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Comprehensive Parks and Recreation Master Plan 2025 – 2035

Adopted On: December 1st, 2025

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Acknowledgments

The City of Goldsboro wishes to express its sincere appreciation to those entities and individuals, who, in any way, contributed to the creation of the Goldsboro Comprehensive Parks and Recreation Master Plan — some of which are identified below. Without the knowledge and expertise of these persons, in both individual and team settings, this document would not be possible.

Goldsboro City Council

Charles Gaylor, Mayor
Brandi Matthew, Mayor Pro Tem (District 4)
Hiawatha Jones (District 1)
Chris Boyette (District 2)
Jamie Taylor (District 3)
Beverly Weeks (District 5)
Roderick White (District 6)

City of Goldsboro Recreation Advisory Board

Anthony Slater
Larry Gerrard
Sandra Cox
Iris Robinson
Barbara Baker
Chad Evans
Ricardo Ballard
Henry Charles
Corendianne Morgan

City of Goldsboro Staff

Matthew Livingston, City Manager
Felicia Brown, Director of Parks and Recreation
Russell Stephens, Assistant Parks and Recreation Director

Consultant



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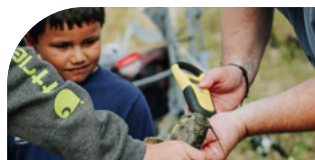
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01 | Introduction

The Goldsboro Parks and Recreation Department has consistently utilized a master plan to guide the development of parks and recreation offerings in the City. The City last created a master plan in 2008 and updated that plan in 2012. According to North Carolina Office of State Budget and Management (NCOSBM) findings, the City's population has remained fairly constant since 2010, fluctuating at around 34,000 residents. As North Carolina continues to be one of the fastest-growing states, Goldsboro will continue to have the opportunity to attract new residents and businesses to the area with a high quality of life.

The City of Goldsboro knows it is important to improve opportunities for all residents and visitors. To help make improvements, the City hired McGill to create a Ten-Year Comprehensive Parks and Recreation Master Plan.

This master plan provides the framework for guiding the City's Council and staff. The framework is based on an inventory of the existing park system, site observations, discussing the needs as explained by City staff, and evaluating public comments received through community engagement efforts. Additionally, state and national benchmarks were used as a guide to support the recreation facility recommendations and to establish the City's level of service. The assessment of the existing park system identifies immediate needs in the community and helps predict possible future needs.

The continued development of Goldsboro and surrounding areas will require upgrades to and expansion of existing recreational facilities. Expansion requires acquiring City-owned property and grant funding; funding can come from the North Carolina Parks and Recreation Trust Fund (PARTF), Federal Land and Water Conservation Funds (LWCF), and other leveraging resources, which will help mitigate these costs. Having a master plan will help the City competitively seek funding.

This Master Plan will also analyze and recommend the addition or renovation of parks, programs, and recreational facilities. It prioritizes certain projects, like recommended park upgrades or possible expansion, by taking population needs, community input, and recreational standards into consideration. The plan is action-oriented and will provide Goldsboro with a practical guide for enhancing facilities and programs while also fostering community spirit, community growth, and recreation-based economic development.



02 | Influencing Factor

Natural Landscape and Features

The City of Goldsboro is in Eastern North Carolina's Coastal Plain and is near the Neuse River, which generally runs along the southern and southeastern border of the City. Like most of eastern North Carolina, the City's topography has minimal elevation change. The City is located in Wayne County, which shares its borders with Duplin, Greene, Johnston, Sampson, Lenoir, and Wilson County.

Social and Economic Factors

Like most places, the City's history impacts how the community is today. In the 1700's, when Wayne County was formed, a small town named Waynesborough was established near the County's courthouse; Waynesborough was on the banks of the Neuse River and is still marked by the presence of the Old Waynesboro Park. This 150-acre park has nine historic buildings, which were brought to the site over many years and include the following: a school building, a lawyers office, a Quaker meeting house, and several other village buildings. This park is also used for weddings, reunions, and special events.

In the mid-1800's, the Wilmington and Weldon Railroads ushered in new growth and the community became known as the Goldsborough Junction after Matthew T. Goldsborough, who was an engineer that assisted with the rail line. In 1847, Goldsborough was incorporated and became the County seat of Wayne County. Later on, Goldsborough was shortened to Goldsboro.

Throughout the late 19th century, the City continued to grow and became a significant trading point along the railway between Charlotte and Beaufort. Agriculture continued to be a driving point of the local economy until the Seymour Johnson Air Force base was added in 1942. Ever since this addition, the Air Force Base has played a very significant role in the local culture and economy.

Today, Goldsboro has a diverse economy with strong roots in military tradition and agriculture, including the textile, food production, and automotive parts industries, which are roughly 30 minutes from the internationally-significant Global Trans Park. Goldsboro is also a destination for outdoor recreation since it is only 20 minutes from the Cliffs of the Neuse state park and shares a border with Busco Beach ATV park.

A Growing Market

Just outside Goldsboro's City limits, Busco Beach is one of the few off-road vehicle destinations in the state and it offers access to a growing market that most of the state does not have.

Previous research shows that the US off-road vehicles (ORV) market size was \$11.3 billion in 2024 and \$11.82 billion in 2025. It is expected to reach around \$17.72 billion by 2034.

Walkability

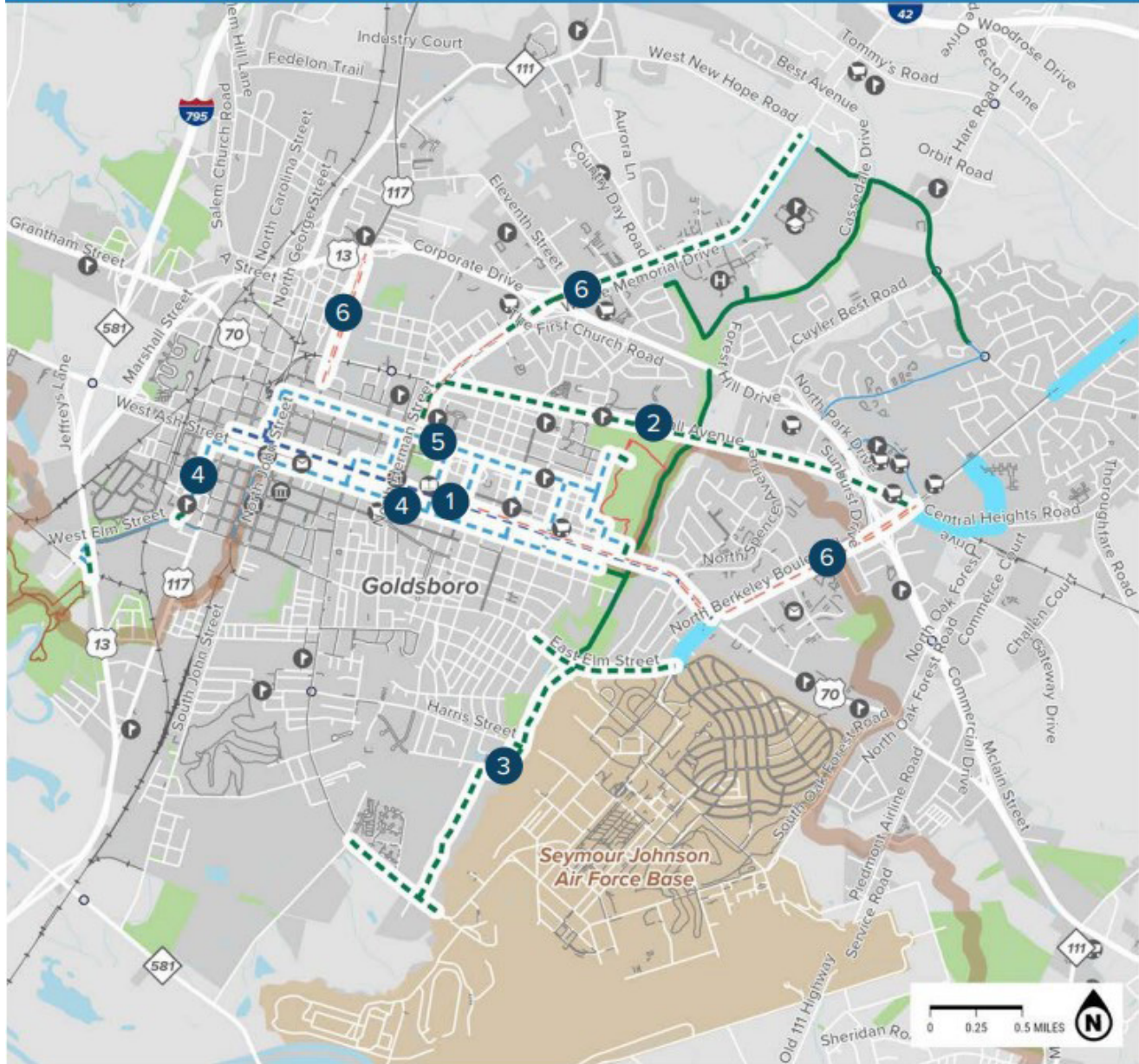
The City understands the importance of having a walkable community. Goldsboro has miles of greenway that stretches throughout the City, and it offers a picturesque downtown, which has been recognized by the North Carolina Mainstreet Program for its layout and design. The City is often pointed to as a positive and inviting example of positive downtown revitalization practices and walkability has played a part in that design.

The 2024 Goldsboro Bike, Pedestrian, and Greenway Plan project helps us understand the priority routes slated for near term improvements and which parks are most likely to be impacted by the improvements. From the priority projects, we see there are several

parks within walking distance of the following areas: Stoney Creek Park, Quail Park, Fairview Park, Herman Park, North End Community and Peacock Park, and HV Park.

In October of 2024, Goldsboro completed a 2050 Goldsboro Bicycle, Pedestrian, and Greenway plan. The City offers trails and greenways; the longest greenway corridor runs along Stony Creek. This comprehensive plan supports the recommendations outlined in the existing 2050 plan. The priorities from the plan are below.

PRIORITY PROJECTS



LEGEND

- Government
- Grocery
- Library
- Hospital
- Post Office
- College or University
- K-12 Schools

RECOMMENDATIONS 2024

- Sidewalk
- Bike Boulevard
- Separated Bike Lane
- Shared Use Path

EXISTING FACILITIES

- Sidewalks
- Bike Lanes
- Shared Use Paths
- Hiking Trails
- Mountain Bike Trails

- Mountains-To-Sea Trail
- Projects in Development
- Railroads
- Water Body
- Seymour Johnson AFB
- Parks & Managed Lands
- Municipal Boundaries

Transportation Factors

In early 2002, North Carolina Department of Transportation (NCDOT) announced that the Highway 70 bypass was becoming interstate 42. As this change becomes reality, it will, over time, have major impacts on the City of Goldsboro. Highway 70, which used to be a sleepy roadway passing through small towns and agricultural lands, will be shifted into a straight line connection to Raleigh, the greater Research Triangle Park (RTP), and then on to New Bern and Morehead City. The NCDOT 540 Southern loop between Interstate 42 transformed what used to be a slow, stoplight-laden trip into a drive within the range of commuters looking for a booming, metropolitan way of life. Additionally, Goldsboro is near other coastal plain cities, like Kinston and Wilson, which are experiencing similar changes in relation to growth.

Goldsboro is no longer just a hub for agricultural communities; it has become a destination in its own right. With a vibrant downtown, a growing reputation in sports tourism, thrilling outdoor adventures, and access to the scenic Neuse River, the City offers a unique blend of charm and excitement. Like many communities in the coastal plain that once faced geographic isolation and challenging transitions, Goldsboro has experienced its share of difficulties; however, the City is on an upward trajectory. There are many positive developments shaping the City's future, and transportation improvements will be beneficial in accelerating the progress.

Goldsboro-Wayne Transportation Authority

Almost all of Goldsboro's parks can be accessed by public transportation. A map of the routes can be found at: ridegwta.com/system-map.com

Population

The City of Goldsboro has been hovering around 34,000 residents. Based on North Carolina Office of Budget and Management (NCOSBM) data, the City has been experiencing marginal population loss for the last few years. Based on this data, the population is expected to stay around 34,000 for the next decade.

One factor that might impact the City's population is the Seymour Johnson Airforce Base because it is a major employment base for the City. The growth or reduction in personnel at the base will be a major factor in the City's future growth projects. In 2024, the base was projected to have 4,000 active duty service members, 1,000 civilian staff, and nearly 1,000 residents. The staff on base make up 20% of the City's population.

The presence of the Seymour Johnson Airforce Base also impacts Goldsboro's high rate of geographic mobility. 17.1% of the population moves annually. This is about 1.3% more than the rest of the North Carolina experiences. This can generally be attributed to the Permanent Change of Station that is experienced with military bases. Goldsboro also attracts veterans; 12.9% of the population are veterans, which is nearly 1.5 times the North Carolina average rate.

Critical!

The population in Wayne County and the suburban areas outside Goldsboro is growing. Since the County does not offer its own parks and recreation services, all residents are relying on the City's facilities, which create the potential for overuse. Past County planning efforts recognize the need to offer recreation.

Wayne County Parks and Recreation Vision

Wayne County Comprehensive Plan

Adopted March 18, 2008
Re-adopted August 4, 2009



10. Parks and Recreation Vision

As Wayne County has grown, more park and recreation facilities have been created to meet demand. New parks include active recreation facilities for the youth, such as soccer, softball, and multi-purpose fields. Other park facilities address the active and passive recreation preferences of seniors. A well developed system of walking and biking trails runs adjacent to the Neuse River and its tributaries, as well as within available utility corridors. This “greenway” system can be accessed from many parts of the county, and connects numerous schools, parks, open spaces and neighborhoods. Many park areas and trails have been made possible by individuals and corporations who have donated conservation easements in exchange for state and federal tax benefits. Others have found permanent sites on former FEMA (flood prone) land. In addition to large parks, there are many smaller neighborhood parks within walking distance of residential areas. Numerous smaller park and open space areas have been created as part of routine development approval processes. Many recreation facilities have been developed in cooperation with County schools.

Note: Wayne County does not currently own or operate any park properties and it does not employ any park or recreation personnel. The County relies upon municipal and public school facilities as well as non-profit organizations to meet the county’s park and recreation needs. As the county grows, however, the need for recreation facilities will continue to mount; it may become necessary for the County to enter into the parks and recreation business. In the recent past, flooding from hurricanes and tropical storms has resulted in the acquisition of certain flood prone areas using Federal Emergency Management Agency (FEMA) monies. A few of these properties may present opportunities for meeting park and open space requirements.

Demographics

The City of Goldsboro's demographic information has been evaluated to understand the community's characteristics better. It also serves as a tool to identify future trends and projections that may influence recreation and park planning. Ranked at 52%, the City has slightly more females than males.

The minimum categories for data on race and ethnicity for federal statistics, program administrative reporting, and civil rights compliance reporting are defined below

American Indian

This includes a person having origins in any of the original peoples of North and South America (including Central America), and who maintains tribal affiliation or community attachment.

Asian

This includes a person having origins in any of the original peoples of the Far East, Southeast Asia, or the Indian subcontinent (for example, Cambodia, China, India, Japan, Korea, Malaysia, Pakistan, the Philippine Islands, Thailand, and Vietnam).

Black / African American

This includes a person having origins in any of the Black racial groups of Africa.

Hispanic / Latino

This ethnic distinction is a subset of a race as defined by the federal government; this includes a person of Mexican, Puerto Rican, Cuban, South or Central American, or other Spanish culture or origin, regardless of race.

Native Hawaiian / Pacific Islander

This includes a person having origins in any of the original peoples of Hawaii, Guam, Samoa, or other Pacific Islands.

White

This includes a person having origins in any of the original peoples of Europe, the Middle East, or North Africa.

Race

US Census data shows that Goldsboro draws strength from being a demographically diverse community. It is one of a number of communities in North Carolina that have a minority group as its majority race.



Poverty and Median Household Income

The City has significantly higher rates of poverty as well as lower median household incomes compared to the rest of the state. These factors are important to consider because they indicate that the City's residents can likely pay for recreation programs / services.

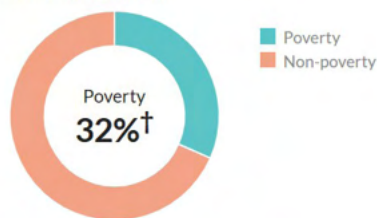
20.8%

Persons below poverty line

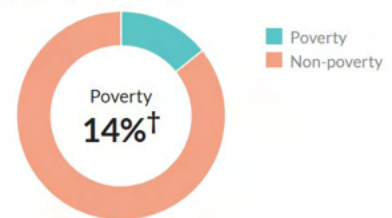
about 25 percent higher than the rate in the Goldsboro, NC Metro Area: 16.9%

about 1.5 times the rate in North Carolina: 13.2%

Children (Under 18)



Seniors (65 and over)



\$30,241

Per capita income

a little less than the amount in the Goldsboro, NC Metro Area: \$31,216

about three-quarters of the amount in North Carolina: \$39,616

\$47,005

Median household income

about 80 percent of the amount in the Goldsboro, NC Metro Area: \$58,082

about two-thirds of the amount in North Carolina: \$69,904

Household income



Non-resident Availability to Pay

US Census data presents that the greater Goldsboro metro area has an approximately 20% higher median household income than City residents. This supports the notion that users of the parks who are not residents are more able to pay a higher premium via non-resident user fees.

The Two Views of Recreation Offerings

Local governments generally fall somewhere along this spectrum

This spectrum generally gauges how leadership views parks and recreation



Expense

- Similar to police and fire department
- Money goes in and services come out
- Nothing more, no significant impact on bottom line

Parks and Recreation

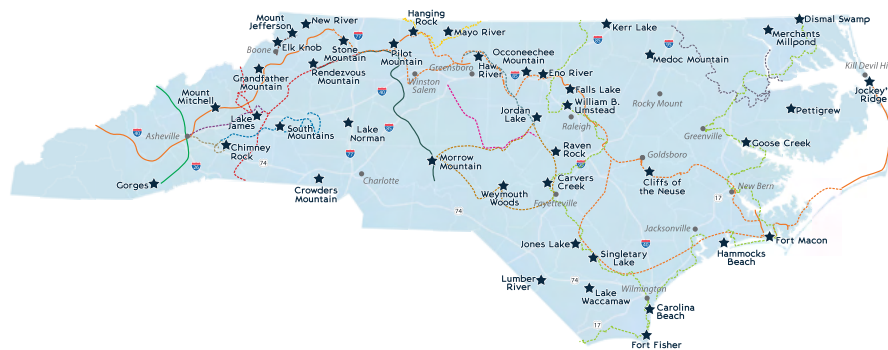


Investment



- You get the service, but you also get the economic dividends of your investment
- Money goes in and services come out
- Additional ROI comes from this investment

North Carolina State Parks System



State Trails	
— Dan River State Trail	— Hickory Nut Gorge State Trail
— Deep River State Trail	— Mountains-to-Sea State Trail
— East Coast Greenway State Trail	— Northern Peaks State Trail
— Equine State Trail	— Overmountain Victory State Trail
— Fonta Flora State Trail	— Roanoke River State Trail
— French Broad River State Trail	— Wilderness Gateway State Trail
— Haw River State Trail	— Yadkin River State Trail

Map Legend	
★ State Park	
● City	
— Existing state trail segments	
— Planned state trail segments	



Mountains to Sea Trail

Goldsboro is a critical destination along the Mountains to Sea Trail. This state trail is planned for 1,400 miles and is significant both in North Carolina and the Country at large. The trail spans the entire length of North Carolina, and it connects to the East Coast Greenway, which runs along the entire East Coast. This trail is a backbone for many other recognized trails in the state.

Research Shows that Parks and Recreation are an Investment



Property Values Increase

Economic research has demonstrated consistently that homes and properties located near parklands have higher values than those located farther away. Higher home values not only benefit the owners of these properties but also add to the tax base of local governments.¹

8-20% Average property value increase²

Economic Development

Parks and recreation improves the quality of life in communities and benefits the local economic development of a region. Eighty-seven percent of corporate executives responding to a 2023 Area Development survey rated quality of life features as an important factor for a headquarters, factory, or other company facility.¹

87% Average % of executives who seek quality of life when locating facilities

Visitor Spending

Many local park and recreation agency amenities spur tourism to their respective locales, generating significant economic activity, including but not limited to increased sales for local restaurants, bars, and hotels.¹

Economic impact of patron spending = # of visits X Average spending per visit X Multiplier

Special events such as cultural, educational/history or even sporting events have an impact. It is not a matter of IF an event will have an impact, but how much of an impact it will have.³

The multiplier is determined on a case-by-case basis using proprietary software. Impacts vary and the rate changes. A typical tool for calculating a multiplier is IMPLAN. For more information, check out the website: www.IMPLAN.com.

Sources:

1. "The Economic Impacts of Parks: An Examination of the Fiscal Effects of Operations and Capital Spending by Local Park and Recreation Agencies on the US Economy.
2. Crompton, J.L. 2001. Parks and Economic Development. PAS Report No. 502. American Planning Association, Chicago, Illinois.
3. Center for Economic Studies: Michigan State University: 2007 Quantifying the Economic Impacts of Community Events

Trail Development

Multiuse trails are trendy amenities for vacationing bicyclists and pedestrians. Tourists often return to communities that have walking and cycling areas that are safely removed from busy roads. Multiuse trails offer scenic recreation opportunities for various ages and abilities. Lodging located near popular trails helps increase the occupancy for the owner. For residents in these locales, investing in trails and greenways can increase property values, improve the livability of a community, and attract, retain, and expand tourism and its associated revenues. Multiuse trails also provide vegetated buffers near waterways that act as filters to clean the water, trapping non-point source pollutants like sediment, pesticides, fertilizers, oil, gas, and other chemicals that are transported into streams, rivers, and lakes by stormwater or rain / snow events.

Increased Property Value

The real estate market consistently demonstrates that residents throughout the country are willing to invest larger amounts of money in properties that are located close to parks and open space areas. The higher values of these homes produce higher property taxes in the affected area. In some instances, additional property taxes are sufficient to recoup the annual debt charges on bonds initially used to finance park acquisition and development.

Property values typically increase when parks or outdoor programs, such as outdoor festivals, movies, and restaurants, are in the immediate locale. Studies indicate that properties can charge more for rent if there are parks and trails nearby.

Attracting New Businesses

Research shows that quality of life is a significant factor for businesses when deciding where they want to relocate. Adding parks and recreation activities in urban, small-town, and rural areas may be the deciding factor for businesses that are contemplating settling in the City of Goldsboro.

People want to live in a place where they can go for a stroll, walk the dog, and enjoy the outdoors. In studies of town revitalizations, the top recommendations include the dramatic expansion of parks and open spaces. The City's charming parks, walks through downtown side streets, and easy access to nature create a place where all people can find something to do. Continued improvements to the City's parks is an investment in visitor attraction and economic development.

Tourism

A park often becomes a community's signature attraction and is used as a marketing tool to attract residents, tourists, conventions, and businesses. Parks usually shape the area's identity and give residents a sense of pride.

Organized events held in public parks, such as art festivals, athletic events, food festivals, concerts, and plays, often bring substantial positive economic impacts to their communities by filling hotel rooms, restaurants, and local businesses.



03 | Master Plan Process

Overview

The degree of need for parks, recreation, and open space is most directly influenced by the quality of life that Goldsboro residents and visitors expect. This plan addresses, as its first priority, what the City's residents and visitors envision for the future of the its parks and recreation.

The City of Goldsboro's Comprehensive Parks and Recreation Master Plan 2025-2035 provides a framework for the City's board and staff. This plan is based on an inventory of the existing park system, recorded site observations, discussions of needs with the City staff, and public comments gathered through community engagement efforts. Additionally, we used NRPA metrics to guide the recommendations.

Methodology

With assistance from City staff and team site visits, this study documents the existing City-owned facilities, programming arrangements, and growth projects. We also provide a listing of the recreation opportunities available through local municipalities, Wayne County, state land, and other recreation facilities in the area.



Children enjoying recreation opportunities in Goldsboro

Plan

While recommendations lay a solid foundation for improvement, staffing and roll-out strategy are critical for meaningful progress. In this plan, we provide high-level strategic and staffing considerations that guide the City as it manages the improvements and changes outlined in the recommendations section.

Process

Discovery + Data Collection

Understanding the community requires examining current demographics and identifying City-owned recreation facilities and City-led programs. Inventory and analysis of this information are used to improve the current parks and recreation system. Whom the City serves correlates with what improvements may be appropriate.

A multi-modal approach: Gathering public input in different ways allows community members the chance to express their needs in a way that feels comfortable. While one group may like the structure of a survey, another may like the dialogue and ease of a drop-in public input meeting. Offering variety allows for more robust input.

Assessment

The future of the City's parks and recreation system is determined by listening and understanding what has worked in the past and what should be improved in the future. After discovering who the community is and what facilities and programs exist, the needs of City residents and staff are considered. Through analysis of open conversations with residents, public survey input, staff input, and typical standards, a picture of how to move forward develops. We also evaluated recreation trends and provided information on what could be possible for Goldsboro's future. We designed surveys to determine the demand for outdoor recreation and facilities, which were conducted on the federal and state levels by private, nonprofit, and governmental agencies. This information is important because it sets a precedent for what activities the typical park user would expect.

Assessment toolbox: We used the following assessment methods to understand Goldsboro's recreation – park system amenity matrix, park system conditions analysis, national and state benchmarking, level of service calculations, staffing analysis

Recommendations

Resident and staff input identified in the discovery phase and needs assessment are evaluated and analyzed to identify actions that will benefit the City in the future. Based on community needs and desires and departmental and consulting team experience, recommendations for improvements are made. These recommendations are presented and prioritized based on immediate needs (0-12 months), short-range needs (1-3 years), mid-range needs (4-6 years), and long-range needs (7-10 years).

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04 | Inventory Assessment

Inventory Assessment

Recreation is a necessary part of any community to provide places to play, opportunities to improve health and wellness, and to conserve and protect natural resources. This section will look at the typical parks and recreation facilities in a community. An inventory of all the facilities offered is also provided to understand the recreational opportunities that the City of Goldsboro has full access to. These recreational facilities are derived from many different sources, including the following:

Examples of parks inventoried and included in service consideration:

- Publicly owned local, state, and national parks; trails; and open space
- County / municipal or school facilities with joint-use or interlocal agreements
- Privately owned parks that are managed for full public use
- Cemeteries maintained by the parks and recreation department

Privately owned parks that are managed for full public use:

- Parks in gated communities
- Private golf courses
- School or municipal facilities with joint-use agreements
 - The County Parks and Recreation is not the primary facility manager
- Zoos, museums, professional sports stadiums

Types of Parks and Recreation Facilities

A comprehensive park system comprises various park types ranging from small neighborhood playgrounds to larger parks with athletic fields, playgrounds, community centers, and open spaces. This type of park reflects the facility's scale and the diverse patrons' differing recreational preferences. Park models are guidelines for fulfilling communities' future recreational needs. Only some of these types of parks are the responsibility of the local government; several agencies (federal, state, county, other local municipalities, and private organizations) also provide recreational opportunities. To further understand the City's role in providing recreation services to its citizens, it is necessary to understand the elements of a comprehensive park system.



Cliffs of the Neuse State Park | Source: North Carolina State Parks

Regional Parks

Per NRPA resources, regional parks are typically very large sites. Cliffs of the Neuse in Wayne County is an example of a regional park that provides recreational open space and historical education opportunities for its patrons. Regional parks preserve the unique qualities that exemplify the natural features found there, such as diverse land formations, vegetation, and wildlife. Most regional parks have environmental centers, campsites, nature trails, observation decks, picnic areas, and open fields for non-structured activities, such as frisbee throwing or kite flying, are generally found there.

Specific standards/criteria for developing regional parks are as follows:

Acreage / Population Ratio

10 acres per 1,000 persons

Service Area

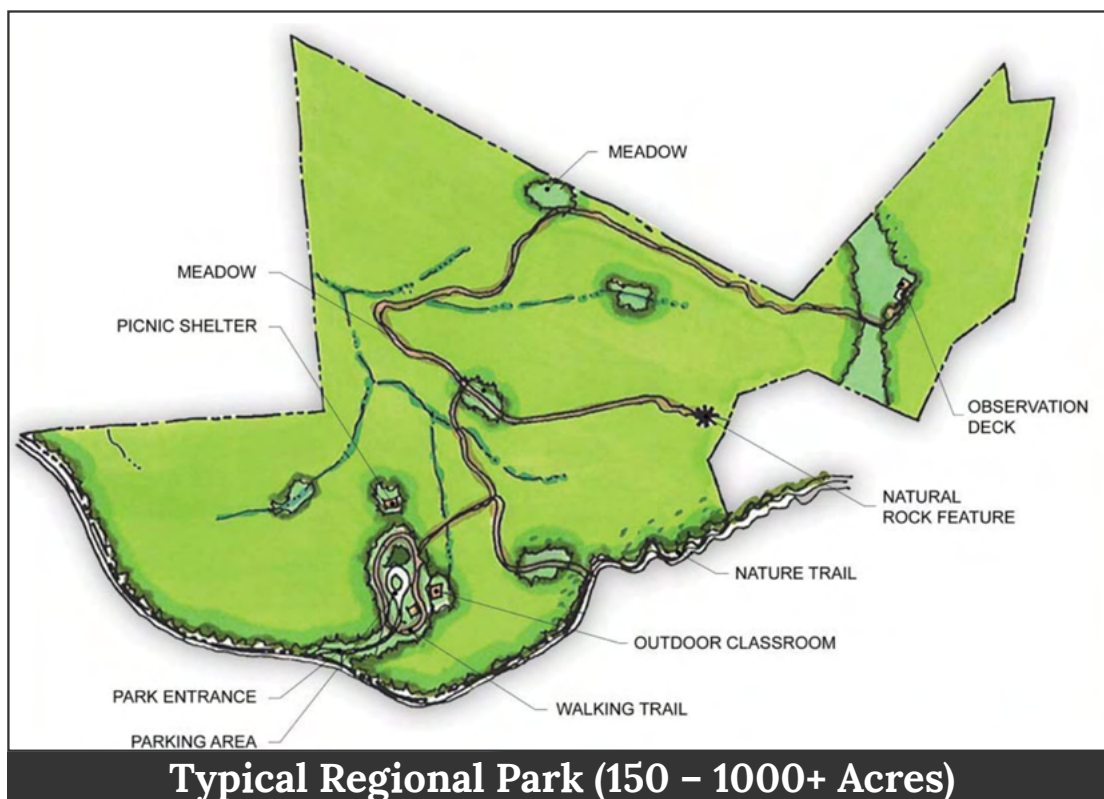
Region wide

Desirable Range

150 – 1,000 + acres with sufficient area to encompass the resources to be preserved and managed (10% of the site may be developed with facilities found in community parks.)

Typical Facilities

- Environmental center
- Caretaker's house
- Equestrian center
- Primitive camping
- Group camping
- Recreational vehicle camping
- Nature trails
- Observation deck
- Picnic shelters and grills
- Picnic tables with grills (not under shelter)
- Boating
- Parking
- Fishing piers
- Boat docks
- Restrooms
- Vending
- Swimming



District Parks

District parks function as the major source of active recreation for several neighborhoods within a community. District parks are intensely developed, offering a multitude of facilities to serve their intended geographic user area, and activities are balanced between active and passive recreation. District parks are typically developed to accommodate athletic league sporting events and tournament competitions. Passive recreation opportunities, such as walking for pleasure, wildlife observation, and picnicking, are found in undisturbed areas, preferably within surrounding buffers. District parks present great opportunities for non-traditional types of recreation.

Sites for district parks should be relatively level to alleviate excessive grading. When possible, there should be an equal balance of wooded and cleared areas. If a natural water feature is present, the adjoining land should be developed primarily as passive recreation. Accessibility to neighborhoods should be an important consideration when choosing sites. Developing district parks is typically the responsibility of county or municipal agencies.

Specific standards / criteria for developing district parks are as follows:

Acreage / Population Ratio

5 acres per 1,000 persons

Service Area

1 to 2 ½-mile radius

Desirable Range

75 – 200 acres

Typical Facilities

- Playgrounds
- Full- or half-size basketball courts
- Volleyball courts
- Baseball / softball / multipurpose field
- Soccer / football field
- Soccer practice field (movable goals)
- Tennis courts (lighted)
- Nature trails
- Picnic tables with grill (with or without shelter)
- Restrooms / concessions
- Benches or bench swings
- Parking / service yard
- 50% of the site remains undeveloped

Alternate Facilities*

- Tennis center
- Amphitheater
- Observation decks
- Fishing piers / boating / boat dock
- Recreation center

* Alternate facilities may be added or substituted



Typical District Park



Town Creek Park: A district park in Brunswick County

Community Parks

Community parks focus on meeting community-based recreational needs and preserving unique landscapes and open spaces. Compared to district parks, community parks have a smaller range of recreation facilities. They may host athletic league sports events and provide passive recreation. Fifty percent of the community park property should be developed for only passive recreation, with these relatively undisturbed areas serving as buffers around the park and / or acting as buffers between active facilities.

Community park sites should have varying topography and vegetation, and several different tree species should be present in forested areas. Community parks should contain cleared areas to locate active recreational facilities. At least one natural water feature (lake, river, or creek) is desirable in community parks. The land acquired for use as a community park should be contiguous in nature and strategically located to serve all users within the designated community. The development of community parks typically falls within the realm of municipal responsibilities.

*Park type acreage varies based on site limitations and amenity types

Specific standards / criteria for developing community parks are as follows:

Acreage / Population Ratio

2 – 5 acres per 1,000 persons

Service Area

1 to 2-mile radius

Desirable Range

15 – 50 acres

Typical Facilities

- Playgrounds
- Full-size or half-size basketball courts
- Swimming pool
- Tennis / volleyball courts
- Soccer / multipurpose fields
- Baseball / softball fields
- Nature trails
- Restrooms / concessions
- Benches or bench swings
- Parking
- Picnic tables / shelter (with or without grills)
- 50% of the site to remain undeveloped

Alternate Facilities*

- Recreation center
- Natural water features
- Disc golf
- Amphitheater
- Observation decks
- Pickleball

* Alternate facilities may be added or substituted



Typical Community Park (15 – 50 Acres)



Example of a community park | Source: Town of Harrisburg, NC

Neighborhood Parks

Neighborhood parks offer the public a convenient recreation source and serve as the social focus point of neighborhoods. Usually located within walking distance of the service area, neighborhood parks provide both active and passive recreation opportunities for all age groups. The smaller size of neighborhood parks, as compared to those previously mentioned, requires intense development. 50% of each site should remain undisturbed to serve as a buffer between the park and adjacent property owners.

Specific standards / criteria for developing neighborhood parks are as follows:

Service Area

¾- to 1-mile radius to serve walking

Acreage / Population Ratio

2 acres per 1,000 persons

Desirable Range

7 – 15 acres



Neighborhood Park

Typical Facilities

- Softball or baseball field
- Multipurpose field
- Half-size basketball courts
- Picnic shelter with grills
- Picnic tables with grills (not under shelter)
- Benches or bench swings
- Playground
- 50% of the site to remain undeveloped

Alternate Facilities*

- Nature trails
- Tennis / pickleball courts

* Alternate facilities may be added or substituted.



Typical Neighborhood Park (7 - 15 Acres)

Mini-parks

Mini-parks are small places typically located in urban areas or associated with residential or institutional developments. These facilities can bring communities together with events, promote local history, or be a source of beauty. The mini-park should provide very limited, isolated, or unique recreational needs. They are typically located within walking distance of the area served.

Specific standards / criteria for developing mini-parks are as follows:

Service Area

¼- to ½-mile radius to serve walking

Acreage / Population Ratio

½ acre per 1,000 persons

Desirable Range

One acre or more

Typical Facilities

- Half-size basketball courts
- Picnic tables with grills (not under shelter)
- Benches or bench swings
- Open play area playground

Alternate Facilities*

- Nature trails
- Tennis / pickleball courts

*Alternate facilities may be added or substituted.



Example of a mini park



Typical Mini-park

Linear Parks and Greenways

Linear parks and greenways are areas developed for various modes of recreational travel, such as hiking, biking, walking, and running. Linear parks are developed for several reasons:

- To connect existing recreational facilities
- To facilitate public rights-of-way
- To connect destination points
- For scenic views and leisure touring

The length and size of linear parks vary, depending on their intended use, the terrain of the parkland, and the distance between entities to be connected, such as parks, schools, cultural / historical resources, residential areas, and businesses. These linear parks are often developed within a large land area designated for protecting and managing the natural environment, with recreation opportunities as a secondary objective.

Unique or Special-Use Facilities

Unique or special-use facilities can include civic spaces, parkways, historical sites, sites of archaeological significance, swimming pools, conservation easements, floodplains, etc. Minimum standards relating to acreage or population have not been established by the park and recreation industry for this park category. A size that is sufficient to protect and interpret the resource, while providing optimum use, is considered desirable. Goldsboro provides a community pool for its citizens and visitors, which is a special-use facility.



Linear parks and greenways offer recreation and connectivity



Climbing is a popular recreation activity

Public Open Space

While adopting population-based standards for parkland and facilities is realistic and appropriate, it is not realistic to establish open space standards. The more reasonable method of establishing appropriate standards for open space is to determine the criteria necessary to protect significant natural areas contained therein.

Public open space is defined as any land acquired to be kept primarily undeveloped and used for non-programmed activities. The functions of open space include:

- Preservation of drainage areas for water supplies (watersheds)
- Protection of areas which are particularly well suited for growing crops (farmland preservation)

- Protection of communities to prevent urban sprawl (greenbelts)
- Protection of wildlife habitat (sanctuaries)
- Protection of approach and take-off areas near airports (clear zones)
- Protection of undeveloped land (landfills)
- Protection of areas aesthetically pleasing for a corridor (viewsheds)

While these areas are some of the more common open spaces, many others exist. Goldsboro has access to state and county recreational areas that provide visitors access to open space at Chimney Rock State Park and Mount Mitchell State Park. Bird Island (state) and Carl Bazemore Bird Walk (City) offer natural open space and opportunities for wildlife observation.



Long Valley Access Carvers Creek State Park | Credit: North Carolina State Parks

Inventory Assessment

Berkeley Park

Community Park | 31 acres

3211 Cashwell Drive, Goldsboro, NC

Berkeley Park is a cherished recreational destination in Goldsboro, and it serves as a key community hub. These enhancements have revitalized the park, making it a modern and inviting space for relaxation and recreation.

Owned by the City of Goldsboro, Berkeley Park blends active and passive recreational opportunities. Its layout and amenities cater to a wide range of interests, which makes it a versatile destination for the community. The major features at this park are the two lighted softball / baseball fields, which are perfect for organized sports and community leagues. The park also has two basketball courts and two lighted sand volleyball courts, which provide facilities for various athletic activities. For disc golf enthusiasts, the park offers an 18-hole course that adds a unique and engaging element to its recreational offerings. Families can enjoy picnics at the two shelters and there is a playground for kids to use. Public restrooms are available on site.

Getting to Berkeley Park is straightforward, with access provided via main roads and local routes within Goldsboro. The park is well-integrated into the community's transportation network and residents can easily reach it. Like many public spaces, the park faces some challenges. Some issues include occasional concerns about safety, particularly in poorly lit areas. The Wayne County crime map shows very minor crime in the area. The City continues to address these issues through regular maintenance and community engagement to ensure a safe and enjoyable environment for all visitors.

Overall, Berkeley Park is a vibrant and essential part of Goldsboro that reflects the City's dedication to providing quality recreational spaces and fostering community spirit.



Berkeley Park

Bryan Multi-Sports Complex

Community Park | 6 acres

501 South Oak Forest Road, Goldsboro, NC

The Bryan Multi-Sports Complex (MSCX) is the product of the first joint P4 partnership between a military base and its home community. The Bryan MSCX has eight rectangular fields (six fields are grass and two are artificial turf). Three of the eight fields are lighted.

This facility also has walking trails, a picnic shelter, a splash pad, a concessions facility, a state of the art restroom facility, and over 400 paved parking spots. This facility has significantly boosted sports tourism in Goldsboro and Wayne County. It regularly hosts a variety of tournaments, including lacrosse, football, soccer, ultimate frisbee, and US quadball (formerly quidditch), among others. The exceptional quality of the City's sports infrastructure has also attracted several Soccer Olympic Development Programs (ODPs).

When not being used for tournaments, the fields support a range of recreational activities such as league soccer, flag football, and t-ball. Additionally, the facilities serve as venues for high school football and soccer games, college soccer matches, and high school cross country meets held at the complex.

The Bryan MSCX impacts the City's ability to offer high-quality programs and helps drive the local economy.



Bryan Multi-Sports Complex

Edgewood Park

Special Use | 4.2 acres

1601 Peachtree Street, Goldsboro, NC

This site is currently functioning as the temporary parks and recreation administrative office and provides additional programming space. It is anticipated that the Parks and Recreation Department will use this facility for the next 5-7 years. The former school and development site is on a lease agreement with Wayne County Schools. The site has three different wings of classrooms and office areas. One of the wings provides childcare facilities. This site is an improvement from the previous temporary parks and recreation administrative offices that were within Herman Park. This site has an accessible playground.



Edgewood Center

Fairview Park

Neighborhood Park | 17 acres

1905 East Edgerton Street, Goldsboro, NC

Fairview Park is a versatile community park that has four soccer fields, a baseball field, two basketball courts, a picnic shelter, a walking track, a playground, public restrooms, open spaces, and outdoor fitness equipment. The park provides space for active and passive recreation. Owned by the City, it is a central hub for local sports and leisure activities. The park has some challenges with safety concerns, vandalism, and lighting, which the City is addressing through maintenance and improvements.

The park also has some issues due to long-term overuse. There are outdated facilities and a restroom located in a railroad right-of-way. The multipurpose fields on site have generally seen a decline in usage since the Bryan MCSX was brought online.



Fairview Park

Golf Course and Event Center

Special Use | 180 acres

1501 South Slocumb Street, Goldsboro, NC

The Goldsboro Event Center (GEC), formerly known as the Goldsboro Country Club, was purchased by the City of Goldsboro in 2015. Over the next year, the facility was renovated. When it reopened, it became a highly requested location for rentals in Goldsboro and Wayne County. The GEC offers a variety of meeting spaces for weddings, banquets, seminars, expositions, and various types of celebrations.

The Goldsboro Golf Course was built in 1941 as a result of land that was donated to the City for recreational purposes. The course was completely renovated in 1999 under the supervision of a renowned golf course architect, John LaFoy. In addition to being an 18-hole course with concrete paths, the golf course also has a driving range, putting green, six clay tennis courts, and four pickleball courts. The golf course also recently converted its golf cart fleet from gas to electric.

There are sometimes issues with parking since the golf course and GEC are on the same site. There are two parking lots on site; the one closest to the event center is usually too small to accommodate both golf and event parking. The second parking area is where the old golf pro-shop used to be before it was torn down. With updates, reconfiguration, and expansion, the site has potential to meet the current demand.



Golf course and event center

H. V. Brown Park

Neighborhood Park | 13 acres

600 H.V. Brown Lane, Goldsboro, NC

H.V. Brown park is named after a prominent African-American educator in Goldsboro: Professor H.V. Brown. Professor Brown was a principal at Dillard High School. He was also Chairman of the Board of Directors for Leslie Street Community Center.

H.V. Brown Park offers a multitude of recreational opportunities. Located at the intersection of Elm Street and US 117 Bypass, the park has two basketball courts, a multipurpose field, two picnic shelters, swings, and open space. The park's amenities cater to various activities, including sports, family gatherings, and casual play. Public restrooms enhance visitor convenience. The park is valued for its versatile use and community engagement. Overall, the park is a well-regarded part of Goldsboro's recreational landscape.



H.V. Brown Park

Henry C. Mitchell Park

Open Space | 1 acre

Whitfield Drive, Goldsboro, NC

Sitting at 1 acre, this is the smallest park in Goldsboro's system. It is located in the Little Washington residential area. This parcel is an unusual shape and abuts an active rail line. There is a fence that runs along the railroad. The playground equipment was relocated to the front of the neighborhood and ended up in H.V. Brown Park.

This open space is located approximately a quarter of a mile from H.V. Brown Park. Currently, the site is an open space area with no amenities.

Herman Park

Community Park | 25 acres

900 Park Avenue, Goldsboro, NC

In 1890, the Weil family donated the land that is now Herman Park in memory of a family member named Herman. This is the oldest and most popular park in Goldsboro. It serves as a beloved community destination, featuring ten lighted tennis courts, three picnic shelters, a playground, a park house for events, a gazebo, and a Lady in the Park fountain.

