



play **ONWARD**
PARKS + RECREATION MASTER PLAN



TOWN OF KERNERSVILLE | AUGUST 2024

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PARKS + RECREATION MASTER PLAN



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AUGUST 2024



ACKNOWLEDGEMENTS

This master plan is a result of collaborative efforts to envision the future of parks and recreation in Kernersville, including contributions from community members, the Project Advisory Board, elected officials, and Town staff.

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A special thanks to all partners, stakeholders, interviewees, survey participants, meeting attendees and the community for their input.

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CH 1

INTRODUCTION

KERNERSVILLE BACKGROUND

“The Heart of the Triad”, Kernersville is a progressive community not only rich with history and tradition but also forward-thinking, innovative and filled with civic pride and spirit.

Located in Forsyth County (with a small portion in Guilford County), Kernersville currently has a population of approximately 27,362 and spans just over 18 square miles. It is one of the largest towns in the Winston-Salem area, situated 10 miles east of Winston-Salem, 17 miles west of Greensboro and 13 miles north of Highpoint. The Town is accessible by major transportation routes such as Highway 421, I-40, and I-74.

The Town maintains 15 park and recreation facilities including a wide variety of recreational activities, programs, classes, athletic leagues and community events to serve its residents. Kernersville Parks and Recreation Department maintains a high economic impact for the Town through sports tourism and continues to look for additional opportunities to increase that impact.

Kernersville has several related planning documents related to future decisions for the Department. The following documents were

reviewed as part of the Parks and Recreation Master Plan effort.

- Parks And Recreation Master Plan (2012)
- Kernersville Development Plan (2014)
- Land Use Plan (updated 2018)
- Pedestrian and Bike Plan (2007)
- Thoroughfare and Street Plan (2011).

Kernersville’s previous Parks and Recreation Master Plan (adopted January 8, 2013) led to numerous improvements in recreation facilities. Now, the recreation and parks system is due for an update to improve and expand the system for another ten years.

As Kernersville continues to grow and change, so does the Parks and Recreation department and offerings. As of the time of this Master Plan update, the Town is in the midst of constructing a new Recreation Center, with more plans to grow and update the parks system in response to evolving needs of the Kernersville community.

PREVIOUS MASTER PLAN ACCOMPLISHMENTS (TOP 10)

- 1 New Recreation Center building at Ivey Redmon Sports Complex
- 2 Added new staff in response to expanding + improved facilities
- 3 Improvements + additional acreage to Ivey Redmon Sports Complex (formerly Beeson Park) site (baseball fields, concessions building, soccer fields, maintenance complex)
- 4 Improvements made to Civitan Park
- 5 Constructed 1.2 miles of greenway to connect neighborhoods and the future Pope Park
- 6 Created Founders Park
- 7 Created Bagley-Cash Sports Complex
- 8 Acquired Paul J. Ciener Botanical Garden
- 9 Created Kernersville Mountain Bike Park
- 10 Created Conceptual Plan for a neighborhood park in the south east portion of Town



PLAN GOALS + OBJECTIVES

The 2024 Kernersville Parks and Recreation Master Plan, Play Onward, builds from the previous master plan to provide the Town of Kernersville with a vision for improving and expanding the Town's parks and recreation system. The plan is the product of a thorough analysis of the town's existing parks and recreation system, including the department's resources, staffing, all facilities, amenities and programs, a robust community input process and industry best practices.

Play Onward offers a unique opportunity for the Town to:

- Provide maximum benefit for each dollar spent for facilities
- Expedite action taken to expand recreational facilities when funding is available
- Consider community needs for programming
- Evaluate opportunities to connect existing and future greenspaces
- Increase its economic impact through sports tourism



THE PLANNING PROCESS

Play Onward followed a four-step planning process. Each phase of the process built on the findings and conclusions from the previous phases, and allowed opportunities to confirm and backcheck progress to adapt as needed.

- 1 CONTEXT ANALYSIS** examined the existing conditions of both the town and the parks and recreation system. This included a review of previously completed plans, Kernersville's existing and projected demographics, the state of the department, recreation programs, and parks and recreation facilities.
- 2 NEEDS AND PRIORITIES ASSESSMENT** included benchmarking analysis to identify the gaps between the existing and desired conditions of the parks and recreation system. The team gathered feedback through various methods to determine top priorities from different perspectives.
- 3 VISIONING** included an updated description of the future direction the parks system. The longer range vision also included an estimate of costs to construct, maintain and sustain the existing system, as well as the capital improvements and programs identified in the vision.
- 4 IMPLEMENTATION STRATEGY** the team conducted an analysis which includes a phasing/funding plan to implement top priorities based on available and projected funding. It also discussed the course of action to take to realize the long term vision of the parks and recreation system.



"Touch A Truck" outreach event



CH 2 COMMUNITY PROFILE

CONTEXTUAL CHANGES IN THE COMMUNITY

Understanding the various context elements within the Town informed the master plan effort of how parks and recreation offerings are important to the residents of Kernersville and how they can adapt and respond to changing needs.

The consultant team provided a review and analysis of the following context elements:

- **Planned Context:** the plans, ordinances and projects previously completed or in process.
- **Demographic Context:** the characteristics of the existing and projected population.
- **Parks System Context:** the organization and physical condition of the existing parks and recreation system.

KERNERSVILLE'S PLANNED CONTEXT

This section provides an overview of Kernersville's previously completed plans for the Town and identifies specific elements that relate to the Play Onward planning process.

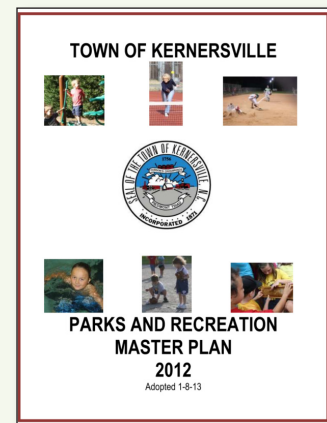
1. Parks and Recreation Master Plan (2012)

Overview:

The Department's 10-year Action Plan for updating and improving the parks and recreation system for the Town.

Relevance to Play Onward:

The Department implemented almost every recommendation made in the 2012 Plan; using the framework to budget and allocate resources appropriately over time. These recommendations included acquiring additional park acreage, developing the first portion of greenway trail and the new Recreation Center. Of note, many of the residents' needs and desires are similar to the input the team received for Play Onward. The remaining, relevant recommendations to be carried forward are detailed further in Chapter 5.



2. Land Use Plan (updated 2018)

Overview:

Kernersville has taken on the challenge to become the "unique high quality community within the Triad". That goal is being pursued in order to be competitive in obtaining a strong share of the Triad's future quality developments. The community's support of road bonds, emergency services, zoning overlay districts and pursuit of a system of parks, sidewalks and bikeways are all examples of the community efforts towards achieving this goal. The current Land Use Plan has not comprehensively addressed open space planning, and focuses on the development of predominantly single family residential areas and a strong industrial, office, and commercial tax base.



Relevance to Play Onward: The amount of parkland acreage listed in the Land Use Plan is on the low end and does not account for the population growth the town would experience. If single family residential is the majority of the planned land use, relationships with developments will become necessary to keep pace with a growing population's needs for open space and recreation facilities.

3. Kernersville Development Plan (2014)

Overview:

This plan discusses the great development potential of the Town due to its position in the Piedmont Triad Metropolitan Region. It seeks to preserve a "small town atmosphere", develop a "progressive planning program", establish Kernersville as a "unique high quality community within the Triad" and improve the natural environment.

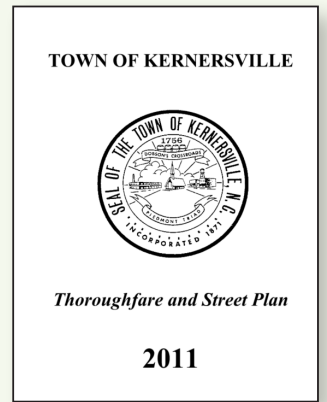


Relevance to Play Onward: Most of these goals align with the Parks and Recreation Department. Combining efforts can help meet these goals even quicker.

