



June 2020

**COMPREHENSIVE PARKS +  
RECREATION MASTER PLAN**

Town of Jamestown, North Carolina

**“KEEP THE SMALL TOWN FEELING. IT’S  
CHARMING!”**

- Jamestown Resident

# ACKNOWLEDGMENTS

## TOWN OF JAMESTOWN

Town Staff

Matthew Johnson / Town Planner

Scott Coakley / Recreation Supervisor

### Town Council

Lynn Montgomery / Mayor

Martha Stafford Wolfe / Mayor Pro Tem

John Capes

Rebecca Mann Rayborn

Lawrence Straughn

### Parks + Recreation Committee

Bob Wilson / Chair

Paul Craft / Vice Chair

Daniel McDaniel

Steve Owen

Doug Sampson

Jim Pendry

Jay McQuillan

John Capes / Council Rep

Charles Clapp Jr.

Amy Reese

## CONSULTANT TEAM

McAdams / Design Lead

Rachel Cotter, RLA / Project Manager

Nick Lowe, RLA / Landscape Architect

Laura Stroud / Planner

Garrett Jenkins / Designer

### ETC Institute

Jason Morado / Senior Project Manager



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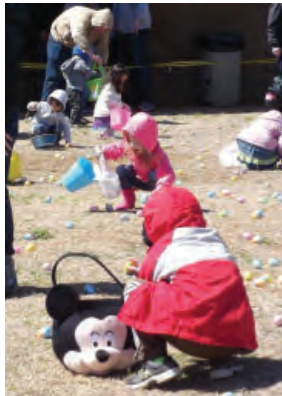
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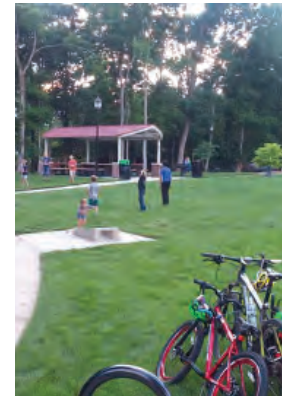
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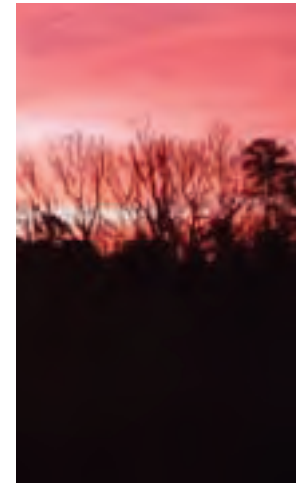
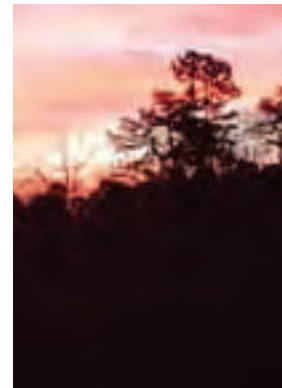
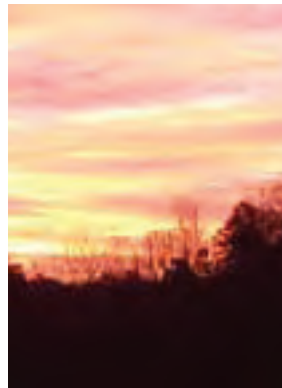
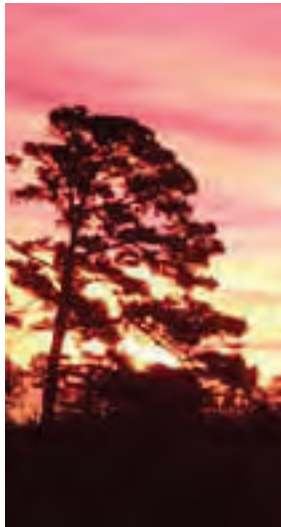
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# ONE EXECUTIVE SUMMARY

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Demographics  
Health + Wellness  
Level of Service + Benchmarking







## EXECUTIVE SUMMARY

**The Jamestown Parks and Recreation Comprehensive Plan is a plan for the Town and its residents to create a vision of the future. This is a guiding document that will influence the decisions of Town staff and elected officials regarding improvements to the parks and recreation system within the 10-year planning horizon. Each chapter of this plan documents the planning process and information gathering process, and the Action and Implementation chapter outlines goals and objectives for the Town's future. The goals outlined here are specific, achievable, and include flexibility for the future.**

### DEMOGRAPHICS

The Jamestown population is expected to grow at 0.98 percent annually during the next 10 years. This growth rate is slightly greater than the national growth rate of 0.7 percent annually. This population growth will be driven primarily by new development and will increase demand for parks and recreation services.

Jamestown's median household income is above the median household income of North Carolina and the United States, indicating that Jamestown residents may have increased ability to pay for parks and recreation services. It is important the Department to ensure access to parks and recreation regardless of income.

Current trends indicate that the Jamestown population is aging, but trends could change based on demographics of new residents.

### PARKS

The Department provides a variety of park types and amenities for residents and visitors to use. The Department provides 185.9 acres of parkland. The Department's largest park is Jamestown Park, which includes a neighborhood park area, athletic complex, and golf course. The golf course is included in this plan, but detailed considerations for the golf course were outside the scope of this planning effort. Wrenn Miller park provides an open gathering space downtown and is frequently used for events and movie screenings hosted by the Town or community partners. The town maintains a series of entrance monument parks along sidewalks near town limits. The entrance monuments create serene and welcoming areas to relax while walking or exercising along the Town's sidewalks and trails.

### COMMUNITY ENGAGEMENT

The planning process included community engagement with residents, a plan steering committee, program partners and the Town Council. Community engagement is used to understand how well current needs for parks and recreation are met, and determine what needs exist for the future.

Community engagement results are summarized in more detail on the following page.



## Community Engagement

The community engagement process includes reached every Jamestown resident and included a statistically valid survey, drop-in engagement booths, and stakeholder meetings and interviews. The original community engagement plan was modified to accommodate the need or social distancing during the COVID-19 public health crisis.

### GENERAL POPULATION

Tabling at two Music in the Park events.  
Jamestown Park Master Plan Public Meeting held online  
Statistically Valid Survey  
Final recommendations open house held online

### STEERING COMMITTEE

Asset mapping exercise  
Summary of findings presentation

### PROGRAM PARTNER INTERVIEWS

YMCA  
Soccer Shots  
Jamestown Youth League

### TOWN COUNCIL

Summary of Findings presentation  
Recommendations presentation



📍 Rose blooms at Wrenn Miller Park / *Jamestown Parks and Recreation Facebook page*

## What you said...

### WE VALUE PARKS BECAUSE THEY OFFER...

a great place for community events, a relaxing and peaceful environment, a great place for the whole family.

### WE'D LIKE TO HAVE...

splashpads, playgrounds, natural surface trails, fitness walking loops. dog park, senior center, greenway trail system, natural trails, indoor fitness and exercise facilities, community gardens, and water access.

### WE'D LIKE YOUTH TO PARTICIPATE IN...

outdoor music, concerts and movies, adult fitness and wellness programs, special events and family festivals, outdoor adventure programs, swimming.

### WE'D LIKE ADULTS TO PARTICIPATE IN...

fitness and wellness, outdoor music, concerts, and movies, senior citizen programs,



## Parkland

### Parkland Goal 1 - Address needed park improvements for Town parks

**Parkland 1.1** - Address needed improvements for Wrenn Miller Park.

**Parkland 1.2** - Address needed improvements for Charles P. Turner Sports Complex.

**Parkland 1.3** - Address needed improvements for Jamestown Golf Course.

**Parkland 1.4** - Address needed improvements for Jamestown Neighborhood Park.

**Parkland 1.5** - Address needed improvements for Town Entryway Parks.

### Parkland Goal 2 - Update and expand park systems according to demonstrated community need.

**Parkland 2.1** - Identify opportunities to create the following amenities identified as high priority in the statistically valid survey.

**Parkland 2.2** - Identify opportunities to create the following amenities identified as a high priority through community engagement.

**Parkland 2.3** - Create a signature amenity and photo opportunity that promotes public art, civic engagement, and economic development.

### Parkland Goal 3 - Implement Master Plan for Jamestown Park and determine future of golf course.

**Parkland 3.1** - Determine community expectations for Jamestown Golf Course.

**Parkland 3.2** - Determine operational goals and expectations for Jamestown Golf Course.

### Parkland Goal 4 - Increase parkland and greenway trail offerings to address needs of a growing population.

**Parkland 4.1** - Evaluate Unified Development Ordinance and revise as necessary to increase private investment into parks and trails.

## Programming

### Programming Goal 1 - Provide Programming to meet community needs.

**Programming 1.1** - Increase the Town's capacity to provide highly successful event programming.

**Programming 1.2** - Identify opportunities to create the following adult and youth programs identified as high priority in the statistically valid survey. Programs can be added or expanded through partnerships.

### Programming Goal 2 - Implement best practices for programming partners.

**Programming 2.1** - Update fee structure for program partners.

**Programming 2.2** - Research and create partnership policies that ensure equitable partnerships between the Town and partners.

## Operations

### Operations Goal 1 - Explore potential for creating a formal parks and recreation department.

**Operations 1.1** - Determine departmental scope of work and allocate necessary budget.

**Operations 1.2** - Determine departmental staffing needs and hire needed staff.

**Operations 1.3** - Determine operational and policy needs based on the desired scope of work defined above.

### Operations Goal 2 - Determine shared vision for key elements of Jamestown Parks and Recreation

**Operations 2.1** - Create vision for the future of Jamestown Parks and Recreation. What do you want to be known for?

**Operations 2.2** - Create a shared vision for the role of Jamestown Golf Course

**Operations 2.3** - Create and communicate consistent messaging about the role of parks and recreation in the community.



# TWO

# COMMUNITY CONTEXT

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## IN THIS CHAPTER

Comprehensive Planning Purpose and Process

Community Context





**The Town of Jamestown is approximately 3 square miles in size, with an extraterritorial jurisdiction of approximately 4 miles. The City of Greensboro borders the town to the North and the City of High Point borders to the town to the west. Jamestown’s extraterritorial jurisdiction extends primarily to the eastern side of town and indicates where the town intends to direct future growth. There is a non-contiguous area of the town’s incorporated areas to the west of town. This non-contiguous portion of Jamestown is separated from the rest of Jamestown’s incorporated area by land that is incorporated under the City of High Point.**

Multiple planning efforts guide the future of parks and recreation in Jamestown. The most recent Parks and Recreation Comprehensive Master Plan was completed in 2007. Other relevant plans include the 2010 Town of Jamestown Comprehensive Pedestrian Transportation Plan, and the 2007 Town of Jamestown 2020 Land Development Plan. Each of these plans will be discussed in more detail below.

This comprehensive plan will guide improvements to parkland and facilities and is created for a 10-year planning horizon. The plan is a town resources for officials and the public alike to understand current park and recreation offerings and see the vision for the next 10 years.

### Comprehensive Planning Purpose + Process

Comprehensive planning provides the information a town requires 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:

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



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, recommends improvements based on community needs, and creates a detailed plan for achieving those improvements. The plan will guide the Department’s decisions and priorities for the next 10 years.

**STEP 1  
INVENTORY + ANALYSIS**

The project team and Town staff gather and inventory data. Information is analyzed and organized to identify recreation trends, gaps in what is provided and unique characteristics of the Department.

**STEP 2  
RECOMMENDATIONS**

The Department and project team have determined a current status and defined community needs. This step forges the path for the Department to achieve their vision for the next 10 years.

**STEP 3  
ACTION + IMPLEMENTATION**

The project team creates a detailed to-do list for the Department’s next 10 years. Information from the Inventory + Analysis informs quantitative goals measuring success in the 10-year planning process.

## Community Context

The area surrounding Jamestown has been a site of human communities for centuries, settled by the Keyauwee at the turn of the 18<sup>th</sup> century. Vulnerable to attack from European settlers, the Keyauwee left the area to find protection and community with other Native American tribes. By the late 18<sup>th</sup> century, Pennsylvanian Quakers settled the area and began forming the community that would become modern-day Jamestown.

While farming was the primary economic driver historically, the area is also known for its contribution to gunsmithing. While many craftsmen contributed to the reputation of high-quality riffles, the area became known for a muzzle-loading gun designed in the area that became known as the Jamestown Riffle.

The town officially incorporated in 1947 with a population of fewer than 750 residents. Today, the community has reached a population of 4,416 and is a sought-after residential community surrounded by the Triad’s larger cities of High Point and Greensboro.

### GEOGRAPHIC + ENVIRONMENTAL CONTEXT

The Town of Jamestown is bordered by

Greensboro and High Point, both cities that rank in North Carolina’s 10 most populous cities. Jamestown provides unique and high-quality parks and recreation facilities, and the proximity to these cities expands recreation offerings to Jamestown residents. For example, Jamestown has an extensive sidewalk network and some green space area around these paths. The Town of Jamestown has not constructed a greenway network, but the community links into the Bicentennial Greenway, a 14-mile paved trail system that connects to High Point and Greensboro. The Bicentennial Greenway curves around Jamestown’s corporate limit, but the trail does not enter the Jamestown Incorporated area.

Jamestown borders the eastern side of High Point City Lake and the Deep River forms a part of the Town’s southern boundary. Jamestown has a small-town core and is surrounded by suburban-density development with some higher density areas. The town has undeveloped areas within the southeaster portion of its corporate limits.





## PLANNING CONTEXT

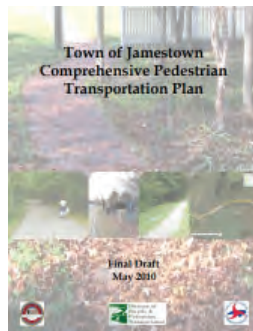
This is Jamestown’s first parks and recreation comprehensive plan, though the town has taken on comprehensive plans and park master plans previously. Three plans have informed this planning process:



### Town of Jamestown Parks and Recreation Master Plan

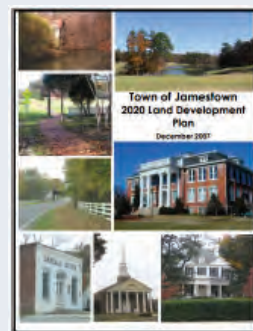
The Town of Jamestown Parks and Recreation Master Plan conducted a 2007 included a community engagement process and a statistically valid survey to identify needs and priorities in parks and recreation for the next 10 years in Jamestown.

The plan identified that greenways/hiking trails, Deep River Greenway Trail, pedestrian bridge on East Fork Road and additional open parkland or green space are the top priorities for recreational facilities. The plan recognized that ongoing support from the community and officials, preparing for financial opportunities, and continuing to identify parks and recreation projects would be essential for achieving goals.



### Comprehensive Pedestrian Transportation Plan

This plan identifies policy and program recommendations for improving pedestrian facilities, including trails. The vision of this plan is as follows: “In the year 2030, the Town of Jamestown will have a pedestrian transportation system that is safe, welcoming and accessible. Greenway connectivity to Greensboro and High Point encourage walking for exercise and travel... Trail and sidewalk circuits connect downtown shops and stores with parks, rivers, community centers, medical facilities, residential areas, the elementary, middle, and high school, Guilford Technical Community College and the YMCA. All major and minor roadways and bridges have pedestrian and bicycle access making it easy to get around by walking or bicycling.”



### 2020 Land Development Plan

This plan outlines the future of Jamestown land use planning, and includes objectives for parks and recreation. The plan summarizes the connection between land use planning and park planning as follows: “The location of new park facilities may have an effect on future land use choices. Identifying the location of existing and planned recreational areas can be valuable in guiding the location of future development. To meet the Town’s goals for creating a more inter-connected, pedestrian friendly community, the Town should pay special attention to the planning, design and installation of linear greenway parks, especially within designated conservation corridors along streams and rivers.”



### **PAST PLANNING ACCOMPLISHMENTS**

Plans capture a snapshot of a community in time and create a vision for the future. As communities diligently work to achieve priorities identified in their plans, changing conditions will change a community's priorities. As some items are achieved, others may be re-prioritized, and some may be removed altogether. Tables 1, 2 and 3 summarize priorities of three past planning efforts, identify whether these priorities have been accomplished, and state whether an item is still considered a priority.

Items on these lists are those relevant to parks and recreation. Items that have not been accomplished and are still a priority will be incorporated into the Action and Implementation Plan of this Parks and Recreation Comprehensive Plan.

The Town recently completed a sidewalk improvement and pedestrian bridge construction on East Fork Road. Add information about bridge crossing and Main Street sidewalk extension. The new sidewalks and pedestrian bridge will connect users to the Bicentennial Greenway and provide walking route that improves pedestrian safety and accessibility.





# THREE DEMOGRAPHICS + TRENDS

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## IN THIS CHAPTER

Methodology

Demographic Analysis

Local Recreation Trends

Emerging Trends in Parks and Recreation





**DEMOGRAPHICS + TRENDS**

**Understanding Jamestown’s population and demographics is an essential foundation for understanding long-term recreation trends and needs. Population growth drives many of this plan’s goals and objectives. This analysis ensures the Town’s parks and recreation offerings keep pace with demand generated by the increasing number of residents. Additionally, the analysis determines what types of recreation the Town may need as demographics related to age, race, and income influence preferences for recreational activities.**

National trends in recreation preferences change continually, influencing local demand for new activities and programs. Even when other demographic factors remain constant, changing preferences influence and alter a population’s demand for parks and recreation facilities.

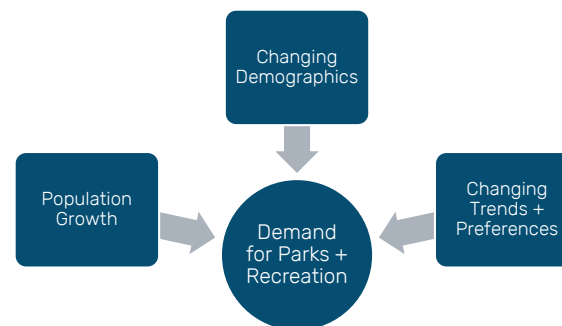
This chapter summarizes the Town’s demographic characteristics. The analysis includes population growth projections, overview of demographic characteristics, and a summary of local and national trends in parks and recreation.

**METHODOLOGY**

This demographic analysis uses data from the U.S. Census Bureau, which gathers data on a continual basis, and Esri, which uses U.S. Census data and other sources to conduct demographic analyses.

Estimates and projections are the core of this demographic analysis. The overall population,

as well as each characteristic are based on a Census estimate, then projected to the year 2029. Estimates provide a summary of an area’s current population or demographic characteristics, while projections are a proposed scenario for a future population, based on certain assumptions such as a consistent growth rate.



*Figure 1 – Elements influencing local demand for parks, amenities, facilities and programs*



## Demographic Analysis

The population growth rate for the state of North Carolina is 1 percent per year, and the population growth rate for the United States is 0.7 percent per year. The Town of Jamestown’s estimated average annual growth rate is 0.98 percent.

Jamestown does not currently track their own average annual growth rate. However, sources tracking population growth in surrounding jurisdictions indicate that a growth rate of 1 percent is accurate for this jurisdiction. The City of High Point’s adopted average annual growth rate is 1 percent, and the North Carolina State Demographer estimates that the average annual growth rate in Guilford County is approximately 1 percent. Based on the correlation method of population projections, which uses growth rates of nearby communities or overall regions, this plan will use an average annual growth rate of 1 percent to project future population growth in Jamestown. The estimate of the Town’s 2019 population is 4,416, according to the Town’s planning department.

The numbers reflected in this project are partially derived from historic growth. Due to the community’s growth potential and an increase in recent residential building permits, it is likely that the community’s growth rate may increase within the 10-year planning horizon.

Figure 2 - Historic population growth with correlation projection of a 1 percent average annual growth rate for the 10-year planning horizon

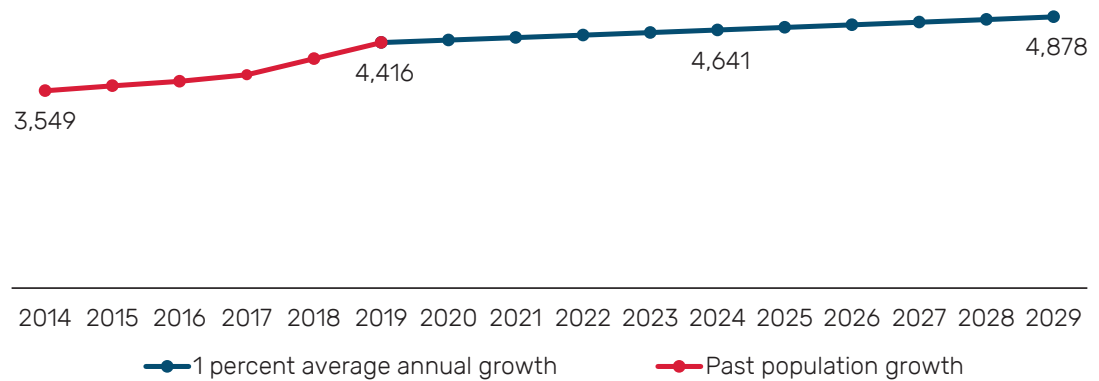


Figure 3 - Average Annual Growth Rates for each jurisdiction

UNITED STATES	NORTH CAROLINA	TOWN OF JAMESTOWN
0.7%	1%	0.98%

**47.2%** of Jamestown residents have earned a bachelor’s degree or higher.

**4.1%** of Jamestown residents who are civilians and over the age of 16 are unemployed.

**2.45** people per household is the average household size in Jamestown.

**42%** of Jamestown’s households have one or more children.





**RACE + ETHNICITY**

The analysis shows that Jamestown’s racial demographic is predominately white, with nearly 80 percent of the population identifying as “White” in the 2017 American Community Survey. Approximately 16 percent of the population identifies as “Black or African American” and nearly 3 percent identifying as “Asian”. Fewer than 1 percent of the population identified as “Native Hawaiian and other Pacific Islander”, “two or more races”, or “American Indian and Alaska Native”.

Approximately 96 percent of the population in Jamestown identifies as “White” or “Black or African American”. In North Carolina, approximately 66 percent of residents identify as “White”, indicating that the racial composition of Jamestown is less diverse than the population of North Carolina.

Currently, 5 percent of the population identifies as “Hispanic or Latino of any race”. Jamestown’s proportion of the population identifying as “Hispanic or Latino of any race” is lower than in North Carolina, in which 10 percent of the population identifies as “Hispanic or Latino of any race”.



Figure 4 - Population proportion by race. All bars combined create 100 percent of the total population.



Figure 5 - Population proportion by Hispanic or Latino ethnicity. All bars combined create 100 percent of the total population.



### AGE SEGMENT

The analysis shows that 40 percent of the population is under the age of 18 or over the age of 65. Approximately 60 percent of the population is between the ages of 18 and 64. The median age of Jamestown residents is 46.4 while the median age in North Carolina is 38.7. This indicates that the population of Jamestown is likely to follow national aging trends, in which seniors age 55 and above are becoming a larger proportion of the population.



Figure 6 - Population proportion by age segment. All bars combined create 100 percent of the total population.

### HOUSEHOLD INCOME

More than half of households in Jamestown earn less than \$75,000 in annual income and 15 percent of households earn more than \$150,000 annually. The median income of Jamestown households is \$62,778 and the median income of North Carolina households is \$51,844, indicating that Jamestown's median household income is 18 percent higher than North Carolina's. This indicates that residents in the Town may have more ability to pay for parks and recreation programming. However, it is essential for a public parks and recreation provider to meet the needs of all residents and provide access to low-income residents.

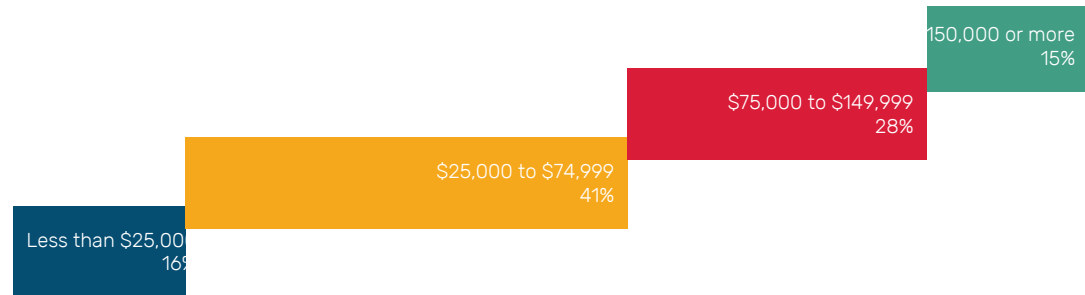


Figure 7 - Population proportion by household income. All bars combined create 100 percent of the total population.



## Local Recreation Trends

This section uses information from a database of sports and leisure spending that estimates overall participation in a variety of sports and leisure activities. The tables below indicate the sports and activities that have the highest rates of participation as estimated based on spending trends for associated equipment.

### OVERALL MOST POPULAR SPORTS AND LEISURE ACTIVITIES

The five activities below are overall the most popular sports and leisure activities among Jamestown residents. The most popular activities can all be undertaken individually and have relatively low barriers to entry. Walking and jogging can be done nearly anywhere with minimal specialized equipment. Swimming and hiking require special facilities or locations, but pools, trails, and natural bodies of water are commonly found, and these activities otherwise require little specialized equipment. Walking, swimming, jogging, and hiking are activities that can be adapted to a wide range of physical ability levels and are commonly activities that people pursue at any age throughout a lifetime.

Weightlifting requires a specialized facility, some specialized equipment, and a degree of specialized knowledge to participate and avoid injury. Participation in weightlifting has likely grown in response to national trends indicating an increase in personal training and cross training in recent years.

Jamestown currently offers trails, greenways, and fitness loops for fitness walking, jogging, and hiking.

Figure 8 - Most popular sports and leisure activities in order of popularity

FITNESS WALKING	
32.1%	
SWIMMING	JOGGING
21.1%	15.6%
HIKING	WEIGHTLIFTING
14.6%	13.3%

### MOST POPULAR SPORTS ACTIVITIES

Four of the five activities listed below are

team sports. People can participate in these sports by enrolling in a formal league or by playing informal pickup games. Golf frequently requires access to private facilities and can be expensive to pursue. Jamestown offers their own public golf course, and the City of High Point to the west offers two public golf courses. This offering of public golf courses with lower green fees than private facilities may account for the increased participation in golf in this area. Jamestown offers facilities for basketball, football, soccer, and baseball and programming for these activities is provided through partnerships.

Figure 9 - Most popular sports activities in order of popularity

GOLF	
11.5%	
BASKETBALL	FOOTBALL
8.1%	4.2%
SOCCER	BASEBALL
4.2%	4.0%



**MOST POPULAR FITNESS ACTIVITIES**

Fitness activities are often pursued individually, but classes, programs, and events such as races can increase people’s participation in fitness activities. The Town offers hiking trails, greenways, and fitness loops to support residents pursuing these activities. The town also has partnerships with organizations such as the YMCA that offer fitness classes such as yoga, equipment for weightlifting, and aquatics facilities.

Figure 10 - Most popular fitness activities in order of popularity

<b>FITNESS WALKING</b>	
32.1%	
<b>SWIMMING</b>	<b>JOGGING</b>
21.1%	15.6%
<b>WEIGHTLIFTING</b>	<b>YOGA</b>
13.3%	10.2%

**MOST POPULAR OUTDOOR ACTIVITIES**

Outdoor activities are those that enable people to interact with the natural environment while pursuing physical activity. Many people pursue hiking and road biking for the combination of physical activity and communion with rural areas and natural landscapes. Freshwater fishing, canoing, and powerboating are all activities that take place on bodies of water. Jamestown borders the Arnold J. Koonce, Jr., City Lake. Residents may fish and canoe in this reservoir lake, and access for small-motor power boats is available at High Point City Lake Park.

Figure 11 - Most popular outdoor activities in order of popularity

<b>HIKING</b>	
14.6%	
<b>ROAD BIKING</b>	<b>FRESH WATER FISHING</b>
12.9%	11.0%
<b>CANOING</b>	<b>POWER BOATING</b>
8.6%	6.2%



## Emerging Trends in Parks and Recreation

As communities grow and change, parks and recreation agencies must adapt the services they offer to meet the changing needs of their communities. Important trends in parks and recreation include understanding and communicating the benefits of parks and recreation, increasing community connectivity through trails and programs, and quantifying economic development.

### BENEFITS OF PARKS

The Trust for Public Land summarizes seven benefits of parks in their report “Measuring the Economic Value of a City Park System. The seven benefits include the following.

#### Tourism

Though not always recognized, parks play a major role in a city’s tourism economy. Some are tourist attractions by themselves. Others are simply great venues for festivals, sports events, even demonstrations. Read any newspaper’s travel section and you’ll usually see at least one park among the “to see” picks.

#### Direct use

While city parks provide much indirect benefit, they also provide huge tangible value through such activities as team sports, bicycling, skateboarding, walking, picnicking, benchsitting and visiting a flower garden. Economists call these activities “direct uses”. Most direct uses

in city parks are free of charge but economists can still calculate value by knowing the cost of a similar recreation experience in the private marketplace. This is known as “willingness-to-pay”. In other words, if parks were not available in the city, how much would the resident pay in a commercial facility? (Thus, rather than income, this value represents savings by residents.

#### Property value

Other things being equal, most people are willing to pay more for a home close to a nice park. Property value is affected primarily by two factors: distance from the park and the quality of the park itself. People’s desire to live near a park depends on characteristics of the park. Beautiful natural resource parks with great trees, trails, meadows and gardens are markedly valuable. Other parks with excellent recreational facilities are also desirable (although sometimes the greatest property value is a block or two away if there are issues of noise, lights and parking). Less attractive or poorly maintained parks are only marginally valuable. And parks with frightening or dangerous aspects can reduce nearby property values.

#### Community Cohesion

The more webs of human relationships a

neighborhood has, the stronger, safer, and more successful it is. Any institution that promotes this kind of community cohesion – whether a club, a school, a political campaign, a religious institution, a co-op – adds value to a neighborhood and by extension, to the whole city. This human web, which Jane Jacobs termed “social capital”, is strengthened by parks. From playgrounds to sports fields to park benches to chessboards to swimming pools to ice skating rinks to flower gardens, parks offer opportunities for people of all ages to interact, communicate, compete, learn and grow.

#### Health

Lack of exercise is shown to contribute to obesity and its many effects and experts call for a more active lifestyle. Research suggests that access to parks can help people increase their level of physical activity. Park users who undertake at least 30 minutes of moderate to vigorous activity at least three days per week cut their annual medical costs by an average of \$250 per year. This is an avoided cost.

#### Clean water

Stormwater runoff is a significant problem in urban areas. When rainwater flows off roads, sidewalks and other impervious surfaces, it picks up pollutants. Parkland reduces stormwater management costs by capturing precipitation and/or slowing its runoff. Large



pervious (absorbent) surface areas in parks allow precipitation to infiltrate and recharge the groundwater. Also, vegetation in parks provides considerable surface area that intercepts and stores rainwater, allowing some to evaporate before it ever reaches the ground. Thus, urban green spaces function like mini-storage reservoirs.

### Clean air

Air pollution is a significant and expensive urban problem, injuring health and damaging structures. The human cardiovascular and respiratory systems are affected and there are broad consequences for healthcare costs and productivity. In addition, acid deposition, smog and ozone increase the need to clean and repair buildings and other costly infrastructure. Trees and shrubs remove air pollutants such as nitrogen dioxide, sulfur dioxide, carbon monoxide, ozone and some particulates. Leaves absorb gases and particulates adhere to the plant surface, at least temporarily. Thus, vegetation in city parks plays a role in improving air quality and reducing pollution costs.

### CONNECTIVITY

Healthy Spaces & Places is a project aimed at creating places that promote wellness. They define wellness as “the directness of links and the density of connections in a transport network... Good connectivity promotes easy access to key destinations for pedestrians. Excellent connectivity actively seeks to discourage car use by making local trips easier and more pleasant by foot than by car.” Connectivity is often addressed through design approaches impacting all areas of urban development, such as transportation, parks, economic development, and public health.

Parks and greenways promote connectivity

by serving as both routes and destinations. Greenways create transportation routes protected from automobile traffic and parks create attractive destinations for socializing, exercising and playing.

The demographic analysis findings, especially the increasing senior population and increasing population of communities of color suggest a need for connectivity that can be promoted through parks and greenways. Greenway trails have low barriers to entry and make appealing recreational destinations for seniors and others with limited or declining mobility.





## **ECONOMIC DEVELOPMENT**

A well-documented economic impact of parks and recreation is the positive influence on surrounding property values. Though parks remove property from the total bank of land that could generate property taxes, they more than justify their existence by increasing the property values of the surrounding properties and therefore the amount of property tax owed. This concept is important to consider in terms of land acquisition in areas of new residential development. Parks and facilities should be well-maintained and properly programmed

to ensure the desired effect. Improving and expanding parks should be considered an investment in protecting and expanding the Town's tax base.

In addition to increasing a community's existing wealth, parks and recreation can generate new income by generating tourism revenue. Out-of-town visitors to parks may spend money at restaurants, gas stations and other local businesses.

Finally, there are the economic impacts of the management and operation of the department

itself. This results in the direct, indirect and induced effects spurred by public investment in parks and recreation and revenue the department generates. The Department has an economic impact on the people it directly employs and generates demand for certain equipment and contracted services. The demand for goods and services has an indirect ripple effect throughout the community as contractors conduct their own businesses. This induced effect on the local economy is generated by employees spending their wages within Jamestown on goods and services.

## **CHARACTERISTICS OF PARKS THAT PROMOTE CONNECTIVITY**

Adapted from the National Parks and Recreation Association. "Designing Parks for Health." October 1, 2016. Joanna Lombard, AIA, LEED, AP  
 Mixed-Use – Access to mixed-use destinations provides multiple reasons for more people to walk. Neighborhoods with mixed-use destinations show higher levels of social interaction and physical activity, essential elements of a healthy lifestyle. Mixed-use in a park context can mean the park is part of a mixed-use district with shops, residences and other kinds of activities nearby, or the park itself can serve as a mixed-use destination in the neighborhood.

1. **Connectivity** – Mixed-use depends on connectivity. Multiple destinations are only beneficial when they are accessible. Studies show that people walk more in areas with connected sidewalks and having many route choices is associated with high connectivity. Parks and open space are opportunities to build connectedness throughout otherwise sprawling areas.
2. **Greenness** – Shade trees, green spaces and opportunities for community gardens provide significant health benefits. Streetscape and a sidewalk system that connects a park to its neighborhood can help contribute to greenness. Research shows neighborhood greenness enhances community identity and encourages physical activity.
3. **Eyes on the Park** – Neighborhood safety and vitality depend on a maximum number of people watching over a streetscape. Parks are especially sensitive to supervision and the proximity of residents, the presence of mixed-use, easy access through a well-connected network, and the presence of trees are all linked to higher levels of activity and social support. Providing proximity of active uses and easy visual and physical access can ensure sufficient numbers of Eyes on the Park, as well as enhancing both physical activity and social interaction.
4. **Mobility** – Mobility enables people to reach places through multiple modes of travel – walking, biking, and various forms of private and public transit. Parks accessible on foot by the first circle of users provide important neighborhood destinations. Park infrastructure can connect parks and greenways across a region through trails, sidewalks, and streets.



## Summary of Findings

As Jamestown's population grows and changes in the coming decade, the community's recreation needs will grow and change.

- › The population is growing but at a moderate rate. The moderate population growth will be considered with the current offerings of parkland, programming and amenities to determine the need to expand parks and recreation services. Has historically grown at a slow to moderate rate. Potential for new developments will push the growth rate much higher for a limited time.
- › An aging population suggests the need for expanding senior services while ensuring all parks and facilities feature amenities and design elements that universally include people with and without mobility challenges.
- › The overall high median household income indicates an ability to pay for parks and recreation services. Regardless of rising income for some community members, low-income residents must still have affordable or no-cost access to parks and recreation services.

In addition to Jamestown's specific community context, emerging trends in parks and recreation include understanding the many far-reaching benefits of parks, incorporating parks and greenway planning into larger connected networks of alternative forms of transportation, and understanding and quantifying the economic impacts parks have on their communities.







# FOUR INVENTORY + ANALYSIS

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## **IN THIS CHAPTER**

Parkland Inventory

Current Level of Service





INVENTORY + ANALYSIS

**The Inventory and Analysis chapter provides a broad view of the Parks and Recreation system as it currently exists. This chapter serves as the foundation for the plan’s recommendations. Each of the plan’s recommendations will be rooted in the discoveries and realities of Jamestown’s parks and recreation system and will help inform the priorities of the recommendations provided and a strategy for achieving them.**

This plan addresses recreational needs throughout the full parks and recreation system and includes assessments for each of the Town’s parks. In addition to the assessment of individual parks, this plan includes a master plan for an 11-acre site within Jamestown Park.

The Town of Jamestown operates and maintains approximately 200 acres of parkland and open space. Jamestown’s system includes two developed parks and two gateway pocket parks located along off-street paths. Recreation opportunities throughout the system are diverse, ranging from athletic fields, playgrounds, an amphitheater and an 18-hole golf course. Jamestown Parks and Recreation offers unique amenities to residents and visitors alike.

The Town is currently exploring the best strategy to develop and improve a 24-acre






area of Jamestown Park. This planning process will assess the existing playground, ball courts, restrooms, shelters and other onsite amenities and furnishings. This planning process enables the Town to deliberately determine which improvements are most needed to provide a high-quality recreational opportunity.

Park	Address	ACREAGE
Wrenn Miller Park	101 Guilford Road	1.4
Jamestown Park		<b>181.9 TOTAL</b>
Neighborhood Park	7041 E. Fork Road	11
Jamestown Park Golf Course	7041 E. Fork Road	156
Charles P. Turner Sports Complex	7182 E. Fork Road	14.9
Entrance monument parks	Intersection of Guilford College Road and Guilford Road Intersection of E Main Street and Vickery Chapel Road	2.2
<b>TOTAL SYSTEM ACREAGE</b>		<b>185.9</b>



## Existing Parkland Inventory

The project team conducted a site inventory and assessment of the Town’s existing parks and facilities. The assessment evaluates each park according to the five themes listed below. Each theme summarizes the realities, opportunities, and challenges of the current conditions observed throughout the entire Jamestown park system. The five themes, accessibility and safety; branding, wayfinding, and sense of place; connectivity; general condition; and diversity of park offerings, are summarized in the table below. The findings inform the recommendations provided in this plan.

 <p><b>ACCESSIBILITY + SAFETY</b></p>	<p>Is the park designed so people of all abilities can access the park and all its amenities? Does the park meet most or all requirements of the Americans with Disabilities Act (ADA)? Does the park feel safe and encourage user safety?</p>
 <p><b>BRANDING, WAYFINDING + SENSE OF PLACE</b></p>	<p>Does the park design support the intended use of the park and create an enjoyable place to pursue those activities? Does the park appear to reflect the history or identity of the Town? Are people able to identify this park as a Town of Jamestown Park and easily navigate both to and within the park?</p>
 <p><b>CONNECTIVITY</b></p>	<p>Does the park connect to its surroundings through sidewalks, greenways and trails?</p>
 <p><b>GENERAL CONDITION</b></p>	<p>Is the park maintained to department standards? Do the park amenities and facilities need to be updated? Are the park amenities and facilities showing signs of wear and tear? How old are the amenities and facilities?</p>
 <p><b>DIVERSITY OF PARK OFFERINGS</b></p>	<p>Does the park provide a collection of park amenities and facilities which serve various ages, demographics and ability levels? Does the park system provide park amenities equally throughout the entirety it’s parkland?</p>



## JAMESTOWN PARK

Jamestown Park and Golf Course is located along East Fork Road in North Jamestown along the Northwest corner of Arnold J. Koonce City Lake. This park is the largest within the Jamestown park system. Consisting of approximately 180 acres, the park offers residents traditional park amenities, athletics, as well as an 18-hole par 72 Golf Course. Additionally, the Bicentennial Greenway (connecting Jamestown to the surrounding communities within Guilford County) follows the property on the east and southern boundaries. For the purposes of this assessment, Jamestown Park and the Jamestown Park Golf Course will be broken out into three park areas, as follows:

- › Jamestown Park - Neighborhood Park
- › Jamestown Park - Golf Course
- › Charles P. Turner Community Park and Sports Complex





**JAMESTOWN PARK - NEIGHBORHOOD PARK**

Located near the East Fork Road entrance of Jamestown Park, this subset of Jamestown Park functions as a neighborhood park where adults and children picnic, play on the playground, play basketball, and more.







- Accessibility + Safety** Many of the amenities are accessible by way of handicap parking and sidewalks. The playground, volleyball and basketball courts, however, are not accessible. There are no sidewalks or ADA (Americans with Disabilities Act) sidewalk connections. For example, the basketball courts lack sidewalks and therefore are not accessible per ADA standards. Pedestrian and vehicular circulation between the parking lots are separated, as each parking lot serves two separate uses. A chain link fence in good condition promotes user safety and separation from automobile traffic on East Fork Road.
- Branding, Wayfinding + Sense of Place** Overall branding and signage appear consistent across both the golf course park and the neighborhood park, indicating they are part of the same overall system. However, some differentiating features would allow park visitors to visually understand the boundaries of each area of the park. When visiting the site it was observed that site furnishing offering could be greatly improved. Any furnishings provided are either falling into disrepair or are not provided to the standard of the overall industry.
- Connectivity** One of the parking lots is frequently used to access the Bicentennial greenway across East Fork Road, the other is located adjacent the multi-use ball fields. Although two parking lots are present in this area, when the park amenities are at capacity, the parking lots would not hold enough parking spaces to serve the current facilities (ballfields, greenway trailhead, picnic shelters, ball courts, playground equipment, swings, and more). The park is located within the greater Jamestown Park. Pedestrians are able to walk and drive from this area to the golf course and clubhouse. There is no pedestrian access to the park and sports complex and users must drive off the property and reenter at a separate entrance to access the park and sports complex. The project team observed that parking is disjointed, and the sidewalk network is disjointed. Additionally, given the parks proximity to the Bicentennial Greenway, the park is connected to other facilities and amenities within the region.
- General Condition** The project team observed the park was well maintained and clean on the day of the site visit. The picnic shelters and restroom building have been properly maintained and the picnic tables and roofs have been replaced in recent years. The project team noted that many of the amenities (i.e. the courts, playground equipment and corn hole boards) are falling into disrepair due to heavy extended use. The multi-use ballfields are in poor condition as the playing surfaces need renovation. Poor grading/drainage as well as insufficient field lighting makes it difficult to use the field under current conditions and staff have voiced that programming the space is challenging.
- Diversity of Park Offerings** Located near the East Fork entrances of Jamestown Park, this area provides amenities such as picnic shelters, restrooms, playground equipment, corn hole boards, multi-use ballfields and a volleyball and basketball court. Two parking lots serve these amenities. The park appeared to have insufficient site furnishings including water fountains, benches, trash receptacles to support the park's visitors.



### **JAMESTOWN PARK GOLF COURSE**

The Jamestown Park Golf Course is the largest space the Town of Jamestown owns and operates for recreation. The 18-hole, par 72 course is one of Jamestown's main attractions, with an average of 800 golfers weekly. Over the past 10 years the course has seen the addition of new greens, a new irrigation system and a fully renovated and expanded clubhouse. These improvements have added to the overall character and playability of the course. The Town struggles to maintain and operate the golf course with net positive profit.

The irrigation system was replaced in recent years, but the current system poses significant challenges to effective operation and requires more maintenance needs than would be anticipated at this point in the system's lifecycle.

Limited funding coupled with high maintenance costs present challenges which many municipally owned and operated golf courses face. The golf course operations comprise 34% of the Town's general fund and employs 9 full time employees, 3 in the pro shop and 6 in golf maintenance, plus additional part-time staff as needed.





### Accessibility + Safety

The course operates daily year-round. There is a gate that closes when the golf course is closed for the evening. Handicapped parking is available at the site with ramps up to the clubhouse. The course was built through LWCF – and should continue to provide public access per that contract.

### Branding, Wayfinding + Sense of Place

The main entrance from East Fork Road includes monument signage for the Jamestown Golf Course. The sign is branded consistently with the golf course but does not include reference to the other elements of the park. It is also unique to the park and does not integrate with other Town of Jamestown signage. The mature trees and rolling vista of Jamestown Park create challenging play and a beautiful natural aesthetic typical of the Piedmont region. Tee signage is uniform and contributes to the traditional and peaceful visual character of the park.

### Connectivity

The golf course is connected to East Fork Road with a stately drive ending at the clubhouse. There is a single access to this area of the park that serves both the golf course and the neighborhood park area. The Bicentennial Greenway follows the southern boundary of the property, but there is currently no opportunity for pedestrian connectivity through the golf course. The tees and greens are connected via a paved cart path. The path is in good shape with some spots of wear and tear.

### General Condition

The course appears to be well maintained and in overall good condition, especially considering the amount of use the course receives on a weekly basis. Tee times can now be reserved through a web-based platform called GolfNow which increases the opportunity for public play and provides an opportunity for visitors to submit feedback from their experience. According to the GolfNow app, the course has been given a rating of four out of five stars.

### Diversity of Park Offerings

This area is intended to serve the recreational needs of golfers. There is an 18-hole course, putting green, and driving range, but there is little opportunity for recreation outside of golf. Recent improvements to the clubhouse expand the opportunities for meetings and events to take place at this location.



### **CHARLES P. TURNER SPORTS COMPLEX AT JAMESTOWN PARK**

Located on the North border of Jamestown Park, this complex is separated from the rest of the park by a fence positioned along the northern edge of the golf course. Serviced by an independent parking lot, this sports complex consists of four full size multi-use fields, a small playground, and a concessions/office building. This area also includes the system's only maintenance shop and storage yard. This maintenance area is housed within an old building retrofitted for maintenance use and stockpiling of materials. It was noted that the Town plans to expand the shop and shop yard to better serve Jamestown Park and any future parks within close proximity.





- Accessibility + Safety** Adequate handicap parking is provided at this location. There are paths with appropriate grades near recreational amenities like the playground, but they do not lead up to the amenity. Without field lighting, this space is likely only in use during daylight hours.
- Branding, Wayfinding + Sense of Place** Entry signage, similar in style to other areas of Jamestown Park, is provided at the vehicular entrance with little wayfinding signage within the complex. Without this internal wayfinding signage, it may be difficult to understand the field layout, and in the event of tournament play, it may be difficult to coordinate gameplay as the fields were not clearly labeled.
- Connectivity** Vehicular access to and from the sports complex exists along East Fork Road at the intersections of East Fork Road and Halldale Road. Pedestrian access is limited as there are no sidewalks to and from the park externally or internally limiting pedestrian connectivity to the park. Except for the playground (separated by a grass strip), all of the fields and the building are accessible by means of sidewalks and walking paths
- General Condition** The paths, playground, facility and fields appear to be in good condition.
- Diversity of Park Offerings** Currently, the use of the complex is largely centered around athletics and the general condition of the fields were observed to be acceptable to industry standards. The fields had established turf grass and appeared to drain well but do not have athletic lighting which limits the hours of play. Although the fields are owned and maintained by the Town, and the Town manages reservations for partners that provide athletic programming. Field play is programmed through third parties such as the YMCA, Jamestown Youth League, and Soccer Shots. The playground appears to show signs of age and the concessions/office building needs renovation and updates to maximize usability.



### **WRENN MILLER PARK**

Wrenn Miller Park, built in 2014, is the newest park in the system and is located at the intersections of Guilford Rd, Perry Rd and E Main St at the Town core. Wrenn Miller Park is a neighborhood/community park which serves the entire Town of Jamestown. The park was constructed with support from the Parks and Recreation Trust Fund.





- Accessibility + Safety** The park is surrounded by vegetated “barriers” providing a sense of safety and comfort. The park provides accessible sidewalks as well as accessible seating opportunities and amenities. Accessible brick sidewalks connect the park to the surrounding neighborhoods and businesses.
- Branding, Wayfinding + Sense of Place** Signage at the park is provided through banner signs affixed to street/pedestrian light poles along the street frontages. As this park is situated amidst the center of the Town core, signage orients visitors within the neighborhood park. These banner signs allow park events to be marketed and announced to the community and passersby. Events such as music in the park, farmers markets and July Fourth celebrations have been and continue to be marquee events hosted in the park by the Town. In addition to the events held at Wrenn Miller, the park itself provides park visitors various opportunities to gather, play and rest.
- Connectivity** As there is no parking on site, pedestrian connectivity is critical. There is one crosswalk across Gilford Road and three paths connecting the roadside sidewalk into the park. Pedestrian connectivity is strong within the park.
- General Condition** The park is in very good condition and appears to be well maintained. The park was constructed with a small budget requiring volunteer hours and donation of plant material. This community involvement has created a sense of ownership and pride. The park is clean and remains active throughout the year.
- Diversity of Park Offerings** Wrenn Miller Park offers a walking loop, picnic shelter, veterans memorial and an amphitheater. From picnic shelters to the veteran’s memorial the opportunity for public use is varied.



### **GATEWAY POCKET PARKS**

The Town owns and maintains two gateway pocket parks located at the intersection of Guilford College Road and Guilford Road as well as at the intersection of E Main Street and Vickery Chapel Road. The gateway pocket park at Guilford College Road is on a 2.2-acre parcel owned by the Town. The gateway pocket park at Vickery Chapel Road exists in the road right of way. Gateway pocket parks provide the opportunity to welcome visitors into the Town through the use of signage, landscaping, site furnishings and offer places of pause.







- Accessibility + Safety** Pedestrian-scale lighting along paths ensures visibility during dark hours. Decorative vegetation enhances the experience but does not block sight lines to the path. The path surface and grades appear to be ADA accessible. As use of the paths increase, multiple uses such as cycling, jogging, and walking, may not fit on the current path width.
- Branding, Wayfinding + Sense of Place** The site furnishings such as benches and lighting are consistent with the Town’s visual character. White picket fencing delineates the pocket park area around the trail head. Wayfinding signage does not currently appear to direct trail users to nearby or cross-town destinations and users may need to depend on auto-oriented street signs for navigation.
- Connectivity** These pocket parks provide Town gateway monumentation and sidewalks ushering visitors into Town. These pocket parks indicate a commitment to a long-term of providing pedestrian and bike connectivity throughout Jamestown. It was noted that the sidewalks which meander through these parks connect to a future pedestrian corridor connecting the entirety of Jamestown to its parks, open space, neighborhoods and business.
- General Condition** Vegetation, surface materials, and site furnishings were all high quality and appeared to be in good working condition.
- Diversity of Park Offerings** The pocket park entryways provide an aesthetic surrounding for uses such as cycling, walking, or jogging. While these parks do not provide recreational amenities, they create a benefit to passing through by offering benches, shade, and appealing surroundings.



### SUMMARY OF FINDINGS

The Town of Jamestown’s park system enhances the community’s small-town character by providing a variety of well-maintained offerings concentrated in select locations.

The park system provides a variety of recreational opportunities that support quality of life for Jamestown residents. Wrenn Miller Park provides a unique gathering space for community events and programs and the neighborhood park area of Jamestown Park is well suited for hosting camps, school groups, or families at play. The golf course is a recreational asset not frequently found in a community of Jamestown’s size. The gateway pocket parks show the Town’s attention to detail in providing high quality experience by offering beautified paths and entryways.