The park also has a miniature train that is operated by the Kiwanis organization on the weekends, along with a concessions stand that is open during train hours. It has expansive open spaces that support informal activities and relaxation. Known for its diverse amenities and charming features, Herman Park is a key recreational and social hub in Goldsboro.

However, Herman Park needs several facility updates to better serve the community. The tennis courts, frequently used by the high school, have noticeable cracks that need to be repaired. Additionally, there is not a pro-shop for tennis enthusiasts, which limits the attraction of a tennis instructor. The park's management headquarters is undersized and has a deteriorating roof; there is a pressing need for more space to accommodate staff. The site contains a repurposed school that was used as a recreation center but is no longer being used. Both the old recreation center and the maintenance facility are slated for demolition, and the parking layout is misaligned, which is inconvenient.

North End Park

Neighborhood Park | 9 acres

300 Neil Street, Goldsboro, NC

North End Park is a recently renovated combination park that offers a variety of amenities, including two basketball courts, two picnic shelters, a playground, a sand volleyball court, a paved walking trail, and open space. Owned by the City, the park is accessible via local roads and public transport. It is valued for its recreational facilities and open areas, though it faces challenges like occasional vandalism and maintenance issues, which the City is working to address. A new, inclusive playground is planned for the park and is expected to open in late 2025.

Mina Weil Park

Community Park | 21 acres

235 House Street, Goldsboro, NC

Mina Weil Park is located at the intersection of House Street and South John Street, just a few minutes away from downtown Goldsboro. The park has two ballfields, public restrooms, two picnic shelters, a playground with a walking loop, outdoor fitness equipment, a small community garden, and a combination tennis / basketball court area. Additionally, a seasonal outdoor swimming pool and the City's newest recreation center (WA Foster Recreation Center) is located on this property.



Mina Weil Park



Mina Weil Park

Peacock Park

Special Use | 14 acres

1503 Herring Street, Goldsboro, NC

This park had a seasonal outdoor pool, playground, and softball field, but the softball field did not get much use, so the new park maintenance building was built on this property in 2012. The playground was relocated to be directly next to the swimming pool instead of on the other side of the parking lot.



Peacock Park

Quail Park

Trailhead / Open Space | 9 acres

529 Quail Drive, Goldsboro, NC

This older park within the system was once a mini-park and now is better thought of as a trailhead for the greenway. The site still has a mowed open space that is used infrequently. The trail system is well used, which continues to make this site a valuable asset within Goldsboro's inventory.



Quail Park

South End Park

Mini Park | 4 acres

100 East Courtyard Circle, Goldsboro, NC

This site is owned by the Eastern Carolina Regional Housing Authority, and it is maintained and offered as a park for Goldsboro via a lease agreement. This site is a typical mini park because it offers a few amenities and generally serves the immediate population. The site has a basketball court, playground, and open space. The facilities on site are aging but functional. There are no ADA-accessible routes or support facilities.

Stoney Creek Park

Neighborhood Park | 30 acres

2300 East Ash Street, Goldsboro, NC

Stoney Creek Park is situated along the scenic Stoney Creek and offers a diverse array of recreational amenities. The park, which has undergone various updates to enhance its facilities, is owned by the City of Goldsboro and serves as a combination park with active and passive recreational opportunities.

Stoney Creek Park features a Children's Natural Play Area with climbing boulders, interactive tree trunks, and a sand play area. It includes an 18-hole disc golf course, a dog park, and a paved greenway for walking and biking. The park also has a sand volleyball court, a walking trail, a picnic shelter, and public restrooms.

The blend of natural play elements, recreational facilities, and green spaces make Stoney Creek Park a valuable community asset. Despite its many features, Stoney Creek Park faces some challenges, including occasional concerns about maintenance and safety in less frequented areas. The City is committed to addressing these issues through regular upkeep, improved lighting, and community engagement to ensure a safe and welcoming environment for all visitors.

Overall, Stoney Creek Park stands out as a well-rounded recreational space that supports a wide range of activities, which reflects Goldsboro's dedication to providing quality public spaces and fostering the community's well-being. The site received \$132,000 in PARTF funding in 2011.

T.C. Coley Community Center

Mini Park | 1 acre

516 South Leslie Street, Goldsboro, NC

This facility was built in 1938 and was named the Leslie Street Community Center. In 1974, it was renamed the W.A. Foster Recreation Center in honor of Walter A. Foster, a respected local educator and community leader. In 2016, a new W.A. Foster Center opened at a different location, leaving the original building empty until 2018 when the City invested \$200,000 in renovations and renamed it the T.C. Coley Community Center, which honored James “T.C.” Coley, a beloved former recreation leader.



T. C. Coley Community Center

Other Public Recreation Facility Offerings

Public lands located within proximity to Goldsboro play an active role in providing recreation opportunities to residents and visitors within the City. These public spaces are made available through multiple public land managers, such as local municipalities, Wayne County, and the State of North Carolina. These public lands that are offered by local municipalities, the County, the state of North Carolina, and federal lands provide a wide variety of recreation opportunities for Goldsboro residents and visitors.

Paramount Theatre

Performing Arts Theatre

139 South Center Street, Goldsboro, NC

This facility is nestled in the beautiful downtown Goldsboro and offers an inviting space for art and movie performances. It hosts a variety of events, including musicals, plays, concerts, and community events. The theatre is known for its charming ambiance and excellent acoustics, which makes it a popular spot for performers and those in the audience. The Hub, which is a small downtown outdoor performance area, often collaborates with the Paramount Theatre and the Parks and Recreation Department.

Other Local Municipal Recreation Facilities

While Wayne County does not have a parks and recreation department or offer recreation facilities, other municipalities within the County do. Eureka, Freemont, Mount Olive, Pikeville, and Seven Springs are the other municipalities within Wayne County. Eureka does not currently offer any of its own recreation facilities.

Some of the popular facilities are listed below:

Freemont, NC

J.R. Peel Park

- Playgrounds, ballfields, multisport complex

Main Street Park

- Playgrounds and multipurpose fields

Martin Luther King Jr. Park

- Playgrounds and small shelter

Mount Olive, NC

Westbrook Park

- Picnic shelters, a gazebo, a restroom, and kids world playground

Nelson Street Park

- Basketball courts, picnic shelters, and a restroom facility

Daughtry Field

- Baseball / softball fields, a multipurpose field, and a restroom

Pikeville, NC

Dees Memorial Park

- Two multipurpose fields, a playground, a restroom, batting cages, and walking track

State and Federal Recreation Opportunities

The State of North Carolina manages the Cliffs of the Neuse State Park, which is approximately 15 miles from downtown Goldsboro. The state manages more than 250,000 acres through a variety of agencies. This public land is made available to provide recreational opportunities as well as to protect and conserve the natural heritage of North Carolina. These sites also provide the public with a variety of historical and educational opportunities.

There are no significant federally-owned lands within Wayne County.

Cliffs of the Neuse State Park

Cliffs of the Neuse State Park sits on 1,097 acres and is a beautiful natural area located in Wayne County, about 15 miles southeast of Goldsboro. The park is known for its stunning 90-foot bluffs that overlook the Neuse River and show layers of sand, clay, seashells, shale, and gravel.

There are a variety of recreational activities, including hiking (four miles), biking (3.5 miles), paddling, swimming (seasonal), fishing, and picnics.

There are several camping options available, including tent sites, trailer sites, and RV sites with full hookups and camper cabins. The park also has a group tent site and amenities like showers, firewood, and a dumping station. There is an 11-acre lake that complements the Neuse River, which provides opportunities for swimming, boating, and fishing. Boat rentals and a swim lake are available seasonally.

This park also has a visitor center with exhibits, an amphitheater, an auditorium, picnic shelters, and a beach access area at the river.

Old Waynesboro Park

This park is sometimes locally referred to as Waynesboro State Park (though the state does not recognize it as such). The park is situated on the site of the former town of Waynesborough, which was the original seat of Wayne County from 1787 to 1848, and it is a historic recreational site.

The park features a historical village with nine buildings brought from across the County, including a school, lawyer's office, and Quaker meeting house, which dates from the 1860's to the 1920's. Additionally, the park offers over 150 acres of land along the Neuse and Little Rivers; there are more than four miles of walking trails through open spaces, forests, and cypress swamps. The park is open daily for walking trails, but the visitors center and village have specific hours on Fridays, Saturdays, and Sundays. It is a great spot for history enthusiasts, nature lovers, and those looking for a scenic place to walk or hold events like weddings and reunions.

Charles Aycock Birthplace

The Charles Aycock Birthplace house was built around 1840. It is a one story weatherboard dwelling on a brick pier foundation that features a gable roof and exterior end chimneys. The site also has a museum and exhibits, which include the story of Aycock's life, his political career, and his contributions to education reform. In North Carolina, Aycock was known for his efforts to expand public education. He constructed 1,000 schools during his tenure. Educational programs and historic re-enactments provide visitors a glimpse into 19th-century farm life and the historical context of Aycock's era.

Private and Non-profit Recreation Facility Offerings

Private recreation providers, nonprofit organizations, and developers provide limited, alternate resources and opportunities that supplement the City's recreation opportunities. The types of organizations and businesses that provide these opportunities can include private fitness facilities, athletic clubs, recreational guide companies, recreational equipment rental businesses, neighborhood associations, and local nonprofit organizations. Some of the facilities available are as follows:

Busco Beach and ATV Park

- ATV and dirt bike riding, camping, water activities, events like live bands and DJs
- Facilities include a snack shop, ATV rentals, and repair services

Lane Tree Golf Club and Conference Center

- 18-hole championship golf course, restaurant, event facilities

Southern Wayne Country Club

- Semi-private club, 18-hole course, Olympic-sized pool, clubhouse

Walnut Creek Country Club

- Pete Dye golf course, clay tennis courts, pool amenities

Various Locations for Boys and Girls Clubs

- Goldsboro Club
- Mount Olive Club
- Fremont Club

AMF Boulevard Lanes (Bowling)

- Classic bowling experience with eats, drinks, leagues, and special events

Phantom Lanes (Bowling)

- Located on the Seymour Johnson Air Force base primarily for military personnel and families

Premiere Theatre 12

- Movie theater with a variety of movies and showtimes

East Carolina Athletic Park (CAP)

- Leading travel baseball destination with six baseball fields (three with synthetic turf), indoor batting cages, a workout facility, and a concession stand / press box

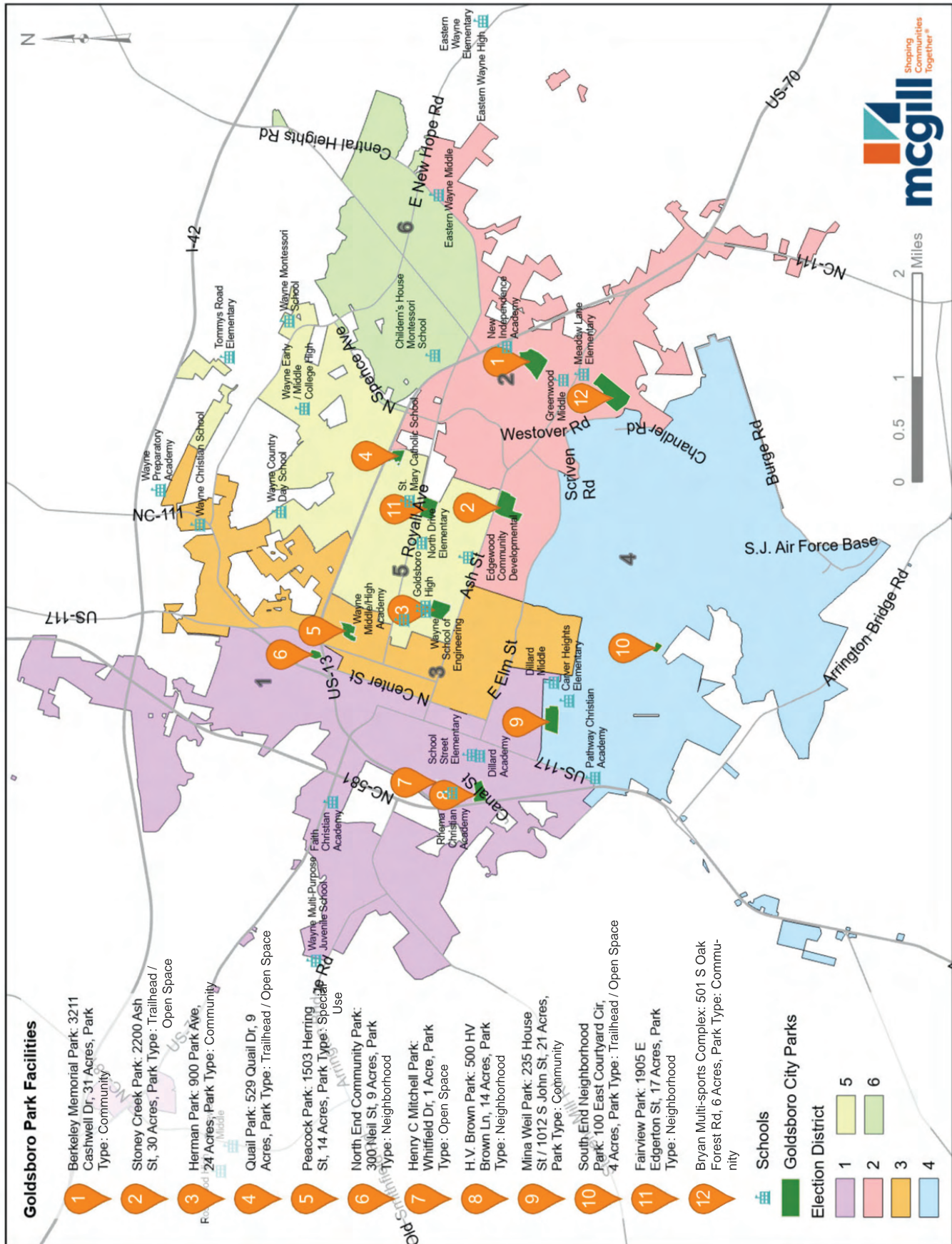
Wayne County United Soccer Club

- Private soccer club with four soccer fields for training and tournaments



05 | Needs Analysis

Existing Services Map



Recreation Needs Assessment

No two communities are the same, and neither are their recreational needs. Recreation facilities and programs do more than provide a place to play; they help put form and function into the culture that is envisioned by the community. Visioning a community's culture starts with understanding each community's subtle and sometimes dramatic cultural differences. Listening to the community's recreational needs helps planners understand the recreational culture that the community envisions.

Park access should be geographically equitable to ensure access for all Goldsboro residents. An analysis of recreation service areas can be used to make land acquisition recommendations for current and future needs. One way to improve recreation is to provide easily accessible facilities and amenities that residents want and need.

Geographic Equity in Park Access

Ensuring all Goldsboro residents have access to parks is crucial. Analyzing recreation service areas helps make informed decisions about land acquisition for current and future needs. Improving recreation involves providing desired facilities and amenities and ensuring they are easily accessible to residents. Map 5.1 highlights potential service gaps in existing recreation areas. Goldsboro's parks are generally well spread out, with a slight concentration toward the downtown area, which is not abnormal. There is one exception in that there is not currently a park unit in the Northeastern area of the City.

Understanding Recreation Resources

To gauge the accessibility of recreation facilities and programs, this study examined typical service areas. Map 5.1 (on previous page) shows which parts of the community are within or near these areas for City-owned facilities. The findings indicate that most residents live close to a City-owned facility. Children and seniors are most affected by inaccessibility.

Improving Recreation in Goldsboro

Enhancing recreation in Goldsboro involves providing the facilities and amenities residents want and need and placing them strategically. Existing service areas suggest that those living outside the City have less access to parks. Future planning should focus on developing facilities in these underserved areas. As new residential and commercial developments arise, the City should collaborate with developers to ensure appropriate recreation amenities are included.

Benchmarking Parkland

The benchmarking of parkland currently owned and operated by Goldsboro for the current and future population estimates and projections are provided in Tables 5.1 and 5.2. Population figures in this analysis are based on the demographics obtained from the United States Census Bureau data. The acreage standard is based on the population ratio method pre-established for each classification of park.

Table 5.1 shows the park properties that contribute to the total park acreage of the system. This total park acreage is then used to benchmark against other comparably sized cities across the Country using NRPA metrics. From this benchmarking we find that Goldsboro's park acreage is slightly above the national median.

Goldsboro Existing Parks	Acreage
Berkeley Park	31 acres
Bryan Multi-Sport Complex	63 acres
Edgewood (administration / recreation center)	4 acres
Fairview Park	17 acres
Golf Course and Event Center	180 acres
H.V. Brown Park	13 acres
Henry C. Mitchel Park	1 acre
Herman Park	25 acres
Mina Weil Park	21 acres
North End Park	9 acres
Peacock Park	14 acres
Quail Park	9 acres
South End Park	4 acres
Stoney Creek Park	30 acres
T.C. Coley Community Center	1 acres
City of Goldsboro Total Existing Park Acreage	422 acres

Table 5.1 | Existing Park Acreage

Acres of Parkland per 1,000 Residents		
Quartile	Acres Per 1,000 Residents	Applied to Goldsboro's Population
Lower Quartile	3.9 acres	132.6 acres
National Median	9.2 acres	312.8 acres
City of Goldsboro	12.4 acres	422 acres
Upper Quartile	16.1 acres	547.4 acres

Table 5.2 | Populations and projections based on NCOSBM population figures and growth rates
Source of Comparison | National Recreation and Parks Metrics data from communities under 20,000 in population

Managing More Than Just Parks and Programs

Beyond managing over 400 acres of parkland, the Goldsboro Parks and Recreation Department has a hand in maintaining a number of other, non-park properties. Understanding that these other properties add to the workload of parks and recreation management staff as well as the park maintenance staff is important. Below are some of the other items department staff cares for:

- Highway 70 “Welcome to Goldsboro” signs (east and west)
- The median on Berkeley Boulevard between Ash and Elm Streets (near the main gate for the Seymour Johnson Air Force Base)
- The fountain on Center Street at the intersection of Center and Walnut Streets
- The HUB (mini stage and pavilion, open space, and restrooms, including mowing the grass and cleaning the restrooms)
- Freedom Field across from the HUB
- Historic Union Station and the GWTA bus station (mowing the grass and handling irrigation for the historic Union Station and GWTA bus station)
- In exchange for using the Wayne County Public School gym space, the department maintains some of the athletic fields, including the football, soccer, baseball, and softball fields at Goldsboro High School / Wayne School of Engineering; the football, soccer, baseball, and softball fields at Greenwood Middle School; and the football and soccer fields at Dillard Middle School

Benchmark Analysis

Assessing Service Levels

Evaluating the level of service standards helps identify parkland and amenity deficits or surpluses based on population. This process starts with an inventory of existing facilities, National Recreation and Parks Association (NRPA) national standards, and staff input. Then, a tailored service standard is created to reflect the projected increase of recreation needs over the next ten years. The final analysis provides a table showing the 2025 and 2035 service levels, highlighting surpluses and deficits based on population projections.

Level of Service Overview

Only City-owned and operated parks and facilities are counted in the level of service calculation. It is important to note that recreational needs are also being provided by local municipalities, County facilities, state public lands, and other private or nonprofit recreational facilities, as well as through shared-use agreements with area schools. Table 5.3 (shown on the next page) notes the amenities levels of service for Goldsboro, which is the standard used in this analysis.

Key Benchmarking Factors

1. The system has an exceptionally high number of tennis / pickleball courts
2. The system has a slightly above average number of multi-purpose fields and basketball courts
3. The system has a below average number of playgrounds and no accessible playground

Current Contribution to Service Offerings

Amenity	2025 NRPA Metrics Jurisdictions 20,000-49,000	Metrics Based Need Range Estimated Population of 34,000	Current City-Owned Contribution to Service Level
Baseball / softball fields	1/3,408	9-10	7
Multipurpose Field	1/4,002	8-9	14
Basketball Courts (dedicated)	1/8,000	4-5	9
Community Gardens	1/27,230	1-2	1
Pickleball Courts (dedicated)	1/7,333	4-5	4
Tennis / Pickleball Courts	1/6,284	5-6	16
Multi-use Courts	1/17,209	2-3	2
Golf Courses	1/38,333	0-1	1
Playground	1/3,320	10-11	10
Inclusive Playgrounds	1/19,086	1-2	2****
Dog Park	1/26,534	1-2	1
Recreation Center (and gym)	1/27,517	1-2	2*
Community Center (no gym)	1/29,445	1-2	2***
Performance Amphitheater	1/34,275	0-1	1**
Nature Center	1/34,960	0-1	0
Splash Pads	1/29,804	1-2	0
Outdoor Swimming Pools	1/26,900	1-2	2
Indoor Swimming Pools	1/32,258	1-2	0
Stadiums	1/35,370	0-1	0
Teen Center	1/32,798	1-2	0

* one of these two gyms, T.C. Coley, is currently being leased for private use only

** owned by the City but not operated by parks and recreation department

*** include the leased Edgewood building planned for temporary administration and programming space use

**** includes the new playground in the northend that is expected to open late in 2025

Table 5.3 | Metrics derived from 2025 NRPA agency performance data

in range
 not in range
 above range

Level of Service Overview

Level of service is the foundation for recommendations and improvements Goldsboro is capable of implementing. Any improvements considered must be under the jurisdiction of the City. Other performance metrics, such as staffing, budgets, and maintenance, are related to the level of service acreage. For this reason, it is important only to include acreage for which the City is responsible. When utilizing best practices or national standards as benchmarks, reported data is limited to what an agency owns and operates. Thus, the level of service figure considers only what the City owns so that a direct comparison can be made.

Standards based on level of service are guidelines, not requirements, for communities to use when creating demand-based benchmarks for recreation in their given geographic areas. To assure that the City of Goldsboro's Comprehensive Parks and Recreation Master Plan is accurate and pools feedback from various sources, input was sought from its integral components: City staff, City council, and citizen representatives.

Amenities are the elements within a parks and recreation facility that attract people to outdoor spaces. Amenities include fields and courts specific to particular sports, places dedicated for play, locations for gathering, trail systems, and special-use accommodations. Benchmarking is the first step of a two-step process in determining a government's local level of service. These benchmarks were established based on information about Goldsboro's park system that is compared to NRPA metrics.

Linear parks, special-use facilities, and open space are not designated under NRPA benchmarking levels. Due to the variability and nature of each of these facilities, determining a pre-established population ratio is very difficult.

Critical

A Strained System

As previously mentioned, the Goldsboro park system functions as the County's park system. While the level of service might make it seem like Goldsboro is within range of meeting user need, that does not account for the County use that these parks and recreation amenities see. Below are two examples of how Goldsboro's park system is not in range to satisfy the recreation needs of the County.

24-25

The recommended range of playgrounds needed for Wayne County's population of 121,000.

14

The number of playgrounds that currently exist, which is well below the necessary range.

15-16

The recommended range of multi-purpose fields needed for Wayne County's population of 121,000.

14

The number of multi-purpose fields that currently exist, which is slightly below range.

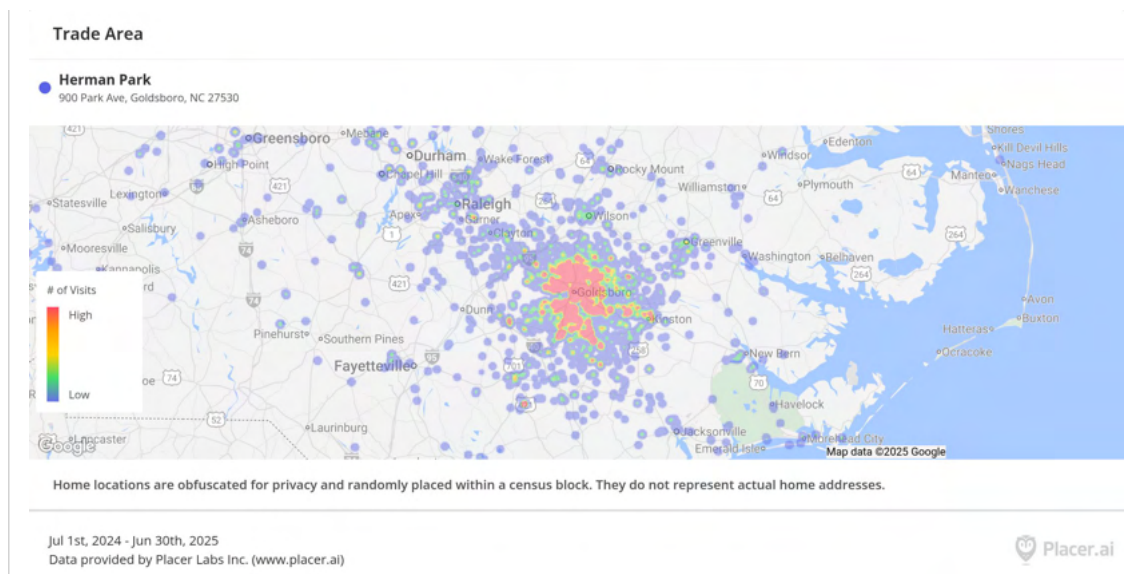
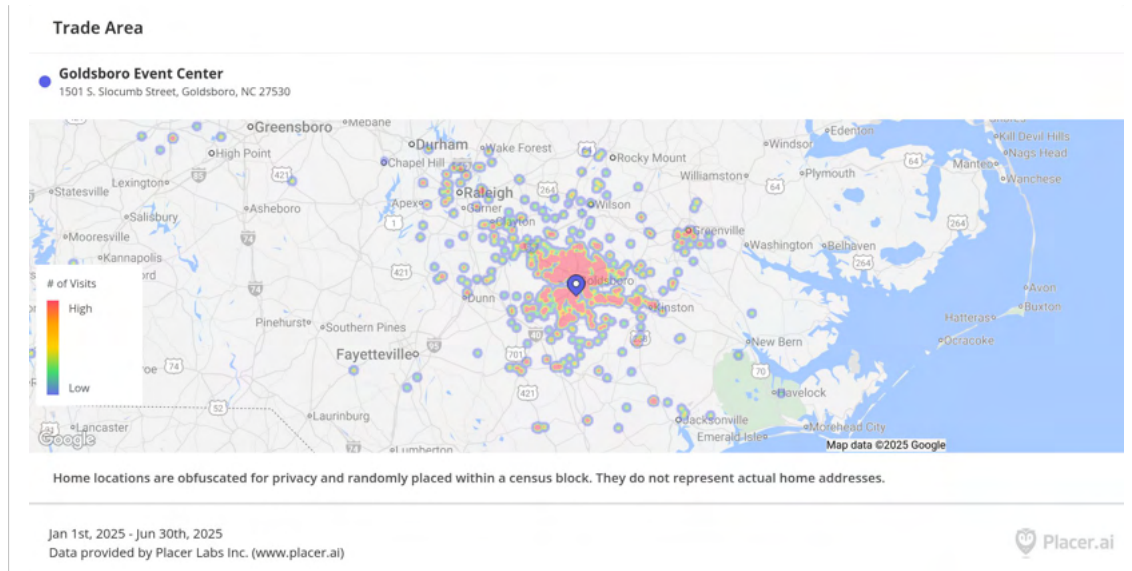
City Resident Tax Base

The City resident tax base is trying to support a user base that extends well past the City limit; currently, what the City provides is functioning as the County's de facto parks and recreation department. Systems that are regularly pushed beyond capacity often end with higher levels of necessary maintenance, more overuse, and higher levels of staff burnout.

Geographic Usership

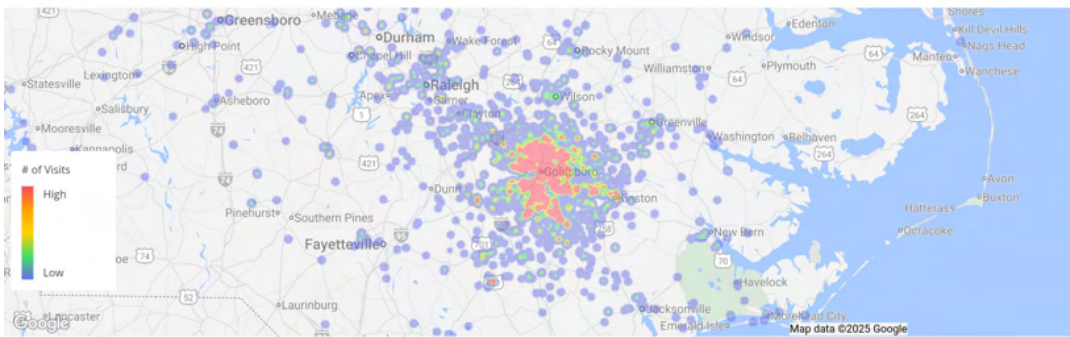
In 2025, the City began to use cell phone data to understand park usership. This process uses anonymous data that provides geographic and demographic information for Goldsboro's park system. It has been mentioned multiple times in this report that Goldsboro's park system is serving much more than just the City residents. In doing so, it is experiencing an above average usage load. This cellphone data can depict just how broad this impact actually is. While the cellphone data can provide a look at all of the parks, the example below presents the impact for five of Goldsboro's most well loved parks: Mina Weil, the Goldsboro Event Center / Golf Course, North End Park, Herman Park, and The Bryan Multi-Sport Complex.

The data below displays that Goldsboro's tax base is providing and maintaining the parks and recreation services even though many of the users are not City residents. There is a significant amount of traffic that comes from the rural areas outside Goldsboro as well as from other major metro areas and some coastal towns.



Trade Area

- Herman Park**
900 Park Ave, Goldsboro, NC 27530



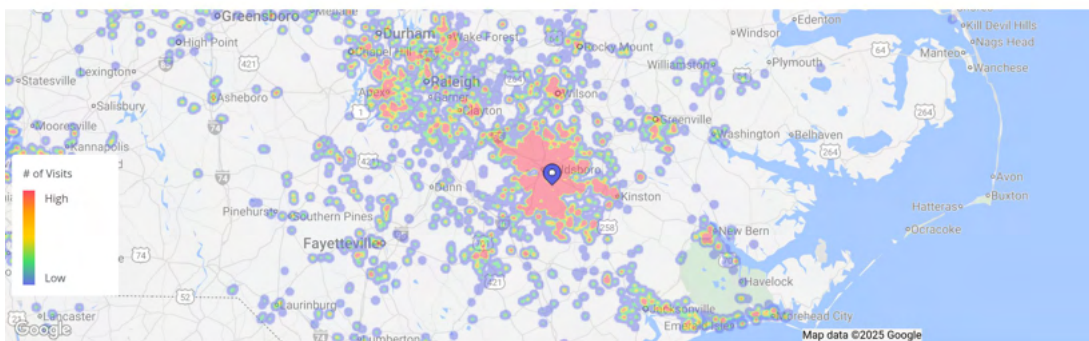
Home locations are obfuscated for privacy and randomly placed within a census block. They do not represent actual home addresses.

Jul 1st, 2024 - Jun 30th, 2025
Data provided by Placer Labs Inc. (www.placer.ai)



Trade Area

- The Bryan Multi-Sport Complex**
501 S Oak Forest Rd, Goldsboro, NC 27534



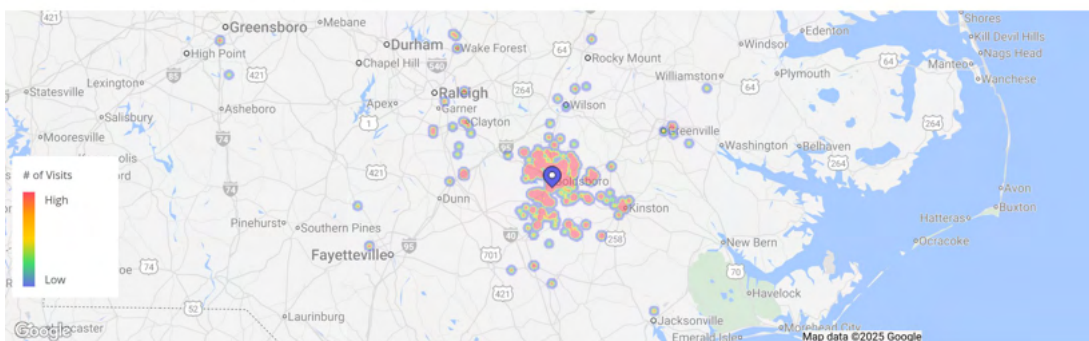
Home locations are obfuscated for privacy and randomly placed within a census block. They do not represent actual home addresses.

Jul 1st, 2024 - Jun 30th, 2025
Data provided by Placer Labs Inc. (www.placer.ai)



Trade Area

- North End Park**
300 Neil St, Goldsboro, NC 27530



Home locations are obfuscated for privacy and randomly placed within a census block. They do not represent actual home addresses.

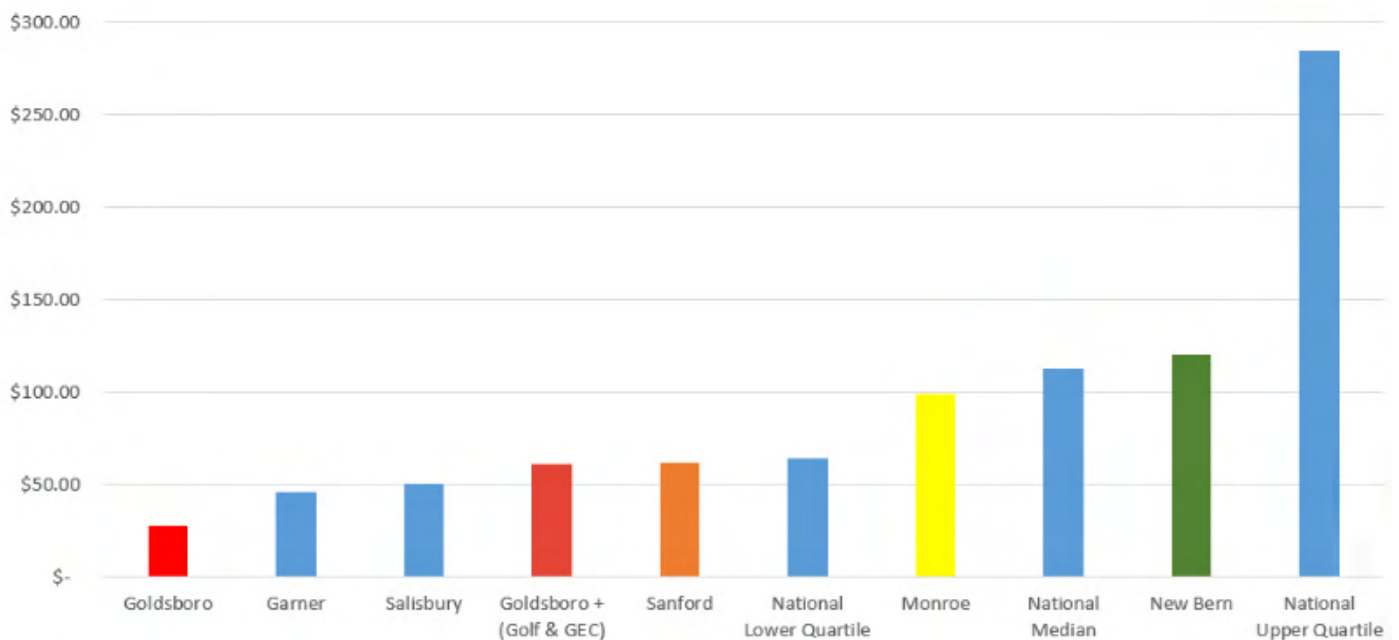
Jul 1st, 2024 - Jun 30th, 2025
Data provided by Placer Labs Inc. (www.placer.ai)



Budget Comparison

The funding of a parks and recreation department impacts virtually every park of a service offering. Understanding how a community's budget compares to other comparably sized communities is a valuable way to examine investment levels of different parks and recreation departments. An analysis of Fiscal 24-25 budget data was conducted for Goldsboro; Goldsboro was compared with five other, similarly-sized municipalities in North Carolina (populations between 32,000 and 38,000 residents). These municipalities were not selected for their geographic proximity to Goldsboro. Additionally, NRPA benchmark spending was considered. For these figures, quartile amounts are established based on the general size of a municipality and their per-capita spending levels. Goldsboro's budget was broken down into two different categories for the comparison: one per capita spending level for the budget that includes the golf course and Goldsboro Event Center (GEC) and budgetary allotments along with the departments base budget; one level just shows the base budget. The table below illustrates how Goldsboro's budget stacks up against others. It can be seen from the table that without the golf course and GEC, Goldsboro ranked below both statewide and nationally benchmark levels. With the golf course and the GEC allotments included into the per capita spending, Goldsboro's budget was slightly below the lower quartile amount.

Per Capita Operating Expenditures



Expanding the City's Funding Footprint

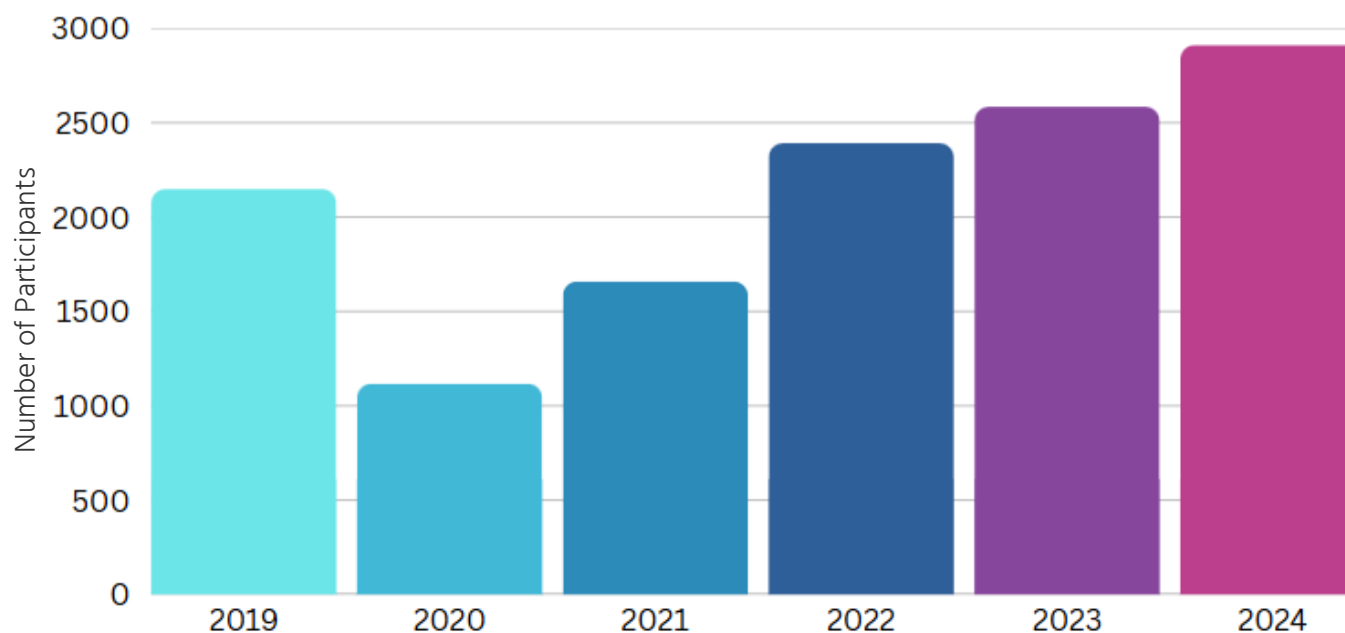
Most parks and recreation departments receive funding from general funds, department revenue, and special taxes. Marginal amounts of money can come from adopt a park or friends of a park programs. Currently, Goldsboro does not have any of these supporting organizations.	NRPA Sources of Operating Expenditures	Percent of Total Funds (national comparison of communities with populations 20,000-49,999)
	General fund appropriations	62%
	Earned revenue	21%
	Special taxes (voter approved)	9%
	Special taxes (non-voter approved)	3%
	Operating grants from public agencies	1%
	Other	3%
	Sponsorships, grants, private donations	2%

Program Analysis

Athletic Programming

Youth athletic program numbers reflect a steady increase in participation. Most all parks and recreation departments experienced a significant drop in participation during the COVID-19 pandemic.

Number of Youth Athletic Participants

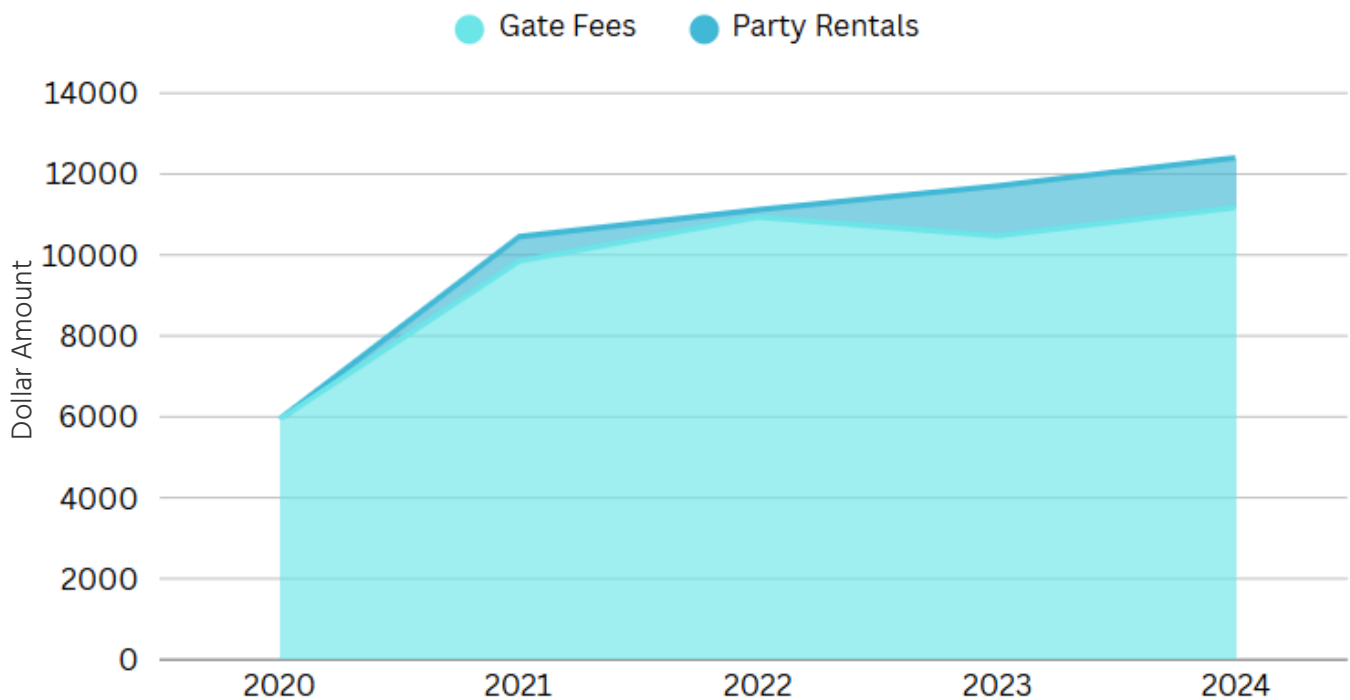


Program Analysis

Aquatics

An analysis of the aquatics revenue revealed a couple interesting findings. First, general aquatics, which is comprised of gate fees and party rental revenue, has been steadily increasing since 2020. Second, only a very small proportion of the total aquatics revenue is from non-gate related fees and charges. This type of revenue is often received from party or cabana bookings or on site vending. Neither Mina Weil Park nor Peacock Park have support infrastructure, like shelters and cabanas, to support this type of revenue generation. Both pools have the space to offer such rentals.

