurst Village Place Small Area Plan	In response to recommendations contained in the Village’s 2019 Comprehensive plan, Village of Pinehurst leadership enlisted the assistance of consultants to develop a Small Area Plan for Village Place. Village Place consists of 100 acres located south of NC 211 – just north of the Village Center. Cannon Park and the Village of Pinehurst Community Center are located within Village Place’s boundary and the area is adjacent to the Village Arboretum, Rassie Wicker Park, Village Hall and the Pinehurst Fire Department to the north and east. The Plan’s recommendation related to parks, recreation, leisure, well-being and environmental conservation include: › Intentionally designing the area to look and feel like a park › Incorporating new small open spaces to connect to existing, larger open spaces › Connecting trails and destinations › Promoting health and wellness through neighborhood design › Incorporating triangular parks at curvilinear street intersections › Developing an amphitheater across from Village Hall › Establishing a Central Green to complement the Village’s new mixed-use core southeast of Rattlesnake Trail
 Village of Pinehurst South Small Area Plan	The purpose of the 2022 Village of Pinehurst South Small Area Plan was to study undeveloped land within the Village’s ETJ south of the Village Center. The Village of Pinehurst 2019 Comprehensive Plan recommended development be a mix of office, retail residential and research facilities. The 290 acres that comprises Pinehurst South was identified as an ideal location within the Village to establish such development, as well as to extend the existing character of the Village core out to the ETJ. The existing Pinehurst South plan area contains no dedicated public open space or trails within its boundary. The Pinehurst Harness Track lies just to the north. However, the plan recommends that all new development should add to the Village’s pedestrian and trails network as well as to create new greenspace.
 Village of Pinehurst Parks and Recreation Comprehensive Plan	The Village of Pinehurst developed a comprehensive parks and recreation master plan to guide planning and development of the Village’s parks, recreational amenities, facilities and leisure service provisions for a period of twenty years (2011-2031). This expanse of time is generally viewed by planners as being too long – in that population changes, trends, and public demand cannot be forecasted over a period of time that extended. Additionally, many grant funding organizations do not recognize plans that span longer than a period of ten years. The current comprehensive parks and recreation master plan will reflect upon the 2011 plan goals that have been accomplished to date, as well as what may no longer be relevant. Several notable Pinehurst Parks and Recreation Department accomplishments include › Parking improvements, HVAC system replacement, and floor resurfacing at the Fair Barn. › Irrigation installation, fence replacement, parking improvements, restroom construction, and community center facility at Cannon Park. › Infrastructure enhancements (sewer + stormwater), structural improvements, track resurfacing and construction of all-weather show rings at the Harness Track › Park amenities additions (tennis courts, walking trails, shuffleboard and bocce courts, picnic shelter and splashpad), and longleaf pine restoration at Wicker Park. › Creation of a park master plan for the development of additional amenities at West Pinehurst Community Park. › Completion of the nearly 20,000 sq. ft. Canon Park Community Center

DEMOGRAPHICS

A detailed and accurate understanding of a community's demographics is a critical component of a successful long-range plan. Growth and change within the population drive many of this plan's goals and objectives, providing a roadmap to keep the Village of Pinehurst's parks and recreation offerings at pace with the evolving demand. A continual increase in number of residents and changes within the community's demographics impact demand for parks and recreation.

Within a growing population, demographic traits within, are also likely to shift over time. Allocations of different age groups, races, and income levels are all likely to change in various degrees as a population grows. These changes can impact the need for types of recreational facilities and programs needed to best serve the community.

Alongside demographics, recreational trends are important as they can help predict what recreation activities may be expected or desired by park users and program participants in Pinehurst. Trends in recreational preferences change continuously which sparks continuous change in demand for new activities and programming. Even when demographic factors are unchanging, changing preferences and trends influence the demand for parks and recreation programs and facilities from a population.

What follows is a summary of the Village of Pinehurst's current demographic characteristics and an analysis of the Village's future population projections through 2032. Included in this analysis are population growth projections, an overview of current demographics and projects for the 10-year planning horizon. A summary of national and local trends is also provided. The combination of these two sets of data provides a framework for recommendations that target the current and future population and align with trends in recreation.

This analysis draws data from the U.S. Census Bureau (USCB), the Bureau of Labor Statistics (BLS), and the Environmental Systems Research Institute (ESRI). Data obtained from the USCB is the foundation of this Demographic Analysis. Census data includes data gathered from the 2020 Census of Population and Housing, conducted every 10 years, and the American Community Survey, conducted on an ongoing basis and reported every five years. Data is collected and synthesized using a variety of demographic analysis methods to inform current and future characteristics. Data obtained from the BLS is used to assess employment levels in the community, including data on employment and unemployment rate.

Components of this analysis including population projections are sourced from ESRI. ESRI uses proprietary methodology for creating a current population estimate and a five-year population projection estimate. ESRI uses data from the USCB, the Internal Revenue Service (IRS) and high-quality local sources. ESRI has developed methods specially tailored to estimating demographic characteristics of small areas such as Census Blocks.

ESRI encourages use of their data in conjunction with other sources of data, saying "ESRI revises its forecasts annually to draw from the latest data. However, this data can be enhanced with personal knowledge of an area to provide the qualitative, anecdotal detail that is not captured in a national database. It is incumbent on the data users and producers to incorporate as much information as possible when assessing local trends."

Estimates provide a summary of an area’s current population or demographics characteristics, while projections are a proposed scenario for a future population based on certain assumptions such as a consistent growth rate or expected increase in migration. Projections are based on an estimate of the population at a given point in time and project a potential future scenario based on certain assumptions.

AVERAGE ANNUAL GROWTH

Average annual growth is a measure for determining the rate of growth per year over a given period. The average annual growth rate is useful for showing the rate at which population growth is occurring per year, even when population estimate data available spans a multiple year period. An indication of past growth can be used to form the basis for projection population for a future year. Data obtained from the Village Planning Department as well as the NC State Demographer’s Office, Pinehurst’s annual growth rate is 1.8%. This is nearly twice that of North Carolina and over two and a half times that of the United States.

Village of Pinehurst	North Carolina	United States
1.8%	0.95%	0.7%

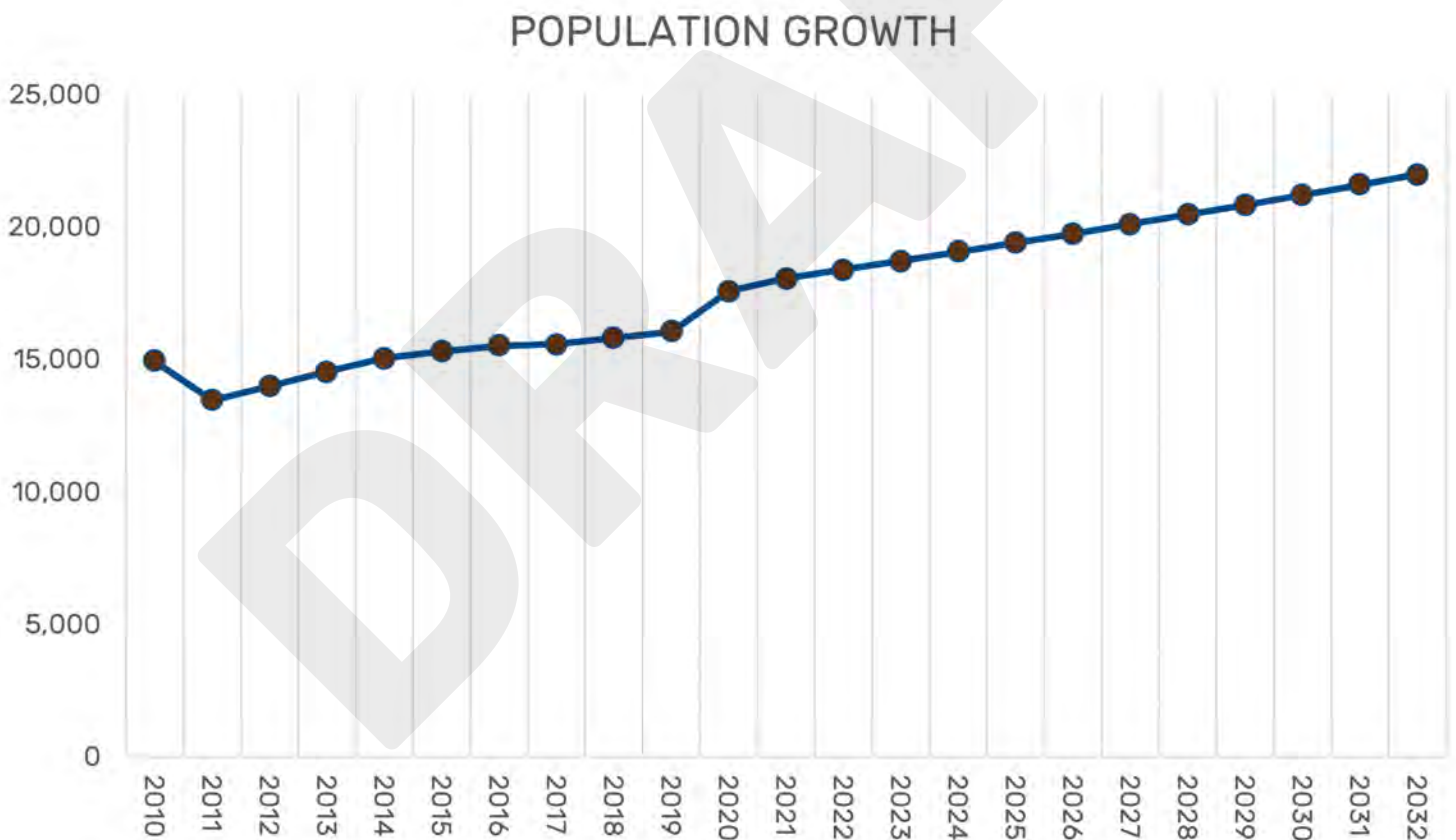


▲ Celebrating Independence: Fourth of July Festivities at the Harness Track /Village of Pinehurst

POPULATION PROJECTIONS

This report uses 100 percent stacked bar charts to display changes in demographic characteristics over time. The information embedded in the charts is drawn from ESRI's analysis of demographic characteristics for Pinehurst. Such context provides an understanding of overall population growth and expected changes in subsections of age, race, and household income. ESRI's analysis estimates 2022 data and makes a projection for 2027. To create the population proportions of demographic trends through 2032, this analysis calculates the average annual growth rate for each demographic segment between 2022 and 2027 and uses that to make projections for each population segment through 2032.

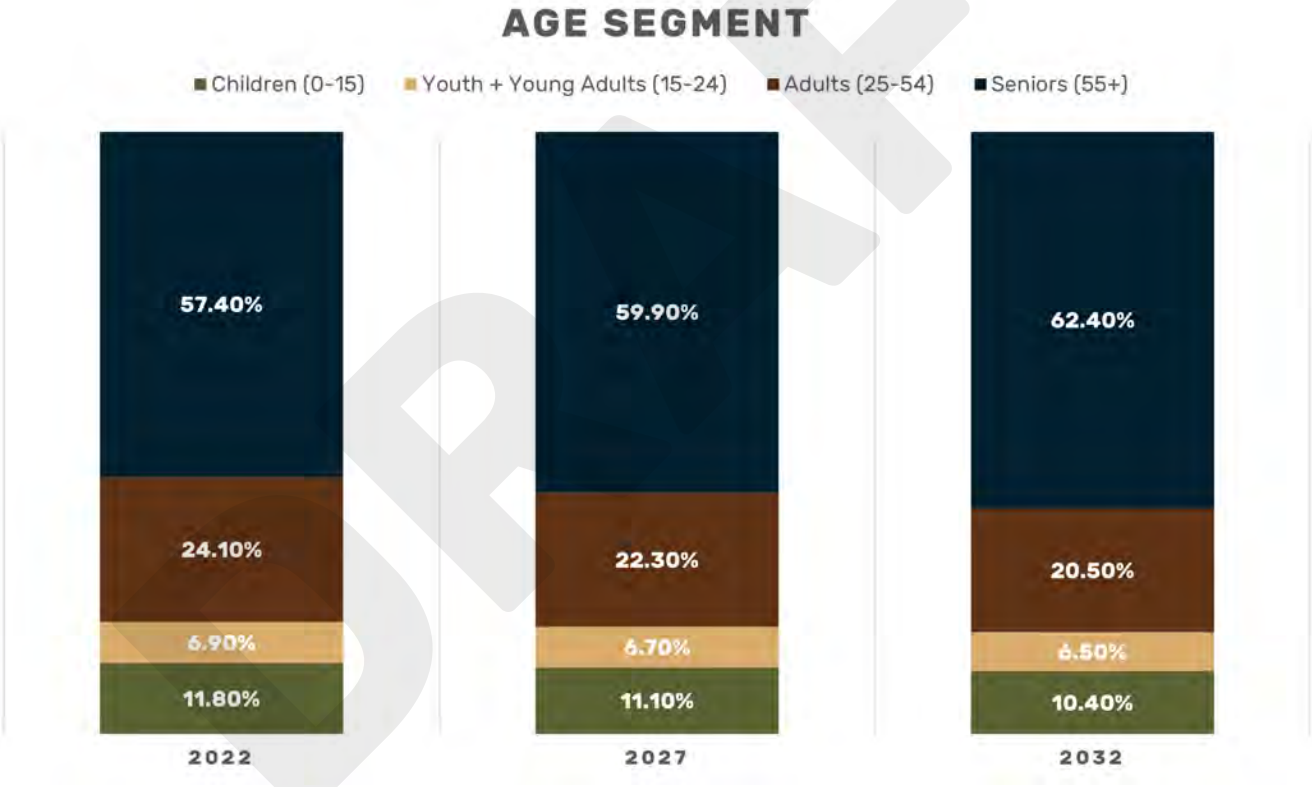
POPULATION 2022	POPULATION 2032
18,399	21,993



AGE SEGMENT

The following chart presents the changing proportions of the age cohorts based on population estimates and projections from 2022 through 2032. The proportional charts show a downward trend in all individuals except those between the age of 25 to 34 and individuals over the age of 75. The median age in 2021 in the Village of Pinehurst was 44.9 years, compared to 38.3 years for North Carolina and 38.1 years for the United States.

VILLAGE OF PINEHURST	NORTH CAROLINA	UNITED STATES
60.3	38.3	38.1



RACE AND ETHNICITY

Estimates show that currently, residents identifying as White Alone make up over 85 percent of the population. In the coming years this will shift slightly as the population of non-white individuals increases. As seen in the chart below, the largest growth will be experienced in the portion of the population that identifies as Asian Alone or Some Other Race Alone with a projected increase of 0.2 percent of the total population and 1.2 percent of the total population respectively. While these segments are experiencing positive growth, the rate is fairly low thus leading to a stable composition over the next 10 years. The percent of the population of Hispanic Origin is experiencing a positive annual growth rate of 0.02 percent per year and will make up 4.3 percent of the population by 2032.



HOUSEHOLD INCOME

The table below shows the proportional distribution of income for households in Pinehurst. Pew Research defines Low Income Households as “households earning less than two-thirds of the US Median Income, Middle Income households as households earning between two-thirds of the US Median Income and double the US Median Income and Upper Income households as those making more than double the US Median Income.” The current US Median Income, as documented by the US Department of Housing and Urban Development, is \$79,900. Current income ranges for household classification are listed below.

LOW INCOME HOUSEHOLD	MIDDLE INCOME HOUSEHOLD	UPPER INCOME HOUSEHOLD
< \$53,269	\$53,269 - \$159,800	> \$159,800

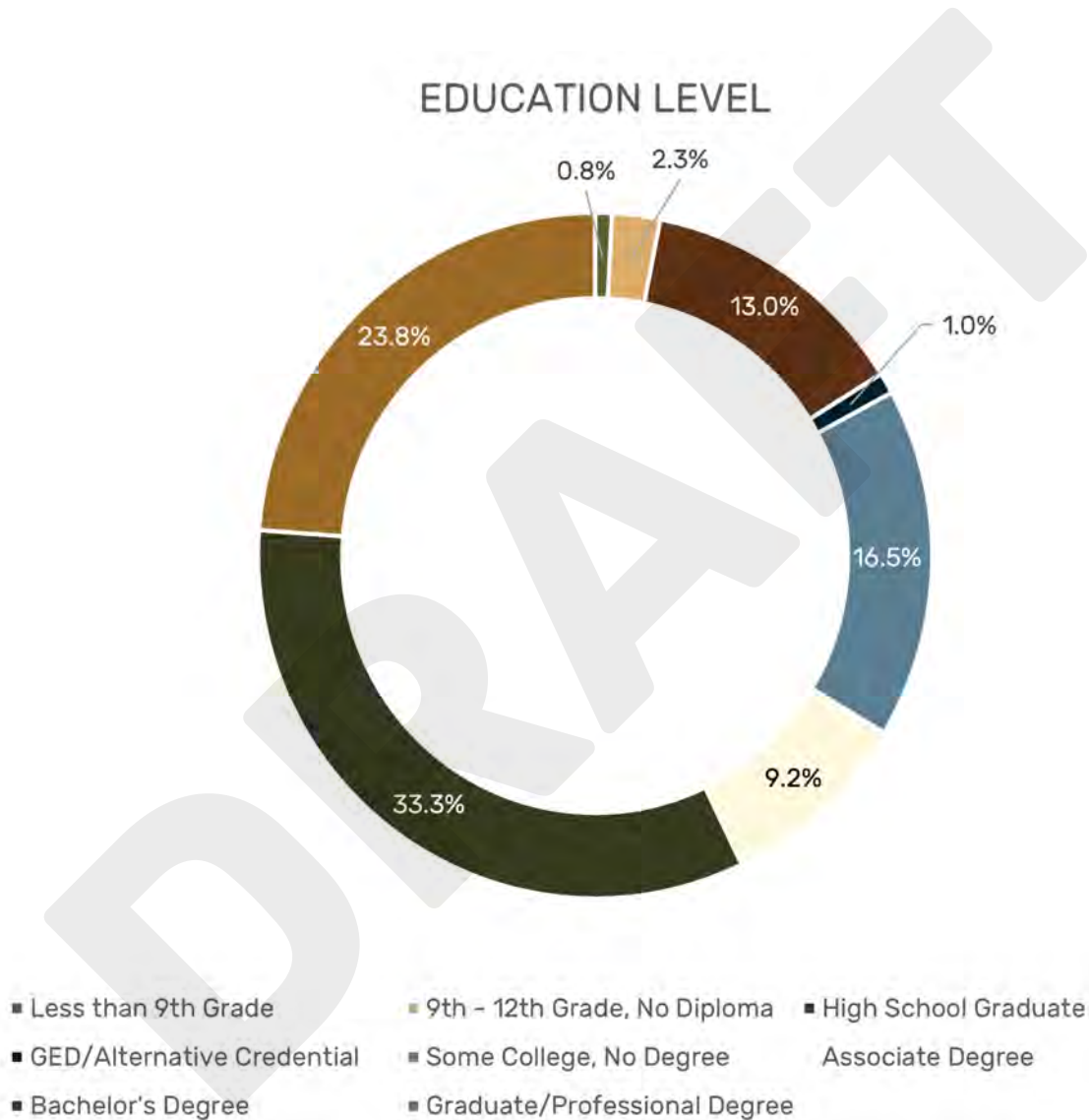
Currently, 19.6 percent of households in Pinehurst would be classified as low-income based on the Pew Research metric. 51.9 percent would be considered middle-income and 28.5 percent would be considered upper-income. Households earning less than \$75,000 are experiencing a strong negative growth trend meaning that, as a portion of all households in Pinehurst, households earning less than \$75,000 will make up less of the overall households than they do now. These households currently make up 33.9 percent of all households, by 2032 that number is expected to fall to 26 percent. Households earning between \$100,000 and \$200,000 are experiencing strong positive growth (increase of 5.6 percent of households by 2032) with households earning between \$150,000 and \$200,000 are growing the fastest with an average annual growth rate of 0.84 percent.

The median household income in 2022 according to the ESRI Community Profile was \$122,240, a figure that is projected to increase to \$160,521 by 2032.

VILLAGE OF PINEHURST	NORTH CAROLINA	UNITED STATES
\$122,240	\$54,602	\$67,521

EDUCATION

The Village of Pinehurst's population, according to estimates for 2022, has higher attainment of degrees and diplomas than the United States. Almost 83 percent of the population has education beyond a High School Diploma compared to 45.2 percent for the United States as a whole. 3.1 percent of the population does not have a High School Diploma or equivalent compared to 10.2 percent for the United States



TAPESTRY SEGMENTATION

Tapestry Segmentation is a demographic analysis methodology developed by ESRI to provide a fuller more detailed description of America's neighborhoods, combining multiple demographic factors to identify numerous unique consumer markets throughout the United States. Each of these tapestry segments, 67 in total, are meant to reflect shifts to established consumer markets and the emergence of new ones due to population growth, demographic and socioeconomic change and evolving consumer behavior. The Tapestry Segmentation Analysis divides areas into distinct segments based on their socioeconomic and demographic composition. Neighborhoods with similar characteristics are grouped and neighborhoods with divergent characteristics are separated into different segments.

The Tapestry Segmentation Analysis for the Village of Pinehurst revealed 5 Tapestry Segments in the community.

- ▶ Silver and Gold (82.3 percent): This segment is small, comprising less than one percent of all U.S. households. With a median age of 61.3 years, Silver and Gold residents are the second oldest of the Tapestry segments. More than 70 percent are aged 55 years or older. They are also the most affluent. Residents of these neighborhoods are not ethnically diverse; 93 percent of them are white. To members of this segment, golf is more a way of life than just a leisure pursuit. They play golf, attend tournaments, and watch The Golf Channel. They also go to horse races, bird watching, saltwater – fishing, and power boating.
- ▶ Middleburg (13.4 percent): The average household size among the Middleburgs is 2.75 with a median age of 36.1. These neighborhoods were once considered the center of country living, yet over the past decade have become more reflective of semirural subdivisions as the housing boom spreads beyond the boundaries of metropolitan statistical areas. Middleburg entertainment preferences is family oriented, focusing on TV and movie watching, rentals, theme parks and family restaurants. Sports include hunting, fishing, bowling and baseball.
- ▶ Golden Years (2.8 percent): The Golden Years are considered independent, active seniors nearing the end of their careers or already retired. Those still active in the labor force are employed in professional occupations; however, these consumers are actively pursuing a variety of leisure interests—travel, sports, dining out, museums, and concerts. They are involved, focused on physical fitness, and enjoying their lives. Median household income is higher in this market, more than \$71,000.
- ▶ Midlife Constants (0.8 percent): The median age among Midlife Constants is 47 years compared to 38.2 for the U.S. The majority work in office and administrative support occupations and earn a median income of \$53,200. Midlife Constants are seniors, at or approaching retirement, with below-average labor force participation and below-average net worth. Leisure activities popular among this segment include movies at home, reading, fishing, and golf.
- ▶ Rural Bypass (0.7 percent): Half of Rural Bypass households consist of married-couple families, 15 percent are single-parent families, and 7 percent are other family. The median age for this segment is 38.3 years. The median household income is \$28,082. Open space, undeveloped land, and farmland are found in Rural Bypasses neighborhoods. Families live in sparsely populated neighborhoods along country. Most houses are modest, single-family dwellings; 32 percent are mobile homes. Those who are not yet retired work in blue-collar jobs in the agriculture or manufacturing industries. Rural Bypasses enjoy the outdoors, gardening, hunting, and fishing.

TRENDS IN PARKS + RECREATION

Alongside demographics, recreational trends are important as they can help predict what recreation activities may be expected or desired by park users and program participants in Pinehurst. Trends in recreational preferences change continuously which sparks ongoing change in demand for new activities and programming. Even when demographic factors are static, changing preferences and trends influence a community's parks and recreation programs, amenity and facilities needs

The field of parks and recreation continually updates best practices and integrates new policies and technologies as they become available. A forward-looking parks and recreation department will be aware of new and emerging recreation trends and can understand and anticipate the impacts broader trends will have. This plan looks at local and national recreation and activity trends, high-level emerging trends in the field of parks and recreation, and sustainability trends – all of which have the potential to impact Pinehurst's parks and recreation department over the next 10 years.

METHODOLOGY

Local recreation trends are sourced from Esri, an international supplier of geographic information system software, web GIS and geodatabase management. Esri uses data from the U.S. Census Bureau, the Internal Revenue Service and other high-quality local sources. This analysis is drawn from ESRI's market potential index (MPI). The MPI is a measure that compares demand for a product or service within a pre-determined geographic area to the national demand for that product or service. Demand for a recreational activity is measured based on whether an individual has participated in a certain activity within the past 12 months. An MPI of more than 100 indicates that the local demand for a product is higher than the national average, while an MPI of less than 100 indicates that the local demand is lower than the national average. The products or services included within this comparison are specific to parks and recreation activities, though the products or services are not necessarily indicative of the Village's facility or program offerings. Demand for a recreational activity is measured based on whether an individual has participated in a certain activity within the past 12 months.

National recreation trends and high-level emerging trends are sourced from a variety of industry standard publications including The Sports & Fitness Industry Association's (SFIA) Sports, Fitness & Recreational Activities Topline Participation Report. The report was utilized in evaluating the following trends:

- › National Sport and Fitness Participatory Trends
- › Core versus Casual Participation Trends
- › Participation by Generation
- › Non-Participant Interest by Age Segment

The study is based on findings from surveys carried out in 2020 by the Physical Activity Council (PAC), resulting in a total of N= 18,000 online interviews. A statistically representative sample size of N= 18,000 completed interviews is considered to result in a high degree of statistical accuracy. A sport with a participation rate of five percent has a confidence interval of plus or minus 0.32 percentage points at a 95 percent confidence interval. Using a weighting technique, survey results are applied to the total U.S. population figure of 303,971,652 people (ages six and older). The purpose of the report is to establish levels of activity and identify key participatory trends in recreation across the U.S.

LOCAL RECREATION TRENDS

Local recreation trends were pulled from ESRI’s Market Potential Index profile for the Village. The table below lists the parks and recreation activities most popular with Pinehurst residents as indicated by having the highest percentage of participants and their Market Potential Index (MPI). This data is derived from spending associated with sports and sports equipment and captures participation in public leagues, private leagues and individual participation. Some activities can be done individually and with little specialized equipment. Walking and biking are activities that residents can participate in anywhere, though they may choose to pursue these activities in public parks. Fishing, hiking, bowling, swimming and weight lifting are activities that can be pursued at a specific location and may require additional equipment and resources. The popularity of these activities suggests that continuing to offer opportunities to partake in these activities while investing in new resources to enhance those offerings would be responsive to the community.

WALKING FOR EXERCISE	HIKING	SWIMMING	GOLF	BICYCLING (ROAD)	WEIGHT LIFTING	FISHING (FRESH WATER)
45.1% MPI:145	17.4% MPI:109	17% MPI:109	14.8% MPI:108	14.2% MPI:126	11.6% MPI:92	9.7% MPI:91

The MPI analysis for 5 of the top 7 recreation activities in the Village indicates that not only are these activities the most popular in Pinehurst, they are more popular in Pinehurst than they are nationwide. In fact, 14 of the 38 recreation activities analyzed in ESRI’s MPI have MPI values over 100, and only 12 have a score under 80. This indicates that general recreational activities are popular in the Village.

NATIONAL RECREATION TRENDS

National changes in the popularity of recreation activities provide additional context for activities experiencing increasing or decreasing popularity and give an overview of activity levels for individuals. These national trends supplement local trends and can serve to anticipate forthcoming trends at the local level. Popularity of activities have implications for future planning for the Pinehurst Parks and Recreation Department's programs and facilities. National trends also provide insight as to whether changes within a given year at the local level are local trends or part of a larger shift in preference.

Core versus Casual Participation

In addition to overall participation rates, SFIA categorizes active participants as either core or casual participants based on frequency. Core participants have higher participatory frequency than casual participants. The thresholds that define casual versus core participation may vary based on the nature of each individual activity. For instance, core participants engage in most fitness and recreational activities more than 50 times per year, while for sports, the threshold for core participation is typically 13 times per year.

In each activity, core participants are more committed and tend to be less likely to switch to other activities or become inactive (engage in no physical activity) than casual participants. This may also explain why activities with more core participants tend to experience less pattern shifts in participation rates than those with larger groups of casual participants.

The five activities experiencing the largest growth by participants in the last year according to the Sports, Fitness and Leisure Activities Topline Participation Report are hiking, camping, birdwatching, RV camping and tennis. While playgrounds, park shelters, and restrooms remain the most common facilities located across parks and recreation systems nationwide, trending facilities, according to Recreation Management are: outdoor fitness areas and fitness trails, splash play areas, and walking and hiking trails.

Trends in Youth Sports

Younger children played team sports at a historically low rate, but there is progress. Team sports participation took a big hit during the start of the pandemic in 2020 and into 2021, and while it's rebounding, it's not back to pre-pandemic levels. Only 37% of children ages 6-12 played team sports on a regular basis in 2021, the most recent year of available data from the Sports & Fitness Industry Association (SFIA). That's down from 38% in 2019 and 2020. Meanwhile, the number of hours children played sports is back to pre-pandemic levels, according to new Aspen Institute youth sports parent survey results, in partnership with Utah State University, Louisiana Tech University and TeamSnap. Soccer, the third-most popular team sport for kids, rebounded with a 20% increase in 2021 for kids 6-12 and returned to pre-pandemic levels.

Furthermore, children are returning to community-based sports. More than half (58%) of children who participate in sports played their primary sport through community-based programming in Fall 2022, according to our latest youth sports parent survey. That's a jump from 38% in Fall 2021, when the pandemic had a greater impact on playing opportunities. And lastly, access for low-income children to play is improving. In a hopeful sign, more children ages 6-12 living in homes earning less than \$25,000 regularly played team sports, according to SFIA data. The rate increased to 24% in 2021, marking the third straight year this number improved, even during the pandemic. The lowest-income kids are still playing sports at a much lower rate than they did in 2012 (34%). But the gap between the highest- and lowest-income kids moved within 16 percentage points in 2021, compared to 20 percentage points in 2020.

Committing to Diversity, Equity + Inclusion

The National Recreation and Parks Association (NRPA) recognizes that equal access to parks for all is a right, not a privilege. According to their position statement on social equity. “Our nation’s public parks and recreation services should be equally accessible and available to all people regardless of income level, ethnicity, gender, ability, or age. Social equity is a critical responsibility borne by every public park and recreation agency and the professionals that operate them.”

According to NRPA, “designing programming to meet the needs of multicultural, racial, or ethnic communities supports the well-being of historically marginalized and vulnerable groups.” Other programs around the nation have offered community gardens, health and wellness programs and budget and personal finance training for multicultural, racial and ethnic communities, in addition to a high-quality park system equitably distributed across a community.

The National Recreation and Parks Association (NRPA) acknowledges that parks and recreation providers can be at the forefront of addressing racial equity due to their unique role as a public service provider of many quality-of-life programs and amenities. The NRPA recommends the following considerations for addressing racial equity in parks and recreation:

- Normalizing conversations about race is the only way to develop effective strategies for racial equity. One of the biggest challenges is the general discomfort many people experience in talking about race. This is a critical hurdle to overcome. Avoiding conversations about race means there is a greater likelihood that organizations will not develop appropriate strategies to address institutional and structural racism.
- Behavior drives attitude. It is a common misconception that attitude drives behavior and expecting people to “understand” racism can lead to desired behavioral changes. However, changing behavior changes understanding. Providing common understanding of racial equity terminology and tools to use helps employees develop an increased understanding of institutional and structural racism.
- Equity is a process. Embedding racial equity in the core operations of an organization takes continual learning and practice. It should be considered as an ongoing process of delivering business and not relegated to a check box or an additional step to an existing process.

NRPA first published its Inclusion Report in 2018, addressing the challenges for people with different backgrounds, races, ethnicity, income levels, physical ability, sexual orientation, gender, and cultural backgrounds to access high quality parks and recreation programming. NRPA defines Inclusion as removing barriers, both physical and theoretical, so that all people have an equal opportunity to enjoy the benefits of parks and recreation . 40 percent of US agencies have adopted formal inclusion policies to maintain consistent guidelines and implementation standard across the Agency. Examples of programming for individuals with physical and cognitive disabilities include physical activity programming, volunteer and employment activities, and health and wellness programs.

Acknowledgment of demographic diversity through celebratory programs such as heritage and holiday celebrations, culturally sensitive program hours, and health and wellness programs that reflect cultural and ethnic practices help brings the community together. Programs and activities geared towards diversity and inclusion include community gardens, women-only programs such as swimming and dedicated gym hours, language training, technology training, financial training, and health and wellness programs such as culinary skills classes, nutrition classes etc.

Sustainability Trends

Parks in Villages like Pinehurst where development is in proximity to large expanses of streams and floodplains are credited to reducing flooding by allowing for intensive green infrastructure and opportunities for restoration and stabilization of riverine ecologies. Increasingly, parks have also been recognized as a vital component of infrastructural development strategies to help mitigate the impacts of climate change.

According to a survey of parks and recreation agencies conducted by The National Recreation and Parks Association, nearly 50 percent of Parks and Recreation agencies had adopted or would go through the process of developing and adopting a Sustainability Plan in the near future. The trends seen in this report relating to sustainability showed that most agencies contributed to city, county and/or state sustainability goals by providing healthy outdoor activity for residents, protection and management of wildlife and wildlife habitat, responsible management of natural land, reduction of landfill waste, environmentally friendly design practices including green infrastructure and fostering sustainability through public education and engagement.

NRPA's top trends of 2022 predicted that most new parks will be designed with resiliency in mind. Parks are and will continue to be seen increasingly as landscapes providing a multitude of benefits including protection against flooding, stormwater management, mitigation of rising temperatures and promotion of environmental and social resiliency. NRPA also predicted that in an effort to address extreme heat and the emptying out of strip malls and big-box stores, park and recreation projects will increasingly be transformation of these vacant parcels into recreation amenities. Assessment of fallow land and highest and best use of existing developed land will be priorities for agencies looking to expand their impact and geographic presence and distribution. An additional trend noted, is an increasing view of parks as critical infrastructure for the environment, the economy and social and physical wellbeing.



Various Images - Pinehurst Arboretum



^ Splash Pad at Rassie Wicker Park/Village of Pinehurst

2 | INVENTORY + ANALYSIS

IN THIS CHAPTER

Parks Assessment

Recreation Programs Assessment

Level of Service



Canon Park Artificial Turf Field/Village of Pinehurst

PARK SYSTEM ASSESSMENT

The current parks assessment consisted of a system-wide parks and facilities inventory, an individual parks assessment, and a recognition of themes. Each of these can be analyzed separately and at different times, but when taken together provide holistic insight into the level of service and quality the parks and recreation department is offering. An understanding of ground realities of each park and facility informs opportunities to provide high quality experience for users.

In an effort to understand these realities, the project team developed the STARS Scale measurement tool to analyze qualitative and quantitative dimensions of park integrity to identify implications for planning and improvements over the 10-year horizon. The measurement tool spans two broad criteria- the physical assessment of the site and the human experience. Conditions are evaluated by using a checklist of questions capturing 30 categories (physical and experiential) across eight attributes of park quality; then are measured on a scale of 1-5 to generate an overall score attributed to each park. The average points determine if the park/ facility is in excellent condition, needs renovations, or needs replacements.



Finally, the goal of this exercise is system-based thinking by drawing commonalities across the parks system to make broad reaching recommendations. It should be noted that the site inventory and analysis exercise is not a one-time static effort, but an iterative evaluation process the municipal agency continue to undertake to maintain and manage high performing parks system. This effort can help the municipal agency plan for the future. Findings are meant to guide this plan's recommendations for delivering a best-in-class level of service to the Pinehurst community.

Physical Assessment – The physical assessment section contains 5 criteria that view the site objectively on the general condition of amenities, and include: recreation, architecture, furnishings and signage, and connectivity.

Each park/ facility within the parks system is layered with complexities of natural resources that inform the land development pattern. Site topography, vegetation, water bodies, soils, and climatic conditions determine the basic structure and organization of the built environment. Additionally, the regulatory

requirements, access to utilities, and infrastructure improvements further dictate the site capacity and design parameters. Furthermore, the operations and management practices determine the park/ facility conditions throughout its lifespan.

Human Experience – The human experience section contains 5 criteria that evaluate visitor’s initial impression, and include: arrival, safety, sense of belonging, community connections. Parks systems not only fulfill the needs and desires of the community for recreation, but also provide the physical, mental, and social health benefits through diversity of amenities and programs. Human experience within a public space is a complex layering of physiological comfort, sense of place, perception, and personal and emotional connection with the place through one’s past experiences, culture, and history.

THEMES

Themes include observations made and are intended to be a summary of opportunities and challenges observed throughout the park system. They represent a synthesis of observations of parks across the system and are not intended to be discrete categories nor a comprehensive list of considerations.

PHYSICAL/SPACIAL CHARACTERISTICS			HUMAN EXPERIENCE	
				
PARK INFRASTRUCTURE	CONDITION + MAINTENANCE	DIVERSITY OF AMENITIES	SENSE OF PLACE	
Do the built and natural assets within the park adequately support the intended activity or program? Are the existing support facilities adequately functioning? What infrastructure components are missing?	What is the overall park condition, cleanliness and the neighborhood environment? Are park amenities and facilities need of renewal? Is the park maintained to department standards?	Has the parks and recreation department intentionally sought to ensure that recreation facilities across the system are varied? Is the broadest possible user-base and greatest number of residents being served?	Is the park a place, or simply space? Do its tangible and intangible qualities make it identifiable, personable and meaningful to people? Are people able to identify the facility as a Village of Pinehurst Park?	What meaningful and valuable aspects of user-park interactions exist? Does the park design and amenities facilitate engaging encounters? Is there opportunity for park users to co-create their experience?

INVENTORY

Pinehurst Parks and Recreation provides a critical community resource enhancing quality of life for its residents by providing a connection to the outdoors, connection to each other and beautification of the Village. The system is highly regarded for extremely well-maintained parks and open space, and the amenities included within them.

The Department manages six parks, a community center, a historic harness track, an indoor event facility, cultural arts center and almost eight miles of greenway trails.

 PARKLAND + TRAILS	 OUTDOOR FIELDS + COURTS	 INDOOR FACILITY SPACE	 PARK AMENITIES
6 parks 311 acres of developed parkland 9 acres of future parkland 1 future parkland property 12 miles of trails and greenways	2 baseball fields 1 soccer field 1 multipurpose field 2 tennis courts 2 pickleball courts 2 horseshoe pits 2 bocce courts 2 shuffleboard courts	1 community center 1 historic fair barn 33,693 sq. ft. of indoor recreation space	3 playgrounds 4 shelters 1 splash pad 1 outdoor in-line hockey rink 3 training tracks for standard-bred horses

CANNON PARK

Area: 15 acres
90 Woods Road

Park Amenities:

- › Baseball Fields (2)
- › Horseshoe Pits (2)
- › Playground
- › Shelter
- › Crushed Screenings Trail

Physical Assessment:

- › Camelot Castle playground is a Leather's and Associates design, constructed of mostly wood. The majority of the structures are in good condition and have been well maintained.
- › Consistent wayfinding signage within the park would improve user experience.
- › The asphalt hard-top area next to the playground is aging and would benefit from spot repairs and shade.
- › Materiality and design of the majority of support amenities such as benches and waste receptacles appeared consistent throughout the park.
- › The trail to the boat ramp is steep and should be further studied for ways to improve this condition.
- › The fields, including turf and support amenities appeared functional and well-maintained
- › Cannon Park was clean with no visible litter at the time of visit.

Human Experience:

- › Level of care is apparent.
- › Parking options may be unclear for non-frequent park users.
- › The playground and trail amenities make use of naturally occurring shade, creating comfortable, park-like surroundings.
- › Cannon Park offers a large, covered shelter, and surrounding seating options make use of naturally occurring shade, providing a place for people to gather and socialize.

STARS Score



ACCEPTABLE

ATTRIBUTE	POINTS
PHYSICAL ASSESSMENT	
Structures/Architecture	3
Recreation	3
Furnishings + Signage	3
Landscape	4
Infrastructure	5
Cleanliness	5
HUMAN EXPERIENCE	
Arrival	4
Perception of Safety	4
Sense of Welcome	2
Community Connections	2



▲ Natural Surface Trail/McAdams



▲ Camelot Castle Playground/McAdams

RASSIE WICKER PARK

Area: 70 acres

10 Rassie Wicker Drive

Park Amenities:

- › Soccer Field
- › Splash Pad
- › Playground
- › Shelter
- › Tennis Courts (2)
- › Shuffleboard Courts (2)
- › Bocce Courts (2)
- › In-line Hockey Rink
- › 1 Mile Paved Walking Trails
- › Trailhead w/Parking

Physical Assessment:

- › Most recreational amenities located within the park such as the splash pad, have been newly installed or recently replaced.
- › Support amenities such as restrooms, water fountains, bicycle racks, etc., are conveniently accessible from the majority of amenities.
- › Trees and shrubs provide natural shade at the playground in addition to the man-made shade structure.
- › Poured-in-place surfacing used for the sport courts and playground provide access for people of all abilities to participate.
- › The re-seeded multipurpose field is healthy, providing turf for extended play time.
- › Pinehurst Greenway runs along the park's northern border – connecting it to the Arboretum.

Human Experience:

- › The diversity of amenities provides recreational opportunities for a variety of age groups and abilities.
- › The splashpad design and experience for youth provide excitement that will become lasting memories.
- › Parking loops reduce the risk of unsafe pedestrian and vehicular interaction.
- › There is opportunity for passive, self-guided recreation.

STARS Score

★★★★★ **SUPERIOR**

ATTRIBUTE	POINTS
PHYSICAL ASSESSMENT	
Structures/Architecture	5
Recreation	5
Furnishings + Signage	5
Landscape	5
Infrastructure	5
Cleanliness	5
HUMAN EXPERIENCE	
Arrival	5
Perception of Safety	5
Sense of Welcome	5
Community Connections	5



▲ Splashpad/Village of Pinehurst Facebook



▲ Inline Skating Rink/Village of Pinehurst

Human Experience continued

- › The level of care at Rassie Wicker Park is reflected by thoughtful landscaping and placement of vegetation.
- › The adjacent shelter provides adequate covered space to accommodate sizable groups of playground and splashpad users and chaperons.
- › Other shaded seating areas provide places for solitude and relaxation.
- › Visitors to the park experience a welcome arrival marked by a well-landscape entry way with signage consistent with Pinehurst branding.
- › Layout, along with physical proximity to the police and fire departments, as well as Village Hall provide sense of safety.
- › There are a diversity of amenities and things to do with flexible spaces for small and large groups to gather.



▲ Park Visitor Playing Shuffleboard/ *Village of Pinehurst*



▲ View of Splashpad from Shelter/ *Village of Pinehurst*



▲ Playground with Unitary Surfacing/ *Village of Pinehurst*



▲ Park Visitors Playing Bocce/ *Village of Pinehurst*



▲ Park Visitors Playing Pickleball/ *Village of Pinehurst*



▲ Multipurpose Field/ *McAdams*

THE VILLAGE ARBORETUM

33 acres
205 McCaskill Road

Park Amenities:

- › Pergolas (2)
- › Open-air Pavilion
- › Open Lawn
- › Magnolia Garden
- › Events Meadow
- › Flowering Tree Garden

Physical Assessment:

- › Built amenities including the pavilion, pergolas, Longleaf Pine shelter, bridges, bricked walkways are structurally sound and did not appear to require any façade maintenance.
- › Site furnishings are consistent with the design and intent of the site.
- › There is limited parking on the side of the property (McCaskill Rd.) that provides direct access to the arboretum
- › As this is a functioning arboretum, the approach to landscaping (tree, plant, and lawn care) is a professional standard and is reflected in the parks' appearance.
- › The arboretum's features meander throughout the property making each relatively easy and pleasant to discover, although some enhanced, appropriately themed signage would help visitors navigate through the site.

Human Experience:

- › The arboretum presents much in the way of an elevated user experience.
- › From solo visits for walking, wildlife viewing, or relaxation and contemplation, to larger gatherings of families and friends and community-wide special events, visitors can make use of the arboretum's features in a variety of ways.

STARS Score



Tops most peers

ATTRIBUTE	POINTS
PHYSICAL ASSESSMENT	
Structures/Architecture	5
Recreation	5
Furnishings + Signage	4
Landscape	5
Infrastructure	5
Cleanliness	5
HUMAN EXPERIENCE	
Arrival	4
Perception of Safety	4
Sense of Welcome	3
Community Connections	3



▲ Timmel Pavilion/McAdams



▲ Pergola Gardens/McAdams

Human Experience continued

- › Rustic bridges along the walking trail add nuance to visitors' trips and provide opportunities to view wildlife.
- › Limited parking and an absence of obvious signage directing users to the park may hinder visitation, as people may not recognize it as a public facility nor feel welcome.
- › Feelings of belonging among those less familiar with the Arboretum and its offerings may be hampered by false assumptions that the park is solely used for private weddings and events, especially since many of the Village's special event have moved to Tufts Park.
- › Feelings of belonging among those less familiar with the Arboretum and its offerings may be hampered by false assumptions that the park is solely used for private weddings and events, especially since many of the Village's special event have moved to Tufts Park.



Long Leaf Pine Savannah Children Playing Chess/
Village of Pinehurst



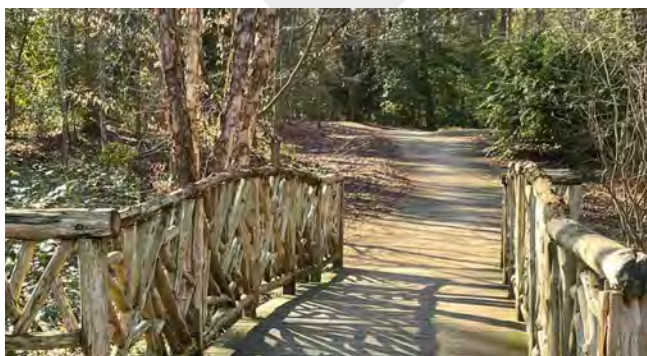
Pollinator Garden/Village of Pinehurst



Arboretum Pollinator Garden/Village Heritage Foundation



Meadow/McAdams



Boardwalk Trail/ Village Heritage Foundation



Arboretum Entrance/Village of Pinehurst

TUFTS MEMORIAL PARK

8 acres

1 Village Green West

Park Amenities:

- › Landscaped Open Space
- › Benches and Tables

Physical Assessment:

- › The park's central "Village Square" location adjacent to Downtown Pinehurst means it is accessible by foot.
- › Greenway trails connect the park to Cannon and Wicker Parks.
- › Built recreational infrastructure is minimal, but the site makes up for that with the natural features such as hard-pack trails shaded by tall pine trees and a well-manicured open lawn.
- › Support amenities such as benches and tables are also shaded by trees and native vegetation.
- › The park showcases landscape design of the "gardenesque" period of the mid-19th century.

Human Experience:

- › Tufts Memorial Park is welcoming and provides a sense of safety in consideration of its location within the village, well-maintained landscaping, clear sight lines into and out of the park, and overall standard of care.
- › Park visitor experience would be elevated by the availability of a permanent restroom facility.
- › The open space provides a logical setting for the Village's special events and festivals, and the Live after 5 concert series, bringing people together and creating community connections.
- › Located downtown, and unconstrained by fencing or barriers, the park represents the sense that anyone is welcome.

STARS Score



Tops most peers

ATTRIBUTE	POINTS
PHYSICAL ASSESSMENT	
Structures/Architecture	3
Recreation	4
Furnishings + Signage	4
Landscape	5
Infrastructure	5
Cleanliness	5
HUMAN EXPERIENCE	
Arrival	5
Perception of Safety	5
Sense of Welcome	5
Community Connections	5



▲ Park Entrance/McAdams



▲ Shaded Bench/McAdams

WEST PINEHURST COMMUNITY PARK

74 Acres
861 Chicken Plant Road

Park Amenities:

- › 18-Hole Disc Golf Course

Physical Assessment:

- › The majority of the site fronting the main roads includes existing mature trees that will provide a natural buffer for the surrounding residential properties.
- › The existing large flat, open space along the NE portion of the site provides an opportunity for athletic fields with limited grading required for implementation.
- › There is no existing utility infrastructure to the site.
- › Village of Pinehurst Parks and Recreation maintenance staff keep the property well maintained, free of litter..
- › The site is maintained as a disc golf course and open space. A pond exists on the site and appears to have water seepage or damage to the dam. Further investigation is required.

Human Experience:

- › The open space provides a canvas for the parks department to offer temporary programmed activities (archery, etc.)
- › Disc golf is a popular activity, especially among young people, and the course is appreciated as being a particularly challenging, full 18-hole course.
- › The site transitions from open flat grassland, down a sloped wooded area to a low wetland area that follows Sandy Run, forming the eastern site boundary. The ability for residents to visit and experience multiple ecologies in one place is an asset to be shared with the entire community.
- › The park is relatively remote as compared to Pinehurst's other parks and facilities and is only accessible by vehicle.

STARS Score

★★ Consider **R**enovation

ATTRIBUTE	POINTS
PHYSICAL ASSESSMENT	
Structures/Architecture	NA
Recreation	3
Furnishings + Signage	2
Landscape	3
Infrastructure	2
Cleanliness	4
HUMAN EXPERIENCE	
Arrival	2
Perception of Safety	2
Sense of Welcome	2
Community Connections	2



▲ Park Entrance Sign/McAdams



▲ Undeveloped Open Space/McAdams

PINEHURST HARNESS TRACK

111 acres
200 Beulah Hill Road S.

Park Amenities:

- › 3 Standardbred Horse Clay Training Tracks
- › 2 Multipurpose Fields

Physical Assessment:

- › Horse stables and associated support structures have been well maintained, with no evidence of significant needed repairs or façade improvements.
- › The stables are painted in consistent colors and trims creating visual continuity across a large property.
- › The tracks and infields are operating well and are maintained to a high standard.
- › Parking availability may be limited during large racing events, shows and exhibitions.

Human Experience:

- › Race, show and exhibitions are elevated by the historic sense of place and tradition.
- › As a special use facility, the Harness Track is constrained in additional recreational amenities and thus there are limited reasons for the general public to visit the site.
- › Reverence for this Historic Register site is evidenced by an apparent high level of care reflected through well-kept amenities and grounds.
- › Pinehurst Parks and Recreation uses the infield for soccer and lacrosse practices.
- › The Harness Track's user base continues to expand as the Parks Department plays upon current recreation trends and engages with new partners like Carolina Polocrosse Club.
- › This facility provides a one-of-a-kind experience for visitors and there is potential to expand programming at the track.
- › The track restaurant is an attraction.

STARS Score



Acceptable

ATTRIBUTE	POINTS
PHYSICAL ASSESSMENT	
Structures/Architecture	5
Recreation	3
Furnishings + Signage	3
Landscape	4
Infrastructure	3
Cleanliness	5
HUMAN EXPERIENCE	
Arrival	4
Perception of Safety	3
Sense of Welcome	3
Community Connections	4



Spring Matinee Races/Village of Pinehurst



Pinehurst Fair Barn + Harness Track Aerial View/Village of Pinehurst

THE PINEHURST FAIR BARN

14,000 Square Feet
200 Beulah Hill Road S.

Park Amenities:

- › Multipurpose Event and Meeting Space

Physical Assessment:

- › In 2003 The Fair Barn was historically and architecturally restored to its original 1917 building condition.
- › The historic, Mission-style facility has been well preserved and is listed on the National Historic Register.
- › Modern upfits to the original construction include a concrete floor, restrooms, dressing rooms and a commercial kitchen.
- › An open floor plan provides flexibility necessary to accommodate a wide range of events and gatherings.
- › The building is easily accessible from the paved parking lot.

Human Experience:

- › The Fair Barn possesses a level of history and singularity making the visitor/participant anticipate a unique experience upon arrival.
- › The space provides an entertainment venue for concerts and performances.
- › Historic and culturally significant in its own right, the Fair Barn provides an appropriate setting for curated displays of arts and culture.
- › From a practicality standpoint, usage of the Fair Barn is affordable and straight forward due to the professionalism and skills demonstrated in superior customer service delivered by Pinehurst Parks and Recreation Department staff.

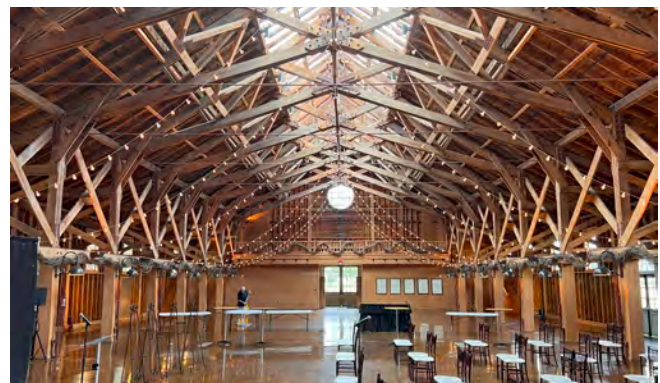
STARS Score

★★★★★ **SUPERIOR**

ATTRIBUTE	POINTS
PHYSICAL ASSESSMENT	
Structures/Architecture	5
Recreation	4
Furnishings + Signage	5
Landscape	5
Infrastructure	5
Cleanliness	5
HUMAN EXPERIENCE	
Arrival	5
Perception of Safety	5
Sense of Welcome	5
Community Connections	5



Fair Barn Facade/Village of Pinehurst



Fair Barn Interior/Village of Pinehurst

CANNON PARK COMMUNITY CENTER

19,693 Square Feet
210 Rattlesnake Trail

Park Amenities:

- › Gymnasium
- › Multipurpose Rooms
- › Arts and Crafts Room
- › Wellness Room
- › Catering Kitchen
- › Reception Lobby
- › Staff Offices

Physical Assessment:

- › Completed in 2020, both the interior and exterior of the Community Center are in excellent physical condition.
- › Adequate parking supports ready access to the facility.
- › It is located adjacent to an existing park with access to the Village's greenway trail network.
- › Comfort facilities such as restrooms, water fountains, tables and chairs adequately support existing usership.
- › The storage area is interconnected and accessible from each activity room.
- › Available recreational space is being overwhelmed by user demand. Particularly during the summer when camp is in session

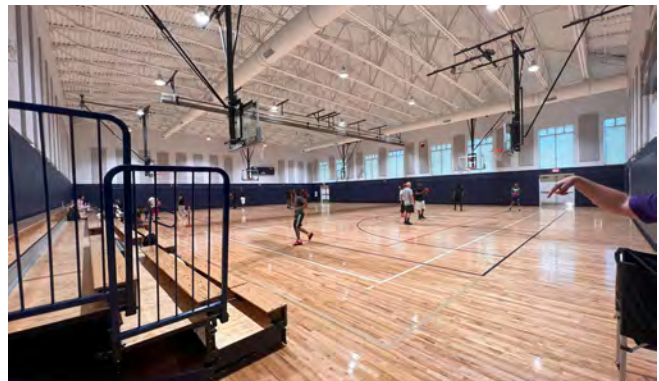
Human Experience:

- › Signage along Rt. 210 directs visitors to the facility, which is easily noticeable from Rattlesnake Trail.
- › Manicured landscaping, clear sight lines, and minimal tall fencing contribute to perceptions of safety and security.
- › The assortment of flex space provides the ability for the department to accommodate a multitude of programs for a wide range of interests.

STARS Score	
★★★★★ SUPERIOR	
ATTRIBUTE	POINTS
PHYSICAL ASSESSMENT	
Structures/Architecture	5
Recreation	4
Furnishings + Signage	5
Landscape	5
Infrastructure	5
Cleanliness	5
HUMAN EXPERIENCE	
Arrival	5
Perception of Safety	5
Sense of Welcome	5
Community Connections	5



Community Center Facade/Village of Pinehurst



Indoor Gymnasium/Village of Pinehurst

CURRENT CONDITIONS + THEMES

Legacy of Leisure

Over the decades, the Village has continued to expand upon the “legacy of leisure” characteristic of its origins. The Pinehurst Parks and Recreation Department has, on several important occasions, played a central role in preserving historic leisure infrastructure so reflective of the character and nature of the Village.

The 1990s were a busy time for Village leadership in terms of bringing online several historic properties that would become public parks. The Pinehurst Village Council, heeding citizen concerns that the property was facing private development, purchased the historic Pinehurst Harness Track in 1992. The Pinehurst Parks and Recreation Department began to operate and maintain the facility a few years later in 1995. The 111-acre property is the oldest continuously operating equine sports complex in North Carolina, serving as a winter training center for standardbred horses since 1915. The Department has successfully provided the Harness Track not only as a resource for the racing community, but also for community members interested in other types of shows and events. The Parks and Recreation Department currently holds its annual 4th of July Fireworks Celebration here.

Concurrent with the initiative to maintain the Pinehurst Harness Track, the Village Heritage Foundation was formed for the purpose of raising funds to restore the Fair Barn. Located within the Pinehurst Harness Track complex the Fair Barn is a Mission-style structure originally designed as an exhibition hall for the Sandhills Fair in 1917. At the time the Village acquired the Harness Track the Fair Barn was in a state of disrepair. Over the next decade the Foundation successfully supported the Fair Barn’s full restoration to its original design and construction. The Fair Barn is now the premier public indoor venue in the Sandhills. It was clear to the project team that the Pinehurst Parks and Recreation Department takes great pride in the Village’s history, carrying much of the original purpose of the place over into the leisure resources provided in the present day.



▲ Celebrating Independence: Fourth of July Fireworks at the Harness Track/Village of Pinehurst

Diversity of Park Amenities

To say a park system possesses a 'diversity of amenities' is to say the department has intentionally sought to ensure recreation resources across the system are varied in order to reach the broadest possible user-base and serve the greatest number of residents. The assortment and types of recreation amenities and facilities should support the function and purpose of each park type. Ensuring diverse recreation opportunities are provided and community recreation needs are met contributes to the overall health and stability of the parks and recreation system, and community at large.

As has been discussed throughout the current parks and facilities assessment, Village leadership has been consistently proactive in their commitment to investing in recreation and parks for the community. The Pinehurst Harness Track and Fair Barn are living relics providing activities so enjoyed by the community for over a century, now calling on their unique features to satisfy relevant recreational needs.

The Village's parks and recreation system currently boasts a range of recreational opportunities. In terms of traditional recreation amenities, the Pinehurst Parks and Recreation Department provides a combination of playgrounds, soccer and baseball fields, tennis and game courts. An inline skating rink at Rassie Wicker Park and Camelot Castle playground at Cannon Park offer a unique spin on traditional amenities. Pinehurst's park system is also flush with unprogrammed open space located at parks throughout the Village.

The Village Arboretum provides a passive opportunity which also contributes to preservation and education. Several open green spaces offer the Department opportunity to provide events and concerts, alongside room for individuals and groups to recreate however they choose. In an effort to further diversify recreational experiences in Pinehurst, the Village has recently added a splashpad to the system, and notably, a nearly 20,000 square foot indoor community center. Pinehurst's park system clearly shows that they fulfill a diverse array of the community's recreational needs.



▲ Canon Park Artificial Turf Field/Village of Pinehurst



▲ Park Visitor Playing Shuffleboard/Village of Pinehurst



▲ Canon Park Community Center/Village of Pinehurst

Natural + Built Park Infrastructure Integration

As an essential public service, parks and recreation offerings are often cited in surveys as one of the most important contributing factors to a community's livability. Parks and recreation amenities outwardly reflect the quality of life in a community. They fill citizens with a sense of pride and play a vital role in their perception of comfort, wellbeing, and safety. Park and facility capital produces aesthetic and recreational value to park users and can include built and natural infrastructure.

Built infrastructure includes constructed amenities and facilities that form the face of a park. Built capital projects, in parks

and recreation, are often promoted to improve the overall environmental and social quality of a community. Further, recreational facilities within a park system often tangibly reflect community residents' quality of life. The term "natural infrastructure" refers to naturally occurring landscape and/or nature-based solutions implemented in built work. The presence and implementation of natural infrastructure is often highest in a municipalities' park systems than any other area of capital. Natural infrastructure has been proven to have an inherent positive impact on physical and mental health, beautification, and environmental sustainability.

In the spirit of the Pinehurst Resort and intentionally designed Village itself, Village-owned and maintained parks intend to provide users with spaces rich in natural aesthetics and recreation amenities that either complement or are complemented by their natural surroundings. Many instances of this affect are noted throughout the park system. For example, the playground, large shelter, and spectator bleachers at Cannon Park sit under a swath of mature pine trees. The project team observed at least one bench shaded by pines at every park visited.

Village Arboretum was designed to highlight the site's naturally occurring features, in particular trails and bridges installed along the stream. These trails further connect the Village greenway system. Other native features of the site like the Meadow, Magnolia Garden and Timmel Pavilion facilitate community-wide events and mind and body wellness programs provided by the Village of Pinehurst Parks and Recreation Department.



▲ Tufts Park Sign/McAdams

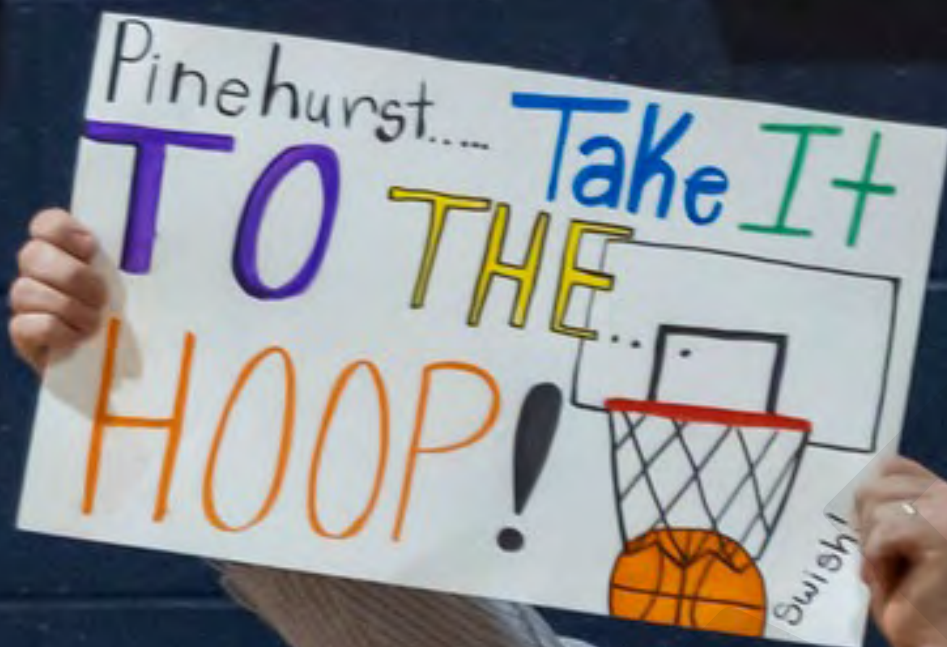
User/Park Dynamic

Parks are gateways to new experiences that allow residents to make meaningful connections with their fellow residents, cities and Villages, and their natural environment. The most meaningful connections often come from new experiences – whether it be trying new types of recreational activities, or joining a program they had not thought to try in the past. Therefore having a focus on meeting wants and needs but allowing for growth and diversification to meet future needs and growth should always be balanced.

Parks and facilities that encourage physical activity, incorporate elements of nature, draw upon users' imagination, promote diversity and encourage social inclusion create a positive relationship between park users and the amenities they provide. Pinehurst's park system accomplishes much of this. The Village Arboretum, for example, definably connects people and nature – the same can be said of Tufts Park. Availability of open space provides opportunity for imaginative play as well as a place for festivals that connect the community and promote diversity. Events and races at the Pinehurst Harness Track provide a sense of festivity and connect attendees with the rich tradition that makes the community so unique.



Family Enjoying Celebrating Independence: Fourth of July Festivities/Village of Pinehurst



Girls Basketball Fans Cheering at U12 Game at Canon Community Center Gym/Village of Pinehurst

RECREATION PROGRAMS ASSESSMENT

Recreation programs and services reflect a community's character in terms of demographics, resources, and culture. They serve as the foundation upon which the notion of parks and recreation being an "essential public service" is built. The goal of this assessment is to identify approaches to develop, enhance and deliver successful and sustainable recreation programs to be enjoyed by the Pinehurst community.

Similar to the level of service analysis for park facilities, the recreation programs assessment quantifies existing offerings and qualifies program characteristics and value. Recreation trends, demographics, town-wide initiatives, and industry standards are used to make recreation program recommendations.

OVERVIEW

The comprehensive parks and recreation master planning process has analyzed the Village of Pinehurst's demographics, discussed national level and local level trends, captured resident preferences for recreation programs and facilities through a comprehensive community engagement process, and performed a comprehensive assessment of the Village's parks, recreational amenities and facilities. The body of the recreation programs analysis is informed by those findings as well as by assessing current program offerings and applying reliable sources to inform program delivery strategies.

This assessment identifies recreation programs that are foundational, unexpendable, and necessary (FUN). It looks at the range of ages served by Pinehurst Parks and Recreation's program inventory, and seeks to understand service gaps within the Department. In addition to conversations with leadership and staff, findings are based on information self-reported by the Pinehurst Parks and Recreation Department including program descriptions and ages served.

Pinehurst Parks and Recreation provides a broad range of recreation and leisure programming for all ages and abilities. These program offerings are supported with dedicated spaces which include:

- › (7) Parks
- › (1) Arboretum
- › (1) Harness Track
- › (1) Community Center
- › (1) Large Indoor Flex Space Facility (Pinehurst Historic Fair Barn)
- › (5) Athletic Fields
- › (2) Pickleball Courts
- › (3) Sport Courts
- › (3) Tennis Courts
- › (1) In-line Hockey Rink
- › (4) Shelters



FUN PROGRAM AREAS

Designating a recreation program or group of programs as fundamental to a parks and recreation department's service provision allows staff to identify activities that capture the myriad recreational needs within a community. Often times the well-intentioned determination of parks departments to "provide something for everyone" will be unsuccessful if the agency is not actively engaged in determining the true recreational needs among community members. Categorizing programs by type allows for creating standards and goals among a group of similar programs. Understanding program areas can identify gaps in what the Department offers residents. Program areas should reflect current offerings and allow for growth and diversification as new programs are offered. Identifying program areas can prioritize program types that are essential to the community and that the Department is expected to provide.

FOUNDATIONAL

recreation programs considered the bedrock of a parks and recreation department's cache of leisure service offerings. They are representative of the department's strengths and are tied to the mission and vision.

UNEXPENDABLE

recreation programs providing essential benefits to the public, are vital to community-wide health and wellbeing, and have few to any barriers to participation.

NECESSARY

recreation programs that establish and maintain the quality of life in a community. These programs have a stabilizing effect on the lives of community residents and provide opportunities for families, youth and individuals of all ages and abilities to take part in activities designed to engage and enrich.

Program areas are considered fundamental if they are generally offered each year and comprise most of an agency's menu of recreation programs. In assessing the categorization of programs, many criteria are considered. Recreation programs are typically considered fundamental if they:

- › garner high participation rates.
- › have been provided for a prolonged period of time or is considered a "must have" in the community.
- › are offered more than once per year.
- › have wide demographic appeal.
- › consume a significant portion of the department's budget.
- › include a tiered level of skill development.
- › have the ability to help solve a community issue (childhood obesity, crime, community engagement, etc.);
- › are supported by facilities or dedicated space.
- › are highly visible.
- › present very few if any barriers to participation exist

Pinehurst Parks and Recreation FUN Program Areas

Pinehurst Parks and Recreation currently offers recreation programs in seven (7) FUN areas: Arts + Culture, Special Events, Holiday Programs, Camps + Clubs, Health + Wellness, Specialized Recreation, and Athletics.



Wheel Serve NC-Sandhills/Village of Pinehurst

HOLIDAY PROGRAMS	Celebration, joy, and human connections are embedded within holiday imaginations. Pinehurst Parks and Recreation provides events that celebrate all the major holidays. One in particular, the Village's St. Patrick's Parade has carried on for over 20 years – providing the community with the opportunity to reflect the rich green colors of the golf links and celebrate Pinehurst's ties to the old country.	Offerings: › St. Patrick's Day Parade › Easter Egg Hunt › 4th of July Parade + Fireworks › Oktoberfest › Christmas Tree Lighting
SPECIAL EVENTS	Pinehurst Parks and Recreation staff work throughout the year planning and executing the Village's many special events. The Department casts a wide net as the Village's special events embrace the many characteristics that make Pinehurst exceptional. Spring special events season in Pinehurst kicks off with the historic Spring Matinee Races – an event that allows the community to celebrate its uniqueness and as a place for more than just golf. Special events and festivals play an important role in creating and building community, by which members enjoy the opportunity to connect.	Offerings: › Sandhills Dog Fair › Celebration of the Military Child › Sandhills Motoring Festival › U.S. Kids Golf Parade › Pinehurst BBQ Festival › Spring Matinee Races
ATHLETICS	Parks and recreation, as a field of practice, shares much of its roots with the field of physical education. Therefore, it makes historical sense that athletics have generally formed the bedrock of recreation offerings as parks and recreation became regarded as an essential public service. The Pinehurst Parks and Recreation Department's athletic programs enjoy wide participation by both youth and adult community members. In addition to traditional exercise techniques, playing sports provides benefits beyond positive health impacts. Research has shown that adults' participation in sports also has indirect positive consequences like stress relief, self-improvement, and wise lifestyle choices.	Offerings: › Adult Basketball › Senior Games in the Pines › Pinehurst Junior Tennis Classic › Coach-Pitch Baseball League › Youth Basketball League › Youth Flag Football › Adult Softball League › Adult Kickball League › Youth In-line Hockey Clinics › Adult In-line Hockey Pickup › Youth Tennis Lessons › Adult Wiffleball › Youth + Adult Archery › Youth + Adult Open Gym

ARTS + CULTURE

The Pinehurst Parks and Recreation Department offers many programs centered around arts and culture. The Village provides programs highlighting several areas of the arts. This includes visual arts (painting, drawing, decorative arts, and crafts) as well as theater/performance arts, and culinary arts. To satisfy the needs of performance/theater arts fans, the Department provides ballet classes, Shakespeare in the Pines, and the Live After 5 Concert Series.

Offerings:

- › Live After 5 Concert Series
- › Shakespeare in the Pines
- › Eats, Beats + Brews
- › Flutterby Festival
- › Holly Arts + Crafts Festival
- › All-Media Painting Classes
- › Pinehurst En Plein Air
- › Card Making Class
- › Introduction to Watercolor
- › Ballet (youth and adult)
- › Moore Food Fun Cooking
- › Seniors' Day Out

HEALTH + WELLNESS

This FUN program area provides the Pinehurst community with a wide variety of high quality wellness resources. The Village's programs focus on exercise, social interaction, and enrichment. They provide opportunities for individuals of all ages to improve their quality of life by participating in activities that enhance physical and mental health.

