

CASWELL COUNTY, NORTH CAROLINA PARKS AND RECREATION MASTER PLAN MAY 2017

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Executive Summary

Introduction

The Caswell County Parks and Recreation Master Plan will provide strategic guidance in the provision of parks and recreation services in line with the requirements for the North Carolina Parks and Recreation Trust Fund (PARTF) Grants. This plan will also allow the County to address public health concerns, improving the health, wellbeing, and quality-of-life of residents. The Master Plan will guide policy development, prioritize demands and opportunities, and generate a strategic action plan for the next 5 – 10 years.

Caswell County Overview

Caswell County, founded in 1777, is located in the north central Piedmont region of North Carolina, along the Virginia border. The Town of Yanceyville is the County seat and largest municipality. Caswell County is geographically comprised of 428 square miles. It has a rich diversity of cultural and natural resources.

Caswell County Mission Statement

“Helping our county stay active, fit and healthy. “

The Caswell County Parks and Recreation Department is centrally located in Yanceyville, housed in County Park, an 18.5 acre park that serves as the main location for recreational services in the County. Parks and recreation are a vital part of strengthening community image and sense of place. The Department strives to support economic development and tourism, promote health and wellness, and foster human development by increasing cultural unity in different recreational experiences.

Planning Process Summary

A project team which included County staff has guided this project. This team provided input to the consultant team throughout the planning process. This collaborative effort creates a plan that fully utilizes the consultants’ expertise and incorporates the local knowledge and institutional history that only community members can provide.

The project consisted of the following tasks:

- Community/Stakeholder Engagement and Statically Valid Survey
- Comprehensive Facility Inventory and Level of Service Analysis
- Assessment and Analysis of Existing Conditions
- Community Needs Assessment
- Demographics, Trends, and Operational Analysis
- Recommendations: Goals, Objectives, and Action Plan

It is important to utilize various methods for gathering input and assessing community needs while developing a master plan. Each piece is vital to the process but should be looked at collectively. Communities that gather input via open forums and surveys, statistically valid surveys, and national standards tend to get a more accurate depiction of needs.

Key Issues and Recurring Themes Summary

During the initial stages of the project, recurring themes and key issues were identified for focus around the following aspects of service provision:

- **Organizational**
- **Financial**
- **Programs and Service Delivery**
- **Facilities and Amenities**

Inventory Assessment Summary

This study has evaluated the parks within the County to each other to identify where improvements or efficiencies can be realized. In general, several trends were identified:

- Aging facilities and amenities within the parks.
- Majority of resources are located at Caswell County Park and downtown Yanceyville.
- Low diversity of park amenities and opportunities, focused primarily on sports fields and playgrounds.
- Resources found outside of Yanceyville and across the County are located primarily at schools and game lands.
- Lack of pedestrian and biking connections between resources – currently relying heavily on vehicular transport to access parks and open spaces.
- There appears to be a relatively high level of managed parkland available for the residents of Caswell County. However, most that land is found in the game lands to the south of Yanceyville. While this land is county-owned and managed, it reflects a single use, hunting, which does not provide the wide-range of other amenities needed within the County.
- Although the facilities and amenity spaces are aging and somewhat limited, the park's location remains ideal for servicing much of Caswell County's residents due to its geographic location in downtown Yanceyville in the center of the County.

Recommendations

After analyzing the Findings that resulted from this process (including the Key Issues Matrix, a summary of all research, the qualitative and quantitative data, inventory, LOS analyses, and input assembled for this study), a variety of recommendations have emerged to provide guidance in consideration of how to improve parks and recreation services and facilities in Caswell County. Recommendations have been suggested to enhance the level of service and the quality of life with improvement through organizational efficiencies, financial opportunities, improved programming and service delivery, and maintenance and improvements to facilities and amenities. Details are provided in **Section V**.

Summary of Recommendations and Action Plan

The following page provides a summary of the Goals and Objectives outlined *in Section V*. The top five identified areas of focus for the next five years are:

1. Maintain and improve existing facilities.
2. Continue to work with Other Service Providers to develop programs and services to meet demand and trends.
3. Develop additional recreational facilities and amenities.
4. Staff appropriately to meet current demand and maintain established quality of service.
5. Continue pursuit of grant and philanthropic opportunities.

Summary of Goals and Objectives for Caswell County Parks and Recreation Master Plan

Organizational:

- Enhance and improve internal and external communication regarding Department activities and services.
- Maintain existing facilities and amenities.
- Increase appropriate partnerships within the community.
- Staff appropriately to meet current demand and maintain established quality of service.

Financial:

- Explore additional funding options.
- Establish a best practice cost recovery and pricing philosophy and practice.
- Explore opportunities to increase partnerships.
- Pursue Bond Referendum in 2018 for parks and recreation facility improvements.
- Continue pursuit of grant and philanthropic opportunities.

Programs and Service Delivery:

- Explore opportunities to increase recreational offerings based on demand and trends.
- Explore opportunities to increase the number of community events based on demand and trends.
- Continue to work with Other Service Providers to develop programs and services to meet demand and trends.

Facilities and Amenities:

- Maintain and improve existing facilities.
- Expand greenways, bike paths, and trails connectivity.
- Develop additional recreational facilities and amenities.
- Develop new amenities at existing parks based on level of service analysis.
- Develop Downtown Yanceyville Parks Master Plan.
- Improve parking at parks and popular venues.
- Continue to improve ADA accessibility at all facilities.
- Upgrade convenience and customer service amenities to existing facilities.
- Identify gaps that are in need of service.

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I. Introduction, Background, and Planning Process

A. Introduction

The 2017 Caswell County Parks and Recreation Master Plan will provide strategic guidance in the provision of parks and recreation services in line with the requirements for the North Carolina Parks and Recreation Trust Fund (PARTF) Grants. This plan will also allow the County to address public health concerns, improving the health, wellbeing, and quality-of-life of residents. Additionally, the County's parks and recreation assets not only serve members of the community, they also serve as a draw to the area for tourists. This plan will help the County manage the provision of its natural assets to residents and visitors in a sustainable and cost effective manner. This plan, among other components, will provide guidance for future development of the parks, recreation programming, open space, trails, and facilities by the County and the municipalities located therein. The Master Plan will guide policy development, prioritize demands and opportunities, and generate a strategic action plan for the next 5 – 10 years.

B. Caswell County Overview

Caswell County, founded in 1777, is located in the north central Piedmont region of North Carolina, along the Virginia border. Approximately 23,614 people live in the small towns and communities of Caswell. The Town of Yanceyville, incorporated in 1986, is the County seat and largest municipality. Caswell County is geographically comprised of 428 square miles. It has a rich diversity of cultural and natural resources. However, it ranked as one of the poorest counties in the State and also experiences high rates of diabetes, obesity, and overall negative health outcomes when compared to other counties in the State.

Caswell County Mission Statement

"Helping our county stay active, fit and healthy. "

The Caswell County Parks and Recreation Department is centrally located in Yanceyville, sited in County Park, an 18.5 acre park that serves as the main location for recreational services in the County. Caswell County Parks and Recreation prides itself on creating community through people, parks, and programs. Parks and recreation are a vital part of strengthening community image and sense of place. The Department strives to support economic development and tourism, promote health and wellness, and foster human development by increasing cultural unity in different recreational experiences.

The Department is led by a full time Parks and Recreation Director and a part time Recreation Coordinator. Many volunteers are used to run youth sports programs. County Park is the chief location for all youth sports activities and houses all department amenities which include access to three baseball fields, playground areas, and a gymnasium for indoor sports. In addition to County Park, the department also has access to school facilities, the Caswell County Senior Center and Nature Trail, Farmer Lake (660 acres), and North Carolina Game land located south of Yanceyville.

C. Master Plan Process

The master planning process included the following quantitative and qualitative elements:

- Strategic Kickoff and Critical Success Factors Identification
- Community Input Process
- Inventory and Assessment of Existing Facilities
- Demographic and Trends Analysis and Projections
- Community Needs Assessment Survey
- Findings Compilation Report and Presentation
- Draft Master Plan Recommendations
- Draft Master Plan and Presentation
- Adoption by the Board of County Commissioners

II. Community Needs Assessment

A. Demographic Profile

Gaining a clear understanding of the existing and projected demographic character of the County is an important component of the planning process for the update of Caswell County Parks and Recreation Master Plan. By analyzing population data, trends emerge that can inform decision making and resource allocation strategies for the provision of public parks, recreation amenities, and open spaces. For example, if the population of young children was steadily on the rise and existing public recreation facilities for young children, such as playgrounds, were barely meeting existing user demand, then the County may want to consider targeting investments to meet the increasing needs of this growing segment of the population.

Key areas were analyzed to identify current demographic statistics and trends that can impact the planning and provision of public parks and recreation services in Caswell County. Community characteristics analyzed and discussed consist of:

- Existing and projected total population
- Age and gender distribution
- Ethnic/Racial diversity
- Household information
- Educational attainment
- Employment
- State and County Health Ranking

This demographic profile was completed using the most updated data available (as of November 2016) from Esri Business Analyst, the U.S. Census Bureau data, and U.S. Census Bureau's American Community Survey. A summary of demographic highlights is noted in **Table 1** below, followed by a summary of the demographic analysis. The full demographic report has been provided as a staff resource document.

Table 1: 2015 Caswell County General Demographic Profile

Population	23,861
Median Age	45
Households	9,344
Median Household Income	\$38,650

Source: Esri Business Analyst

Key general 2016 demographic comparisons – County, State, and National:

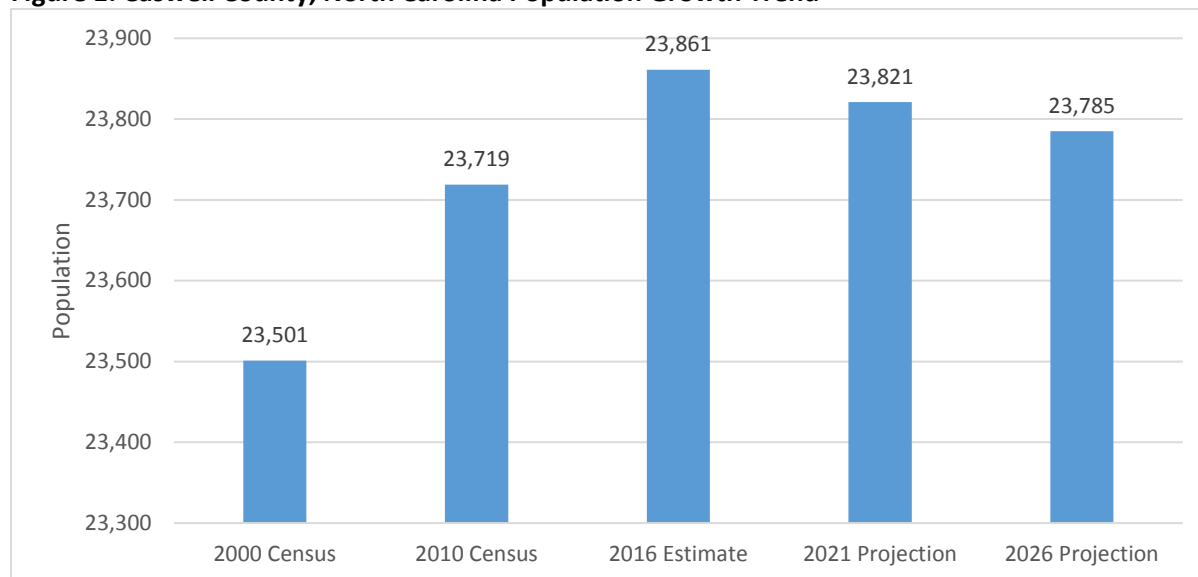
- The estimated median age of Caswell County residents was 45 years, higher than both the median age for North Carolina (38.3) and the United States (38).
- The median household income for Caswell County in 2016 was estimated to be \$38,650. This is lower than the median household income of \$47,019 in North Carolina, and of \$54,149 in the United States.
- Caswell County's estimated population was almost evenly split between male (51%) and female (49%) residents. The populations of North Carolina, and the United States, are also roughly evenly divided between the sexes.
- The County is a rural setting. Over 99 percent of Caswell County's 2016 population was reported as "rural population," and less than 1 percent was reported as residing in an "urbanized cluster."

Caswell County Population and Demographic Trends

Population Projections

Although future population growth cannot be predicted with certainty, it is helpful to make growth projections for planning purposes. **Figure 1** contains actual population figures based on the 2000 and 2010 U.S. Census for Caswell County, and the Esri 2016 estimated population and 2021 projected population. Esri projects an annual growth rate of -0.03% from 2016 to 2021. This projected annual growth rate was used to calculate the projected population in 2026. Based on this data, and future projections, the population of the County slowly, but steadily, increased from 2000 to 2016. It is projected to decrease slightly over the next ten years.

Figure 1: Caswell County, North Carolina Population Growth Trend



Source: U.S. Census Bureau, Esri Business Analyst, and GreenPlay LLC

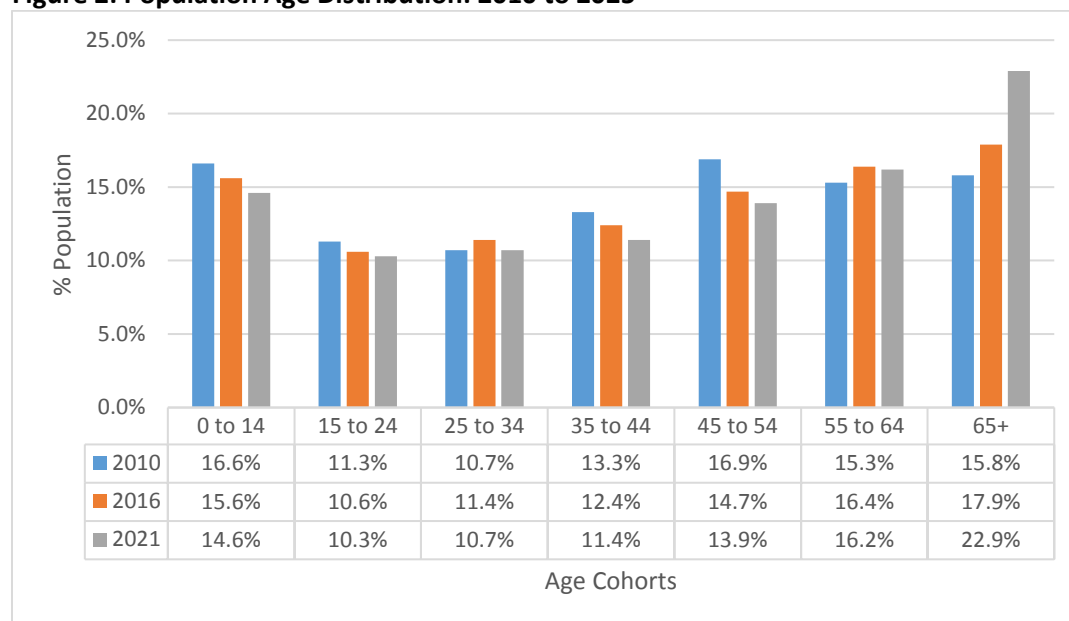
Population Age Distribution

The existing and projected population of different age groups, or cohorts, within Caswell County is illustrated in the following series of figures. **Figure 1** illustrates the 2010 Census recorded population, the 2016 estimated population, and the 2025 projected populations. **Figure 2** provides an estimated breakdown of the 2016 population by age cohort.

Several key age characteristics of the existing and projected County population include:

- The median age of residents is increasing. The U.S. Census Bureau reported the median age of Caswell County residents to be 43.6 years in 2010. Esri estimates the median age of the 2016 population to be 45 years, and projects the median age to increase by 2.2 years, to 47.2 years by 2021.
- As illustrated in **Figure 2**, the population of most age groups, or cohorts, is generally anticipated to decrease, with the exception of the two older cohorts, which are projected to increase over the next ten years.

Figure 2: Population Age Distribution: 2010 to 2025



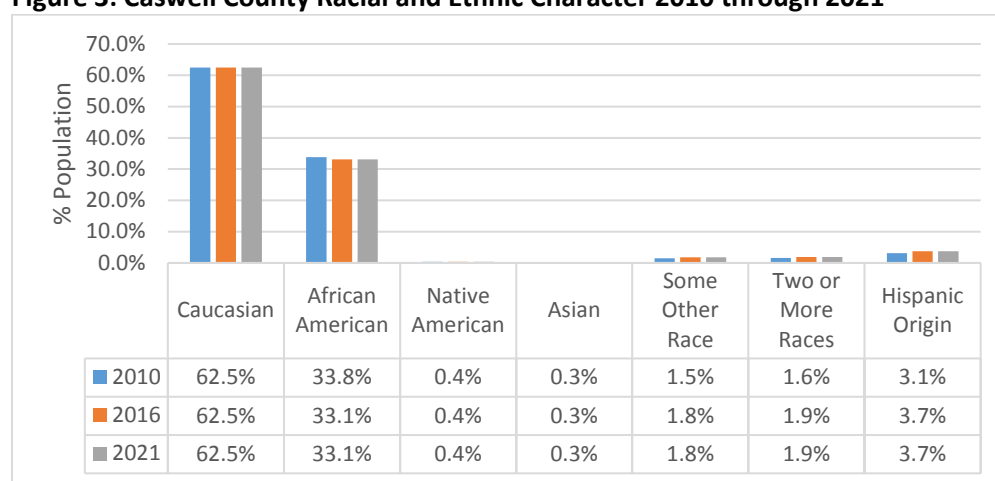
Source: U.S. Census Bureau and Esri Business Analyst

Race/Ethnicity

Prior to reviewing demographic data pertaining to a population's racial and ethnic character, it is important to note how the U.S. Census classifies and counts individuals who identify as of Hispanic. The Census notes that Hispanic origin can be viewed as the heritage, nationality, lineage, or country of birth of the person or the person's parents or ancestors before arrival in the United States. In the U.S. Census, people who identify as Hispanic, Latino, or Spanish may be any race and are included in all of the race categories. All race categories add up to 100 percent of the population; the indication of Hispanic origin is a different view of the population and is not considered a race.

Figure 3 reflects the approximate racial/ethnic population distribution for Caswell County based on the 2010 U.S. Census, and the Esri 2016 estimates and 2021 projections.

Figure 3: Caswell County Racial and Ethnic Character 2010 through 2021



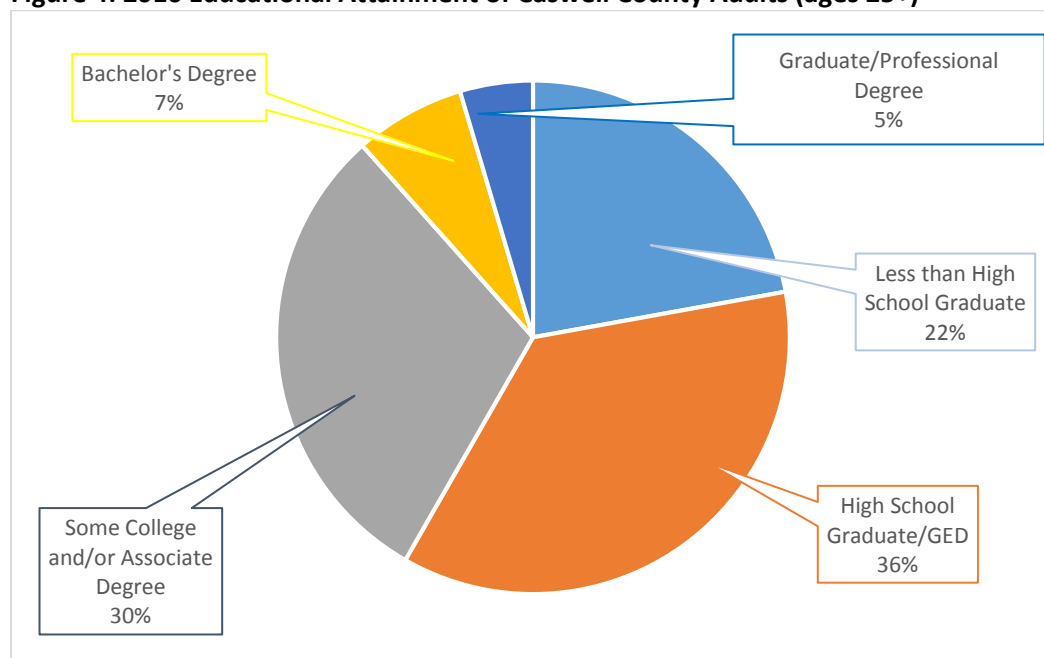
Source: U.S. Census Bureau and Esri Business Analyst

Overall, the racial and ethnic composition of Caswell County has not significantly changed since 2010, and is not anticipated to change to a high degree through 2021. The majority of the County's population is Caucasian, and largest minority group is African Americans. In 2016, nearly 93 percent of County residents were estimated to be either Caucasian or African American.

Educational Attainment

The educational attainment of county residents over the age of 25 was measured. In 2016 roughly 74 percent of county residents were 25 years or older. As illustrated in **Figure 4**, roughly 78 percent of county residents had attained a high school level education or higher. When compared to their peers at the statewide level, the County's population has a higher percentage of high school educated residents, and roughly the same level of residents with some college education or an associate's degree.

Figure 4: 2016 Educational Attainment of Caswell County Adults (ages 25+)



Source: Esri Business Analyst

Household Information

As reflected in **Table 2**, the total number of housing units and households in the County has been increasing, and is projected to continue to increase through 2021. The majority of homes in the County were, and are, projected to continue to be owner occupied. However, between 2000 and 2021, the percentage of owner occupied housing units is predicted to decrease by nearly 10 percent, the percentage of renter occupied housing units is predicted to increase by 3.8 percent, and the overall vacancy rate is expected to increase by 6.1 percent.