Pool Revenue Analysis



Program Analysis

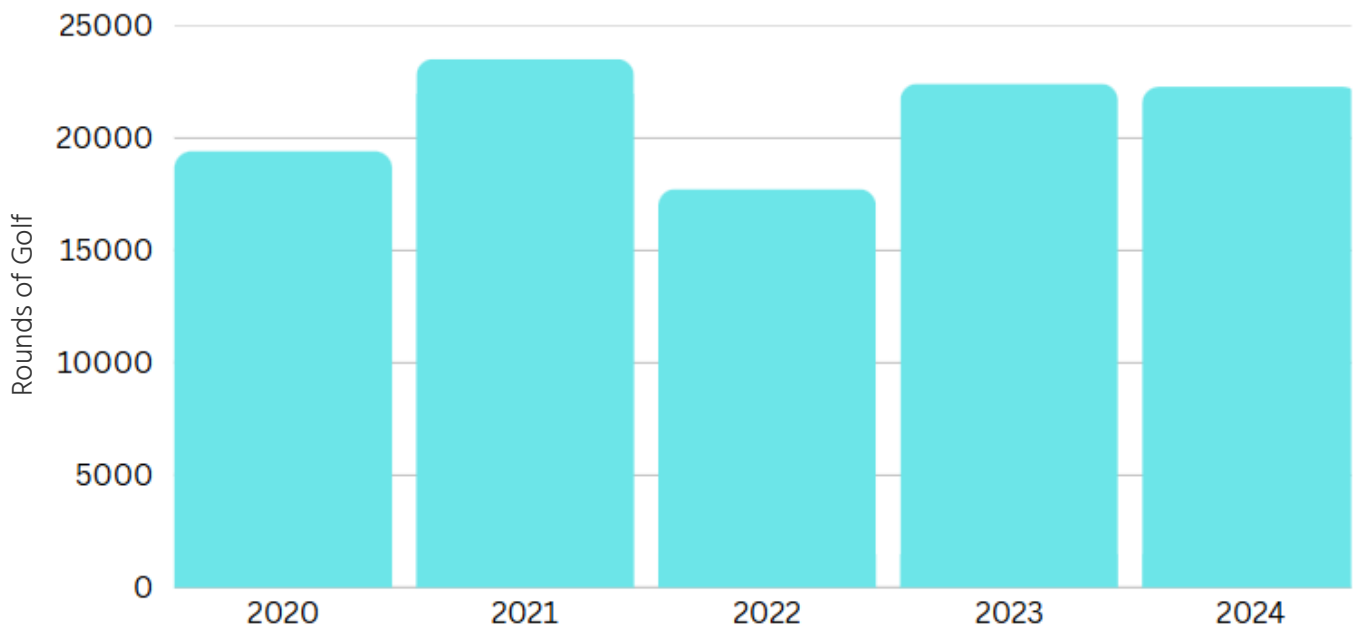
Golf Course

Analysis of golf course revenue and expenditures were conducted. On average, golf course revenue and expenditure are increasing. Net revenue is showing slight improvements with trends. However, if the large capital investment of the golf carts purchased by the City in 2023 is factored into this analysis, the expenditures are larger than revenue. The total golf rounds are looked at on an annual basis.

Goldsboro Event Center

This center is regularly fully booked a year in advance. A two-year analysis shows the center nearly breaks even with a revenue of nearly \$23,000. While there is a positive revenue trend, there is also an increasing need for expenditures. If these trends continue the event center will likely move to operating at a long-term loss.

Total Golf Rounds

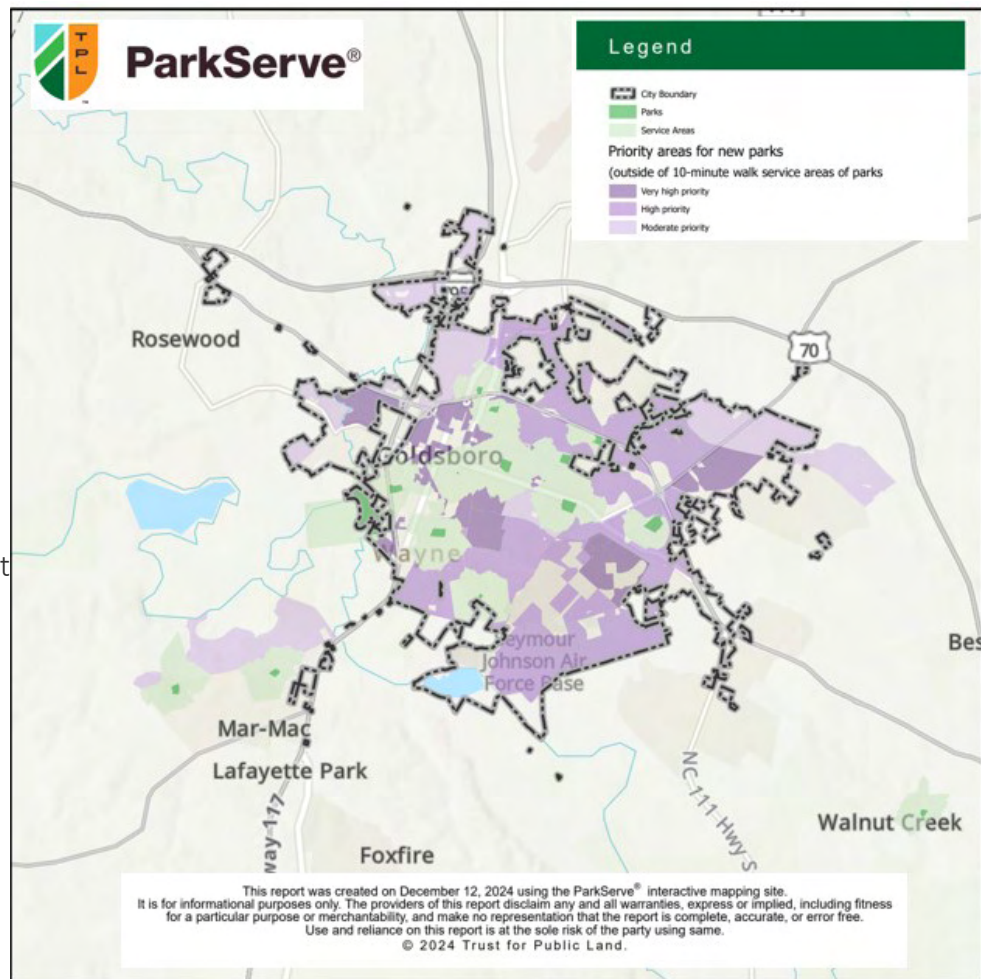


10-Minute Walk Initiative

The 10-Minute Walk initiative is another benchmark to assess the needs of the community and walkable access to parks and green space. The NRPA, the Trust for Public Land, and the Urban Land Institute have joined together for a nationwide movement to help people get greater access to parks and green spaces while transforming communities. They have set a goal to provide safe, equitable access to 100% of people in US cities by 2050.

The Trust for Public Land has created an online tool called ParkServe®. ParkServe® uses geographic information system (GIS) databases and demographics to analyze the percentage of residents within a community who have access to parks and green space. Reports are generated for local communities to learn about how they are doing. The report provides information for local municipalities and can give insight into how a town is servicing residents. This is another tool that can show gaps within a recreation system.

The ParkServe® report for Goldsboro shows that a significant portion of the City lacks parks within walking distance. Areas directly to the south of the City center and to the east along highway 70 are best served by parks and walkability. While areas around Seymour Johnson Air Force Base and virtually all areas north of Highway 13 are not served or are under served.



Evaluation of Staffing Needs

Goldboro's Parks and Recreation Department is a lean organization that manages a broad portfolio of parks, centers, and programs. Below is a summary of the department's organizational operations. Please see the appendix for the department's current organizational chart.

Administration

Led by the Parks and Recreation Director with one Assistant Director and an Administrative Assistant. This small team handles the overall management and coordination for the department. Notably, the Recreation Superintendent position was eliminated in a past restructuring, which means that the Assistant Director now directly oversees many recreation functions.

Parks Maintenance Division

The Parks Superintendent oversees this division, which is responsible for grounds, facilities, and turf management. The division includes a Crew Supervisor for grounds, a Crew Supervisor for facilities, and a Sports Turf Superintendent for athletic fields as well as several park technicians, a senior park technician, a custodial crew supervisor, and custodians for park facilities. There are seasonal part-time laborers who provide support during times of peak maintenance needs. Many crew members wear multiple hats to keep the parks maintained despite having limited people.

Recreation Programs and Facilities

The City's primary indoor recreation offerings are led by a Recreation Center Leader with support from Senior Recreation Assistants and part-time attendants. An Athletics Supervisor position is authorized but currently vacant; in the interim, two Recreation Coordinators handle athletics programming. The department has a dedicated Adaptive & Inclusive Recreation Superintendent

who serves individuals with disabilities as well as a Marketing & Special Events Supervisor (position exists, though possibly vacant) to coordinate community events. Additionally, there are numerous part-time instructors, coaches, and seasonal staff that extend the programming capacity.

Golf Course and Event Center

Goldsboro's department is unique for having a municipally run golf course (Goldsboro Golf Course) and the Herman Park / Goldsboro Event Center. A General Manager for the Golf and Event Center oversees both operations. Under this manager, there are two Assistant Golf Course Superintendents (for course maintenance) and two Assistant Golf Professionals (for pro shop and instruction). The Event Center has an additional manager and relies on part-time staff for events. These facilities operate with semi-enterprise funding, but their staffing still ties into the Department's overall workload.

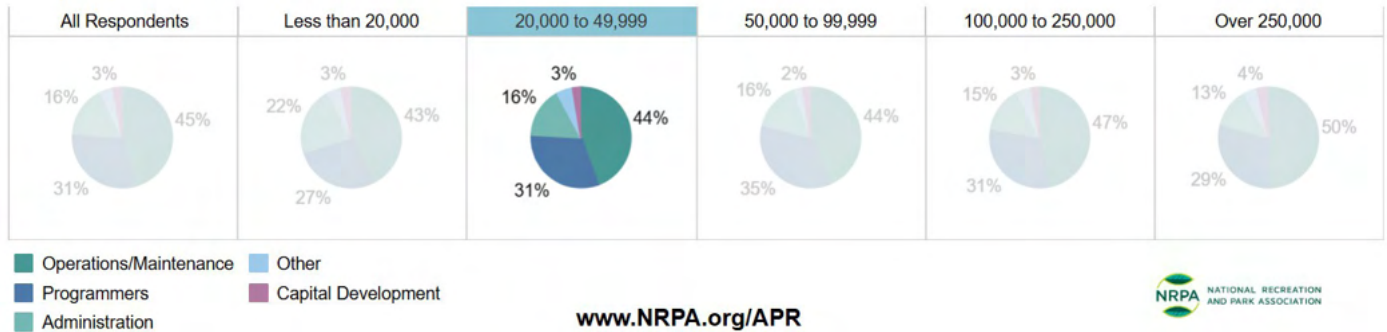
Staffing Challenges

This structure has required staff to take on multiple roles, but there are still gaps. For example, the lack of a Recreation Superintendent creates a span-of-control challenge for the Assistant Director. The vacant Athletics Supervisor role places extra burden on coordinators. Compared to national benchmarks, Goldsboro's staffing is modest; the typical U.S. parks and recreation agency has about 38 full-time equivalent (FTE) staff (including part-timers) for a city of Goldsboro's size. Goldsboro appears to operate with slightly fewer FTEs, which indicates there is more demand than there is staff. This manifests in maintenance crews that are stretched thin, a reliance on seasonal labor, and the potentially limited capacity to expand programs.

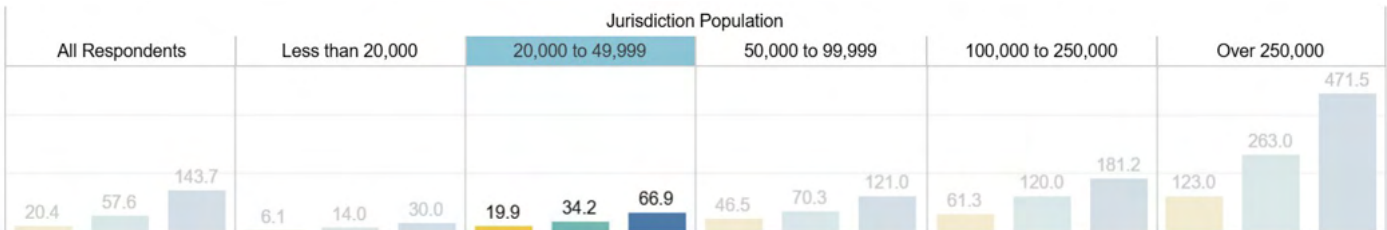
Responsibilities of Parks and Recreation Workers

The respondent numbers in both layouts below represent population ranges.

Responsibilities of Park and Recreation Workers



Park and Recreation Agency Staffing: FTE





06 | Community Engagement

Community Engagement

Community input is one of the most critical aspects of the planning process. Planning that does not seek the community's help struggles to gain support and often fails. When community members can voice their opinions, ask questions, and share their wishes for the future, they feel a sense of ownership. It shows them that local government and planners care about their needs and desires. As the planning process moves forward and community members see elements they requested come to fruition, they are more apt to support the expansion through participation, funding, and care for the facilities.

The process was intended to be equitable and inclusive, presenting various input opportunities and methods for all community members and visitors to feel safe expressing their needs and desires. Insight from local leaders and City staff, public meetings, a community survey, and focus group interviews were used to gather ideas, share

thoughts, stimulate conversations, and answer questions. The public input-gathering process was robust: public meetings, focus groups, a statistically valid survey, and a community survey that was open to residents and visitors made up the multi-model process that was employed. The open survey and public meetings were advertised on the City website, social media pages, and via fliers at parks and other popular destinations. The contributions and materials received from community participants were essential for producing a plan that will benefit the community for generations to come.

Steering Committee Input

McGill team members and Goldsboro staff communicated throughout the process. There were input meetings with the project steering team and local officials. In both cases, project updates were provided first and feedback was provided during and after the updates.



Example of what a community engagement session looks like

Major Themes Expressed by Steering Committee

- Appreciation of the project update
- The park system needs to be updated
- Curiosity about if Goldsboro's system was alone in needing updates or if other systems were similar
- Concern that the lack of maintenance and upkeep are creating safety or accessibility issues
- Questions about whether the parks and greenways are safe
- Suggestion that proper lighting can help mitigate occurrences of vandalism
- An understanding that the public wants an aquatics facility

Public Meetings

To facilitate human interaction and open conversation, we conducted seven public meetings. Additionally, we held four public input events at different locations around Goldsboro. Seeking information from a variety of people in different locations provides valuable insight into the needs of various users.

Over 300 people participated in the community meetings, which included a visual preference exercise, open dialogue, and question / answer opportunities. The meetings encouraged attendees to discuss their experiences with the Goldsboro recreation system in an open setting that provided opportunities to share comments, see amenity examples, ask questions, and identify where recreation facilities are needed by examining a map. These meetings are a crucial step to ensure that all who want to can be heard, voice their concerns, and receive clarification. The visual preference survey of various park amenities gave participants the opportunity to identify amenities they felt would be good additions to the park system. Participants were also encouraged to write any of their ideas down on a large notepad for all participants to see and discuss. The visual preference exercise provided participants with stickers to place on three preferred images; 32 typical amenity-type images were provided.

City of Goldsboro

Recreation Master Plan Public Input

PLEASE COME AND SHARE YOUR OPINIONS ON THE
FUTURE OF RECREATION IN GOLDSBORO

Drop-In Public Meetings at:
February 7th Daddy Daughter Dance
5-7pm (1501 S. Slocumb St., Goldsboro)

April 1st
W. A. Foster Center
8:30-12:30pm (1012 S. John St, Goldsboro)

April 17th
Outside of the Paramount Theater
3-5pm (1139 South Center St., Goldsboro)

April 19th
Easter Egg Hunt at Herman Park
10am-noon (900 Park Ave. Goldsboro)

Thank you for your participation with recreation in Goldsboro
Your input will help us to plan future improvements and programming
as well as seek assistance with funding opportunities.

Please take the online survey:
<https://www.surveymonkey.com/r/GoldsboroRecSurvey>




Examples of the Visual Preference Boards



BMX TRACK



SPLASH PAD



AMPHITHEATER



TRAIL WITH EDUCATIONAL SIGNAGE



MEDITATION GARDEN



CORNHOLE



WEIGHT LIFTING/CARDIO MACHINES



OUTDOOR CLASSROOM



SHADE STRUCTURES



BOCCIE



EDUCATIONAL/PROGRAMMING KITCHEN



INDOOR PROGRAMMING SPACE



CLIMBING WALL



ROPES COURSE & ZIPLINES



DOG PARK/ DOG AGILITY AREA



TOT LOT



BASKETBALL COURT



RESTROOMS



STORY WALK



SKATEBOARD PARK



OUTDOOR FITNESS STATIONS



PLAYGROUND (5-12 yr old)



SENIOR PROGRAMMING SPACE



E-SPORTS GAME ROOM



MOUNTAIN BIKE SKILLS COURSE



PING PONG



GYMNASIUM



LARGE PAVILION



TEEN PROGRAMMING SPACE



CONCESSION AREA



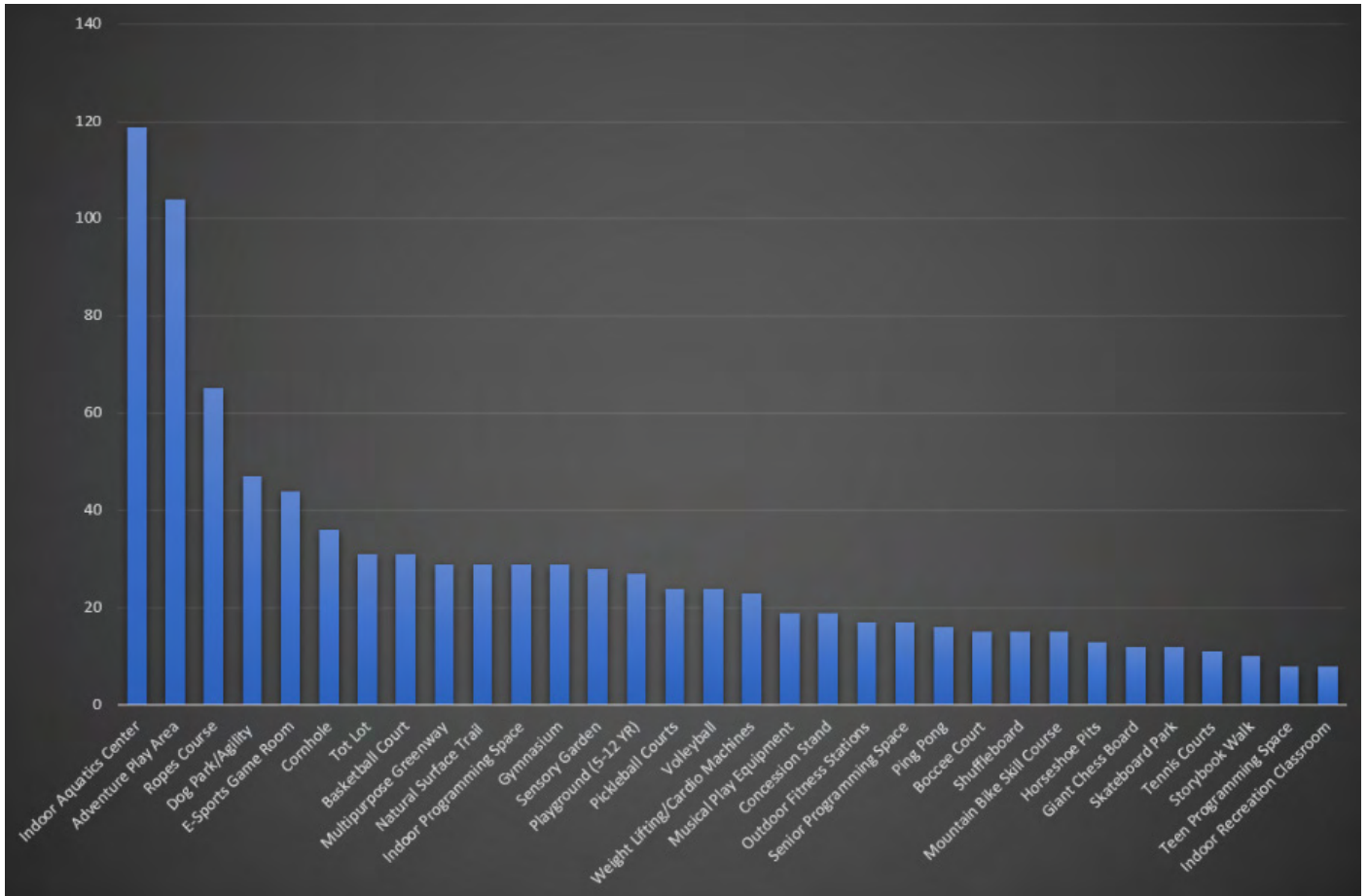
BIKE PATHS



VOLLEYBALL

Results of the Visual Preference Boards (309 participants)

The graph below shows which recreation amenities are most wanted by participating community members.



Community Survey

The active participation of residents in Goldsboro was crucial in developing a master plan that reflects the true needs of the City. With this in mind, community input was solicited throughout the entire planning process. A survey was created as a tool to gather information from the general public concerning the existing and future needs of the City's park system. The survey was open and offered to the entire community. The survey was marketed via the City's and parks and recreation website. Marketing cards were available around the City and at all of the public involvement meetings. The marketing card was developed to encourage awareness of the project and provide both a web address to the community survey as well as a QR code that interested individuals could use with mobile devices to reach the online survey and provide their input. To gather more public input and reach the broadest cross section of residents, a printed version of the survey was also made available at City offices and at all community outreach events.

The survey was open in 2025, from January through the end of May. 310 surveys were completed and represented recreational interests of over 700 individuals. The survey had demographic and geographic representation of the community. There was a slight over representation of women and underrepresentation from African Americans. Details about the survey's demographic and geographic characteristics can be found in the appendix.

The survey was open to the entire public. To ensure that the data collected was from multiple areas, the survey included a question that helped us understand where responses were coming from geographically. This process allowed the City to understand the variations in recreational need, which will be referred to as deep dive analysis. A significant amount of the City's park users and program users were coming from residents living just outside of the City limits. Survey data confirmed what had always been suspected, that people living outside of City limits were using the park system as much or more than those that were living within City limits.

The surveys were designed to elicit what residents want and need for recreation opportunities. It included a section where respondents rated their use of existing facilities. The survey instructed respondents to rank the programs and facilities in order of importance to their household and to list the facilities they would like to see added to the park and recreation system.



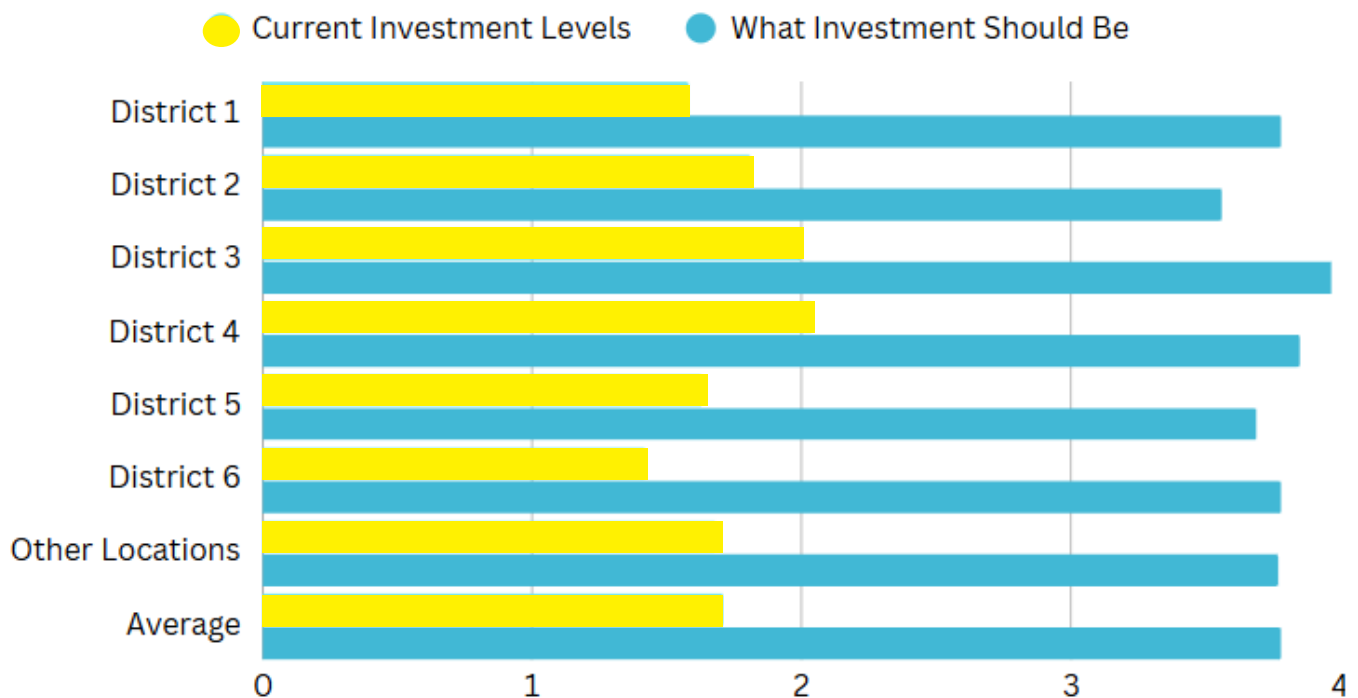
Example of Community Engagement Card

Summary of Survey Findings

Investment into Parks and Recreation

The survey asked how respondents feel about the City's current parks and recreation investment levels as well as where they believe the investment should be made. The questioning is helpful for understanding the resident's appetite for making improvements to the park system. The table below shows that responses are generally uniform across the community. Generally, the responses presented that, no matter where in the City residents lived, they felt investments were a little low and should be increased so that improvements can begin sooner. These findings show what investments residents are most interested in seeing in the community.

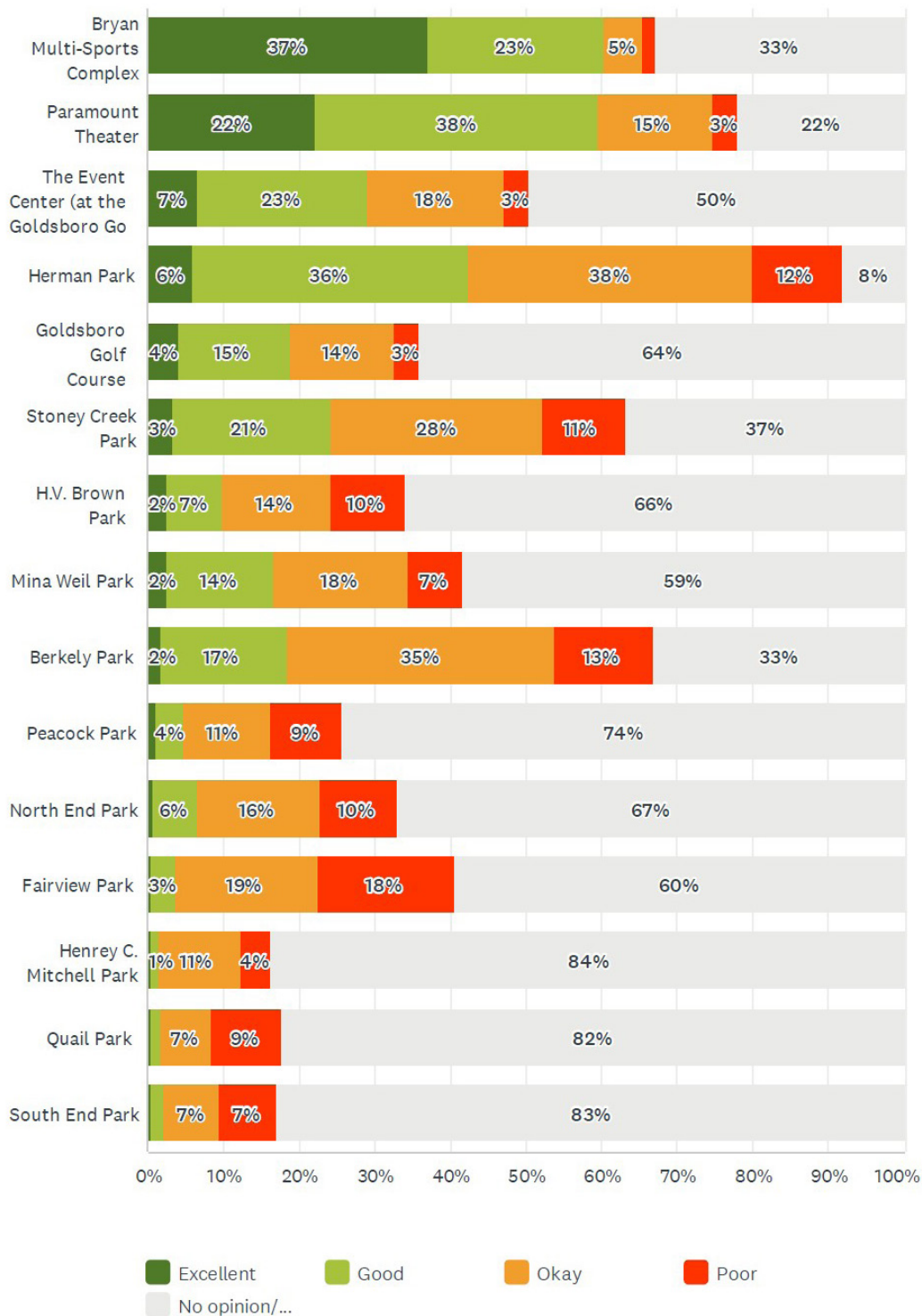
Investment Levels Perception



Summary of Survey Findings

Park Conditions

Survey data showed that the Bryan Multi-Sports Complex and the Paramount Theater have the highest ranked conditions. The latter is not run by the parks and recreation department, but it had over 50% of survey takers rate the facility conditions as either good or excellent. The responses show that about one-third of the parks are considered okay / poor as opposed to positive.



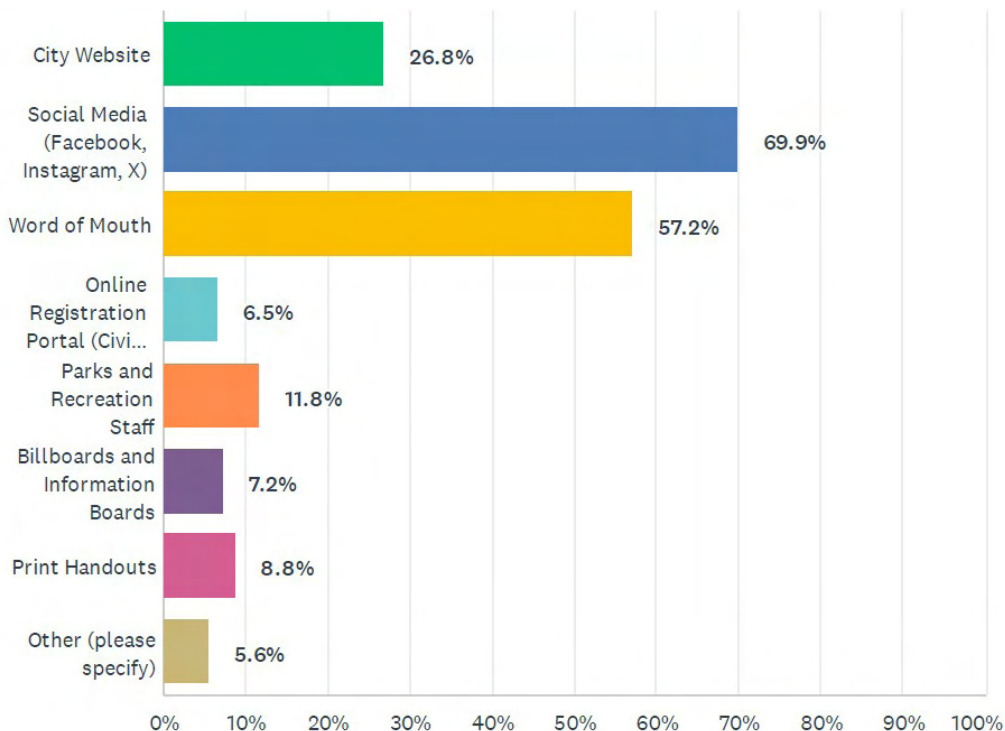
Funding

Survey takers were asked if they were willing to support improvements to the park system, and, if willing, how they would like to fund the efforts. Non-residents considerations were not included in this data. Residents were most supportive of improvements being funded by the normal budgetary process with support from grant funding. The table below represents the level of support for each type of funding.

Type of Funding	Funding Support
Grants (note: nearly all grants require local fund match)	65.7%
City general funds (regular budgeting process)	65.4%
Special purpose foundations (ie: parks and recreation foundation)	60.1%
Project specific bond (ie: future recreation facility)	48.6%
Special tax (ie: parks and recreation sales tax)	33.6%
Fee-in-lieu of contribution (ie: land from new subdivisions)	26.2%

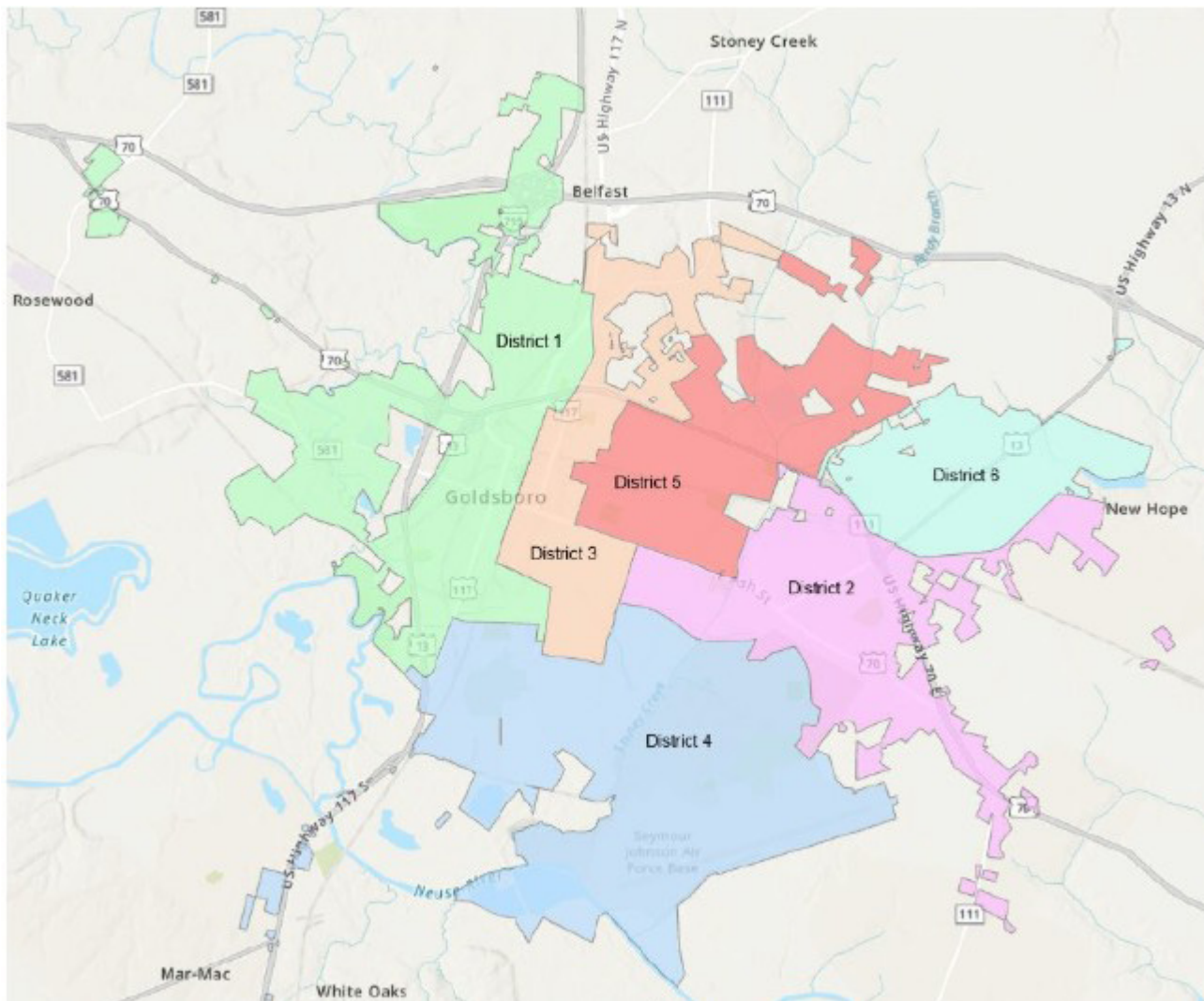
Marketing

Regardless of where residents live in and around the City, the marketing for parks and recreation is generally okay, but there is room for improvement. Very few respondents felt that the marketing was excellent. Looking at how information about the park system is presented, most of the marketing efforts exist online. There is minimal print or billboard marketing. While many parks and recreation departments focus heavily on an online marketing presence, it is important to consider that online marketing requires area users to have regular access to internet in order to know what is going on.



Map of Goldsboro Districts

The map of districts below relates to the districts listed on the following pages.



Recreation Activity / Facility Interests

Recreation needs vary within most communities. The survey was designed to help the City understand those subtle variations. With the ability to understand the differences, a parks and recreation system can be tailored to meet the whole community's needs and to understand the geographic differences within a community. To the right are the City's overall top ten requested recreation items.

A deep dive of the analysis shows the similarities and differences between the various geographic regions of the City. See below and on the next page for the breakdown of each region.

Top 10 Requested Recreation Items

1. Indoor aquatics center
2. Adventure playground
3. Splash pad
4. Greenways and trails
5. Playground / tot lot
6. Bike trails
7. Gymnasium
8. Soccer fields
9. Outdoor amphitheater
10. Indoor programming

District 1

1. Adventure playground
2. Indoor aquatic center
3. Splash pad
4. Greenways and trails
5. Playground / tot lot
6. Bike trails
7. Soccer fields
8. Outdoor amphitheater
9. Gymnasium
10. Basketball court

District 2

1. Adventure playground
2. Greenways and trails
3. Indoor aquatics center
4. Splash pad
5. Bike trails
6. Playground / tot lot
7. Basketball court
8. Gymnasium
9. Picnic area
10. Pickleball courts

District 3

1. Playground / tot lot
2. Bike trails
3. Gymnasium
4. Adventure playground
5. Indoor aquatics center
6. Sensory garden
7. Outdoor amphitheater
8. Indoor programming
9. Greenways and trails
10. Skateboard park

District 4

1. Adventure playground
2. Splash pad
3. Indoor aquatics center
4. Playground / tot lot
5. Agility course / exercise
6. Indoor programming
7. Soccer fields
8. Greenways and trails
9. Dog park
10. Camping (tent and RV)

District 5

1. Indoor aquatics center
2. Adventure playground
3. Greenways and trails
4. Splash pad
5. Pickleball courts
6. Indoor programming
7. Playground / tot lot
8. Agility course and exercise
9. Large pavilion
10. Picnic areas

District 6

1. Indoor aquatics center
2. Splash pad
3. Playground / tot lot
4. Adventure playground
5. Gymnasium
6. Greenways and trails
7. Bike trails
8. Outdoor amphitheater
9. Soccer fields
10. Basketball courts

Non-resident Users Top Ten List

- | | |
|---------------------------|------------------------------|
| 1. Indoor aquatics center | 6. Bike trails |
| 2. Adventure playground | 7. Agility course / exercise |
| 3. Greenways and trails | 8. Gymnasium |
| 4. Splash pad | 9. Soccer fields |
| 5. Playground / tot lot | 10. Picnic areas |

Focus Group Interview Summaries

There were five focus group / stakeholder meetings with approximately 25 participants. Each focus group meeting lasted about one hour and the topic of discussion was directed toward Goldsboro's parks and recreation system with a focus on what was working and what needs to be improved. Below are the summaries of each group. Full reports can be found in the appendix.

Group Name	Conversation Summary
Economic Development	Several parks, including Herman Park, Bryan Multi-Sports Complex, Peacock Pool, and Berkley Park are at risk of being overused. Parks are serving more than just City residents and need more funding and staffing. Parks are economic drivers and could be connected to the downtown area and the business district.
Seymour Johnson	The base has infrastructure limits and future needs, like a recreation / wellness center. This could be an opportunity for facility-based partnerships. Making more of an effort to share information would be good. There is a strong partnership between the base and the City, which represents collaboration.
Non-Profit	Many non-profit partnerships revolve around youth sports. The City is basically playing coordinator for the entire County's youth sports. Without a City-specific parks and recreation department, the resources are being stretched thin. The Bryan Multi-Sport Complex is being used for many games but cannot handle the total demand for games and practices. Some parks, like Fairview, need to be redesigned to meet current demand. Herman Park is an asset for special events.
School	The City is coordinating with school groups in and outside the City to use the playing field and programs. Adding an indoor multi-sport complex would be beneficial. The safety concerns along the Slocum corridor deters people from walking / biking, which should be improved with better pedestrian / biker infrastructure. Herman Park shows how having a library in City limits is great for recreational, cultural, and educational efforts. Some school facilities are open to the public and need maintenance support.
Seniors	There is a desire for more senior facilities, especially health and wellness programs. Caregiving and support services are also important. Pickleball is growing and is a good activity for the community. Funding is understood as the biggest barrier to improvements in Goldsboro.

Local Leaders

McGill met with local leaders, including senior leadership and elected officials, in July of 2025. During the individual input sessions, we provided an overview of public input and analysis. The local leaders were asked to reflect and share what they were hearing from the residents around the City as well as their respective directors. Noted below are some key themes that were shared during these input sessions.

- There have been ongoing discussions with Base Command about the potential need for a health and wellness partnership
- Aquatics is a common topic of interest
- Communication and engagement with the County has improved
- Funding is the biggest barrier to progress in the parks and recreation system
- The City's finances are steadily improving
- Investment decisions should be selective and strategic
- More programs / services are needed to the areas impacted by hardship
- Staffing is insufficient and salaries need to be more competitive
- Maintenance resources are currently lacking
- There needs to be more inclusive spaces around the City, including more accessible playgrounds
- Redeveloping Herman Park came up frequently
- Goldsboro needs alternative options at the golf course (arcade rooms, batting cages, gaming zones, etc.)
- Many residents lack transportation to parks and facilities
- Some parks need updates, renovations, or complete redesigns
- There is a need for more trails and greenways
- The Bryan Multi-Sports Complex could be developed more
- Downtown is an asset but lacks appealing sites; parks attract visitors outside City residents
- Friends of the parks and adopt-a-park models could generate support and funding
- Waynesboro Park is not part of Goldsboro's system but is valuable to the area

Summary of Findings

- The City's park system is serving a high level of non-resident users, which is straining the park system and functioning as a tourist / economic draw for the City.
- The park system needs significant reinvestment.
- There is strong support for more investment into the park system, but funding is the biggest barrier to department improvements.
- There is an interest in developing more opportunities for aquatics recreation.



07 | Parks and Recreation Recommendations

Parks and Recreation Recommendations

The best way to develop the future of a community's parks and recreation offerings is to listen to the community and understand what has and has not worked in the past. After discovering who the community is and what facilities / programs exist, you can consider the needs of the residents and staff. By analyzing area recreation trends, having open conversations with residents, gathering public input, considering national benchmarks, gleaning input from staff and leaders, and making site observations, a picture of the best way to move forward will form. The recommendations in this section reflect a strategic approach for addressing these needs.

Understanding the Difference Between Recommendations and Best Practices

Recommendations

These are specific, actionable goals that will directly or indirectly relate to the community's expressed needs and observations of the parks and recreation department. These items are more specific in nature and are prioritized in order of importance.

Best Practices

Best practices are more general in nature. While many may be related to the City's community desires, these are commonly-held practices that can be found in various parks and recreation departments across the County. These are usually addressed over a long period of time.

At times, a recommendation serves as the catalyst to help a department build a best practice. With that, there is sometimes a gray area between them.

Recommendations Timeline

Unlike best practices, recommendations are broken down into a general time frame. In this section, we address the recommendations topically. In the next section, we provide a strategic and chronological approach to the recommendations from this section.

The time frame for the recommendations is as follows:

- **Immediate Needs (0-12 months):** These items should be started immediately due to their impact and the risk that could present itself. Ideally these items will start within the first calendar year after this plan's adoption.
- **Short-Range Needs (1-3 years):** These needs are highly important, but they may require additional planning, consensus, funding, or other considerations in order to begin.
- **Mid-Range Needs (4-7 years):** These needs might require significantly more resources and may not meet as many of the prioritized community needs.
- **Long-Range Needs (8-10 years):** These are critical needs that require a long-term strategy or funding. These are also probably not a high priority desire of the community.

Contingent Factors

It is common for items in the mid- or long-range categories to address community needs. However, at times these critical needs cannot be immediately addressed because their actions are contingent on steps that were completed previously.

For example, you might urgently need a new park, but the item is listed as a mid-range need because there currently is not land in the geographic area where the park is needed. This approach will be made more clear in the action plan.