4. Thoroughfare and Street Plan (2011)

Overview:

The major issue identified is connectivity, rezoning and subdivision case approval/denial in the future can either alleviate or exacerbate current traffic congestion. The plan recommends amending its language to be compatible with NCDOT's Complete Streets Policies regarding classifications, cross sections and context sensitive road design principles.



Relevance to Play Onward: Planning and designing a road system that is context sensitive and using the Complete Streets method may provide opportunities to provide better and safer ways for residents to access parks and facilities.

5. Pedestrian and Bike Plan (2007)

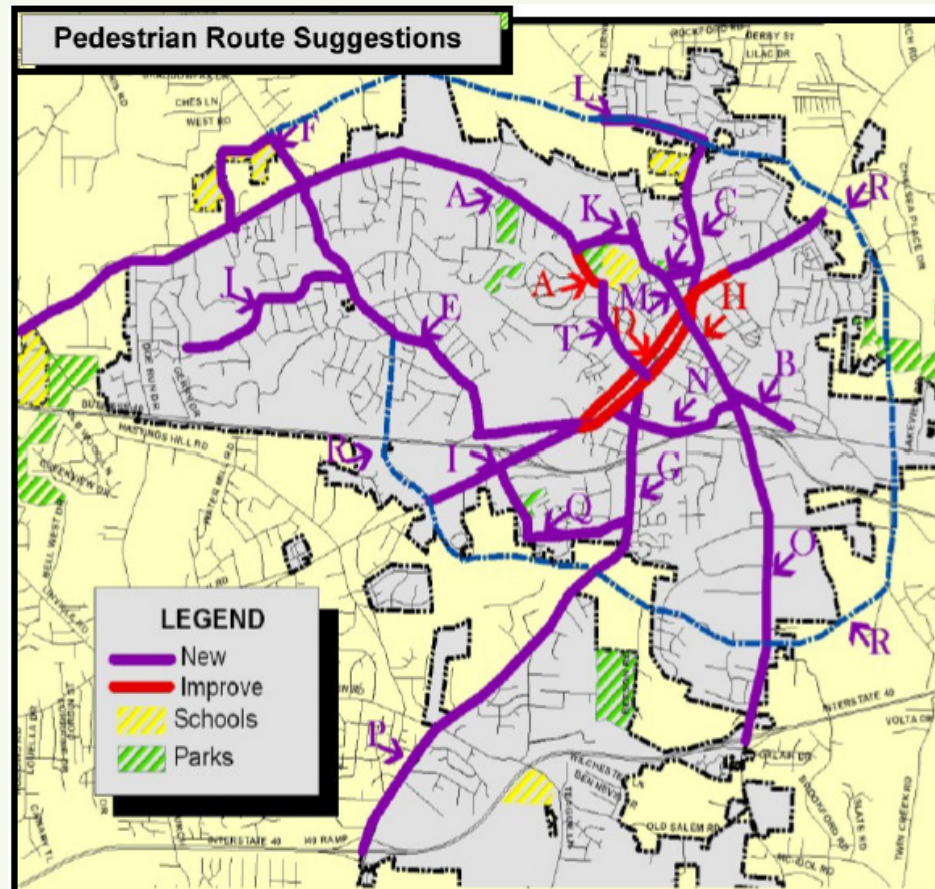
Overview:

As Kernersville continues to urbanize, the plan identifies methods and areas to build pedestrian and bicycle facilities that allow “choices” in the transportation network and to continue the Town’s goal of maintaining Kernersville as a unique and high quality place in the Triad. It stresses the importance of making pedestrian and bicycle facilities part of the transportation system and not simply an add on.

The Pedestrian and Bicycle Plan incorporated the “Greenways Plan” organizing all proposed pedestrian and cyclist routes in one document. It identified six greenway trails that focused on connections to existing bicycle and pedestrian facilities as well as parks and other open spaces:

- Lower Kerners Mill Creek
- Upper Kerners Mill Creek
- Reedy Fork Creek
- Smith Mill Creek
- Upper Abbotts Creek
- Lower Abbotts Creek

Relevance to Play Onward: Providing more greenways and connections to existing parks and facilities will continue to be a major element of the plan.



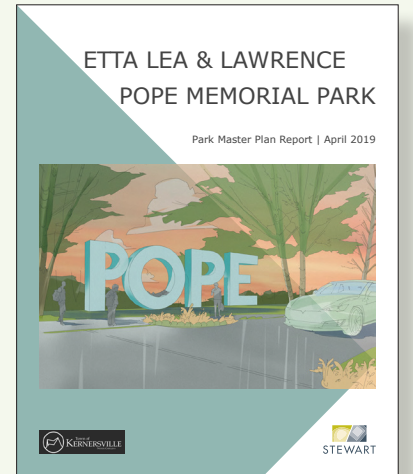
Map excerpt from 2007 Pedestrian and Bike Plan

6. Etta Lea & Lawrence Pope Memorial Park Master Plan Report (2019)

Overview:

The property, formerly a tobacco farm, connects to four Town owned parcels and is located just north of Kerners Mill Creek. The grand vision for the 86-acre property is to become Kernersville’s “Central Park” and an iconic regional recreational draw for the Town.

Relevance to Play Onward: Located along the new Kerner Mill Greenway, this planned park not only has good connections to residents, but is planned to fill many of the gaps in recreation offerings and what many residents are requesting via surveys and public engagement.



Concept Plan graphic from Etta Lea & Lawrence Pope Memorial Park Master Plan document

DEMOGRAPHIC CONTEXT AND TRENDS

The characteristics of the Town’s residents provide important insights related to the role that Play Onward can have in improving the social, environmental, and economic quality of life of residents.

The Plan provides an overview and analysis of these specific demographic attributes of Kernersville:

- Population Growth
- Population Density
- Age Distribution
- Racial Makeup
- Household Income
- Social Vulnerability

POPULATION GROWTH

Population growth is an important factor to consider because the larger the population growth, the more parks and recreation facilities are needed to support the community. Additionally, many Level-of-Service (LOS) recommendations revolve around population.

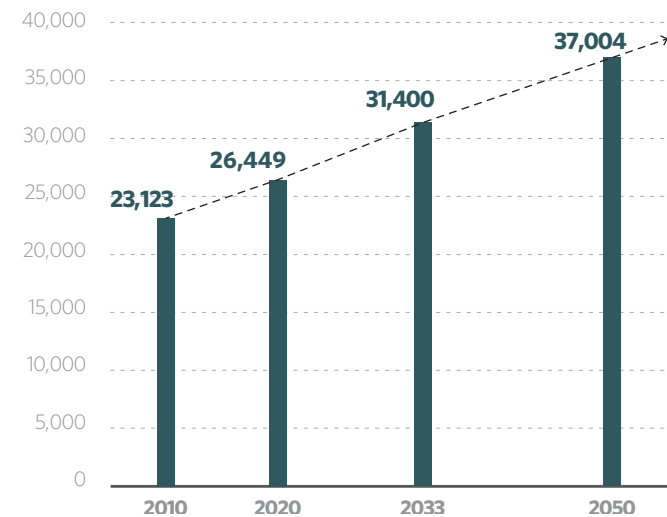


Figure 1. Population Growth 2010-2050
Source: NC Office of Budget & Management, issued in April of 2019
Note: Assumes the City of Kernersville maintains its current share of Forsyth County

Figure 1 demonstrates Kernersville’s historic and projected population 2010-2050. The town’s historical growth rate has been 1.06% annually. Since 2020 the population has increased from 26,513 to 27,362, raising the growth rate to 3.2%. This suggests that by the year 2033, the town could reach a projected population of 31,400. As the population continues to grow, new parks and recreation amenities will be needed to maintain the quality of life for the residents of Kernersville.