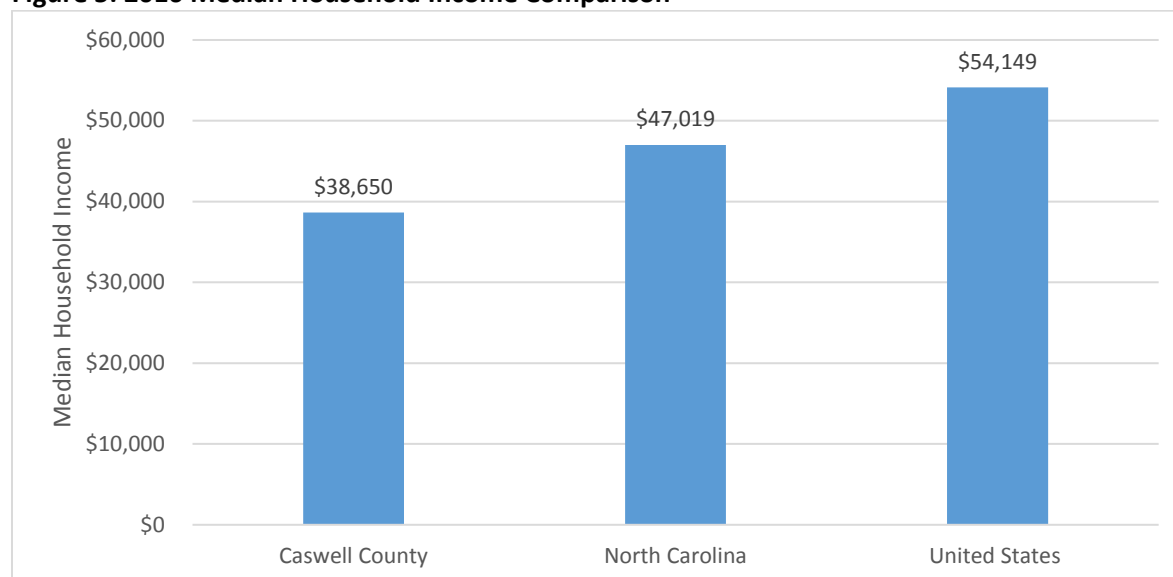
Table 2: Caswell County Housing Profile 2010 and 2014

	2000	2010	2015	2020
Total Housing Units	32777	37502	39095	40894
Number of Households	31410	34970	36496	38232
Average Household Size	2.3	2.3	2.3	2.3
Owner Occupied Housing Units	44.2%	43.6%	39.9%	39.9%
Renter Occupied Housing Units	51.6%	49.7%	53.4%	53.6%
Vacant Housing Units	4.2%	6.8%	6.6%	6.5%

Source: Esri Business Analyst

Household Income

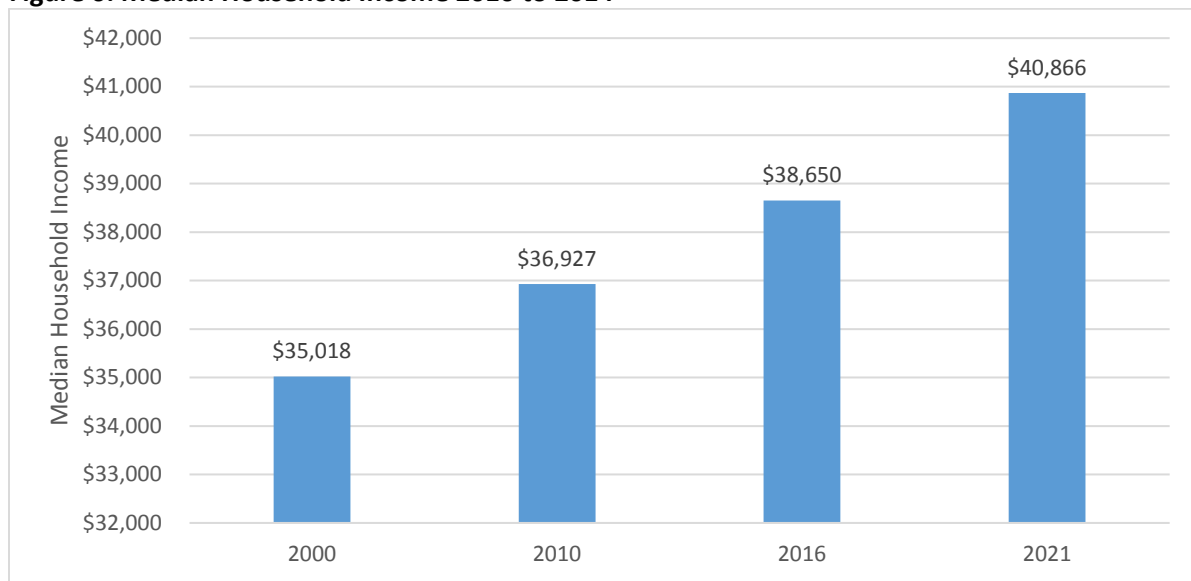
Data from Esri Business Analyst, illustrated in **Figure 5**, indicates that the 2016 median household income in Caswell County was lower than the median household incomes in North Carolina and the United States.

Figure 5: 2016 Median Household Income Comparison

Source: Esri Business Analyst

As **Figure 5** illustrates, the median income of Caswell County households has been on the rise, and it is predicted to continue to rise through 2021. In 2016, the median household income in the County was \$38,650. By 2021, median household income is expected to rise by \$2,216, approximately five percent higher than the 2016 median household income. **Figure 6** illustrates the distribution of household median earnings in Caswell County as reported in 2016.

Figure 6: Median Household Income 2010 to 2014

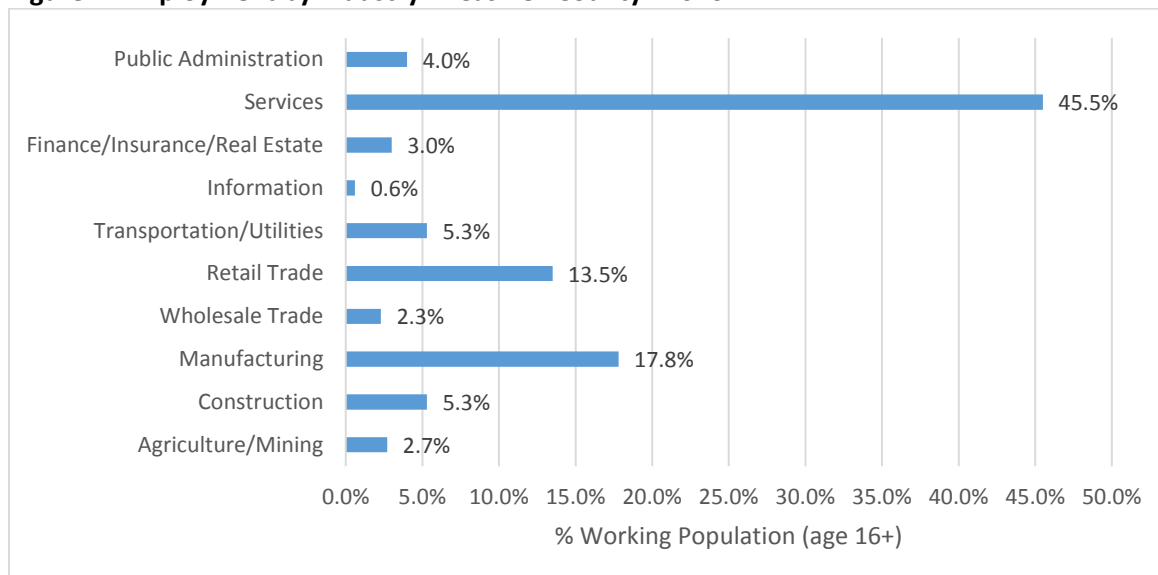


Source: U.S. Census Bureau and Esri Business Analyst, 2016

Employment

The eligible working population of Caswell County residents (those ages 16+) was estimated to be 9,455 in 2016. Of these potential workers, 90.2 percent were estimated to be employed, and 9.8 percent were estimated to be unemployed. In 2016, the majority of working residents (age 16+) in Caswell County were employed in jobs in the service industry (45.5%), manufacturing (17.8%), and retail trade (13.5%), as illustrated in **Figure 7**.

Figure 7: Employment by Industry in Caswell County - 2016



Source: Esri Business Analyst

Health Ranking

Robert Wood Johnson Foundation's County Health Rankings and Roadmaps provide annual data on the general health of national, state, and county populations. The health ranking for Caswell County generally illustrate how the public health of the population of a defined area is perceived to be based on, "how long people live and how healthy people feel while alive," coupled with ranking factors including healthy behaviors, clinical care, social and economic, and physical environment factors.¹ Out of 100 North Carolina counties reviewed, Caswell County was ranked as 64th for overall health outcomes. A significant public health issue reported for the County population in 2016 included a high estimated level of adult obesity (roughly 1/3 of the adult population).

In 2015, the United Health Foundation's America's Health Rankings Annual Report ranked North Carolina as the 31st healthiest state nationally. According to the Foundation, North Carolina's health ranking strengths and highlights includes a low prevalence of excessive drinking, and decreases in physical inactivity and cardiovascular deaths. Health challenges faced by the State include a large disparity in health status by education level, low per capita public health funding, and high infant mortality rate.

B. Current Trends

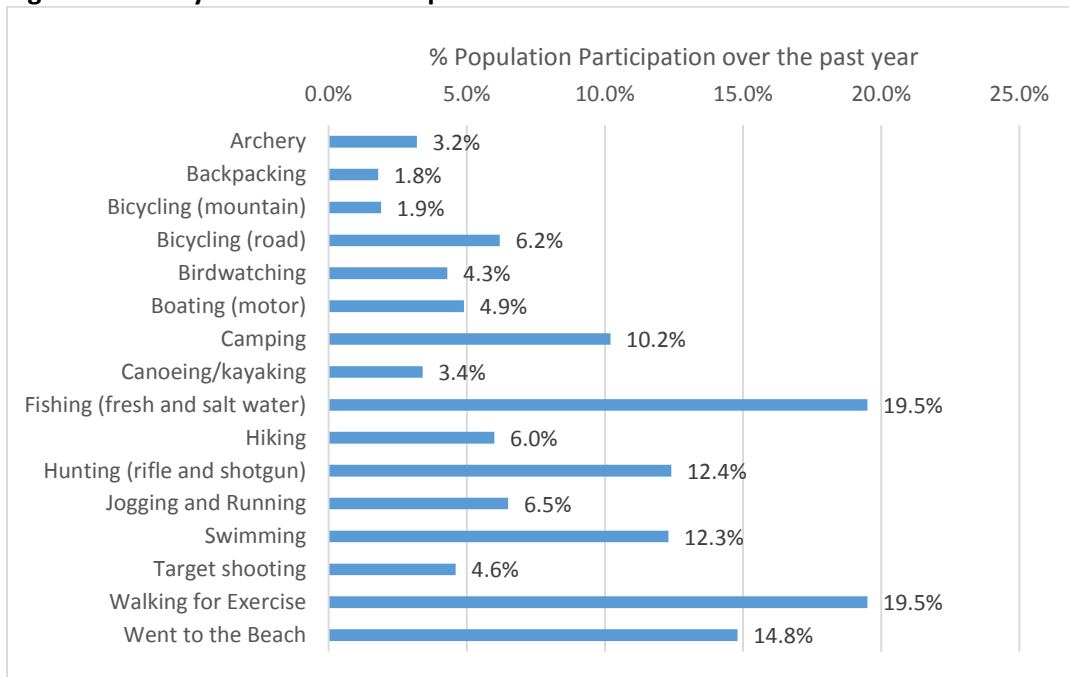
The provision of public parks and recreation services can be influenced by a wide variety of trends, including the desires of different age groups within the population, community values, and popularity of a variety of recreational activities and amenities. Within this section of the plan, a number of local and national trends are reviewed that should be considered by the County when determining where to allocate resources toward the provision of parks, recreational facilities, and recreational programming to its residents and visitors.

Local Participation in and Spending on Recreation Activities

According to Esri Business Analyst, Caswell County residents participated in a number of recreation, sports, fitness, and leisure activities in past year. The activities reviewed are representative of those that are often offered through parks and recreation facilities and programs throughout the country. **Figures 8, 9, and 10** reviews the Esri estimated participation of the County's households in outdoor recreation activities, team and individual sports and fitness activities, and leisure activities. This participation is estimated to generate approximately \$4.1 million in annual household spending in Caswell County. **Figures 11 and 12** reviews the estimated spending of county households through participation in recreation, fitness, and leisure activities.

¹ University of Wisconsin Population Health Institute & Robert Wood Johnson Foundation, *County Health Rankings 2016*, <http://www.countyhealthrankings.org>

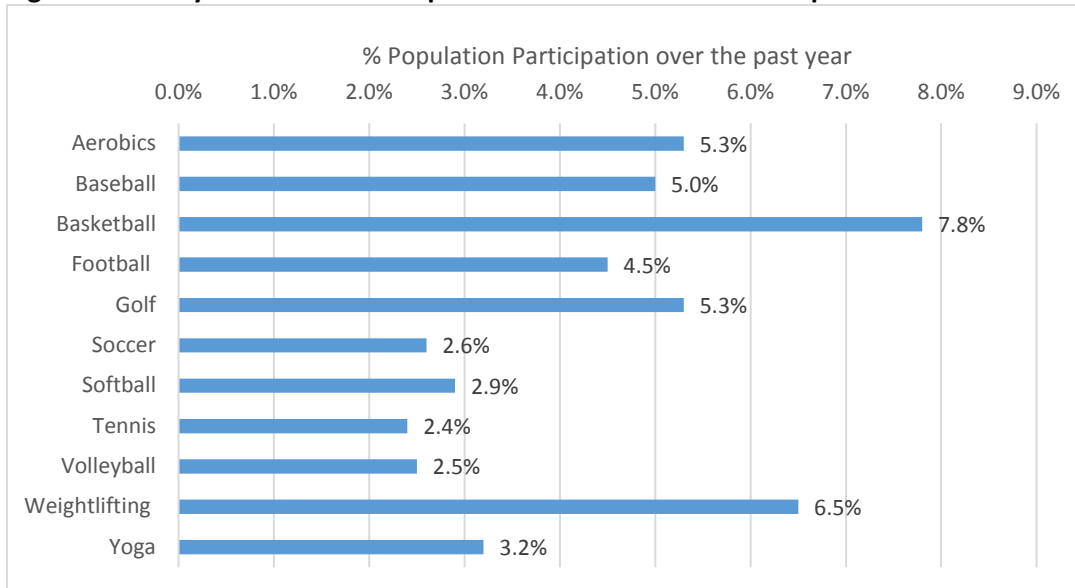
Figure 8: County Household Participation in Outdoor Activities



Source: Esri Business Analyst, Sports and Leisure Market Potential, November 2016

As illustrated in **Figure 8**, approximately 20 percent of County households included members that walked for exercise, and went fishing at least once during the previous 12 months. Going to the beach, swimming, hunting, and camping were also estimated to be popular activities, with over one in ten households participating in them.

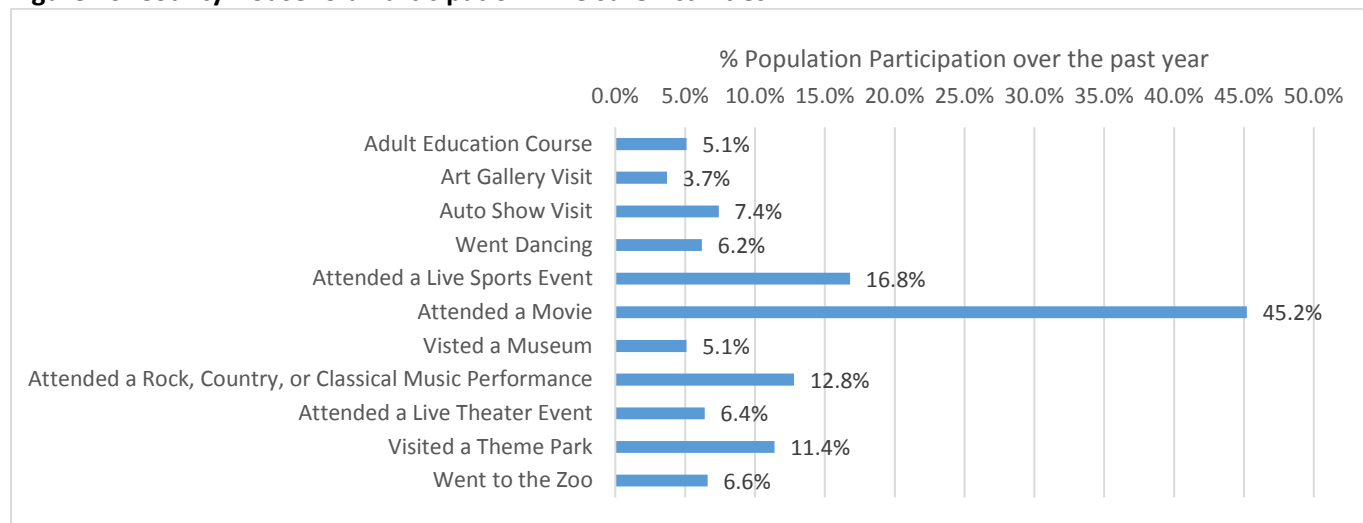
Figure 9: County Household Participation in Individual and Team Sports and Fitness Activities



Source: Esri Business Analyst, Sports and Leisure Market Potential, November 2016

As illustrated in **Figure 10**, fewer households in Caswell County included members that participated in team sports, individual sports, and fitness activities than in outdoor sports and recreation activities. Basketball was estimated to be the most heavily participated in team sport, and weightlifting was estimated to be the most highly participated in individual fitness activity.

Figure 10: County Household Participation in Leisure Activities

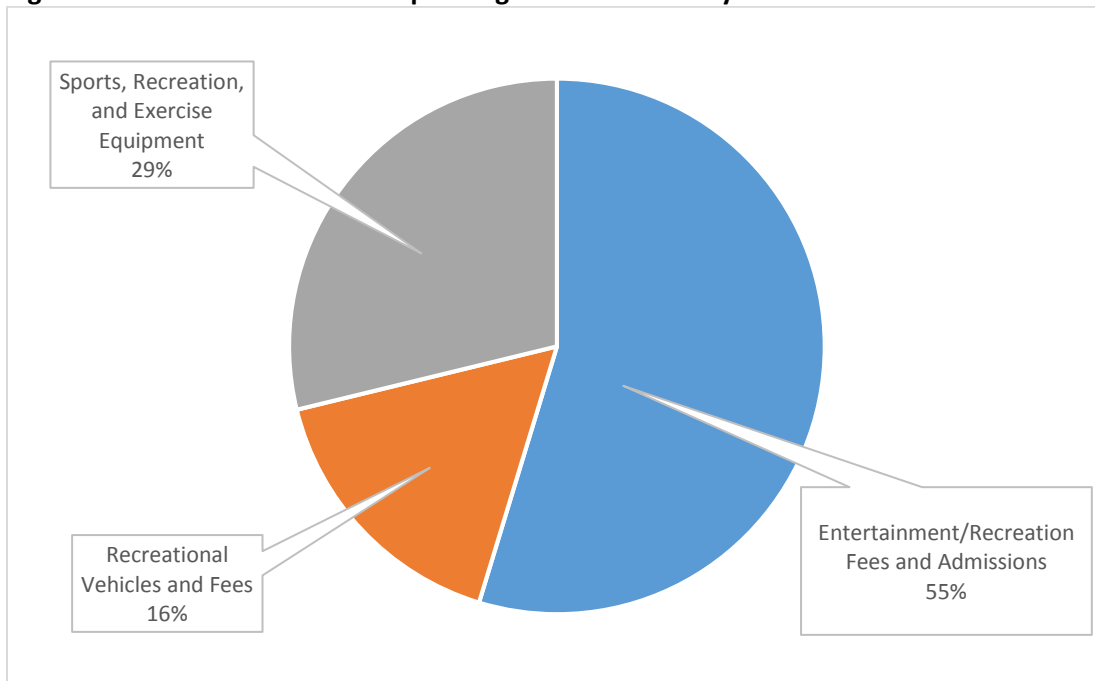


Source: Esri Business Analyst, Sports and Leisure Market Potential, November 2016

Nearly half of all county households included members that attended a movie at least once in the past year. As illustrated in **Figure 10**, other popular leisure activities enjoyed by Caswell County household include attending live sports events (16.8%), attending live musical performances (12.8%), and visiting a theme park (11.4%).

Not only do the residents of Caswell County participate in a variety of recreation and leisure activities, they spend over \$4.1 million annually doing so. **Figure 11** illustrates that most of this estimated spending is on fees for entertainment and recreation. **Table 3** provides a detailed breakdown of this average annual spending per county household, as well as the estimated total annual spending by all Caswell County households on recreation, fitness, and leisure activities.

Figure 11: General Recreational Spending of Caswell County Households



Source: Esri Business Analyst, Recreation Expenditures, November 2016

Table 3: County Household Spending on Recreation, Fitness, and Leisure Activities

	Average Annual Household Spending	Total Estimated Spending
Entertainment/Recreation Fees and Admissions	\$245	\$2,289,399
Tickets to Theatre/Operas/Concerts	\$22	\$205,332
Tickets to Movies/Museums/Parks	\$32	\$297,570
Admission to Sporting Events, excl. Trips	\$21	\$198,908
Fees for Participant Sports, excl. Trips	\$37	\$343,500
Fees for Recreational Lessons	\$46	\$425,399
Membership Fees for Social/Recreation/Civic Clubs	\$88	\$818,690
Recreational Vehicles and Fees	\$74	\$690,534
Docking and Landing Fees for Boats and Planes	\$4	\$32,945
Camp Fees	\$20	\$184,273
Payments on Boats/Trailers/Campers/RVs	\$42	\$389,503
Rental of RVs or Boats	\$9	\$83,811
Sports, Recreation and Exercise Equipment	\$129	\$1,205,464
Exercise Equipment and Gear, Game Tables	\$50	\$464,049
Bicycles	\$12	\$110,640
Camping Equipment	\$8	\$71,042
Hunting and Fishing Equipment	\$45	\$417,006
Winter Sports Equipment	\$2	\$20,638
Water Sports Equipment	\$3	\$25,168
Other Sports Equipment	\$9	\$86,644
Rental/Repair of Sports/Recreation/Exercise Equipment	\$1	\$10,273
TOTALS	\$448	\$4,185,397

Source: Esri Business Analyst, Recreation Expenditures, November 2016

C. Current National Trends

It is a challenge and an opportunity for parks and recreation providing agencies to continue to understand and respond to the changing recreation interests of serviced populations. In this fast-paced society, it is important to stay on top of current trends. The following information highlights relevant regional and national outdoor recreation trends from various sources that may influence Caswell County parks, recreation, and gardens planning for the next several years. The full trends report relevant to Caswell County has been provided as a staff resource document.