Recommended Level of Service

Amenity	Metrics-based Needs Range (estimated pop. of 35,000 in 2035)	Current Owned / Service Level	Community Input Interest Level	Recommended Number to be Developed by 2035
Baseball / softball fields	9-10	7	Medium	2
Multipurpose Field	8-9	14	High	6*
Basketball Courts	4-5	9	Medium	2
Community Gardens	1-2	1	Low	0
Pickleball Courts (dedicated)	4-5	4	Medium	4
Tennis / Pickleball Courts	5-6	16	Low	6
Multi-use Courts	2-3	2	Low	0
Golf Courses	0-1	1	Medium	0
Playground	10-11	10	High	1
Inclusive Playgrounds	1-2	2	High	0
Dog Park	1-2	1	Low	0
Recreation Center (gym)	1-2	2	High	1
Community Center (no gym)	1-2	2	Low	0
Performance Amphitheater	0-1	1	High	1
Nature Center	0-1	0	Medium	0
Splash Pads	1-2	0	High	1
Outdoor Swimming Pools	1-2	2	Low	0
Indoor Swimming Pools	1-2	0	High	0
Stadiums	0-1	0	Low	0
Teen Center	1-2	0	Low	0

* tournament quality facilities

Table 6.1 | Metrics derived from 2025 NRPA agency performance data

in range
 not in range
 above range

Categories of Impact

The recommendations listed below are topically presented to help local leaders understand themes and their related needs. These areas of impact seek to address the wide range of operations and challenges that modern parks and recreation agencies face.

Access

Access to parks and recreation facilities can significantly impact the health and well-being of a community. These spaces and programs should aim to serve an entire community.

Number	Action Item	Description	Need Type
1	Access		
1.1	Accessible routes	The City should continue to work on the ADA transition plan and focus on accessible routes and facility upgrades in the park system.	Short-range

Best Practice

Every park and recreation facility should respect and provide for the needs of those with disabilities. All new facilities should be designed to meet ADA requirements. The department should continually take steps to meet or exceed compliance with all ADA regulations. As new facilities are developed or acquired, the priority should be placed on upgrading facilities that have become non-compliant.

Budgetary

Recreation budgets are the funding engine for serving resident and visitor needs. No budgets are exactly the same, and adjustments should be made, as needed, to better align with the community's requested investments.

Number	Action Item	Description	Need Type
2	Budgetary		
2.1	Support for additional duties	The parks and recreation department maintenance staff is supporting all City-owned properties, even ones that are not park related. Since it may not be immediately feasible to shift these duties, the parks department budget should be expanded to accommodate for these non-park duties.	Immediate
2.2	Capital item breakout	It is not recommended that capital items for the golf course and GEC are included in normal operational expenditure reporting.	Short-range
2.3	General budget threshold	The lower threshold of the budget should be, at minimum, tied to the NRPA per capita median amount for similarly-sized local governments.	Short-range
2.4	Occupancy tax support	The select parks noted as destination parks should receive regular funding from occupancy tax for improvements and to be utilized as key marketing pieces.	Long-range
2.5	County operating fund support	If Wayne County continues to not offer recreation facilities and programs, the City should request funding support from the County for parks and recreation facilities since there is so much non-resident use. A strategic plan for recreation should be considered if the County is interested in participation.	Short-range
2.6	Adopt a park program	The department should begin developing an adopt a park program.	Long-range
2.7	Establish a parks foundation	The department should spearhead the effort to form a parks and recreation foundation.	Long-range

Environmental

Within a local government setting, few departments can inform the local community about natural resources as well as the parks and recreation department.

Number	Action Item	Description	Need Type
3	Environmental		
3.1	Tree City USA	To encourage environmental awareness and beautification, the City should consider becoming a Tree City USA. This should be a collaborative effort between the City and the parks and recreation department.	Short-range

Best Practice

The department should implement green building components into the existing and future park facilities when cost-effective and economically feasible. Green building techniques consist of using materials and construction practices that reduce environmental impacts (greenhouse gases, water pollution, and air pollution).

Facilities

The type and function of the facilities in a park system set the foundation for how well an agency will serve residents and visitors. For example, a community might have a need for pickleball because it does not have the adequate facilities. It is worth noting that community needs are constantly changing, so it is important for parks and recreation agencies to shift the offerings over time as well. Finally, facilities have a useful life expectancy, and while renovation and retrofitting can extend the life of facilities, failing to take action can cause a myriad of other issues, which can portray the community in a negative light.

Number	Action Item	Description	Need Type
4	Facilities		
4.1	Aesthetic improvements	Update and improve the curb appeal of all parks and recreation facilities. There should be established maintenance and levels of service (this includes how often to trim, edge, mow, paint, etc.)	Short-range
4.2	Indoor fitness and aquatic center	There is a high level of interest in an indoor aquatics center and fitness center. A feasibility study should be used to understand if partnerships with Seymour Johnson and / or Wayne County will help this need be met.	Immediate
4.3	Transitional administrative space	It is recommended that the recreation department be housed in a park, if possible. It is recommended that the department continue using the “Edgewood” facility until a new, permanent administrative facility is developed. This transitional period is expected to take between 5-10 years.	Immediate
4.4	TC Coley	Due to its proximity to the new W.A. Foster Center, it is recommended that the parks and recreation department discontinue involvement with the TC Coley Center.	Immediate

Existing Facilities Recommendations

Noted below is each park in the system and the general recommendations for each site. More specific recommendations and the opinion of probable cost are noted in the next section.

Park	Park Specific Recommendations
Berkley Park	Natural surface trails should be added to this site. Accessible routes to all facilities within the park need to be added. Updated and expanded playground equipment is needed.
Bryan Multi-Sport Complex	The site should consider adding more multipurpose fields to meet growing demand. There are a few shaded areas within the park and inadequate communal areas for teams who are waiting for play on the fields. There are approximately two acres of open space in the park's entrance area that could be reforested; picnic shelters / areas could be added to these areas to meet the public demand for this type of facility. A large, covered pavilion should also be developed to provide space for meals, gatherings, and protection from bad weather.
Edgewood	It is not recommended that this site remain the long-term parks and recreation administration facility since the site was designed to be a school. Even if renovations were made to the site, it would still be inadequate and not meet the size and scope of what is needed for Goldsboro. Edgewood should be used as a temporary operations site, for about three to seven years, while the recommended developments to Herman Park are made.
Fairview Park	This park needs a site-specific plan to be revisioned. While the Bryan Multi-Sport Complex is handling a high amount of the current soccer needs, the complex is serving lots of sports tourism needs and cannot meet local and tournament demand. Fairview Park should be updated and serve as an overflow facility to allow for more local play. The site redesign should offer a wide range of services, including more athletic fields to meet the currently underserved needs.
Goldsboro Golf Course and Event Space	A new smaller pro-shop should be developed on the footprint of where the old pro-shop was. The parking lot near the golf course should be brought back into use. Since the current event center is not able to handle all of the requested demand, the current event center / pro-shop should be renovated to accommodate larger events to multiple smaller events. There should be a focus on expanding the revenue generation potential of this site. Also, outdoor community spaces should be developed to add to the attractiveness of the rental. Outdoor amenities can include a plaza, small arboretum, or a reservable outdoor communal space. There should be different pricing for resident and non-resident fees for golf and event space use.
Henry C. Mitchell Park	There should be some low maintenance trees planted at this site to allow the space to naturalize and then be sold.
H.V. Brown Park	Approximately five acres of this site, mostly in the southwest corner, should be turned into an educational arboretum to reduce maintenance needs like mowing and allow for environmental education as well as passive recreation opportunities.
Herman Park	This site functions as the City's flagship park, but it needs to be updated for greater connectivity. A site-specific plan is recommended for this park. It is also recommended that Herman Park serve as the location for indoor aquatics, a fitness and recreation center, and the parks and recreation administrative headquarters. The park needs to be redesigned to consider recreation and downtown economic development. The old recreation center and administrative offices should be demolished. There are more tennis courts than the public needs, so some courts should be permanently shifted to use for pickleball and basketball. If Wayne County public and private schools intend to use the tennis courts, then the school system should financially invest in the redesign process.
Mina Weil Park	The pool area should be expanded and offer rentable cabanas. The bathhouse facilities should also be updated. There should be understory vegetation, ornamentals, and other minimally maintained native vegetation planted under and around the area with old growth trees to reduce mowing needs. An additional acre of property on the easternmost side of House Street should be planted for reforestation needs, which will eliminate mowing.

Park	Park Specific Recommendations
North End Park	Due to recent renovations, only landscaping updates are recommended at this park.
Peacock Park	Approximately two acres of this park should be reforested to eliminate the need for mowing. There should be rentable cabanas added to the site and the restrooms should be updated. If the City develops a new aquatics center (outdoor or indoor), the pool should be closed and, in time, converted into a splash pad. This allows for the existing aquatics infrastructure to be repurposed and the park to remain serving the nearby population.
Quail Park	The recommended additions to this site include the following: a large pavilion, a picnic area, a restroom building with a composting toilet, lighting, and security cameras.
South End Park	This site needs accessibility improvements.
Stoney Creek Park	This park needs a site-specific master plan that focuses on reducing maintenance costs and improving the aesthetics. This site may be well suited for an elevated adventure playground.
T.C. Coley	Since the facilities are currently privately leased, and since T.C. Coley is near Mina Weil Park and the new W.A. Foster Park, it is recommended that T.C. Coley be leased long-term to another party. Another method for which the City is no longer responsible to maintain the property is also an option.

Maintenance

Maintaining recreation facilities is a major pillar of operations. While people are often drawn to recreation facilities because of events, programs, or marketing, the upkeep of maintenance items is what gives users an impression of the park and determines, in some cases, if they will return. Proper maintenance directly impacts the lifecycle of a park system.

Number	Action Item	Description	Need Type
5	Maintenance		
5.1	Establish maintenance standards	The department should establish and operate under maintenance management standards. These standards should denote optimal mowing times, transportation routes to parks, and quantify other duties.	Mid-range
5.2	Regular maintenance management plan	A maintenance management plan should be established and include daily maintenance efforts, staffing needs and plans, training regiments, and plans for continual aesthetic improvements for park functionality.	Mid-range
5.3	Major maintenance schedule	Create a major maintenance schedule for items that can be done in house but not considered normal maintenance items. There should be established schedules for replacements and major maintenance tasks. Included in this is a new major maintenance crew.	Mid-range
5.4	Capital outlay	Create a capital outlay replacement plan for large purchases, mowers, roof, HVAC, and maintenance vehicles. \$5,000 is the suggested minimum threshold for an item to be added to the capital outlay list.	Long-range
5.5	Refined scope of work	It is recommended that the staffing level for maintenance remain the same but non-park related maintenance be handled by other City operations and / or contracted services so that the parks and recreation maintenance staff can work on updating park facilities, backlogged major maintenance items, and general parks beautification efforts.	Short-range

Best Practice

Parks and recreation departments should develop a maintenance plan that supports departmental facilities and operations. Staffing, policies, and schedules should support these efforts, and developing larger parks at fewer locations is one way to show support. This allows the department to concentrate its maintenance efforts in fewer places, which is more effective in the long run.

Establishing an optimal time that it takes to complete regular maintenance items can help with benchmarking operational efficiency as well as setting goals and targets for new staff. While not all maintenance practices are well-suited for time, the following are: mowing time per park, restroom cleaning time, trash pick-up route time, and athletic field preparation time. Planning out the projected time can help staff set realistic expectations.

GIS informed maintenance routing is a process where GIS can help map out the most efficient travel route between parks. This analysis, if done periodically, can minimize the window of time it takes for maintenance staff to travel, which puts more time toward improving the park system. Many local governments have GIS staff to conduct this routing internally, and the process is relatively simple.

Marketing

The hallmark of successful parks and recreation marketing is that community members can find out about programs, events, and new facilities in a variety of ways. Strong marketing efforts can also help build a sense of community within the municipality as well as broadcast events and activities to non-residents. Marketing practices frequently change as new technologies and creative trends emerge.

Number	Action Item	Description	Need Type
6	Marketing		
6.1	Rebranding	The parks and recreation department should rebrand. New messaging should compliment the City's broader efforts and focus on promoting the City's park assets, opportunities, and unique brand. It is recommended that sports tourism be a component of the rebrand.	Mid-range
6.2	Digital marketing boards	To boost marketing exposure, digital marketing boards should be placed in a few high traffic locations around the City's park system to allow people who might not have regular internet access to see the ads.	Mid-range
6.3	Joint marketing campaigns	The department should look for opportunities to engage in joint marketing campaigns with the school system, Seymour Johnson, and other key partners. This can help spread key park information and other program updates.	Mid-range
6.4	Diversify marketing strategy	The City is budding in a few areas: sports tourism, outdoor adventure recreation, and theater. The parks and recreation department should work toward developing a stronger external marketing approach to use and promote these offerings. The City must lead this since Wayne County does not offer parks and recreation funding or facilities.	Mid-range
6.5	Seymour Johnson marketing	The department should provide short presentations describing what parks and programs the City should offer to program members who recently relocated to Seymour Johnson.	Mid-range

Best Practice

Parks and recreation facilities are an invaluable asset to any community. The need to provide public awareness for recreation opportunities is just as important as providing the necessary facilities. Departments should regularly assess their marketing campaigns to improve their understanding of park facilities and programs. Departments should also strive to pursue more options for raising awareness through social media, special events at lesser known facilities, and signage that directs visitors to the parks as growth continues. Additionally, departments should seek partnerships with local chambers of commerce, tourism development authorities, and real estate groups to help these partners communicate the quality of life enhancements and attractive parks.

Organizational

Goldsboro's parks and recreation department is organizationally sound, but it would benefit from the National Recreation and Park Association (NRPA) Agency Accreditation. However, Goldsboro's low staffing levels currently prohibit the key department leadership from realistically being able to pursue this accreditation.

Number	Action Item	Description	Need Type
7	Organizational		
7.1	Strategic service range plan	Since Wayne County does not offer any parks and recreation services, the City should engage in strategic internal discussions / planning about how to handle non-resident needs. It is recommended to establish a liaison between the City and County help handle discussions about the City's strategy and how the City should continue to act unilaterally for recreation offerings.	Immediate

Best Practice

NRPA helps departments evaluate their operational practices and compare them to other departments around the Country. This information sharing process provides an objective perspective and can be a catalyst for modernization and improved efficiency.

NRPA notes that the "Commission for Accreditation of Park and Recreation Agencies (CAPRA) delivers quality assurance and improvement to accredited park and recreation departments throughout the United States. This operational management system improves their infrastructure, increases efficiency in all activities, and demonstrates accountability within their communities. Implementation of this system strengthens teamwork among department staff, embeds all aspects of CAPRA into their department's internal culture, and establishes a continuous improvement mindset for all department activities."

Source and for more information, visit: <https://www.nrpa.org/certification/accreditation/CAPRA/>

Parkland

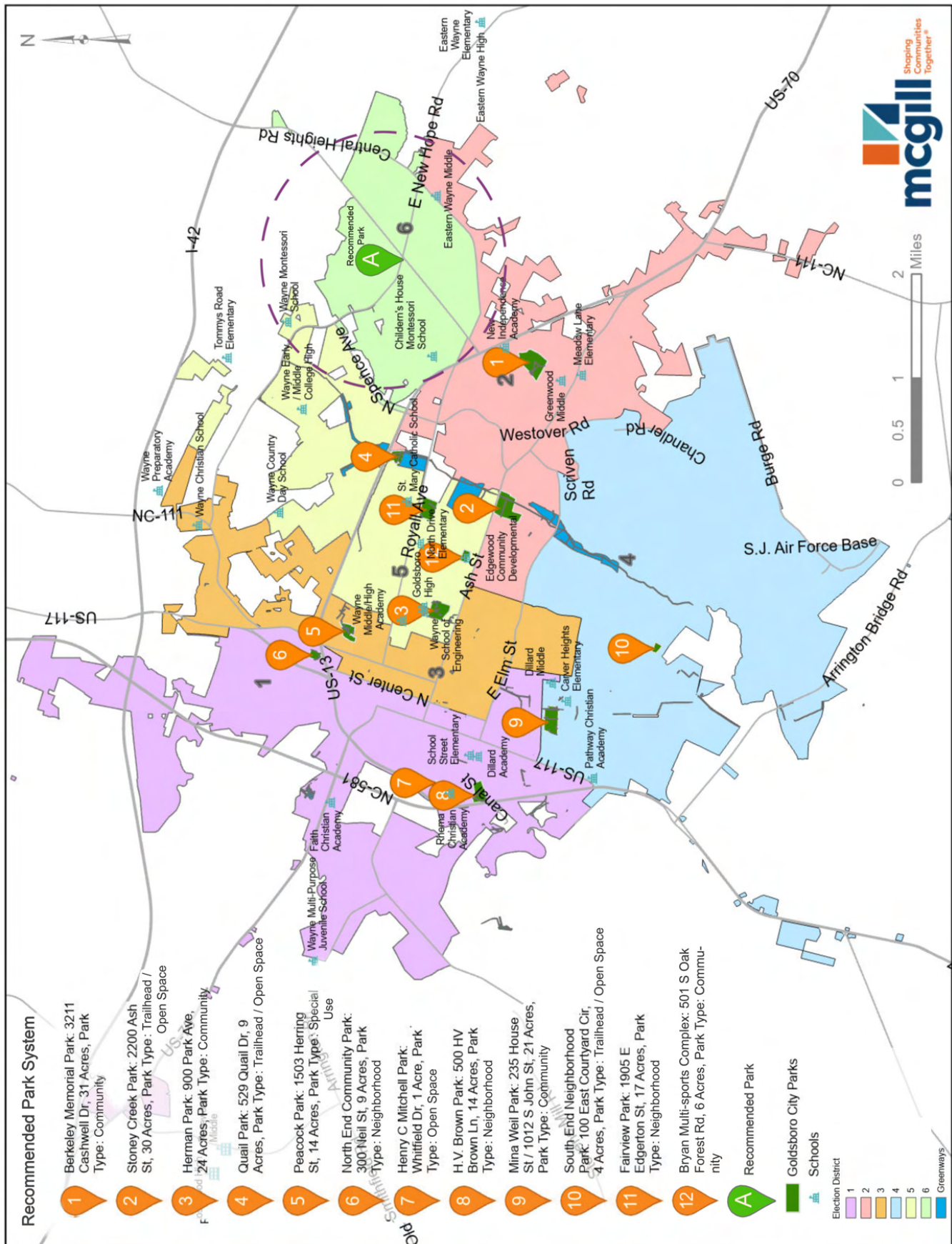
It is important to understand how much parkland is needed and how well it is distributed throughout the community. Goldsboro should develop two new parks in the residential areas. The suggested park in the northeastern part of the City will connect an area that is currently without a park. The suggested park in the southern part of the City should be considered an enterprise fund, revenue generating park that meets a need for camping / RVs. The City should also acquire a permanent administration center. These combined efforts acknowledge that there is a greater need for more indoor recreation in the City. The City should work strategically to locate and develop recreation facilities that can provide administrative space, indoor programming space, and event recreation space.

Number	Action Item	Description	Need Type
8	Parkland		
8.1	Campground development	To meet the need for a campground and RV park in the southern part of the City, the department should consider a feasibility study and a site-specific master plan to explore development. The site should be designed to operate as an enterprise fund. A private-public partnership is encouraged. There should be significant consideration given to connecting area attractions, like Busco Beach. Development should be mutually beneficial rather than competitive. Old Waynesboro Park should be considered for feasibility as well as other City-owned spaces.	Long-range
8.2	Tree planting / naturalization	Due to park usage, limited maintenance capacity, and shifting needs, some parkland within existing parks should be naturalized or reforested. This will allow for decreased maintenance needs, more environmental education opportunities, and allow the City to expand into the parkland that will bring more active use.	Short-range
8.3	Destination park designation	The City should differentiate which parks are intended to have the dual purpose of serving residents and attracting visitors (e.g. Herman Park, Bryan Multi-Sport Complex, GEC / Golf and Pickleball Center)	Mid-range
8.4	Programming and schedule authority	The parks and recreation department should have the authority to program and maintain all facilities with the focus of providing recreation and improved quality of life for the City (Paramount theater is excluded).	Long-range
8.5	Parkland acquisition	The northeast area of the City has no park properties. There is a need to acquire between 5-20 acres of land for future use / development.	Short-range

Best Practice

Many departments develop an inventory of the significant natural and cultural heritage at park sites; this can help the department incorporate the information into park planning, direct visitors toward areas of interest, and protect significant areas from exposure that could be detrimental.

Recommended Parks Map



Partnerships

Parks and recreation departments should not operate in a vacuum. The department should intentionally coordinate with local schools, other municipalities, and planning departments. All recreation stakeholders should participate and provide input on plans and system expansions. Representatives from the local governments and other parks and recreation agencies should periodically meet up to discuss the projects that are planned or underway. When state and federal entities are serving the local population, those agencies should be included in conversations as well.

Number	Action Item	Description	Need Type
9	Partnerships		
9.1	Seymour Johnson airforce base	The City and base have had great success from developing the Bryan Multi-Sport complex. The City and the base should discuss an indoor aquatics center that meet fitness and recreational needs of service members and residents. It is very likely that Wayne County residents would also benefit from this partnership.	Short-range
9.2	Cell phone data usage	Every 3-5 years, the parks and recreation department should acquire cell phone data that tracks park usage. This data should be used to understand resident and visitor user trends.	Mid-range
9.3	Stakeholder meetings	The City should hold regular stakeholder meetings with other recreation providers in and near the City limits. This includes area non-profits, the owner(s) of the Carolina Athletic Park, Waynesboro Park, and Busco Beach.	Short-range

Best Practice

Most departments have a community college or university in the area. Hosting interns from local colleges and universities is a great way to develop a partnership. Interns from the following fields are most beneficial to a parks and recreation department: parks and recreation programming, marketing, horticulture, turf grass management, public health, public policy, physical therapy, art, design, businesses, planning, sustainable tourism, and photography / videography.

Developing a robust intern pool provides valuable education experiences for students and continually brings new and innovative ideas to parks and recreation agencies.

Policy

The NRPA agency accreditation is an excellent resource for understanding the necessary policies and procedures that an agency should have. It also provides a framework for sharing policies between similar parks and recreation operations.

Number	Action Item	Description	Need Type
10	Policy		
10.1	Enterprise site policy	The department should develop a policy that separates the capital and operating costs, especially for the enterprise recreation sites or sites that have the potential to be enterprise operations. The policy also recommends a discussion about revenue growth and reinvestment.	Short-range
10.2	Non-resident fees	Developing a uniform, non-resident fee is recommended. This should include all parks and recreation facilities and parks, including the golf course and event center.	Immediate
10.3	Sports tourism policy	The parks and recreation department should develop a sports tourism policy that recognizes City assets / efforts as well as possible partnerships within Wayne County. Off road vehicles should be considered as part of the regional draw to Goldsboro.	Mid-range
10.4	Theater policy	An internal policy between the parks and recreation department and the theater department should be developed to guide and strengthen the collaborative efforts.	Long-range
10.5	Off road vehicle (ORV) policy	The department should develop / review its ORV policy and promote off road vehicles in the City. Doing so promotes Goldsboro as an adventure destination in Eastern North Carolina. Temporary permits for visitors to Busco Beach should be considered.	Long-range

Programs

Parks and recreation programs play a significant role in establishing the quality of life in a community. Just like the facilities and amenities need to evolve over time to meet community needs, the parks and recreation department needs to evolve as well.

Number	Action Item	Description	Need Type
11	Programs		
11.1	Social sports for adults	The City should explore adding socially-focused programs for young adults (like kickball, cornhole, fitness programs, etc). These events can be shorter in duration and should have social aspects programmed in, for example: "kickball and kraft beer" or "local coffee and cornhole." Current staffing levels are a major barrier for programs of this type.	Mid-range
11.2	Collaborative programs	The department should engage in more collaborative programs, specifically with Seymour Johnson, the library, and Paramount Theater.	Mid-range

Safety

Goldsboro's park system has the opportunity to make small modifications that can improve the sense of safety for park users. Additionally, the department should continue fostering its relationship with local law enforcement, as this relationship can help the department be proactive and vocalize its efforts. Working to keep this partnership strong can help visitors feel safe and welcome at the City's parks.

Number	Action Item	Description	Need Type
12	Safety		
12.1	Facility usage cameras	Add facility cameras to all parks to understand usage trends and enable remote program supervision.	Short-range
12.2	Park lighting	Add lighting to all the parks that do not currently have it.	Short-range
12.3	Tree evaluation	An arbor analysis of the trees over the common play / practice areas should be completed to determine if the trees are in good health or at risk of falling / injuring park users.	Immediate

Staffing

The role of parks and recreation staff varies significantly from community to community. The mission, vision, and focus of the agency can impact the type of staff that is needed to accomplish the departmental goals. The recommendations listed below account for the current departmental operations as well as the future changes that we recommended in this section.

Number	Action Item	Description	Need Type
13	Staffing		
13.1	Restore key leadership positions	Re-establish a Recreation Superintendent or Division Manager to oversee programming and facility operations. This would free up the Assistant Director to focus on strategic initiatives and partnerships. The Recreation Superintendent can coordinate all center supervisors, athletics, aquatics, and special events staff.	Short-range
13.2	Fill critical vacancies	The department should add a Volunteer / Community Coordinator position (see partnerships section) to recruit and manage volunteers.	Mid-range
13.3	Augment maintenance crew staffing	Increase the number of Park Technicians and seasonal maintenance workers to care for the facilities (especially the Edgewood). Aim for a maintenance staffing ratio that is close to NRPA guidelines (one FTE maintenance worker per 12-15 park acres, adjusted for facility intensity). This may involve converting some part-time roles to full-time to improve reliability.	Mid-range
13.4	Cross-train and specialize	Implement cross-training so that staff can cover multiple functions during peak times. For example, recreation leaders should be trained in basic park maintenance tasks (and vice versa) to increase flexibility. At the same time, identify specialties that need dedicated roles (a horticultural specialist for landscaping or an aquatics coordinator to manage the pools).	Mid-range
13.5	Additional indoor / aquatics staff	The facility size and scope should dictate the details of how many additional staff are needed. At minimum, there should be one Center Director and one additional Maintenance Member. Also, if / when a recreation center is developed, an Aquatics Coordinator should be added to manage all aquatics-related facility and staffing matters.	Mid-range
13.6	Major maintenance crew	The department should create a new major maintenance crew that has skilled staff who primarily focus on improving existing facilities rather than the day-to-day upkeep (painting, retrofit fixtures, minor construction projects, etc.)	Mid-range

Walkability

Walkability is a universal desire for communities across the country. Communities should encourage the inclusion of public greenways or trails that connect current and future schools, parks, and other public destinations. Departments should also continue to encourage the coordination and planning for future utility easements and road right-of-ways.

Number	Action Item	Description	Need Type
14	Walkability		
14.1	Downtown greenway corridor	Developing an attractive, well-lit greenway corridor between HV Brown Park, downtown, Herman Park, and the Edgewood Community Center will help the department follow the plan outlined in the City's bicycle, pedestrian, and greenway plan.	Mid-range
14.2	Dedicated ORV trails	The City should explore having dedicated routes that allow ORV vehicles to safely enter downtown Goldsboro. This will also encourage economic development.	Long-range

Best Practice

The NRPA, the Trust for Public Land (TPL), and the Urban Land Institute (ULI) have partnered to promote safe, equitable park access for United States citizens. The goal is to provide all people with access to quality park and green space within a 10-minute walk of their home by 2050.

A planned network of bike trails, bike lanes, and shared roadways would support active transportation between various destinations in the community. To foster trails and greenways, local governments should require bike racks at publicly-owned facilities as an incentive for people to bike.

Trends to Watch

There are a few major trends that could reshape the landscape of public parks and recreation. Unlike a best practice, which are ideas that have stood the test of time, the success of trends depends on the community and their reception. Departments should consider how local leaders respond before implementing new trends.

Cell Phone User Data

Cell phone data is proving to be a groundbreaking way of understanding user trends at parks and recreation facilities. This data also shows how users are frequenting local businesses and where the users are coming from, all of which fills in the story of how a community's parks and recreation facilities are being used. Acquiring this data is currently a little expensive, but as more departments adopt this practice, we anticipate the cost will go down. The data is gathered anonymously to protect the privacy of users; however, some people consider this method as intrusive, so the department should make sure they fully understand the process, as well as the pros and cons, before making a commitment.

Artificial Intelligence

These days, there is an increase in people who are using artificial intelligence (AI). AI can help departments improve their processes in a variety of ways, including programming, operations, and marketing efforts. While we cannot offer best practices yet, this new technology signals that parks and recreation departments should change with the times and strategically incorporate AI.



Community members enjoying a group bike ride

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08 | Action Plan Implementation

Action Implementation Plan

An action implementation plan describes how the City of Goldsboro can strategically address the needs of this rapidly developing community. This section discusses development priorities, recommended staffing, methods for creating the facilities, and possible routes to funding.

Action Steps

Action steps provide a strategy for implementing the recommendations outlined in section 7. The action steps are divided into several subcategories: immediate needs, short-range, mid-range, and long-range. Some recommendations might take longer than others to achieve, but that does not mean they are less important. For example, centralizing athletic facilities in the City is crucial for meeting resident demands and reducing maintenance costs; however, this cannot happen immediately because there is not a centralized facility currently available.

Below is an explanation of the different needs subcategories:

Immediate: These often focus on staffing capacity issues, branding and marketing and addressing the public perceptions of safety in the City's park system. Collaborating with the police department is also crucial.

Short-Range: The City will continue improving marketing strategies and updating / beautifying existing parks. By the end of this phase, the park system should have improved curb appeal and be ready for showcase to residents and visitors. More walking opportunities would also be a benefit.

Recommendations Put To Action

In the action phase, the recommendations that we noted in the previous section are strategically placed in chronological order. It is helpful for a department to explore and address thematic needs. The action plan section recognizes that the department needs a road map of priorities. Accomplishing one recommendation typically serves as a pre-requisite to another task. Additionally, departments need to recognize progress that has been made over a long period of time.

Mid-Range: At this stage, the existing city parks will have a more refined appearance, with many aging facilities rejuvenated and a stronger brand presence enhancing citizen awareness. Development of the new park will invigorate downtown development, attract visitors, and offer residents enhanced park experiences. The City should also initiate the planning process to strengthen its trail and greenway system. Additionally, arts and cultural programs during this phase will further highlight Goldsboro's rich cultural heritage.

Long-Range: Within the next 10 years, the City should promote itself as a sports tourism and recreation adventure destination. The City should also actively seek private public partnerships to develop facilities that increase revenue and further support its presence as a multi-faceted destination in the coastal plains of North Carolina.

Action Steps

Below is a chart with action steps and their descriptions. They are listed in order from highest to lowest priority. For reference, the categories are defined by the following timelines: immediate (0-12 months), short-range (1-3 years), mid-range (4-6 years), and long-range (7-10 years). The far right column is for check off after completion.

Action Item	Description	Immediate	Short-Range	Mid-Range	Long-Range	Check Off
Support for additional duties (2.1)	The parks and recreation department maintenance staff is supporting all City-owned properties, even ones that are not park related. Since it may not be immediately feasible to shift these duties, the parks department budget should be expanded to accommodate for these non-park duties.	x				
Transitional administrative space (4.3)	It is recommended that the recreation department be housed in a park, if possible. It is recommended that the department continue using the "Edgewood" facility until a new, permanent administrative facility is developed. This transitional period is expected to take between 5-10 years.	x				
Non-resident fees (10.2)	Developing a uniform, non-resident fee is recommended. This should include all parks and recreation facilities and parks, including the golf course and event center.	x				
Strategic service range plan (7.1)	Since Wayne County does not offer any parks and recreation services, the City should engage in strategic internal discussions / planning about how to handle non-resident needs. It is recommended to establish a liaison between the City and County help handle discussions about the City's strategy and how the City should continue to act unilaterally for recreation offerings.	x				
County operating fund support (2.5)	If Wayne County continues to not offer recreation facilities and programs, the City should request funding support from the County for parks and recreation facilities since there is so much non-resident use. A strategic plan for recreation should be considered if the County is interested in participation.	x				
Indoor fitness and aquatic center (4.2)	There is a high level of interest in an indoor aquatics center and fitness center. A feasibility study should be used to understand if partnerships with Seymour Johnson and / or Wayne County will help this need be met.	x				
Tree evaluation (12.3)	An arbor analysis of the trees over the common play / practice areas should be completed to determine if the trees are in good health or at risk of falling / injuring park users.	x				
TC Coley (4.4)	Due to its proximity to the new W.A. Foster Center, it is recommended that the parks and recreation department discontinue involvement with the TC Coley Center.		x			

Action Item	Description	Immediate	Short-Range	Mid-Range	Long-Range	Check Off
General budget threshold (2.3)	The lower threshold of the budget should be, at minimum, tied to the NRPA per capita median amount for similarly-sized local governments.		x			
Restore key leadership positions (13.1)	Re-establish a Recreation Superintendent or Division Manager to oversee programming and facility operations. This would free up the Assistant Director to focus on strategic initiatives and partnerships. The Recreation Superintendent can coordinate all center supervisors, athletics, aquatics, and special events staff.		x			
Enterprise site policy (10.1)	The department should develop a policy that separates the capital and operating costs, especially for the enterprise recreation sites or sites that have the potential to be enterprise operations. The policy also recommends a discussion about revenue growth and reinvestment.		x			
Capital item breakout (2.2)	It is not recommended that capital items for the golf course and GEC are included in normal operational expenditure reporting.		x			
Refined scope of work (5.5)	It is recommended that the staffing level for maintenance remain the same but non-park related maintenance be handled by other City operations and / or contracted services so that the parks and recreation maintenance staff can work on updating park facilities, backlogged major maintenance items, and general parks beautification efforts.		x			
Tree planting / naturalization (8.2)	Due to park usage, limited maintenance capacity, and shifting needs, some parkland within existing parks should be naturalized or reforested. This will allow for decreased maintenance needs, more environmental education opportunities, and allow the City to expand into the parkland that will bring more active use.		x			
Tree City USA (3.1)	To encourage environmental awareness and beautification, the City should consider becoming a Tree City USA. This should be a collaborative effort between the City and the parks and recreation department.		x			
Park lighting (12.2)	Add lighting to all the parks that do not currently have it.		x			
Facility usage cameras (12.1)	Add facility cameras to all parks to understand usage trends and enable remote program supervision.		x			
Aesthetic improvements (4.1)	Update and improve the curb appeal of all parks and recreation facilities. There should be established maintenance and levels of service (this includes how often to trim, edge, mow, paint, etc.)		x			

Action Item	Description	Immediate	Short-Range	Mid-Range	Long-Range	Check Off
Accessible routes (1.1)	The City should continue to work on the ADA transition plan and focus on accessible routes and facility upgrades in the park system.		x			
Stakeholder meetings (9.3)	The City should hold regular stakeholder meetings with other recreation providers in and near the City limits. This includes area non-profits, the owner(s) of the Carolina Athletic Park, Waynesboro Park, and Busco Beach.		x			
Seymour Johnson airforce base (9.1)	The City and base have had great success from developing the Bryan Multi-Sport complex. The City and the base should discuss an indoor aquatics center that meet fitness and recreational needs of service members and residents. It is very likely that Wayne County residents would also benefit from this partnership.		x			
Parkland acquisition (8.5)	The northeast area of the City has no park properties. There is a need to acquire between 5-20 acres of land for future use / development.		x			
Downtown greenway corridor (14.1)	Developing an attractive, well-lit greenway corridor between HV Brown Park, downtown, Herman Park, and the Edgewood Community Center will help the department follow the plan outlined in the City's bicycle, pedestrian, and greenway plan.		x			
Fill critical vacancies (13.2)	The department should add a Volunteer / Community Coordinator position (see partnerships section) to recruit and manage volunteers.			x		
Establish a parks foundation (2.7)	The department should spearhead the effort to form a parks and recreation foundation.			x		
Adopt a park program (2.6)	The department should begin developing an adopt a park program.			x		
Establish maintenance standards (5.1)	The department should establish and operate under maintenance management standards. These standards should denote optimal mowing times, transportation routes to parks, and quantify other duties.			x		
Regular maintenance management plan (5.2)	A maintenance management plan should be established and include daily maintenance efforts, staffing needs and plans, training regiments, and plans for continual aesthetic improvements for park functionality.			x		
Augment maintenance crew staffing (13.3)	Increase the number of Park Technicians and seasonal maintenance workers to care for the facilities (especially the Edgewood). Aim for a maintenance staffing ratio that is close to NRPA guidelines (one FTE maintenance worker per 12-15 park acres, adjusted for facility intensity). This may involve converting some part-time roles to full-time to improve reliability.			x		

Action Item	Description	Immediate	Short-Range	Mid-Range	Long-Range	Check Off
Major maintenance schedule (5.3)	Create a major maintenance schedule for items that can be done in house but not considered normal maintenance items. There should be established schedules for replacements and major maintenance tasks. Included in this is a new major maintenance crew.			x		
Major maintenance crew (13.6)	The department should create a new major maintenance crew that has skilled staff who primarily focus on improving existing facilities rather than the day-to-day upkeep (painting, retrofit fixtures, minor construction projects, etc.)			x		
Sports tourism policy (10.3)	The parks and recreation department should develop a sports tourism policy that recognizes City assets / efforts as well as possible partnerships within Wayne County. Off road vehicles should be considered as part of the regional draw to Goldsboro.			x		
Diversify marketing strategy (6.4)	The City is budding in a few areas: sports tourism, outdoor adventure recreation, and theater. The parks and recreation department should work toward developing a stronger external marketing approach to use and promote these offerings. The City must lead this since Wayne County does not offer parks and recreation funding or facilities.			x		
Destination park designation (8.3)	The City should differentiate which parks are intended to have the dual purpose of serving residents and attracting visitors (e.g. Herman Park, Bryan Multi-Sport Complex, GEC / Golf and Pickleball Center)			x		
Rebranding (6.1)	The parks and recreation department should rebrand. New messaging should compliment the City's broader efforts and focus on promoting the City's park assets, opportunities, and unique brand. It is recommended that sports tourism be a component of the rebrand.			x		
Digital marketing boards (6.2)	To boost marketing exposure, digital marketing boards should be placed in a few high traffic locations around the City's park system to allow people who might have not regular internet access to see the ads.			x		
Joint marketing campaigns (6.3)	The department should look for opportunities to engage in joint marketing campaigns with the school system, Seymour Johnson, and other key partners. This can help spread key park information and other program updates.			x		
Seymour Johnson marketing (6.5)	The department should provide short presentations describing what parks and programs the City should offer to program members who recently relocated to Seymour Johnson.			x		

Action Item	Description	Immediate	Short-Range	Mid-Range	Long-Range	Check Off
Cell phone data usage (9.2)	Every 3-5 years, the parks and recreation department should acquire cell phone data that tracks park usage. This data should be used to understand resident and visitor user trends.			x		
Additional indoor / aquatics staff (13.5)	The facility size and scope should dictate the details of how many additional staff are needed. At minimum, there should be one Center Director and one additional Maintenance Member. Also, if / when a recreation center is developed, an Aquatics Coordinator should be added to manage all aquatics-related facility and staffing matters.			x		
Occupancy tax support (2.4)	The select parks noted as destination parks should receive regular funding from occupancy tax for improvements and to be utilized as key marketing pieces.				x	
Capital outlay (5.4)	Create a capital outlay replacement plan for large purchases, mowers, roof, HVAC, and maintenance vehicles. \$5,000 is the suggested minimum threshold for an item to be added to the capital outlay list.				x	
Programming and schedule authority (8.4)	The parks and recreation department should have the authority to program and maintain all facilities with the focus of providing recreation and improved quality of life for the City (Paramount theater is excluded).				x	
Theater policy (10.4)	An internal policy between the parks and recreation department and the theater department should be developed to guide and strengthen the collaborative efforts.				x	
Collaborative programs (11.2)	The department should engage in more collaborative programs, specifically with Seymour Johnson, the library, and Paramount Theater.				x	
Off road vehicle (ORV) policy (10.5)	The department should develop / review its ORV policy and promote off road vehicles in the City. Doing so promotes Goldsboro as an adventure destination in Eastern North Carolina. Temporary permits for visitors to Busco Beach should be considered.				x	
Campground development (8.1)	To meet the need for a campground and RV park in the southern part of the City, the department should consider a feasibility study and a site-specific master plan to explore development. The site should be designed to operate as an enterprise fund. A private-public partnership is encouraged. There should be significant consideration given to connecting area attractions, like Busco Beach. Development should be mutually beneficial rather than competitive. Old Waynesboro Park should be considered for feasibility as well as other City-owned spaces.				x	

Action Item	Description	Immediate	Short-Range	Mid-Range	Long-Range	Check Off
Dedicated ORV trails (14.2)	The City should explore having dedicated routes that allow ORV vehicles to safely enter downtown Goldsboro. This will also encourage economic development.				x	
Social sports for adults (11.1)	The City should explore adding socially-focused programs for young adults (like kickball, cornhole, fitness programs, etc). These events can be shorter in duration and should have social aspects programmed in, for example: “kickball and kraft beer” or “local coffee and cornhole.” Current staffing levels are a major barrier for programs of this type.				x	
Cross-train and specialize (13.4)	Implement cross-training so that staff can cover multiple functions during peak times. For example, recreation leaders should be trained in basic park maintenance tasks (and vice versa) to increase flexibility. At the same time, identify specialties that need dedicated roles (a horticultural specialist for landscaping or an aquatics coordinator to manage the pools).				x	

Action Steps Summary

1. Utilizing the City's current talent and addressing the issues that come from being understaffed.
2. There is an urgent need to enhance the branding and marketing of the department and park system as well as the public perceptions of safety within the park system.
3. Improve the curb appeal and aesthetic qualities of the City's parks.
4. Develop steps to expand the trail and greenway network.

Anticipated Recreational Project Costs

A recreation capital improvement program for the development of park facilities is designed to encompass, at a minimum, a ten-year period. To assist the City in determining those needs, this study provides a list of anticipated recreation projects based on plan recommendations. The proposed recreational project list provides costs based on recent (2025) material and labor costs. The provided opinion of probable costs includes assumed general expenditures, such as site preparation, building structures, access, site utilities, parking, and specific recreation improvements. The list provided also includes estimates for planning and design fees.

The proposed anticipated future recreational project list would cover a ten-year period and would serve to set recreation expenses for each fiscal year for the implementation of specific projects. The opinions of probable cost are preliminary and are for planning purposes only. As it becomes time to consider the recommended improvements, the City should pursue updated opinions on cost.

This total anticipated future recreational project cost of \$22,646,000 represents the proposed, cumulative figure to be spent for park and recreation development, improvements, and renovations by the year 2035. The total figure does not consider an inflation rate over the ten-year period. See a breakdown of the anticipated future recreational project costs on the next pages.

To meet the existing and future needs of the City, the goals and objectives that are identified in the master plan must be seriously considered for implementation. The City will need to update its annual budget for the parks and recreation department based on projected capital improvement costs, staffing needs, and operations and maintenance costs.

