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Al Austin
John Autry
Ed Driggs
Claire Fallon
David L. Howard

Patsy Kinsey
Vi Lyles
LaWana Mayfield
Greg Phipps
Kenny Smith

CITY COUNCIL MEETING

Monday, November 3, 2014

Room 267

5:00 p.m.	Dinner
5:15 p.m.	Closed Session
6:15 p.m.	These Things Matter For Economic Mobility
7:00 p.m.	Sustain Charlotte Report Card
7:15 p.m.	Mecklenburg County Park and Recreation Plan
7:30 p.m.	Citizens Forum
Adjourn	

COUNCIL WORKSHOP AGENDA ITEM SUMMARY

TOPIC: These Things Matter For Economic Mobility

RESOURCES: Ron Carlee, City Manager
Rebecca Hefner, Neighborhood & Business Services

KEY POINTS:

- Economic mobility is a critical issue that is getting much attention in our community from Foundation For The Carolinas, Mecklenburg County, UNC Charlotte, Community Building Initiative, and others.
- It is a hot topic because of a 2013 study that ranked Charlotte 50 out of 50 for economic mobility in large metro areas in the United States.
- The study has some significant limitations, but it does provide a good summary of community characteristics that are related to economic mobility: segregation, income inequality, short commute, social capital, share of single mothers, high school drop-out rate, and teenage labor force participation rate.
- The underlying theory is that these things matter for economic mobility:
 - Community that is diverse, inclusive, connected and compact
 - People that have a voice, believe in themselves, feel like they matter, and are empowered
- This analysis can inform the Mecklenburg Livable Communities (as a shared strategic vision for our community). It can also inform the work of the City of Charlotte

COUNCIL DECISION OR DIRECTION REQUESTED:

None. This presentation is for informational purposes only.

ATTACHMENT:

These Things Matter For Economic Mobility Handout
Mecklenburg Livable Communities Plan Matrix





























THESE THINGS MATTER

For Economic Mobility



These Things are RELATED to ECONOMIC MOBILITY	They Tell Us That THESE THINGS MATTER	How does OUR WORK Fit In?
Segregation Racial and Economic	DIVERSITY, exposure to new possibilities, diversity in social and labor networks <i>In neighborhoods, workplaces and schools</i>	<ul style="list-style-type: none"> • Neighborhood revitalization work • Neighborhood Board Retreats and Neighborhood Matching Grants • Opportunities in Neighborhood-School Partnerships, Mayor’s Mentoring Alliance, Mayor’s Youth Employment Program, Out-of-School Time
Race Fraction African-American <i>Indirect relationship: operates through other channels such as income inequality, segregation, and share of single mothers</i>	Self- and collective efficacy, empowerment and DIVERSITY (mobility is lower where there’s an entrenched history of disenfranchisement and discrimination and greater segregation)	
Short Commute Less Than 15 Minutes	URBAN FORM, sprawl vs. compactness, land use and transportation, vehicle dependency, distribution of affordable housing, job location and accessibility	<ul style="list-style-type: none"> • Affordable housing • Commercial revitalization • Economic development • Community Investment Plan
Family Structure Share Single Mothers	FAMILY SUPPORT, wages, housing costs, childcare affordability, federal policies that impact family structure (labor, drug, immigration, etc.)	<ul style="list-style-type: none"> • Affordable housing • Out-of-School Time, Mayor’s Mentoring Alliance
Social Capital Voter participation Return Census forms Participation in community organizations	Self- and collective efficacy, ENGAGEMENT and social ties, social networks, empowerment, trust in civic institutions	<ul style="list-style-type: none"> • Community Engagement, esp. Neighborhood Board Retreats, Neighborhood Matching Grants, Neighborhood Leadership Awards, Service Area Specialists
Teenage Labor Force Participation Rate	WORK EXPERIENCE, exposure to the world of work, access to labor market networks, mentors, exposure to new possibilities, self-efficacy, career exploration	<ul style="list-style-type: none"> • Mayor’s Youth Employment Program
High School Dropout Rate	STUDENT SUPPORT, schools, peer influence, self-efficacy, mentors, partnerships, cradle-to-career strategies	<ul style="list-style-type: none"> • Neighborhood-School Partnerships, Mayor’s Mentoring Alliance, Out-of-School Time

Mecklenburg Livable Communities Plan Draft Strategies

<p>VISION</p>	<p align="center">Greater Charlotte – Big city opportunities, small town feel</p> <p align="center">Greater Charlotte is home.</p> <p align="center">Home to generations of families and cultures from all over the world. Home to neighborhoods that blend thriving businesses with natural landscapes. Home to endless opportunities for all, where good people make great things happen.</p>						
<p>GUIDING PRINCIPLES: We are...</p>	 <p align="center">INNOVATIVE</p>	 <p align="center">WELCOMING</p>	 <p align="center">CONNECTED</p>	 <p align="center">INCLUSIVE</p>	 <p align="center">PREPARED</p>	 <p align="center">HEALTHY</p>	 <p align="center">RESILIENT</p>
<p>DESCRIPTORS: Our focus is on...</p>	<p align="center">Jobs Entrepreneurship Commerce</p>	<p align="center">Character Entertainment Opportunity Safe Neighborhoods</p>	<p align="center">Engaged Residents Transportation Choices</p>	<p align="center">Community Participation</p>	<p align="center">A Skilled Workforce Quality Education</p>	<p align="center">Physical Activity Healthy Foods Clean Environment</p>	<p align="center">Future Well-being Collaboration</p>
<p>DRAFT STRATEGIES: We will...</p> <p><i>Note: Each strategy addresses multiple Guiding Principles. Icons are shown under each strategy to indicate linkages.</i></p>	<p>Make it easier for new businesses to succeed and existing businesses to flourish [A] </p> <p>Increase global economic competitiveness [B] </p> <p>Promote the redevelopment, reuse, and rehabilitation of declining and vacant properties in developed areas [C] </p> <p>Leverage technology [D] </p>	<p>Celebrate and integrate history, culture, and diversity [E] </p> <p>Increase access to community-based arts, science, and history education offerings [F] </p> <p>Continue to be an inviting destination for residents, visitors, and businesses [G] </p> <p>Build a safe community [H] </p>	<p>Expand capacity and increase use of sidewalks, bikeways, greenways/pathways, bus routes, and rail [I] </p> <p>Build stronger connections across diverse population groups [J] </p>	<p>Balance housing options available in neighborhoods [K] </p> <p>Coordinate the work of organizations addressing the needs of at-risk residents [L] </p> <p>Expand the availability of affordable public recreation and cultural services programs [M] </p>	<p>Expand the availability and awareness of career-readiness training options [N] </p> <p>Enhance partnerships between workforce development initiatives and employers [O] </p>	<p>Create a culture of health [P] </p> <p>Protect and restore natural resources [Q] </p> <p>Coordinate open space, greenways/pathways, and parks planning with neighborhood accessibility [R] </p>	<p>Manage zoning and development to revitalize community character and the natural environment [S] </p> <p>Be good stewards of natural resources [T] </p> <p>Develop community and neighborhood leaders for the future [U] </p>
<p align="center">Common Theme Associated with all Strategies: Engage the Community – Inform, Convene, Collaborate, and Empower</p>							

COUNCIL WORKSHOP AGENDA ITEM SUMMARY

TOPIC: Sustain Charlotte's 2014 Charlotte-Mecklenburg Sustainability Report Card

RESOURCES: Shannon Binns, Executive Director
Meg Fencil, Education and Outreach Director

KEY POINTS:

- The objective of this presentation is to provide Council with an overview of Sustain Charlotte's 2014 Charlotte-Mecklenburg Sustainability Report Card.
- Information to be presented includes:
 - Purpose of the Sustainability Report Card
 - Explanation of scoring methodology
 - Review of analysis for nine dimensions of sustainability
 - Within each dimension, recommendations for improving sustainability
 - Opportunities for Council to use the document, and Sustain Charlotte, as resources
- The 2014 Charlotte-Mecklenburg Sustainability Report Card was independently researched and written by Sustain Charlotte using publicly available county-wide, city-wide and national data.

COUNCIL DECISION OR DIRECTION REQUESTED:

None. This presentation is for informational purposes only.