Demographic Trends

- As Baby Boomers enter retirement, they will be looking for opportunities in fitness, sports, outdoors, arts and cultural events, and other activities that suit their lifestyles.
- With varied life experiences, values, and expectations, Baby Boomers are predicted to redefine the meaning of recreation and leisure programming for mature adults. Boomers are second only to Gen Y/Millennials (born between 1980 and 1999) in participation in fitness and outdoor sports. Boomers are reinventing what it means to be a 65-year-old.

- Millennials lead structured lives filled with rules and regulations. Less accustomed to unstructured play than previous generations and apprehensive of the outdoors, they spend most of their time indoors, leaving home primarily to socialize with friends and families. With an upbeat and with a can-do attitude, this generation is more optimistic and tech-savvy than its elders.
- Millennials tend to be more tech-savvy, socially conscious, achievement-driven age group with more flexible ideas about balancing wealth, work, and play. They generally prefer different park amenities and recreational programs than their counterparts in the Baby Boomer generation.
- The most obvious characteristic for Generation Z is the pervasive use of technology. Generation Z members live their lives online and they love sharing both the intimate and mundane details of life. They tend to be acutely aware that they live in a pluralistic society and tend to embrace diversity. Members of Generation Z are generally independent. They do not wait for their parents to teach them things or tell them how to make decisions; they research it.
- Young adults engage in mobile data applications at much higher rates than adults in age brackets 30 and older. It is also a fact that minority Americans lead the way when it comes to mobile internet access.

Facility Trends

- Design of a community's infrastructure is directly linked to physical activity – where environments are built with bicyclists and pedestrians in mind, more people bike and walk. Higher levels of bicycling and walking also coincide with increased bicycle and pedestrian safety and higher levels of physical activity. Increasing bicycling and walking make a big impact on improving public health and life expectancy.
- Aquatic amenities such as splash pads, shallow spray pools, and interactive fountains are becoming increasingly popular attractions in the summer months, and if designed for such, can be converted into ice rinks for the winter months. These features can also be designed to be ADA-compliant, and are often cheaper alternatives to build and maintain than community swimming pools.
- Trails, parks, and playgrounds are among the five most important community amenities considered when selecting a home.
- Trails and community pathways are a significant recreational and alternative transportation infrastructure, but are most effective in increasing public health when they are part of a system. In fact, the Centers for Disease Control and Prevention's Trails for Health Initiative² concluded that a connected system of trails increases the level of physical activity in a community.
- Dog parks are increasingly popular community amenities and have remained among the top planned addition to parks and recreational facilities over the past three years. Dog parks not only provide safe spaces for animals to socialize and exercise, they are also places where dog owners socialize and enjoy the outdoors. They help build a sense of community and can draw potential new community members and tourists traveling with pets.
- Communities around the country are considering adding shade structures as well as shade trees to their parks, playgrounds, and pools in response to growing concerns about skin cancer.

² Centers for Disease Control and Prevention, "Guide to Community Preventive Services," <http://www.thecommunityguide.org/index.html>

- Park and recreation agencies have begun installing “outdoor gyms,” with equipment comparable to what would be found in an indoor workout facility, such as leg and chest presses, elliptical trainers, pull down trainers, etc. Such equipment can increase the usage of parks, trails, and other outdoor amenities, while helping to fight the obesity epidemic and increase the community’s interaction with nature.

Programming Trends

- In 2012 in North Carolina alone, outdoor recreation generated \$17.8 billion in annual consumer spending, and \$1.3 billion in state and local tax revenue. Outdoor recreation was also estimated to generate 158,000 jobs in the State and an estimated \$6.1 billion in wages and salaries.³
- Nearly half of active Americans regard outdoor activities as their main source of exercise.⁴
- Participation in walking for pleasure and family gatherings outdoors were the two of the most popular activities for the U.S. population as a whole.
- Adult sports teams of all sorts, from competitive volleyball to local flag football teams to casual kickball, are becoming increasingly popular around the country, especially among Millennials (young adults from around 18 to early 30s) who grew up with a full extra-curricular schedule of team sports.
- Festivals and other special events are often popular activities in communities that not only entertain, generate economic activity, and serve to celebrate community identity, they are also fantastic means of introducing people the community’s public parks and recreation system.
- Some of the top ten athletic activities ranked by total participation in the U.S. include exercise walking, swimming, exercising with equipment, camping, and bicycle riding.
- Top five participation percentage increase in outdoor activities in the past three years were in stand up paddle boarding, triathlon (traditional/road), kayak fishing, triathlon (non-traditional/off-road), and trail running.
- A national trend in the delivery of parks and recreation systems reflects more partnerships and contractual agreements reaching out to the edges of the community to support specialized services.
- The majority of Americans agree that preserving undeveloped land for outdoor recreation is important. A large percentage of outdoor participants also believe that developing local parks and hiking and walking trails is important and that there should be more outdoor education and activities during the school day.

Funding Trends

- According to *Recreation Management* magazine’s 2015 State of the Industry Report, survey respondents from parks and recreation departments/districts reporting about their revenues from 2012 through 2014 indicated a continued recovery from the impact of the recession of 2008. From 2013 to 2014, 44.1 percent of respondents reported that their revenues had increased, and another 44.1 percent reported revenues staying steady. About 48.7 percent of respondents said they expected revenues to continue to increase in 2015, while 44 percent expected no change.

³ Outdoor Industry Association, The Outdoor Recreation Economy, https://outdoorindustry.org/images/researchfiles/OIA_OutdoorRecEconomyReport2012.pdf; accessed May 2016

⁴ *Outdoor Recreation Participation Report 2016*

Marketing Trends

- Social websites and apps are among the most used features on mobile phones. Popular social media marketing tools include Facebook, Twitter, YouTube, Snapchat, Instagram, Weibo, WeChat, NextDoor, Nixle, and LinkedIn. Private messaging apps such as Snapchat, Instagram, and WhatsApp are being used for live media coverage.
- In the ever-evolving space of social media, consumer engagement is becoming more immediate. Consumers are looking for customizable and shareable content. Brands and organizations that learn and adapt to the ways their target audiences are connecting will be the most successful.

D. Community and Stakeholder Input

Public input was held in September of 2016 with Caswell County. The meetings involved focus groups, staff meetings, meetings with a commissioner, and an open public forum. Invitations to focus groups were extended through the parks and recreation staff with the goal of mixing area residents and stakeholders with differing points of view to solicit broad based perspectives. Each meeting lasted approximately 90 minutes. All meetings were facilitated by GreenPlay staff, and a series of questions was used to ensure that adequate input was received by all attendees. There were a total of eight focus groups with the public, staff, and Commission and Teen stakeholder groups. A total of 52 individuals participated to provide input.

Strengths and Opportunities for Improvement

The residents of Caswell County benefit from the fact that the department provides a safe, centralized location for parks and recreation opportunities. A majority of the programs occur in the Yanceyville area. Participants embrace the centralized office, park and walking trail, amenities, and the historical significance that the department has played in the community. Low fees charged to participate in programs are a positive factor as noted by the community. The staff is well respected and dedicated to providing quality programs and serving the County to meet the demand of residents. The centralized location is also seen as an area that needs improvement, as many residents outside of Yanceyville find it difficult to reach the services provided in the area. Residents of the County in general have a lower income, and public transportation is non-existent. The facilities are outdated and in need of renovations. The department would benefit by creating a working relationship with the schools, churches, and other organizations to develop user agreements, allowing the department to benefit from the use of these facilities for programming and outreach to all residents within the County. Along with the need for physical improvements, improvements in marketing, communication, and gaps in programming for target populations are needed to increase the visibility of the department and the success of providing the level of service needed for the community.

Programming, Activities, and Locations

Caswell County residents appreciate their programs and love their sports. Although the residents are satisfied with the programs that are offered, they do have a demand for more program offerings. In addition to the current programs, the residents expressed an interest in more programs for teens and Millennials, as many felt these demographics are the least served. Included among the additional programs, residents express a desire to see more programming for special events, arts and crafts opportunities, pickle ball, additional adult sports, and non-traditional and adventure sports opportunities. Social gatherings and fitness classes were also desired to increase the use of the facility and park space.

Existing and New Facilities

When asked how satisfied residents are with current facilities lower scores were indicated based on the current condition of many of the facilities owned and operated by the Parks and Recreation Department. When asked what improvements are needed at the facilities, the following suggestions were made for renovations to current facilities in the County:

- Renovate Gym Roof/Gym Floor/Lighting/HVAC/Restrooms
- ADA Compliance for all facilities and amenities
- Renovate Playgrounds
- Renovate Fields – Baseball/Football/Soccer
- Renovate Walking Trail
- Develop more fields

When asked what additional parks and recreation facilities are needed for the community, the following suggestions were made:

- Aquatics/Access to Aquatics
- Paved Walking Trails
- Neighborhood Parks/Multi Use Amenities
- Meeting Spaces
- Bike Paths/Trails
- Retro fit Old Buildings
- Outdoor Basketball Courts
- Disc golf
- Sand Volleyball
- Zip line
- Ropes Course
- Sports Complex

Partners

Caswell County has many opportunities to build relationships and create partnership to assist in the implementation of this plan. In all meetings, the support from outside organizations was very positive. The department will benefit by reaching out to key partners, such as the school district and churches, to increase its presence in the community and build on the available spaces to operate programming. The U.S. Pickleball Association has a strong presence in the area and is very excited to build a relationship with the County and grow the sport. Many private organizations, including local outdoor outfitters operate in the County, and all have expressed an interest in teaming with the parks and recreation department. Utilizing these resources and creating partnership agreements will benefit the department as it moves forward with expansion of services and programs throughout the County. A list of the potential partners to explore can be found in the recommendations section of the plan.

Values

Caswell County residents value the long history that the Parks and Recreation Department has played in the community. The residents believe that the staff provides a very good service to the area and many felt that the new leadership in the department is a positive for the County. They believe that the availability of programming needs to be addressed throughout the County, while keeping in mind the affordability of programming and geography of the area. Connectivity to the public must be addressed with regard to marketing and communication. Department reputation and trust must continue in a positive direction with a focus on accountability and consistency in the department's operation.

E. Summary of Community Survey

The purpose of this study was to gather public feedback on Caswell County parks and recreation facilities, services, and programs. This survey research effort and subsequent analysis were designed to provide input to assist Caswell County's Parks and Recreation Department in the creation of a Parks and Recreation Master Plan for future enhancements to existing facilities and the development of new facilities and services.

The survey was conducted using two primary methods: 1) a mailed postcard inviting residents to participate in a password-protected online survey (defined as the invitation sample) and 2) an open-link online survey for members of the public who were not part of the invitation sample.

This community survey section is a summary of the survey results. Many survey result charts and statements are utilized throughout this document. The complete survey results including the open-ended comments were provided as a separate staff resource document due to the large number of pages.

To maximize sample size for analysis and input, the summary herein primarily focuses on overall response from both of these methods combined. This more robust combined sample more closely resembles the demographics of Caswell County than either sample does alone, thus providing more balanced representation of County residents within the research findings.

A total of 5,000 postcards were mailed to a random sample of Caswell County households in November 2016. In January and February 2017, Caswell County conducted additional outreach on social media and through the County website to boost response from the community. The final sample size for this survey across the two methods was 297, resulting in a margin of error of approximately +/- 5.7 percentage points calculated for questions at 50 percent response.⁵

⁵For the total sample size of 297, margin of error is +/- 5.7 percent calculated for questions at 50% response (if the response for a particular question is "50%"—the standard way to generalize margin of error is to state the larger margin, which occurs for responses at 50%). Note that the margin of error is different for every single question response on the survey depending on the resultant sample sizes, proportion of responses, and number of answer categories for each question. Comparison of differences in the data between various segments, therefore, should take into consideration these factors. As a general comment, it is sometimes more appropriate to focus attention on the general trends and patterns in the data rather than on the individual percentages.

Select Findings

This section provides a brief overview of some of the key findings in the survey.

- **Focus on maintenance of parks and facilities.** Maintaining and improving existing amenities proved to be a common theme throughout the survey:
 - When asked to select the top three values Caswell County should focus on for the long-term, roughly two in five respondents identified quality and maintenance of facilities and amenities, making it the **second most prioritized value to focus on for the long-term.**
 - When asked how important it is to expand, add, or improve 21 different amenities, **improving park amenities received the highest importance rating.** When respondents were asked to select their top three priorities from the same list of amenities, improving park amenities came in second overall.
 - More than half of respondents stated they **would be more likely to utilize facilities, amenities, and services** if the condition/maintenance of parks and facilities were addressed.
 - When instructed to allocate increments of \$100 to various parks and recreation facilities, services, and/or programs, the **highest average amount was allocated toward making improvements and/or renovating existing facilities and amenities.**
 - Comments about the importance of maintenance and upkeep were prevalent throughout the open-ended comments. The **gym and parks** were frequently cited as areas of focus.
- **Other priorities include investing in youth, safety and security, and access to amenities.** Throughout the survey results, both quantitative and qualitative, a few priorities emerged as important areas of focus for Caswell County:
 - **Investing in youth was the most selected option** for values Caswell County should focus on in the long-term, chosen by nearly half of all respondents. Open-ended comments also reinforced this sentiment.
 - Meanwhile, **safety and security rose toward the top** of the list for County values for the long-term and areas that, if addressed by the County, would increase utilization of parks and recreation facilities. Safety was also mentioned in respondent comments.
 - Although not addressed within the survey, open-ended comments reveal that **residents of communities outside Yanceyville desire enhanced access** to parks and recreation amenities.
- **Room for growth with programs.** Results point to a strong interest in programs, but somewhat low participation and satisfaction currently. A quarter of respondent households have registered for a class or program in the prior year. Among these households, **almost half rated the class or program they attended as average.** Meanwhile, expanding programs and activities received one of the highest allocation amounts among respondents, highlighting **interest in more program offerings.**

Regarding which programs should be offered, respondents offered a variety of ideas. However, **fitness classes rose to the top of the list.** Respondents identified fitness classes (e.g. Zumba, kickboxing) to be important, but were less likely to report that their needs were being met. Improving this type of programming would likely positively influence the degree to which community needs are met overall. Fitness and wellness programs were also the most identified program for which respondent households have a need. Respondents also reported interest in outdoor recreational programs, youth sports, aquatic programs, family programs, and dance classes.

- **Internet and email most effective forms of communication.** Respondents desire **enhanced communication** around parks and recreation offerings. Three in five respondents indicated that awareness of programs/communications **would increase their usage of parks and recreation facilities**. When asked how effective Caswell County is at reaching them with information on parks and recreation facilities, services, and programs, over half of respondents reported that the communication is not effective. In order to reach residents using the communication methods they most prefer, the County should focus on leveraging the website, emails, and social networking sites—these options were each selected by roughly half of all respondents as the best way to communicate with them. Encouragingly, the communication methods that residents most prefer also have less hard costs associated with them.

Importance vs. Needs Met Matrix – Current Facilities

Plotting and comparing the facility and program ratings for level of importance and degree to which community needs are being met using an “Importance vs. Needs-Met” matrix is a useful exercise. Ratings are displayed in the matrix in **Figure 12** using the medians for both questions to divide into four quadrants. The Importance scale median was 3.6; the Needs-Met median was 2.9.

The upper right quadrant depicts facilities or programs that have high importance to households in Caswell County and also adequately meet community needs. As these facilities and programs are important to most respondents, they should be monitored and maintained in coming years, but are less of a priority for immediate improvements as needs are currently being met more adequately:

- Diamond athletic fields
- Youth athletic leagues
- Park amenities (on the cusp of low needs met)
- Trails and pathways (on the cusp of low needs met)

Facilities and programs located in the upper left quadrant have a high level of importance but a relatively lower level of needs being met, indicating that these are potential areas for enhancements. Improving these items would likely positively affect the degree to which community needs are met overall:

- Community and neighborhood parks
- Community events

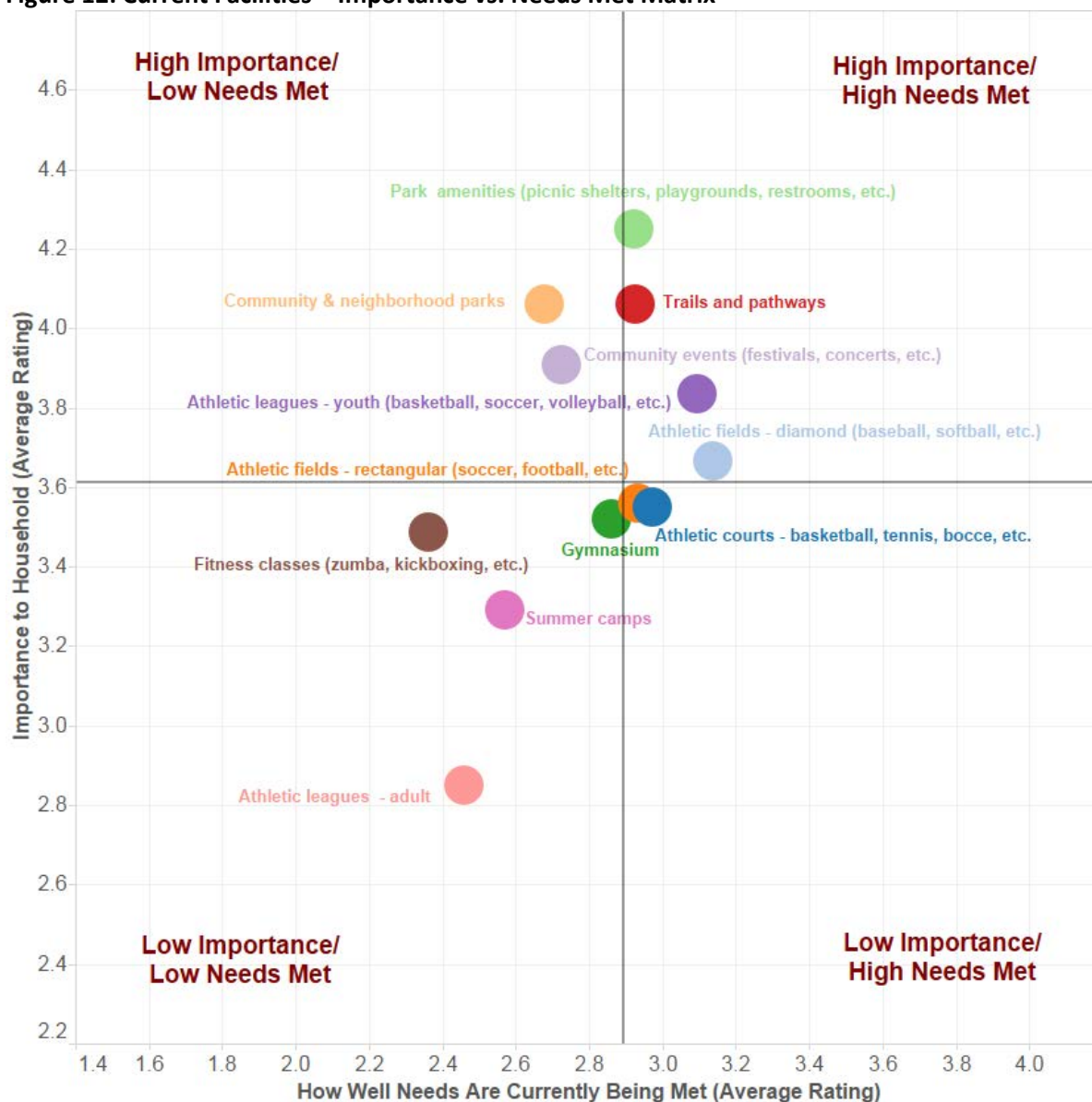
Shown in the lower right quadrant are facilities and programs that are less important to most households, yet are meeting the needs of the community well. Future discussions evaluating whether the resources supporting these items outweigh the benefits may be constructive:

- Athletic courts
- Rectangular athletic fields (on the cusp of low importance)

Finally, facilities and programs found in the lower left quadrant do not meet community needs well and are also important to a smaller portion of the community. Deemed “niche” facilities, these amenities typically have a smaller but passionate following, so measurements of participation in discussions around future continuation or improvements may prove to be valuable:

- Adult athletic leagues
- Summer camps
- Fitness classes⁶
- Gymnasium (on the cusp of high needs met)

Figure 12: Current Facilities – Importance vs. Needs Met Matrix



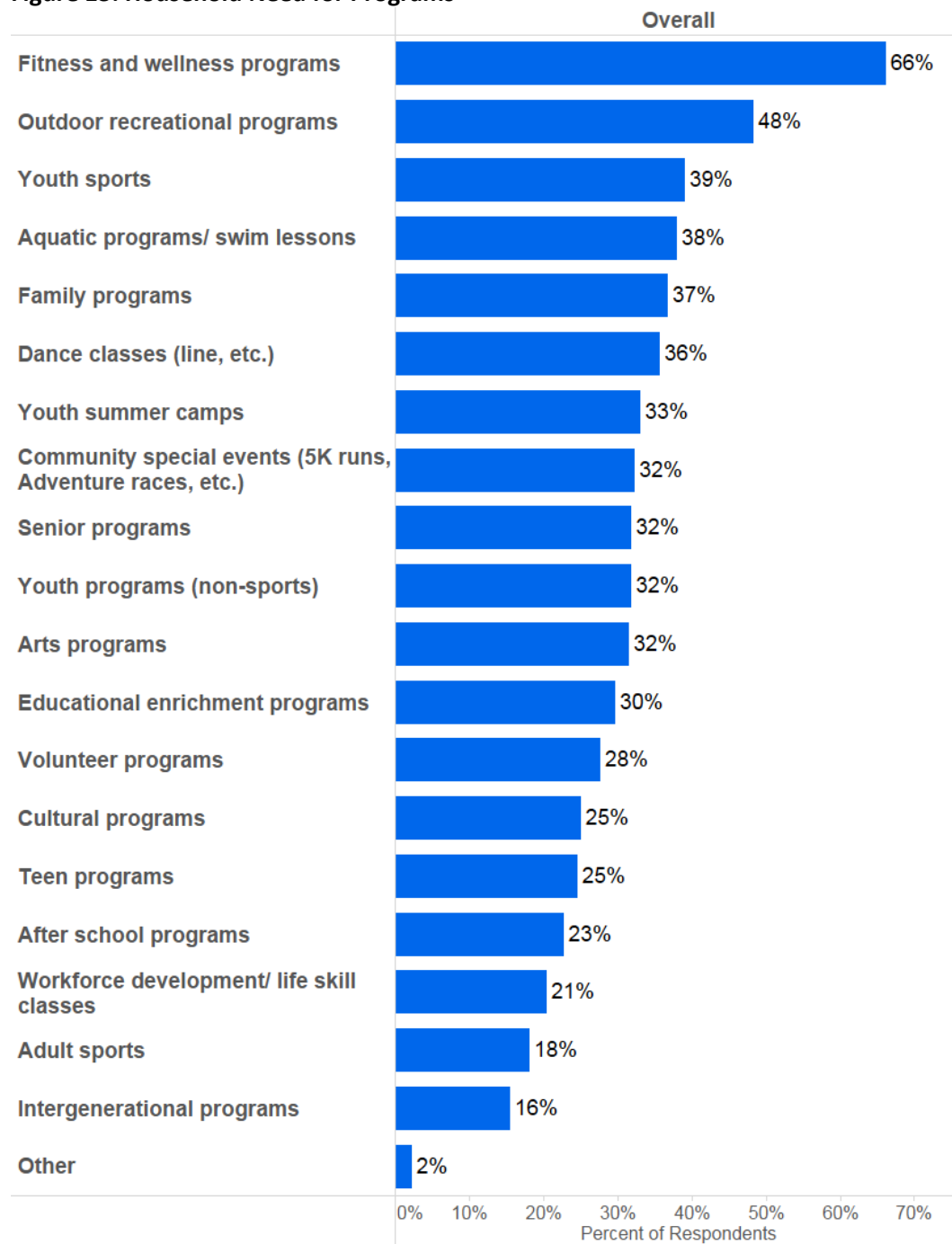
⁶ It is worth noting that while fitness classes were not deemed as important as items found within the upper left quadrant of the matrix, community members still perceive fitness classes as important overall. This is further highlighted by the prioritization of fitness and wellness programs as a highly needed program, discussed in the next section of the report.