Many of Jamestown’s recreational amenities are located at Jamestown Park and the adjacent Charles P. Turner Sports Complex at Jamestown Park. Other locations include Wrenn Miller Park, across the street from Town Hall, and two gateway pocket park locations on the eastern boundary of town. This concentration of

recreational amenities at the Jamestown Park potentially increases the impact of financial resources by concentrating maintenance at one location and pursuing quality over quantity.

This concentration of park investments at a single site potentially reduces overall access to recreational amenities. However, the Town of Jamestown has constructed gateway pocket parks on the opposite side of town and has located Wrenn Miller Park centrally. While residents may need to travel to Jamestown Park for a traditional park experience, Jamestown is providing access to recreation throughout their service area.

Finally, all elements of Jamestown’s park system are maintained to the highest possible quality. The project team observed fresh paint, quality site furnishings, and appealing landscaping throughout the park system. The maintenance team responsible for parks and recreation appears to be proactive in maintaining the park system’s assets. This ensures that the Town will get the best value out of amenities and finishes for their full lifespan and ensures the best possible user experience.

### Level of Service

The level of service measures how much access to parks, trails and indoor facility space residents have based on the park system’s current inventory and the jurisdiction’s total population. The analysis identifies deficits or surpluses within what the department provides.

### METHODOLOGY

The level of service is a ratio that includes the current offering of parkland and trails, divided by a portion of the current population. Parkland and trails are calculated based on a rate of acres and miles per 1,000 residents

The population figure used for this analysis is **4,416 residents**. This number is used throughout the plan as the estimate for Jamestown’s 2019 population. The estimate is from the Town of Jamestown Planning Department and is consistent with the population projections. Numbers have been rounded to two decimal places.

$$\frac{\text{parks and recreation offering}}{\text{portion of population}} = \text{Level of Service}$$

This formula is used to determine current level of service for any given population number and therefore is a useful tool for measuring department’s growth over time. Current level of service is determined using the current population, and future level of service is



determined based on future population projections. Town staff can use this formula to ensure adequate parks and trails provision as the population grows.

**CURRENT LEVEL OF SERVICE**



The Town’s current level of service for parkland and trails is summarized in the table below. The purpose of the level of service analysis is to establish a baseline level of service standard for the Town’s current offerings. Creating the level of service as a ratio means the Town can use this level of service standard to project future needs for parkland and trails based on future population projections. Summary of Findings

The Town of Jamestown’s current level of service for parkland is 48.35 acres of parkland per 1,000 residents. According to the National Recreation and Parks Association, the national standard is 10 acres of parkland per 1,000 residents so Jamestown is providing a much higher level of service than most communities nationally. The golf course is an important contributing factor for achieving this level of service. Without the golf course included in the equation, the Town’s level of service is 7.69 acres of parkland per 1,000 residents.

Jamestown offers 0.05 miles of trail per 1,000 residents. The National Recreation and Parks Association does not currently calculate a national standard for trail mileage. Greensboro and Raleigh are two of North Carolina’s leading

cities for greenway and trail mileage. Their levels of service are 0.17 and 0.12 miles of trail per 1,000 residents. The Bicentennial Greenway does not pass through the town limits of Jamestown but is immediately adjacent to the southern border of Jamestown Park. This regional recreational amenity contributes to Jamestown resident’s level of service but is not included in this analysis.

Table 1 – Town of Jamestown current level of service for parks and trails

	THE DEPARTMENT OFFERS -	THE CURRENT LEVEL OF SERVICE IS -
 <b>PARKLAND</b>	<p><b>185.48 acres</b> of parkland --</p> <p><b>1.39 acres</b> Wrenn Miller Park</p> <p><b>2.20 acres</b> Entrance Monument Parks</p> <p><b>11.00 acres</b> Jamestown Neighborhood Park</p> <p><b>156.00 acres</b> Jamestown Park Golf Course</p> <p><b>14.89 acres</b> Charles P. Turner Sports Complex</p>	<p><b>48.35 acres</b> of developed parkland per <b>1,000</b> residents</p>
 <b>TRAILS</b>	<p><b>0.20 miles</b> of trail</p>	<p><b>0.05 miles</b> of trail per <b>1,000</b> residents</p>



# FIVE COMMUNITY ENGAGEMENT

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## **IN THIS CHAPTER**

Public Input Tabling  
Steering Community Input  
Program Partner Interviews  
Statistically Valid Survey



Client Name  
CHAPTER

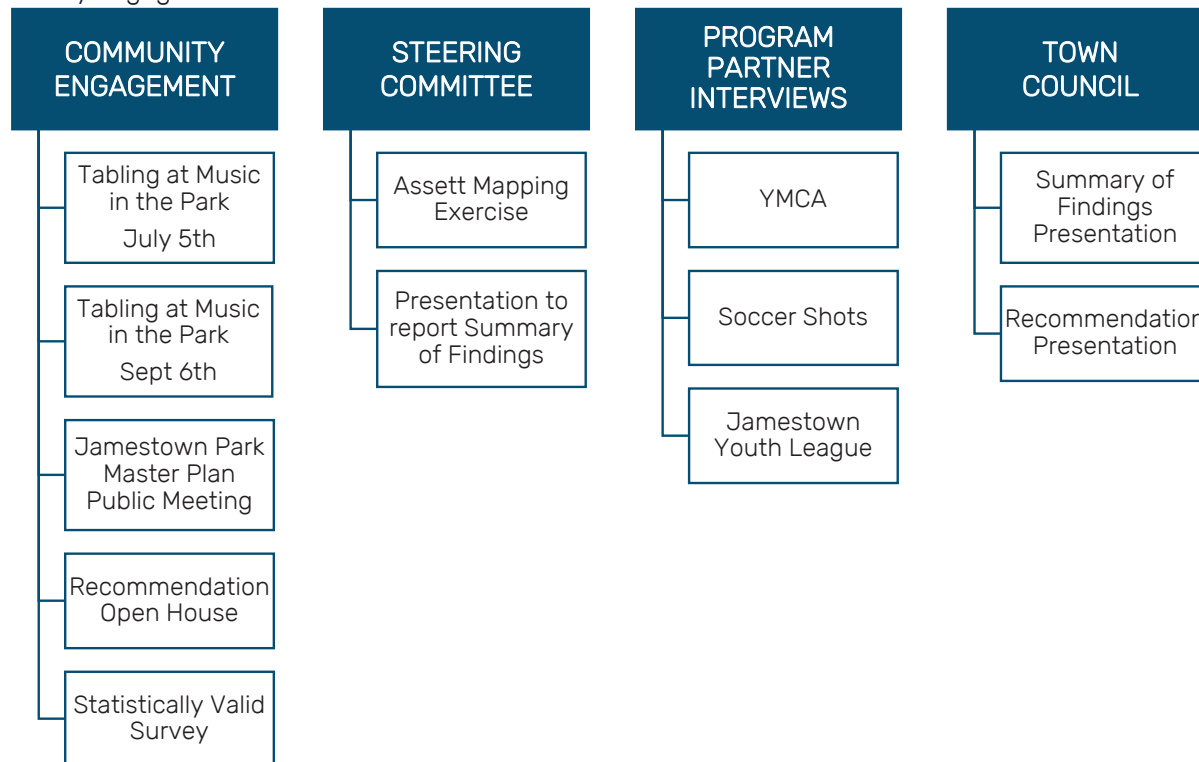




COMMUNITY ENGAGEMENT

**Public input is an essential part of any planning process. The most effective plans are rooted in the realities and visions of the communities creating them. This planning effort gathered public input through tabling at community events, stakeholder meetings, partner interviews, and a statistically valid survey. The community engagement process is illustrated in Figure 1. This chapter summarizes all public input received during the planning process.**

Figure 1 - Outline of community engagement





## Public Input Tabling

### DATE

July 5, and September 6, 2019

### PURPOSE

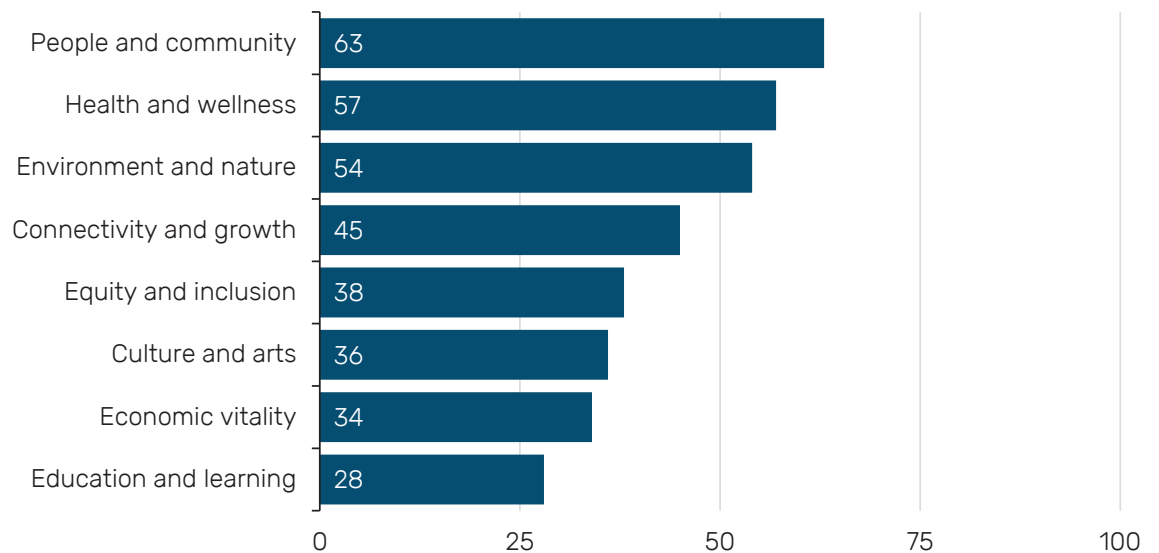
This meeting asked residents for their input on the next 10 years of parks and recreation. Input focused on community values, reasons for visiting parks, and amenities and programming for parks.

- › **Community Values** input focused on identifying which values are important to the community. A question regarding health and wellness identified ways people would like to pursue their personal health and wellness goals with the Department's parks and programs.
- › **Reasons for Visiting Parks** input focused on the appealing aspects of Jamestown's existing parks and recreation system to gauge the expectations for park experiences.
- › **Amenities and Programming** input focused on which amenities and programs residents would like to see implemented in the community.

### Community Values

Community values reflect the things that are important to a community's residents. Community values inform the planning process by informing the character of parks, programs, and amenities that will resonate with residents. The values of people and community, health and wellness, and environment and nature received the most responses. This exercise identifies popular values but should not be used to eliminate values as being worthwhile or important to the community. Respondents were able to choose up to three responses.

Figure 2 - Responses to the question "What community values do you hold?" Respondents could choose three responses.







### Reasons for Visiting Parks

The project team also asked residents about their reasons for visiting parks. Figure 3 shows that people visit Jamestown Parks because it is a great place for community events, because it is a relaxing and peaceful environment, and because it is a great place for the whole family. These results provide implications about what types of parks and facilities are needed to meet resident’s expectations of what creates a high-quality park experience. Respondents were able to choose up to three responses.

Figure 3 - Responses to the question “What are your reasons for visiting Jamestown’s parks?” Respondents could choose three responses.



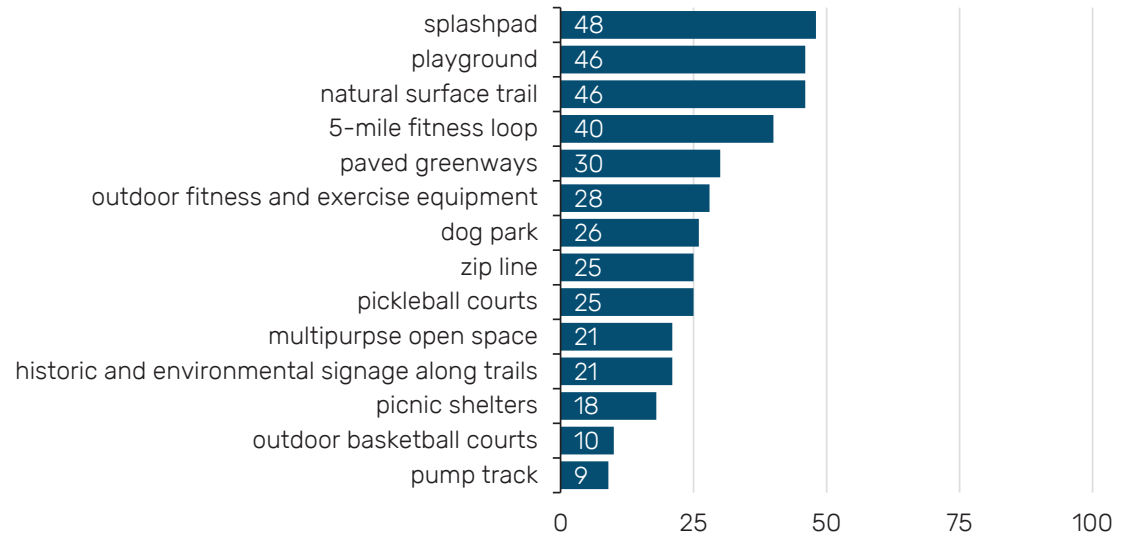


### Amenities

Each participant ranked the top three amenities they would like to see the Town offer or expand. The items on this list were generated by Department staff. The items staff selected are amenities that the community has asked for, items that are in line with emerging trends, or items that are currently popular and may need to be expanded or renovated. The top responses are a splashpad, playground, and natural surface trails. Respondents were able to choose up to three responses.

Some respondents listed additional amenity needs that included camping and fishing, rock climbing, and a ninja warrior course.

Figure 4 - Responses to the question “Which park amenities would you like to see?” Respondents could choose three responses.

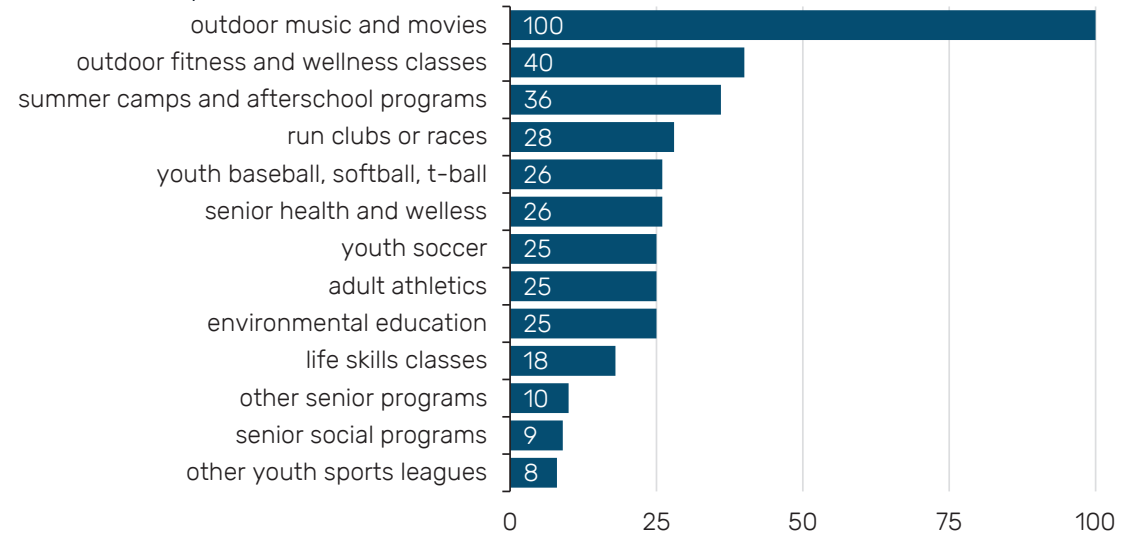




### Programing

Each participant ranked the top three programs they would like to see the Department offer or expand. Like the list of amenities, the programs on this list were generated by Department staff. The items staff selected are programs that residents have asked for, programs that are in line with current trends, or programs that are popular and may need to be expanded or refreshed. The top responses were for outdoor music and movies, which received twice as many responses as outdoor fitness and wellness classes, the next highest ranked program. Summer camps and afterschool programs were the third highest ranked program. Respondents could choose up to three responses.

Figure 5 - Responses to the question “Which programs would you like to see?” Respondents could choose three responses.





### Summary of Findings

Information from the first community engagement meeting show support for values, amenities, and programs. Results reflect the current status of Jamestown's parks and recreation offerings. People and community are the highest ranked values and people enjoy visiting parks to attend community events like movies and concerts.

Health and wellness is another focus as the second ranked value. The second highest ranked program is outdoor fitness and wellness. Pursuing physical activity was the fourth lowest ranked reason for visiting parks, indicating an opportunity to improve this offering to meet community needs.

The top ranked amenities are activities for children and families including splashpads and playgrounds. The next three items are trail related, indicating a strong community interest in greenways, trails, and connectivity. Community support for health and wellness values and environment and nature values also indicates support for trails and greenways people can use to access nature and be physically active.

Clean  
Maintenance  
Staff is  
wonderful

Safety is  
Important

NEED A  
DOG  
PARK





## Steering Committee Input

### DATE

June 7, 2019

### PURPOSE

Gather input from the Jamestown Parks and Recreation Advisory Committee. Committee members participated in the public engagement dot exercise, and results for this activity are included in the results above.

### SUMMARY OF FINDINGS

Input from the Parks and Recreation Committee indicated that the department has three key offerings that Jamestown Parks and Recreation is known for. The community's featured offerings include a golf course and club house, youth sports, and community events.

One committee member reported that Jamestown is the smallest community in the United States with an 18-hole golf course. Town staff report that recent marketing efforts have improved attendance at the golf course and recent updates to the clubhouse have improved the image of the facility. The Town has a goal of having the golf course recover its costs, but this goal is not always met.

The Town partners with Jamestown Youth League and other sports leagues to provide youth sports programs to residents. These independent partners depend on the Town

offering the facilities they need to run their programming. Recent storms caused damage to the lights at the Jamestown Park, significantly limiting the amount of time the field is usable.

The Town has had great success with music and movie series events that are free and open to the public. Participants indicate that these events bring a sense of camaraderie to the community, and that it helps the community to stay connected. These events create a sense of civic pride and are attractive to new and long-term residents alike. Town staff and Committee members reported that these events have been successful with improving public perception of the benefits of parks and recreation.

Residents indicated that additional community benefits of the parks and recreation department include health and wellness and economic development. Parks and recreation provides an opportunity to engage in physical activity, social events, and team sports. These activities often benefit resident's individual health and wellness goals. Additionally, community events bring people downtown and generate customers for many businesses near Wren Miller Park. Parks and recreation is also often a consideration for where a family will purchase a home. Residents relocating to Jamestown increases the Town's tax base.

Parks and Recreation Committee Members also identified the following themes.

- › **Maintenance and Updates** - Participants recognize the need for additional maintenance of the existing system, as well as the need to expand staff allocated for maintenance as the park system continues to expand. Many noted the impact that weather events have had on the system recently, with the loss of a reservable shelter and baseball field lighting. The reasons listed for needing park maintenance and updates is to improve the systems "curb appeal" for the existing parks, and to maintain interest in parks and recreation in a growing community. Some participants noted concerns about vandalism. Though staff indicated vandalism is rare overall, ensuring that amenities are up-to-date and well maintained diminishes the impact of vandalism.
- › **Connectivity and Open Space** - Most emphasis was placed on improving the quality of the system's current offerings, but some comments indicated a need for expanding parkland. Jamestown's current greenways system connects into the Bicentennial Trail, a regional greenway system. Comments indicated a need for this



network to connect the community's open spaces and improve pedestrian access throughout the town.

- › **Community Needs** - Parks and recreation services are an important part of what a Town offers to residents. Participants identified programs and amenities that would benefit community members. These items are listed below.

- PROGRAMS

- Educational activities

- Activities for senior citizens

- More community gathering events

- Farmer's market

- Golf camps for youth

- AMENITIES

- Reservable shelters

- Sustainably constructed amenities

- Accessible playground for all abilities

- Dog park

- More parks

- Tennis courts

- Hiking and walking trails with benches

- › **Funding** - Participant comments indicated that there is an opportunity for the Town to increase funding for parks and recreation services, especially as the system and program offerings grow. Comments indicated that funding is needed for upkeep and improvements to parks and recreation offerings.

- › **Marketing and Under Use** - Some comments indicated that facilities are underused because residents may not know all that is offered through the park system. Marketing is one strategy for addressing this challenge. Suggestions regarding marketing included increased awareness for the events and programs the town provides, the amenities and facilities available at parks, and trails.
- › **Partnerships** - The Town has successfully provided programming via partnerships. Primary partnerships include Jamestown Youth League and the YMCA. Both entities use Jamestown facilities to provide some of their programming. These partnerships also highlight competition with other communities, as the Jamestown Youth League frequently has to reserve field space in other communities due to a lack of field lighting at Jamestown Park.
- › **Seniors and accessibility** - Some comments emphasized the importance of ensuring that the parks system amenities are accessible to all residents, including those with disabilities, and mobility challenges. Comments indicated a need for amenities that meet seniors fitness need and providing benches and shaded areas to make parks more usable for older adults.



## Program Partners Interviews

### DATE

Fall 2019

### PURPOSE

The planning process included three interviews with program partners. The intention of the interviews is to hear in depth information from the organizations who frequently use Town of Jamestown facilities. These organizations provide recreation programming to the community and supplement the Town's positive impact on resident's access to parks and recreation services.

- **Soccer Shots** - an engaging children's soccer program with a focus on character development.
- **Jamestown Youth League** - serving the Jamestown area since 1979, the JYL reaches 2000 children with league play for eight sports for ages 3 to 15.
- **Mary Perry Ragsdale Family YMCA** - offering high quality after school and summer camp programs, swim lessons for all-ages, fitness classes for all abilities, special programming for active older adults. The YMCA is a membership organization.

### SUMMARY OF FINDINGS

The Town partners with three organizations that provide athletic and recreational programming. The Town provides recreational facilities that partners reserve to run their athletic programming. Partners reserve the Town's outdoor athletic fields, concessions stand, and office space. One program partner uses the Jamestown Park Neighborhood Park area as a destination for their summer camps. No reservation is needed for this use.

All partners agree that the facilities Jamestown maintains are high quality. The soccer fields at Charles P. Turner Sports Complex are especially high quality. Baseball fields are high quality, but grass infields and a lack of lighting detract somewhat from the experience. Some equipment in the playground area is dated.

The reservation fees for recreation facilities are low, but partners report tight budgets that limit ability to pay for field space. All program partners are non-profit organizations and depend on combinations of fees, memberships, sponsorships and donations to run programming.

Partners fulfill a community need by providing recreational programming that the Town does not offer. Partners report that soccer programs have the highest demand, with baseball

and basketball also having high demand. Jamestown's location creates a challenge and benefit for recreational programming. Nearby providers such as High Point and Greensboro create competition for enrollment, but these nearby population centers also support demand for programming in Jamestown that may not otherwise exist in a community its size. Program partners report an ability to expand programming based on current demand, but Jamestown's current facility space limits additional enrollment.



FOR YOUTH DEVELOPMENT  
FOR HEALTHY LIVING  
FOR SOCIAL RESPONSIBILITY



## Statistically Valid Survey

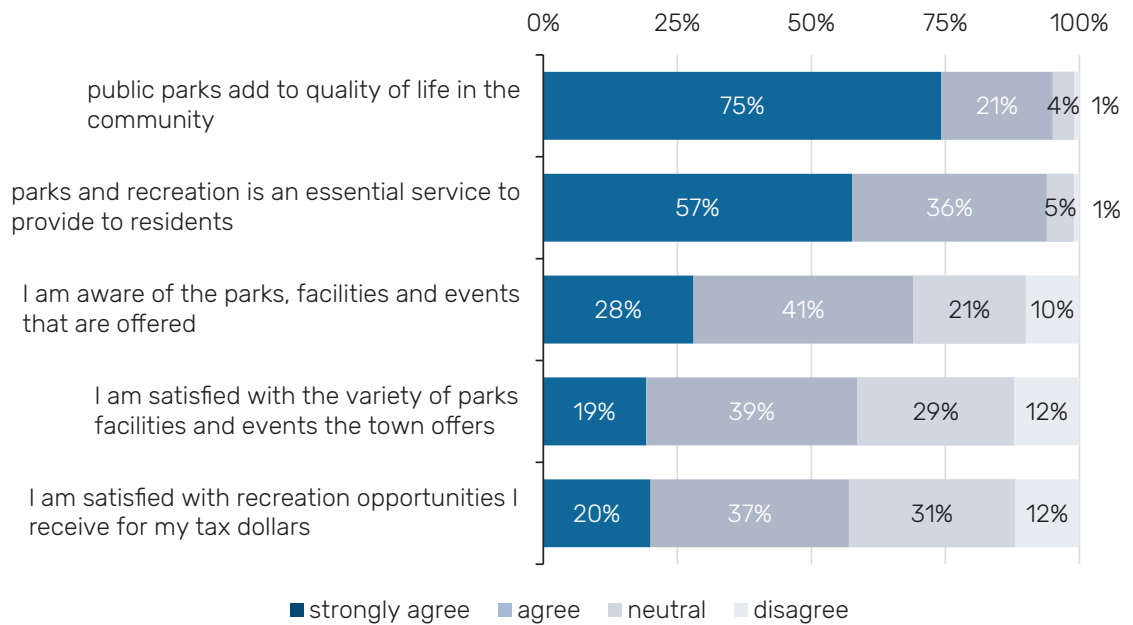
The project team administered a parks and recreational needs assessment survey for the Town of Jamestown during the summer of 2019. ETC Institute conducted the survey and mailed a survey packet to all households in the Town of Jamestown. Each survey packet contained a cover letter, a copy of the survey, and a postage-paid return envelope. Residents who received the survey were given the option of returning the survey by mail or by completing it on-line at [www.jamestownsurvey.org](http://www.jamestownsurvey.org). A total of 210 residents completed the survey. The overall results for a sample of that size have a precision of at least +/- 6.5 percent at the 95 percent level of confidence.

This section includes a summary of the survey results. The full survey report can be found in the Appendix.

### SATISFACTION

The statistically valid survey asked residents about their level of agreement with various statements regarding parks and recreation in Jamestown. Results show that residents overwhelmingly agree that parks and recreation add to the quality of life in Jamestown, but only 57 percent agree that they are receiving adequate opportunities for parks and recreation based on their tax dollars contributed.

Figure 7 - Respondents level of agreement with statements regarding the Town of Jamestown Parks and Recreation Department







### PRIORITY INVESTMENT RATING

The survey administrator developed the priority investment rating to provide organizations with an objective tool for evaluating the priority that should be placed on recreation and parks investments. The priority investment rating equally weights the importance that residents place on the program or amenity and how many residents have unmet needs for the program or amenity. Since decisions related to future investments should consider both the level of unmet need and the importance of facilities and programs, the priority investment rating weights each of these components equally.

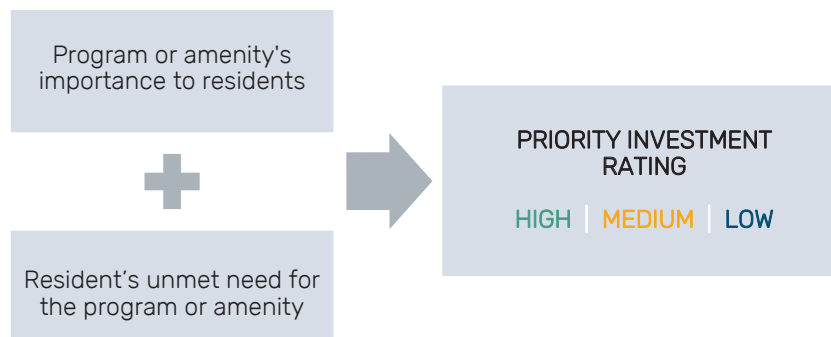
The results of the priority investment rating rank results as high, medium, and low priority.

- › **High Priority Areas** are those with a priority investment rating 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 or expansions 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 priority investment rating between 50 and 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 priority investment rating 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 investment will meet needs of a specialized population, or if the investments are to maintain highly popular offerings.

Figure 8 - Formula for determining priority investment rating for parks and recreation amenities and programs

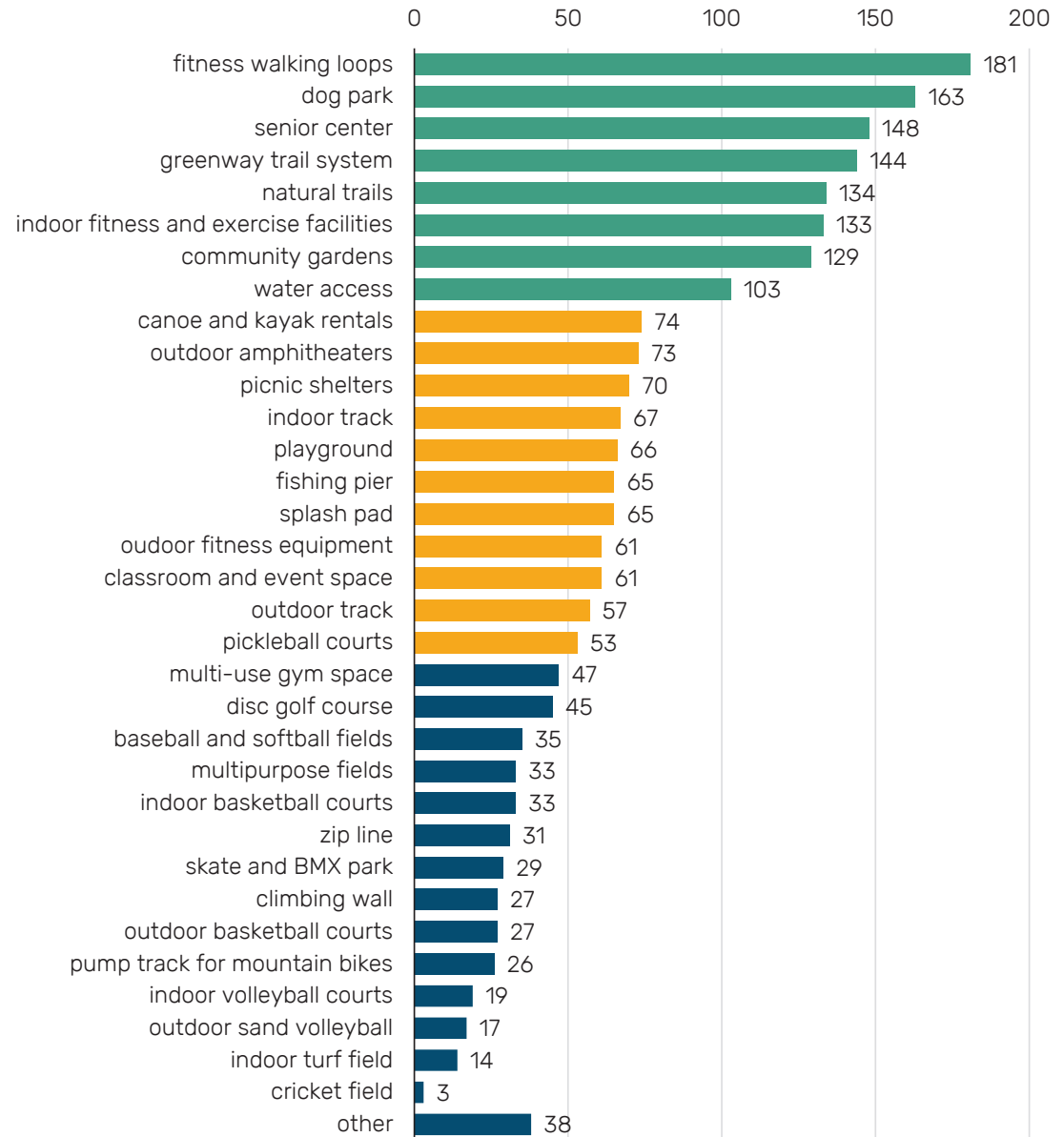




### AMENITIES

The following figure depicts the priority investment rating for amenities. The amenities ranked as high priority promote community gathering and health and wellness. These amenities include a variety of trails, dog park, senior center.

Figure 9 - Priority Investment Rating results for park amenities

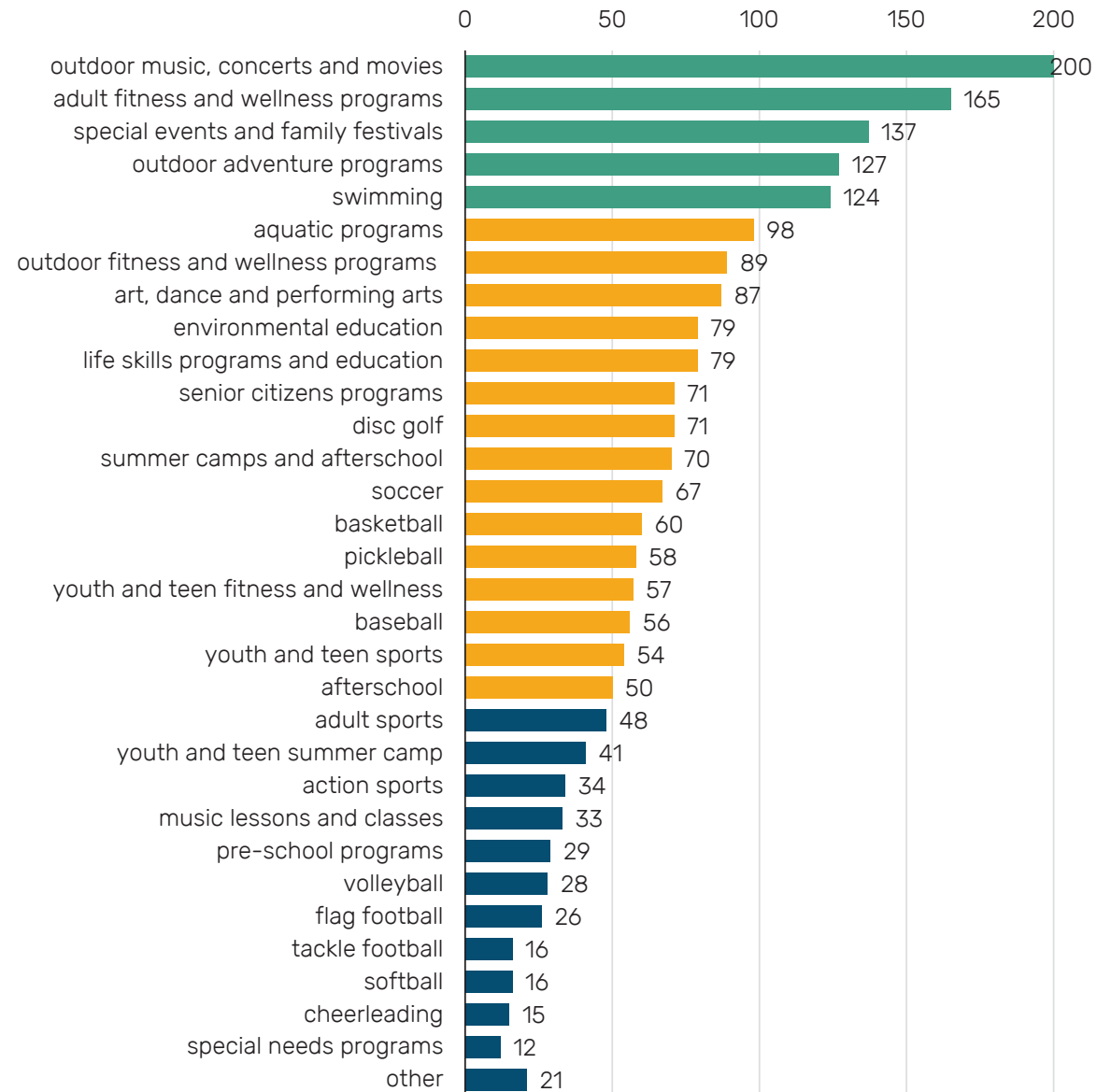




### YOUTH PROGRAMS

The following figure depicts the priority investment rating for programs for residents under age 18. The programs ranked as high priority include community gathering events. Adult programs listed as a priority indicates that households with youth have a need for adult programming as well.

Figure 10 - Priority Investment Rating results for youth programs

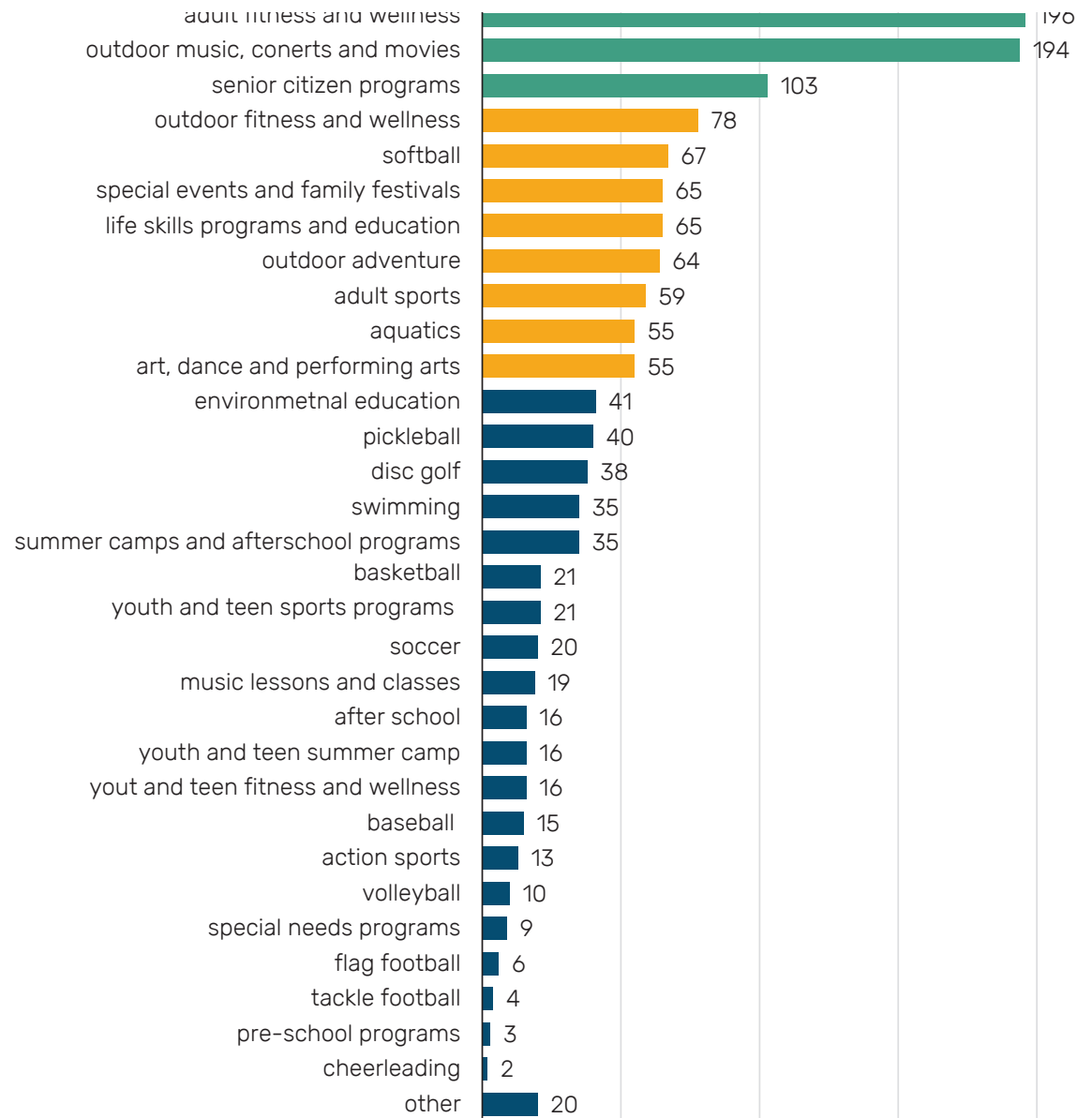




### ADULT PROGRAMS

The following figure depicts the priority investment rating for programs for residents age 18 and older. High priority adult programs include senior citizen programs, health and wellness programs, and outdoor concerts and movies.

Figure 11 - Priority Investment Rating for adult programs

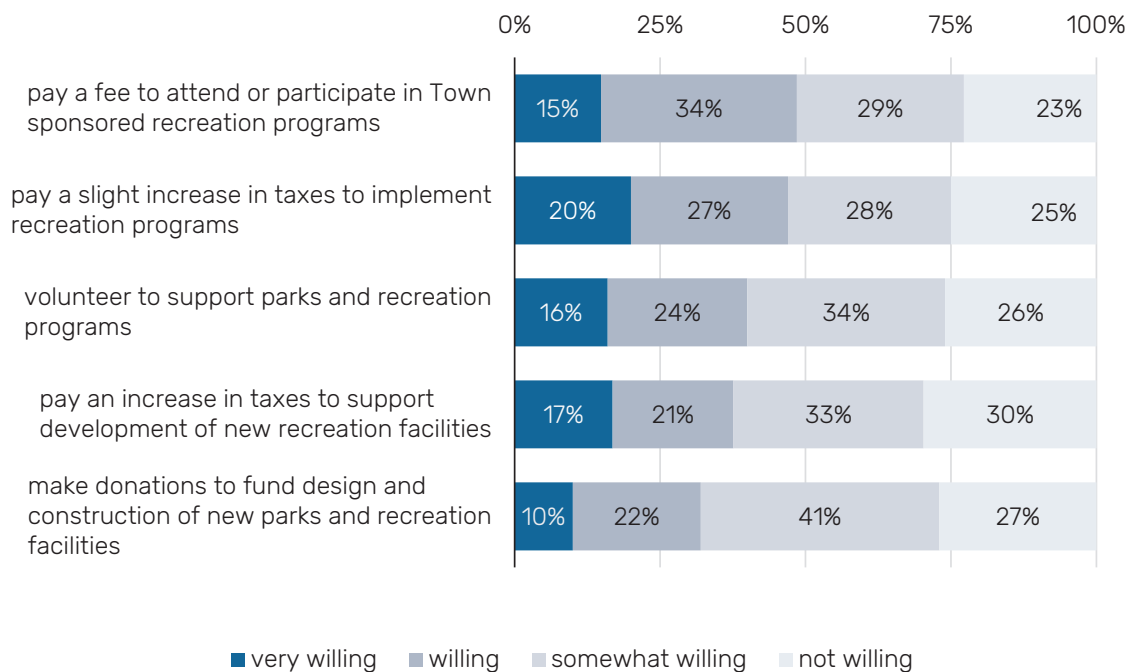




### WILLINGNESS TO PAY

Survey results indicate that residents are supportive of parks and recreation, and that there is a need and desire for expanding parks and recreation programming and facilities. Responses to this question indicate that there is a moderate willingness to pay for new facilities, amenities and programs.

Figure 12 - Responses to questions of support for parks and recreation services.



### SUMMARY OF FINDINGS

Survey results are in line with other community engagement results. There is notable support for expansion of trails, community festivals, concerts, and movies, and health and wellness programming. Each of these programs or amenities is something the town currently offers, but these results show that there is demand and support for expanding these offerings.

Survey results indicate that residents understand the significant positive impact that parks and recreation has on the community, but there is only a moderate willingness to pay for the improvement or expansion of various parks and recreation services. Moderate support indicates that there may be a need for educating residents about the connection between investing in parks and recreation, and the positive outcomes they report experiencing, or the Town may need to pursue alternative funding through sponsorships and grants.



# SIX JAMESTOWN PARK MASTER PLAN

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## IN THIS CHAPTER

Introduction

Wetland + Stream + Buffer Analysis

Site Analysis

Recreational Needs Assessment

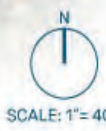
Program Description

Community Engagement

Cost Estimate



Town of Jamestown  
JAMESTOWN PARK MASTER PLAN







## INTRODUCTION

**As a major component of the Parks and Recreation system in the Town of Jamestown, the neighborhood park section of Jamestown Park offers great potential for meeting the needs and desires of Jamestown residents. Thorough research, conceptual planning, design iterations, and feedback from the public, staff, and parks and Recreation Committee members have been combined into a total planning process for the renovation of Jamestown Park. The goal of this process is universal access to a variety of outdoor recreation opportunities that reflect stated public desires, within a comprehensive park system that serves to unify and beautify the Jamestown community.**





### **WETLAND + STREAM + BUFFER ANALYSIS**

On behalf of the Town of Jamestown, McAdams staff conducted a natural resources desktop review for the Jamestown Park Strategic Plan in Jamestown, North Carolina. The project area consists of two parcels (Guilford County PINs: 7812765420 & 7812940031) owned by the Town of Jamestown totaling 182 acres. The purpose of the desktop review is to use readily available information to identify potential wetlands, streams, Randleman watershed buffers, FEMA mapped floodplains and stream classifications. The following is a summary of findings, applicable permitting processes, and recommendations.

#### **Soils**

There are nine soil types within the project area, as described by the Natural Resource Conservation Service Web Soil Survey. Most of the site is well-drained, and infiltration is moderately low to high across the entire site. Runoff is low to medium across much of the site.

#### **Regulatory considerations**

- › Randleman Lake Watershed Riparian Buffer Rule
- › Clean Water Act Permitting
- › Stream, Wetland, and Riparian Buffer Mitigation

#### **Hydrology**

##### **Streams, Stream Buffers and Wetlands:**

The subject property is located within the High Point Lake-Deep River subwatershed (030300030102) of the Cape Fear River Basin and drains to High Point Lake and the Deep River. According to the DWQ Basinwide Information Management System (BIMS), High Point Lake has a Stream Index #17-(1) and is classified as WS-IV (Water Supply IV) and CA (Critical Area) and the Deep River has a Stream Index #17-(3.3) and is classified as WS-IV (Water Supply IV). Both High Point Lake and the Deep River are within a designated Critical Supply Watershed and are subject to the Randleman riparian buffer management strategy specified in 15A NCAC 2B .0248.

**FEMA Floodplain:** No FEMA floodplains extend into the project area.

#### **Preliminary Findings**

Four ponds (P1-P4) and an unnamed tributary to High Point Lake (S1) located in the southern portion of the project area are depicted on the USGS topographic map. The most recently published Guilford County Soil Survey map depicts S1 as well as one additional stream feature (S2). These mapped features are subject to the Randleman Lake Watershed Riparian Buffer Rule. Because these rules also require buffers on stream features identified based on site-specific evidence, there may be relatively short sections of jurisdictional, intermittent streams in drainageways leading to the lake that are also subject to the buffer rule.

The USFWS National Wetlands Inventory (NWI) Wetlands Mapper identified four ponds and one tributary that may be present within the project area (USFWS 2018); the NWI Wetlands Mapper did not identify potential wetlands within the project area. However, small pockets of jurisdictional wetlands may be present on the floodplain of the Deep River (High Point Lake) based on soil inclusions reported for this area.

#### **Recommendations**

It is recommended that detailed flagging and survey be performed prior to detailed site planning within and/or adjacent to jurisdictional streams and wetlands. A preliminary jurisdictional determination should then be confirmed by the US Army Corps of Engineers. A stream buffer determination should be obtained from NC DWR to verify the starting points of streams and associated stream buffers.



## **PRELIMINARY STORMWATER MANAGEMENT ANALYSIS**

The subject site plan concerns the addition of an amphitheater, sidewalk, landscaping and inclusive playground area to a portion of Jamestown Park Golf Course. The site is located approximately one mile north west of the intersection between East Fork Road and Guilford Road. The proposed improvements maintain the existing drainage patterns.

Jamestown Park Golf Course is located entirely within the High Point City Lake Water Supply Watershed and has a Built Upon Area (BUA) of 2%. Because this is a non-residential land use, McAdams has concluded that per Town of Jamestown Land Development Ordinance Table 19-20.9 the site will not require an engineered stormwater control measure.



## **SITE ANALYSIS**

Following a site visit and investigation of the neighborhood park section of Jamestown Park, several design opportunities and constraints became apparent in accordance with the existing features of the site.

Five main categories were considered in relation to the opportunities and constraints on the site:

- **Accessibility & Safety**
  - While most areas of the park are ADA accessible, not all amenities are. Accessibility for all existing and new amenities must be considered when planning pedestrian and vehicular circulation.



- Existing fencing on the perimeter of the site along East Fork Road offers security and a partially fenced space for the addition of a dog park.
- **Branding/Wayfinding & Sense of Place**
  - Existing branding and signage effectively link the neighborhood park to Jamestown Park as a single system, but boundaries between the different portions of the park are unclear.
  - Existing park furnishings are showing signs of degradation and require replacement.
- **General Condition**
  - While the park as a whole is clean and well-maintained, many of the amenities need replacement or renovation due to damage from extensive use.
  - The baseball field area does not drain well after rain events and is not currently sufficiently lit for nighttime use.
- **Connectivity**
  - The site is adjacent to the Bicentennial Greenway, offering connectivity to the nature preserve and trails across East Fork Road from the park.
  - The Jamestown Park golf course and clubhouse are accessible by foot from the neighborhood park section, but the Charles P. Turner sports complex must be accessed by vehicle, leaving the neighborhood park and entering the complex at a separate entrance.
- The two existing parking lots provide sufficient parking for the current average use of the park, but not in the event of full visitor capacity for the existing amenities.
- The separate parking lots allow visitors the choice of parking location based on their intended activity/destination within the park.
- The existing parking and sidewalk networks are disjointed.
- **Diversity of Park Offerings**
  - The site is adjacent to the Bicentennial Greenway, offering connectivity to the nature preserve across East Fork Road.
  - A variety of amenities exist in the park, including several types of sport facilities, a playground, shelters with tables, and restrooms.
  - The quantity and quality of site furnishings appears inadequate.
  - 
  -



### RECREATIONAL NEEDS ASSESSMENT

The results of the statistically valid survey were the main guiding force behind the design of the Jamestown Park renovation. In response to public input, the updated park includes elements and amenities that were requested by a majority of the survey respondents, spanning the entire range of ages, genders, and lifestyles and representing the sentiments of the Jamestown community as a whole.

Among the most frequently requested elements to be included in the expanded

Jamestown park system were:

- › Additional fitness amenities, including trails and exercise equipment
- › A dog park
- › Opportunities for community gathering and entertainment activities, such as festivals, concerts, and movies
- › Facilities for wellness and youth/adult programming

The relatively low desire for specific sports facilities in the survey findings prompted the

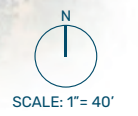
dedication of the large baseball field area within Jamestown Park to more applicable uses, with the understanding that public sports facilities will still be available in other locations within the Jamestown park system.

In addition to these specific elements, more generalized needs became clear throughout the design process for the park renovation, such as universal accessibility of all park features, internal pedestrian and vehicular circulation, and updated park furnishings and facilities featuring a unifying aesthetic.





Town of Jamestown  
JAMESTOWN PARK MASTER PLAN





**PROGRAM DESCRIPTION**

The overarching goal of the Jamestown Park renovation is to contribute to meeting the needs and desires of the Jamestown community at large regarding recreation opportunities and availability. With that understanding, the results of the public input received from the statistically valid survey guided the design program of the updated park.

The four main desires evident in the survey results were addressed in a variety of ways throughout the park, with the inclusion of both activity-specific amenities and flexible, customizable spaces for park visitors to use creatively. To the extent possible, existing features within the park were reimagined, relocated, and redeveloped to maximize financial efficiency in the renovation process while still allowing for a significant design impact. The new design retains park features that were previously most highly valued by residents, integrating them into a cohesive system with fresh, new elements that are in direct response to the stated desires of the Jamestown community.