ATTACHMENTS:

PowerPoint Presentation



Inspiring choices today for a vibrant tomorrow.

A photograph of a young child with dark skin and curly hair, wearing a blue and grey striped long-sleeved shirt and light blue jeans. The child is standing in a forest with green bushes in the foreground and trees with autumn foliage in the background. The child is looking down and smiling slightly.

Our Mission

To inspire choices that lead to a healthier, more vibrant community for generations to come.



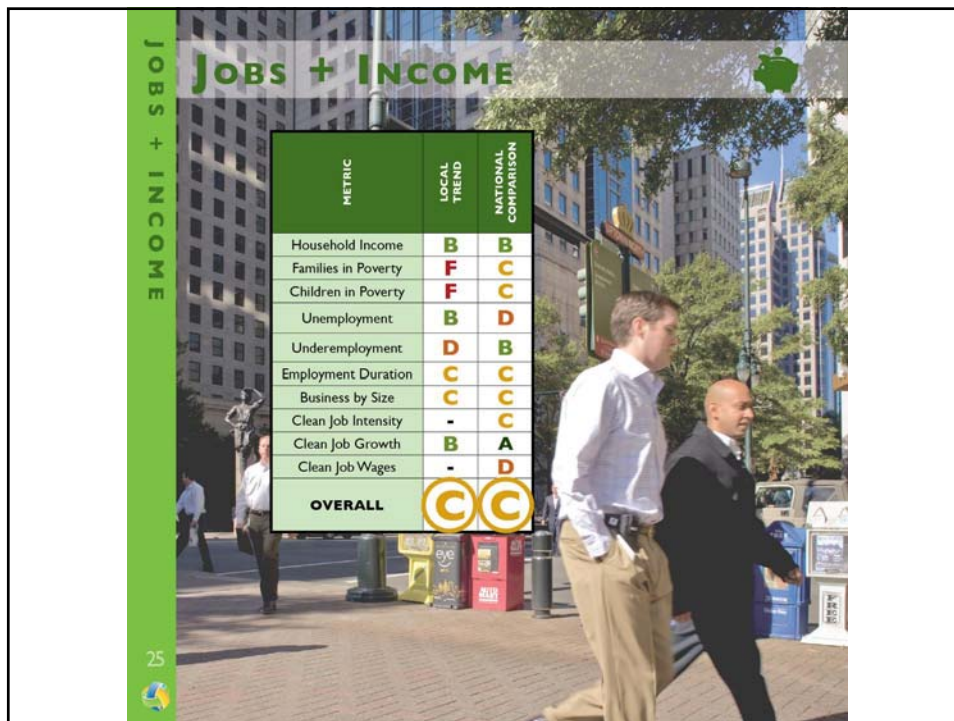
Local Trend Methodology

Score/Grade	Local Trend	Average Annual Percent Change
0/F	Getting much worse	+/- 5+%
1/D	Getting slightly worse	+/- 1 to 5%
2/C	Staying the same	+/- 1%
3/B	Improving slightly	+/- 1 to 5%
4/A	Improving significantly	+/- 5+%

National Comparison Methodology


Score/ Grade	National Comparison	Percent Difference
0/F	Well below national average	+/- 30+ %
1/D	Below national average	+/- 6 to 29%
2/C	At national average	+/- 5%
3/B	Above national average	+/- 6 to 29%
4/A	Well above national average	+/- 30+ %

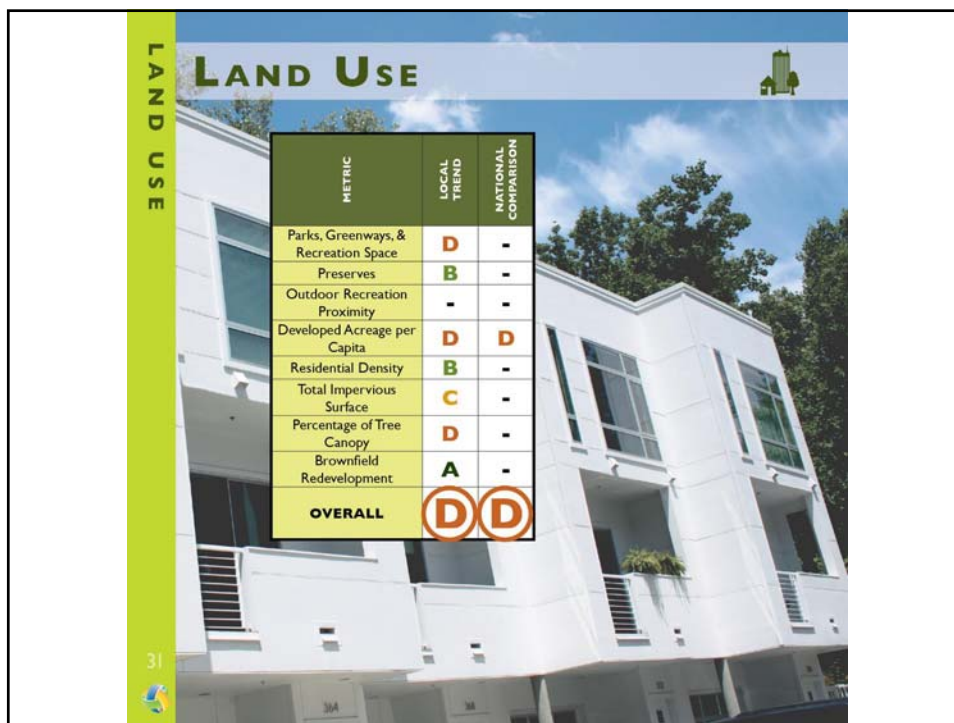
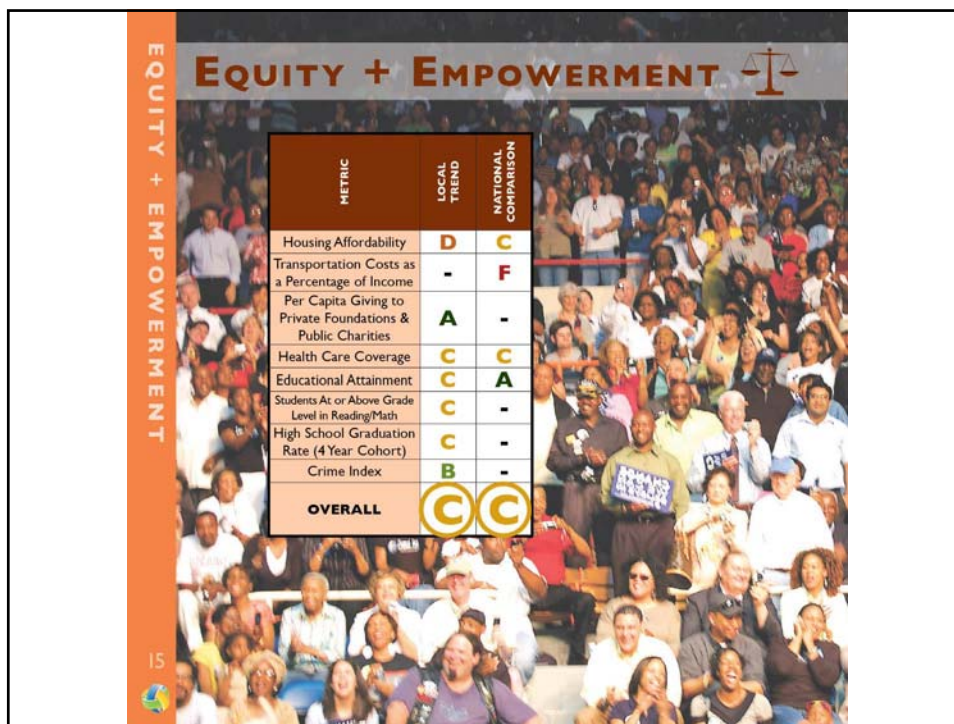
SUSTAIN  CHARLOTTE
www.sustaincharlotte.org