Category / Improvement	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	Year 8	Year 9	Year 10	Cost
	2025-2026	2026-2027	2027-2028	2028-2029	2029-2030	2030-2031	2031-2032	2032-2033	2033-2034	2034-2035	
Existing Parks Renovations / Improvements											
Berkley Park											
Baseball field regrade (2)						\$60,000					\$60,000
Renovate picnic shelter (roof, paint, etc.)	\$20,000										\$20,000
Pave parking lot (approx. 8,000 SY)						\$600,000					\$600,000
Sub-total	\$20,000	\$0	\$0	\$0	\$0	\$660,000	\$0	\$0	\$0	\$0	\$680,000
Bryan Multi-Sport Complex											
Three small picnic shelters (30' x 30')									\$280,000		\$280,000
Picnic area (approx. 8,500 SF)									\$100,000		\$100,000
Shade structures (tensile type)									\$120,000		\$120,000
Additional turf soccer fields (2)									\$800,000	\$800,000	\$1,600,000
Sub-total	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$1,300,000	\$800,000	\$2,100,000
Edgewood (temporary administrative and recreation site)											
Building renovation	\$1,000,000										\$1,000,000
Sub-total	\$1,000,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$1,000,000
Fairview Park											
Site-specific master plan						\$65,000					\$65,000
Redevelopment allowance							\$3,000,000				\$3,000,000
Sub-total						\$65,000	\$3,000,000				\$3,065,000
Goldsboro Golf Course and Event Center											
New club house								\$800,000			\$800,000
Pro-shop renovations								\$250,000			\$250,000
Outdoor event plaza (10,000 SF)								\$600,000			\$600,000
Sub-total	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$1,650,000	\$0	\$0	\$1,650,000

Category / Improvement	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	Year 8	Year 9	Year 10	Cost
	2025-2026	2026-2027	2027-2028	2028-2029	2029-2030	2030-2031	2031-2032	2032-2033	2033-2034	2034-2035	
Henry C. Mitchell Park											
Tree planting allowance	\$10,000										\$10,000
Sub-total	\$10,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$10,000
H.V. Brown Park											
Tree planting allowance	\$10,000										\$10,000
Natural surface trail (quarter mile)	\$40,000										\$40,000
Three small picnic shelters (30' x 30')									\$280,000		\$280,000
Picnic area (8,000 SF)									\$100,000		\$100,000
Safety and area lighting (560,000 SF)									\$140,000		\$140,000
Three timber-framed, double-sided environmental educational kiosks (12' x 3')									\$30,000		\$30,000
Digital marketing board									\$35,000		\$35,000
Sub-total	\$50,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$585,000	\$0	\$635,000
Herman Park											
Site-specific master plan	\$65,000										\$65,000
Site demolition work	\$250,000										\$250,000
Site redevelopment			\$2,500,000	\$2,500,000							\$5,000,000
Digital marketing board	\$35,000										\$35,000
Sub-total	\$350,000	\$0	\$2,500,000	\$2,500,000	\$0	\$0	\$0	\$0	\$0	\$0	\$5,350,000
Mina Weil Park											
2,500 SF splash pad						\$800,000					\$800,000
Four 500 SF cabanas (no electricity)						\$250,000					\$250,000
Sub-total	\$0	\$0	\$0	\$0	\$0	\$1,050,000	\$0	\$0	\$0	\$0	\$1,050,000
North End Park											
Landscaping allowance	\$10,000										\$10,000
Sub-total	\$10,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$10,000

Category / Improvement	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	Year 8	Year 9	Year 10	Cost
	2025-2026	2026-2027	2027-2028	2028-2029	2029-2030	2030-2031	2031-2032	2032-2033	2033-2034	2034-2035	
Peacock Park											
Four 500 SF cabanas (no electricity)						\$250,000					\$250,000
Bathhouse renovations						\$250,000					\$250,000
Sub-total	\$0	\$0	\$0	\$0	\$0	\$500,000	\$0	\$0	\$0	\$0	\$500,000
Quail Park											
Safety and lighting (approx. 10,000 SF)										\$75,000	\$75,000
Waterless restroom building										\$150,000	\$150,000
Two small picnic shelters (30' x 30')										\$140,000	\$140,000
Sub-total	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$365,000	\$365,000
South End Park											
Accessibility improvements		\$60,000									\$60,000
Sub-total	\$0	\$60,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$60,000
Stoney Creek Park											
Landscaping plan	\$6,500										\$6,500
Landscaping installation allowance	\$25,000										\$25,000
Sub-total	\$31,500	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$31,500
Existing Parks Sub-total	\$1,461,500	\$2,560,000	\$2,500,000	\$0	\$0	\$2,275,000	\$3,000,000	\$1,650,000	\$1,885,000	\$1,165,000	\$16,506,500

Category / Improvement	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	Year 8	Year 9	Year 10	Cost
	2025-2026	2026-2027	2027-2028	2028-2029	2029-2030	2030-2031	2031-2032	2032-2033	2033-2034	2034-2035	
New Facility Development											
Aquatics Feasibility Study											
Aquatics feasibility study										\$75,000	\$75,000
Sub-total	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$75,000	\$75,000
Parkland in Northeast Area											
New 5-10 acre park land acquisition										\$2,000,000	\$2,000,000
Sub-total	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$2,000,000	\$2,000,000
Enterprise Private-Public Campground											
Site-specific master plan	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$65,000	\$65,000
Sub-total	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$65,000	\$65,000
Trails and Greenways											
Downtown greenway corridor (3.5 miles)			\$1,000,000	\$2,000,000	\$1,000,000						\$4,000,000
Sub-total	\$0	\$0	\$1,000,000	\$2,000,000	\$1,000,000	\$0	\$0	\$0	\$0	\$0	\$4,000,000
New Facility Development	\$0	\$0	\$1,000,000	\$2,000,000	\$1,000,000	\$0	\$0	\$0	\$0	\$2,140,000	\$6,140,000
Total Anticipated Costs	\$1,461,500	\$2,560,000	\$3,500,000	\$2,000,000	\$1,000,000	\$2,275,000	\$3,000,000	\$1,650,000	\$1,885,000	\$3,305,000	\$22,646,500

Reflected costs are in current dollars and do not account for inflation or other unknown adjustments that will occur in the future. The capital improvement costs represent allowances toward recommended improvements and are not based on existing design or construction documentation. Therefore, the costs presented are intended only for budget planning purposes. All projects will require updated cost estimates once additional planning and design have occurred.

Funding Opportunities

Implementing the recommendations of this comprehensive recreation master plan will require a combination of funding sources, including local, state, federal, and private money. Identifying sufficient funding is a crucial element for implementing this master plan. The NC SCORP is a guide to help identify funding sources for parks and recreation facilities. Funding for future projects will be a key issue that must be addressed in the upcoming years if governments continue to provide basic minimum services.

This section lists the most used funds for park and greenway facility projects in North Carolina. Fortunately, there are many benefits of protected greenways and parks. This allows programs in Goldsboro to access money earmarked for various purposes, including water quality, hazard mitigation, recreation, air quality, alternative transportation, wildlife protection, community health, and economic development. Competition is always stiff for state and federal funds, so local governments must collaborate to create multi-jurisdictional partnerships and develop local funding sources. These sources can then be used to leverage outside assistance. The long-term success of this plan will almost certainly depend on the dedication of a local revenue stream for park and greenway projects.

The City should fully evaluate its available options and develop an investment strategy to meet community needs, maximize local resources, improve quality of life, and leverage outside funding. The City will need funding to administer the continued planning and implementation process, acquire parcels or easements, and manage / maintain facilities. We recommend researching these programs to determine the requirements for specific grants. McGill advises the City of Goldsboro to pursue a variety of funding options.

Dedicated Source of Local Funding

Goldsboro should evaluate the existing departmental budget and funding for capital improvements to leverage and provide matching funds for the programs listed.

Property / Sales Tax Revenues

General tax revenues traditionally provide sources for general operations and park maintenance systems for local governments. Parks and recreation development, along with health, public safety, utilities, etc., are scheduled in regular budgets established by the City. The assessed value of real and personal property and sales tax provides the framework for the City's tax base.

Traditionally, ad valorem tax revenue has been the primary funding source for enhancing local governments' parks and recreation properties / facilities. Recreational opportunities are considered a public service and often are a standard line item on general fund budgets. Creative financial opportunities are possible; however, ad valorem taxes will continue to be the major revenue source to support the system. Consequently, communities often vote to temporarily raise their local tax rate to support the parks and recreation systems.

General Obligation Bonds

Many communities issue bonds, typically approved by shareholders, to finance site development and land acquisition costs. The State of North Carolina grants local governments the authority to borrow funds for parks and recreation through the issuance of bonds. The amount is not to exceed the cost of acquiring or improving parks and recreation facilities. Total bond capacities for local governments are limited to a maximum percentage of assessed property value. Since the issuance of bonds relies on the support of the voting population, awareness programs are essential before a referendum vote.

General obligation bonds are the preferred financing approach of the North Carolina Local Government Commission and the general securities market because the full faith and credit of the issuer backs these instruments. That means the bonds represent an encumbrance against the property tax base of the issuing jurisdiction and, therefore, offer the best security to the bondholder. The State of North Carolina requires the issuance of bonds do not exceed the total cost of improvements (including land acquisition). Given the recommended capital improvements suggested in this plan, the City may consider continuing to use general obligation bonds to develop new facilities. Total bonding capacities for local government are limited for parks and recreation to a maximum percentage of assessed property value. The following are key factors to consider before using this financing instrument:

- In North Carolina, issuing general obligation bonds requires a referendum of the voters within the issuing jurisdiction
- The debt term may be extended to 20 to 30 years.
- The debt is publicly sold, so there are costs associated with the sale. These costs generally total 3% to 5% of the bond principal. The issuance costs offset the lower interest rate. Therefore, this instrument becomes more attractive as the issuance size increases and the issuance costs are spread over the more considerable debt. It has been found that this financing option becomes financially superior as the debt principal exceeds \$10 to \$12 million

Generally, debt prepayment cannot be accomplished until reaching a call date. This usually is around 75% of debt retirement. Failure of the general obligation bond to be ratified by referendum could mean that the City could not proceed with an alternative approach to financing without substantially changing the scope of the project.

Fee In-lieu of Contributions

The City should consider providing developers with an option to pay a fee in lieu of rather than to dedicate land for open space or recreation within conventional subdivisions. This program has successfully helped many local governments provide a dedicated source of revenue earmarked for park development. Example of fee in-lieu of policies are provided in the appendix.

User Fees / Registration Fees

Communities nationwide employ various user fees for public recreational programs and services within their recreation departments. The fee is usually determined by a portion of the recreation costs needed for improvements and operations. These user fees are typically levied for special facilities, such as water parks and golf courses; however, they can also be charged for using trails and ball fields. The City should continue generating revenue by charging user fees for facilities like picnic shelters to cover operation and administrative costs. Goldsboro should continue to have a separate fee rate structure for residents and non-residents. As the park system continues to develop, the City should examine its fee structure to identify opportunities and additional revenue. The current user fees appear fair and reasonable for most residents and non-residents. Elected officials should determine the fees and changes based on departmental input; the fees should not be so high that people of modest income would ultimately be denied use.

Occupancy Tax

Occupancy tax is the fee associated with hotel rooms and other short-term rentals. When tourists visit an area and purchase lodging, the money collected goes into a bucket for the County or municipality to use. These funds can be used in a

variety of ways and for various items; because parks and recreation facilities are often used by visitors it is recommended that a portion of these funds be allocated to improve and expand parks and recreation offerings.

Grants

All too often, local governments look to grants as pockets of free money. On the contrary, many funding agencies see grants as funding levers that help maximize local efforts rather than supplement them. State and federal agencies offer numerous grants to help municipalities finance their parks and recreation projects. The City should investigate and pursue this funding source for present and future park and recreation improvements.

Parks and Recreation Trust Fund

The Parks and Recreation Trust Fund (PARTF) was established for local governments and the North Carolina Division of Parks and Recreation in 1994 as a funding source for developing or improving parks and recreation facilities and for the purpose of land acquisition. A state-funded program, PARTF matches monies spent by municipalities on parks and recreation, each sharing 50% of the cost. The maximum matching fund amount provided by PARTF is \$500,000.



Recreation Trails Program

The Recreation Trails Program (RTP) is a \$1.5-million federal grant program administered by the United States Department of Transportation's Federal Highway Administration. It is designed to help states provide and maintain recreational trails for both motorized and non-motorized use.

RTP is a grant program where funds are reimbursed upon completion of deliverables. Eligible applicants must be a state, federal, or local government agency or qualified nonprofit organization. The North

Carolina Trails Committee reviews all applications and makes recommendations to the Secretary of the Department of Natural and Cultural Resources. The secretary determines grant awards.

Federal Aid Construction Funds

Federal Aid Construction Funds are included in the National Highway System (NHS), Surface Transportation Block Grant Program (STBG), and Congestion Mitigation and Air Quality (CMAQ). The funds are used to construct pedestrian and bicycle transportation facilities. The primary funding source for bicycle and pedestrian projects is STBG Enhancement Funding.

Land and Water Conservation Fund

The Land and Water Conservation Fund (LWCF) is a federally funded program established for local and state governments in 1965 as a funding source for outdoor recreational development and land acquisition. LWCF monies are derived from the sale or lease of nonrenewable resources, primarily offshore oil and gas leases and surplus federal land sales. Acquisition and development grants may be used for various outdoor projects, such as municipal parks, tennis courts, bike trails, outdoor swimming pools, and support facilities (roads, water supply, etc). Facility design must be basic instead of elaborate and remain accessible to the general public. LWCF may not provide federal funds for more than 50% of the project cost, although all or part of the project sponsor's matching share may be obtained from other federal assistance programs.



Environmental Enhancement Grant Program

The Environmental Enhancement Grant Program (EEG) is used to fund projects that address the environmental needs of North Carolina, specifically to protect water quality as well as conserve natural areas. Only nonprofit organizations or government

entities for North Carolina projects are eligible. There is a preference for programs focused on the eastern part of the state. The types of grants include land acquisitions and easements, construction, remediation, restoration, research, planning, and education. The maximum award available is \$500,000. The work must be completed within 3 years of the fully executed memorandum of understanding date.

US Department of Agriculture

The United States Department of Agriculture (USDA) Natural Resource Conservation Service (NRCS) helps state and local governments with the operation and maintenance of watersheds that are less than 250,000 square acres. The NRCS provides financial and technical assistance for the improvement of watershed protection, flood prevention, sedimentation control, public water-based fish and wildlife enhancements, and recreation planning. The NRCS requires a 50% local match for public recreation and fish / wildlife projects.

Park Foundations

Foundations provide financing by directly contributing to communities, states, or the nation. These types of funds are usually described as special program foundations, general purpose foundations, or corporate foundations. Foundations can provide resources to support park projects. Foundations generally have few restrictions and limitations and are typically received from local entities. A list of appropriate foundations can be found at: <http://foundationcenter.org>.

Partnerships

To implement the recommendations in this comprehensive master plan, the City should expand its partnership agreements with other public agencies and private sector organizations. Establishing many kinds of partnerships can help

the City achieve its goals. Many local governments nationwide use alliances with public and private sector interests to accomplish community goals.

Listed below are the various types of partnerships that the City should consider while improving and adding parks and recreational facilities:

- Programming partnerships to co-sponsor events and facilities or to allow qualified outside agencies to conduct activities on City-owned properties
- Create a plan to solicit local businesses for sponsorship opportunities related to specific facilities, amenities, programs, and special events
- Operational partnerships to share the responsibility for providing public access and use of facilities
- Development partnerships to purchase land and build facilities
- Management partnerships to maintain properties and facilities

Goldsboro should evaluate and update its current recreation partnerships to ensure they provide the community with the best opportunities. The City should also assess the need to form additional partnerships that address the need for a comprehensive park system. Potential partners should be addressed directly and invited to evaluate the benefits of a partnership. This step should generate interest before solidifying any responsibilities for each participating party.

Private-sector partnerships can be beneficial. Developers can use private funds to develop facilities on municipal property and lease them to the county in the long term. Over time, the developer returns a portion of the revenue to the City, and at the end of the lease, the facility is turned over to public ownership. This arrangement would be a capital investment for a special-use facility.

Land Acquisition and Development

Soliciting contributions is an acceptable method of fundraising for recreation departments. These donations, typically land, cash, labor, and materials could be requested to assist the City of Goldsboro with its enhancement program. Corporations, civic organizations, individuals, and other groups generally donate to a specific park project; however, donations may be solicited for multiple project improvements or additions. The NRPA recommends using private, not-for-profit, tax-exempt foundations to accept and administer private gifts to a public park system.

Life Estates

A life estate is a gift in which a donor retains the land during his / her lifetime and relinquishes the title after his / her death. In return, the owner (or family) is relieved of property tax for the given land.

Local Gifts

Donations of land, money, labor, and construction can significantly impact the acquisition and development of park property. The solicitation of local gifts is highly recommended and should be organized thoroughly, utilizing particular strategic methods. This often-untapped source of obtaining funds requires reaching out to potential donors, such as individuals, institutions, foundations, and service clubs.

Long-term Options

Long-term options allow municipalities to purchase property over a long period. This method is particularly useful because it enables the City to consider a particular piece of land that may have future value, though it is not currently desired or affordable. The advantages of this method of

property acquisition are that the county can protect the future of the land without purchasing it upfront, the purchase price of the land will not increase, and the City will have the right to exercise its option. The disadvantage to the City is that all privileges relinquished by the landowner require compensation in the form of securing the option.

Easement

An easement is the most common type of less-than-fee interest in land. It seeks to compensate the property owner for the right to use his / her land or for losing his / her privileges to use the land. Generally, the landowner may still use the land and, therefore, continue to generate property tax revenue for the City.

Fee Simple Purchases

Fee simple purchase is the most common method of acquiring municipal property for park facilities. It has the advantage of simplifying justification to the public, and it is the most difficult method to pursue due to limited monetary resources.

Fee Simple with Lease-back or Resale

This allows local governments to acquire land by fee simple purchase yet sell or lease the property to prospective users with restrictions that will preserve the land from future development. The fee simple with lease-back or resale method is usually the result of landowners, who have lost considerable monetary amounts in property value, and determine that it is more economical to sell the land to the City (with a lease-back option) than to keep it.

Plan Adoption

Adopting this comprehensive parks and recreation master plan is the first step in implementation. After adoption, the community can start making decisions that fit the plan's goals. The City also gives itself greater authority to shape local land use decisions to achieve this plan's goals and vision. Adopting this master plan is essential for maximizing available grant opportunities. The City of Goldsboro can promote parks, greenways, facilities, and programs through organizations, institutions, publications, and networks. Having an existing network provides a strong foundation for improving a community.



Athletics are an important part of Goldsboro's recreation-related identity

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09 | Appendices

Appendix A

Key Themes from the Economic Development Focus Group (April 30, 2025 at 8:30a)

1. Recreational Assets & Needs

- **Popular Facilities:**
 - Herman Park (noted as overused and in need of renovation)
 - Train attraction, Tennis Courts, Greenways
 - Bryan Athletic Complex, Peacock Pool (swimming), Youth Athletics
 - Berkley Park
- **Identified Needs:**
 - **Pickleball Complex** – for sports tourism
 - **More fields** at Bryan Complex
 - **Indoor facility** for year-round programs
 - **Improved walkability** and **safe connections** between parks
 - **Beautification** of parks to match downtown standards

2. Downtown Development & Connectivity

- **Desire for a walkable, accessible park** in or near downtown
- **Connectivity between Herman Park and downtown** seen as a major opportunity
- **Potential corridor** linking Herman Park to the James & Pine Black Business District and Union Station
- **Arts District Development:**
 - Center Street (Ash to Elm)
 - Walnut Street (to Union Station)
 - Parklets and greenways as key features

3. Cultural & Heritage Tourism

- **Black Business District Parklet** (James & Pine) in development
- **African American heritage assets:**
 - African American Music Trail
 - 135th Colored Armory Marker

Goldsboro Seymour Johnson Focus Group summary

May 13, 2025 1 pm

- **Diverse Community Use**
- Family reunions and large gatherings
- Educational field trips and school functions
- Casual meet-ups for sports and recreational activities
- **Athletic & Recreational Highlights**
- Organized programs for sports like soccer, basketball, and tennis
- Community leagues and coaching opportunities in youth sports
- Specialized facilities including the multi-sport center and pickleball courts
- **On-Base and Off-Base Integration**
- Active participation by military families on base
- Utilization by the broader community, including neighboring school districts and local residents
- Shared facilities that bridge diverse segments of the community
- **Community Building & Identity**
- Parks serving as central hubs for communal activities and celebrations
- Spaces that reinforce local identity and encourage social bonds through varied events
- Multiple opportunities for strengthening community ties through organized and spontaneous gatherings
- **Future Opportunities for Enhancement**
- Expanding athletic and niche recreational programs such as advanced pickleball initiatives
- Exploring public-private partnerships and innovative programming for broader community engagement
- Enhancing community outreach with additional events, tournaments, and specialized coaching clinics
- **Collaborative Program Development:**
- Reached out to Jordan Hill from Parks and Rec to discuss partnership opportunities.
- Considering implementing a bike safety course for kids, inspired by a similar initiative from an Alaskan parks program.
- Focus on partnering with both on-base groups and off-base entities to maximize attendance and resource sharing.
- Future planning includes using a potential new facility to expand off-site programs and coordinate budgets across departments.
- **Balancing On-Base and Off-Base Engagement:**
- Separate events are planned exclusively for base personnel, while others are designed to appeal to the wider local community.

Goldsboro Senior Focus Group

May 13 2025 9 am

Community Discussion Summary

This document summarizes the key themes and discussions from the community focus group. The insights gathered will help inform future planning and improvements in the community.

Key Themes

Senior Engagement & Community Involvement

- Many participants express a desire to be more involved in community activities, such as visiting the Senior Center or participating in lessons and events.
- There's a recognition of the importance of these centers in fostering connection and support among older adults.

Caregiving & Support Services

- A strong emphasis is placed on the need for caregiving education and support, especially for those who are caring for others but may not need full-time nursing home care.
- The idea of having someone to guide others through the caregiving process is seen as essential.

Health & Wellness Opportunities

- Interest in physical activities like swimming and pickleball is evident, with some expressing a desire to overcome past fears or limitations to re-engage in these activities.
- There's also a call for more senior-friendly facilities, such as pools and courts, and better access to them.

Infrastructure & Safety Concerns

- Safety issues, such as the need for speed bumps to protect children and seniors near the center, are highlighted.
- Concerns about space limitations and the need for better planning to accommodate more participants in activities like pool games are also mentioned.

Community Voice & Representation

- Participants stress the importance of speaking up about issues in the community, even if they live outside city limits.
- There's a shared belief that long-term residents have valuable insights and should be empowered to help shape improvements.

Key Themes of Non-Profit Focus Group Goldsboro Parks and Recreation

April 30, 2025 10:00 am

1. Community Use and Engagement

- Parks are widely used by families for recreation, exercise, and leisure.
- Dog parks and walking trails are part of regular routines for many residents.
- Parks serve as important gathering spaces for families and community bonding.

2. Youth Sports and Nonprofit Involvement

- Local nonprofits rely heavily on parks like Fairview Park and North End Park for youth soccer training and competitions.
- The Bryan Multi-Sports Complex is used primarily for official games, though access for practices is limited due to high demand and scheduling constraints.
- Year-round programming highlights the need for consistent and reliable access to facilities.

3. Facility Conditions and Infrastructure

- Some parks, particularly Fairview Park, were originally designed for other sports (e.g., baseball) and have been repurposed for soccer and other activities.
- Concerns were raised about:
 - **Aging infrastructure**
 - **Insufficient lighting**
 - **Limited parking**
 - **Inadequate restroom access**, especially during winter months when facilities are closed for seasonal maintenance.

4. Accessibility and Maintenance

- Seasonal closures of restrooms and lack of lighting limit usability, especially for large groups and evening activities.

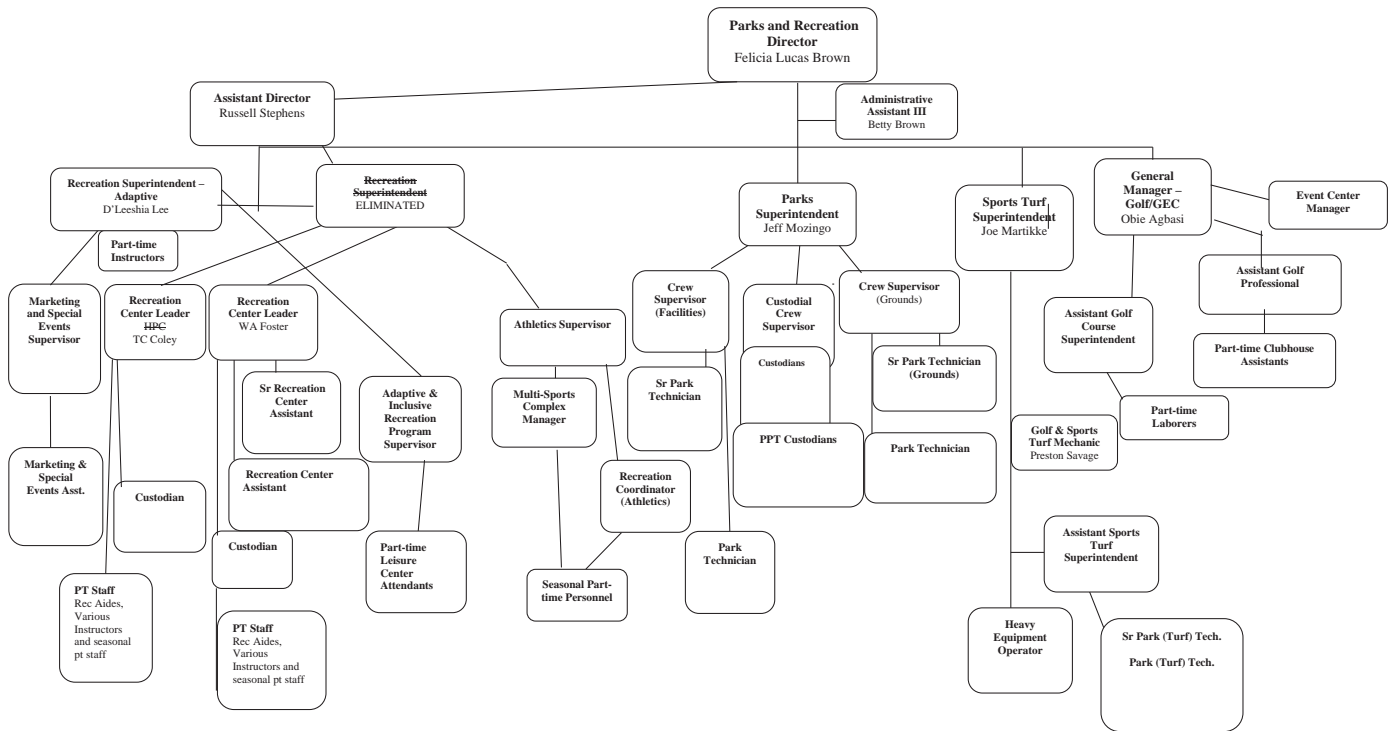
Goldsboro Schools Focus Group

May6, 2025 12:30 pm

- **Community Engagement and Local Pride**
 - Deep connection to the local community is evidenced by frequent visits to parks and the central library.
 - An appreciation for community resources reinforces residents' decision to live locally and embrace the area's lifestyle.
- **Active and Healthy Lifestyle**
 - Participation in a variety of physical activities such as tennis, baseball, biking, and walking.
 - Use of community facilities like sports fields, dog parks, and local trails helps maintain an active routine.
- **Educational and Cultural Enrichment**
 - The library is utilized for reading programs and computer-based learning, enhancing cultural engagement.
 - Innovative initiatives (e.g., reading incentives with rewards) encourage literacy and lifelong learning.
- **Versatility of Community Spaces**
 - Community facilities serve multiple purposes—from promoting active sports and recreation to offering educational and social avenues.
 - These versatile spaces support both personal growth and community cohesion.
- **Outdoor Recreation and Biking/Trail Exploration**
 - Recent participation in biking clubs and gradual progress toward full rides.
 - Utilization of local trails, including the Greenway routes (Reed, Reedy Branch, New Hope), underscores a regional emphasis on outdoor activity.
- **Integration of Schools with Parks and Recreation**
 - Collaborative efforts between local schools (e.g., Wayne Christian School) and the Parks and Rec department to coordinate youth sports leagues (like soccer).
 - This partnership extends to scheduling, providing equipment and uniforms, and even offering multiple participation options (school-based teams or independent sign-ups).
- **Local Identity and Community Connection**
 - Personal stories of growing up in Goldsboro and the ongoing, active use of community facilities promote a strong local identity.
 - Family and community traditions foster shared experiences and deeper social bonds.
- **Flexibility and Empowerment for Families**
 - Multiple avenues of engagement are available, allowing families to choose between organized sports programs or independent use of Parks and Rec resources.

Appendix B

Parks & Recreation Department (Revised 1-9-25)



Appendix C

Goldsboro	Paramount Theater	Bryan Athletic Park/W A Foster/Senior Games	Herman Park	Daddy Daughter	Totals
Weight Lifting/Cardio Machines	2	20	2	0	24
Volleyball	0	5	16	3	24
Tot Lot	4	6	23	11	44
Tennis Courts	0	12	6	5	23
Teen Programming Space	2	9	4	2	17
Storybook Walk	3	12	13	3	31
Skateboard Park	0	25	8	3	36
Shuffleboard	2	1	2	5	10
Sensory Garden	1	4	1	2	8
Senior Programming Space	0	11	3	1	15
Ropes Course	3	9	9	10	31
Playground (5-12 YR)	1	7	1	2	11
Ping Pong	1	4	3	0	8
Pickleball Courts	4	19	4	2	29
Outdoor Fitness Stations	1	11	14	21	47
Natural Surface Trail	2	12	4	1	19
Musical Play Equipment	5	9	10	5	29
Multipurpose Greenway	4	14	42	44	104
Mountain Bike Skill Course	1	14	9	5	29
Indoor Recreation Classroom	0	12	2	2	16
Indoor Programming Space	2	13	8	6	29
Indoor Aquatics Center	1	1	4	6	12
Horshoe Pits	0	10	0	3	13
Gymnasium	0	2	9	4	15
Giant Chess Board	6	10	28	21	65
E-Sports Game Room	0	4	3	5	12
DogPark/Agilisty	2	3	3	9	17
Cornhole	0	10	4	1	15
Concession Stand	1	2	10	14	27
Boccee Court	6	42	39	32	119
Basketball Court	1	2	8	8	19
Adventure Play Area	5	2	12	9	28
Total votes	60	317	304	245	926
Estimated # of people	20	106	101	82	309

Appendix D

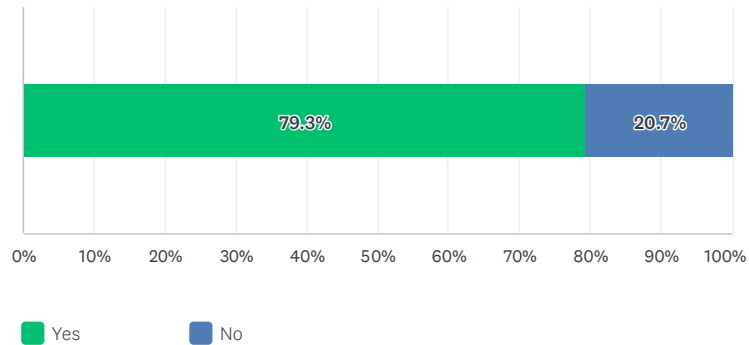
Funding Program	Maximum Grant Amount	Match Requirement*	Types of Eligible Expenses	Anticipated deadline
AARP Community Challenge Grant	\$ 25,000	None	Public spaces, parks, open spaces amenities, transportation and mobility	March
American Academy of Dermatology (AAD)	\$ 8,000	None	Shade structures	March
American Trails- Trail Capacity Program	\$ 10,000	Must have partners, volunteer commitments or in-kind contributions.	Trail maintenance, stewardship training, research	January
Duke Energy Foundation	\$ 25,000	None. Community support encouraged	Land conservation, clean water, biodiversity and disaster preparation	Rolling/Year round
Land and Water Conservation Fund (LWCF)	\$ 500,000	50% (Cash and/or land)	Land acquisition, park development, park renovations.	November
Landscape Structure Playground Matching Grant	\$ 25,000	50%	Playgrounds with a particular emphasis towards inclusion and accessibility	Rolling/Seasonal
Levit Foundation Music Grant	\$ 120,000	Yes. In-kind or funding match depending on level of need	Bringing live music to underserved public spaces.	June
Lowe's Neighborhood Grant	\$ 25,000	None. Community support encouraged	Parks, guardrails, shelters, cultural preservation, trade skill education,	February
MLB- MLBPA Youth Development Grant	No maximum listed	None. Community support encouraged	Field renovations, equipment, training, education and life skills. With a focus on minorities, girls and youth in under resourced communities.	Rolling basis
National Association of Realtors Placemaking Grant	\$ 7,000	Realtor association must be involved. +10% finance commitment	Permanent outdoor public spaces, trails, playgrounds, plazas, gardens, dog parks	October
NC Accessibility for Parks (AP)	\$ 500,000	20%	Public recreation related that meets the unique needs of people with disabilities. New development and/or renovation is eligible.	March & May
NC Rural Downtown Economic Grant	\$ 850,000	5%	Downtown district development	August
NC youth Sports Grant- NC Amateur Sports	\$ 20,000	None	Youth sports equipment	April & November
North Carolina Community Foundation	\$ 10,000	Non-profit partner needed	Arts, human services and environment	Varies and rolling
North Carolina Land and Water Fund	No maximum	None. Community support and/or in-kind match encouraged	Outdoor recreation, land protection, conservation easements, environmental education	March
Our Town Grant	\$ 150,000	50%	health and well being, transportation, beautification	Varies, typically fall
Parks and Recreation Trust Fund (PARTF)	\$ 500,000	50% (Cash and/or land)	Land acquisition, park development, park renovations.	May
PetSafe: Bark for your Park Grant	\$ 25,000	None	Dog parks. Develop, renovate or maintain	Spring
Pitt County Recreation and Cultural Arts Grant	\$ 2,000	50%	Health, recreation, wellness and safety. Must align with County's goals	December
Pre-Disaster Mitigation	No maximum listed	25% Cash and/or in-kind	Infrastructure retrofitting, storm shelters and hazard mitigation planning	Varies, typically summer
Public Art Challenge	\$ 1,000,000	None. Community support and/or in-kind match encouraged	Temporary public art installations	Periodic
Recreation Trails Program (RTP)	\$ 100,000	25% cash and/or in-kind	Trails, trailheads, trail maintenance, planning, equipment.	September
Safe Routes to Schools (SRTS)	\$ 500,000	Variable depending on funds available. Can fund up to 100% of project cost	Improve safety for children walking and biking to school	April
Section 319(h) Grants	Variable. Typically between \$100,000 and \$300,000	40% non-federal match. Cash and/or in-kind	Stormwater runoff	May
The SkatePark Project Grant	\$ 25,000	None. Community support and/or in-kind match encouraged	Skateparks	Rolling
T-Mobile Hometown Grant	\$ 50,000	None. Community support and/or in-kind match encouraged	Community development projects that improve quality of life	Quarterly
Transportation Enhancement Program (TEP)	Variable. Typically between \$100,000 and \$500,000	20% non-federal match. Cash and/or in-kind	Pedestrian and bicycle routes	October
U.S. Soccer Foundation Grants	\$ 50,000	50% Cash and/or in-kind	Engage soccer infrastructure or programs	Varies, typical spring and fall

Appendix E

City of Goldsboro Comprehensive Recreation Master Plan

Q1 Are you a resident of Goldsboro?

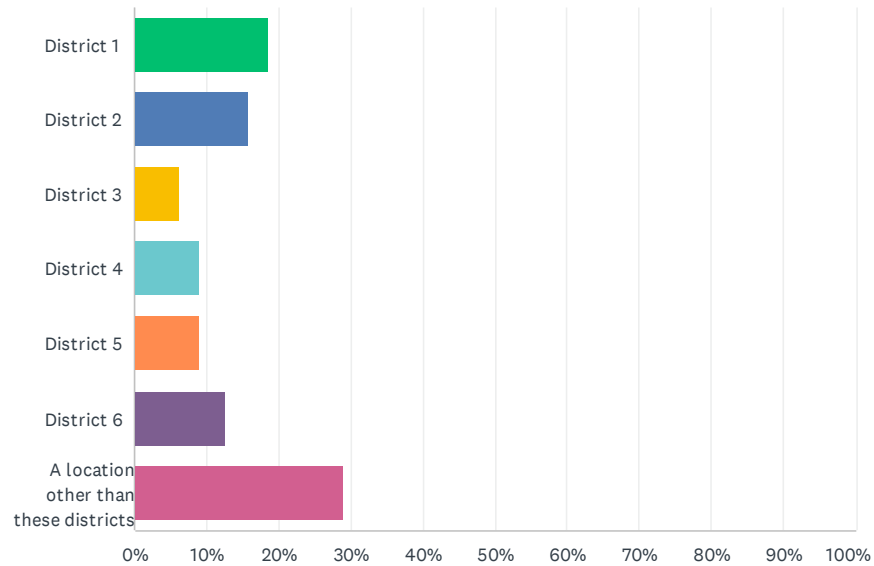
Answered: 304 Skipped: 5



City of Goldsboro Comprehensive Recreation Master Plan

Q2 Referring to the image above, in which general area do you live?

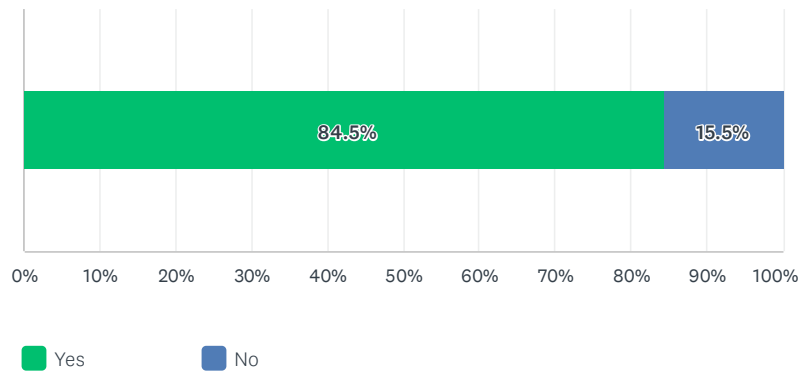
Answered: 303 Skipped: 6



City of Goldsboro Comprehensive Recreation Master Plan

Q3 Do you currently use parks and recreation facilities or programs?

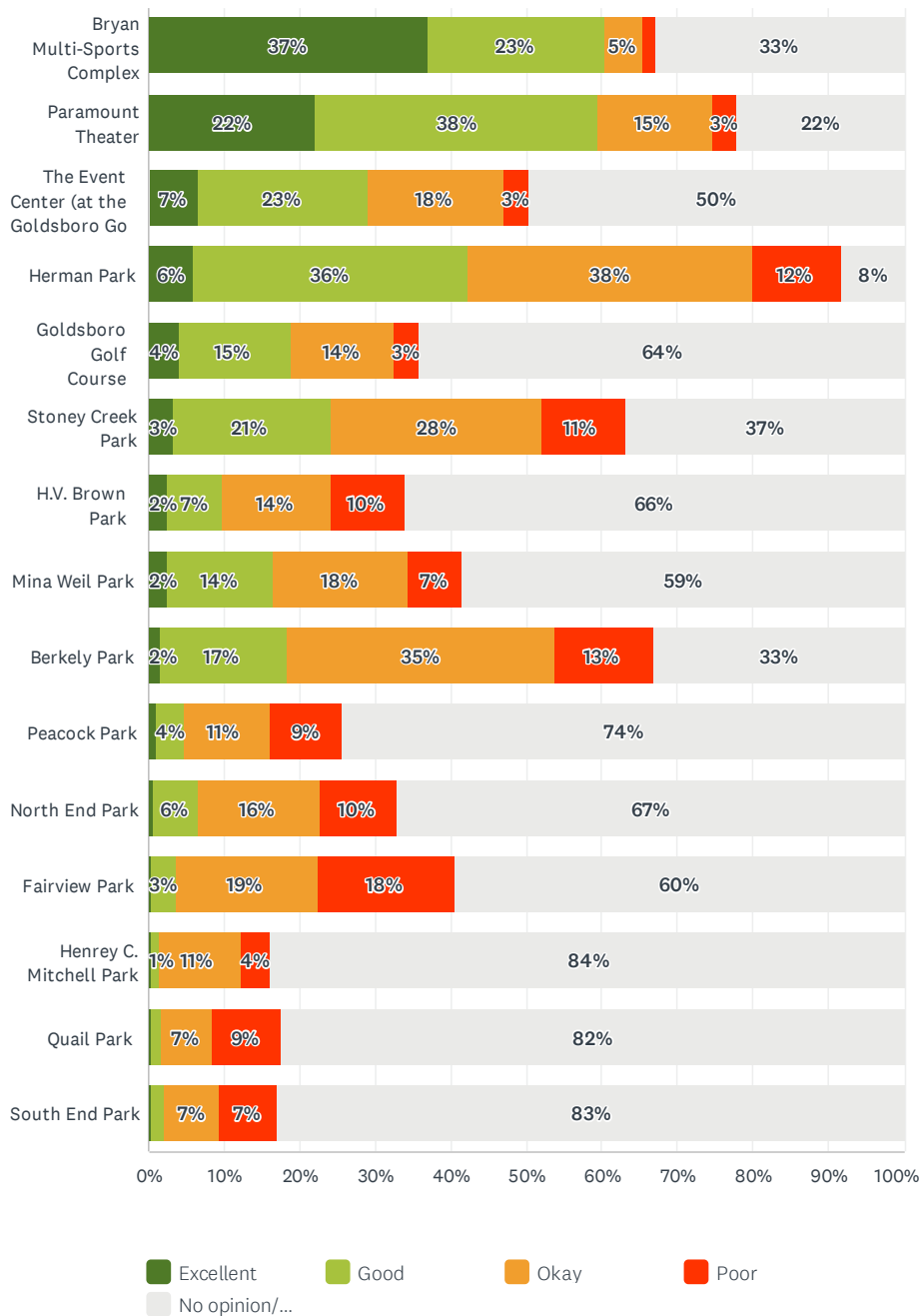
Answered: 309 Skipped: 0



City of Goldsboro Comprehensive Recreation Master Plan

Q4 Please rate the conditions at these parks and recreation areas

Answered: 308 Skipped: 1



City of Goldsboro Comprehensive Recreation Master Plan

Q5 I feel the City of Goldsboro's parks investment level CURRENTLY IS:

Answered: 303 Skipped: 6

1.7★
average rating



	\$ NOT ENOUGH	\$\$ A LITTLE LOW	\$\$\$ JUST RIGHT	\$\$\$\$ AGGRESSIVE	\$\$\$\$\$ VERY AGGRESSIVE	TOTAL	WEIGHTED AVERAGE
☆	44.6% 135	44.2% 134	9.6% 29	1.3% 4	0.3% 1	303	1.69

City of Goldsboro Comprehensive Recreation Master Plan

Q6 I feel the City of Goldsboro's parks investment level SHOULD BE:

Answered: 300 Skipped: 9

3.8★
average rating

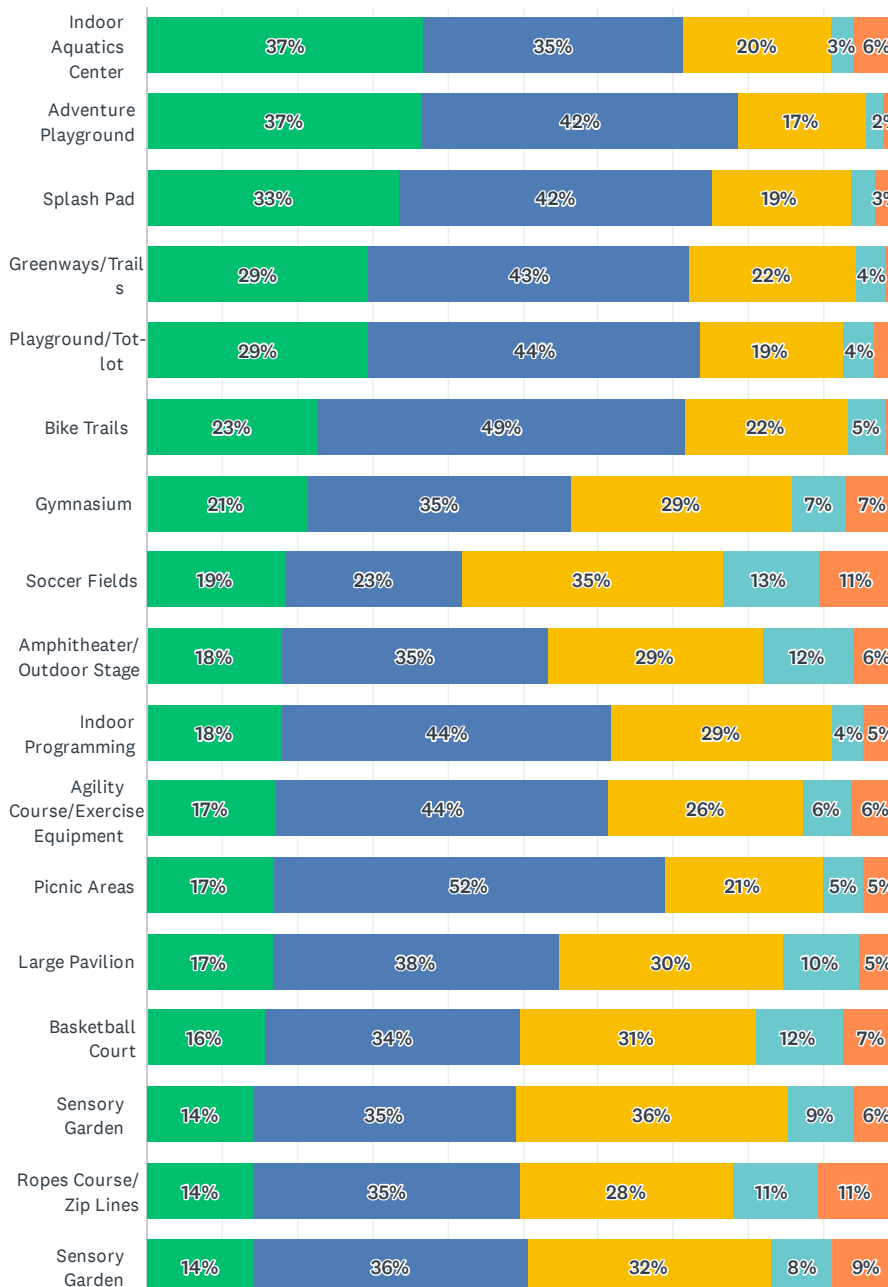


	\$ REDUCED	\$ MAINTAIN	\$\$\$ MAINTAIN & SLOWLY GROW	\$\$\$\$ IMPROVE AND GROW QUICKLY	\$\$\$\$\$ TREND SETTER	TOTAL	WEIGHTED AVERAGE
☆	0.3% 1	1.7% 5	35.0% 105	47.7% 143	15.3% 46	300	3.76

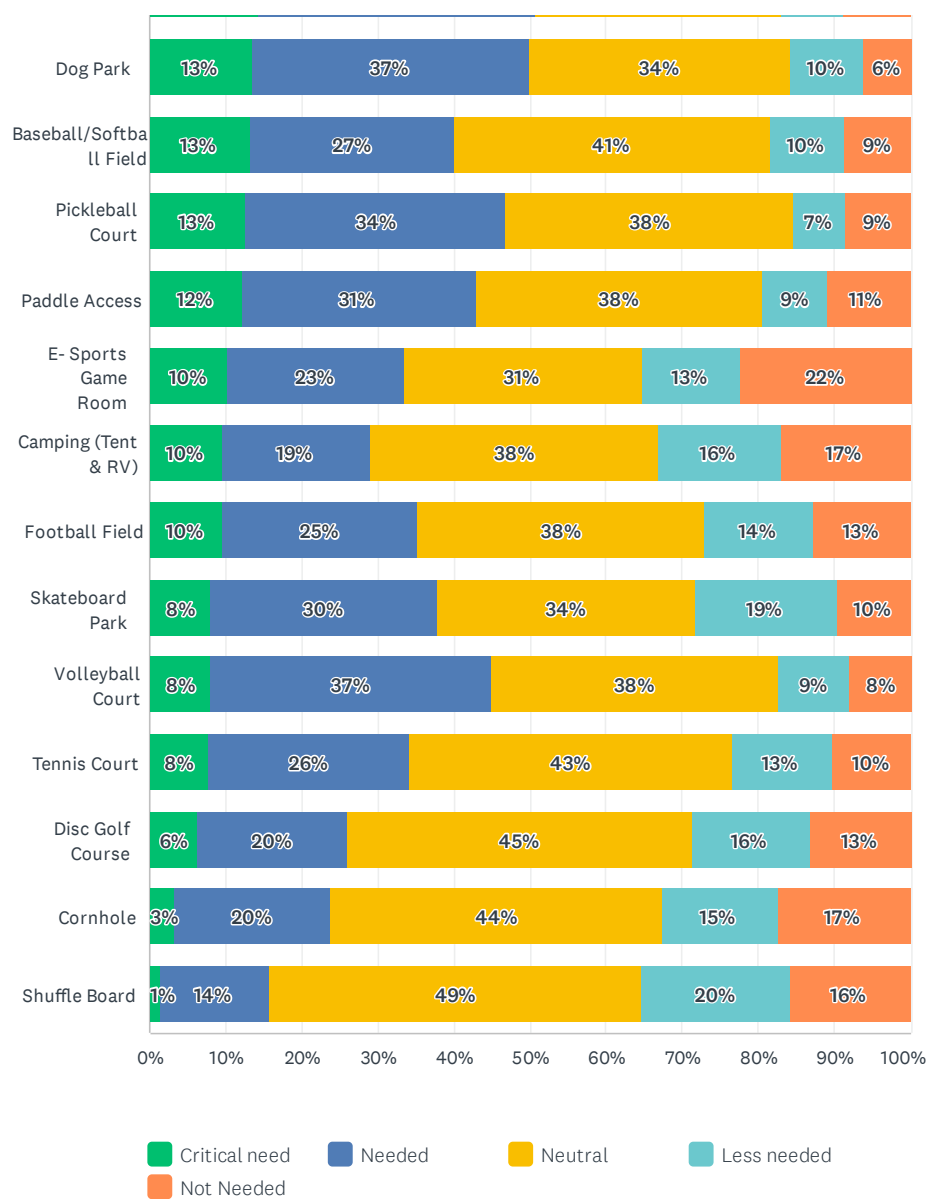
City of Goldsboro Comprehensive Recreation Master Plan

Q7 The following is a list of recreation activities/facilities that could be offered at a public park or recreation facility. Rate the importance of each activity from most to least desired. Please consider other members of your household.