Due to the proximity of Jamestown Park to the Bicentennial Greenway trails and nature preserve, the park’s location offers an excellent opportunity for connectivity to other locations within the Jamestown park system. Furthermore, access to these areas was preserved and integrated into the new park

design.

The master plan for Jamestown Park depicts a system of new and original amenities strategically situated around the existing main and secondary parking lots. Depending on their reason for visiting the park, visitors have the choice of utilizing either parking lot, accessed from East Fork Road. The main lot is central to the park, providing easy access to all the park’s amenities, while the secondary lot is the best choice for visitors who plan to access to the dog park and nearby greenway trails.

Adjacent to the main lot, a seating plaza featuring moveable café tables and shade trees serves as a gathering point and gateway into the western half of the park. The walkway through the plaza follows an axis across the open lawn, ending in an area of grass terraces. This series of elevated slopes and flat areas is built into the existing topography, utilizing the slope created around the former baseball fields. The terraces can be used for both fitness and relaxation, and they offer an elevated view of the rest of the park.

North of the terraces, a retaining wall is built into the slope, serving as a backdrop for a slightly elevated stage area facing the lawn and featuring fitness equipment integrated into the wall. This area is multi-functional, offering opportunities for exercise and outdoor events like movies and concerts on the green.

Landscaping is added for erosion control on the remainder of the slope behind and around the wall, creating an aesthetically pleasing solution to stormwater run-off.

Across the lawn from this area to the east, a flex pavilion is added to add more options for the use of this space. The pavilion is accessible from both the lawn and the seating plaza, and can serve a variety of functions, such as shelter from the elements during everyday use and space for concessions during an event, or gathering space for a programmed class.

South of the terraces, a cluster of grassy berms sits nestled in the corner of the open lawn area, shaded by trees, and providing an ideal space for children to safely play in a novel manner. To the east of this space, an area dedicated to fitness sits adjacent to the seating plaza and main parking lot. This area features a collection of varied outdoor fitness equipment and an indoor/outdoor fitness pavilion with garage-type doors opening onto an artificial turf yard. These amenities offer plenty of options for all types of visitors to exercise according to their preference, such as weightlifting, cardio, yoga, and fitness classes. The pavilion also includes restrooms to service the western portion of the park.

A paved fitness path traveling around the top of the ridge surrounding the western half of the park provides access between the main



parking lot, fitness pavilion, and opposite side of the park. An accessible sidewalk ramp and set of stairs allow connect to the lower parking lot to the south, increasing parking capacity, as necessary.

At the southeast corner of the main parking lot, the existing stand of trees is preserved, providing an ideal environment for an accessible nature trail to wind through the trees and around areas dedicated for natural play. These spaces feature elements such as tree trunks and boulders for climbing, rope swings, stepping stones, and building materials for forts to encourage children to connect with nature and play imaginatively.

Along the eastern edge of the forested area, an existing shelter is paired with a new shelter to create plenty of space for gatherings featured around the relocated sand volleyball court. This area is easily accessed from the secondary parking lot and is close to the renovated restroom building east of the volleyball court. Further east, a new dog park extends to the outer edge of the park and includes many elements for the enjoyment of its visitors. Directly accessible from the secondary parking lot, the dog park is split into two halves for small and large dogs, with a central sheltered seating area for dog owners. Water fountains and pet waste stations ensure the area remains a healthy environment, and the combination of trees and open space provide an ideal play

environment for the dogs.

Directly east of the main parking lot, the renovated basketball court and a brand-new inclusive playground occupy the space. A small, new shelter is added on the north end of the basketball court to provide seating and shade for spectators and/or small gatherings. The sidewalk running behind this shelter provides an accessible connection between the parking lot and the inclusive playground. As a universally accessible play area, the playground features ADA-compliant ground surfacing and several distinct play structures to appeal to children of all ages and abilities. The nearby existing shelter is preserved to serve as a gathering area and space for adults to supervise their children on the playground. An existing stand of trees is maintained between the playground and the dog park as a buffer between the different use areas and to provide additional shade for both.

The existing paved connection to the greenway across the street from Jamestown Park is maintained, and easily accessed from the secondary parking lot and dog park. New and aesthetically cohesive park furnishings such as benches, picnic tables, and trash/recycling receptacles are included throughout the site, adding a fresh look to the park and meeting the needs of its users. In addition, landscaping is refreshed site-wide and the existing fencing surrounding the site is supplemented in specific

locations to provide a completely secure perimeter.

All these elements combine to create a park with plenty of variety in amenities and uses. Park visitors are free to creatively and easily participate in every activity offered onsite and are not limited by circulation or accessibility issues. The separate spaces within the park communicate with each other, each located in an area that reflects its purpose. The renovated design of Jamestown Park will serve as a wonderful addition to the entire park system in Jamestown and greatly expand the recreation opportunities available to the community.



## COMMUNITY ENGAGEMENT

The project team sought input and feedback on park design throughout the planning process.

### Parks and Recreation board meetings

Two design concepts for Jamestown Park, one ambitious and one conservative, were initially presented to the Parks & Recreation Board members for review and comment. The board members discussed which elements from each design were ideal, and provided the following feedback:

- › Pros: Indoor/outdoor fitness pavilion, outdoor fitness areas with/without equipment, loop trail, public art/mural, renovated basketball court, playground (ideally inclusive), existing shelters, dog park
- › Cons: Splash pad, community garden, loss of baseball fields, expense

### Final Concept Presentation & Comment:

After analyzing the feedback from the initial design concept presentation, the McAdams design team removed the unwanted elements and combined the desired elements from each preliminary concept into a cohesive final plan. This design addresses the top desires of the Jamestown community and parks and recreation committee in a diverse, aesthetically pleasing park layout, offering enjoyment and usability for all visitors.

Upon presentation of this concept to the

planning board, a general consensus emerged that this plan is an effective combination of the best elements from the two initial designs, accomplishing the goal of expanding the Jamestown Parks and Recreation system in an accessible and desirable manner. The committee felt that this plan was ready for presentation to the public.

### Online public comment

As a necessary component for developing a successful parks and recreation system for the Jamestown community, all community members were included in the design process via public comment on the final conceptual design for the Jamestown Park renovation. An email package consisting of the final conceptual site plan rendering, estimation of probable cost, and action + implementation plan were sent to all community members included on the Town of Jamestown email list. These documents were also made available on the Town of Jamestown website for review and comment by the public. Any comments were directed to McAdams via email.



### COST ESTIMATE

In order to produce the estimation of probable cost for the Jamestown Park renovation, the overall cost was broken down into the following categories:

- > **Site Preparation & Earthwork**
- > **Infrastructure**
- > **Paving & Hardscape**
- > **Site Elements**
- > **Structures**
- > **Furnishings & Signs**
- > **Lighting**
- > **Landscape**

### Jamestown Park

Jamestown, NC

**Estimation of Probable Cost**  
May 27, 2020



	QUANT.	UNIT	UNIT COST	TOTAL
<b>A. Site Preparation and Earthwork</b>				
1. Rough grading	96,806	CY	\$11.00	\$1,064,866.00
2. Fine Grading	217,812	SF	\$0.75	\$163,359.00
3. Import Fill	3,281	CY	\$17.00	\$55,777.00
<b>A. Site Preparation and Earthwork Subtotal:</b>				<b>\$1,284,002.00</b>
<b>B. Infrastructure</b>				
1. 8" sewer 6-8' depth	150	LF	\$40.00	\$6,000.00
2. Electrical Service	1	LS	\$50,000.00	\$50,000.00
3. Backflow	1	EA	\$3,000.00	\$3,000.00
4. Waterline Extension 2"	1	LS	\$25,000.00	\$25,000.00
5. 24" Storm water pipe	0	LF	\$40.00	\$0.00
6. Catch basin	0	EA	\$450.00	\$0.00
<b>B. Infrastructure Subtotal:</b>				<b>\$84,000.00</b>
<b>C. Paving &amp; Hardscape</b>				
1. Concrete walks 4"	43,420	SF	\$5.00	\$217,100.00
2. Concrete Pavers	1,258	SF	\$12.00	\$15,096.00
3. Granite Fines	160	CY	\$4.00	\$640.00
4. Concrete Stairs	1	LS	\$75,000.00	\$75,000.00
5. Paint Striping (Pedestrian Crosswalk)	348	LF	\$5.00	\$1,740.00
<b>C. Paving &amp; Hardscape Subtotal:</b>				<b>\$232,836.00</b>
<b>D. Site Elements</b>				
1. Inclusive Playground Structures & Surface	1	LS	\$650,000.00	\$650,000.00
2. Nature Play Structures	1	LS	\$65,000.00	\$65,000.00
3. 4' Decorative Aluminum Fencing	1,523	LF	\$42.00	\$63,966.00
4. 4' Aluminum Pedestrian Gate	7	EA	\$450.00	\$3,150.00
5. Outdoor Fitness Equipment	1	LS	\$300,000.00	\$300,000.00
6. Artificial Turf	800	SF	\$18.00	\$14,400.00
7. Play Berms	1	LS	\$25,000.00	\$25,000.00
8. Fitness Retaining Wall	1	LS	\$75,000.00	\$75,000.00
<b>D. Site Elements Subtotal:</b>				<b>\$1,196,516.00</b>
<b>E. Structures</b>				
1. Basketball Court Renovation (84'x50')	4,200	SF	\$4.85	\$20,370.00
2. Volleyball Court Relocation	1	LS	\$5,000.00	\$5,000.00
3. Restroom Renovation	1	LS	\$150,000.00	\$150,000.00
4. New Shelters	1	LS	\$120,000.00	\$120,000.00
5. New Indoor/Outdoor Fitness Building with Restrooms	1	LS	\$650,000.00	\$650,000.00
6. New Flex Pavilion	1	LS	\$250,000.00	\$250,000.00
<b>E. Structures Subtotal:</b>				<b>\$1,195,370.00</b>
<b>E. Furnishings &amp; Signs</b>				
1. Dog Park Water Fountains	2	EA	\$3,700.00	\$7,400.00
2. Pet Waste Stations	4	EA	\$300.00	\$1,200.00
3. Directional/Park System Continuity Sign	1	EA	\$150.00	\$150.00
4. Benches	17	EA	\$1,500.00	\$25,500.00
5. Trash cans	12	EA	\$1,500.00	\$18,000.00
6. Cafe Tables	14	EA	\$1,000.00	\$14,000.00
7. Picnic Tables	10	EA	\$3,000.00	\$30,000.00
8. Outdoor Comfortable Seating	1	LS	\$7,500.00	\$7,500.00
<b>E. Furnishings &amp; Signs Subtotal:</b>				<b>\$96,250.00</b>

## Jamestown Park

Jamestown, NC

### Estimation of Probable Cost

May 27, 2020



	QUANT.	UNIT	UNIT COST	TOTAL
<b>F. Lighting</b>				
1. Pedestrian Lights	20	EA	\$1,000.00	\$20,000.00
<b>F. Lighting Subtotal:</b>				<b>\$20,000.00</b>
<b>G. Landscape</b>				
1. Erosion Control Landscaping	14,455	SF	\$6.00	\$86,730.00
2. Large Shade Trees (4" cal.)	58	EA	\$500.00	\$29,000.00
3. Small Trees (2" cal.)	24	EA	\$350.00	\$8,400.00
4. Shrubs (med)	4,500	SF	\$6.00	\$27,000.00
5. Sod	82,480	SF	\$1.00	\$82,480.00
6. Grass Seed	113,417	SF	\$0.25	\$28,354.25
7. Mulch (Double Shredded Hardwood Mulch)	56	CY	\$35.00	\$1,960.00
8. Import and Spread Top Soil	56	CY	\$30.00	\$1,680.00
9. Soil Amendments	1	LS	\$500.00	\$500.00
10. Irrigation (Sod S.F. + Mulch S.F.)	88,502	SF	\$0.65	\$57,526.30
<b>G. Landscape Subtotal:</b>				<b>\$236,900.55</b>

**Summary By Area**

	% OF TOTAL	EXTENSION
A. Site Preparation and Earthwork	30%	\$1,284,002.00
B. Infrastructure	2%	\$84,000.00
C. Paving & Hardscape	5%	\$232,836.00
D. Site Elements	28%	\$1,196,516.00
E. Structures	28%	\$1,195,370.00
F. Furnishings & Signs	2%	\$96,250.00
G. Lighting	0%	\$20,000.00
G. Landscape	5%	\$236,900.55
<b>SUBTOTAL</b>		<b>\$4,345,874.55</b>
<b>GENERAL REQUIREMENTS</b>		<b>\$217,293.73</b>
<b>12 MONTHS ESCALATION</b>		<b>\$228,158.41</b>
<b>Total Predesign Estimate</b>		<b>\$4,791,326.69</b>

**NOTES:\***

- The above opinion of probable construction cost was prepared by McAdams as part of the preliminary design phase. Estimate is subject to change.
- Estimate was prepared for budgeting purposes using historical data, RS Means and generalized contractor estimates. Actual costs may vary.
- Estimate does not include mobilization, permitting and contractor's fees.
- Materials identified in estimate are intended for pricing purposes only. Materials may be substituted as the design develops.
- This estimate does not include design & engineering consultant fees, any required permitting fees, sub-contractor professional fees, construction/contract administration fees, the cost of various bonds that may be required in the construction contract, or reimbursable.
- Cost estimate does not include pre-bid or pre-construction consultation, inspection/management, design revisions, submittal review, plotting or printing costs due to Client instructed design changes.
- Estimate does not include any property acquisition, easements or other property costs or legal fees.



# ALTERNATIVE CONCEPT





## PROGRAM DESCRIPTION

An alternative concept was developed for the western side of Jamestown Park with the goal of preserving the existing sport field usage in the area, should the Town decide that they prefer to keep this amenity in the park.

The idea behind this concept is to renovate and enhance the existing sports facilities. A 225' x 360' multi-sport synthetic turf field replaces the existing baseball fields, preserving the baseball tradition for town residents and visitors while incorporating new soccer field access and expanding the park's usability.

New dugouts, batting cages, field lighting, fencing, and spectator seating areas (including constructed concrete stadium seating as well as mobile bleachers) provide a high-quality sports experience for players and spectators alike. A renovated restroom building and concession stand with nearby tables are easily accessible from the parking lot and seating areas. An entry plaza with shade trees provides a place for visitors to set up folding chairs and tables for long tournament events, and acts as a portal between the parking lot and field.

This concept integrates seamlessly with the rest of the park's original renovation design, incorporating both the proposed exercise path along the park's perimeter and erosion control landscaping along the existing hillside. The combination of high-quality sporting facilities

with family-friendly amenities throughout the rest of the park creates an atmosphere that is amenable to sporting tournament events and extended time at the park for families and friends enjoying time together.



### COST ESTIMATE - ALTERNATIVE CONCEPT

In order to produce the estimation of probable cost for the Jamestown Park alternative concept renovation, the overall cost was broken down into the following categories:

- › **Site Preparation & Earthwork**
- › **Infrastructure**
- › **Paving & Hardscape**
- › **Site Elements**
- › **Structures**
- › **Furnishings & Signs**
- › **Lighting**
- › **Landscape**

**Jamestown Park**  
Alternative Concept  
Jamestown, NC  
**Estimation of Probable Cost**  
March 26, 2021



	QUANT.	UNIT	UNIT COST	TOTAL
<b>A. Site Preparation and Earthwork</b>				
1. Rough grading	96,806	CY	\$11.00	\$1,064,866.00
2. Fine Grading	217,812	SF	\$0.75	\$163,359.00
3. Import Fill	3,281	CY	\$17.00	\$55,777.00
<b>A. Site Preparation and Earthwork Subtotal:</b>				<b>\$1,284,002.00</b>
<b>B. Infrastructure</b>				
1. 8" sewer 6-8' depth	150	LF	\$40.00	\$6,000.00
2. Electrical Service	1	LS	\$50,000.00	\$50,000.00
3. Backflow	1	EA	\$3,000.00	\$3,000.00
4. Waterline Extension 2"	1	LS	\$25,000.00	\$25,000.00
5. Stormwater Management	1	LS	\$150,000.00	\$150,000.00
<b>B. Infrastructure Subtotal:</b>				<b>\$234,000.00</b>
<b>C. Paving &amp; Hardscape</b>				
1. Concrete walks 4"	33,586	SF	\$5.00	\$167,930.00
2. Concrete Pavers	806	SF	\$12.00	\$9,672.00
3. Granite Fines	209	CY	\$4.00	\$836.00
4. Paint Striping (Pedestrian Crosswalk)	348	LF	\$5.00	\$1,740.00
<b>C. Paving &amp; Hardscape Subtotal:</b>				<b>\$180,178.00</b>
<b>D. Site Elements</b>				
1. Inclusive Playground Structures & Surface	1	LS	\$650,000.00	\$650,000.00
2. Nature Play Structures	1	LS	\$65,000.00	\$65,000.00
3. 4' Decorative Aluminum Fencing	1,595	LF	\$42.00	\$66,990.00
4. 4' Aluminum Pedestrian Gate	6	EA	\$450.00	\$2,700.00
5. 4' Aluminum Double Maintenance Gate	2	EA	\$675.00	\$1,350.00
6. 6' Chain Link Field Fencing	906	LF	\$16.75	\$15,175.50
7. 6' Chain Link Double Maintenance Gate	2	EA	\$350.00	\$700.00
8. Synthetic Turf	88,719	SF	\$18.00	\$1,596,942.00
9. Metal Bleachers	4	EA	\$7,425.00	\$29,700.00
10. Batting Cages (12' x 35')	2	EA	\$1,000.00	\$2,000.00
11. Backstops	1	LS	\$100,000.00	\$100,000.00
12. Portable Baseball Field Equipment Sets	2	EA	\$4,644.50	\$9,289.00
13. Foul Poles	4	EA	\$1,000.00	\$4,000.00
14. Golf Range Barrier Netting (30' Height)	200	LF	\$15.92	\$3,184.00
<b>D. Site Elements Subtotal:</b>				<b>\$2,547,030.50</b>
<b>E. Structures</b>				
1. Basketball Court Renovation (84'x50')	4,200	SF	\$4.85	\$20,370.00
2. Volleyball Court Relocation	1	LS	\$5,000.00	\$5,000.00
3. Restroom Renovation & Concession Stand	1	LS	\$250,000.00	\$250,000.00
4. New Shelters	1	LS	\$120,000.00	\$120,000.00
5. Concrete Stadium Seating	2,160	SF	\$40.00	\$86,400.00
6. Dugouts	4	EA	\$8,500.00	\$34,000.00
<b>E. Structures Subtotal:</b>				<b>\$515,770.00</b>
<b>F. Furnishings &amp; Signs</b>				
1. Dog Park Water Fountains	2	EA	\$3,700.00	\$7,400.00
2. Pet Waste Stations	4	EA	\$300.00	\$1,200.00
3. Directional/Park System Continuity Sign	1	EA	\$150.00	\$150.00
4. Benches	17	EA	\$1,250.00	\$21,250.00
5. Trash cans	12	EA	\$1,500.00	\$18,000.00
6. Cafe Tables	5	EA	\$1,000.00	\$5,000.00
7. Picnic Tables	10	EA	\$3,000.00	\$30,000.00
8. Outdoor Comfortable Seating	1	LS	\$7,500.00	\$7,500.00
<b>F. Furnishings &amp; Signs Subtotal:</b>				<b>\$90,500.00</b>

## Jamestown Park

### Alternative Concept

Jamestown, NC

### Estimation of Probable Cost

March 26, 2021



	QUANT.	UNIT	UNIT COST	TOTAL
<b>F. Lighting</b>				
1. Pedestrian Lights	20	EA	\$1,000.00	\$20,000.00
2. Field Lighting	1	LS	\$450,000.00	\$450,000.00
<b>F. Lighting Subtotal:</b>				<b>\$470,000.00</b>
<b>G. Landscape</b>				
1. Erosion Control Landscaping	22,218	SF	\$6.00	\$133,308.00
2. Large Shade Trees (4" cal.)	23	EA	\$500.00	\$11,500.00
3. Small Trees (2" cal.)	20	EA	\$350.00	\$7,000.00
4. Shrubs (med)	3,968	SF	\$6.00	\$23,808.00
5. Sod	7,985	SF	\$1.00	\$7,985.00
6. Grass Seed	135,639	SF	\$0.25	\$33,909.75
7. Mulch (Double Shredded Hardwood Mulch - 3" Depth)	44	CY	\$35.00	\$1,540.00
8. Import and Spread Top Soil	44	CY	\$30.00	\$1,320.00
9. Soil Amendments	1	LS	\$500.00	\$500.00
10. Irrigation (Sod S.F. + Mulch S.F.)	12,713	SF	\$0.65	\$8,263.45
<b>G. Landscape Subtotal:</b>				<b>\$229,134.20</b>

#### Summary By Area

	% OF TOTAL	EXTENSION
A. Site Preparation and Earthwork	23%	\$1,284,002.00
B. Infrastructure	4%	\$234,000.00
C. Paving & Hardscape	3%	\$180,178.00
D. Site Elements	46%	\$2,547,030.50
E. Structures	9%	\$515,770.00
E. Furnishings & Signs	2%	\$90,500.00
F. Lighting	0%	\$470,000.00
G. Landscape	4%	\$229,134.20
	<b>SUBTOTAL</b>	<b>\$5,550,614.70</b>
	<b>GENERAL REQUIREMENTS</b>	<b>\$277,530.74</b>
	<b>12 MONTHS ESCALATION</b>	<b>\$291,407.27</b>
<b>Total Pre-design Estimate</b>	<b>TOTAL</b>	<b>\$6,119,552.71</b>

#### NOTES:\*

- The above opinion of probable construction cost was prepared by McAdams as part of the preliminary design phase. Estimate is subject to change.
- Estimate was prepared for budgeting purposes using historical data, RS Means and generalized contractor estimates. Actual costs may vary.
- Estimate does not include mobilization, permitting and contractor's fees.
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- Estimate does not include any property acquisition, easements or other property costs or legal fees.





# SEVEN ACTION + IMPLEMENTATION PLAN

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## IN THIS CHAPTER

Parkland  
Programming  
Operations





**ACTION + IMPLEMENTATION**

**An implementation plan with prioritized action items is outlined below. The recommendations presented in a previous chapter have been further refined into strategies and 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 achieving the goals of this plan. Each action item indicates a responsible party to foster accountability within the department.**

Goal	TIMELINE	TIMELINE CODE
Short-term	1 – 5 years	ST
Mid-term	5 – 10 years	MT
Long-term	10 + years	LT
Ongoing	Continual	OG



## Parkland

### Goal 1: Address needed park improvements for Town parks

PARKLAND GOAL 1 OBJECTIVES	STRATEGY / ACTION ITEM	GROUP RESPONSIBLE	TIME LINE
1.1 Address needed improvements for Wrenn Miller Park	1.1.1 - Addition of shade structure on knoll facing the stage with seating to extend park use outside of town events.	Contractor TBD	ST
	1.1.2 - Addition of permanent bathroom facility to the Northern side of the amphitheater structure.	Contractor TBD	ST
1.2 Address needed improvements for Charles P. Turner Sports Complex.	1.2.1 - Extend ADA pathways to playground and southeast soccer field.	Contractor TBD	MT
	1.2.2 - To extend field play usage, sports lighting will be needed.	Contractor TBD	LT
	1.2.3 - Provide in Park wayfinding signage with field numbering to help coordinate game play.	Town P&R Department	OG
	1.2.4 - Renovation of concessions building to maximize usability.	Town P&R Department	ST
1.3 Address needed improvements for Jamestown Golf Course	1.3.1 - Engage a consultant to complete an in-depth strategic plan for the golf course separate from other parks amenities.	Town Golf Department	ST
	1.3.2 - Use strategic planning process to plan and identify financial risks and opportunities to better leverage the golf course for the community.	Town Golf Department	ST
1.4 Address needed improvements for Jamestown Neighborhood Park.	1.4.1 - Provide ADA accessible access from Northern parking lot to basketball court, cornhole courts, playground, volleyball court, and shelters.	Town P&R Department	ST
	1.4.2 - Provide direct connection from the park to the Bicentennial greenway.	Town P&R Department	ST
	1.4.3 - Playground has reached its usable life and needs to be replaced with an inclusive play structure with surfacing.	Contractor TBD	ST
	1.4.4 - Replace existing sports field with amenities defined in the site-specific master plan provided within this document.	Contractor TBD	MT
	1.4.4 - Renovation of existing bathroom facility.	Contractor TBD	ST
	1.4.5 - Provide dog park amenity.	Contractor TBD	ST
	1.4.6 - Provide site furnishings such as trash receptacles, benches, tables.	Town P&R Department	ST
1.4.7 - Apply for PARTF funding to supplement park renovations.	Town P&R Department	ST	



PARKLAND GOAL 1 OBJECTIVES	STRATEGY / ACTION ITEM	GROUP RESPONSIBLE	TIME LINE
1.5 Address needed improvements for Town Entryway Parks	1.5.1 – Provide signage directing users to the nearby cross-town destinations.	Town P&R Department	ST

**Goal 2: Update and expand park system according to demonstrated community needs**

PARKLAND GOAL 2 OBJECTIVES	STRATEGY / ACTION ITEM	GROUP RESPONSIBLE	TIME LINE
2.1 Identify opportunities to create the following amenities identified as high priority in the statistically valid survey: Fitness walking loop Dog park Senior center Greenway trail system Natural trails Indoor fitness and exercise facility Community garden Water access	2.1.1 – Create Greenway Master plan for a 5- mile fitness loop around Jamestown using existing greenways, sidewalks, and new pedestrian connection on Penny Road	Multi-Agency	MT
	2.1.2 – Identify opportunities to provide greenway trails, natural surface trails, dog parks, and water access at Jamestown Park during the master planning process.	Multi-Agency	MT
	2.1.3 – Identify opportunity to provide indoor fitness and exercise facility, community gardens, and senior center through partnerships.	Multi-Agency	LT



PARKLAND GOAL 2 OBJECTIVES	STRATEGY / ACTION ITEM	GROUP RESPONSIBLE	TIME LINE
2.2 Identify opportunities to create the following amenities identified as a high priority through community engagement: <ul style="list-style-type: none"> <li>› Splashpad</li> <li>› Playground</li> <li>› Natural surface trails</li> <li>› 5-mile fitness loop</li> <li>› Reservable shelters</li> <li>› Amenities constructed with sustainable materials</li> <li>› Playground that is handicapped accessible and designed for all abilities</li> <li>› Dog park</li> <li>› More parks</li> <li>› Tennis courts</li> <li>› Hiking and walking trails with benches</li> </ul>	2.2.1 - Identify opportunities through site Specific master planning of Jamestown Park. Program could include, inclusive playground, fitness loop, dog park, shelters, and natural surface trails.	Town P&R Department	ST
2.3 Create a signature amenity and photo opportunity that promotes public art, civic engagement, and economic development.	2.3.1 - Determine location for amenity in high traffic, visible location. 2.3.2 - Identify opportunities for partnerships to promote interactive feature. 2.3.3 - Promote Jamestown using social media interactions with signature amenity. 2.3.4 - Determine best option for signature amenity. Opportunities include interactive mural, graffiti walls, photo opportunity sculptures, and more.	Town P&R Department Town P&R Department Town P&R Department Town P&R Department	ST ST OG OG



**Goal 3: Implement Maser Plan for Jamestown Park and determine future of golf course.**

PARKLAND GOAL 3 OBJECTIVES	STRATEGY / ACTION ITEM	GROUP RESPONSIBLE	TIME LINE
3.1 Determine community expectations for Jamestown Golf Course	3.1.1 - Facilitate conversation about goals and operational expectations for Jamestown Golf Course	Town Golf Department	OG
	3.1.2 - Determine community expectations for Jamestown Golf Course cost recovery	Town Council, P&R Advisory Committee and Golf Department	ST
3.2 Determine operational goals and expectations for Jamestown Golf Course	3.2.1 - Determine cost recovery goals for operations of Jamestown Golf Course	Town Council, P&R Advisory Committee and Golf Department	ST
	3.2.2 - Determine appropriate staffing levels for golf course operations by conducting a staffing audit.	P&R Advisory Committee and Golf Department	ST
	3.2.3 - Conduct a cost - benefit analysis for continued operation of Jamestown Golf Course in relation to other community priorities.	P&R Advisory Committee and Golf Department	ST
	3.2.3 - Consider possibility of operating Jamestown Golf Course as an entity separate from the Parks and Recreation Department	Town Council, Golf Department and P&R Department	ST

**Goal 4: Increase parkland and Greenway trail offerings to address needs of a growing population**

PARKLAND GOAL 4 OBJECTIVES	STRATEGY / ACTION ITEM	GROUP RESPONSIBLE	TIME LINE
4.1 Evaluate Land Development Ordinance and revise as necessary to increase private investment into parks and trails.	4.1.1 - Assess ordinances of similar jurisdictions to determine best practice for Jamestown context	Town Planning Department	ST
	4.1.2 - If revisions are needed, pursue ordinance revision as a partnership between Town and developers.	Town Planning Department	ST
	4.1.3 - Pursue a text change amendment for approval by Town Council	Town Planning Department	ST
	4.1.4 - Ensure policies are in place to account for parkland and trail provision in newly developed areas.	Town Planning Department and P&R Department	OG



## PROGRAMMING

### Goal 1: Provide programming to meet community needs

PROGRAMMING GOAL 1 OBJECTIVES	STRATEGY / ACTION ITEM	GROUP RESPONSIBLE	TIME LINE
1.1 Increase the Town's capacity to provide highly successful event programming.	1.1.1 - Install bathrooms and electrical hookups for food trucks at Wrenn Miller Park.	Contractor TBD	ST
	1.1.2 - Determine need for part time staff or contracted work to provide set up and break-down support for special events.	Town P&R Department	ST
	1.1.3 - Expand event offerings by partnering with organizations to provide marketing, planning, financial, and staffing support for events.	Town P&R Department	OG
1.2 Identify opportunities to create the following adult and youth programs identified as high priority in the statistically valid survey. Programs can be added or expanded through partnerships.	1.2.1 - Youth: <ul style="list-style-type: none"> <li>&gt; Outdoor music, concerts, and movies</li> <li>&gt; Adult fitness and wellness classes</li> <li>&gt; Special events and family festivals</li> <li>&gt; Outdoor adventure programs</li> <li>&gt; Swimming</li> </ul>	Town P&R Department	OG
	1.2.2 - Adults: <ul style="list-style-type: none"> <li>&gt; Adult fitness and wellness</li> <li>&gt; Outdoor music, concerts, and movies</li> <li>&gt; Senior citizen programs</li> <li>&gt; Outdoor fitness and wellness programs</li> </ul>	Town P&R Department	OG
	1.2.3 - Community Engagement <ul style="list-style-type: none"> <li>&gt; Outdoor music and movies</li> <li>&gt; Outdoor fitness and wellness classes</li> <li>&gt; Summer camps and afterschool programs</li> <li>&gt; Educational activities</li> <li>&gt; Activities for senior citizens</li> <li>&gt; More community gathering events</li> <li>&gt; Farmer's market</li> <li>&gt; Golf camps for youth</li> </ul>	Town P&R Department	OG





**Goal 2: Implement best practice for programming partners**

PROGRAMMING GOAL 2 OBJECTIVES	Strategy / Action Item	GROUP RESPONSIBLE	TIME LINE
2.1 Update fee structure for program partners	2.1.1 Update reservation fees based on a combination of similar provider rates, cost recovery goals, and affordability.	P&R Department, P&R Advisory Committee and Town Council	ST
	2.1.2 - Ensure fee structure balances cost recovery, ability to pay, and affordability for all users.	P&R Department, P&R Advisory Committee and Town Council	OG
	2.1.3 - Calculate total cost of service to understand the Town's investment in supporting program partners.	P&R Department, P&R Advisory Committee and Town Council	OG
2.2 Research and create partnership policies that ensure equitable partnerships between the Town and partners.	2.2.1 Identify outcomes of successful partnership	P&R Department, P&R Advisory Committee and Town Council	OG
	2.2.2 Create metrics to measure successful outcomes, when appropriate. Examples can include event attendees or athletes enrolled in programming.	P&R Department, P&R Advisory Committee and Town Council	ST
	2.2.3 - Use partnership policy to begin discussions with new programming partners.	P&R Department, P&R Advisory Committee and Town Council	ST
	2.2.4 - Adopt signed partnership agreements or contracts with program partners.	P&R Department, P&R Advisory Committee and Town Council	OG



## Operations

### Goal 1: Explore potential for creating a formal Parks and Recreation Department

Operations Goal 1 Objectives	Strategy / Action Item	GROUP RESPONSIBLE	TIME LINE
1.1 Determine departmental scope of work and allocate necessary budget.	1.1.2 - Define scope of work for a formal department, and conduct total cost of service analysis to determine costs.	P&R Department, P&R Advisory Committee and Town Council	ST
	1.1.3 - Budget for departmental operations including staffing, facilities, and maintenance.	Town staff and Town Council	ST
1.2 Determine departmental staffing needs and hire needed staff.	1.2.1 Identify necessary staff positions to implement the scope of work defined above in Operations Goal 1.1.	Town staff and Town Council	ST
	1.2.2 - Hire and train staff identified as necessary.	Town staff and Town Council	OG
1.3 Determine operational and policy needs based on the desired scope of work defined above.	1.3.1 Adopt departmental operational policies including standards for programming, maintenance, marketing, and more.	Town staff and Town Council	OG
	1.3.2 Formalize or adopt all new polices and procedures as related to the creation of a new department.	Town staff and Town Council	OG



**Goal 2: Determine shared vision for key elements of Jamestown Parks and Recreation**

GOAL 2 OBJECTIVES	STRATEGY / ACTION ITEM	GROUP RESPONSIBLE	TIME LINE
2.1 Create vision for the future of Jamestown Parks and Recreation. What do you want to be known for?	2.1.1 - Conduct visioning and strategic planning procedure using the findings of this plan as a starting point.	P&R Advisory Committee and Town staff	ST
	2.1.2 - Use strategic planning to determine growth areas for the department. Potential areas of growth include greenways planning and construction, community events programming, youth athletic programming, other programming, park expansion	P&R Advisory Committee and Town staff	ST, OG
	2.1.3 - Ensure vision aligns with overall Town vision and community desires.	P&R Advisory Committee and Town staff	ST, OG
2.2 Create a shared vision for the role of Jamestown Golf Course	2.4.1 - Understand golf course cost recovery actuals.	P&R Advisory Committee and Town staff	ST
	2.4.2 - Determine total cost of ownership annually for golf course that includes maintenance, staffing, and operations	P&R Advisory Committee and Town staff	ST
2.3 Create and communicate consistent messaging about the role of parks and recreation in the community	2.3.1 - Consistently brand Jamestown parks and recreation around the vision created as part of Operations Goal 2.1.	P&R Advisory Committee and Town staff	OG
	2.3.2 - Use consistent branding to create expectations and interest around Jamestown parks and recreation offerings.	P&R Advisory Committee and Town staff	OG



# EIGHT APPENDIX

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## **IN THIS CHAPTER**

Town of Jamestown Statistically Valid Survey Report

# Town of Jamestown Park and Recreation Needs Assessment Survey

## Findings Report

*...helping organizations make better decisions since 1982*

# 2019

**Submitted to the Town of Jamestown**

**By:**  
ETC Institute  
725 W. Frontier Lane,  
Olathe, Kansas  
66061

**August 2019**





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# The Town of Jamestown Parks and Recreation Needs Assessment Survey

## Executive Summary

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### Overview

ETC Institute administered a parks and recreation needs assessment survey for The Town of Jamestown Parks and Recreation during summer 2019. The survey will help the Town create a Parks and Recreation Comprehensive Plan which will guide the development of the Town's parks, facilities, and programs over the next 10 years.

ETC Institute mailed a survey packet to all households in the Town of Jamestown. 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 on-line at [www.jamestownsurvey.org](http://www.jamestownsurvey.org).

Ten days after the surveys were mailed, ETC Institute sent emails to the households that received the survey to encourage participation. The emails contained a link to the on-line version of the survey to make it easy for residents to complete the survey. To prevent people who were not residents of Town of Jamestown from participating, everyone who completed the survey on-line was required to enter their home address prior to submitting the survey. ETC Institute then matched the addresses that were entered on-line with the addresses that were originally selected for the random sample. If the address from a survey completed on-line did not match one of the addresses selected for the sample, the on-line survey was not counted.

A total of residents completed the survey. The overall results for the sample of 210 households have a precision of at least +/-6.5% at the 95% level of confidence.

This report contains the following:

- Charts showing the overall results of the survey (Section 1)
- Priority Investment Rating (PIR) that identifies priorities for facilities/amenities and programs (Section 2)
- Benchmarking analysis comparing the District's results to national results (Section 3)
- Tabular data showing the overall results for all questions on the survey (Section 4)
- A copy of the survey instrument (Section 5)

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



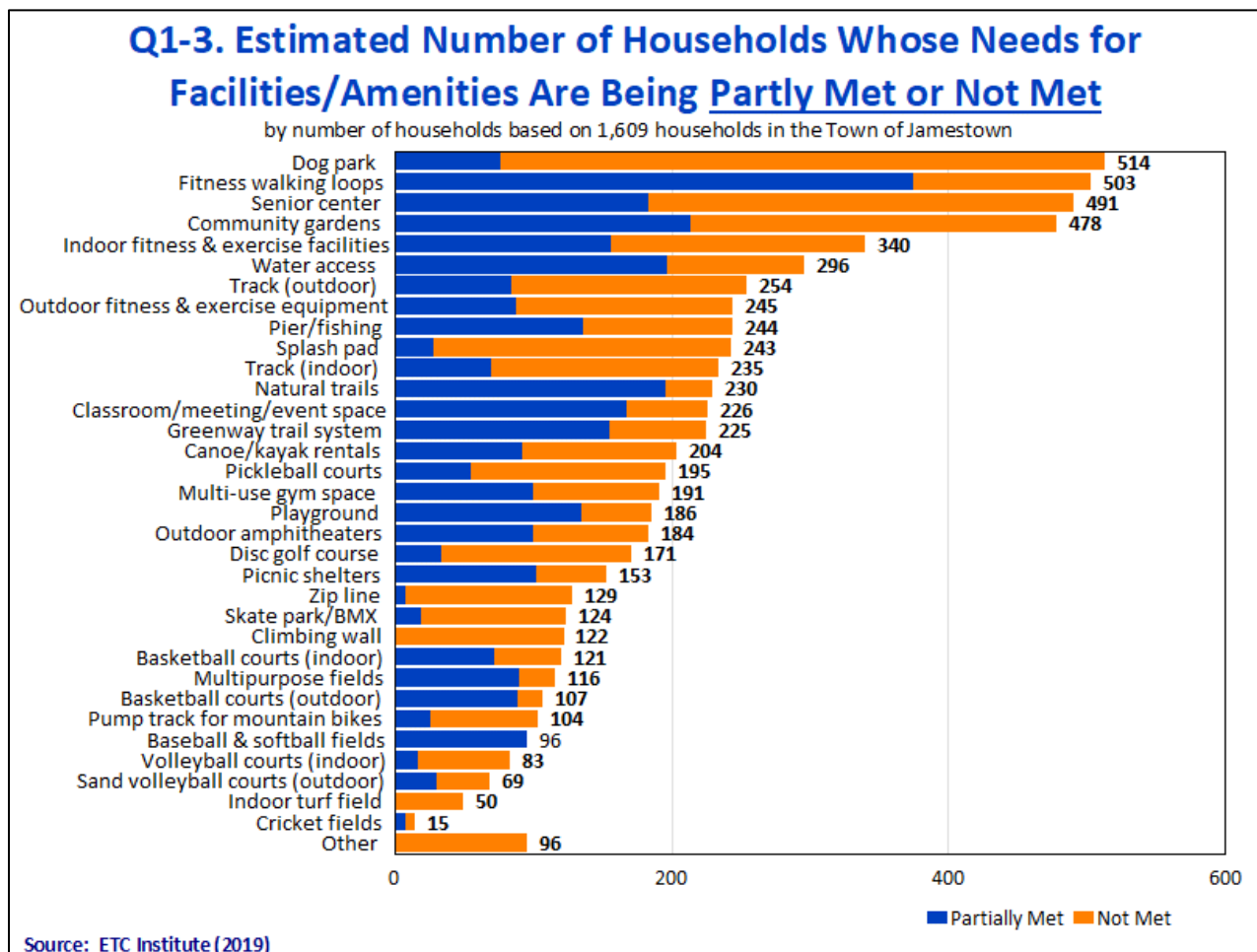
# Facility/Amenity Needs and Priorities

**Facility/Amenity Needs:** Respondents were asked to identify if their household had a need for 34 facilities/amenities and 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 parks and facilities/amenities.

The four facilities/amenities with the highest number of households that have an unmet need were:

1. Dog park-514 households
2. Fitness walking loops-503 households
3. Senior center-491 households
4. Community gardens-478 households

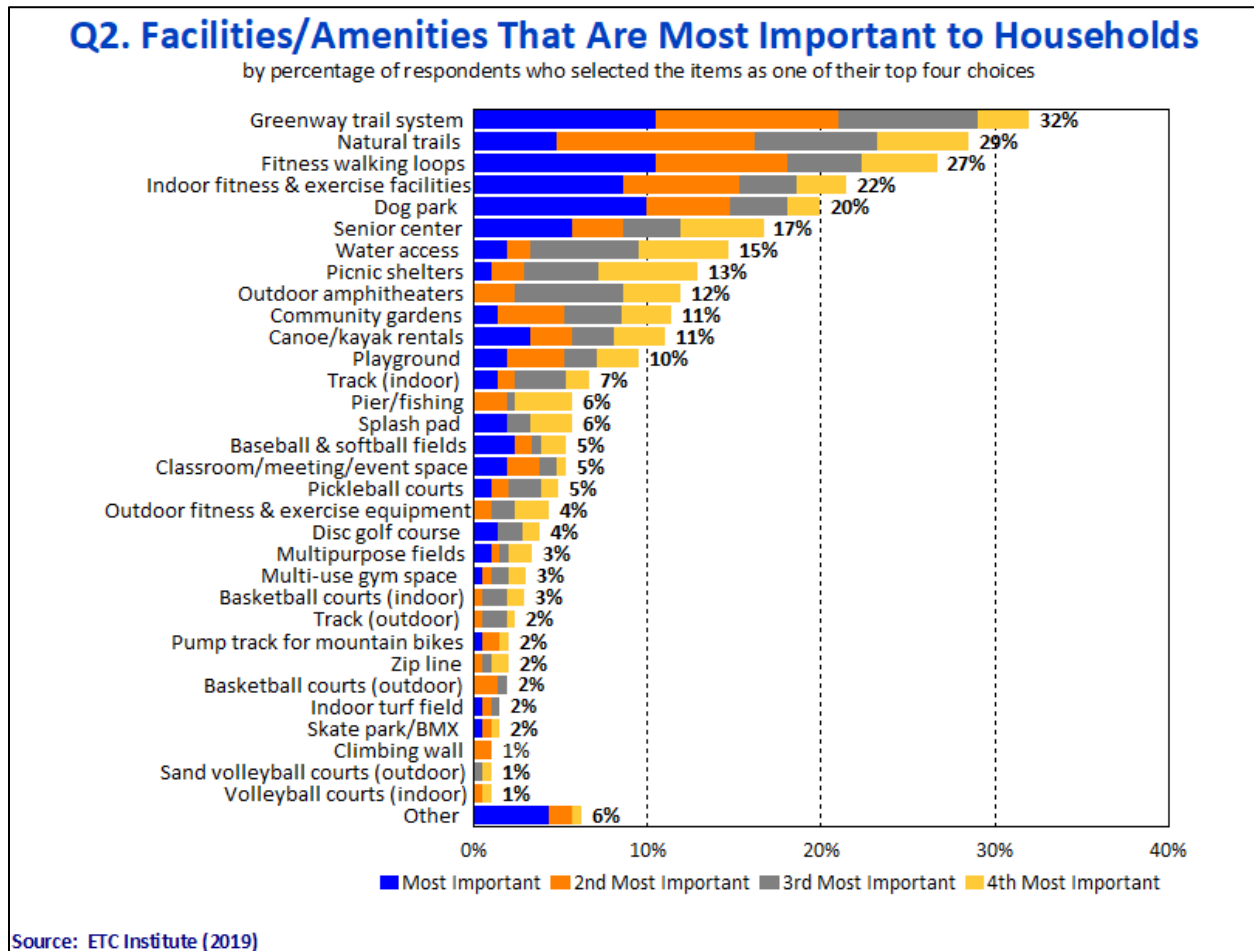
The estimated number of households that have unmet needs for each of the 34 facilities/amenities that were assessed is shown in the chart below.



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

- Greenway trail system- 32%
- Natural trails- 29%
- Fitness walking loops- 27%

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

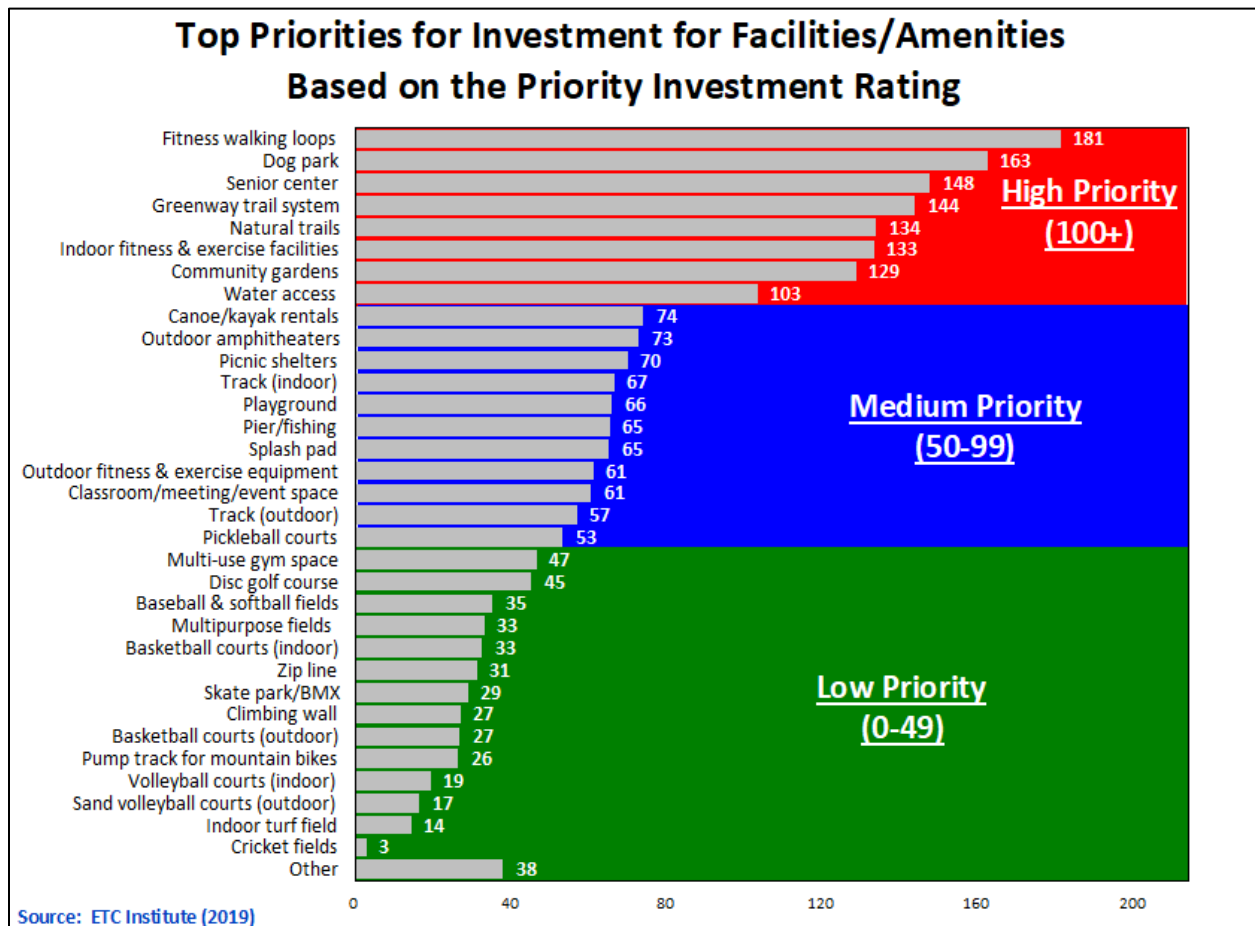


**Priorities for Facility Investments:** The **Priority Investment Rating (PIR)** was developed by ETC Institute to provide organizations with an objective tool for evaluating the priority that should be placed on recreation and parks investments. The Priority Investment Rating (PIR) equally weights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

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

- Fitness walking loops (PIR=181)
- Dog park (PIR=163)
- Senior center (PIR=148)
- Greenway trail system (PIR=144)
- Natural trails (PIR=134)
- Indoor fitness & exercise facilities (PIR= 133)
- Community gardens (PIR=129)
- Water access (PIR= 103)

The chart below shows the Priority Investment Rating for each of the 34 facilities/amenities that were assessed on the survey.



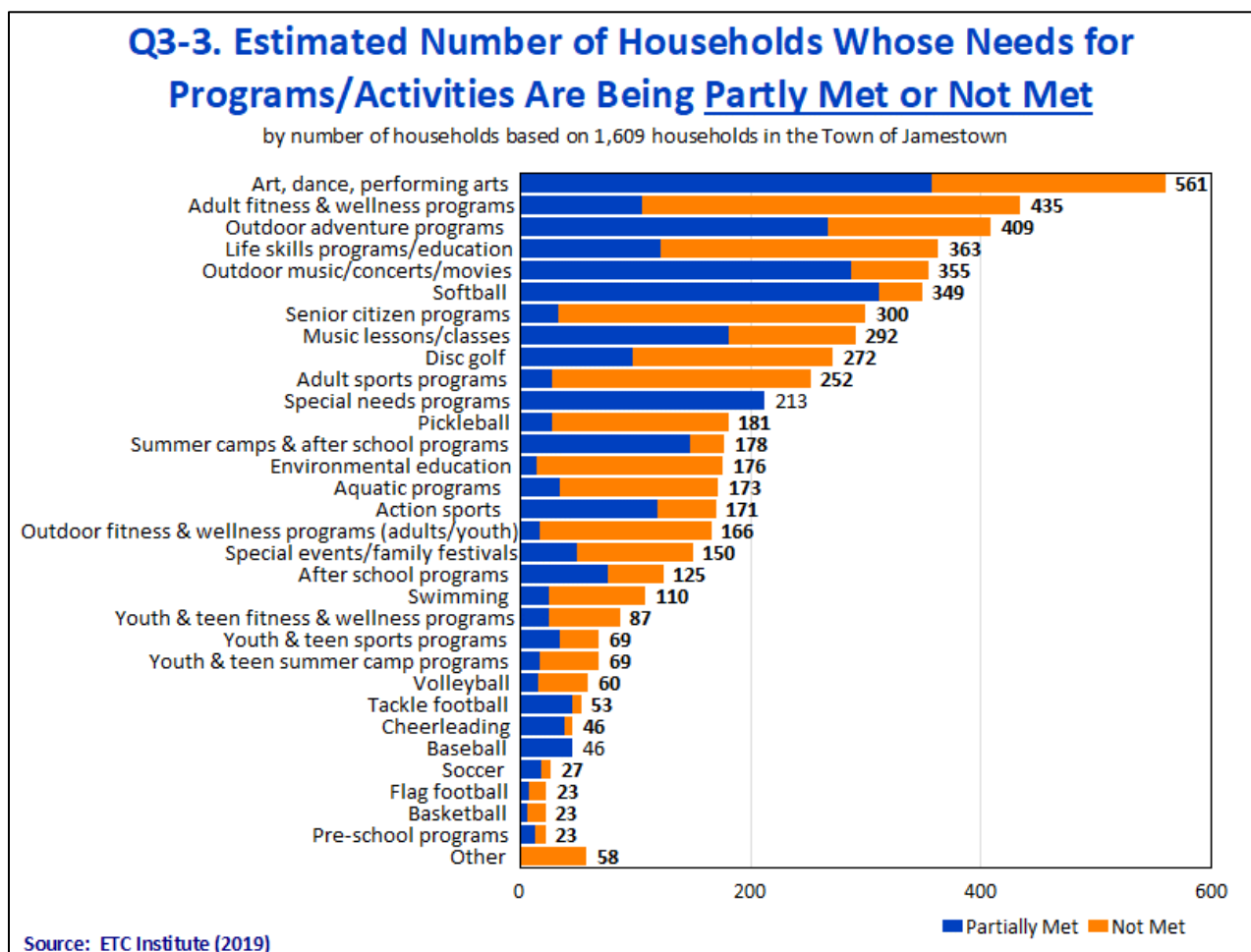
## Program/Activity Needs and Priorities

**Programming Needs.** Respondents were also asked to identify if their household had a need for 32 programs/activities and rate how well their needs for each program/activity were currently being met. Based on this analysis, ETC Institute was able to estimate the number of households in the community that had “unmet” needs for each program.