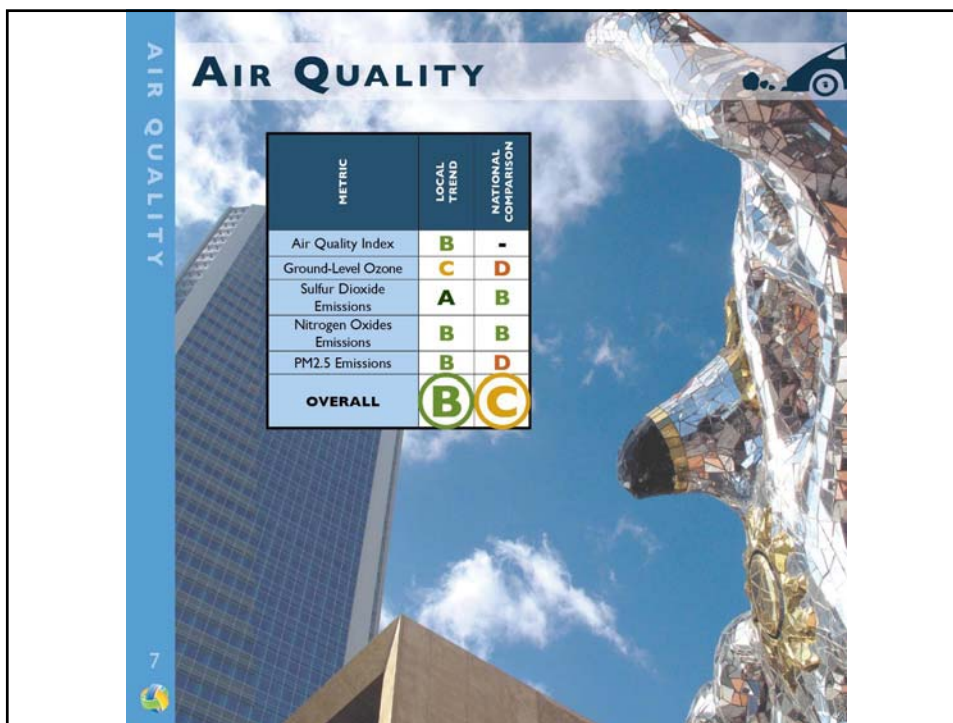
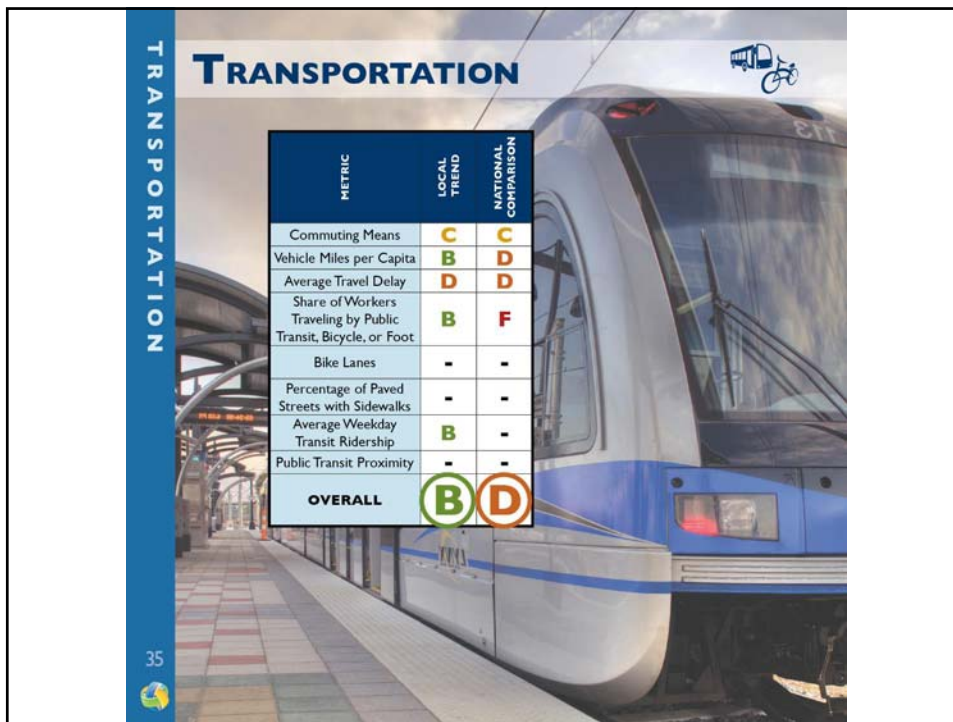


JOBS + INCOME

METRIC	LOCAL TREND	NATIONAL COMPARISON
Household Income	B	B
Families in Poverty	F	C
Children in Poverty	F	C
Unemployment	B	D
Underemployment	D	B
Employment Duration	C	C
Business by Size	C	C
Clean Job Intensity	-	C
Clean Job Growth	B	A
Clean Job Wages	-	D
OVERALL	CC	

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FOOD

FOOD

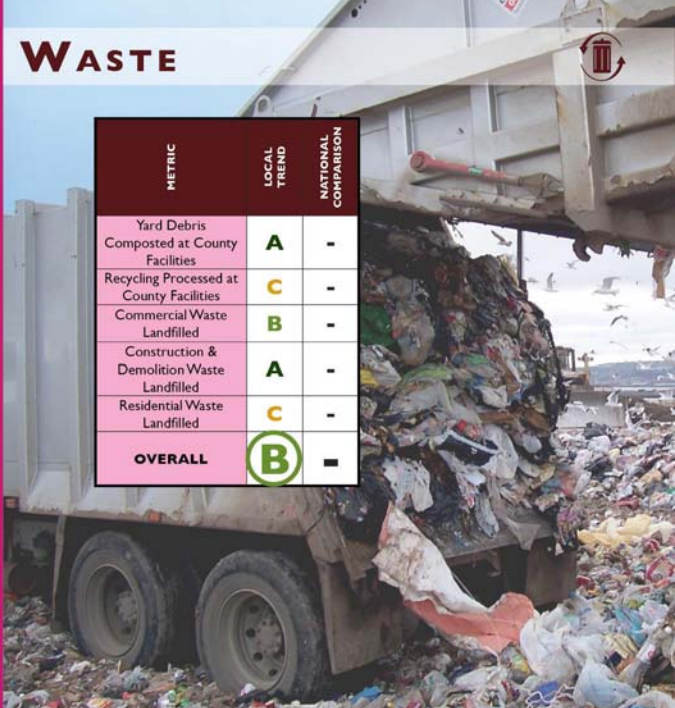


METRIC	LOCAL TREND	NATIONAL COMPARISON
Percent of residents receiving SNAP benefits	F	B
Percent of residents living in food deserts	-	B
Households with Food Insecurity	F	D
Residents per farmers market	A	D
OVERALL	D	C