Offerings:

- › Sandhills Farmers Market
- › Moore Food Fun Community Garden
- › Chair yoga
- › Yin Yoga for Everyday
- › Youth Bike Class
- › Slow-flow Yoga
- › Kids yoga + mindfulness
- › Beginner Vinyasa
- › Line dancing
- › Turkey trot
- › Tai Chi
- › Intermediate Tai Chi
- › Bamboo Fusion
- › Golf Conditioning Class
- › SLAM Fitness Class for Women
- › Step Aerobics
- › Follow Me to Fitness
- › P.E. in the Pines
- › Open Gym Walking

SPECIALIZED RECREATION	Specialized recreation, also known as adaptive or inclusive recreation, is a concept whereby people of all abilities are given the opportunity to participate in recreational activities via activity modifications - which are changes made to an activity that allow those with disabilities have an equal chance of doing well. Pinehurst Parks and Recreation excels at providing adaptive and inclusive recreation services designed to promote active engagement and advocates for recreation opportunities for all.	Offerings: › Wheel Serve tennis › Rec'ing Crew › Day Trippers › Our State Diners Club › 1-Kick Wonders Kickball › Winter Sports League › Book Club › Prom › Young Athletes › Halloween Dance › Abilities Tennis
CAMPS + CLUBS	Pinehurst Parks and Recreation offers a variety of activities for young people to attend when school is not in session. Summer and out-of-school-time camps provide wide ranging benefits like making new friends, experiencing the outdoors, and learning new things. Traditional camps, specialty camps, and several year-round clubs are offered to youth. Parks and Recreation staff take great care to ensure that offerings are multipurpose and provide an array of activities as is evidenced by the list to the right. The Department also makes clubs available to adults. Programs like Painting Social Club and Card Club Membership provide opportunities for socialization.	› Pokemon Card Club › Gamers Club › Card Club (bridge, rummy, etc.) › Baseball Camp › Tennis Camp (Ages 5-13) › Golf Camp Summer Camps › Traditional Full-Day › Kamp Kidworks (Half Day) › Junior Fire Academy (Ages 9-12) › Bricks 4 Kidz Lego Camp › Kid Create Studio Art Camp › Hit-the-Mark Archery Camp › Moore Food Fun Camp (Ages 10-13) › Reading Rocks! Camp › Ballet Camp › Workday Outings › (Teacher Workday Camp) › Spring Break Lego Camp (Half-Day)

Fun Program Area Alignment With Community Needs

The scientific survey conducted as part of the current master plan effort employed a statistically reliable means of identifying what Pinehurst residents see as the most vital recreational programs needs in their community. 'Statistically reliable' is a term used to convey that a survey has gone through the steps of the scientific process and poses a higher percentage of validity and reliability of the results. The intent behind this approach was to accumulate results that can be used to: identify gaps in recreational services, recognize service areas that are perceived as robust, rally the community around parks and recreation in the Village of Pinehurst, and support rationale for future investment.

Pinehurst survey takers were asked to indicate whether or not they have a desire to participate in any of the items included in a comprehensive list of recreation programs/activities.

Respondents demonstrated the desire to participate foremost in:

1. Outdoor Concerts – 56%
2. Fitness, Health + Wellness Programs for Adults and Seniors – 52%
3. Special Events and Festivals – 47%
4. Arts and Culture Programs – 40%

The survey then asked from the same list of programs/activities, which are most important to respondents' households. Programs that were determined to be the most important ranked by top choice were:

1. Fitness, Health + Wellness Programs for Adults and Seniors – 31%
2. Outdoor Concerts – 28%
3. Special Events and Festivals – 22%
4. Arts + Culture Programs

The following percentages represent the proportion of Pinehurst survey takers that perceive the need for these programs as PARTLY or NOT being met.

1. Fitness, Health + Wellness Programs for Adults and Seniors – 64%
2. Arts + Culture Programs – 76%
3. Outdoor Concerts – 45%
4. Special Events and Festivals – 35%

Other programs that were not ranked high in desire to participate, but did rank high as an unmet recreational program need were:

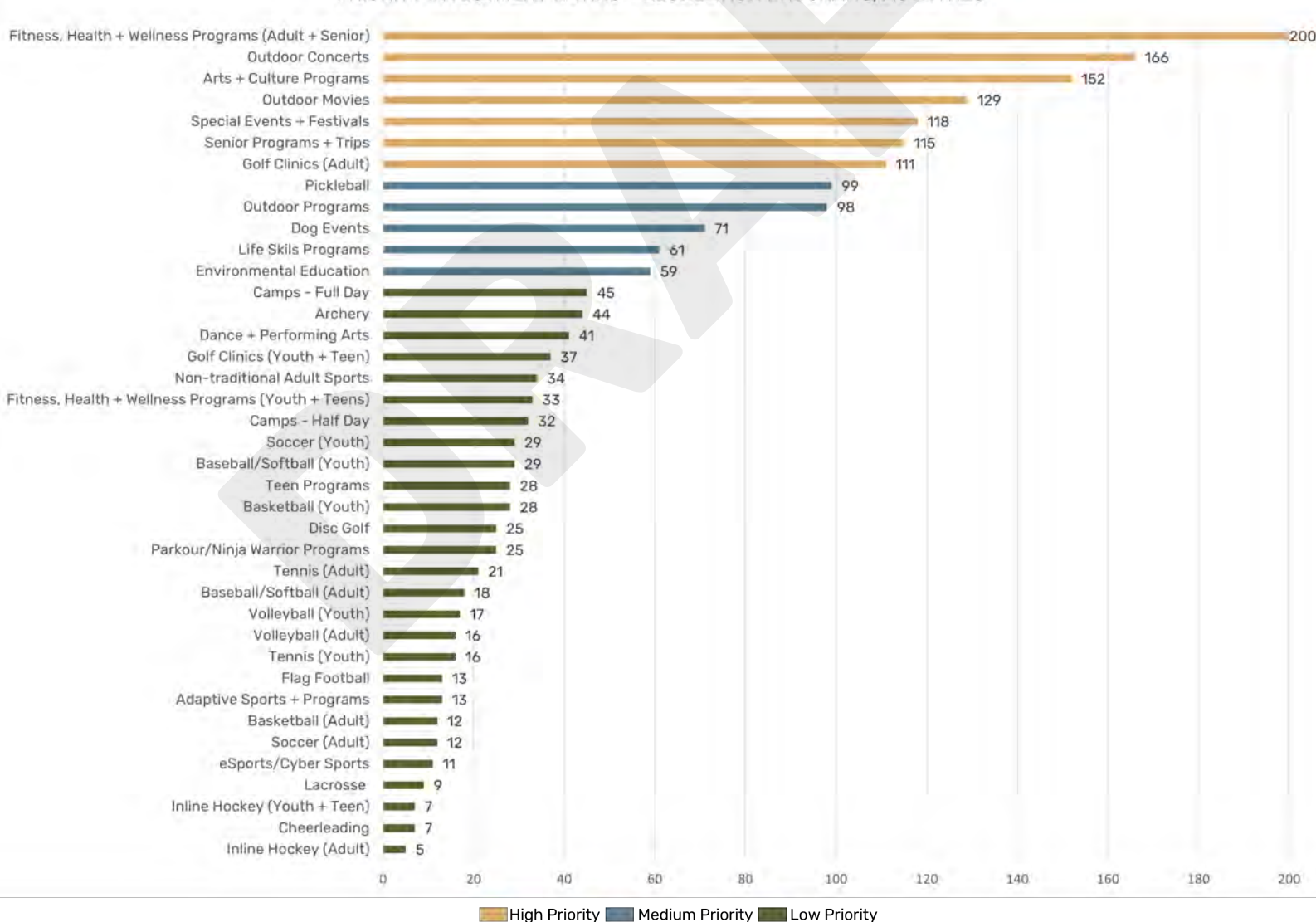
1. Archery – 69%
2. Life Skills Programs – 67%
3. eSports and Cyber Sports – 65%
4. Cheerleading – 57%

Priorities for Recreation Activity Investments: The Priority Investment Rating (PIR) was developed by ETC Institute to provide organizations with an objective tool for evaluating the priority that should be placed on recreation and parks investments. The PIR equally weights (1) the importance that residents place on each program and (2) how many residents have unmet needs for the program.

Based on the PIR, the following recreation programs/activities were rated as high priorities for investment

1. Fitness, health, and wellness programs (adult and senior) (PIR=200)
2. Outdoor concerts (PIR=166)
3. Arts and culture programs (PIR=152)
4. Outdoor movies (PIR=129)
5. Special events and festivals (PIR=118)
6. Senior programs and trips (PIR=115)
7. Golf clinics (adult) (PIR=111)

PRIORITY INVESTMENT RATING - RECREATION PROGRAMS/ACTIVITIES



AGE SEGMENT ANALYSIS

Recreational activities have marked positive impacts on the mind and the overall health of an individual. Yet, their impacts are experienced differently in relation to lifecycle stages. Recreation helps manage stress, boosts physical activity, and ultimately contributes towards improving the overall quality of life. The graphic below points out ways recreation programmers provide activities according to age.

	Pre-K	"Trailblazing Toddlers"	Programming for children 3 - 4 years old that helps children develop into confident and competent individuals through a child-oriented and fun-filled environment, exploring various themes, nature, and interactive play.
	Youth	Out-of-School Time Programs	Day programs and camps can benefit all children but are especially important for low-income families with few other options for daytime childcare options.
		"Life Sports"	Crafted in response to the childhood obesity epidemic. The term refers to sport that's fun and an individual can participate well into their later years, e.g. biking, kayaking, tennis, swimming, jogging/walking, etc.
	Teens	"Incentivized Participation"	Tie successful participation to school credit and/or pay teens to participate in programs designed to introduce responsibilities related to employment, such as a counselor-in-training or park ranger cadet programs, can be fun for teens while helping them develop job skills.
	Adults	"Retro Rec"	Activities like kickball, spikeball, cornhole, futsal, and 'adult recess' are soaring in popularity and don't require parks and recreation departments should not have to go to great financial or staffing lengths to offer activities to its adult clientele.
	Older Adults	"Active Ager" Activities	Recreational offerings should be much more active, such as fitness programs, 50-plus clubs that include adventure travel and sports

An individual's age is one of the most influential demographic characteristics for determining what type of recreational activities that person will pursue. The age segment assessment looks at age segments served across Pinehurst Parks and Recreation's seven FUN program areas and by individual recreation program to gain a more precise view of the data

Program Area	Preschool (5 + Under)	Elementary (6-12)	Teens (13-17)	Adult (18+)	Senior (55+)	All Ages Programs
Arts + Culture						
Live After 5 Concert Series						X
Shakespeare in the Pines		X	X	X	X	
Eats, Beats + Brews						X
Flutterby Festival	X	X				
Holly Arts + Crafts Festival						X
All-Media Painting Classes				X	X	
Pinehurst En Plein Air				X	X	
Card Making Class				X	X	
Introduction to Watercolor				X	X	
Ballet (Youth + Adult)	X	X	X	X		
Moore Food Fun Cooking		X	X	X	X	
Seniors' Day Out					X	
Special Events						
Sandhills Dog Fair						X
Celebration of the Military Child						X
Sandhills Motoring Festival						X
U.S. Kids Golf Parade						X
Pinehurst BBQ Festival						
Spring Matinee Races						



Children Playing at Celebrating Independence Fourth of July Concert/Village of Pinehurst

Program Area	Preschool (5 + Under)	Elementary (6-12)	Teens (13-17)	Adult (18+)	Senior (55+)	All Ages Programs
Health + Wellness						
Sandhills Farmers Market						X
Moore Food Fun Community Garden						X
Chair Yoga				X	X	
Yin Yoga for Everyday				X	X	
Youth Bike Class		X				
Slow Flow Yoga				X	X	
Kids Yoga + Mindfulness		X				
Beginner Vinyasa				X	X	
Line Dancing			X	X	X	
Turkey Trot		X	X	X	X	
Tai Chi				X	X	
Intermediate Tai Chi				X	X	
Bamboo Fusion				X	X	
Golf Conditioning Class				X	X	
SLAM Fitness Class for Women				X		
Step Aerobics				X	X	
Follow Me to Fitness		X	X	X	X	
P.E. in the Pines		X				
Open Gym Walking						X
Specialized Recreation						
Wheelserve tennis			X	X	X	
Rec'ing Crew			X			
Day Trippers						X
Our State Diners Club						X
1-Kick Wonders Kickball						X
Winter Sports League						X
Book Club						
Prom				X	X	
Young Athletes		X	X			
Halloween Dance		X	X			
Abilities Tennis						X
Holiday Programs						
St. Patrick's Day Parade						X
Easter Egg Hunt	X	X				
4th of July Parade + Fireworks						X
Oktoberfest				X	X	X
Christmas Tree Lighting						X

Program Area	Preschool (5 + Under)	Elementary (6-12)	Teens (13-17)	Adult (18+)	Senior (55+)	All Ages Programs
Camps + Clubs						
Pokemon Card Club		X				
Gamers Club	X	X	X	X		
Card Club (Bridge, Rummy, etc.)				X	X	
Baseball Camp	X	X				
Tennis Camp	X	X	X			
Golf Camp		X	X			
Summer Camps						
Traditional Full-Day	X	X				
Kamp Kidworks (Half Day)	X	X				
Junior Fire Academy		X				
Bricks 4 Kidz Lego Camp	X	X				
Kid Create Studio Art Camp	X	X				
Hit-the-Mark Archery Camp		X	X			
Moore Food Fun Camp		X	X			
Reading Rocks! Camp	X	X				
Ballet Camp	X	X				
Workday Outings (Teacher Workday Camp)		X				
Spring Break Lego Camp (Half- Day)		X				
Athletics						
Senior Games in the Pines					X	
Pinehurst Junior Tennis Classic		X	X			
Coach-Pitch Baseball League	X	X				
Youth Basketball League	X	X				
Youth Flag Football		X				
Adult Softball League				X	X	
Adult Kickball League				X	X	
Youth In-line Hockey Clinics		X				
Adult In-line Hockey Pickup				X	X	
Youth Tennis Lessons	X	X				
Adult Wiffleball				X	X	
Youth + Adult Archery		X	X	X	X	
Youth + Adult Open Gym		X	X	X	X	

Age Segment Analysis Summary

Results from this assessment indicate that Pinehurst Parks and Recreation makes an effort to provide programs appealing to each age segment, but the majority of the Department's offerings accommodate the youth population primarily through the FUN program areas athletics, camps, and holiday programs. Participation in these recreational programs and activities have many benefits for children including positive physical and emotional health outcomes, encourage healthy social behavior, foster a sense of community, and educate children about celebration customs, and modeling appropriate behavior.

At the same time, there appears to be a shortage of arts and culture and health and wellness programs for youth. Although at first thought it may seem like adults should be the primary audience for these two FUN program areas, it is important to consider not only kids' variety of interests and hobbies, but also the benefits derived from participation in activities of such nature.

In the same vein, it was evident based on information provided publicly and by staff to the planning team that Pinehurst Parks and Recreation excels at balancing its recreation program offerings between youth and adults – however much of the balance in terms of youth programming options is offset by the Department's youth athletics offerings. It is also important to note that the number of adult to youth athletic programs is almost one-to-one. It is true that many adults would rather participate in organized sports instead of running or going to the gym for exercise – and Pinehurst Parks and Recreation's adult athletic programs appear to be fulfilling that need in the community.

Demographic data presented in the introduction to the current parks and recreation master plan indicated is experiencing above average population growth with an annual growth rate nearly twice as high as North Carolina's and over two and a half times as high as the nation. With that, the Village's population growth is anticipated to shift the overall demographic composition of the Village in the next 10 years. According to the same data, Pinehurst residents are on average nearly twice the age of North Carolinians and residents of the United States.

Recreation programming staff are now being challenged to meet the needs and desires of three generations of older adults. Baby Boomers now constitute more than two-thirds of the 50+ population. Senior centers are developing new programs and opportunities for this dynamic generation of older adults and have an eye towards the future with the leading age of Generation X turning 60 in 2025. Pinehurst's 55+ population currently outnumbers the second most populous age segment (25-54) by more than 2:1, with that gap projected to expand significantly as the number of seniors grows to over two-thirds and the age 25-54 segment declines to less than one-third of the Village's population.

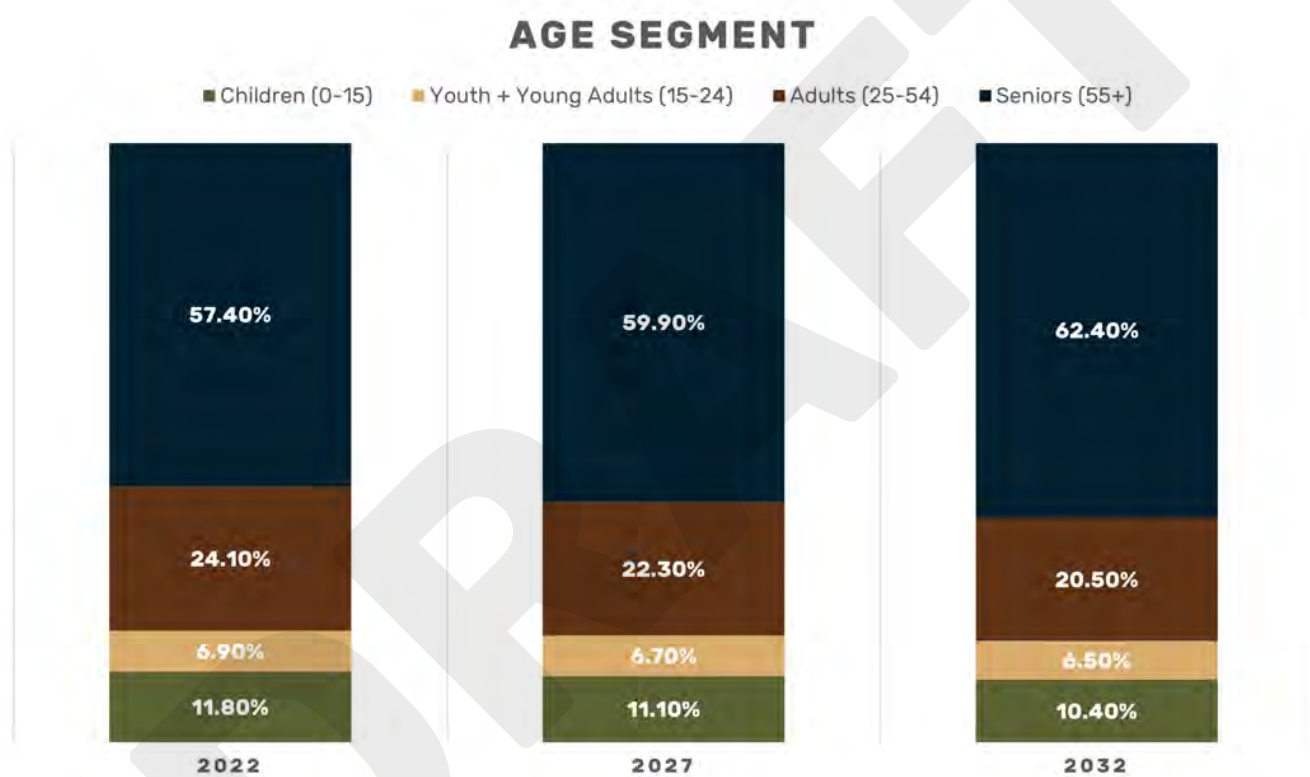
The Census projects these older adults will be healthier and more affluent than any elderly generation before them. These factors point toward the coming need to understand the recreational desires of this critical age segment. The International Council on Active Aging (ICCAA) asserts "today, recreational offerings should be much more active, such as fitness programs and 50-plus clubs that include adventure



People Playing Pickleball at Wicker Park/Village of Pinehurst

parks and recreation. It is about preserving the health, independence, and social connections of older adults.

The need to expand Pinehurst's program offerings for adults, and particularly seniors (over half of all respondents [51%] were 65 years old or older), was demonstrated by results from the scientific survey conducted for the current comprehensive parks and recreation plan. Fitness, health and wellness programs for adults and seniors ranked as the most important recreational programs for survey respondent's households. More than half of survey respondents (52%) indicated having a need for fitness, health and wellness programs for adults and seniors, with the majority (28%) indicating that their needs for these programs are not being met by Pinehurst Parks and Recreation.



SUMMARY OF FINDINGS

- › Pinehurst's above-average population growth and aging demographics underscore the need for continuous evaluation and expansion of recreation programs to cater to the evolving needs of the community.
- › The assessment indicates a shortage of arts and culture and health and wellness programs for youth, highlighting the need to cater to the varied interests and hobbies of children and the benefits of their participation in such activities.
- › Pinehurst Parks and Recreation should continue to address the growing needs of older adults, including Baby Boomers and Generation X, as the 55+ population is projected to increase significantly in the coming years. Fitness, health, and wellness programs for adults and seniors are especially important to meet these needs.
- › Pinehurst Parks and Recreation Department's numerous and varied specialized and adaptive recreation programs demonstrates their commitment to inclusivity and providing opportunities for individuals of all abilities to participate in recreational activities.
- › The determinations outlined throughout this assessment emphasize the importance of understanding the recreational desires of older adults and developing more active and engaging programs to preserve their health, independence, and social connections.
- › Pinehurst Parks and Recreation should continue to balance its program offerings between youth and adults while considering the changing demographic composition of the community to ensure that the recreational needs of all age groups are met.
- › There is a need to balance investment in public parks and recreation resources and promoting private providers to ensure more equitable and accessible system of parks and recreation resources available to the entire community.



▲ Pinehurst 12U Squad Wins State Basketball Title/*The Pilot*



Children Playing on the Splash Pad at Wicker Park/Village of Pinehurst

LEVEL OF SERVICE

In the context of parks and recreation, the term “level of service” refers to the quality, quantity, and accessibility of the facilities, programs, and services provided to the community by a parks and recreation department or agency. It is a measure of how well the needs and desires of the community are being met in terms of recreational opportunities and amenities. The level of service for parks and recreation can vary depending on factors such as the size of the community, available resources, budget constraints, and the overall goals and priorities of the agency.

OVERVIEW

Overall, the level of service for parks and recreation is a measure of how effectively and efficiently the local government is meeting the recreational needs and desires of the community – and whether it is demonstrated that the agency is creating an environment that promotes physical activity, social interaction, cultural enrichment, and overall well-being for residents of all ages and backgrounds.

When discussing Level of Service (LOS), a modern approach must therefore be used as an indicator of the extent or degree to which parks and recreational services are meeting the needs of all community members. Spending time in parks offers numerous benefits for the body, mind, and spirit. Park visitation reached unprecedented levels during the pandemic as people sought solace from stress, grief, and uncertainty by immersing themselves in the outdoors. However, access to parks, trails, and greenways is often unequal, particularly in under-served and marginalized communities. These areas, known as “park deserts,” suffer from limited opportunities for community members to recreate and enjoy the natural environment. Consequently, such individuals and groups experience poorer health outcomes due to various factors, including the absence of public outdoor recreational spaces.



West Pinehurst Community Park Entrance/Village of Pinehurst



Celebrating Independence Concert/Village of Pinehurst

Beginning in 2022, the Village of Pinehurst has come to celebrate April 26th as Fredrick Law Olmstead Day – in honor of the seminal landscape architect’s role in the design and layout of Pinehurst. Aligned in the belief that the value of landscape design cannot be overstated in elevating the Village as a place with an outstanding quality of life, the Pinehurst community attributes much of its special qualities to Olmstead’s vision. To that end, Olmstead believed universal access to nature and beauty in designed landscapes, democratic public spaces accessible by all, in turn have the potential to connect communities, improve health and well-being, and elevate environmental resiliency.

Given these reasons, it is essential for parks and recreation departments to compete for funding alongside other municipal departments to realize an adequate level of service. Recognizing the value they bring to the community, allocating adequate resources to parks and recreation ensures the well-being, engagement, economic vitality, and overall quality of life for residents provided at no or low cost, accessible to everyone in the community. The current level of service analysis looks at where parks, recreational amenities, and indoor facilities are located across the Village of Pinehurst, identifies gaps, and speculates on why gaps occur to inform recommendations for enhancing the equitable distribution of recreation opportunities.

“It is not those who have the most important responsibilities in state affairs or in commerce, who suffer most from lack of recreation; women suffer more than men, and the agricultural class is more largely represented in our insane asylums than the professional, and for this, and other reasons, it is these classes to which the opportunity for such recreation is the greatest blessing.”

“The enjoyment of the choicest natural scenes in the country and the means of recreation connected with them is thus a monopoly, in a very peculiar manner, of a very few very rich people. The great mass of society, including those to whom it would be of the greatest benefit, is excluded from it. In the nature of the case private parks can never be used by the mass of the people in any country nor by any considerable number even of the rich, except by the favor of a few, and in dependence on them.”

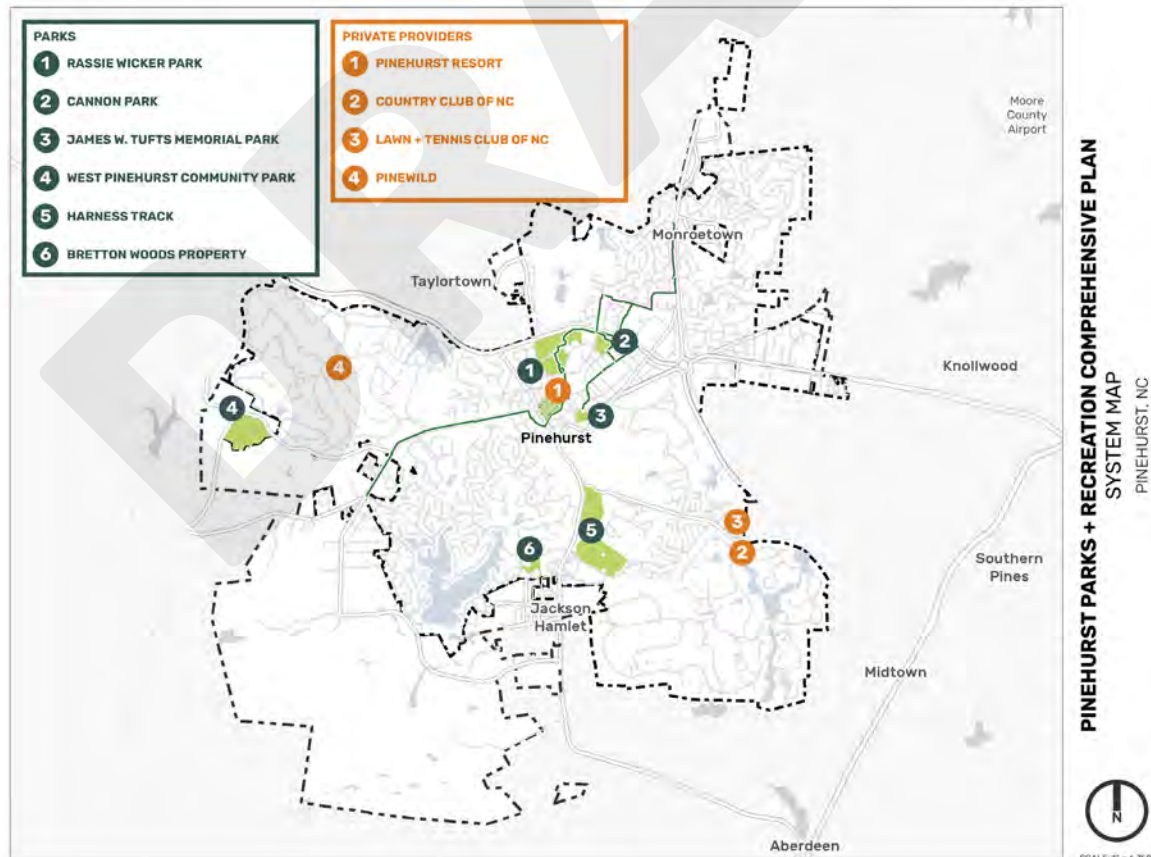
Excerpts from – Frederick Law Olmsted, “The Yosemite Valley and the Mariposa Big Tree: A Preliminary Report” in Landscape Architecture 43, no. 1 (October 1952), pp. 12–25.

ACCESS TO PARKS

Parkland Distribution

The geographic distribution of park and recreation amenities is crucial for ensuring an equitable level of service across a community. Understanding how well-distributed parks and recreational facilities are prevents certain areas for being either disproportionately advantaged or disadvantaged. Ensuring a balanced distribution of amenities means more people have the opportunity to engage in regular physical activities, promoting a healthier lifestyle and reducing health disparities across different areas. In addition, parks and recreation amenities are not just about physical health but also social well-being. By distributing these amenities fairly, communities can foster social interactions, build connections, and promote community cohesion. Everyone, regardless of their neighborhood, should have access to spaces that encourage social engagement, community events, and shared experiences.

The mapping exercise demonstrates that the majority of the Village's publicly accessible park acreage is concentrated just north of the Village center. Parks located in this area provide the core of Pinehurst's recreational amenities. As discussed earlier in the parks assessment, within its parks, Pinehurst Parks and Recreation provides an assortment of recreation amenities desirable to the Village's varying age segments and areas of interest. The Village's greenway system connects the three parks comprising the core of the parks and recreation system, Cannon Park + Community Center, Rassie Wicker Park + Village Arboretum, and Tufts Memorial Park. The greenway then extends northward towards the unincorporated Monroe Town community, and then westward into the Village Center/Garren Hill community.



While the Village has been proactive and is making concerted efforts to ensure equitable access to parks and facilities for the growing community, a closer look at the distribution appears to reveal gaps. The map indicates a lack of public recreation opportunities in the Village's north and northeast, which are described later in this report as areas of higher social vulnerability. Social vulnerability refers to the characteristics of a person or group to withstand the impacts of stressors – impacts that are often due in part to characteristics inherent in social interactions, institutions, and systems of cultural values . For Village of Pinehurst residents and Moore County residents living in this area, a public park may provide a valuable wellness resource these individuals and families may not otherwise be able to access.

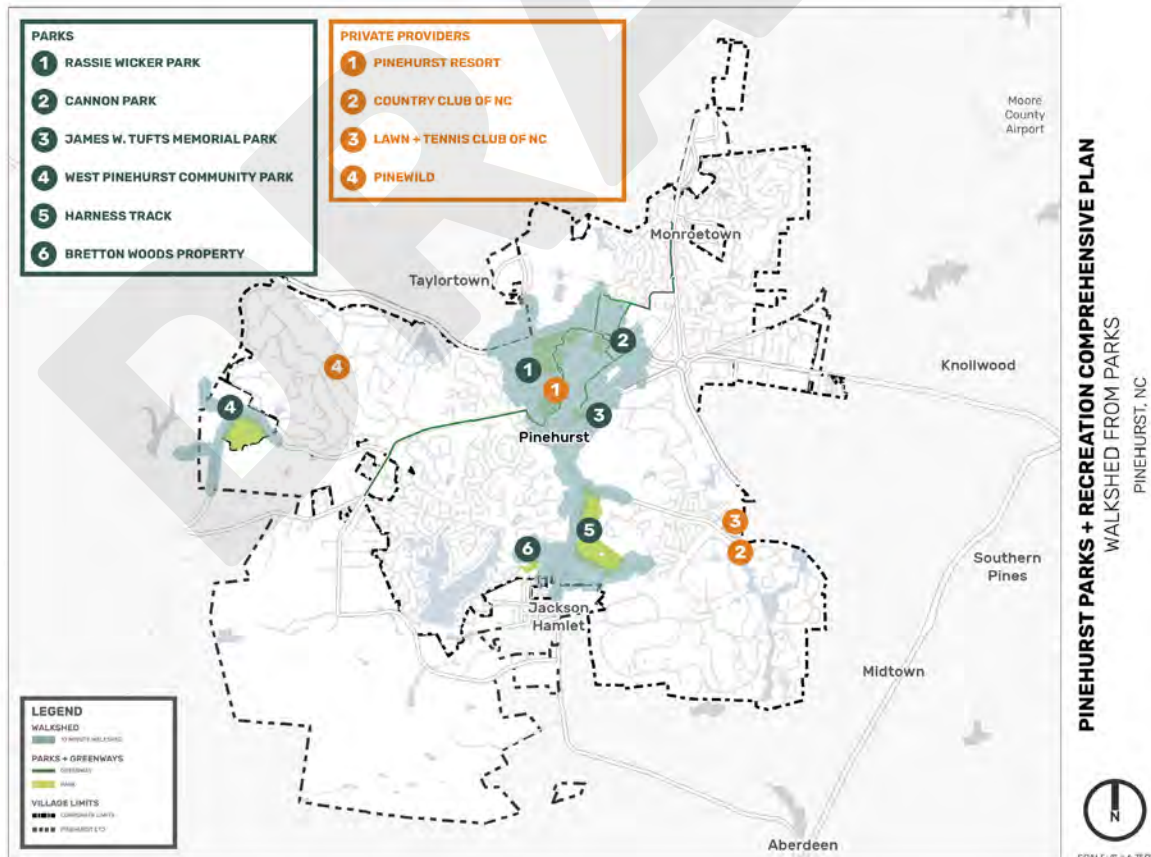
The Village's southeast, like its northern and northeastern counterparts, also has diminished access to parks available to the public. Although the Pinehurst Harness Track and Fair Barn are nearby, these facilities provide specialty recreational and leisure amenities that support primarily horse racing and other equine-related events – as well special events held at the Fair Barn. Traditional recreational amenities like playgrounds and walking trails, perhaps dispersed among perceived high-demand park features such as pickleball courts, skate pads, and off-leash dog runs would create a recreation hub in this area of Pinehurst – furthering the Village's efforts to provide diverse amenities to the broadest possible user base.

However, despite the intentions described above, it is important to determine if provisions for parks and recreation amenities are truly needed in southeast Pinehurst. The Country Club of North Carolina (CCNC) community covers over 2,000 acres in this area of the Village. Recognized as one of the United States' most premier country and golf clubs , CCNC is an exclusive, gated residential community comprised of luxury homes – many of which overlook the Club's golf course or one of its three large man-made lakes. All CCNC residents have access to a racquet sports complex, swimming pool, ballfields, indoor activity center, walking and hiking trails, and playground. Furthermore, the CCNC's lakes and forested areas are programmed outdoor recreation activities including fishing, paddling, and hiking.

Walkability

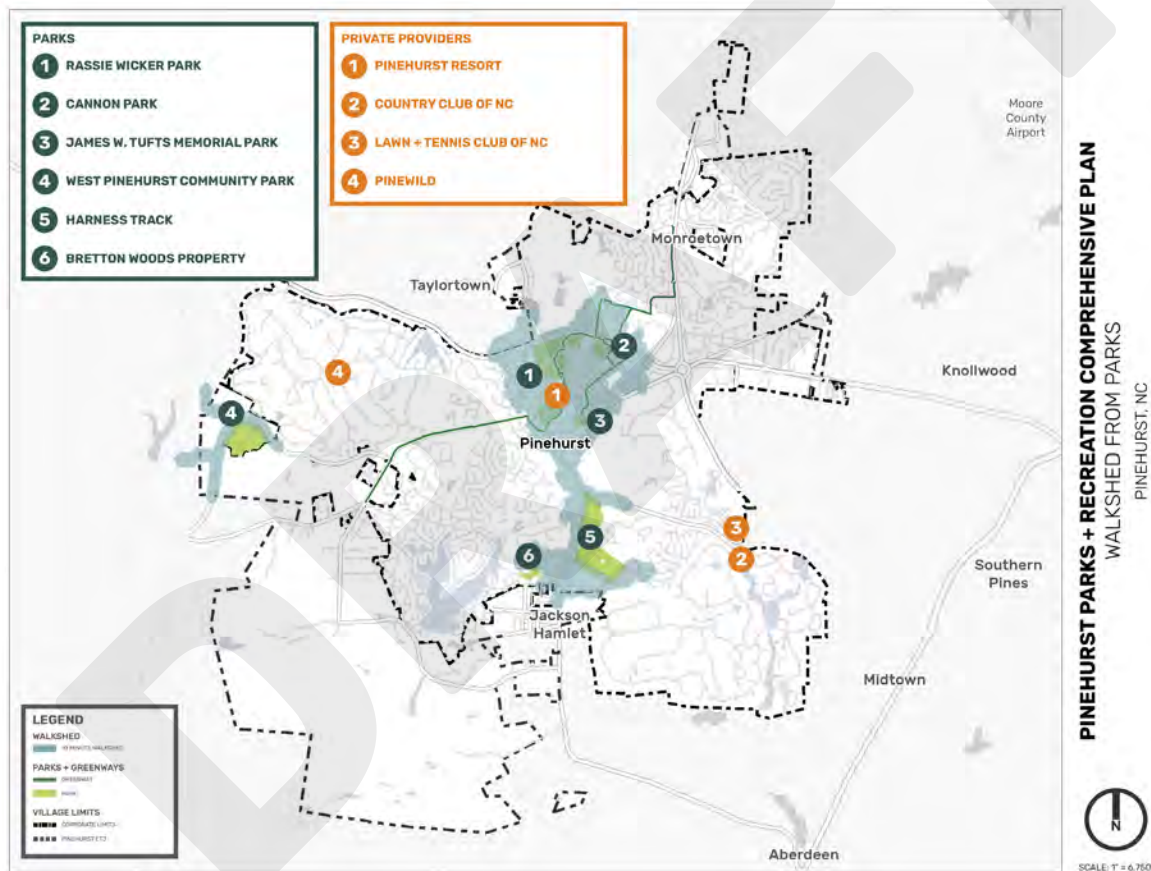
Park walkability refers to the ease and comfort with which people can walk to and navigate within a park. With walkable parks, communities can provide accessible and enjoyable spaces while at the same time encourage people to walk to parks for exercise, versus driving. For households without cars, having parks within walking distance allows individuals and families to access green spaces and recreational amenities without relying on private transportation. To this end, the Trust for Public Land (TPL), Urban Land Institute, and NRPA joined hands in creating The 10-Minute Walk Program with a goal that everyone should be able to reach the nearest park or open space within ten minutes or half a mile distance from their home. This initiative is being embraced by parks and recreation agencies across the country to achieve equitable access to parks, recreation facilities, and programs to help residents achieve positive health outcomes related to walkability and access to spaces that encourage physical activity.

The walkshed (the area that can be reached in a ten-minute walk) was generated around Village of Pinehurst parks using GIS. This analysis points to areas where potential park users have a basic ability to walk to a park within ten minutes in ideal conditions. As seen in the map below, the areas around Pinehurst's core parks north of the village center are fairly walkable and the parks themselves are within walking distance of one another. West Pinehurst Community Park, on the other hand, is not in a very walkable area and thus has a small walkshed. Expanding supportive infrastructure, such as sidewalks or bike lanes, in this area could improve the overall pattern of connectivity, as development has the potential to reduce walkable access to parks.



Distance or Travel Time to Access

While the 10-Minute Walk Program is often used as a metric to understand level of service access parks and open space, many suburban and rural communities across the country have noted that a lack of density presents challenges in developing the necessary infrastructure to achieve this goal. Having the ability to access a park within a five-minute drive has advantages in terms of convenience and opportunity cost. A park within close driving proximity makes it easier to incorporate visits into a daily routine. With a park nearby, community members can optimize their time by spending more of it in the park rather than on the road. Shorter travel distances mean more time can be devoted to engaging in activities. The current LOS analysis includes a five-minute drive time analysis to Pinehurst's parks for these reasons. As shown in the drivetime map below, most of Pinehurst's population can reach a park by vehicle within a five-minute drive.



GROWTH PATTERNS

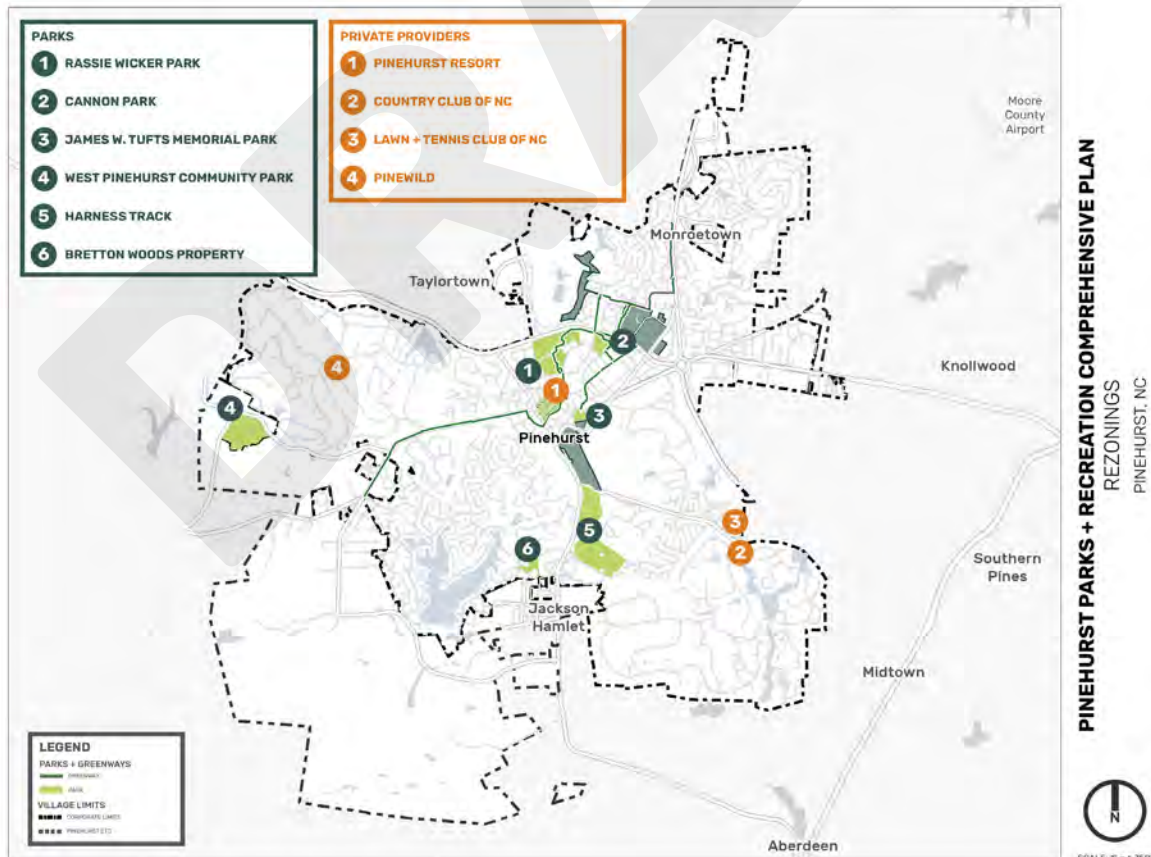
Overview

Understanding jurisdictional growth patterns plays a significant role in determining LOS for parks and recreation and assessing access to recreation amenities. Growth patterns help identify areas that require additional parks and recreational facilities. By analyzing where new developments, neighborhoods, or population clusters are emerging, decision-makers can strategically allocate resources to ensure equitable access to recreation amenities. This involves assessing gaps in existing park infrastructure and determining where new parks or expansions should be prioritized to meet the needs of growing and/or changing communities.

Rezoning

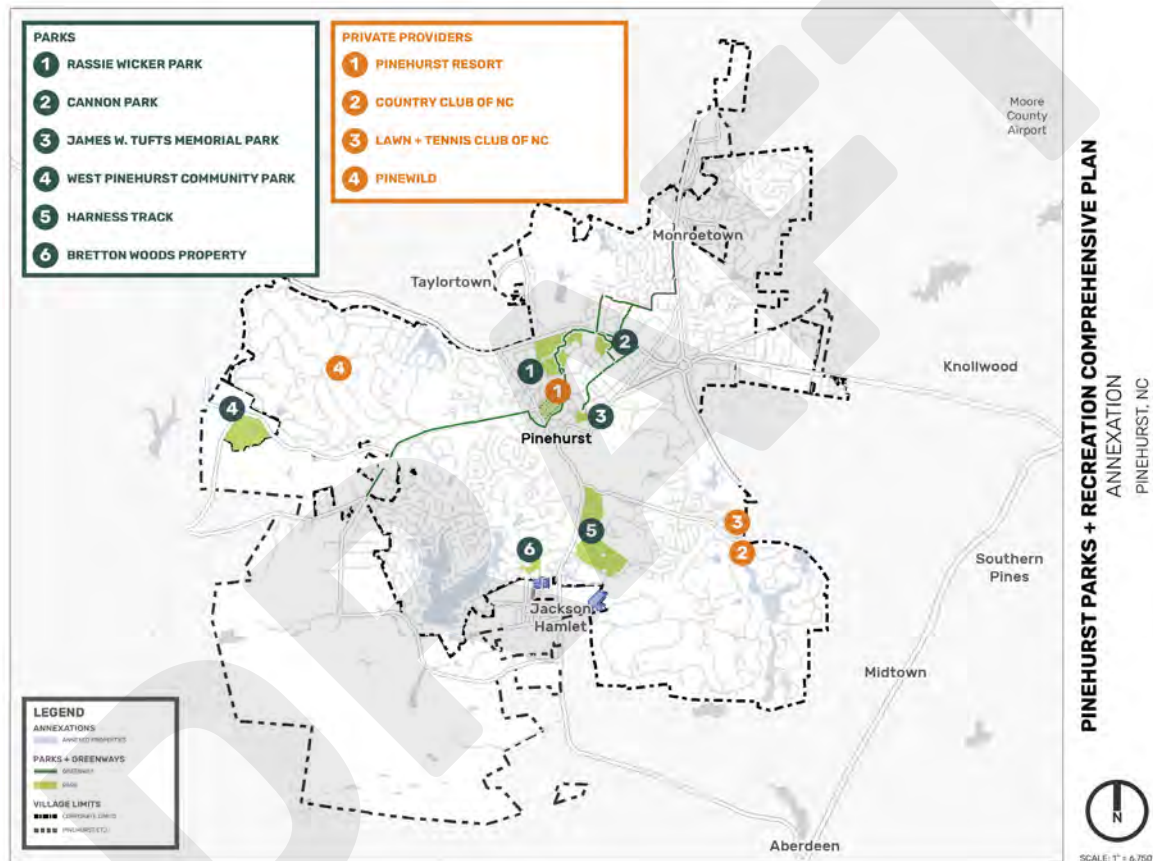
Another major consideration in looking to maintain or improve LOS is to determine where growth is happening. There are three major indicators of growth used to understand patterns within a municipality: rezonings, annexations, and permitted development for both mixed-use/multifamily as well as single family residential development.

When looking at rezonings in Pinehurst, there is low activity overall. The rezoning that is occurring is concentrated along the border of the Village Center. This is a sign that the Village should anticipate growth in these areas. Because the majority of Pinehurst's park system are located in this area, the rezoning activity does not provide a strong indication that new residents would be underserved.



Annexations

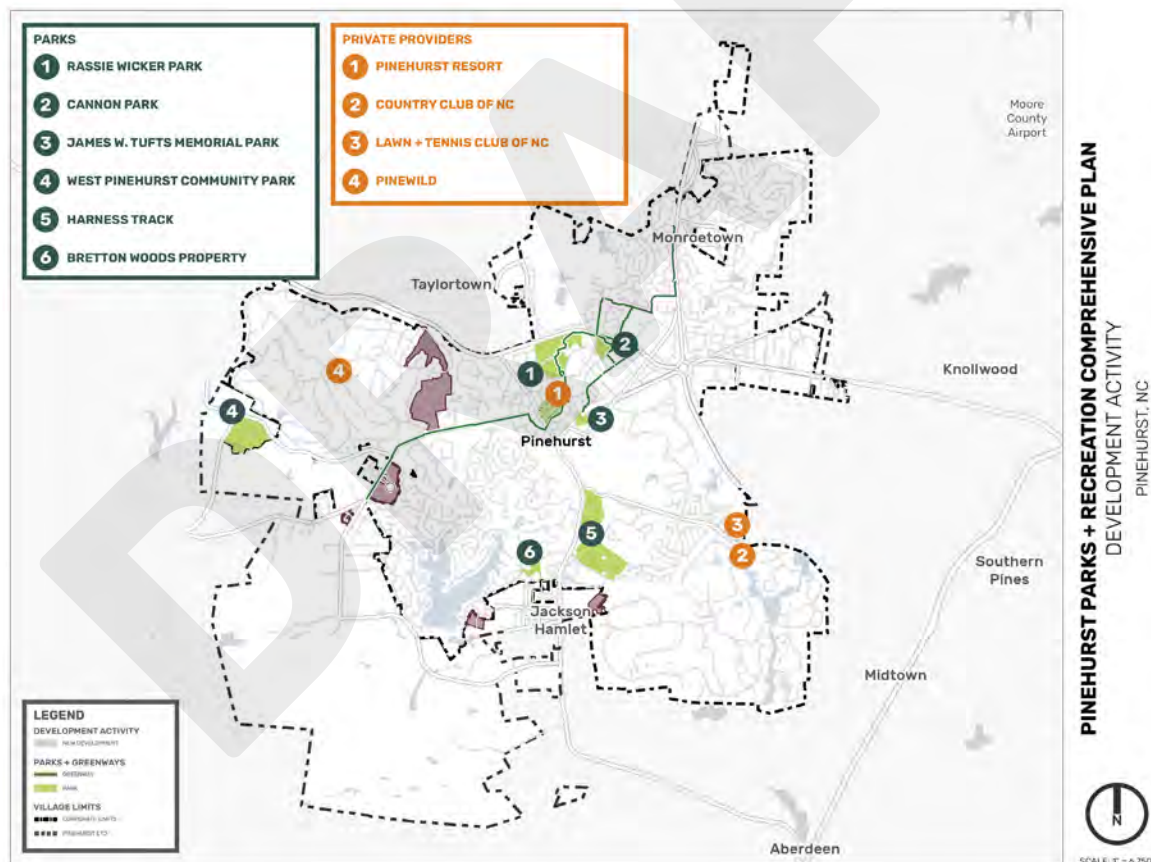
When looking at annexation activity, there is very little activity, and it is all concentrated along the southern boundary between the Village's municipal limits and its Extra-Territorial Jurisdiction (ETJ) around Jackson Hamlet. This pattern is expected due to the status of North Carolina's Satellite Annexation regulations; this regulation would lead to all annexation activity being contiguous to the Village's municipal limits. There are currently no parks in this immediate area or within a ten- minute walk. The annexation activity is minor, so this finding alone, at this time, is inconclusive. Annexation at a greater order of magnitude might encourage developing additional public recreation infrastructure in this area, however, at the current time more investigation would be needed to draw formal conclusions.



Development Activity

Development activity in the Village is strong. Particularly, single-family development in the western portion of Pinehurst. West Pinehurst Community Park could serve these areas once it is thoughtfully developed. Anticipating growth, both the 2011 Village of Pinehurst Parks and Recreation Master Plan and the Envision the Village 2019 Comprehensive Plan suggested adding recreational amenities at West Pinehurst Community Park. Being more current, the Envision the Village Plan recognized the patterns of growth occurring in west Pinehurst and noted that having additional opportunities for recreation in closer proximity to where residents live would save them time and vehicle trips.

The Envision Pinehurst plan further recommended the Village create an implement a master plan to develop West Pinehurst Community Park. Village leadership, in 2021, heeded the recommendation and invested the plan, which was later adopted by Village Council later that year. The plan pointed to a vision for the park that creates a recreational resource in Pinehurst with balanced amenities to support the Village's growing athletic and recreation needs but that also embraces the unique existing natural features and surrounding character of the adjacent rural properties.



OPPORTUNITY MAPPING

Overview

Fair access to parks, open spaces, and greenways can be analyzed through the lens of equitable distribution of parks and amenities across the Village of Pinehurst. Government investment in parks is intended to create benefits for the whole community. For example, providing places to exercise in parks creates an individual benefit for those who use the space, but provides expanded benefit to the community by improving health outcomes and minimizing health care costs that individuals with sedentary lifestyle habits tend to incur. The intent of this assessment is to highlight opportunities for the Village of Pinehurst to provide vulnerable populations enhanced access to parks and recreation amenities.



Summer Camp Field Trip to Given Memorial Library / Village of Pinehurst

Social Vulnerability

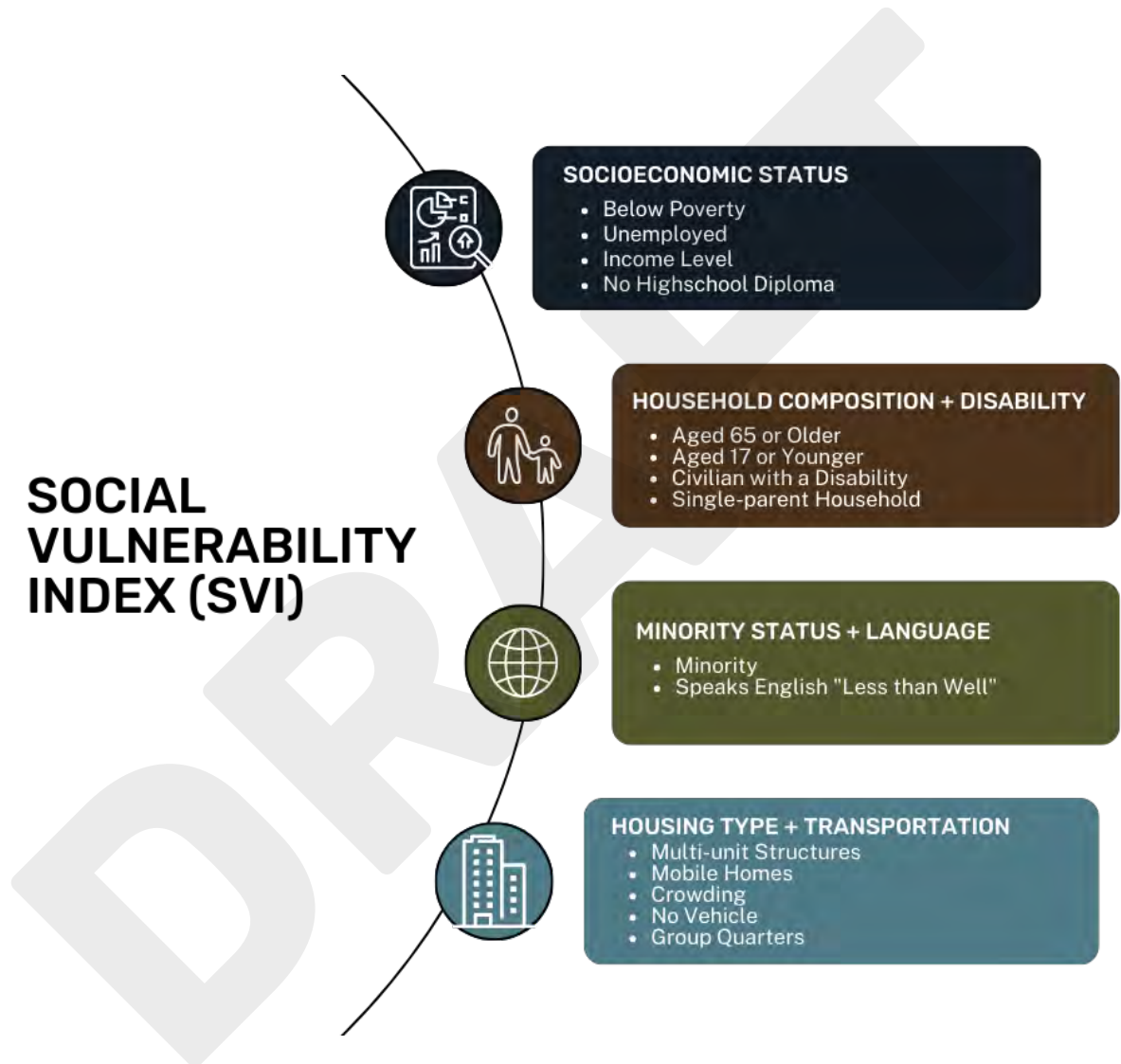
Social vulnerability is a measure of the degree to which individuals or groups are at risk due to their social, economic, or demographic characteristics – coupled with their ability to prepare for, cope with, and recover from disruptive events or crises. The Social Vulnerability Index (SVI) used for this assessment was created by the Center for Disease Control and Prevention with the intention of assisting communities after a natural disaster. Social vulnerability research frequently focuses on risk management analysis, particularly related to the impacts of natural hazards.

SVI indicates the relative vulnerability of every U.S. Census tract. Census tracts are subdivisions of counties for which the Census collects statistical data. They are a particularly useful variable as they are smaller than city or county-wide boundaries and provide the ability to drill down on specific areas within a community. This level of specificity is helpful in further understanding the different levels of vulnerability within larger geographic areas (such city, county, state). For example, a census tract analysis will allow you to compare the vulnerability of one part of a jurisdiction to another. Such granular comparison may illuminate differences in vulnerability (or inequities) that may exist in within communities – thus, helping to guide future capital and operational investments.

This assessment recognizes that many of the factors that determine a community's resilience to natural hazards are the same factors that leave communities vulnerable to ongoing public health risks, such as a lack of access to parks and open space. The data also have implications for community planning in the area of parks and recreation. In areas with higher social vulnerability, a park may provide a valuable resource an individual may not otherwise have access to.

Social Vulnerability Index

The Social Vulnerability Index (SVI) combines demographic characteristics commonly used as indicators for areas considered at risk of experiencing negative social or health outcomes. Social vulnerability equally weighs socioeconomic status, household composition and disability, minority status and language, and housing and transportation to determine the area's vulnerability. Each census tract is ranked on 15 social factors, including poverty, lack of vehicle access, and crowded housing, and groups them into four related themes. Each tract receives a separate ranking for each of the four themes, as well as an overall ranking.

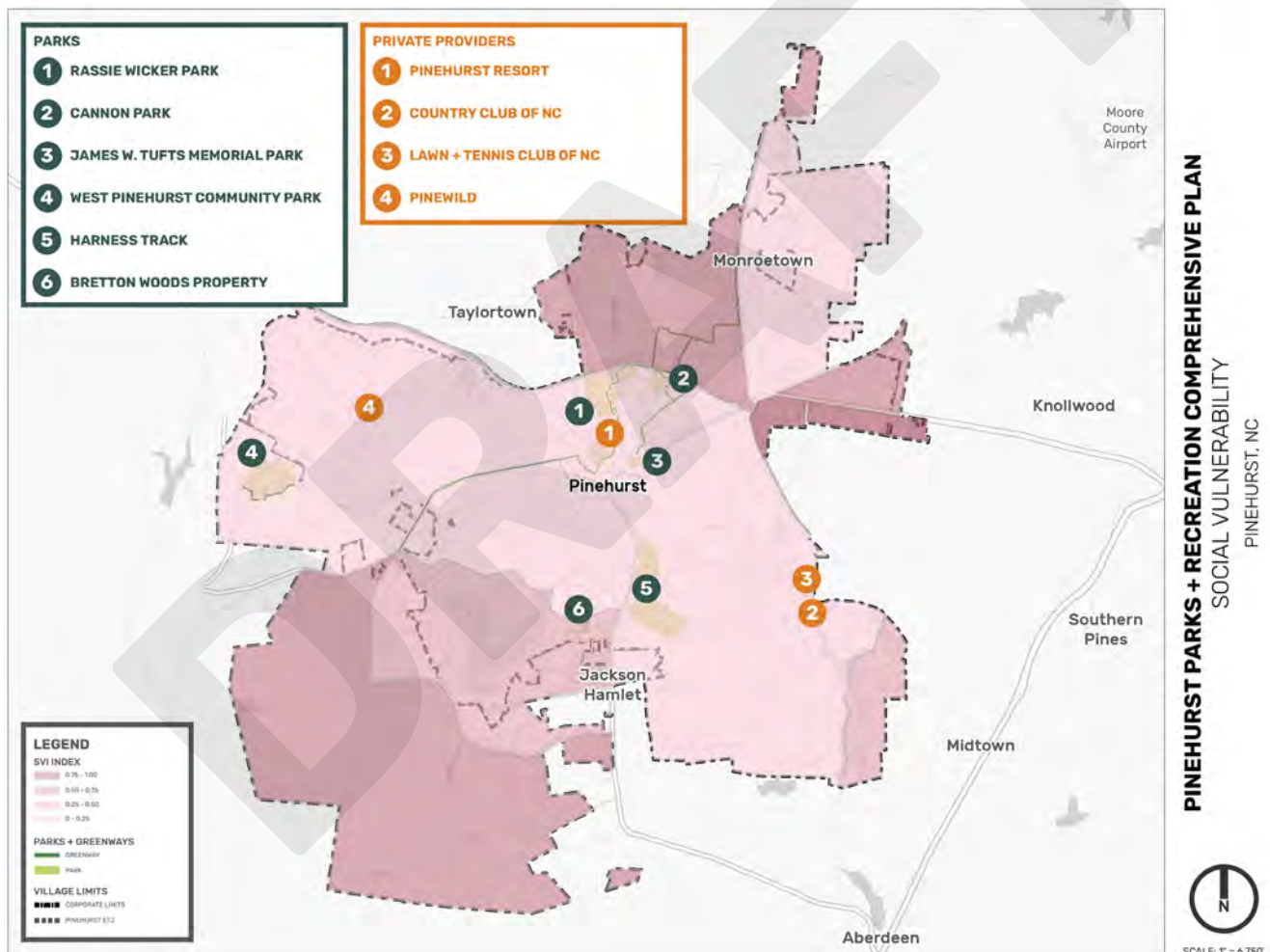


Residents living in areas with lower social vulnerability may be better suited to access the services needed to improve social and health outcomes than residents living in areas with higher social vulnerability. In areas with higher social vulnerability, a park may provide a valuable resource an individual may not otherwise have access to. This assessment is intended to serve as a baseline to guide decision making related to establishing and prioritizing parks and recreation services investments.

Overall Social Vulnerability

As shown in the corresponding map, the index indicates the areas in the south, northeast and northwest portions of Pinehurst have the highest social vulnerability rankings overall. These include the areas north and northeast of the downtown area as well as areas south of Pinehurst Lake. Areas in the central portions of Pinehurst have the lowest social vulnerability overall. Specifically, the area north of Pinehurst lake and south of Yadkin Rd.

he analysis indicates that the majority of Pinehurst's parks are located within Pinehurst's least socially vulnerable areas, but on the border of more vulnerable areas in the northeast and northwest. With this in mind, as the Village plans any future expansions or investments, it should consider locations that are in or close to more socially vulnerable parts of the village.



SUMMARY OF FINDINGS

- › The Village of Pinehurst has a greenway system that connects the central spine of the Village's park system, providing a network of recreational opportunities for residents.
- › There are gaps in the distribution of public recreation opportunities in the north, northeast, and southeast areas of Pinehurst.
- › Although it is home to the Fair Barn and Harness Track, there is a lack of public parks with traditional recreational amenities the southeast area of Pinehurst. Diversifying the amenities in this area, such as adding playgrounds, walking trails, pickleball courts, skate pads, and off-leash dog runs, would create a hub catering to a broader user base and enhances efforts to provide diverse recreational opportunities.
- › Social vulnerability analysis reveals that areas with higher vulnerability, such as the north and northeast regions, would greatly benefit from public parks as valuable wellness resources.
- › A five-minute drive analysis indicates that most of Pinehurst's population can easily reach a park by vehicle within a short distance. This convenient access maximizes the opportunity for community members to engage in park activities and incorporate visits into their daily routines.
- › There is a need to balance investment in public parks and recreation resources and promoting private providers to ensure more equitable and accessible system of parks and recreation resources available to the entire community.
- › The Village of Pinehurst is experiencing strong development activity, particularly in the western portion, with a focus on single-family housing. The development in the western area of Pinehurst highlights the need for recreational amenities to serve the growing population in that region, and should serve as further impetus for developing West Pinehurst Community Park.



▲ Pinehurst Arboretum Pollinator Garden Greenway Trail/North Carolina Cooperative Extension



Public Input Open House-Village Council Member for a Day /McAdams

3 | COMMUNITY ENGAGEMENT

IN THIS CHAPTER

Public Input

Staff + Stakeholder Collaboration

Village Council Interviews



COMMUNITY ENGAGEMENT

Community engagement is an essential part of any planning process. The most effective plans are firmly rooted in the realities and vision of the community that created them. Such visionary documents influence recommendations for development of future parks and enhancement of recreation programs and services. The community engagement approach for the current plan included a combination of input from community members, Village of Pinehurst Parks and Recreation staff, Village Council, and stakeholder groups.

ENGAGEMENT PLAN + PROCESS

The project team designed the public engagement process to maximize the amount of input and feedback. The process was intended to be equitable and inclusive, offering a variety of input opportunities and methods for all community members to have a comfortable platform for expressing their input.

A scientific survey was conducted alongside the outreach process. The instrument polled a random sample of a representative portion of the Village's population, and focused on community recreation needs, priorities, and support for funding. This method provides an opportunity to reach individuals who would not typically attend a meeting or otherwise participate in a public engagement process.



Public Input Open House-Engagement Boards/McAdams

- › Pinehurst Parks + Recreation Staff Meeting - September 8th, 2022
- › Village Council Interviews - February 15th, 2023
- › Community Open House - January 9th, 2023
- › Scientific Survey - Winter 2022
- › Stakeholder Meeting (BPAC, NAC) - May 8th, 2023
- › Community Meeting - July 27th, 2023

PUBLIC INPUT MEETING #1

Who

The McAdams Planning Team, Pinehurst Parks and Recreation Staff and 101 Pinehurst community members.

What

The project team conducted a day-long open house event to give community members the opportunity to provide input into the 10-year comprehensive plan. The Department's marketing efforts included website postings, social media announcements, notices to public officials and information posted at parks facilities.

When

Wednesday, January 11, 2023 – Ongoing from 10AM to 7PM

Where

Cannon Park Community Center

Why + How

Public input provides a foundation for understanding and responding to the parks and recreation needs of a community. An effective master plan is the result of a collaborative effort that solicits and incorporates input from citizens. This exercise was conducted as a means of understanding public sentiment towards parks and recreation and community-wide need for parks, facilities, recreational programs and leisure services in the Village of Pinehurst.

This meeting provided the public with background information on the comprehensive planning effort. The setup included several interactive stations for sharing feedback through discussions, dot exercises and a "council member for a day" activity. Village staff and consultant team members were available to assist with the process. The team asked that participants sign in to get an accurate attendee head count. They were also given the option of providing demographic information related to their race and generation for the purpose of understanding recreational trends and demographic-based demand for parks and recreation services.

Engagement Boards: A series of engagement boards were displayed across the Cannon Community Center multipurpose room, whereby attendees could provide their input using sticky notes and dots. Following an introduction board describing the steps and timeline for the comprehensive planning process, attendees provided input with regard to community values, park facility and amenity needs, greenways usage, and prioritizing investments in recreation in the Village of Pinehurst. Parks and Recreation Department staff members were available to assist the project team with the process.

Council Member for a Day: Open house visitors were additionally invited to participate in an activity where they play the role of a member of the Village of Pinehurst Council. A role in which a major responsibility is to make important parks and recreation funding decisions. The purpose of this exercise was twofold. It first serves as an educational tool – designed to inform the public about the financial costs of various types of recreational amenities and facilities. Secondly, the exercise provides the opportunity to convey to the public the array of difficult decisions their elected officials are tasked with making.

Participants were given \$4 million dollars in the form of 20 tokens worth \$200,000 each. They were then directed to spend them as they wish across a set of 11 parks and recreation amenities. Results were analyzed and amenity needs prioritized based on amount spent per item. A detailed discussion of this activity's results are described in the following pages.

ENGAGEMENT BOARD ACTIVITY RESULTS - MORNING SESSION

The planning team interacted with over 100 (101) community members throughout the day. There were a recorded total of 37 individuals participating in the morning session, with the majority identifying as White, not Hispanic or Latino, and being part of the Baby Boom Generation (born between the years 1946-1964). Over 60 community members (64) visited the evening session. The majority of these individuals identifying as White, not Hispanic or Latino, and part of Generation X, Millennial, and Generation Z. These generations are representative of people born between 1965-1981, 1982-1995, and 1996-2016, respectively.

Community Values

Community values reflect core beliefs or principles that residents wish to maintain. They are appreciated at an individual level and shared by the majority of the community.

The majority indicated that the Village of Pinehurst should create places programmed for access to and participation in recreational activities designed to maintain or improve health and well-being. "Health + Wellness" rose above the others and emerged as the top community value among the group who participated in the values board activity during the public open house.

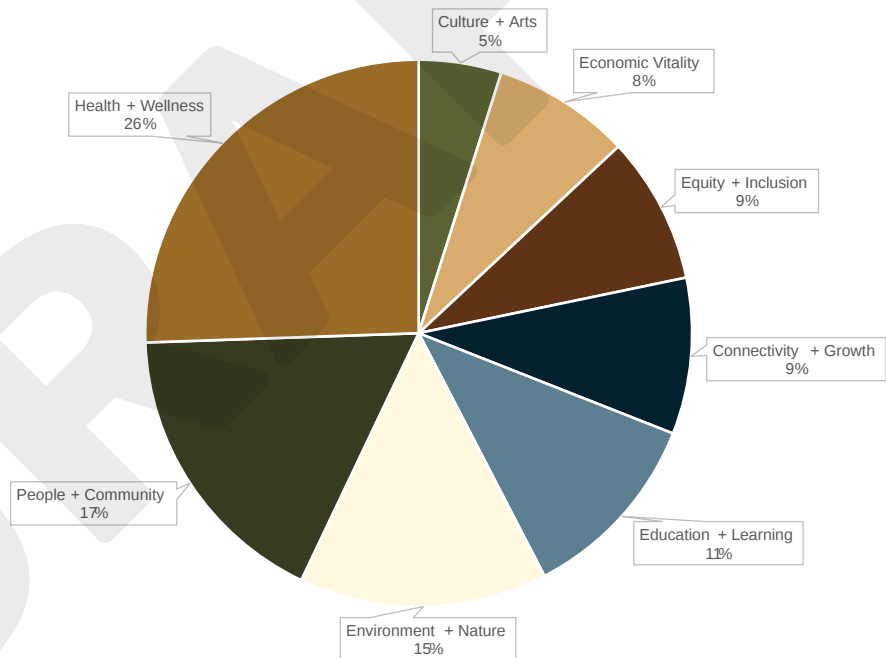
The idea of wellness being a priority among the Pinehurst community is further advanced by participants leading recreational needs, which were paved walking trails, pickleball courts, and athletic fields. Top needs for recreation programs included both active indoor and outdoor activities. Furthermore, participants indicated they are most in favor of prioritizing investing in recreational resources that promote health and wellness programs.

Additionally, the community value "People + Community" ranked second in terms of percentage points. Open house visitors indicated their desire for activities allowing them to connect with their community

and celebrate Pinehurst's uniqueness during special events and festivals. In a similar vein, participants demonstrated positive, community-minded attitudes toward ensuring the Village prioritize providing affordable recreation services across a population of diverse abilities.