Household Program Needs

Respondents indicated whether their household has a need or desire for various programs from a list of 19 programs and were able to select as many options as applied to their household. The most selected programs were fitness and wellness programs (66% of respondents reported “yes” they have a need) and outdoor recreational programs (48%). In a second tier of selections, at least one-third of respondents indicated having a need for youth sports (39%), aquatic programs/swim lessons (38%), family programs (37%), dance classes (36%), and youth summer camps (33%).

Respondents were also asked to identify their household’s top three program priorities from the same list. **Figure 13** illustrates the share of respondents who chose each of the items as one of their top three priorities in aggregate. As is shown, fitness and wellness programs were by far the most prioritized programming type (45%). Youth sports (29%), outdoor recreational programs (25%), family programs (22%), aquatic programs/swim lessons (20%), and senior programs (20%) also received a notable share of support.

Figure 13: Household Need for Programs

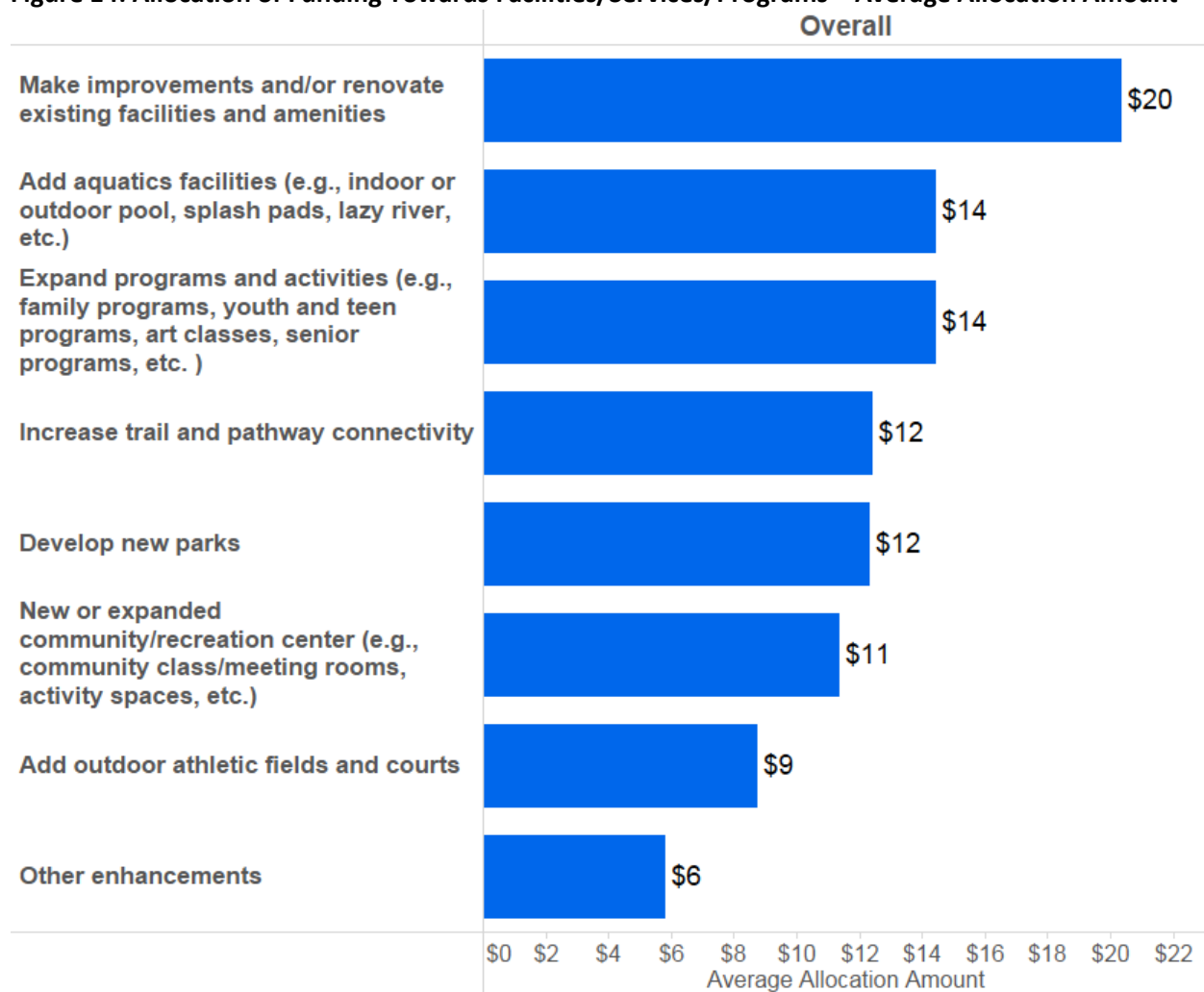


Allocation of Funding

Lastly, respondents were asked, “With \$5 increments being the smallest amount you might use, if you had an extra \$100 to spend on parks and recreation facilities, services, and/or programs, how would you allocate that \$100 across the following categories?” and were provided a list of seven potential categories for funding.

Figure 14 **Figure 14** depicts the average amount allocated to each item. As shown, respondents allocated the largest amount of funding on average toward making improvements and/or renovating existing facilities and amenities (\$20), followed by adding aquatic facilities (\$14), expanding programs and activities (\$14), increasing trail and pathway connectivity (\$12), developing new parks (\$12), new or expanded community/recreation center (\$11), and adding outdoor athletics fields and courts (\$9).

Figure 14: Allocation of Funding Towards Facilities/Services/Programs – Average Allocation Amount



III. What We Have Now – Programs and Spaces

A. Existing Park System

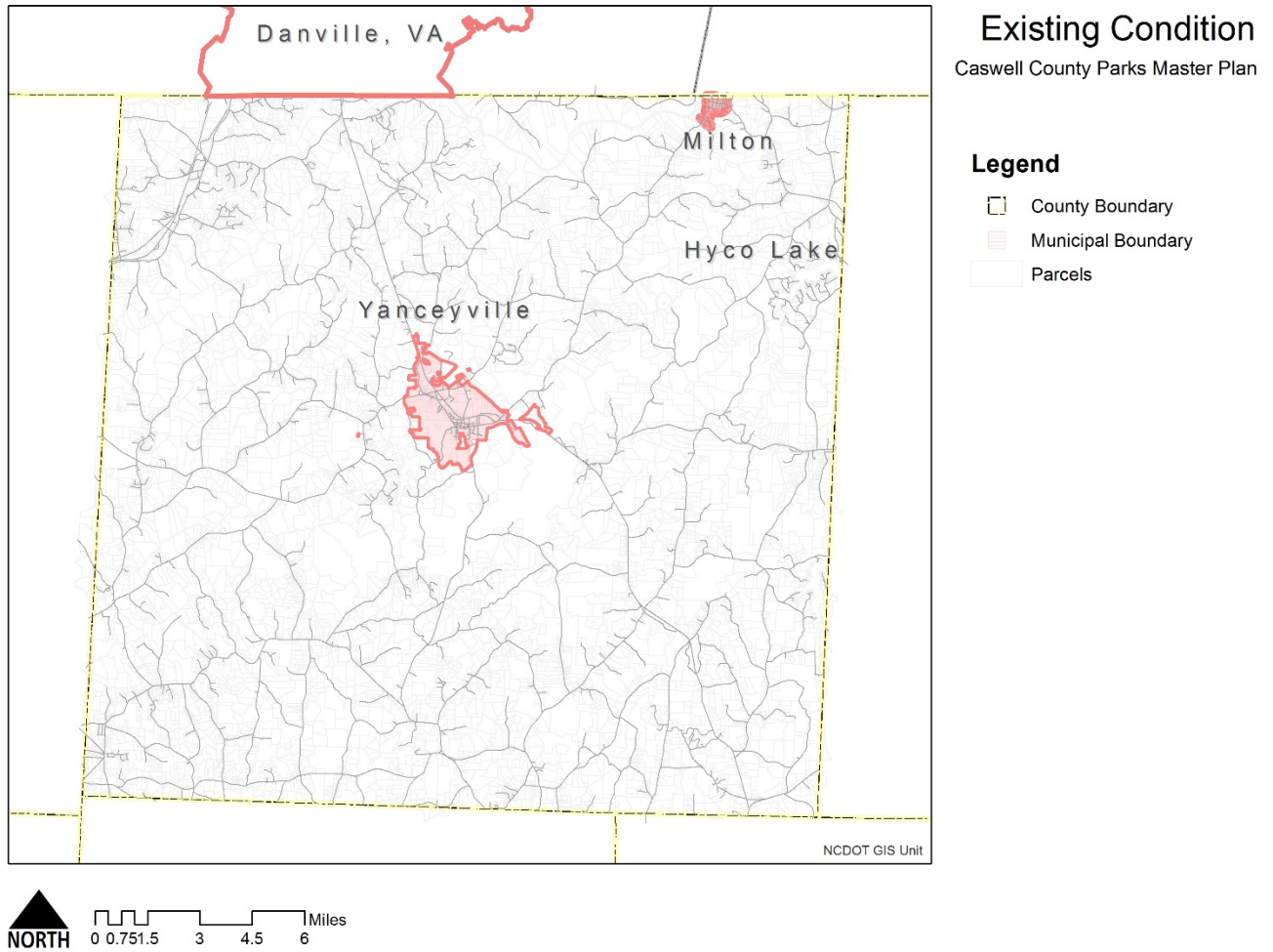
Caswell County is a rural county located in the northern Piedmont region of North Carolina. Caswell County as a landscape is composed of rolling pasture, preserved woodlands, and a low density of residential and commercial development. The Town of Yanceyville is the County seat and the main community in the County, Milton is a historic mill town located in the northeastern portion of the County situated on the southern shores of the Dan River. This landscape, coupled with a low density of development, provides residents with pastoral views and the opportunity for outdoor recreation.

The Caswell County Parks and Recreation department manages County Park located at 228 County Park Rd. This park is 18.5 acres and serves as the main hub for recreational activity within the County. The park has three baseball fields, playground areas, and a gymnasium for indoor sports. In addition to the main facility, the Parks department has utilized school sites in past years to expand sports team capacity. With a county population of approximately 22,821 people estimated for 2016, there is a challenge in providing convenient access to residents across the County or providing a central hub that offers a richer user experience. A detailed review of the park is provided in the Level of Service Assessment.

In addition to the County Park, Caswell County also has a separate recreational facility located at Farmers Lake. This 660-acre lake is known in the area for its bass fishing. The County also maintains public facilities in downtown Yanceyville surrounding the historic courthouse. On the courthouse grounds, there is an existing arboretum and a historic jail. In front of the Courthouse there is also county owned land in the central green and available through property acquisition/foreclosures.

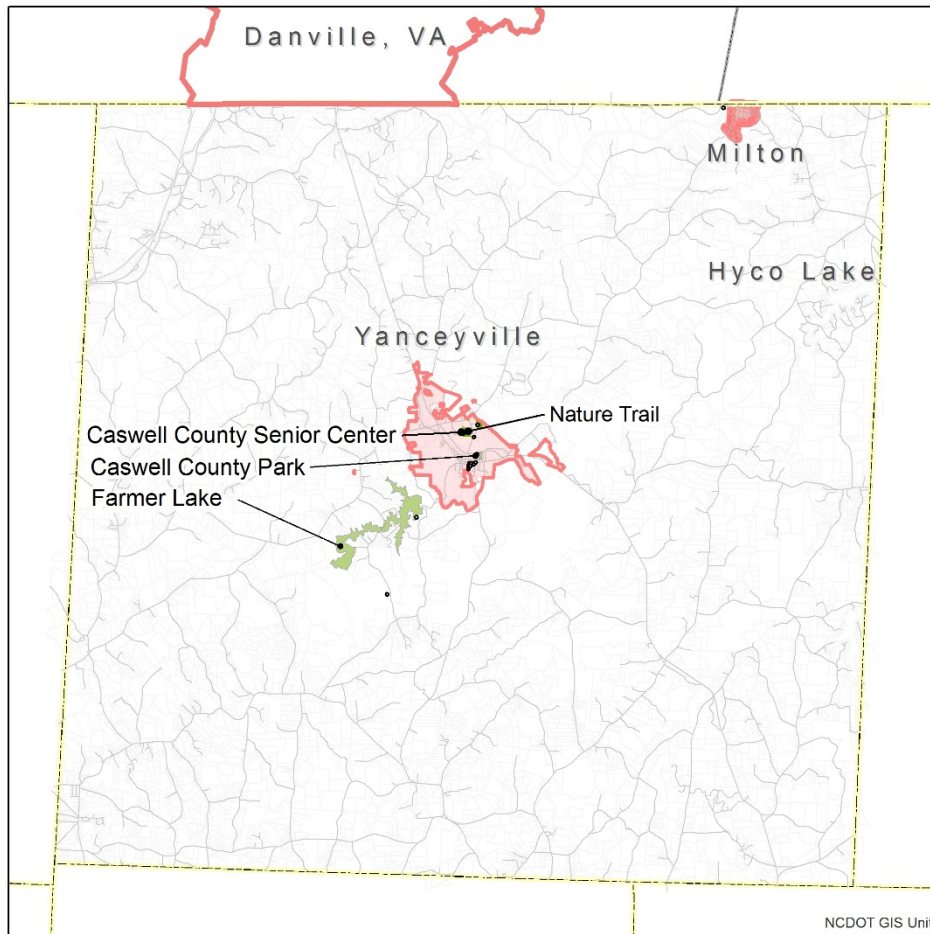
Just to the south of Yanceyville, there is a large assemblage of North Carolina Game lands. These lands are open to the public for hunting during the posted seasons, providing a recreational amenity for county residents. At over 15,000 acres, this assemblage is roughly equal to 5.5 percent of county land.

Map 1: Existing County Geography



Source: Caswell County GIS, 2016. Roads, parcels, and city limits. NDOT GIS Unit, 2016, Roads and county boundaries.

Map 2: Map of Caswell County Facilities

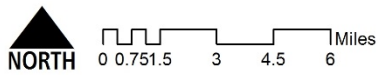


Caswell Parks

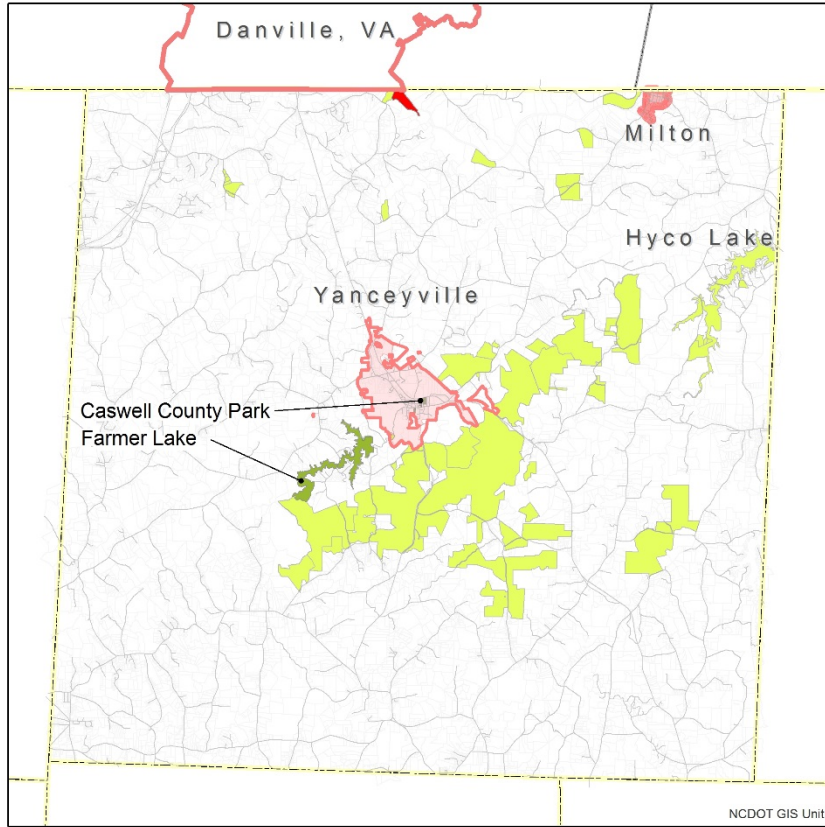
Caswell County Parks Master Plan

Legend

- Regional Assets
- County Boundary
- ▨ Municipal Boundary
- Parcels
- Caswell County Recreation Facilities



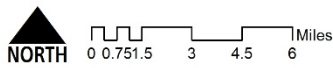
Map 3: Map of Caswell County facilities



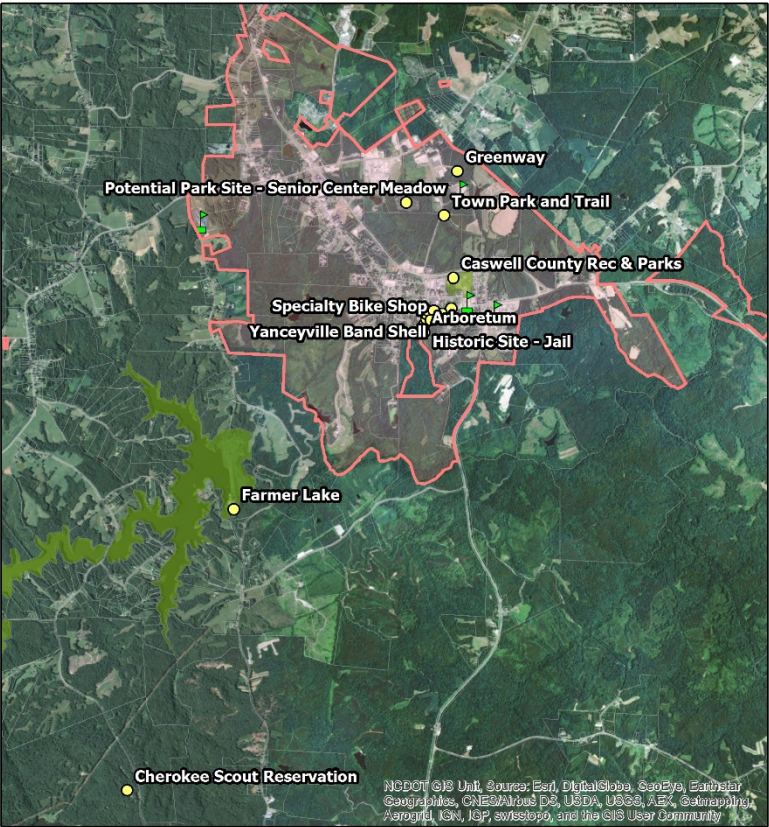
Open Space by Type
Caswell County Parks Master Plan

Legend

- County Boundary
- Municipal Boundary
- Parcels
- Caswell County Recreation Facilities
- Open Space and Recreation**
 - Gamelands and Mitigation Sites
 - Vacant



Map 4: Map of Yanceyville Vicinity Assets



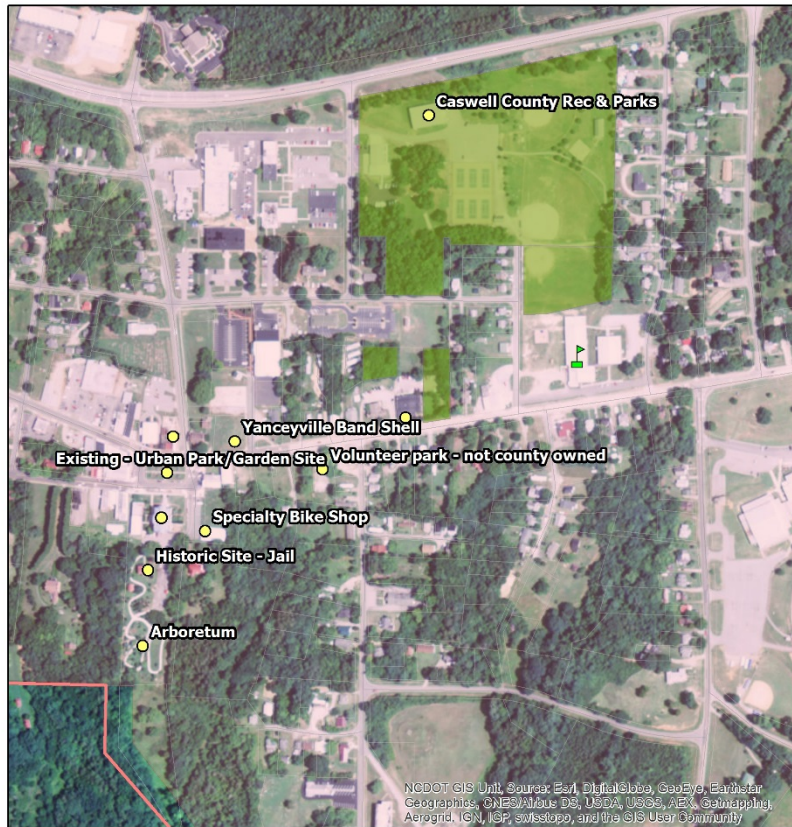
Assets - Yanceyville Vicinity

Caswell County Parks Master Plan

Legend

- Regional Assets
- Schools
- Caswell County Recreation Facilities
- County Boundary
- Municipal Boundary
- Parcels

Map 5: Map of Downtown Yanceyville Assets

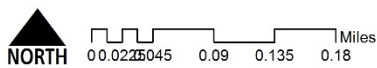


Downtown Yanceyville Assets

Caswell County Parks Master Plan

Legend

- Regional Assets
- Schools
- Caswell County Recreation Facilities
- County Boundary
- Municipal Boundary
- Parcels



B. Level of Service Analysis

Information in this section of the plan is from the Level of Service Analysis completed for the County's parks and recreation system. A complete photo inventory of the existing park site is included in **Appendix B**.