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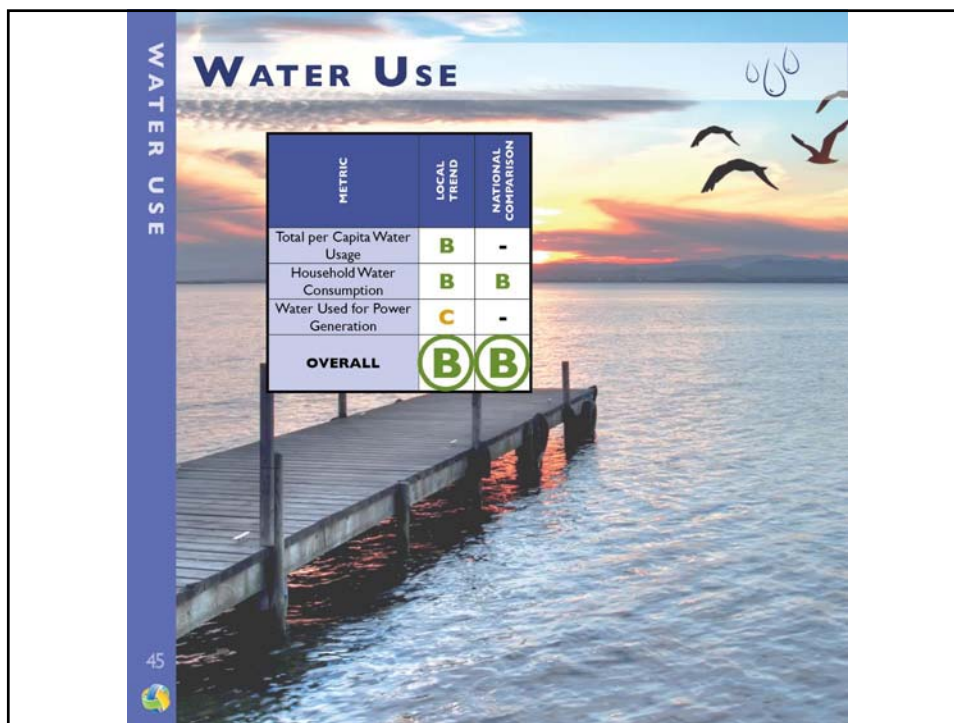
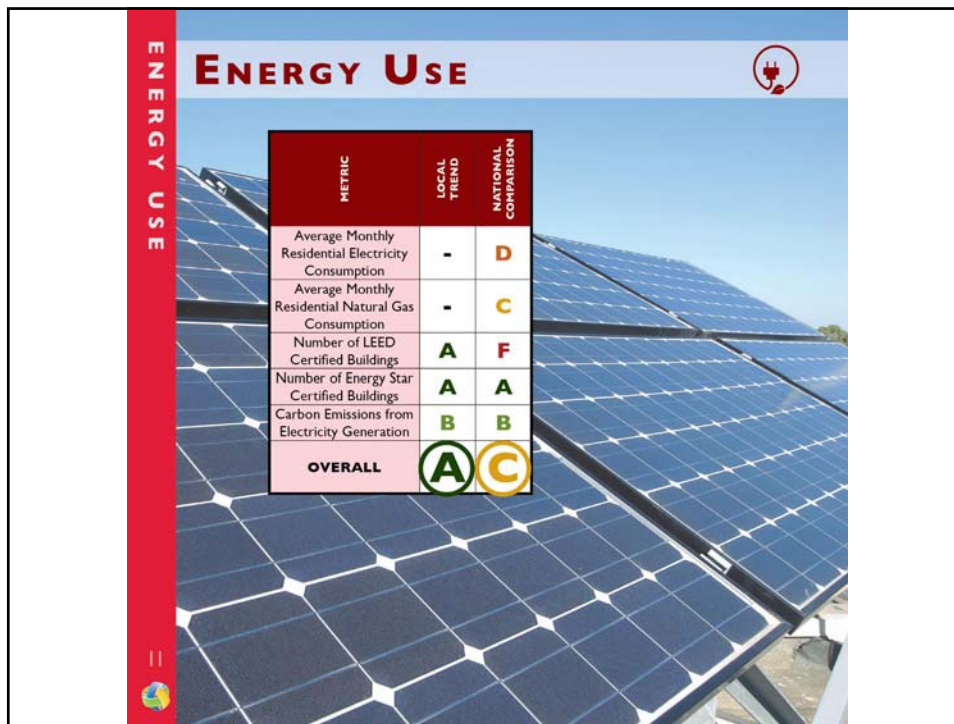
WASTE

WASTE



METRIC	LOCAL TREND	NATIONAL COMPARISON
Yard Debris Composted at County Facilities	A	-
Recycling Processed at County Facilities	C	-
Commercial Waste Landfilled	B	-
Construction & Demolition Waste Landfilled	A	-
Residential Waste Landfilled	C	-
OVERALL	B	-

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REPORT CARD SUMMARY

		LOCAL TREND	NATIONAL COMPARISON
	AIR QUALITY	B	C
	ENERGY USE	A	C
	EQUITY + EMPOWERMENT	C	C
	FOOD	D	C
	JOBS + INCOME	C	C
	LAND USE	D	D
	TRANSPORTATION	B	D
	WASTE	B	-
	WATER USE	B	B

REPORT CARD SUMMARY

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COUNCIL WORKSHOP AGENDA ITEM SUMMARY

TOPIC: Mecklenburg County Park and Recreation Plan

RESOURCES: Jim Garges, Director
Mecklenburg County Park and Recreation
Debra Campbell, City Manager's Office

KEY POINTS:

- Jim Garges will present the five-year update to the Mecklenburg County Park and Recreation Master Plan.
- The 10-Year Master Plan was developed in 2008 by Pros Consulting and made ambitious recommendations to expand and improve Charlotte-Mecklenburg's park and recreation system. The Plan also included a recommendation for a five-year update.
- The Mecklenburg County Park and Recreation Department has worked with Pros Consulting on this update, which includes park surveys to determine service gaps and a revised action plan to cover these gaps.

COUNCIL DECISION OR DIRECTION REQUESTED:

None. This presentation is for informational purposes only.

ATTACHMENTS:

PowerPoint Presentation

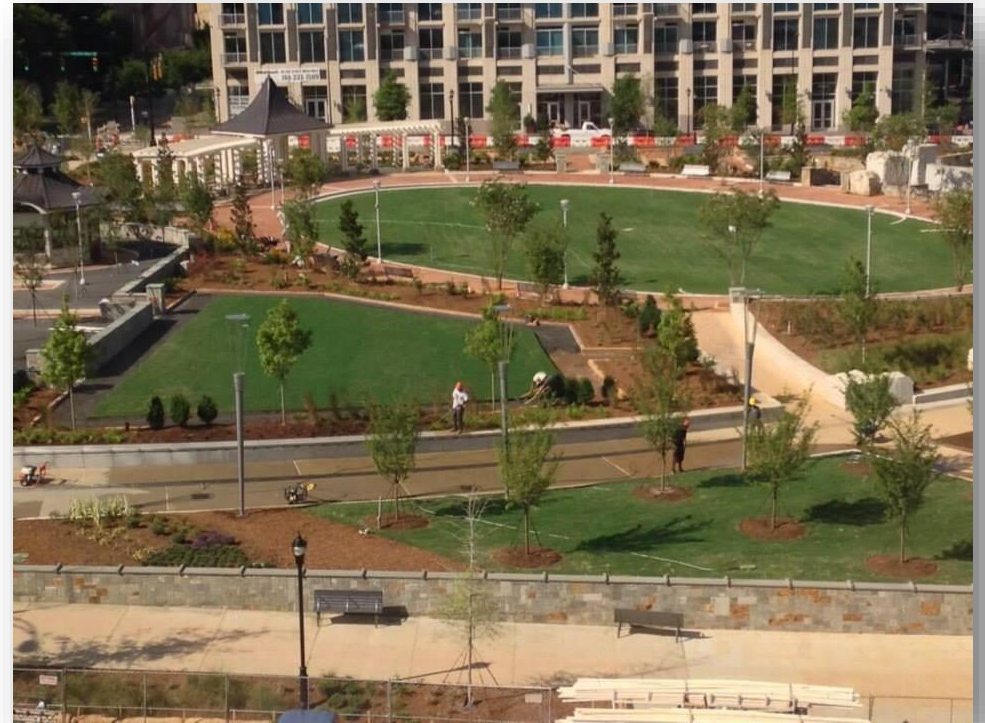
KEY RECOMMENDATIONS



MECKLENBURG COUNTY COMPREHENSIVE PARKS & RECREATION MASTER PLAN

Master Plan Components

- ☞ Survey Needs Assessment Priority Rankings
- ☞ Program Recommendations
- ☞ Marketing Recommendations
- ☞ Partnership Recommendations
- ☞ Greenway Recommendations
- ☞ Nature Preserves Recommendations
- ☞ Policy Recommendations
- ☞ Level of Service Standards
- ☞ Capital Improvement Recommendations
- ☞ Financial Recommendations including sponsorship recommendations



Community Survey Results

- ∞ Random household survey by Leisure Vision.
 - Combination of mail, phone and online. Random sample 3,000 households. Goal of 600 completed surveys. 95% confidence level. Cross-tabbed by area, income, age, gender, race, years living in county, and household size.
- ∞ 74% of households utilized a park in the past year
- ∞ 88% Satisfaction Level of Parks (% of visitors ranking parks as “excellent” or “good”, 11% fair, 1% poor)
- ∞ 21% have participated in programs offered by the Department (National Average and Department goal is 30%). 93% Program Satisfaction (4% fair, 3% poor)
- ∞ 53% of residents feel there are not sufficient parks or green space near their homes (7% not sure)
- ∞ Highest Need Facilities: paved walking/biking trails (73%), park shelters & picnic areas (63%), nature trails (62%), indoor fitness (52%), playground equipment (46%), indoor swimming (44%), indoor running/walking track (44%), and nature center (44%).
- ∞ 61% of residents willing to pay additional taxes for improvements to parks, greenways, & nature preserves.
- ∞ High Level of Understanding of the Benefits of Parks: 91% Strongly Agree or Agree Parks, Greenways & Nature Preserves provide healthy recreational opportunities, improve the physical fitness of the community (90%), improve quality of life (89%), preserve the environment (87%), contribute to a sense of community (84%), increase property values (76%), attract businesses and residents (76%), improve air and water quality (71%).