The three programs with the highest number of households that had unmet needs were:

- Art, dance, performing arts -561
- Adult fitness & wellness programs -435
- Outdoor adventure programs -409

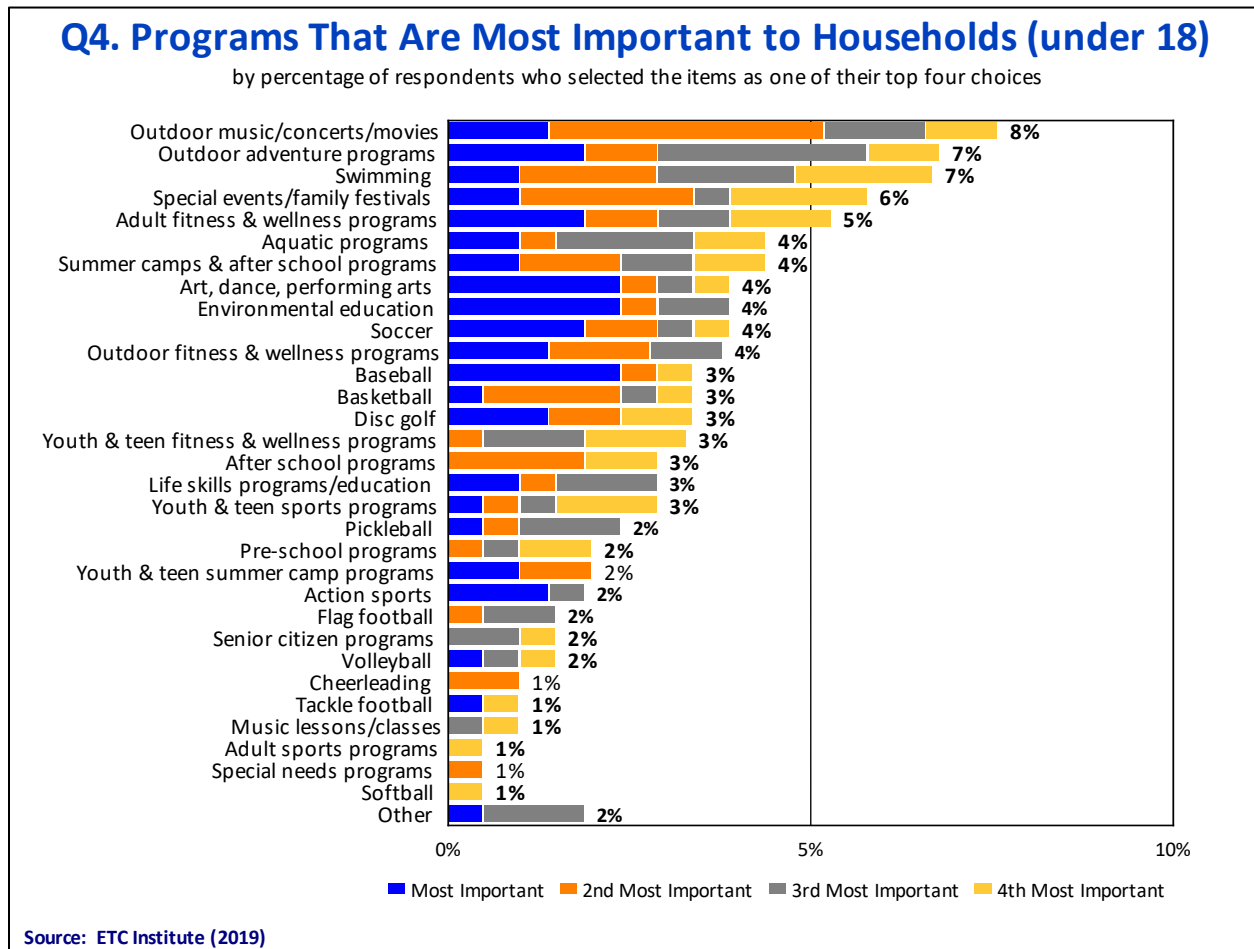
The estimated number of households that have unmet needs for each of the 32 programs/activities that were assessed is shown in the chart below.



**Program/Activity Importance.** In addition to assessing the needs for each program, ETC Institute also assessed the importance that residents place on each program/activity for the youth in their household. Based on the sum of respondents' top four choices the three most important program to resident household were:

- Outdoor music/concerts/movies (8%)
- Out Outdoor adventure programs (7%)
- Swimming (7%)

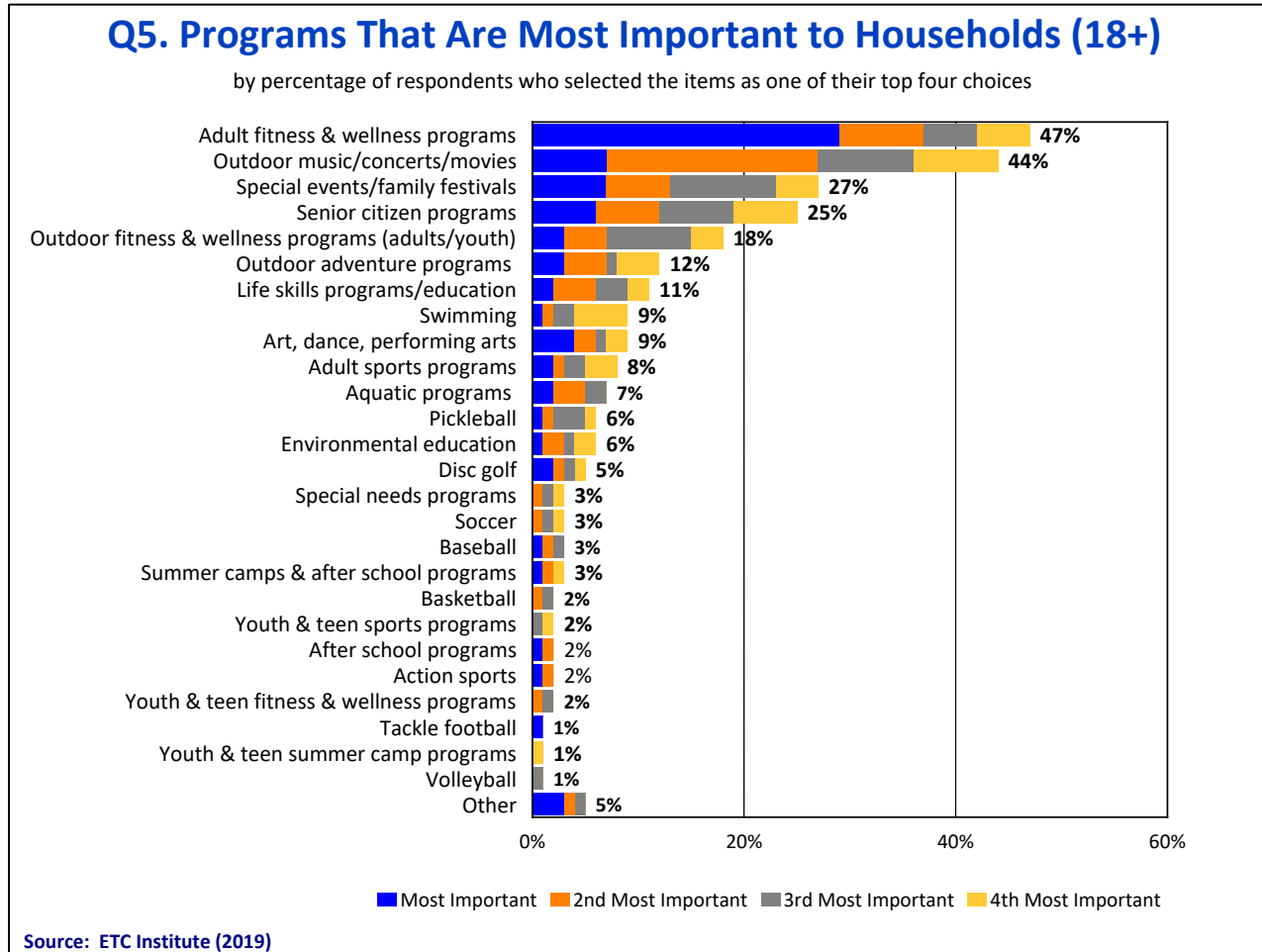
The percentage of residents who selected each program/activity as one of their top four choices for the youth in their household is shown in the table below.



Based on the sum of respondents' top four choices the two most important program/activity to adult residents were:

- Adult fitness & wellness programs (47%)
- Outdoor music/concerts/movies (44%)

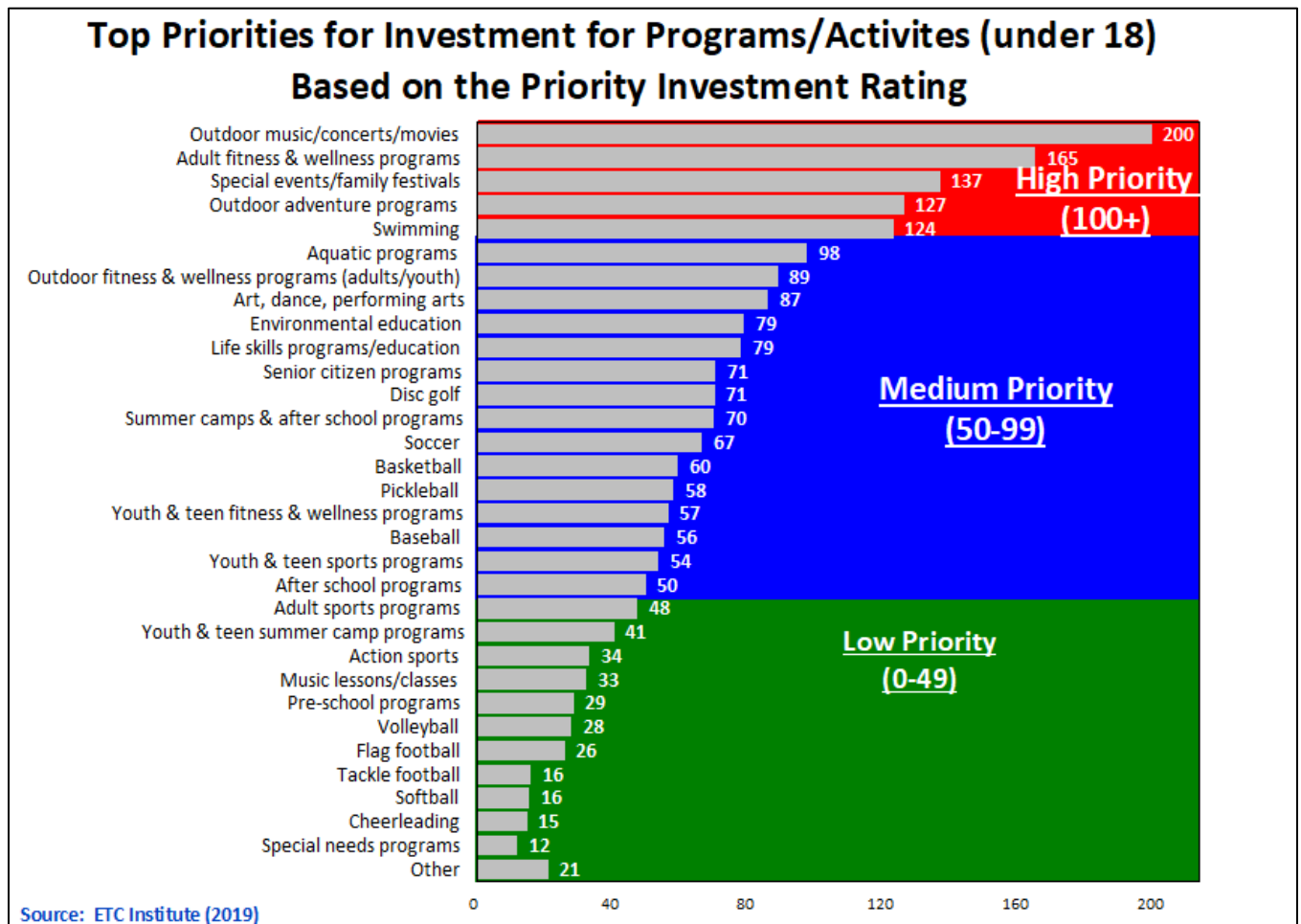
The percentage of residents who selected each program/activity as one of their top four choices for adult residents is shown in the table below.



**Priorities for Programming/Activities Investments.** Based the priority investment rating (PIR), which was described briefly on page v of this Executive Summary and is described in more detail in Section 2 of this report, the following five programs/activities were rated as “high priorities” for investment for youth:

- Outdoor music/concerts/movies (PIR=200)
- Adult fitness & wellness programs (PIR= 165)
- Special events/family festivals (PIR=137)
- Outdoor adventure programs (PIR=127)
- Swimming (PIR=124)

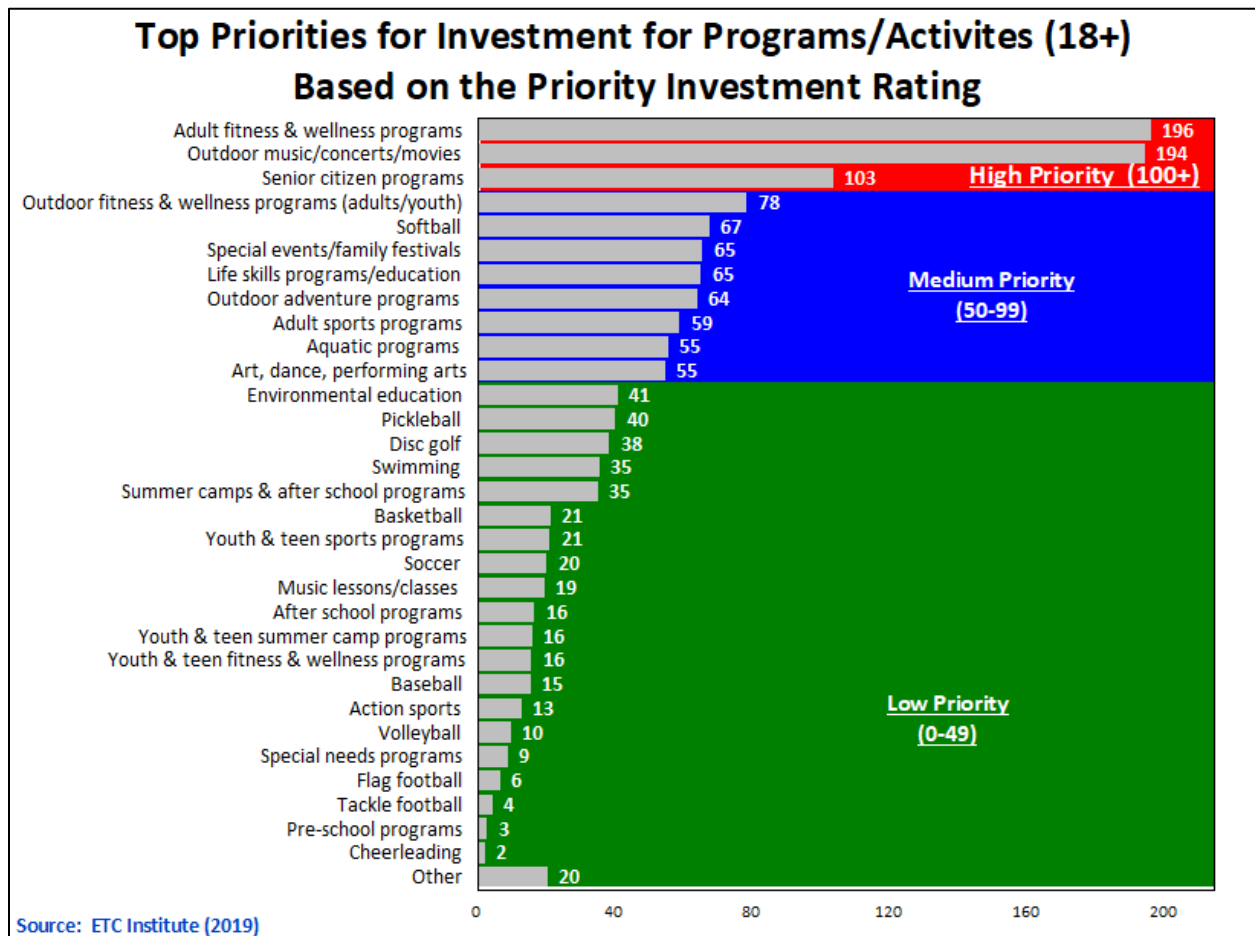
The chart below shows the Priority Investment Rating (PIR) for each of the 34 programs/activities that were rated .



**Priorities for Programming/Activities Investments.** Based the priority investment rating (PIR), which was described briefly on page v of this Executive Summary and is described in more detail in Section 2 of this report, the following three programs/activities were rated as “high priorities” for investment for adults:

- Adult fitness & wellness programs (PIR= 196)
- Outdoor music/concerts/movies (PIR=194)
- Senior citizen programs (PIR=103)

The chart below shows the Priority Investment Rating (PIR) for each of the 34 programs/activities that were rated.

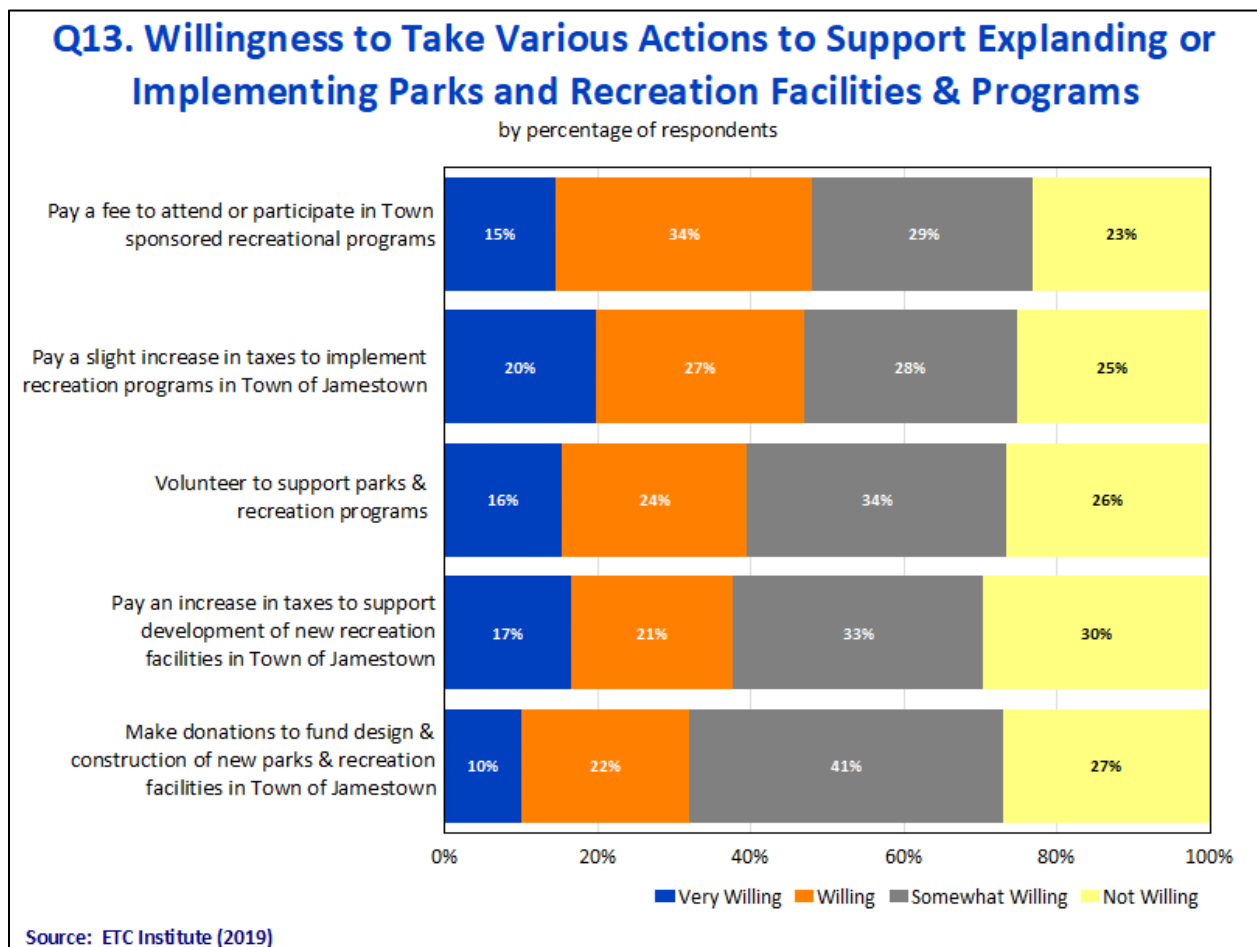




## Potential Improvements to the Park System

Respondents were asked to indicate how willing they would be to do the following to support expanding or implementing parks and recreation facilities and programs in the Town of Jamestown. Forty-nine percent (49%) of respondents indicated they would be “very willing” or “willing” to pay a fee to attend or participate in Town sponsored recreational programs. Forty-seven percent (47%) of respondents indicated they would be “very willing” or “willing” to pay a slight increase in taxes to implement recreation programs in Town of Jamestown. Respondents were least willing to make donations to fund design & construction of new parks & recreation facilities in Town of Jamestown of developing a large sports complex.

The chart below shows how willing residents would be to take various actions to support expanding or implementing parks and recreation facilities and programs in the Town of Jamestown



The indoor facilities respondent households would use the most are exercise facility for adults 50+ years (47%) walking & jogging track (45%). The indoor facilities respondent households would use the least are indoor soccer/lacrosse and child care area.

## Additional Findings

- Seventy-five percent (75%) respondents indicated that they use Town of Jamestown Parks & Recreation.
- Fifty-two (52%) of respondent households indicated they have participated in a special event offered by the Town and a majority (93%) rated the quality as “excellent” or “good”.
- Ninety-six percent (96%) of respondents “strongly agree” or “agree” public parks add to quality of life in community
- Sixty-four percent (64%) respondent households indicated they have used Wrenn Miller Park in the last 12 months.
- Seventy-five percent (75%) respondents indicated they learn about Town of Jamestown Parks and Recreation Department from banners in public places.
- Thirty-one percent (31%) of respondents indicated they actively use the Town’s parks & facilities, and nothing prevents them from using the parks and facilities more.
- Town of Jamestown Parks and Recreation Department is the organization respondent households use the most for parks, facilities, programs and activities.

## Conclusions

To ensure the Town of Jamestown continues to meet the needs and expectations of the community, ETC Institute recommends that they sustain and/or improve the performance in areas that were identified as “high priorities” by the Priority Investment Rating (PIR). The facilities/amenities with the highest PIR ratings are listed below.

### Park and Facility Priorities

- Fitness walking loops (PIR=181)
- Dog park (PIR=163)
- Senior center (PIR=148)
- Greenway trail system (PIR=144)
- Natural trails (PIR=134)
- Indoor fitness & exercise facilities (PIR= 133)
- Community gardens (PIR=129)
- Water access (PIR= 103)

### Youth Program Priorities

- Outdoor music/concerts/movies (PIR=200)
- Adult fitness & wellness programs (PIR= 165)
- Special events/family festivals (PIR=137)
- Outdoor adventure programs (PIR=127)
- Swimming (PIR=124)

### Adult Program Priorities

- Adult fitness & wellness programs (PIR= 196)
- Outdoor music/concerts/movies (PIR=194)
- Senior citizen programs (PIR=103)

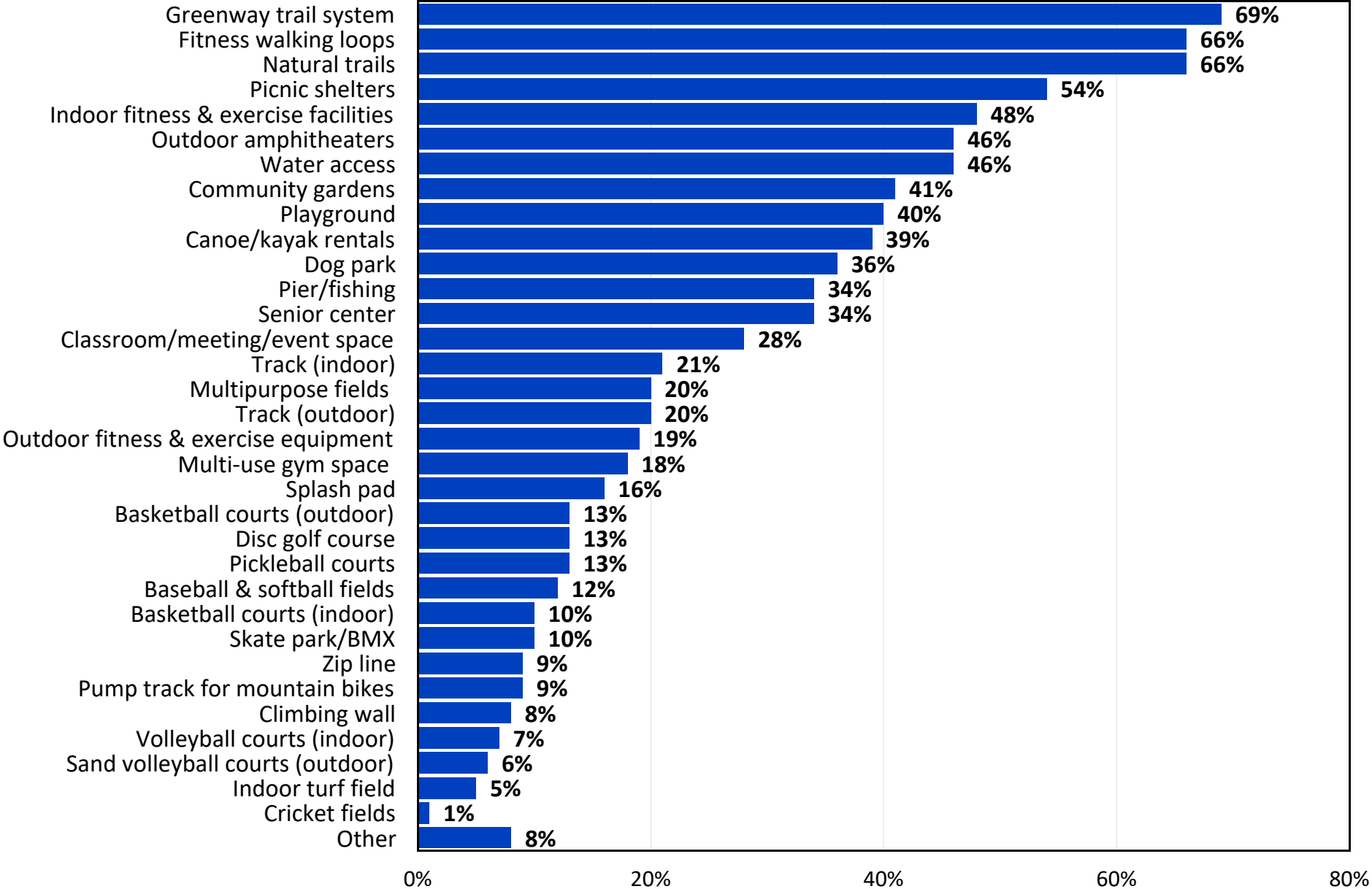
# Section 1

## *Charts and Graphs*

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# Q1. Facilities/Amenities Respondent Households Have a Need For

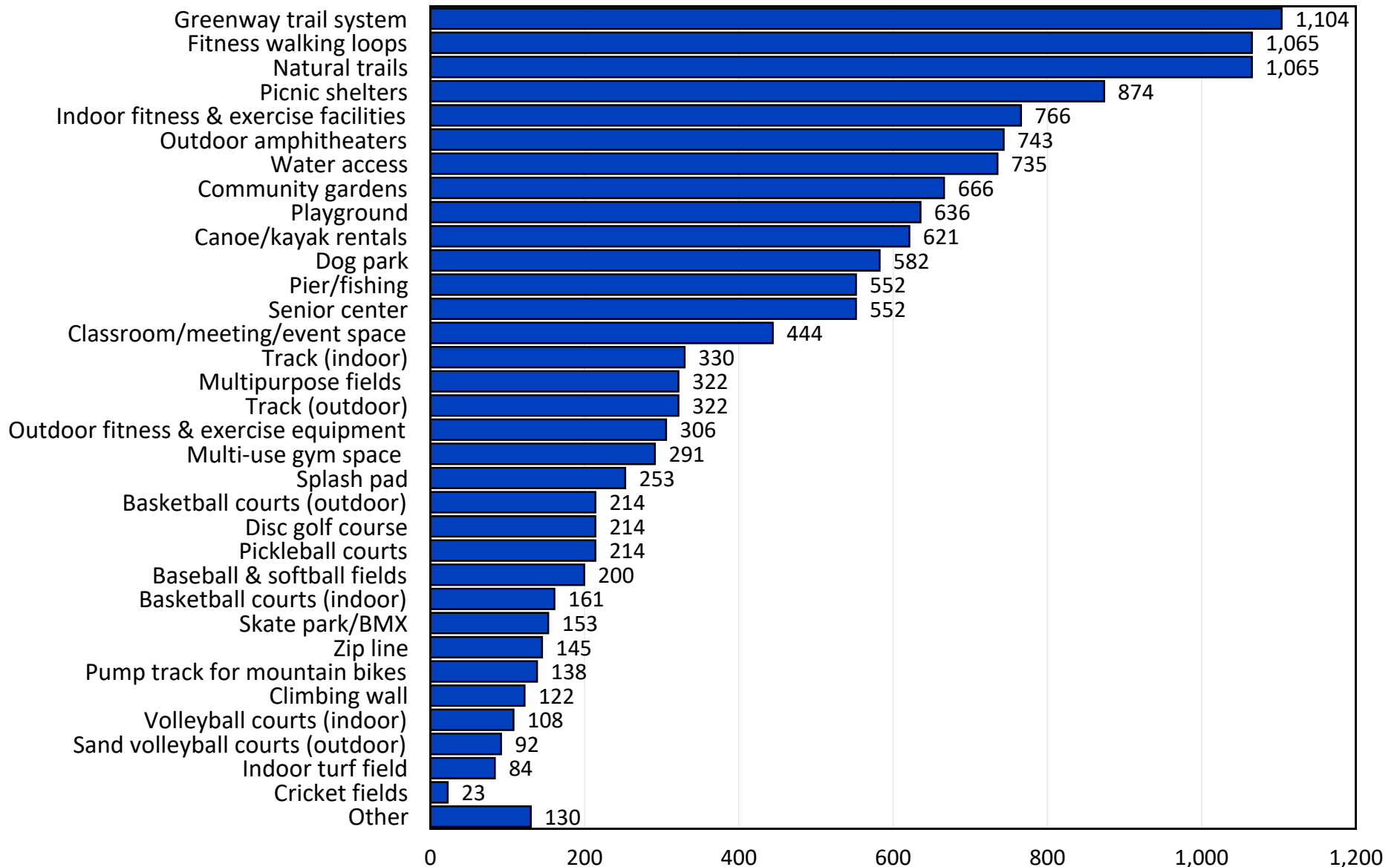
by percentage of respondents (multiple choices could be made)



Source: ETC Institute (2019)

# Q1-1. Estimated Number of Households That Have a Need for Various Facilities/Amenities

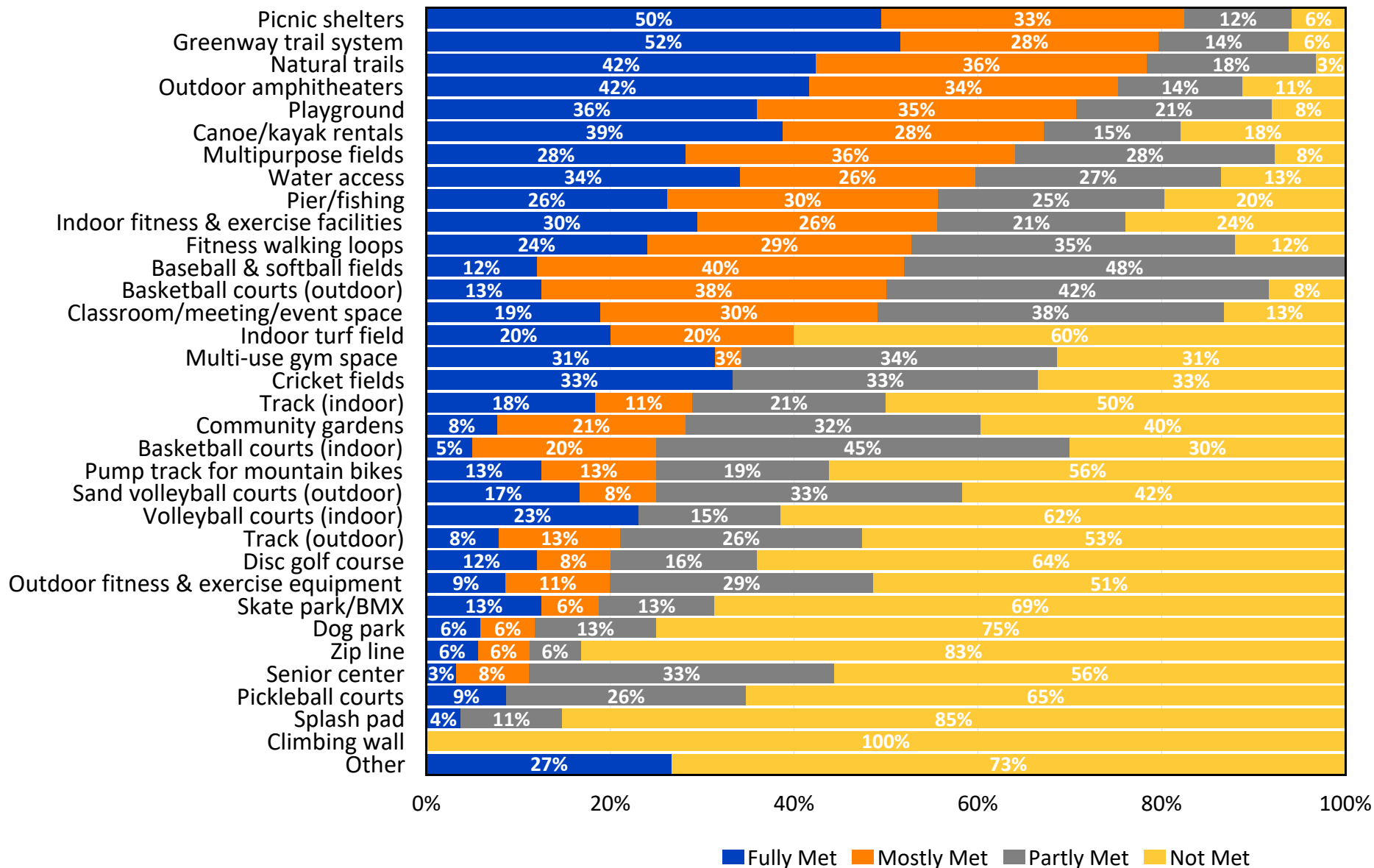
by number of households based on 1,609 households in the Town of Jamestown



Source: ETC Institute (2019)

# Q1-2. How Well Facilities/Amenities Meet the Needs of Respondent Households

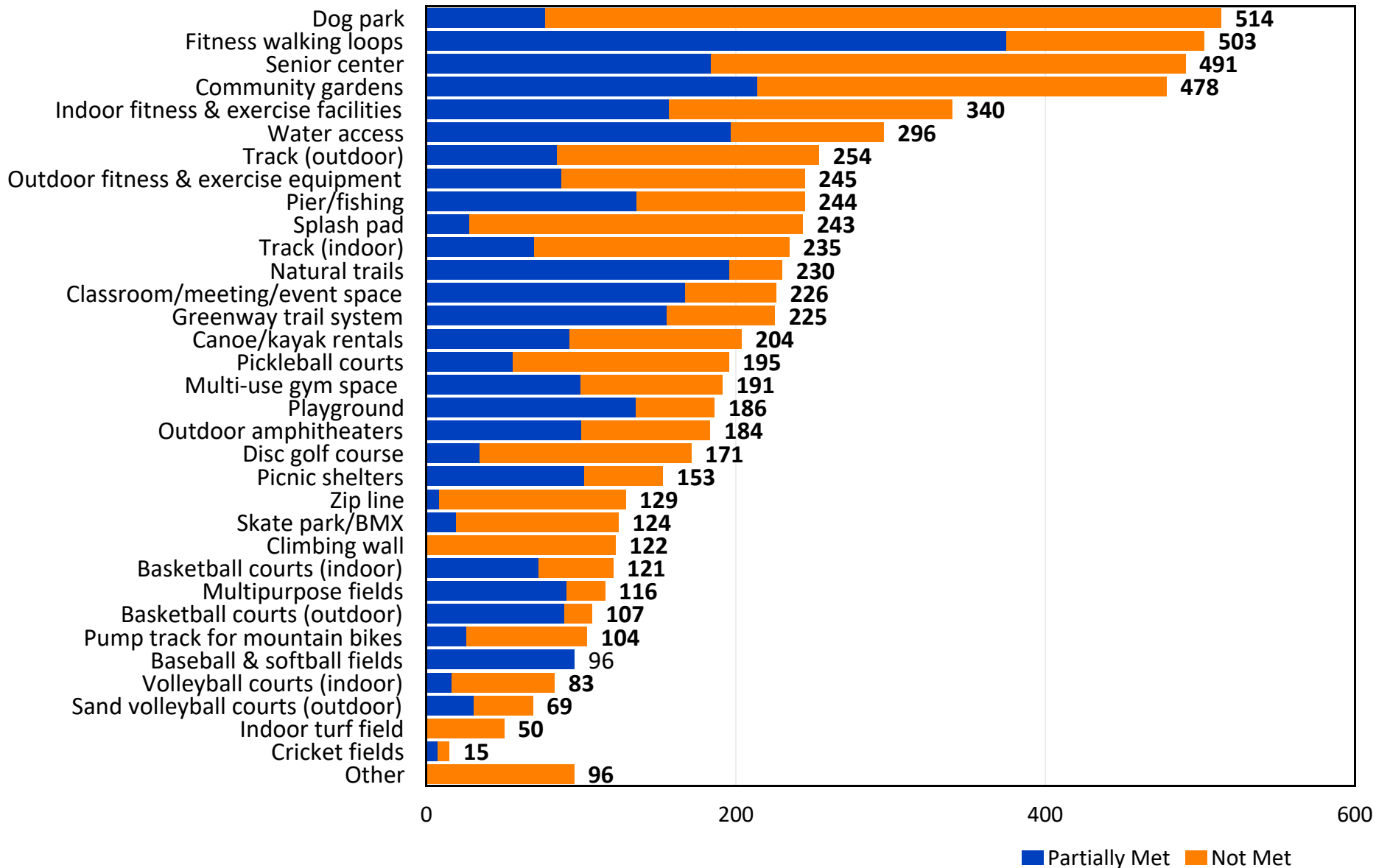
by percentage of respondents with a need for facilities



Source: ETC Institute (2019)

# Q1-3. Estimated Number of Households Whose Needs for Facilities/Amenities Are Being Partly Met or Not Met

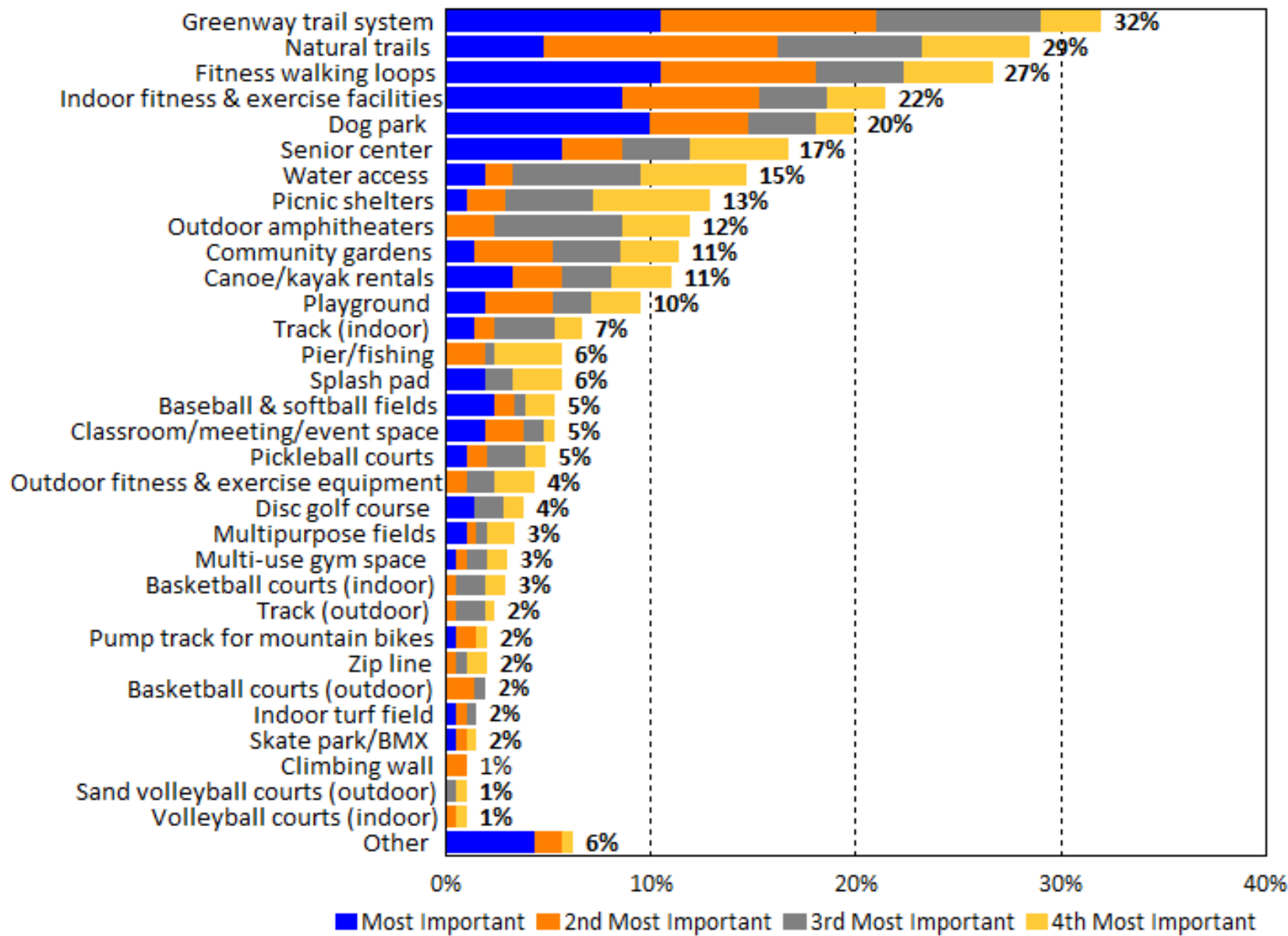
by number of households based on 1,609 households in the Town of Jamestown



Source: ETC Institute (2019)

## Q2. Facilities/Amenities That Are Most Important to Households

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

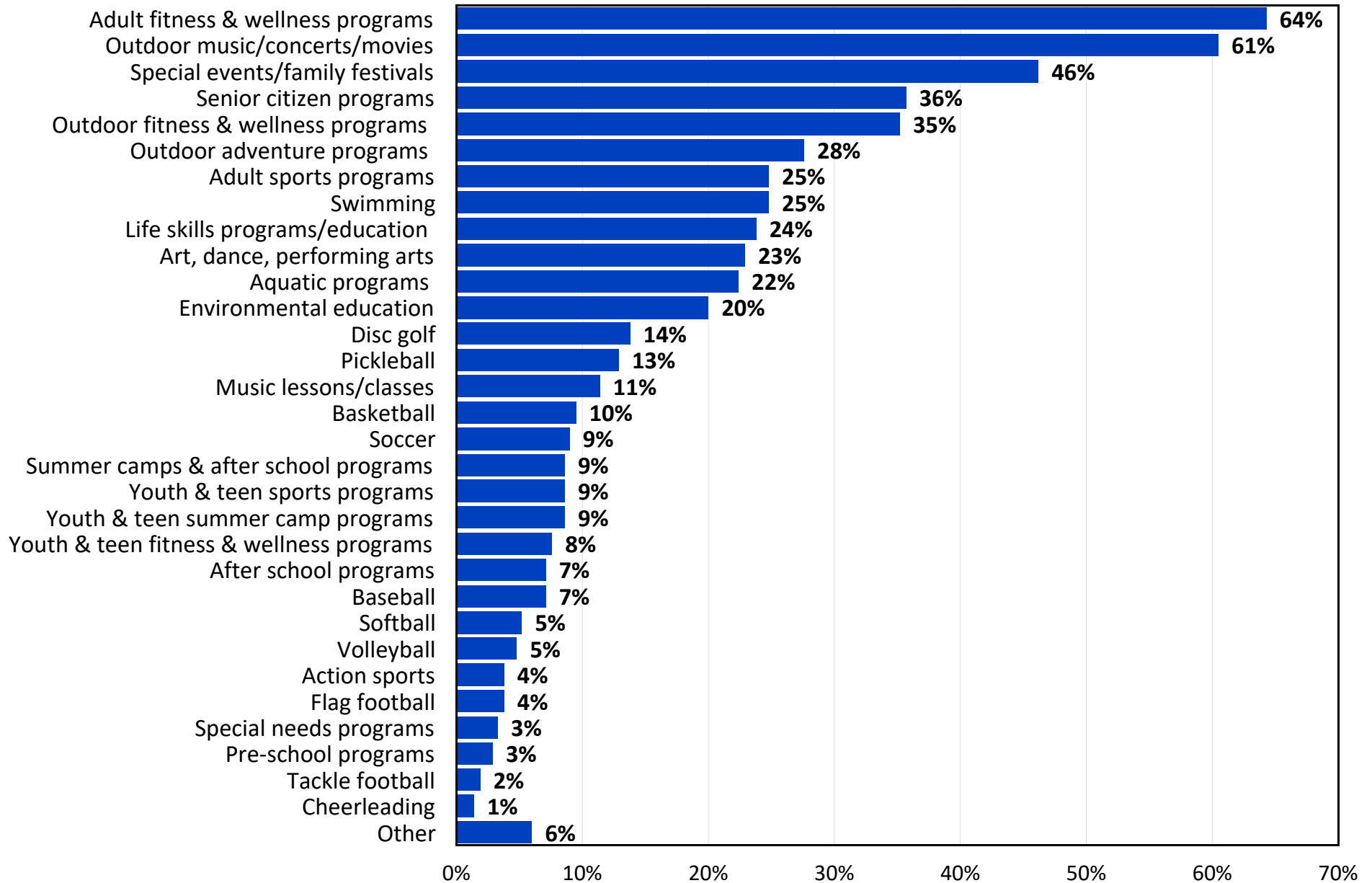


Source: ETC Institute (2019)



# Q3. Programs/Activities Respondent Households Have a Need For

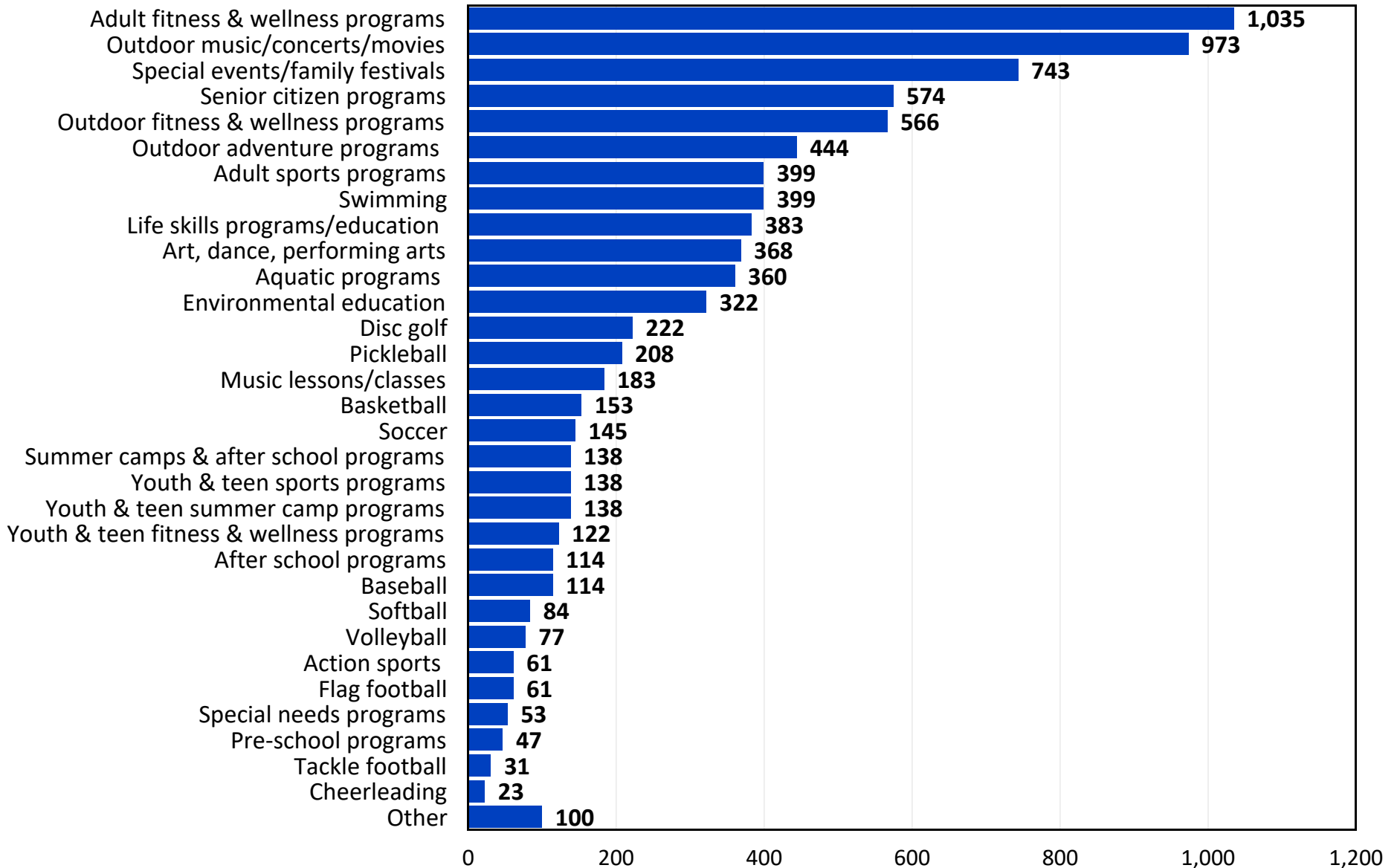
by percentage of respondents (multiple choices could be made)