Answered: 308 Skipped: 1



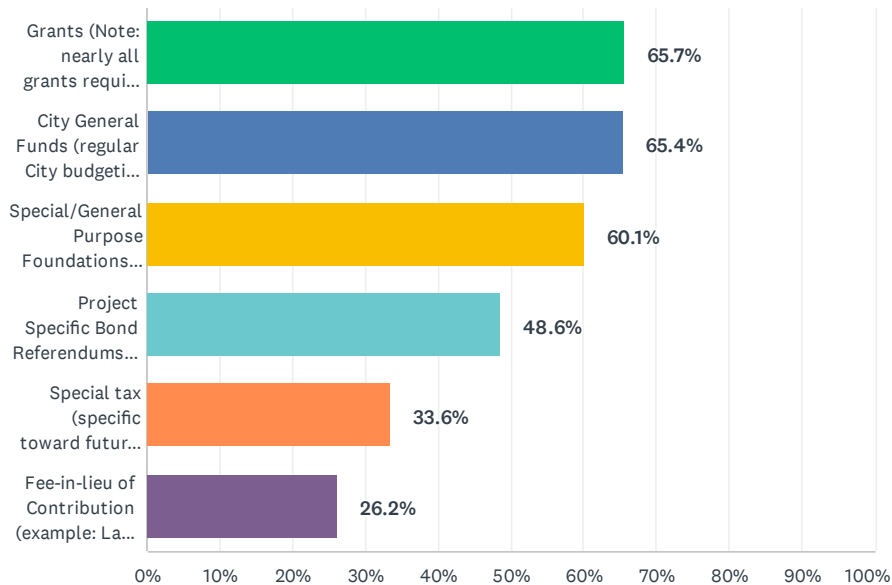
City of Goldsboro Comprehensive Recreation Master Plan



City of Goldsboro Comprehensive Recreation Master Plan

Q8 What, if any, sources of funding are you willing to support in order to make improvements, build new facilities, and create programs? Check all that apply.

Answered: 286 Skipped: 23

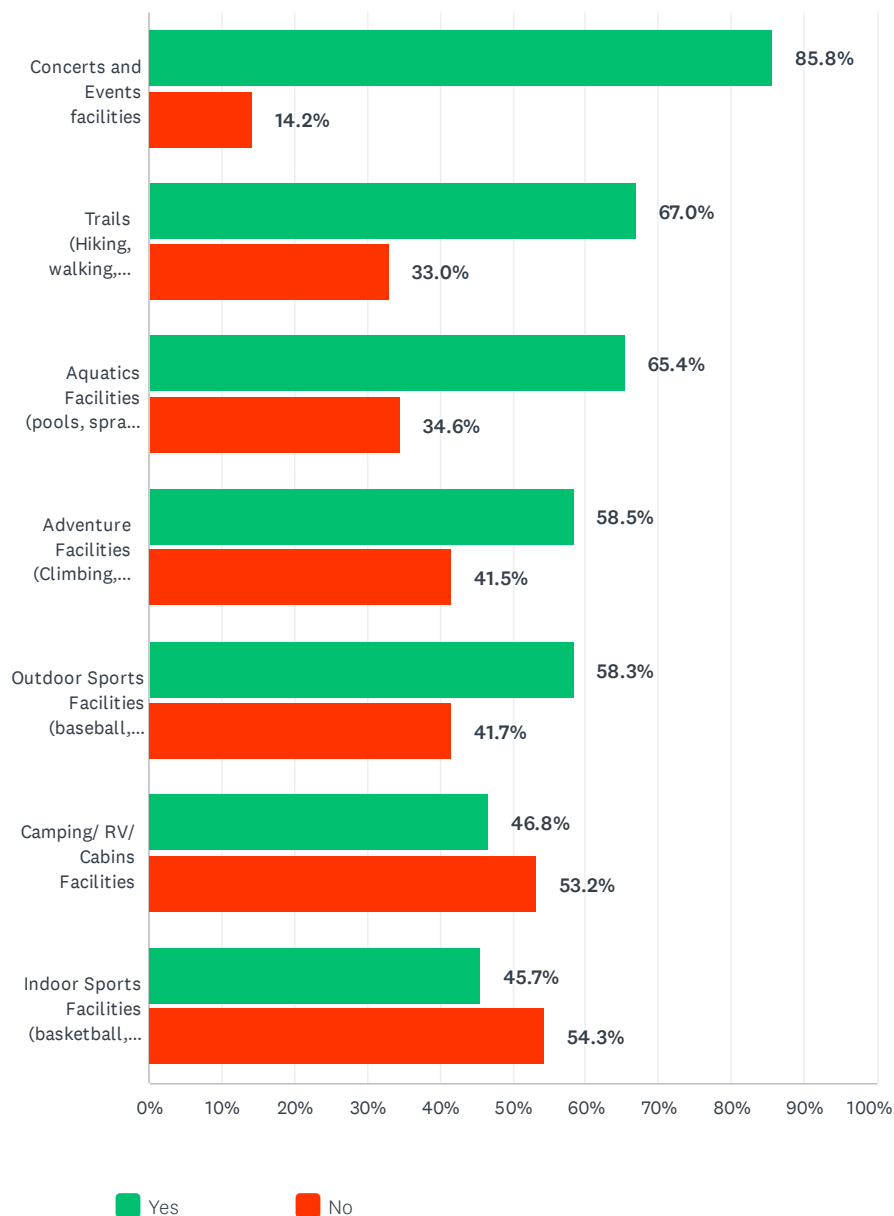


ANSWER CHOICES	RESPONSES	
Grants (Note: nearly all grants require local matching funds)	65.7%	188
City General Funds (regular City budgeting process)	65.4%	187
Special/General Purpose Foundations (example: Parks and Recreation Foundation)	60.1%	172
Project Specific Bond Referendums (example: Future recreational facility)	48.6%	139
Special tax (specific toward future recreational land and development)	33.6%	96
Fee-in-lieu of Contribution (example: Land from new subdivision)	26.2%	75
Total Respondents: 286		

City of Goldsboro Comprehensive Recreation Master Plan

Q9 Within the last year have you traveled out of the City of Goldsboro to use recreation facilities of these types?

Answered: 307 Skipped: 2



City of Goldsboro Comprehensive Recreation Master Plan

Q10 Please rate how well MARKETED Goldsboro's recreation facilities and programs are.

Answered: 303 Skipped: 6

1.9★
average rating

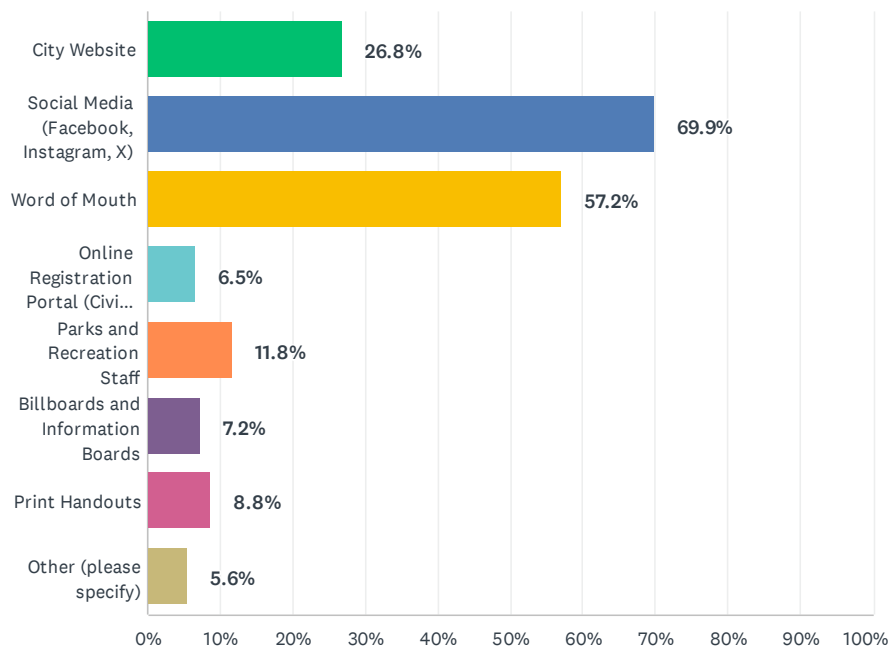


	(POOR) I ALMOST NEVER KNOW WHAT'S OFFERED.	(IT'S OKAY) INFORMATION ABOUT PARKS AND FACILITIES COULD BE A LITTLE BETTER.	(IT'S GOOD) INFORMATION ABOUT PARKS AND FACILITIES IS GOOD.	(THE BEST) I ALMOST ALWAYS KNOW WHAT IS GOING ON IN THE PARK SYSTEM.	TOTAL	WEIGHTED AVERAGE
☆	27.39% 83	54.79% 166	15.18% 46	2.64% 8	303	1.93

City of Goldsboro Comprehensive Recreation Master Plan

Q11 How do you currently find out about recreation programs, events and facilities offered by the City. (Check all that apply)

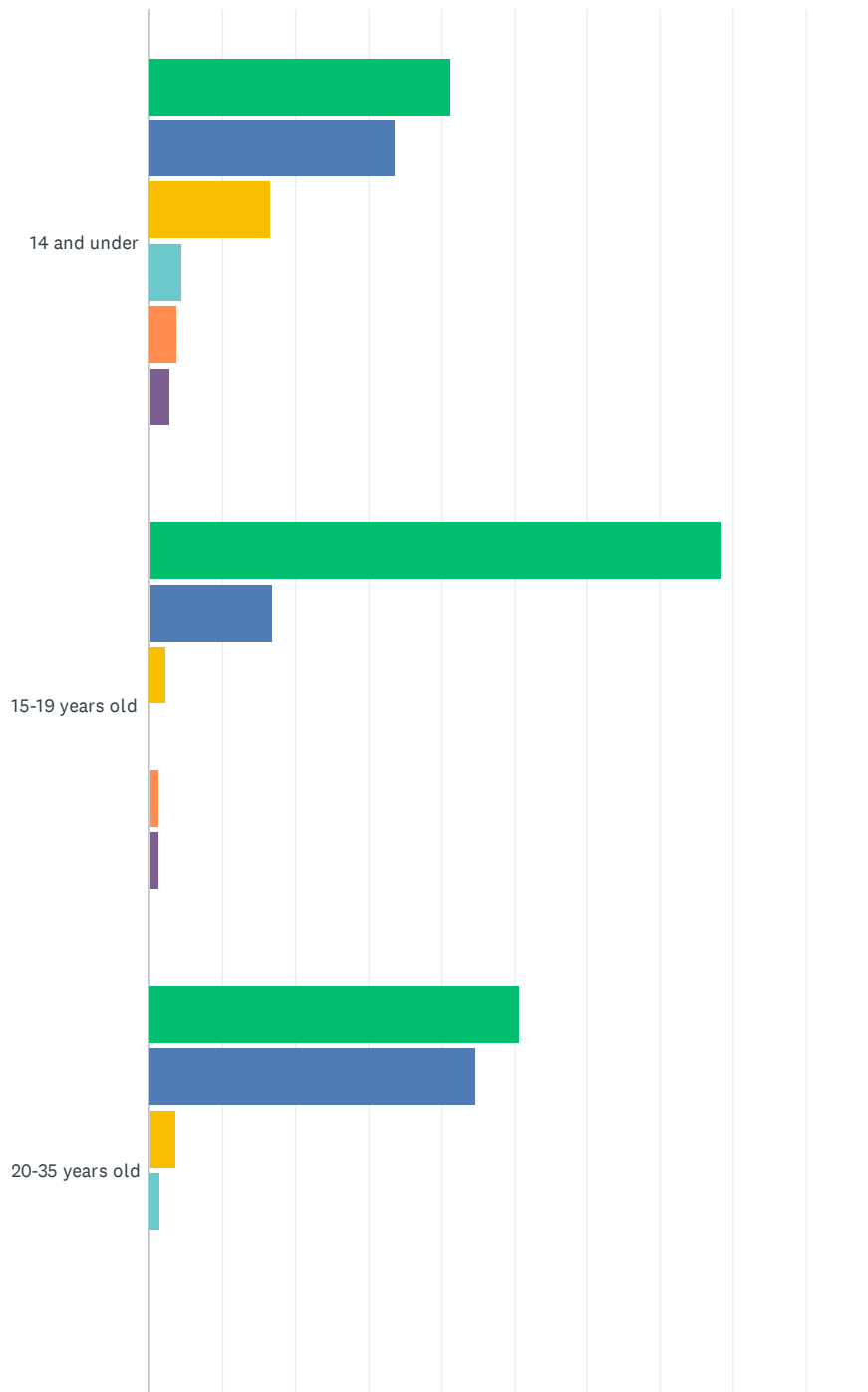
Answered: 306 Skipped: 3



City of Goldsboro Comprehensive Recreation Master Plan

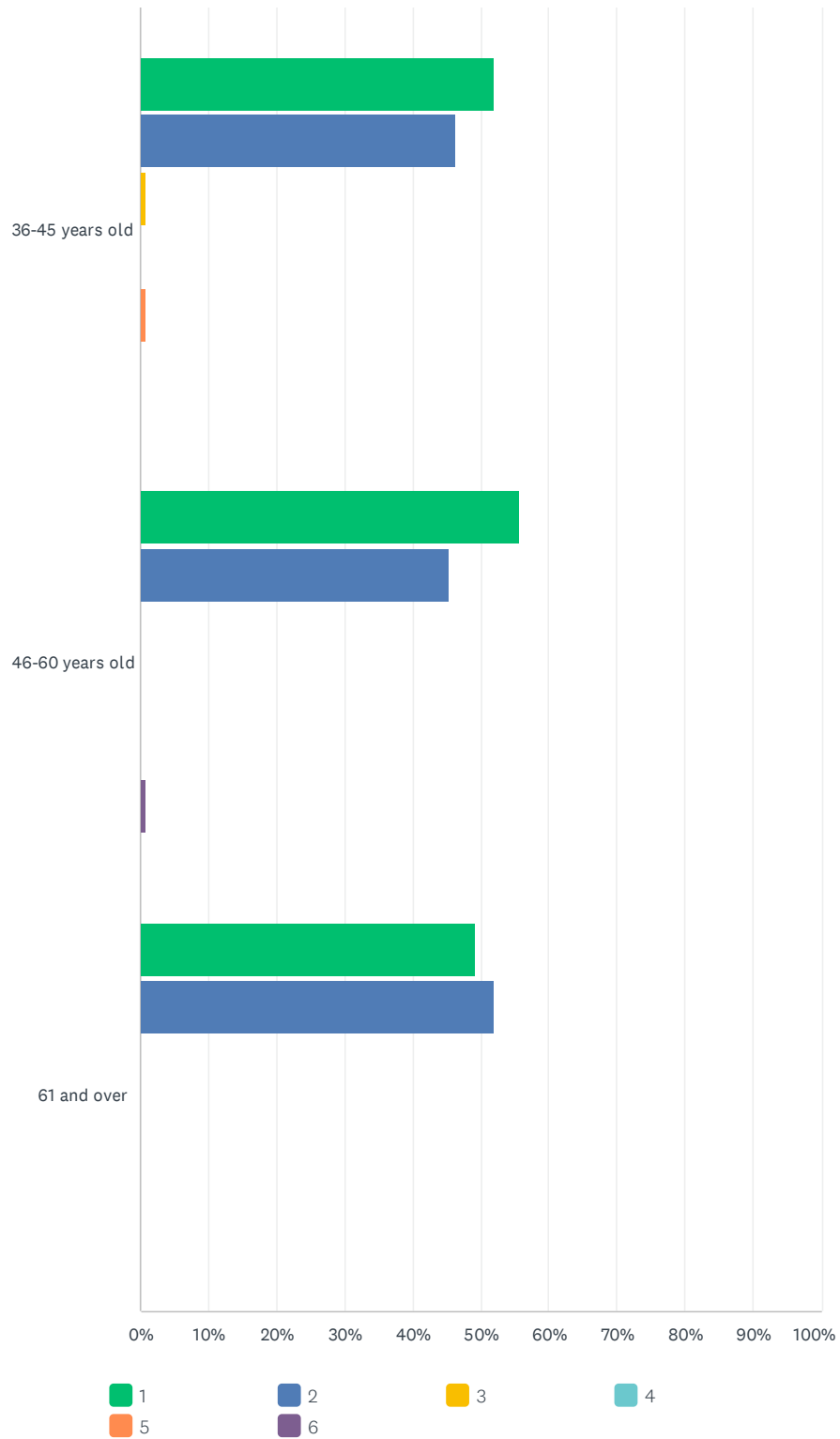
Q12 Select the number of persons in your household, including yourself, who are in the age brackets below:

Answered: 305 Skipped: 4



13 / 17

City of Goldsboro Comprehensive Recreation Master Plan



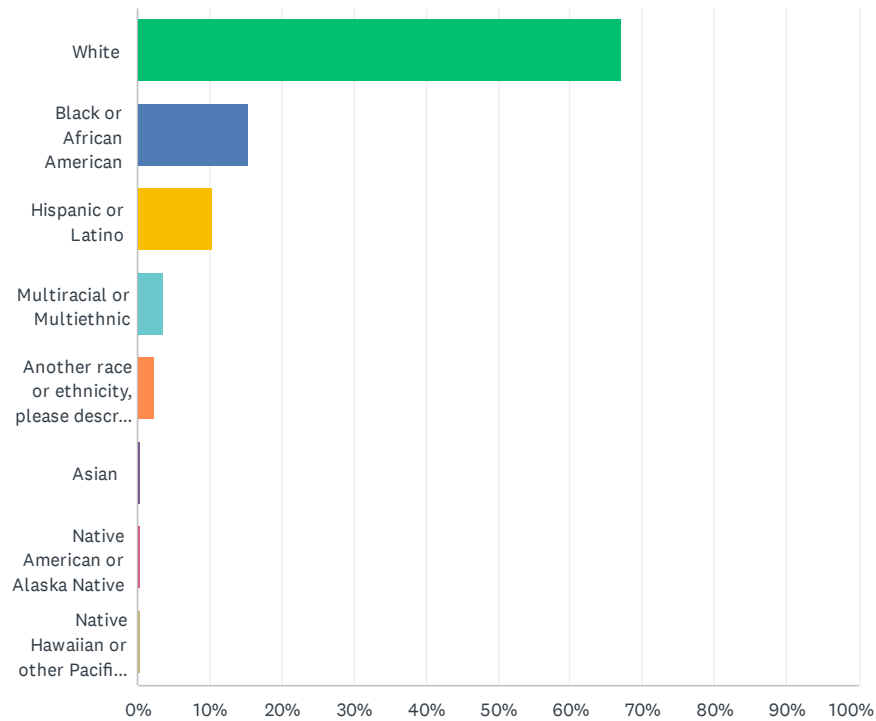
City of Goldsboro Comprehensive Recreation Master Plan

	1	2	3	4	5	6	TOTAL RESPONDENTS
14 and under	41.44% 75	33.70% 61	16.57% 30	4.42% 8	3.87% 7	2.76% 5	181
15-19 years old	78.31% 65	16.87% 14	2.41% 2	0.00% 0	1.20% 1	1.20% 1	83
20-35 years old	50.74% 69	44.85% 61	3.68% 5	1.47% 2	0.00% 0	0.00% 0	136
36-45 years old	52.07% 63	46.28% 56	0.83% 1	0.00% 0	0.83% 1	0.00% 0	121
46-60 years old	55.56% 60	45.37% 49	0.00% 0	0.00% 0	0.00% 0	0.93% 1	108
61 and over	49.33% 37	52.00% 39	0.00% 0	0.00% 0	0.00% 0	0.00% 0	75

City of Goldsboro Comprehensive Recreation Master Plan

Q13 What is your race or ethnicity?

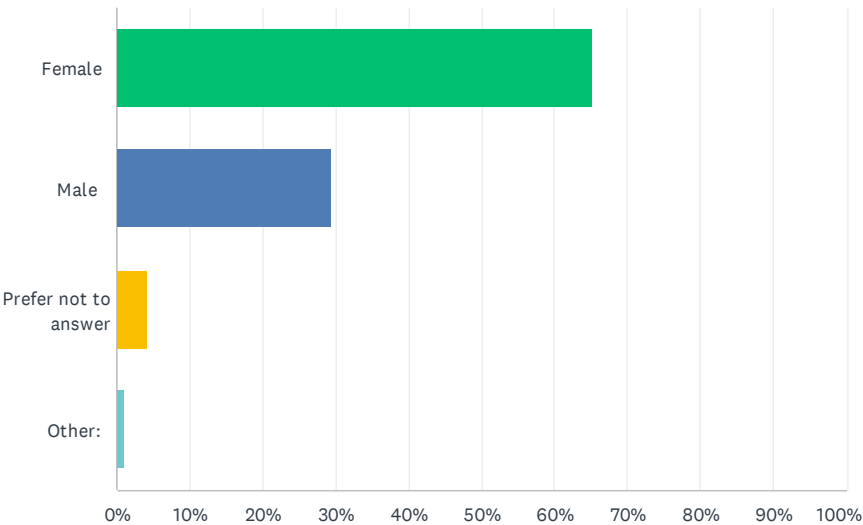
Answered: 299 Skipped: 10



City of Goldsboro Comprehensive Recreation Master Plan

Q14 Please provide your gender:

Answered: 305 Skipped: 4



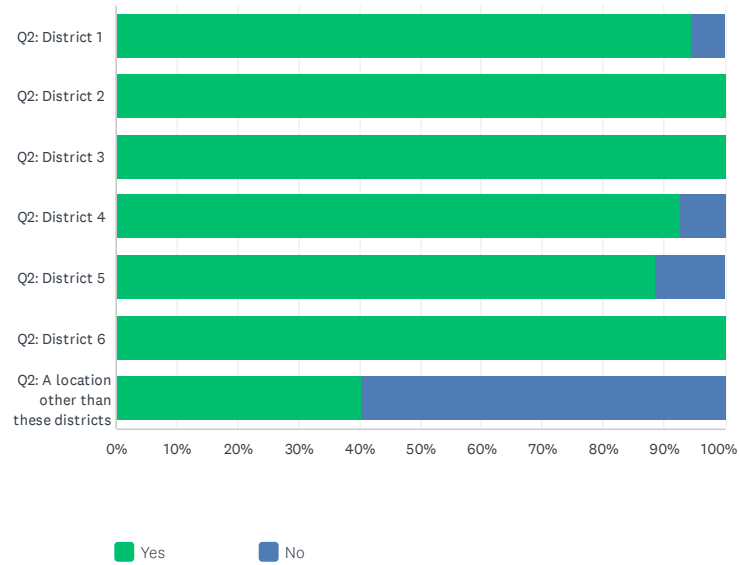
ANSWER CHOICES	RESPONSES	
Female	65.25%	199
Male	29.51%	90
Prefer not to answer	4.26%	13
Other:	0.98%	3
TOTAL		305

Appendix F

City of Goldsboro Comprehensive Recreation Master Plan

Q1 Are you a resident of Goldsboro?

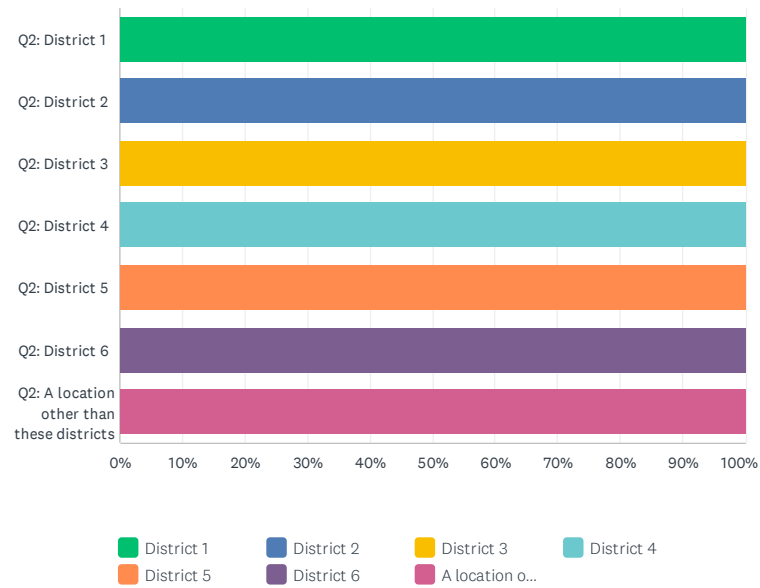
Answered: 298 Skipped: 5



City of Goldsboro Comprehensive Recreation Master Plan

Q2 Referring to the image above, in which general area do you live?

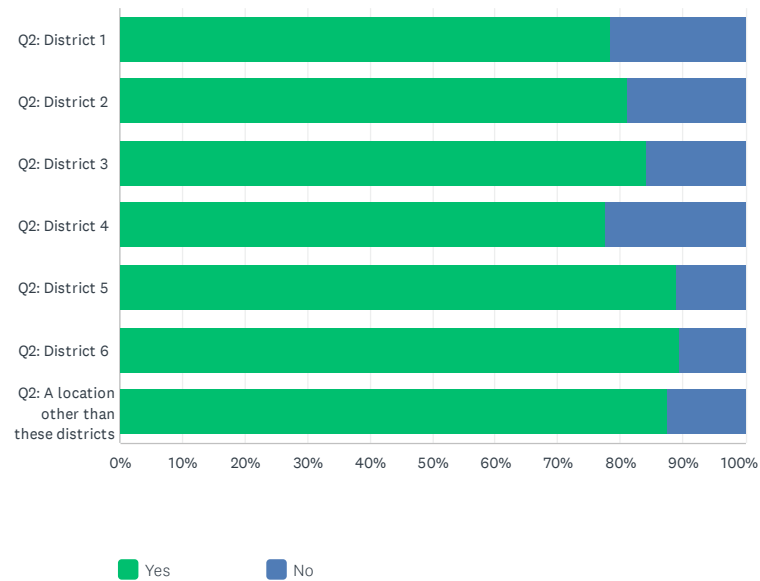
Answered: 303 Skipped: 0



City of Goldsboro Comprehensive Recreation Master Plan

Q3 Do you currently use parks and recreation facilities or programs?

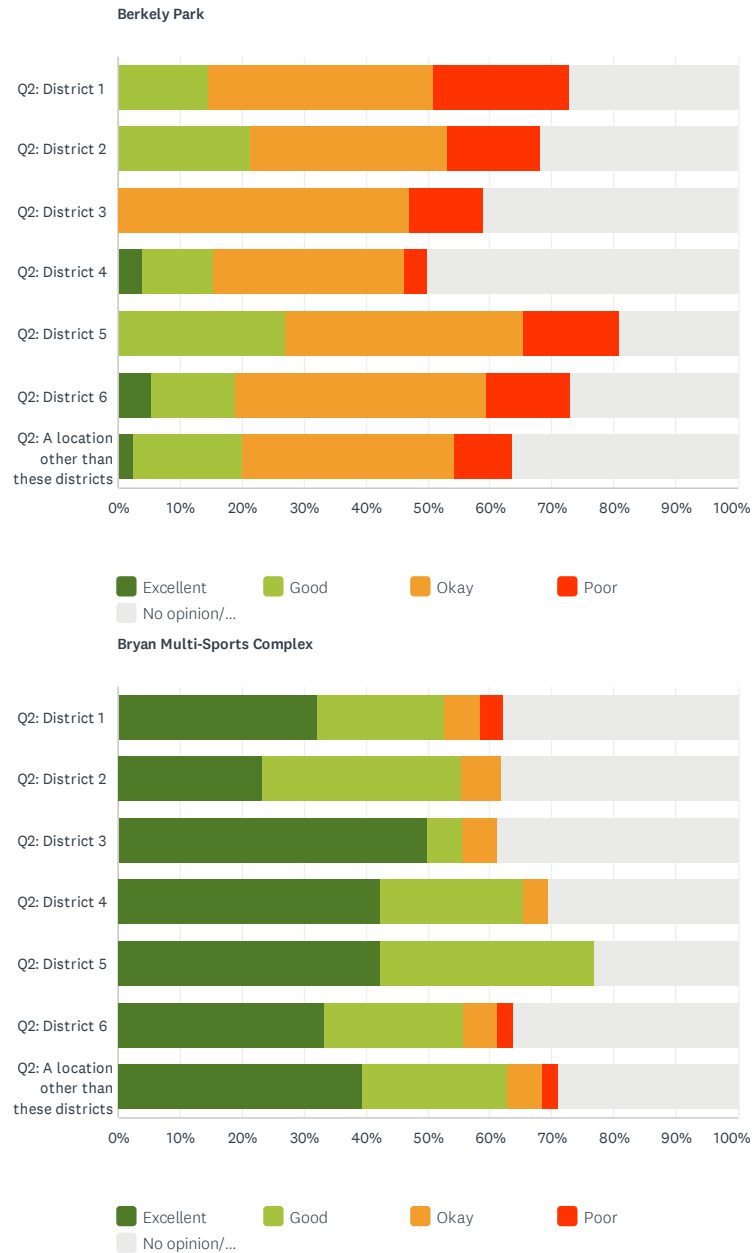
Answered: 303 Skipped: 0



City of Goldsboro Comprehensive Recreation Master Plan

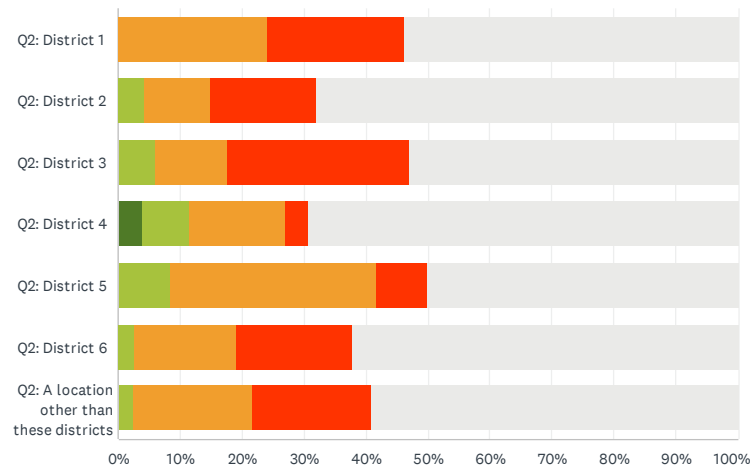
Q4 Please rate the conditions at these parks and recreation areas

Answered: 302 Skipped: 1



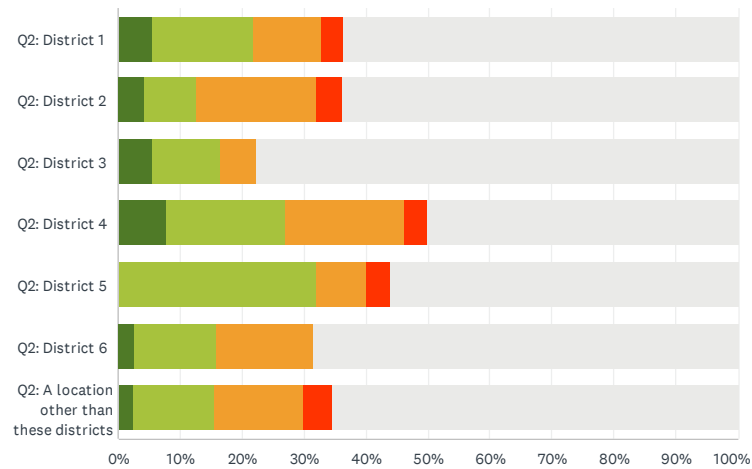
City of Goldsboro Comprehensive Recreation Master Plan

Fairview Park



■ Excellent
 ■ Good
 ■ Okay
 ■ Poor
 ■ No opinion/...

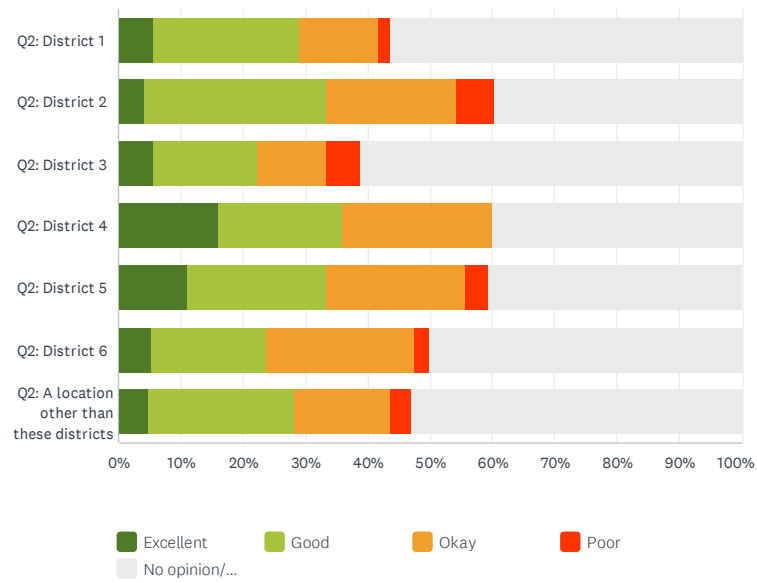
Goldsboro Golf Course



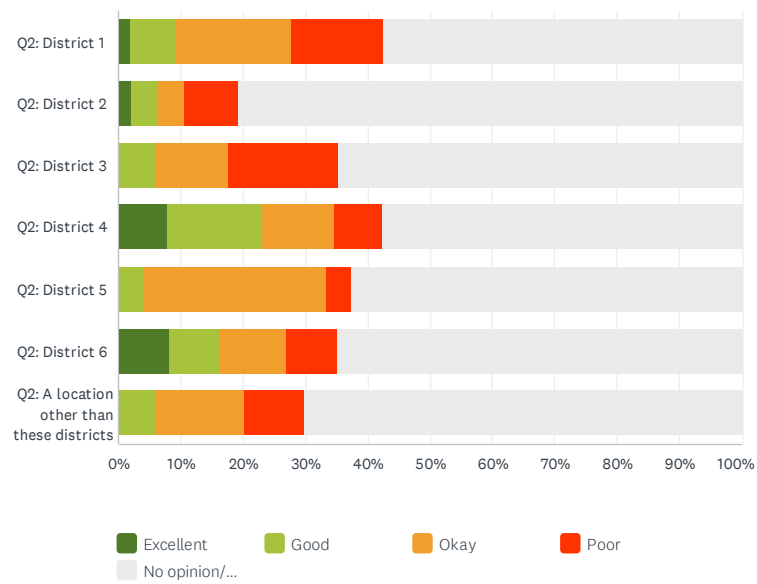
■ Excellent
 ■ Good
 ■ Okay
 ■ Poor
 ■ No opinion/...

City of Goldsboro Comprehensive Recreation Master Plan

The Event Center (at the Goldsboro Golf Course)

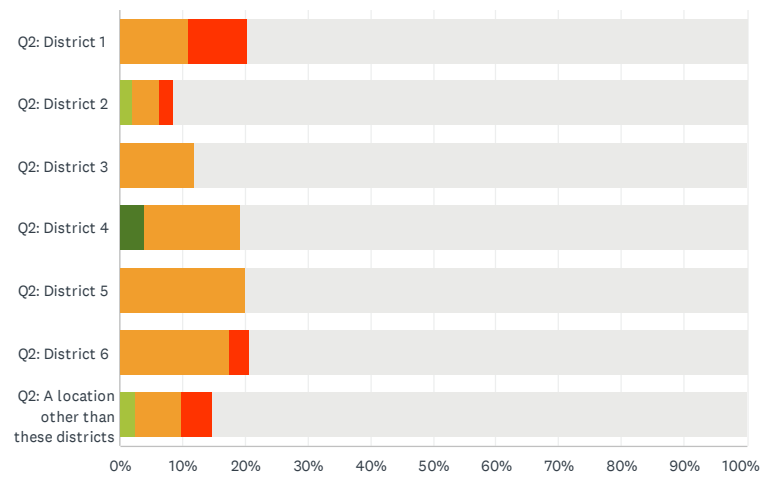


H.V. Brown Park



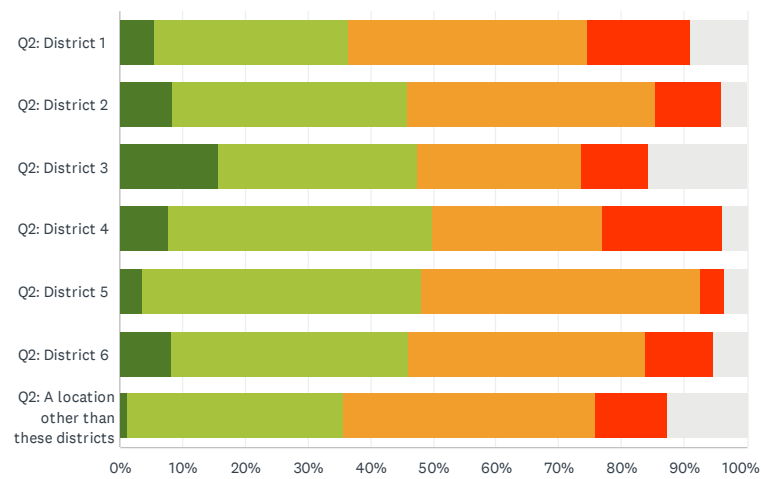
City of Goldsboro Comprehensive Recreation Master Plan

Henrey C. Mitchell Park



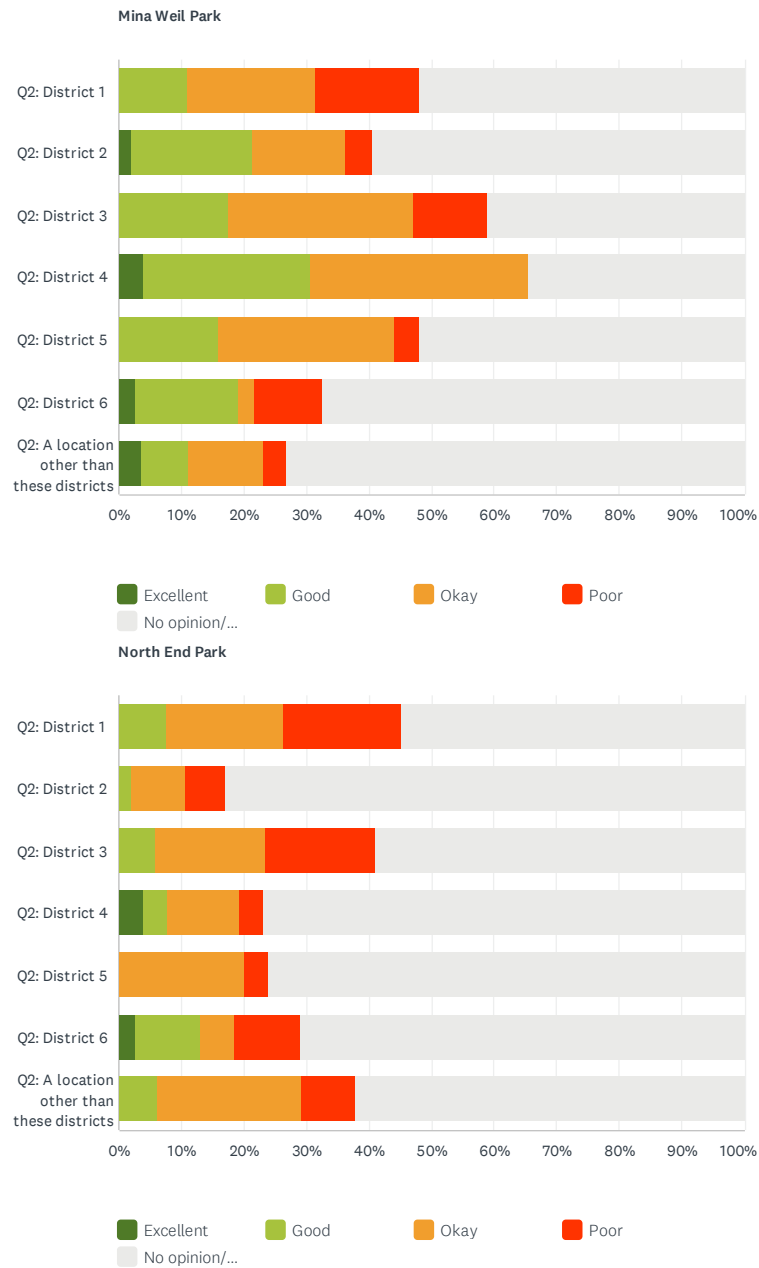
■ Excellent ■ Good ■ Okay ■ Poor
■ No opinion/...