POPULATION DENSITY

Population density affects how residents enjoy parks and recreation services and illustrates where more amenities are needed to service the community.

Figure 2 shows the Town’s population density as of 2020 compared to the location of current parks.

Relevance to Play Onward: Currently the majority of the population lives in the northern area of Kernersville. The existing parks are mostly clustered in the center of the town with a few scattered facilities along the northern edge of the Town boundary. In the northern section of town there are a few dense population clusters that are not serviced by a park or recreation facility.

The southern area of the town has a few dense population clusters with limited access to parks or recreation facilities. New housing development plans also show a major increase in population for this region. The demand for programs and services will grow with the increased population.

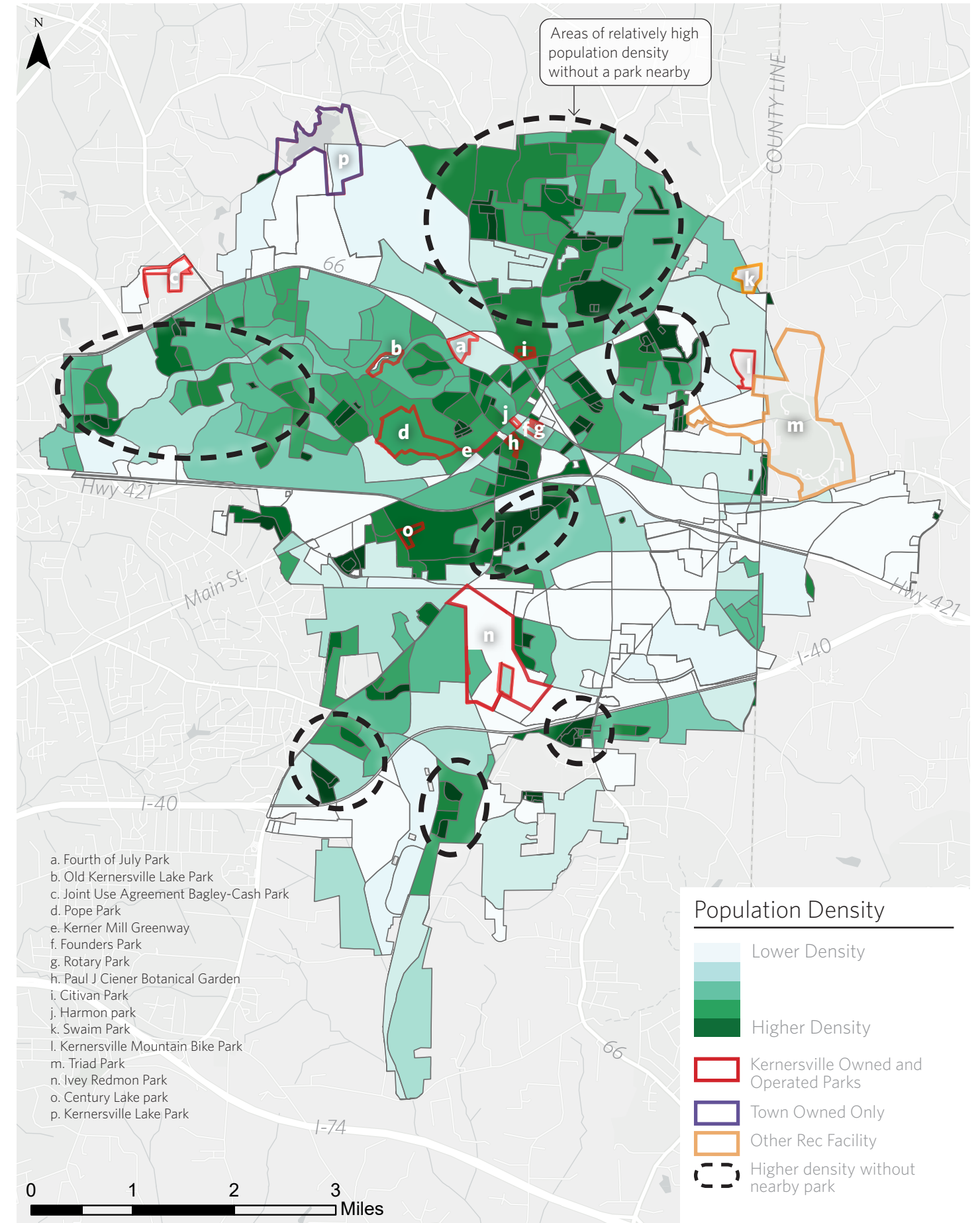


Figure 2. 2020 Population Density
Source: US Census Bureau, 2020 Decennial Census

AGE DISTRIBUTION

The type of programs and recreation facilities that a community provides its residents is directly related to the age distribution of the community's population. Communities with a high concentration of residents under 18 for example, may have a higher need for youth activities such as after school care programs and youth athletics. These communities may also desire more playgrounds and athletic fields.

Communities with a high concentration of residents ages 65 and older on the other hand, may require more senior related activities such as senior leisure programs, health related services, senior center space, and transportation services.

Figure 3 illustrates the Town's age distribution for 2010 and 2020. The data shows an increase in younger and older populations in the Town. The growth of people over 50 has almost doubled in the last 10 years. The population of people in their 20's has also seen a large increase since 2020. This could illustrate a need for more age-based amenities that match the current population today.

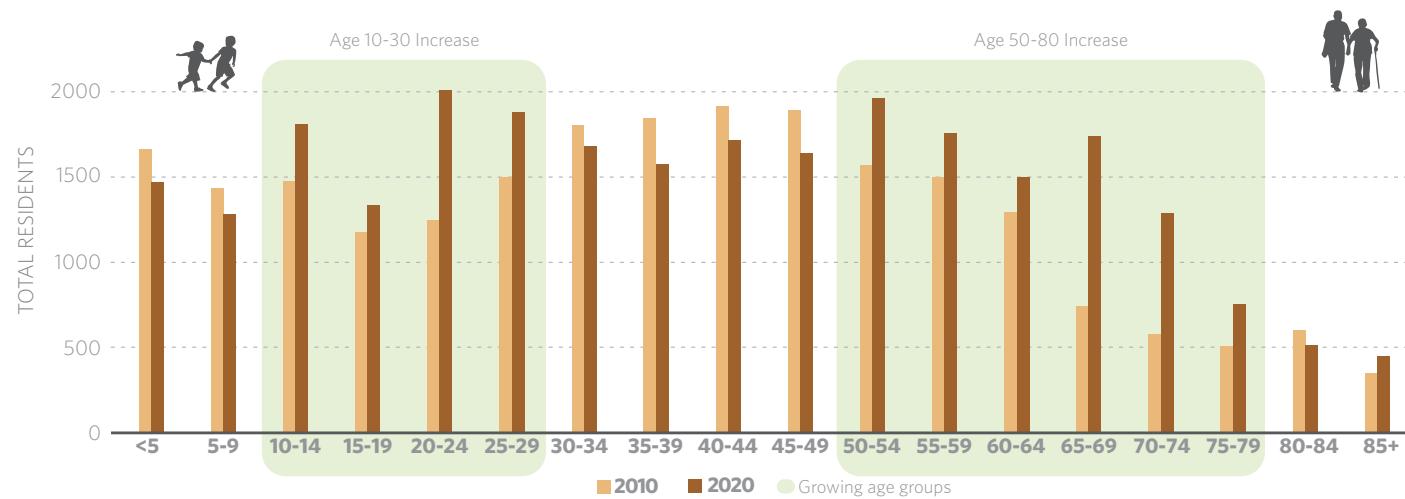


Figure 3. Age Distribution 2010-2020
Source: US Census Bureau Decennial Census (2010, 2020)

It will be important to target areas of the town where these age groups live to allow residents convenient access and appropriate services that meet their needs.