Source: ETC Institute (2019)

# Q3-1. Estimated Number of Households That Have a Need for Various Programs/Activities

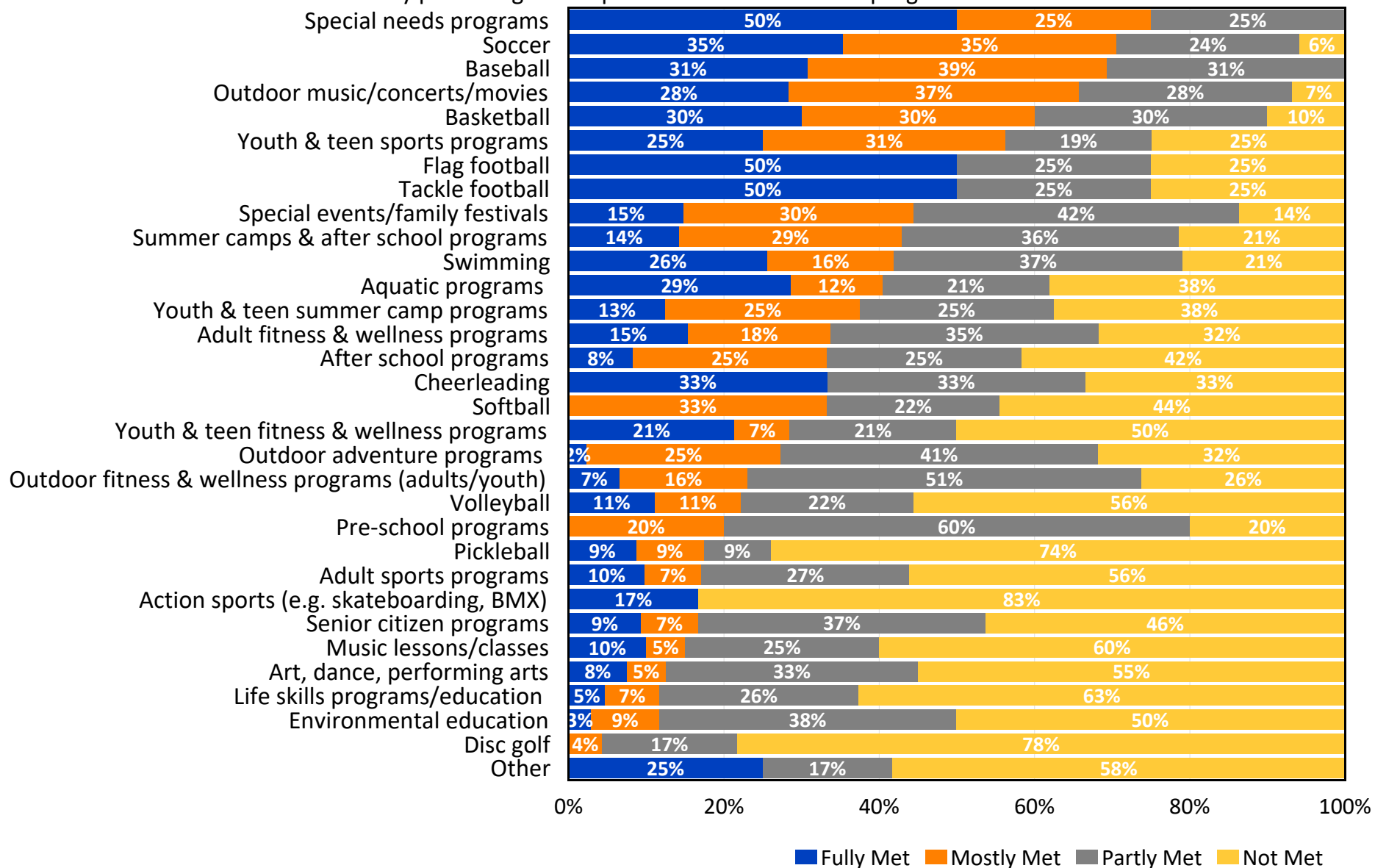
by number of households based on 1,609 households in the Town of Jamestown



Source: ETC Institute (2019)

## Q3-2. How Well Programs/Activities Meet the Needs of Respondent Households

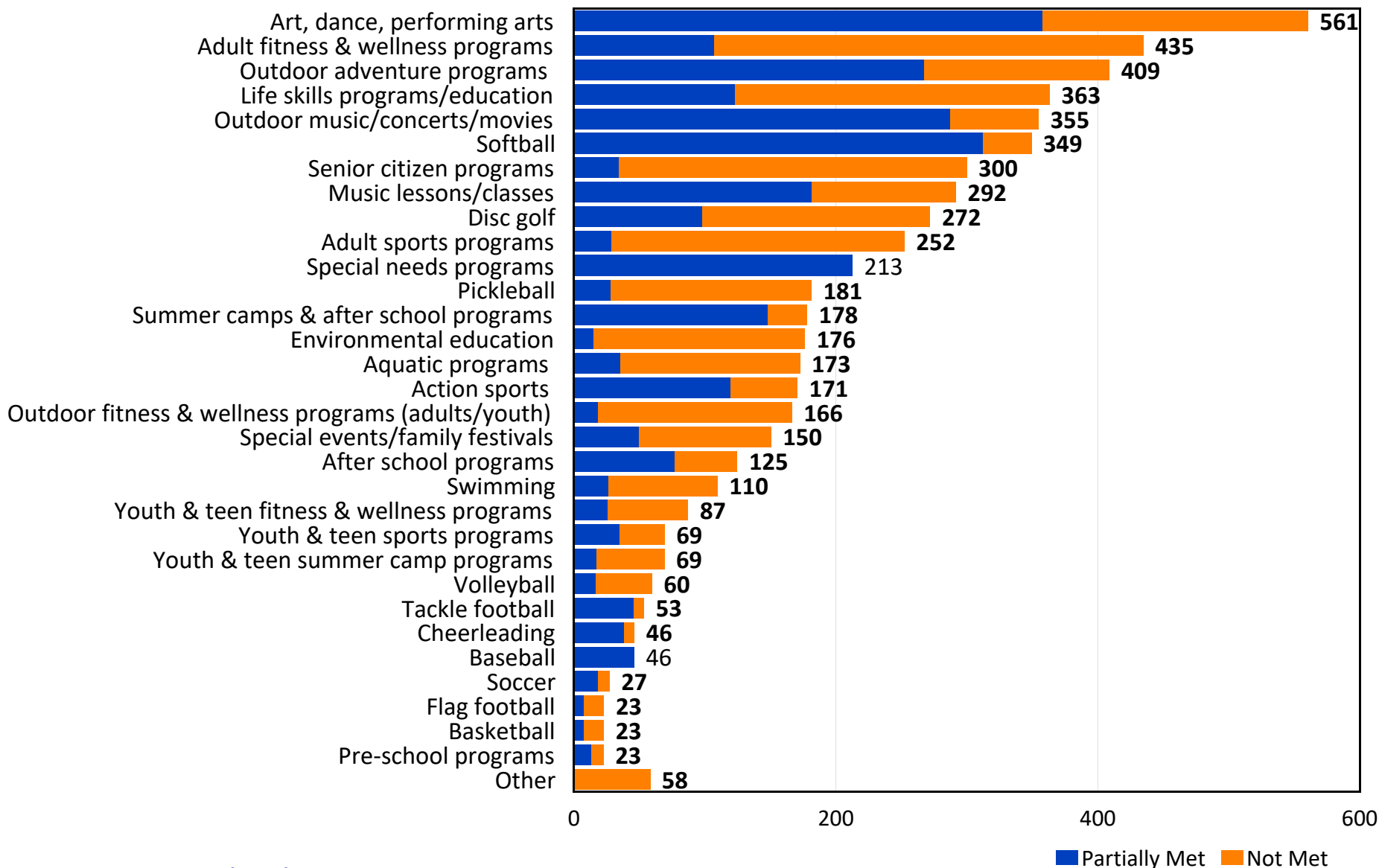
by percentage of respondents with a need for programs



Source: ETC Institute (2019)

# Q3-3. Estimated Number of Households Whose Needs for Programs/Activities Are Being Partly Met or Not Met

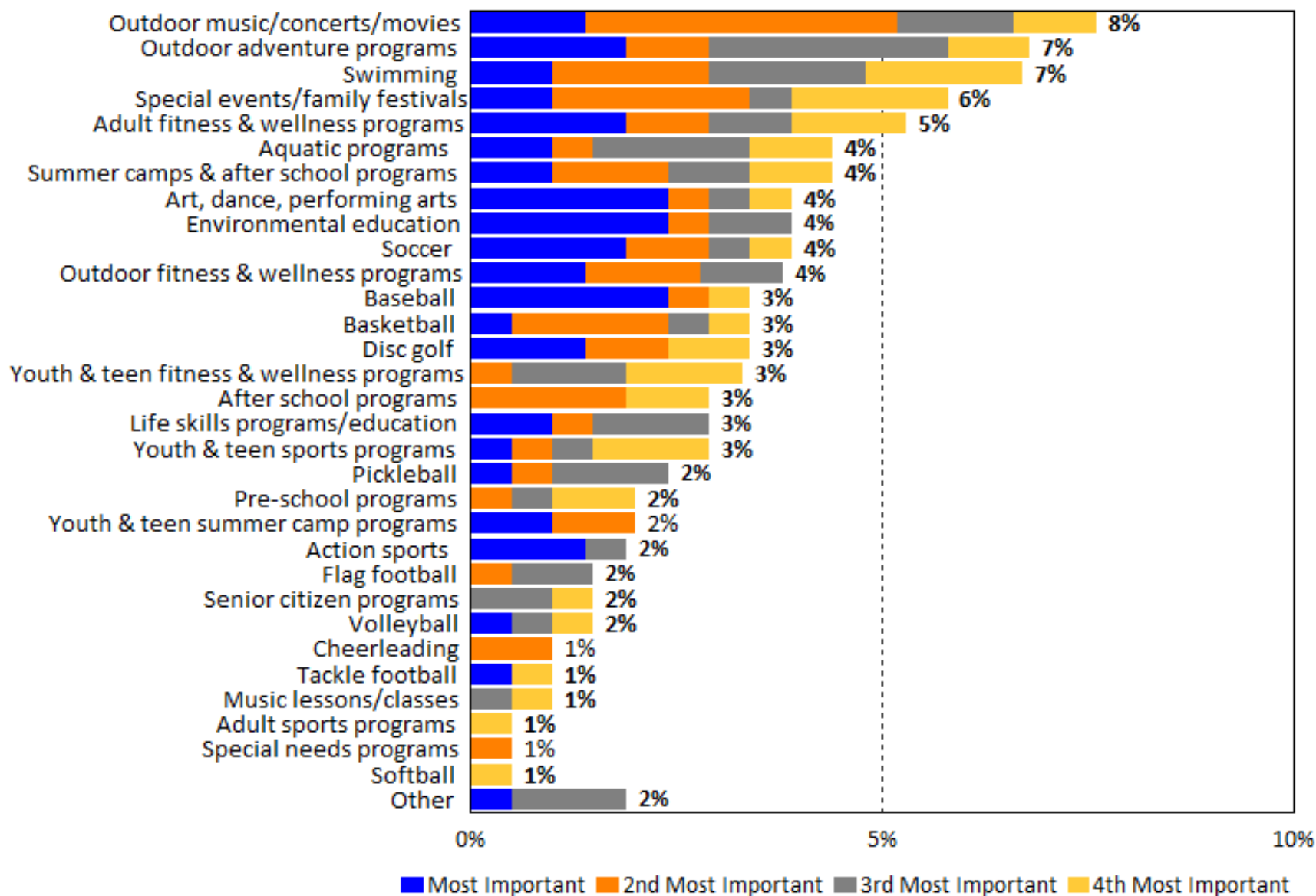
by number of households based on 1,609 households in the Town of Jamestown



Source: ETC Institute (2019)

## Q4. Programs That Are Most Important to Households (under 18)

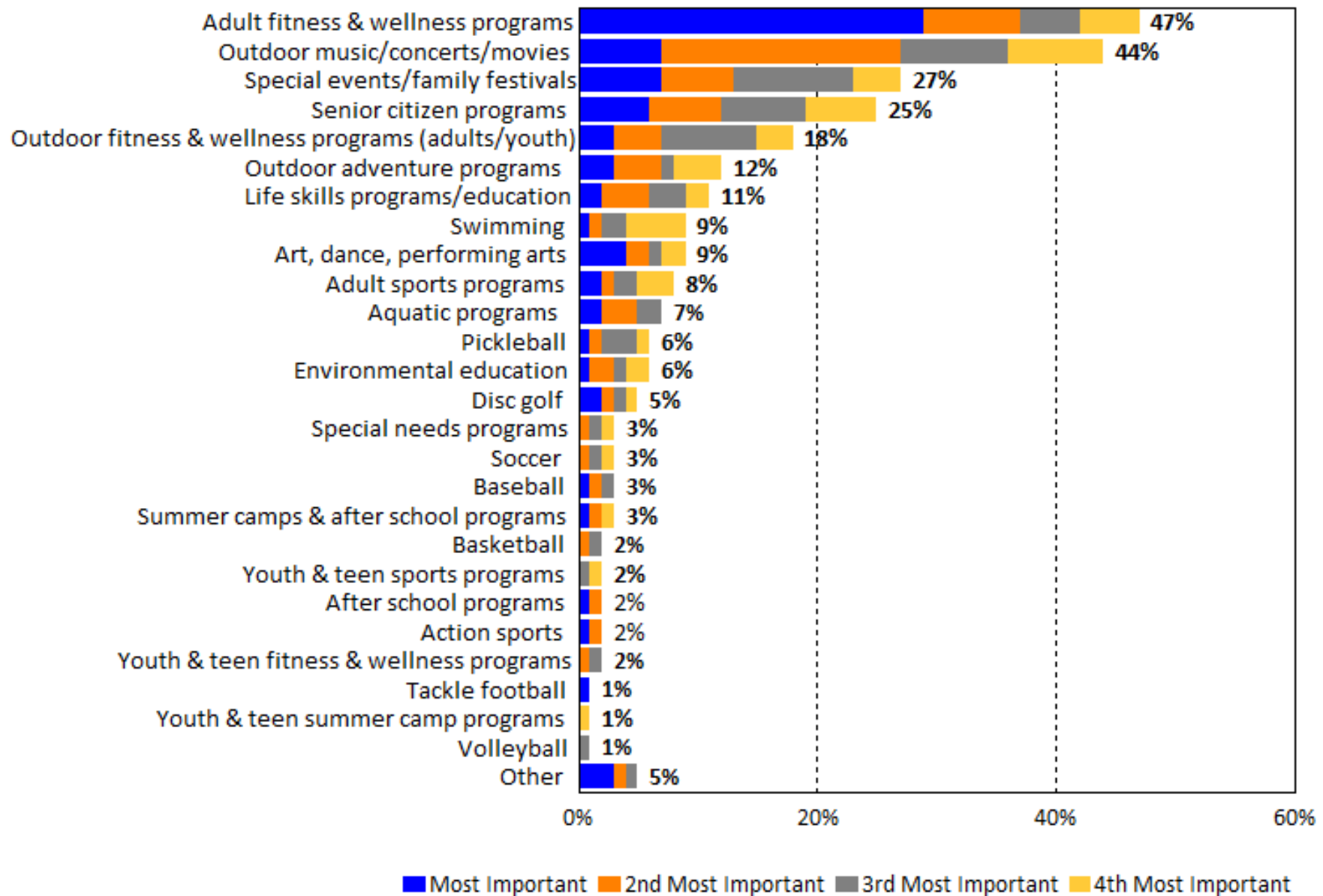
by percentage of respondents who selected the items as one of their top four choices



Source: ETC Institute (2019)

## Q5. Programs That Are Most Important to Households (18+)

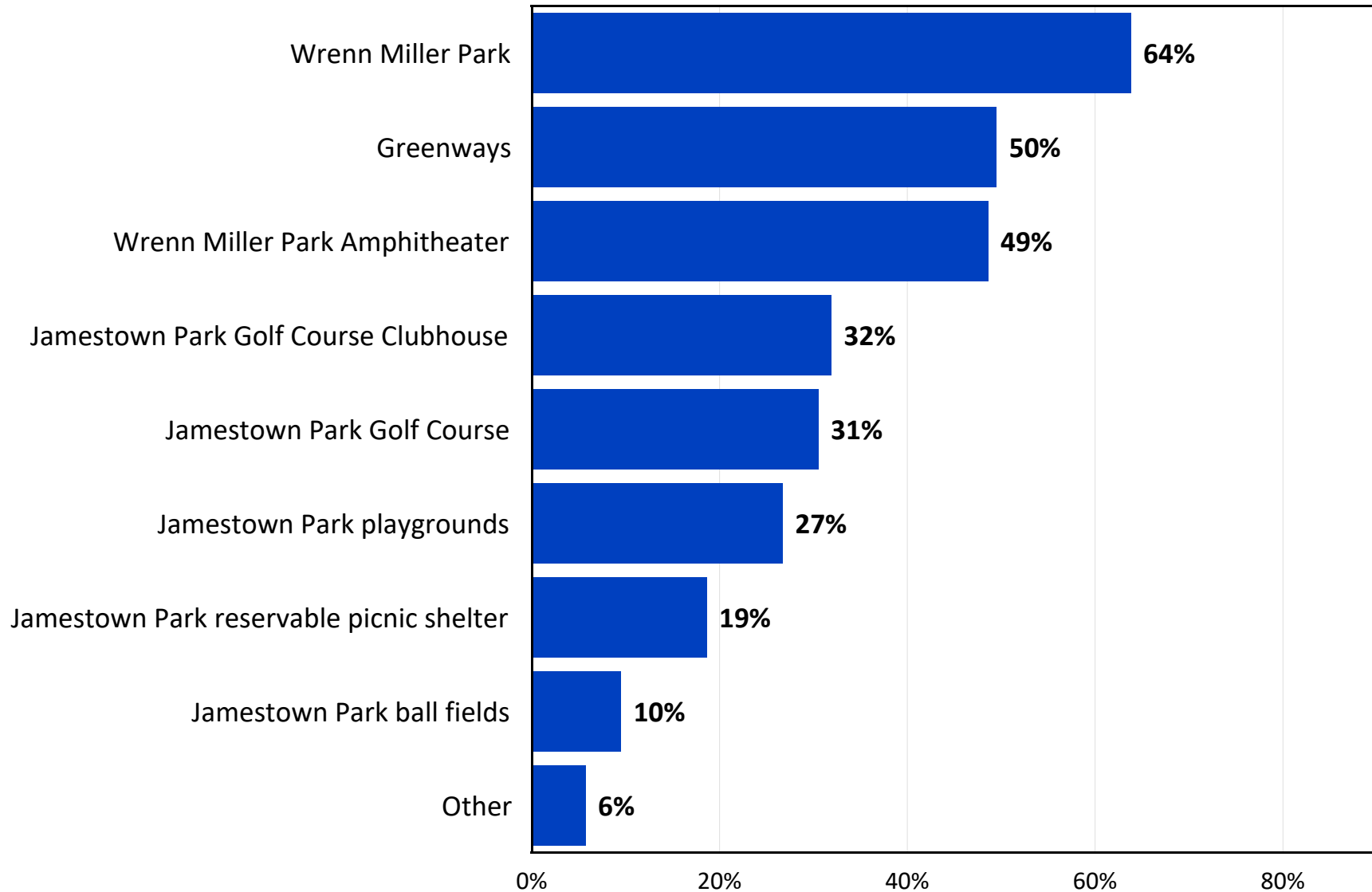
by percentage of respondents who selected the items as one of their top four choices



Source: ETC Institute (2019)

## Q6. Parks and Facilities Respondent Households Have Used in the Past 12 Months

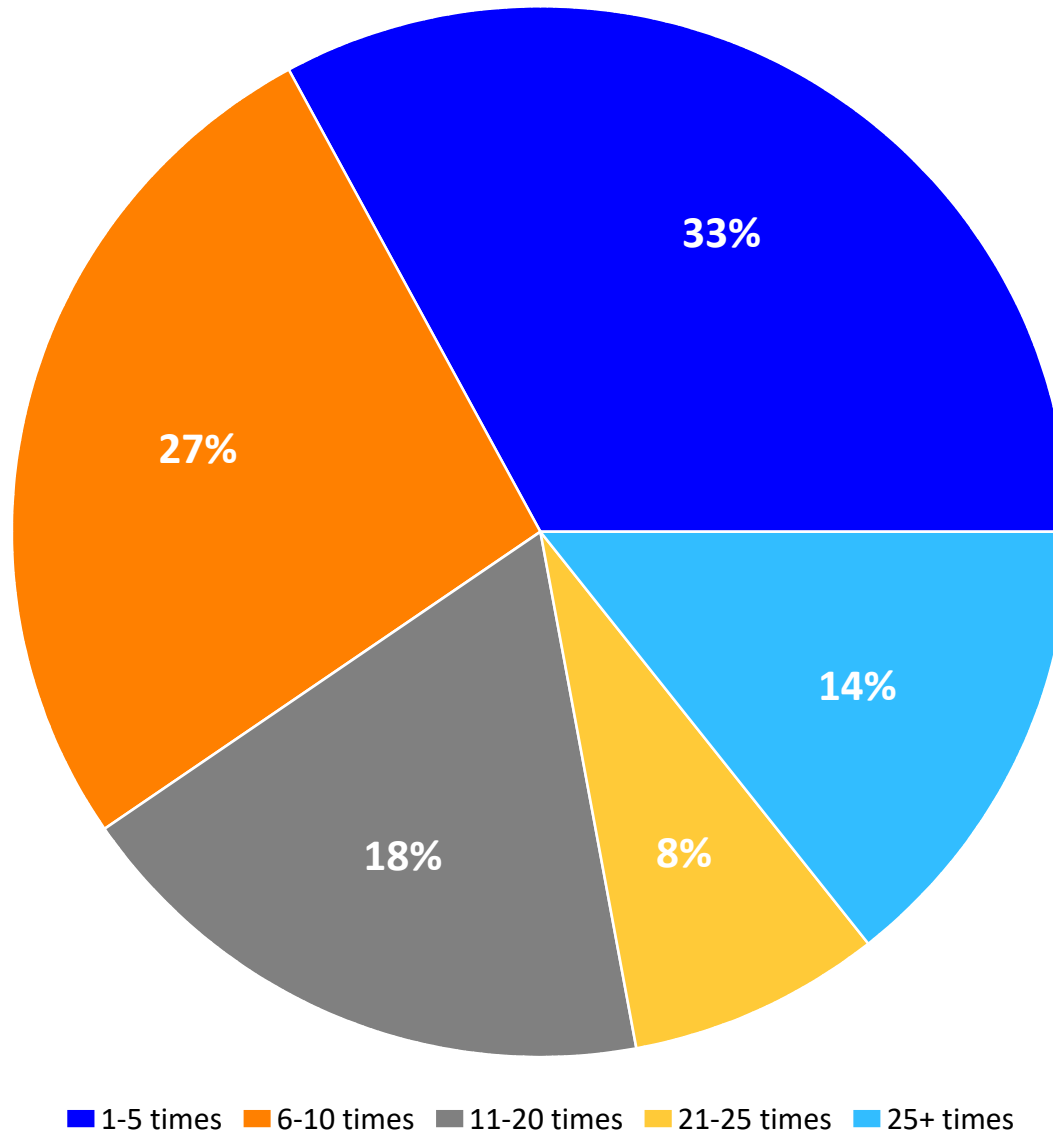
by percentage of respondents (multiple choices could be made)



Source: ETC Institute (2019)

## Q6a. How Many Times Respondent Households Have Visited Parks or Facilities

by percentage of respondents who have used parks and facilities

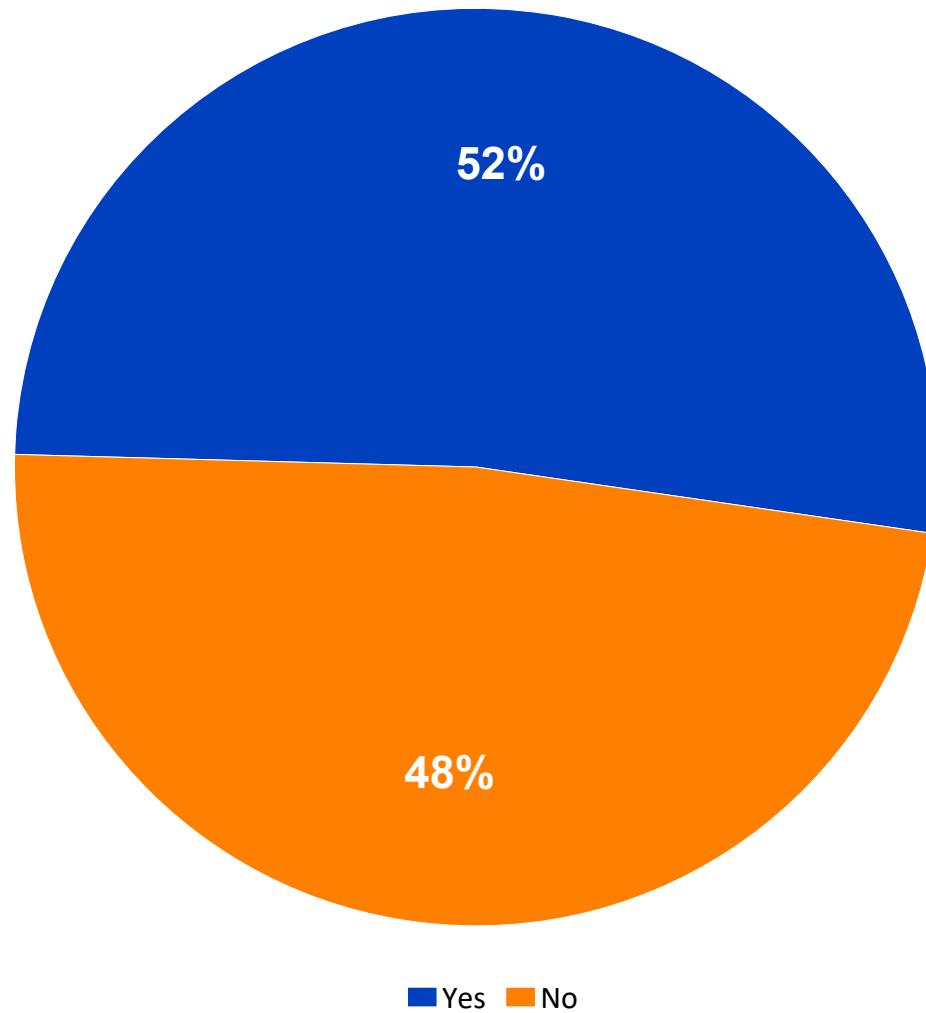


Source: ETC Institute (2019)



# Q7. In the past 12 months, have you or any member of your household participated in any SPECIAL EVENTS offered by the Town of Jamestown Parks and Recreation Department?

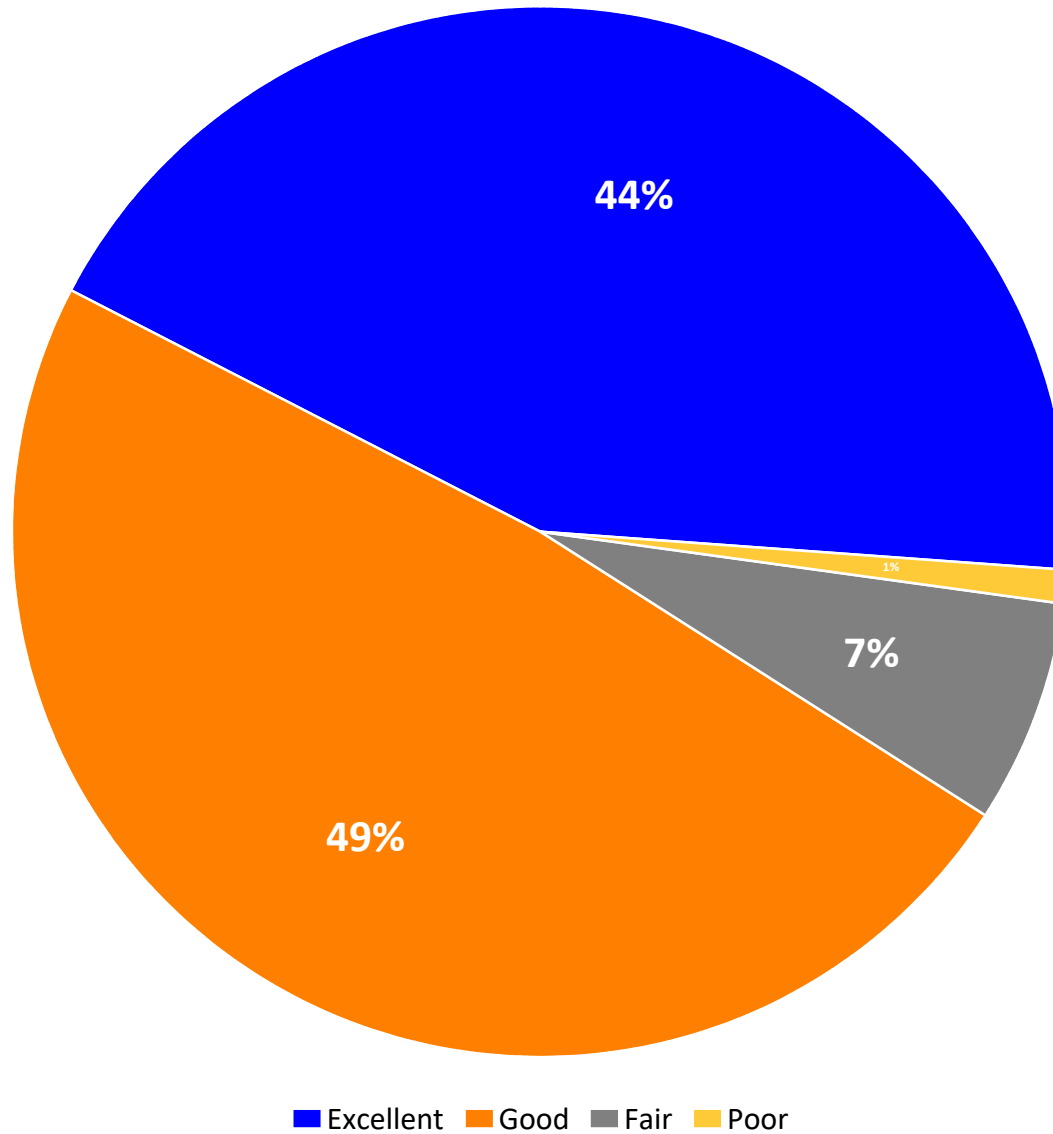
by percentage of respondents



Source: ETC Institute (2019)

# Q7a. How would you rate the overall quality of SPECIAL EVENTS that you and members of your household have participated in?

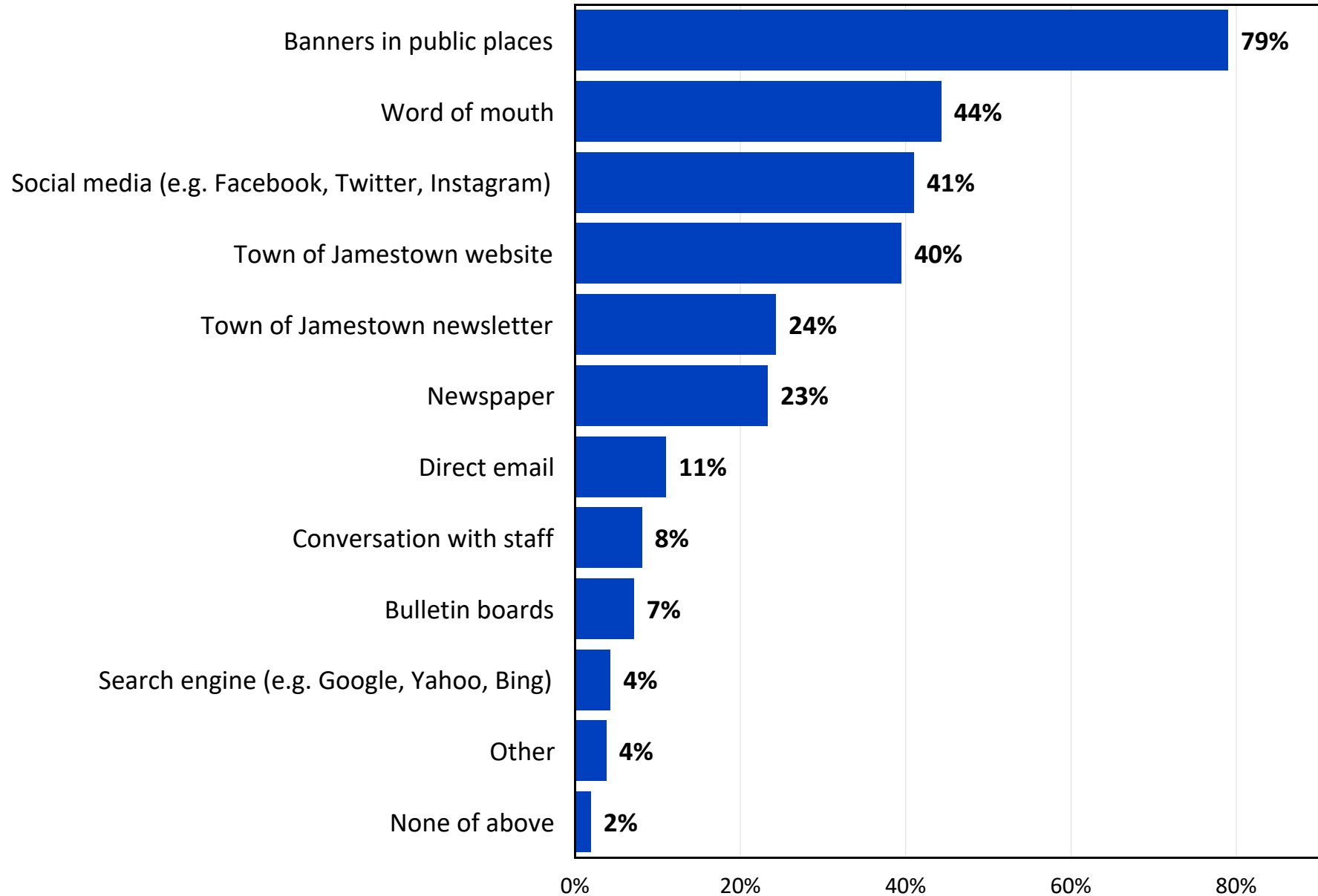
by percentage of respondents who have participated in special events



Source: ETC Institute (2019)

# Q8. Ways Respondents Learn About Parks, Facilities and Special Events

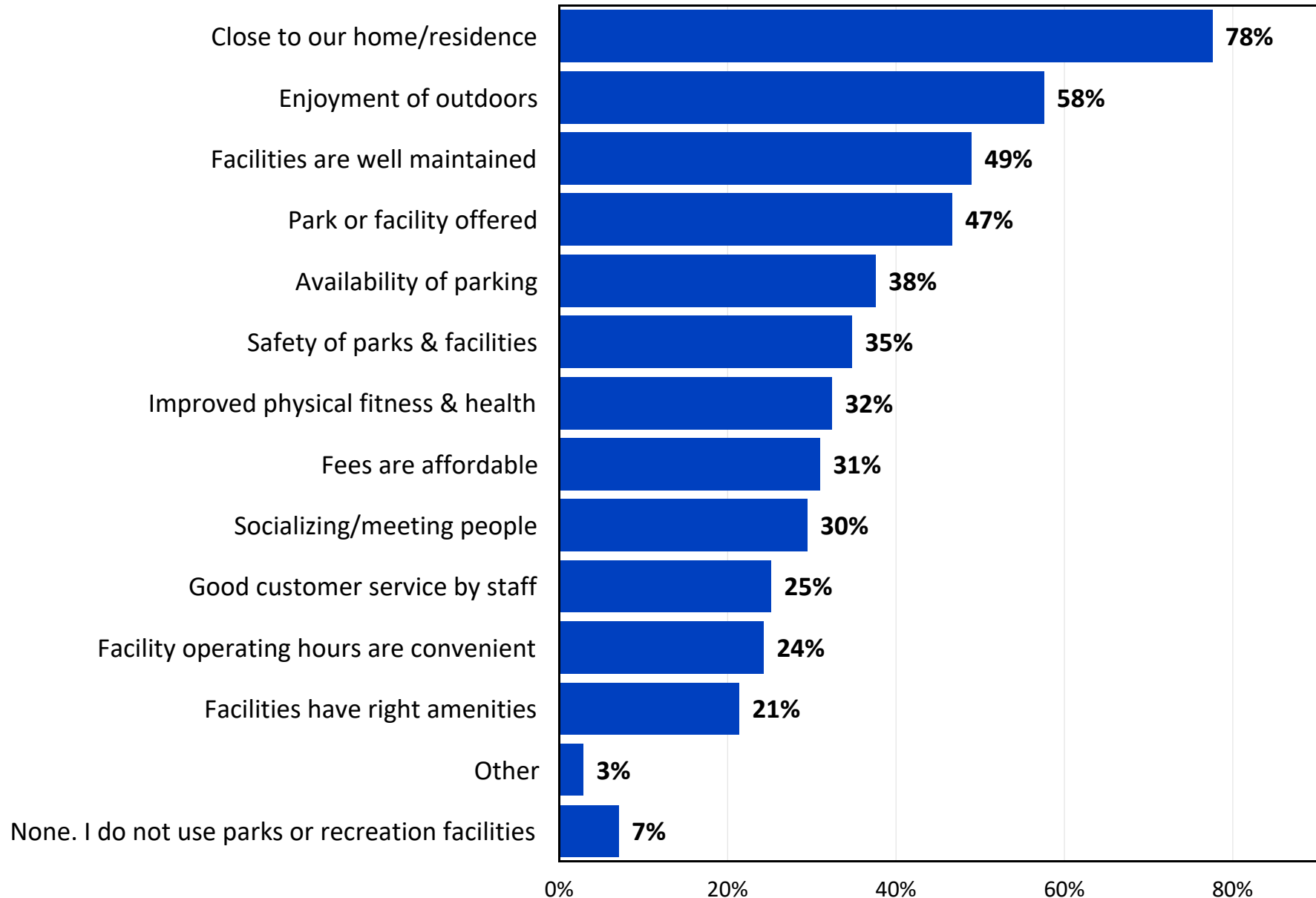
by percentage of respondents (multiple choices could be made)



Source: ETC Institute (2019)

# Q9. Reasons Respondent Households Used Parks and Facilities

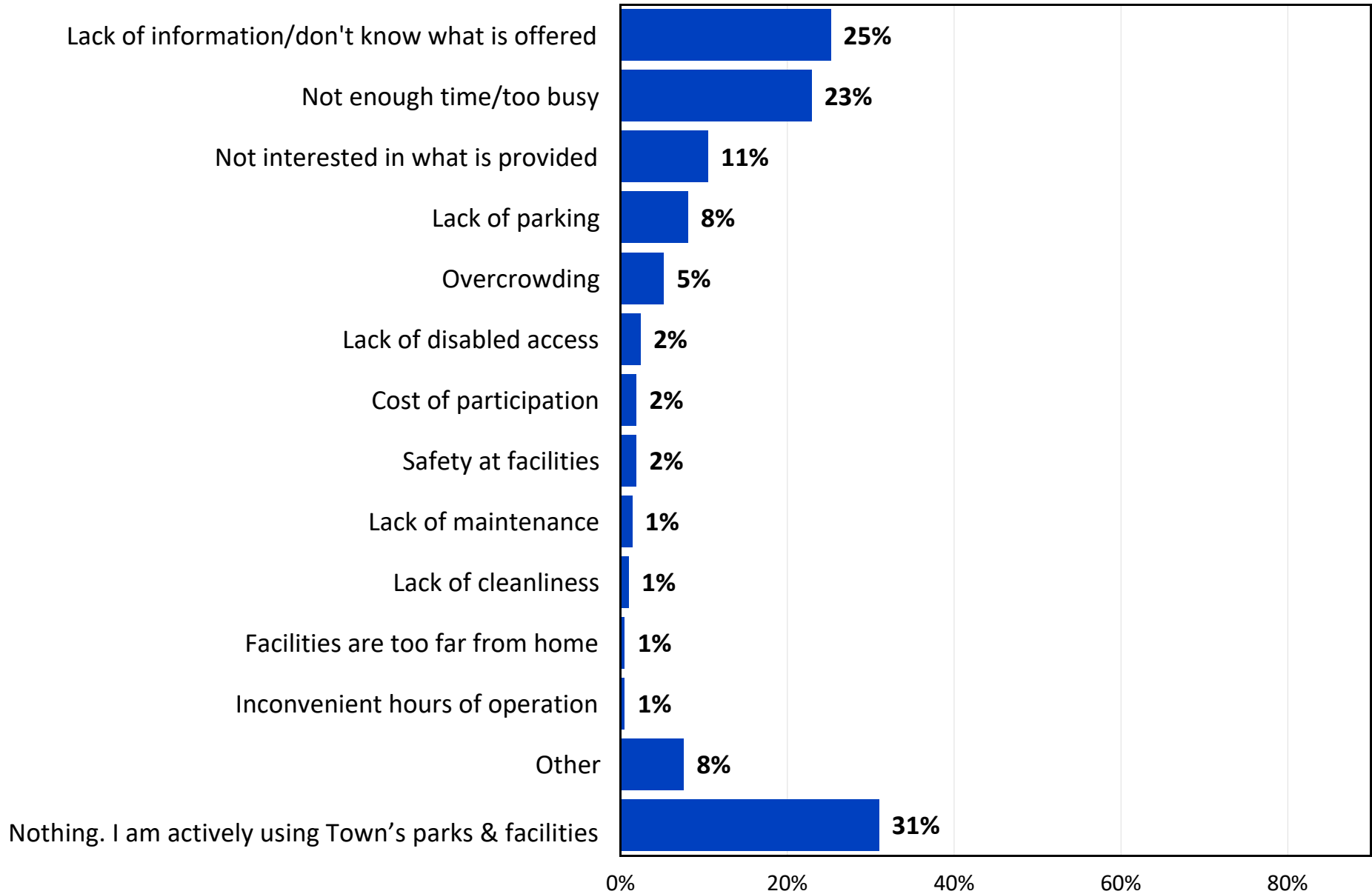
by percentage of respondents (multiple choices could be made)



Source: ETC Institute (2019)

# Q10. Reasons Preventing Use of Parks and Facilities

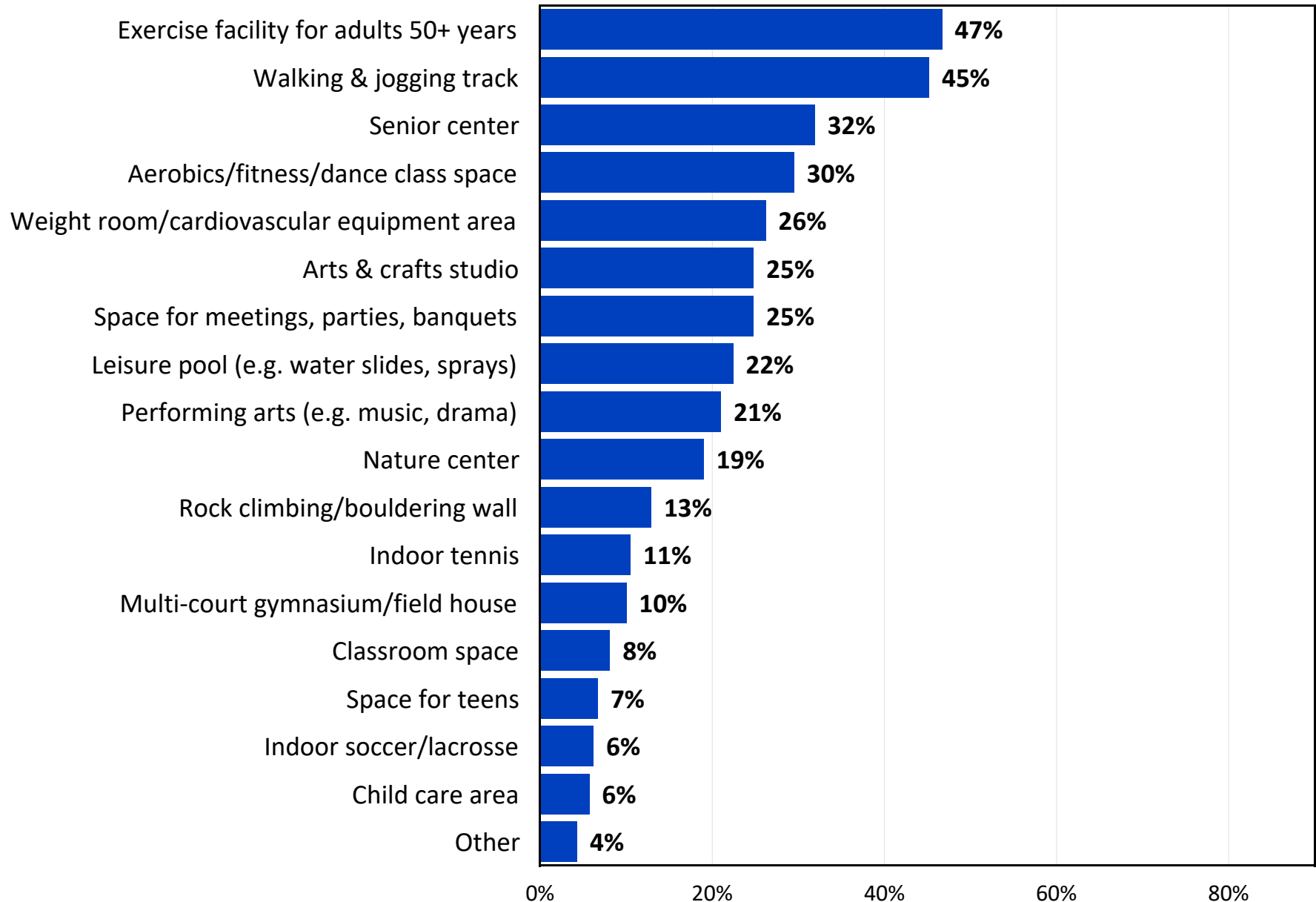
by percentage of respondents (multiple choices could be made)



Source: ETC Institute (2019)

# Q11. Potential Indoor Facilities Respondent Households Would Use

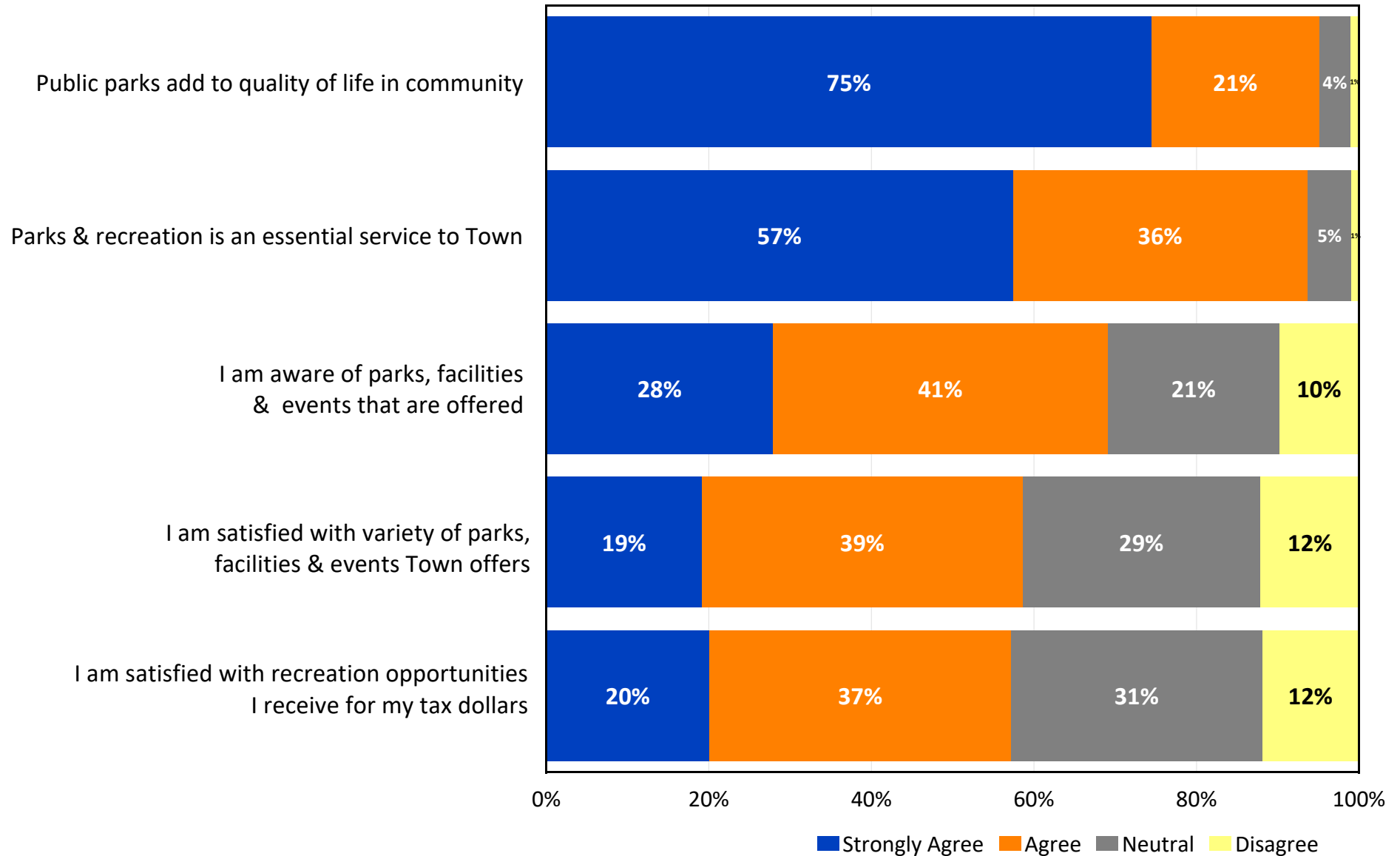
by percentage of respondents (multiple choices could be made)



Source: ETC Institute (2019)