Herman Park

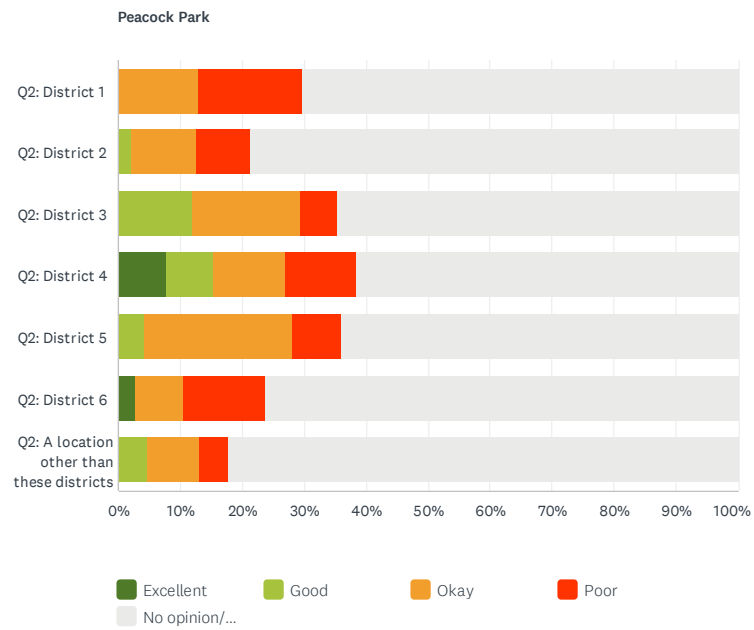
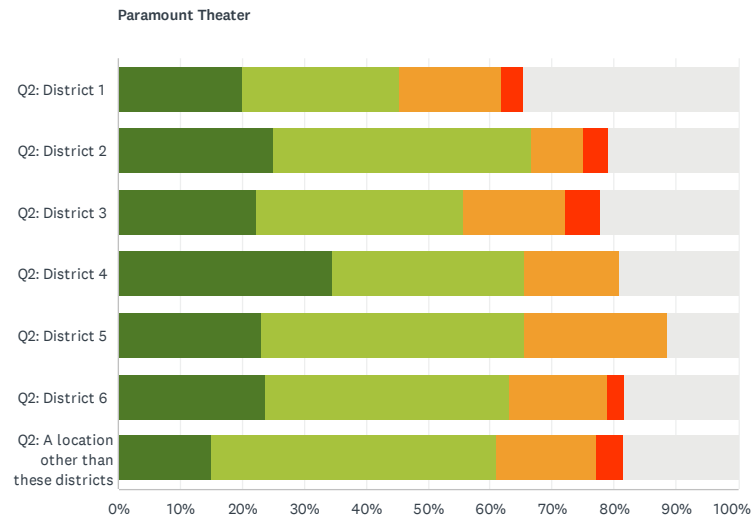


■ Excellent ■ Good ■ Okay ■ Poor
■ No opinion/...

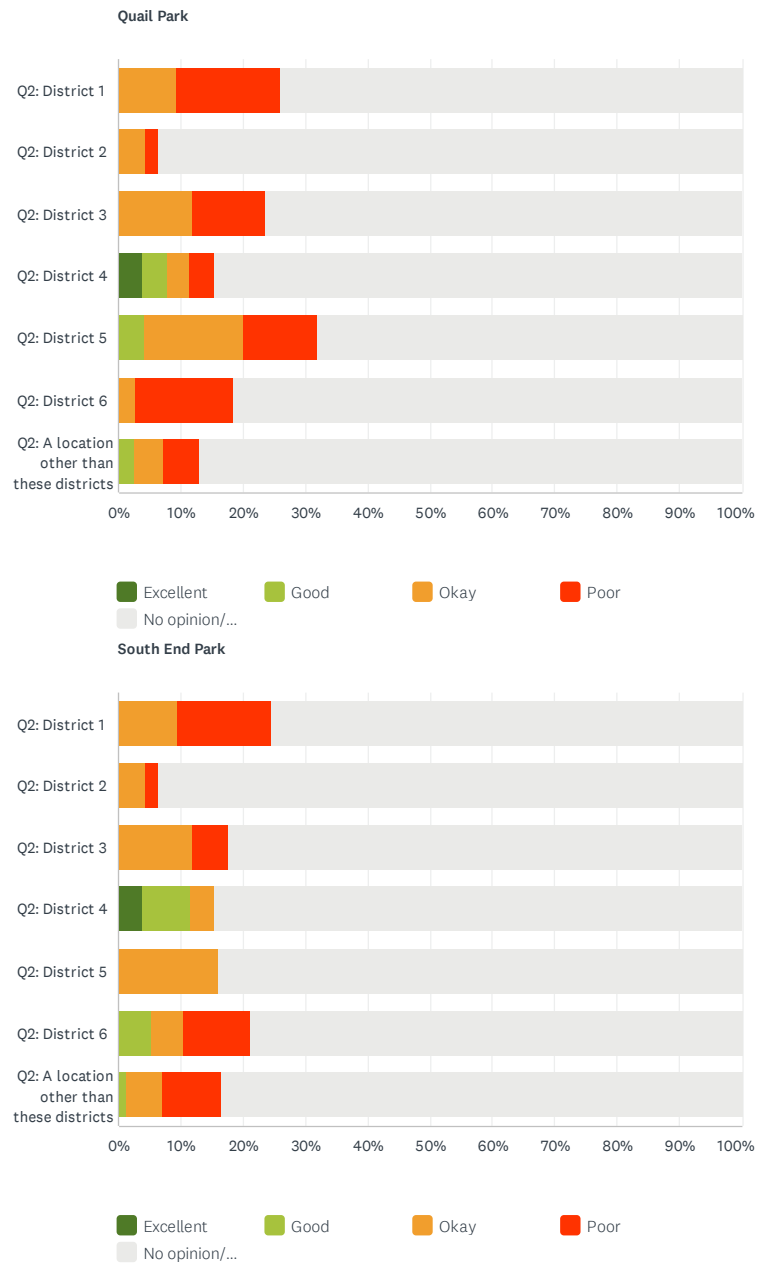
City of Goldsboro Comprehensive Recreation Master Plan



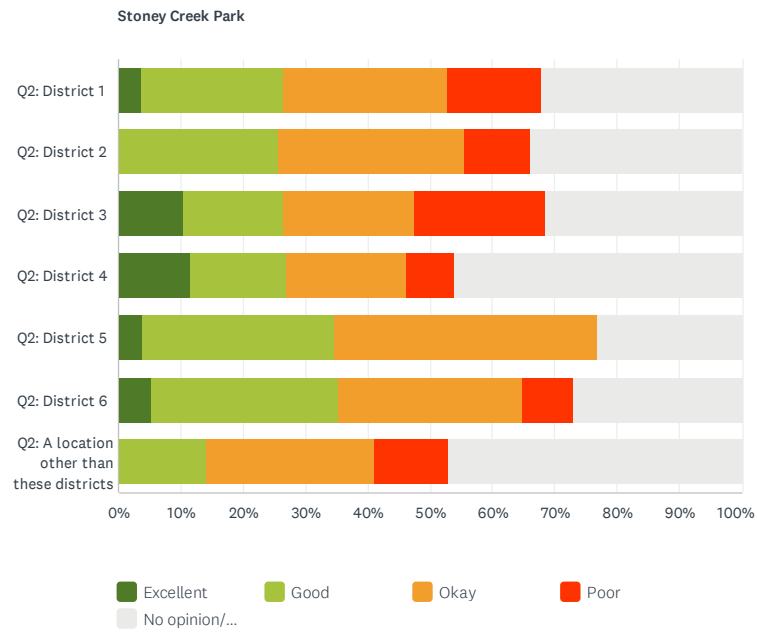
City of Goldsboro Comprehensive Recreation Master Plan



City of Goldsboro Comprehensive Recreation Master Plan



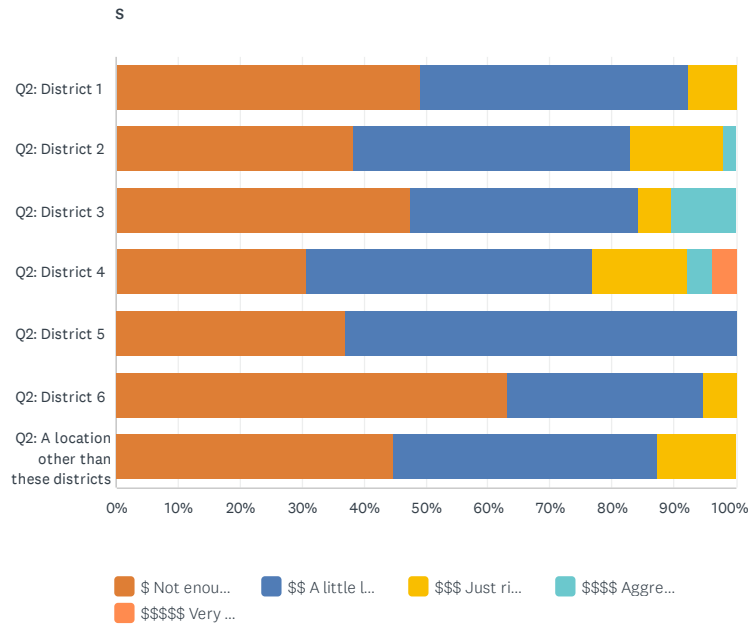
City of Goldsboro Comprehensive Recreation Master Plan



City of Goldsboro Comprehensive Recreation Master Plan

Q5 I feel the City of Goldsboro's parks investment level CURRENTLY IS:

Answered: 297 Skipped: 6

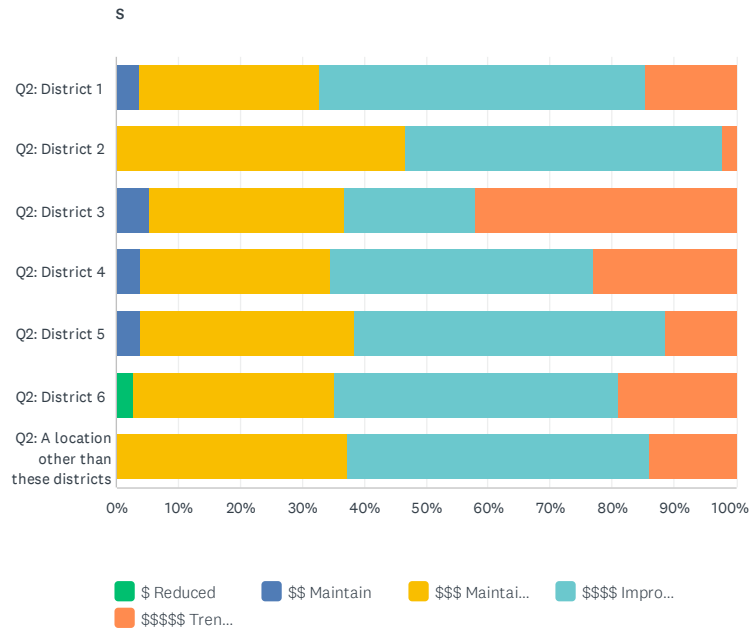


☆								
	\$ NOT ENOUGH	\$\$ A LITTLE LOW	\$\$\$ JUST RIGHT	\$\$\$\$ AGGRESSIVE	\$\$\$\$\$ VERY AGGRESSIVE	TOTAL	WEIGHTED AVERAGE	
Q2: District 1	49.1% 26	43.4% 23	7.5% 4	0.0% 0	0.0% 0	17.8% 53	1.58	
Q2: District 2	38.3% 18	44.7% 21	14.9% 7	2.1% 1	0.0% 0	15.8% 47	1.81	
Q2: District 3	47.4% 9	36.8% 7	5.3% 1	10.5% 2	0.0% 0	6.4% 19	1.79	
Q2: District 4	30.8% 8	46.2% 12	15.4% 4	3.8% 1	3.8% 1	8.8% 26	2.04	
Q2: District 5	37.0% 10	63.0% 17	0.0% 0	0.0% 0	0.0% 0	9.1% 27	1.63	
Q2: District 6	63.2% 24	31.6% 12	5.3% 2	0.0% 0	0.0% 0	12.8% 38	1.42	
Q2: A location other than these districts	44.8% 39	42.5% 37	12.6% 11	0.0% 0	0.0% 0	29.3% 87	1.68	
	Q2: DISTRICT 1	Q2: DISTRICT 2	Q2: DISTRICT 3	Q2: DISTRICT 4	Q2: DISTRICT 5	Q2: DISTRICT 6	Q2: A LOCATION OTHER THAN THESE DISTRICTS	TOTAL
Other (please specify)	3	3	2	0	1	2	2	13

City of Goldsboro Comprehensive Recreation Master Plan

Q6 I feel the City of Goldsboro's parks investment level SHOULD BE:

Answered: 294 Skipped: 9

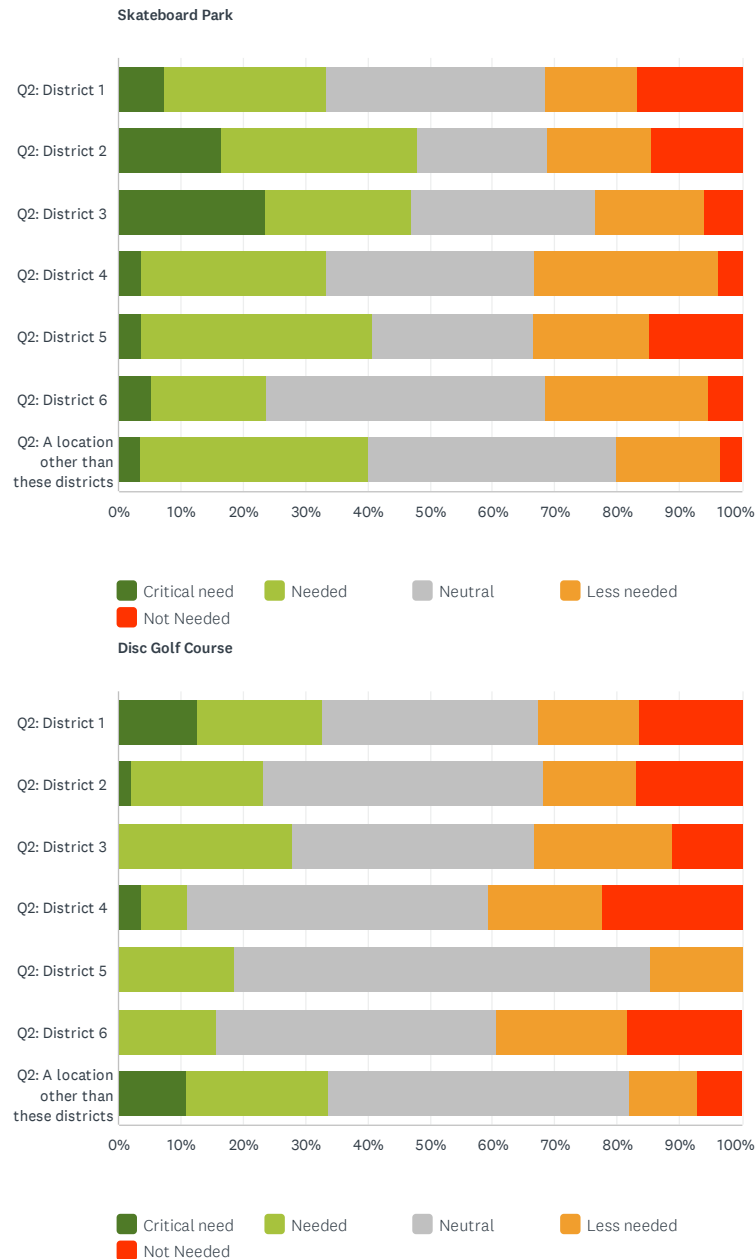


☆									
	\$ REDUCED	\$\$ MAINTAIN	\$\$\$ MAINTAIN & SLOWLY GROW	\$\$\$\$ IMPROVE AND GROW QUICKLY	\$\$\$\$\$ TREND SETTER	TOTAL	WEIGHTED AVERAGE		
Q2: District 1	0.0% 0	3.6% 2	29.1% 16	52.7% 29	14.5% 8	18.7% 55	3.78		
Q2: District 2	0.0% 0	0.0% 0	46.7% 21	51.1% 23	2.2% 1	15.3% 45	3.56		
Q2: District 3	0.0% 0	5.3% 1	31.6% 6	21.1% 4	42.1% 8	6.5% 19	4.00		
Q2: District 4	0.0% 0	3.8% 1	30.8% 8	42.3% 11	23.1% 6	8.8% 26	3.85		
Q2: District 5	0.0% 0	3.8% 1	34.6% 9	50.0% 13	11.5% 3	8.8% 26	3.69		
Q2: District 6	2.7% 1	0.0% 0	32.4% 12	45.9% 17	18.9% 7	12.6% 37	3.78		
Q2: A location other than these districts	0.0% 0	0.0% 0	37.2% 32	48.8% 42	14.0% 12	29.3% 86	3.77		
	Q2: DISTRICT 1	Q2: DISTRICT 2	Q2: DISTRICT 3	Q2: DISTRICT 4	Q2: DISTRICT 5	Q2: DISTRICT 6	Q2: A LOCATION OTHER THAN THESE DISTRICTS	TOTAL	
Other (please specify)	2	4	1	0	1	2	3	13	

City of Goldsboro Comprehensive Recreation Master Plan

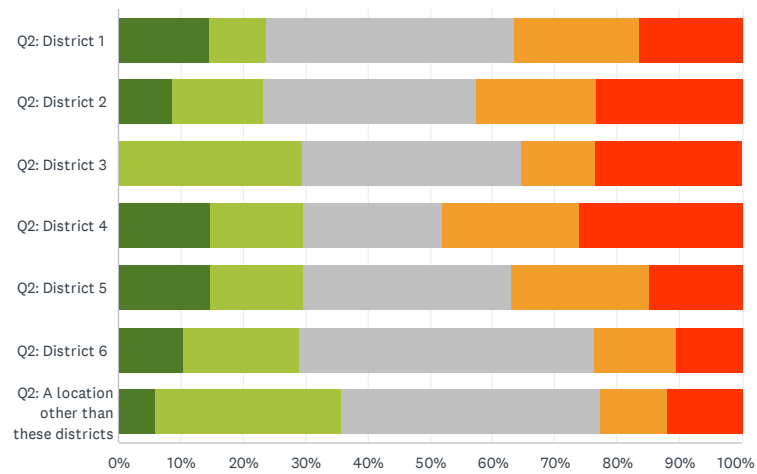
Q7 The following is a list of recreation activities/facilities that could be offered at a public park or recreation facility. Rate the importance of each activity from most to least desired. Please consider other members of your household.

Answered: 302 Skipped: 1



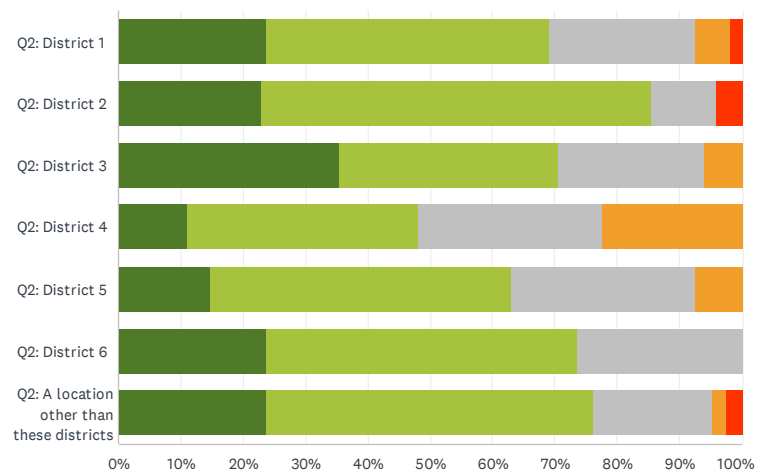
City of Goldsboro Comprehensive Recreation Master Plan

Camping (Tent & RV)



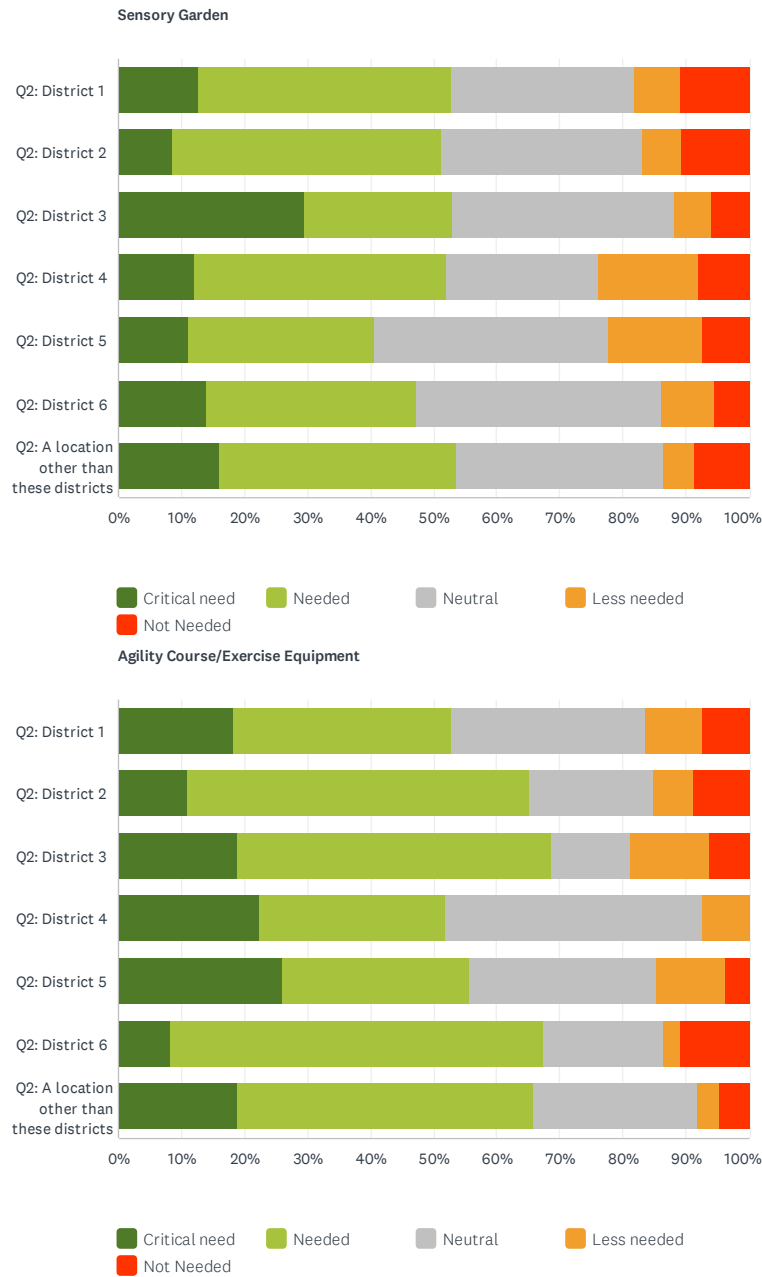
■ Critical need
 ■ Needed
 ■ Neutral
 ■ Less needed
 ■ Not Needed

Bike Trails



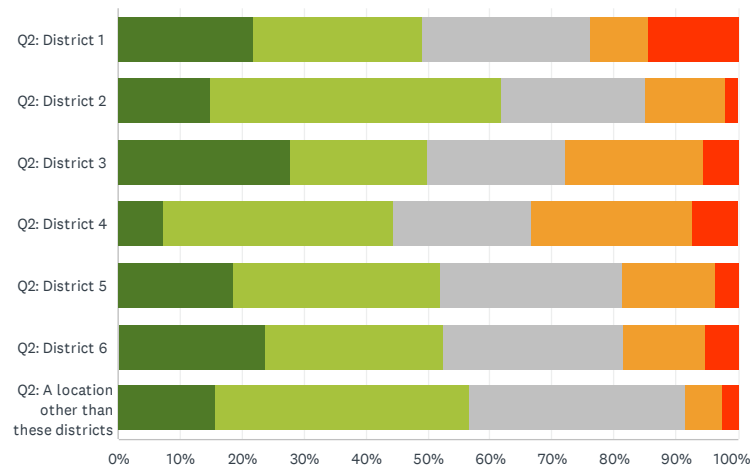
■ Critical need
 ■ Needed
 ■ Neutral
 ■ Less needed
 ■ Not Needed

City of Goldsboro Comprehensive Recreation Master Plan



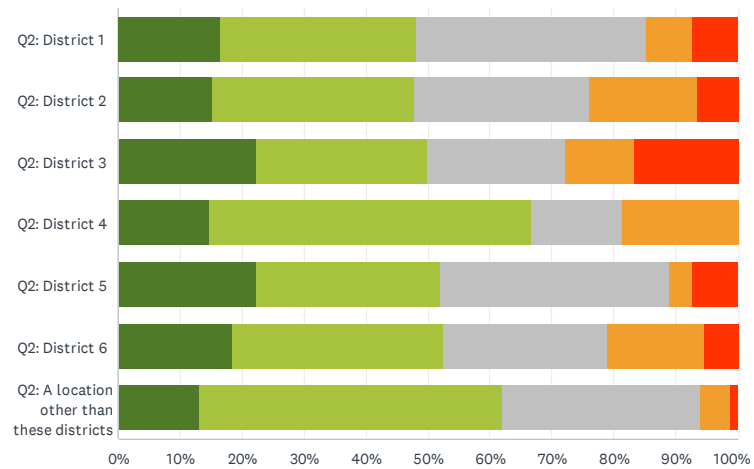
City of Goldsboro Comprehensive Recreation Master Plan

Amphitheater/ Outdoor Stage



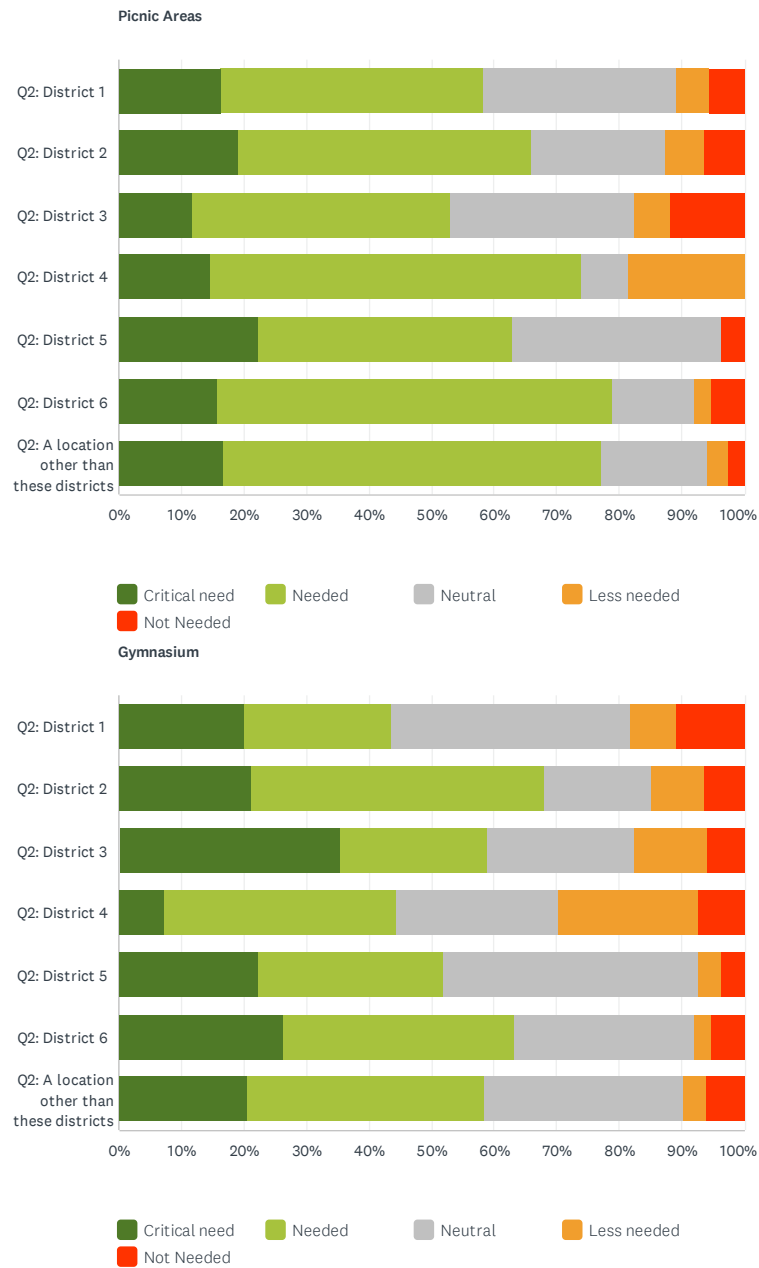
■ Critical need
 ■ Needed
 ■ Neutral
 ■ Less needed
 ■ Not Needed

Large Pavilion



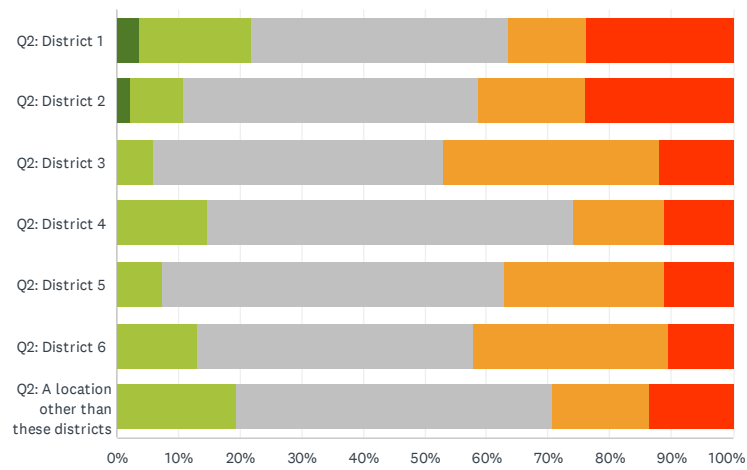
■ Critical need
 ■ Needed
 ■ Neutral
 ■ Less needed
 ■ Not Needed

City of Goldsboro Comprehensive Recreation Master Plan



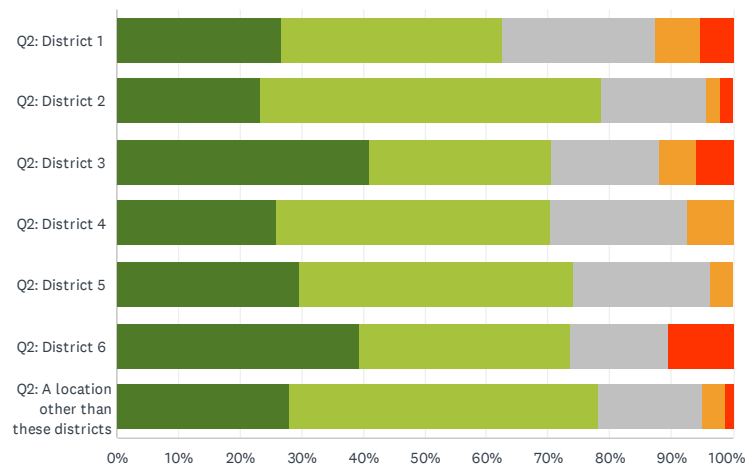
City of Goldsboro Comprehensive Recreation Master Plan

Shuffle Board



■ Critical need
 ■ Needed
 ■ Neutral
 ■ Less needed
 ■ Not Needed

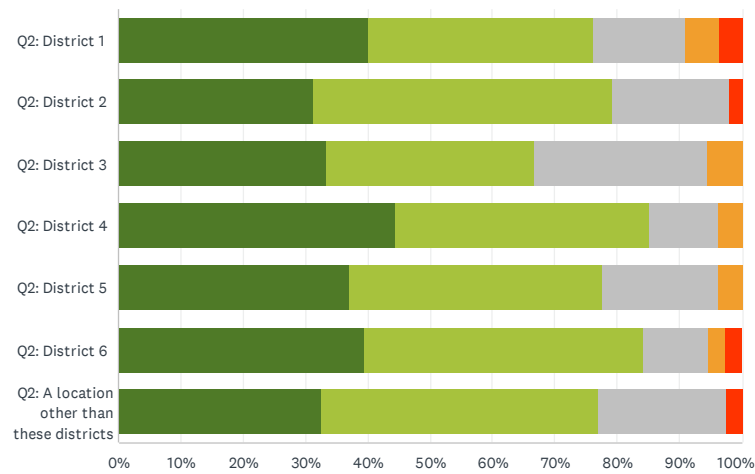
Playground/Tot-lot



■ Critical need
 ■ Needed
 ■ Neutral
 ■ Less needed
 ■ Not Needed

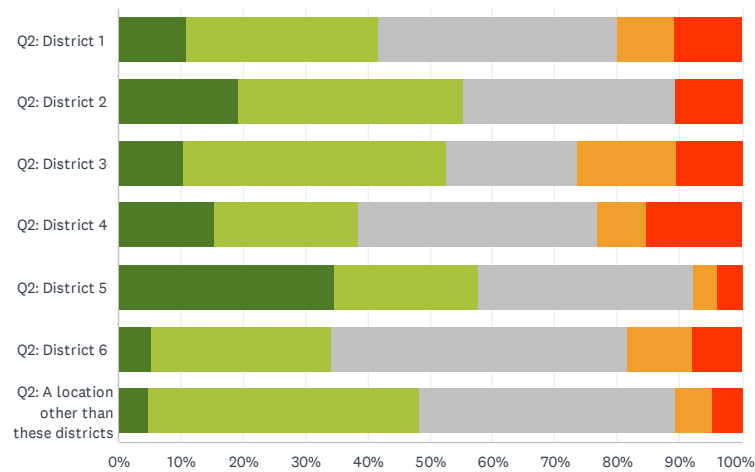
City of Goldsboro Comprehensive Recreation Master Plan

Adventure Playground



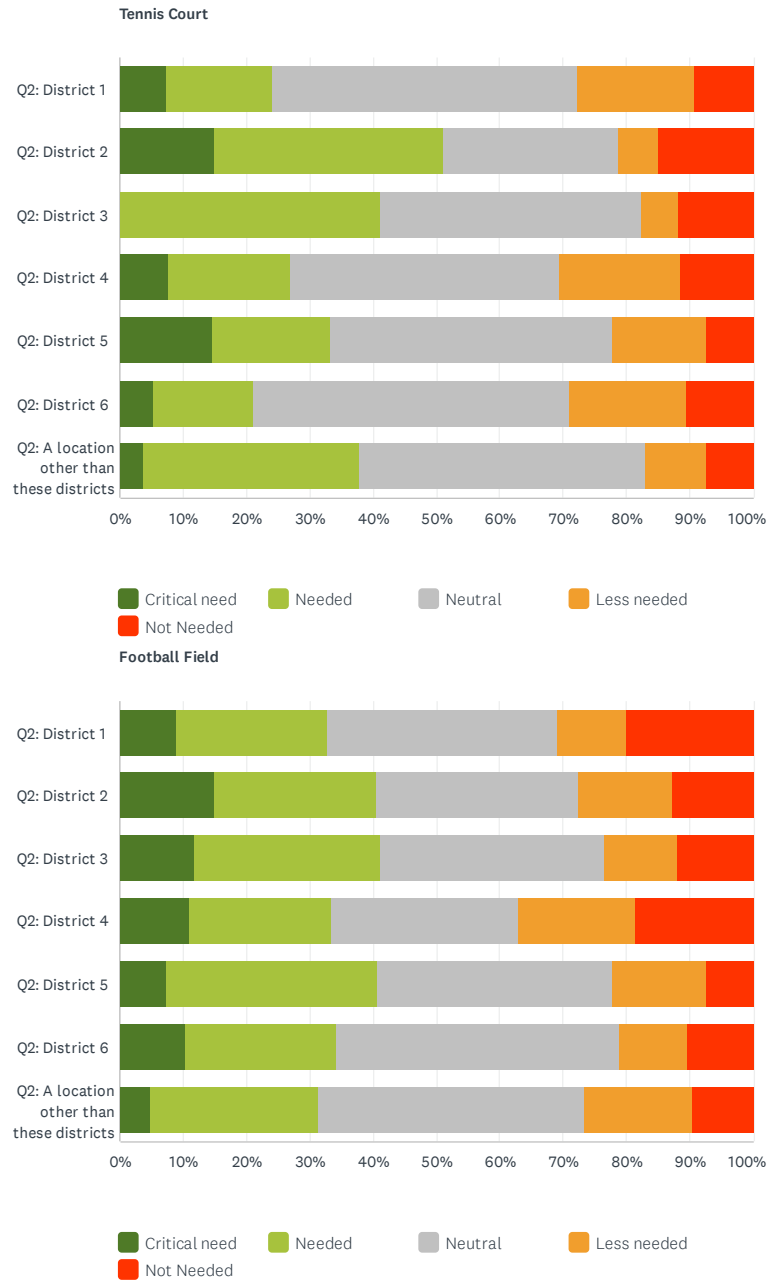
■ Critical need
 ■ Needed
 ■ Neutral
 ■ Less needed
 ■ Not Needed

Pickleball Court

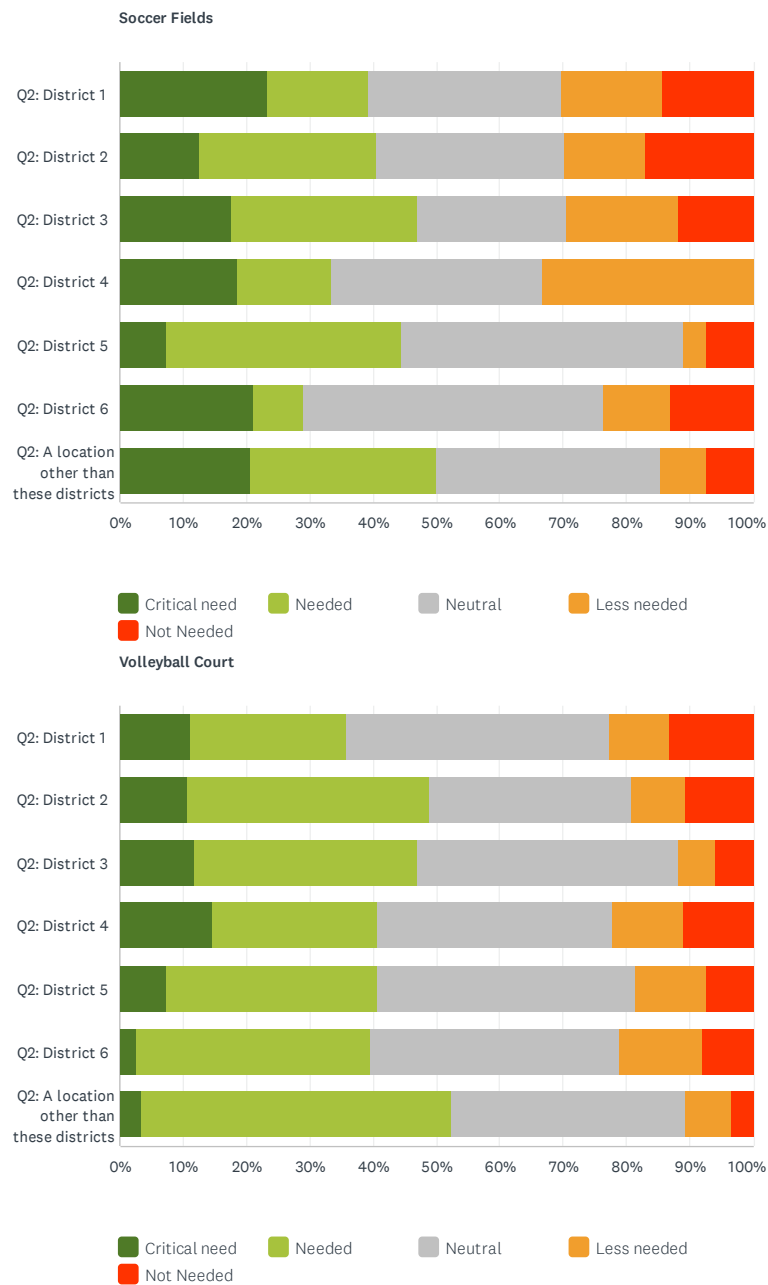


■ Critical need
 ■ Needed
 ■ Neutral
 ■ Less needed
 ■ Not Needed

City of Goldsboro Comprehensive Recreation Master Plan

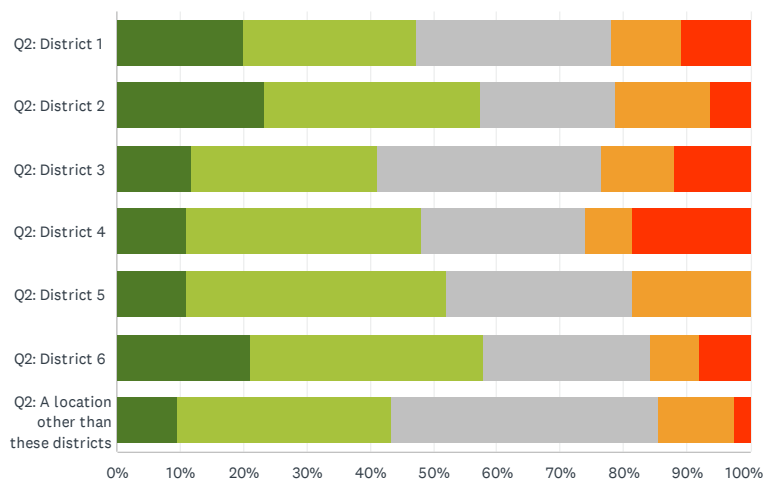


City of Goldsboro Comprehensive Recreation Master Plan



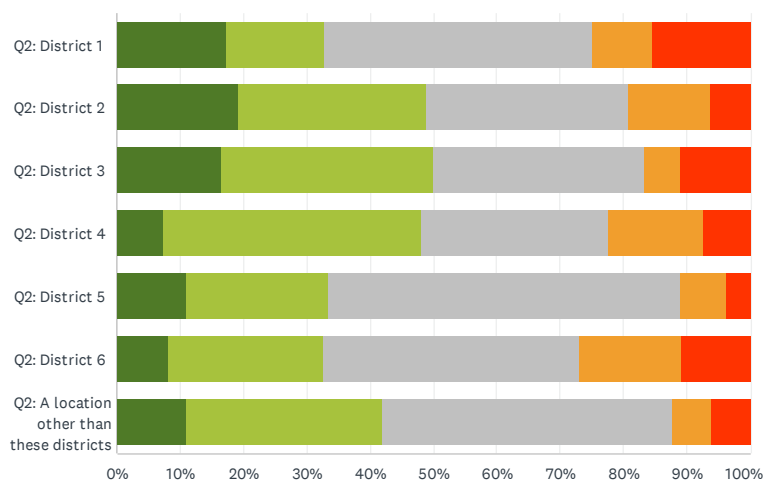
City of Goldsboro Comprehensive Recreation Master Plan