Inventory Overview

A vital part of this planning process is the inventory of the existing park system, which also allows for an understanding of the physical condition of the parks and assets available to the public. This inventory is based on existing GIS data and supplemented by field observation to evaluate the park and recreational sites in terms of quality, geographic location, and park size.

Inventory Evaluation Criteria

Caswell County covers a large geographic area with a population that is spread out in low density. This represents challenges for the County Parks and Recreation Department in terms of providing services that are desired by residents and balancing these over location as well as development and operating expenditures. The quality of the recreational facilities within the County system is important in evaluating the current level of service. Facilities and amenities within parks that have had to undergo deferred maintenance, for example, will not attract park visitors or provide the level of service desired by residents.

The park quality assessment occurred during the physical inventory. The following factors are the primary categories reviewed during the inventory:

1. Age of park
2. Type of park amenities
3. General condition of park amenities
4. Verification of park amenities
5. Review of park access
 - a. Pedestrian connectivity
 - b. Vehicular connectivity
6. Connection to surrounding context
7. Wayfinding

These factors are recorded into a matrix that is used to evaluate park scores and provide a ranking for each park across the entire system. The overall matrix is provided in the appendices of this document. A summary of the findings is discussed later within this section.

For each park, a score is assigned to the observed components within the park. These scores are qualitative in nature and are determined based on the observations of the personnel conducting the field inventory and compared to opinions formulated during the user surveys. The following scoring system has been utilized to rank the amenities:

- Poor (0) – the component or facility is not functional or is not able to function for the intended program.
- Below Expectations (1) – the component does not meet the expectation in terms of intended function or existing condition. This can be influenced by equipment’s age and intensity of use.
- Meeting expectations (2) – the component was functional and in average condition when observed.
- Exceeding expectations (3) – the component is of high level of quality, function, well above the baseline program requirements.

These categories were evaluated based on the individual park’s condition as opposed to overall system during the inventory. If the equipment/facility was noted to exist in a condition well below that of similar equipment within other parks, then it was noted within the matrix as such. The number values then were used to provide a numerical score for the park based on the number of opportunities and quality of opportunities offered.

Level of Service Analysis Methodology

Reviewing the level of service, or ability of the parks system to serve its population, requires an analysis that compares multiple factors together to identify trends and gaps in coverage. This level of service analysis will focus on the following relationships:

- 1) Distance to nearest park (walkable and vehicular)
 - 2) Distribution of park quality
 - 3) Distribution of total open space
 - 4) Availability of park amenities
-
1. *Distance to nearest park:* Distance to the nearest park is an important gauge for understanding the balance between access and convenience of a given park to the target population. Traditionally, this relationship was mapped as a service area for the park using a radial dimension. Utilizing GIS, this study looks at Euclidean distances to determine the service area of the parks and identify which properties are within target distances.
 2. *Distribution of park quality:* Using the service areas defined above, the next step in analysis is to compare the quality of parks and how they are distributed across the County. This is done by weighting the parks based on the number and quality of amenities to allow for an evaluation of where the highest quality parks are in comparison to the residential centers within the County.
 3. *Distribution of total open space:* Using the service area approach, a comparison of the amount of parkland available per person within the respective service area will help evaluate if the current facilities are large enough to adequately service the users. This is accomplished by comparing the service area to the population estimates as derived from the U.S. Census Bureau projections.
 4. *Availability of park amenities:* Utilizing the inventory worksheets, the amenities provided are compared to the overall population to determine the level of service. Comparing these relationships to current population estimates and future population estimates can further determine what changes are needed in the future.

Park Standards

While there is not a single industry standard for evaluating park systems, the National Recreation and Park Association (NRPA) collects and analyzes park system data from hundreds of communities nationwide and conducts yearly evaluations with findings being distributed to parks and recreation professionals. The NRPA monitors this information and manages it in a user database that allows for searching and comparison of peer communities.

Based on the 2016 NRPA Field Report, the current average nationwide is 7.6 acres of park land per 1,000 residents. This is based on the overall average of all participants within the database. Caswell County has an estimated population density of 56 people per square mile⁷ and is providing approximately 0.81 acres per 1,000 residents.

For Caswell County, a long-term management goal would be to maintain the current level of service provided across the County. Beyond a maintenance approach, expanding the provided recreational opportunities to meet and exceed the average number of parks and recreation opportunities offered by peer counties to Caswell County would have tangible benefits in terms of community retention and increased growth.

Table 4⁸ provides a summary of the park and recreation facilities based on the number of amenities recommended per a given population ratio. In addition to determining the count of amenities, this table also provides a guideline for travel distance that is recommended to provide access to these amenities.

Table 4: Park Amenity Benchmarks

Venue	Travel	Ratio Recommended	
Basketball	½ mile	1 court per 5,000	Generally, indoors, should have mix
Tennis	½ mile	1 court per 2,000	Lighted courts
Volleyball	½ mile	1 per 5,000	Locate at multi-purpose sites
Baseball	½ mile	1 per 5,000 (1 per 30,000 lighted)	Generally part of larger complex
Football	15-30-minute travel	1 per 20,000	Recommended as part of complex
Soccer	1-2 miles	1 per 10,000	Depends on popularity, youth soccer on smaller fields near schools and neighborhood parks
¼ mile running track	15-30-minute travel	1 per 20,000	Locate at community parks
Softball	½ mile	1 per 5,000	Can share with little league
Swimming Pools	15-30-minute travel time	1 per 20,000	Combination of indoor and outdoor

⁷ Population Density https://en.wikipedia.org/wiki/Caswell_County,_North_Carolina

⁸ Recreation, Park, and Open Space Standards and Guidelines. http://www.prm.nau.edu/prm423/recreation_standards.htm. Original source: Lancaster, R.A. (Ed.). (1990). *Recreation, Park, and Open Space Standards and Guidelines*. Ashburn, VA: National Recreation and Park Association.

This table is provided as one tool for evaluating the level of service. This analysis also utilizes the comparison analysis information provided by NRPA Park Metrics (formerly called PRORAGIS) . When utilized together, both evaluations help identify areas of potential improvement as well as guide prioritization based on need.

Methodology for Measuring Access

The existing park system has been mapped utilizing Geographic Information Systems (GIS). The data is analyzed in GIS to review the relationships between parks and the served populations to determine if residents have access to the available open space. GIS is also utilized to identify gaps in service areas between parks.

The inventory of data measured to determine park access is as follows:

1. Park locations provided by Caswell County GIS Department.
2. Park sites during field visits.
3. Park access points added/moved to correspond with existing conditions.
4. Residential properties compiled from parcel data within the land use dataset.
5. Service areas using the verified access points and residential parcels:
 - a. Service area mapping includes barriers for access based on roads and property boundaries.
 - b. In Yanceyville, pedestrian service areas are based on the road network. Roads above 35 mph are not included, as these represent larger thoroughfares that pose both a physical and mental barrier.
6. Total acreage per parcel within ½ mile to determine equality of park distribution.
7. Gaps in coverage identified between parks. All parks are mapped using 1-mile, 2-mile, and 3-mile service areas. These represent a 5-10-minute drive for most park users.

C. Summary of Findings for Parks and Open Spaces

Park Condition Summary

The existing parks within Caswell County, when compared to similarly-sized systems across the state, fall below expectations in terms of opportunities and amenities the parks provide residents. This study has evaluated the parks within the County against one another to identify where improvements or efficiencies can be realized. In general, several trends were identified:

- Aging facilities and amenities within the parks.
- Majority of resources are located at Caswell County Park and downtown Yanceyville.
- Low diversity of park amenities and opportunities – focused primarily on sports fields and playgrounds.
- Resources found outside of Yanceyville and across the County are located primarily at schools and game lands.
- Lack of pedestrian and biking connections between resources – currently relying heavily on vehicular transportation to access parks and open spaces.

The age of the parks follows the development pattern of Caswell County. Due to aging facilities, improvements will be needed to upgrade the existing facilities to meet modern recommendations for playground equipment. In the case of Caswell County Park, amenities and walking routes should be further examined to determine which ones need to be renovated to meet regulations for accessibility.

The overall number of pedestrian connections is also lacking within Caswell County's parks and open space system. Currently the vast majority of visitors must utilize vehicles to access the park and from there utilize unpaved routes or walk directly on the street to explore the variety of park features

Provided Parkland

Comparing overall park land, including the game lands, to total population, Caswell County provides an overabundance of land at 844 acres per 1,000 people or 140 times the recommendation. However, if the game lands are taken out, that number drops to approximately 683 acres per 1,000 people or about 4.8 times the recommendation. The full detailed comparison of provided parkland for Caswell County's population is found in **Table 5**.

Table 5: Parkland Summary to Population

Park Availability	Standards	Recommended Acreage	Provided Acreage	Current Ratio 2016 Population	Projected Ratio 2020 Population
Park acreage (total system including game lands)	6.00 acres per 1,000 people**	143.17	20,142.00	844.14	846.84
Parks (Caswell County Park, Senior Center, Farmers Lake)	6.00 acres per 1,000 people	143.17	623.12	28.63	28.72

**Not included in standards, estimates based on similar systems*

*** Per recreation standards for parks*

Estimated 2016 Population: 23,821

Estimated 2019/20 Population: 23,785

Looking at the table above, there appears to be a relatively high level of managed parkland available for the residents of Caswell County. However, most that land is found in the game lands to the south of Yanceyville. While this land is county-owned and managed, it reflects a single use, hunting, which does not provide the wide-range of other amenities needed within the County.

Currently, the parks and open spaces are concentrated in the center of the County; this is primarily a combined result of locating facilities where population growth was occurring in downtown Yanceyville. As the park system is expanded in the future, it will be important to consider the following points:

1. Resources outside of downtown Yanceyville are predominately located in schools and senior centers and should be allowed shared use for all county residents. This takes advantage of limited resources and reduces unnecessary duplication.
2. County leaders should take a community-based approach for distributing park resources by concentrating facilities and amenities in each of the nine "townships." This is where schools and senior centers could play a more important role.
3. Consider utilizing the Dan River at Milton to provide increased water access and blue way routes to the City of Danville and neighboring towns.
4. Renovating existing fields and open spaces to support multi-sport operations is more desirable than single-use sports fields.
5. Transportation to the park sites is predominately car based.

Provided Amenities

Using the guidelines listed in the section above, the total provided amenities have been compared to both the estimated 2016 and 2020 populations. These are the two estimates provided by the U.S. Census Bureau. **Table 6** summarizes the total amenities provided within the County compared to park guidelines initially published by the National Recreation and Park Association (Lancaster 1990).

These figures are provided as a loose guideline only using historical NRPA findings; these numbers do not reflect the capacities maintained by peer communities to Caswell County. The intent of this table is to provide a neutral comparison of the current level of service provided to residents of Caswell County.

Table 6: Caswell County Park Amenities Provided

				Estimated 2016	Estimated 2019/20	
Total Population				23,861	23,785	
Amenity type	Ratio - Goals	Recommended	Provided (element)	Surplus/Deficiency	Projected Surplus/Deficiency	Remarks
1/4 Mile Track	1 per 20,000	1	1	0.2	0.2	
Baseball	1 per 5,000	5	3	1.8	1.8	
Basketball	1 per 5,000	5	1	-3.8	-3.8	
Dog Park			0			
Fishing access	1 per 10,000	2	1	-1.4	-1.4	
Football	1 per 20,000	1	0	-1.2	-1.2	
Frisbee Golf	1 per 20,000	1	0	-1.2	-1.2	
Golf	1 per 50,000*	0	1	0.5	0.5	Private Course
Kayak Access	1 per 50,000*	1	1	0.0	0.0	At Farmers Lake
Motor Boat Access	1 per 50,000*	1	1	0.0	0.0	
Mountain Bike Trail	1 per 10,000*	2	0	-2.4	-2.4	
Skate Park (coming 2016/2017)	1 per 20,000*	1	0	-1.2	-1.2	
Soccer	1 per 10,000	2	3	0.6	0.6	Shared with Baseball
Softball	1 per 5,000	5	0	-4.8	-4.8	
Swimming Pool	1 per 20,000	1	0	-1.2	-1.2	
Tennis	1 per 2,000	12	6	-5.9	-5.9	
Volleyball	1 per 5,000	5	0	-4.8	-4.8	

While **Table 6** illustrates several potential deficiencies in terms of facilities provided to population, Caswell County does meet or exceed several peer counties in terms of facilities provided and overall open space area. Several of these lacking amenities can be provided with relative little ease and at a low cost, including Frisbee golf and a football field. This would be a great opportunity for shared use of county facilities and multi-sport fields. Other amenities needed per this study, such as a swimming pool and mountain bike trails, require more planning but are not out of reach with careful allocation of resources.

The largest issues are with how the ratios are determined. In a county like Caswell County where the population is predominately middle aged or older, these ratios do not necessarily coincide with the survey results conducted as part of the site assessment and public outreach part of the master plan process. If there is little interest or need for certain amenities, then officials should take note and concentrate resources on more desired elements for their constituents.

The survey conducted November 2016 – February 2017 provides a range of information valuable in determining the best use of county resources to improve park user experience to the largest number of residents possible. One area of analysis compares the importance of certain recreational amenities to their respective needs met within the community. Areas where there was a high importance with a low number of amenities provided should be the primary focus to provide the most impact possible. In the survey, these areas included community and neighborhood parks and youth athletic leagues. Several amenities noted of high importance in the survey are programmatic rather than physical features. Respondents desired a greater communications outreach concerning program availability as well as a greater number of youth and fitness programs. These services may be easier to implement as short-term goals compared to larger facility improvement projects.

Park Quality

The main park, Caswell County Park, provides most recreational opportunities to the County's population. Although the facilities and amenity spaces are aging and somewhat limited, the park's location remains ideal for servicing much of Caswell County's residents due to its geographic location in downtown Yanceyville in the center of the County. The park also has Head Start, a county school, adjacent to the property, which could provide further resources and accessibility in the future should shared access be allowed. Likewise, Caswell County Park is located near several historic and municipal buildings, smaller parks, an arboretum, and event spaces that have the potential of further enriching visitor experience should improvements to pedestrian connections be pursued.

Near Caswell County Park is the County senior center, which provides a wealth of resources and activities for county residents. Due to the large amount of land that on which the center sits, the County could expand its walking trails and outdoor areas to include more landscaped beds and even a potential community garden which would bring a greater variety of users to the facility. A nearby field also provides opportunities for more sports fields.

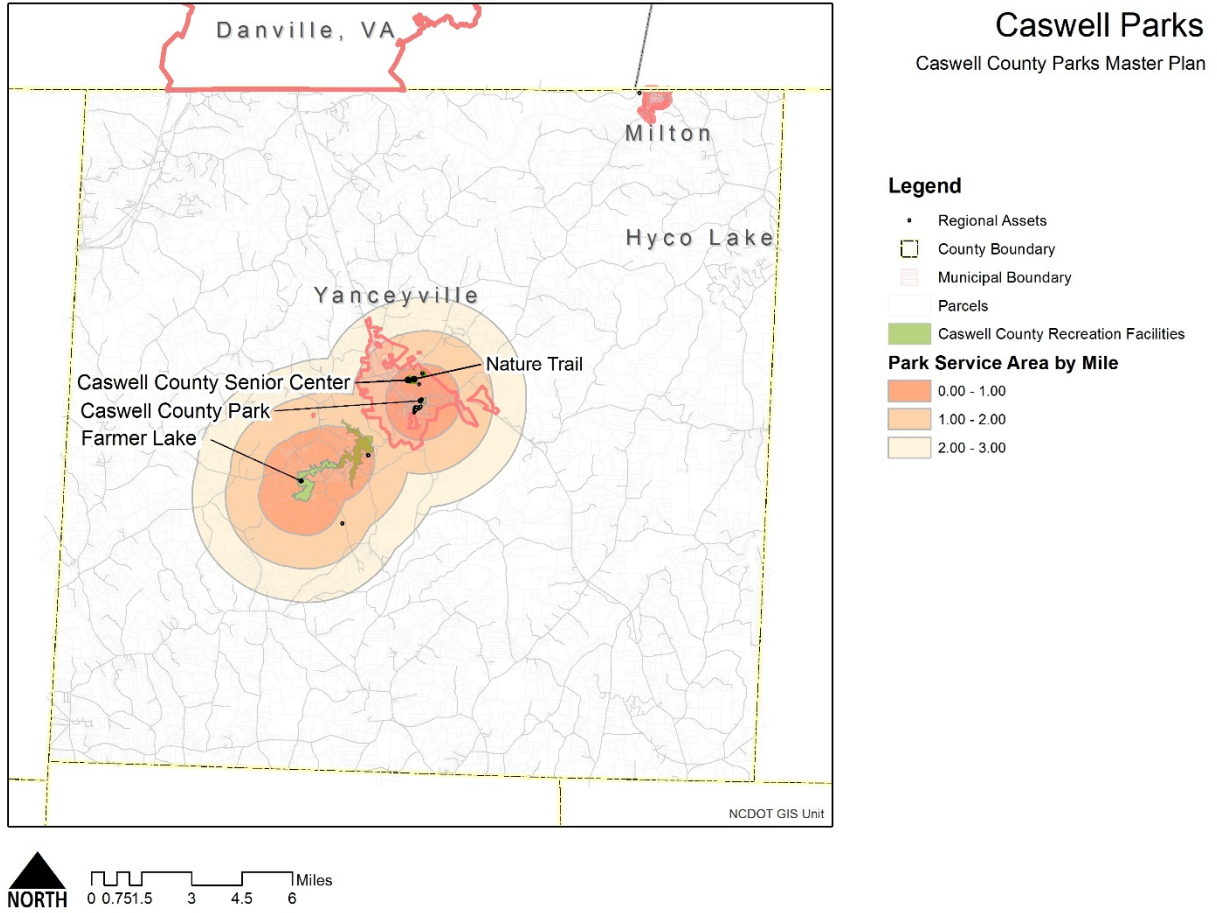
The town of Milton in the Northeast portion of the County offers opportunities for water recreation and blue ways. The recently constructed kayak launch could be expanded to include a riverfront park for nearby residents to enjoy. This park would also provide those floating along the Dan River from nearby towns including the City of Danville chance to jump off the river and enjoy what the town shops at Milton have to offer.

Park Accessibility

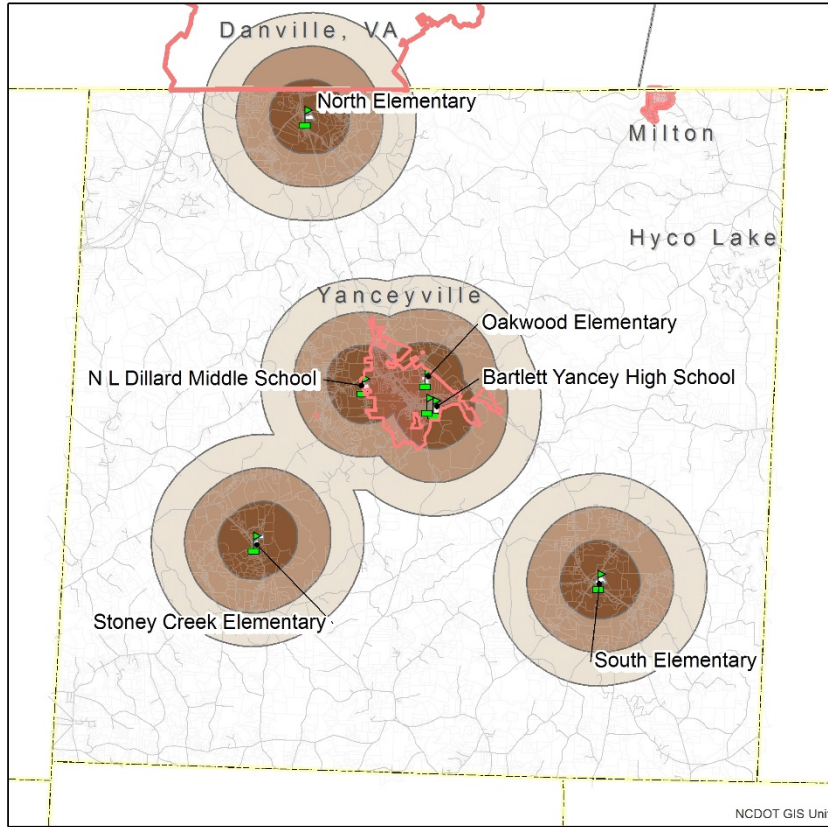
Utilizing the GIS based service area analysis, both the vehicular and pedestrian service areas were evaluated. The development pattern of Caswell County has predominately centered on the two towns of Yanceyville and Milton. Connectivity between these population nodes is limited by the fractured nature of the road network, creating longer drive times and resulting "costs" to reach park areas. Costs represent both a commitment of time and resources necessary to reach the facilities.