# Q12. Agreement With Various Statements Regarding the Town of Jamestown Parks and Recreation Department

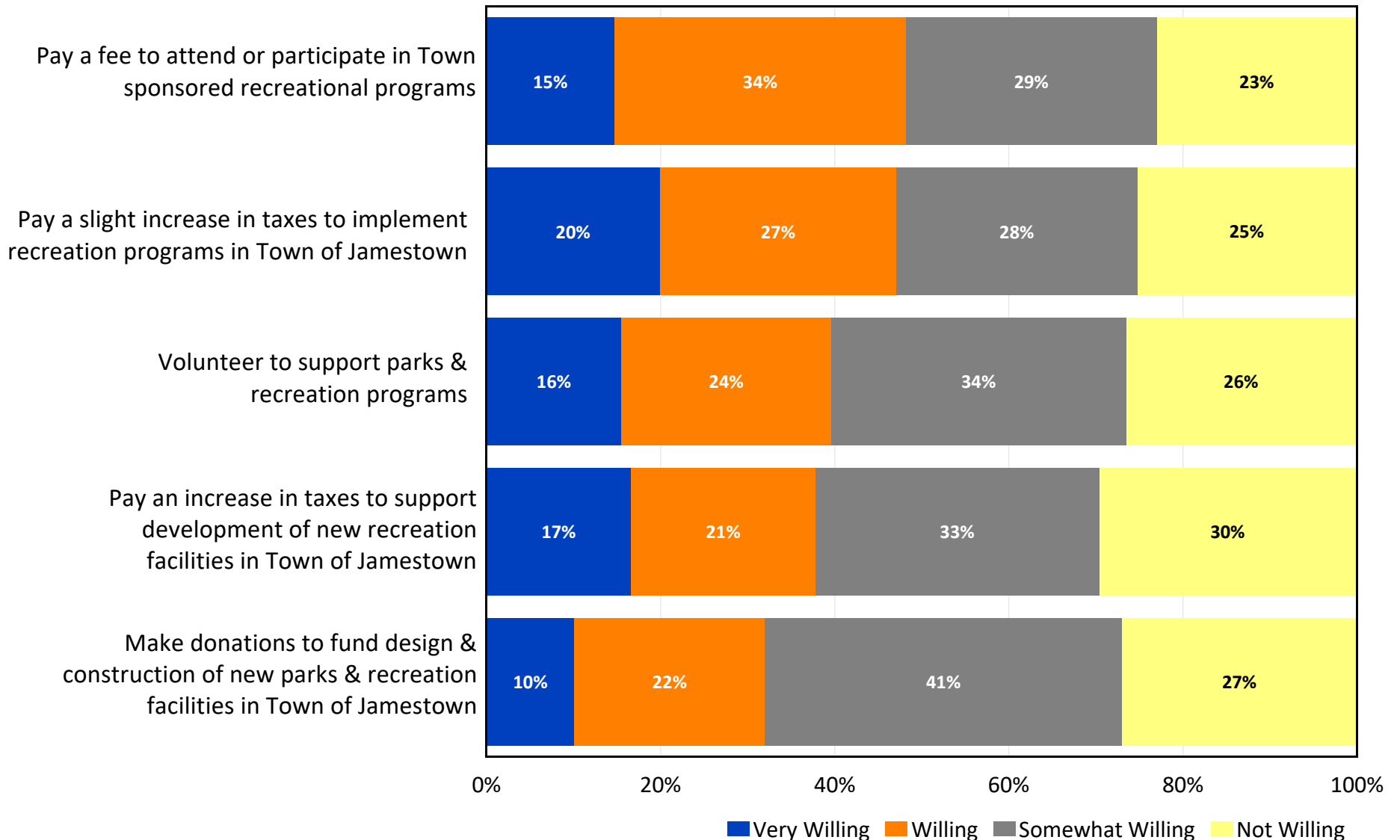
by percentage of respondents



Source: ETC Institute (2019)

# Q13. Willingness to Take Various Actions to Support Expanding or Implementing Parks and Recreation Facilities & Programs

by percentage of respondents

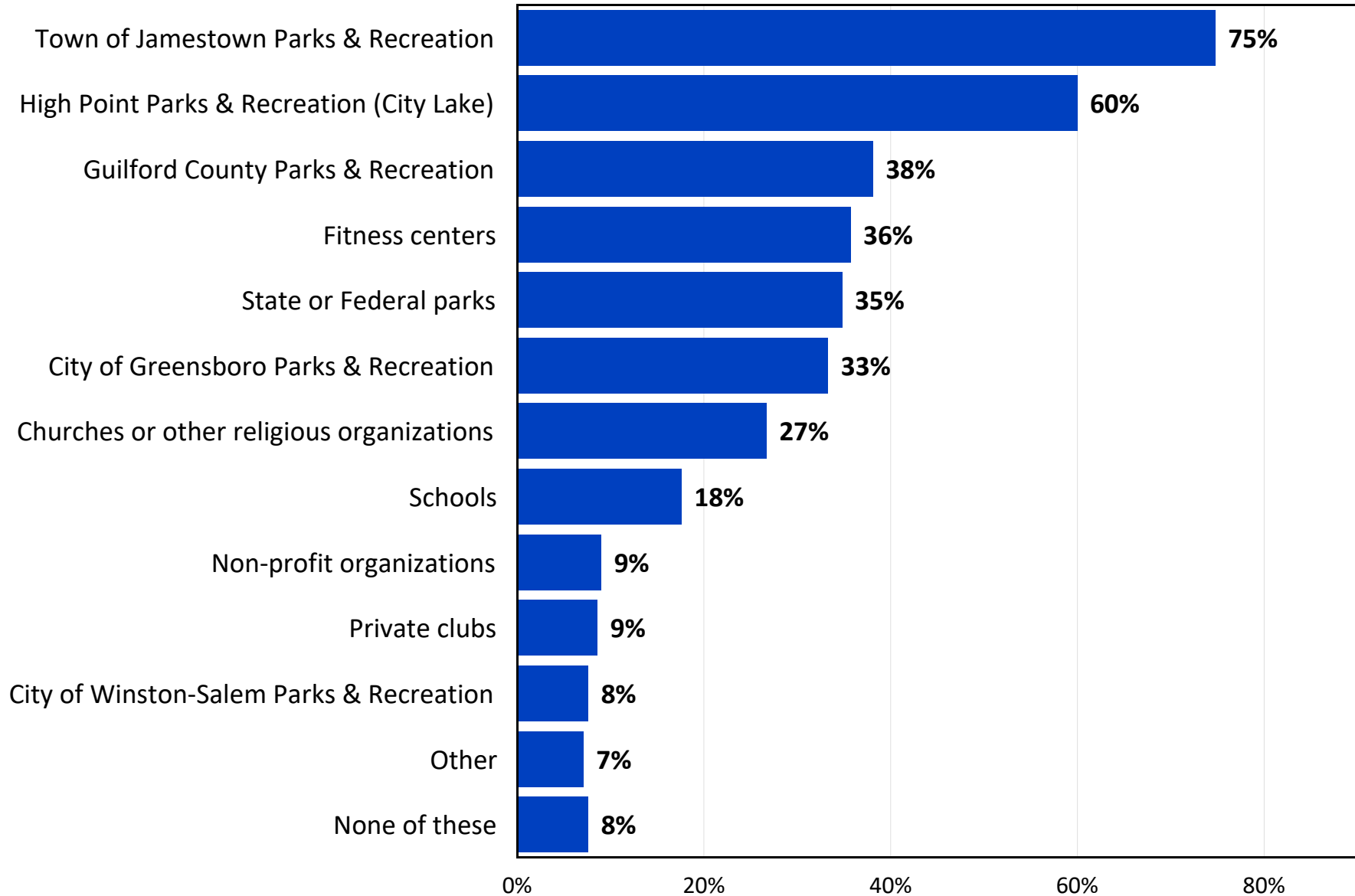


Source: ETC Institute (2019)



# Q14. Organizations Respondent Households Use For Parks And Facilities

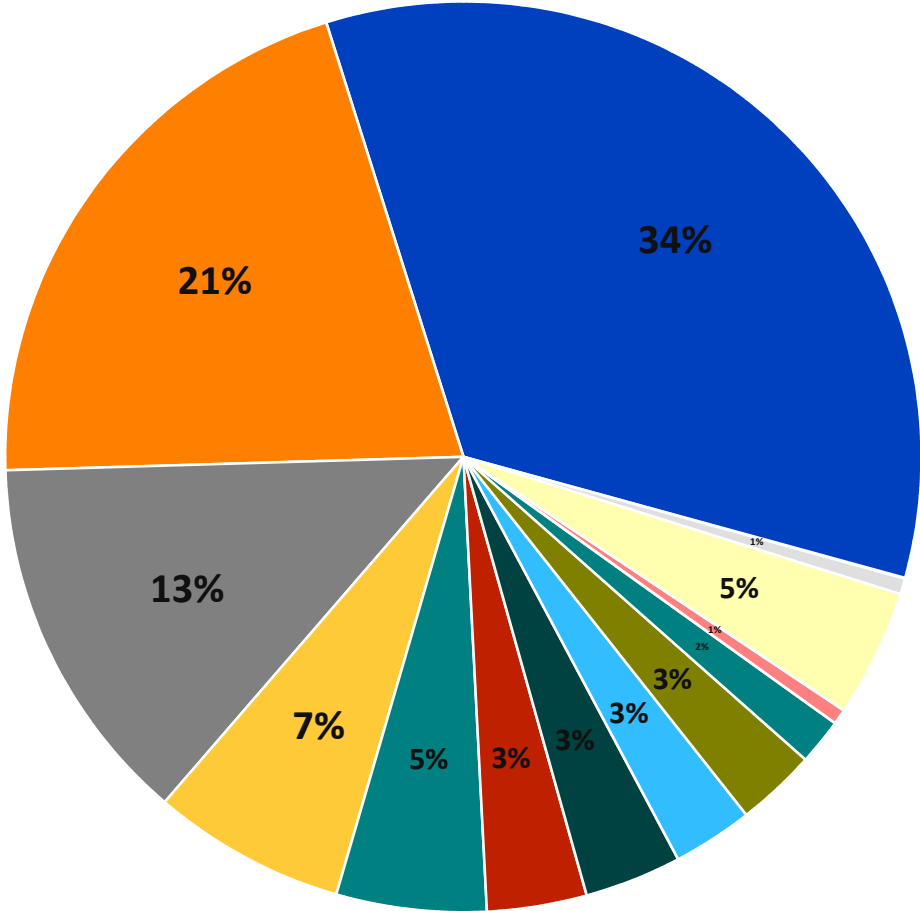
by percentage of respondents (multiple choices could be made)



Source: ETC Institute (2019)

# Q14a. Organizations Households Use Most For Parks and Facilities

by percentage of respondents

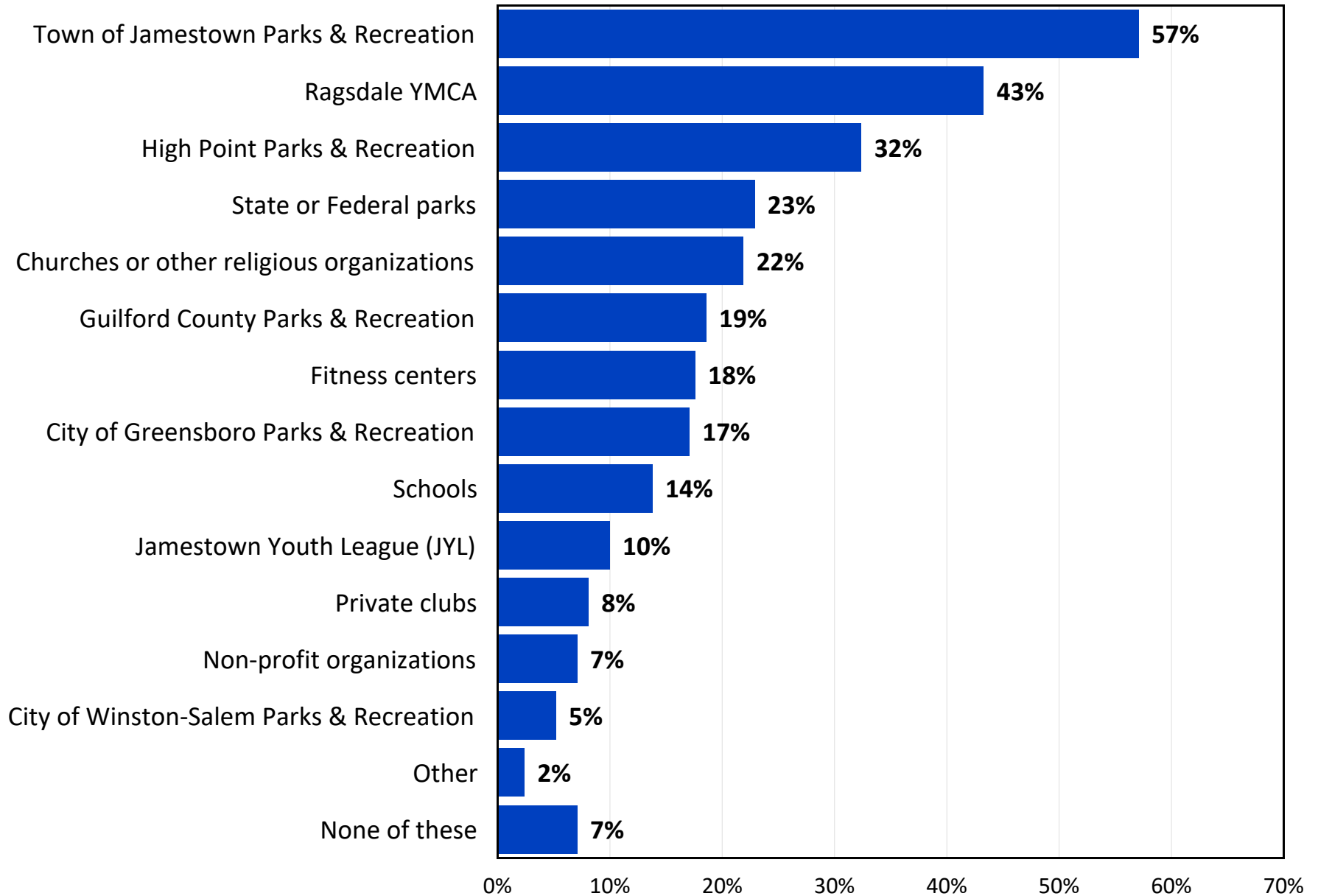


- Town of Jamestown Parks & Recreation
- Fitness centers
- High Point Parks & Recreation (City Lake)
- Guilford County Parks & Recreation
- Churches or other religious organizations
- State or Federal parks
- Private clubs
- Schools
- City of Greensboro Parks & Recreation
- Non-profit organizations
- City of Winston-Salem Parks & Recreation
- Other
- None of these

Source: ETC Institute (2019)

# Q15. Organizations Respondent Households Use For Programs

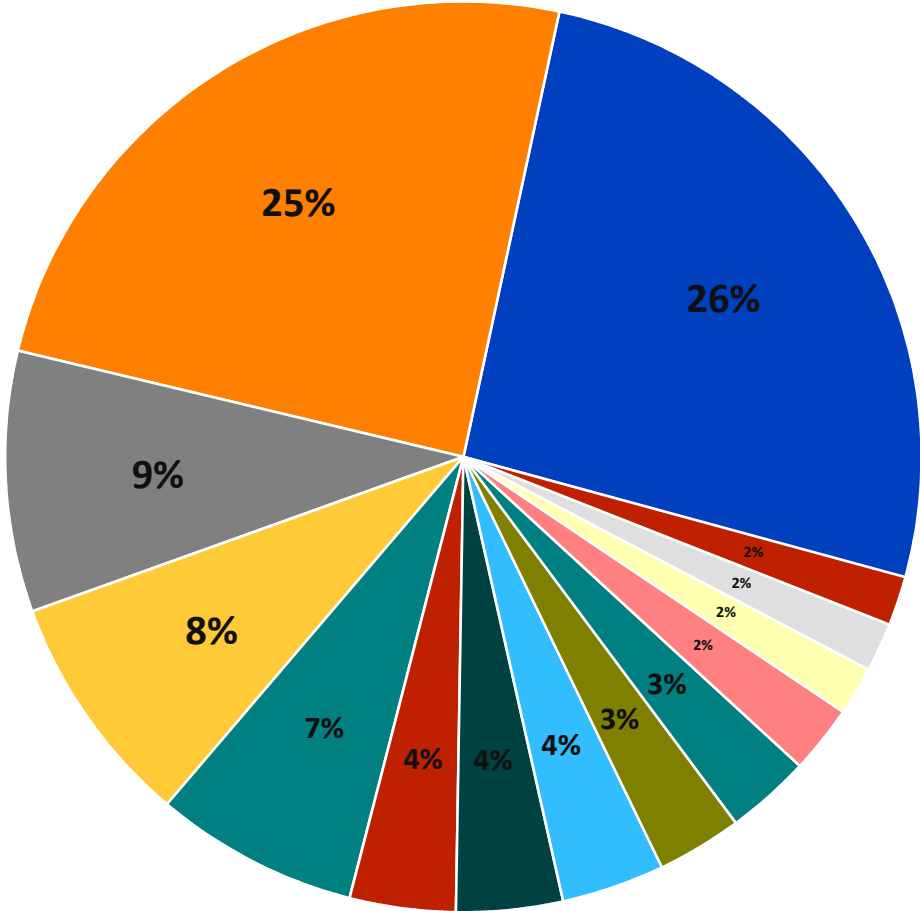
by percentage of respondents (multiple choices could be made)



Source: ETC Institute (2019)

# Q15a. Organizations Households Use Most For Programs

by percentage of respondents

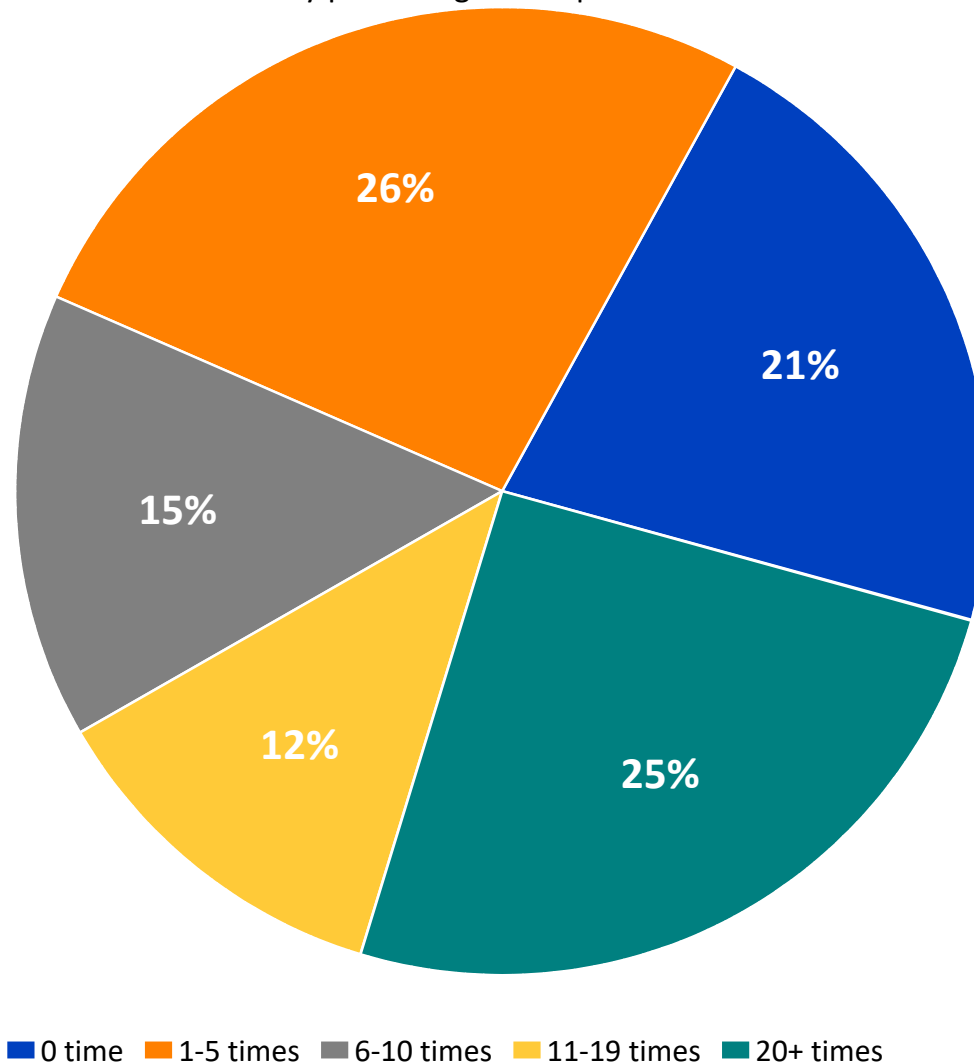


- Town of Jamestown Parks & Recreation
- Ragsdale YMCA
- Fitness centers
- High Point Parks & Recreation
- Churches or other religious organizations
- Guilford County Parks & Recreation
- State or Federal parks
- Non-profit organizations
- Jamestown Youth League (JYL)
- Private clubs
- City of Greensboro Parks & Recreation
- Schools
- Other
- None of these

Source: ETC Institute (2019)

# Q16. Within the past 12 months, approximately how many times have you or members of your household used any Town of Jamestown Parks and Facilities to achieve personal health outcomes?

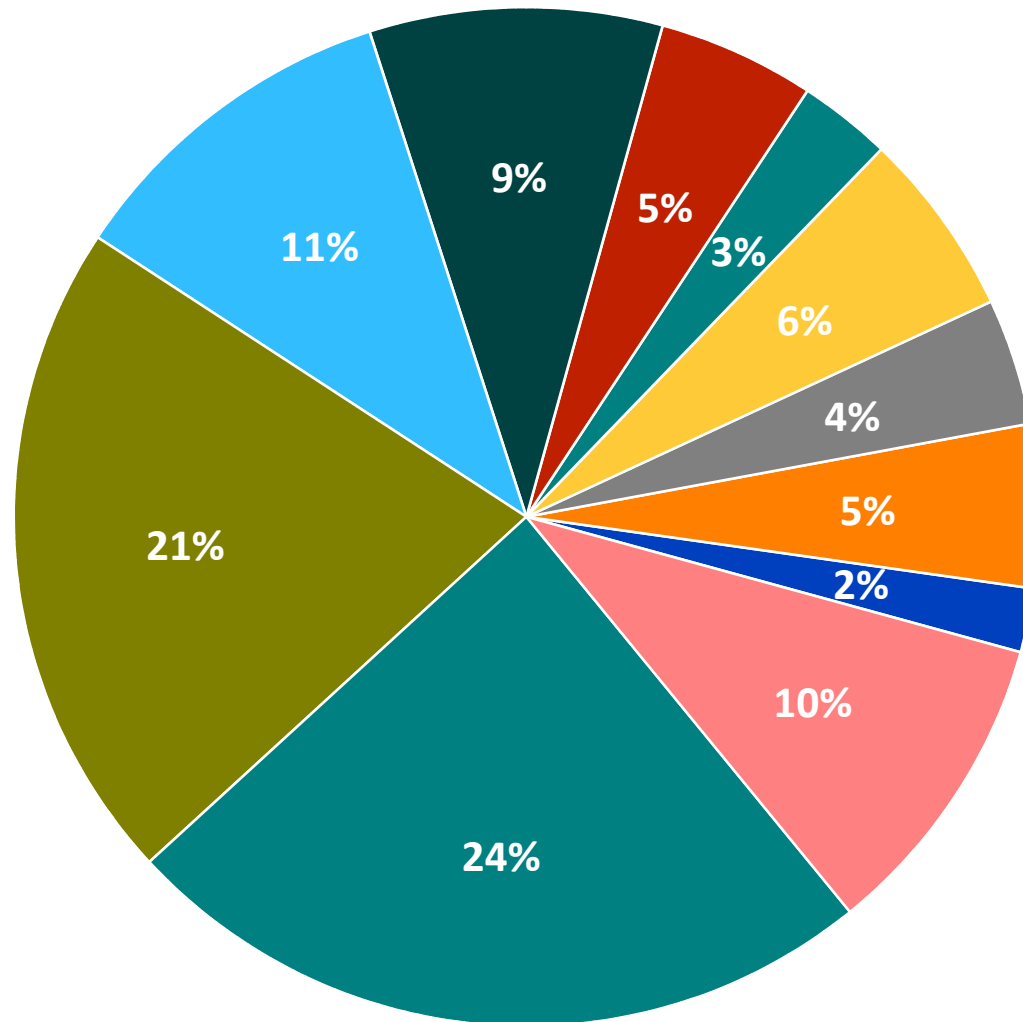
by percentage of respondents



Source: ETC Institute (2019)

# Q17. Demographics: Ages of People in Household

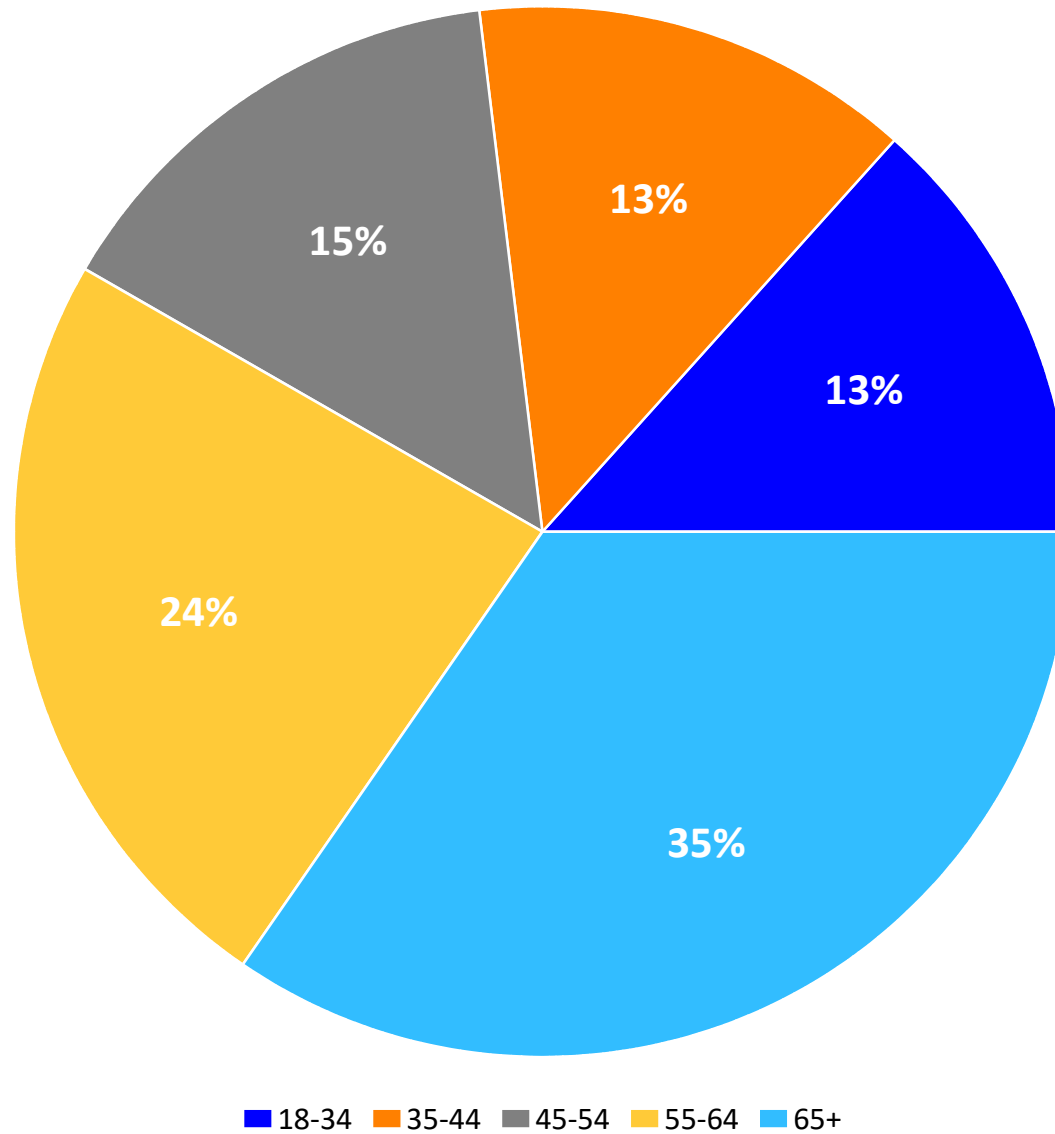
by percentage of household occupants



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

Source: ETC Institute (2019)

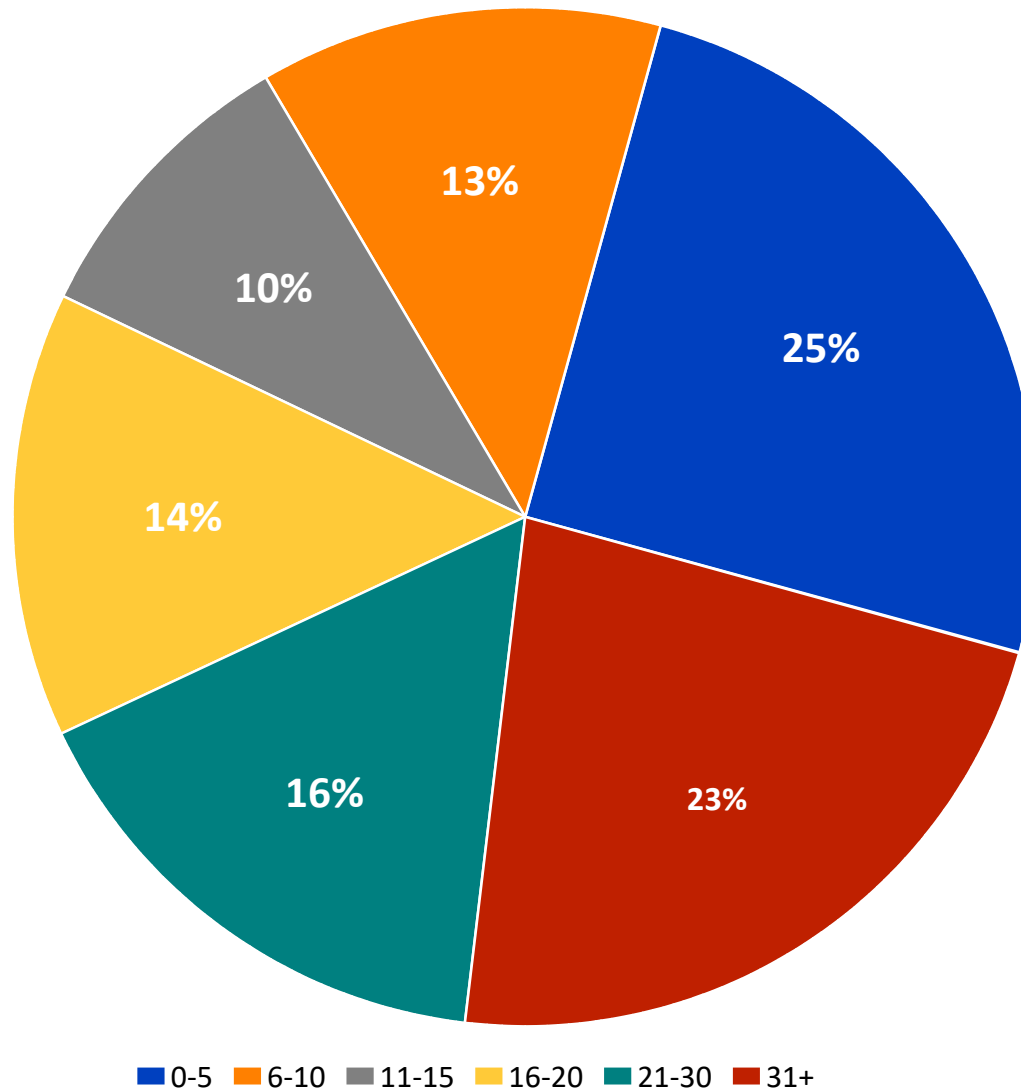
## Q18. Demographics: What is your age? by percentage of respondents



Source: ETC Institute (2019)

# Q19. Demographics: Approximately how many years have you lived in the Town of Jamestown?

by percentage of respondents

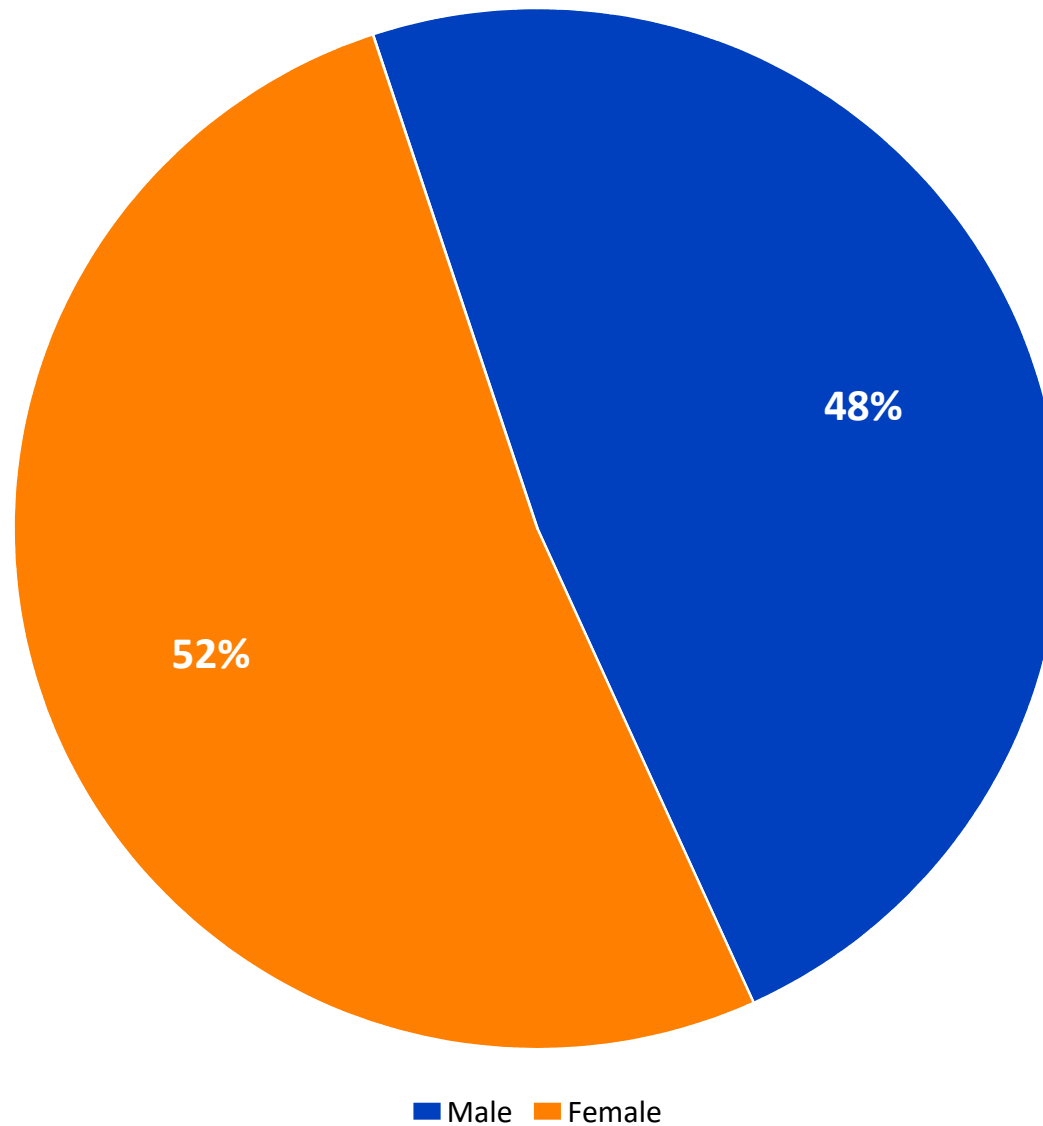


Source: ETC Institute (2019)



## Q20. Demographics: What is your gender?

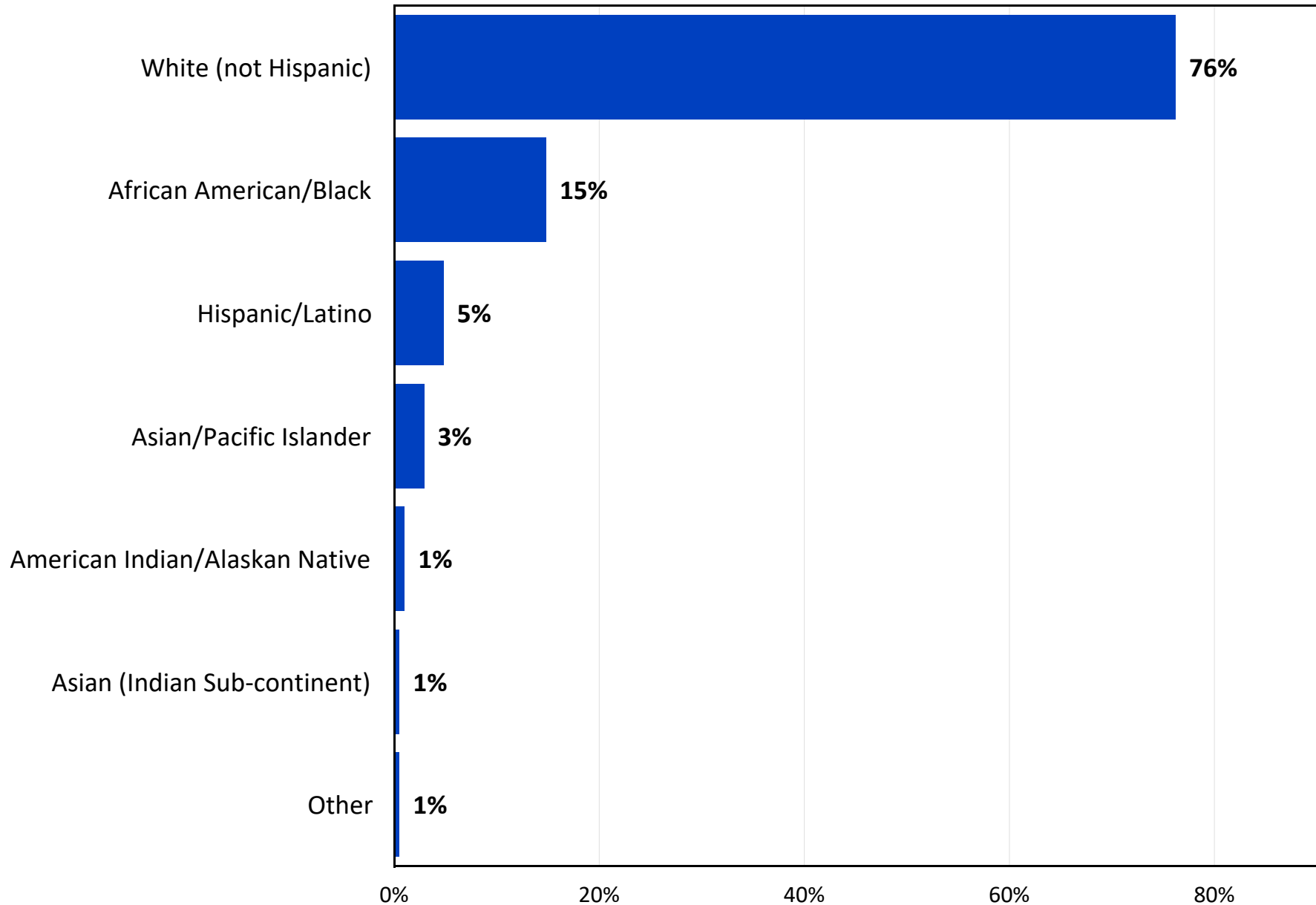
by percentage of respondents



Source: ETC Institute (2019)

## Q21. Demographics: Race/Ethnicity

by percentage of respondents (multiple choices could be made)



Source: ETC Institute (2019)

## **Section 2**

# ***Importance-Satisfaction Analysis***

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# Priority Investment Rating

## Town of Jamestown, NC

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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 only being partly or not 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, suppose the Unmet Needs Rating for playgrounds is 26.5 (out of 100) and the Importance Rating for playgrounds is 52 (out of 100), the Priority Investment Rating for playgrounds would be 78.5 (out of 200).

### How to Analyze the Charts:

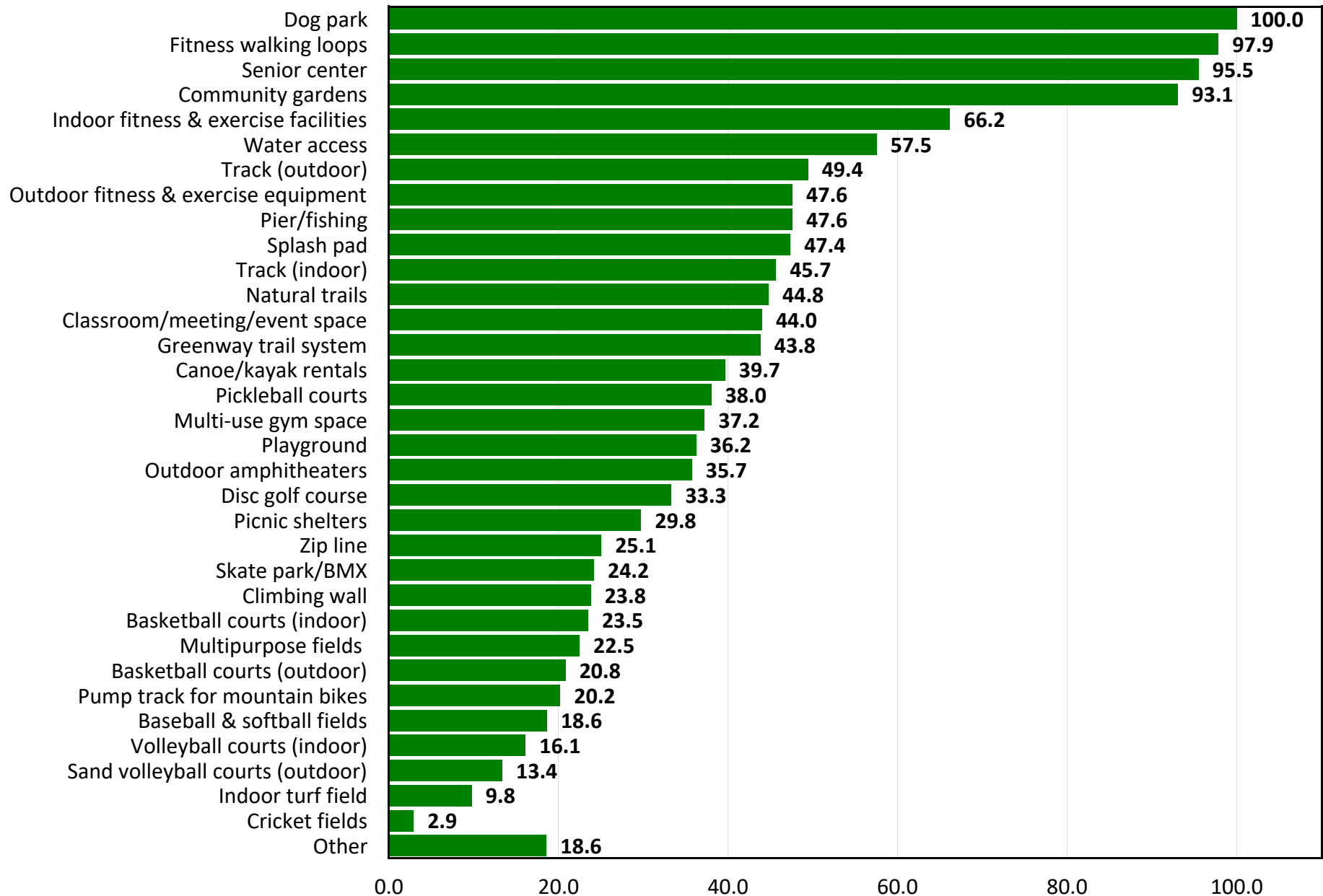
- **High Priority Areas** are those with a PIR of at least 100. A rating of 100 or above generally indicates there is a relatively high level of unmet need and residents generally think it is important to fund improvements in these areas. Improvements in this area are likely to have a positive impact 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 Recreation Facilities/Amenities

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

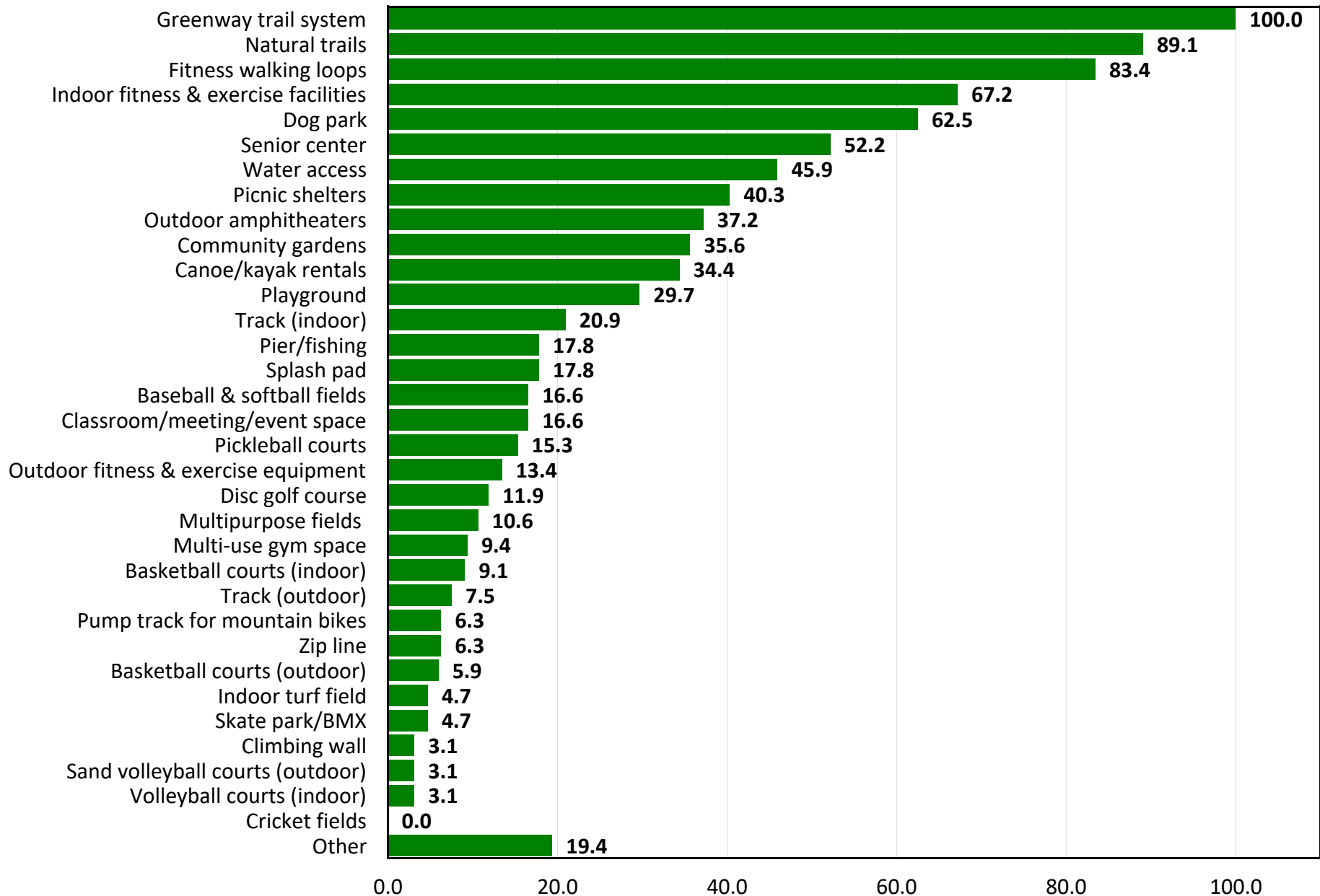


Source: ETC Institute (2019)

# Importance Rating for Recreation Amenities/Facilities

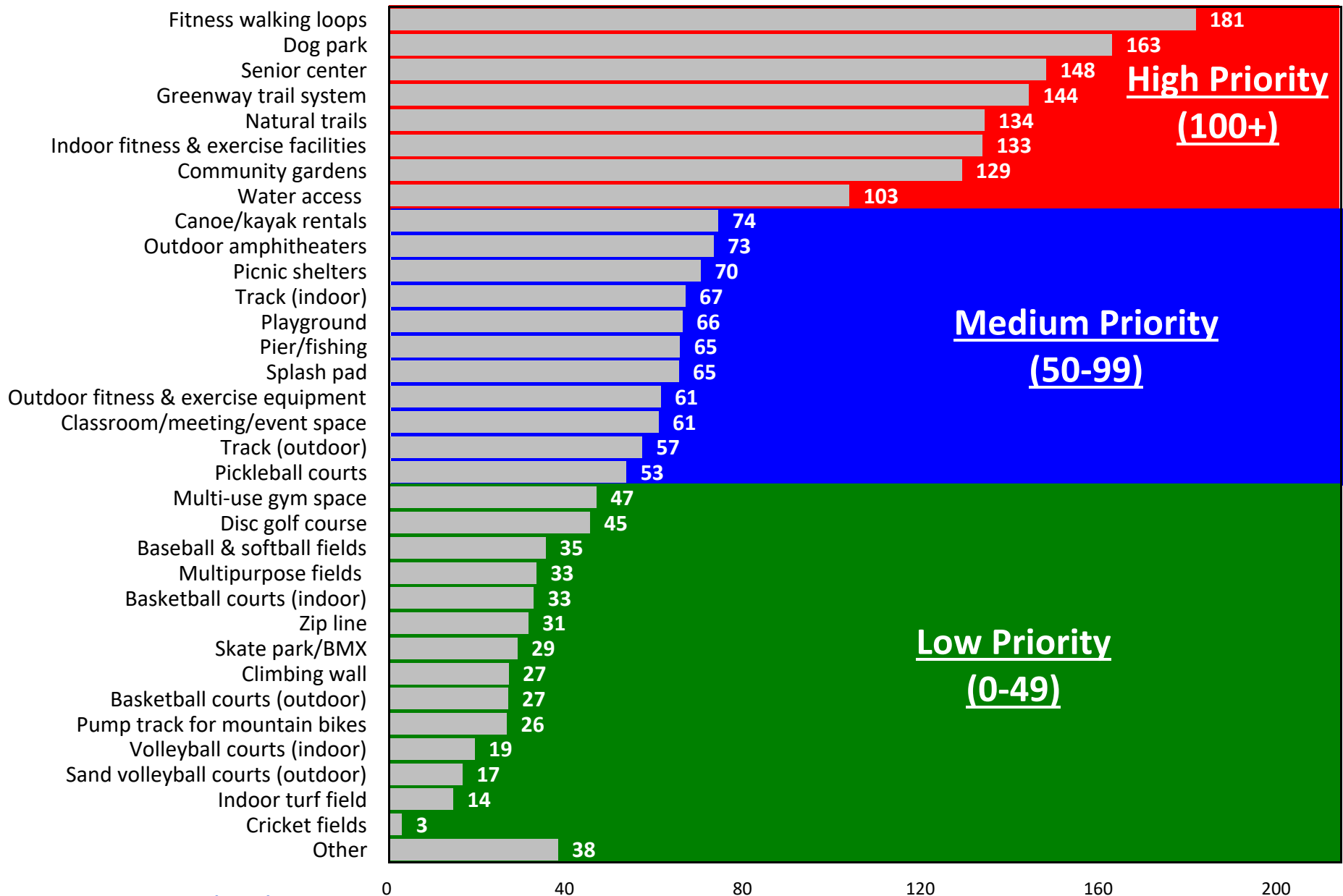
the rating for the item rated as the most important=100

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



Source: ETC Institute (2019)