Based on **Figure 4**, a large percentage of the younger population live in the northeast and southeast areas of the town. There are currently no amenities in these areas that provide access to this community.

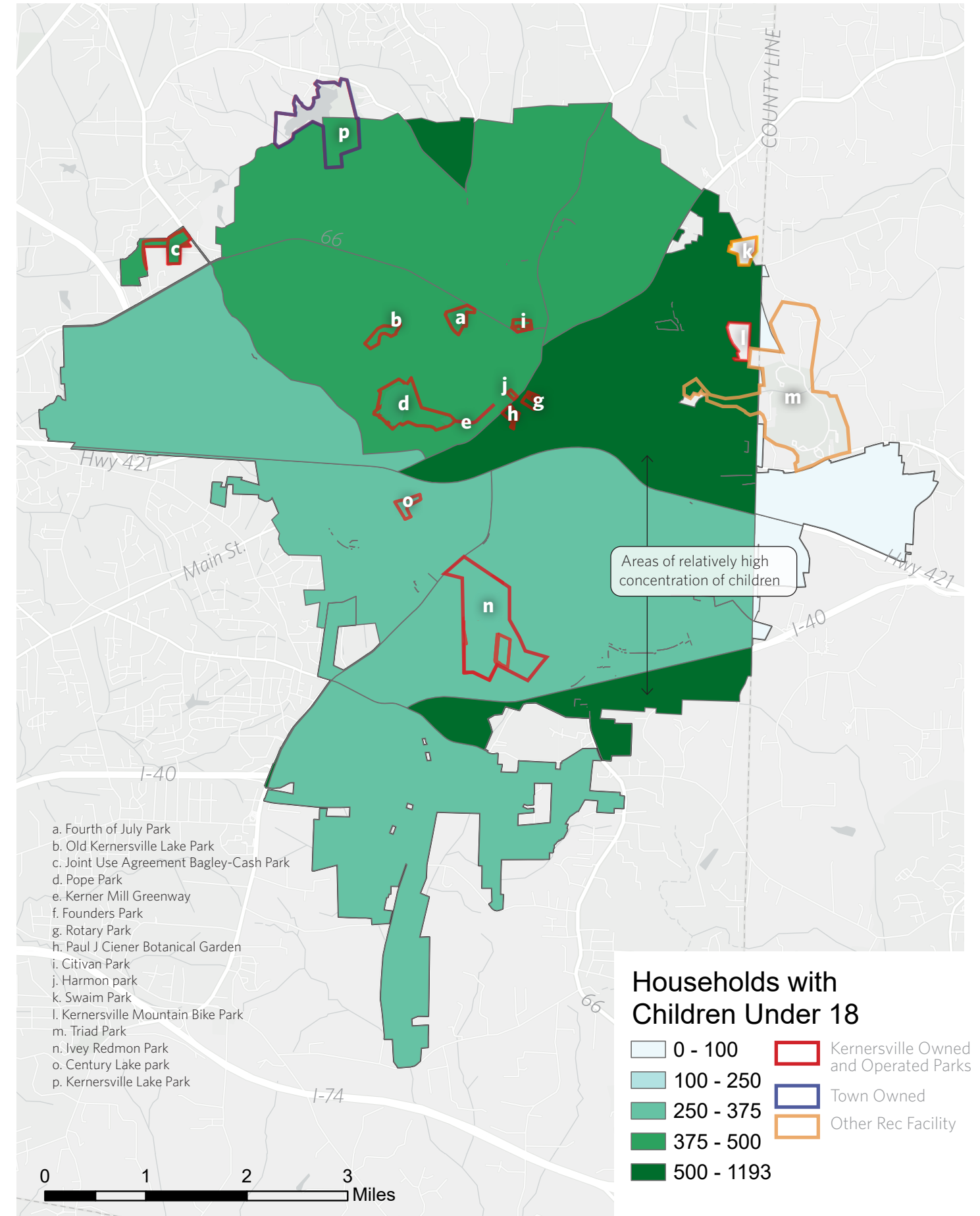


Figure 4. Households with Children
Source: US Census Bureau, 2020 Decennial Census

RACE

The racial makeup of a municipality can indicate the need for tailored recreation facilities and ensure equitable distribution of services within a community.

The racial and ethnic composition of Kernersville is changing. From 2010 to 2020, the White population has decreased from 77.8% to 68.5%, while the Black or African American and Hispanic or Latino populations have increased from 12.6% to 15.6% and 7.36% to 11.4%, respectively.

Figure 5 illustrates the Town's racial and ethnic distribution for the years 2010 and 2020.

While Kernersville will continue to be a majority White population, **the town's historic and actively shifting racial makeup suggests the need for a parks and recreation system that celebrates the diversity in the community.** Planning and programming for parks and recreation facilities that are flexible and provide a variety of activities for various races and ethnicities will be important. It will also be important to consider special events and programs throughout the year that continue to educate, foster, and strengthen the diversity of the community. These factors will be explored further in Chapter 4 and 5.

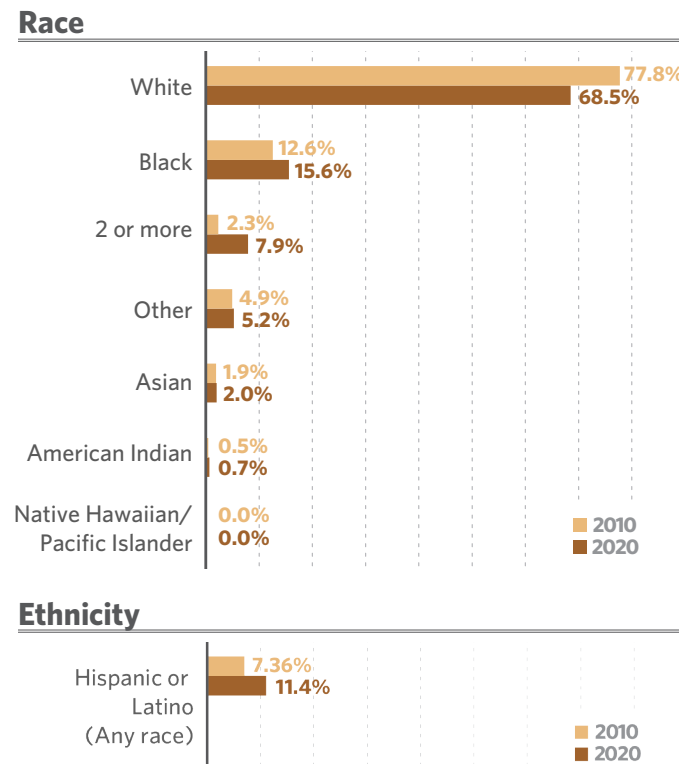


Figure 5. Racial and Ethnic Distribution 2010-2020
Source: US Census Bureau Decennial Census (2010, 2020)