Based on the vehicular service area, the majority of park land is located in the central part of the County. Gaps in the service area occur at each of the four corners of the County especially to the northeast at the town of Milton. Considering all of the park and athletic complexes, residential areas to the northeast and to the southeast of county are not within existing park service areas.

Map 6: Map of Caswell County Parks Service Areas



Map 7: Map of Caswell County Schools Service Area



Caswell County Schools

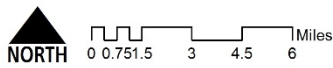
Caswell County Parks Master Plan

Legend

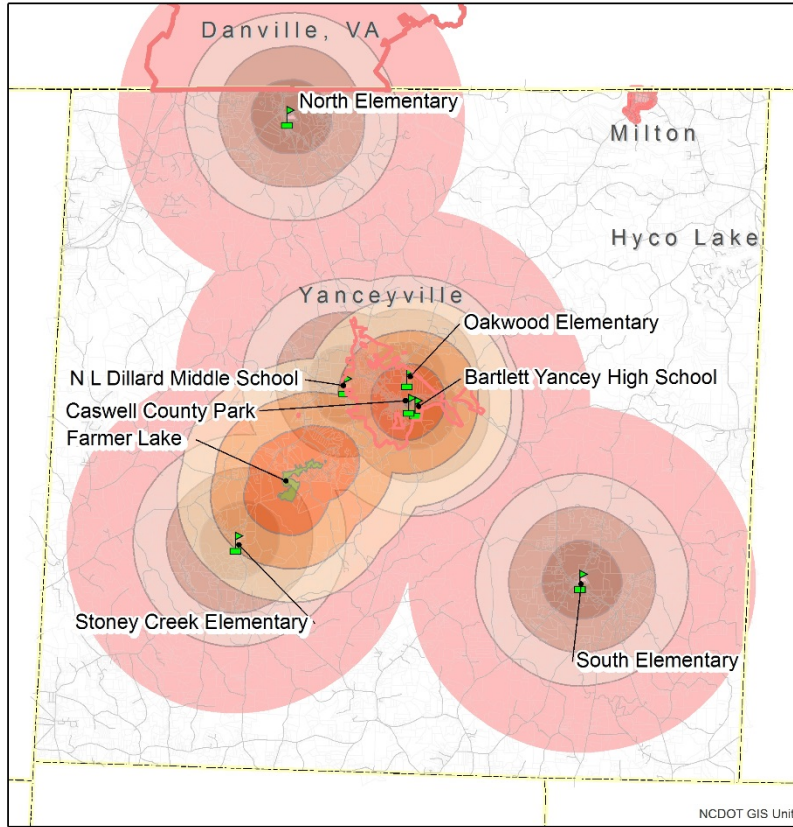
- County Boundary
- Municipal Boundary
- Parcels
- Schools

Service Areas - by Mile

- 0.00 - 1.00
- 1.00 - 2.00
- 2.00 - 3.00



Map 8: Map of Caswell County Shared Facility Service Areas

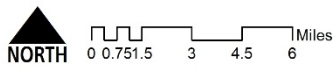


Concepts - Shared Facility

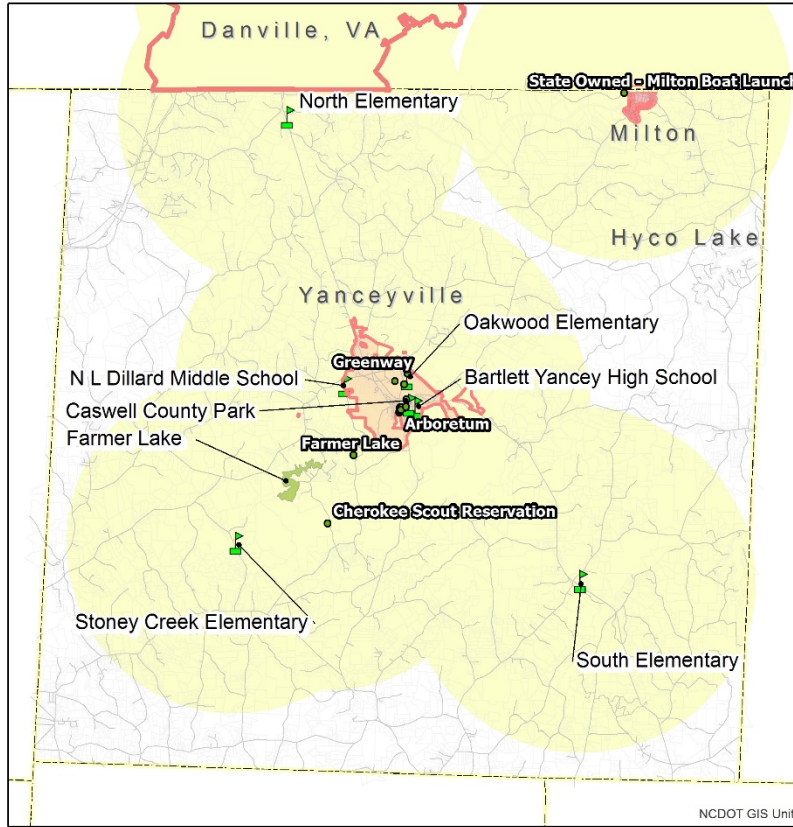
Caswell County Parks Master Plan

Legend

- Schools
 - Caswell County Recreation Facilities
 - County Boundary
 - Municipal Boundary
 - Parcels
- Park Service Area by Mile**
- 0.00 - 1.00
 - 1.00 - 2.00
 - 2.00 - 3.00
- School Service Areas by Mile**
- 0.00 - 1.00
 - 1.00 - 2.00
 - 2.00 - 3.00
 - 5 Mile Service Area - County Facilities



Map 9: Map of Shared Facility Assets



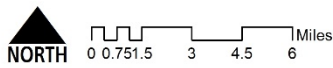
Concepts - Shared Facility

Caswell County Parks Master Plan

Legend

Regional Assets

- Regional Assets
- ▢ Schools
- ▢ Caswell County Recreation Facilities
- ▢ County Boundary
- ▢ Municipal Boundary
- ▢ Parcels
- ▢ 5 Mile Service - Concept Expansion



NCDOT GIS Unit

D. Level of Service Recommendations

Upon review of the Level of Service Analysis, Caswell County has a comprehensive park system. Immediate issues are focused primarily on providing a variety of amenities and deferred maintenance. See **Maps 10-13** for a more detailed look at recommended improvements.

Recommendations for Existing Facilities

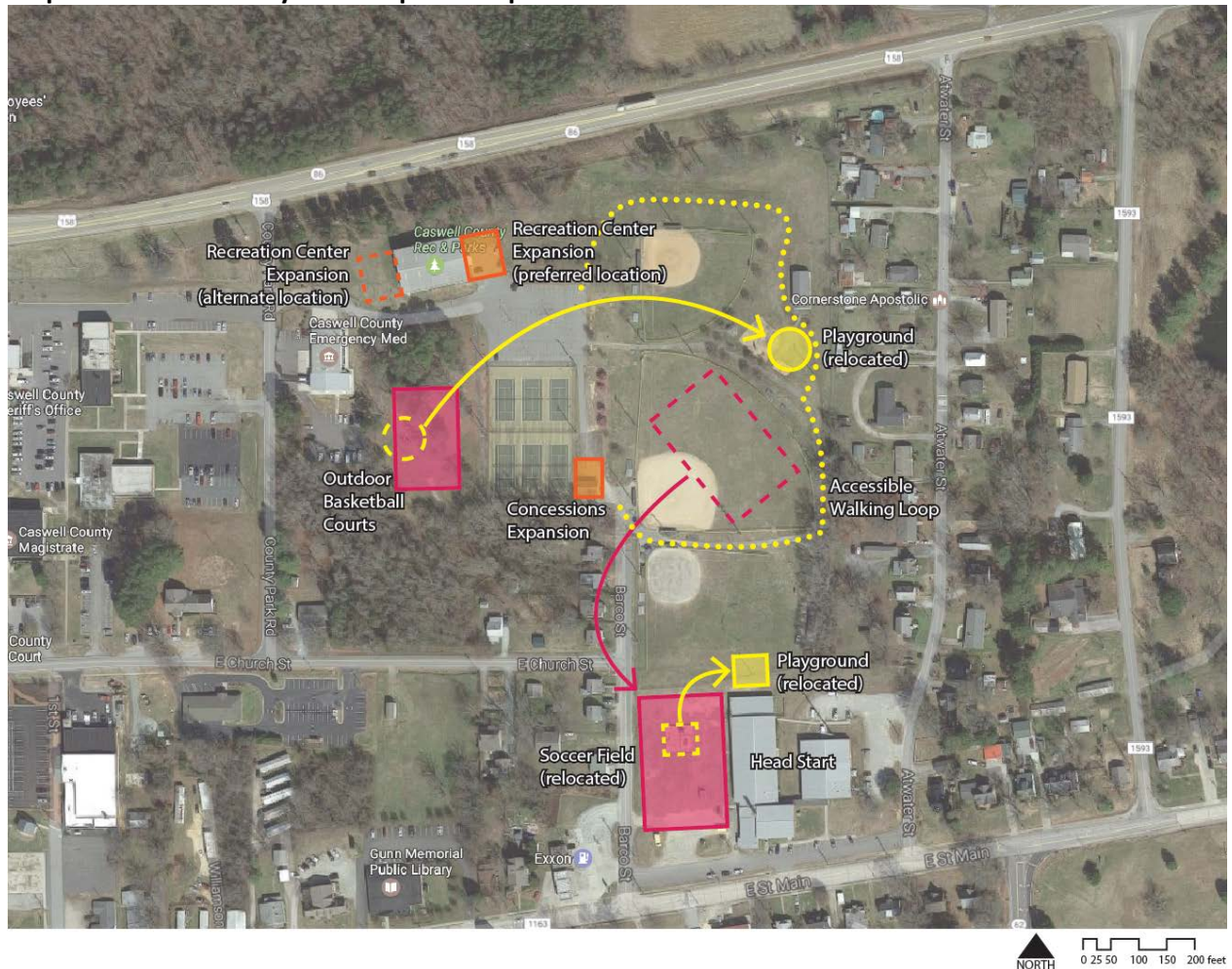
1. Caswell County Park
 - a. *Gymnasium*: The flooring, HVAs, locker rooms, office area, and secondary spaces need updating and upgrades from the current conditions.
 - b. *Fields*: The baseball dugout needs to be upgraded. The turf is in poor condition due to overuse and needs renovation. An accessible walking path around the field is recommended to improve visitor experience.
 - c. *Playground*: Relocate playground equipment to central area and provide accessible route. Update equipment as needed.
 - d. *Picnic Area*: Picnic tables are in poor condition and need renovation/replacement throughout the park.
2. Head Start
 - a. Redevelop and relocate the existing playground to incorporate a larger play field and improved playground structures. Allow public access and shared use of resources.
3. Downtown Yanceyville
 - a. Renovate the island in front of the courthouse to incorporate more event space and better pedestrian connections. Relocate monuments to western edge to allow for more multi-purple space.
 - b. Eliminate extra asphalt surrounding island to provide room for more event space and better pedestrian connections.
 - c. Add an interactive water feature (fountain, splash pad, etc.) to the downtown area. Possible locations include within the island outside of the courthouse or adjacent to the island in the vacant lot.

Recommendations for Additions/Future Facilities

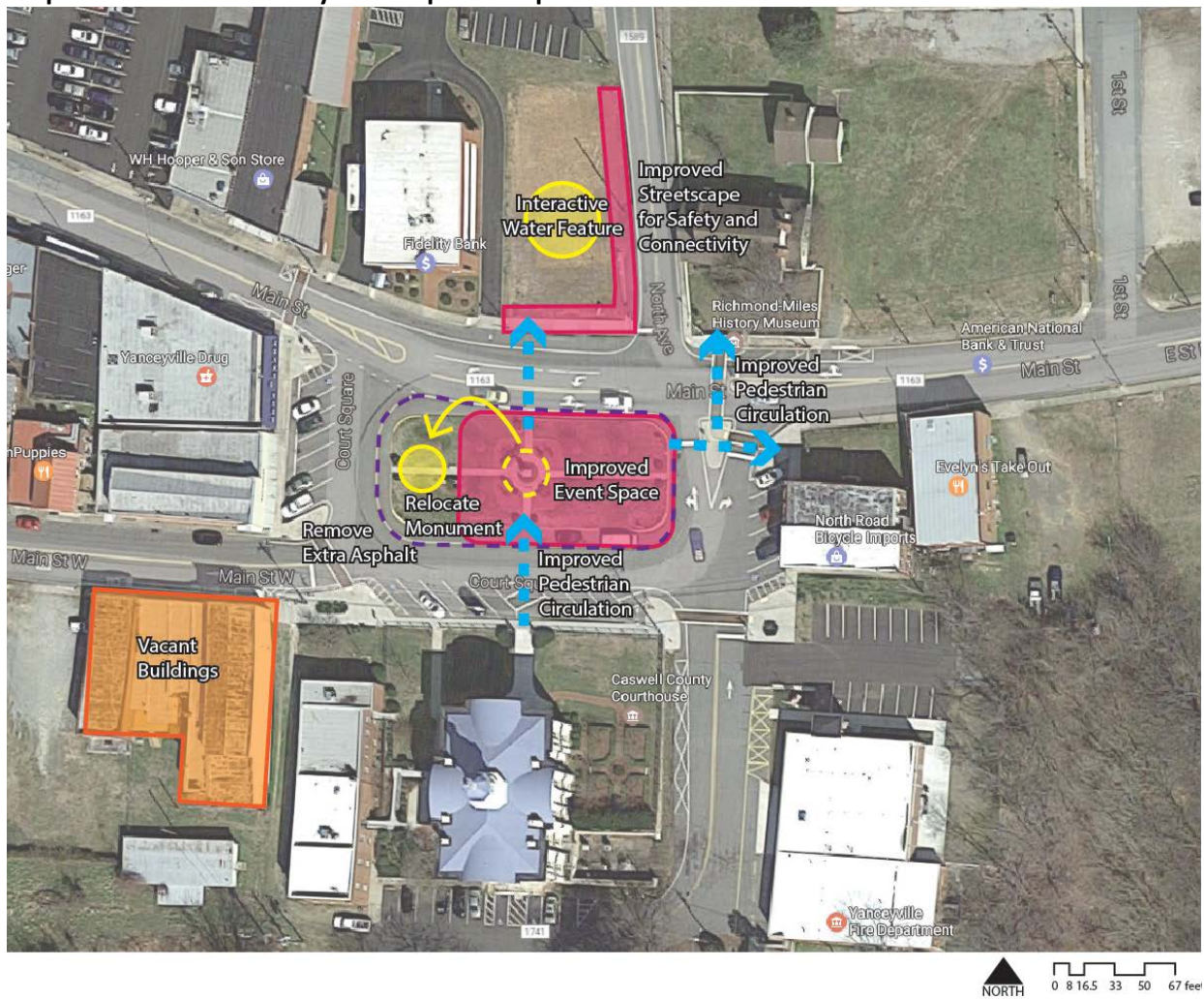
1. Caswell County Park
 - a. Reconfigure the underused playground and bocce court area into new basketball courts.
 - b. Construct a new addition to the existing Recreation Center generating additional office space and multipurpose spaces. The preferred location is on the east side of the current building to take advantage of flat ground and to work better with current center programming of spaces. The alternative location is on the west side of the building where there is currently sloping turf.
2. Senior Center
 - a. Construct new multi-purpose sports fields at the rear of the property where there is an existing meadow.
 - b. Provide an access road to the meadow and additional walking trails to connect with existing trails
 - c. Incorporate additional landscaped areas behind the center for the enjoyment of visitors. This area could also include a community garden for surrounding residents as the need arises.

3. Downtown Yanceyville
 - a. Connect new and existing open spaces, historic buildings, and town facilities through a looping walking route. This route would stretch from the Arboretum to Caswell County Park. Sidewalk improvements would be necessary for locations where the route utilizes existing streets.
 - b. Renovate existing vacant buildings and land to complement the improved event space in the town square as the need arises.
4. Milton
 - a. Construct a new riverfront park surrounding the newly constructed kayak launch access.

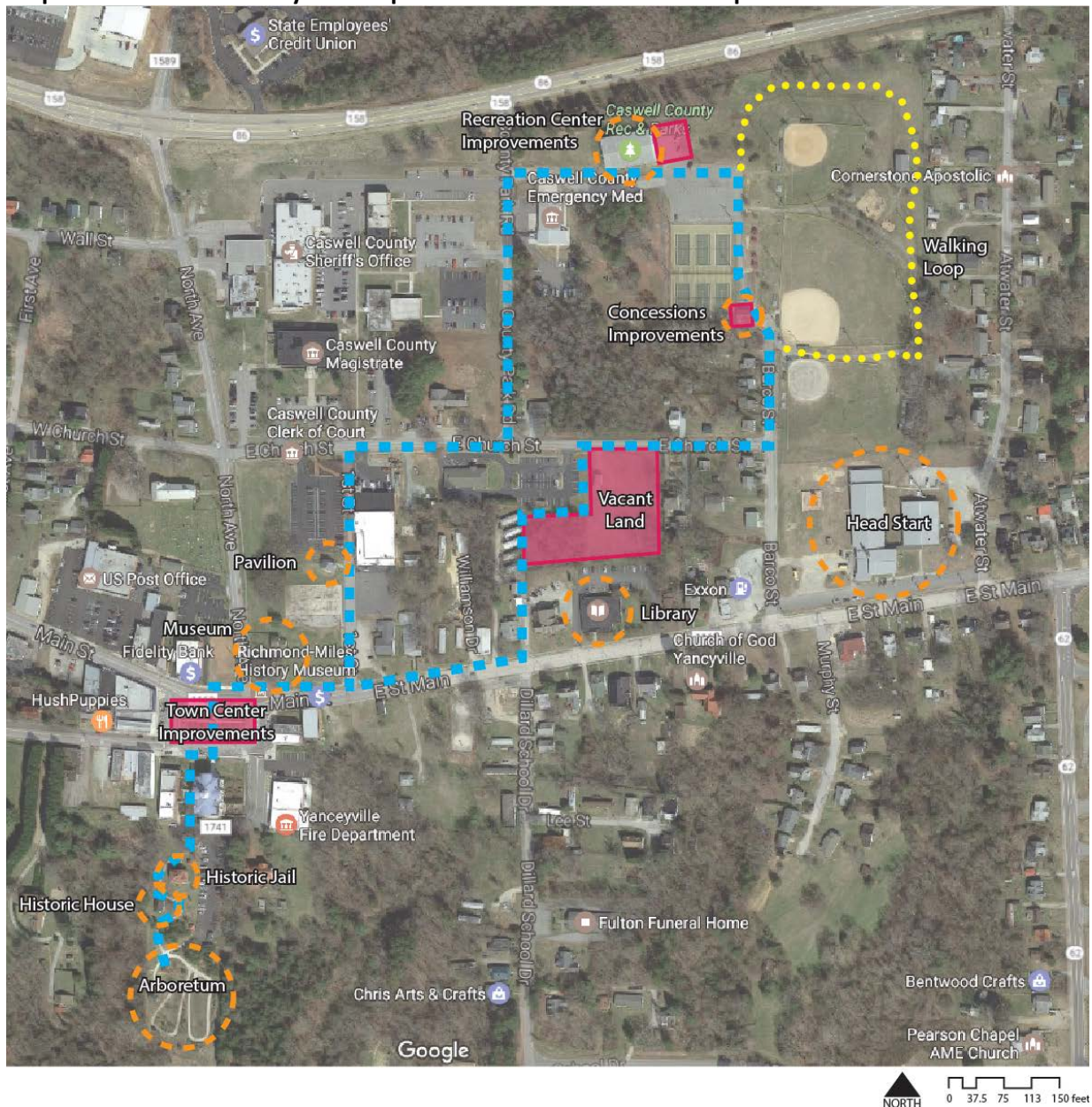
Map 10: Caswell County Park Proposed Improvements



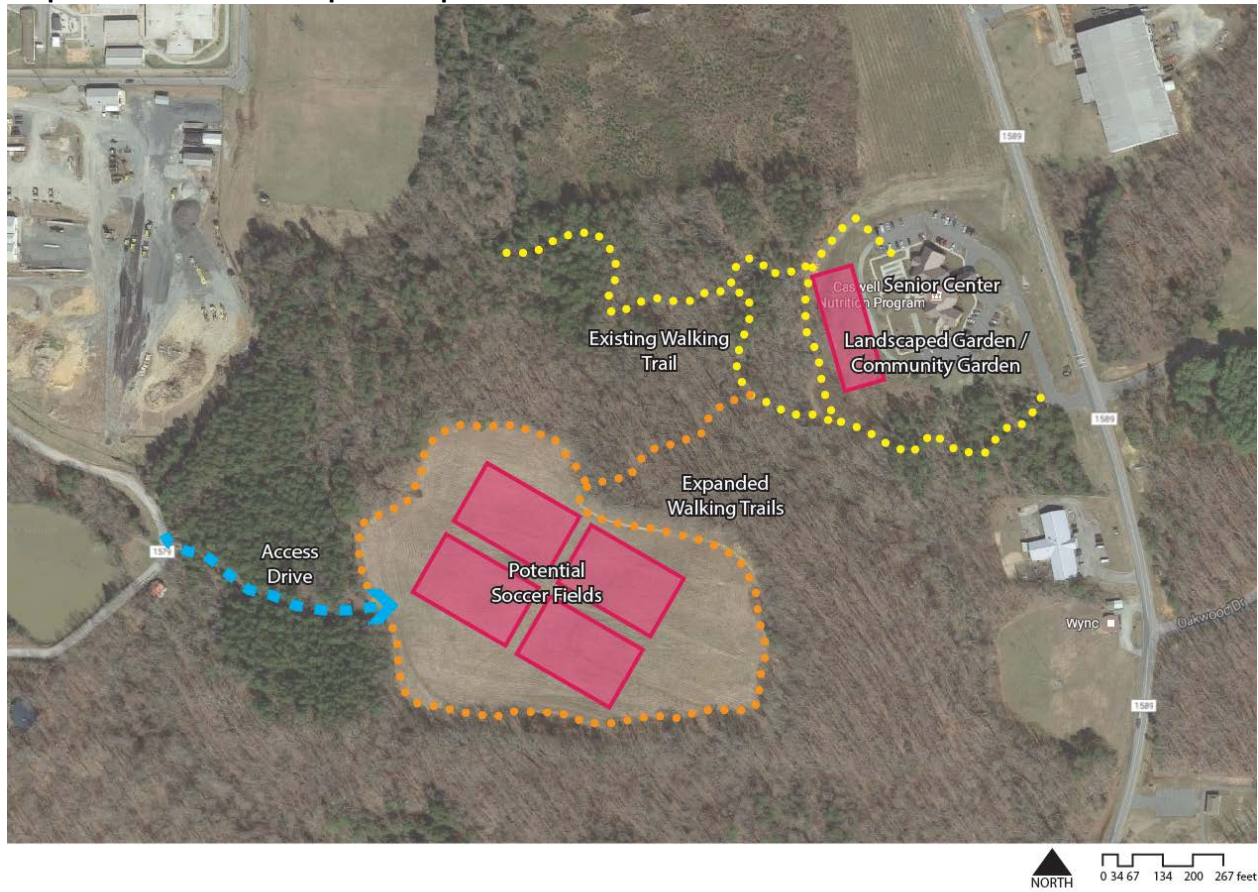
Map 11: Downtown Yanceyville Proposed Improvements



Map 12: Downtown Yanceyville Proposed Pedestrian Circulation Improvements



Map 13: Senior Center Proposed Improvements



IV. Key Issues

A. Key Issues Matrix

Key issues and themes for focus were identified using a number of tools, including review of existing plans and documents, focus groups, stakeholder meetings, a community survey, inventory and level of service analysis, and staff/project team input. The information gathered from these sources was evaluated, and the following recommendations and action plans were developed.