# Top Priorities for Investment for Facilities/Amenities Based on the Priority Investment Rating

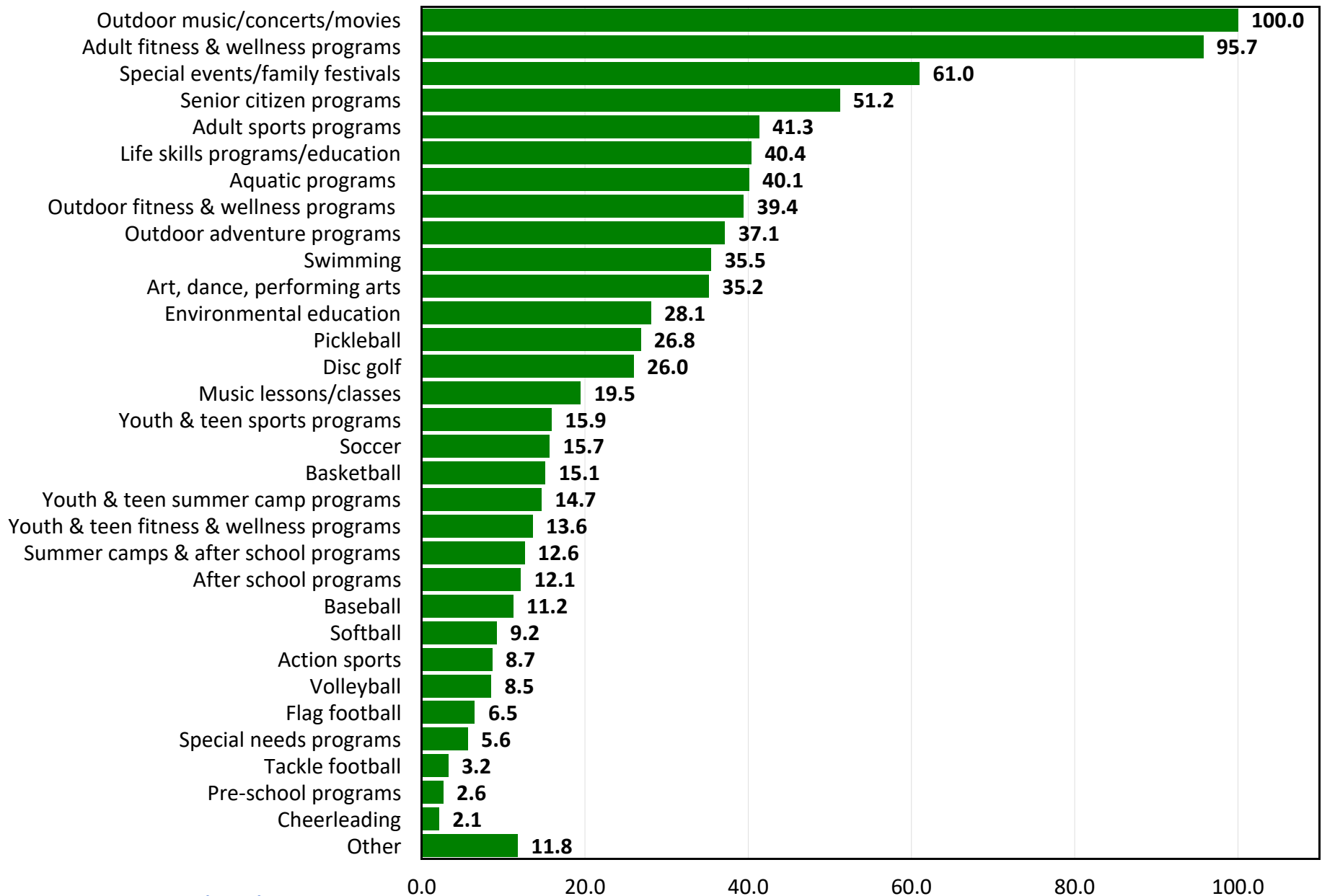


Source: ETC Institute (2019)

# Unmet Needs Rating for Programs /Activities (all ages)

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



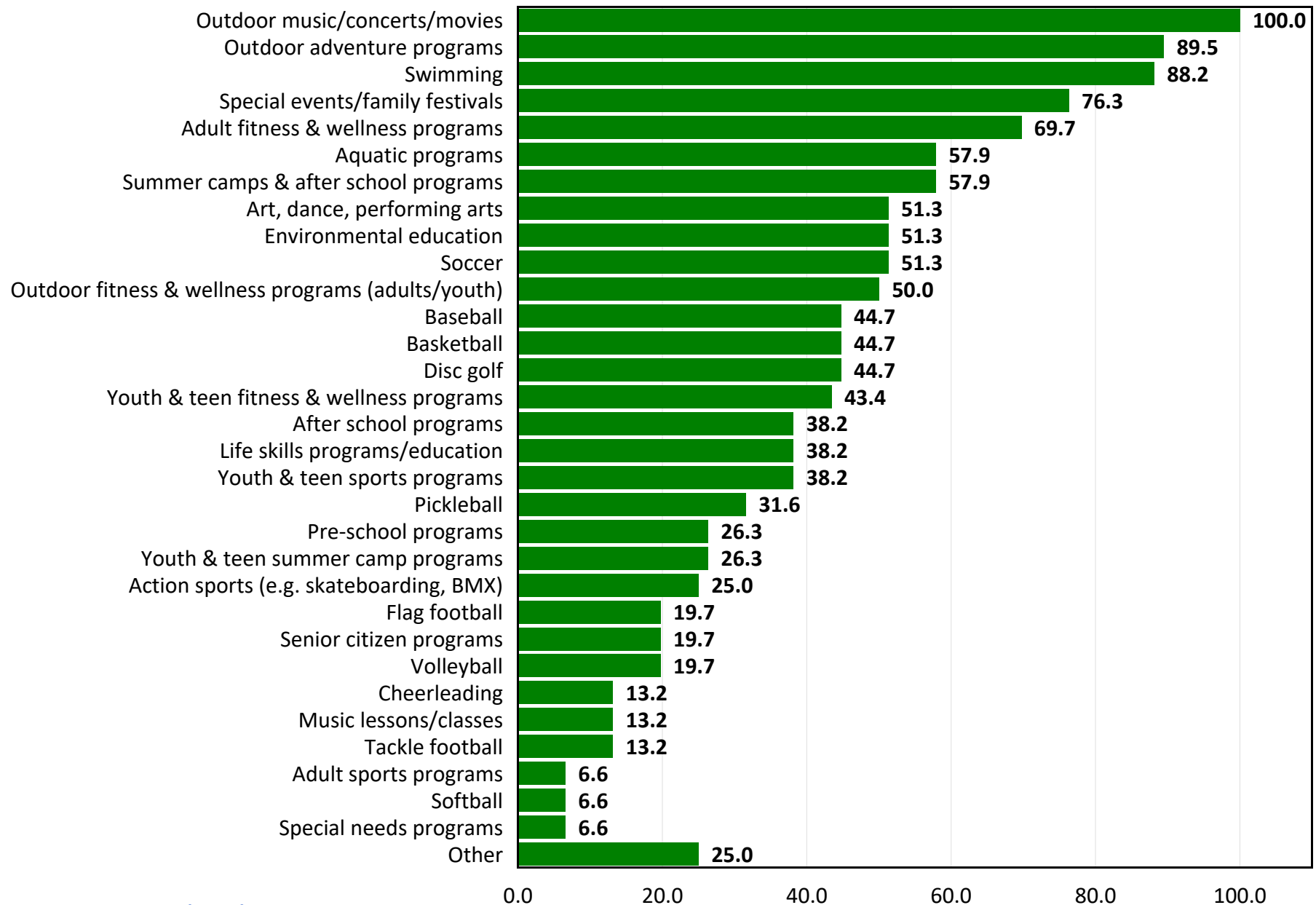
Source: ETC Institute (2019)



# Importance Rating for Programs /Activities (under 18)

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

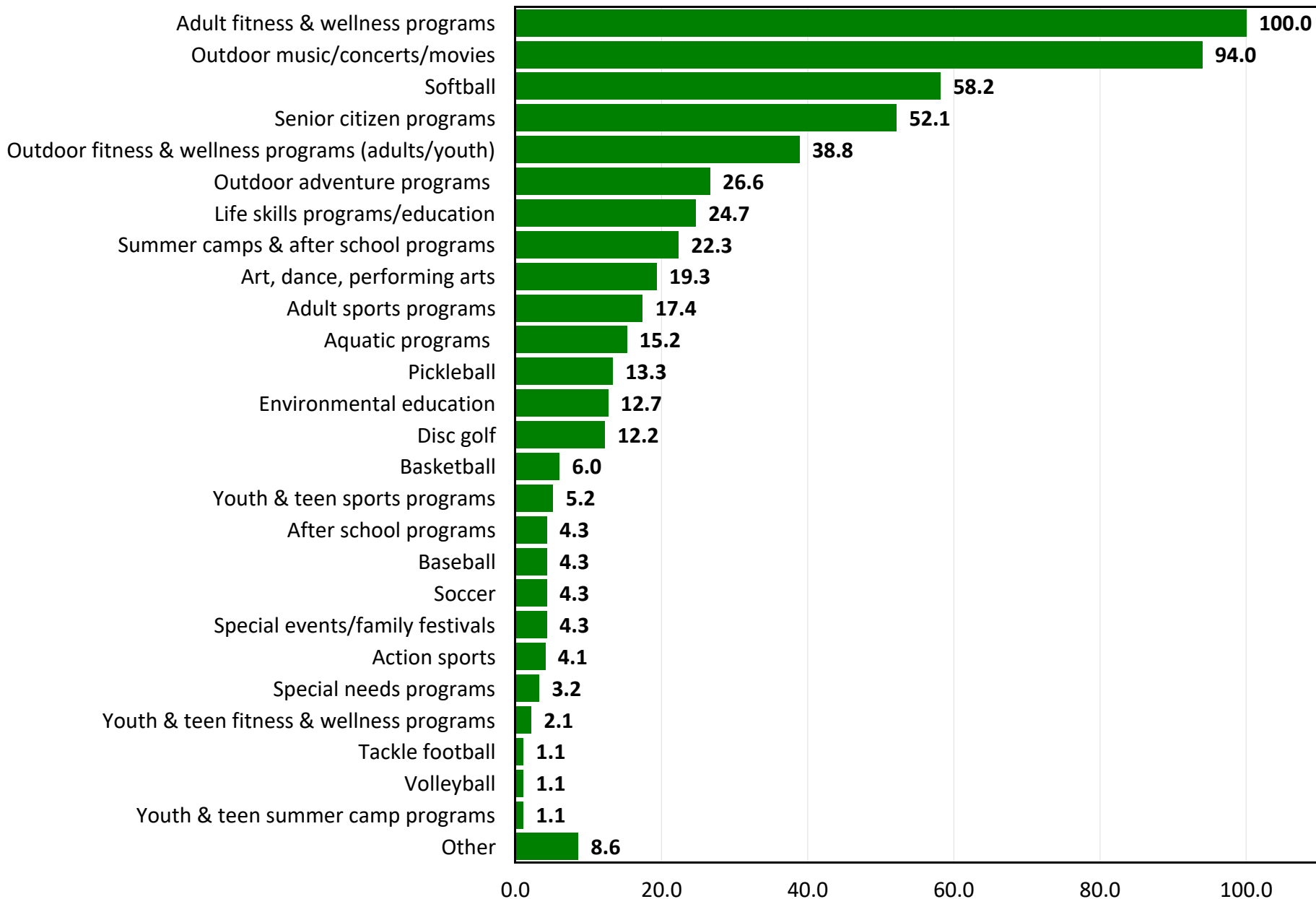


Source: ETC Institute (2019)

# Importance Rating for Programs/Activities (18+)

the rating for the item rated as the most important=100

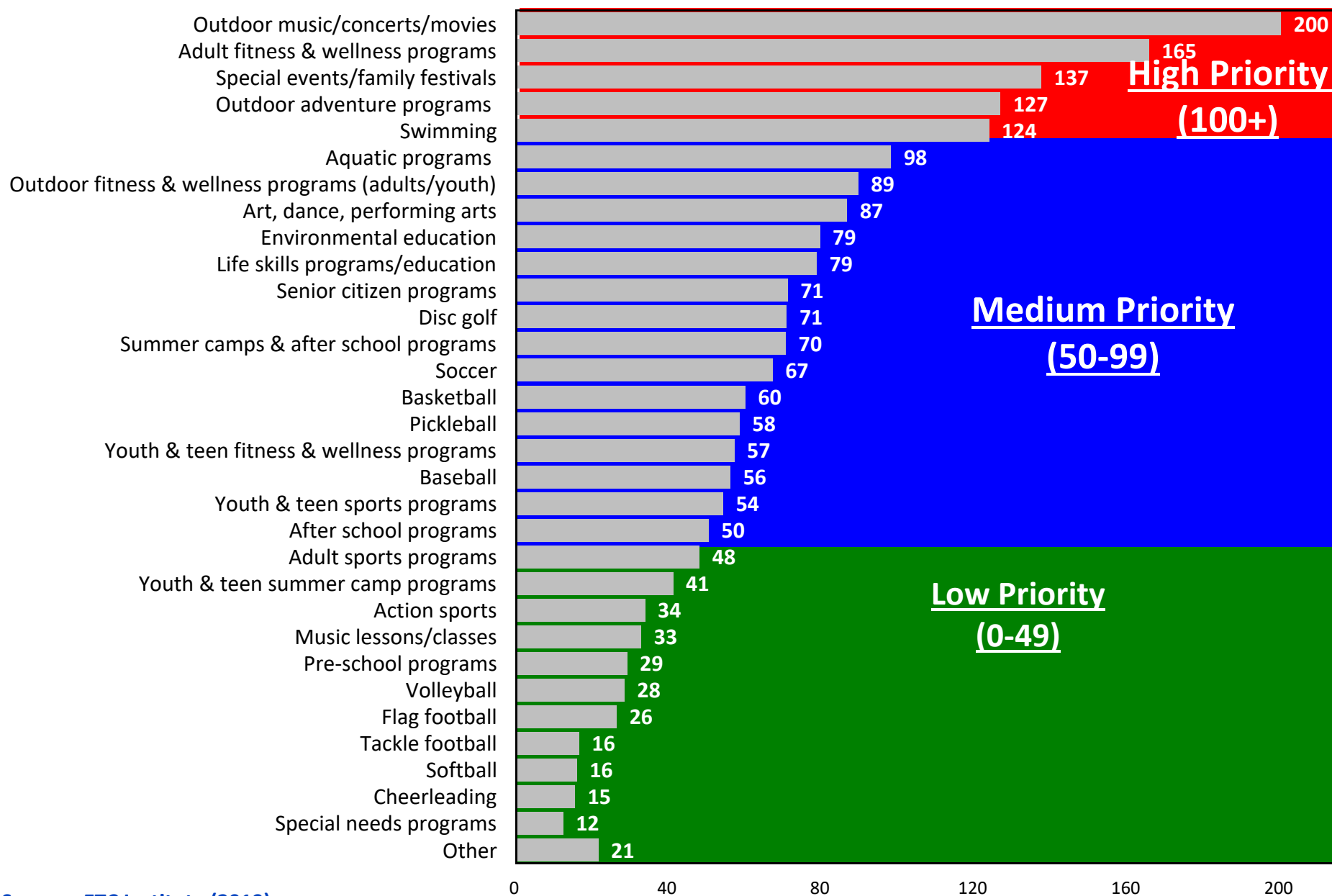
the rating of all other items reflects the relative level of importance for each item compared to the item rated as the most important



Source: ETC Institute (2019)

# Top Priorities for Investment for Programs/Activities (under 18)

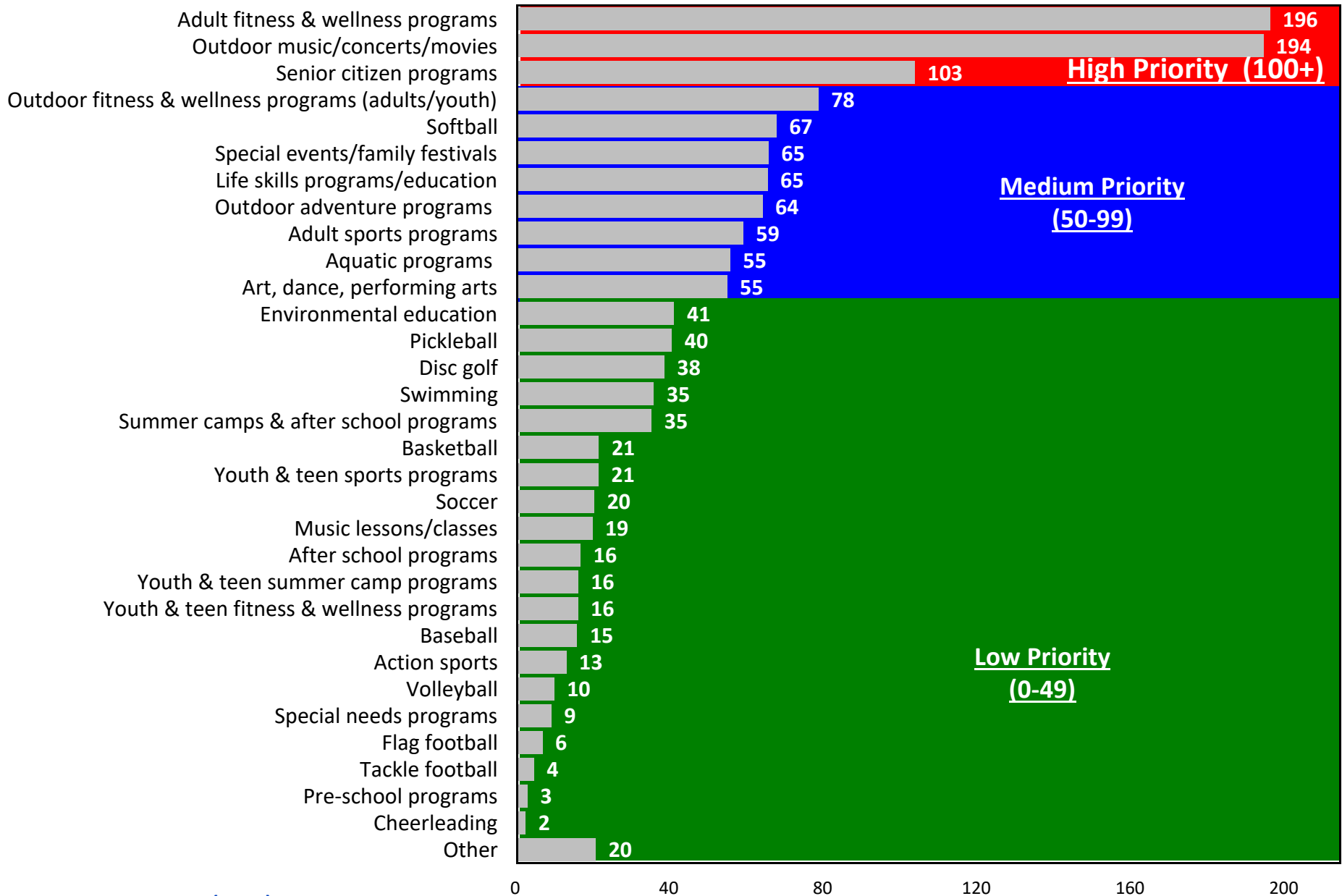
## Based on the Priority Investment Rating



Source: ETC Institute (2019)

# Top Priorities for Investment for Programs/Activities (18+)

## Based on the Priority Investment Rating



Source: ETC Institute (2019)

# Section 3

## *Benchmarking Data*

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# Benchmarking Summary Report

## Town of Jamestown, NC

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### Overview

ETC Institute's *DirectionFinder* program was originally developed in 1999 to help community leaders across the United States use statistically valid community survey data as a tool for making better decisions. Since November of 1999, the survey has been administered in more than 230 cities in 43 states. Most participating cities conduct the survey on an annual or biennial basis.

This report contains benchmarking data from three sources: (1) a national survey that was administered by ETC Institute during the fall of 2014 to a random sample of more than 4,000 residents across the United States, (2) a regional survey administered to over 450 residents living in the Southwest Region of the United States during the fall of 2014. The Southwest includes residents living in the following states: Texas, Oklahoma, Arizona, and New Mexico.

The charts on the following pages show how the overall results for Schertz compare to the United States national and regional averages based on the results of the 2014 survey that was administered by ETC institute to a random sample of over 4,000 residents across the United States, and the regional survey administered to over 450 residents living in the Southwest Region of the United States. Schertz's results are shown in blue, the Southwest Region averages are shown in red, and the National averages are shown in yellow.

## Benchmarking for the Town of Jamestown

	Town of Jamestown 2019	National Average
<b>Ways respondents learn about recreation programs and activities</b>		
Word of mouth	44%	42%
Social media (e.g. Facebook, Twitter, Instagram)	41%	11%
Town of Jamestown website	40%	30%
Town of Jamestown newsletter	24%	24%
Newspaper	23%	34%
Direct email	11%	11%
Conversation with staff	8%	9%
<b>Organizations used for parks and recreation</b>		
Town of Jamestown Parks & Recreation	75%	44%
State or Federal parks	35%	37%
Churches or other religious organizations	27%	27%
Schools	18%	24%
Private clubs	9%	20%

## Benchmarking for the Town of Jamestown

	Town of Jamestown 2019	National Average
<b>Parks and recreation facilities that respondent households have a need for</b>		
Greenway trail system	69%	54%
Natural trails	66%	54%
Picnic shelters	54%	49%
Indoor fitness & exercise facilities	48%	47%
Outdoor amphitheaters	46%	32%
Water access	46%	48%
Community gardens	41%	31%
Playground	40%	41%
Dog park	36%	30%
Pier/fishing	34%	30%
Senior center	34%	24%
Classroom/meeting/event space	28%	33%
Track (indoor)	21%	39%
Multipurpose fields (e.g. football, soccer, lacrosse)	20%	21%
Multi-use gym space	18%	29%
Splash pad	16%	25%
Basketball courts (outdoor)	13%	20%
Disc golf course	13%	13%
Baseball & softball fields	12%	19%
Basketball courts (indoor)	10%	20%
Skate park/BMX	10%	11%
Volleyball courts (indoor)	7%	20%
Sand volleyball courts (outdoor)	6%	16%
Cricket fields	1%	4%



## Benchmarking for the Town of Jamestown

	Town of Jamestown 2019	National Average
<b><u>Most important parks and recreation facilities</u></b>		
Greenway trail system	32%	21%
Natural trails	29%	20%
Indoor fitness & exercise facilities	22%	20%
Dog park	20%	15%
Senior center	17%	10%
Water access	15%	22%
Picnic shelters	13%	14%
Outdoor amphitheaters	12%	8%
Community gardens	11%	9%
Playground	10%	18%
Track (indoor)	7%	15%
Pier/fishing	6%	11%
Splash pad	6%	8%
Baseball & softball fields	5%	6%
Classroom/meeting/event space	5%	8%
Disc golf course	4%	3%
Multipurpose fields (e.g. football, soccer, lacrosse)	3%	7%
Multi-use gym space	3%	10%
Basketball courts (indoor)	3%	4%
Basketball courts (outdoor)	2%	4%
Skate park/BMX	2%	2%
Sand volleyball courts (outdoor)	1%	2%
Volleyball courts (indoor)	1%	4%
Cricket fields	0%	1%

## Benchmarking for the Town of Jamestown

	Town of Jamestown 2019	National Average
<b>Reasons preventing the use of parks and recreation facilities and programs more often</b>		
I do not know what is being offered	25%	34%
Not enough time	23%	33%
Program or facility not offered	16%	19%
Lack of parking	8%	8%
Lack of disabled access	2%	3%
Poor customer service by staff	2%	4%
Cost of participation	2%	16%
Safety at facilities	2%	9%
Lack of maintenance	1%	10%
Inconvenient hours of operation	1%	10%
Facilities are too far from home	1%	14%

# Section 4

## *Tabular Data*

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**Q1. Please indicate if you have a need for each of the following recreation FACILITIES or AMENITIES by circling either "Yes" or "No."**

(N=210)

	Yes	No
Q1-1. Baseball & softball fields	12.4%	87.6%
Q1-2. Basketball courts (indoor)	10.0%	90.0%
Q1-3. Basketball courts (outdoor)	13.3%	86.7%
Q1-4. Canoe/kayak rentals	38.6%	61.4%
Q1-5. Classroom/meeting/event space	27.6%	72.4%
Q1-6. Climbing wall	7.6%	92.4%
Q1-7. Community gardens	41.4%	58.6%
Q1-8. Cricket fields	1.4%	98.6%
Q1-9. Disc golf course	13.3%	86.7%
Q1-10. Dog park	36.2%	63.8%
Q1-11. Fitness walking loops	66.2%	33.8%
Q1-12. Greenway trail system	68.6%	31.4%
Q1-13. Indoor turf field	5.2%	94.8%
Q1-14. Indoor fitness & exercise facilities	47.6%	52.4%
Q1-15. Multipurpose fields (e.g. football, soccer, lacrosse)	20.0%	80.0%
Q1-16. Multi-use gym space (e.g. basketball, volleyball)	18.1%	81.9%
Q1-17. Natural trails	66.2%	33.8%
Q1-18. Outdoor amphitheaters	46.2%	53.8%
Q1-19. Outdoor fitness & exercise equipment	19.0%	81.0%
Q1-20. Pickleball courts	13.3%	86.7%

**Q1. Please indicate if you have a need for each of the following recreation FACILITIES or AMENITIES by circling either "Yes" or "No."**

	Yes	No
Q1-21. Picnic shelters	54.3%	45.7%
Q1-22. Pier/fishing	34.3%	65.7%
Q1-23. Playground	39.5%	60.5%
Q1-24. Pump track for mountain bikes	8.6%	91.4%
Q1-25. Sand volleyball courts (outdoor)	5.7%	94.3%
Q1-26. Senior center	34.3%	65.7%
Q1-27. Skate park/BMX	9.5%	90.5%
Q1-28. Splash pad	15.7%	84.3%
Q1-29. Track (indoor)	20.5%	79.5%
Q1-30. Track (outdoor)	20.0%	80.0%
Q1-31. Volleyball courts (indoor)	6.7%	93.3%
Q1-32. Water access (e.g. boating, kayaking, canoeing)	45.7%	54.3%
Q1-33. Zip line	9.0%	91.0%
Q1-34. Other	8.1%	91.9%

**Q1. If "yes," how well are your needs being met?**

(N=197)

	Fully met	Mostly met	Partly met	Not met
Q1-1. Baseball & softball fields	12.0%	40.0%	48.0%	0.0%
Q1-2. Basketball courts (indoor)	5.0%	20.0%	45.0%	30.0%
Q1-3. Basketball courts (outdoor)	12.5%	37.5%	41.7%	8.3%
Q1-4. Canoe/kayak rentals	38.8%	28.4%	14.9%	17.9%
Q1-5. Classroom/meeting/event space	18.9%	30.2%	37.7%	13.2%
Q1-6. Climbing wall	0.0%	0.0%	0.0%	100.0%
Q1-7. Community gardens	7.7%	20.5%	32.1%	39.7%
Q1-8. Cricket fields	33.3%	0.0%	33.3%	33.3%
Q1-9. Disc golf course	12.0%	8.0%	16.0%	64.0%
Q1-10. Dog park	5.9%	5.9%	13.2%	75.0%
Q1-11. Fitness walking loops	24.0%	28.8%	35.2%	12.0%
Q1-12. Greenway trail system	51.6%	28.1%	14.1%	6.3%
Q1-13. Indoor turf field	20.0%	20.0%	0.0%	60.0%
Q1-14. Indoor fitness & exercise facilities	29.5%	26.1%	20.5%	23.9%
Q1-15. Multipurpose fields (e.g. football, soccer, lacrosse)	28.2%	35.9%	28.2%	7.7%
Q1-16. Multi-use gym space (e.g. basketball, volleyball)	31.4%	2.9%	34.3%	31.4%
Q1-17. Natural trails	42.4%	36.0%	18.4%	3.2%
Q1-18. Outdoor amphitheaters	41.6%	33.7%	13.5%	11.2%
Q1-19. Outdoor fitness & exercise equipment	8.6%	11.4%	28.6%	51.4%
Q1-20. Pickleball courts	8.7%	0.0%	26.1%	65.2%
Q1-21. Picnic shelters	49.5%	33.0%	11.7%	5.8%

**Q1. If "yes," how well are your needs being met?**

	Fully met	Mostly met	Partly met	Not met
Q1-22. Pier/fishing	26.2%	29.5%	24.6%	19.7%
Q1-23. Playground	36.0%	34.7%	21.3%	8.0%
Q1-24. Pump track for mountain bikes	12.5%	12.5%	18.8%	56.3%
Q1-25. Sand volleyball courts (outdoor)	16.7%	8.3%	33.3%	41.7%
Q1-26. Senior center	3.2%	7.9%	33.3%	55.6%
Q1-27. Skate park/BMX	12.5%	6.3%	12.5%	68.8%
Q1-28. Splash pad	3.7%	0.0%	11.1%	85.2%
Q1-29. Track (indoor)	18.4%	10.5%	21.1%	50.0%
Q1-30. Track (outdoor)	7.9%	13.2%	26.3%	52.6%
Q1-31. Volleyball courts (indoor)	23.1%	0.0%	15.4%	61.5%
Q1-32. Water access (e.g. boating, kayaking, canoeing)	34.1%	25.6%	26.8%	13.4%
Q1-33. Zip line	5.6%	5.6%	5.6%	83.3%
Q1-34. Other	26.7%	0.0%	0.0%	73.3%

**Q1-34. Other**

<u>Q1-34. Other</u>	<u>Number</u>	<u>Percent</u>
BIKE LANES	1	5.9 %
BOCCI BALL COURT FOR SENIORS	1	5.9 %
GOLF COURSE	2	11.8 %
INDOOR PICKLEBALL COURTS	1	5.9 %
LAKE SWIMMING	1	5.9 %
MOUNTAIN BIKE TRAILS	2	11.8 %
OUTDOOR ICE SKATING	1	5.9 %
RAGSDALE YMCA	1	5.9 %
SIDEWALK ACCESS CONNECTING TOWN TRAILS	1	5.9 %
SOCCER FIELD	1	5.9 %
STEP AEROBIC CLASSES	1	5.9 %
TENNIS COURTS	2	11.8 %
ULTIMATE FRISBEE	1	5.9 %
YOGA STUDIO BIKE LANES AND SIDEWALKS	1	5.9 %
Total	17	100.0 %



**Q2. Which FOUR of the FACILITIES or AMENITIES from the list in Question 1 are MOST IMPORTANT to your household?**

<u>Q2. Top choice</u>	<u>Number</u>	<u>Percent</u>
Baseball & softball fields	5	2.4 %
Canoe/kayak rentals	7	3.3 %
Classroom/meeting/event space	4	1.9 %
Community gardens	3	1.4 %
Disc golf course	3	1.4 %
Dog park	21	10.0 %
Fitness walking loops	22	10.5 %
Greenway trail system	22	10.5 %
Indoor turf field	1	0.5 %
Indoor fitness & exercise facilities	18	8.6 %
Multipurpose fields (e.g. football, soccer, lacrosse)	2	1.0 %
Multi-use gym space (e.g. basketball, volleyball)	1	0.5 %
Natural trails	10	4.8 %
Pickleball courts	2	1.0 %
Picnic shelters	2	1.0 %
Playground	4	1.9 %
Pump track for mountain bikes	1	0.5 %
Senior center	12	5.7 %
Skate park/BMX	1	0.5 %
Splash pad	4	1.9 %
Track (indoor)	3	1.4 %
Water access (e.g. boating, kayaking, canoeing)	4	1.9 %
Other	9	4.3 %
<u>None chosen</u>	<u>49</u>	<u>23.3 %</u>
Total	210	100.0 %

**Q2. Which FOUR of the FACILITIES or AMENITIES from the list in Question 1 are MOST IMPORTANT to your household?**

<u>Q2. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Baseball & softball fields	2	1.0 %
Basketball courts (indoor)	1	0.5 %
Basketball courts (outdoor)	3	1.4 %
Canoe/kayak rentals	5	2.4 %
Classroom/meeting/event space	4	1.9 %
Climbing wall	2	1.0 %
Community gardens	8	3.8 %
Dog park	10	4.8 %
Fitness walking loops	16	7.6 %
Greenway trail system	22	10.5 %
Indoor turf field	1	0.5 %
Indoor fitness & exercise facilities	14	6.7 %
Multipurpose fields (e.g. football, soccer, lacrosse)	1	0.5 %
Multi-use gym space (e.g. basketball, volleyball)	1	0.5 %
Natural trails	24	11.4 %
Outdoor amphitheaters	5	2.4 %
Outdoor fitness & exercise equipment	2	1.0 %
Pickleball courts	2	1.0 %
Picnic shelters	4	1.9 %
Pier/fishing	4	1.9 %
Playground	7	3.3 %
Pump track for mountain bikes	2	1.0 %
Senior center	6	2.9 %
Skate park/BMX	1	0.5 %
Track (indoor)	2	1.0 %
Track (outdoor)	1	0.5 %
Volleyball courts (indoor)	1	0.5 %
Water access (e.g. boating, kayaking, canoeing)	3	1.4 %
Zip line	1	0.5 %
Other	3	1.4 %
None chosen	52	24.8 %
<b>Total</b>	<b>210</b>	<b>100.0 %</b>

**Q2. Which FOUR of the FACILITIES or AMENITIES from the list in Question 1 are MOST IMPORTANT to your household?**

Q2. 3rd choice	Number	Percent
Baseball & softball fields	1	0.5 %
Basketball courts (indoor)	3	1.4 %
Basketball courts (outdoor)	1	0.5 %
Canoe/kayak rentals	5	2.4 %
Classroom/meeting/event space	2	1.0 %
Community gardens	7	3.3 %
Disc golf course	3	1.4 %
Dog park	7	3.3 %
Fitness walking loops	9	4.3 %
Greenway trail system	17	8.1 %
Indoor turf field	1	0.5 %
Indoor fitness & exercise facilities	7	3.3 %
Multipurpose fields (e.g. football, soccer, lacrosse)	1	0.5 %
Multi-use gym space (e.g. basketball, volleyball)	2	1.0 %
Natural trails	15	7.1 %
Outdoor amphitheaters	13	6.2 %
Outdoor fitness & exercise equipment	3	1.4 %
Pickleball courts	4	1.9 %
Picnic shelters	9	4.3 %
Pier/fishing	1	0.5 %
Playground	4	1.9 %
Sand volleyball courts (outdoor)	1	0.5 %
Senior center	7	3.3 %
Splash pad	3	1.4 %
Track (indoor)	6	2.9 %
Track (outdoor)	3	1.4 %
Water access (e.g. boating, kayaking, canoeing)	13	6.2 %
Zip line	1	0.5 %
None chosen	61	29.0 %
Total	210	100.0 %

**Q2. Which FOUR of the FACILITIES or AMENITIES from the list in Question 1 are MOST IMPORTANT to your household?**

Q2. 4th choice	Number	Percent
Baseball & softball fields	3	1.4 %
Basketball courts (indoor)	2	1.0 %
Canoe/kayak rentals	6	2.9 %
Classroom/meeting/event space	1	0.5 %
Community gardens	6	2.9 %
Disc golf course	2	1.0 %
Dog park	4	1.9 %
Fitness walking loops	9	4.3 %
Greenway trail system	6	2.9 %
Indoor fitness & exercise facilities	6	2.9 %
Multipurpose fields (e.g. football, soccer, lacrosse)	3	1.4 %
Multi-use gym space (e.g. basketball, volleyball)	2	1.0 %
Natural trails	11	5.2 %
Outdoor amphitheaters	7	3.3 %
Outdoor fitness & exercise equipment	4	1.9 %
Pickleball courts	2	1.0 %
Picnic shelters	12	5.7 %
Pier/fishing	7	3.3 %
Playground	5	2.4 %
Pump track for mountain bikes	1	0.5 %
Sand volleyball courts (outdoor)	1	0.5 %
Senior center	10	4.8 %
Skate park/BMX	1	0.5 %
Splash pad	5	2.4 %
Track (indoor)	3	1.4 %
Track (outdoor)	1	0.5 %
Volleyball courts (indoor)	1	0.5 %
Water access (e.g. boating, kayaking, canoeing)	11	5.2 %
Zip line	2	1.0 %
Other	1	0.5 %
None chosen	75	35.7 %
Total	210	100.0 %

**SUM OF TOP 4 CHOICES**

**Q2. Which FOUR of the FACILITIES or AMENITIES from the list in Question 1 are MOST IMPORTANT to your household? (top 4)**

Q2. Sum of Top 4 Choices	Number	Percent
Baseball & softball fields	11	5.2 %
Basketball courts (indoor)	6	2.9 %
Basketball courts (outdoor)	4	1.9 %
Canoe/kayak rentals	23	11.0 %
Classroom/meeting/event space	11	5.2 %
Climbing wall	2	1.0 %
Community gardens	24	11.4 %
Disc golf course	8	3.8 %
Dog park	42	20.0 %
Fitness walking loops	56	26.7 %
Greenway trail system	67	31.9 %
Indoor turf field	3	1.4 %
Indoor fitness & exercise facilities	45	21.4 %
Multipurpose fields (e.g. football, soccer, lacrosse)	7	3.3 %
Multi-use gym space (e.g. basketball, volleyball)	6	2.9 %
Natural trails	60	28.6 %
Outdoor amphitheaters	25	11.9 %
Outdoor fitness & exercise equipment	9	4.3 %
Pickleball courts	10	4.8 %
Picnic shelters	27	12.9 %
Pier/fishing	12	5.7 %
Playground	20	9.5 %
Pump track for mountain bikes	4	1.9 %
Sand volleyball courts (outdoor)	2	1.0 %
Senior center	35	16.7 %
Skate park/BMX	3	1.4 %
Splash pad	12	5.7 %
Track (indoor)	14	6.7 %
Track (outdoor)	5	2.4 %
Volleyball courts (indoor)	2	1.0 %
Water access (e.g. boating, kayaking, canoeing)	31	14.8 %
Zip line	4	1.9 %
Other	13	6.2 %
None chosen	49	23.3 %
Total	652	

**Q3. Please indicate if you have a desire to participate in each of the following recreation PROGRAMS or ACTIVITIES by circling either "Yes" or "No."**

(N=210)

	Yes	No
Q3-1. Action sports (e.g. skateboarding, BMX)	3.8%	96.2%
Q3-2. Art, dance, performing arts	22.9%	77.1%
Q3-3. Adult fitness & wellness programs	64.3%	35.7%
Q3-4. Adult sports programs	24.8%	75.2%
Q3-5. After school programs	7.1%	92.9%
Q3-6. Aquatic programs (e.g. swim lessons, fitness)	22.4%	77.6%
Q3-7. Baseball	7.1%	92.9%
Q3-8. Basketball	9.5%	90.5%
Q3-9. Cheerleading	1.4%	98.6%
Q3-10. Disc golf	13.8%	86.2%
Q3-11. Life skills programs/education (e.g. cooking, budgeting)	23.8%	76.2%
Q3-12. Environmental education	20.0%	80.0%
Q3-13. Flag football	3.8%	96.2%
Q3-14. Tackle football	1.9%	98.1%
Q3-15. Music lessons/classes	11.4%	88.6%
Q3-16. Outdoor adventure programs (e.g. canoeing, camping)	27.6%	72.4%
Q3-17. Outdoor music/concerts/movies	60.5%	39.5%
Q3-18. Outdoor fitness & wellness programs (adults/youth)	35.2%	64.8%
Q3-19. Pickleball	12.9%	87.1%

**Q3. Please indicate if you have a desire to participate in each of the following recreation PROGRAMS or ACTIVITIES by circling either "Yes" or "No."**

	Yes	No
Q3-20. Pre-school programs	2.9%	97.1%
Q3-21. Special needs programs	3.3%	96.7%
Q3-22. Senior citizen programs	35.7%	64.3%
Q3-23. Soccer	9.0%	91.0%
Q3-24. Softball	5.2%	94.8%
Q3-25. Special events/family festivals	46.2%	53.8%
Q3-26. Summer camps & after school programs	8.6%	91.4%
Q3-27. Swimming	24.8%	75.2%
Q3-28. Youth & teen fitness & wellness programs	7.6%	92.4%
Q3-29. Youth & teen sports programs	8.6%	91.4%
Q3-30. Youth & teen summer camp programs	8.6%	91.4%
Q3-31. Volleyball	4.8%	95.2%
Q3-32. Other	6.2%	93.8%

**Q3. If "yes," how well are your needs being met?**

(N=179)

	Fully met	Mostly met	Partly met	Not met
Q3-1. Action sports (e.g. skateboarding, BMX)	16.7%	0.0%	0.0%	83.3%
Q3-2. Art, dance, performing arts	7.5%	5.0%	32.5%	55.0%
Q3-3. Adult fitness & wellness programs	15.4%	18.3%	34.6%	31.7%
Q3-4. Adult sports programs	9.8%	7.3%	26.8%	56.1%
Q3-5. After school programs	8.3%	25.0%	25.0%	41.7%
Q3-6. Aquatic programs (e.g. swim lessons, fitness)	28.6%	11.9%	21.4%	38.1%
Q3-7. Baseball	30.8%	38.5%	30.8%	0.0%
Q3-8. Basketball	30.0%	30.0%	30.0%	10.0%
Q3-9. Cheerleading	33.3%	0.0%	33.3%	33.3%
Q3-10. Disc golf	0.0%	4.3%	17.4%	78.3%
Q3-11. Life skills programs/education (e.g. cooking, budgeting)	4.7%	7.0%	25.6%	62.8%
Q3-12. Environmental education	2.9%	8.8%	38.2%	50.0%
Q3-13. Flag football	50.0%	0.0%	25.0%	25.0%
Q3-14. Tackle football	50.0%	0.0%	25.0%	25.0%
Q3-15. Music lessons/classes	10.0%	5.0%	25.0%	60.0%
Q3-16. Outdoor adventure programs (e.g. canoeing, camping)	2.3%	25.0%	40.9%	31.8%
Q3-17. Outdoor music/concerts/movies	28.4%	37.3%	27.5%	6.9%
Q3-18. Outdoor fitness & wellness programs (adults/youth)	6.6%	16.4%	50.8%	26.2%
Q3-19. Pickleball	8.7%	8.7%	8.7%	73.9%
Q3-20. Pre-school programs	0.0%	20.0%	60.0%	20.0%



**Q3. If "yes," how well are your needs being met?**

	Fully met	Mostly met	Partly met	Not met
Q3-21. Special needs programs	50.0%	25.0%	25.0%	0.0%
Q3-22. Senior citizen programs	9.3%	7.4%	37.0%	46.3%
Q3-23. Soccer	35.3%	35.3%	23.5%	5.9%
Q3-24. Softball	0.0%	33.3%	22.2%	44.4%
Q3-25. Special events/family festivals	14.8%	29.6%	42.0%	13.6%
Q3-26. Summer camps & after school programs	14.3%	28.6%	35.7%	21.4%
Q3-27. Swimming	25.6%	16.3%	37.2%	20.9%
Q3-28. Youth & teen fitness & wellness programs	21.4%	7.1%	21.4%	50.0%
Q3-29. Youth & teen sports programs	25.0%	31.3%	18.8%	25.0%
Q3-30. Youth & teen summer camp programs	12.5%	25.0%	25.0%	37.5%
Q3-31. Volleyball	11.1%	11.1%	22.2%	55.6%
Q3-32. Other	25.0%	0.0%	16.7%	58.3%

**Q3-32. Other**

Q3-32. Other	Number	Percent
ADULT EDUCATION PROGRAMS, COOKING, ETC.	1	7.7 %
ADULT SR PROGRAMS	1	7.7 %
BIKE LANES ON ROADS	1	7.7 %
CHRISTMAS PARADE	1	7.7 %
GOLF	1	7.7 %
LAKE SWIMMING	1	7.7 %
MOUNTAIN BIKE TRAILS	1	7.7 %
OUTDOOR ICE SKATING	1	7.7 %
PICKLEBALL TOURNAMENT	1	7.7 %
SENIOR GAMES/HORSE SHOES	1	7.7 %
TENNIS	2	15.4 %
YOGA	1	7.7 %
Total	13	100.0 %

**Q4. Which FOUR of the PROGRAMS listed in Question 3 do you think are MOST IMPORTANT to YOUTH (under age 18) in your household?**

Q4. Top choice	Number	Percent
Action sports (e.g. skateboarding, BMX)	3	1.4 %
Art, dance, performing arts	5	2.4 %
Adult fitness & wellness programs	4	1.9 %
Aquatic programs (e.g. swim lessons, fitness)	2	1.0 %
Baseball	5	2.4 %
Basketball	1	0.5 %
Disc golf	3	1.4 %
Life skills programs/education (e.g. cooking, budgeting)	2	1.0 %
Environmental education	5	2.4 %
Tackle football	1	0.5 %
Outdoor adventure programs (e.g. canoeing, camping)	4	1.9 %
Outdoor music/concerts/movies	3	1.4 %
Outdoor fitness & wellness programs (adults/youth)	3	1.4 %
Pickleball	1	0.5 %
Soccer	4	1.9 %
Special events/family festivals	2	1.0 %
Summer camps & after school programs	2	1.0 %
Swimming	2	1.0 %
Youth & teen sports programs	1	0.5 %
Youth & teen summer camp programs	2	1.0 %
Volleyball	1	0.5 %
Other	1	0.5 %
No youth in household	47	22.4 %
None chosen	106	50.5 %
Total	210	100.0 %

**Q4. Which FOUR of the PROGRAMS listed in Question 3 do you think are MOST IMPORTANT to YOUTH (under age 18) in your household?**

Q4. 2nd choice	Number	Percent
Art, dance, performing arts	1	0.5 %
Adult fitness & wellness programs	2	1.0 %
After school programs	4	1.9 %
Aquatic programs (e.g. swim lessons, fitness)	1	0.5 %
Baseball	1	0.5 %
Basketball	4	1.9 %
Cheerleading	2	1.0 %
Disc golf	2	1.0 %
Life skills programs/education (e.g. cooking, budgeting)	1	0.5 %
Environmental education	1	0.5 %
Flag football	1	0.5 %
Outdoor adventure programs (e.g. canoeing, camping)	2	1.0 %
Outdoor music/concerts/movies	8	3.8 %
Outdoor fitness & wellness programs (adults/youth)	3	1.4 %
Pickleball	1	0.5 %
Pre-school programs	1	0.5 %
Special needs programs	1	0.5 %
Soccer	2	1.0 %
Special events/family festivals	5	2.4 %
Summer camps & after school programs	3	1.4 %
Swimming	4	1.9 %
Youth & teen fitness & wellness programs	1	0.5 %
Youth & teen sports programs	1	0.5 %
Youth & teen summer camp programs	2	1.0 %
None chosen	156	74.3 %
Total	210	100.0 %

**Q4. Which FOUR of the PROGRAMS listed in Question 3 do you think are MOST IMPORTANT to YOUTH (under age 18) in your household?**

Q4. 3rd choice	Number	Percent
Action sports (e.g. skateboarding, BMX)	1	0.5 %
Art, dance, performing arts	1	0.5 %
Adult fitness & wellness programs	2	1.0 %
Aquatic programs (e.g. swim lessons, fitness)	4	1.9 %
Basketball	1	0.5 %
Life skills programs/education (e.g. cooking, budgeting)	3	1.4 %
Environmental education	2	1.0 %
Flag football	2	1.0 %
Music lessons/classes	1	0.5 %
Outdoor adventure programs (e.g. canoeing, camping)	6	2.9 %
Outdoor music/concerts/movies	3	1.4 %
Outdoor fitness & wellness programs (adults/youth)	2	1.0 %
Pickleball	3	1.4 %
Pre-school programs	1	0.5 %
Senior citizen programs	2	1.0 %
Soccer	1	0.5 %
Special events/family festivals	1	0.5 %
Summer camps & after school programs	2	1.0 %
Swimming	4	1.9 %
Youth & teen fitness & wellness programs	3	1.4 %
Youth & teen sports programs	1	0.5 %
Volleyball	1	0.5 %
Other	3	1.4 %
None chosen	160	76.2 %
Total	210	100.0 %

**Q4. Which FOUR of the PROGRAMS listed in Question 3 do you think are MOST IMPORTANT to YOUTH (under age 18) in your household?**

Q4. 4th choice	Number	Percent
Art, dance, performing arts	1	0.5 %
Adult fitness & wellness programs	3	1.4 %
Adult sports programs	1	0.5 %
After school programs	2	1.0 %
Aquatic programs (e.g. swim lessons, fitness)	2	1.0 %
Baseball	1	0.5 %
Basketball	1	0.5 %
Disc golf	2	1.0 %
Tackle football	1	0.5 %
Music lessons/classes	1	0.5 %
Outdoor adventure programs (e.g. canoeing, camping)	2	1.0 %
Outdoor music/concerts/movies	2	1.0 %
Pre-school programs	2	1.0 %
Senior citizen programs	1	0.5 %
Soccer	1	0.5 %
Softball	1	0.5 %
Special events/family festivals	4	1.9 %
Summer camps & after school programs	2	1.0 %
Swimming	4	1.9 %
Youth & teen fitness & wellness programs	3	1.4 %
Youth & teen sports programs	3	1.4 %
Volleyball	1	0.5 %
None chosen	169	80.5 %
Total	210	100.0 %

**SUM OF TOP 4 CHOICES**

**Q4. Which FOUR of the PROGRAMS listed in Question 3 do you think are MOST IMPORTANT to YOUTH (under age 18) in your household? (top 4)**

Q4. Sum of Top 4 Choices	Number	Percent
Action sports (e.g. skateboarding, BMX)	4	1.9 %
Art, dance, performing arts	8	3.8 %
Adult fitness & wellness programs	11	5.2 %
Adult sports programs	1	0.5 %
After school programs	6	2.9 %
Aquatic programs (e.g. swim lessons, fitness)	9	4.3 %
Baseball	7	3.3 %
Basketball	7	3.3 %
Cheerleading	2	1.0 %
Disc golf	7	3.3 %
Life skills programs/education (e.g. cooking, budgeting)	6	2.9 %
Environmental education	8	3.8 %
Flag football	3	1.4 %
Tackle football	2	1.0 %
Music lessons/classes	2	1.0 %
Outdoor adventure programs (e.g. canoeing, camping)	14	6.7 %
Outdoor music/concerts/movies	16	7.6 %
Outdoor fitness & wellness programs (adults/youth)	8	3.8 %
Pickleball	5	2.4 %
Pre-school programs	4	1.9 %
Special needs programs	1	0.5 %
Senior citizen programs	3	1.4 %
Soccer	8	3.8 %
Softball	1	0.5 %
Special events/family festivals	12	5.7 %
Summer camps & after school programs	9	4.3 %
Swimming	14	6.7 %
Youth & teen fitness & wellness programs	7	3.3 %
Youth & teen sports programs	6	2.9 %
Youth & teen summer camp programs	4	1.9 %
Volleyball	3	1.4 %
Other	4	1.9 %
No youth in household	47	22.4 %
None chosen	106	50.5 %
Total	355	

**Q5. Which FOUR of the PROGRAMS listed in Question 3 do you think are MOST IMPORTANT to ADULT (age 18 and above) members of your household?**