Top Community Values

- Health + Wellness
- People + Community
- Environment + Nature



Program Needs

Practitioners have conveyed the effectiveness of recreation programs across a broad swath of interdisciplinary applications. Outcomes point to benefits including improving or maintaining health and well-being, positive socialization with peers, development of friendships, enhanced self-esteem and self-confidence, and development of inclusive communities accepting to all. Recreation, leisure and sports activities may involve individuals, small groups, teams or whole communities and are relevant to people of all different ages, abilities and levels of skill. The types of recreation, leisure and sports activities people participate in vary greatly depending on local context, trends, social systems and values.

Top Five Programs in Demand

- › Indoor Programs (e.g. - soccer, volleyball, table games, etc.)
- › Outdoor Programs (e.g. - trail sports, climbing, non-motorized boating, challenge courses, etc.)
- › Special Events + Festivals
- › Life Skills Programs
- › Senior Programs

Recreation Amenity Needs

Participants ranked the top three amenities they would like to see the Pinehurst Parks and Recreation Department offer or expand in the future. The project team compiled the list of possible amenities from department recommendations, references to previous community input, and items in line with current national trends.

The input board activity determined that among participants paved walking trails are by far the most in-demand recreational amenity for the Pinehurst community. Paved walking trails topped the second and third most desired amenities, pickleball courts and athletic fields, respectively, by over two percentage points. This finding is significant in ways that will be discussed further into this plan. For now, it is important to consider the relationship between this finding and other data gathered as part of the public input activity.

First is the connection between a desire for paved walking trails/greenways and health and wellness as the most highly regarded community value. Increasing access to trails within communities benefits personal health, especially in places where elements of urban life such as traffic and pollution contribute to stress and poor health. Trails often serve as linear parks which offer a safe and comfortable environment for active recreation such as walking, biking, jogging, or running. The connection between the demand for trails and greenways in Pinehurst and the community's assertion that investment in them is a top priority is also important to note. As is the link between the demand for trails and the assertion that the Village should invest in recreational resources that prioritize health and well-being.

Top Five Amenities in Demand

- › Paved Walking Trails
- › Pickleball Courts
- › Athletic Fields
- › Natural Surface Trails
- › Outdoor Basketball Court

Greenways and Trails

Furthering the discussion of trails and greenway needs in the Village of Pinehurst, participants were asked what aspects of greenway infrastructure compel their usage. Participants overwhelmingly stated they are most inclined to want to use greenways if they were close to where they live or work.

Trails can be used for both recreational and transportation-related purposes. Trails serve as off-road linkages to neighborhoods, as well as centers for shopping, entertainment, education, and employment. Trails, greenways, and multi-use paths provide users with a safe and enjoyable way to travel. Oftentimes, they are used for short trips, especially those trips less than one mile. Reducing distances between key destinations is an effective way to attract residents and visitors to bicycle and walk to locations that are closer to home. Combining this practice with the improvement of existing trails, greenways, and parking makes the use of the facilities more predictable and comfortable for users.

Moreover, trails help foster a sense of place and community by connecting people and destinations. People often feel more welcomed and engaged when connected trails provide opportunities for neighbors to gather and strengthen relationships. Trails can help bridge the gap between cultures, and serve as neutral gathering places and recreational areas for communities. The integration and promotion of trails within communities helps associate trails with specific places. In these cases, trails may become a symbol of the community, and in return ignites community pride.

Top Greenways + Trails Needs

- › Greenways Close to Where People Live
- › Greenways Connections to Work or School
- › Greenway Connections Between Parks

Prioritization Criteria

After indicating their most desired recreation amenities, programs, and greenway needs, participants were asked to indicate the top three ways they believe the Department should balance the many priorities revealed in the planning process. The Village of Pinehurst will begin to implement recommendations from this plan in both near and long-term time spans across the 10 year planning horizon. Projects reliably evolve based on changing recreation trends, availability of funding and the larger community context. When there are many opportunities and meaningful interests, both within the Department and across Village sectors, it is challenging for decision makers to prioritize projects.

Results from this exercise indicate that the Pinehurst community is most in favor of prioritizing projects involving trails and greenways, as well as those that focus on health and wellness.

Additionally, as noted earlier in the community values discussion, participants in the open house noted the importance of prioritizing affordability and accessibility for all users regardless of status. These prioritization criteria are in alignment with the most highly regarded community values: health and wellness and people and community.

"As we grow - and more kids move into Pinehurst we need facilities to support the younger demographic."
Quote from Open House Attendee

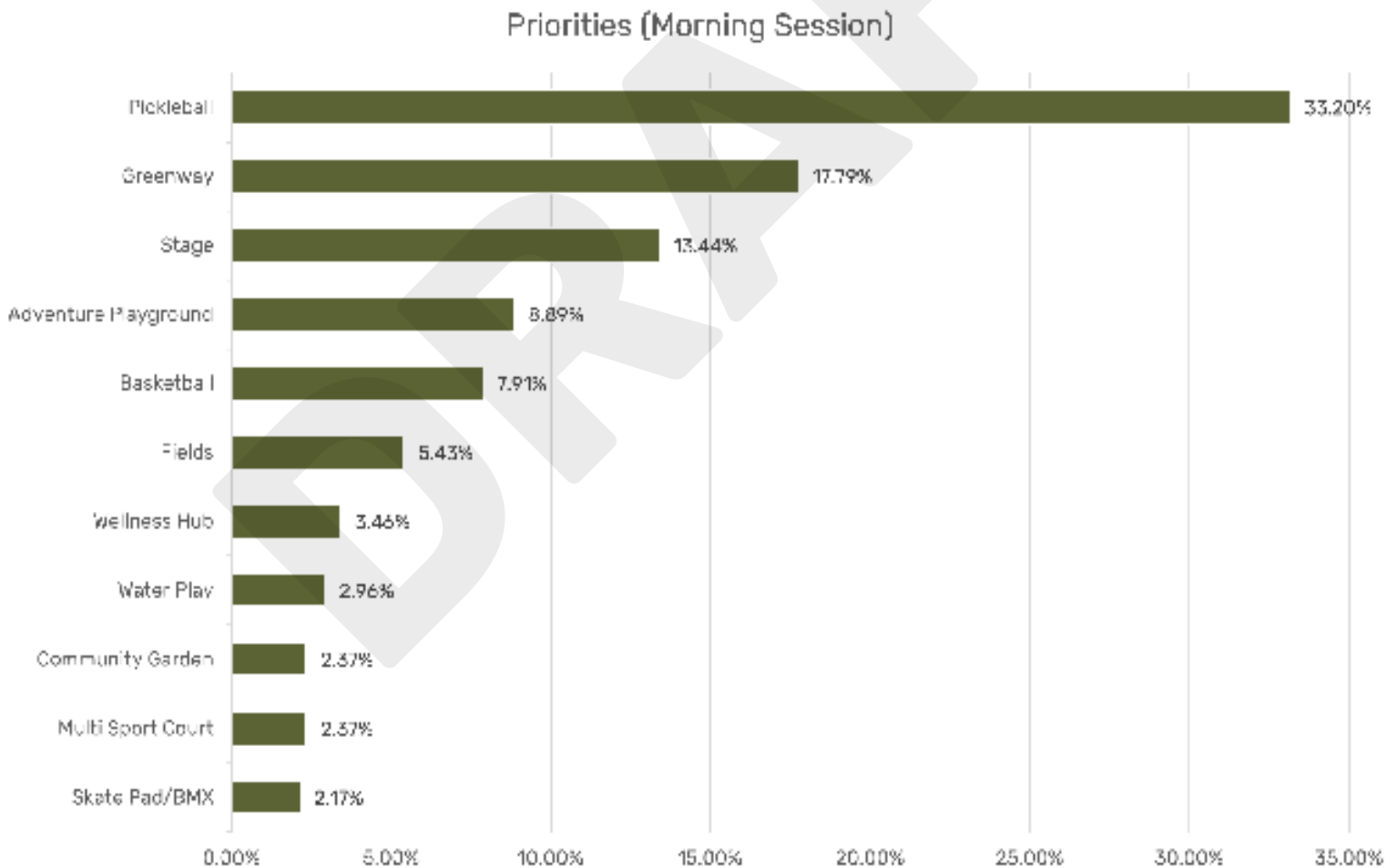
COUNCIL MEMBER FOR A DAY

Morning Session

Over one-third (33.2%) of morning session attendees, most of whom reported representing older generations (Silent and Baby Boomer) dedicated the majority of their \$4 million/20 tokens to invest in pickleball courts.

According to the 2022 Sports & Fitness Industry Association (SFIA) Trends Report. More than 8.9 million people (over the age of 6) play pickleball across the United States. Pickleball is growing in popularity among most age groups – however, it is most popular among active older adults. The same SFIA Report noted players aged 55 and up comprised the largest age bracket (19.8% of total participants) of pickleball players in 2021. Yet, the average age of pickleball players is dropping and declined 2.9 years from an average of 41.0 years in 2020. Pickleball player growth in 2021 was the fastest among players under 24 years of age (21%). Growth among players 55 and older was slower at 10% year-over-year.

Greenway trails (17.8%) were also proven to be a strong contender for funding among community members pretending to be Village Council members – as was a permanent stage (13.4%), and adventure playground (8.9%). These types of recreation amenities are used across generations, are typically accessible to all.

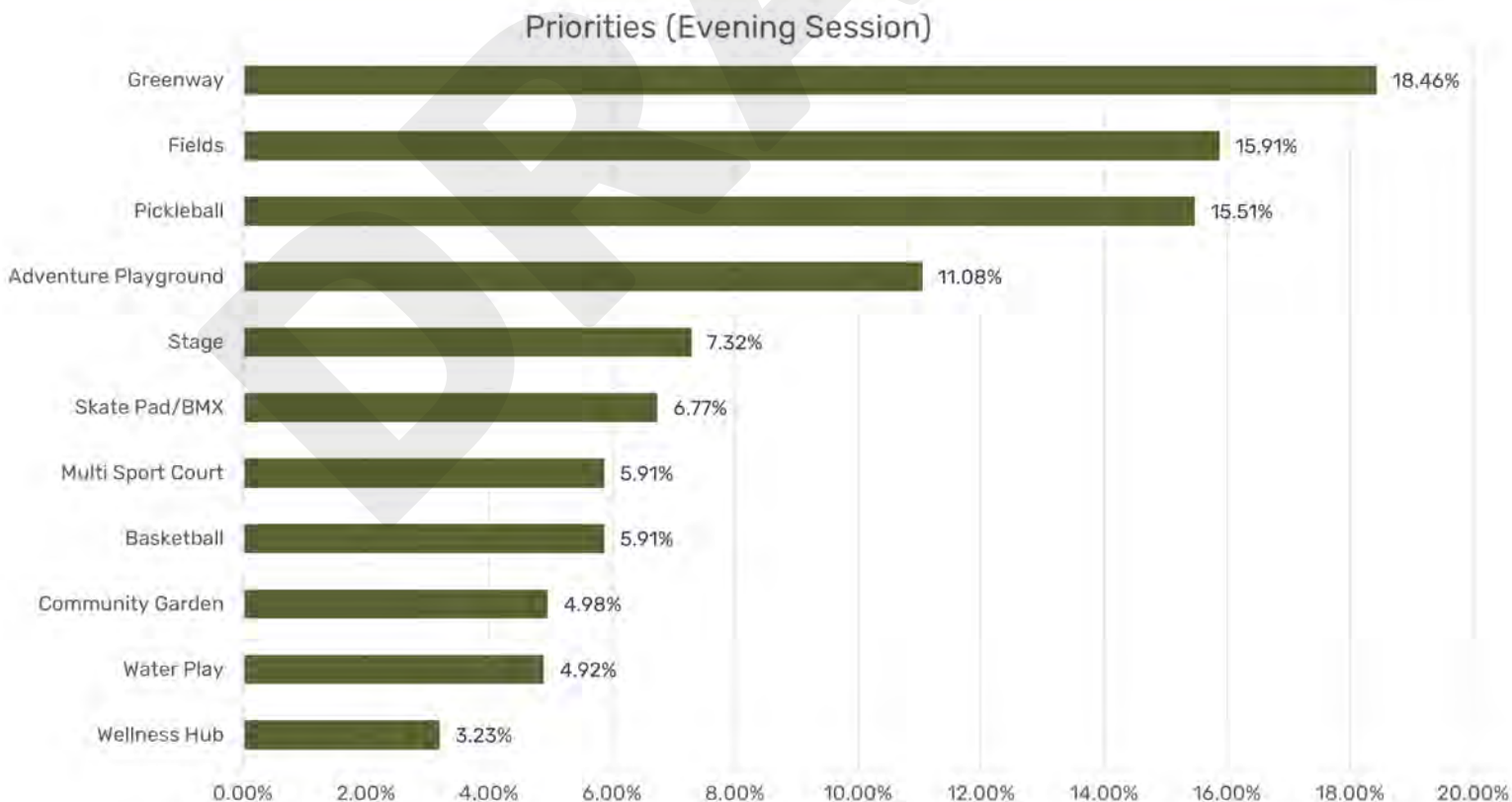


Evening Session

Demand for recreational amenities was shown to be more varied among participants in the evening open house, as was their demographic composition. Many visitors dropped in before or after participating in recreation programs at Cannon Community Center. Youth basketball games, a specialized recreation program and cooking class took place over the course of the approximately three hour long open house. Participants in these programs were comprised of elementary-aged children and young adults, mostly accompanied by parents – which likely accounted for the diversity of age ranges among this group.

In terms of demand for recreation amenities, evening meeting participants dedicated the majority of their \$4 million/20 tokens to trails and greenways, followed closely by athletic fields. Coming in third place, demand for pickleball continued to show strength, albeit less than what was captured during the morning meeting. Evening participants similarly showed support for an adventure playground and permanent stage.

It is significant to note that although there was some variation among the recreational amenities topping the lists of both morning and evening session participants (who again were comprised of older generations and younger generations, respectively), those list topping amenities are ones that support recreational needs across the age spectrum. This finding could likely be attributed to Pinehurst community members' affinity for one another's leisure needs and recognition that recreation is a critical component of healthy development throughout one's lifetime.



SCIENTIFIC SURVEY

Purpose

It is not overlooked or uncommon for the public to question results from a survey. In fact, there are numerous aspects attributed to this type of doubt. The concept of self-selecting, or open access surveys, lends itself to inherent bias that can be viewed as contributing to faulty information. This method of surveying allows individuals to participate in a poll at will. This technique can be problematic in that those who feel particularly compelled by a topic have a platform from which to speak out, aggregating an oversupply of information rife with disproportional instances of extreme responses. Conversely, the public has much more confidence in survey outcomes if they feel confident that the survey was done scientifically. A survey that has gone through the steps of the scientific process poses a higher percentage of validity and reliability of the results.

Thus, the objective of the current public input effort was to employ a statistically reliable means of impartially identifying what Pinehurst residents see as the most vital recreational needs in their community. The intent behind this approach was to accumulate results that can be used to: identify gaps in recreational services; recognize service areas that are perceived as robust; rally the community around parks and recreation in the Village of Pinehurst; and support rationale for future investment.

Methodology

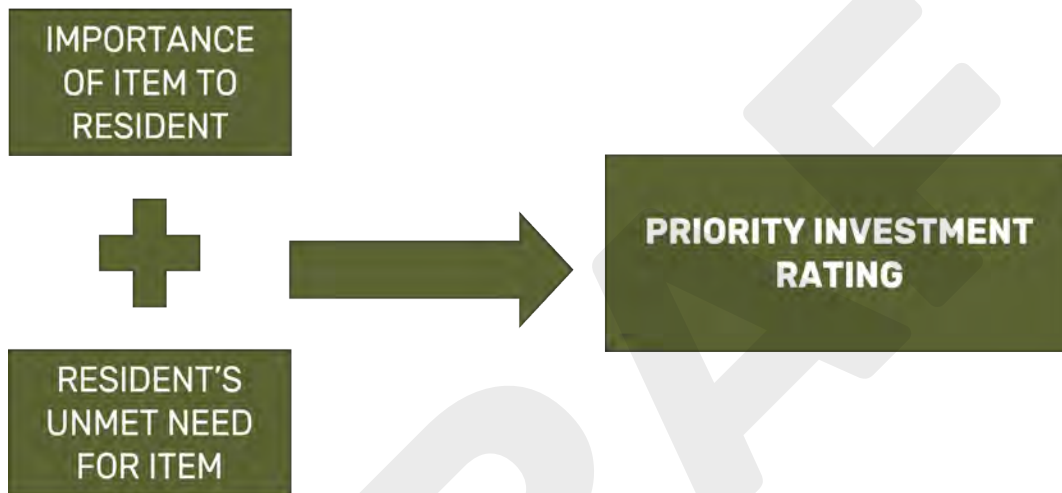
The survey firm, ETC Institute (ETC) mailed a survey packet to a random sample of households in Pinehurst. Each survey packet contained a cover letter, a copy of the survey, and a postage-paid return envelope. Households who received the survey were given the option of returning it by mail or completing it on-line at PinehurstParksSurvey.org.

To encourage participation, ETC sent emails and text messages to all Pinehurst households who received the survey containing the link to the online version for ease of participation. To prevent people who were not part of the sample from participating, all respondents were required to enter their home address prior to submitting the survey. ETC then matched the addresses that were entered online with the addresses that were originally selected for the sample. Responses without matching addresses were omitted.

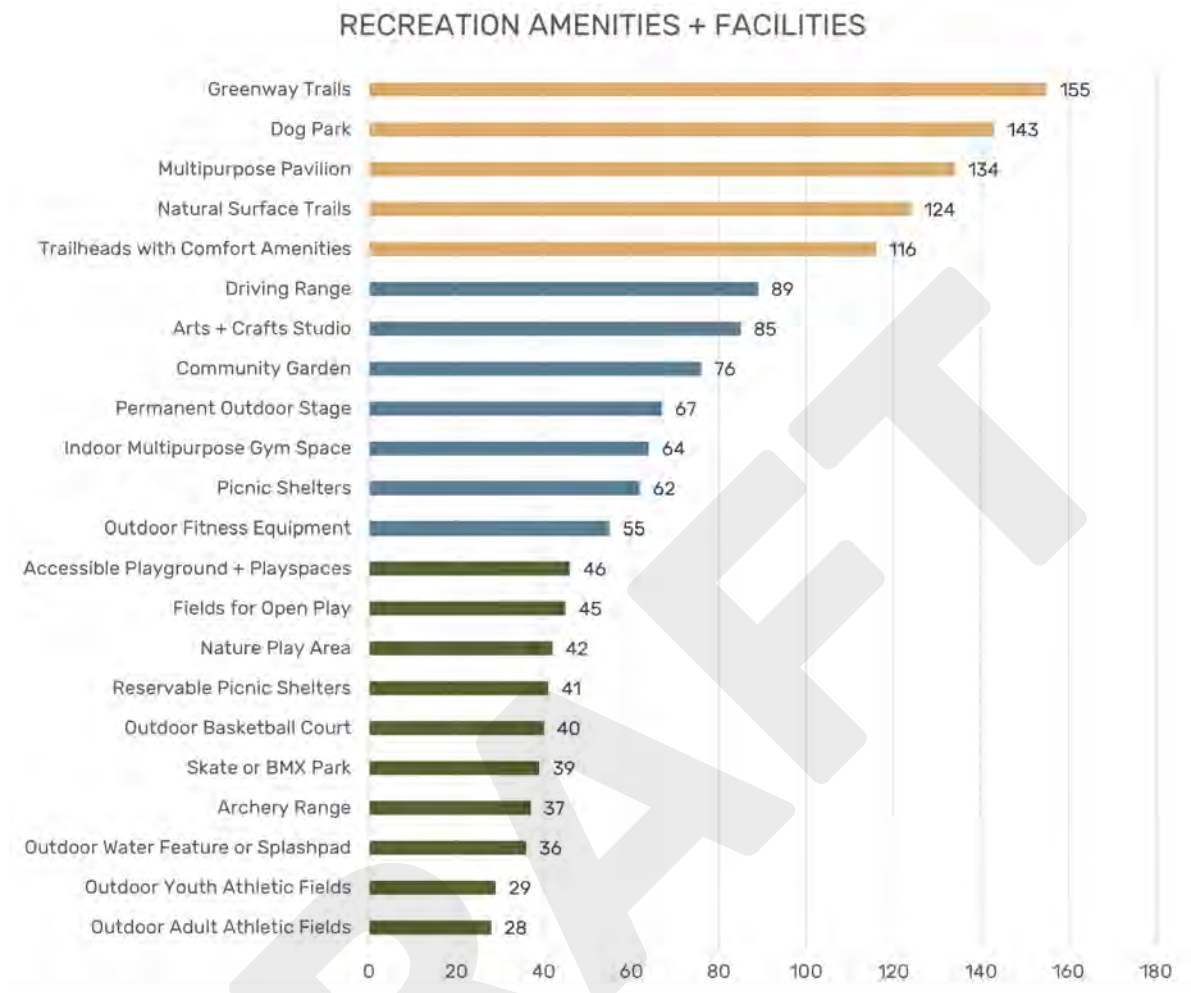
The goal was to obtain completed surveys from at least 300 residents. That goal was reached with a total of 336 surveys being completed. The overall results for the sample of households have a precision of at least (+/-) 5.2% at the 95 percent level of confidence. The level of confidence indicates that if this survey were run 100 times with the same methodology, the results found here would be replicated 95 of those times. Precision and level of confidence are standard metrics for statistic validity.

Priority Investment Rating

The priority investment rating was developed by ETC Institute to provide decision makers with an objective tool to evaluate the urgency that should be attributed to investments in parks and recreation facilities, amenities, and programs. The priority investment rating combines and equally weighs measures of 1) the importance residents place on certain facilities, amenities and programs and 2) how many residents have unmet needs for that facility, amenity, or program equally weighs the importance that residents place on facilities and how many residents have unmet needs for facilities.



^ Easter Egg Hunt at Canon Park/Village of Pinehurst



High Priority Amenities

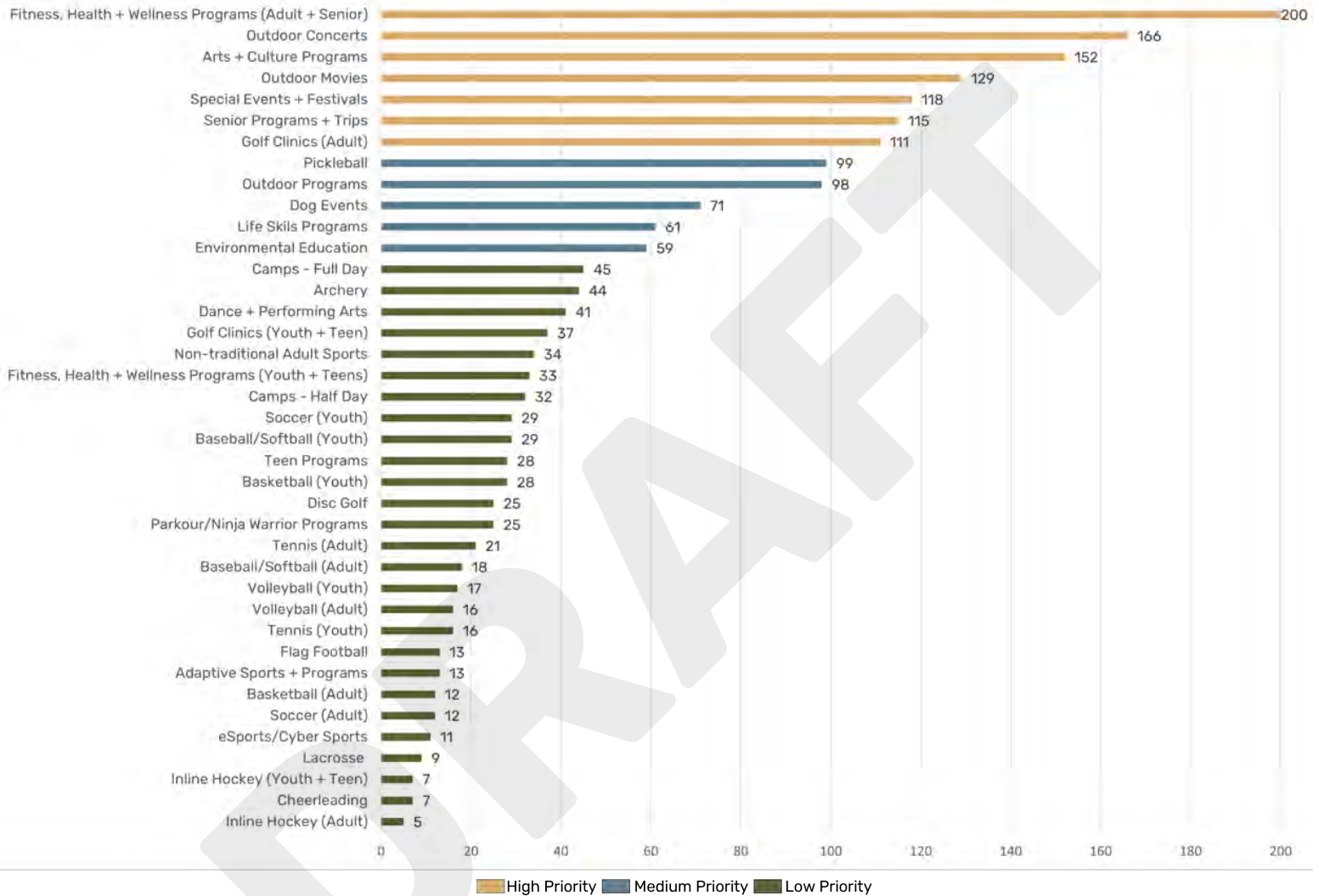
- › Greenway Trails (PIR = 165)
- › Dog Park (PIR = 177)
- › Multipurpose Pavilion (PIR = 134)
- › Natural Surface Trails (PIR = 124)
- › Trailheads with Comfort Amenities (116)

Priority Improvements

Pinehurst residents are either supportive or very supportive of Village leadership addressing:

- › Investing in improvement and upkeep of existing facilities (96%)
- › Expanding the Village's existing Greenway System (89%)
- › Hosting events to foster a sense of connected community (89%)
- › Increasing parkland through public/private partnerships (88%)
- › Implementing sustainability measures to minimize environmental impact of parks and recreation facilities (86%)

PRIORITY INVESTMENT RATING - RECREATION PROGRAMS/ACTIVITIES



Priority Recreational Programs

- Fitness, Health + Wellness (Adult + Senior) (PIR = 200)
- Outdoor Concerts (PIR = 166)
- Arts + Culture Programs (PIR = 152)
- Outdoor Movies (PIR = 129)
- Special Events + Festivals (118)
- Senior Movies + Trips (115)
- Golf Clinics (Adult)

Additional Findings

- Program Participation: The majority of respondents (56%) reported having participated in a recreation program or special event offered by the Village of Pinehurst over the past year – rating their quality as wither good (39%) or excellent (56%).
- Park Usage and Perceptions of Conditions: Respondents most often visit Pinehurst Greenways (23%) and Wicker Park (22%). Almost 100 percent (95%) of respondents rate the overall quality of parks/facilities as either good (40%) or excellent (55%). When asked how often they visited Pinehurst parks during the past year over one-third (35%) of respondents reported visiting 25 or more times.
- Barriers to Park + Program Usage: Respondents were given a list of 15 reasons that prevent them or members of their household from visiting Pinehurst parks and/or participating in programs. The top four reasons were: lack of information (30%), not having enough time/too busy (28%), not having interest in what is being provided (21%), and lack of parking (12%).
- Community perceptions of the Department: With regard to the Village of Pinehurst parks, facilities, and special events, the majority of households agree with the following statements: Public parks add to quality of life in the Village of Pinehurst (97%); Recreation and parks are an essential service to the Village (94%); I feel safe when visiting parks in Pinehurst (86%).
- Communication: The sources of information that respondents most prefer to use to learn about Pinehurst parks, facilities and special events, based on the sum of respondents' top choices, were:
 - Local Media (The Pilot, The Sway, radio, etc.) (55%)
 - Village Newsletter (49%)
 - Village of Pinehurst website (43%)
 - Word of Mouth (42%)
- Funding Support: Pinehurst residents are willing to support tax dollars:
 - Expanding the existing greenway system (50%)
 - Investing in improvements and upkeep of existing facilities (45%),
 - Hosting events to foster a sense of connected community (25%).
- Funding Sources: Respondents most support (49%) funding parks and recreation improvements and expansions by using the existing property tax rate structure.



▲ Archery Program at West Pinehurst Community Park/
Village of Pinehurst

ASSET MAPPING

Premise

Asset mapping is an information gathering technique concentrating on strengths, opportunities, and challenges from an asset-based perspective. Assets are defined as anything that provides tangible or intangible value to the community. Examples include traditional concepts such as vehicles and buildings, as well as non-traditional concepts such as relationships, community support, quality staff members, and more. Such an approach cultivates promise by shifting the focus from the identification of needs/deficits, to recognizing a community's resources and capacities.

Purpose

The objective of this exercise was to provide the Village of Pinehurst leadership and Parks and Recreation Department staff with an open and safe forum to discuss their perspectives among their peers without concerns of repercussion or expectations of partiality. Specifically, the exercise was applied for the purpose of gleaning information by asking how the Village's parks and recreation programs make the community better, how the Department stands out among peer communities, how programs and facilities can be strengthened, and how barriers could stand in the way of efforts to improve the system.

This feedback is the starting block to developing planning themes that will guide the content of the plan. Planning themes are intended to be summarize strengths, opportunities and challenges that exist within Pinehurst's parks and recreation resources. The findings are meant to inform the future recommendations not as discreet, static categories, but rather as tools for organizing and understanding the information. Four themes emerged based on staff input.

Asset mapping questions include the following:

- › What about parks and recreation makes your community better?
- › What is your parks and recreation Department known for?
- › What would strengthen the Department's positive impact on the community?
- › What are the most significant threats to the Departments assets and reputation?



Staff Asset Mapping

Cooperation from the whole of a department's staff is central to the authenticity and usefulness of a comprehensive systemwide plan for parks and recreation. Educating staff on the purpose and benefits of the plan and conveying how their input is incorporated into its content creates an atmosphere of camaraderie and rallies staff around a common interest.

The asset mapping meetings with Pinehurst Parks and Recreation staff were formatted as focus groups in that they were interviews capitalizing on communication between participants in order to generate data. This form of research in particular, is an effective technique for exploring the attitudes and needs of staff.



Buildings + Grounds Staff Asset Mapping Summary

- › First-rate customer service is a critical attribute and staff do an outstanding job responding to residents' recreational needs and maintenance requests.
- › The Village's parks make the community better because they provide safe and well-maintained spaces for people to exercise, experience nature, and connect with one another.
- › Staff believe the Department could perform better by overcoming challenges related to filling vacant maintenance positions.
- › Pinehurst Parks and Recreation is known for its "bests", "onlys" and "firsts." In other words – amenities and facilities that are unmatched anywhere throughout a location. Pinehurst Parks and Recreation owns and operates the only equine training facility managed by a municipal parks and recreation agency, and is home to the best playground in Moore County.

MEETING #2

ASSET MAPPING

Focused on building
strengths and
identifying gaps.



Recreation Programs + Events Staff Asset Mapping Summary

- › Pinehurst's Parks and Recreation Department makes the community better by providing affordable access to a variety of activities designed by a caring and welcoming staff. The activities, programs, parks and events contribute to improving health and wellness, creating connections, and building a shared sense of community.
- › The Village's public recreation facilities are known for being incomparable anywhere around – most notably – The Fair Barn and Harness Track.
- › Although the Department owns and operates several well-maintained and highly used athletic amenities, the community would benefit from adding more, and it would behoove the department to explore field surfacing options like synthetic turf to allow for less maintenance and more consistent game play.
- › The Department's positive impact on the community could be strengthened by refining the methods used to communicate with the public – to result in a higher degree of exposure and increased engagement.
- › Because this staff is so adept at putting on special events for the Village, the Department's positive impact on the community, in this respect, would be reinforced if there were more human and financial resources to support bigger events.
- › First-rate customer service is a critical attribute and staff do an outstanding job responding to residents' recreational needs and maintenance requests.
- › Potential challenges to expanding and improving the system include a perceived disconnect between Village leadership and parks and recreation service providers, the impression that some segments of the Village's population is change-averse, and competition from similar providers of recreational services.

VILLAGE COUNCIL

ASSET MAPPING

Focused on building strengths and identifying gaps.



Village Council Asset Mapping Summary

- › Pinehurst's Parks and Recreation Department makes the community better by providing affordable access to a variety of activities designed by a caring and welcoming staff. The activities, programs, parks and events contribute to improving health and wellness, creating connections, and building a shared sense of community.
- › The Village's public recreation facilities are known for being incomparable anywhere around – most notably – The Fair Barn and Harness Track.
- › Although the Department owns and operates several well-maintained and highly used athletic amenities, the community would benefit from adding more, and it would behoove the department to explore field surfacing options like synthetic turf to allow for less maintenance and more consistent game play.
- › Segments of the Village's population is change-averse, and competition from similar providers of recreational services.

COMMUNITY STAKEHOLDERS

ASSET MAPPING

Focused on building strengths and identifying gaps.



WHO

Pinehurst Bicycle + Pedestrian Association and
Pinehurst Neighborhood Association Members



WHAT

An opportunity for involved citizens to share their perceptions of the Department's strengths, how to build on them and potential barriers to improvement



WHEN

Monday, May 8th
4PM - 5:30PM



WHERE

Virtual/Online

Community Stakeholders Asset Mapping Summary

- › Pinehurst's Parks and Recreation Department makes the community better by elevating a sense of community across the Village, promoting health and wellness, and improving the community's quality of life.
- › The Village's parks and recreation system is known for events such as Pinehurst Live After 5, the quality and variety of programs and activities, its professional staff, and facilities like the community center and arboretum.
- › The Pinehurst community would benefit from additional recreation amenities such as a dog park, trail connections, and an amphitheater – as well from expanded recreation program offerings like more events and the Harness Track, more teen activities, and more health and fitness activities.
- › Stakeholders identified budget and staffing limitations, user group divergence – particularly at the community center, community growth and having a lack of information as considerable challenges to the Department's parks and recreational assets.

Asset Mapping Themes

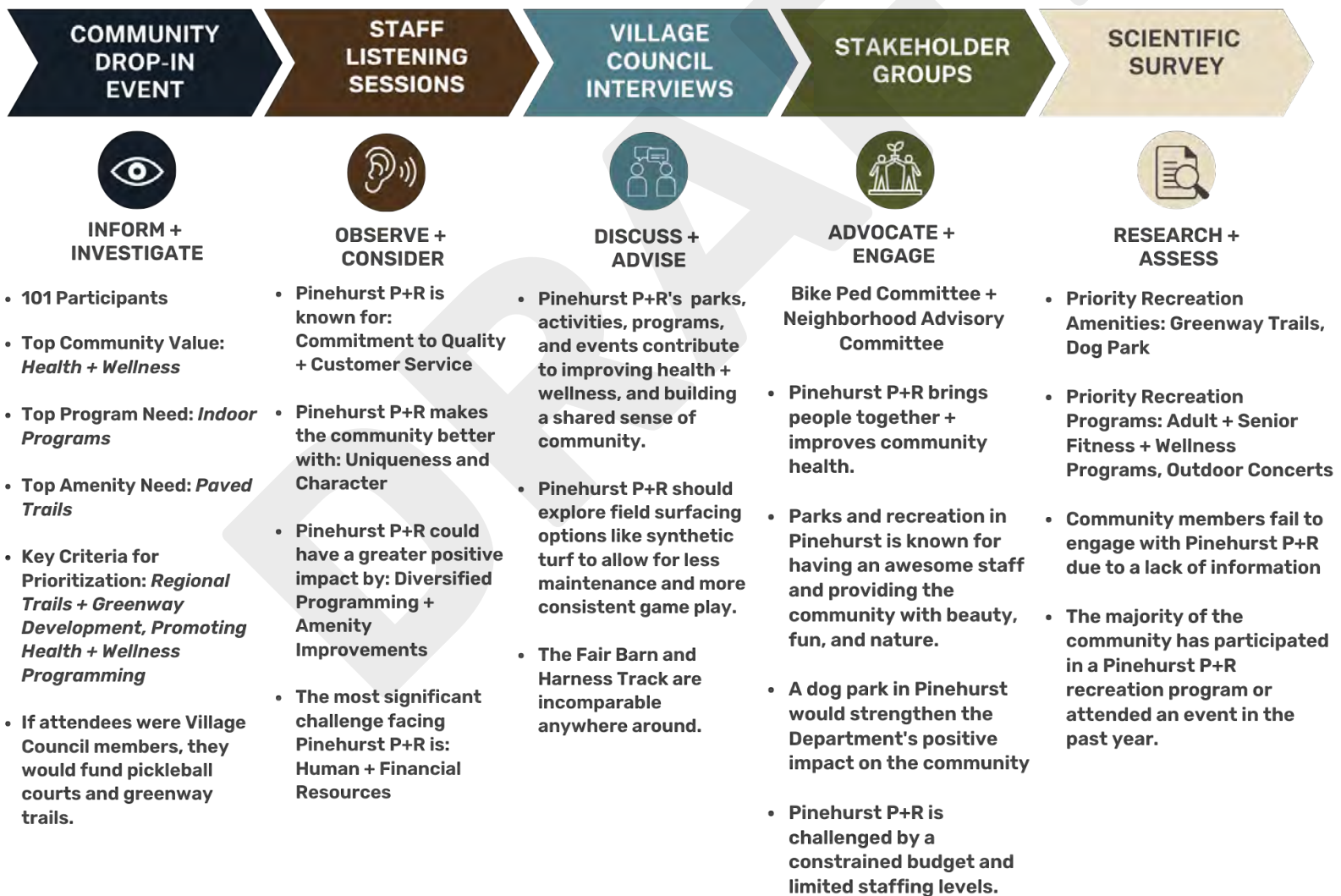
- › Pinehurst's Parks and Recreation Department makes the community better by providing affordable access to a variety of activities designed by a caring and welcoming staff. The activities, programs, parks and events contribute to improving health and wellness, creating connections, and building a shared sense of community.
- › Enhancing communication methods with the public can increase exposure and engagement, thereby strengthening the department's positive impact on the community.
- › Additional human and financial resources would support larger special events organized by the department.
- › The staff provides excellent customer service and promptly responds to residents' recreational needs and maintenance requests.
- › Challenges to expanding and improving the system include a perceived disconnect between Village leadership and parks and recreation service providers, resistance to change in certain segments of the population, and competition from similar recreational service providers.
- › Pinehurst's parks and recreation system is renowned for its exceptional events like Pinehurst Live After 5, diverse programs, dedicated staff, and excellent facilities including the community center and arboretum.
- › The Pinehurst community would gain advantages from the addition of more recreation amenities such as a dog park, improved trail connections, and an amphitheater
- › Expanding recreation programs to include more events, the Harness Track, activities for teenagers, and health and fitness programs would also be beneficial.

STAFF ASSET MAPPING MEETING #1	STAFF ASSET MAPPING MEETING #2
› Quality › Variety › Singularity › Community Connections › Resources › Experience › Health + Wellness › Outdoor Experiences › Consistency	› Quality › Variety › Affordability › Community Connections › Outdoor Experiences › Resources (Human, Financial, Communication) › Accessibility › Community Growth + Character › Consistency
VILLAGE COUNCIL INTERVIEWS	STAKEHOLDER GROUP MEETING
› Sense of Place › Greenways and Transportation › Variety › Quality › Outdoor Experiences › Human Resources › Organization › Growth › Sustainability › Structure	› Engagement › Healthy + Fit Community › Quality › Signature Events › Sense of Community › Diverse Programs › Professional Staff › Outstanding Facilities › Variety › Overcoming Challenges

SUMMARY OF FINDINGS

The following summary of presents the feedback received across each engagement activity conducted during the inventory and analysis phase of the comprehensive planning process. Pinehurst residents recognize the positive impact the Pinehurst Parks and Recreation Department has on quality of life, its ability to contribute to healthy, active lifestyles, and create positive relationships among community members, and introduce residents to nature and the outdoors. They share a belief in the power of parks and recreation to address some of the most pressing concerns facing the Village of Pinehurst, such improving health and wellness outcomes, preserving unique local history and heritage, and balancing the shifting needs of a growing community.

Opinions and comments collected were diverse across stakeholder groups, but a number of themes emerged. Themes represent the community's expressed needs, aspirations, and visions. They convey a powerful message for leveraging the Village of Pinehurst's parks and recreation assets, while acknowledging and addressing its current challenges.



EMERGING THEMES

Community, staff and stakeholder input informed the following core ideas or themes. These themes were used to develop the recommendations of this plan.

Quality + Variety: Establishing variety in parks, recreational amenities recognizes that individuals have diverse interests, preferences and needs when it comes to recreational activities. Both the general public, Pinehurst Parks and Recreation staff, and Village leadership agreed that by offering a wide range of options, the Department is catering to the assorted interests of the community – ensuring that there is something for everyone to enjoy. Ideas for expanding the variety of recreational experiences in Pinehurst included adding a dog park, trailheads, and a multipurpose pavilion for concerts, performances, and educational programs.

Sense of Community: Participants indicated that their foremost point of pride for Pinehurst's parks and recreation system was the Village's efforts to connect people, and the Department's ability to foster a sense of community. Community members foster connections, socialize, and uncover shared values and beliefs that unite them through celebrations, festivals, and special events. Moreover, engagement in recreational programs encourages residents to cultivate social cohesion.

Outdoor Engagement: The "Environment and Nature" was the third-most stated community value by those who participated in the public input event. In terms of recreational amenities and programs, open house attendees indicated vast support for growing the Village's greenway and trail inventory as well as expanding outdoor recreation programs like hiking, rock climbing and paddling. Natural surface trails and amenities that support greenway usage/experiences (trailheads with restrooms, parking, etc.) ranked within the top five most important amenities to households in the scientific survey.

Tradition + Heritage: Pinehurst's commitment to preserving tradition and heritage also extends to its parks and green spaces. Feedback from the community and stakeholders indicate their pride in its distinctly maintained parks, which offer a peaceful and picturesque setting for relaxation and outdoor activities. These parks often feature elements that reflect the local history and natural surroundings, such as historic monuments, scenic walking trails, and native flora and fauna. The community recognizes that the preservation of tradition and heritage through parks and recreation enhances the overall quality of life in Pinehurst.

Inclusion + Accessibility: The Pinehurst community as a whole believes inclusivity and accessibility to be a highly regarded guiding principles in community recreation. Results from the scientific survey conducted as a component of this plan's public engagement process indicated that the majority of the community feels their needs for accessible playgrounds and amenities are either being met or fully met. Likewise, the same survey pointed out that the majority of households in Pinehurst believe their needs for adaptive sports and programs are also being met.

Health + Wellness: "Health and Wellbeing" emerged overwhelmingly as the top community value based on input from open house attendees. According to the scientific survey, the majority of respondents indicated a need for fitness, health and wellness activities for adults and seniors, and also stated that their needs for these programs are not being met. Those two findings occurring in tandem, coupled with the Pinehurst community's high regard for health and wellness as a value, indicate that fitness and wellness programs for adults and seniors should be a priority area for the Department to invest.

PUBLIC INPUT MEETING #2

Who

The McAdams Planning Team, Pinehurst Parks and Recreation staff and 40 Pinehurst community members.

What

The planning team organized a two-hour open house to receive feedback regarding the Parks and Recreation Master Plan's recommendations, goals, and action items. Village of Pinehurst leadership advertised and promoted the event through website postings, social media announcements, notices to public officials, and information posted at parks facilities.

When

Thursday, July 27, 2023 – Ongoing from 5PM to 7PM

Where

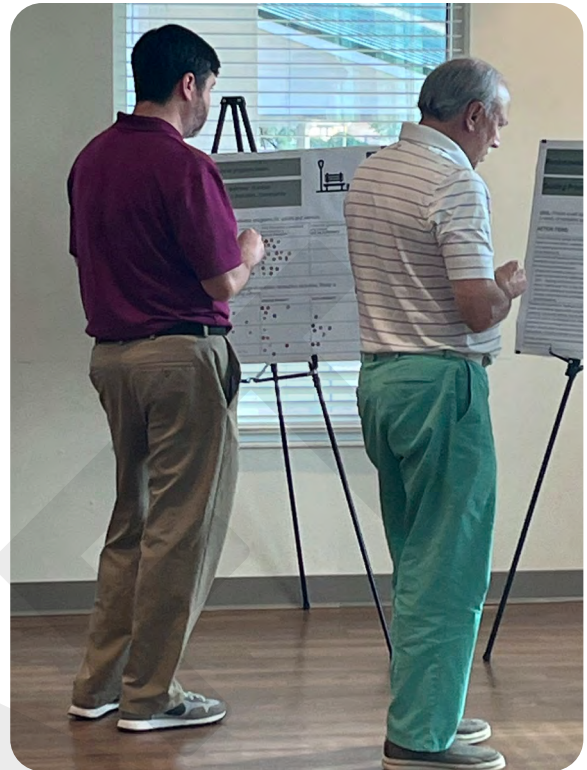
Canon Park Community Center

Why + How

The meeting was conducted as a means of providing the public with an understanding of the process involved in formulating the plan's recommendations, as well as for the planning team to receive feedback as to how the recommendations should be prioritized. The meeting offered attendees a brief overview detailing the considerations taken to ensure the recommendations were realistic, justifiable, and implementable.

Attendees had the opportunity to interact with the project team and provide feedback verbally and through a series of seven boards. The boards illustrating the proposed recommendations were displayed across the multipurpose room. Participants were instructed to indicate whether they believed the action items associated with each recommendation and goal should be prioritized as high, medium, or low.

Community engagement findings, which included the initial open house, scientific survey, and stakeholder meetings – as well as the plan's research, inventory, and analysis – determined framework of the plan's guiding principles and subsequent recommendations. These guiding principles were shared with the public at the open house for validation. The team did not receive objection to the plan's guiding principles.



Open House # 2/McAdams



Open House # 2/McAdams

Summary

Concerning high-priority action items related to the establishment of parkland and recreational amenities, the 40 open house attendees showed a high level of interest expanding opportunities to play pickleball, with many suggesting the need for more publicly accessible courts. Thus, the recommendation to add an additional court in the existing gym, prioritize installing new courts on undeveloped space at Wicker Park, and ensuring that pickleball courts are included in plans to expand Canon Park Community Center was highly supported.

Attendees also generally agreed that the Village should prioritize investing in new multipurpose fields consistent with athletic program expansion, and elevating recreational amenities the scientific survey determined to be important and in-demand. Results from the survey determined that the Pinehurst community perceives a dog park as being the foremost unmet recreational amenity need, while greenway trails were deemed to be the most important amenity. The item with the highest priority investment rating (PIR) - which reflects the sum of the unmet needs rating and the importance rating - was greenway trails, followed by dog park, multipurpose pavilion, natural surface trails, and trailheads.

Relative to the demand for greenway trails, attendees believed the Village's upcoming multi-modal plan should include a robust assessment of opportunities to improve, enhance and expand Pinehurst's greenway system. Other planning items perceived by attendees to be high-priority were developing a park conceptual plan for the Village-owned Bretton Woods property, requiring all new development to construct trails and create greenspace to serve people living and working in Pinehurst South, and designing Village Place to look and feel like a park.

In terms of recreational programs, events and activities, the 40 meeting attendees believed increasing opportunities for playing pickleball, expanding and enhancing arts and culture programs for youth, and elevating high PIR programs, to be critical to Pinehurst's provision of recreational services. High priority for investment recreational programs, according to results from the scientific survey, include fitness-health-wellness programs for adults and seniors, outdoor movies and concerts, arts and culture programs, special events and festivals, senior programs and trips, and golf clinics for adults. Pickleball was next in terms of rank, however, it was determined to be a medium priority for investment.

Attendees also favored providing outdoor recreation programs to connect with nature and engage in environmental stewardship activities. Additional high-priority items highlighting unmet recreation program needs included expanding athletic programming and diversifying the variety of outdoor concerts to incorporate different genres and local talent. Participants also showed a preference for promoting inclusion and creating community connections.

Several other action items perceived by attendees to be high-priority were related to preserving and honoring Pinehurst's traditions and heritage. They included investing in interpretive signage and educational materials to identify connections between parks, historical landmark's, and public commons, as well as partnering with the Village Heritage Foundation and other organizations to develop culture and history programs. On the contrary, attendees showed a low level of interest in Pinehurst Parks and Recreation's goal of facilitating heritage-based events and programs that celebrate Pinehurst's history and foster sense of civic pride. Action items related to this goal included developing programs such as storytelling sessions, presentations, or panel discussions featuring community members who can share personal stories and experiences related to heritage, as well as incorporating new elements of Pinehurst's cultural heritage and programs to ensure fresh and engaging experiences for program participants.

An additional component perceived by attendees to be a low-priority was related to the recommendation to position parks and recreation as an essential public service. This recommendation's action items

included the dissemination of positive information about the Pinehurst Parks and Recreation Department, including accomplishments, achievements, and the net positive economic impact parks, recreational amenities and leisure services have on the community.

There were also several action items across the recommendations and goals considered by attendees to be of medium priority but recognized as important. These included prioritizing the expansion of arts and culture programs for youth such as developing partnerships with local artists, organizations, and schools to offer a wider range of arts and culture programs, creating specialized programs in visual arts, theater, and culinary arts, and providing opportunities for youth to showcase their talents through exhibitions, performances, and community events. The goal to expand arts and cultural programs for adults and seniors was perceived as unimportant.

Expanding fitness, health, and wellness programs for adults and seniors, however, was perceived as important. Action items connected to this goal included collaborating with healthcare professionals and wellness experts to design targeted programs, incorporating educational components on healthy lifestyle choices, stress management, and self-improvement, as well as organizing wellness workshops and seminars on topics like nutrition, mental health, and healthy aging.

Guiding Principles Development

The project team developed a set of nine guiding principles based on the results of the community engagement and the needs assessment findings. This plan's recommendations are firmly anchored in the six guiding principles that emerged throughout the planning process. They provide a foundation for suitable strategies, practices, and pathways to ensure that Village leadership prioritizes park and recreation projects and implements the recommendations over the ten-year planning horizon. A comprehensive explanation of the guiding principles - Health + Wellness, Inclusion + Accessibility, Leisure Tapestry, Outdoor Engagement, Tradition + Heritage, and Community Connection can be found in the recommendations chapter.

Recommendation: (board 1 of 3)

Address unmet recreational program needs.

Guiding Principle:

Leisure Tapestry, Health + Wellness, Outdoor Engagement, Accessibility + Inclusion, Community Connections



GOAL: Increase program offerings to meet the demands and desires of the Pinehurst community.

ACTION ITEMS:	I think this action is critical and should be a HIGH PRIORITY	I think this action is important and should be a MEDIUM PRIORITY	I think this action is unnecessary and should NOT BE A PRIORITY
Leverage community input, PIR findings, and level of service standards to provide more opportunities for Pinehurst community members to play pickleball. Consider immediately adding a third indoor court in the Canon Community Center gymnasium and later building new courts on undeveloped property at Wicker Park.			
Prioritize investments in recreational programs with a high Priority Investment Rating (PIR).			

GOAL: Expand and enhance arts and culture programs for youth.

ACTION ITEMS:	HIGH PRIORITY	MEDIUM PRIORITY	NOT A PRIORITY
Develop partnerships with local artists, organizations, and schools to offer a wider range of arts and culture programs.			



4 | RECOMMENDATIONS

IN THIS CHAPTER

Compatibility Guidelines

Guiding Principles

Recommendations + Action Items



West Pinehurst Community Park Entrance Sign

RECOMMENDATIONS

The primary focus of the recommendations presented in this plan is to enhance Pinehurst's existing parks and recreation services. As Pinehurst continues to grow and evolve, it is crucial to adapt parks and recreation offerings accordingly, taking into account changing recreation trends and the availability of funding. As the Village carries out the implementation process over the next decade, many projects will evolve based on changing recreation trends, availability of funding, and the needs of a growing community.

With many opportunities come challenges related to prioritizing and implementing projects. To that end, this plan presents action items for use as a decision-making tool for Village leadership. This approach informs and validates decisions that are rooted guiding principles and community needs.

Guiding principles are foundational statements that reflect the core values and beliefs of a community. They serve as a compass for decision-making and guide the development and implementation of plans, policies, and programs. Incorporating guiding principles into the current plan's recommendations ensures that potential outcomes align with the community's values – while also promoting a sense of ownership and inclusivity.



GUIDING PRINCIPLES

COMPATIBILITY GUIDELINES

The guidelines below were developed to help the Village make informed decisions about prioritizing projects. Prioritization urgency is dependent upon Pinehurst's community values, which were employed to develop this plan's guiding principles and community needs. There are a series of questions tied to each, with the intention of guiding Village leadership in their efforts to make informed decisions as projects are identified or new projects emerge.

Guiding Principles

Applying this measure will ensure that recommendations are consistent with the guiding principles of the plan. Overlapping multiple guiding principles will generate benefits that span across the system covering all elements from environmental sustainability to economic impact. The following questions can help determine whether a project is aligned with the guiding principles:

- › Does the project expand Pinehurst's leisure tapestry by providing recreation programs, special events, and unique amenities that are not currently available?
- › Does this project provide equitable access to parks and facilities for people of all ages and abilities?
- › Does this project support health and wellbeing of the community members by providing amenities that encourage physical activity or reduce mental stress?
- › Does this project conserve natural resources for outdoor recreation and environmental learning?
- › Does this project elevate the quality-of-life experience for the Pinehurst community by strengthening sense of community and creating connections?
- › Is this project true to the Village's history, heritage, and legacy of leisure?

Community Needs

This benchmark leverages findings from the community engagement process, primarily leveraging findings from the scientific survey and feedback received from Pinehurst Parks and Recreation staff, community stakeholders, and elected officials. The following questions can help determine whether a project is aligned with community needs:

- › Is this project listed on the priority investment rating scale as mentioned in the scientific survey?
- › Is this project identified as a need by various groups in the public engagement process?

GUIDING PRINCIPLES

A strong vision for Pinehurst's parks and recreation future stands on guiding principles established through active engagement with the public, Pinehurst Parks and Recreation staff, local stakeholders, and elected officials. Guiding principles are further determined by an overall analysis of the Village's parks and recreation system including an assessment of parks and publicly available amenities, programs, and services. Rooted in community values, the guiding principles create the foundation for this plan's recommendations and action items.

While the action items of this plan may evolve over time with changing demographics, industry trends, policy, or availability of resources – guiding principles help ensure the plan aligns with and reflects the community's values, aspirations, and priorities. This plan has established six guiding principles that are pursued in all aspects of recommendations and goals.

- › **Health + Wellness:** Promote community well-being through active recreation and holistic wellness.
- › **Inclusion + Accessibility:** Build a welcoming and inclusive community to ensure equitable access by removing barriers and providing diverse programming and facilities that embrace the unique needs of all individuals.
- › **Leisure Tapestry:** Continue to elevate visitor experiences through investment in contemporary facilities, innovative programs, diverse services, and first-class parks.
- › **Outdoor Engagement:** Provide opportunities for people of all ages to explore, connect with, and protect the natural environment through outdoor recreation and environmental stewardship.
- › **Tradition + Heritage:** Preserve and honor Pinehurst's traditions, history, and heritage by creating meaningful parks and recreation experiences, events, programs and spaces.
- › **Community Connections:** Foster unity and civic pride by creating inclusive spaces and memorable experiences to connect the community.



Health + Wellness

Identifying wellness as a guiding principle represents a commitment on the part of the Village of Pinehurst to prioritize health outcomes, furthering a vibrant and resilient community. The community engagement effort conducted for this plan indicated that Pinehurst community members recognize how integrating health and wellness throughout the parks and recreation system is a vital component of acknowledging parks and recreation as an essential public service.

Upholding health and wellness as a guiding principle lends the department the license to infuse health and wellness throughout the design and implementation of parks, recreational facilities, activities, programs, and amenities. It will behoove the Pinehurst Parks and Recreation Department to continue using a comprehensive approach that emphasizes a variety of recreation, activities, services, and amenities programmed to encourage a broad range of participants to engage in activities that are both enjoyable and healthy.

The scientific survey results noted greenway trails, natural surface trails, and trailheads as top priorities for investment for recreation facilities and amenities. Results of the scientific survey, alongside feedback from the community, Pinehurst Parks and Recreation staff, and stakeholder groups recognized that there is currently a gap in the Department's provision of fitness programs for adults and seniors.

Inclusion + Accessibility

Inclusivity is the heart of a thriving community. Actively insuring parks, recreation programs, activities and services are accessible to all fosters a sense of belonging regardless of individual backgrounds, abilities, or circumstances. By embracing accessibility and inclusivity, community recreation programs can break down barriers and create spaces where everyone feels valued and welcomed. When people from varying life experiences come together, they enrich each other's experiences, foster understanding, and build a stronger community fabric.

Pinehurst Parks and Recreation takes an inclusive approach to community recreation and empowers individuals with diverse abilities to participate fully in recreational activities. By removing physical, cognitive, and social barriers, the Department delivers adaptive or specialized recreation services that promote equal participation and opportunities for people of all ages and abilities to engage in activities that promote their physical and mental well-being. By embracing principles of accessibility and inclusivity, Pinehurst is exhibiting the aptitude to create spaces that are truly welcoming – those where individuals from all walks of life can come together, play, learn, and grow.



Adaptive Wiffleball at Canon Park Artificial Turf Field/Village of Pinehurst

Leisure Tapestry

The guiding principle of variety in parks, recreational amenities and programs plays a vital role in creating a dynamic and thriving community. It recognizes that individuals have diverse interests, preferences and needs when it comes to recreational activities. By offering a wide range of options, Pinehurst Parks and Recreation is catering to the assorted interests of the community – ensuring that there is something for everyone to enjoy. The Department's recreational amenities span a wide array of possibilities including traditional options like greenways and trails to distinctive amenities such as the Harness Track and Arboretum.

The availability of choices holds significant value for Pinehurst in multiple respects. It makes sure that community members access to a wide range of recreational opportunities that meet their needs and interests. Pinehurst is demonstrably upholding the guiding principle of recreational variety/diversity, however, as in any community, there is space for enhancement and growth of recreational offerings in Pinehurst. Conversations with community members and scientific survey responses indicated a desire for amenities currently absent in Pinehurst such as a dog park, established trailheads, and a multipurpose pavilion.

Every community is composed of individuals with varying preferences, ages, abilities, and cultural backgrounds. By providing a variety of parks, recreational programs, and amenities, Pinehurst can ensure the community has access to activities that align with their interests and cater to their unique needs. Whether it's athletic fields, horse racing tracks, splashpads, playgrounds, trails, cultural events or fitness programs, offering a diverse range of options ensures that individuals can engage in activities that bring them joy, promote their well-being, and enhance their quality of life.



▲ Patriotic Pet Contest/*The Sway*

Emphasizing outdoor engagement as a guiding principle gives Pinehurst Parks and Recreation Department the ability to prioritize preservation and incorporation of natural elements in parks and recreational facilities. With this, the Department is granted permission to create spaces that offer opportunities for people to connect with nature, engage in activities that promote environmental awareness and preservation, as well as foster a deep appreciation for the natural world.

Greenways, corridors designed to preserve and connect natural areas, offer scenic routes for walking, jogging, and cycling. These green spaces provide an escape from the urban environment, allowing the public to immerse themselves in the serenity of nature and reap the physical and mental health benefits associated with outdoor activities. As included in the earlier discussion of health and wellness as a guiding principle, the desire in Pinehurst for a more robust greenway network cannot be understated. Results from the scientific survey revealed greenways and trails to be the most important recreational amenities among responding households.

Relating to nature programs, the presence of the Village Arboretum adds an educational component to outdoor engagement. The Arboretum showcases a curated collection of trees, shrubs and flowering plants and can support a wide range of nature and recreational programs. Completed in 2020, the 10,000-square-foot pollinator garden includes native flowering perennials, pollinator host plants, walkways, the Pollinator Pavilion, and also hosts the annual Flutterby Festival provided by the Pinehurst Parks and Recreation Department. In summary, the success of the Arboretum reaffirms the importance upholding outdoor engagement as a guiding principle advancing parks and recreation in the Village of Pinehurst. The community has demonstrated their support for Pinehurst's recreational spaces to continue to nurture a sense of environmental stewardship and connection with the natural environment.



▲ Nature Programs at the Arboretum/Village of Pinehurst

Community Connections

Recreational program involvement and park use have a direct relationship with sense of community. Engaging with local parks and recreation can help create a sense of shared ownership, increase civic engagement, reduce social isolation, and provide a place for people to meet. Participation in recreational programs creates social bonds between neighbors and community members. Consequently, parks have significant positive influence on the public's perception of the places they call home.

Attendees of the community open house event at Canon Park Community Center strongly acknowledged how publicly accessible parks and leisure amenities are vital to creating community connections. "People + Community" ranked second among the most highly regarded community values, reflecting the strong desire for activities that facilitate engagement and celebrate Pinehurst's unique identity – such as festivals and special events. In a similar vein, participants demonstrated positive, community-minded attitudes toward ensuring the Village prioritizes providing affordable recreation services across a population of diverse abilities as a top community value. Additionally, scientific survey respondents expressed their willingness to support the allocation of tax dollars to host events and activities that bring community members together.

The Pinehurst Parks and Recreation Department is advancing a vibrant and tightly knit community by creating opportunities for social connections. As Pinehurst continues to invest in its public spaces and expand its recreational offerings, it reaffirms its commitment to creating a community where everyone can thrive, connect, and call home.

Tradition + Heritage

The guiding principle of tradition and heritage was determined to be important and relevant. This principle is tied to the recommendations proposed within the current parks and recreation master plan because of Pinehurst's unique history and place in North Carolina and America. The preservation of historical parks and recreational facilities holds great significance in honoring the community's heritage. Certain Village of Pinehurst parks and recreational amenities are also landmarks with historical significance – namely the Pinehurst Harness Track and the Fair Barn. By maintaining and operating these facilities, the Pinehurst Parks and Recreation Department is preserving the community's leisure history as well as positioning itself as a purveyor of new activities and traditions.

Traditions are often deeply rooted in the fabric of a community. They provide a sense of continuity and connection to the past, fostering a sense of pride and attachment. When these traditions are enjoyed by members of the same community, a collective identity and strengthened social bonds are reinforced. By upholding tradition and heritage as a guiding principle, parks and recreational facilities become more than just spaces for leisure – they become places where community members can engage with their history and celebrate their unique identity. Pinehurst Parks and Recreation plays a vital role in providing opportunities for community members to come together, connect with one another, and celebrate the heritage that makes their community distinctive.



▲ Loblolly Garden Club Veterans Day Volunteers/
Village of Pinehurst

Recommendations and Action Items

A recommendations plan with prioritized action items is the final step in bringing the parks and recreation master plan vision to reality. The proposed recommendations are not meant to be linear in nature, but rather represent an ongoing iterative process that will rely on substantial investments. Feasibility studies, master plans, phasing plans, and business plans are some of the intermediate steps the Village may need to assume to understand the full order of magnitude investments necessary to achieve the stated goals. In addition, effective implementation strategies are based on highly collaborative processes that will span across the Village of Pinehurst's various governmental departments, community leaders, strategic partners, and elected officials in order to see that this plan's action items are realized. It is also important to keep in mind that the priority projects may change or evolve into new prospects based on community needs or other related opportunities that arise over the ten year planning horizon.

The recommendations presented in this plan have been further refined into strategies or action items prioritized as short-term, mid-term, long-term or ongoing. Action items receiving higher priority are those supported by significant community input or are items that have been delayed or postponed in the past but have significant bearing on accomplishing the recommendations of this plan. And lastly, as described in detail in the beginning of this chapter, recommendations and action items are further prioritized based on their alignment with the guiding principles developed through community engagement and information gathered through research and analysis.

GOAL	TIMELINE	TIMELINE CODE
Short-Term	1-5 Years	ST
Mid-Term	5-10 Years	MT
Long-Term	10+ Years	LT
Ongoing	Continual	OG

GUIDING PRINCIPLES	GUIDING PRINCIPLES CODE
Health + Wellness	HW
Inclusion + Accessibility	IA
Leisure Tapestry	LT
Outdoor Engagement	OE
Tradition + Heritage	TH
Community Connections	CC

Recommendation: Position parks and recreation as an essential service for the Village of Pinehurst.

GUIDING PRINCIPLES: Community Connections, Leisure Tapestry, Inclusion + Accessibility, Health + Wellness, Outdoor Engagement

GOAL: Regularly communicate and educate the public, stakeholders, and elected officials about the benefits of community-based recreation.

ACTION ITEMS		TIMELINE	GUIDING PRINCIPLES
1	Celebrate and promote Pinehurst Parks and Recreation Department accomplishments by regularly sharing positive feedback from park visitors and program participants.	ST, OG	CC, LT, IA
2	Engage community members, Village staff, and partner organizations like the BPAC and NAC in decision-making processes and incorporate input into prioritizing investments.	ST, OG	CC, LT, IA
3	Convey the fiscal costs associated with parks and recreation investments to ensure that the Pinehurst community has access to a broad assortment of activities, facilities, and amenities.	ST, OG	CC, LT
4	Foster collaboration and information sharing across departments to achieve common goals.	ST, OG	CC, LT, IA
5	Promote the economic benefits of parks and recreation to local businesses and stakeholders to encourage their active participation.	ST, OG	CC, LT
GOAL: Prioritize the execution of projects aligned with recommendations proposed in other plans guiding the growth and development of Pinehurst (Envision the Village-EV; Bike Ped Plan-BP; Pinehurst Small Area Plans-SAP)			
1	Invest in a conceptual plan grounded in community and neighborhood input for the Bretton Woods property – EV.	ST	CC, LT, OE
2	Develop additional athletic fields – EV.	MT	LT, HW
3	Strengthen partnerships to provide a wider variety of amenities and programs – EV.	ST, OG	CC, LT, IA
4	Construct the Pine Vista Drive and McKenzie Road trail extensions – BP.	ST	CC, LT, HW, OE
5	Intentionally design Village Place to look and feel like a park – SAP.	LT	LT, CC
6	Examine the feasibility of constructing a permanent stage or amphitheater – EV, SAP	ST	LT, CC
7	Require all new development to construct trails and create greenspace to serve people living and working in Pinehurst South – SAP.	ST, OG	LT

Recommendation: Establish a relevant selection of parkland and recreational amenities in line with community preferences and contemporary needs.			
GUIDING PRINCIPLES: Leisure Tapestry, Community Connections, Outdoor Engagement, Health + Wellness, Inclusion + Accessibility			
GOAL: Provide a well-balanced and connected system of developed parks, open space, and greenway trails to support a variety of recreation opportunities and programs.			
ACTION ITEMS		TIMELINE	GUIDING PRINCIPLES
1	Conduct ongoing community surveys and host engagement activities to identify preferred park amenity and indoor recreational facility needs.	ST, OG	CC, LT, IA
2	Continuously assess available resources and adjust priorities as needed.	ST, OG	CC, LT, IA
3	Develop programs and facilities that accommodate a wide spectrum of human interests.	ST, OG	CC, LT, IA, HW, TH, OE
4	Install informative signage and interpretive materials in parks and natural areas to enhance visitors' understanding of the environment. Include descriptions of local wildlife, plants, and conservation efforts. Consider incorporating tactile elements and accessible formats for individuals with visual impairments.	MT	LT, OE
5	Use internal staff capacity or hire a consultant to hold a series of community input events at West Pinehurst Community Park incorporating the following activities/exercises: - Display the conceptual park plan on posters/boards and allow the public to comment on the master plan adopted by Village Council in 2022 – focusing on the theme of “A Park for Everyone.” - Host a “walk the park” tour for the community to observe the site in real time to understand how their observations align with the proposed site plan and provide input and feedback on the 2022 master plan recommendations.	MT	CC, LT, IA, HW, TH, OE
6	Develop park amenities or “wellness hubs” that support and encourage health and wellness opportunities using NRPA’s new toolkit: Community Wellness Hub Development .	MT	HW, CC, LT, OE, IA
7	Ensure the soon to be developed multi-modal plan considers recreational greenway trails as an integral component of transportation planning. The plan should include an assessment of the Village’s 7.6 miles of existing trails to determine where surfacing enhancements should be made, where and what greenway amenities (benches, fitness equipment, shelters, etc.) should be installed, as well as identify future connectivity opportunities to different neighborhoods, schools, parks, etc. .	ST	CC, HW, LT, OE
8	Expand Canon Park Community Center	MT	CC, HW, LT, IA
9	Continue to work with the Tri-Cities working group to fund a skate park in Southern Pines.	OG	CC, HW, IA

8	Prioritize investments in recreational amenities with a high Priority Investment Rating (PIR).	ST, OG
Top Ten Most Desired Recreational Amenities		PIR
High Priority Amenities		
Greenway Trails		155
Dog Park		143
Multipurpose Pavilion		134
Natural Surface Trails		124
Trailheads		116
Medium Priority Amenities		
Driving Range		89
Arts + Craft Studio		85
Community Garden		76
Permanent Outdoor Stage		67
Indoor Multipurpose Gym Space		64



▲ Cannon Park Community Center/Village of Pinehurst

Recommendation: Address unmet recreational program needs.			
GUIDING PRINCIPLES: Leisure Tapestry, Health + Wellness, Outdoor Engagement, Accessibility + Inclusion, Community Connections			
GOAL: Increase program offerings to meet the demands and desires of the Pinehurst community.			
ACTION ITEMS		TIMELINE	GUIDING PRINCIPLES
1	Leverage community input, PIR findings, and level of service standards to provide more opportunities for Pinehurst community members to play pickleball. Consider immediately adding a third indoor court in the Canon Community Center gymnasium and later building new courts on undeveloped property at Wicker Park.	ST	CC, HW, LT
2	Develop pilot programs or workshops to gauge community interest and gather feedback before implementing full-scale offerings.	OG	CC, HW, LT, OE, IA, TH
3	Prioritize investments in recreational programs with a high Priority Investment Rating (PIR).	OG	CC, HW, LT, OE, IA, TH
Most Desired Recreational Programs			PIR
High Priority Programs			
Fitness, Health & Wellness (Adult & Senior)			200
Outdoor Concerts			166
Arts & Culture Programs			152
Outdoor Movies			129
Special Events + Festivals			118
Senior Programs + Trips			115
Golf clinics (Adult)			111
Medium Priority Programs			
Pickleball			99
Outdoor Programs			98
Dog Events			71

GOAL: Expand and enhance arts and culture programs for youth.			
ACTION ITEMS		TIMELINE	GUIDING PRINCIPLES
1	Develop partnerships with local artists, organizations, and schools to offer a wider range of arts and culture programs.	ST	CC, LT, TH, IA
2	Create specialized programs in visual arts, theater, and culinary arts to cater to different interests.	ST	CC, LT, TH, IA
3	Provide opportunities for youth to showcase their talents through exhibitions, performances, and community events.	ST	CC, LT, TH, IA
GOAL: Increase the availability of arts and culture programs for adults and seniors.			
ACTION ITEMS			
1	Expand the range of visual arts, theater, and music programs tailored to the interests of adults and seniors.	MT	CC, LT, TH, IA
2	Offer workshops, classes, and performances specifically designed for this age group.	MT	CC, LT, TH, IA
3	Foster intergenerational connections by encouraging collaborations between youth and older adults in arts and culture programs.	LT	CC, LT, IA, HW
GOAL: Develop and promote health and wellness programs for children and teens.			
ACTION ITEMS			
1	Offer a variety of fitness programs, including group exercises, sports, and outdoor activities.	ST	HW, CC, LT, IA, OE
2	Create new multipurpose fields consistent with athletic programming expansion.	MT	HW, CC, LT, IA, OE
3	Collaborate with healthcare professionals and wellness experts to design targeted programs.	MT	HW, CC, IA
4	Incorporate educational components on healthy lifestyle choices, stress management, and self-improvement.	MT	HW, CC, IA,
GOAL: Diversify the offerings of fitness, health, and wellness programs for adults and seniors.			
ACTION ITEMS			
1	Continue to provide specialized fitness programs for older adults, such as low-impact exercises, yoga, and tai chi - and expand offerings based on input.	ST	HW, CC, IA
2	Organize wellness workshops and seminars on topics like nutrition, mental health, and healthy aging.	ST	HW, CC, IA
3	Continue to offer social engagement opportunities, such as walking clubs, group outings, and recreational trips for seniors	ST	HW, CC, IA, LT

GOAL: Create opportunities for individuals all ages and abilities to engage in outdoor recreation activities, foster a connection with nature, and participate in environmental stewardship efforts.			
ACTION ITEMS		TIMELINE	GUIDING PRINCIPLES
1	Develop a range of outdoor programs and activities that cater to different age groups and abilities. Include activities such as guided nature walks, hiking, camping, birdwatching, nature photography, and outdoor sports. Ensure that programs are accessible and adaptable to accommodate various physical and cognitive abilities.	OG	OE, CC, LW, IA, LT
2	Provide environmental education opportunities at the Village Arboretum to include workshops, guided sessions, and engaging activities for members of the Pinehurst community to learn more about nature related topics biodiversity, sustainable practices, wildlife preservation, and ecological restoration.	ST, OG	OE, CC, LW, IA, LT
3	Partner with Weymouth Woods Sandhills Nature Preserve to accommodate field trips and provide activities.	MT	OE
Recommendation: Promote inclusivity and a sense of belonging by fostering community connections.			
GUIDING PRINCIPLES: Community Connections, Health + Wellness, Inclusion + Accessibility			
GOAL: Provide opportunities for community members to connect with each other and encourage social interaction.			
ACTION ITEMS			
1	Initiate collaborative projects that require community involvement and teamwork. This can include community gardening, mural painting, park beautification, or environmental conservation efforts. Such projects foster a sense of community ownership and pride.	ST, OG	CC, IA, LT, OE
2	Develop “social hubs” in parks	MT	CC, IA, LT, OE

Case Study: Louisville, Colorado: The Community Park in Louisville is a good example of arranging multiple uses radiating from a hub. The 11-acre downtown park features a central civic plaza, picnic pavilion, and playground area that link other elements such as a dog park, basketball courts, a performance amphitheater, and a multipurpose field. Louisville residents wanted a community space for walking while keeping tabs on children or others. They wanted to play bocce or horseshoes, or merely watch these games from the covered pavilion. Visitors find more activity areas clustered nearer the center and fewer activities at the edges of the park. This layout allows park visitors to choose either active or pastoral space, or somewhere in between.