The findings are summarized on the **Key Issues Matrix**, which captures all of the key issues that surfaced during the Master Plan process and prioritizes them on one matrix. The key issues were placed into four categories on the matrix:

- a) Priority
- b) Opportunity to Improve
- ☐ Left Blank means the issue did not come up or was not addressed in that venue



The qualitative data planning tools used to determine the priority of key issues include:

1. Existing planning documents
2. Consultant team's expertise
3. Public forum input

The quantitative data planning tools used to determine the priority of the key issues include:

1. Community Survey
2. Facility Assessment/LOS

Preliminary recommendations are listed for each key issue and presented to the Parks and Recreation project team to gather input on the prioritization of the final recommendations and action plans. The Key Issues Matrix summarizes the areas that need immediate attention and determine the direction of the implementation of recommendations in the Master Plan.

2017 Data Source		Qualitative Data			Quantitative Data		Consultant's Analysis and Professional Expertise	
 <p>Key Issue - Rating Scale</p> <p>a - priority b - opportunity to improve c - minor or future issue</p> <p>blank means the issue didn't come up or wasn't addressed</p>		Consultant Team	Staff Input	Public Input	Community Survey	Facility Assessment/LOS	 <p>GREENPLAY LLC The Leading Edge in Parks, Recreation And Open Space Consulting</p>	
Organizational							Preliminary Recommendations	
Need better marketing and communication of activities and facilities		a	a	a	a		Develop Marketing Plan to improve awareness and communication	
Lack of staffing for operations and programming		a	a	a			Hire and train staff for current and future operations and programming demand	
Lack of staffing for maintenance		a	a	a			Hire and train staff for current and future parks maintenance demand	
Cooperative use of school facilities and scheduling		a	a	a	a	a	Continue to work with the school system on scheduling and use of facilities	
Better use of technology and social media		a	a	a	a		As part a marketing plan consider investment in technology and WiFi connectivity	
Programs and Service Delivery								
Increase programs in wellness/fitness		a	a	a	a		Look for opportunities to expand programs in wellness/fitness	
Need more environmental, educational enrichment, outdoor recreation		a	a	a	a		Increase opportunities in environmental, educational enrichment, outdoor recreation	
Increase opportunities for aquatic programs and swim lessons		a	a	a	a		Need facility or partnership to provide programs	
Increase opportunities for seniors, families, arts and dance		a	a	a	a		Need facility or partnership to provide programs	
Invest in youth and youth sports		a	a	a	a		Need facility or partnership to provide programs	
Lack facilities and staff to increase programming		a	a	a	a		Seek partnerships or other services providers or funding to build a facility	
Facilities and Amenities								
Aging infrastructure and amenities		a	a	a	a	a	Maintain and improve existing facilities	
All facilities located in Yanceyville		a	a	a	a	a	Explore opportunities to increase recreational opportunities county-wide	
Connections with pathways and trails		a	a	a	a	a	Continue to develop pathways and expand to connect neighborhoods and parks	
Community/recreation center in need of repairs and modernization		a	a	a	a	a	Develop and implement a renovation plan for the community/recreation center	
No community indoor aquatic facility		a	a	a	a		Future facility expansion could include a splash pad	
Level of Service								
Identified gaps in service outside Yanceyville		a	a	a	a	a	Consider geographic barriers when looking at future facilities and services	
Other Service Providers available to assist in filling gaps		a	a	a	a	a	Verify other Service Providers are willing to help fill gaps in service	
Facilities and amenities are in need of repair		a	a	a	a	a	Address low scoring components	
Finance								
Community's ability to handle fee increases		a	a	a	a		Utilize equitable user fees	
Need to find alternative funding opportunities		a	a	a	a		Pursue grant opportunities	
County needs parks and recreation facilities improvements and additions		a	a	a	a	a	Explore Bond Referendum options	

V. Looking Forward – Recommendations and Action Plans

A. Recommendations

After analyzing the findings that resulted from this process, including the key issues matrix, a summary of all research, the qualitative and quantitative data, inventory, LOS analyses, and input assembled for this study, a variety of recommendations have emerged to provide guidance in consideration of how to improve parks and recreation services and facilities in Caswell County. This section describes ways to enhance the level of service and the quality of life with improvement through organizational efficiencies, financial opportunities, improved programming and service delivery, and maintenance and improvements to facilities and amenities.

Summary of Goals and Objectives

Organizational:

- Enhance and improve internal and external communication regarding Department activities and services.
- Maintain existing facilities and amenities.
- Increase appropriate partnerships within the community.
- Staff appropriately to meet current demand and maintain established quality of service.

Financial:

- Explore additional funding options.
- Establish a Best Practice cost recovery and pricing philosophy and practice.
- Explore opportunities to increase partnerships.
- Pursue Bond Referendum in 2018 for parks and recreation facility improvements.
- Pursue grant and philanthropic opportunities.

Continue to Improve Programs and Service Delivery:

- Explore opportunities to increase recreational offerings based on demand and trends.
- Explore opportunities to increase the number of community events based on demand and trends.
- Work with other service providers to develop programs and services to meet demand and trends.

Facilities and Amenities:

- Maintain and improve existing facilities.
- Expand greenways, bike paths, and trails connectivity.
- Develop additional recreational facilities and amenities.
- Develop new amenities at existing parks based on level of service analysis.
- Develop a Downtown Yanceyville Park Master Plan.
- Improve parking at parks and popular venues.
- Continue to improve ADA accessibility at all facilities.
- Upgrade convenience and customer service amenities to existing facilities.
- Identify gaps that are in need of service.

Detail of Goals and Objectives

Goal 1: Continue to Improve Organizational Efficiencies

Objective 1.1 – Enhance and improve internal and external communication regarding Department activities and services.

The Parks and Recreation Department should develop a Marketing Plan that will guide its efforts in communicating and promoting its activities and facilities. This will create greater awareness and should include all recommendations in the Master Plan for programs, services, and facility upgrades. The County needs to invest in and increase the utilization of technology to improve customer service and efficiencies. These efforts should include countywide access to Wi-Fi, state-of-the-art parks and recreation registration software, and the increased use of social media to connect citizens with the County. Also, as part of the Marketing Plan, the Parks and Recreation Department should evaluate directional and Wayfinding signage to facilities on roadway, pathways, and within parks. The Department should develop signage standards for parks and update existing park signs as parks are renovated to meet the new standard. Improved wayfinding signage will contribute to a greater connectivity of parks, facilities, and pathways. Additionally, the Marketing Plan should be reviewed and updated as needed. The plan should also include marketing strategies that incorporate the efforts of partner departments and projects.

Objective 1.2 – Maintain existing facilities and amenities.

There was a great public response to make sure that Parks and Recreation maintains and improves existing facilities. The Department should continue to improve and upgrade existing facilities and amenities as well as addressing low scoring components through the Capital Improvement Plan (CIP). Additionally, the Department should develop both a Fixed Asset Replacement and a Deferred Maintenance Plan. The Department would then continue to maintain and update its Deferred Maintenance Plan to ensure consistent application of maintenance standards and cost efficiencies.

Objective 1.3 – Increase appropriate partnerships within the community.

The Caswell County Parks and Recreation Department currently partners with a number of agencies to provide programs and activities to the community. The Department should continue to explore additional opportunities as well as build on their existing partnerships. During the master planning process, several potential partners were identified. Those potential partners included:

- The County School System
- Ruritan Clubs
- Farmer Lake
- North Carolina Cooperative Extension/4-H
- Danville Regional Foundation
- Caswell County Local Food Council
- The Cherokee Scout Reservation, Boy Scouts of America
- Local and Regional Outdoor Outfitters

Where not already in place, the Department should ensure that all existing and future partnerships are accurately portrayed in a signed partnership agreement (Sample Partnership Policy has been provided as a staff document).

Objective 1.4 – Staff appropriately to meet current demand and maintain established quality of service.

As recommendations in the Master Plan for programs, services, new facilities, greenways, bike paths and trails, parks, and facility upgrades are implemented, it is important to evaluate staffing levels to maintain current performance standards. This will require new positions in the Department.

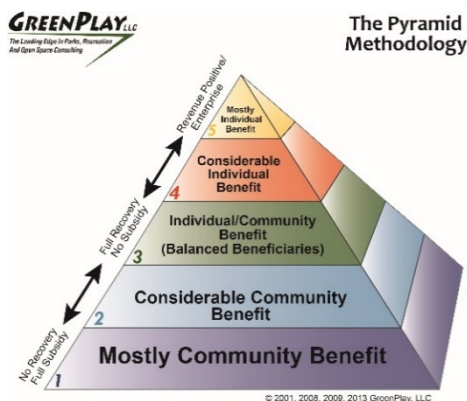
Goal 2: Increase Financial Opportunities

Objective 2.1 – Explore Additional Funding Options.

The Department should continue to explore opportunities and develop strategies to seek alternative funding sources that includes donations, grants, partnerships, sponsorships, and tax incentives. Tax incentives are a possible strategy for a dedicated revenue source to meeting park maintenance demands.

Objective 2.2 –Establish a Best Practice Cost Recovery and Pricing Philosophy and Practice.

The Department currently has a fee for service practice (cost recovery) but it varies based on the different service areas. The Parks and Recreation Department should implement a best practice Cost Recovery Policy such as the Pyramid Pricing Methodology (sample has been provided as a staff document) to determine a consistent method of pricing activities and services throughout the Department. The new resource allocation and cost recovery philosophy, model, and policy should be grounded in the values, vision, and mission of Caswell County, while generating adequate revenues to help sustain Caswell County facilities, parks, programs, and services. It should be reviewed annually. As part of the cost recovery policy, include a scholarship opportunity or a “Rec Bucks” program to allow for inclusion and equity for participants and families.



Objective 2.3 – Explore opportunities to increase sponsorships.

The Department currently has sponsorship arrangements for special events and activities, and it should continue to explore additional sponsorship opportunities and build on existing sponsorships. All existing and future sponsorships should be evaluated to ensure that they are accurately portrayed in a signed sponsorship agreement (Sample Sponsorship Policy has been provided as a staff document).

Objective 2.4 – Pursue Bond Referendum in 2018 for Parks and Recreation Facility Improvements.

Based on community input and the results from the community wide survey, the community appears willing to support the issuing of a bond in 2018 to pay for the improvements that come out of this Parks and Recreation Master Plan. A campaign for an increased community investment may be a successful way of implementing the long term recommendations in the Master Plan.

Objective 2.5 – Pursue grant and philanthropic opportunities.

The Department currently takes advantage of grant opportunities available for facility improvements. Within the last year, the Department has secured a PARTF (Parks and Recreation Trust Fund) grant to make improvements to the recreation building. The Parks and Recreation Department should continue to pursue any and all grant opportunities at the federal, state, regional, and local levels. Some potential grant sources could include:

- Community Development Block Grants
- Land and Water Conservation Funds Grants
- 21st Century Learning Center Grants
- Alternative Transportation Grants
- Dan River Foundation Grants

Goal 3: Continue to Improve Programs and Service Delivery**Objective 3.1 – Explore opportunities to increase recreational opportunities based on demand and trends.**

The Department should continue to look for opportunities to expand recreational programs and activities based on community demand and current trends. The community would like to see additional programs for all ages as well as more special events. As new programs are developed, continue to monitor recreational trends to stay current with programming and demand. As popularity in program offerings and activities increases, continue to look for opportunities to expand programs around working hours and commuting citizens' schedules. The County has a large population of home school students that may present additional programming opportunities. As new programs and services are developed and implemented, continue to create a balance between passive and active recreation.

Objective 3.2 – Explore opportunities to increase the number of community events based on demand and trends.

The Department should continue to look for opportunities to expand community special events. In order to ensure that the events reflect the diversity of the community, the Department should engage the community in event development. Community events like a Food Truck Rodeo or adventure races would be very well received and attended. These events also serve as economic drivers for the County.

Objective 3.3 – Work with Other Service Providers to develop programs and service to meet demand and trends.

As popularity in program offerings and activities increases, continue to look for opportunities to expand programs while working with Other Service Providers within the County and the region, and formalize these agreements in writing. Aquatics was identified as important to the community; however, it is not realistic or financially viable for the County to build and operate a swimming pool. To meet this need, the County can partner with the Danville YMCA to provide swimming lessons and other aquatic activities for the community.

Goal 4: Maintain and Improve Facilities and Amenities

Objective 4.1 – Maintain and improve existing facilities.

The Department should continue to implement existing County plans, the Capital Improvements Plan and the Parks and Recreation Master Plan. Additionally, through a Deferred Maintenance Plan, the Department needs to address the backlog that will address low scoring components identified as part of the inventory. Focus should be given on assets that have a score of 2 or lower in order. Priority should be given to parks that serve the highest number of residential units. These plans should be reviewed annually and updated as needed.

Objective 4.2 – Expand greenways, bike paths and trails, and connectivity.

The Department should continue to look for opportunities for expansion of greenways, bike ways, and blue ways will help improve the service areas of the individual areas of the County and as a result improve the level of service provided to the residents. As new and existing greenways, bike paths, and trails are designed and renovated, the Department should consider appropriate surface materials and construction methods. Crossings at major thoroughfares should be studied in conjunction with NCDOT CIP plans in order to improve the pedestrian experience. Additionally, working with the other service providers in the region to connect to existing or proposed greenways, bike paths, and trails enhances efficiencies and creates possible economic benefit to the County.

Objective 4.3 – Develop additional recreational facilities and amenities.

Based on feedback from focus group participants and the survey results, there is a need for additional indoor recreation space. The Department should continue to explore opportunities to add additional indoor recreation space either through partnerships, purchase of existing facilities, or construction of a Community Center. Another area for expansion that was identified by the community was opportunities to provide non-traditional recreation offerings such as archery, an ATV park, or outdoor adventure recreation. Another high priority for the community was an aquatic facility. The County should explore a splash pad in downtown Yanceyville. The splash pad will not only fulfill the need for an aquatic facility but will also serve as an economic driver to help revitalize downtown Yanceyville.

Objective 4.4 – Develop new amenities at existing parks based on level of service analysis.

Demand for usage of Caswell County parks and athletic facilities continues to grow, and the Department should look for opportunities to add new amenities to enhance the experience for users. As Caswell County continues to grow, the Department should look for opportunities to add parks and greenways, bike paths, and trails in those new growth areas. Also, based on the Level of Service analysis, the Department should look for opportunities to partner with other service providers to add new components at existing sites where the level of service is below threshold.

Objective 4.5 – Develop a Downtown Yanceyville Parks Master Plan.

Based on the Inventory and Level of Service recommendations from the Master Plan, develop a Downtown Yanceyville parks master plan to join the individual open spaces into a connected system of parks. This system of parks will serve to attract individuals and families downtown and can serve as an economic driver for the downtown revitalizations.

Objective 4.6 – Improve parking at parks and popular venues.

Parking was an issue that was identified at most of the focus groups. The Department should continue to monitor parking during peak usage times and explore the need to improve or develop parking plans to accommodate events. Another consideration would be to explore alternative transportation options to reduce parking demand.

Objective 4.7 – Continue to improve ADA accessibility at all facilities.

According to the ADA.gov website, *“Access to civic life by people with disabilities is a fundamental goal of the Americans with Disabilities Act (ADA). To ensure that this goal is met, Title II of the ADA requires State and local governments to make their programs and services accessible to persons with disabilities... One important way to ensure that Title II's requirements are being met in cities of all sizes is through self-evaluation, which is required by the ADA regulations. Self-evaluation enables local governments to pinpoint the facilities, programs, and services that must be modified or relocated to ensure that local governments are complying with the ADA.”*

Parks and Recreation currently does not have an ADA Accessibility Transition Plan which identifies needed changes during a self-evaluation process. The Department should use the inventory and existing conditions report from the Master Plan as a self-evaluation and develop a comprehensive transition plan from the findings. Once the ADA Transition Plan is developed and adopted, it should be updated at least every five (5) years.

Objective 4.8 – Upgrade convenience and customer service amenities to existing facilities.

As the Department is making upgrades to and improving existing facilities, it should explore opportunities to add shade, storage, security lighting, athletic field lighting, and other amenities appropriately at existing facility.

Objective 4.9 – Identify gaps that are in need of service.

The Department needs to continue to find partners to provide additional land for future recreational activities and park development. When considering new parks, priority should be given to areas where LOS is below threshold.

B. The Action Plan

The following Goals, Objectives, and Action Items for the recommendations are drawn from the public input, inventory, level of service analysis, findings feedback, and all the information gathered during the master planning process. The primary focus is maintaining, sustaining, and improving Caswell County parks, recreation, and greenways/trails/bike paths. All cost estimates are in 2017 figures where applicable. Most costs are dependent on the extent of the enhancements and improvements determined.