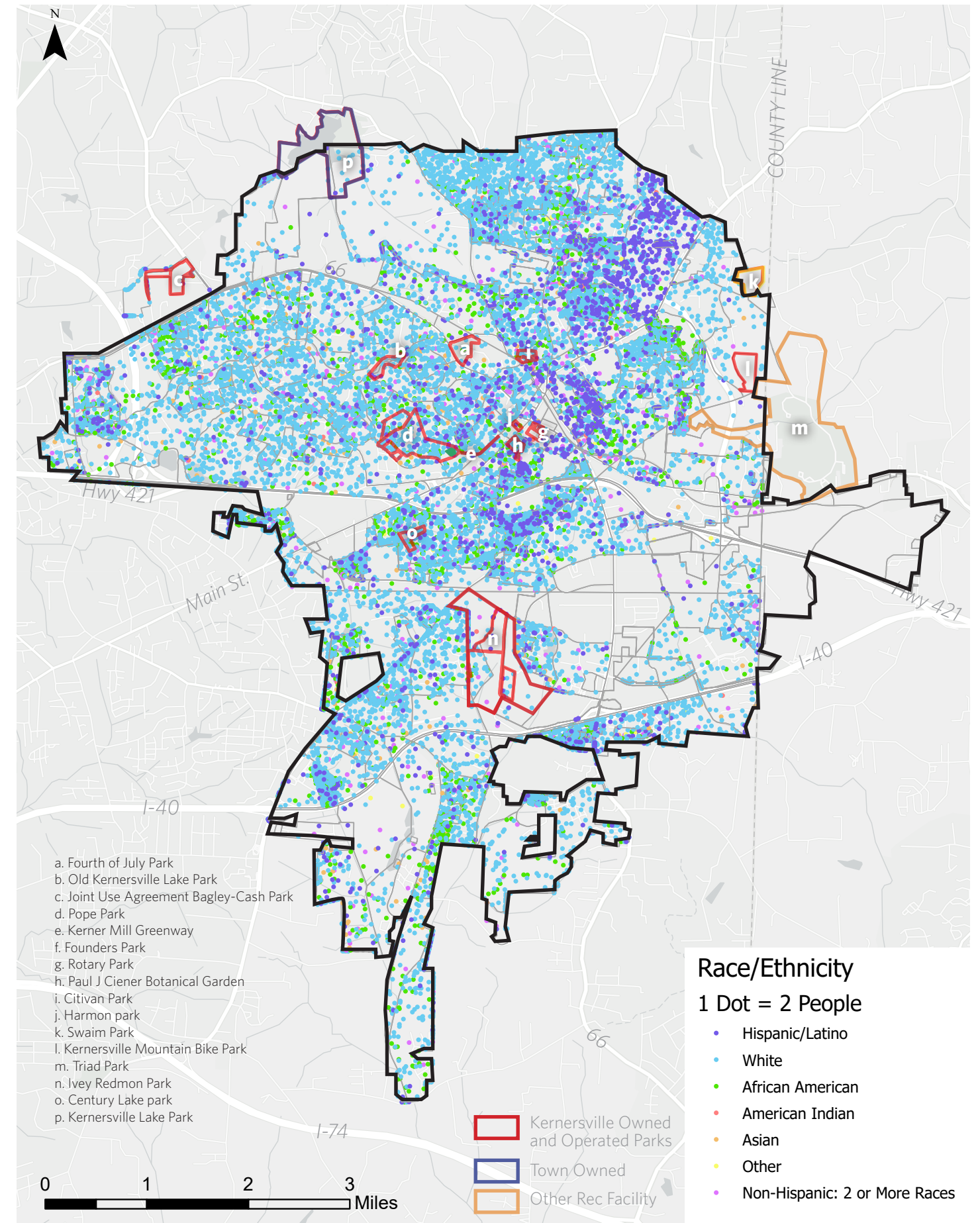


Figure 6. Population by Race (2020)
Source: US Census Bureau, 2020 Decennial Census

HOUSEHOLD INCOME

Income levels provide a glimpse of the purchasing power of residents. Typically the higher the household income, money residents have to spend on paid leisure programs and activities. The lower the household income, the more residents may rely on free parks, recreation, and social programs and services.

Figure 7 illustrates the Town’s median household income for 2020. The data suggest that over the next 10 years, barring any national economic decline, household incomes may continue to rise based on historical growth. Figure 7 also shows where current park and recreation facilities are located in relation to income. This illustrates if there are any gaps in services that the plan should address to ensure equitable access to facilities.

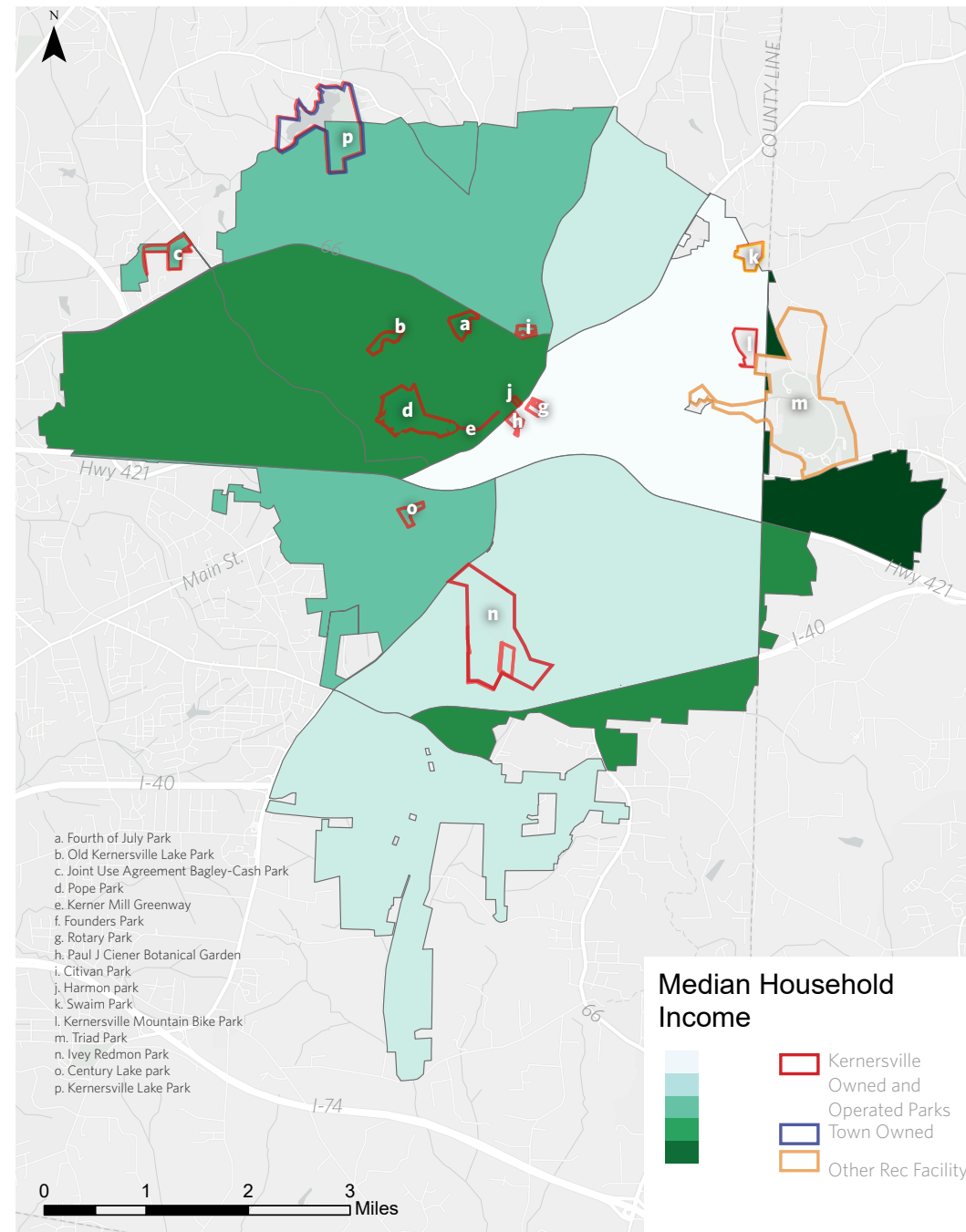


Figure 7. 2020 Population by Median Income
Source: US Census Bureau, 2020 Decennial Census

The presence of a range of household incomes in the Town may suggest a need to provide programs and services that cater to a broader spectrum of household types.

Diversity of activities such as sports, cultural programs, after school activities, performing arts, dining, and educational opportunities will be important for all incomes.

The higher income neighborhoods have conservancies and groups that help to maintain parks in their communities. Additional resources might be needed to ensure all neighborhoods have access to quality programs and amenities.

SOCIAL VULNERABILITY INDEX (SVI)

While demographic attributes on their own have important parks and recreation implications, they can also be combined to identify vulnerable populations.