		TIMELINE	GUIDING PRINCIPLES
3	Promote social interaction and instill a sense of civic responsibility by partnering with local non-profits, outreach programs, ministries, and health organizations to establish volunteer activities.	ST, OG	CC, IA, HW
4	Design parks and recreation areas to include inviting and comfortable gathering spaces. Install benches, picnic areas, and community seating arrangements where people can naturally connect and engage in conversations.	OG	CC, IA, HW, OE
GOAL: Prioritize special events, festivals, and outdoor concerts.			
ACTION ITEMS			
1	Continue supporting and promoting the Village's special events and holiday programs.	OG	CC, IA, LT
2	Expand the variety of outdoor concerts, incorporating different genres and local talent.	ST	CC, IA, LT
3	Collaborate with community organizations to organize special events and festivals that highlight Pinehurst's culture and heritage.	OG	CC, IA, LT TH
4	Authorize funding for conducting programming and additional staff needed to organize events.	ST	CC, IA, LT
GOAL: Accommodate changing population dynamics like age groups, races, and income levels by allocating resources and funding to support a diverse range of recreational facilities and programs.			
1	Continue to address the needs and interests of seniors.	OG	CC, HW, IA
2	Develop programs and initiatives that promote intergenerational activities and foster a sense of community among different age groups.	MT	CC, HW, IA
3	Enhance inclusion and ensure representation of the growing non-white population.	ST, OG	CC, HW, IA
4	Collaborate with local organizations and community groups to understand and incorporate cultural and ethnic preferences into program offerings.	ST, OG	CC, HW, IA TH



Recommendation: Preserve and honor Pinehurst’s traditions, history, and heritage through meaningful parks and recreation experiences, events, programs, and spaces.			
GUIDING PRINCIPLES: Tradition + Heritage, Leisure Tapestry, Community Connections			
GOAL: Develop and implement a comprehensive historical interpretation and preservation program that showcases the value of Pinehurst’s history and heritage.			
ACTION ITEMS		TIMELINE	GUIDING PRINCIPLES
1	Collaborate with the Village Heritage Foundation and other local history and heritage organizations/programs to ensure that efforts to incorporate Village heritage and culture respect the architectural and historical context of the area.	OG	TH, CC, LT
2	Incorporate design elements and landscaping that blend with the Village’s existing aesthetics.	OG	TH, CC, LT
3	Develop interpretive signage and educational materials to highlight the historical significance of various landmarks and their connection to parks, public commons, and recreation activities.	MT	TH, CC, LT
GOAL: Organize and facilitate heritage-based events and programs that celebrate Pinehurst’s history, foster civic pride, engage community members and visitors, and preserve the unique heritage of Pinehurst for future generations.			
ACTION ITEMS			
1	Collaborate with local cultural organizations, artists, and performers to curate engaging and authentic heritage-based events.	ST	TH, CC, LT
2	Secure appropriate venues and resources to host heritage-based events, ensuring they are accessible and welcoming to a wide range of participants	MT	TH, CC, LT
3	Incorporate storytelling sessions, presentations, or panel discussions featuring community members who can share personal stories and experiences related to Pinehurst’s heritage.	MT	TH, CC, LT
4	Continually explore and incorporate new elements of Pinehurst’s cultural heritage into events and programs to ensure fresh and engaging experiences for attendees.	OG	TH, CC, LT





APPENDIX

IN THIS CHAPTER

Village of Pinehurst 2022 Parks + Recreation Survey Findings Report
Comprehensive Community Engagement Findings
Parks Assessment Methodology



2022

Village of Pinehurst, North Carolina

Parks and Recreation Survey

Findings Report



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1

Executive Summary

2022 Village of Pinehurst Parks and Recreation Survey Executive Summary

Overview

ETC Institute administered a survey for the Village of Pinehurst Parks and Recreation Department during the months of winter 2022. The survey will help the Village of Pinehurst assess community needs and priorities.

Methodology

ETC Institute mailed a survey packet to a random sample of households in the Village of Pinehurst. Each survey packet contained a cover letter, a copy of the survey, and a postage-paid return envelope. Residents who received the survey were given the option of returning the survey by mail or completing it online at *PinehurstParksSurvey.org*.

After the surveys were mailed, ETC Institute followed up by sending text messages and mailing postcards to encourage participation. The text messages and postcards contained a link to the online version of the survey to make it easy for residents to complete the survey. To prevent people who were not residents of Pinehurst from participating, everyone who completed the survey online was required to enter their home address prior to submitting the survey. ETC Institute then matched the addresses that were entered online with the addresses that were originally selected for the random sample. If the address from a survey completed online did not match one of the addresses selected for the sample, the online survey was not included in the final database for this report.

The goal was to complete a minimum of 300 completed surveys from residents. The goal was met with 336 completed surveys collected. The overall results for the sample of 319 households have a precision of at least ± 5.2 at the 95% level of confidence.

This report contains the following:

- Charts showing the overall results of the survey (Section 2)
- Priority Investment Rating (PIR) that identifies priorities for facilities and programs (Section 3)
- Benchmarks comparing Pinehurst results to National Survey Responses (Section 4)
- Tabular data showing the overall results for all questions on the survey (Section 5)
- Responses from open-ended questions (Section 6)
- A copy of the survey instrument (Section 7)

The major findings of the survey are summarized on the following pages.

Major Findings

Use of Facilities. Respondents were asked to indicate if their household had used any of the 11 listed Village of Pinehurst facilities in the last year. The highest number of respondents (57%) used The Fair Barn followed by the arboretum (46%), Tufts Memorial Park (46%), and Pinehurst Greenways (46%). Respondents most often visit Pinehurst Greenways (23%) and Wicker Park (22%). The highest percentage of respondents (35%) say they visited those facilities 25 times or more in the last year. Ninety-five percent (95%) of respondents rate the overall quality of parks/facilities as either good (40%) or excellent (55%).

Program Participation. Most respondents (56%) indicated that they had participated in programs/special events offered by the Village of Pinehurst in the last year. Ninety-five percent (95%) of those participants rated the programs/events as either good (39%) or excellent (56%).

Greenway Trails. The largest percentage of respondents (30%) indicated their household visited greenway trails a few times in the last year (30%) followed by never (25%) and a few times a month (23%).

Barriers to Use. Respondents indicated their largest barriers to use of programs/facilities was lack of information (30%), busy schedules (28%), and lack of interest in what was offered (21%).

Communication Methods. Respondents most often learned about Village of Pinehurst parks, facilities, recreation programs, and special events via local media (55%), the village newsletter (49%), or the Village of Pinehurst website (43%). Respondents most prefer getting information via the local media (35%) and village newsletter (33%).

Satisfaction with Parks and Recreation. Respondents were asked to indicate their level of agreement regarding nine statements about parks and recreation. Respondents most agreed (rating “agree” or “strongly agree”) that public parks add to quality of life in the community (97%), recreation and parks are an essential service to the village (94%), and they feel safe when visiting parks in Pinehurst (86%).

Improvements. Respondents were asked to select the top three areas they think the Village of Pinehurst Parks and Recreation should focus their efforts on improving. The three areas selected most often were greenway connectivity (45%), promoting healthy/active lifestyles (32%), and updating/maintaining existing parks and facilities (32%). Respondents most support (selecting “very supportive”) the village expanding the existing greenway system (54%), investing in improvements and upkeep of existing facilities (45%), and acquiring undeveloped land for future parkland locations (41%). Respondents are most willing to support with their tax dollars expanding the existing greenway system (46%), investing in improvements and upkeep of existing facilities (45%), and hosting events to foster a sense of connected community (25%). Respondents most support (49%) funding parks and recreation improvements and expansions by using the existing property tax rate structure.

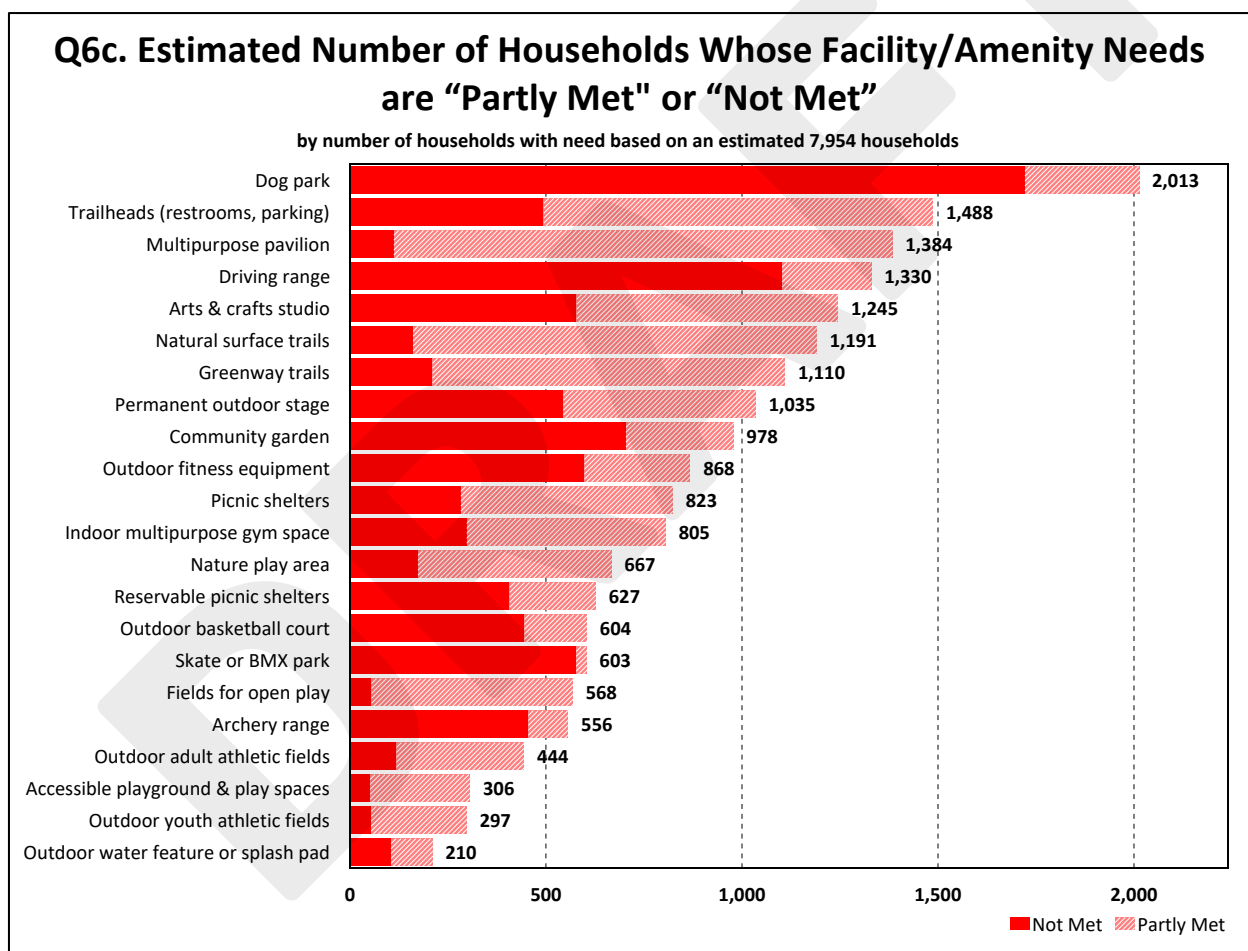
Facility/Amenity Needs and Priorities

Facility/Amenity Needs: Respondents were asked to identify if their household had a need for 22 facilities/amenities and to rate how well their needs for each were currently being met. Based on this analysis, ETC Institute was able to estimate the number of households in the community that had the greatest “unmet” need for various amenities.

The three amenities with the highest estimated number of households that have an unmet need:

1. Dog park – 2,013 households
2. Trailheads (restrooms, parking) – 1,488 households
3. Multipurpose pavilion – 1,384 households

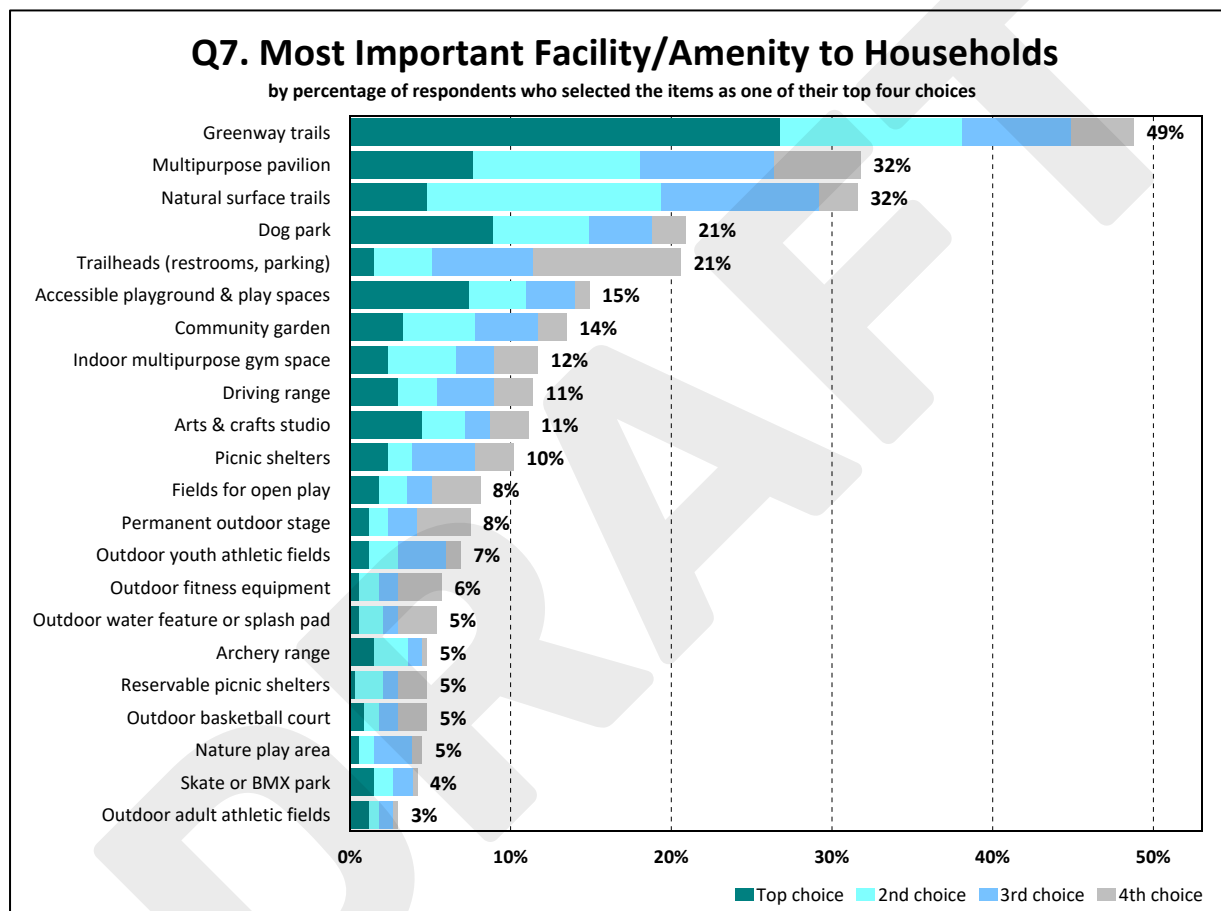
The estimated number of households that have unmet needs for each of the 22 amenities assessed is shown in the chart below.



Facilities/Amenities Importance: In addition to assessing the needs for each amenity, ETC Institute also assessed the importance that residents placed on each item. Based on the sum of respondents' top four choices, these were the three most important amenities to residents:

1. Greenway trails (49%)
2. Multipurpose pavilion (32%)
3. Natural surface trails (32%)
4. Dog parks (21%) and Trailheads (restrooms, parking) (21%)

The percentage of residents who selected each amenity as one of their top four choices is shown in the chart below.

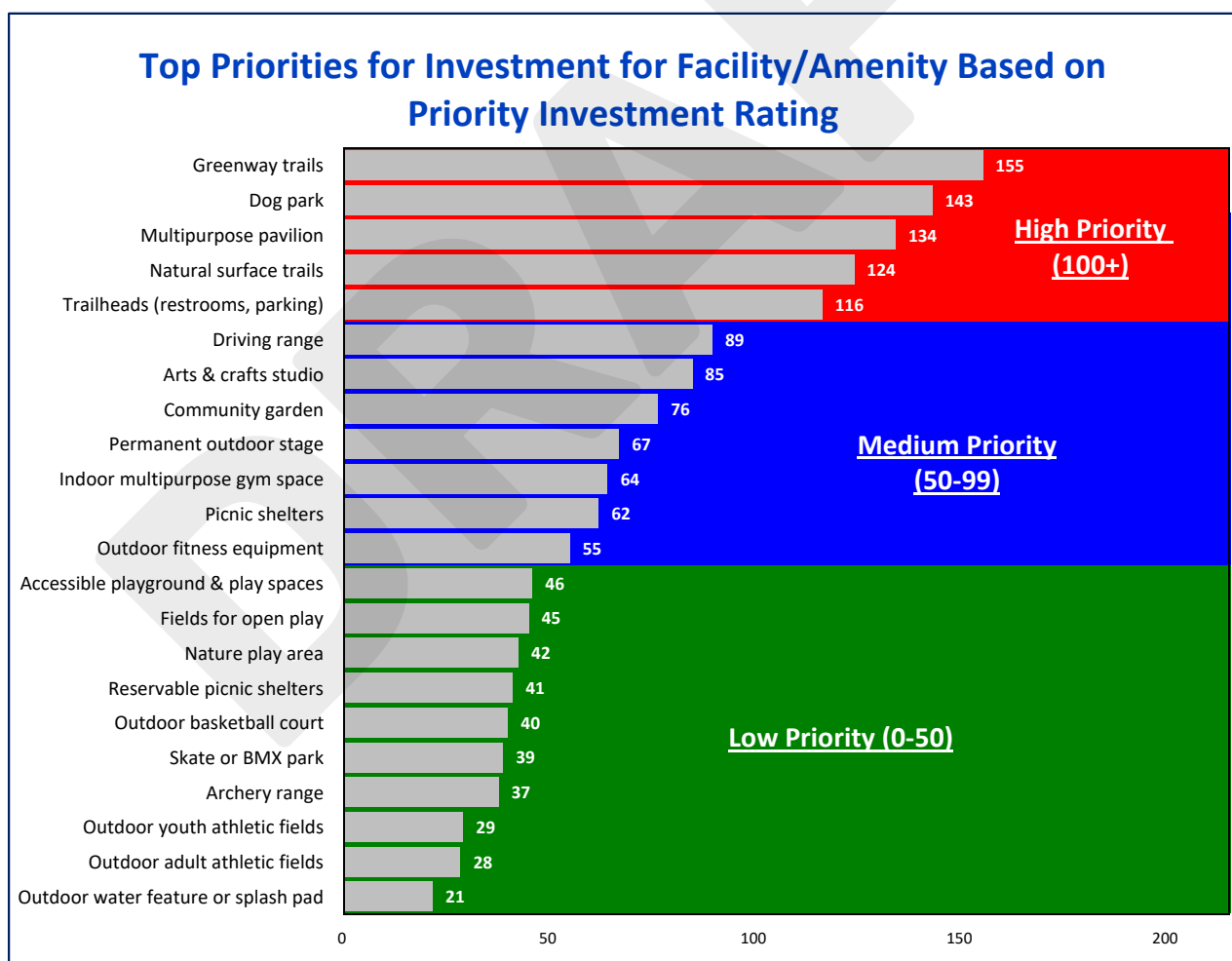


Priorities for Facility Investments: The **Priority Investment Rating (PIR)** was developed by ETC Institute to provide organizations with an objective tool for evaluating the priority that should be placed on recreation and parks investments. The Priority Investment Rating (PIR) equally weights (1) the importance that residents place on amenities and (2) how many residents have unmet needs for the amenity. [Details regarding the methodology for this analysis are provided in Section 3 of this report.]

Based the Priority Investment Rating (PIR), the following facilities/amenities were rated as high priorities for investment:

- Greenway trails (PIR=155)
- Dog park (PIR=143)
- Multipurpose pavilion (PIR=134)
- Natural surface trails (PIR=124)
- Trailheads (restrooms, parking) (PIR=116)

The chart below shows the Priority Investment Rating for each of the 22 facilities/amenities assessed on the survey.



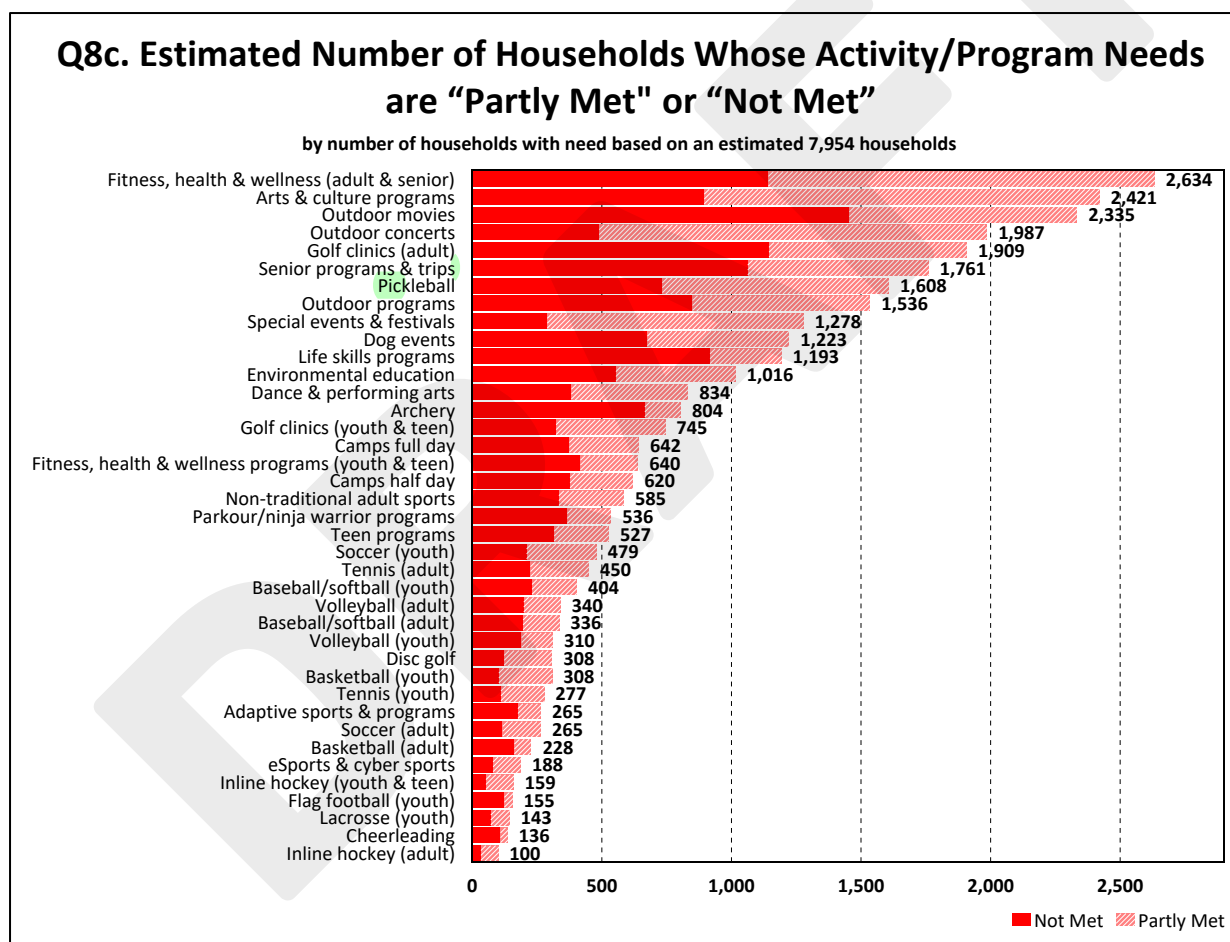
Program Needs and Priorities

Program Needs: Respondents were asked to identify if their household had a need for 39 programs and to rate how well their needs for each were currently being met. Based on this analysis, ETC Institute was able to estimate the number of households in the community that had the greatest “unmet” need for various programs.

The three programs with the highest estimated number of households that have an unmet need:

1. Fitness, health, and wellness programs (adult and senior) – 2,634 households
2. Arts & culture programs – 2,421 households
3. Outdoor movies – 2,335 households

The estimated number of households that have unmet needs for each of the 39 recreation programs assessed is shown in the chart below.

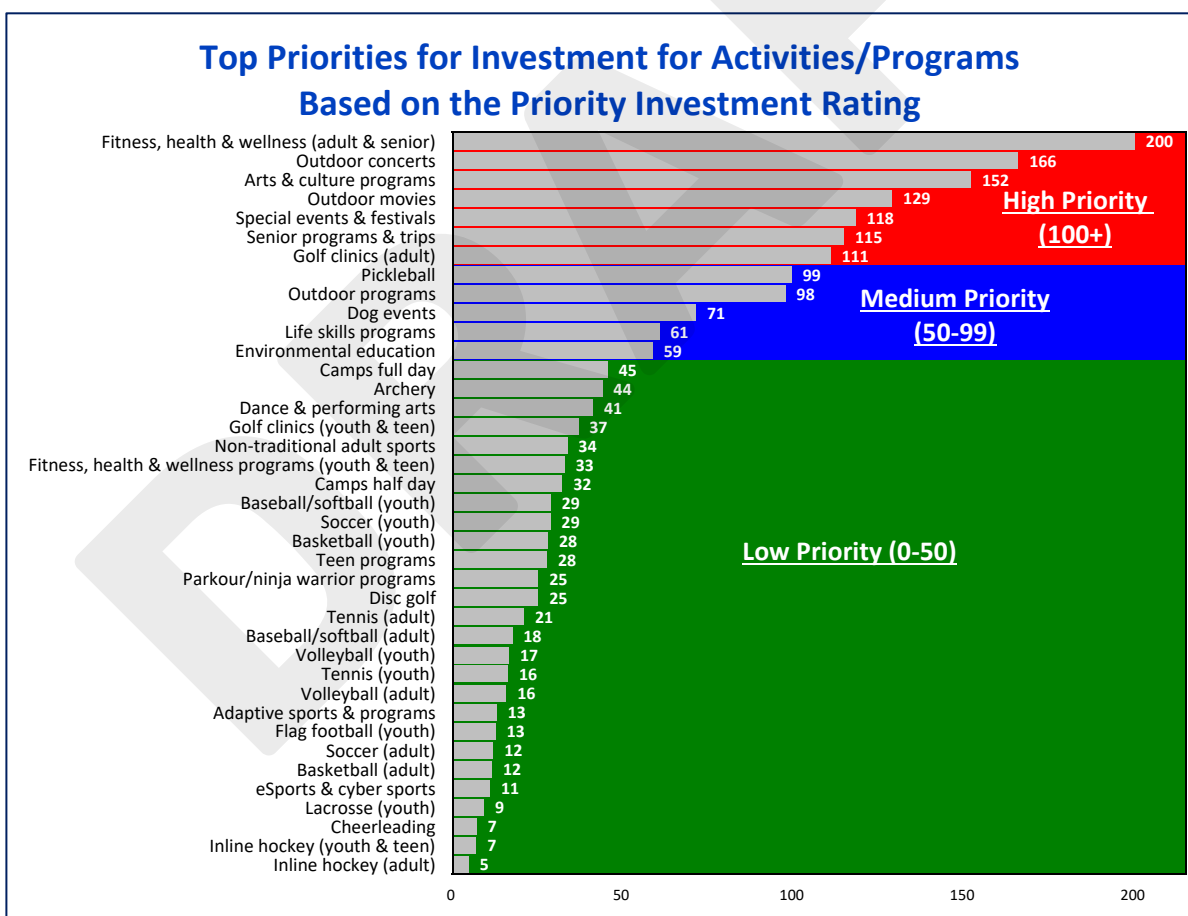


Priorities for Recreation Activity Investments: The **Priority Investment Rating (PIR)** was developed by ETC Institute to provide organizations with an objective tool for evaluating the priority that should be placed on recreation and parks investments. The Priority Investment Rating (PIR) equally weights (1) the importance that residents place on each program and (2) how many residents have unmet needs for the program. [Details regarding the methodology for this analysis are provided in Section 3 of this report.]

Based the Priority Investment Rating (PIR), the following Village of Pinehurst programs were rated as high priorities for investment:

- Fitness, health, and wellness programs (adult and senior) (PIR=200)
- Outdoor concerts (PIR=166)
- Arts and culture programs (PIR=152)
- Outdoor movies (PIR=129)
- Special events and festivals (PIR=118)
- Senior programs and trips (PIR=115)
- Golf clinics (adult) (PIR=111)

The chart below shows the Priority Investment Rating for each of the 39 programs assessed.

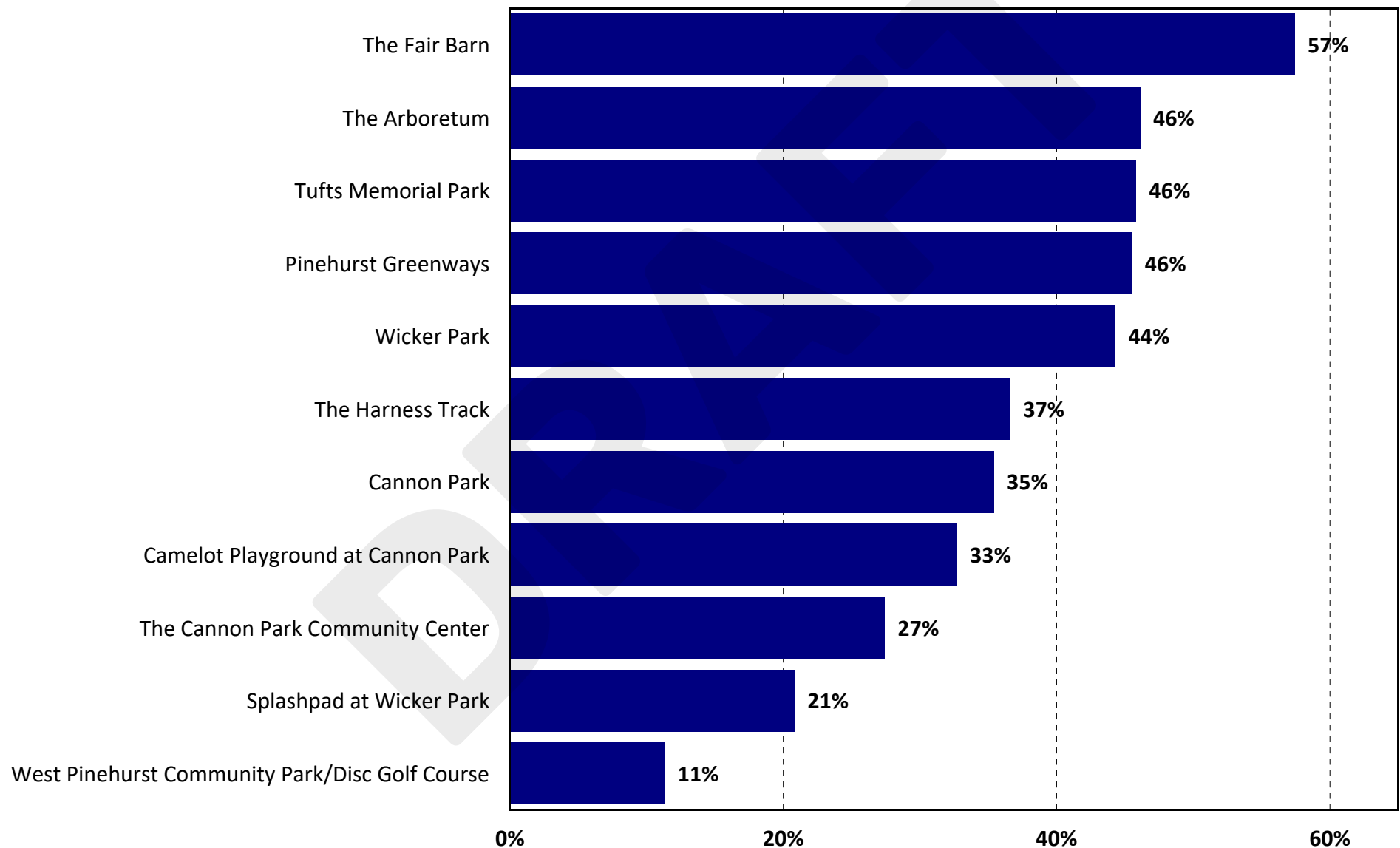


2

Charts & Graphs

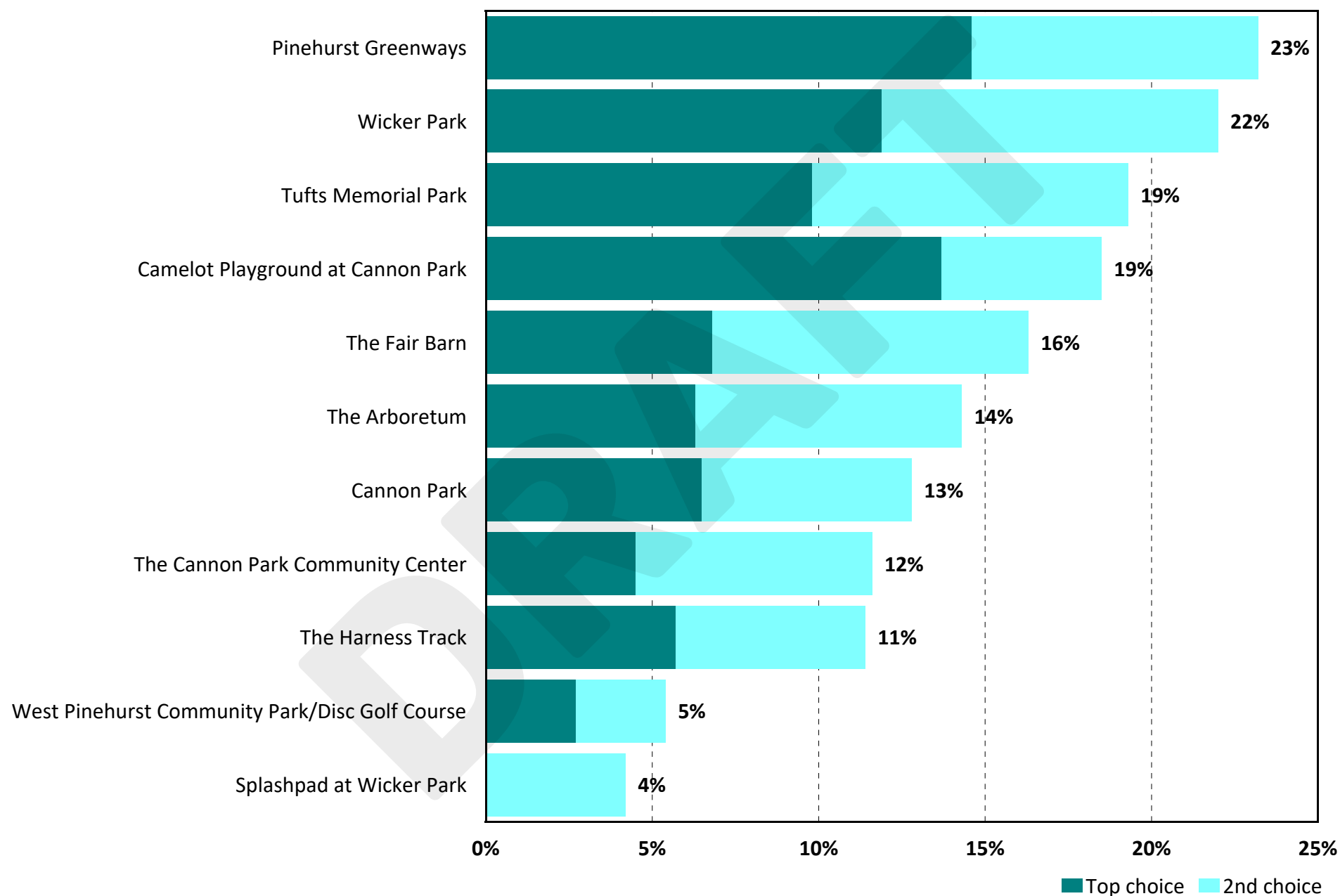
Q1. Have you or other members of your household used any of the following facilities operated by the Village of Pinehurst Parks and Recreation Department during the past year?

by percentage of respondents (multiple selections could be made)



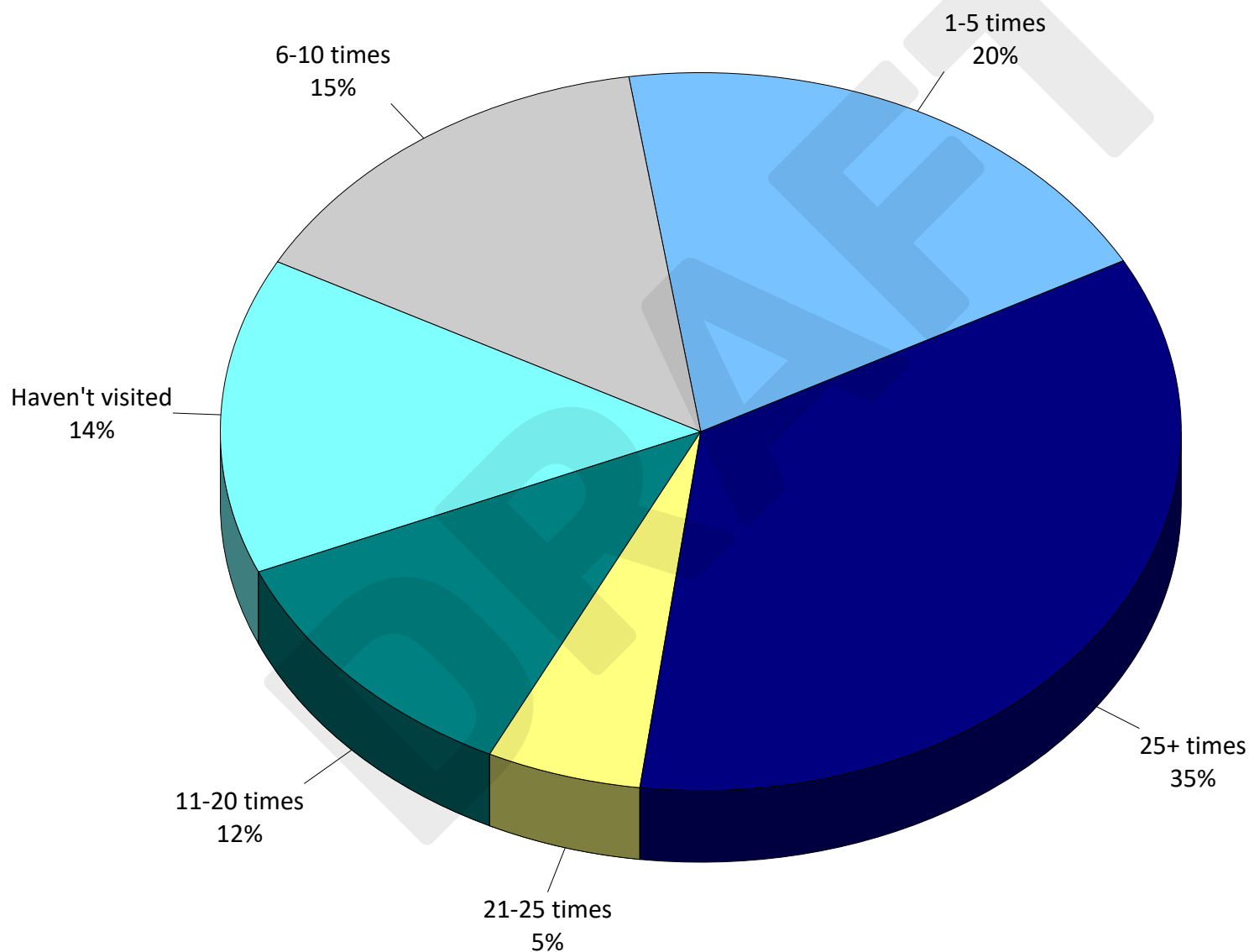
Q2. Which TWO of the facilities do you and your household visit most often?

by percentage of respondents who selected the items as one of their top two choices



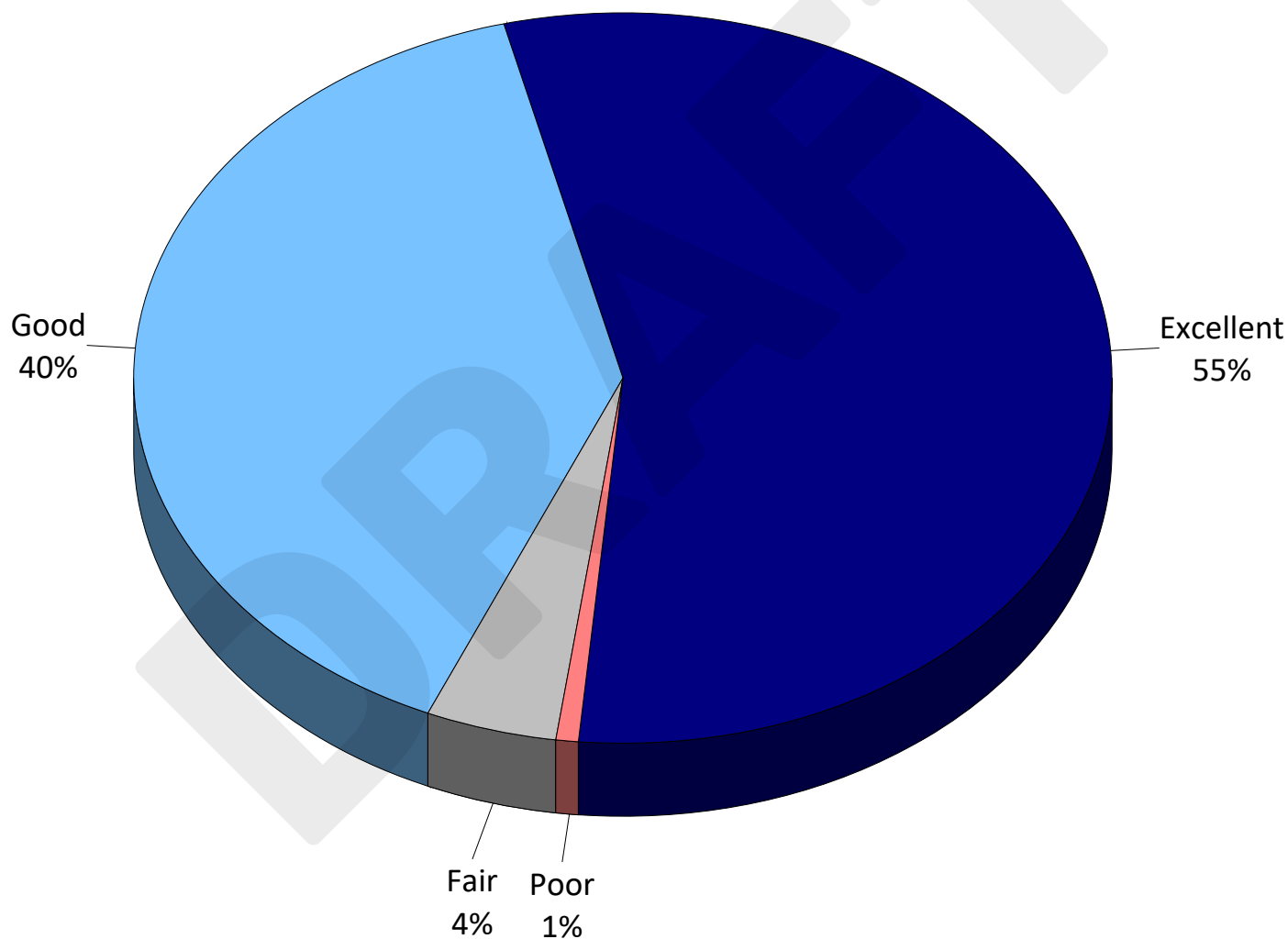
Q3. Approximately how many times have you or members of your household visited any Village of Pinehurst Parks and Recreation facilities during the past year?

by percentage of respondents (excluding "not provided")



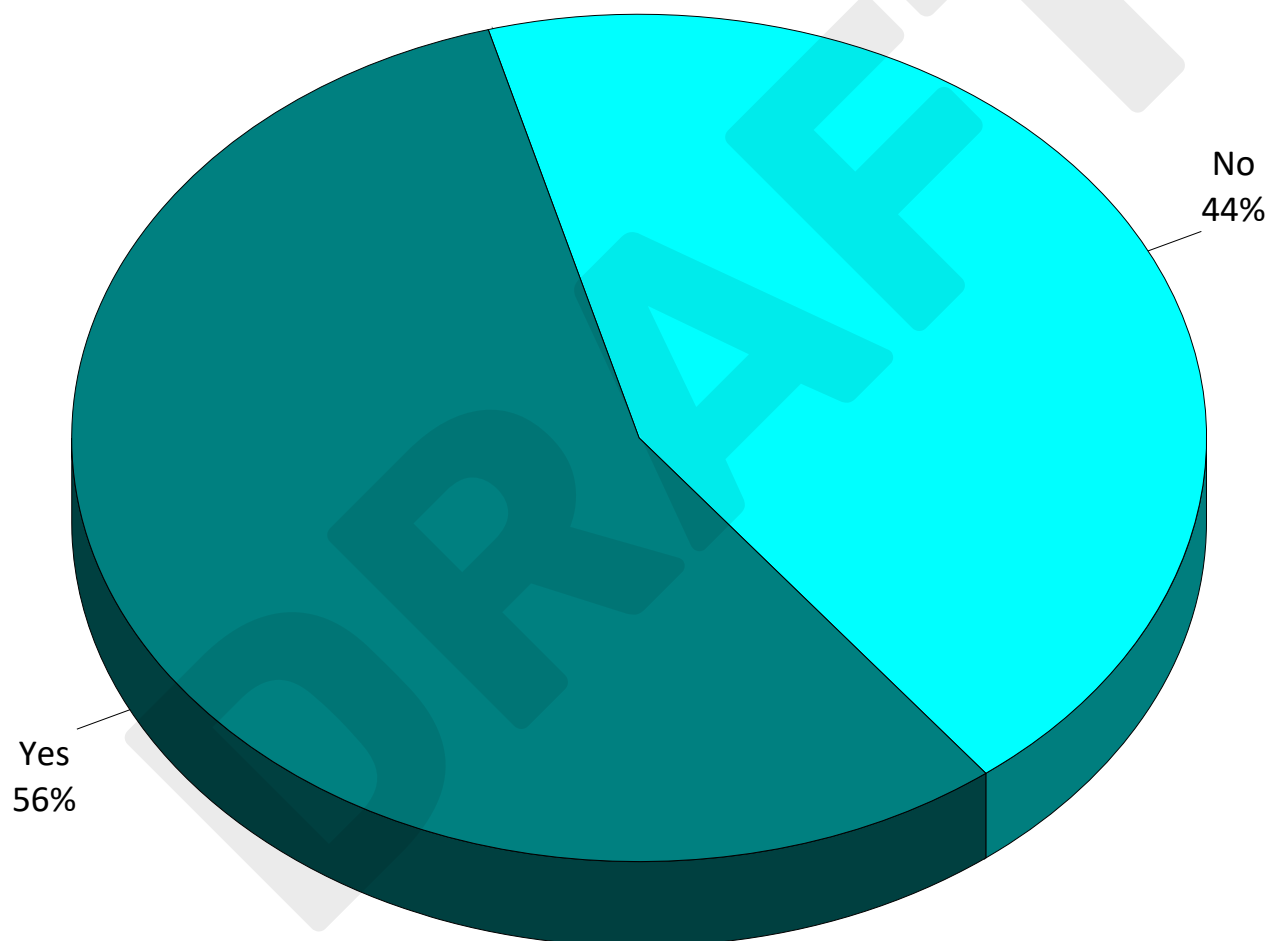
Q3a. How would you rate the overall quality of all the parks or facilities offered by the Village of Pinehurst you or members of your household have used during the past 12 months?

by percentage of respondents (excluding "not provided")



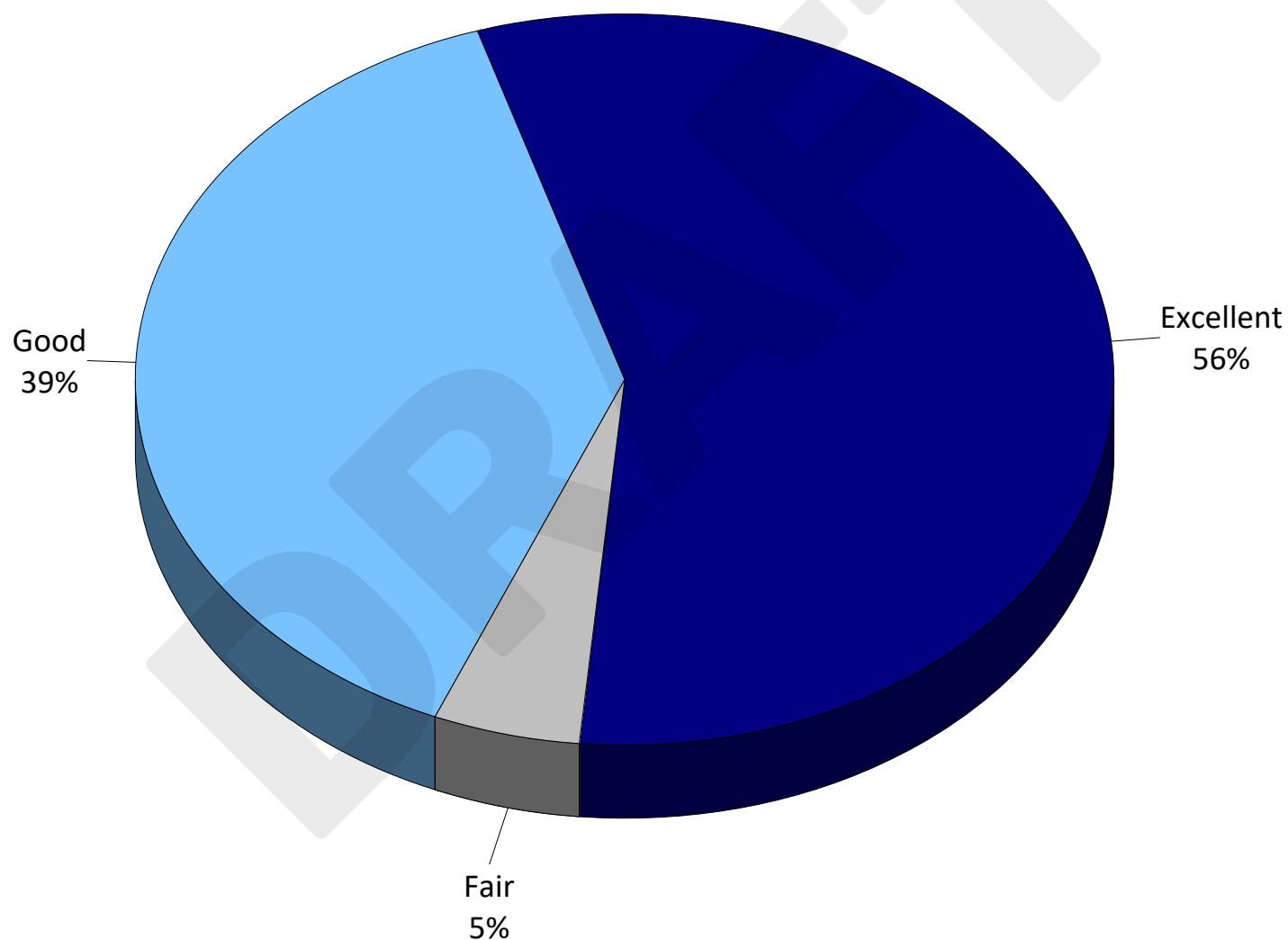
Q4. Over the past 12 months, have you or any members of your household participated in any programs or special events offered by the Village of Pinehurst?

by percentage of respondents



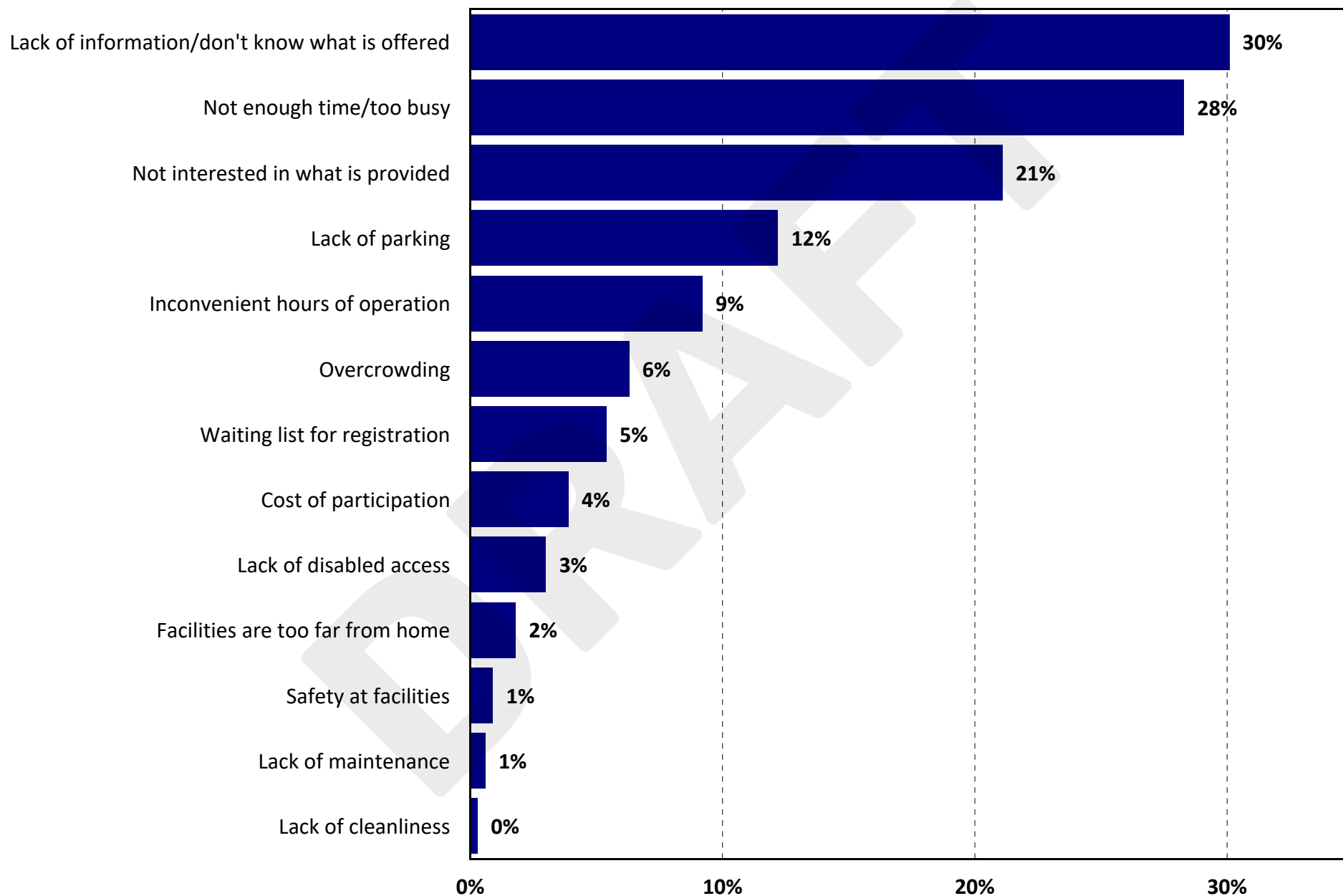
Q4a. How would you rate the overall quality of programs or special events that you and members of your household have participated in?

by percentage of respondents (excluding "not provided")



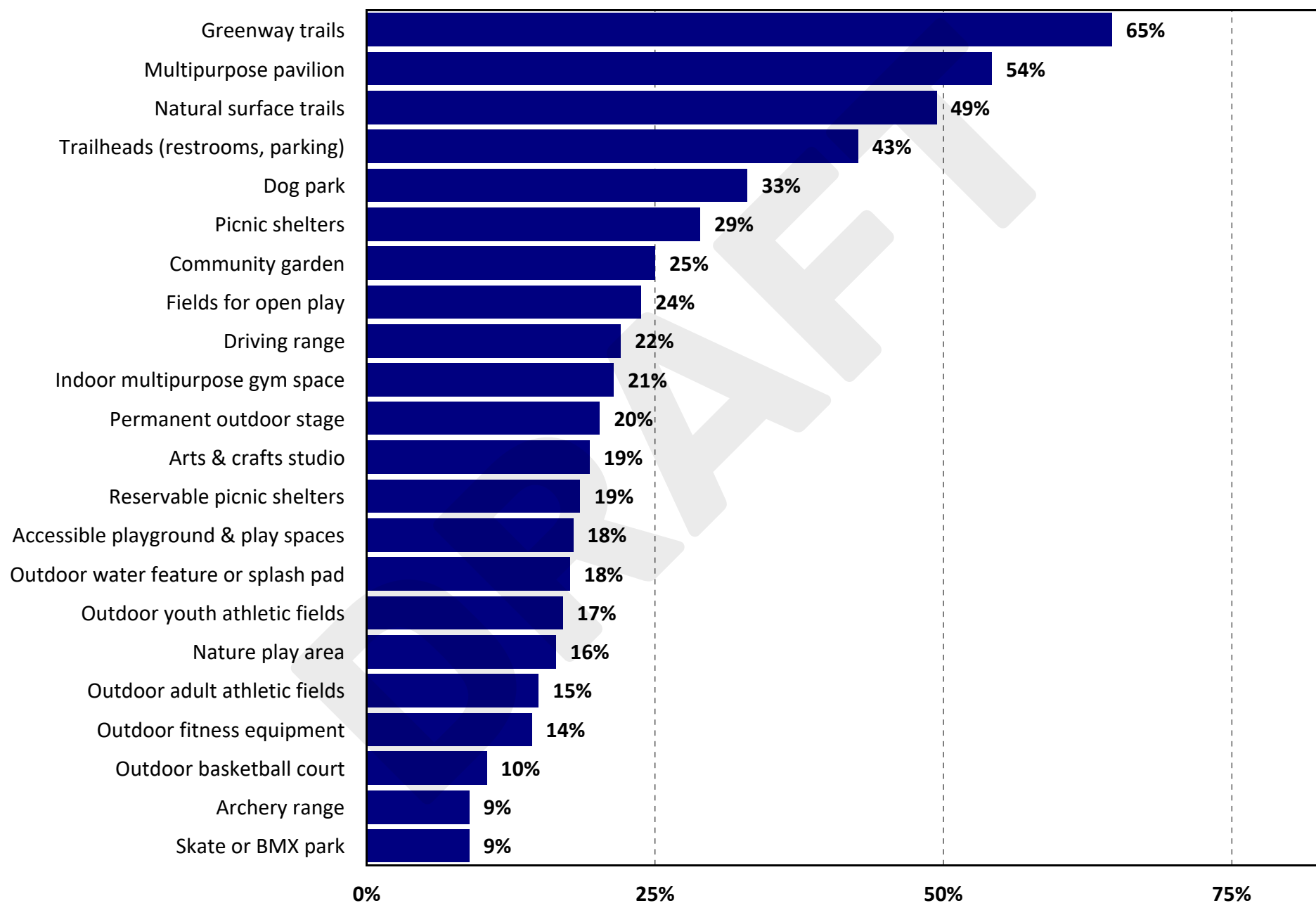
Q5. Barriers to Parks and Recreation Department programs/facilities use

by percentage of respondents (multiple selections could be made)