Basketball Court



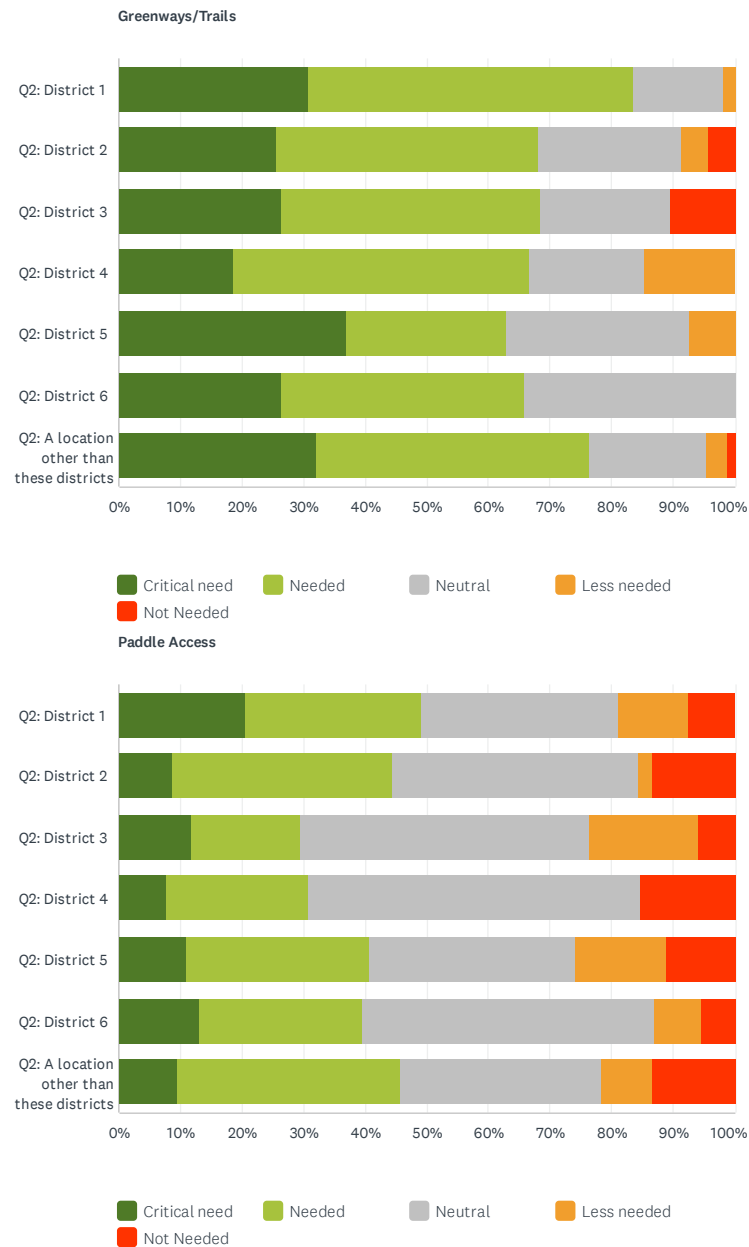
■ Critical need ■ Needed ■ Neutral ■ Less needed
■ Not Needed

Baseball/Softball Field



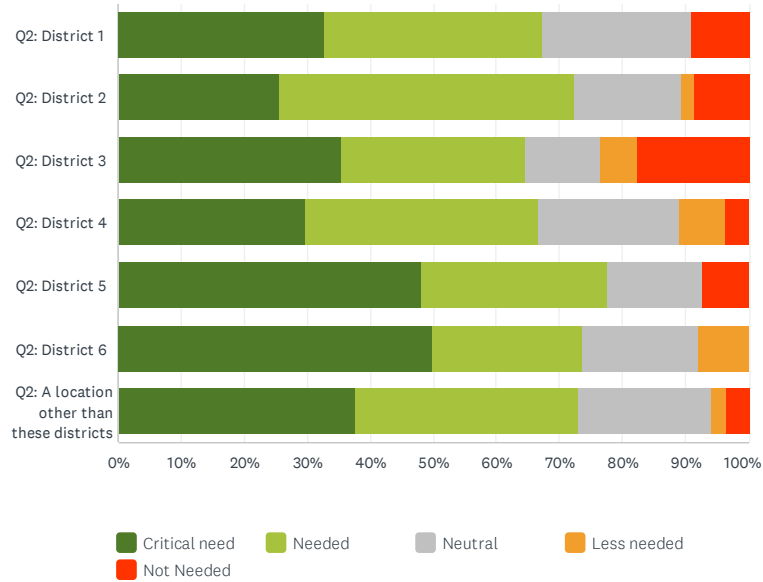
■ Critical need ■ Needed ■ Neutral ■ Less needed
■ Not Needed

City of Goldsboro Comprehensive Recreation Master Plan

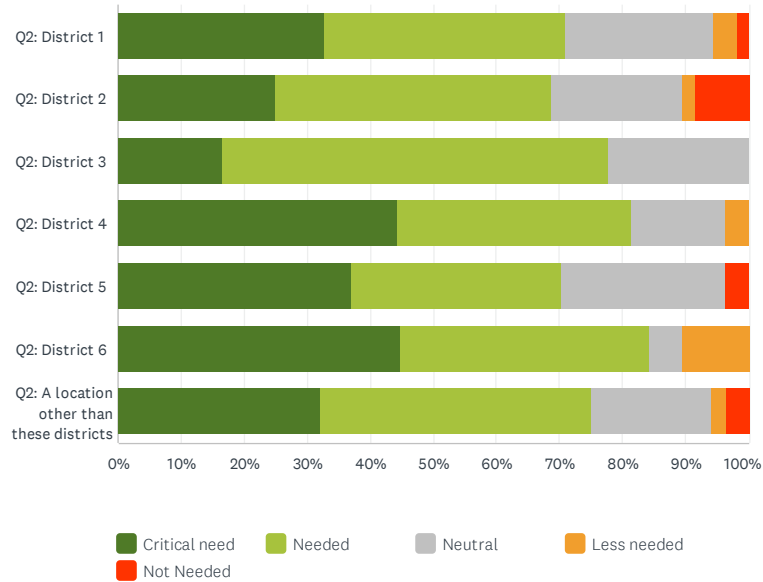


City of Goldsboro Comprehensive Recreation Master Plan

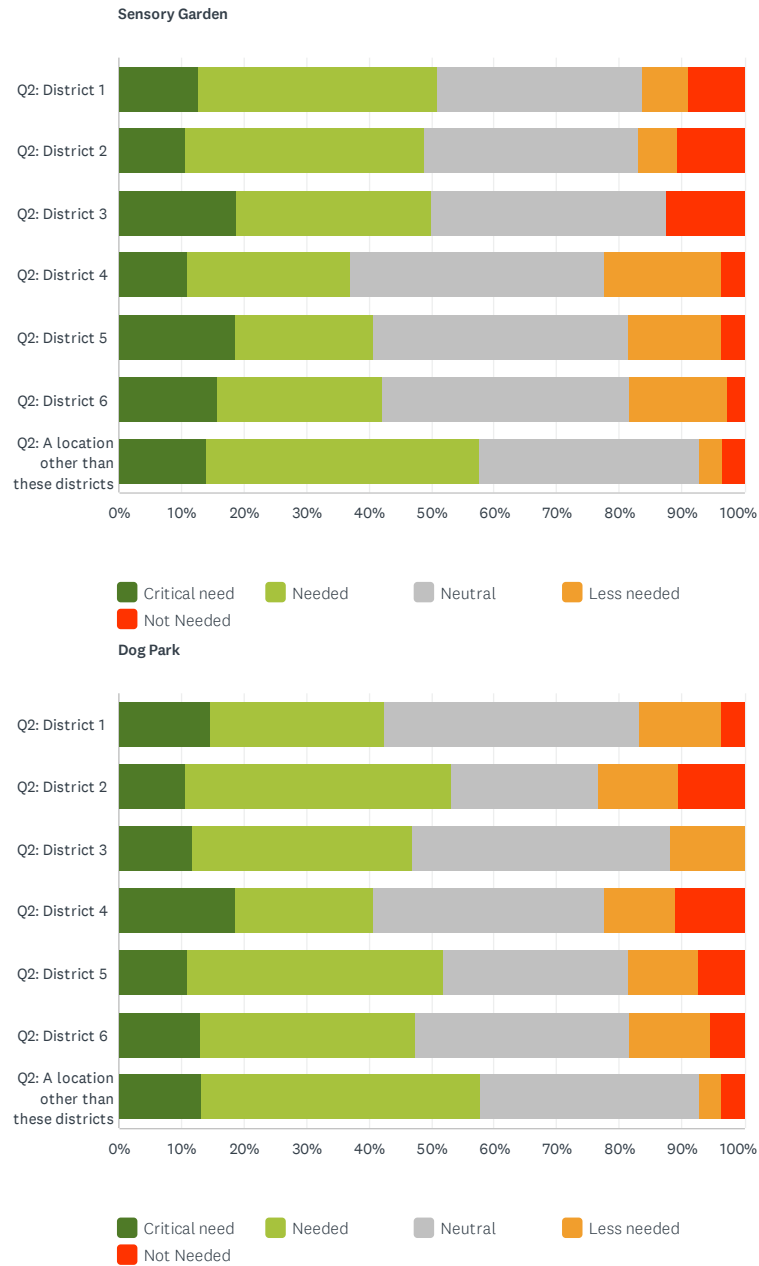
Indoor Aquatics Center



Splash Pad

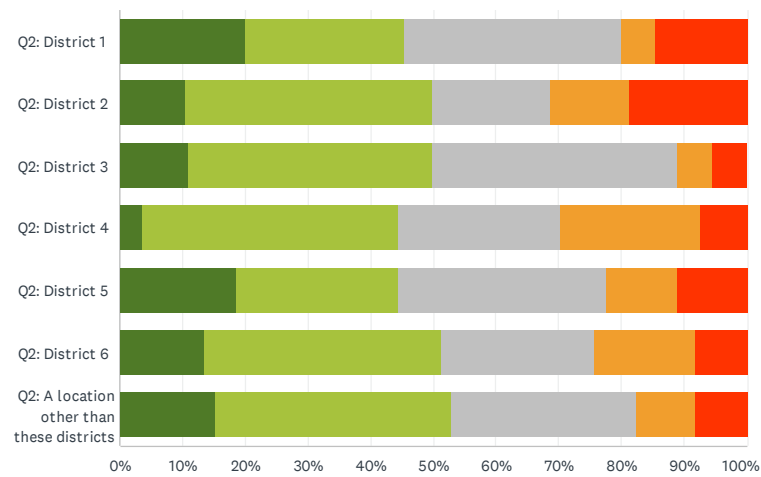


City of Goldsboro Comprehensive Recreation Master Plan



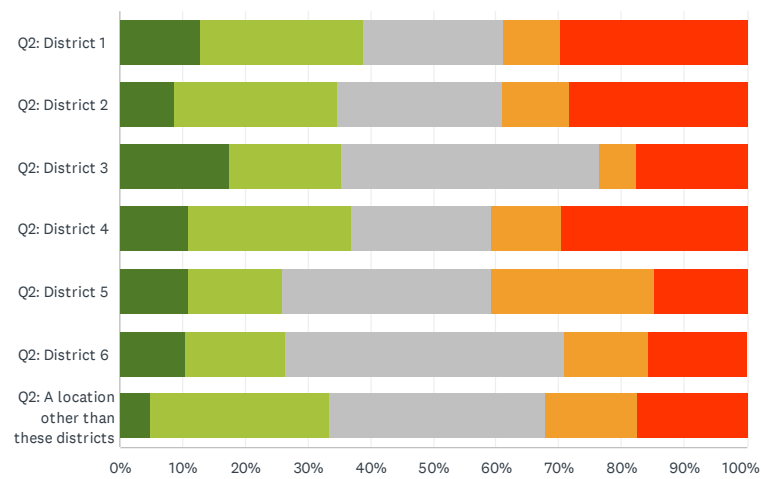
City of Goldsboro Comprehensive Recreation Master Plan

Ropes Course/ Zip Lines



■ Critical need
 ■ Needed
 ■ Neutral
 ■ Less needed
 ■ Not Needed

E- Sports Game Room



■ Critical need
 ■ Needed
 ■ Neutral
 ■ Less needed
 ■ Not Needed

City of Goldsboro Comprehensive Recreation Master Plan

Q8 What, if any, sources of funding are you willing to support in order to make improvements, build new facilities, and create programs? Check all that apply.

Answered: 281 Skipped: 22

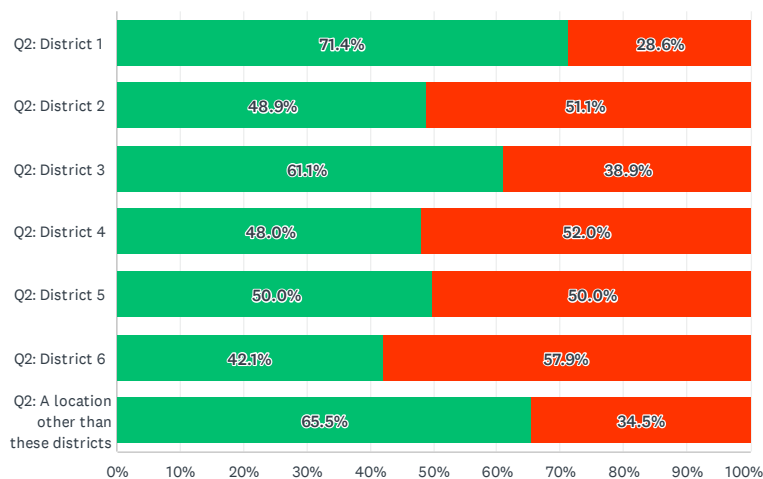
	SPECIAL TAX (SPECIFIC TOWARD FUTURE RECREATIONAL LAND AND DEVELOPMENT)	CITY GENERAL FUNDS (REGULAR CITY BUDGETING PROCESS)	PROJECT SPECIFIC BOND REFERENDUMS (EXAMPLE: FUTURE RECREATIONAL FACILITY)	GRANTS (NOTE: NEARLY ALL GRANTS REQUIRE LOCAL MATCHING FUNDS)	FEE-IN-LIEU OF CONTRIBUTION (EXAMPLE: LAND FROM NEW SUBDIVISION)	SPECIAL/GENERAL PURPOSE FOUNDATIONS (EXAMPLE: PARKS AND RECREATION FOUNDATION)	TOTAL
Q2: District 1	34.6% 18	63.5% 33	44.2% 23	59.6% 31	21.2% 11	61.5% 32	52.7% 148
Q2: District 2	32.6% 15	65.2% 30	50.0% 23	71.7% 33	19.6% 9	50.0% 23	47.3% 133
Q2: District 3	47.4% 9	73.7% 14	47.4% 9	68.4% 13	47.4% 9	63.2% 12	23.5% 66
Q2: District 4	23.1% 6	57.7% 15	42.3% 11	57.7% 15	23.1% 6	61.5% 16	24.6% 69
Q2: District 5	40.0% 10	80.0% 20	76.0% 19	72.0% 18	40.0% 10	84.0% 21	34.9% 98
Q2: District 6	24.3% 9	67.6% 25	45.9% 17	67.6% 25	21.6% 8	54.1% 20	37.0% 104
Q2: A location other than these districts	35.5% 27	60.5% 46	44.7% 34	64.5% 49	28.9% 22	59.2% 45	79.4% 223
Total Respondents	94	183	136	184	75	169	281

City of Goldsboro Comprehensive Recreation Master Plan

Q9 Within the last year have you traveled out of the City of Goldsboro to use recreation facilities of these types?

Answered: 301 Skipped: 2

Outdoor Sports Facilities (baseball, softball, soccer, basketball, etc.)



Yes No

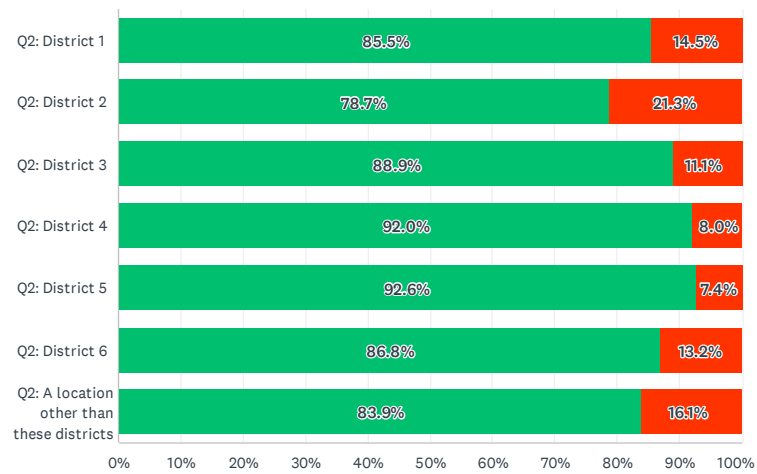
Indoor Sports Facilities (basketball, pickleball, tennis courts, etc.)



Yes No

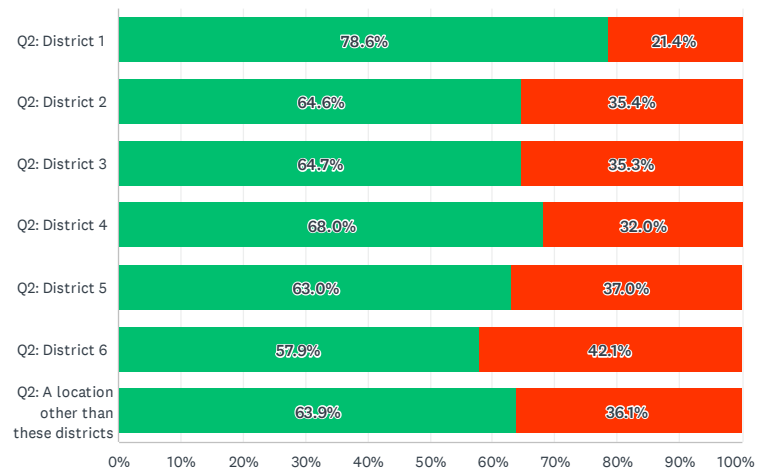
City of Goldsboro Comprehensive Recreation Master Plan

Concerts and Events facilities



Yes No

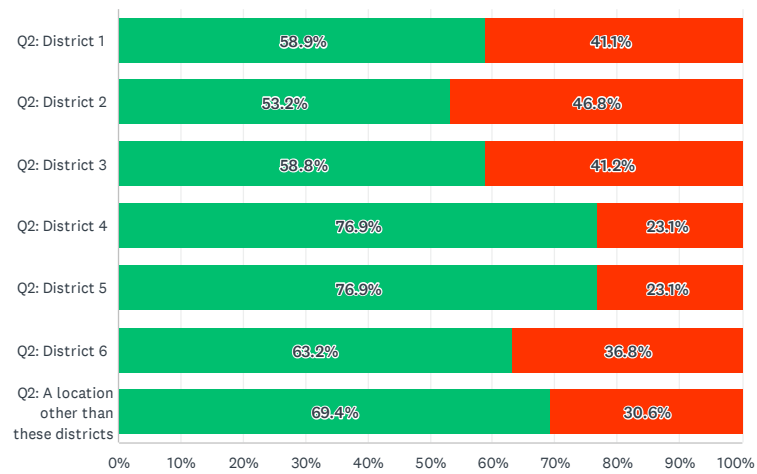
Trails (Hiking, walking, paddling)



Yes No

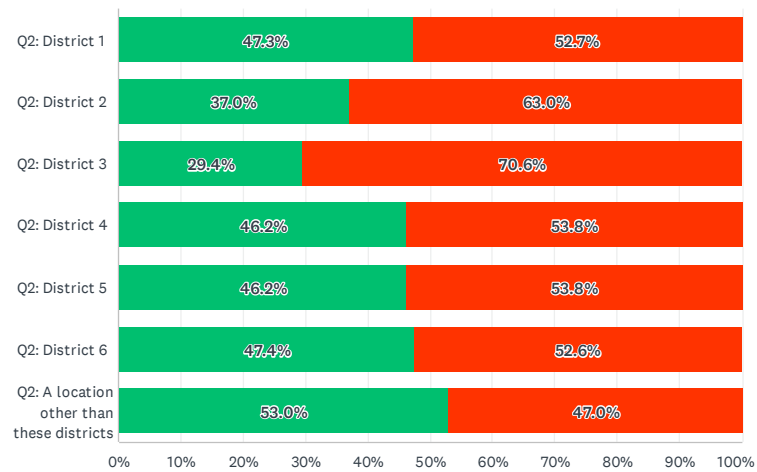
City of Goldsboro Comprehensive Recreation Master Plan

Aquatics Facilities (pools, spray grounds, splash pads)



■ Yes
 ■ No

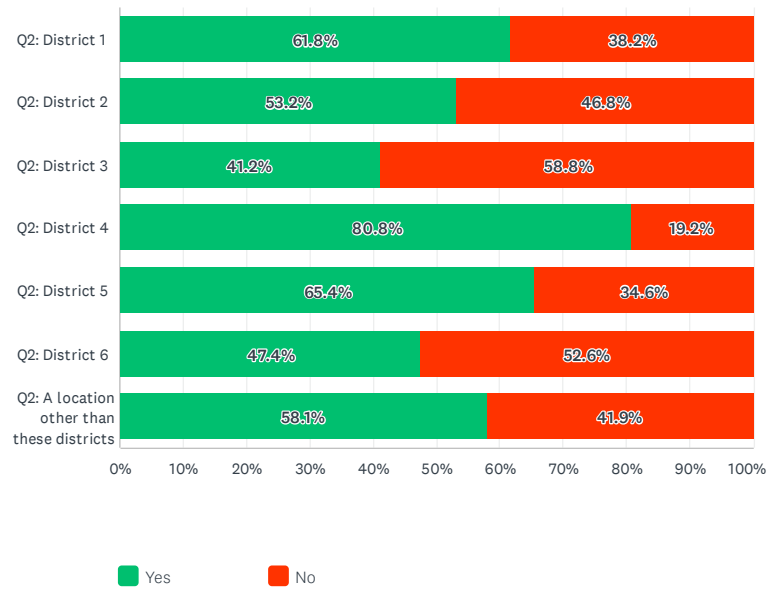
Camping/ RV/ Cabins Facilities



■ Yes
 ■ No

City of Goldsboro Comprehensive Recreation Master Plan

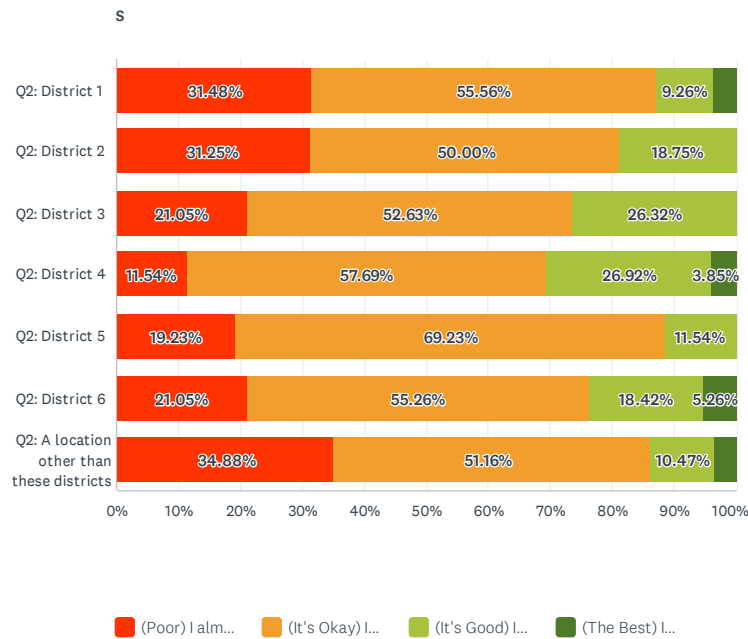
Adventure Facilities (Climbing, ropes courses, equestrian, etc.)



City of Goldsboro Comprehensive Recreation Master Plan

Q10 Please rate how well MARKETED Goldsboro's recreation facilities and programs are.

Answered: 297 Skipped: 6

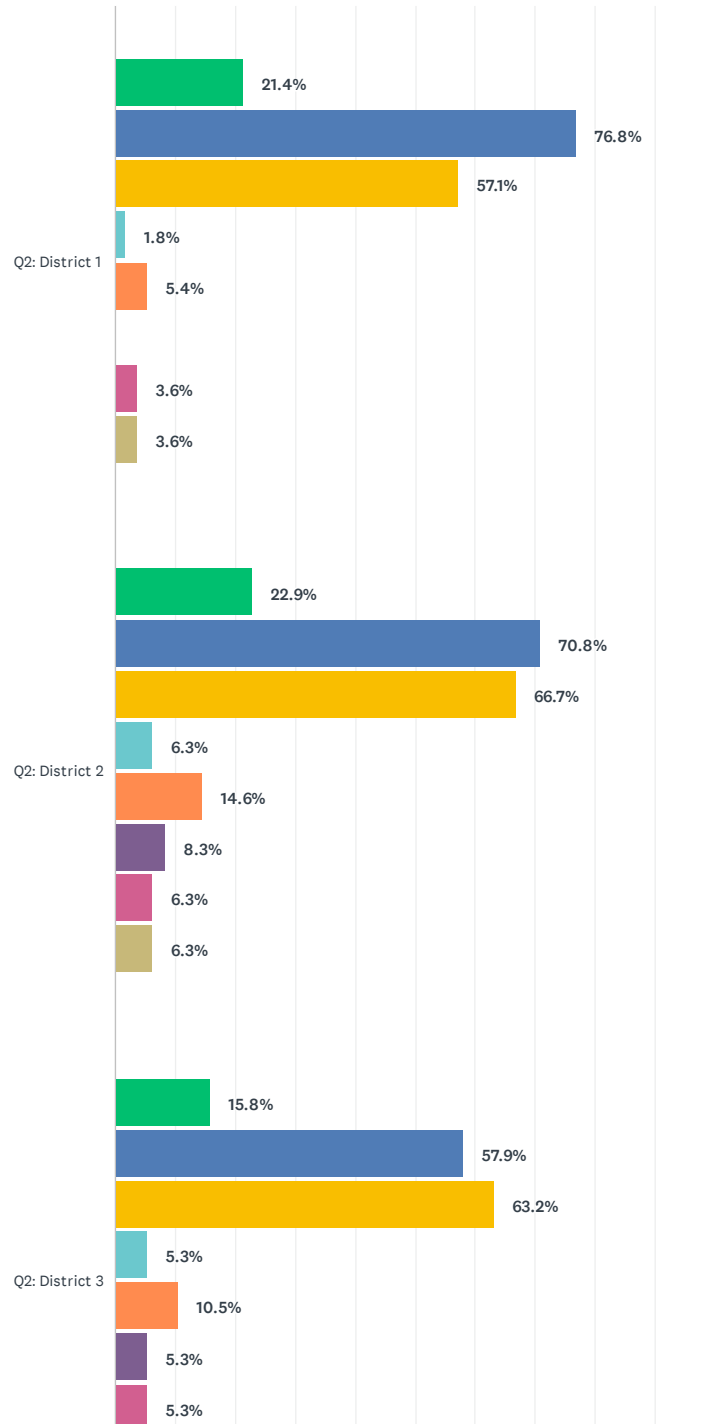


☆	(POOR) I ALMOST NEVER KNOW WHAT'S OFFERED.	(IT'S OKAY) INFORMATION ABOUT PARKS AND FACILITIES COULD BE A LITTLE BETTER.	(IT'S GOOD) INFORMATION ABOUT PARKS AND FACILITIES IS GOOD.	(THE BEST) I ALMOST ALWAYS KNOW WHAT IS GOING ON IN THE PARK SYSTEM.	TOTAL	WEIGHTED AVERAGE
Q2: District 1	31.48% 17	55.56% 30	9.26% 5	3.70% 2	18.18% 54	1.85
Q2: District 2	31.25% 15	50.00% 24	18.75% 9	0.00% 0	16.16% 48	1.88
Q2: District 3	21.05% 4	52.63% 10	26.32% 5	0.00% 0	6.40% 19	2.05
Q2: District 4	11.54% 3	57.69% 15	26.92% 7	3.85% 1	8.75% 26	2.23
Q2: District 5	19.23% 5	69.23% 18	11.54% 3	0.00% 0	8.75% 26	1.92
Q2: District 6	21.05% 8	55.26% 21	18.42% 7	5.26% 2	12.79% 38	2.08
Q2: A location other than these districts	34.88% 30	51.16% 44	10.47% 9	3.49% 3	28.96% 86	1.83

City of Goldsboro Comprehensive Recreation Master Plan

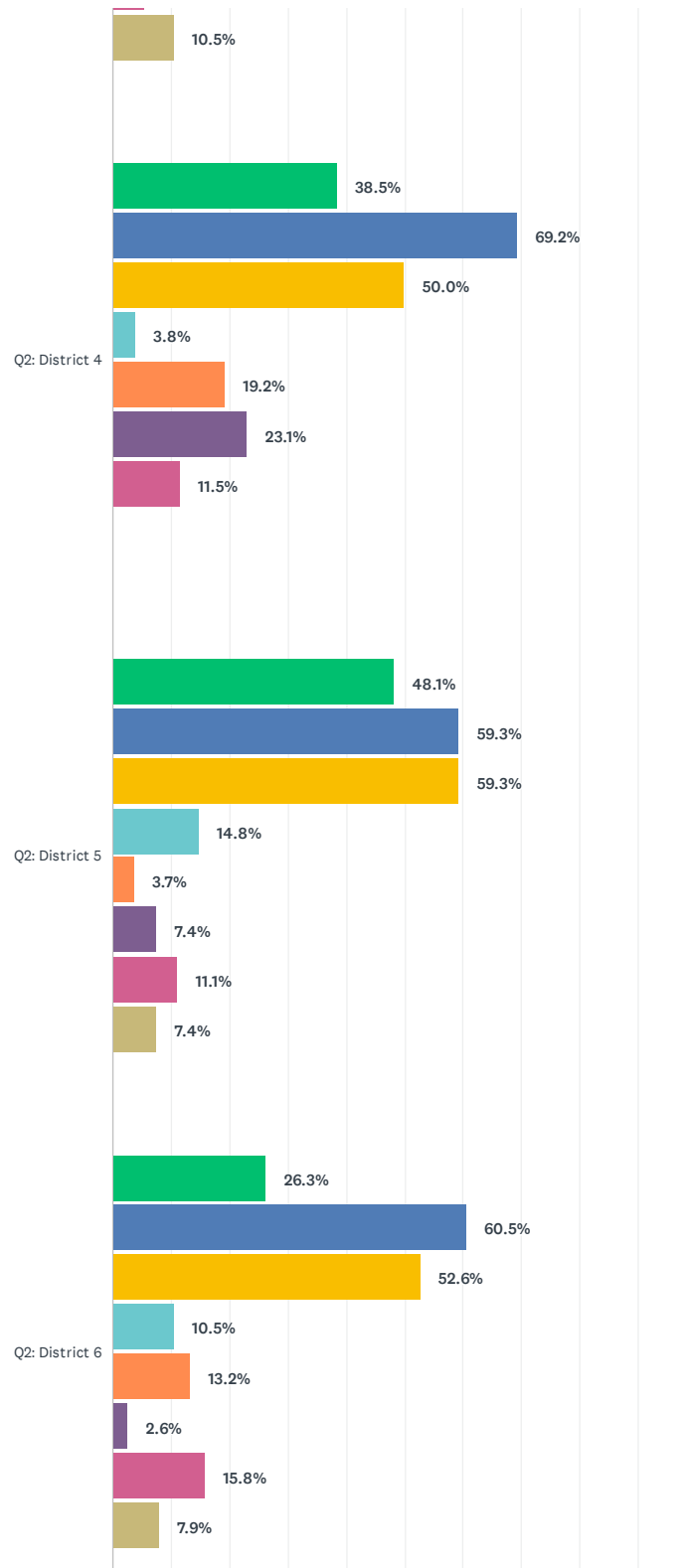
Q11 How do you currently find out about recreation programs, events and facilities offered by the City. (Check all that apply)

Answered: 300 Skipped: 3

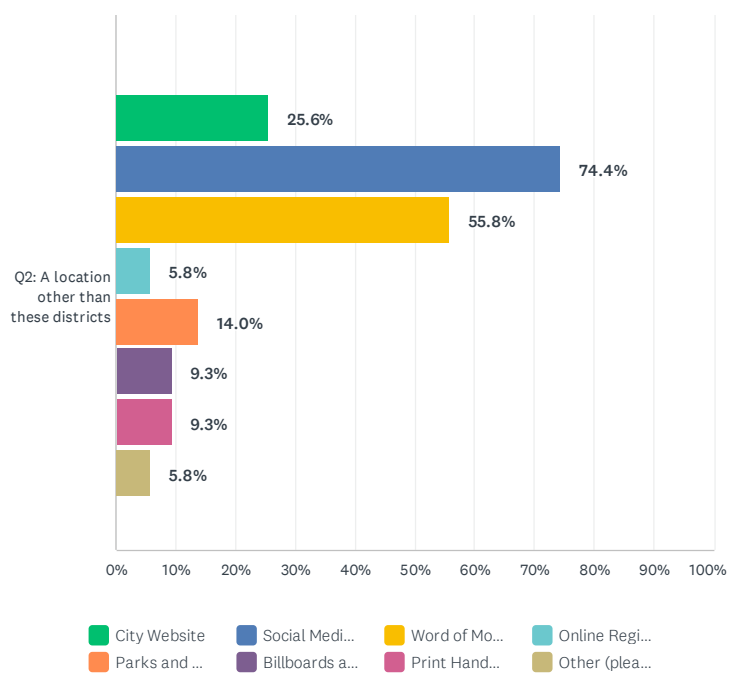


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City of Goldsboro Comprehensive Recreation Master Plan



City of Goldsboro Comprehensive Recreation Master Plan



	CITY WEBSITE	SOCIAL MEDIA (FACEBOOK, INSTAGRAM, X)	WORD OF MOUTH	ONLINE REGISTRATION PORTAL (CIVIC REC)	PARKS AND RECREATION STAFF	BILLBOARDS AND INFORMATION BOARDS	PRINT HANDOUTS	OTHER (PLEASE SPECIFY)	TOTAL
Q2: District 1	21.4% 12	76.8% 43	57.1% 32	1.8% 1	5.4% 3	0.0% 0	3.6% 2	3.6% 2	31.7% 95
Q2: District 2	22.9% 11	70.8% 34	66.7% 32	6.3% 3	14.6% 7	8.3% 4	6.3% 3	6.3% 3	32.3% 97
Q2: District 3	15.8% 3	57.9% 11	63.2% 12	5.3% 1	10.5% 2	5.3% 1	5.3% 1	10.5% 2	11.0% 33
Q2: District 4	38.5% 10	69.2% 18	50.0% 13	3.8% 1	19.2% 5	23.1% 6	11.5% 3	0.0% 0	18.7% 56
Q2: District 5	48.1% 13	59.3% 16	59.3% 16	14.8% 4	3.7% 1	7.4% 2	11.1% 3	7.4% 2	19.0% 57
Q2: District 6	26.3% 10	60.5% 23	52.6% 20	10.5% 4	13.2% 5	2.6% 1	15.8% 6	7.9% 3	24.0% 72
Q2: A location other than these districts	25.6% 22	74.4% 64	55.8% 48	5.8% 5	14.0% 12	9.3% 8	9.3% 8	5.8% 5	57.3% 172
Total Respondents	81	209	173	19	35	22	26	17	300

City of Goldsboro Comprehensive Recreation Master Plan

Q12 Select the number of persons in your household, including yourself, who are in the age brackets below:

Answered: 299 Skipped: 4

14 and under							
	1	2	3	4	5	6	TOTAL
Q2: District 1	29.41% 10	41.18% 14	23.53% 8	0.00% 0	2.94% 1	2.94% 1	11.37% 34
Q2: District 2	44.44% 12	25.93% 7	18.52% 5	3.70% 1	7.41% 2	0.00% 0	9.03% 27
Q2: District 3	20.00% 2	50.00% 5	20.00% 2	10.00% 1	0.00% 0	0.00% 0	3.34% 10
Q2: District 4	35.29% 6	52.94% 9	11.76% 2	0.00% 0	0.00% 0	0.00% 0	5.69% 17
Q2: District 5	52.94% 9	23.53% 4	5.88% 1	11.76% 2	0.00% 0	5.88% 1	5.69% 17
Q2: District 6	42.86% 9	28.57% 6	19.05% 4	4.76% 1	4.76% 1	0.00% 0	7.02% 21
Q2: A location other than these districts	46.30% 25	27.78% 15	9.26% 5	5.56% 3	5.56% 3	5.56% 3	18.06% 54
15-19 years old							
	1	2	3	4	5	6	TOTAL
Q2: District 1	72.73% 8	27.27% 3	0.00% 0	0.00% 0	0.00% 0	0.00% 0	3.68% 11
Q2: District 2	73.33% 11	20.00% 3	0.00% 0	0.00% 0	6.67% 1	0.00% 0	5.02% 15
Q2: District 3	80.00% 4	20.00% 1	0.00% 0	0.00% 0	0.00% 0	0.00% 0	1.67% 5
Q2: District 4	100.00% 5	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	1.67% 5
Q2: District 5	71.43% 5	28.57% 2	0.00% 0	0.00% 0	0.00% 0	0.00% 0	2.34% 7
Q2: District 6	75.00% 6	0.00% 0	12.50% 1	0.00% 0	0.00% 0	12.50% 1	2.68% 8
Q2: A location other than these districts	80.00% 24	16.67% 5	3.33% 1	0.00% 0	0.00% 0	0.00% 0	10.03% 30
20-35 years old							
	1	2	3	4	5	6	TOTAL
Q2: District 1	55.17% 16	41.38% 12	3.45% 1	0.00% 0	0.00% 0	0.00% 0	9.70% 29
Q2: District 2	40.91% 9	59.09% 13	0.00% 0	0.00% 0	0.00% 0	0.00% 0	7.36% 22
Q2: District 3	33.33% 2	66.67% 4	0.00% 0	0.00% 0	0.00% 0	0.00% 0	2.01% 6
Q2: District 4	61.54% 8	38.46% 5	0.00% 0	0.00% 0	0.00% 0	0.00% 0	4.35% 13
Q2: District 5	45.45% 5	45.45% 5	9.09% 1	0.00% 0	0.00% 0	0.00% 0	3.68% 11
Q2: District 6	42.11% 8	42.11% 8	5.26% 1	10.53% 2	0.00% 0	0.00% 0	6.35% 19
Q2: A location other than these districts	57.14% 20	37.14% 13	5.71% 2	0.00% 0	0.00% 0	0.00% 0	11.71% 35

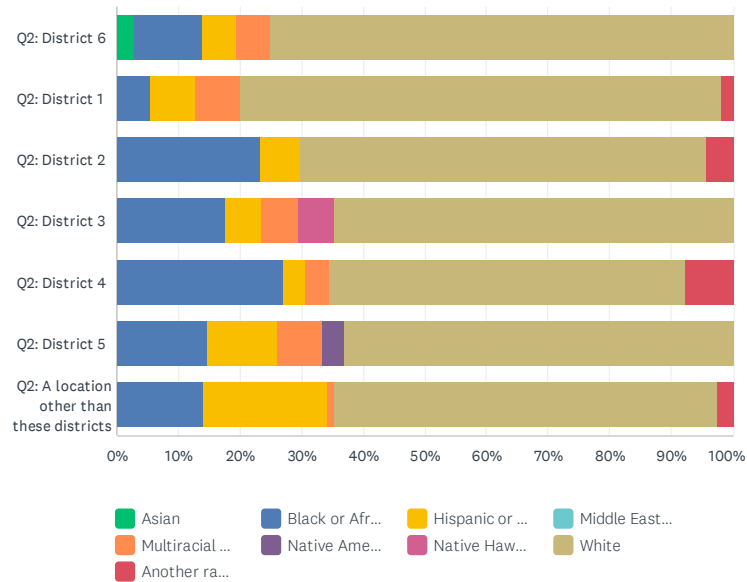
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36-45 years old							
	1	2	3	4	5	6	TOTAL
Q2: District 1	65.22% 15	30.43% 7	4.35% 1	0.00% 0	0.00% 0	0.00% 0	7.69% 23
Q2: District 2	42.86% 6	57.14% 8	0.00% 0	0.00% 0	0.00% 0	0.00% 0	4.68% 14
Q2: District 3	25.00% 2	75.00% 6	0.00% 0	0.00% 0	0.00% 0	0.00% 0	2.68% 8
Q2: District 4	36.36% 4	63.64% 7	0.00% 0	0.00% 0	0.00% 0	0.00% 0	3.68% 11
Q2: District 5	50.00% 5	50.00% 5	0.00% 0	0.00% 0	0.00% 0	0.00% 0	3.34% 10
Q2: District 6	50.00% 8	43.75% 7	0.00% 0	0.00% 0	6.25% 1	0.00% 0	5.35% 16
Q2: A location other than these districts	57.14% 20	42.86% 15	0.00% 0	0.00% 0	0.00% 0	0.00% 0	11.71% 35
46-60 years old							
	1	2	3	4	5	6	TOTAL
Q2: District 1	65.00% 13	35.00% 7	0.00% 0	0.00% 0	0.00% 0	0.00% 0	6.69% 20
Q2: District 2	47.37% 9	52.63% 10	0.00% 0	0.00% 0	0.00% 0	0.00% 0	6.35% 19
Q2: District 3	55.56% 5	44.44% 4	0.00% 0	0.00% 0	0.00% 0	0.00% 0	3.01% 9
Q2: District 4	60.00% 3	40.00% 2	0.00% 0	0.00% 0	0.00% 0	0.00% 0	1.67% 5
Q2: District 5	83.33% 5	16.67% 1	0.00% 0	0.00% 0	0.00% 0	0.00% 0	2.01% 6
Q2: District 6	50.00% 6	50.00% 6	0.00% 0	0.00% 0	0.00% 0	0.00% 0	4.01% 12
Q2: A location other than these districts	47.37% 18	50.00% 19	0.00% 0	0.00% 0	0.00% 0	2.63% 1	12.71% 38
61 and over							
	1	2	3	4	5	6	TOTAL
Q2: District 1	45.45% 5	54.55% 6	0.00% 0	0.00% 0	0.00% 0	0.00% 0	3.68% 11
Q2: District 2	66.67% 8	33.33% 4	0.00% 0	0.00% 0	0.00% 0	0.00% 0	4.01% 12
Q2: District 3	80.00% 4	20.00% 1	0.00% 0	0.00% 0	0.00% 0	0.00% 0	1.67% 5
Q2: District 4	50.00% 3	50.00% 3	0.00% 0	0.00% 0	0.00% 0	0.00% 0	2.01% 6
Q2: District 5	33.33% 3	66.67% 6	0.00% 0	0.00% 0	0.00% 0	0.00% 0	3.01% 9
Q2: District 6	38.46% 5	61.54% 8	0.00% 0	0.00% 0	0.00% 0	0.00% 0	4.35% 13
Q2: A location other than these districts	45.00% 9	55.00% 11	0.00% 0	0.00% 0	0.00% 0	0.00% 0	6.69% 20

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Q13 What is your race or ethnicity?

Answered: 293 Skipped: 10



	ASIAN	BLACK OR AFRICAN AMERICAN	HISPANIC OR LATINO	MIDDLE EASTERN OR NORTH AFRICAN	MULTIRACIAL OR MULTIETHNIC	NATIVE AMERICAN OR ALASKA NATIVE	NATIVE HAWAIIAN OR OTHER PACIFIC ISLANDER	WHITE	ANOTHER RACE OR ETHNICITY, PLEASE DESCRIBE BELOW	TOTAL
Q2: District 6	2.78% 1	11.11% 4	5.56% 2	0.00% 0	5.56% 2	0.00% 0	0.00% 0	75.00% 27	0.00% 0	12.29% 36
Q2: District 1	0.00% 0	5.45% 3	7.27% 4	0.00% 0	7.27% 4	0.00% 0	0.00% 0	78.18% 43	1.82% 1	18.77% 55
Q2: District 2	0.00% 0	23.40% 11	6.38% 3	0.00% 0	0.00% 0	0.00% 0	0.00% 0	65.96% 31	4.26% 2	16.04% 47
Q2: District 3	0.00% 0	17.65% 3	5.88% 1	0.00% 0	5.88% 1	0.00% 0	5.88% 1	64.71% 11	0.00% 0	5.80% 17
Q2: District 4	0.00% 0	26.92% 7	3.85% 1	0.00% 0	3.85% 1	0.00% 0	0.00% 0	57.69% 15	7.69% 2	8.87% 26
Q2: District 5	0.00% 0	14.81% 4	11.11% 3	0.00% 0	7.41% 2	3.70% 1	0.00% 0	62.96% 17	0.00% 0	9.22% 27
Q2: A location other than these districts	0.00% 0	14.12% 12	20.00% 17	0.00% 0	1.18% 1	0.00% 0	0.00% 0	62.35% 53	2.35% 2	29.01% 85
Total Respondents	1	44	31	0	11	1	1	197	7	293

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	SELF-DESCRIBE BELOW:	TOTAL
Q2: District 6	0	0
Q2: District 1	0	0
Q2: District 2	2	2
Q2: District 3	0	0
Q2: District 4	0	0
Q2: District 5	1	1
Q2: A location other than these districts	2	2

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Q14 Please provide your gender:

Answered: 299 Skipped: 4