Overall Facility/Amenity & Program Priority Rankings

Facility / Amenity Priority Rankings	Overall Ranking
Paved Walking and Biking Trails	1
Nature Trails	2
Indoor Fitness and Exercise Facilities	3
Indoor Running/Walking Track	4
Indoor Swimming/Leisure Pool	5
Park Shelters and Picnic Areas	6
Outdoor Swimming and Spray Grounds	7
Community or Recreation Center	8
Playground Equipment and Play Areas	9
Off-leash Dog Park	10
Mountain Bike Trails	11
Community Gardens	12
Outdoor Tennis Courts	13
Indoor Basketball/Volleyball Courts	14
Nature Center	15
Outdoor Basketball Courts	16
Outdoor Amphitheaters	17
Golf Courses	18
Lake Swimming Areas	19
Youth/Teen Soccer Fields	20
Youth/Teen Baseball and Softball Fields	21
Skateboard Park	22
Campground (RV or Tent)	23
Youth/Teen Football Fields	24
Outdoor Sand Volleyball Courts	25
Adult Soccer Fields	26
Adult Softball Fields	27
ATV or Dirt Bike Course	28
Lacrosse and Cricket Fields	29
Equestrian Trails	30

Random household survey by Leisure Vision.

Combination of mail, phone and online.

Random sample of 3,000 households with goal of 600 completed surveys.

95% confidence level

Results can be cross-tabbed by area, income, age, gender, race, years living in Mecklenburg County, and household size.

Program Priority Rankings	Overall Ranking
Adult Fitness and Wellness Programs	1
Special Events/Festivals	2
Outdoor Adventure Programs	3
Education/Life Skills Programs	4
Water Fitness Programs	5
Senior Programs	6
Youth Learn to Swim Programs	7
Adult Swim Programs	8
Adult Art, Dance, Performing Arts	9
Nature Education Programs	10
Adult Sports Programs	11
Youth/Teen Summer Camp Programs	12
Youth/Teen Fitness and Wellness Programs	13
Tennis Lessons, Clinics, Leagues	14
Youth/Teen Sports Programs	15
Pre-School Programs	16
Programs for People with Disabilities	17
Martial Arts Programs	18
Before and After School Programs	19
Golf Lessons	20
Youth/Teen Art, Dance, Performing Arts	21
Gymnastics and Tumbling Programs	22

General Sport National Trends

National Participatory Trends - General Sports											
Activity	Participation Levels						% Change				
	2007	2008	2009	2010	2011	2012	11-12	10-12	09-12	08-12	07-12
Baseball	16,058	15,539	14,429	14,198	13,561	12,976	-4.3%	-8.6%	-10.1%	-16.5%	-19.2%
Basketball	25,961	26,108	25,131	25,156	24,790	23,708	-4.4%	-5.8%	-5.7%	-9.2%	-8.7%
Cheerleading	3,279	3,192	3,070	3,134	3,049	3,244	6.4%	3.5%	5.7%	1.6%	-1.1%
Field Hockey	1,127	1,122	1,092	1,182	1,147	1,237	7.8%	4.7%	13.3%	10.2%	9.8%
Football, Flag	N/A	7,310	6,932	6,660	6,325	5,865	-7.3%	-11.9%	-15.4%	-19.8%	N/A
Football, Tackle	7,939	7,816	7,243	6,850	6,448	6,220	-3.5%	-9.2%	-14.1%	-20.4%	-21.7%
Football, Touch	N/A	10,493	9,726	8,663	7,684	7,295	-5.1%	-15.8%	-25.0%	-30.5%	N/A
Gymnastics	4,066	3,975	3,952	4,418	4,824	5,115	6.0%	15.8%	29.4%	28.7%	25.8%
Ice Hockey	1,840	1,871	2,018	2,140	2,131	2,363	10.9%	10.4%	17.1%	26.3%	28.4%
Lacrosse	1,058	1,092	1,162	1,423	1,501	1,607	7.1%	12.9%	38.3%	47.2%	51.9%
Racquetball	4,229	4,611	4,784	4,603	4,357	4,070	-6.6%	-11.6%	-14.9%	-11.7%	-3.8%
Roller Hockey	1,681	1,569	1,427	1,374	1,237	1,367	10.5%	-0.5%	-4.2%	-12.9%	-18.7%
Rugby	617	654	720	940	850	887	4.4%	-5.6%	23.2%	35.6%	43.8%
Soccer (Indoor)	4,237	4,487	4,825	4,920	4,631	4,617	-0.3%	-6.2%	-4.3%	2.9%	9.0%
Soccer (Outdoor)	13,708	13,996	13,957	13,883	13,667	12,944	-5.3%	-6.8%	-7.3%	-7.5%	-5.6%
Softball (Fast Pitch)	2,345	2,331	2,476	2,513	2,400	2,624	9.3%	4.4%	6.0%	12.6%	11.9%
Softball (Slow Pitch)	9,485	9,660	9,180	8,477	7,809	7,411	-5.1%	-12.6%	-19.3%	-23.3%	-21.9%
Squash	612	659	796	1,031	1,112	1,290	16.0%	25.1%	62.1%	95.8%	110.8%
Tennis	16,940	17,749	18,546	18,719	17,772	17,020	-4.2%	-9.1%	-8.2%	-4.1%	0.5%
Track and Field	4,691	4,604	4,480	4,383	4,341	4,257	-1.9%	-2.9%	-5.0%	-7.5%	-9.3%
Ultimate Frisbee	4,038	4,459	4,636	4,571	4,868	5,131	5.4%	12.3%	10.7%	15.1%	27.1%
Volleyball (Court)	6,986	7,588	7,737	7,315	6,662	6,384	-4.2%	-12.7%	-17.5%	-15.9%	-8.6%
Volleyball (Sand/Beach)	3,878	4,025	4,324	4,752	4,451	4,505	1.2%	-5.2%	4.2%	11.9%	16.2%
Wrestling	3,313	3,335	3,170	2,536	1,971	1,922	-2.5%	-24.2%	-39.4%	-42.4%	-42.0%

NOTE: Participation figures are in 000's for the US population ages 6 and over

Legend:	Large Increase (greater than 25%)	Moderate Increase (0% to 25%)	Moderate Decrease (0% to -25%)	Large Decrease (less than -25%)
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Level of Service Standards