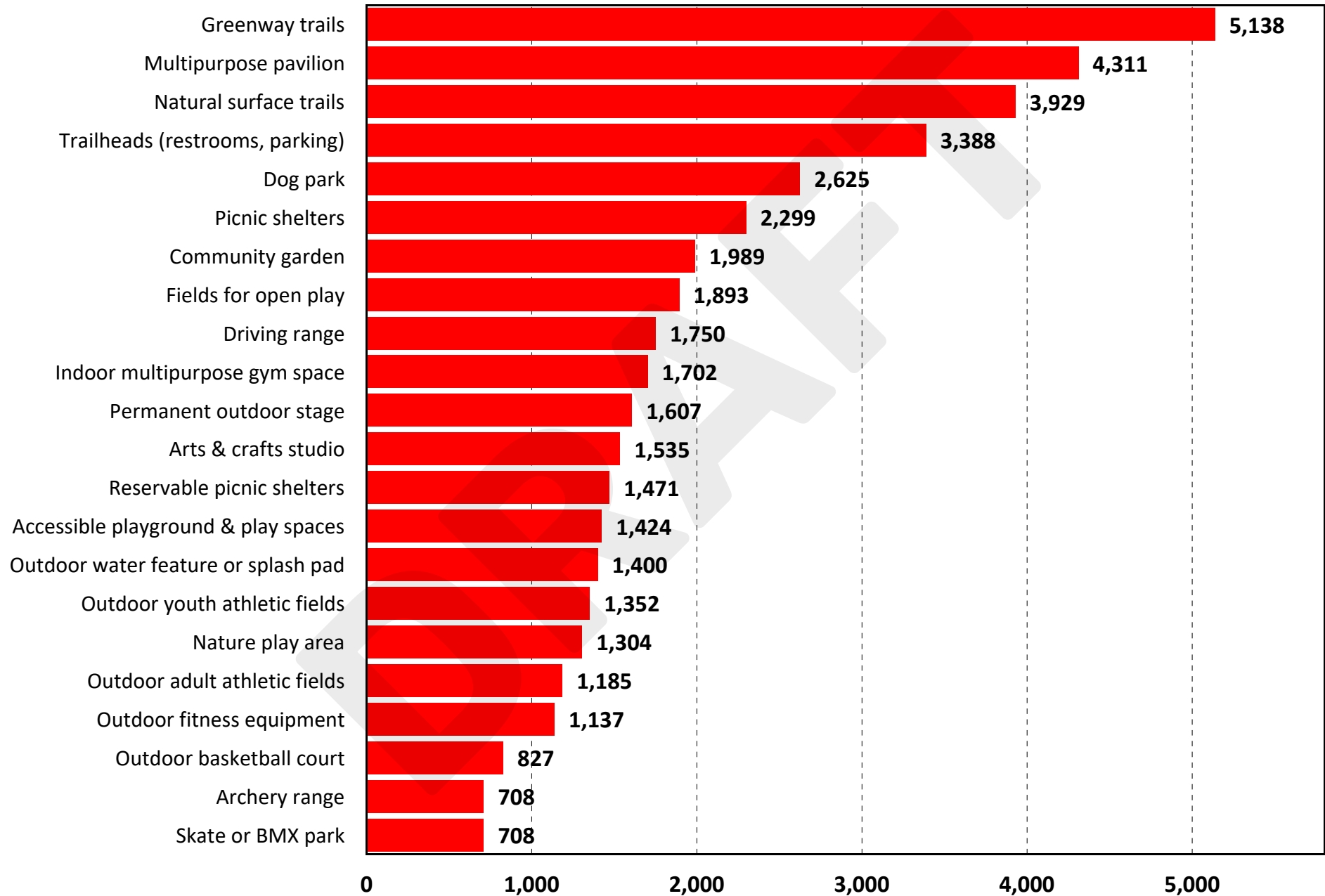
Q6. Respondents With Need for Facility/Amenity

by percentage of respondents



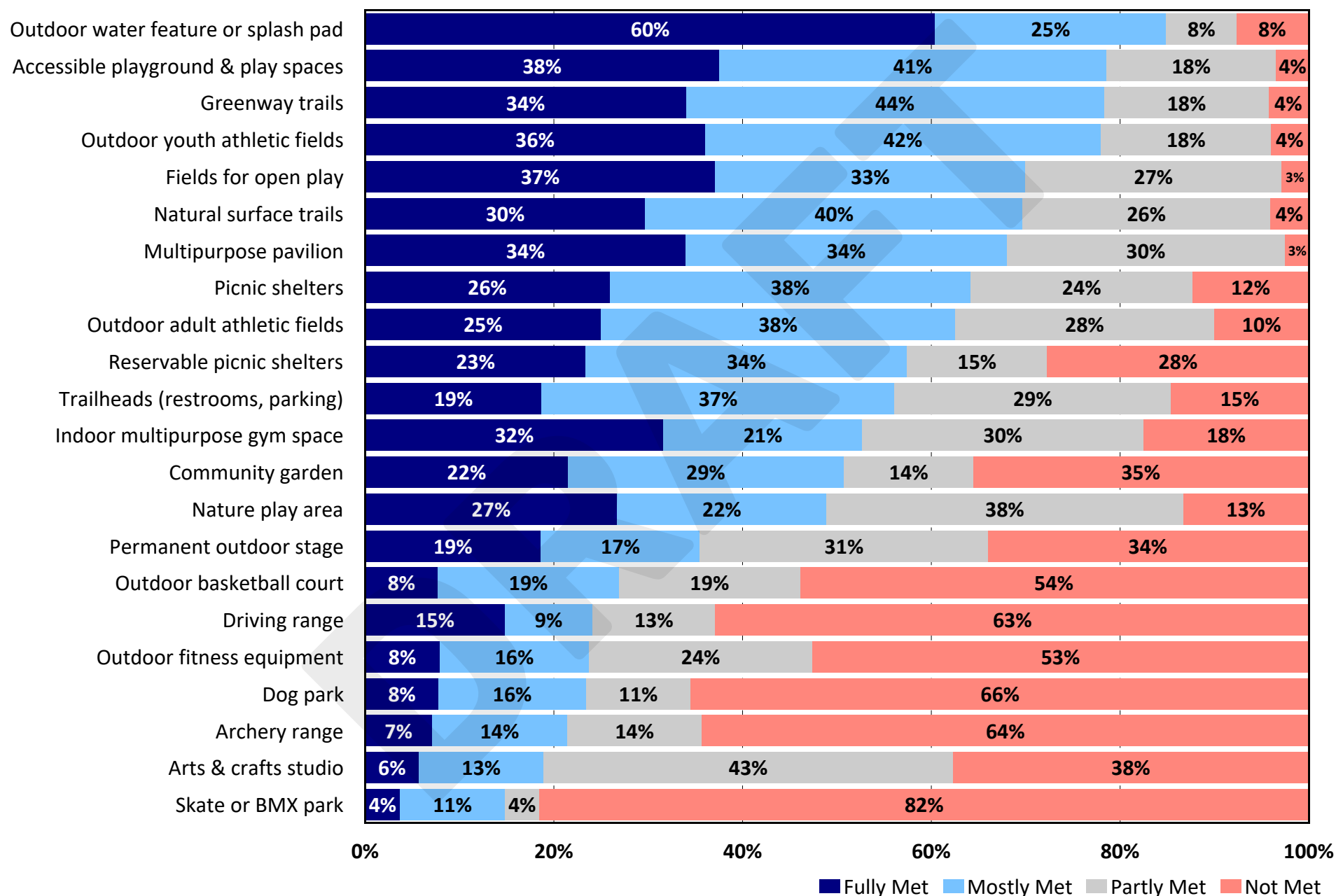
Q6a. Estimated Number of Households With Need for Facility/ Amenity

by number of households based on an estimated 7,954 households



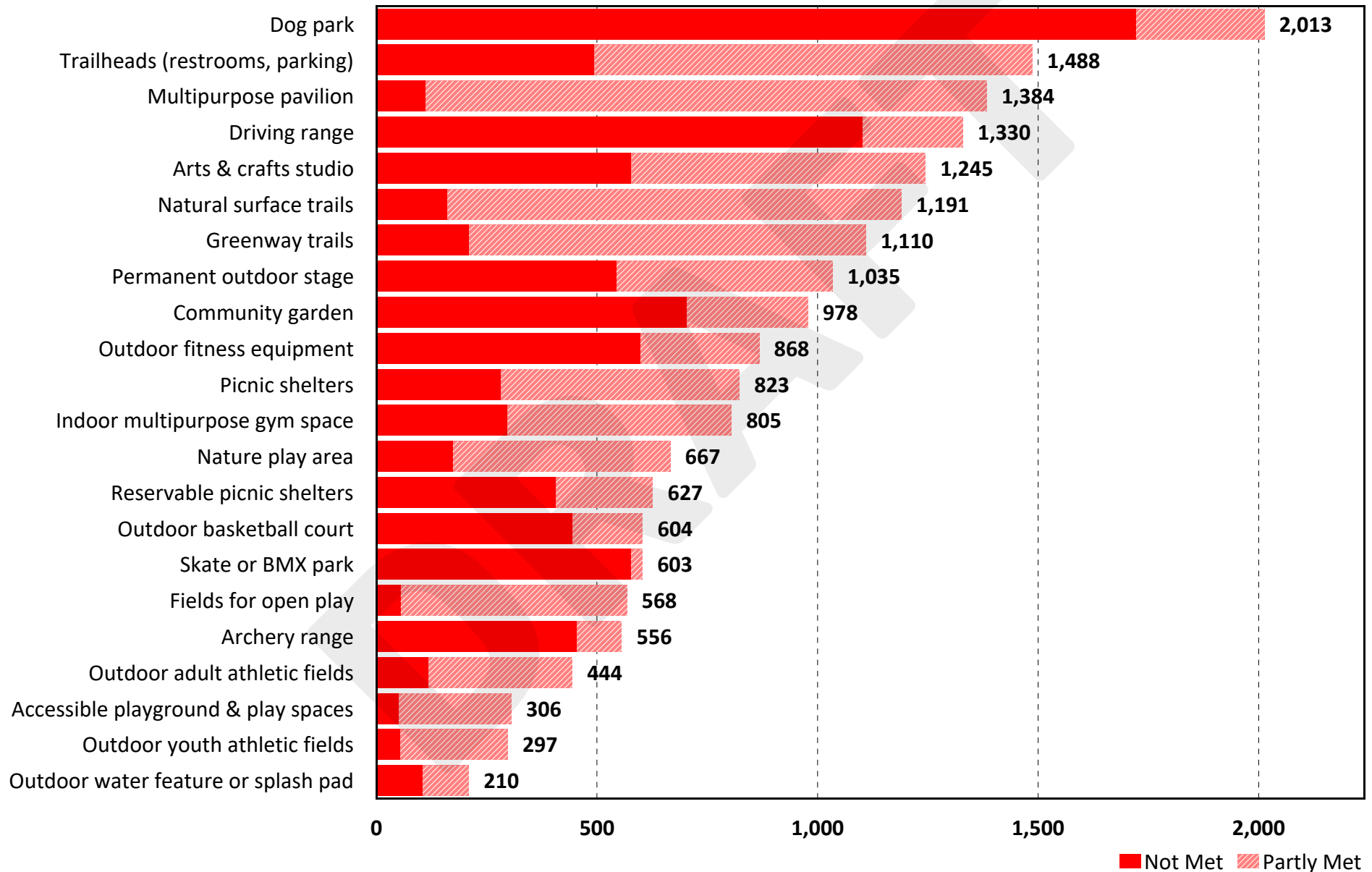
Q6b. How Well Households' Need For Facility / Amenity Is Being Met

by percentage of respondents who answered "Yes" to Q6



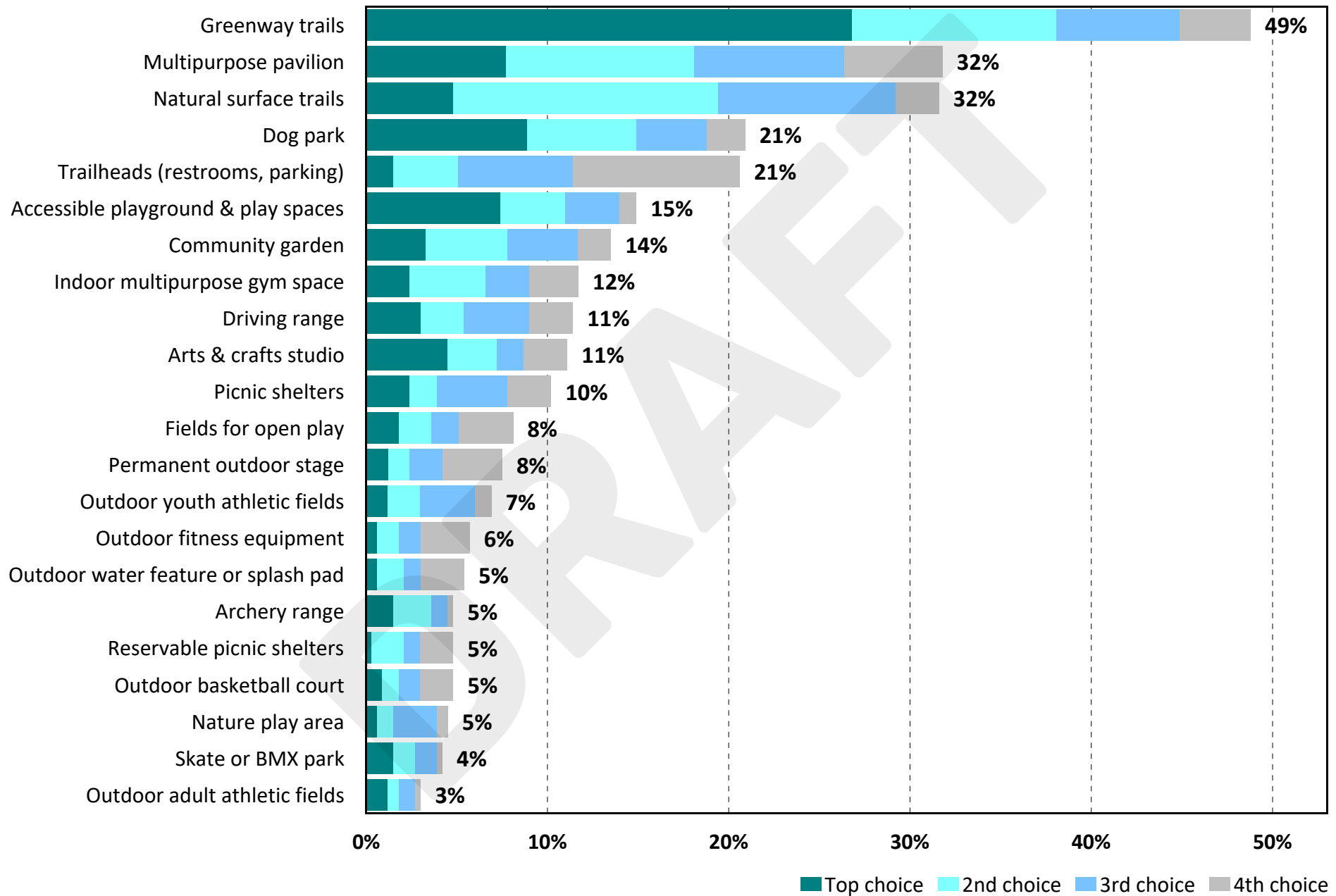
Q6c. Estimated Number of Households Whose Facility/Amenity Needs are “Partly Met” or “Not Met”

by number of households with need based on an estimated 7,954 households



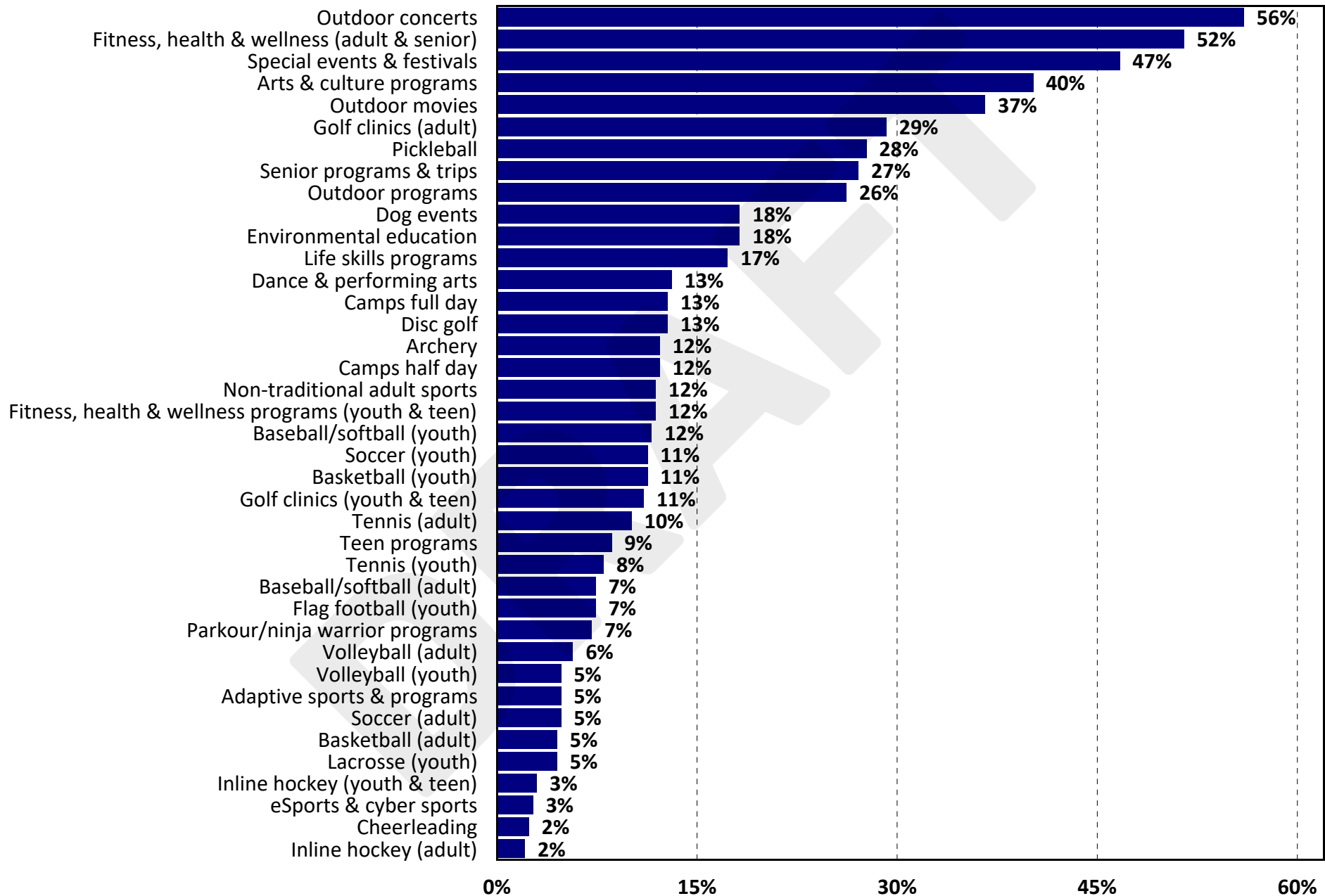
Q7. Most Important Facility/Amenity to Households

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



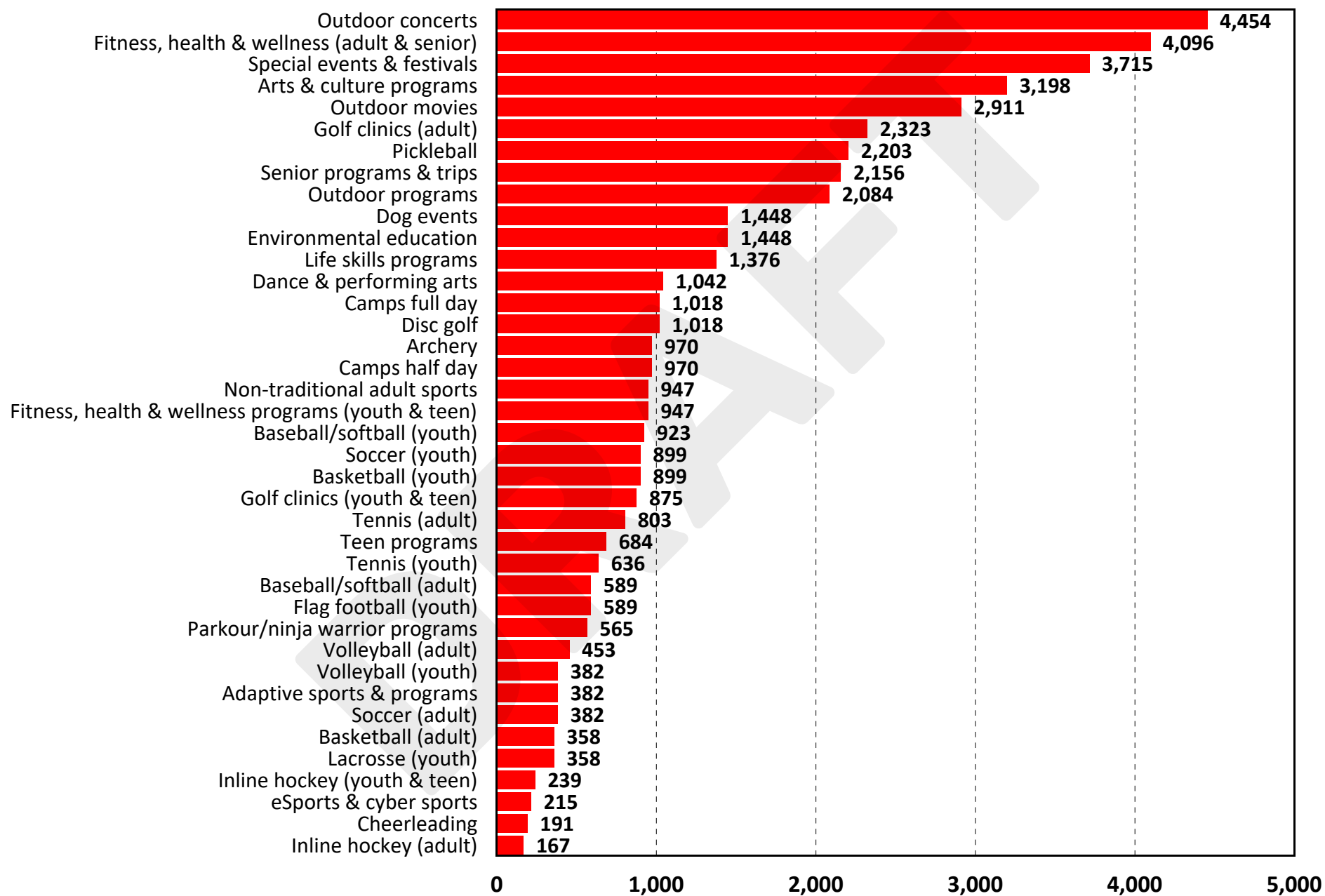
Q8. Respondents With Need for Activity/Program

by percentage of respondents



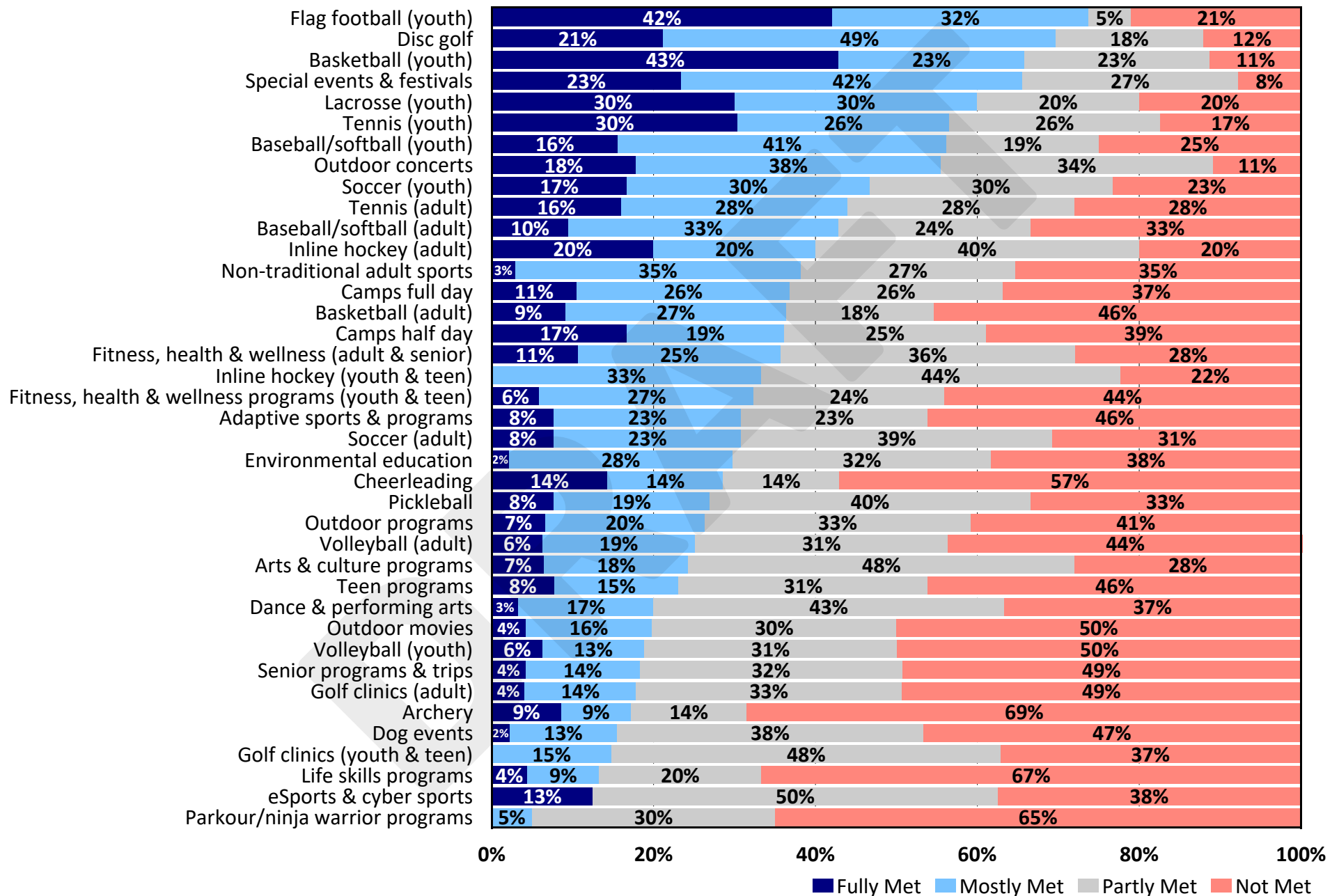
Q8a. Estimated Number of Households With Need for Activity/Program

by number of households based on an estimated 7,954 households



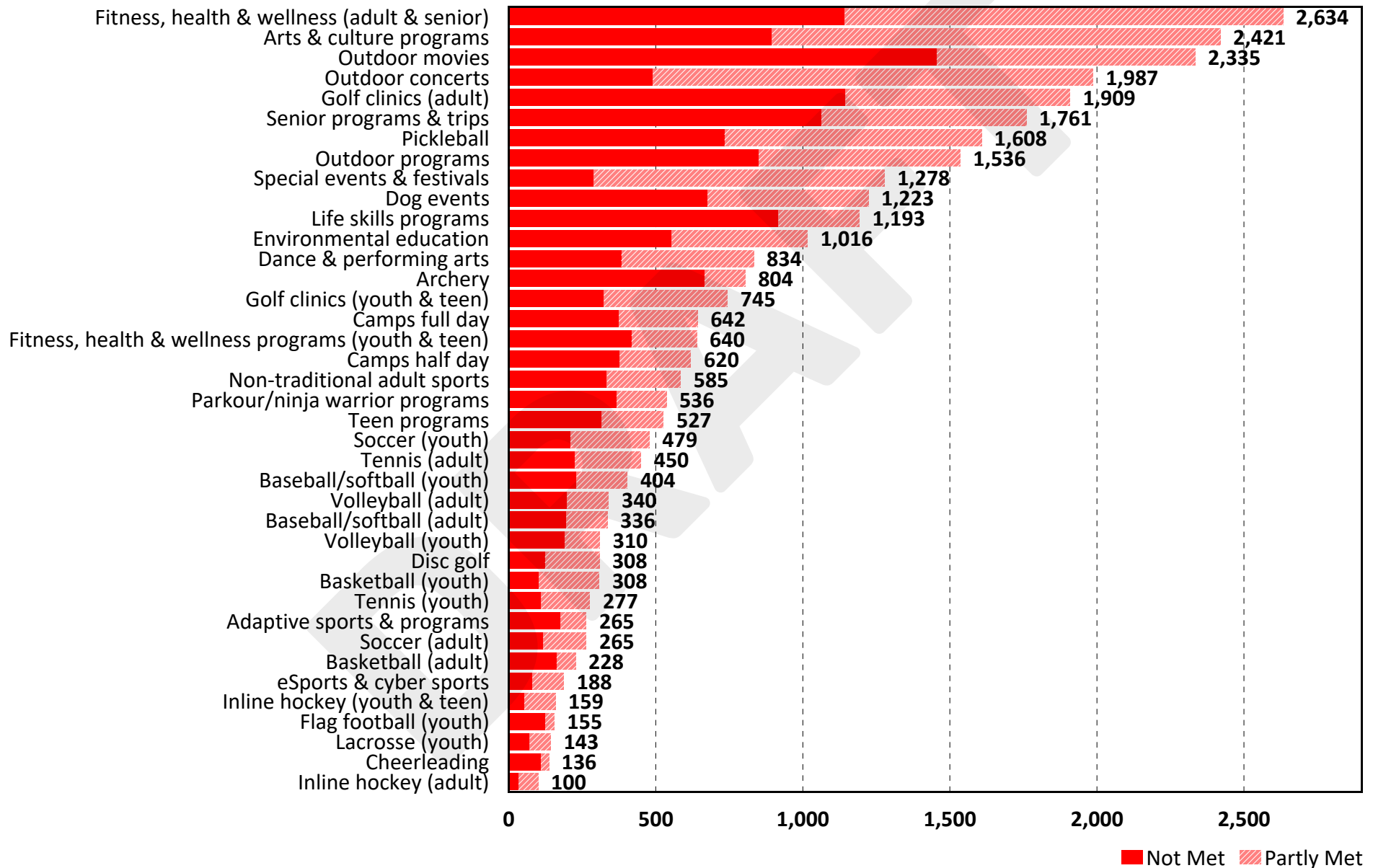
Q8b. How Well Households' Need For Program/Activity Is Being Met

by percentage of respondents who answered "Yes" to Q8



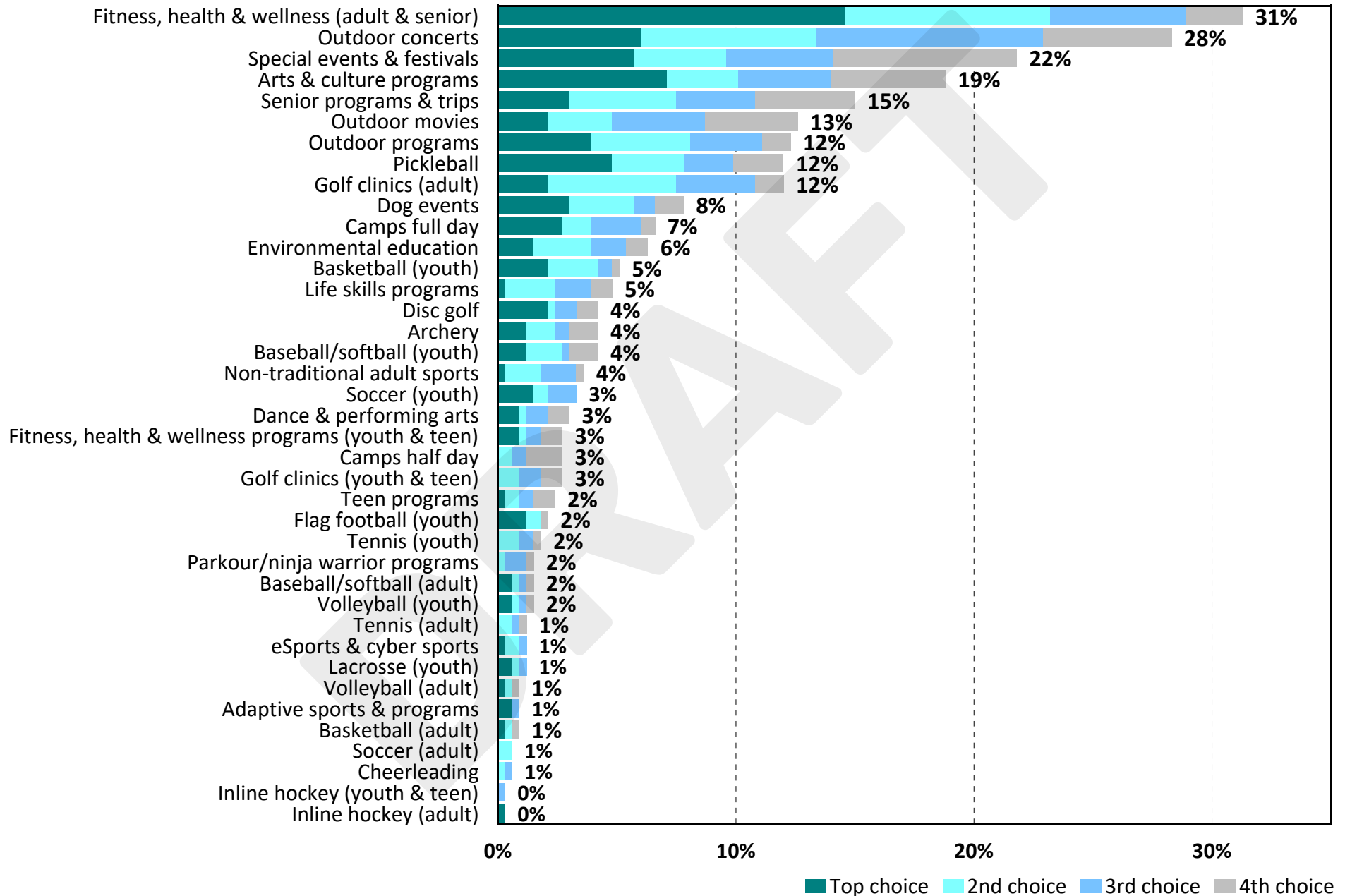
Q8c. Estimated Number of Households Whose Activity/Program Needs are “Partly Met” or “Not Met”

by number of households with need based on an estimated 7,954 households



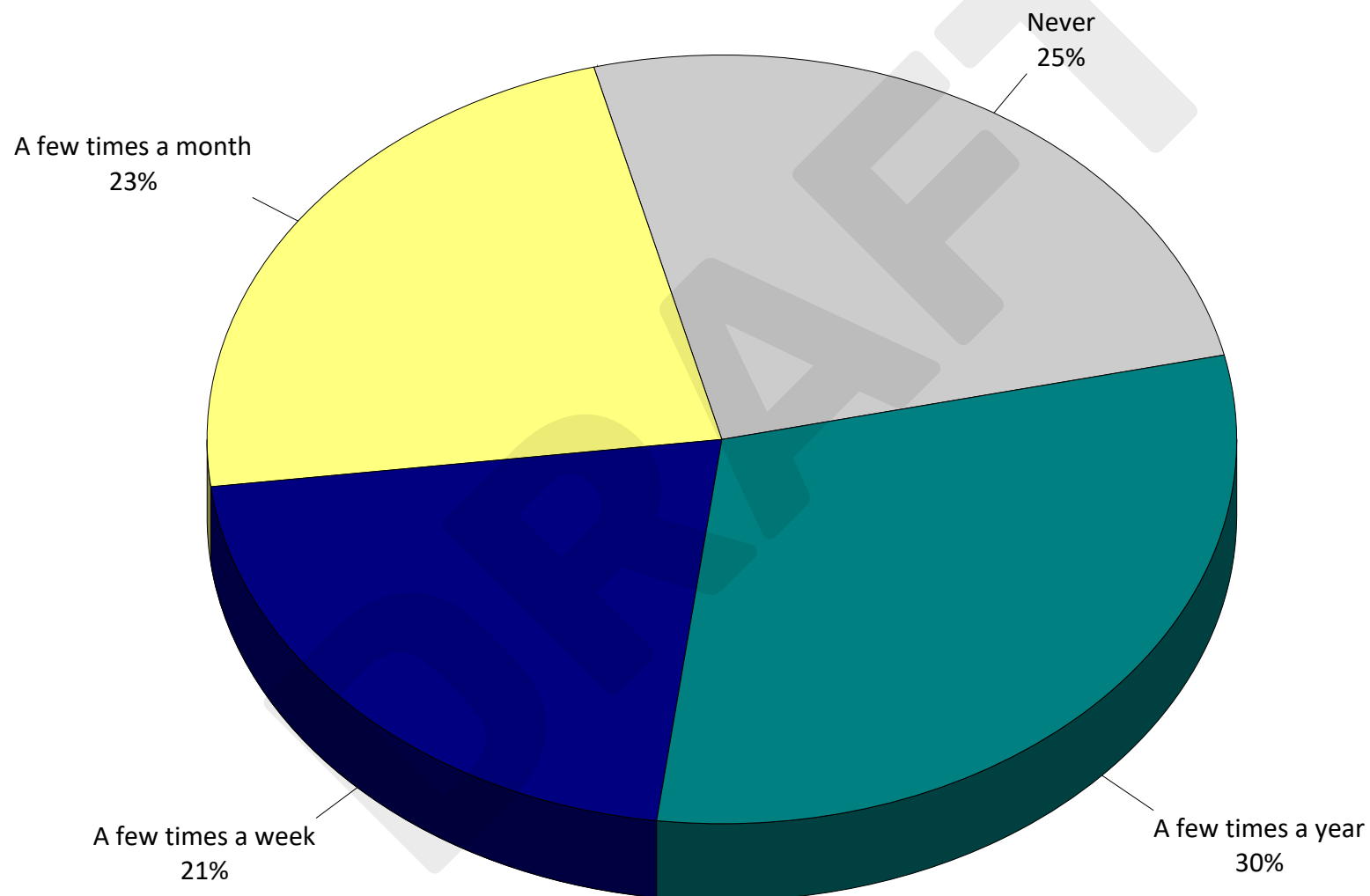
Q9. Most Important Activities/Programs to Households

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



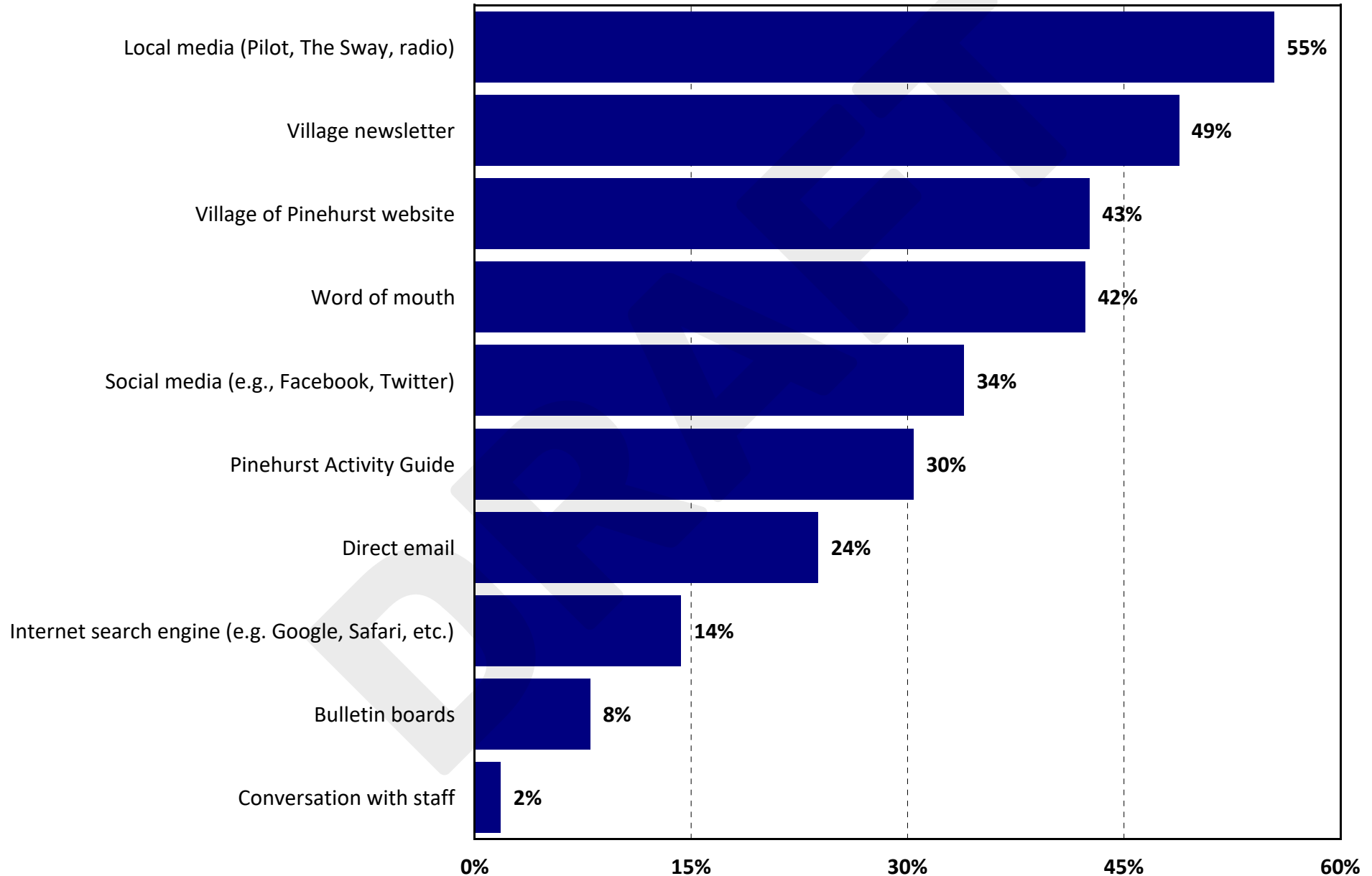
Q10. In the past 12 months, approximately how many times have you or members of your household visited any greenway trail?

by percentage of respondents (excluding "not provided")



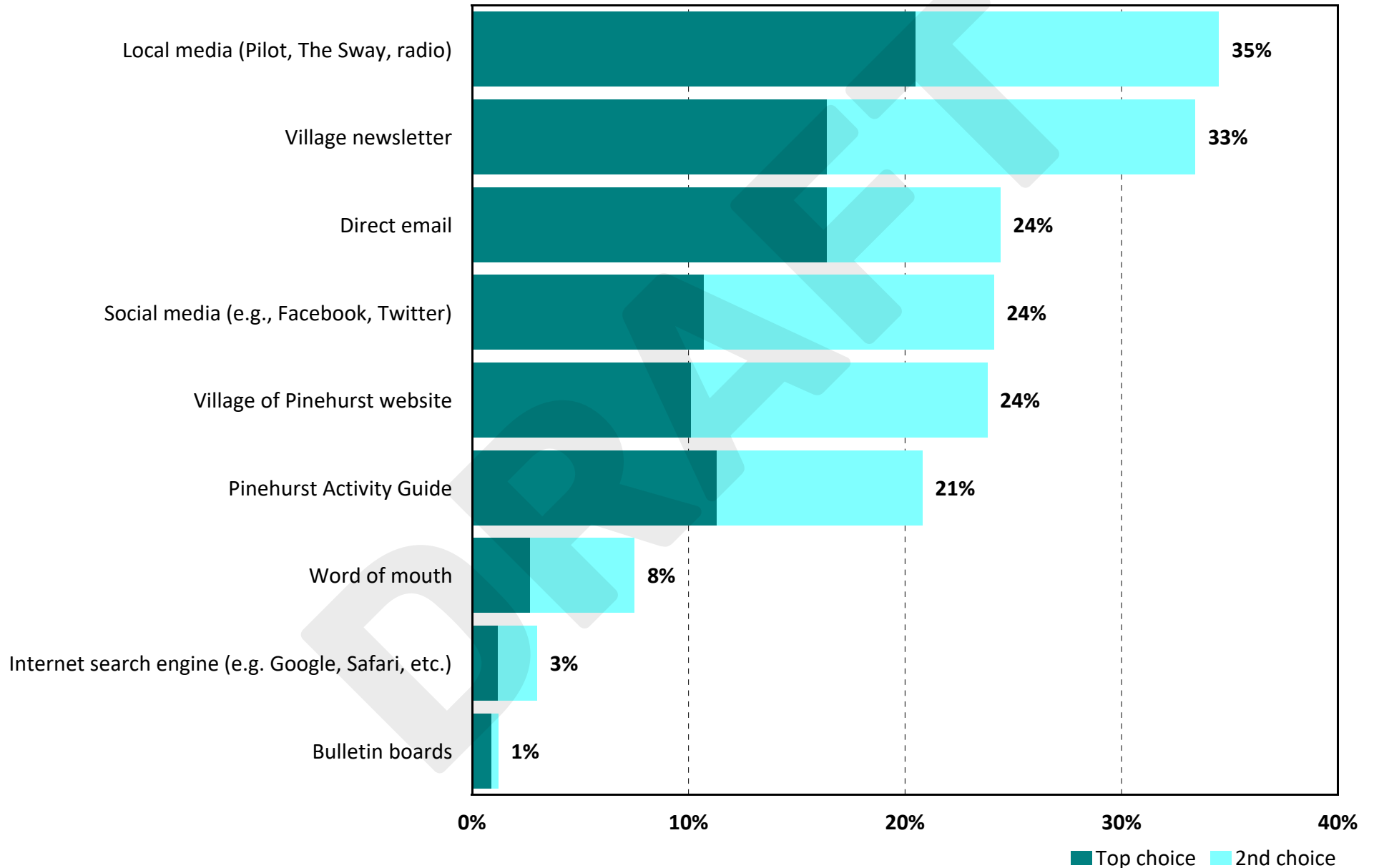
Q11. From the following list, please CHECK ALL of the ways you learn about Village of Pinehurst parks, facilities, recreation programs and special events.

by percentage of respondents (multiple selections could be made)



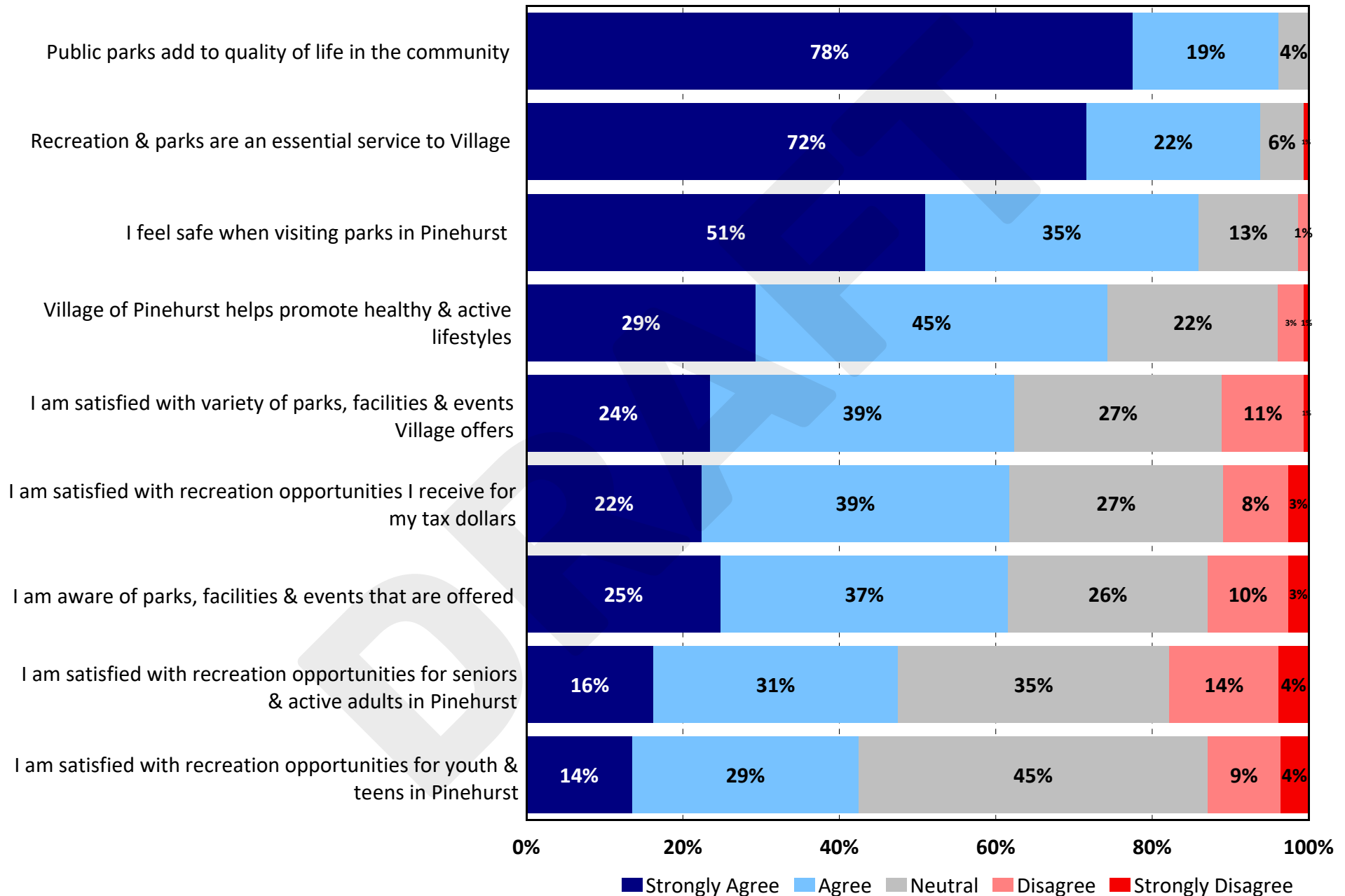
Q12. Which TWO of the sources of information listed in Question 11 do you most prefer to use to learn about Village of Pinehurst parks, facilities, and special events?

by percentage of respondents who selected the items as one of their top two choices



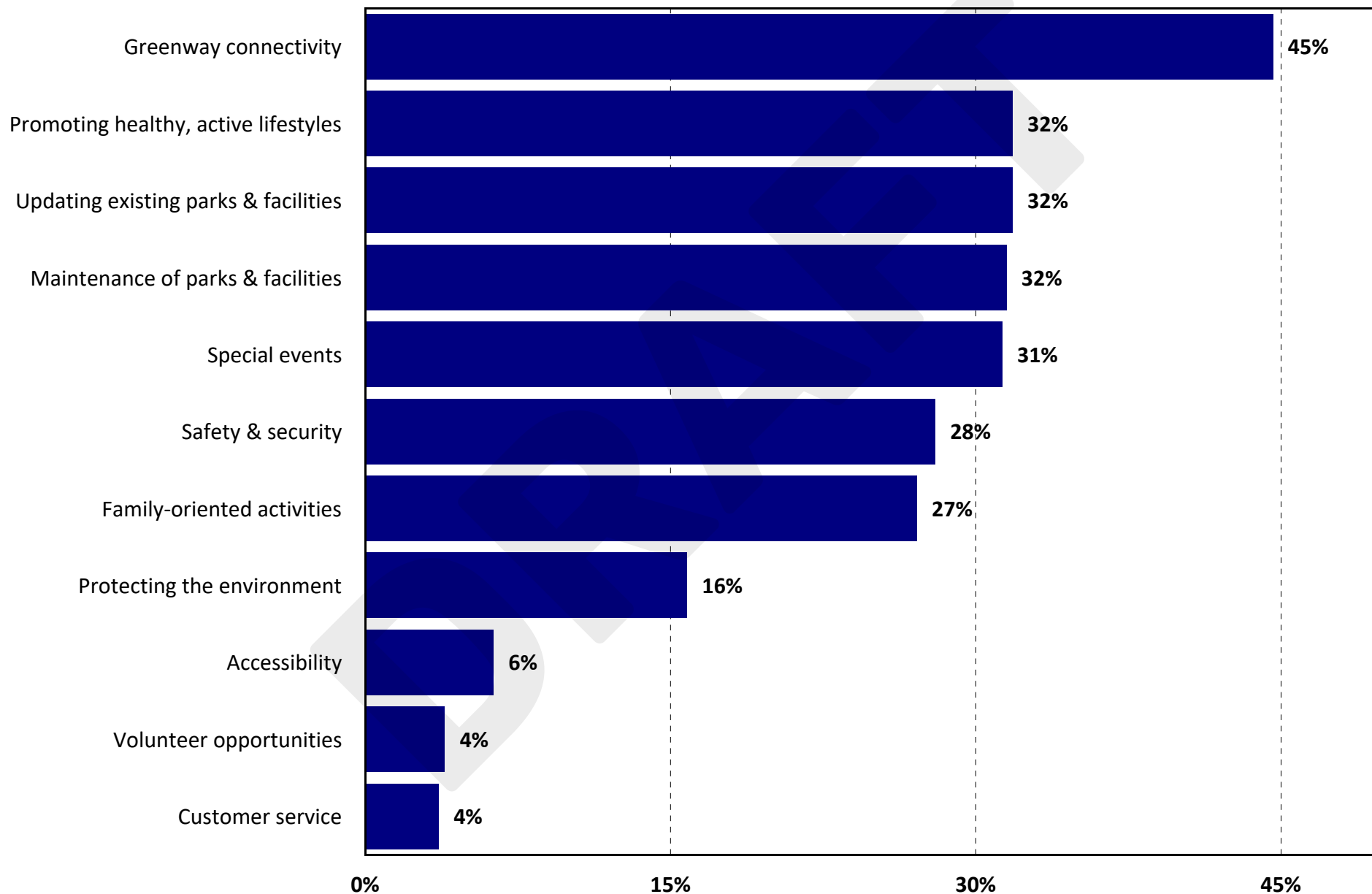
Q13. Level of Agreement with Statements About Parks and Recreation

by percentage of respondents (excluding "don't know")



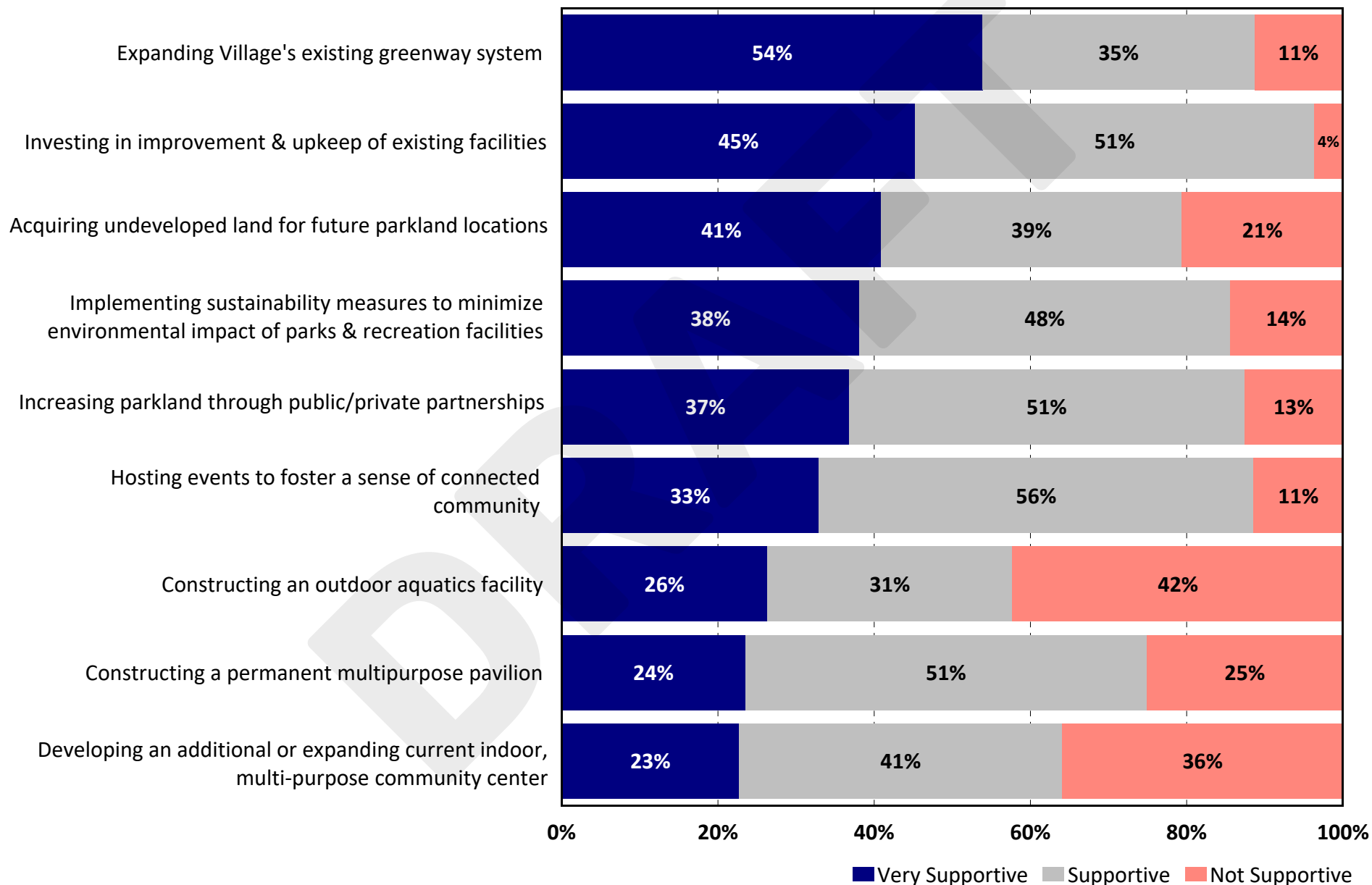
Q14. Please RANK the top THREE areas you believe Pinehurst Parks and Recreation should focus on improving.

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



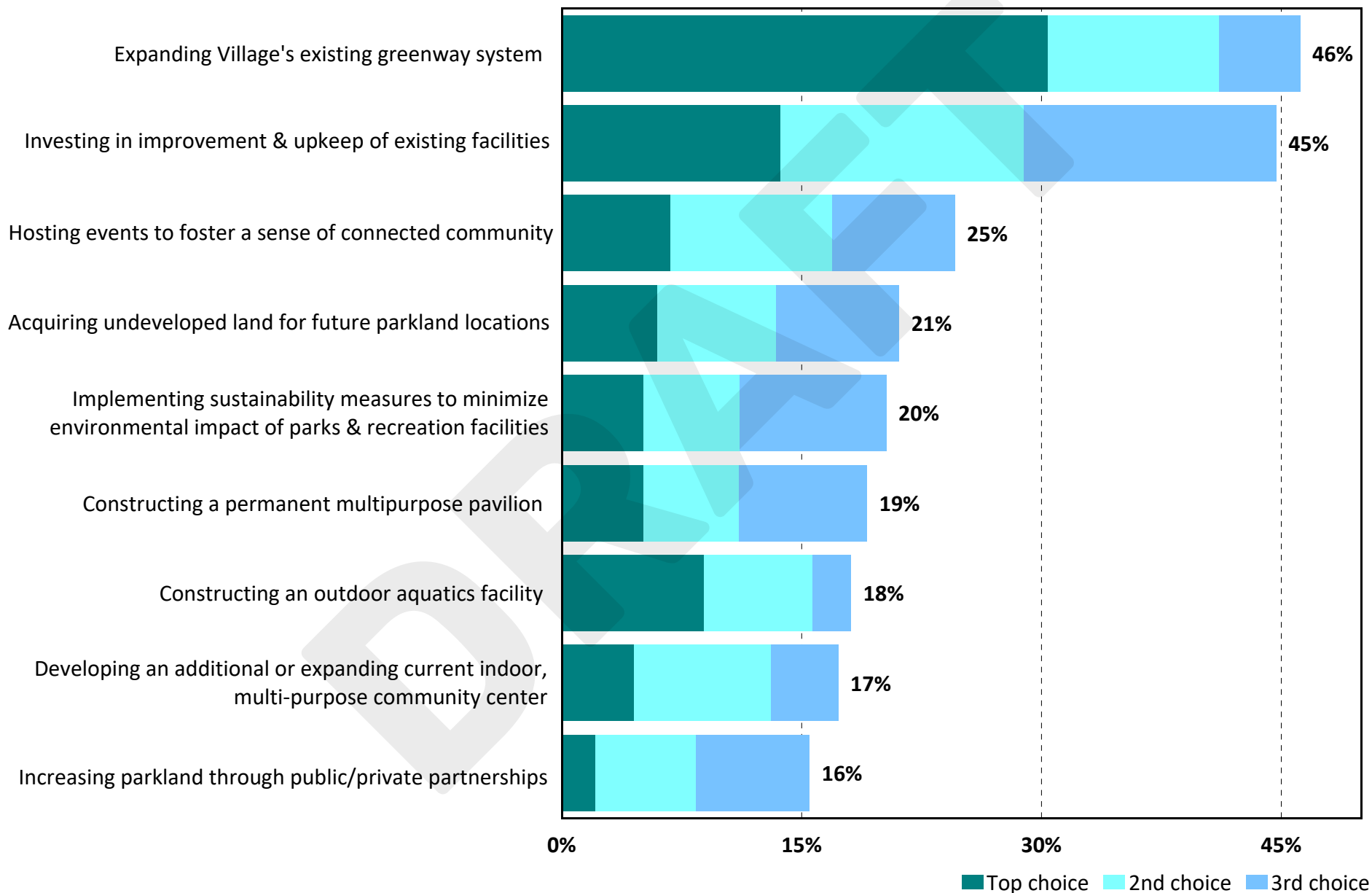
Q15. Please indicate how supportive you would be of the Village of Pinehurst taking the following actions to improve the parks and recreation system in the Village.

by percentage of respondents (excluding "not sure")



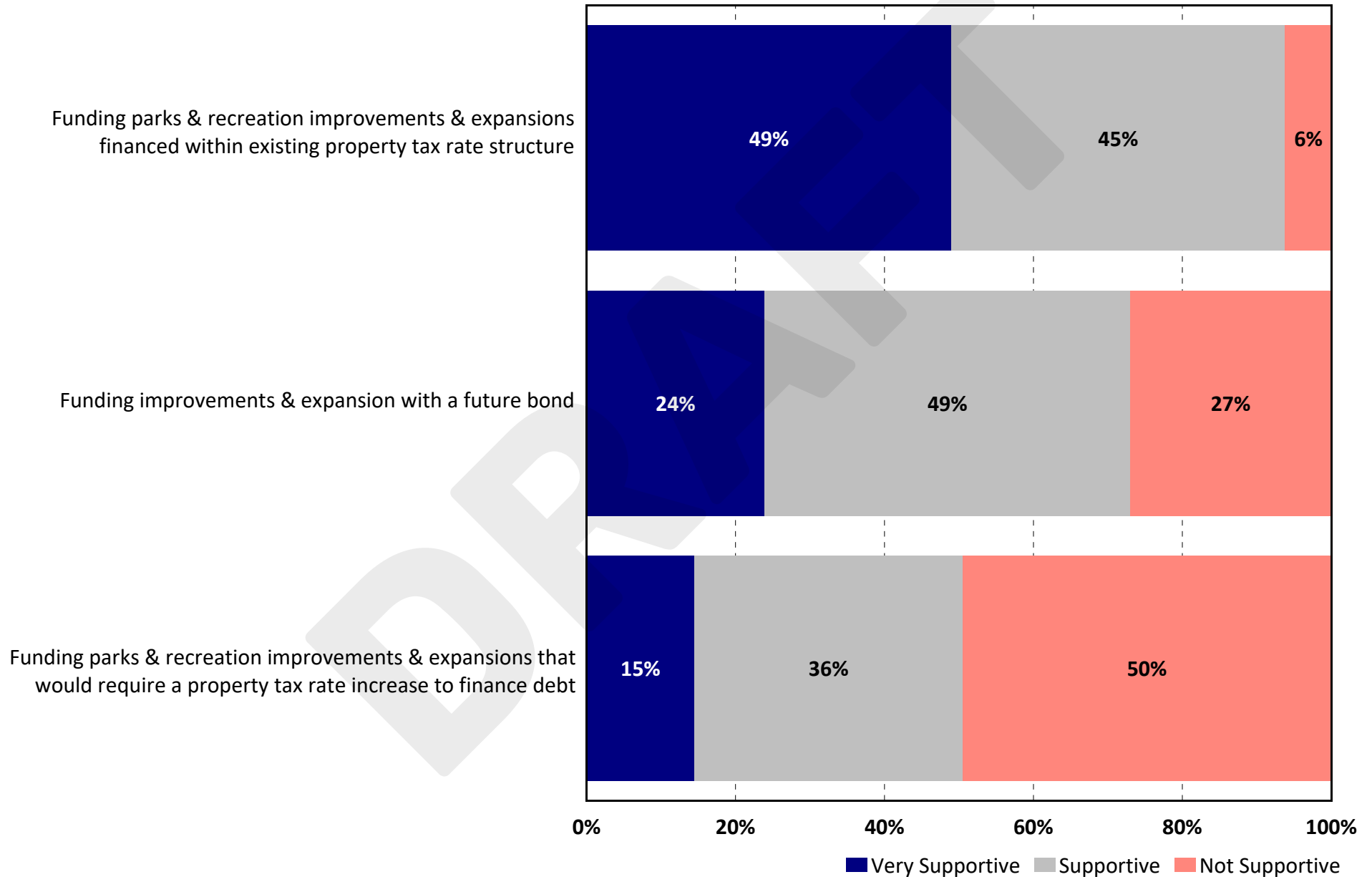
Q16. Which THREE of the items in Question 15 would you be most willing to support with your tax dollars?

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



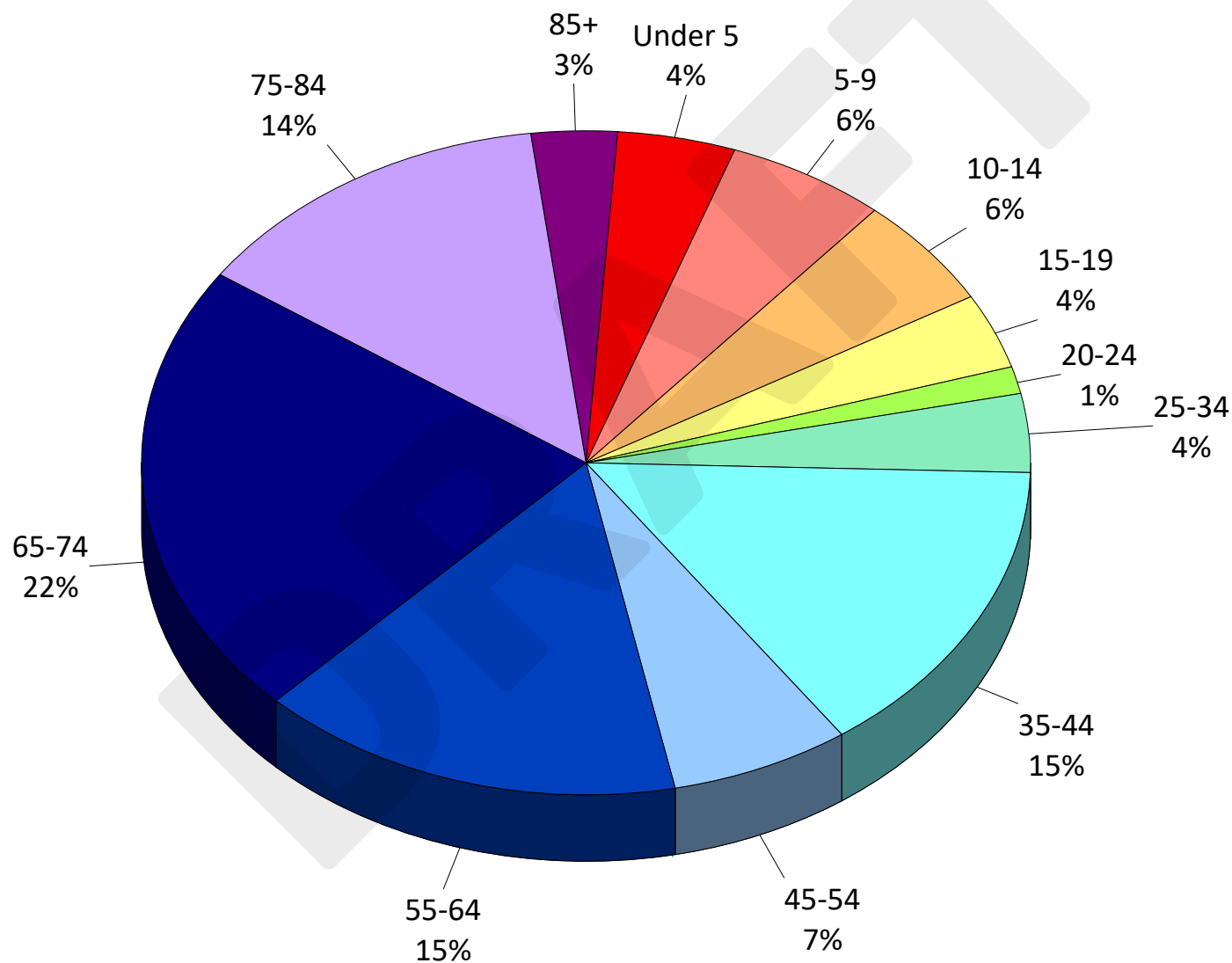
Q17. Level of Support for actions to fund improvements and expansions of the parks and recreation system in the Village.

by percentage of respondents (excluding "not sure")



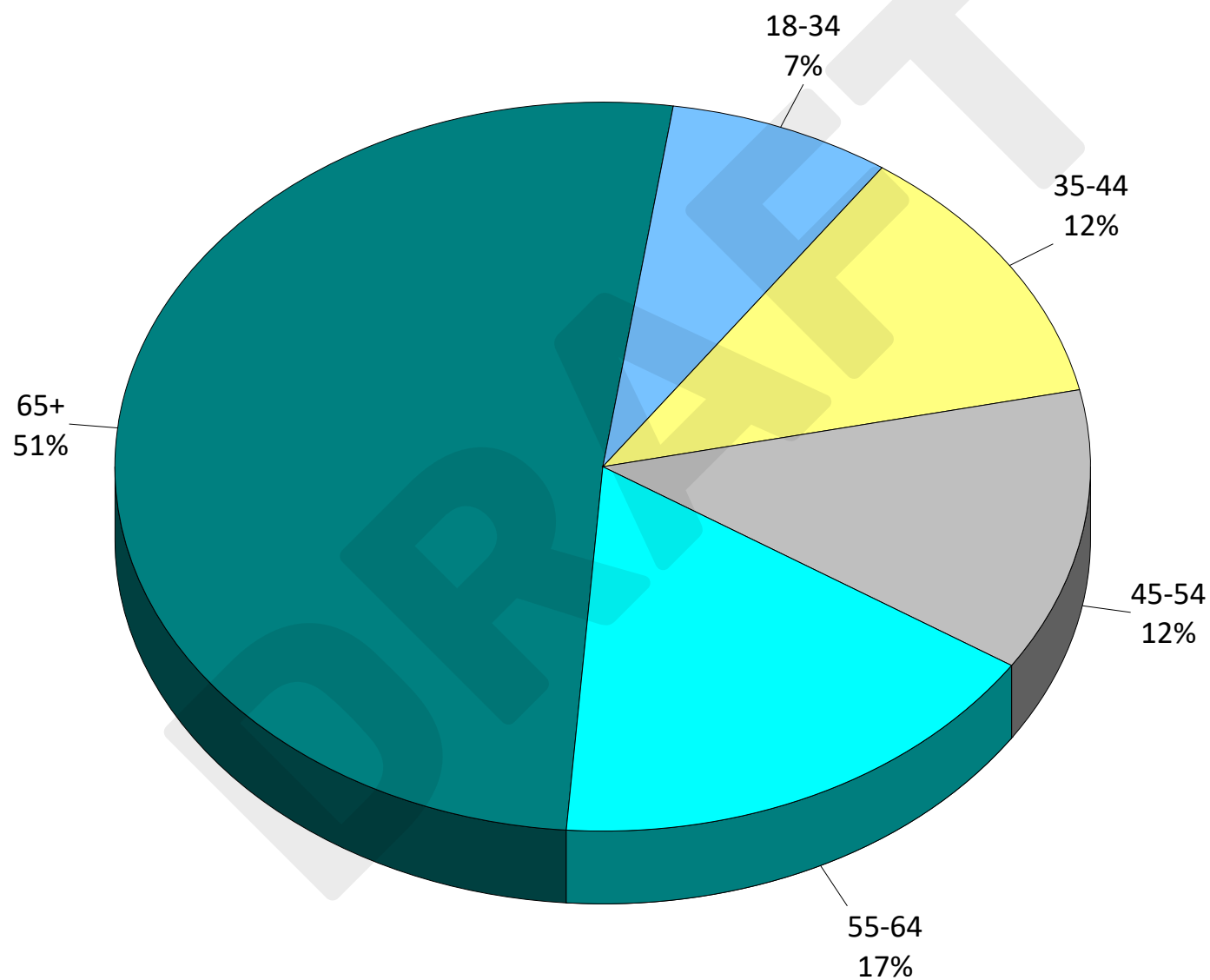
Q18. Counting yourself, how many people in your household are in the following age groups?

by percentage of persons in household



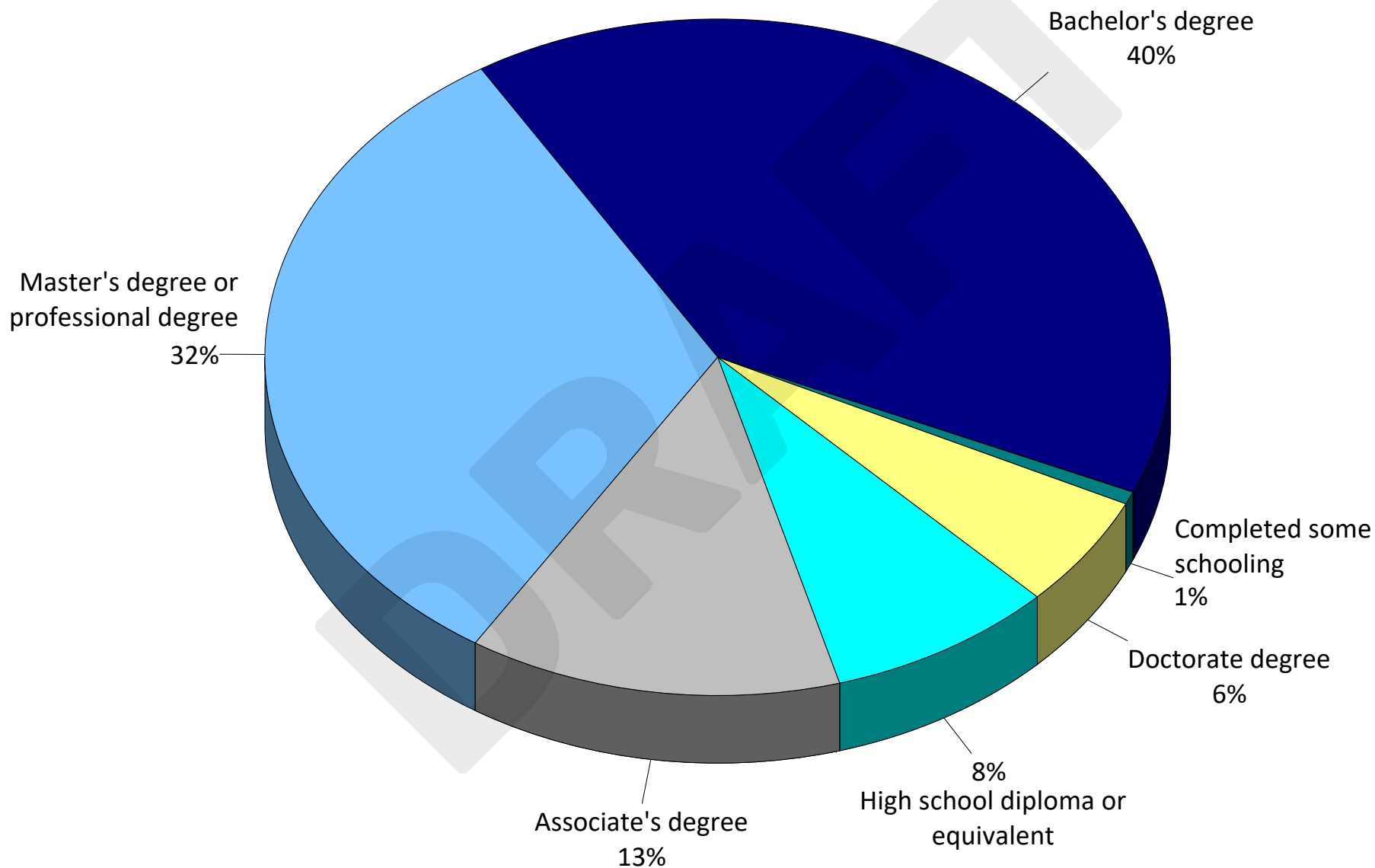
Q19. Respondent Age

by percentage of respondents (excluding "not provided")