In collaboration with the Agency for Toxic Substances and Disease Registry (ATSDR) and the U.S. Census Bureau, the Centers for Disease Control and Prevention (CDC) developed a Social Vulnerability Index (SVI) for every census tract in the U.S.

The SVI is based on a total of 15 social factors that are combined into 4 related themes:

- Socioeconomic Status - Factors such as poverty, unemployment, and income levels are considered to understand the economic vulnerability of populations.
- Household Composition and Disability - This theme examines factors like the presence of elderly individuals, children, single-parent households, and individuals with disabilities, which can influence vulnerability.
- Minority Status and Language - Factors include minority population percentages, English proficiency, and other language barriers that may affect access to resources and services.
- Housing and Transportation - Issues such as overcrowded housing, lack of vehicle access, and long commute times are considered, as they impact overall resilience and ability to respond to emergencies or access essential services.

By integrating these themes and factors into the SVI, policymakers and public health officials can identify areas and populations that may be more vulnerable to adverse health outcomes, natural disasters, or other emergencies. This index helps in targeting interventions and resources to support these communities effectively.

Figure 8 depicts the relationship between the social factors, key themes, and overall SVI.

Figure 9 identifies the areas in the town that have a low and medium level of social vulnerability. This is determined by combining the four social factors into one SVI index.

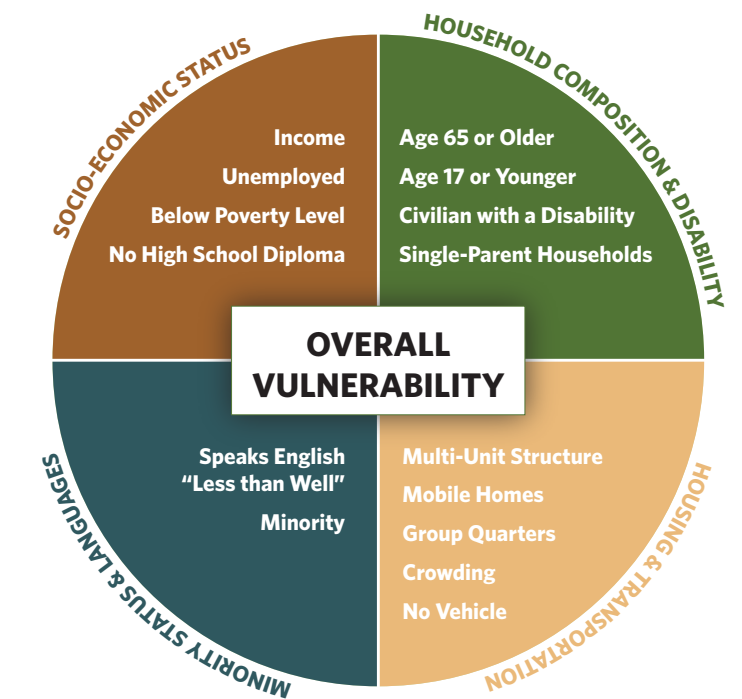
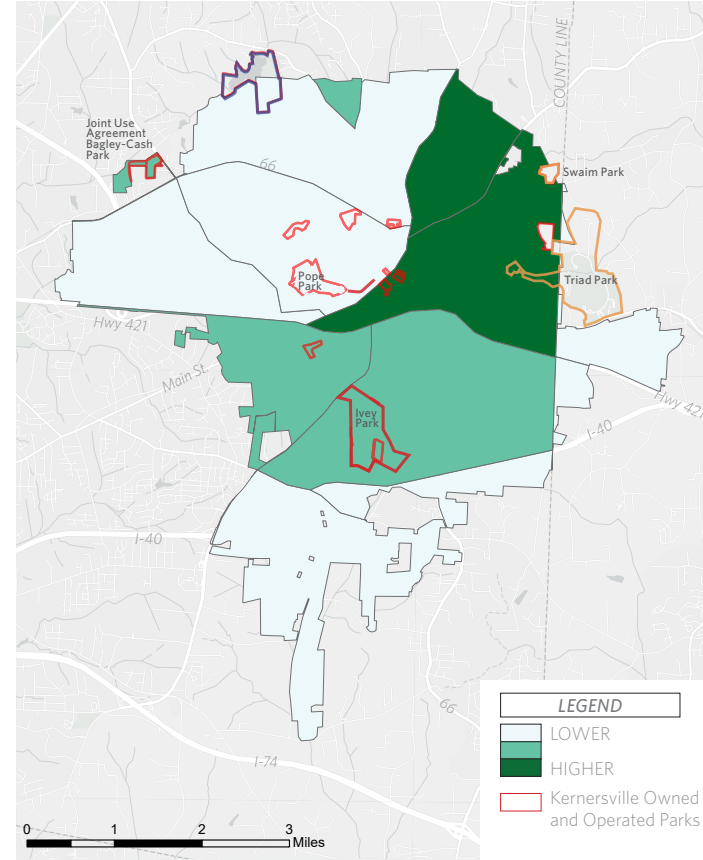
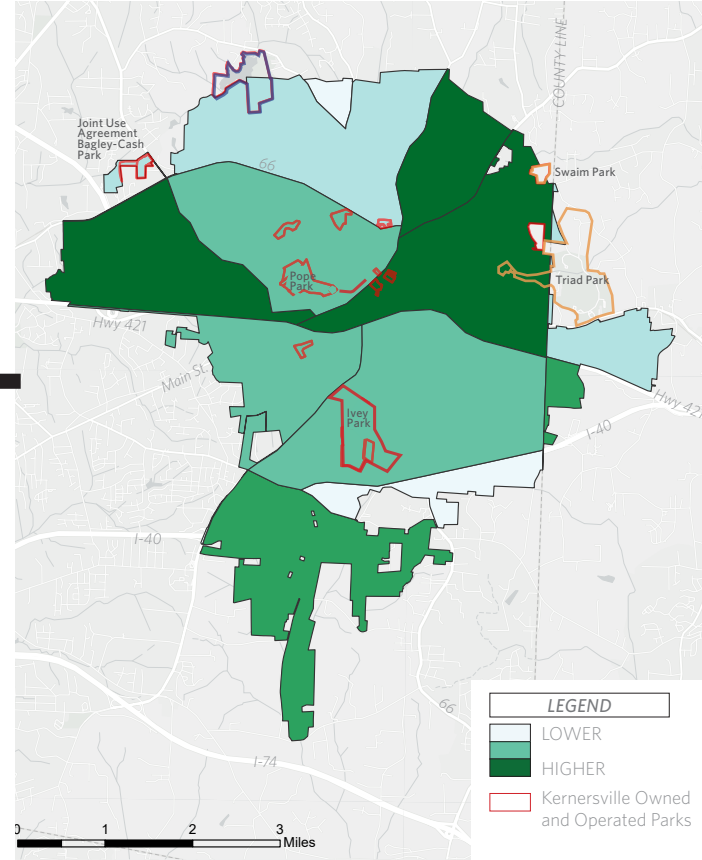