PARKS:		2014 Inventory - Developed Facilities											2014 Facility Standards			2018 Facility Standards				
Park Type	Mecklenburg County Inventory	YMCA Total	Charlotte Mecklenburg Schools	Surrounding Towns Inventory	Total Inventory	Current Service Level based upon population			National Average Service Level			Recommended Service Levels; Revised for Local Service Area			Meet Standard/ Additional Facilities/ Amenities Needed		Meet Standard/ Additional Facilities/ Amenities Needed			
						1.06	acres per	1,000	2.00	acres per	1,000	1.50	acres per	1,000	Need Exists	422	Acre(s)	Need Exists	546	Acre(s)
Neighborhood Parks	694.34		77.30	242.13	1,013.77	1.06	acres per	1,000	2.00	acres per	1,000	1.50	acres per	1,000	Need Exists	422	Acre(s)	Need Exists	546	Acre(s)
Community Parks	2,483.81		26.30	295.50	2,805.61	2.93	acres per	1,000	3.00	acres per	1,000	3.00	acres per	1,000	Need Exists	65	Acre(s)	Need Exists	315	Acre(s)
Regional Parks	4,761.29				4,761.29	4.98	acres per	1,000	5.00	acres per	1,000	5.00	acres per	1,000	Need Exists	23	Acre(s)	Need Exists	439	Acre(s)
Special Use Areas	1,719.63			8.90	1,728.53	1.81	acres per	1,000	2.00	acres per	1,000	1.81	acres per	1,000	Need Exists	3	Acre(s)	Need Exists	154	Acre(s)
Recreation Centers/ Pools	23.64				23.64	0.02	acres per	1,000	2.00	acres per	1,000	0.02	acres per	1,000	Meets Standard	-	Acre(s)	Meets Standard	-	Acre(s)
Nature Preserves	7,099.45				7,099.45	7.42	acres per	1,000	5.00	acres per	1,000	8.00	acres per	1,000	Need Exists	556	Acre(s)	Need Exists	1,222	Acre(s)
Greenways	3,689.97				3,689.97	3.86	acres per	1,000	2.00	acres per	1,000	4.00	acres per	1,000	Need Exists	138	Acre(s)	Need Exists	471	Acre(s)
Total Park Acres	20,472.13	-	103.60	546.53	21,122.26	22.07	acres per	1,000	21.00	acres per	1,000	23.33	acres per	1,000	Need Exists	1,202	Acre(s)	Need Exists	3,144	Acre(s)
OUTDOOR AMENITIES:																				
Picnic Pavilions (Small)	43.00				43.00	1.00	site per	22,254	1.00	site per	7,500	1.00	site per	7,500	Need Exists	85	Sites(s)	Need Exists	96	Sites(s)
Picnic Pavilions (Medium)	83.00				83.00	1.00	site per	11,529	1.00	site per	10,000	1.00	site per	10,000	Need Exists	13	Sites(s)	Need Exists	21	Sites(s)
Pavilions (Large & Indoor)	26.00	6.00			32.00	1.00	site per	29,903	1.00	site per	25,000	1.00	site per	25,000	Need Exists	6	Sites(s)	Need Exists	10	Sites(s)
Baseball Fields (Youth Size)	35.00	4.00	5.75	11.00	55.75	1.00	field per	17,164	1.00	field per	5,000	1.00	field per	10,000	Need Exists	40	Field(s)	Need Exists	48	Field(s)
Baseball Fields (Adult Size)	-		11.50	6.00	17.50	1.00	field per	54,680	1.00	field per	10,000	1.00	field per	25,000	Need Exists	21	Field(s)	Need Exists	24	Field(s)
Multi-Use Field (Soccer/Lacrosse/Football/Rugby) (Youth Size)	73.00		40.75	15.00	128.75	1.00	field per	7,432	1.00	field per	4,000	1.00	field per	7,000	Need Exists	8	Field(s)	Need Exists	20	Field(s)
Multi-Use Field (Soccer/Lacrosse/Football/Rugby) (Adult Size)	48.00	1.00	26.75	15.00	90.75	1.00	field per	10,544	1.00	field per	10,000	1.00	field per	15,000	Meets Standard	-	Field(s)	Meets Standard	-	Field(s)
Softball Fields (Youth Size)	47.00		2.25	18.00	67.25	1.00	field per	14,229	1.00	field per	5,000	1.00	field per	10,000	Need Exists	28	Field(s)	Need Exists	37	Field(s)
Softball Field (Adult Size)	15.00		8.00	11.00	34.00	1.00	field per	28,144	1.00	field per	8,000	1.00	field per	25,000	Need Exists	4	Field(s)	Need Exists	8	Field(s)
Outdoor Basketball Courts	109.00	2.00	40.25	11.00	162.25	1.00	court per	5,898	1.00	court per	3,000	1.00	court per	6,000	Meets Standard	-	Court(s)	Need Exists	11	Court(s)
Tennis Courts	149.00	7.00	39.75	30.00	225.75	1.00	court per	4,239	1.00	court per	4,000	1.00	court per	6,000	Meets Standard	-	Court(s)	Meets Standard	-	Court(s)
Playgrounds (Youth & Tot)	180.00	2.00	15.00	22.00	219.00	1.00	site per	4,369	1.00	site per	4,000	1.00	site per	4,000	Need Exists	20	Sites(s)	Need Exists	41	Sites(s)
Dog Parks	6.00			1.00	7.00	1.00	site per	136,701	1.00	site per	50,000	1.00	site per	50,000	Need Exists	12	Sites(s)	Need Exists	14	Sites(s)
Volleyball Pit	44.00	1.00		3.00	48.00	1.00	site per	19,936	1.00	site per	20,000	1.00	site per	20,000	Meets Standard	-	Sites(s)	Need Exists	4	Sites(s)
Skate Board Area	1.00	1.00			2.00	1.00	site per	478,452	1.00	site per	50,000	1.00	site per	50,000	Need Exists	17	Sites(s)	Need Exists	19	Sites(s)
Multi-Use Trails (Miles) (Paved)	55.00	0.50	0.13	16.00	71.63	0.22	miles per	60,723	0.40	miles per	1,000	0.25	miles per	1,000	Need Exists	168	Mile(s)	Need Exists	188	Mile(s)
Multi-Use Trails (Miles) (Unpaved)	141.00				141.00	0.22	miles per	30,848	0.40	miles per	1,000	0.25	miles per	1,000	Need Exists	98	Mile(s)	Need Exists	119	Mile(s)
Mountain Bike Trails (Unpaved & Paved)	43.95				43.95	0.22	miles per	98,966	0.10	miles per	1,000	0.10	miles per	1,000	Need Exists	52	Mile(s)	Need Exists	60	Mile(s)
Community Gardens	17.00				17.00	1.00	site per	56,288	1.00	site per	25,000	1.00	site per	25,000	Need Exists	21	Sites(s)	Need Exists	25	Sites(s)
Golf Courses	5.00				5.00	1.00	site per	191,381	1.00	site per	50,000	1.00	site per	200,000	Meets Standard	-	Sites(s)	Meets Standard	-	Sites(s)
Disc Golf Courses	14.00			1.00	15.00	1.00	site per	63,794	1.00	site per	100,000	1.00	site per	50,000	Need Exists	4	Sites(s)	Need Exists	6	Sites(s)
Outdoor Pools	2.00	7.00		1.00	10.00	1.00	site per	95,690	1.00	site per	50,000	1.00	site per	50,000	Need Exists	9	Sites(s)	Need Exists	11	Sites(s)
Spraygrounds	7.00				7.00	1.00	site per	136,701	1.00	site per	25,000	1.00	site per	25,000	Need Exists	31	Sites(s)	Need Exists	35	Sites(s)
Nature Centers	3.00			1.00	4.00	1.00	site per	239,226	1.00	site per	150,000	1.00	site per	150,000	Need Exists	2	Sites(s)	Need Exists	3	Sites(s)
Campgrounds	1.00				1.00	1.00	site per	956,904	1.00	site per	250,000	1.00	site per	-	-	-	Sites(s)	-	-	Sites(s)
Nature Centers (Square Feet)	20,620.00			1,792.00	22,412.00	0.02	SF per person		0.10	SF per person		0.10	SF per person		Need Exists	73,278	Square Feet	Need Exists	81,602	Square Feet
Aquatic Centers (Square Feet)	56,884.00			79,319.00	136,203.00	0.14	SF per person		0.20	SF per person		0.25	SF per person		Need Exists	103,023	Square Feet	Need Exists	123,832	Square Feet
Family Aquatic Facilities (Square Feet)	19,045.00				19,045.00	0.02	SF per person		0.50	SF per person		0.25	SF per person		Need Exists	220,181	Square Feet	Need Exists	240,990	Square Feet
Recreation Centers (Square Feet)	419,107.00	482,000.00		58,000.00	959,107.00	1.00	SF per person		1.50	SF per person		1.50	SF per person		Need Exists	476,249	Square Feet	Need Exists	601,100	Square Feet
2013 Estimated Population		956,904																		
2018 Estimated Population		1,040,138																		
Notes:																				
1. Special Use Areas Acres Include Golf Courses, Historic Sites and Special Facility Sites																				
2. Picnic Pavilions - Medium/Small include Pavilions Medium, Pavilions small, Decks and Wedding Sites. It also includes the Outdoor Shelters listed by the YMCA among the secondary providers																				
3. Trails - All Surfaces include Bike Trails, Hiking Trails, Multipurpose Trails and Walking Trails																				
4. Campgrounds do not have a recommended service level but wanted to be shown on the matrix as an outdoor amenity available to the public.																				
5. Recreation/Fitness Space includes Recreation Centers and Fitness Centers																				
6. School Park sites are not available to the community throughout the day, the school park acreage have been counted as 50% of the total acreage available.																				
7. The Charlotte Mecklenburg Schools Inventory has limited availability for public use. For this reason, the inventory is weighted by 25%.																				
8. The Other Providers do not include HOAs, apartment complexes or universities since they are not truly available for community use and restricted to only a small population number																				
9. Surrounding Towns Inventory include the Town of Mint Hill, Davidson, Cornelius, Huntersville, Pineville, and Matthews																				