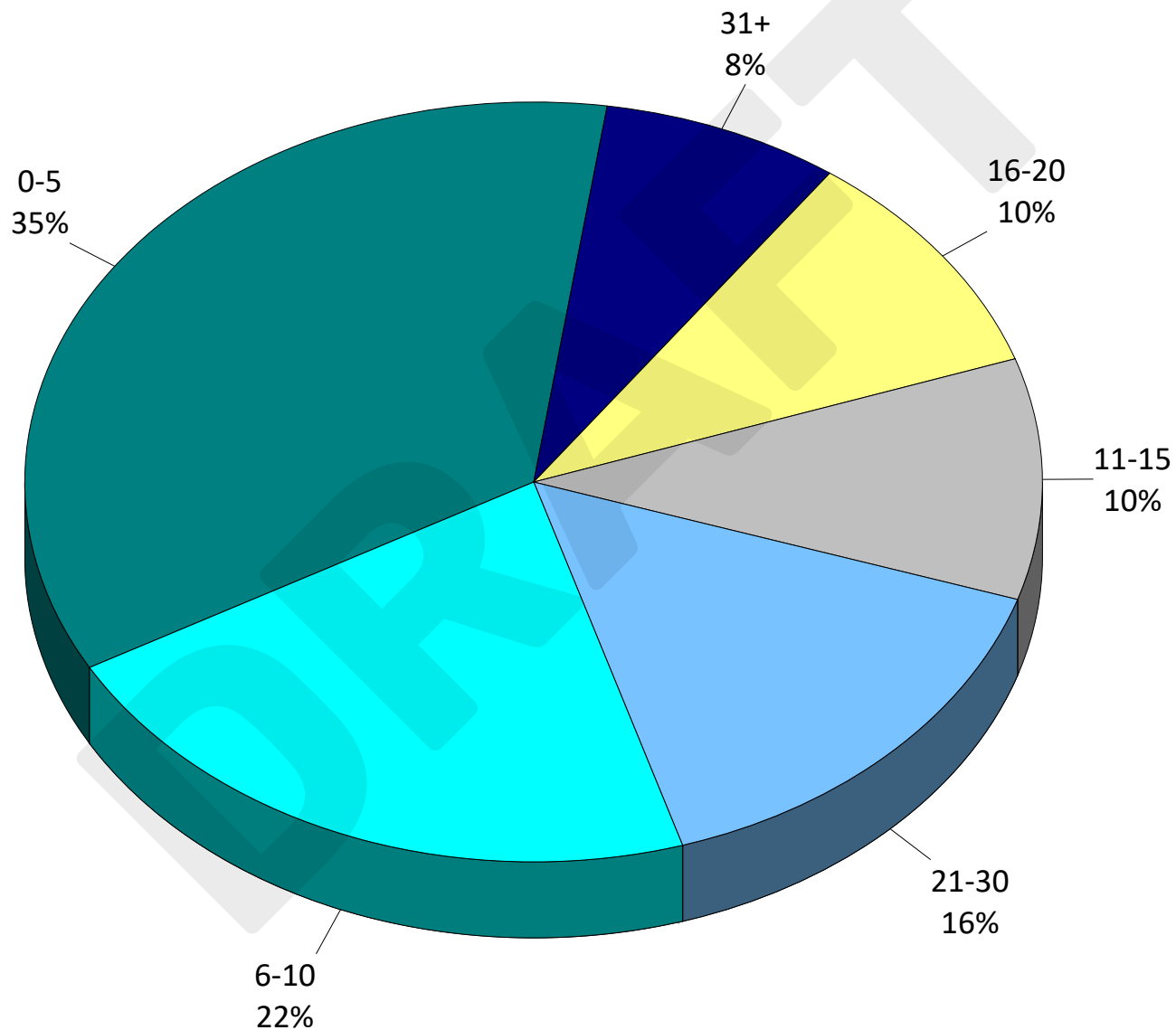
Q20. What is the highest degree or level of school you have COMPLETED?

by percentage of respondents (excluding "not provided")



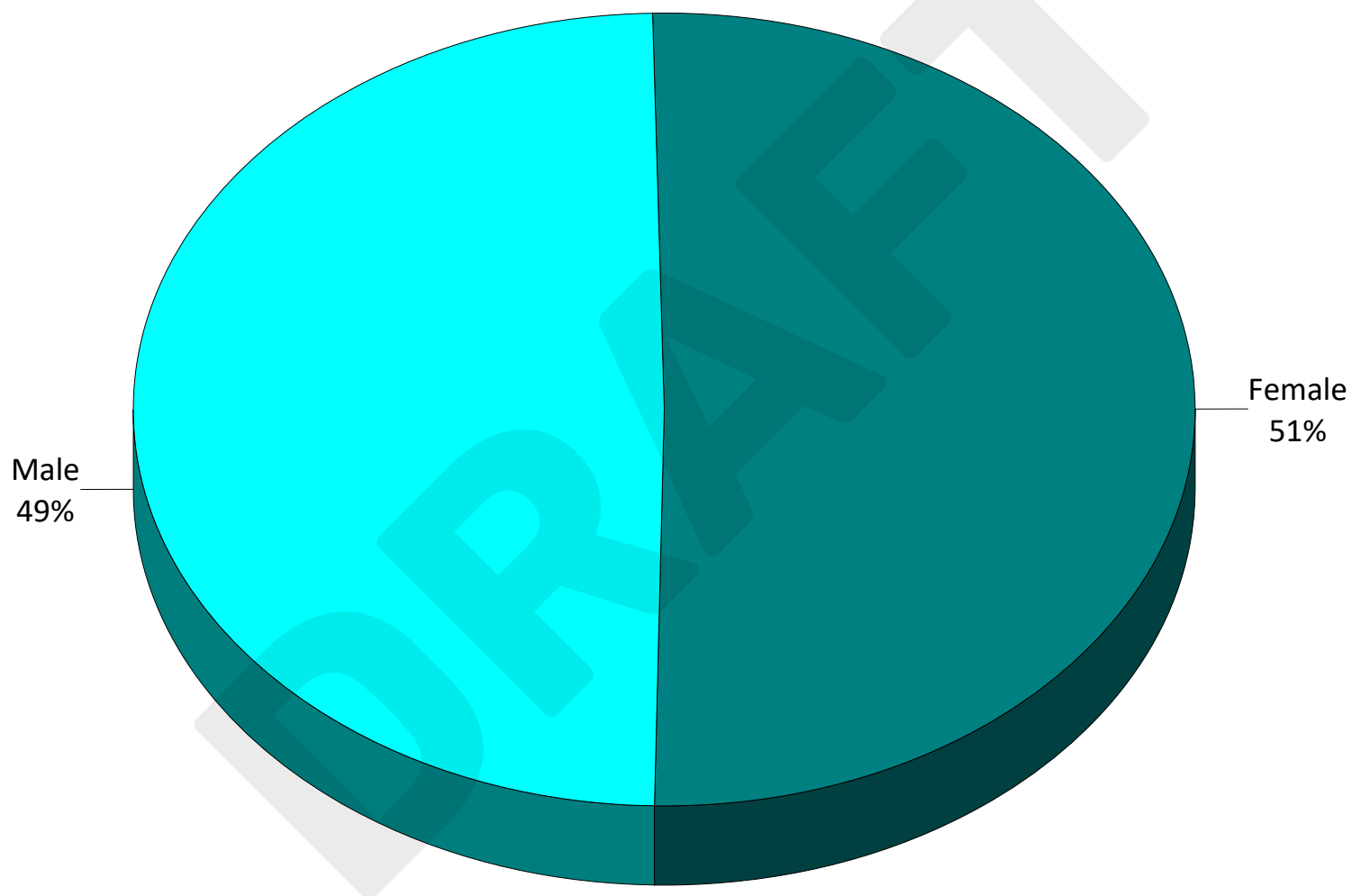
Q21. Approximately how many years have you lived in the Village of Pinehurst?

by percentage of respondents (excluding "not provided")



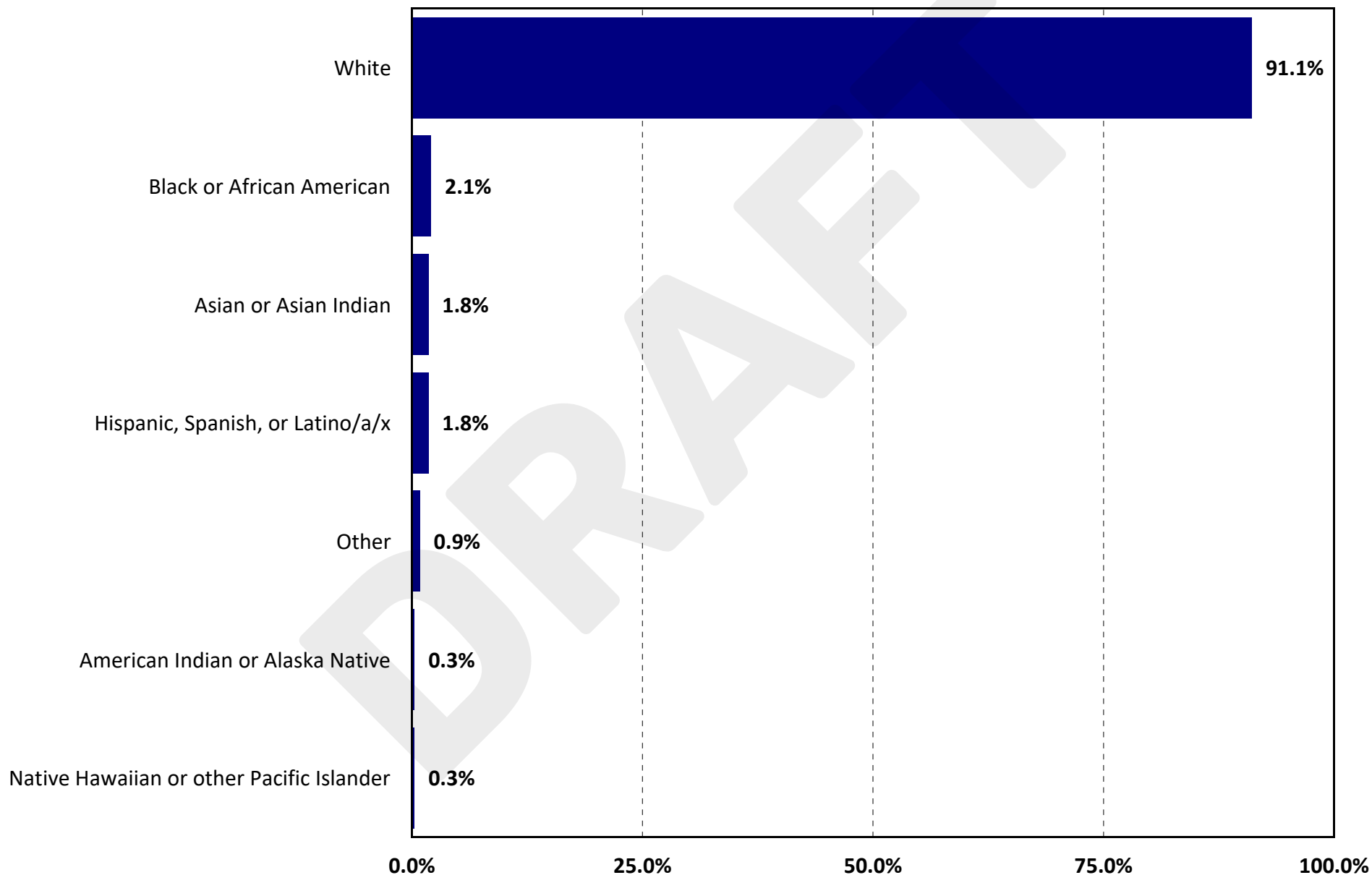
Q22. Your gender

by percentage of respondents (excluding “not provided”)



Q23. Which of the following best describes your race?

by percentage of respondents



3

Priority Investment Rating

Priority Investment Rating

Pinehurst, North Carolina

The **Priority Investment Rating (PIR)** was developed by ETC Institute to provide governments with an objective tool for evaluating the priority that should be placed on parks and recreation investments. The Priority Investment Rating was developed by ETC Institute to identify the facilities and programs residents think should receive the highest priority for investment. The priority investment rating reflects the importance residents place on items (sum of top 4 choices) and the unmet needs (needs that are not met or only partly met) for each facility/program relative to the facility/program that rated the highest overall. Since decisions related to future investments should consider both the level of unmet need and the importance of facilities and programs, the PIR weights each of these components equally.

The PIR reflects the sum of the Unmet Needs Rating and the Importance Rating as shown in the equation below:

$$\text{PIR} = \text{UNR} + \text{IR}$$

For example, if the Unmet Needs Rating for Community Gardens were 98.9 (out of 100) and the Importance Rating for Community Gardens were 21.6 (out of 100), the Priority Investment Rating for the Farmer's Market would be 120.5 (out of 200).

How to Analyze the Charts:

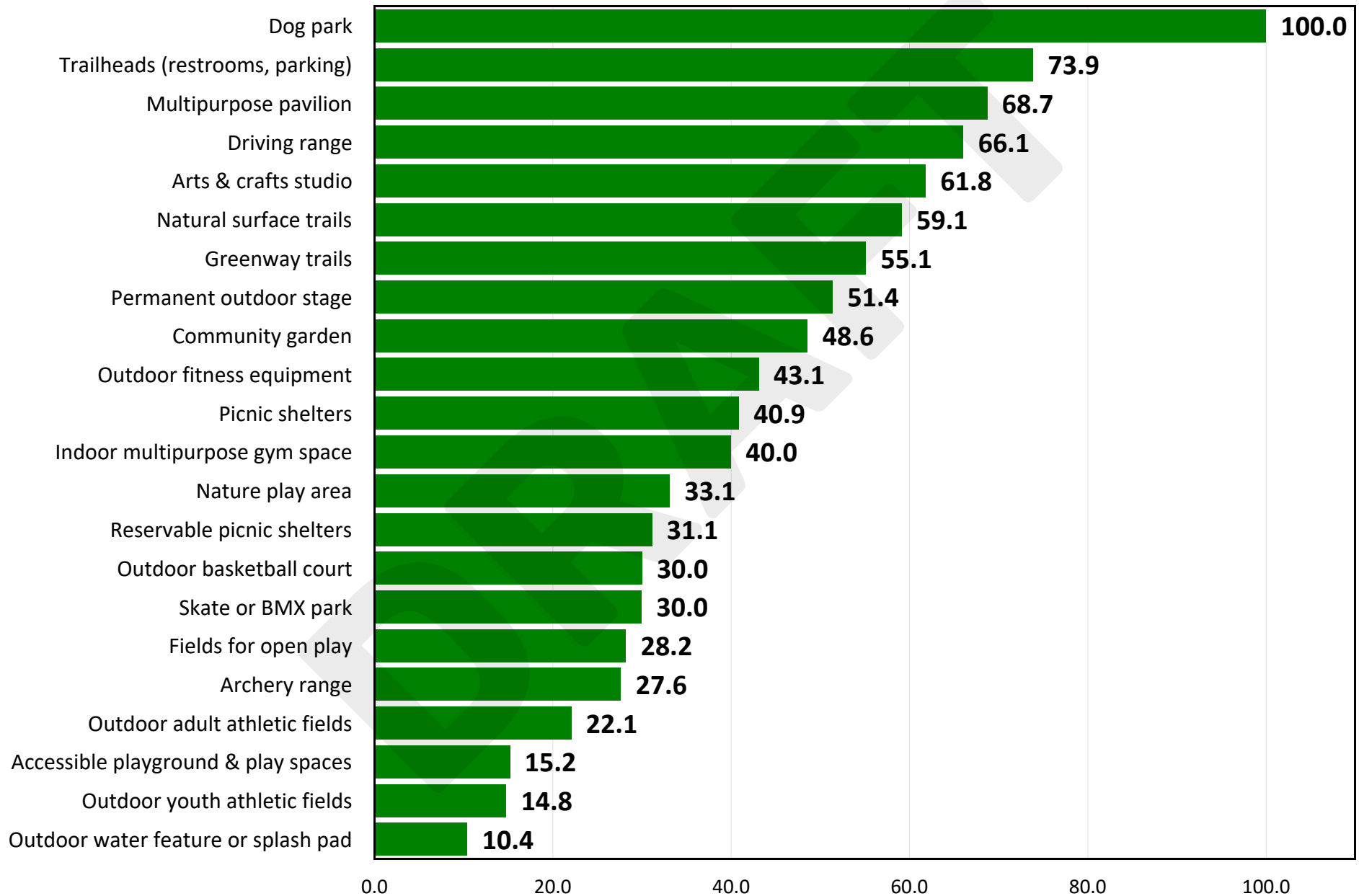
- **High Priority Areas** are those with a PIR of at least 100. A rating of 100 or above generally indicates there is a relatively high level of unmet need and residents generally think it is important to fund improvements in these areas. Improvements in this area are likely to have a positive impact on the greatest number of households.
- **Medium Priority Areas** are those with a PIR of 50-99. A rating in this range generally indicates there is a medium to high level of unmet need or a significant percentage of residents generally think it is important to fund improvements in these areas.
- **Low Priority Areas** are those with a PIR below 50. A rating in this range generally indicates there is a relatively low level of unmet need and residents do not think it is important to fund improvements in these areas. Improvements may be warranted if the needs of very specialized populations are being targeted.

The following pages show the Unmet Needs Rating, Importance Rating, and Priority Investment Rating for facilities and programs.

Unmet Needs Rating for Facility/Amenity

the rating for the item with the most unmet need=100

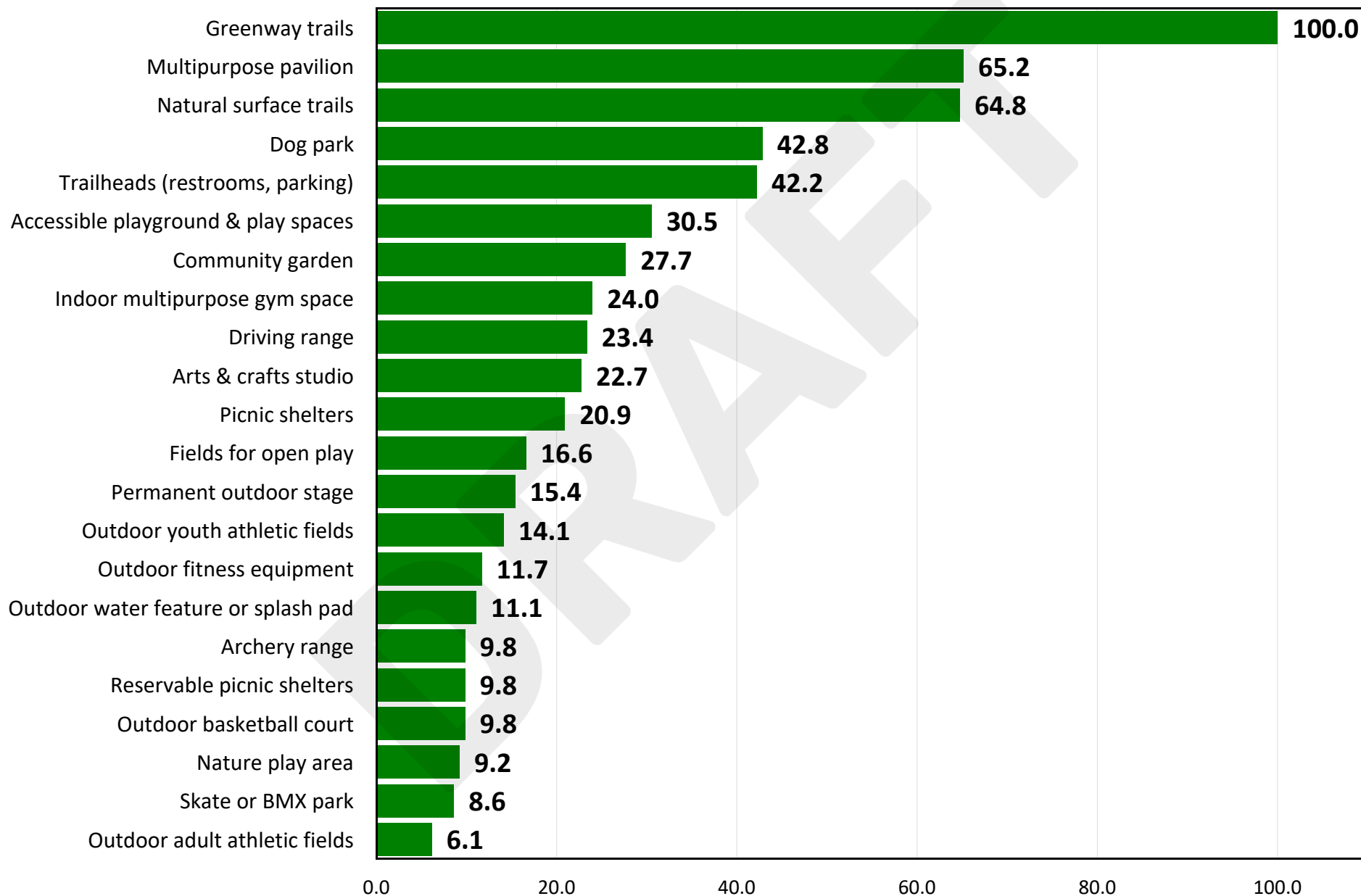
the rating of all other items reflects the relative amount of unmet need for each item compared to the item with the most unmet need



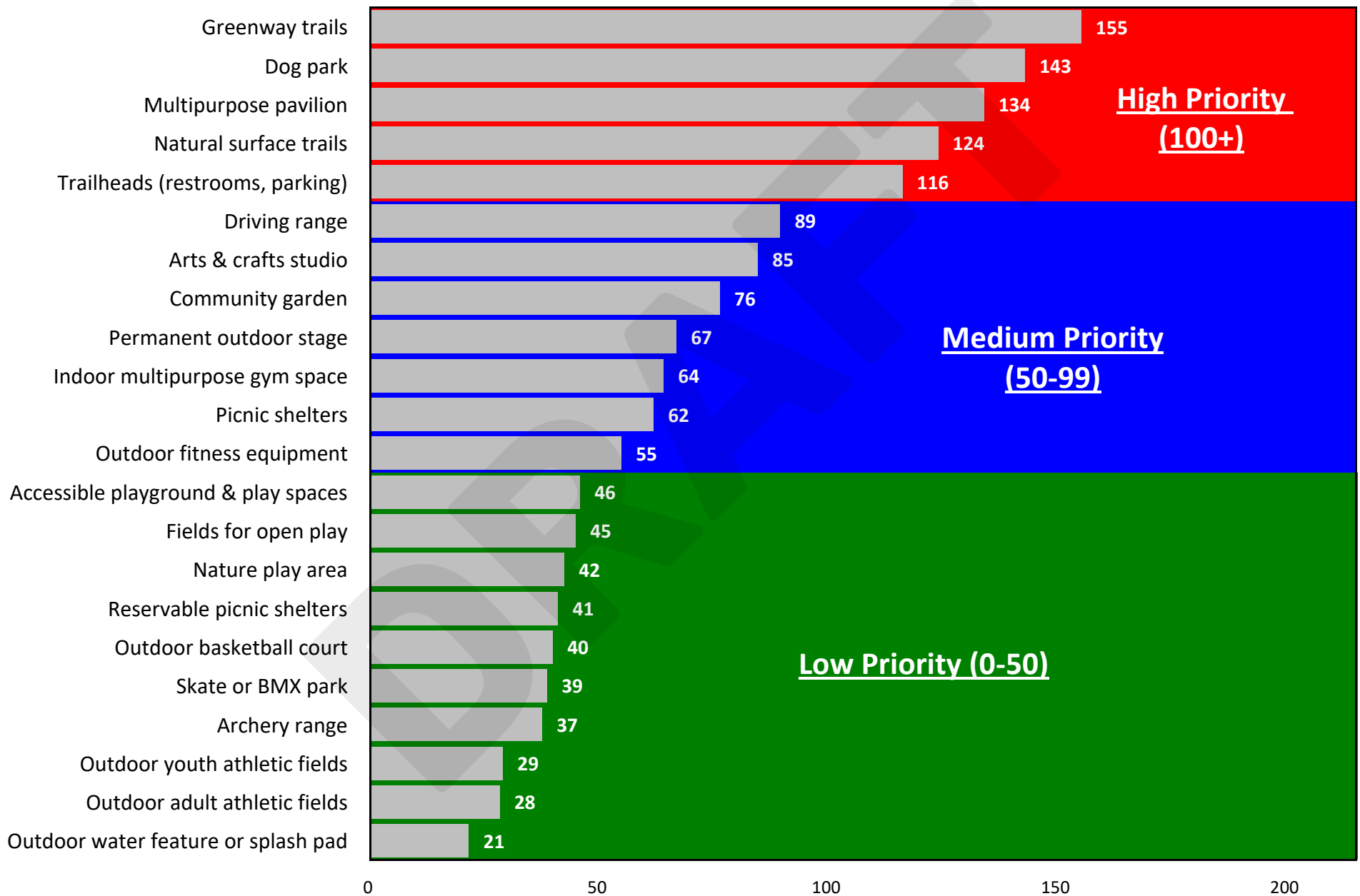
Importance Rating for Facility/Amenity

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



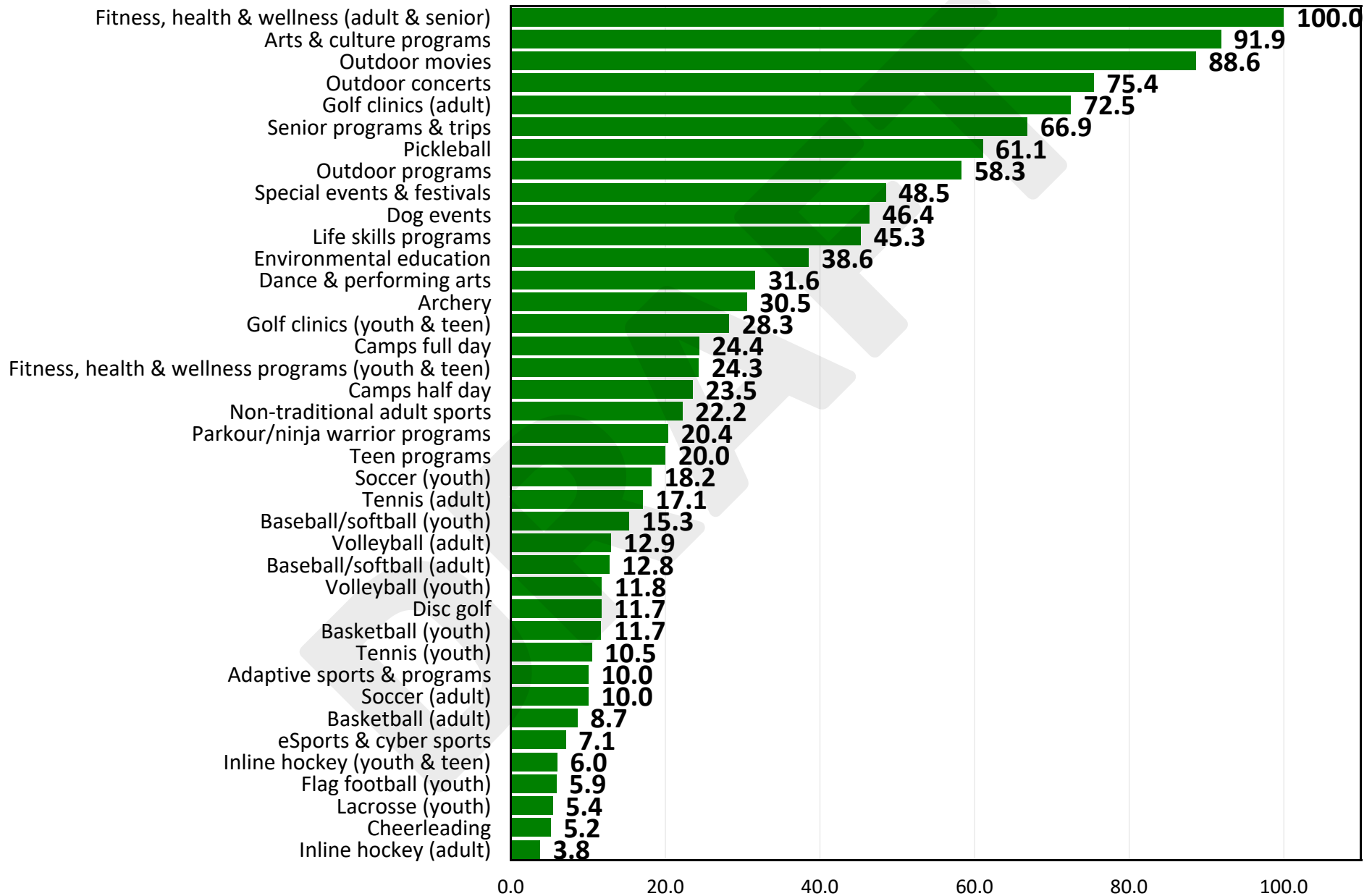
Top Priorities for Investment for Facility/Amenity Based on Priority Investment Rating



Unmet Needs Rating for Activities/Programs

the rating for the item with the most unmet need=100

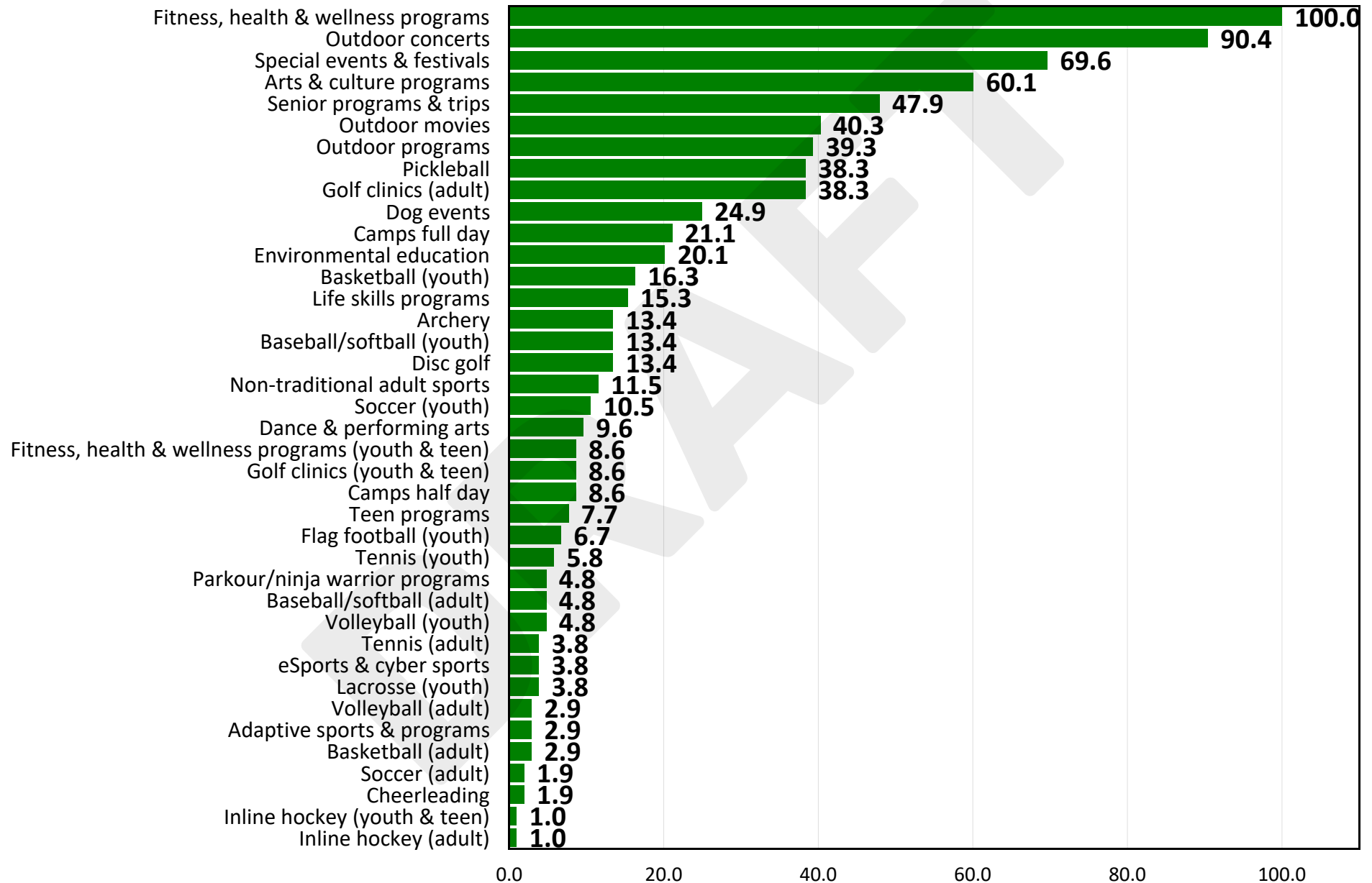
the rating of all other items reflects the relative amount of unmet need for each item compared to the item with the most unmet need



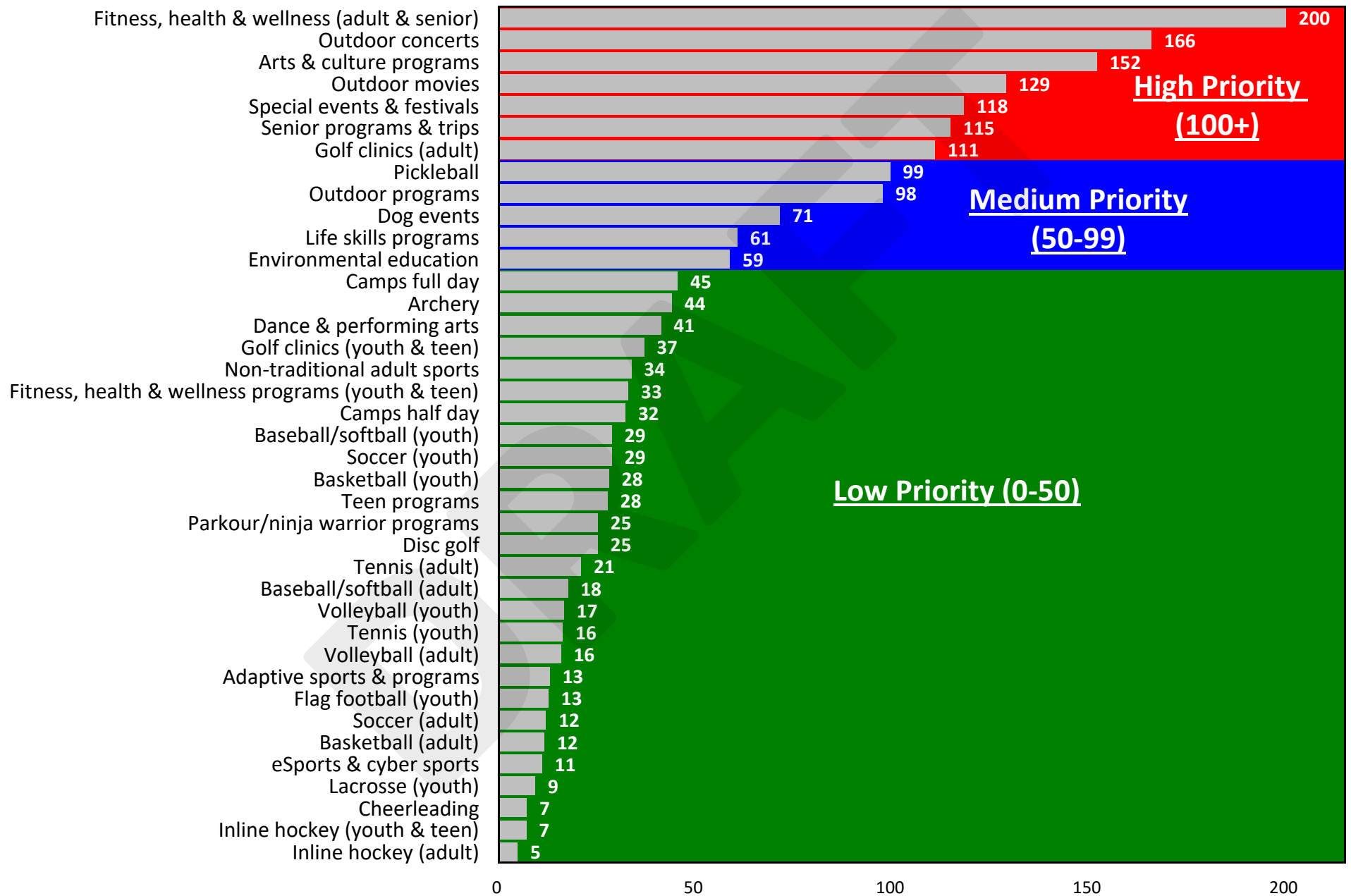
Importance Rating for Activities/Programs

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



Top Priorities for Investment for Activities/Programs Based on the Priority Investment Rating



4

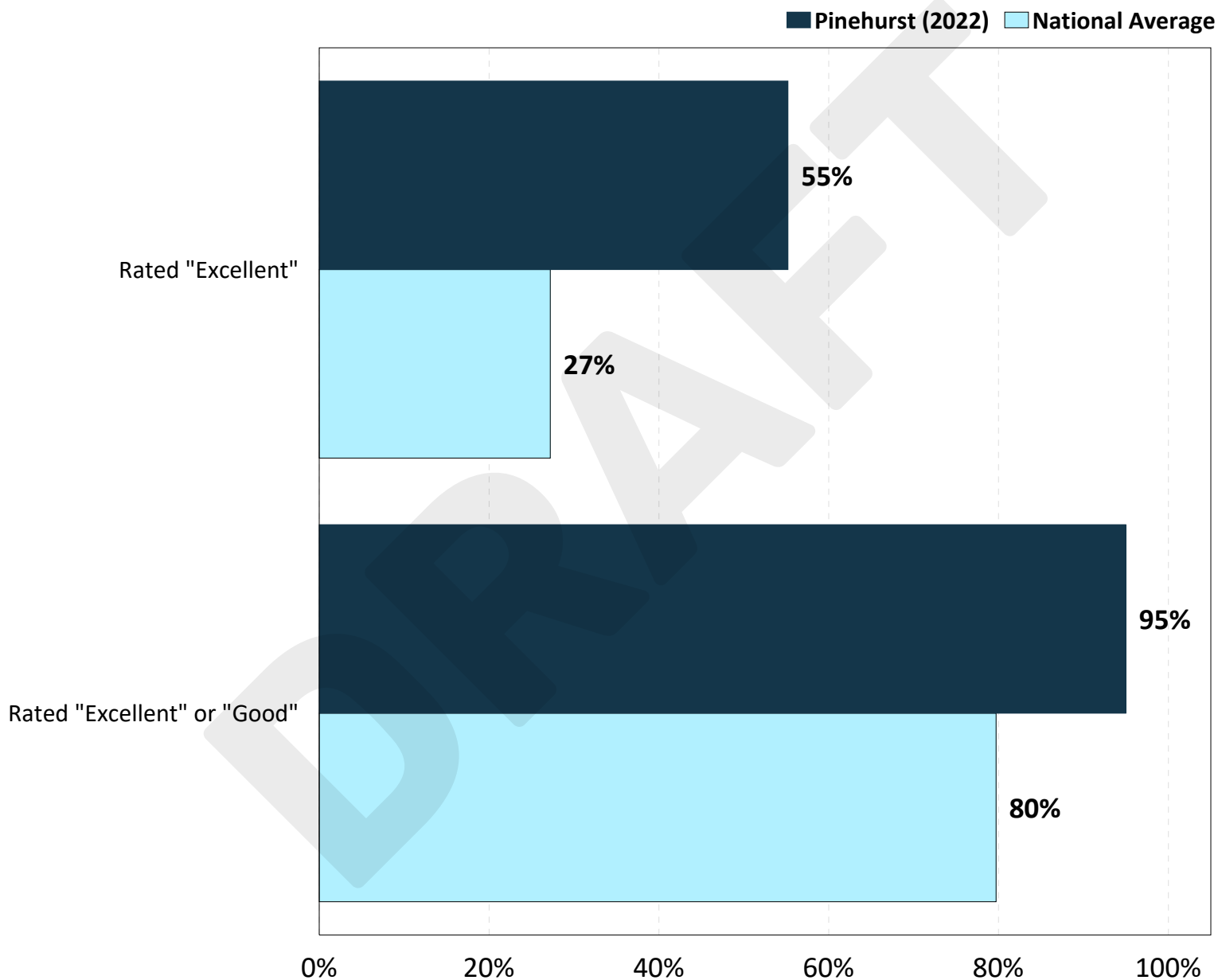
Benchmarks

National Benchmarks

Note: The benchmarking data contained in this report is protected intellectual property. Any reproduction of the benchmarking information in this report by persons or organizations not directly affiliated with the Village of Pinehurst is not authorized without written consent from ETC Institute.

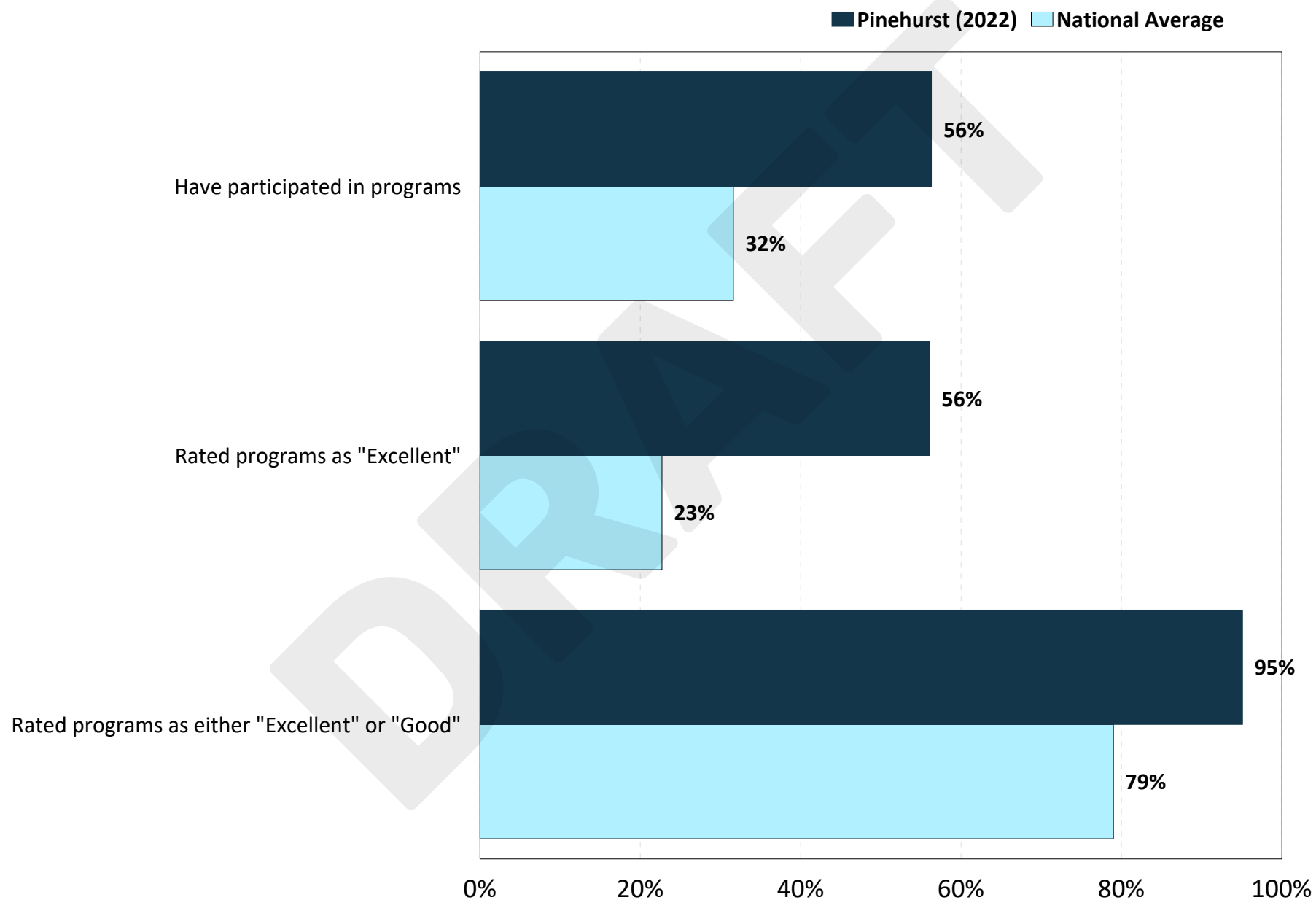
Rating Quality of Parks/Facilities

by percentage of respondents



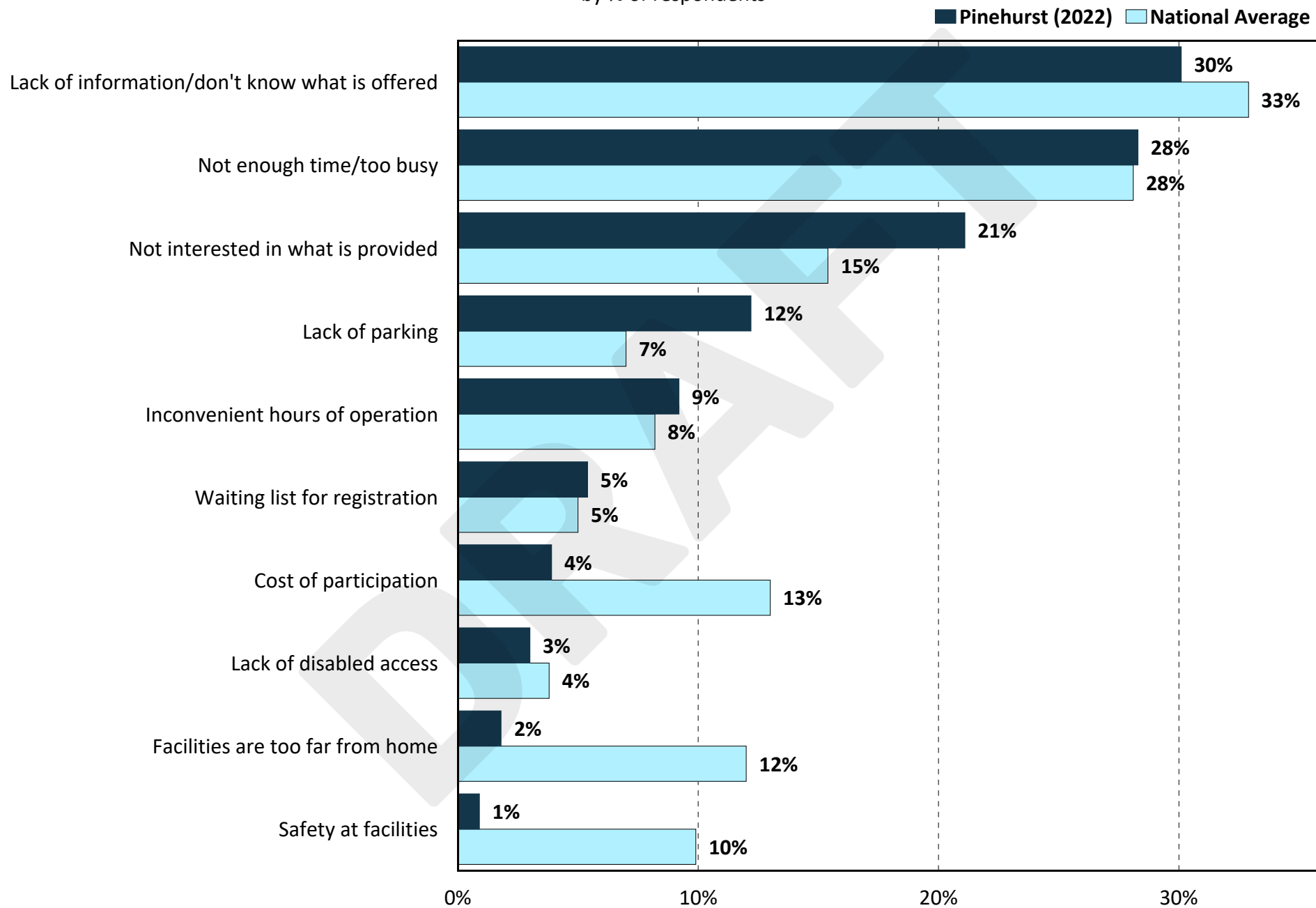
Usage of Recreation Programs

by percentage of respondents who indicated they had used recreation programs in the past year



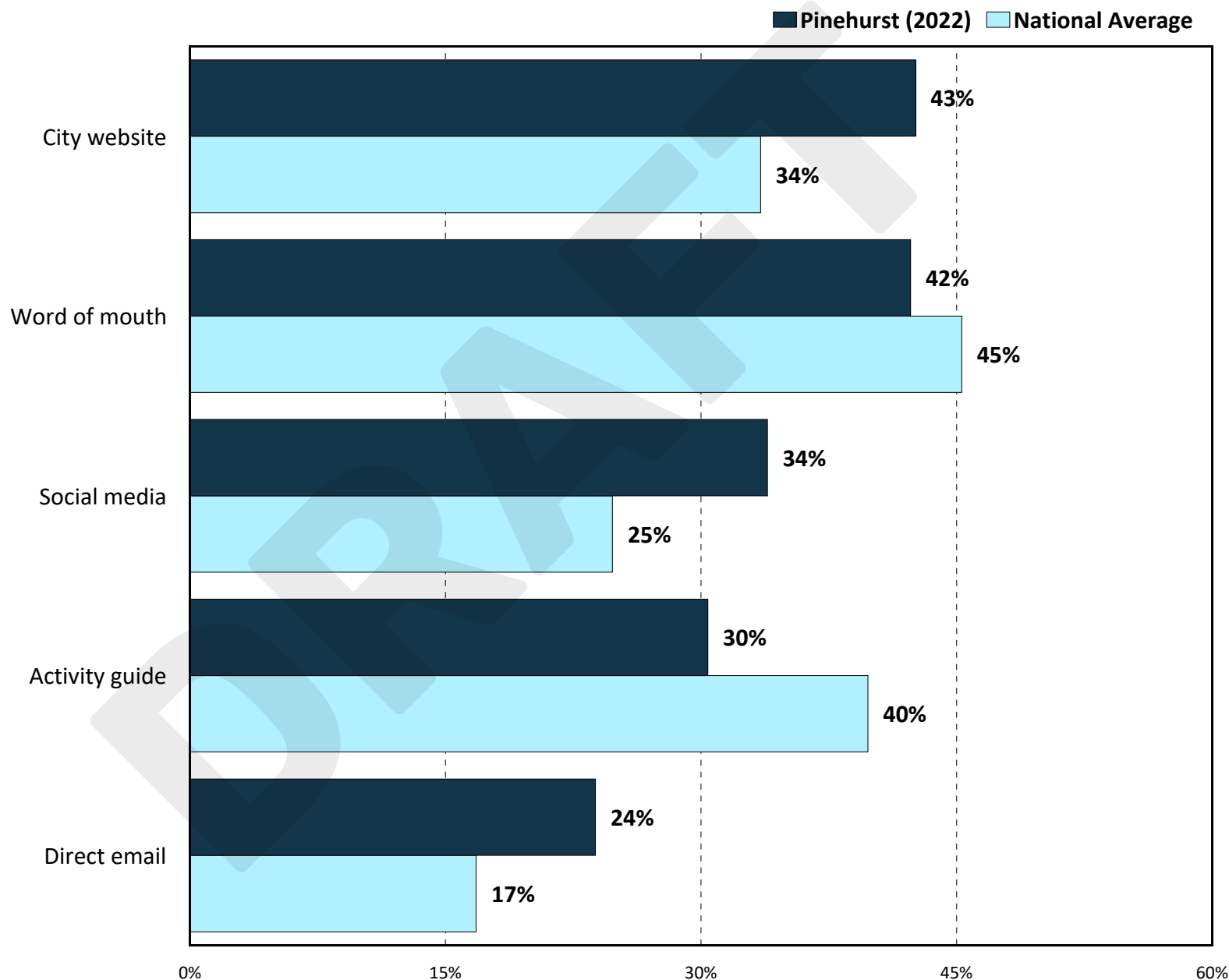
Barriers to Parks, Trails, Facilities, or Programs Use

by % of respondents



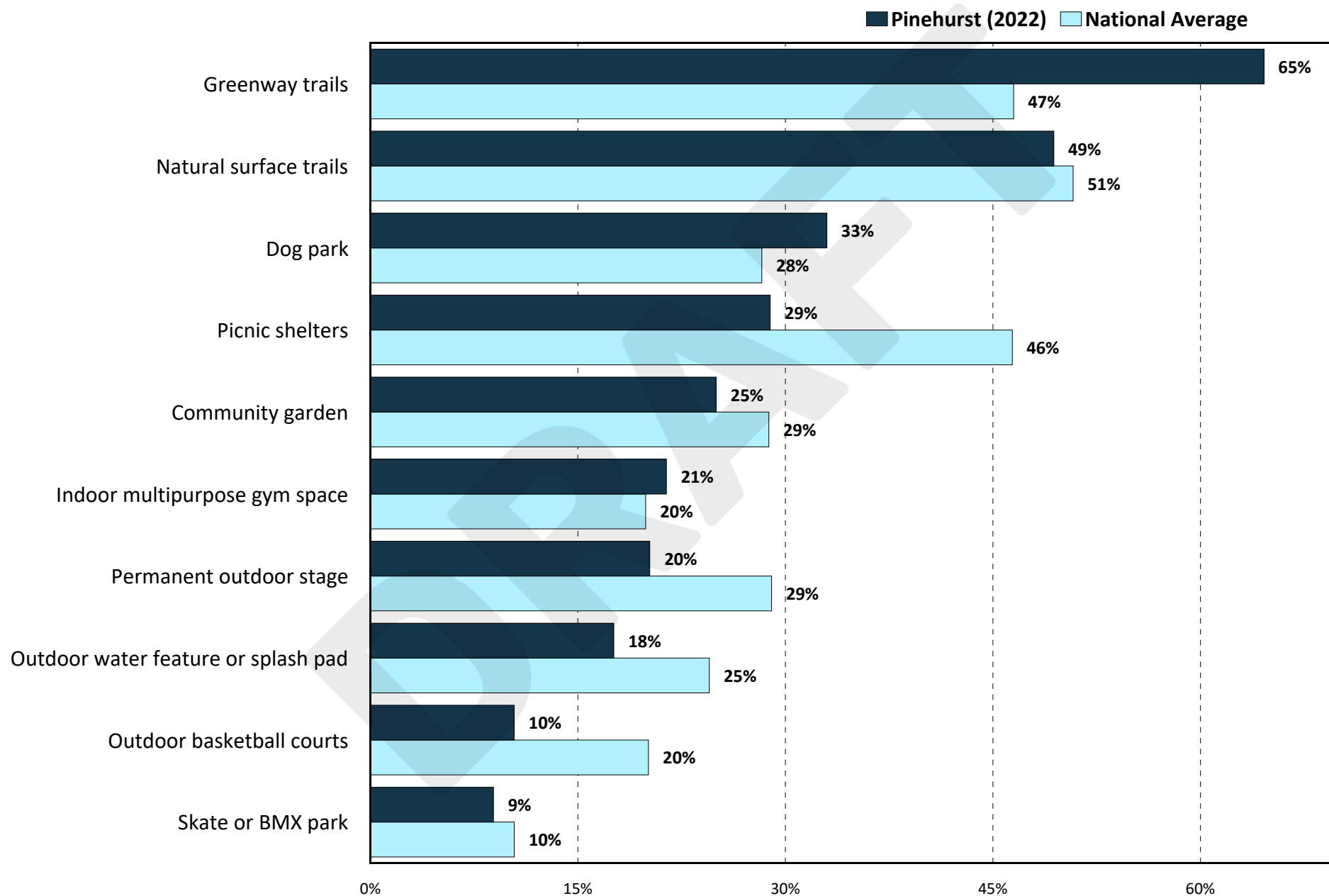
Ways Households Learn about Recreation Programs, Activities, and Events

by percentage of respondents



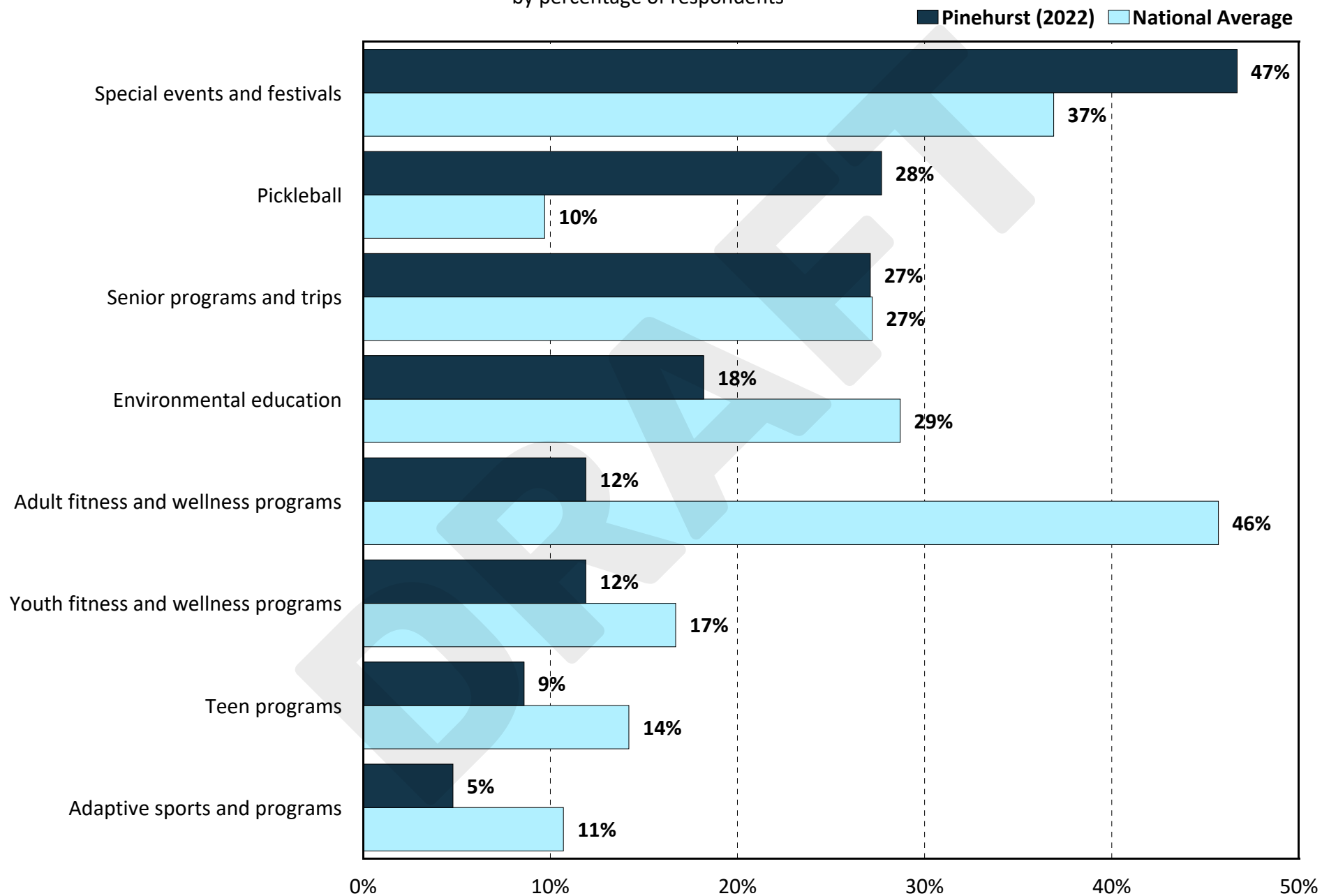
Respondents with Need for Parks and Recreation Facilities and Amenities

by percentage of respondents



Respondents with Need for Recreation Programs

by percentage of respondents



5

Tabular Data

Q1. Have you or other members of your household used any of the following facilities operated by the Village of Pinehurst Parks and Recreation Department during the past year?

Q1. Has your household used any facilities operated by Village of Pinehurst Parks & Recreation Department during past year

	Number	Percent
Cannon Park	119	35.4 %
Camelot Playground at Cannon Park	110	32.7 %
The Cannon Park Community Center	92	27.4 %
Wicker Park	149	44.3 %
Splashpad at Wicker Park	70	20.8 %
The Arboretum	155	46.1 %
The Harness Track	123	36.6 %
The Fair Barn	193	57.4 %
Tufts Memorial Park	154	45.8 %
West Pinehurst Community Park/Disc Golf Course	38	11.3 %
Pinehurst Greenways	153	45.5 %
Total	1356	

Q2. Which TWO of the facilities listed in Question 1 do you and your household visit most often?

Q2. Top choice	Number	Percent
Cannon Park	22	6.5 %
Camelot Playground at Cannon Park	46	13.7 %
The Cannon Park Community Center	15	4.5 %
Wicker Park	40	11.9 %
The Arboretum	21	6.3 %
The Harness Track	19	5.7 %
The Fair Barn	23	6.8 %
Tufts Memorial Park	33	9.8 %
West Pinehurst Community Park/Disc Golf Course	9	2.7 %
Pinehurst Greenways	49	14.6 %
None chosen	59	17.6 %
Total	336	100.0 %

Q2. Which TWO of the facilities listed in Question 1 do you and your household visit most often?

Q2. 2nd choice	Number	Percent
Cannon Park	21	6.3 %
Camelot Playground at Cannon Park	16	4.8 %
The Cannon Park Community Center	24	7.1 %
Wicker Park	34	10.1 %
Splashpad at Wicker Park	14	4.2 %
The Arboretum	27	8.0 %
The Harness Track	19	5.7 %
The Fair Barn	32	9.5 %
Tufts Memorial Park	32	9.5 %
West Pinehurst Community Park/Disc Golf Course	9	2.7 %
Pinehurst Greenways	29	8.6 %
None chosen	79	23.5 %
Total	336	100.0 %

(SUM OF TOP 2)**Q2. Which TWO of the facilities listed in Question 1 do you and your household visit most often? (top 2)**

<u>Q2. Top choice</u>	<u>Number</u>	<u>Percent</u>
Cannon Park	43	12.8 %
Camelot Playground at Cannon Park	62	18.5 %
The Cannon Park Community Center	39	11.6 %
Wicker Park	74	22.0 %
Splashpad at Wicker Park	14	4.2 %
The Arboretum	48	14.3 %
The Harness Track	38	11.3 %
The Fair Barn	55	16.4 %
Tufts Memorial Park	65	19.3 %
West Pinehurst Community Park/Disc Golf Course	18	5.4 %
Pinehurst Greenways	78	23.2 %
None chosen	59	17.6 %
Total	593	

Q3. Approximately how many times have you or members of your household visited any Village of Pinehurst Parks and Recreation facilities during the past year?

Q3. How many times has your household visited any Village of Pinehurst Parks & Recreation facilities during past year

	<u>Number</u>	<u>Percent</u>
25+ times	114	33.9 %
21-25 times	17	5.1 %
11-20 times	38	11.3 %
6-10 times	49	14.6 %
1-5 times	64	19.0 %
Haven't visited	46	13.7 %
Not provided	8	2.4 %
Total	336	100.0 %

(WITHOUT "NOT PROVIDED")**Q3. Approximately how many times have you or members of your household visited any Village of Pinehurst Parks and Recreation facilities during the past year? (without "not provided")**

Q3. How many times has your household visited any Village of Pinehurst Parks & Recreation facilities during past year

	<u>Number</u>	<u>Percent</u>
25+ times	114	34.8 %
21-25 times	17	5.2 %
11-20 times	38	11.6 %
6-10 times	49	14.9 %
1-5 times	64	19.5 %
Haven't visited	46	14.0 %
Total	328	100.0 %

Q3a. How would you rate the overall quality of all the parks or facilities offered by the Village of Pinehurst you or members of your household have used during the past 12 months?

Q3a. How would you rate overall quality of all parks or facilities offered by Village of Pinehurst	Number	Percent
Excellent	154	54.6 %
Good	111	39.4 %
Fair	12	4.3 %
Poor	2	0.7 %
Not provided	3	1.1 %
Total	282	100.0 %

(WITHOUT "NOT PROVIDED")

Q3a. How would you rate the overall quality of all the parks or facilities offered by the Village of Pinehurst you or members of your household have used during the past 12 months? (without "not provided")

Q3a. How would you rate overall quality of all parks or facilities offered by Village of Pinehurst	Number	Percent
Excellent	154	55.2 %
Good	111	39.8 %
Fair	12	4.3 %
Poor	2	0.7 %
Total	279	100.0 %

Q4. Over the past 12 months, have you or any members of your household participated in any programs or special events offered by the Village of Pinehurst?

Q4. Has your household participated in any programs or special events over past 12 months	Number	Percent
Yes	189	56.3 %
No	147	43.8 %
Total	336	100.0 %

Q4a. How would you rate the overall quality of programs or special events that you and members of your household have participated in?

Q4a. How would you rate overall quality of programs or special events	Number	Percent
Excellent	105	55.6 %
Good	73	38.6 %
Fair	9	4.8 %
Not provided	2	1.1 %
Total	189	100.0 %

(WITHOUT "NOT PROVIDED")**Q4a. How would you rate the overall quality of programs or special events that you and members of your household have participated in? (without "not provided")**Q4a. How would you rate overall quality of
programs or special events

	Number	Percent
Excellent	105	56.1 %
Good	73	39.0 %
Fair	9	4.8 %
Total	187	100.0 %

Q5. Which of the following reasons prevent you or other members of your household from using recreation programs/facilities offered by the Village of Pinehurst Parks and Recreation Department (or, if you currently use them, what prevents you from using them more often)?Q5. Which following reasons prevent your
household from using recreation programs/facilities

	Number	Percent
Cost of participation	13	3.9 %
Facilities are too far from home	6	1.8 %
Inconvenient hours of operation	31	9.2 %
Lack of cleanliness	1	0.3 %
Lack of disabled access	10	3.0 %
Lack of information/don't know what is offered	101	30.1 %
Lack of maintenance	2	0.6 %
Lack of parking	41	12.2 %
Waiting list for registration	18	5.4 %
Not enough time/too busy	95	28.3 %
Not interested in what is provided	71	21.1 %
Overcrowding	21	6.3 %
Safety at facilities	3	0.9 %
Total	413	

Q6. Please indicate if you or a member of your household has a need for each of the following recreation facilities or amenities.

(N=336)

	Yes	No
Q6-1. Accessible playground & play spaces	17.9%	82.1%
Q6-2. Archery range	8.9%	91.1%
Q6-3. Arts & crafts studio	19.3%	80.7%
Q6-4. Community garden (located at a park owned & operated by Village)	25.0%	75.0%
Q6-5. Dog park	33.0%	67.0%
Q6-6. Driving range	22.0%	78.0%
Q6-7. Fields for open play	23.8%	76.2%
Q6-8. Greenway trails	64.6%	35.4%
Q6-9. Indoor multipurpose gym space	21.4%	78.6%
Q6-10. Multipurpose pavilion (concerts, events, seasonal farmers markets, etc.)	54.2%	45.8%
Q6-11. Natural surface trails	49.4%	50.6%
Q6-12. Nature play area	16.4%	83.6%
Q6-13. Outdoor adult athletic fields	14.9%	85.1%
Q6-14. Outdoor basketball court	10.4%	89.6%
Q6-15. Outdoor fitness equipment	14.3%	85.7%
Q6-16. Outdoor water feature or splash pad	17.6%	82.4%
Q6-17. Outdoor youth athletic fields	17.0%	83.0%
Q6-18. Permanent outdoor stage	20.2%	79.8%
Q6-19. Picnic shelters	28.9%	71.1%
Q6-20. Reservable picnic shelters	18.5%	81.5%
Q6-21. Skate or BMX park	8.9%	91.1%
Q6-22. Trailheads (restrooms, parking)	42.6%	57.4%
Q6-23. Other	8.9%	91.1%

Q6. If "Yes," how well are your needs being met?

(N=305)

	Fully met	Mostly met	Partly met	Not met
Q6-1. Accessible playground & play spaces	37.5%	41.1%	17.9%	3.6%
Q6-2. Archery range	7.1%	14.3%	14.3%	64.3%
Q6-3. Arts & crafts studio	5.7%	13.2%	43.4%	37.7%
Q6-4. Community garden (located at a park owned & operated by Village)	21.5%	29.2%	13.8%	35.4%
Q6-5. Dog park	7.8%	15.6%	11.1%	65.6%
Q6-6. Driving range	14.8%	9.3%	13.0%	63.0%
Q6-7. Fields for open play	37.1%	32.9%	27.1%	2.9%
Q6-8. Greenway trails	34.0%	44.3%	17.5%	4.1%
Q6-9. Indoor multipurpose gym space	31.6%	21.1%	29.8%	17.5%
Q6-10. Multipurpose pavilion (concerts, events, seasonal farmers markets, etc.)	34.0%	34.0%	29.5%	2.6%
Q6-11. Natural surface trails	29.7%	40.0%	26.2%	4.1%
Q6-12. Nature play area	26.7%	22.2%	37.8%	13.3%
Q6-13. Outdoor adult athletic fields	25.0%	37.5%	27.5%	10.0%
Q6-14. Outdoor basketball court	7.7%	19.2%	19.2%	53.8%
Q6-15. Outdoor fitness equipment	7.9%	15.8%	23.7%	52.6%
Q6-16. Outdoor water feature or splash pad	60.4%	24.5%	7.5%	7.5%
Q6-17. Outdoor youth athletic fields	36.0%	42.0%	18.0%	4.0%
Q6-18. Permanent outdoor stage	18.6%	16.9%	30.5%	33.9%
Q6-19. Picnic shelters	25.9%	38.3%	23.5%	12.3%
Q6-20. Reservable picnic shelters	23.4%	34.0%	14.9%	27.7%
Q6-21. Skate or BMX park	3.7%	11.1%	3.7%	81.5%
Q6-22. Trailheads (restrooms, parking)	18.7%	37.4%	29.3%	14.6%
Q6-23. Other	0.0%	4.5%	9.1%	86.4%

Q7. Which FOUR of the facilities or amenities from the list in Question 6 are MOST IMPORTANT to your household?

<u>Q7. Top choice</u>	<u>Number</u>	<u>Percent</u>
Accessible playground & play spaces	25	7.4 %
Archery range	5	1.5 %
Arts & crafts studio	15	4.5 %
Community garden (located at a park owned & operated by Village)	11	3.3 %
Dog park	30	8.9 %
Driving range	10	3.0 %
Fields for open play	6	1.8 %
Greenway trails	90	26.8 %
Indoor multipurpose gym space	8	2.4 %
Multipurpose pavilion (concerts, events, seasonal farmers markets, etc.)	26	7.7 %
Natural surface trails	16	4.8 %
Nature play area	2	0.6 %
Outdoor adult athletic fields	4	1.2 %
Outdoor basketball court	3	0.9 %
Outdoor fitness equipment	2	0.6 %
Outdoor water feature or splash pad	2	0.6 %
Outdoor youth athletic fields	4	1.2 %
Permanent outdoor stage	4	1.2 %
Picnic shelters	8	2.4 %
Reservable picnic shelters	1	0.3 %
Skate or BMX park	5	1.5 %
Trailheads (restrooms, parking)	5	1.5 %
<u>None chosen</u>	<u>54</u>	<u>16.1 %</u>
Total	336	100.0 %

Q7. Which FOUR of the facilities or amenities from the list in Question 6 are MOST IMPORTANT to your household?