Figure 8. Social Vulnerability Index Themes and Factors

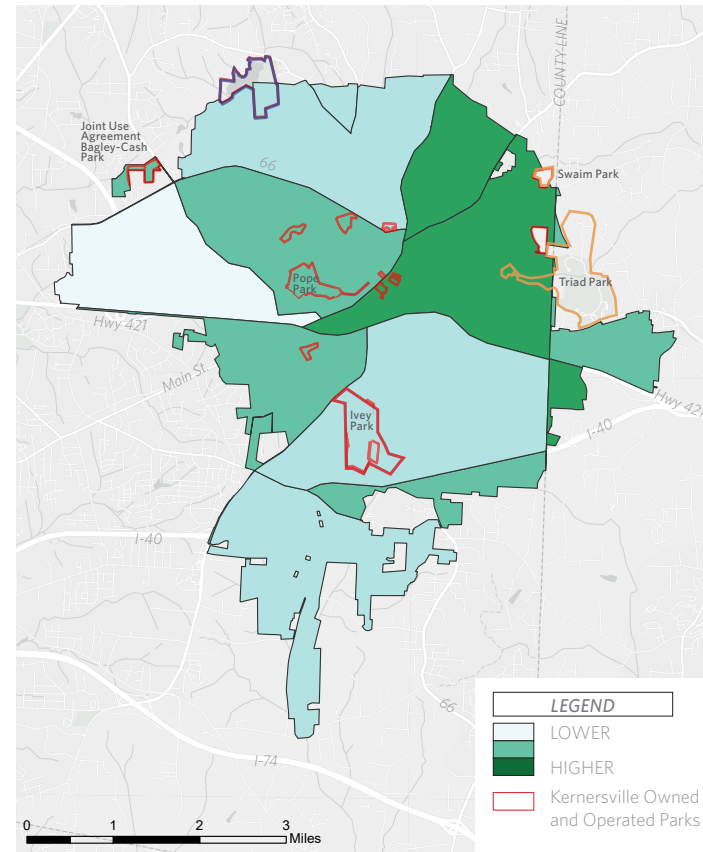
HOUSEHOLD COMPOSITION & DISABILITY



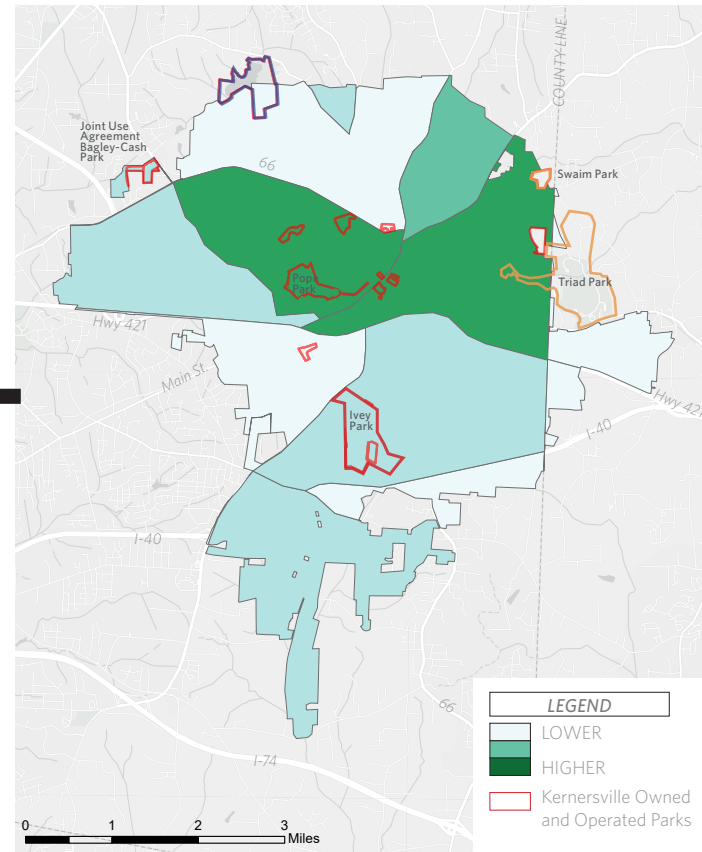
HOUSING & TRANSPORTATION



MINORITY STATUS & LANGUAGE



SOCIO-ECONOMIC STATUS



Mapping of Four Social Factors, which when combined create a Composite Social Vulnerability Score (Figure 9)

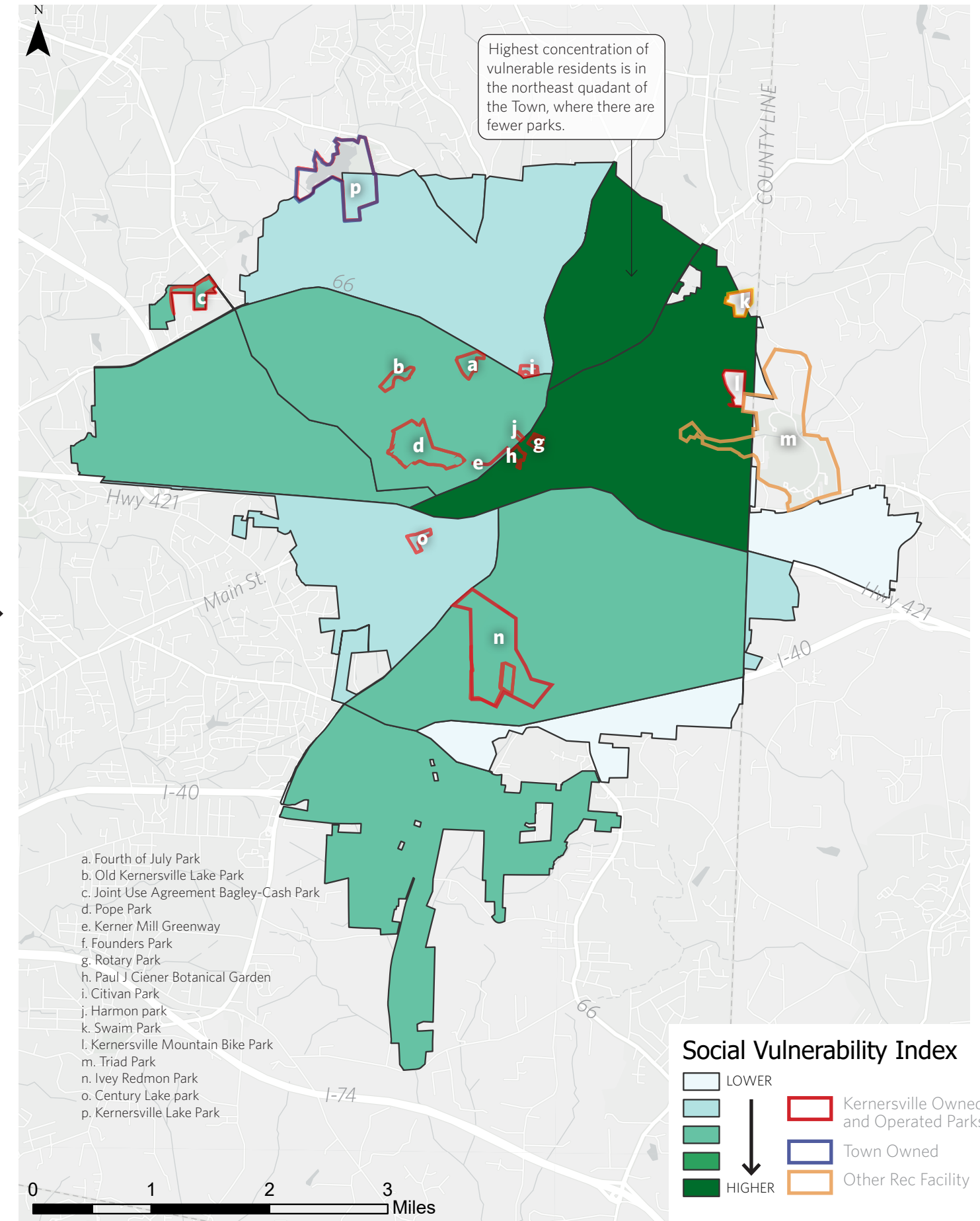


Figure 9. Social Vulnerability Composite Score
 Source: US Census Bureau, 2020 Dicennial Census

CH 3

EXISTING CONDITIONS

KERNERSVILLE PARKS SYSTEM CONTEXT

The parks system context is comprised of three primary elements:

- The Department
- Programs
- Parks and Recreation Facilities

The following section provides an overview and assessment of each element that will establish a foundation for the planning process.

THE DEPARTMENT

An assessment of the current department structure is provided in this section and is closely tied to the quantity and types of amenities that can be implemented in this master plan. The effectiveness of a department's structure directly impacts its ability to provide diverse recreational opportunities, manage green spaces, and foster community engagement. A comprehensive assessment involves examining the department's organizational hierarchy, resource allocation, and responsiveness to community needs.