Timeframe to complete is designated as:

- Short-term (up to 3 years)
- Mid-term (4-6 years)
- Long-term (7-10 years)
- Ongoing (occurs on a continuous basis)

Goal 1: Continue to Improve Organizational Efficiencies

Objective 1.1: <i>Enhance and improve internal and external communication regarding department activities and services</i>			
Actions	Capital Cost Estimate	Operational Budget Impact	Timeframe to Complete
1.1.a Develop a Marketing Plan. Review Marketing Plan and update as needed.	\$0	Staff Time	Short-Term
1.1.b Increase the utilization of technology to improve customer service and efficiencies.	Cost will vary based on software and systems	Staff Time	Short-Term
Objective 1.2: <i>Maintain existing facilities and amenities</i>			
Actions	Capital Cost Estimate	Operational Budget Impact	Timeframe to Complete
1.2.a Continue to improve and upgrade existing facilities and amenities as well as to address low scoring components through the CIP, Fixed Asset Replacement, sales tax, and/or 2018 Bond.	Based on Adopted County CIP Plan	Staff Time	Short-Term
1.2.b Develop a Deferred Maintenance Plan to ensure consistent application of maintenance standards and cost efficiencies.	Based on Deferred Maintenance Plan	Staff Time	Ongoing
Objective 1.3: <i>Increase appropriate partnerships within the community</i>			
Actions	Capital Cost Estimate	Operational Budget Impact	Timeframe to Complete
1.3.a Explore additional partnership opportunities as well as build on existing partnerships.	\$0	Staff Time TBD Potential increased revenue or decreased expenses	Ongoing

1.3.b Continue to ensure all existing and future partnerships are accurately portrayed in a signed agreement. Examples of those currently being used are in-kind, collaborative, intergovernmental, MOU, facility use, and youth sports provider.	\$0	Staff Time	Short-Term
Objective 1.4: <i>Staff appropriately to meet current demand and maintain established quality of service</i>			
Actions	Capital Cost Estimate	Operational Budget Impact	Timeframe to Complete
1.4.a Hire, conduct orientation with, and train staff for current and future park, facilities, open space, and greenway/trails/bike path maintenance demands.	\$0	Will vary based on current County Human Resources pay scale	Ongoing
1.4.b Hire, conduct orientation with, and train staff for current and future recreation programming and facility usage demands.	\$0	Will vary based on current County Human Resources pay scale	Ongoing

Goal 2: Increase Financial Opportunities

Objective 2.1 <i>Explore Additional Funding Options</i>			
Actions	Capital Cost Estimate	Operational Budget Impact	Timeframe to Complete
2.1.a Develop strategy to seek alternative funding sources that includes donations, grants, partnerships, sponsorships, and bonds.	\$0	Staff Time	Short-Term
Objective 2.2: <i>Establish a Best Practice Cost Recovery and Pricing Philosophy and Practice</i>			
Actions	Capital Cost Estimate	Operational Budget Impact	Timeframe to Complete
2.2.a Develop a resource allocation and cost recovery philosophy, model, and policy that is grounded in the values, vision, and mission of Caswell County.	\$0	Staff Time	Short-Term
2.2.b Establish a pricing methodology that continuously reflects community values, while generating adequate revenues to sustain Caswell County facilities, parks, open space, programs, and services. Reviewed annually.	\$0	Staff Time	Short-Term
2.2.c As part of the cost recovery policy, include a scholarship opportunity or a “Rec Bucks” programs to allow for inclusion and equity for participants and families.	\$0	Staff Time	Short-Term

Objective 2.3 <i>Explore opportunities to increase sponsorships</i>			
Actions	Capital Cost Estimate	Operational Budget Impact	Timeframe to Complete
2.3.a Explore additional sponsorship opportunities and build on existing sponsorships.	\$0	Staff Time TBD Potential increased revenue or decreased expenses	Ongoing
2.3.b Ensure that all existing and future sponsorships are accurately portrayed in a signed sponsorship agreement (Sample Sponsorship Policy provided as a staff document).	\$0	Staff Time	Short-Term
Objective 2.4: <i>Pursue Bond Referendum in 2018 for Parks and Open space Facility Improvements</i>			
Actions	Capital Cost Estimate	Operational Budget Impact	Timeframe to Complete
2.4.a Develop and employ a strategy to pursue a Bond Referendum in 2018 that includes an educational component as well as a marketing strategy.	\$0	Staff Time	Short-Term
2.4.b Develop and implement an Educational and Marketing Campaign that will create awareness within the community about the needs and effects of the Bond.	Will vary based on projects identified and scope of each	Staff Time	Short-Term
2.4.c Find opportunities within the County to foster champions for the 2018 Bond Referendum to assist with education and marketing.	\$0	Staff Time	Short-Term
Objective 2.5: <i>Pursue grant and philanthropic opportunities</i>			
Actions	Capital Cost Estimate	Operational Budget Impact	Timeframe to Complete
2.5.a Continue to pursue grant opportunities and philanthropic donations.	\$0	Staff Time	Short-Term Mid-Term

Goal 3: Continue to Improve Programs and Service Delivery

Objective 3.1: <i>Explore opportunities to increase recreational offerings based on demand and trends</i>			
Actions	Capital Cost Estimate	Operational Budget Impact	Timeframe to Complete
3.1.a Expand program opportunities for fitness/wellness, environmental education, outdoor recreation, and adult non-sport programs.	\$0	Additional staff costs, transportation, contracted vendor and program supplies	Short-Term
3.1.b As new programs and services are developed and implemented, continue to create a balance between passive and active recreation.	\$0	Will vary based on programs and activities	Ongoing
3.1.c Explore opportunities to increase access to aquatic programs and swim lesson.	\$0	Additional staff costs, transportation, contracted vendor and program supplies	Short-Term
3.1.d Explore opportunities to expand programs for seniors and families, and add arts, culture, and dance.	\$0	Additional staff costs, contracted vendor and program supplies	Short-Term
3.1.e Continue to invest in the youth of the community.	\$0	Additional staff costs, contracted vendor and program supplies	Short-Term
Objective 3.2: <i>Explore opportunities to increase the number of community events based on demand and trends</i>			
Actions	Capital Cost Estimate	Operational Budget Impact	Timeframe to Complete
3.2.a Continue to look for opportunities to expand community special events throughout the County.	\$0	Additional staff costs, contracted vendor and program supplies	Short-Term
3.2.b Explore opportunities to introduce adventure recreation, adventure racing, and outdoor recreation programs for citizens and visitors to Caswell County.	\$0	Additional staff costs, transportation, contracted vendor and program supplies	Short-Term

Objective 3.3: <i>Work with Other Service Providers to develop programs and service to meet demand and trends</i>			
Actions	Capital Cost Estimate	Operational Budget Impact	Timeframe to Complete
3.3.a Continue to look for opportunities to expand programs while working with the other service providers within the County, and formalize these agreements in writing.	\$0	Additional staff costs, transportation, contracted vendor and program supplies	Short-Term
3.3.b Continue to pursue opportunities with other service providers within the County to use their facilities or bring participants to their facilities for recreational opportunities.	\$0	Additional staff costs, transportation, contracted vendor and program supplies	Short-Term
3.3.c Explore opportunities to provide transportation for county participants to recreational opportunities within the County and outside the County and state.	\$0	Additional staff costs, contracted vendor	Short-Term

Goal 4: Improve Facilities and Amenities

Objective 4.1 <i>Maintain and improve existing facilities</i>			
Actions	Capital Cost Estimate	Operational Budget Impact	Timeframe to Complete
4.1.a Continue to implement existing plans, CIP, Master Plan, and (through the development of a Deferred Maintenance Plan) address maintenance backlog for low scoring components.	Will vary based on projects adopted and priority established	Additional staff costs, transportation, contracted vendor and program supplies	Ongoing
Objective 4.2: <i>Expand greenways, bike paths, and trails connectivity</i>			
Actions	Capital Cost Estimate	Operational Budget Impact	Timeframe to Complete
4.2.a Continue working with other County Departments and partner agencies to develop and expand greenways, bike paths, and trails to connect communities, neighborhoods, and parks.	Will vary based on material and construction	\$0	Short-Term Mid-Term Long-Term
Objective 4.3: <i>Develop additional recreational facilities and amenities</i>			
Actions	Capital Cost Estimate	Operational Budget Impact	Timeframe to Complete
4.3.a Explore opportunities to provide additional indoor recreation space.	\$500,000-\$750,000 (Will vary based on material and construction)	Additional staff costs, contracted vendor and program supplies	Mid-Term Long-Term

4.3.b Explore opportunities to provide aquatic experiences to include a splash park in downtown Yanceyville.	\$400,000-\$600,000 (Will vary based on material and construction)	Additional staff costs, maintenance, operations contracted vendor and program supplies	Mid-Term Long-Term
4.3.c Explore opportunities to provide additional multipurpose rectangular fields.	\$300,000-\$600,000 (Will vary based on material and construction)	Additional staff costs, maintenance, operations contracted vendor and program supplies	Mid-Term Long-Term
4.3.d Explore opportunities to provide additional diamond fields.	\$300,000-\$600,000 (Will vary based on material and construction)	Additional staff costs, maintenance, operations contracted vendor and program supplies	Long-Term
Objective 4.4: <i>Develop new amenities at existing parks based on current level of service analysis</i>			
Actions	Capital Cost Estimate	Operational Budget Impact	Timeframe to Complete
4.4.a Look for opportunities to provide additional multipurpose rectangular fields outside of the County park in Yanceyville.	TBD	Additional staff costs, maintenance, operations contracted vendor and program supplies	Mid-Term Long-Term
4.4.b Look for opportunities to add additional lights to parks and athletic fields.	\$75,000-\$250,000 (Will vary based on material and construction)	Maintenance, operations, and contracted vendor	Mid-Term Long-Term
4.4.c Look for opportunities to increase connectivity between public spaces through the development of greenways/bike paths/trails.	\$200,000-\$1,000,000 (Will vary based on material and construction)	Additional staff costs, maintenance, operations	Short-Term
Objective 4.5: <i>Develop a Downtown Yanceyville Parks Master Plan</i>			
Actions	Capital Cost Estimate	Operational Budget Impact	Timeframe to Complete
4.5.a Based on the Inventory and LOS recommendations, develop a Downtown Yanceyville parks master plan to connect the individual open spaces into a connected system of parks.	\$25,000-\$40,000	\$0	Short-Term Mid-Term

4.5.b Continue to address low scoring components, deferred maintenance projects, and repurpose spaces for better usage.	\$10,000-\$200,000 (Will vary based on material and construction)	Staff Time	Ongoing
Objective 4.6: <i>Improve parking at parks and popular venues</i>			
Actions	Capital Cost Estimate	Operational Budget Impact	Timeframe to Complete
4.6.a Explore the need to improve and potentially add more parking at appropriate parks and amenities.	\$1,500-\$2,000 per space (Will vary based on material and construction)	\$0	Short-Term Mid-Term
Objective 4.7: <i>Continue to improve ADA accessibility at all facilities</i>			
Actions	Capital Cost Estimate	Operational Budget Impact	Timeframe to Complete
4.7.a Develop and implement an ADA Accessibility Transition Plan.	\$100,000-\$1,000,000 (Will vary based on material and construction)	\$0	Short-Term
4.7.b Update the ADA Accessibility Transition Plan every five years.	\$0	Additional staff costs, maintenance, operations and possible contracted vendor	Long-Term
Objective 4.8: <i>Upgrade convenience and customer service amenities to existing facilities</i>			
Actions	Capital Cost Estimate	Operational Budget Impact	Timeframe to Complete
4.8.a Explore opportunities to add shade, storage, public art, security lighting, seating, etc. appropriately at existing facilities.	Will vary based on project and scope	Additional staff costs, maintenance, operations contracted vendor and supplies	Ongoing
Objective 4.9: <i>Identify gaps that are need of service</i>			
Actions	Capital Cost Estimate	Operational Budget Impact	Timeframe to Complete
4.9.a Consider geographic barriers when looking at future facilities and services.	Will vary based on project and scope	Additional staff costs, maintenance, operations contracted vendor and supplies	Ongoing

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Appendix A: Public Input Summary

Public input was held in September of 2016 with Caswell County. The meetings involved focus groups, staff meetings, meetings with a commissioner, and an open public forum. Focus groups were by invitation extended through the parks and recreation staff with the goal of mixing area residents and stakeholders with differing points of view to solicit broad based perspectives. Each meeting lasted approximately 90 minutes. All meetings were facilitated by GreenPlay staff, and a series of questions was used to ensure that adequate input was received by all attendees.

There were a total of eight focus groups with public, staff, Commission, and Teen stakeholder groups. There were a total of 52 individuals that participated to provide input.

Strengths and opportunities for improvement

The residents of Caswell County benefit from the fact that the department provides a safe, centralized location for parks and recreation opportunities. A majority of the programs occur in the Yanceyville area. Participants embrace the centralized office, park and walking trail, amenities, and the historical significance that the department has played in the community. Low fees charged to participate in programs are a positive factor as noted by the community. The staff is well respected and dedicated to providing quality programs and serving the County to meet the demand of the residents. The centralized location is also seen as area that needs improvement, as many residents outside of Yanceyville find it difficult to reach the services provided in the area. Residents of the County in general have lower incomes, and public transportation is non-existent. The facilities are outdated and in need of renovations. The department would benefit by creating a working relationship with the schools, churches, and other organizations to develop user agreements, allowing the department to benefit from the use of these facilities for programming and outreach to all residents within the County. Along with the need for physical improvements, improvements in marketing, communication, and gaps in programming for target populations are needed to increase the visibility of the department and the success of providing the level of service needed for the community.

Programming, Activities, and Locations

Caswell County residents appreciate their programs and love their sports. Although the residents are satisfied with the programs that are offered, they do have a demand for more program offerings. In addition to the current programs, the residents expressed an interest in more programs for teens and Millennials as many felt that these demographics are the least served. Included among the additional programs, residents expressed a desire to see more programming for special events, arts and crafts opportunities, pickle ball, additional adult sports, and non-traditional and adventure sports opportunities. Social gatherings and fitness classes were also desired to increase the use of the facility and park space.

New facilities

When asked how satisfied residents are with current facilities, they scored lower based on the current condition of the facilities and many of the amenities owned and operated by the parks and recreation department. When asked what improvements are needed at the facilities, the following suggestions were made for renovations to current facilities in the County:

- Renovate Gym Roof/Gym Floor/Lighting/HVAC/Restrooms
- ADA Compliance for all facilities and amenities
- Renovate Playgrounds
- Renovate Fields – Baseball/Football/Soccer
- Renovate Walking Trail
- Develop more fields

When asked what additional parks and recreation facilities are needed for the community, the following suggestions were made:

- Aquatics/Access to Aquatics
- Paved Walking Trails
- Neighborhood Parks/Multi Use Amenities
- Meeting Spaces
- Bike Paths/Trails
- Retrofit Old Buildings
- Outdoor Basketball Courts
- Disc golf
- Sand Volleyball
- Zip line
- Ropes Course
- Sports Complex

Partners

Caswell County has many opportunities to build relationships and create partnerships to assist in the implementation of this plan. In all meetings, the support from outside organizations was very positive. The department will benefit by reaching out to key partners in the community such as the school district and churches to increase their presence in the community and build on the available spaces to operate programming. The U.S. Pickleball Association has a strong presence in the area and is very excited to build a relationship with the County and grow the sport. Many private organizations, including local outdoor outfitters operate in the County and all have expressed an interest in teaming with the parks and recreation department. Utilizing these resources and creating partnership agreements will benefit the department as they move forward with expansion of their services and programs throughout the County.

Values

Caswell County residents value the long history that the Parks and Recreation Department has played in the community. The residents believe that the staff provides a very good service to the area, and many felt that the new leadership in the department is a positive for the County. They believe that the availability of programming needs to be addressed throughout the County, while keeping in mind the affordability of programming and geography of the area. Connectivity to the public must be addressed with regard to marketing and communication. Department reputation and trust must continue in a positive direction with a focus on accountability and consistency in the department's operation.

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Appendix B: Existing Condition Photo Inventory

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View of the overall gym interior.

Building is a metal frame building with metal siding. The building has minimal insulation. Existing flooring is a vinyl tile product and is in fair condition.

Gym is set up for basketball with a regulation size court as well as embedded floor fixtures for setting volleyball net support posts.

Lighting is provided by high-bay metal halide fixtures and skylights. Bleachers are located on the left side, currently they do not fully collapse.



View of score board and end wall of gym.

Heating is provided by gas units hung in the corners of gymnasium. Building does not have central forced heating or air conditioning. Scoreboard is original to building, it handles basic functional requirements.

Storage table in bottom of table is where the equipment is kept and is not secured. Storage is not adequate for the amount of equipment required for the provided programs.



Interior office space within the gym.

This area, in addition to one private office located to right of picture, serves as the parks and recreation headquarters. All of the program restoration files, records, and administrative functions occur in this office.





Water fountain located in main lobby area.

The gym has minimal amenity area for spectators and participants.

Lobby finishes are consistent with age of building, nearing end of life.



The gym is cooled by a “swamp cooler” which uses chilled water to use a fan to blow cooled air around the used area.

At time of inspection, the system was not connected to water supply to utilize the cooling effects.

Seating in foreground is used by coaching and parents. Per director there is not adequate seating during program events, using both chairs and bleachers.



Storage cabinet used for program equipment. Storage does not handle the balls and sports equipment necessary for the programs currently scheduled. Balls are kept open in ball rack as seen adjacent to the cabinet.

Basketball goals are in good condition.

Backboards are glass with breakaway nets. The goals are fixed level but can be moved up out of way of courts.

Replacing goals with height adjustable would improve the program capacity of the gymnasium allowing the goals to be used for younger age groups.

Alternate is to provide mobile youth adjustable baskets.



Lavatory within the men's restroom. Single sink provided with paper towel dispenser.

Fixture is wall mounted and allows for wheel chair access

Faucet is not equipped with auto-cutoff valves.



View of restrooms on men's side.

Water closets are floor mounted with unit on the end being in a wheel chair accessible configuration based on stall width and door width.

Changing facilities and lockers are not provided within the restroom area.

Showers are also not provided.





View of mechanical area at front of gym building.

Room is used as storage for service equipment and remnant materials. Limited additional storage in remainder of building.

The duct work in background serves the existing office space.



Overall view of main lobby to gym. Ceiling tiles have been broken/stained in several locations. restrooms are to right of picture, office, storage room, and mechanical room are to the left.

Lobby configuration is open flex space.

For pay to play events, a table is set up in lobby near door to provide a place to sign in and pay.

Concession space is not reserved in the lobby, it is located on the main gym floor in the back corner.



View of the concessions both within the gym.

Area is composed of table, drink cooler, and the plywood dividers shown.

The setup, while functioning, does not allow for securing of materials and product between events and robs the gym of play area.

View of concession and restroom building at ball fields. Gym is in background behind the blue columns.

Access to the fields is by the gravel road shown in photo. During events, parents park at top of hill and the players/parents walk down to the fields.

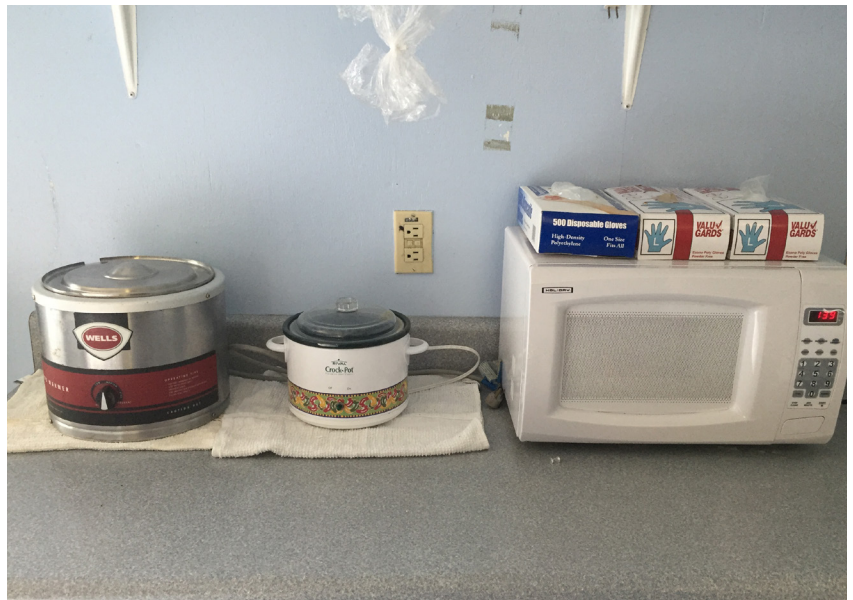
A small parking area at the concession building is reserved for staff and those with limited accessibility.

An accessible route is not provided between the concessions and the different field areas, players have to walk across lawn.



Interior of concessions building. The concessions building is stocked with limited equipment for food prep.

Parents and volunteers staff and operate the concessions during games and events.



The rear of the concession building has two restrooms, these are individual occupancy rooms with a single water closet and lavatory.

Access to the restrooms is open during park hours when staff are present. During off staff hours the restrooms are locked to prevent damage.





The concession building is supplied with a small through wall air conditioning unit.

This unit does not provide heat for the building.



The exterior landing at the restrooms, shown bottom right of photo, does not connect to the walking trail path.

At the tennis court entry, shown in center of photo, the gate access is also not connected to an accessible route

A connection needs to be made to provide an accessible route from the fields and tennis courts to the restrooms.



Partial view of walking trail. Trail follows contours of the park, however is of gentle slope.

Trail connects parking area to tennis courts, stopping short of the baseball and general use fields.

Picnic tables are located in the area to the right of the photo.

An accessible table was not identifiable. A designated accessible picnic area is also not defined.

View of dugouts at ball field.

The dug outs are provided with a shade structure and bench. A paved walkway is not provided to access the dugouts from the main parking areas.

While the fields function, the absence of a defined accessible route is a liability concern that should be addressed in upcoming improvement projects.



View of bleachers at main baseball field.

Bleachers are wood slat and metal frame. The bleachers are functional but do not provide an accessible area for spectators.

Walking trail behind the bleachers serves as an accessible route from behind the tennis courts up to the main parking. This path does not connect to the handicap parking reserved during games at the concession stand.

In background is the announcer's booth. Building is exhibiting wear and tear from age to siding and access stairs.



View of overall multi-purpose field area.

Turf is in moderate condition, photo taken in late summer during active use.

The fields are utilized predominately for football and soccer. Baseball is offered but is not as high a demand based on staff input.





A limited number of benches are available within the park. This bench is located near the kids play area in the low area behind the tennis courts.

The gym building is visible in the background beyond the trees.

Site amenities are grouped in smaller program areas within the overall park.



View of the large picnic shelter within the trees.

Shelter is not tied to the parking by an accessible paved walkway, it is serviced by mulch path.

Accessible tables were not found within the shelter.

Shelter has grill and is used on a first come-first served basis but can be reserved with proper notice.

No other shelters located within the park.



Play equipment is located in low spot to the side of the gym. It is not readily accessible from the parking area and is isolated from the other park activities.

Equipment is approximately 10 years old and has some signs of wear and tear.

View of play surface around playground area.

Wood mulch was present at time of inventory but did not appear to meet depth requirements for fall protection.

Playground does not have access path from parking/accessible route to entry platform of the equipment.



View of tennis courts.

Court play surface is fair condition, with paint and netting in good condition at time of inspection.

Areas of standing water observed by staining in the surfacing. Access paths to the court are not accessible compliant based on changes in surface and slopes leading up to courts.

Equipment staging for high school play noted as an issue based on tables and seating available around courts. Staff comment.



Existing bocce court and horse shoe pits at low side of park.

Area not utilized to maximum extent. Consider alternative programming - potential for dog park.

Area is not currently served by an accessible route, it is adjacent to the playground equipment.





During site visit, staff and county leadership identified a meadow located behind the senior center as a potential soccer field/athletic field opportunity.

This area is identified in the opportunities map and could serve as a potential site for adding program elements.



Old Jail located behind the old courthouse. It is a historic landmark and is one of the last remaining structures of its kind within North Carolina.



View of old jail cell. While not directly accessible by all, the structure and its interior components offer a unique interpretive experience for visitors.

Sunline Trail map near Oakwood Elementary School and the Caswell County Senior Center. These trails could be expanded to include other nearby trails and to downtown Yanceyville.



Gravel parking area at the trailhead for the Sunline Trails. This could be expanded to accommodate more traffic.



Gravel parking area at the trailhead for the Sunline Trails. This could be expanded to accommodate more traffic.