MCPR Core Program Areas*

- ∞ Adult Leisure, Trips and Education
- ∞ Aquatics
- ∞ Youth and Adult Athletics
- ∞ Nature Based Programs
- ∞ Community Special Events
- ∞ Cultural Arts
- ∞ After School
- ∞ Fitness & Wellness
- ∞ Camps and Schools Out Programs
- ∞ Therapeutic Recreation
- ∞ Outdoor Adventure & Recreation
- ∞ Cooperative Extension

* Defined as: Provided for long period of time (over 4-5 years) or is expected by the community. Consumes a large portion (5% or more) of dept. overall budget. Offered 3-4 seasons per year. Wide demographic appeal. Tiered level of skill development available. Full-time staff responsible for program. Facilities designed specifically to support program. Dept. controls a significant percentage (20% or more) of the local market.

Recommendations

Financial Practices

- Goal of 35% cost recovery (from current 27% cost recovery)

Program Lifecycle

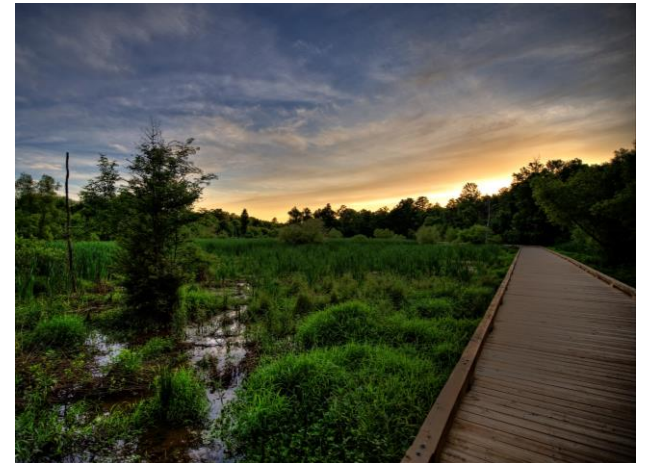
- Keep 50-60% of all programs in the Introductory, Take-Off, or Growth stages to meet evolving needs of the community, 40% in the Mature stage to provide stability to the overall program portfolio & retire or reprogram programs falling into the Saturated or Decline stage.

Marketing: Develop a Branding Plan & begin strategic marketing. Greatly increase marketing efforts.



Greenway Capital Recommendations

- ☞ Implement the Capital Costs and Tiered Greenways Priorities based on the Ranking Criteria
- ☞ Increase the Greenway trail network by 268 miles over the next 30 years
- ☞ Continue the new DIRTway program
- ☞ Build 60.5 miles over the next ten years
- ☞ Complete the last 5 miles on Little Sugar Creek Greenway to the SC border



Nature Preserves Capital Recommendations

- Based on the community survey results and service gap analysis of existing centers, the Nature Preserve Master Plan recommends 3-4 new Nature Centers to be built over the next 10 years. (1 new center in the FY16 county capital plan)
- Additional land should be acquired to provide linkages between preserves in the vicinity of Mountain Island Lake.
- A formal trail and way finding plan should be implemented for the nature preserve system. Interpretive information of the cultural resource is also recommended.
- Additional natural areas for passive nature-based recreation should be acquired before county “build out” (anticipated by 2030), and linkages between preserves and other open spaces & greenways should be acquired.



Recreation Center Capital Improvement Recommendations

- Regional Multi-Generational Recreation Center: 4 New Centers with Aquatic feature - Full service destination facility with indoor family aquatic, large fitness center, group exercise class area, multi-purpose rooms, youth/teen activity areas, visual and performing art instruction rooms, senior center, gymnasium(s) with walking track, kitchen, concessions, etc.
 - 90,000 – 120,000 sq. ft.

- Expansion of 7 Existing Centers:
Major expansion of square footage (15,000 to 37,000 - sq. ft.) and renovation of existing older recreation centers to provide additional and improved program spaces ranging from fitness centers, multi-purpose rooms, activity areas, senior center, visual and performing art rooms, media rooms, auxiliary gyms, lockers, restrooms, kitchens, offices, and pools.

(Marion Diehl, Sugar Creek, Mallard Creek, Naomi Drenan, Tuckaseegee, Arbor Glen & Methodist Home)



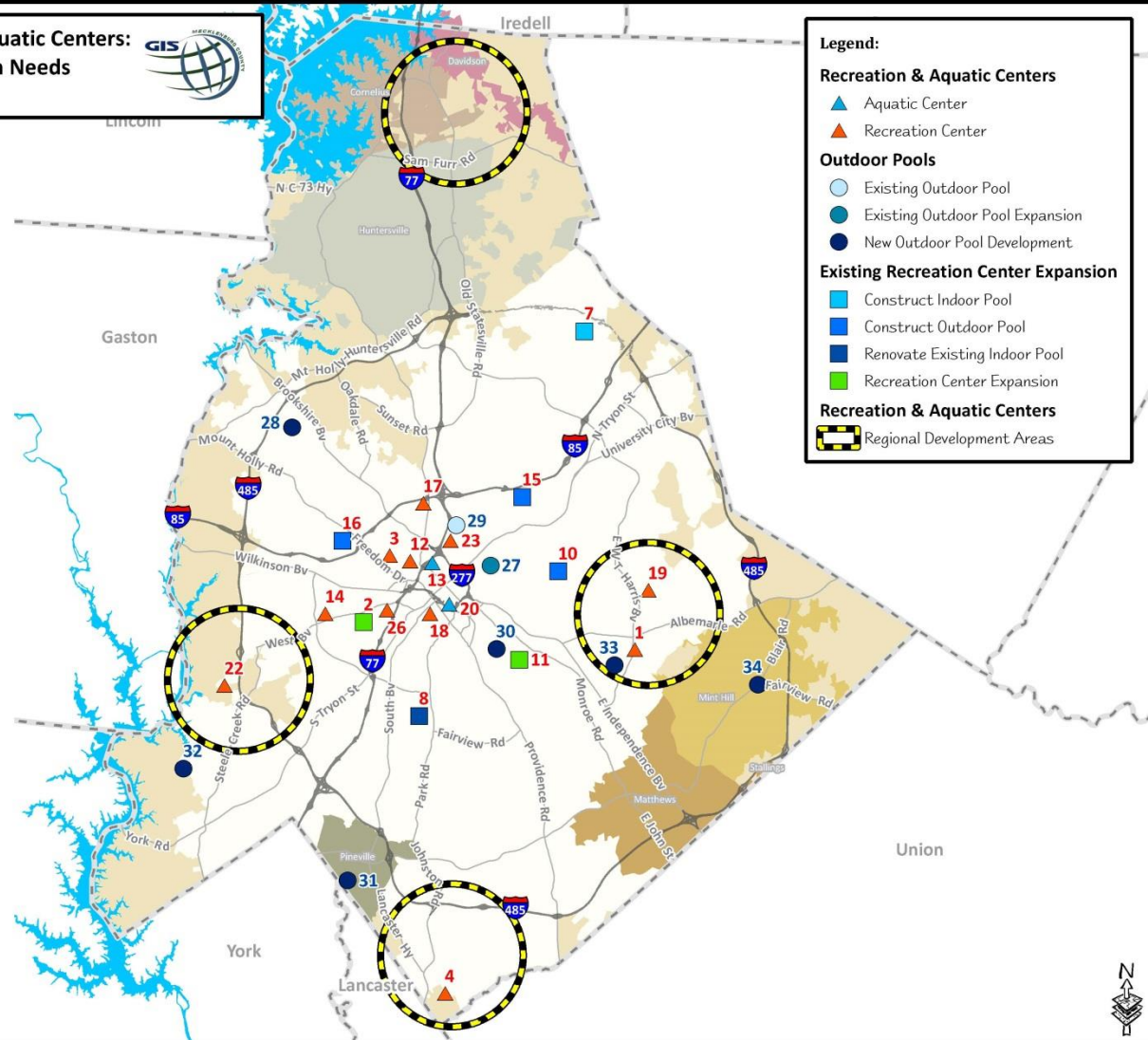
Rec/Aquatic Centers 10 Year Plan



Mecklenburg County Recreation & Aquatic Centers: 10YR Development & Expansion Needs for 2014 Master Plan