Q7. 2nd choice	Number	Percent
Accessible playground & play spaces	12	3.6 %
Archery range	7	2.1 %
Arts & crafts studio	9	2.7 %
Community garden (located at a park owned & operated by Village)	15	4.5 %
Dog park	20	6.0 %
Driving range	8	2.4 %
Fields for open play	6	1.8 %
Greenway trails	38	11.3 %
Indoor multipurpose gym space	14	4.2 %
Multipurpose pavilion (concerts, events, seasonal farmers markets, etc.)	35	10.4 %
Natural surface trails	49	14.6 %
Nature play area	3	0.9 %
Outdoor adult athletic fields	2	0.6 %
Outdoor basketball court	3	0.9 %
Outdoor fitness equipment	4	1.2 %
Outdoor water feature or splash pad	5	1.5 %
Outdoor youth athletic fields	6	1.8 %
Permanent outdoor stage	4	1.2 %
Picnic shelters	5	1.5 %
Reservable picnic shelters	6	1.8 %
Skate or BMX park	4	1.2 %
Trailheads (restrooms, parking)	12	3.6 %
None chosen	69	20.5 %
Total	336	100.0 %

Q7. Which FOUR of the facilities or amenities from the list in Question 6 are MOST IMPORTANT to your household?

Q7. 3rd choice	Number	Percent
Accessible playground & play spaces	10	3.0 %
Archery range	3	0.9 %
Arts & crafts studio	5	1.5 %
Community garden (located at a park owned & operated by Village)	13	3.9 %
Dog park	13	3.9 %
Driving range	12	3.6 %
Fields for open play	5	1.5 %
Greenway trails	23	6.8 %
Indoor multipurpose gym space	8	2.4 %
Multipurpose pavilion (concerts, events, seasonal farmers markets, etc.)	28	8.3 %
Natural surface trails	33	9.8 %
Nature play area	8	2.4 %
Outdoor adult athletic fields	3	0.9 %
Outdoor basketball court	4	1.2 %
Outdoor fitness equipment	4	1.2 %
Outdoor water feature or splash pad	3	0.9 %
Outdoor youth athletic fields	10	3.0 %
Permanent outdoor stage	6	1.8 %
Picnic shelters	13	3.9 %
Reservable picnic shelters	3	0.9 %
Skate or BMX park	4	1.2 %
Trailheads (restrooms, parking)	21	6.3 %
<u>None chosen</u>	<u>104</u>	<u>31.0 %</u>
Total	336	100.0 %

Q7. Which FOUR of the facilities or amenities from the list in Question 6 are MOST IMPORTANT to your household?

Q7. 4th choice	Number	Percent
Accessible playground & play spaces	3	0.9 %
Archery range	1	0.3 %
Arts & crafts studio	8	2.4 %
Community garden (located at a park owned & operated by Village)	6	1.8 %
Dog park	7	2.1 %
Driving range	8	2.4 %
Fields for open play	10	3.0 %
Greenway trails	13	3.9 %
Indoor multipurpose gym space	9	2.7 %
Multipurpose pavilion (concerts, events, seasonal farmers markets, etc.)	18	5.4 %
Natural surface trails	8	2.4 %
Nature play area	2	0.6 %
Outdoor adult athletic fields	1	0.3 %
Outdoor basketball court	6	1.8 %
Outdoor fitness equipment	9	2.7 %
Outdoor water feature or splash pad	8	2.4 %
Outdoor youth athletic fields	3	0.9 %
Permanent outdoor stage	11	3.3 %
Picnic shelters	8	2.4 %
Reservable picnic shelters	6	1.8 %
Skate or BMX park	1	0.3 %
Trailheads (restrooms, parking)	31	9.2 %
None chosen	159	47.3 %
Total	336	100.0 %

(SUM OF TOP 4)**Q7. Which FOUR of the facilities or amenities from the list in Question 6 are MOST IMPORTANT to your household? (top 4)**

Q7. Top choice	Number	Percent
Accessible playground & play spaces	50	14.9 %
Archery range	16	4.8 %
Arts & crafts studio	37	11.0 %
Community garden (located at a park owned & operated by Village)	45	13.4 %
Dog park	70	20.8 %
Driving range	38	11.3 %
Fields for open play	27	8.0 %
Greenway trails	164	48.8 %
Indoor multipurpose gym space	39	11.6 %
Multipurpose pavilion (concerts, events, seasonal farmers markets, etc.)	107	31.8 %
Natural surface trails	106	31.5 %
Nature play area	15	4.5 %
Outdoor adult athletic fields	10	3.0 %
Outdoor basketball court	16	4.8 %
Outdoor fitness equipment	19	5.7 %
Outdoor water feature or splash pad	18	5.4 %
Outdoor youth athletic fields	23	6.8 %
Permanent outdoor stage	25	7.4 %
Picnic shelters	34	10.1 %
Reservable picnic shelters	16	4.8 %
Skate or BMX park	14	4.2 %
Trailheads (restrooms, parking)	69	20.5 %
None chosen	54	16.1 %
Total	1012	

Q8. Please indicate if you or a member of your household has a desire to participate in each of the following recreation programs or activities.

(N=336)

	Yes	No
Q8-1. Adaptive sports & programs (wheelchair basketball, accessible kayaking, social clubs, trips, Miracle League sports)	4.8%	95.2%
Q8-2. Archery	12.2%	87.8%
Q8-3. Arts & culture programs (individual & group-based visual arts, performing arts & music, culinary arts)	40.2%	59.8%
Q8-4. Baseball/softball (adult)	7.4%	92.6%
Q8-5. Baseball/softball (youth)	11.6%	88.4%
Q8-6. Basketball (adult)	4.5%	95.5%
Q8-7. Basketball (youth)	11.3%	88.7%
Q8-8. Camps full day (summer, track-out, etc.)	12.8%	87.2%
Q8-9. Camps half day (summer, track-out, etc.)	12.2%	87.8%
Q8-10. Cheerleading	2.4%	97.6%
Q8-11. Dance & performing arts	13.1%	86.9%
Q8-12. Disc golf	12.8%	87.2%
Q8-13. Dog events	18.2%	81.8%
Q8-14. Environmental education	18.2%	81.8%
Q8-15. eSports & cyber sports	2.7%	97.3%
Q8-16. Fitness, health & wellness programs (adult & senior)	51.5%	48.5%
Q8-17. Fitness, health & wellness programs (youth & teen)	11.9%	88.1%

Q8. Please indicate if you or a member of your household has a desire to participate in each of the following recreation programs or activities.

	Yes	No
Q8-18. Flag football (youth)	7.4%	92.6%
Q8-19. Golf clinics (youth & teen)	11.0%	89.0%
Q8-20. Golf clinics (adult)	29.2%	70.8%
Q8-21. Inline hockey (youth & teen)	3.0%	97.0%
Q8-22. Inline hockey (adult)	2.1%	97.9%
Q8-23. Lacrosse (youth)	4.5%	95.5%
Q8-24. Life skills programs (technology training, budgeting, self-defense)	17.3%	82.7%
Q8-25. Non-traditional adult sports (kickball, dodgeball, spikeball, futsal, cornhole, flag football, etc.)	11.9%	88.1%
Q8-26. Outdoor programs (hiking, climbing, mountain biking, etc.)	26.2%	73.8%
Q8-27. Outdoor movies	36.6%	63.4%
Q8-28. Outdoor concerts	56.0%	44.0%
Q8-29. Parkour/ninja warrior programs	7.1%	92.9%
Q8-30. Pickleball	27.7%	72.3%
Q8-31. Senior programs & trips	27.1%	72.9%
Q8-32. Soccer (youth)	11.3%	88.7%
Q8-33. Soccer (adult)	4.8%	95.2%
Q8-34. Special events & festivals	46.7%	53.3%
Q8-35. Teen programs	8.6%	91.4%
Q8-36. Tennis (youth)	8.0%	92.0%
Q8-37. Tennis (adult)	10.1%	89.9%
Q8-38. Volleyball (youth)	4.8%	95.2%
Q8-39. Volleyball (adult)	5.7%	94.3%
Q8-40. Other	3.0%	97.0%

Q8. If "Yes," how well are your needs being met?

(N=290)

	Fully met	Mostly met	Partly met	Not met
Q8-1. Adaptive sports & programs (wheelchair basketball, accessible kayaking, social clubs, trips, Miracle League sports)	7.7%	23.1%	23.1%	46.2%
Q8-2. Archery	8.6%	8.6%	14.3%	68.6%
Q8-3. Arts & culture programs (individual & group-based visual arts, performing arts & music, culinary arts)	6.5%	17.8%	47.7%	28.0%
Q8-4. Baseball/softball (adult)	9.5%	33.3%	23.8%	33.3%
Q8-5. Baseball/softball (youth)	15.6%	40.6%	18.8%	25.0%
Q8-6. Basketball (adult)	9.1%	27.3%	18.2%	45.5%
Q8-7. Basketball (youth)	42.9%	22.9%	22.9%	11.4%
Q8-8. Camps full day (summer, track-out, etc.)	10.5%	26.3%	26.3%	36.8%
Q8-9. Camps half day (summer, track-out, etc.)	16.7%	19.4%	25.0%	38.9%
Q8-10. Cheerleading	14.3%	14.3%	14.3%	57.1%
Q8-11. Dance & performing arts	3.3%	16.7%	43.3%	36.7%
Q8-12. Disc golf	21.2%	48.5%	18.2%	12.1%
Q8-13. Dog events	2.2%	13.3%	37.8%	46.7%
Q8-14. Environmental education	2.1%	27.7%	31.9%	38.3%
Q8-15. eSports & cyber sports	12.5%	0.0%	50.0%	37.5%
Q8-16. Fitness, health & wellness programs (adult & senior)	10.7%	25.0%	36.4%	27.9%
Q8-17. Fitness, health & wellness programs (youth & teen)	5.9%	26.5%	23.5%	44.1%
Q8-18. Flag football (youth)	42.1%	31.6%	5.3%	21.1%

Q8. If "Yes," how well are your needs being met?

	Fully met	Mostly met	Partly met	Not met
Q8-19. Golf clinics (youth & teen)	0.0%	14.8%	48.1%	37.0%
Q8-20. Golf clinics (adult)	4.1%	13.7%	32.9%	49.3%
Q8-21. Inline hockey (youth & teen)	0.0%	33.3%	44.4%	22.2%
Q8-22. Inline hockey (adult)	20.0%	20.0%	40.0%	20.0%
Q8-23. Lacrosse (youth)	30.0%	30.0%	20.0%	20.0%
Q8-24. Life skills programs (technology training, budgeting, self-defense)	4.4%	8.9%	20.0%	66.7%
Q8-25. Non-traditional adult sports (kickball, dodgeball, spikeball, futsal, cornhole, flag football, etc.)	2.9%	35.3%	26.5%	35.3%
Q8-26. Outdoor programs (hiking, climbing, mountain biking, etc.)	6.6%	19.7%	32.9%	40.8%
Q8-27. Outdoor movies	4.2%	15.6%	30.2%	50.0%
Q8-28. Outdoor concerts	17.8%	37.7%	33.6%	11.0%
Q8-29. Parkour/ninja warrior programs	0.0%	5.0%	30.0%	65.0%
Q8-30. Pickleball	7.7%	19.2%	39.7%	33.3%
Q8-31. Senior programs & trips	4.2%	14.1%	32.4%	49.3%
Q8-32. Soccer (youth)	16.7%	30.0%	30.0%	23.3%
Q8-33. Soccer (adult)	7.7%	23.1%	38.5%	30.8%
Q8-34. Special events & festivals	23.4%	42.2%	26.6%	7.8%
Q8-35. Teen programs	7.7%	15.4%	30.8%	46.2%
Q8-36. Tennis (youth)	30.4%	26.1%	26.1%	17.4%
Q8-37. Tennis (adult)	16.0%	28.0%	28.0%	28.0%
Q8-38. Volleyball (youth)	6.3%	12.5%	31.3%	50.0%
Q8-39. Volleyball (adult)	6.3%	18.8%	31.3%	43.8%
Q8-40. Other	0.0%	0.0%	0.0%	100.0%

Q9. Which FOUR of the programs/activities listed in Question 8 are MOST IMPORTANT to your household?

Q9. Top choice	Number	Percent
Adaptive sports & programs (wheelchair basketball, accessible kayaking, social clubs, trips, Miracle League sports)	2	0.6 %
Archery	4	1.2 %
Arts & culture programs (individual & group-based visual arts, performing arts & music, culinary arts)	24	7.1 %
Baseball/softball (adult)	2	0.6 %
Baseball/softball (youth)	4	1.2 %
Basketball (adult)	1	0.3 %
Basketball (youth)	7	2.1 %
Camps full day (summer, track-out, etc.)	9	2.7 %
Dance & performing arts	3	0.9 %
Disc golf	7	2.1 %
Dog events	10	3.0 %
Environmental education	5	1.5 %
eSports & cyber sports	1	0.3 %
Fitness, health & wellness programs (adult & senior)	49	14.6 %
Fitness, health & wellness programs (youth & teen)	3	0.9 %
Flag football (youth)	4	1.2 %
Golf clinics (adult)	7	2.1 %
Inline hockey (adult)	1	0.3 %
Lacrosse (youth)	2	0.6 %
Life skills programs (technology training, budgeting, self-defense)	1	0.3 %
Non-traditional adult sports (kickball, dodgeball, spikeball, futsal, cornhole, flag football, etc.)	1	0.3 %
Outdoor programs (hiking, climbing, mountain biking, etc.)	13	3.9 %
Outdoor movies	7	2.1 %
Outdoor concerts	20	6.0 %
Pickleball	16	4.8 %
Senior programs & trips	10	3.0 %
Soccer (youth)	5	1.5 %
Special events & festivals	19	5.7 %
Teen programs	1	0.3 %
Volleyball (youth)	2	0.6 %
Volleyball (adult)	1	0.3 %
None chosen	95	28.3 %
Total	336	100.0 %

Q9. Which FOUR of the programs/activities listed in Question 8 are MOST IMPORTANT to your household?

Q9. 2nd choice	Number	Percent
Archery	4	1.2 %
Arts & culture programs (individual & group-based visual arts, performing arts & music, culinary arts)	10	3.0 %
Baseball/softball (adult)	1	0.3 %
Baseball/softball (youth)	5	1.5 %
Basketball (adult)	1	0.3 %
Basketball (youth)	7	2.1 %
Camps full day (summer, track-out, etc.)	4	1.2 %
Camps half day (summer, track-out, etc.)	2	0.6 %
Cheerleading	1	0.3 %
Dance & performing arts	1	0.3 %
Disc golf	1	0.3 %
Dog events	9	2.7 %
Environmental education	8	2.4 %
eSports & cyber sports	2	0.6 %
Fitness, health & wellness programs (adult & senior)	29	8.6 %
Fitness, health & wellness programs (youth & teen)	1	0.3 %
Flag football (youth)	2	0.6 %
Golf clinics (youth & teen)	3	0.9 %
Golf clinics (adult)	18	5.4 %
Lacrosse (youth)	1	0.3 %
Life skills programs (technology training, budgeting, self-defense)	7	2.1 %
Non-traditional adult sports (kickball, dodgeball, spikeball, futsal, cornhole, flag football, etc.)	5	1.5 %
Outdoor programs (hiking, climbing, mountain biking, etc.)	14	4.2 %
Outdoor movies	9	2.7 %
Outdoor concerts	25	7.4 %
Parkour/ninja warrior programs	1	0.3 %
Pickleball	10	3.0 %
Senior programs & trips	15	4.5 %
Soccer (youth)	2	0.6 %
Soccer (adult)	2	0.6 %
Special events & festivals	13	3.9 %
Teen programs	2	0.6 %
Tennis (youth)	3	0.9 %
Tennis (adult)	2	0.6 %
Volleyball (youth)	1	0.3 %
Volleyball (adult)	1	0.3 %
None chosen	114	33.9 %
Total	336	100.0 %

Q9. Which FOUR of the programs/activities listed in Question 8 are MOST IMPORTANT to your household?

Q9. 3rd choice	Number	Percent
Adaptive sports & programs (wheelchair basketball, accessible kayaking, social clubs, trips, Miracle League sports)	1	0.3 %
Archery	2	0.6 %
Arts & culture programs (individual & group-based visual arts, performing arts & music, culinary arts)	13	3.9 %
Baseball/softball (adult)	1	0.3 %
Baseball/softball (youth)	1	0.3 %
Basketball (youth)	2	0.6 %
Camps full day (summer, track-out, etc.)	7	2.1 %
Camps half day (summer, track-out, etc.)	2	0.6 %
Cheerleading	1	0.3 %
Dance & performing arts	3	0.9 %
Disc golf	3	0.9 %
Dog events	3	0.9 %
Environmental education	5	1.5 %
eSports & cyber sports	1	0.3 %
Fitness, health & wellness programs (adult & senior)	19	5.7 %
Fitness, health & wellness programs (youth & teen)	2	0.6 %
Golf clinics (youth & teen)	3	0.9 %
Golf clinics (adult)	11	3.3 %
Inline hockey (youth & teen)	1	0.3 %
Lacrosse (youth)	1	0.3 %
Life skills programs (technology training, budgeting, self-defense)	5	1.5 %
Non-traditional adult sports (kickball, dodgeball, spikeball, futsal, cornhole, flag football, etc.)	5	1.5 %
Outdoor programs (hiking, climbing, mountain biking, etc.)	10	3.0 %
Outdoor movies	13	3.9 %
Outdoor concerts	32	9.5 %
Parkour/ninja warrior programs	3	0.9 %
Pickleball	7	2.1 %
Senior programs & trips	11	3.3 %
Soccer (youth)	4	1.2 %
Special events & festivals	15	4.5 %
Teen programs	2	0.6 %
Tennis (youth)	2	0.6 %
Tennis (adult)	1	0.3 %
Volleyball (youth)	1	0.3 %
None chosen	143	42.6 %
Total	336	100.0 %

Q9. Which FOUR of the programs/activities listed in Question 8 are MOST IMPORTANT to your household?

Q9. 4th choice	Number	Percent
Archery	4	1.2 %
Arts & culture programs (individual & group-based visual arts, performing arts & music, culinary arts)	16	4.8 %
Baseball/softball (adult)	1	0.3 %
Baseball/softball (youth)	4	1.2 %
Basketball (adult)	1	0.3 %
Basketball (youth)	1	0.3 %
Camps full day (summer, track-out, etc.)	2	0.6 %
Camps half day (summer, track-out, etc.)	5	1.5 %
Dance & performing arts	3	0.9 %
Disc golf	3	0.9 %
Dog events	4	1.2 %
Environmental education	3	0.9 %
Fitness, health & wellness programs (adult & senior)	8	2.4 %
Fitness, health & wellness programs (youth & teen)	3	0.9 %
Flag football (youth)	1	0.3 %
Golf clinics (youth & teen)	3	0.9 %
Golf clinics (adult)	4	1.2 %
Life skills programs (technology training, budgeting, self-defense)	3	0.9 %
Non-traditional adult sports (kickball, dodgeball, spikeball, futsal, cornhole, flag football, etc.)	1	0.3 %
Outdoor programs (hiking, climbing, mountain biking, etc.)	4	1.2 %
Outdoor movies	13	3.9 %
Outdoor concerts	18	5.4 %
Parkour/ninja warrior programs	1	0.3 %
Pickleball	7	2.1 %
Senior programs & trips	14	4.2 %
Special events & festivals	26	7.7 %
Teen programs	3	0.9 %
Tennis (youth)	1	0.3 %
Tennis (adult)	1	0.3 %
Volleyball (youth)	1	0.3 %
Volleyball (adult)	1	0.3 %
<u>None chosen</u>	<u>176</u>	<u>52.4 %</u>
Total	336	100.0 %

(SUM OF TOP 4)**Q9. Which FOUR of the programs/activities listed in Question 8 are MOST IMPORTANT to your household? (top 4)**

Q9. Top choice	Number	Percent
Adaptive sports & programs (wheelchair basketball, accessible kayaking, social clubs, trips, Miracle League sports)	3	0.9 %
Archery	14	4.2 %
Arts & culture programs (individual & group-based visual arts, performing arts & music, culinary arts)	63	18.8 %
Baseball/softball (adult)	5	1.5 %
Baseball/softball (youth)	14	4.2 %
Basketball (adult)	3	0.9 %
Basketball (youth)	17	5.1 %
Camps full day (summer, track-out, etc.)	22	6.5 %
Camps half day (summer, track-out, etc.)	9	2.7 %
Cheerleading	2	0.6 %
Dance & performing arts	10	3.0 %
Disc golf	14	4.2 %
Dog events	26	7.7 %
Environmental education	21	6.3 %
eSports & cyber sports	4	1.2 %
Fitness, health & wellness programs (adult & senior)	105	31.3 %
Fitness, health & wellness programs (youth & teen)	9	2.7 %
Flag football (youth)	7	2.1 %
Golf clinics (youth & teen)	9	2.7 %
Golf clinics (adult)	40	11.9 %
Inline hockey (youth & teen)	1	0.3 %
Inline hockey (adult)	1	0.3 %
Lacrosse (youth)	4	1.2 %
Life skills programs (technology training, budgeting, self-defense)	16	4.8 %
Non-traditional adult sports (kickball, dodgeball, spikeball, futsal, cornhole, flag football, etc.)	12	3.6 %
Outdoor programs (hiking, climbing, mountain biking, etc.)	41	12.2 %
Outdoor movies	42	12.5 %
Outdoor concerts	95	28.3 %
Parkour/ninja warrior programs	5	1.5 %
Pickleball	40	11.9 %
Senior programs & trips	50	14.9 %
Soccer (youth)	11	3.3 %
Soccer (adult)	2	0.6 %
Special events & festivals	73	21.7 %
Teen programs	8	2.4 %
Tennis (youth)	6	1.8 %
Tennis (adult)	4	1.2 %
Volleyball (youth)	5	1.5 %
Volleyball (adult)	3	0.9 %
<u>None chosen</u>	<u>95</u>	<u>28.3 %</u>
Total	911	

Q10. In the past 12 months, approximately how many times have you or members of your household visited any greenway trail?

Q10. How many times has your household visited
any greenway trail in past 12 months

	Number	Percent
A few times a week	69	20.5 %
A few times a month	75	22.3 %
A few times a year	99	29.5 %
Never	83	24.7 %
Not provided	10	3.0 %
Total	336	100.0 %

(WITHOUT "NOT PROVIDED")

Q10. In the past 12 months, approximately how many times have you or members of your household visited any greenway trail? (without "not provided")

Q10. How many times has your household visited
any greenway trail in past 12 months

	Number	Percent
A few times a week	69	21.2 %
A few times a month	75	23.0 %
A few times a year	99	30.4 %
Never	83	25.5 %
Total	326	100.0 %

Q11. From the following list, please CHECK ALL of the ways you learn about Village of Pinehurst parks, facilities, recreation programs and special events.

Q11. All the ways you learn about Village parks,
facilities, recreation programs & special events

	Number	Percent
Bulletin boards	27	8.0 %
Local media (Pilot, The Sway, radio)	186	55.4 %
Conversation with staff	6	1.8 %
Direct email	80	23.8 %
Village of Pinehurst website	143	42.6 %
Pinehurst Activity Guide	102	30.4 %
Village newsletter	164	48.8 %
Social media (e.g., Facebook, Twitter)	114	33.9 %
Internet search engine (e.g., Google, Safari, etc.)	48	14.3 %
Word of mouth	142	42.3 %
Other	6	1.8 %
Total	1018	

Q12. Which TWO of the sources of information listed in Question 11 do you most prefer to use to learn about Village of Pinehurst parks, facilities, and special events?

Q12. Top choice	Number	Percent
Bulletin boards	3	0.9 %
Local media (Pilot, The Sway, radio)	69	20.5 %
Direct email	55	16.4 %
Village of Pinehurst website	34	10.1 %
Pinehurst Activity Guide	38	11.3 %
Village newsletter	55	16.4 %
Social media (e.g., Facebook, Twitter)	36	10.7 %
Internet search engine (e.g., Google, Safari, etc.)	4	1.2 %
Word of mouth	9	2.7 %
None chosen	33	9.8 %
Total	336	100.0 %

Q12. Which TWO of the sources of information listed in Question 11 do you most prefer to use to learn about Village of Pinehurst parks, facilities, and special events?

Q12. 2nd choice	Number	Percent
Bulletin boards	1	0.3 %
Local media (Pilot, The Sway, radio)	47	14.0 %
Direct email	27	8.0 %
Village of Pinehurst website	46	13.7 %
Pinehurst Activity Guide	32	9.5 %
Village newsletter	57	17.0 %
Social media (e.g., Facebook, Twitter)	45	13.4 %
Internet search engine (e.g., Google, Safari, etc.)	6	1.8 %
Word of mouth	16	4.8 %
None chosen	59	17.6 %
Total	336	100.0 %

(SUM OF TOP 2)

Q12. Which TWO of the sources of information listed in Question 11 do you most prefer to use to learn about Village of Pinehurst parks, facilities, and special events? (top 2)

Q12. Top choice	Number	Percent
Bulletin boards	4	1.2 %
Local media (Pilot, The Sway, radio)	116	34.5 %
Direct email	82	24.4 %
Village of Pinehurst website	80	23.8 %
Pinehurst Activity Guide	70	20.8 %
Village newsletter	112	33.3 %
Social media (e.g., Facebook, Twitter)	81	24.1 %
Internet search engine (e.g., Google, Safari, etc.)	10	3.0 %
Word of mouth	25	7.4 %
None chosen	33	9.8 %
Total	613	

Q13. Please indicate your level of agreement with each of the following statements regarding the Village of Pinehurst Parks and Recreation, where 5 is "Strongly Agree" and 1 is "Strongly Disagree."

(N=336)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Don't know
Q13-1. Recreation & parks are an essential service to Village	68.2%	21.1%	5.1%	0.3%	0.6%	4.8%
Q13-2. Public parks add to quality of life in the community	73.8%	17.3%	3.6%	0.3%	0.3%	4.8%
Q13-3. I am aware of parks, facilities & events that are offered	22.9%	33.9%	23.5%	9.5%	2.4%	7.7%
Q13-4. I am satisfied with recreation opportunities I receive for my tax dollars	20.2%	35.4%	24.7%	7.4%	2.4%	9.8%
Q13-5. I am satisfied with variety of parks, facilities & events Village offers	21.4%	35.4%	24.1%	9.5%	0.6%	8.9%
Q13-6. I feel safe when visiting parks in Pinehurst	46.1%	31.5%	11.6%	1.2%	0.0%	9.5%
Q13-7. Village of Pinehurst helps promote healthy & active lifestyles	26.8%	41.1%	19.9%	3.0%	0.6%	8.6%
Q13-8. I am satisfied with recreation opportunities for youth & teens in Pinehurst	7.7%	16.7%	25.6%	5.4%	2.1%	42.6%
Q13-9. I am satisfied with recreation opportunities for seniors & active adults in Pinehurst	12.8%	24.7%	27.4%	11.0%	3.0%	21.1%

(WITHOUT "DON'T KNOW")

Q13. Please indicate your level of agreement with each of the following statements regarding the Village of Pinehurst Parks and Recreation, where 5 is "Strongly Agree" and 1 is "Strongly Disagree." (without "don't know")

(N=336)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Q13-1. Recreation & parks are an essential service to Village	71.6%	22.2%	5.3%	0.3%	0.6%
Q13-2. Public parks add to quality of life in the community	77.5%	18.1%	3.8%	0.3%	0.3%
Q13-3. I am aware of parks, facilities & events that are offered	24.8%	36.8%	25.5%	10.3%	2.6%
Q13-4. I am satisfied with recreation opportunities I receive for my tax dollars	22.4%	39.3%	27.4%	8.3%	2.6%
Q13-5. I am satisfied with variety of parks, facilities & events Village offers	23.5%	38.9%	26.5%	10.5%	0.7%
Q13-6. I feel safe when visiting parks in Pinehurst	51.0%	34.9%	12.8%	1.3%	0.0%
Q13-7. Village of Pinehurst helps promote healthy & active lifestyles	29.3%	45.0%	21.8%	3.3%	0.7%
Q13-8. I am satisfied with recreation opportunities for youth & teens in Pinehurst	13.5%	29.0%	44.6%	9.3%	3.6%
Q13-9. I am satisfied with recreation opportunities for seniors & active adults in Pinehurst	16.2%	31.3%	34.7%	14.0%	3.8%

Q14. Please RANK the top THREE areas you believe Pinehurst Parks and Recreation should focus on improving.

Q14. Top three areas you believe Pinehurst Parks & Recreation should focus on improving	Number	Percent
Greenway connectivity	150	44.6 %
Promoting healthy, active lifestyles	107	31.8 %
Updating existing parks & facilities	107	31.8 %
Maintenance of parks & facilities	106	31.5 %
Special events	105	31.3 %
Safety & security	94	28.0 %
Family-oriented activities	91	27.1 %
Protecting the environment	53	15.8 %
Accessibility	21	6.3 %
Other	21	6.3 %
Volunteer opportunities	13	3.9 %
Customer service	12	3.6 %
Total	880	

Q15. Taking into consideration the costs associated with each, please indicate how supportive you would be of the Village of Pinehurst taking the following actions to improve the parks and recreation system in the Village.

(N=336)

	Very supportive	Supportive	Not supportive	Not sure
Q15-1. Expanding Village's existing greenway system	42.9%	27.7%	8.9%	20.5%
Q15-2. Developing an additional or expanding current indoor, multi-purpose community center	17.0%	31.0%	26.8%	25.3%
Q15-3. Hosting events to foster a sense of connected community	25.0%	42.3%	8.6%	24.1%
Q15-4. Acquiring undeveloped land for future parkland locations	30.7%	28.9%	15.5%	25.0%
Q15-5. Increasing parkland through public/private partnerships	25.3%	34.8%	8.6%	31.3%
Q15-6. Constructing a permanent multipurpose pavilion	17.0%	37.2%	18.2%	27.7%
Q15-7. Constructing an outdoor aquatics facility	19.9%	23.8%	32.1%	24.1%
Q15-8. Investing in improvement & upkeep of existing facilities	40.5%	45.5%	3.3%	10.7%
Q15-9. Implementing sustainability measures to minimize environmental impact of parks & recreation facilities	30.1%	37.5%	11.3%	21.1%

(WITHOUT "NOT SURE")

Q15. Taking into consideration the costs associated with each, please indicate how supportive you would be of the Village of Pinehurst taking the following actions to improve the parks and recreation system in the Village. (without "not sure")

(N=336)

	Very supportive	Supportive	Not supportive
Q15-1. Expanding Village's existing greenway system	53.9%	34.8%	11.2%
Q15-2. Developing an additional or expanding current indoor, multi-purpose community center	22.7%	41.4%	35.9%
Q15-3. Hosting events to foster a sense of connected community	32.9%	55.7%	11.4%
Q15-4. Acquiring undeveloped land for future parkland locations	40.9%	38.5%	20.6%
Q15-5. Increasing parkland through public/private partnerships	36.8%	50.6%	12.6%
Q15-6. Constructing a permanent multipurpose pavilion	23.5%	51.4%	25.1%
Q15-7. Constructing an outdoor aquatics facility	26.3%	31.4%	42.4%
Q15-8. Investing in improvement & upkeep of existing facilities	45.3%	51.0%	3.7%
Q15-9. Implementing sustainability measures to minimize environmental impact of parks & recreation facilities	38.1%	47.5%	14.3%

Q16. Which THREE of the items in Question 15 would you be most willing to support with your tax dollars?

Q16. Top choice	Number	Percent
Expanding Village's existing greenway system	102	30.4 %
Developing an additional or expanding current indoor, multi-purpose community center	15	4.5 %
Hosting events to foster a sense of connected community	23	6.8 %
Acquiring undeveloped land for future parkland locations	20	6.0 %
Increasing parkland through public/private partnerships	7	2.1 %
Constructing a permanent multipurpose pavilion	17	5.1 %
Constructing an outdoor aquatics facility	30	8.9 %
Investing in improvement & upkeep of existing facilities	46	13.7 %
Implementing sustainability measures to minimize environmental impact of parks & recreation facilities	17	5.1 %
None chosen	59	17.6 %
Total	336	100.0 %

Q16. Which THREE of the items in Question 15 would you be most willing to support with your tax dollars?

Q16. 2nd choice	Number	Percent
Expanding Village's existing greenway system	36	10.7 %
Developing an additional or expanding current indoor, multi-purpose community center	29	8.6 %
Hosting events to foster a sense of connected community	34	10.1 %
Acquiring undeveloped land for future parkland locations	25	7.4 %
Increasing parkland through public/private partnerships	21	6.3 %
Constructing a permanent multipurpose pavilion	20	6.0 %
Constructing an outdoor aquatics facility	23	6.8 %
Investing in improvement & upkeep of existing facilities	51	15.2 %
Implementing sustainability measures to minimize environmental impact of parks & recreation facilities	20	6.0 %
None chosen	77	22.9 %
Total	336	100.0 %

Q16. Which THREE of the items in Question 15 would you be most willing to support with your tax dollars?

Q16. 3rd choice	Number	Percent
Expanding Village's existing greenway system	17	5.1 %
Developing an additional or expanding current indoor, multi-purpose community center	14	4.2 %
Hosting events to foster a sense of connected community	26	7.7 %
Acquiring undeveloped land for future parkland locations	26	7.7 %
Increasing parkland through public/private partnerships	24	7.1 %
Constructing a permanent multipurpose pavilion	27	8.0 %
Constructing an outdoor aquatics facility	8	2.4 %
Investing in improvement & upkeep of existing facilities	53	15.8 %
Implementing sustainability measures to minimize environmental impact of parks & recreation facilities	31	9.2 %
None chosen	110	32.7 %
Total	336	100.0 %

(SUM OF TOP 3)**Q16. Which THREE of the items in Question 15 would you be most willing to support with your tax dollars? (top 3)**

Q16. Top choice	Number	Percent
Expanding Village's existing greenway system	155	46.1 %
Developing an additional or expanding current indoor, multi-purpose community center	58	17.3 %
Hosting events to foster a sense of connected community	83	24.7 %
Acquiring undeveloped land for future parkland locations	71	21.1 %
Increasing parkland through public/private partnerships	52	15.5 %
Constructing a permanent multipurpose pavilion	64	19.0 %
Constructing an outdoor aquatics facility	61	18.2 %
Investing in improvement & upkeep of existing facilities	150	44.6 %
Implementing sustainability measures to minimize environmental impact of parks & recreation facilities	68	20.2 %
None chosen	59	17.6 %
Total	821	

Q17. Please indicate how supportive you would be of the Village of Pinehurst taking the following actions to fund improvements and expansions of the parks and recreation system in the Village.

(N=336)

	Very supportive	Supportive	Not supportive	Not sure
Q17-1. Funding parks & recreation improvements & expansions financed within existing property tax rate structure (understanding this option would likely result in ability to undertake fewer improvements & expansions when compared to the scenario below)	42.0%	38.4%	5.4%	14.3%
Q17-2. Funding parks & recreation improvements & expansions that would require a property tax rate increase to finance debt (understanding this option would likely result in ability to undertake a greater number of improvements & expansions when compared to the scenario above)	11.9%	29.5%	40.5%	18.2%
Q17-3. Funding improvements & expansion with a future bond	16.1%	33.0%	18.2%	32.7%

(WITHOUT "NOT SURE")

Q17. Please indicate how supportive you would be of the Village of Pinehurst taking the following actions to fund improvements and expansions of the parks and recreation system in the Village. (without "not sure")

(N=336)

	Very supportive	Supportive	Not supportive
Q17-1. Funding parks & recreation improvements & expansions financed within existing property tax rate structure (understanding this option would likely result in ability to undertake fewer improvements & expansions when compared to the scenario below)	49.0%	44.8%	6.3%
Q17-2. Funding parks & recreation improvements & expansions that would require a property tax rate increase to finance debt (understanding this option would likely result in ability to undertake a greater number of improvements & expansions when compared to the scenario above)	14.5%	36.0%	49.5%
Q17-3. Funding improvements & expansion with a future bond	23.9%	49.1%	27.0%

Q18. Including yourself, how many people in your household are...

	<u>Mean</u>	<u>Sum</u>
number	2.4	760
Under age 5	0.1	32
Ages 5-9	0.1	45
Ages 10-14	0.1	42
Ages 15-19	0.1	28
Ages 20-24	0.0	10
Ages 25-34	0.1	28
Ages 35-44	0.4	113
Ages 45-54	0.2	50
Ages 55-64	0.4	117
Ages 65-74	0.5	169
Ages 75-84	0.3	103
Ages 85+	0.1	23

Q19. What is your age?

<u>Q19. Your age</u>	<u>Number</u>	<u>Percent</u>
18-34	24	7.1 %
35-44	39	11.6 %
45-54	40	11.9 %
55-64	55	16.4 %
65+	165	49.1 %
Not provided	13	3.9 %
Total	336	100.0 %

(WITHOUT "NOT PROVIDED")**Q19. What is your age? (without "not provided")**

<u>Q19. Your age</u>	<u>Number</u>	<u>Percent</u>
18-34	24	7.4 %
35-44	39	12.1 %
45-54	40	12.4 %
55-64	55	17.0 %
65+	165	51.1 %
Total	323	100.0 %

Q20. What is the highest degree or level of school you have COMPLETED?

Q20. Highest degree or level of school you have completed

	Number	Percent
No schooling completed	1	0.3 %
Completed some schooling	2	0.6 %
High school diploma or equivalent	27	8.0 %
Associate's degree	43	12.8 %
Bachelor's degree	131	39.0 %
Master's degree or professional degree	106	31.5 %
Doctorate degree	18	5.4 %
Not provided	8	2.4 %
Total	336	100.0 %

(WITHOUT "NOT PROVIDED")**Q20. What is the highest degree or level of school you have COMPLETED? (without "not provided")**

Q20. Highest degree or level of school you have completed

	Number	Percent
No schooling completed	1	0.3 %
Completed some schooling	2	0.6 %
High school diploma or equivalent	27	8.2 %
Associate's degree	43	13.1 %
Bachelor's degree	131	39.9 %
Master's degree or professional degree	106	32.3 %
Doctorate degree	18	5.5 %
Total	328	100.0 %

Q21. Approximately how many years have you lived in the Village of Pinehurst?

Q21. How many years have you lived in Village of Pinehurst

	Number	Percent
0-5	116	34.5 %
6-10	71	21.1 %
11-15	33	9.8 %
16-20	33	9.8 %
21-30	51	15.2 %
31+	25	7.4 %
Not provided	7	2.1 %
Total	336	100.0 %

(WITHOUT "NOT PROVIDED")**Q21. Approximately how many years have you lived in the Village of Pinehurst? (without "not provided")**

Q21. How many years have you lived in Village of Pinehurst

	Number	Percent
0-5	116	35.3 %
6-10	71	21.6 %
11-15	33	10.0 %
16-20	33	10.0 %
21-30	51	15.5 %
31+	25	7.6 %
Total	329	100.0 %

Q22. Your gender:

Q22. Your gender	Number	Percent
Male	164	48.8 %
Female	168	50.0 %
Not provided	4	1.2 %
Total	336	100.0 %

(WITHOUT "NOT PROVIDED")**Q22. Your gender: (without "not provided")**

Q22. Your gender	Number	Percent
Male	164	49.4 %
Female	168	50.6 %
Total	332	100.0 %

Q23. Which of the following best describes your race?

Q23. Your race	Number	Percent
Asian or Asian Indian	6	1.8 %
Black or African American	7	2.1 %
American Indian or Alaska Native	1	0.3 %
White	306	91.1 %
Native Hawaiian or other Pacific Islander	1	0.3 %
Hispanic, Spanish, or Latino/a/x	6	1.8 %
Other	3	0.9 %
Total	330	

Q23-7. Self-describe your race:

Q23-7. Self-describe your race	Number	Percent
Eastern European	1	33.3 %
Multi-race	1	33.3 %
Mixed	1	33.3 %
Total	3	100.0 %

6

Open-Ended Responses

Open-Ended Questions Responses

Q6—"Other": Please indicate if you or a member of your household have a need for each of the following recreation facilities or amenities.

- BATHROOM
- Batting cages
- Batting cages
- benches
- Bike friendly paths
- bike lanes
- Bike lanes and sidewalks
- bike path
- Bike paths and walking. Would really like a walk path along the roads in pinehurst. From lake pinehurst to the village center for example. Pinehurst is such a beautiful village and walking paths everywhere would enhance it! And keep us healthy ??
- Dedicated Pickleball courts
- disc golf
- Ease and safety of biking.
- gym
- indoor walking track for seniors
- lap swimming pool
- More art , yoga , tai chi and qui gong classes.
- More Garbage Cans along the trails.
- Most Greenway and Natural trails may be safe to use if tree branches or overgrown brushes along the trails are cut or trimmed away from the trail paths. Daytime walking on the trails should be safe except for late evenings when darkness occurs. I wouldn't recommend anyone to use the trails at night as there are no ground lights as this may increase danger to walkers venturing without security measures in placed. Perhaps signs should be posted to warn walking enthusiasts when taking chances venturing out in dark trails.
- MOUNTAIN BIKE TRAILS
- OFF ROAD CYCLING
- outdoor track
- Pickleball courts
- Pickleball courts
- PISTOL RANGE
- Pool
- shooting range
- Sidewalks so we do not have to drive to these places.
- Swimming Facility for family and visiting family and friends.
- Swimming pool, BBQ grill at park for birthday parties.
- We would love safe access to the greenway across the street from Pinehurst No 6. Currently, there are no sidewalks on Juniper Creek and no crosswalk on 15-501 to make it safe for our family to access the greenway by foot or bike.

Q8—“Other”: Please indicate if you or a member of your household have a desire to participate in each of the following recreation programs or activities.

- Bicycle friendly routes.
- gym at community center
- Indoor rock climbing.
- Pickleball
- running club
- shooting range
- SHUFFLEBOARD/BOCCE
- swimming pool
- There was a ceramics event for kids at one point. My daughter loved it. Having a ceramics studio or even just a kiln service would be lovely.
- Triathlon

Q11—“Other”: From the following list, please CHECK ALL of the ways you learn about Village of Pinehurst parks, facilities, recreation programs and special events.

- EMAIL
- Exploring the village
- Instagram, text
- Personal exploration.
- QUARTERLY NEIGHBORHOOD GATHERING IN A PLACE LIKE THE BARN OR COMMUNITY CENTER WITH SIMPLE COFFEE WITH VERY LOW COST

Q14—“Other”: Please RANK the top THREE areas you believe Pinehurst Parks and Recreation should focus on improving.

- ACTIVITIES FOR SENIOR ADULTS-WE ARENT ALL GOLFERS
- Advertising, get the information out there, especially to newcomers just moving in.
- Affordable activities for senior adults.
- Bicycle trails and paths.
- Communication about what is available.
- COMMUNICATION REGARDING WHAT IS AVAILABLE TO RESIDENTS (FACILITIES) AND ACTIVITIES- WHEN THEY ARE AVAILABLE; SOCIAL MEDIA IS AN INADEQUATE CHANNEL-PREFER REGULAR HOME DELIVERED BULLETINS
- Connecting sidewalks to make it easy to get around town and not have to drive.
- Dog poop drop stations at green way exit, and other places around village.
- GETTING PUBLIC RESTROOMS
- Greenway needs to be improved, especially along Linden Road. Very uneven surfaces, and the path in front of and along Pinewild is dangerous—big chunks of rocks and potholes. Needs to be fixed ASAP!!!
- Keep a tight budget.
- Making residents aware.

- Managing noise level and crowds at events in the Village. Many outsiders / nonresidents seem to attend these events causing over crowding and other issues for residents...like parking on our grass, no room for older and disabled residents. The events are often over crowded with younger families from outside of Pinehurst. They have parked on our grass, left trash, looked in our windows and front door etc.
- Media presence and email
- OUTDOOR BASKETBALL COURT
- pickleball
- Pinehurst needs to bring back a community pool for non-club members. Need much more for kids & families.
- sidewalks
- swimming pool
- teens
- You need more programs for disabled adults. You need programs that are not focused on FOOD. Our 36-year-old disabled diabetic son is precluded from almost every program due to it have a food component and no one available who could do his testing and insulin shot other than his parents.

Q17a—"If you selected "Not Supportive" for any of the items in Question 17, what is the reason why?"

- | | |
|---|---|
| <ul style="list-style-type: none"> • already had tax increases for projects • Already have more than enough • Already pay enough in taxes. • Bonds would work. • cannot afford tax increase. • Cannot support more taxes • Charger users, not taxpayers • Concerned tax rates will not go back down. • Debt is not preferred • DO NOT SUPPORT TAX INCREASES- EVERYTHING HAS COST RISING • Do not want • do not want an increase. • do not want increased taxes • do not want tax increase. • Does not seem right to raise taxes right now. • Don't make it more expensive to live in Pinehurst • DONT USE MOST OF THE SERVICES. ON ONE INCOME-ADDITIONAL MONEY WOULD BE A HARDSHIP | <ul style="list-style-type: none"> • DONT WANT TAXES INCREASED • DONT WANT TO PASS THE BILL ALONG TO MY CHILDREN • Enough • Feel we are taxed appropriately. • Find other ways. • Fix income. Not deep pockets. • fixed income • fixed income • I am opposed to any action that will result in tax increases. • I BELIEVE POPULATION AND COMMERCIAL GROWTH SHOULD GROW THE REVENUE NEEDED TO GROW THE PARKS, ETC • I can't afford to pay higher taxes. • I do not see a need for tax increase or bond for these purposes. • I DO NOT SUPPORT ANY AD VALOREM TAX INCREASES • I do not want to pay taxes for something that I do not use. |
|---|---|

- I don't see myself using facilities more than I do now.
- I don't want my taxes raised!
- I don't want my taxes to increase.
- I prefer pay as you go.
- I'm anti property tax altogether as it takes away an individual's right to ever fully own their property. I would prefer a sales tax increase.
- I'M HESITANT TO SUPPORT ANY TAX INCREASES
- In the future, I see schools are going to raise our taxes substantially and that was the very reason we left Chicago. There has to be a limit to what the community can afford.
- INCREASE SALES-CONSUMPTION TAX
- Increased expenditures leads to higher taxes. This city is becoming overcrowded and congested.
- It would totally depend on what expansions were being done. Our neighborhood was supposed to get walking paths which we desperately need! And the Community Center took that money—Even though we thought we were voting for the paths . We do not trust Council to make the best decision on what money should be used for.
- Lack of growth
- Many people on fixed incomes cannot afford increasing property taxes.
- Money is already available but is not being utilized due to minority opposition.
- My taxes are high enough.
- no more taxes
- no need for new taxes.
- Not in favor of raising taxes.
- Not interested in an increased tax rate
- On a fixed income, with inflation my budget is tight.
- OUR TAXES ARE ALREADY HIGH ENOUGH
- OUR TAXES ARE ALREADY VERY HIGH
- PINEHURST TAXES ARE ALREADY HIGH. RECOMMEND RELOOKING THE BUDGET, RATHER THAN RAISING TAXES AS NOT EVERYONE WANTS/NEEDS THE PROPOSED IMPROVEMENTS
- Property owners carrying the burden of the rentals already.
- Property taxes are already high enough.
- Property taxes are already quite burdensome.
- Reallocating existing funds.
- Retired, fixed income....difficult to encourage an increased tax rate
- Since tax rates never decline once raised, debt financing seems most appropriate...
- spend money on roads
- TAX INCREASE
- tax is too much already
- Taxes are already high.
- taxes are already too high. need support for sidewalks from Linden to Lake Pinehurst. (got turned down for that)
- TAXES ARE HIGH ENOUGH
- Taxes are high enough
- Taxes are high enough on fixed income.
- taxes are high enough.
- taxes are too high now.
- THE TAX BASE CAN AFFORD TO PAY MORE
- The village already has a substantial surplus budget balance. No need to further raise taxes.
- The VOP has a history of utilizing tax money on projects that are least supported by the community. Keeping that in mind, I do not support an increase in property taxes for NEW projects as I do not trust the Village

leadership and staff to use it for the best benefit of ALL residents!

- There are enough facilities.
- Unfortunately with rising costs affecting how far a dollar goes, I prefer to allocate my dollars where my family needs it.
- Until humans get a recreation park including walking trails and open play area at the Harness Track. No more park space needs to be acquired by Pinehurst taxpayer expense. We have spent millions at the track all for out of town horse owners. We need more open space for walking!
- We have enough. Four million was spent on a recreational facility that is not fully used. The hours there are limited and many of us in the village have never even used it. Permits were given out by the Village and the County without regard to the effects of complicating residents lives ...like huge changes in traffic, lines at drug stores etc. New people moved here because they loved it but now they are trying to change it drastically. There is not a large enough % of children and teenagers to justify all the money being spent on their wishes and demands. Let those who want these changes pay for them not those of us who have paid taxes here for years and who do not use all these "improvements"!
- Use taxes from tourism rather than property tax.
- Village has way too much money, wastes way too much money, and has far too much overhead for a Village our size. Need a council with vision, not a bunch of morons that we have now.
- want to see efforts grow and increase
- We are older and live on a fixed income.

- WE ARE TAXED TO DEATH
- WE HAVE AN EXCELLENT SYSTEM
- We are a single-income military family, so our increases will further put us beyond our means with the country's current economic state.
- We are paying on structures already and inflation has been a burden.
- We are satisfied with the current infrastructure and recreation programs and opportunities.
- We spend too much of parks and rec now.
- What is the need for bonds if increasing property taxes for future financial expenses are met.
- WORK TIMELINE WITHIN CURRENT BUDGETS-LINE UP PROJECTS TO TRY TO SAVE BETTER AND OVER COMMUNICATE THE PLANS



Survey Instrument

HISTORY, CHARM, AND SOUTHERN HOSPITALITY

December 2022

Dear Village of Pinehurst Resident,

The Village of Pinehurst Parks and Recreation Department is in the process of updating our Comprehensive Parks and Recreation Master Plan. Your response to the enclosed survey is very important in helping the Village meet the recreational needs of our community. The most important part of the planning process is gathering input from residents about your program and facility needs and wants.

We appreciate your time, and this survey will take approximately 10-15 minutes to complete. The time you invest in completing this survey will assist the department in taking a resident-driven approach to making decisions that will have a positive impact on the lives of our community and participants.

ETC Institute, an independent consulting company, has been selected to administer this survey. Please complete and return your survey within the next two weeks. ETC will compile the data received and present the results to the Village Council and the Parks and Recreation Department.

We would appreciate you returning your survey in the enclosed postage-paid envelope addressed to ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061. If you prefer, you can complete the survey online at pinehurstparkssurvey.org.

In the event you have any questions, please contact Mark Wagner, Parks and Recreation Director at mwagner@vopnc.org. The survey is an opportunity to have your voice heard. We appreciate your assistance in providing our department with a guide for the future of parks, programs and facilities in the Village of Pinehurst.

Sincerely,

Mark Wagner, Director
Village of Pinehurst
Parks and Recreation Department

PARKS & RECREATION

395 Magnolia Road • Pinehurst, NC 28374 • Telephone (910) 295-2817 • Fax (910) 295-1853 • www.pinehurstrec.org



2022 Village of Pinehurst Parks and Recreation Survey

Your input will be used to assess community Parks and Recreation needs and priorities for the Village of Pinehurst Parks and Recreation Department. If you prefer, you may complete the survey online at pinehurstparkssurvey.org.

1. **Have you or other members of your household used any of the following facilities operated by the Village of Pinehurst Parks and Recreation Department during the past year?** *[Check all that apply.]*

- | | |
|---|--|
| ☐ (01) Cannon Park | ☐ (07) The Harness Track |
| ☐ (02) Camelot Playground at Cannon Park | ☐ (08) The Fair Barn |
| ☐ (03) The Cannon Park Community Center | ☐ (09) Tufts Memorial Park |
| ☐ (04) Wicker Park | ☐ (10) West Pinehurst Community Park/Disc Golf Course |
| ☐ (05) Splashpad at Wicker Park | ☐ (11) Pinehurst Greenways |
| ☐ (06) The Arboretum | |

2. **Which TWO of the facilities listed in Question 1 do you and your household visit most often?** *[Write in your answers below using the item numbers from the list in Question 1, or circle "NONE."]*

1st: _____ 2nd: _____ NONE

3. **Approximately how many times have you or members of your household visited any Village of Pinehurst Parks and Recreation facilities during the past year?**

- | | | |
|---|--|---|
| ☐ (1) More than 25 times | ☐ (3) 11-20 times | ☐ (5) 1-5 times |
| ☐ (2) 21-25 times | ☐ (4) 6-10 times | ☐ (6) Haven't visited <i>[Skip to Question 4.]</i> |

- 3a. **How would you rate the overall quality of all the parks or facilities offered by the Village of Pinehurst you or members of your household have used during the past 12 months?**

☐ (4) Excellent ☐ (3) Good ☐ (2) Fair ☐ (1) Poor

4. **Over the past 12 months, have you or any member of your household participated in any programs or special events offered by the Village of Pinehurst?**

☐ (1) Yes ☐ (2) No *[Skip to Question 5.]*

- 4a. **How would you rate the overall quality of programs or special events that you and members of your household have participated in?**

☐ (4) Excellent ☐ (3) Good ☐ (2) Fair ☐ (1) Poor

5. **Which of the following reasons prevent you or other members of your household from using recreation programs/facilities offered by the Village of Pinehurst Parks and Recreation Department (or, if you currently use them, what prevents you from using them more often)?** *[Check all that apply.]*

- | | |
|--|--|
| ☐ (01) Cost of participation | ☐ (08) Lack of parking |
| ☐ (02) Facilities are too far from home | ☐ (09) Waiting list for registration |
| ☐ (03) Inconvenient hours of operation | ☐ (10) Not enough time/too busy |
| ☐ (04) Lack of cleanliness | ☐ (11) Not interested in what is provided |
| ☐ (05) Lack of disabled access | ☐ (12) Overcrowding |
| ☐ (06) Lack of information/don't know what is offered | ☐ (13) Safety at facilities |
| ☐ (07) Lack of maintenance | |

6. Please indicate if you or a member of your household have a need for each of the following recreation facilities or amenities by circling either "Yes" or "No." If "Yes," answer the question in the shaded area to the right.

Facilities and Amenities		Do you have a need for this facility or amenity?		If "Yes," how well are your needs being met?			
				Fully Met	Mostly Met	Partly Met	Not Met
01.	Accessible playground and play spaces	Yes	No	4	3	2	1
02.	Archery range	Yes	No	4	3	2	1
03.	Arts and crafts studio	Yes	No	4	3	2	1
04.	Community garden (located at a park owned and operated by the Village)	Yes	No	4	3	2	1
05.	Dog park	Yes	No	4	3	2	1
06.	Driving range	Yes	No	4	3	2	1
07.	Fields for open play	Yes	No	4	3	2	1
08.	Greenway trails	Yes	No	4	3	2	1
09.	Indoor multipurpose gym space	Yes	No	4	3	2	1
10.	Multipurpose pavilion (concerts, events, seasonal farmers markets, etc.)	Yes	No	4	3	2	1
11.	Natural surface trails	Yes	No	4	3	2	1
12.	Nature play area	Yes	No	4	3	2	1
13.	Outdoor adult athletic fields	Yes	No	4	3	2	1
14.	Outdoor basketball court	Yes	No	4	3	2	1
15.	Outdoor fitness equipment	Yes	No	4	3	2	1
16.	Outdoor water feature or splash pad	Yes	No	4	3	2	1
17.	Outdoor youth athletic fields	Yes	No	4	3	2	1
18.	Permanent outdoor stage	Yes	No	4	3	2	1
19.	Picnic shelters	Yes	No	4	3	2	1
20.	Reservable picnic shelters	Yes	No	4	3	2	1
21.	Skate or BMX park	Yes	No	4	3	2	1
22.	Trailheads (restrooms, parking)	Yes	No	4	3	2	1
23.	Other:	Yes	No	4	3	2	1

7. Which FOUR of the facilities or amenities from the list in Question 6 are MOST IMPORTANT to your household? [Write in your answers below using the item numbers from the list in Question 6, or circle "NONE."]

1st: ____ 2nd: ____ 3rd: ____ 4th: ____ NONE

8. Please indicate if you or a member of your household have a desire to participate in each of the following recreation programs or activities by circling either "Yes" or "No." If "Yes," answer the question in the shaded area to the right.

Programs and Activities		Do you or a family member have a desire to participate in this activity?		If "Yes," how well are your needs being met?			
				Fully Met	Mostly Met	Partly Met	Not Met
01. Adaptive sports and programs (wheelchair basketball, accessible kayaking, social clubs, trips, Miracle League sports)		Yes	No	4	3	2	1
02. Archery		Yes	No	4	3	2	1
03. Arts and culture programs (individual and group-based visual arts, performing arts and music, culinary arts)		Yes	No	4	3	2	1
04. Baseball/softball (adult)		Yes	No	4	3	2	1
05. Baseball/softball (youth)		Yes	No	4	3	2	1
06. Basketball (adult)		Yes	No	4	3	2	1
07. Basketball (youth)		Yes	No	4	3	2	1
08. Camps full day (summer, track-out, etc.)		Yes	No	4	3	2	1
09. Camps half day (summer, track-out, etc.)		Yes	No	4	3	2	1
10. Cheerleading		Yes	No	4	3	2	1
11. Dance and performing arts		Yes	No	4	3	2	1
12. Disc golf		Yes	No	4	3	2	1
13. Dog events		Yes	No	4	3	2	1
14. Environmental education		Yes	No	4	3	2	1
15. E-Sports and cyber sports		Yes	No	4	3	2	1
16. Fitness, health and wellness programs (adult and senior)		Yes	No	4	3	2	1
17. Fitness, health and wellness programs (youth and teen)		Yes	No	4	3	2	1
18. Flag football (youth)		Yes	No	4	3	2	1
19. Golf clinics (youth and teen)		Yes	No	4	3	2	1
20. Golf clinics (adult)		Yes	No	4	3	2	1
21. Inline hockey (youth and teen)		Yes	No	4	3	2	1
22. Inline hockey (adult)		Yes	No	4	3	2	1
23. Lacrosse (youth)		Yes	No	4	3	2	1
24. Life skills programs (technology training, budgeting, self-defense)		Yes	No	4	3	2	1
25. Non-traditional adult sports (kickball, dodgeball, spikeball, futsal, cornhole, flag football, etc.)		Yes	No	4	3	2	1
26. Outdoor programs (hiking, climbing, mountain biking, etc.)		Yes	No	4	3	2	1
27. Outdoor movies		Yes	No	4	3	2	1
28. Outdoor concerts		Yes	No	4	3	2	1
29. Parkour/ninja warrior programs		Yes	No	4	3	2	1
30. Pickleball		Yes	No	4	3	2	1
31. Senior programs and trips		Yes	No	4	3	2	1
32. Soccer (youth)		Yes	No	4	3	2	1
33. Soccer (adult)		Yes	No	4	3	2	1
34. Special events and festivals		Yes	No	4	3	2	1
35. Teen programs		Yes	No	4	3	2	1
36. Tennis (youth)		Yes	No	4	3	2	1
37. Tennis (adult)		Yes	No	4	3	2	1
38. Volleyball (youth)		Yes	No	4	3	2	1
39. Volleyball (adult)		Yes	No	4	3	2	1
40. Other: _____		Yes	No	4	3	2	1

9. Which **FOUR** of the programs/activities listed in Question 8 are **MOST IMPORTANT** to your household? [Write in your answers below using the numbers from the list in Question 8, or circle "NONE."]

1st: _____

2nd: _____

3rd: _____

4th: _____

NONE

10. In the past 12 months, approximately how many times have you or members of your household visited any greenway trail?

____ (4) A few times a week ____ (3) A few times a month ____ (2) A few times a year ____ (1) Never

11. From the following list, please CHECK ALL of the ways you learn about Village of Pinehurst parks, facilities, recreation programs and special events.

____ (01) Bulletin boards ____ (07) Village newsletter
 ____ (02) Local media (Pilot, The Sway, radio) ____ (08) Social media (e.g., Facebook, Twitter)
 ____ (03) Conversation with staff ____ (09) Internet search engine (e.g., Google, Safari, etc.)
 ____ (04) Direct email ____ (10) Word of mouth
 ____ (05) Village of Pinehurst website ____ (11) Other: _____
 ____ (06) Pinehurst Activity Guide

12. Which TWO of the sources of information listed in Question 11 do you most prefer to use to learn about Village of Pinehurst parks, facilities, and special events? [Write in your answers below using the item numbers from the list in Question 11, or circle "NONE."]

1st: ____ 2nd: ____ NONE

13. Please indicate your level of agreement with each of the following statements regarding the Village of Pinehurst Parks and Recreation, where 5 is "Strongly Agree" and 1 is "Strongly Disagree."

		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't Know
01.	Recreation and parks are an essential service to the Village	5	4	3	2	1	9
02.	Public parks add to the quality of life in the community	5	4	3	2	1	9
03.	I am aware of the parks, facilities and events that are offered	5	4	3	2	1	9
04.	I am satisfied with recreation opportunities I receive for my tax dollars	5	4	3	2	1	9
05.	I am satisfied with the variety of parks, facilities and events the Village offers	5	4	3	2	1	9
06.	I feel safe when visiting parks in Pinehurst	5	4	3	2	1	9
07.	The Village of Pinehurst helps promote healthy and active lifestyles	5	4	3	2	1	9
08.	I am satisfied with the recreation opportunities for youth and teens in Pinehurst	5	4	3	2	1	9
09.	I am satisfied with the recreation opportunities for seniors and active adults in Pinehurst	5	4	3	2	1	9

14. Please RANK the top THREE areas you believe Pinehurst Parks and Recreation should focus on improving. [Please select only THREE items.]

____ (01) Family-oriented activities ____ (07) Promoting healthy, active lifestyles
 ____ (02) Greenway connectivity ____ (08) Updating existing parks and facilities
 ____ (03) Safety and security ____ (09) Special events
 ____ (04) Accessibility ____ (10) Volunteer opportunities
 ____ (05) Maintenance of parks and facilities ____ (11) Protecting the environment
 ____ (06) Customer service ____ (12) Other: _____

15. Taking into consideration the costs associated with each, please indicate how supportive you would be of the Village of Pinehurst taking the following actions to improve the parks and recreation system in the Village.

How supportive are you of:		Very Supportive	Supportive	Not Supportive	Not Sure
01.	Expanding the Village's existing greenway system	3	2	1	9
02.	Developing an additional or expanding the current indoor, multi-purpose community center	3	2	1	9
03.	Hosting events to foster a sense of connected community	3	2	1	9
04.	Acquiring undeveloped land for future parkland locations	3	2	1	9
05.	Increasing parkland through public/private partnerships	3	2	1	9
06.	Constructing a permanent multipurpose pavilion	3	2	1	9
07.	Constructing an outdoor aquatics facility	3	2	1	
08.	Investing in improvement and upkeep of existing facilities	3	2	1	9
09.	Implementing sustainability measures to minimize the environmental impact of parks and recreation facilities	3	2	1	9

16. Which **THREE** of the items in Question 15 would you be most willing to support with your tax dollars? [Write in your answers below using the item numbers from the list in Question 15, or circle "NONE."]

1st: _____ 2nd: _____ 3rd: _____ NONE

17. Please indicate how supportive you would be of the Village of Pinehurst taking the following actions to fund improvements and expansions of the parks and recreation system in the Village.

How supportive are you of:		Very Supportive	Supportive	Not Supportive	Not Sure
01.	Funding parks and recreation improvements and expansions financed within the existing property tax rate structure (understanding this option would likely result in the ability to undertake fewer improvements and expansions when compared to the scenario below).	3	2	1	9
02.	Funding parks and recreation improvements and expansions that would require a property tax rate increase to finance the debt (understanding this option would likely result in the ability to undertake a greater number of improvements and expansions when compared to the scenario above).	3	2	1	9
03.	Funding improvements and expansion with a future bond	3	2	1	9

- 17a. If you selected "Not Supportive" for any of the items in Question 17, what is the reason why?

Demographics

18. Including yourself, how many people in your household are...

Under age 5: _____ Ages 15-19: _____ Ages 35-44: _____ Ages 65-74: _____
 Ages 5-9: _____ Ages 20-24: _____ Ages 45-54: _____ Ages 75-84: _____
 Ages 10-14: _____ Ages 25-34: _____ Ages 55-64: _____ Ages 85+: _____

19. What is your age? _____ years

20. What is the highest degree or level of school you have COMPLETED?

____ (1) No schooling completed _____ (5) Bachelor's degree
 ____ (2) Completed some schooling _____ (6) Master's degree or Professional degree
 ____ (3) High school diploma or equivalent _____ (7) Doctorate degree
 ____ (4) Associate's degree

21. **Approximately how many years have you lived in the Village of Pinehurst?** *[Write "0" if less than 1 year.]*

_____ years

22. **Your gender:** _____(1) Male _____(2) Female _____(3) Non-binary

23. **Which of the following best describes your race?** *[Check all that apply.]*

____(01) Asian or Asian Indian

____(05) Native Hawaiian or other Pacific Islander

____(02) Black or African American

____(06) Hispanic, Spanish, or Latino/a/x

____(03) American Indian or Alaska Native

____(99) Other: _____

____(04) White

24. **Would you be willing to participate in future surveys sponsored by Pinehurst?**

____(1) Yes *[Answer 24a.]* _____(2) No

24a. **Please provide your contact information.**

Mobile Phone Number: _____

Email Address: _____

This concludes the survey. Thank you for your time!

Please return your completed survey in the enclosed postage-paid envelope addressed to:
ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061

Your responses will remain completely confidential.
The information printed on the right will ONLY be used
to help identify the level of satisfaction with Village
services in your area. If your address is not correct,
please provide the correct information. Thank you.

PINEHURST

COMMUNITY ENGAGEMENT



MCADAMS



OVERVIEW

Community engagement is an essential part of any planning process. The most effective plans are firmly rooted in the realities and vision of the community that created them. Such visionary documents influence recommendations for development of future parks and enhancement of recreation programs and services. The community engagement approach for the current plan included a combination of input from Village of Pinehurst community members, Parks and Recreation staff, Village Council, and stakeholder groups.

The Department and project team designed the public engagement process to maximize the amount of input and feedback. The process was intended to be equitable and inclusive, offering a variety of input opportunities and methods for all community members to have a comfortable platform for expressing their input. A scientific survey was conducted alongside the outreach process. The instrument polled a random sample of a representative portion of the Village's population, and focused on community recreation needs, priorities, and support for funding. This method provides an opportunity to reach individuals who would not typically attend a meeting or otherwise participate in a public engagement process.

- > Asset Mapping Sessions
 - o Staff – September 27, 2022
 - o Village Council – February 15th, 2021
- > Community Open House – January 9th, 2023
- > Scientific Survey – Late Fall 2022 - Mid-winter 2023
- > Stakeholder Meetings
 - o NAC – February 8th, 2023
 - o BPAC – February 8th, 2023
- > Community Open House (Virtual)



PUBLIC INPUT

WHO

The McAdams Planning Team, Pinehurst Parks and Recreation Staff and 101 Pinehurst community members.

WHAT

The project team conducted a day-long open house event to give community members the opportunity to provide input into the 10-year comprehensive plan. The Department's marketing efforts included website postings, social media announcements, notices to public officials and information posted at parks facilities.

WHEN

Wednesday, January 11, 2023 – Ongoing from 10AM to 7PM

WHERE

Cannon Park Community Center

WHY + HOW

Public input provides a foundation for understanding and responding to the parks and recreation needs of a community. An effective master plan is the result of a collaborative effort that solicits and incorporates input from citizens. This exercise was conducted as a means of understanding public sentiment towards parks and recreation and community-wide need for parks, facilities, recreational programs and leisure services in the Village of Pinehurst.

This meeting provided the public with background information on the comprehensive planning effort. The setup included several interactive stations for sharing feedback through discussions, dot exercises and a "council member for a day" activity. Village staff and consultant team members were available to assist with the process. The team asked that participants sign in to get an accurate attendee head count. They were also given the option of providing demographic information related to their race and generation for the purpose of understanding recreational trends and demographic-based demand for parks and recreation services.

ENGAGEMENT BOARDS:

A series of engagement boards were displayed across the Cannon Community Center multipurpose room. whereby attendees could provide their input using sticky notes and dots. Following an introduction board describing the steps and timeline for the comprehensive planning process, attendees provided input with regard to community values, park facility and amenity needs, greenways usage, and prioritizing investments in recreation in the Village of Pinehurst. Parks and Recreation Department staff members were available to assist the project team with the process.



VILLAGE COUNCIL MEMBER FOR A DAY:

Open house visitors were additionally invited to participate in an activity where they play the role of a member of the Village of Pinehurst Council. A role in which a major responsibility is to make important parks and recreation funding decisions. The purpose of this exercise was twofold. It first serves as an educational tool – designed to inform the public about the financial costs of various types of recreational amenities and facilities. Secondly, the exercise provides the opportunity to convey to the public the array of difficult decisions their elected officials are tasked with making.

Participants were given \$4 million dollars in the form of 20 tokens worth \$200,000 each. They were then directed to spend them as they wish across a set of 11 parks and recreation amenities. Results were analyzed and amenity needs prioritized based on amount spent per item. A detailed discussion of this activity's results are described in the following pages.

	ADVENTURE PLAYGROUND - \$750,000		WELLNESS HUB - \$350,000
	BASKETBALL COURTS - \$400,000		PICKELBALL COURTS - \$1,000,000
	INTERACTIVE WATER PLAY - \$500,000		PERMANENT STAGE - \$1,700,000
	SKATE/BMX COURSE - \$550,000		MULTI-SPORT COURTS - \$500,000
	COMMUNITY GARDEN - \$300,000		ATHLETIC FIELDS - \$550,000
			GREENWAY TRAILS - \$1,000,000/MILE



RESULTS

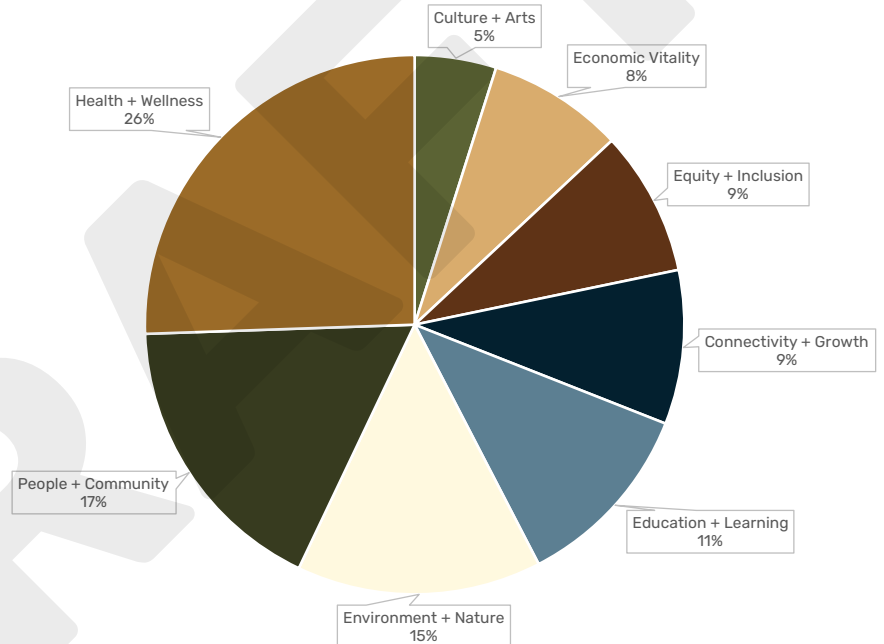
Overview: The Planning Team recorded a total of 37 individuals participating in the morning session, with the majority identifying as White, not Hispanic or Latino and being part of the Baby Boom Generation (born between the years 1946-1964). Over 60 community members (64) visited the evening session. The majority of these individuals identifying as White, not Hispanic or Latino, and part of Generation X, Millennial, and Generation Z. These generations are representative of people born between 1965-1981, 1982-1995, and 1996-2016, respectively.