Q5. Top choice	Number	Percent
Action sports (e.g. skateboarding, BMX)	3	1.4 %
Art, dance, performing arts	8	3.8 %
Adult fitness & wellness programs	60	28.6 %
Adult sports programs	4	1.9 %
After school programs	2	1.0 %
Aquatic programs (e.g. swim lessons, fitness)	4	1.9 %
Baseball	2	1.0 %
Disc golf	4	1.9 %
Life skills programs/education (e.g. cooking, budgeting)	5	2.4 %
Environmental education	1	0.5 %
Tackle football	1	0.5 %
Outdoor adventure programs (e.g. canoeing, camping)	6	2.9 %
Outdoor music/concerts/movies	15	7.1 %
Outdoor fitness & wellness programs (adults/youth)	6	2.9 %
Pickleball	2	1.0 %
Senior citizen programs	12	5.7 %
Special events/family festivals	15	7.1 %
Summer camps & after school programs	1	0.5 %
Swimming	3	1.4 %
Other	6	2.9 %
None chosen	50	23.8 %
Total	210	100.0 %

**Q5. Which FOUR of the PROGRAMS listed in Question 3 do you think are MOST IMPORTANT to ADULT (age 18 and above) members of your household?**

Q5. 2nd choice	Number	Percent
Action sports (e.g. skateboarding, BMX)	1	0.5 %
Art, dance, performing arts	4	1.9 %
Adult fitness & wellness programs	16	7.6 %
Adult sports programs	3	1.4 %
After school programs	2	1.0 %
Aquatic programs (e.g. swim lessons, fitness)	7	3.3 %
Baseball	1	0.5 %
Basketball	3	1.4 %
Disc golf	2	1.0 %
Life skills programs/education (e.g. cooking, budgeting)	8	3.8 %
Environmental education	5	2.4 %
Outdoor adventure programs (e.g. canoeing, camping)	8	3.8 %
Outdoor music/concerts/movies	42	20.0 %
Outdoor fitness & wellness programs (adults/youth)	8	3.8 %
Pickleball	3	1.4 %
Special needs programs	1	0.5 %
Senior citizen programs	12	5.7 %
Softball	1	0.5 %
Special events/family festivals	12	5.7 %
Summer camps & after school programs	1	0.5 %
Swimming	3	1.4 %
Youth & teen fitness & wellness programs	1	0.5 %
Other	1	0.5 %
None chosen	65	31.0 %
Total	210	100.0 %



**Q5. Which FOUR of the PROGRAMS listed in Question 3 do you think are MOST IMPORTANT to ADULT (age 18 and above) members of your household?**

Q5. 3rd choice	Number	Percent
Art, dance, performing arts	3	1.4 %
Adult fitness & wellness programs	11	5.2 %
Adult sports programs	4	1.9 %
Aquatic programs (e.g. swim lessons, fitness)	4	1.9 %
Baseball	1	0.5 %
Basketball	3	1.4 %
Disc golf	1	0.5 %
Life skills programs/education (e.g. cooking, budgeting)	3	1.4 %
Environmental education	6	2.9 %
Music lessons/classes	2	1.0 %
Outdoor adventure programs (e.g. canoeing, camping)	3	1.4 %
Outdoor music/concerts/movies	18	8.6 %
Outdoor fitness & wellness programs (adults/youth)	17	8.1 %
Pickleball	7	3.3 %
Special needs programs	2	1.0 %
Senior citizen programs	14	6.7 %
Soccer	2	1.0 %
Special events/family festivals	21	10.0 %
Swimming	5	2.4 %
Youth & teen fitness & wellness programs	1	0.5 %
Youth & teen sports programs	2	1.0 %
Volleyball	1	0.5 %
Other	1	0.5 %
None chosen	78	37.1 %
Total	210	100.0 %

**Q5. Which FOUR of the PROGRAMS listed in Question 3 do you think are MOST IMPORTANT to ADULT (age 18 and above) members of your household?**

Q5. 4th choice	Number	Percent
Art, dance, performing arts	4	1.9 %
Adult fitness & wellness programs	11	5.2 %
Adult sports programs	6	2.9 %
Disc golf	3	1.4 %
Life skills programs/education (e.g. cooking, budgeting)	5	2.4 %
Environmental education	5	2.4 %
Music lessons/classes	2	1.0 %
Outdoor adventure programs (e.g. canoeing, camping)	9	4.3 %
Outdoor music/concerts/movies	17	8.1 %
Outdoor fitness & wellness programs (adults/youth)	7	3.3 %
Pickleball	1	0.5 %
Special needs programs	1	0.5 %
Senior citizen programs	13	6.2 %
Soccer	1	0.5 %
Special events/family festivals	9	4.3 %
Summer camps & after school programs	1	0.5 %
Swimming	11	5.2 %
Youth & teen sports programs	3	1.4 %
Youth & teen summer camp programs	1	0.5 %
None chosen	100	47.6 %
Total	210	100.0 %

**SUM OF TOP 4 CHOICES**

**Q5. Which FOUR of the PROGRAMS listed in Question 3 do you think are MOST IMPORTANT to ADULT (age 18 and above) members of your household? (top 4)**

Q5. Sum of Top 4 Choices	Number	Percent
Action sports (e.g. skateboarding, BMX)	4	1.9 %
Art, dance, performing arts	19	9.0 %
Adult fitness & wellness programs	98	46.7 %
Adult sports programs	17	8.1 %
After school programs	4	1.9 %
Aquatic programs (e.g. swim lessons, fitness)	15	7.1 %
Baseball	4	1.9 %
Basketball	6	2.9 %
Disc golf	10	4.8 %
Life skills programs/education (e.g. cooking, budgeting)	21	10.0 %
Environmental education	17	8.1 %
Tackle football	1	0.5 %
Music lessons/classes	4	1.9 %
Outdoor adventure programs (e.g. canoeing, camping)	26	12.4 %
Outdoor music/concerts/movies	92	43.8 %
Outdoor fitness & wellness programs (adults/youth)	38	18.1 %
Pickleball	13	6.2 %
Special needs programs	4	1.9 %
Senior citizen programs	51	24.3 %
Soccer	3	1.4 %
Softball	1	0.5 %
Special events/family festivals	57	27.1 %
Summer camps & after school programs	3	1.4 %
Swimming	22	10.5 %
Youth & teen fitness & wellness programs	2	1.0 %
Youth & teen sports programs	5	2.4 %
Youth & teen summer camp programs	1	0.5 %
Volleyball	1	0.5 %
Other	8	3.8 %
None chosen	50	23.8 %
Total	597	

**Q6. Please CHECK ALL of the following Town of Jamestown PARKS and FACILITIES that you or other members of your household have used in the past 12 months.**

Q6. Town of Jamestown parks & facilities you have used in past 12 months	Number	Percent
Wrenn Miller Park	134	63.8 %
Wrenn Miller Park Amphitheater	102	48.6 %
Jamestown Park Golf Course	64	30.5 %
Jamestown Park Golf Course Clubhouse	67	31.9 %
Jamestown Park reservable picnic shelter	39	18.6 %
Jamestown Park playgrounds	56	26.7 %
Jamestown Park ball fields	20	9.5 %
Greenways	104	49.5 %
Other	12	5.7 %
None of above	20	9.5 %
Total	618	

**Q6-9. Other**

Q6-9. Other	Number	Percent
CITY LAKE PARK	2	16.7 %
CYCLING ON THE ROADS	1	8.3 %
JAMESTOWN SIDEWALKS	1	8.3 %
KAYAK LAUNCH MARINA	1	8.3 %
Lake	1	8.3 %
Nature trail on Dillon Road	1	8.3 %
PIEDMONT ENVIRONMENTAL TRAILS	1	8.3 %
VETS MEMORIAL	1	8.3 %
WATER ACCESS TRAILS	1	8.3 %
YMCA	2	16.7 %
Total	12	100.0 %

**Q6a. In the past 12 months, approximately how many times have you or members of your household visited any Town of Jamestown PARKS or FACILITIES?**

Q6a. How many times have you visited any Town parks or facilities in past 12 months	Number	Percent
1-5 times	59	31.1 %
6-10 times	48	25.3 %
11-20 times	33	17.4 %
21-25 times	14	7.4 %
25+ times	26	13.7 %
Not provided	10	5.3 %
Total	190	100.0 %

**WITHOUT NOT PROVIDED**

**Q6a. In the past 12 months, approximately how many times have you or members of your household visited any Town of Jamestown PARKS or FACILITIES? (without "not provided")**

Q6a. How many times have you visited any Town parks or facilities in past 12 months	Number	Percent
1-5 times	59	32.8 %
6-10 times	48	26.7 %
11-20 times	33	18.3 %
21-25 times	14	7.8 %
25+ times	26	14.4 %
Total	180	100.0 %

**Q6b. Which THREE parks or facilities do you visit or reserve MOST OFTEN? (top choice)**

Q6b. Top choice	Number	Percent
CITY LAKE PARK	5	3.0 %
CLUB HOUSE	3	1.8 %
CLUB HOUSE GOLF COURSE	3	1.8 %
EAST FORK PARK	1	0.6 %
GOLF COURSE	10	6.0 %
GREENWAYS	28	16.7 %
HP CITY LAKE	1	0.6 %
JAMESTOWN PARK	10	6.0 %
Jamestown Athletic Complex	1	0.6 %
Jamestown Park Golf Course	15	8.9 %
Jamestown Park Picnic Shelter	7	4.2 %
Jamestown Park ball fields	8	4.8 %
Jamestown Park playgrounds	4	2.4 %
Lake access	1	0.6 %
Nature trail	1	0.6 %
PIEDMONT ENVIRONMENTAL TRAILS	1	0.6 %
WRENN MILLER PARK	65	38.7 %
WRENN MILLER PARK AMPHITHEATER	3	1.8 %
YMCA	1	0.6 %
Total	168	100.0 %

**Q6b. Which THREE parks or facilities do you visit or reserve MOST OFTEN? (2nd choice)**

<u>Q6b. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
CITY LAKE PARK	2	1.8 %
CLUB HOUSE	1	0.9 %
CLUB HOUSE GOLF COURSE	1	0.9 %
GOLF COURSE	7	6.2 %
GREENWAYS	20	17.7 %
JAMESTOWN PARK	2	1.8 %
JAMESTOWN PARK/GREENWAYS	1	0.9 %
Jamestown Baseball Fields/Ahtelitic Complex	1	0.9 %
Jamestown Golf and Park	1	0.9 %
Jamestown Park Golf Course	15	13.3 %
Jamestown Park ball fields	1	0.9 %
Jamestown Park playgrounds	11	9.7 %
Jamestown Park reservable picnic shelter	4	3.5 %
WALKING TRAILS	1	0.9 %
WRENN MILLER PARK	31	27.4 %
WRENN MILLER PARK AMPHITHEATER	14	12.4 %
Total	113	100.0 %

**Q6b. Which THREE parks or facilities do you visit or reserve MOST OFTEN? (3rd choice)**

Q6b. 3rd choice	Number	Percent
CITY LAKE PARK	3	4.3 %
GREENWAYS	20	29.0 %
Golf Course	1	1.4 %
JAMESTOWN SHELTER	1	1.4 %
Jamestown Athletic Complex	1	1.4 %
Jamestown Park Club House	3	4.3 %
Jamestown Park Golf Course	8	11.6 %
Jamestown Park playgrounds	9	13.0 %
Jamestown Town Hall	1	1.4 %
WRENN MILLER PARK	8	11.6 %
Wrenn Miller Park Amphitheater	14	20.3 %
Total	69	100.0 %



**Q7. In the past 12 months, have you or any member of your household participated in any SPECIAL EVENTS offered by the Town of Jamestown Parks and Recreation Department?**

Q7. Have you participated in any special events offered by Town Parks & Recreation Department in past 12 months

	Number	Percent
Yes	103	49.0 %
No	96	45.7 %
Not provided	11	5.2 %
Total	210	100.0 %

**WITHOUT NOT PROVIDED**

**Q7. In the past 12 months, have you or any member of your household participated in any SPECIAL EVENTS offered by the Town of Jamestown Parks and Recreation Department? (without "not provided")**

Q7. Have you participated in any special events offered by Town Parks & Recreation Department in past 12 months

	Number	Percent
Yes	103	51.8 %
No	96	48.2 %
Total	199	100.0 %

**Q7a. How would you rate the overall quality of SPECIAL EVENTS that you and members of your household have participated in?**

Q7a. How would you rate overall quality of special events you have participated in

	Number	Percent
Excellent	44	42.7 %
Good	49	47.6 %
Fair	7	6.8 %
Poor	1	1.0 %
Not provided	2	1.9 %
Total	103	100.0 %

**WITHOUT NOT PROVIDED**

**Q7a. How would you rate the overall quality of SPECIAL EVENTS that you and members of your household have participated in? (without "not provided")**

Q7a. How would you rate overall quality of special events you have participated in

	Number	Percent
Excellent	44	43.6 %
Good	49	48.5 %
Fair	7	6.9 %
Poor	1	1.0 %
Total	101	100.0 %

**Q8. From the following list, please CHECK ALL of the ways you learn about Town of Jamestown Parks and Recreation Department PARKS, FACILITIES and SPECIAL EVENTS.**

Q8. Ways you learn about Town Parks & Recreation Department parks, facilities, & special events	Number	Percent
Banners in public places	166	79.0 %
Bulletin boards	15	7.1 %
Conversation with staff	17	8.1 %
Direct email	23	11.0 %
Town of Jamestown website	83	39.5 %
Town of Jamestown newsletter	51	24.3 %
Newspaper	49	23.3 %
Social media (e.g. Facebook, Twitter, Instagram)	86	41.0 %
Search engine (e.g. Google, Yahoo, Bing)	9	4.3 %
Word of mouth	93	44.3 %
Other	8	3.8 %
None of above	4	1.9 %
Total	604	

**Q8-11. Other**

Q8-11. Other	Number	Percent
ELECTRIC WATER BILL	1	12.5 %
JAMESTOWN NEWS	1	12.5 %
NEXTDOOR	1	12.5 %
PUBLIC LIBRARY	1	12.5 %
SEWER BILL	1	12.5 %
SIGN AT TOWN HALL	1	12.5 %
WATER BILL INSERTS	2	25.0 %
Total	8	100.0 %

**Q9. Please CHECK ALL of the following reasons that you and members of your household use the PARKS and FACILITIES offered by the Town of Jamestown Parks and Recreation Department.**

Q9. Reasons you use parks & facilities offered by Town Parks & Recreation Department	Number	Percent
Park or facility offered	98	46.7 %
Safety of parks & facilities	73	34.8 %
Facilities have right amenities	45	21.4 %
Facilities are well maintained	103	49.0 %
Close to our home/residence	163	77.6 %
Enjoyment of outdoors	121	57.6 %
Fees are affordable	65	31.0 %
Good customer service by staff	53	25.2 %
Facility operating hours are convenient	51	24.3 %
Availability of parking	79	37.6 %
Improved physical fitness & health	68	32.4 %
Socializing/meeting people	62	29.5 %
Other	6	2.9 %
None. I do not use parks or recreation facilities	15	7.1 %
<b>Total</b>	<b>1002</b>	

**Q9-13. Other**

Q9-13. Other	Number	Percent
ANNUAL NEIGHBORHOOD PICNIC	1	16.7 %
KAYAKING	1	16.7 %
SUPPORT OUR TOWN	1	16.7 %
VETERANS MEMORIAL	1	16.7 %
WALK MY DOG	1	16.7 %
Youth sports	1	16.7 %
<b>Total</b>	<b>6</b>	<b>100.0 %</b>

**Q10. Please CHECK ALL of the reasons preventing you or other members of your household from using the PARKS and FACILITIES offered by the Town of Jamestown Parks and Recreation Department (or, if you currently use them, what prevents you from using them more often)?**

Q10. Reasons preventing you from using parks & facilities offered by Town Parks & Recreation

Department	Number	Percent
Cost of participation	4	1.9 %
Facilities are too far from home	1	0.5 %
Inconvenient hours of operation	1	0.5 %
Lack of cleanliness	2	1.0 %
Lack of disabled access	5	2.4 %
Lack of information/don't know what is offered	53	25.2 %
Lack of maintenance	3	1.4 %
Lack of parking	17	8.1 %
Not enough time/too busy	48	22.9 %
Not interested in what is provided	22	10.5 %
Overcrowding	11	5.2 %
Safety at facilities	4	1.9 %
Other	16	7.6 %
<u>Nothing. I am actively using Town's parks &amp; facilities</u>	<u>65</u>	<u>31.0 %</u>
Total	252	

**Q10-14. Other**

Q10-14. Other	Number	Percent
ACCESS TO RIVER KAYAKING	1	6.3 %
Age	2	12.5 %
CITY LAKE ONLY	1	6.3 %
DISABLED	1	6.3 %
FAMILY ILLNESS NEEDS	1	6.3 %
HAVE TO TRAVEL TO PLAY TENNIS	1	6.3 %
HEALTH ISSUES	2	12.5 %
KIDS GREW UP	1	6.3 %
Lack of restroom facilities at the Wrenn Miller Park	1	6.3 %
NEED SOMEONE TO BE WITH	1	6.3 %
NO SHADE AT PLAYGROUNDS	1	6.3 %
OUT OF TOWN A LOT	1	6.3 %
PHYSICAL DISABILITY	1	6.3 %
<u>We should leave equipment out and available year round</u>	<u>1</u>	<u>6.3 %</u>
Total	16	100.0 %

**Q11. From the following list of potential INDOOR FACILITIES that could be added or expanded, please CHECK ALL of the ones you or members of your household would use.**

Q11. Potential indoor facilities you would use	Number	Percent
Walking & jogging track	95	45.2 %
Arts & crafts studio	52	24.8 %
Aerobics/fitness/dance class space	62	29.5 %
Space for teens	14	6.7 %
Weight room/cardiovascular equipment area	55	26.2 %
Leisure pool (e.g. water slides, sprays)	47	22.4 %
Child care area	12	5.7 %
Exercise facility for adults 50+ years	98	46.7 %
Rock climbing/bouldering wall	27	12.9 %
Indoor soccer/lacrosse	13	6.2 %
Multi-court gymnasium/field house	21	10.0 %
Classroom space	17	8.1 %
Space for meetings, parties, banquets	52	24.8 %
Indoor tennis	22	10.5 %
Nature center	40	19.0 %
Performing arts (e.g. music, drama)	44	21.0 %
Senior center	67	31.9 %
Other	9	4.3 %
Total	747	

**Q11-18. Other**

Q11-18. Other	Number	Percent
ACTIVITIES FOR SENIORS	1	11.1 %
BETTER MAINTAINED VOLLEYBALL COURTS	1	11.1 %
INDOOR PICKLEBALL COURTS	1	11.1 %
JAMESTOWN YMCA	1	11.1 %
PICKLEBALL	1	11.1 %
PRESCHOOL PLAYGROUND	1	11.1 %
SKATE PARK	1	11.1 %
STUDY ROOMS	1	11.1 %
Volleyball	1	11.1 %
Total	9	100.0 %

**Q12. Please indicate your level of agreement with each of the following statements regarding the Town of Jamestown Parks and Recreation Department, where 5 is "strongly agree" and 1 is "strongly disagree."**

(N=210)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Don't know
Q12-1. I am aware of parks, facilities & events that are offered	27.1%	40.0%	20.5%	8.6%	1.0%	2.9%
Q12-2. I am satisfied with recreation opportunities I receive for my tax dollars	18.6%	34.3%	28.6%	9.0%	1.9%	7.6%
Q12-3. I am satisfied with variety of parks, facilities & events Town offers	18.1%	37.1%	27.6%	10.5%	1.0%	5.7%
Q12-4. Parks & recreation is an essential service to Town	55.7%	35.2%	5.2%	0.5%	0.5%	2.9%
Q12-5. Public parks add to quality of life in community	72.4%	20.0%	3.8%	1.0%	0.0%	2.9%

**WITHOUT DON'T KNOW**

**Q12. Please indicate your level of agreement with each of the following statements regarding the Town of Jamestown Parks and Recreation Department, where 5 is "strongly agree" and 1 is "strongly disagree." (without "don't know")**

(N=210)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Q12-1. I am aware of parks, facilities & events that are offered	27.9%	41.2%	21.1%	8.8%	1.0%
Q12-2. I am satisfied with recreation opportunities I receive for my tax dollars	20.1%	37.1%	30.9%	9.8%	2.1%
Q12-3. I am satisfied with variety of parks, facilities & events Town offers	19.2%	39.4%	29.3%	11.1%	1.0%
Q12-4. Parks & recreation is an essential service to Town	57.4%	36.3%	5.4%	0.5%	0.5%
Q12-5. Public parks add to quality of life in community	74.5%	20.6%	3.9%	1.0%	0.0%

**Q13. Please indicate how willing you would be to do the following to support expanding or implementing parks and recreation facilities and programs in the Town of Jamestown.**

(N=210)

	Very willing	Willing	Somewhat willing	Not willing	Don't know
Q13-1. Pay a slight increase in taxes to implement recreation programs in Town of Jamestown	18.1%	24.8%	25.2%	22.9%	9.0%
Q13-2. Pay an increase in taxes to support development of new recreation facilities in Town of Jamestown	15.2%	19.5%	30.0%	27.1%	8.1%
Q13-3. Volunteer to support parks & recreation programs	12.9%	20.0%	28.1%	21.9%	17.1%
Q13-4. Make donations to fund design & construction of new parks & recreation facilities in Town of Jamestown	8.6%	18.6%	34.8%	22.9%	15.2%
Q13-5. Pay a fee to attend or participate in Town sponsored recreational programs	13.3%	30.5%	26.2%	21.0%	9.0%



**WITHOUT DON'T KNOW**

**Q13. Please indicate how willing you would be to do the following to support expanding or implementing parks and recreation facilities and programs in the Town of Jamestown. (without "don't know")**

(N=210)

	Very willing	Willing	Somewhat willing	Not willing
Q13-1. Pay a slight increase in taxes to implement recreation programs in Town of Jamestown	19.9%	27.2%	27.7%	25.1%
Q13-2. Pay an increase in taxes to support development of new recreation facilities in Town of Jamestown	16.6%	21.2%	32.6%	29.5%
Q13-3. Volunteer to support parks & recreation programs	15.5%	24.1%	33.9%	26.4%
Q13-4. Make donations to fund design & construction of new parks & recreation facilities in Town of Jamestown	10.1%	21.9%	41.0%	27.0%
Q13-5. Pay a fee to attend or participate in Town sponsored recreational programs	14.7%	33.5%	28.8%	23.0%

**Q14. Please CHECK ALL of the following organizations that provide the PARKS and FACILITIES that you and other members of your household use for recreation.**

Q14. Organizations that provide parks & facilities you use for recreation	Number	Percent
Town of Jamestown Parks & Recreation	157	74.8 %
Schools	37	17.6 %
High Point Parks & Recreation (City Lake)	126	60.0 %
Guilford County Parks & Recreation	80	38.1 %
City of Greensboro Parks & Recreation	70	33.3 %
City of Winston-Salem Parks & Recreation	16	7.6 %
State or Federal parks	73	34.8 %
Non-profit organizations	19	9.0 %
Private clubs	18	8.6 %
Fitness centers	75	35.7 %
Churches or other religious organizations	56	26.7 %
Other	15	7.1 %
None of these	16	7.6 %
Total	758	

**Q14-8. Non-profit organizations:**

Q14-8. Non-profit organizations	Number	Percent
JBA	1	12.5 %
Piedmont Environmental Center	1	12.5 %
YMCA	6	75.0 %
Total	8	100.0 %

**Q14-9. Private clubs:**

Q14-9. Private clubs	Number	Percent
AREA TENNIS FACILITIES	1	25.0 %
CEDARWOOD	1	25.0 %
PLANET FITNESS	1	25.0 %
YMCA	1	25.0 %
Total	4	100.0 %

**Q14-10. Fitness centers:**

Q14-10. Fitness centers	Number	Percent
Full Time Fitness	1	2.4 %
HIGH POINT CROSSFIT	1	2.4 %
HIGH POINT REGIONAL HOSPITAL FITNESS CTR	2	4.8 %
HIGH POINT SPORTS CTR	2	4.8 %
Planet Fitness	4	9.5 %
Ragsdale YMCA	9	21.4 %
SPORTS CENTER	4	9.5 %
SPROTS CENTER, GYM, YMCA	1	2.4 %
Sports Center of the Triad	1	2.4 %
Victory Lane Fitness	1	2.4 %
YMCA	16	38.1 %
Total	42	100.0 %

**Q14-12. Other:**

Q14-12. Other	Number	Percent
CYCLING GROUP RIDES	1	7.7 %
GOLF COURSES	1	7.7 %
GREENSBORO CULTURAL CTR	1	7.7 %
JAMESTOWN YMCA	1	7.7 %
NEW IN THE AREA	1	7.7 %
PICKLEBALL OAKVIEW	1	7.7 %
SOUTHWEST PARK	1	7.7 %
YMCA	6	46.2 %
Total	13	100.0 %

**Q14a. Of the organizations listed in Question 14, which ONE do you USE MOST for your household's recreation needs?**

Q14a. One organization you use most for your household's recreation needs	Number	Percent
Town of Jamestown Parks & Recreation	59	30.4 %
Schools	5	2.6 %
High Point Parks & Recreation (City Lake)	23	11.9 %
Guilford County Parks & Recreation	12	6.2 %
City of Greensboro Parks & Recreation	5	2.6 %
City of Winston-Salem Parks & Recreation	1	0.5 %
State or Federal parks	6	3.1 %
Non-profit organizations	3	1.5 %
Private clubs	6	3.1 %
Fitness centers	36	18.6 %
Churches or other religious organizations	9	4.6 %
Other	8	4.1 %
None of these	1	0.5 %
<u>None chosen</u>	<u>20</u>	<u>10.3 %</u>
Total	194	100.0 %

**Q15. Please CHECK ALL of the following organizations that provide the recreation PROGRAMS that you and other members of your household use for recreation?**

Q15. Organizations that provide recreation programs you use for recreation	Number	Percent
Town of Jamestown Parks & Recreation	120	57.1 %
Schools	29	13.8 %
High Point Parks & Recreation	68	32.4 %
Guilford County Parks & Recreation	39	18.6 %
City of Greensboro Parks & Recreation	36	17.1 %
City of Winston-Salem Parks & Recreation	11	5.2 %
Ragsdale YMCA	91	43.3 %
Jamestown Youth League (JYL)	21	10.0 %
State or Federal parks	48	22.9 %
Non-profit organizations	15	7.1 %
Private clubs	17	8.1 %
Fitness centers	37	17.6 %
Churches or other religious organizations	46	21.9 %
Other	5	2.4 %
None of these	15	7.1 %
<b>Total</b>	<b>598</b>	

**Q15-10. Non-profit organizations:**

Q15-10. Non-profit organizations	Number	Percent
BOY SCOUTS	1	14.3 %
ENVIRONMENTAL CENTER	1	14.3 %
PIEDMONT TREE SOCIETY	1	14.3 %
Piedmont Environmental Center	1	14.3 %
YMCA	3	42.9 %
<b>Total</b>	<b>7</b>	<b>100.0 %</b>

**Q15-11. Private clubs:**

Q15-11. Private clubs	Number	Percent
CEDARWOOD	2	40.0 %
Grandover Golf	1	20.0 %
LIBRARY BOOK CLUB	1	20.0 %
PINETOP SPORTS CLUB	1	20.0 %
Total	5	100.0 %

**Q15-12. Fitness centers:**

Q15-12. Fitness centers	Number	Percent
Full Time Fitness	1	5.9 %
GATEWAY YMCA	1	5.9 %
GOLD'S GYM	1	5.9 %
HIGH POINT REGIONAL HOSPITAL FITNESS CTR	2	11.8 %
Planet Fitness	4	23.5 %
RAGSDALE YMCA	2	11.8 %
Sports Center	3	17.6 %
Sports Center of the Triad	1	5.9 %
Vicorty Lane Fitness	1	5.9 %
YMCA	1	5.9 %
Total	17	100.0 %

**Q15-14. Other:**

Q15-14. Other	Number	Percent
CYCLING LEAVING FROM TOWN HALL FIRE STATION	1	20.0 %
HIGH POINT	1	20.0 %
HIGHPOINT UNIVERSITY	1	20.0 %
NEW IN THE AREA	1	20.0 %
YMCA	1	20.0 %
Total	5	100.0 %

**Q15a. Of the organizations listed in Question 15, which ONE do you USE MOST for your household's recreation needs?**

Q15a. One organizations you use most for your household's recreation needs

	Number	Percent
Town of Jamestown Parks & Recreation	43	22.1 %
Schools	3	1.5 %
High Point Parks & Recreation	14	7.2 %
Guilford County Parks & Recreation	6	3.1 %
City of Greensboro Parks & Recreation	4	2.1 %
Ragsdale YMCA	41	21.0 %
Jamestown Youth League (JYL)	5	2.6 %
State or Federal parks	6	3.1 %
Non-profit organizations	6	3.1 %
Private clubs	5	2.6 %
Fitness centers	15	7.7 %
Churches or other religious organizations	12	6.2 %
Other	3	1.5 %
None of these	3	1.5 %
<u>None chosen</u>	<u>29</u>	<u>14.9 %</u>
Total	195	100.0 %

**Q16. Within the past 12 months, approximately how many times have you or members of your household used any Town of Jamestown PARKS and FACILITIES to achieve personal health outcomes?**

Q16. How many times have you used any Town parks & facilities to achieve personal health outcomes

	Number	Percent
0 time	42	20.0 %
1-5 times	52	24.8 %
6-10 times	29	13.8 %
11-19 times	24	11.4 %
20+ times	50	23.8 %
Not provided	13	6.2 %
Total	210	100.0 %

**WITHOUT NOT PROVIDED**

**Q16. Within the past 12 months, approximately how many times have you or members of your household used any Town of Jamestown PARKS and FACILITIES to achieve personal health outcomes? (without "not provided")**

Q16. How many times have you used any Town parks & facilities to achieve personal health outcomes

	Number	Percent
0 time	42	21.3 %
1-5 times	52	26.4 %
6-10 times	29	14.7 %
11-19 times	24	12.2 %
20+ times	50	25.4 %
Total	197	100.0 %



**Q17. Including yourself, how many people in your household are...**

	Mean	Sum
number	2.20	426
Under age 5	0.05	10
Ages 5-9	0.10	20
Ages 10-14	0.08	16
Ages 15-19	0.13	26
Ages 20-24	0.07	14
Ages 25-34	0.11	21
Ages 35-44	0.20	38
Ages 45-54	0.24	47
Ages 55-64	0.46	89
Ages 65-74	0.53	102
Ages 75+	0.22	43

**Q18. What is your age?**

Q18. Your age	Number	Percent
18-34	26	12.4 %
35-44	26	12.4 %
45-54	29	13.8 %
55-64	46	21.9 %
65+	67	31.9 %
Not provided	16	7.6 %
Total	210	100.0 %

**WITHOUT NOT PROVIDED**

**Q18. What is your age? (without "not provided")**

Q18. Your age	Number	Percent
18-34	26	13.4 %
35-44	26	13.4 %
45-54	29	14.9 %
55-64	46	23.7 %
65+	67	34.5 %
Total	194	100.0 %

**Q19. Approximately how many years have you lived in the Town of Jamestown?**

Q19. How many years have you lived in Town of Jamestown

	Number	Percent
0-5	52	24.8 %
6-10	26	12.4 %
11-15	20	9.5 %
16-20	29	13.8 %
21-30	34	16.2 %
31+	47	22.4 %
Not provided	2	1.0 %
Total	210	100.0 %

**WITHOUT NOT PROVIDED**

**Q19. Approximately how many years have you lived in the Town of Jamestown? (without "not provided")**

Q19. How many years have you lived in Town of Jamestown

	Number	Percent
0-5	52	25.0 %
6-10	26	12.5 %
11-15	20	9.6 %
16-20	29	13.9 %
21-30	34	16.3 %
31+	47	22.6 %
Total	208	100.0 %

**Q20. Your gender:**

Q20. Your gender	Number	Percent
Male	101	48.1 %
Female	108	51.4 %
Not provided	1	0.5 %
Total	210	100.0 %

**WITHOUT NOT PROVIDED**

**Q20. Your gender: (without "not provided")**

Q20. Your gender	Number	Percent
Male	101	48.3 %
Female	108	51.7 %
Total	209	100.0 %

**Q21. Please CHECK ALL of the following that BEST describe your race and ethnicity?**

Q21. Your race/ethnicity	Number	Percent
Asian/Pacific Islander	6	2.9 %
Asian (Indian Sub-continent)	1	0.5 %
African American/Black	31	14.8 %
American Indian/Alaskan Native	2	1.0 %
Hispanic/Latino	10	4.8 %
White (not Hispanic)	160	76.2 %
Other	1	0.5 %
Total	211	

**Q21-7. Other**

Q21-7. Other	Number	Percent
ASIAN KOREAN	1	100.0 %
Total	1	100.0 %

# Section 5

## *Survey Instrument*

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Settled 1752  
**JAMESTOWN**  
NORTH CAROLINA

Dear Town of Jamestown Resident,

**Your response to the enclosed survey is extremely important.**

The Town of Jamestown Parks and Recreation strives to meet the recreational needs of our community. To continue meeting this goal, the Town is creating a Parks and Recreation Comprehensive Plan which will guide the development of the Town's parks, facilities, and programs over the next 10 years. The most important part of this planning process is gathering input from residents about their recreational needs and wants.

**Your household was one of a limited number selected at random to receive this survey. It is very important that we have your participation!**

**We appreciate your time.**

This survey will take approximately 10 to 15 minutes to complete, and each question is important. The time you invest in completing this survey will aid the Town of Jamestown in taking a resident-driven approach to making decisions that will enrich the future of our community and positively affect the lives of residents.

**Please complete and return your survey within the next two weeks.**

We have selected ETC Institute, an independent consulting company, as our partner to administer this survey. They will compile the data received and present the results to the Town. If you prefer, you can complete the survey online at [www.jamestownsurvey.org](http://www.jamestownsurvey.org).

**Your responses will remain confidential.**

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

If you have any questions, please contact Town Planner Matthew Johnson at [mjohnson@jamestown-nc.gov](mailto:mjohnson@jamestown-nc.gov). The survey is a tool that will benefit all residents. Please take this opportunity to have your voice heard.

Sincerely,

Matthew Johnson, AICP  
Town of Jamestown  
Assistant Town Manager/Director of Planning

PO Box 848  
Jamestown, NC 27282

<http://www.jamestown-nc.gov/>

Tel: (336) 454-1138  
Fax: (336) 886-3504

# 2019 Town of Jamestown Parks and Recreation Survey

Your input will be used to assess community Parks and Recreation needs and priorities for the Town of Jamestown. If you prefer, you may complete the survey on-line at [www.jamestownsurvey.org](http://www.jamestownsurvey.org).

**1. Please indicate if you 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.**

Item #	Facilities and Amenities	Do you have a need for this facility or amenity?		If "Yes", how well are your needs being met?			
		Yes	No	Fully Met	Mostly Met	Partly Met	Not Met
01.	Baseball and softball fields	Yes	No	4	3	2	1
02.	Basketball courts (indoor)	Yes	No	4	3	2	1
03.	Basketball courts (outdoor)	Yes	No	4	3	2	1
04.	Canoe/Kayak rentals	Yes	No	4	3	2	1
05.	Classroom/meeting/event space	Yes	No	4	3	2	1
06.	Climbing wall	Yes	No	4	3	2	1
07.	Community gardens	Yes	No	4	3	2	1
08.	Cricket fields	Yes	No	4	3	2	1
09.	Disc golf course	Yes	No	4	3	2	1
10.	Dog park	Yes	No	4	3	2	1
11.	Fitness walking loops	Yes	No	4	3	2	1
12.	Greenway trail system	Yes	No	4	3	2	1
13.	Indoor turf field	Yes	No	4	3	2	1
14.	Indoor fitness and exercise facilities	Yes	No	4	3	2	1
15.	Multipurpose fields (e.g. football, soccer, lacrosse)	Yes	No	4	3	2	1
16.	Multi-use gym space (e.g. basketball, volleyball)	Yes	No	4	3	2	1
17.	Natural trails	Yes	No	4	3	2	1
18.	Outdoor amphitheaters	Yes	No	4	3	2	1
19.	Outdoor fitness and exercise equipment	Yes	No	4	3	2	1
20.	Pickleball courts	Yes	No	4	3	2	1
21.	Picnic shelters	Yes	No	4	3	2	1
22.	Pier/fishing	Yes	No	4	3	2	1
23.	Playground	Yes	No	4	3	2	1
24.	Pump track for mountain bikes	Yes	No	4	3	2	1
25.	Sand volleyball courts (outdoor)	Yes	No	4	3	2	1
26.	Senior center	Yes	No	4	3	2	1
27.	Skate park/BMX	Yes	No	4	3	2	1
28.	Splash pad	Yes	No	4	3	2	1
29.	Track (indoor)	Yes	No	4	3	2	1
30.	Track (outdoor)	Yes	No	4	3	2	1
31.	Volleyball courts (indoor)	Yes	No	4	3	2	1
32.	Water access (e.g. boating, kayaking, canoeing)	Yes	No	4	3	2	1
33.	Zip line	Yes	No	4	3	2	1
34.	Other: _____	Yes	No	4	3	2	1

**2. Which FOUR of the FACILITIES or AMENITIES from the list in Question 1 are MOST IMPORTANT to your household? [Write in your answers below using the item numbers from the list in Question 1, or circle "NONE".]**

1st: \_\_\_\_ 2nd: \_\_\_\_ 3rd: \_\_\_\_ 4th: \_\_\_\_ NONE

**3. Please indicate if you 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.**

Item #	Programs and Activities	Do you have a desire to participate in this activity?		If "Yes", how well are your needs being met?			
		Yes	No	Fully Met	Mostly Met	Partly Met	Not Met
01.	Action sports (e.g. skateboarding, BMX)	Yes	No	4	3	2	1
02.	Art, dance, performing arts	Yes	No	4	3	2	1
03.	Adult fitness and wellness programs	Yes	No	4	3	2	1
04.	Adult sports programs	Yes	No	4	3	2	1
05.	Afterschool programs	Yes	No	4	3	2	1
06.	Aquatic Programs (e.g. swim lessons, fitness)	Yes	No	4	3	2	1
07.	Baseball	Yes	No	4	3	2	1
08.	Basketball	Yes	No	4	3	2	1
09.	Cheerleading	Yes	No	4	3	2	1
10.	Disc golf	Yes	No	4	3	2	1
11.	Life skills programs/education (e.g. cooking, budgeting)	Yes	No	4	3	2	1
12.	Environmental education	Yes	No	4	3	2	1
13.	Flag football	Yes	No	4	3	2	1
14.	Tackle football	Yes	No	4	3	2	1
15.	Music lessons/classes	Yes	No	4	3	2	1
16.	Outdoor adventure programs (e.g. canoeing, camping)	Yes	No	4	3	2	1
17.	Outdoor music/concerts/movies	Yes	No	4	3	2	1
18.	Outdoor fitness and wellness programs (adults/youth)	Yes	No	4	3	2	1
19.	Pickleball	Yes	No	4	3	2	1
20.	Pre-School programs	Yes	No	4	3	2	1
21.	Special needs programs	Yes	No	4	3	2	1
22.	Senior citizen programs	Yes	No	4	3	2	1
23.	Soccer	Yes	No	4	3	2	1
24.	Softball	Yes	No	4	3	2	1
25.	Special events/family festivals	Yes	No	4	3	2	1
26.	Summer camps and afterschool programs	Yes	No	4	3	2	1
27.	Swimming	Yes	No	4	3	2	1
28.	Youth and teen fitness and wellness programs	Yes	No	4	3	2	1
29.	Youth and teen sports programs	Yes	No	4	3	2	1
30.	Youth and teen summer camp programs	Yes	No	4	3	2	1
31.	Volleyball	Yes	No	4	3	2	1
32.	Other: _____	Yes	No	4	3	2	1

**4. Which FOUR of the PROGRAMS listed in Question 3 do you think are MOST IMPORTANT to YOUTH (under age 18) in your household? [Write in your answers below using the item numbers from the list in Question 3, or circle "NONE". If you do not have youth in your household, circle "No Youth in Household."]**

1st: \_\_\_\_ 2nd: \_\_\_\_ 3rd: \_\_\_\_ 4th: \_\_\_\_ NONE No Youth in Household

**5. Which FOUR of the PROGRAMS listed in Question 3 do you think are MOST IMPORTANT to ADULT (age 18 and above) members of your household? [Write in your answers below using the item numbers from the list in Question 3, or circle "NONE".]**

1st: \_\_\_\_ 2nd: \_\_\_\_ 3rd: \_\_\_\_ 4th: \_\_\_\_ NONE

**6. Please CHECK ALL of the following Town of Jamestown PARKS and FACILITIES that you or other members of your household have used in the past 12 months.**

- |  |  |
|--|--|
| <input type="checkbox"/> (01) Wrenn Miller Park                        | <input type="checkbox"/> (06) Jamestown Park playgrounds     |
| <input type="checkbox"/> (02) Wrenn Miller Park Amphitheater           | <input type="checkbox"/> (07) Jamestown Park ball fields     |
| <input type="checkbox"/> (03) Jamestown Park Golf Course               | <input type="checkbox"/> (08) Greenways                      |
| <input type="checkbox"/> (04) Jamestown Park Golf Course Clubhouse     | <input type="checkbox"/> (09) Other: _____                   |
| <input type="checkbox"/> (05) Jamestown Park reservable picnic shelter | <input type="checkbox"/> (10) None of the above [Skip to Q7] |

**6a. In the past 12 months, approximately how many times have you or members of your household visited any Town of Jamestown PARKS or FACILITIES?**

- (1) 1-5 times     (2) 6-10 times     (3) 11-20 times     (4) 21-25 times     (5) 25+ times

**6b. Which THREE parks or facilities do you visit or reserve MOST OFTEN?**

- 1st: \_\_\_\_\_ 2nd: \_\_\_\_\_ 3rd: \_\_\_\_\_

**7. In the past 12 months, have you or any member of your household participated in any SPECIAL EVENTS offered by the Town of Jamestown Parks and Recreation Department?**

- (1) Yes [Answer Q7a.]     (2) No [Skip to Q8.]

**7a. How would you rate the overall quality of SPECIAL EVENTS that you and members of your household have participated in?**

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

**8. From the following list, please CHECK ALL of the ways you learn about Town of Jamestown Parks and Recreation Department PARKS, FACILITIES and SPECIAL EVENTS.**

- |  |  |
|--|--|
| <input type="checkbox"/> (01) Banners in public places     | <input type="checkbox"/> (07) Newspaper  |
| <input type="checkbox"/> (02) Bulletin boards              | <input type="checkbox"/> (08) Social media (e.g. Facebook, Twitter, Instagram) |
| <input type="checkbox"/> (03) Conversation with staff      | <input type="checkbox"/> (09) Search engine (e.g. Google, Yahoo, Bing)         |
| <input type="checkbox"/> (04) Direct email                 | <input type="checkbox"/> (10) Word of mouth                                    |
| <input type="checkbox"/> (05) Town of Jamestown Website    | <input type="checkbox"/> (11) Other: _____                                     |
| <input type="checkbox"/> (06) Town of Jamestown Newsletter | <input type="checkbox"/> (12) None of these                                    |

**9. Please CHECK ALL of the following reasons that you and members of your household use the PARKS and FACILITIES offered by the Town of Jamestown Parks and Recreation Department.**

- |   |  |
|---|--|
| <input type="checkbox"/> (01) Park or facility offered            | <input type="checkbox"/> (08) Good customer service by staff                     |
| <input type="checkbox"/> (02) Safety of parks and facilities      | <input type="checkbox"/> (09) Facility operating hours are convenient            |
| <input type="checkbox"/> (03) Facilities have the right amenities | <input type="checkbox"/> (10) Availability of parking                            |
| <input type="checkbox"/> (04) Facilities are well maintained      | <input type="checkbox"/> (11) Improved physical fitness and health               |
| <input type="checkbox"/> (05) Close to our home/residence         | <input type="checkbox"/> (12) Socializing/meeting people                         |
| <input type="checkbox"/> (06) Enjoyment of the outdoors           | <input type="checkbox"/> (13) Other: _____                                       |
| <input type="checkbox"/> (07) Fees are affordable                 | <input type="checkbox"/> (14) None – I do not use parks or recreation facilities |

**10. Please CHECK ALL of the reasons preventing you or other members of your household from using the PARKS and FACILITIES offered by the Town of Jamestown Parks and Recreation Department (or, if you currently use them, what prevents you from using them more often)?**

- |  |   |
|--|---|
| <input type="checkbox"/> (01) Cost of participation                          | <input type="checkbox"/> (09) Language/information is only available in English             |
| <input type="checkbox"/> (02) Facilities are too far from home               | <input type="checkbox"/> (10) Not enough time/too busy                                      |
| <input type="checkbox"/> (03) Inconvenient hours of operation                | <input type="checkbox"/> (11) Not interested in what is provided                            |
| <input type="checkbox"/> (04) Lack of cleanliness                            | <input type="checkbox"/> (12) Overcrowding  |
| <input type="checkbox"/> (05) Lack of disabled access                        | <input type="checkbox"/> (13) Safety at facilities  |
| <input type="checkbox"/> (06) Lack of information/don't know what is offered | <input type="checkbox"/> (14) Other: _____  |
| <input type="checkbox"/> (07) Lack of maintenance                            | <input type="checkbox"/> (15) Nothing – I am actively using the Town's parks and facilities |
| <input type="checkbox"/> (08) Lack of parking                                |   |



**11. From the following list of potential INDOOR FACILITIES that could be added or expanded, please CHECK ALL of the ones you or members of your household would use.**

- |  |   |
|--|---|
| ___(01) Walking and jogging track                | ___(10) Indoor soccer/lacrosse                |
| ___(02) Arts and crafts studio                   | ___(11) Multi-court gymnasium/field house     |
| ___(03) Aerobics/fitness/dance class space       | ___(12) Classroom space                       |
| ___(04) Space for teens                          | ___(13) Space for meetings, parties, banquets |
| ___(05) Weight room/cardiovascular equip. area   | ___(14) Indoor tennis                         |
| ___(06) Leisure pool (e.g. water slides, sprays) | ___(15) Nature center                         |
| ___(07) Child care area                          | ___(16) Performing arts (e.g. music, drama)   |
| ___(08) Exercise facility for adults 50+ years   | ___(17) Senior center                         |
| ___(09) Rock climbing/bouldering wall            | ___(18) Other: _____                          |

**12. Please indicate your level of agreement with each of the following statements regarding the Town of Jamestown Parks and Recreation Department, where 5 is "Strongly Agree" and 1 is "Strongly Disagree".**

		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't Know
1.	I am aware of the parks, facilities and events that are offered	5	4	3	2	1	9
2.	I am satisfied with recreation opportunities I receive for my tax dollars	5	4	3	2	1	9
3.	I am satisfied with the variety of parks, facilities and events the Town offers	5	4	3	2	1	9
4.	Parks and recreation is an essential service to the Town	5	4	3	2	1	9
5.	Public parks add to the quality of life in the community	5	4	3	2	1	9

**13. Please indicate how willing you would be to do the following to support expanding or implementing parks and recreation facilities and programs in the Town of Jamestown.**

How willing would you be to :	Very Willing	Willing	Somewhat Willing	Not Willing	Don't Know
01. Pay a slight increase in taxes to implement recreation programs in the Town of Jamestown	4	3	2	1	9
02. Pay an increase in taxes to support the development of new recreation facilities in the Town of Jamestown	4	3	2	1	9
03. Volunteer to support parks and recreation programs	4	3	2	1	9
04. Make donations to fund the design and construction of new parks and recreation facilities in the Town of Jamestown	4	3	2	1	9
05. Pay a fee to attend or participate in Town of Jamestown sponsored recreational programs	4	3	2	1	9

**14. Please CHECK ALL of the following organizations that provide the PARKS and FACILITIES that you and other members of your household use for recreation.**

- |   |   |
|---|---|
| ___(01) Town of Jamestown Parks and Recreation      | ___(08) Non-profit organizations: _____           |
| ___(02) Schools                                     | ___(09) Private clubs: _____                      |
| ___(03) High Point Parks and Recreation (City Lake) | ___(10) Fitness centers: _____                    |
| ___(04) Guilford County Parks and Recreation        | ___(11) Churches or other religious organizations |
| ___(05) City of Greensboro Parks and Recreation     | ___(12) Other: _____                              |
| ___(06) City of Winston-Salem Parks and Recreation  | ___(13) None of these [Skip to Q15.]              |
| ___(07) State or Federal Parks                      |   |

**14a. Of the organizations listed in Question 14, which ONE do you USE MOST for your household's recreation needs? [Write-in your answer below using the numbers from the list in Question 14.]**

Organization used most: \_\_\_\_\_

**15. Please CHECK ALL of the following organizations that provide the recreation PROGRAMS that you and other members of your household use for recreation?**

- |  |   |
|--|---|
| <input type="checkbox"/> (01) Town of Jamestown Parks and Recreation     | <input type="checkbox"/> (09) State or Federal Parks                    |
| <input type="checkbox"/> (02) Schools                                    | <input type="checkbox"/> (10) Non-profit organizations: _____           |
| <input type="checkbox"/> (03) High Point Parks and Recreation            | <input type="checkbox"/> (11) Private clubs: _____                      |
| <input type="checkbox"/> (04) Guilford County Parks and Recreation       | <input type="checkbox"/> (12) Fitness centers: _____                    |
| <input type="checkbox"/> (05) City of Greensboro Parks and Recreation    | <input type="checkbox"/> (13) Churches or other religious organizations |
| <input type="checkbox"/> (06) City of Winston-Salem Parks and Recreation | <input type="checkbox"/> (14) Other: _____                              |
| <input type="checkbox"/> (07) Ragsdale YMCA                              | <input type="checkbox"/> (16) None of these [Skip to Q16.]              |
| <input type="checkbox"/> (08) Jamestown Youth League (JYL)               |   |

**15a. Of the organizations listed in Question 15, which ONE do you USE MOST for your household's recreation needs? [Write-in your answer below using the numbers from the list in Question 15.]**

Organization used most: \_\_\_\_\_

**16. Within the past 12 months, approximately how many times have you or members of your household used any Town of Jamestown PARKS and FACILITIES to achieve personal health outcomes?**

- (1) 0 times       (2) 1-5 times       (3) 6-10 times       (4) 11-19 times       (5) 20+ times

**Demographics**

**17. 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+: _____   |
| Ages 10-14: _____  | Ages 25-34: _____ | Ages 55-64: _____ |                   |

**18. What is your age? \_\_\_\_\_ years**

**19. Approximately how many years have you lived in the Town of Jamestown? [Write "0" if less than one year.]**

\_\_\_\_\_ years

**20. Your gender:     (1) Male     (2) Female**

**21. Please CHECK ALL of the following that BEST describe your race and ethnicity?**

- |   |   |   |
|---|---|---|
| <input type="checkbox"/> (1) Asian/Pacific Islander       | <input type="checkbox"/> (4) American Indian/Alaskan Native | <input type="checkbox"/> (7) Other: _____ |
| <input type="checkbox"/> (2) Asian (Indian Sub-Continent) | <input type="checkbox"/> (5) Hispanic/Latino                |   |
| <input type="checkbox"/> (3) African American/Black       | <input type="checkbox"/> (6) White (not Hispanic)           |   |

**22. If you would like to receive future information regarding the Town of Jamestown Parks and Recreation, or updates on the Parks and Recreation Comprehensive Plan, please provide your contact information below.**

Name: \_\_\_\_\_ Phone: \_\_\_\_\_

E-mail: \_\_\_\_\_

**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 to the right will ONLY be used to help identify unmet needs for leisure and recreation services in our community. If your address is not correct, please provide the correct information. Thank you!