ID	NAME
1	Albemarle Road Rec. Center
2	Arbor Glen Outreach Center
3	Bette Rae Thomas Rec. Center
4	Elon Rec. Center
7	Mallard Creek Rec. Center
8	Marion Diehl Rec. Center
10	Methodist Home Center
11	Naomi Drenan Rec. Center
12	Wallace Pruitt Rec. Center
13	RAY's Splash Planet
14	Southview Rec. Center
15	Sugaw Creek Rec. Center
16	Tuckaseegee Rec. Center
17	West Charlotte Rec. Center
18	Tom Sykes Rec. Center
19	Hickory Grove Rec. Center
20	Mecklenburg County Aquatic Center
22	Berewick Rec. Center
23	Ivory / Baker Rec. Center
26	Revolution Park Sports Academy
27	Cordelia Community Park
28	Coulwood Community Park
29	Double Oaks Pool
30	Grier Heights Neighborhood Park
31	Pineville Community Park
32	T.M. Winget Regional Park
33	Idlewild Road Area
34	Matthews - Mint Hill Road Area



Legend:

Recreation & Aquatic Centers

- ▲ Aquatic Center
- ▲ Recreation Center

Outdoor Pools

- Existing Outdoor Pool
- Existing Outdoor Pool Expansion
- New Outdoor Pool Development

Existing Recreation Center Expansion

- Construct Indoor Pool
- Construct Outdoor Pool
- Renovate Existing Indoor Pool
- Recreation Center Expansion

Recreation & Aquatic Centers

- ⬡ Regional Development Areas



Outdoor Pool Capital Improvement Recommendations

∞ Outdoor Pools

- Construct 6 new outdoor family aquatic centers and renovate/expand one existing pool (25,000 to 30,000 SF) to reduce the service gap area and increase the number of outdoor pools according to the 2017 outdoor pool standards. Will provide more opportunities for learn to swim, aquatic fitness and family fun for the community.



Spraygrounds 10 Year Plan



Mecklenburg County Spraygrounds: 10YR Development & Expansion Needs for 2014 Master Plan

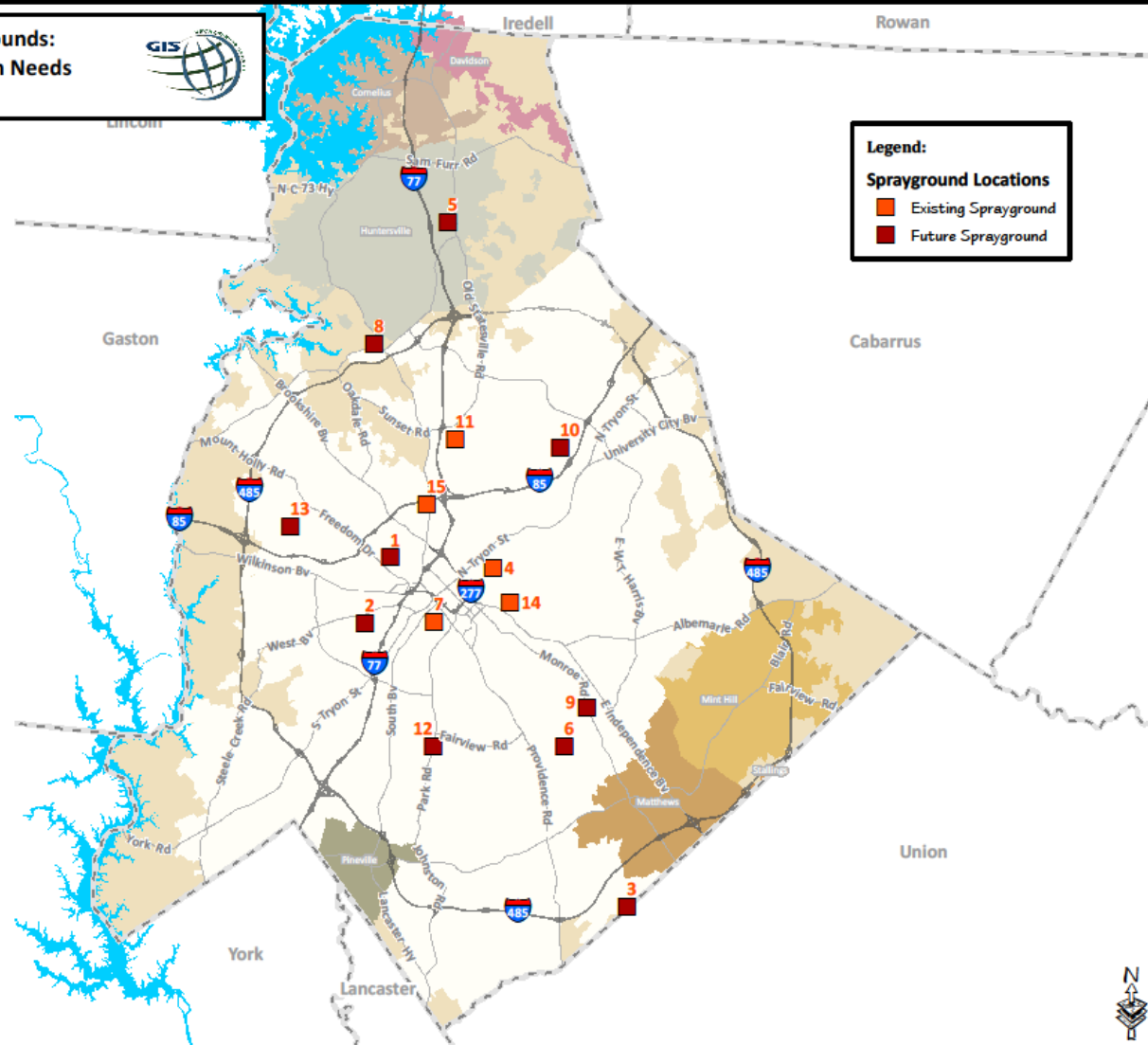


ID	NAME
1	Bette Rae Thomas Rec. Center
2	Clanton Community Park
3	Colonel Francis J. Beatty Regional Park
4	Cordelia Community Park
5	Huntersville Elementary School
6	James Boyce Community Park
7	Latta Community Park
8	Long Creek Elementary School
9	Mason Wallace Community Park
10	Nathaniel Alexander Elementary
11	Nevin Regional Park
12	Park Road Community Park
13	Robert L. Smith Regional Park
14	Veterans Neighborhood Park
15	West Charlotte Rec. Center

Legend:

Sprayground Locations

- Existing Sprayground
- Future Sprayground



Parks Capital Recommendations

- Access: Goal is a public recreation amenity (includes greenway or nature preserve) within 5 minutes or ¼ mile of every resident.
- Target new parks in under-served “gap” areas via greenprinting process.
- Park Standard of 1.5 acres per 1,000 residents.
- By 2018, standard would call for additional: 546 acres of Neighborhood Park land (30+ Neighborhood Parks), 315 acres of Community Park land (3-5 new Comm. Parks), and 439 acres of Regional Park land (approx. 4 Regional Parks).
- Per Level of Service Facility Standards, future park needs include: 130 picnic pavilions, 107 softball & baseball fields, 41 playgrounds, 25 community gardens, 20 multi-use fields (football/soccer/lacrosse), 19 skateparks, 14 dog parks, 11 basketball courts, 6 disc golf courses, etc.





Questions & Feedback?