Community Values: Community values reflect core beliefs or principles that residents wish to maintain. They are appreciated at an individual level and shared by the majority of the community.

The team interacted with **over 100 (101)** community members who indicated that the Village of Pinehurst should create places programmed for access to and participation in recreational activities designed to maintain or improve health and well-being. “Health + Wellness” rose above the others and emerged as the top community value among the group who participated in the values board activity during the public open house.

The idea of wellness being a priority among the Pinehurst community is further advanced by participants leading recreational needs, which were paved walking trails, pickleball courts, and athletic fields. Top needs for recreation programs included both active indoor and outdoor activities. Furthermore, participants indicated they are most in favor of prioritizing investing in recreational resources that promote health and wellness programs.

Additionally, the community value “People + Community” ranked second in terms of percentage points. Open house visitors indicated their desire for activities allowing them to connect with their community and celebrate Pinehurst’s uniqueness during special events and festivals. In a similar vein, participants demonstrated positive, community-minded attitudes toward ensuring the Village prioritize providing affordable recreation services across a population of diverse abilities.



Programming:

Practitioners have conveyed the effectiveness of recreation programs across a broad swath of interdisciplinary applications. Outcomes point to benefits including improving or maintaining health and well-being, positive socialization with peers, development of friendships, enhanced self-esteem and self-confidence, and development of inclusive communities accepting to all.^{*} Recreation, leisure and sports activities may involve individuals, small groups, teams or whole communities and are relevant to people of all different ages, abilities and levels of skill. The types of recreation, leisure and sports activities people participate in vary greatly depending on local context, trends, social systems and values.[†]

Open house attendees demonstrated a desire for expanded access to indoor recreational programs like soccer, volleyball, table games, open gym, etc. At the same time, they indicated a need for outdoor recreation programs and services that fold in elements of the outdoors and natural settings. Furthermore, attendees expressed a high level of interest in special events and festivals.



^{*} Webber, Martin, and Meredith Fendt-Newlin. "A review of social participation interventions for people with mental health problems." *Social psychiatry and psychiatric epidemiology* vol. 52,4 (2017): 369-380. doi:10.1007/s00127-017-1372-2

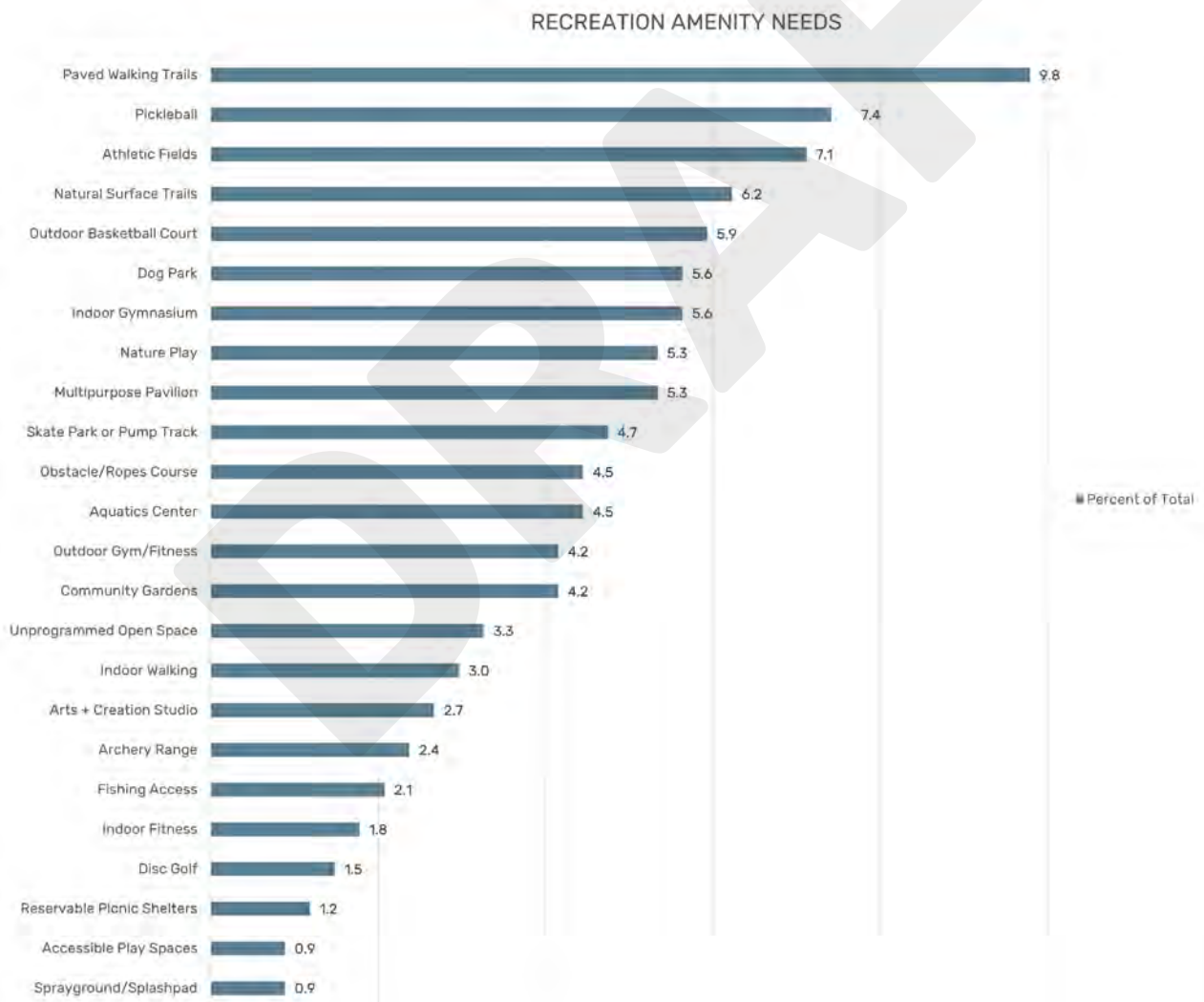
[†] Khasnabis C, Heinicke Motsch K, Achu K, et al., editors. "Community-Based Rehabilitation: CBR Guidelines". Geneva: World Health Organization; 2010. Recreation, leisure and sports. Available from: <https://www.ncbi.nlm.nih.gov/books/NBK310922/>



Amenities: Participants ranked the top three amenities they would like to see the Pinehurst Parks and Recreation Department offer or expand in the future. The project team compiled the list of possible amenities from department recommendations, references to previous community input, and items in line with current national trends.

The input board activity determined that among participants paved walking trails are by far the most in-demand recreational amenity for the Pinehurst community. Paved walking trails topped the second and third most desired amenities, pickleball courts and athletic fields, respectively, by over two percentage points. This finding is significant in ways that will be discussed further into this plan. For now, it is important to consider the relationship between this finding and other data gathered as part of the public input activity.

First is the connection between a desire for paved walking trails/greenways and health and wellness as the most highly regarded community value. Increasing access to trails within communities benefits personal health, especially in places where elements of urban life such as traffic and pollution contribute to stress and poor health. Trails often serve as linear parks which offer a safe and comfortable environment for active recreation such as walking, biking, jogging, or running. The connection between the demand for trails and greenways in Pinehurst and the community's assertion that investment in them is a top priority is also important to note. As is the link between the demand for trails and the assertion that the Village should invest in recreational resources that prioritize health and well-being.





Greenways and Trails:

Furthering the discussion of trails and greenway needs in the Village of Pinehurst, participants were asked what aspects of greenway infrastructure compel their usage. Participants overwhelmingly stated were most inclined to want to use greenways if they were close to where they live or work.

Trails can be used for both recreational and transportation-related purposes. Trails serve as off-road linkages to neighborhoods, as well as centers for shopping, entertainment, education, entertainment, and employment. Trails, greenways, and multi-use paths provide users with a safe and enjoyable way to travel. Oftentimes, they are used for short trips, especially those trips less than one mile. Reducing distances between key destinations is an effective way to attract residents and visitors to bicycle and walk to locations that are closer to home. Combining this practice with the improvement of existing trails, greenways, and parking makes the use of the facilities more predictable and comfortable for users.

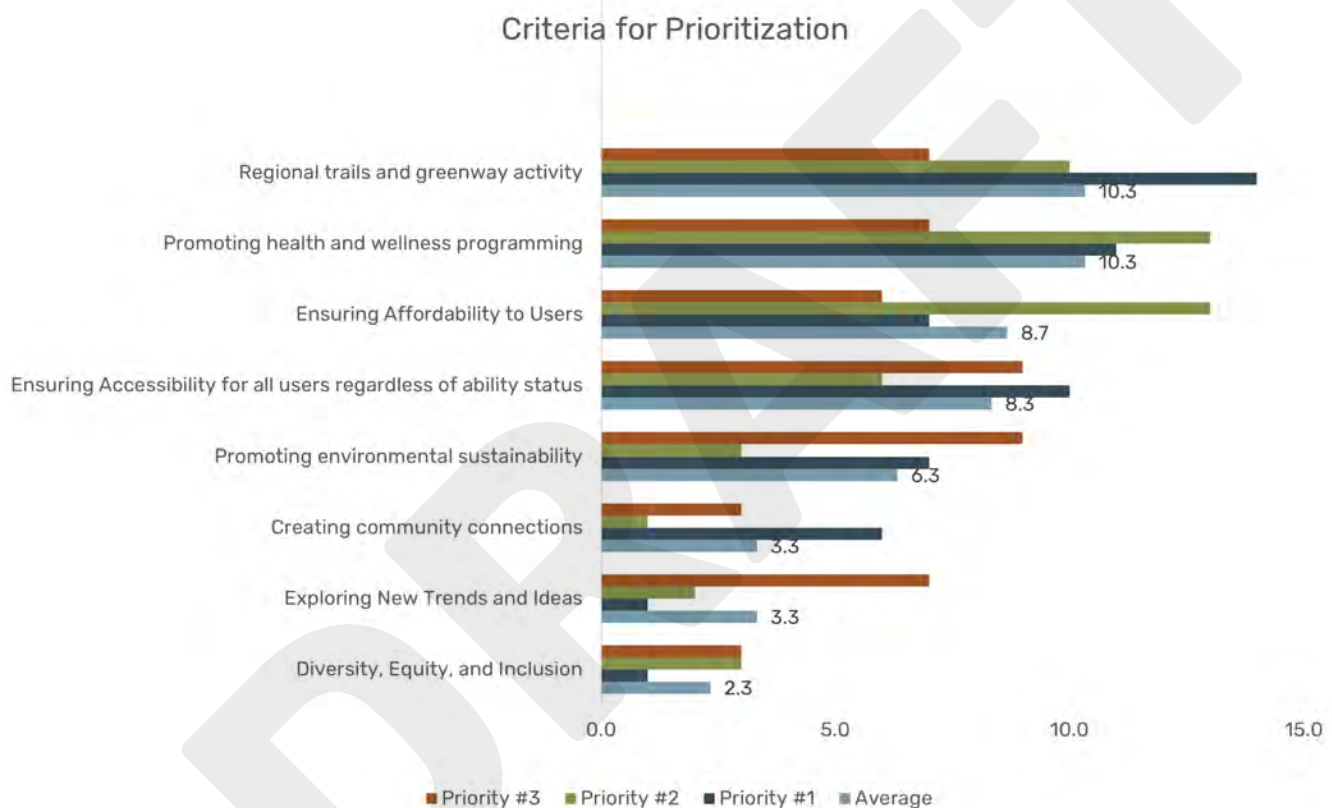
Moreover, trails help foster a sense of place and community by connecting people and destinations. People often feel more welcomed and engaged when connected trails provide opportunities for neighbors to gather and strengthen relationships. Trails can help bridge the gap between cultures and serve as neutral gathering places and recreational areas for communities. The integration and promotion of trails within communities helps associate trails with specific places. In these cases, trails may become a symbol of the community, and in return ignites community pride.



Criteria for Prioritization:

After indicating their most desired recreation amenities, programs, and greenway needs, participants were asked to indicate the top three ways they believe the Department should balance the many priorities revealed in the planning process. The Village of Pinehurst will begin to implement recommendations from this plan in both near and long-term time spans across the 10 year planning horizon. Projects reliably evolve based on changing recreation trends, availability of funding and the larger community context. When there are many opportunities and meaningful interests, both within the Department and across Village sectors, it is challenging for decision makers to prioritize projects.

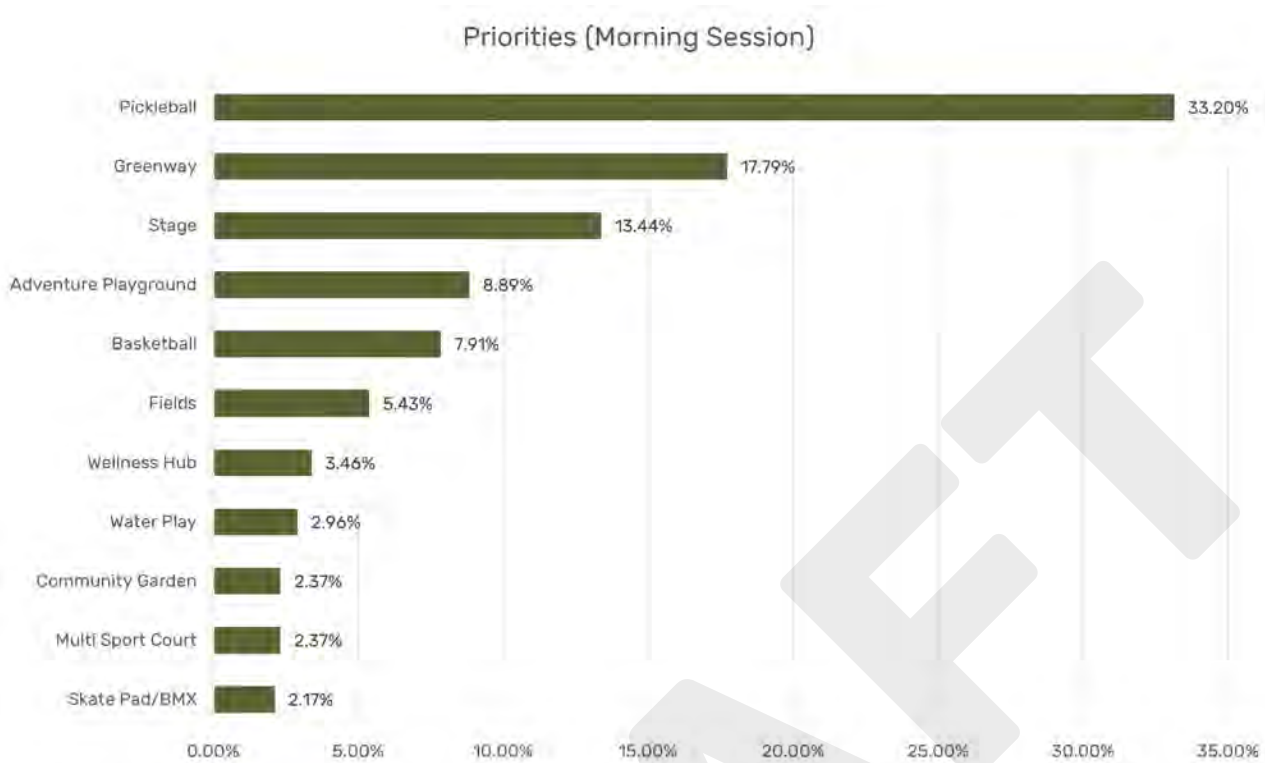
Results from this exercise indicate that the Pinehurst community is most in favor of prioritizing projects involving trails and greenways, as well as those that focus on health and wellness. Additionally, as noted earlier in the community values discussion, participants in the open house noted the importance of prioritizing affordability and accessibility for all users regardless of status. These prioritization criteria are in alignment with the most highly regarded community values: health and wellness and people and community.



When there are many opportunities and meaningful interests it is difficult for decision makers to prioritize projects. Hence, this plan sets to alleviate some of the decision-making pressure on behalf of Village leadership, by gauging citizens' perception of prioritization steps early into the community engagement effort. Public feedback received will be incorporated into a prioritization model to use as decision-making tool for staff and elected officials. This approach informs and validates decisions through data and community values, leading to defensible projects and consensus among stakeholders.



COUNCIL MEMBER FOR A DAY RESULTS

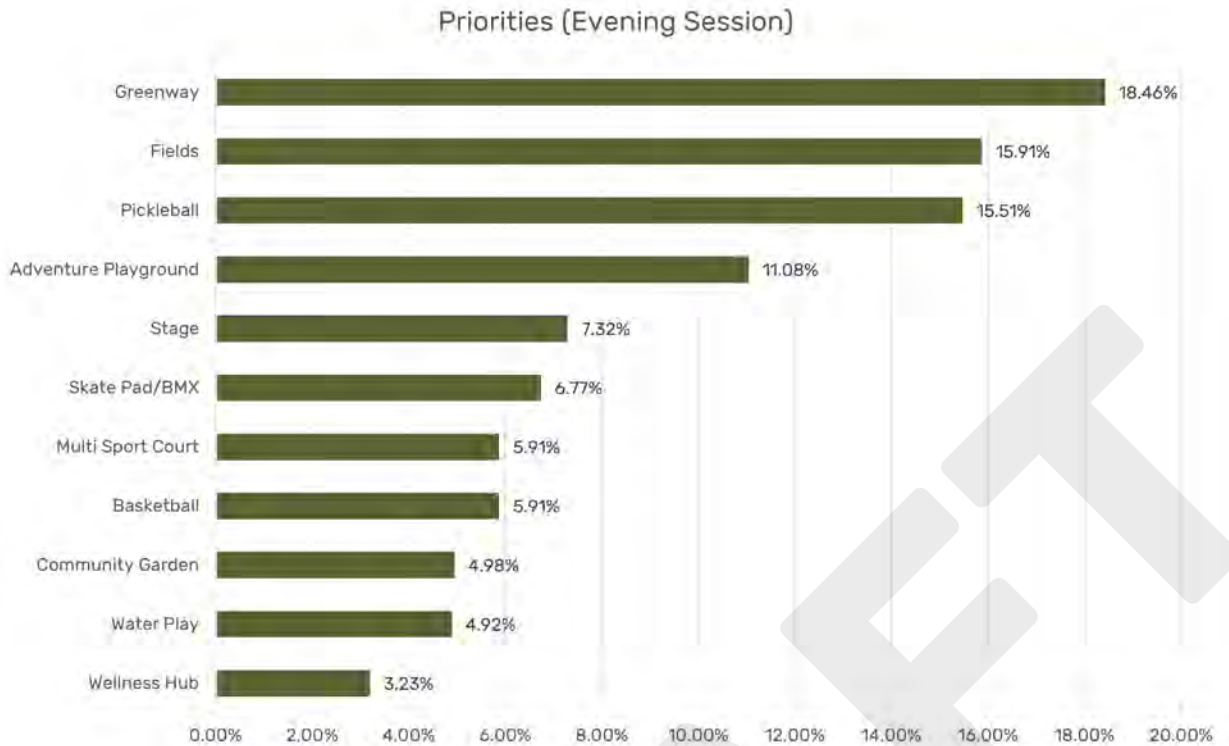


Over one-third (33.2%) of morning session attendees, most of whom reported representing older generations (Silent and Baby Boomer) dedicated the majority of their \$4 million/20 tokens to invest in pickleball courts.

According to the 2022 Sports & Fitness Industry Association (SFIA) Trends Report. More than 8.9 million people (over the age of 6) play pickleball across the United States. Pickleball is growing in popularity among most age groups – however, it is most popular among active older adults. The same SFIA Report noted players aged 55 and up comprised the largest age bracket (19.8% of total participants) of pickleball players in 2021. Yet, the average age of pickleball players is dropping and declined 2.9 years from an average of 41.0 years in 2020. Pickleball player growth in 2021 was the fastest among players under 24 years of age (21%). Growth among players 55 and older was slower at 10% year-over-year.[‡]

Greenway trails (17.8%) were also proven to be a strong contender for funding among community members pretending to be Village Council members – as was a permanent stage (13.4%), and adventure playground (8.9%). These types of recreation amenities are used across generations, are typically accessible to all, support activity with low barriers to entry, and have the ability to both physically and socially connect the community.

[‡] <https://www.pickleheads.com/blog/pickleball-statistics>



Demand for recreational amenities was shown to be more varied among participants in the evening open house, as was their demographic composition. Many visitors dropped in before or after participating in recreation programs at Canon Park Community Center. Youth basketball games, a specialized recreation program and cooking class took place over the course of the approximately three hour long open house. Participants in these programs were comprised of elementary-aged children and young adults, mostly accompanied by parents – which likely accounted for the diversity of age ranges among this group.

In terms of demand for recreation amenities, evening meeting participants dedicated the majority of their \$4 million/20 tokens to trails and greenways, followed closely by athletic fields. Coming in third place, demand for pickleball continued to show strength, albeit less than what was captured during the morning meeting. Evening participants similarly showed support for an adventure playground and permanent stage.

It is significant to note that although there was some variation among the recreational amenities topping the lists of both morning and evening session participants (who again were comprised of older generations and younger generations, respectively), those list topping amenities are ones that support recreational needs across the age spectrum. This finding could likely be attributed to Pinehurst community members' affinity for one another's leisure needs and recognition that recreation is a critical component of healthy development throughout one's lifetime.



SCIENTIFIC SURVEY

PURPOSE

It is not overlooked or uncommon for the public to question results from a survey. In fact, there are numerous aspects attributed to this type of doubt. The concept of self-selecting, or open access surveys, lends itself to inherent bias that can be viewed as contributing to faulty information. This method of surveying allows individuals to participate in a poll at will. This technique can be problematic in that those who feel particularly compelled by a topic have a platform from which to speak out, aggregating an oversupply of information rife with disproportional instances of extreme responses. Conversely, the public has much more confidence in survey outcomes if they feel confident that the survey was done scientifically. A survey that has gone through the steps of the scientific process poses a higher percentage of validity and reliability of the results.

Thus, the objective of the current public input effort was to employ a statistically reliable means of impartially identifying what Pinehurst residents see as the most vital recreational needs in their community. The intent behind this approach was to accumulate results that can be used to: identify gaps in recreational services; recognize service areas that are perceived as robust; rally the community around parks and recreation in the Village of Pinehurst; and support rationale for future investment.

METHODOLOGY

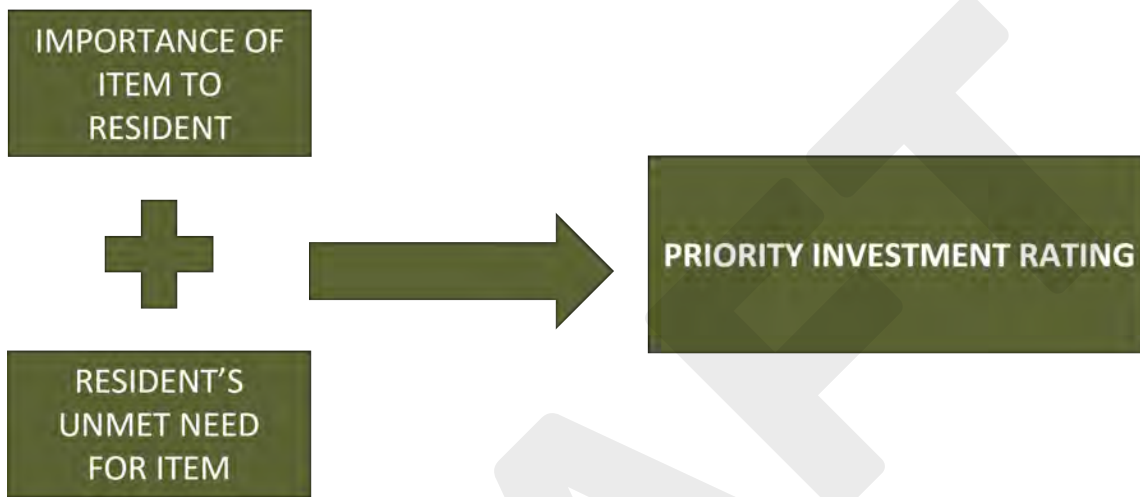
The survey firm, ETC Institute (ETC) mailed a survey packet to a random sample of households in Pinehurst. Each survey packet contained a cover letter, a copy of the survey, and a postage-paid return envelope. Households who received the survey were given the option of returning it by mail or completing it on-line at PinehurstParksSurvey.org.

To encourage participation, ETC sent emails and text messages to all Pinehurst households who received the survey containing the link to the online version for ease of participation. To prevent people who were not part of the sample from participating, all respondents were required to enter their home address prior to submitting the survey. ETC then matched the addresses that were entered online with the addresses that were originally selected for the sample. Responses without matching addresses were omitted.

The goal was to obtain completed surveys from at least 300 residents. That goal was reached with a total of 336 surveys being completed. The overall results for the sample of households have a precision of at least (+/-) 5.2% at the 95 percent level of confidence. The level of confidence indicates that if this survey were run 100 times with the same methodology, the results found here would be replicated 95 of those times. Precision and level of confidence are standard metrics for statistic validity.

Priority Investment Rating

The priority investment rating was developed by ETC Institute to provide decision makers with an objective tool to evaluate the urgency that should be attributed to investments in parks and recreation facilities, amenities, and programs. The priority investment rating combines and equally weighs measures of 1) the importance residents place on certain facilities, amenities and programs and 2) how many residents have unmet needs for that facility, amenity, or program equally weighs the importance that residents place on facilities and how many residents have unmet needs for facilities.



FINDINGS

Recreational Facilities, Amenities, and Programs

The items listed below were identified as high priority recreation amenities, facilities, and programs for the Village of Pinehurst. The charts that follow present the entire list of items survey takers had the option to select and places them in order of highest to lowest priority for investment.

Recreation Amenity Needs

1. Greenway Trails
2. Dog Park
3. Multipurpose Pavilion
4. Natural Surface Trails
5. Trailheads with Amenities

Recreation Program Needs

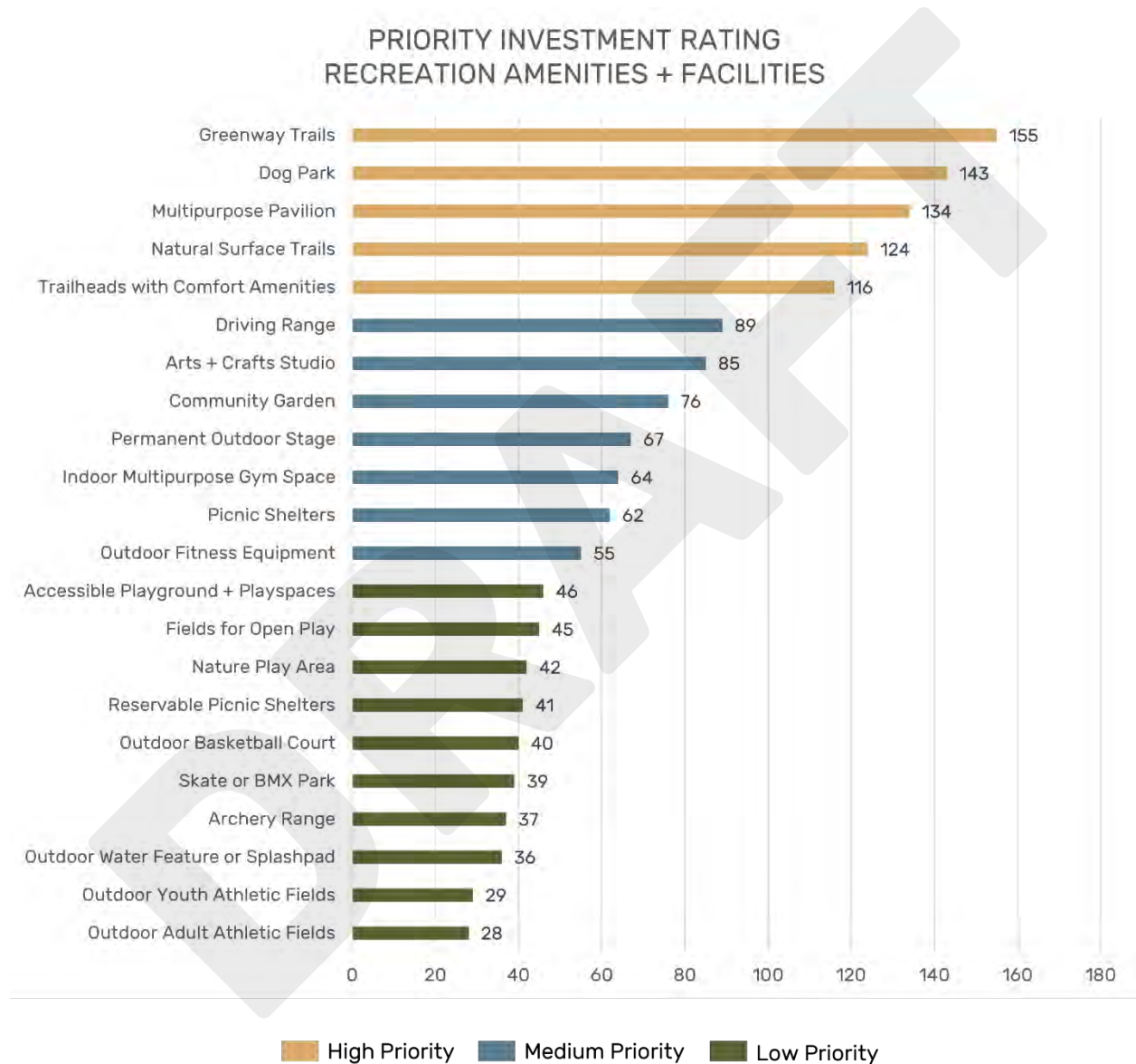
1. Fitness, Health + Wellness (Adult + Senior)
2. Outdoor Concerts
3. Arts + Culture Programs
4. Outdoor Movies
5. Special Events + Festivals
6. Senior Programs + Trips
7. Golf Clinics (Adult)



Recreational Facilities and Amenities

Further in line with feedback provided by the community during public open house, Pinehurst residents continued to express a desire for trails and greenways. The number one expressed recreational facility need was greenway trails. Residents also expressed a need for natural surface trails and trailheads that can support various conveniences such as restrooms, parking, and seating.

Dog park and multipurpose pavilion were the second and third-most amenities the Village should consider a priority.

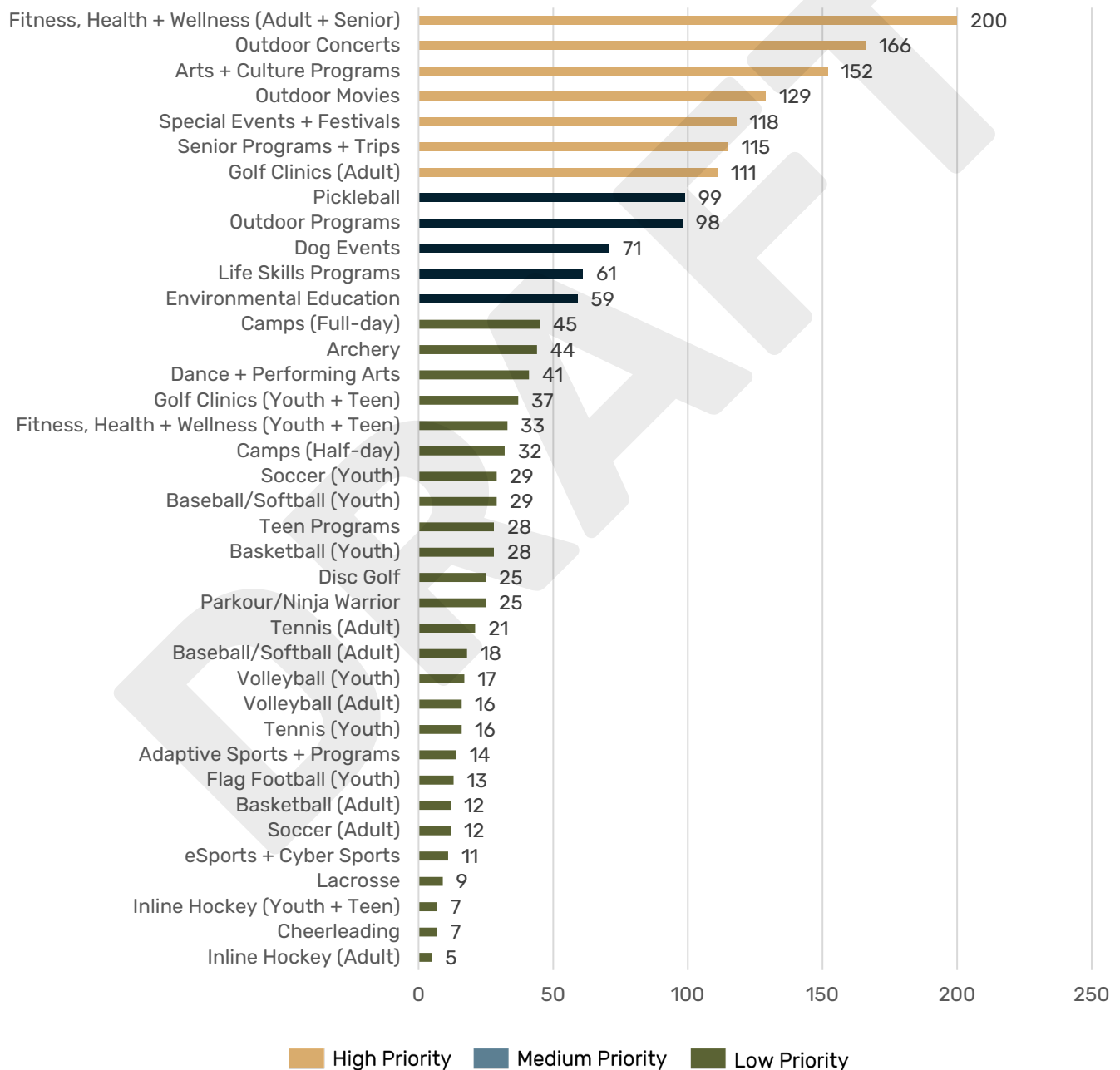




Recreational Programs

As described in the recreation programs assessment chapter of this plan, the department currently provides four FUN (Foundational, Unexpendable, and Necessary) program areas. Of the high investment priority programs presented below, all but two (life skills and group fitness) fit into one of the four program areas. This demonstrates a track record of successfully providing appreciated recreational programs that remain in high demand.

PRIORITY INVESTMENT RATING RECREATION PROGRAMS





Additional findings

The survey also captured public feedback related to departmental operations and approach to provisioning parks, amenities and recreation programs. This summary shows public opinion toward the Village's efforts to provide recreational services, usage of the Village of Pinehurst's parks and facilities, and perceptions of park conditions. It also examines preferred methods of communication with Pinehurst residents, as well as barriers to park, facility, and program usage.

General Opinions

With regard to the Village of Pinehurst parks, facilities, and special events, the majority of households agree with the following statements: Public parks add to quality of life in the Village of Pinehurst (97%); Recreation and parks are an essential service to the Village (94%); I feel safe when visiting parks in Pinehurst (86%).

Respondents were asked to select the top three areas they think the Village of Pinehurst Parks and Recreation should focus their efforts on improving. The three areas selected most often were greenway connectivity (45%), promoting healthy/active lifestyles (32%), and updating/maintaining existing parks and facilities (32%). Respondents most support (selecting "very supportive") the Village expanding the existing greenway system (54%). Based on the sum of households' top three choices,

Pinehurst residents are willing to support tax dollars expanding the existing greenway system (50%); investing in improvements and upkeep of existing facilities (45%), and hosting events to foster a sense of connected community (25%). Respondents most support (49%) funding parks and recreation improvements and expansions by using the existing property tax rate structure.

Usage and Perceptions of Park Conditions

Respondents were asked to indicate if their household had visited any of the 11 Village of Pinehurst parks and facilities in the last year. The highest number of respondents (57%) visited the Fair Barn followed by the Arboretum (46%), Tufts Memorial Park (46%), and Pinehurst Greenways (46%). Respondents most often visit Pinehurst Greenways (23%) and Wicker Park (22%). Ninety-five percent (95%) of respondents rate the overall quality of parks/facilities as either good (40%) or excellent (55%). When asked how often they visited Pinehurst parks during the past year over one-third (35%) of respondents reported visiting 25 or more times, with 15 percent reporting not having visited any parks over the course of the year. Survey takers were also asked how often, over the past year, they visited a greenway trail in Pinehurst. The majority reported visiting a few times a year (30%), while one-quarter of respondents (25%) reporting never having visited a greenway trail.

Recreation Program Participation

The majority of respondents (56%) reported having participated in a recreation program or special event offered by the Village of Pinehurst over the past year – rating their quality as either good (39%) or excellent (56%).

Communication + Barriers to Use

Households were presented with a list of media sources from which they potentially receive information about Pinehurst Parks and Recreation Department offerings. The top five sources of information that households currently use to learn about Village of Pinehurst parks, facilities, and special events, the majority (55%) use local media (The Pilot, The Sway, radio, etc.), followed by the Village Newsletter (49%); Village of Pinehurst website (43%); word of mouth (42%); and social media (34%).



Households were given fifteen reasons that could be preventing them from using parks, facilities, and programs offered by the Village of Pinehurst. The top three reasons were due to a lack of information (30%), followed by not having enough time/too busy (28%), and not having interest in what is being provided (21%). It is also important to note that over 10 percent (12%) of respondents reported a lack of parking as a barrier to programs/parks/facilities use. This is nearly twice the national average (7%) of those who state that a lack of parking is a barrier to park and recreation program use. More information about national averages and how they are determined is described in the ETC Survey Findings Report located in the appendix of this document.

ASSET MAPPING

PREMISE

Asset mapping is an information gathering technique concentrating on strengths, opportunities, and challenges from an asset-based perspective. Assets are defined as anything that provides tangible or intangible value to the community. Examples include traditional concepts such as vehicles and buildings, as well as non-traditional concepts such as relationships, community support, quality staff members, and more. Such an approach cultivates promise by shifting the focus from the identification of needs/deficits, to recognizing a community's resources and capacities.

PURPOSE

The objective of this exercise was to provide the Village of Pinehurst leadership and Parks and Recreation Department staff with an open and safe forum to discuss their perspectives among their peers without concerns of repercussion or expectations of partiality. Specifically, the exercise was applied for the purpose of gleaning information by asking how the Village's parks and recreation programs make the community better, how the Department stands out among peer communities, how programs and facilities can be strengthened, and how barriers could stand in the way of efforts to improve the system. The questions posed were intentionally designed for responses to be extracted from a place of positivity, whereby staff is granted a copacetic starting point upon which to build productive dialogue.



METHODOLOGY

This type of engagement provides qualitative data capturing meaningful patterns and themes. Qualitative data is the descriptive and conceptual findings collected through questionnaires, interviews, or observation⁴. The asset mapping meetings with Pinehurst Parks and Recreation staff were formatted as focus groups in that they were interviews capitalizing on communication between participants in order to generate data. This form of research in particular, is an effective technique for exploring the attitudes and needs of staff.⁵ After a brief presentation about components/content of the comprehensive parks and recreation master plan and the benefits it touts, the project team initiated the asset mapping exercise intended to generate feedback on the Department's strengths and successes and identify potential challenges and areas for growth.

Asset mapping questions include the following:

1. What about parks and recreation makes your community better?
2. What is your parks and recreation Department known for?
3. What would strengthen the Department's positive impact on the community?
4. What are the most significant threats to the Departments assets and reputation?

⁴ Sarah Ivan, "Qualitative Data Collection: 7 Things Researchers Need to Know to Get it Right," NICHQ, National Institute for Children's Health Quality, April 1, 2021 <https://www.nichq.org/insight/qualitative-data-analysis-7-things-researchers-need-know-get-it-right>

⁵ Jenny Kitzinger, "Qualitative Research: Introducing focus groups," The BMJ, The British Medical Journal, July 29, 1995 <https://www.bmj.com/content/311/7000/299>



Overview

Cooperation from the whole of a department's staff is central to the authenticity and usefulness of a comprehensive systemwide plan for parks and recreation. Educating staff on the purpose and benefits of the plan and conveying how their input is incorporated into its content creates an atmosphere of camaraderie and rallies staff around a common interest.

Many staff, in particular directors and administrators, will develop only one comprehensive plan over the course of their leadership tenure. As a consequence, the plan provides an avenue to realizing legacy accomplishments, while creating standards for the future. It also provides mid and entry-level staff with a roadmap spelling out milestones and painting of picture of what success looks like for their department and for themselves.

This feedback is the starting block to developing planning themes that will guide the content of the plan. Planning themes are intended to be summarize strengths, opportunities and challenges that exist within Pinehurst's parks and recreation resources. The findings are meant to inform the future recommendations not as discreet, static categories, but rather as tools for organizing and understanding the information. Four themes emerged based on staff input.

VILLAGE OF PINEHURST BUILDINGS + GROUNDS FULL-TIME STAFF

ASSET MAPPING

Focused on building strengths and identifying gaps.

MEETING #1



WHO

Village of Pinehurst Buildings + Grounds
Full Time Staff



WHAT

An opportunity for parks maintenance and operations staff to share their perceptions of the Department's strengths, how to build on them and potential barriers to improvement



WHEN

Thursday, September 8th
9AM - 10:30AM



WHERE

Village of Pinehurst Community Center
@ Cannon Park

“Bests, Onlys, + Firsts”/ Singularity: In other words – amenities and facilities that are unmatched anywhere. Parks and Grounds staff believe Pinehurst's uniqueness and character of the Village's recreation and leisure resources are what the Department is known for. Pinehurst Parks and Recreation owns and operates the only equine training facility managed by a municipal parks and recreation agency



and is home to the best playground in Moore County. Having a positive sense of identity contributes to the overall cache of community capital within a place and enhances sense of pride.

In the same vein, in order to sustainably provide experiences park users and program participants consider to be best-in-class, the Buildings and Grounds staff feel that diversifying park amenities like incorporating more passive recreation space (open space, natural surface trails, etc.), and improving existing amenities (athletic fields) would elevate the Village of Pinehurst Parks and Recreation Department. It is also their view that the community would benefit from increased recreation program variety such as expanding programs for adults and seniors.

Commitment to Quality: Pinehurst's inviting and well-maintained parks are a product of an operations maintenance structure grounded in high standards of care. This in turn projects a culture where the provision of high-quality parks, amenities and facilities become the standard across the park system. The availability of valuable public space shapes the quality of life in a community, which staff believe they are consistently providing at a high level. It is also their belief that first-rate customer service is a critical attribute of the Pinehurst Parks and Recreation Department and staff do an outstanding job responding to residents' recreational needs and maintenance requests. To that end, Buildings and Grounds staff perceive budgetary and staffing constraints as threats to the Department's assets and believe the Department could perform better by overcoming challenges related to filling vacant maintenance positions.

VILLAGE OF PINEHURST RECREATION PROGRAMS AND SPECIAL EVENTS FULL-TIME STAFF

MEETING #2

ASSET MAPPING

Focused on building strengths and identifying gaps.



WHO

Village of Pinehurst Parks + Recreation
Full Time Programming and Events Staff



WHAT

An opportunity for recreation program and special event managers to share their perceptions of the Department's strengths, how to build on them and potential barriers to improvement



WHEN

Thursday, September 8th
10:30AM - 12PM



WHERE

Village of Pinehurst Community Center
@ Cannon Park



Quality + Singularity: Pinehurst Parks and Recreation leadership believe the Village’s public recreation facilities are known for being incomparable anywhere around – most notably – The Fair Barn and Harness Track. Alongside Buildings and Grounds staff, recreation staff feel that the culture of customer service embraced departmentwide and staff do an outstanding job understanding trends in the field of parks and recreation responding according to the recreational needs of the community.

In terms of maintaining such a standard of quality over the long term, staff agree that although the Department owns and operates several well-maintained and highly used athletic amenities, the community would benefit from adding more, and it would behoove the department to explore field surfacing options like synthetic turf to allow for less maintenance and more consistent game play. The Village will soon install synthetic turf to allow for baseball, softball and soccer play at Cannon Park’s existing baseball field. Again, a nod to the idea of singularity (an “only”), this investment will soon make the Village of Pinehurst the only athletic program provider in Moore County to offer programs on synthetic turf.

Lastly, related to quality, it is generally agreed among this group of Pinehurst Parks and Recreation Department staff that because they are so adept at putting on special events for the Village, the Department’s positive impact on the community, in this respect, would be reinforced if there were more human and financial resources to support bigger events.

Community Wellness: Public parks and recreation services should be equally accessible and available to all people regardless of income level, ethnicity, gender, ability, or age. All related services and programs including the maintenance, safety, and accessibility of parks and facilities, should be provided on an equitable basis to all citizens of communities served by public agencies. Staff feel the Department makes the community better by providing affordable access to a variety of activities designed by a caring and welcoming staff. The activities, programs, parks and events contribute to improving health and wellness, creating connections, and building a shared sense of community.

The ability of the Parks and Recreation Department to have a positive impact on health and well-being of the Pinehurst community is not in question. However, for the impact to have an effect, the community at large needs to be aware of the programs, amenities and services being provided. Staff believe the Department’s positive impact on the community could be strengthened by refining the methods used to communicate with the public—resulting in a higher degree of exposure and increased engagement.

Finally, along with improving communication with community members, staff recognize a perceived disconnect between the Parks and Recreation Department and as a potential challenge to expanding and improving the system. Staff also surmise that challenges may rise from the impression that some segments of the Village’s population is change-averse. They also show concern for competition from similar providers of recreational services. All of these challenges can be overcome by avoiding communication obstacles when interacting with leadership, the public, and competing agencies.



VILLAGE COUNCIL

The McAdams Project Manager scheduled 20-minute one-one meetings with Village Council Members. The meetings included a short description of the comprehensive planning process, an progress report of where the project is in the timeline, followed by a conversation with Council Members which included at least two methods of engagement including: discussions about concerns members have about implications of the comprehensive parks and recreation master plan's recommendations, questions and answers regarding the plan's methodology, asset mapping, and a feelings thermometer activity.

Feedback from the Council Member conversations is summarized in aggregate in the sections that follow. The information is organized by two key themes that emerged from the discussions.

MEETING #3

ASSET MAPPING

Focused on building strengths and identifying gaps.



WHO

Pinehurst Village Council



WHAT

An opportunity for elected leaders to share their perceptions of the Department's strengths, how to build on them and potential barriers to improvement



WHEN

Thursday, February 15th
11PM - 3PM



WHERE

Village of Pinehurst Council Chambers

Heritage + Singularity: Pinehurst is unquestionably unique in its history, heritage, and legacy of being a premier location for leisure seekers. Some Council Members spoke candidly with the project team regarding their hesitance in applying conventional recreation level of service metrics to understand and measure the offerings the Pinehurst Parks and Recreation Department provides to the community. The Village of Pinehurst's elected leaders are rooted in the community's heritage and uniqueness, which is reflected in much of their decision making. Pinehurst's Historic Preservation Commission (HPC) was established in 2006 at the behest of Village Council to protect and preserve the community's unique historic resources. One of the HPC's responsibilities is to recommend design standards to Village Council as a means of maintaining Pinehurst's notable historic identity. Village Council adopted its most recent set of design standards in the fall of 2021.

In late 2022, the Village adopted two small area plans – both of which contend that the vision of Tufts, Olmsted and Manning be extended across planning and development goals and are grounded in the 2019 Envision the Village Comprehensive Plan guiding principle of "All Things Green: Parks, Open Spaces



Natural Resources.” Recommendations from these plans include incorporating new small open spaces, to supplement and connect to existing larger open spaces – and – to recognize principles set forth in the National Historic District foundational principles whereby areas should feature abundant landscaping, walking paths and open spaces.⁶

In early 2023, Members of Council worked alongside the National Park Service to develop the Pinehurst National Historic Landmark (NHL) Integrity and Condition Assessment. This report documents any changes that have occurred within the Pinehurst NHL District since its recognition in 1996 of “Pinehurst’s unique place in the history of American resort communities and for its role in the history of recreation and sports.”⁷ The assessment found that despite some changes that have occurred within the Pinehurst NHL District since 1996, its overall historic character remains intact. This finding is a testament to Village Council’s diligence and care for the District and its components over the past 25 years.

Two of the Village’s public recreation facilities stand out both in terms of heritage and singularity. The Pinehurst Harness Track and Fair Barn are listed on the National Register of Historic Places and represent two of North Carolina’s “onlys and oldests.” The Harness Track, developed in 1915, was placed on the Historic Register in 1992 and is the oldest continuously operating equine sports facility in the state. The Pinehurst Fair Barn built in 1917 for the Sandhills Fair is also on the Historic Register and is the only and oldest surviving fair exhibition hall in North Carolina.

Members of Village Council conveyed their reverence for these places, recognizing their importance as regional emblems and facilities the Pinehurst Parks and Recreation Department is known for. To that point, Council Members further suggested that improved maintenance and programming of the Harness Track would strengthen the Department’s positive impact on the community.

Connecting an Expanding Community: Pinehurst’s singularity and uniqueness are factors propelling change in the community. Yahoo Life in 2021 named Pinehurst the 4th most charming small town in North Carolina; the research firm Safewise ranked Pinehurst among the 2022 top ten safest cities in North Carolina. According to Golf Digest, in 2021 Pinehurst #2 golf course was one of the top 25 in the United States. As discussed earlier in the current Parks and Recreation Comprehensive Plan, Pinehurst’s population is experiencing above average growth with an annual rate nearly twice as high as North Carolina’s and over two and a half times as high as the United States.

Practical factors also make Pinehurst attractive to new community members. The median home price in Pinehurst is over \$150,000 dollars less than Apex, its closest Wake County neighbor. Pinehurst is also geographically situated only about an hour from major centers of commerce like Raleigh-Durham-Chapel Hill and Greensboro-High Point Triad.

The Demographic composition of the Village is also projected to shift, especially in terms of household income. The median household income in Pinehurst is currently over \$120,000/year, which is more than twice that of North Carolina and almost twice that of the United States – and is projected to increase to approximately \$160,000 over the ten-year planning horizon. In addition to being a wealthy community, Pinehurst is also a well-educated community. The Village of Pinehurst’s population, according to estimates for 2022, has higher attainment of degrees and diplomas than the United States. Almost 83

⁶ <https://www.vopnc.org/home/showpublisheddocument/13613/638100784995130000>

⁷ NHL DISTRICT STUDY



percent of the population has education beyond a High School Diploma compared to 45.2 percent for the United States as a whole.

Lastly, in line with trends across the country, the population of Pinehurst is getting older, with those over the age of 54 projected to make up over 60 percent of the population in 2032. Yet, the number of young families moving to Pinehurst or young people starting their family plans is evident based on observations of the type of construction taking place throughout the Village and its ETJ, activity and recreation program registration, and attendance at Village special events and festivals.

Pinehurst Parks and Recreation will consequently adapt to the impacts of an expanding community. Village Council is aware of ongoing and projected population shifts and understands the need to support the Department as it caters to changing recreational needs. However, members of Council believe the level of support should be based in factual information to justify investment in parks and recreation amenities and services, and that at times it is important to contextualize need based on availability of specific services and amenities provided by housing developments/HOAs, as well as private leisure service providers like Pinehurst Resort.

Special events, festivals and recreation programs are all agents of creating community connections. Village Council members believe that Pinehurst Parks and Recreation makes the Village better by offering a variety of activities and hosting events on the Village Green. In fact, most members agreed that the parks and recreation system is known for its events, especially the Live After 5 concert series and Christmas tree lighting. They were also of the opinion that Cannon Park and the community center at Cannon Park represent the face of the Department. The community center, which opened its doors right before the onset of the pandemic, has become a major hub of activity in Pinehurst. Village Council is proud to have supported its development and what it has come to mean for the community.

Finally, Council members generally agreed that the Parks and Recreation Department's positive impact on the Pinehurst community could be strengthened by being adaptable – taking inventive approaches to serve a changing community and committing to providing activities with wide-ranging appeal. Village of Pinehurst Council, in concert with opinions expressed by the public during the open house, believe the Department could have an even stronger positive impact on the community by offering more programs for health and fitness and amenities to support self-directed physical exercise like maintain open space and trails.

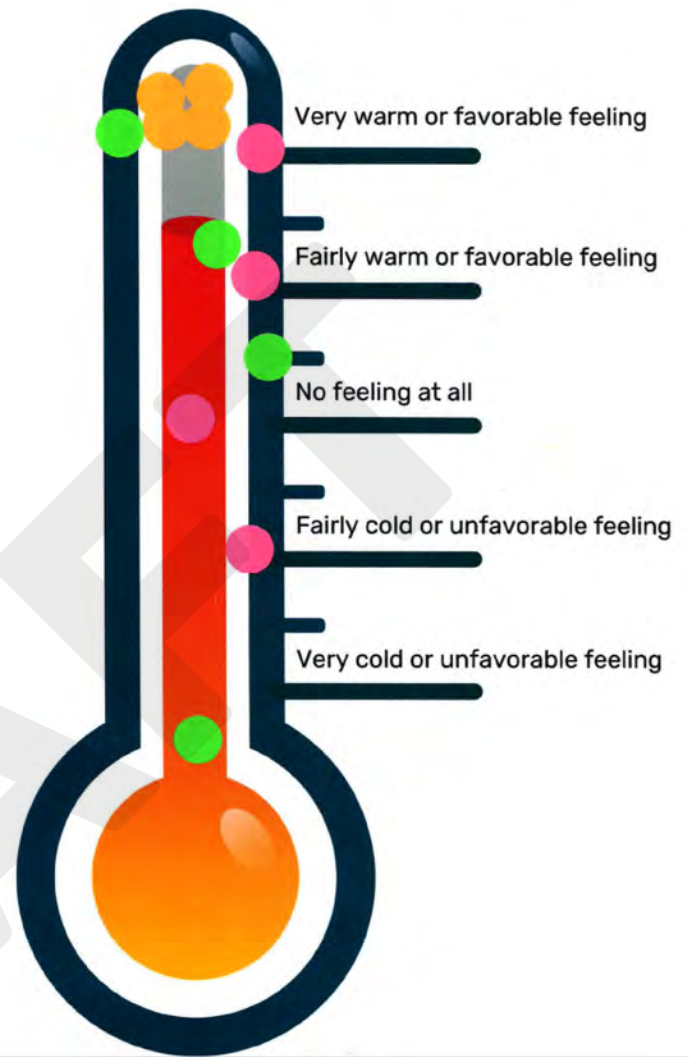
Feelings Thermometer – “Rate the Statement”

In order to glean members’ opinions toward situations impacting parks and recreation administration in Pinehurst. The team described the situations and asked Council members to rate their opinion of it by placing stickers on the feeling thermometer. Stickers placed toward the top of the thermometer indicate warmer or more favorable feelings toward an outcome. Stickers placed toward the bottom indicate colder or less favorable feelings. The scenarios in their entirety are located in the Appendix.

How favorable are you toward investing in new amenities? (PINK): With one member on the high end and one on the low end of the thermometer, it is demonstrated that Village Council as a whole was generally in favor of investing in new recreational amenities.

How favorable are you toward resident vs. non-resident pricing? (ORANGE): Village Council was unanimous in their support for lower costs for Pinehurst residents.

What are your feelings toward the Pinehurst Resort and what it provides to Pinehurst residents? (GREEN): With the exception of one who believes the Pinehurst Resort is inaccessible to the majority of recreation seekers in Pinehurst, the majority of Village Council feel that the Pinehurst Resort provides valuable recreation resources to the Pinehurst community at large.





The project team engaged with members of both the Pinehurst Neighborhood Advisory Committee (NAC) and the Pinehurst Bicycle and Pedestrian Advisory Committee (PBAC) in a virtual forum and conducted asset mapping by posing questions to members and allowing them to respond. Through the asset mapping exercise member of both groups shared many thoughtful and insightful ideas. Board members responded to four asset mapping question displayed below, then had the opportunity to engage in discussion. Feedback is captured in aggregate and presented graphically with word clouds. Word clouds are visual portrayal of text that give greater rank to words that appear more frequently.

Two themes emerged based on board members' responses to the questions and through the group discussion.

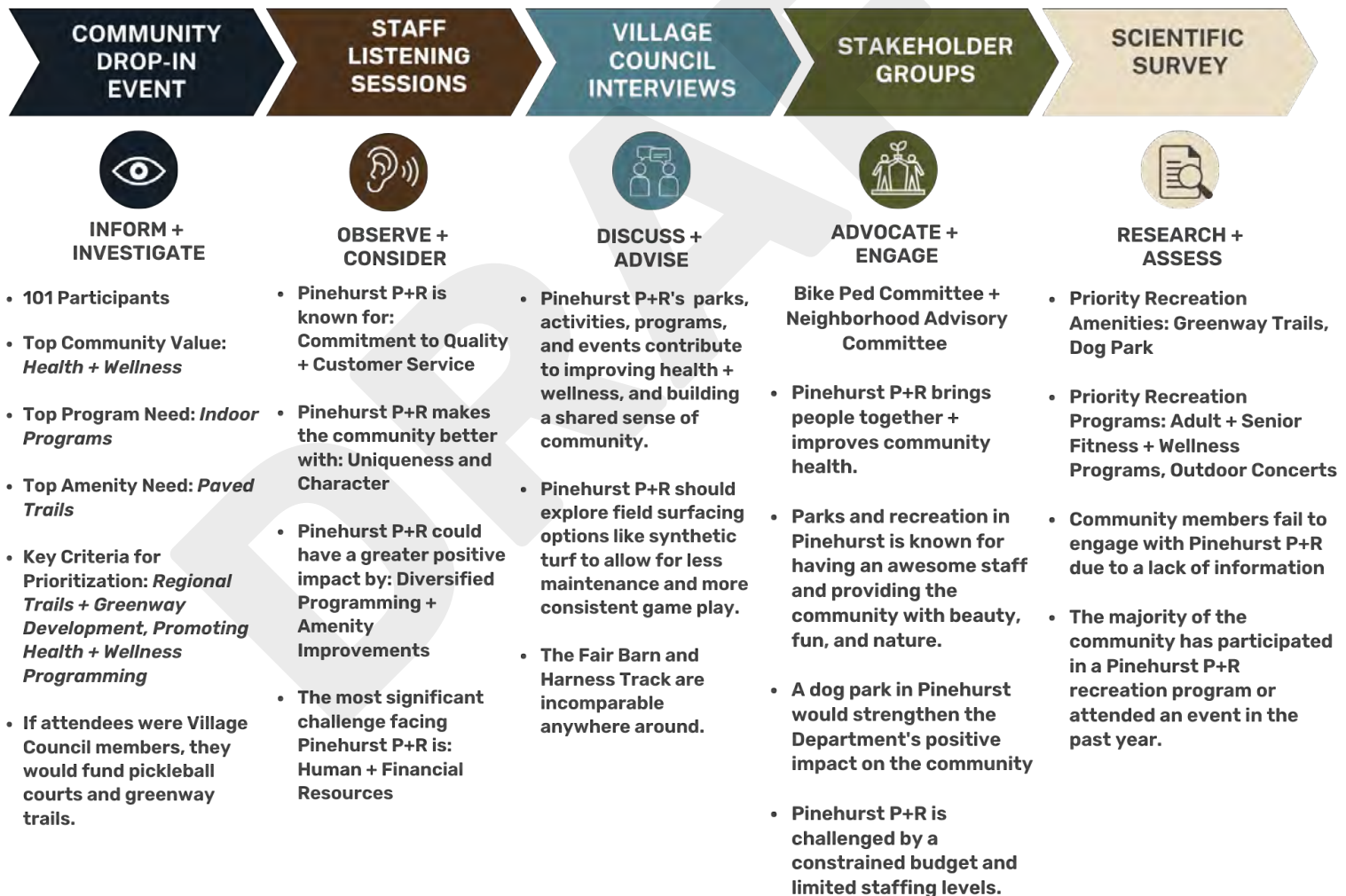
Diverse Recreational Amenities + Activities: Pinehurst's parks and recreational amenities encompass a variety of activities and amenities. Of which, among this group of board members, events and concerts rose to the top as far as the positive impact they have on the Pinehurst community. They shared the belief that the park system caters to different interests and promotes many recreational pursuits.



WHAT WE HEARD

The following summary of presents the feedback received across each engagement activity conducted during the inventory and analysis phase of the comprehensive planning process. Opinions and comments collected were diverse across stakeholder groups, but a number of themes emerged. Themes represent the community's expressed needs, aspirations, and visions. They convey a powerful message for leveraging the Village of Pinehurst's parks and recreation assets, while acknowledging and addressing its current challenges.

Pinehurst residents recognize the positive impact the Pinehurst Parks and Recreation Department has on quality of life, its ability to contribute to healthy, active lifestyles, and create positive relationships among community members, and introduce residents to nature and the outdoors. They share a belief in the power of parks and recreation to address some of the most pressing concerns facing the Village of Pinehurst, such improving health and wellness outcomes, preserving unique local history and heritage, and balancing the shifting needs of a growing community.





PINEHURST

PARKS ASSESSMENT

DATE	REVIEWED BY	COMMENTS

OVERVIEW

Parks and open space systems deliver myriad benefits to communities. When well-managed, they are integral to a place's identity and establish pride in where people live, work and play. Parks provide places where people connect with each other and improve their physical and mental health, resulting in an elevated community quality of life. However, the benefits of parks are only realized when kept to a high standard of quality and provided equitably across the community.

Observers have noted that once a park is constructed it is often likely that agencies including local governments do not have a plan to invest in maintaining it in the long term¹. Proper planning is a tool to mitigate challenges associated with effective park operations and maintenance – and assessing the physical state of the park system is a logical place to begin. The existing state of the system should be:

- > Inventoried – to document the existing collection and location of parks, facilities and recreation amenities available to the community.
- > Assessed – to understand the quality of parks and open space currently being provided.
- > Generalized – to identify themes that capture the character of the parks system overall.

¹ Shanika Baughman and Anne Darby, "Everyone Loves a Good Park - Why Parks Are Valuable to Communities," Summit Design and Engineering Services, October 26, 2022, <https://summitde.com/everyone-loves-a-good-park-why-parks-are-valuable-to-communities/>.

METHODOLOGY

The current parks assessment uses a mixed methods approach through which both quantitative and qualitative research is conducted in tandem to answer the question: What is the overall quality of the Village of Pinehurst's park system?

The application of mixed methods links investigative techniques to achieve greater insight.² The current mixed methods parks assessment consisted of a systemwide parks and facilities inventory (quantitative), an individual parks assessment (quantitized), and a recognition of themes (qualitative). Each of these prongs can be analyzed separately and at different time intervals, but when taken together provide holistic insight into the level of service and quality the parks and recreation department is offering to the community.

INVENTORY

The Pinehurst Parks and Recreation Department provided the project team with a comprehensive catalogue of parks, facilities, amenities, and acres of land set aside for park development.

PARKS ASSESSMENT

An understanding of ground realities of each park and facility informs opportunities to provide high quality experience for users. These findings are meant to guide this plan's recommendations for delivering a best-in-class level of service to the Pinehurst community.

Non-spatial attributes of park quality, such as maintenance, cleanliness, aesthetic features, and diverse well-functioning recreational amenities can impact community members' visitation and usage of the resource, as can complementary, subjective components like user perception and human behavior. Yet, most park assessment efforts have traditionally been centered around spatial aspects to understanding the overall quality of a park system – such as availability, accessibility, and proximity to residents.³ As a response, the project team developed a measurement tool to analyze non-spatial and subjective dimensions of park quality to identify implications for planning and improvements over the 10-year horizon. The measurement tool spans two broad criteria- the physical assessment of the site and the human experience.

Quantifying Qualitative Data

Subjective analyses are usually grounded in a qualitative approach. Qualitative research looks for themes and patterns that can be difficult to quantify. Both qualitative and quantitative evaluation can involve making distinctions about observations, but qualitative methods emphasize observations about surroundings, behavior and artifacts.⁴

Qualitative outcomes can in fact be converted into quantitative ones, and to most planners, the key to quantifying qualitative findings is consistency. One way to achieve such consistency is by 'quantitizing' the data/findings. Quantitizing refers to the process of assigning numerical values to data conceived as not numerical, or as qualitative.⁵

² Community Engagement Program-Mixed Methods Research, Harvard Catalyst, accessed October 12, 2022 <https://catalyst.harvard.edu/community-engagement/mmr/>

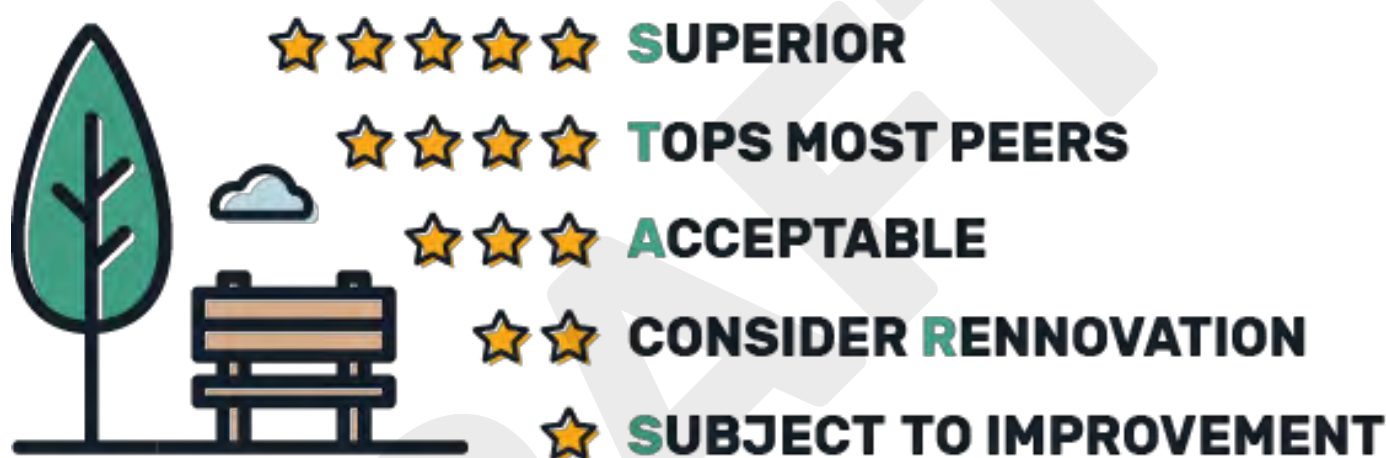
³ Shuolei Chen, "Exploring Park Quality in Urban Setting with Environmental Justice, Alternative Measurements, and Social Interaction," Utah State Digital Commons, May 2020

⁴ Steven Tenny, Grace D. Brannan, et.al. "Qualitative Study." STATPEARLS, 2022 Jan - <https://www.ncbi.nlm.nih.gov/books/NBK430685/>

⁵ Margaret Sandelowski, et al., On Quantitizing, Journal of Mixed Methods Research, 3.3, 208-222

For the current assessment, the non-numerical data are fieldnotes and observations collected across a unique park assessment instrument developed as a tool to observe the state of the system in a standardized manner. The STARS Scale provides a checklist of questions capturing 30 categories (physical and experiential) across eight attributes of park quality and measured each item on a scale of 1-5 to generate an overall score attributed to each park.

The average points determine if the park/ facility is in excellent condition, needs renovations, or needs replacements. Finally, the goal of this exercise is system-based thinking by drawing commonalities across the parks system to make recommendations that span across the system. It should be noted that the site inventory and analysis exercise is not a one-time static effort, but an iterative evaluation process the municipal agency continues to undertake to maintain and manage high performing parks system. This effort can help the municipal agency plan for the future



Physical Assessment – The physical assessment section contains 5 criteria that view the site objectively on the general condition of amenities, and include: recreation, architecture, furnishings and signage, connectivity

Each park/ facility within the parks system is layered with complexities of natural resources that inform the land development pattern. Site topography, vegetation, water bodies, soils, and climatic conditions determine the basic structure and organization of the built environment. Additionally, the regulatory requirements, access to utilities, and infrastructure improvements further dictate the site capacity and design parameters. Furthermore, the operations and management practices determine the park/ facility conditions throughout its lifespan.

Human Experience – The human experience section contains 5 criteria that evaluate visitor's initial impression, and include: arrival, safety, sense of belonging, community connections

Parks systems not only fulfill the needs and desires of the community for recreation, but also provide physical, mental, and social health benefits through diversity of amenities and programs. Human experience within a public space is a complex layering of physiological comfort, sense of place, perception, and personal and emotional connection with the place through one's past experiences, culture, and history.

THEMES

Themes include observations made and are intended to be a summary of the overarching realities, opportunities and challenges observed throughout the park system. They represent a synthesis of observations of parks across the system and are not intended to be discrete categories nor a comprehensive list of considerations.

When touring the parks, the project team gave special attention to the following evaluation criteria:

PHYSICAL/SPACIAL CHARACTERISTICS			HUMAN EXPERIENCE	
 PARK INFRASTRUCTURE	 CONDITION + MAINTENANCE	 DIVERSITY OF AMENITIES	 SENSE OF PLACE	
Do the built and natural assets within the park adequately support the intended activity or program? Are the existing support facilities adequately functioning? What infrastructure components are missing?	What is the overall park condition, cleanliness and the neighborhood environment? Are Park amenities and facilities in need of renewal? Is the park maintained to department standards?	Has the parks and recreation department intentionally sought to ensure that recreation facilities across the system are varied? Is the broadest possible user-base and greatest number of residents being served?	Is the park a place, or simply space? Do its tangible and intangible qualities make it identifiable, personable and meaningful to people? Are people able to identify the facility as a Village of Pinehurst Park?	What meaningful and valuable aspects of user-park interactions exist? Does the park design and amenities facilitate engaging encounters? Is there opportunity for park users to co-create their experience?