“
To provide quality experiences for our citizens.
 CURRENT MISSION STATEMENT

Kernersville seeks to become a desirable community and increase quality of life through innovative programming, cultural events, and providing aesthetic and safe facilities.
 CURRENT VISION STATEMENT

Since the previous master plan, additional full time equivalent employees (FTEs) have been added to the Parks & Recreation Department and is shown in the updated organizational chart below. With the addition of the new Recreation Center programming. More staff is already needed to maintain the existing amenities in Kernersville.

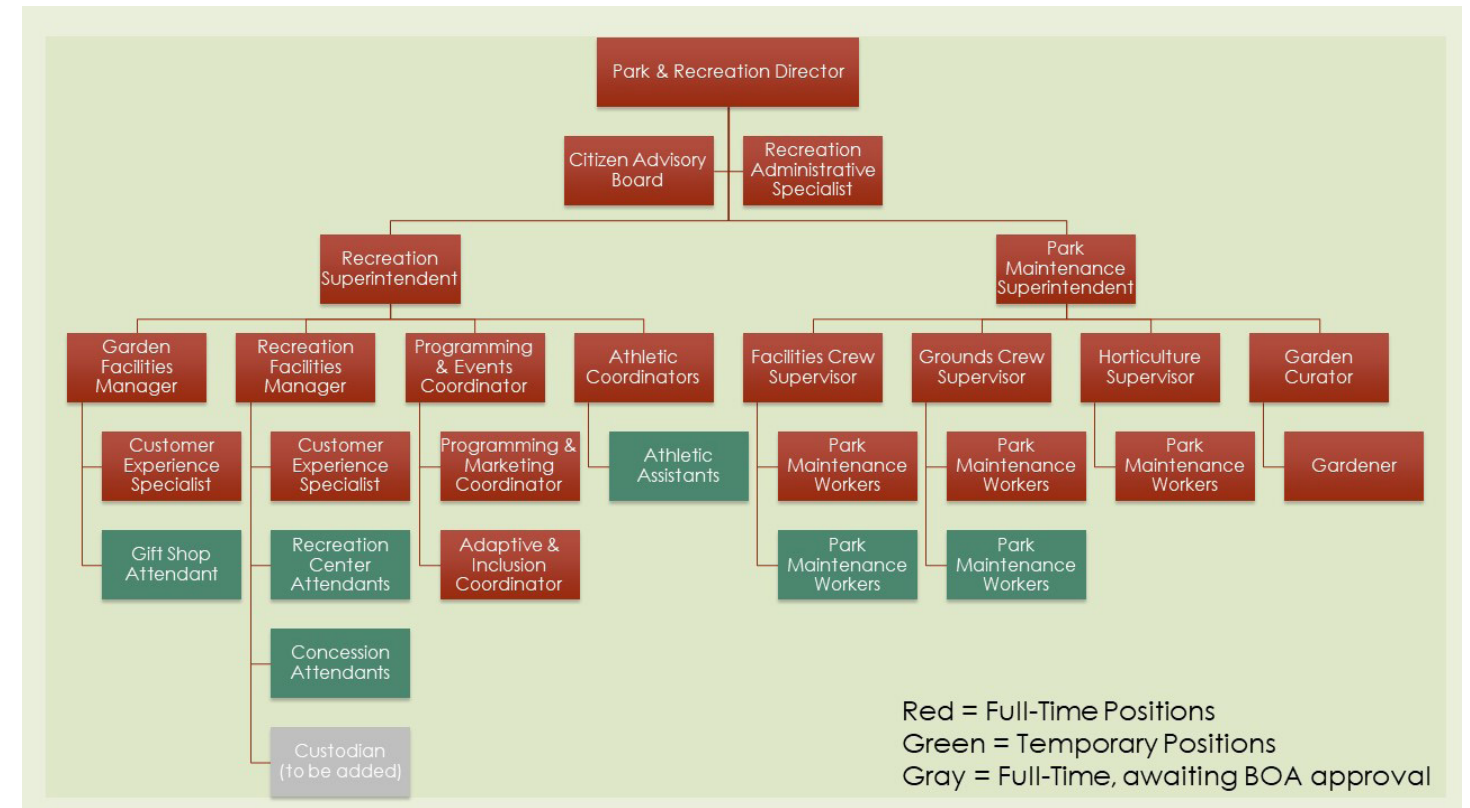


Figure 10. Kernersville Parks & Recreation Department Organization Chart (2024)

PLAN, POLICIES & STANDARDS

Plans, policies and standards are the directional foundation for staff to achieve desired outcomes. Documentation of these and annual reviews are best practices for parks and recreation agencies.

Table 1. Kernersville Parks + Recreation Department Plans, Policies, and Procedures

	Definition	Identified in the Kernersville Parks + Recreation Department
PLAN	The Department's reason for existing, sets direction for staff, defines outcomes, and identifies strategies and tactics to achieve the outcomes.	✓ Master Plan
POLICIES	Approved ideas or plans that establish a basis for decision making.	✓ Rules & Regulations, Refund Policy ✓ Communications Policy
STANDARDS	A level of quality by which progress or outcomes can be measured and are known for helping employees meet or exceed expectations.	✓ Employee Handbook ✓ Marketing & Brands Style Guide ✓ Performance Evaluation Procedure ✓ Onboarding Procedure

MARKETING & COMMUNICATIONS

The Parks and Recreation website can be found at <https://kvparks.com>

Overall, the site has several features making it easy to navigate and user friendly. The website is branded and consistent with the other town departments. Google Translate is embedded in the site which makes it easy to instantly translate the site, showing a commitment to making the website more inclusive and accessible.

Contact information for the Department is located along the bottom of the page and links to information on programs, facilities, events and amenities are along the top. There is a link to register for activities or make reservations at the top of the page as well. The About Us link on the page displays the Department Mission, Vision as well as a link to the Master Plan.

The Department’s current marketing plan utilizes several communication methods to connect with residents including printed and online program guides, the website, flyers/brochures, direct mail, email blasts, marquees signs, in-facility signage, and various social media channels.

Effective communication strategies require striking an appropriate balance between the content with the volume of messaging while utilizing the “right” methods of delivery. The Department has a broad distribution of delivery methods for promoting programs. It is imperative to continue updating the marketing plan annually to provide information for community needs, demographics, and recreation trends.



Figure 11. Town of Kernersville Parks and Recreation Department website

An effective marketing plan must integrate with supporting plans and directly coordinate with organization priorities. The plan should also provide specific guidance as to how the Department’s identity and brand is to be consistently portrayed across the multiple methods used for communication.

According to Hootsuite Social Media Trends 2023, the future of social marketing continues to expand and as agencies and businesses alike see more return on their investment for contracting with outside influencers and marketing companies, the trend will continue upward. The Town may need to explore options for continuing to expand their reach to keep pace with media trends in how the public gets their information.

The 2024 Juneteenth event saw an increase in from 35 attendees to nearly 400, with the expanded reach gained from using outside marketing promotion and assistance. Along with public feedback of the need for better access to information of programming and events, this could make the case to continue this approach in the future.

SOCIAL MEDIA + TOUCH POINTS

The Town of Kernersville utilizes Web 2.0 technology through Facebook, Twitter, YouTube, Instagram, Nextdoor and REAList. Here is a quick analysis of the Department by each platform.



11,000+ FOLLOWERS
~1 POST/DAY

Used to promote programs, activities, employees/employment opportunities

<https://www.facebook.com/kvparks/>



1,806+ FOLLOWERS
~1 POST/DAY

The Twitter page is the general Town of Kernersville page and is shared by all departments to post information.

<https://twitter.com/kernersvillegov>



1,697 FOLLOWERS
~1 POST/DAY

The Instagram page is the general Town of Kernersville page.

<https://www.instagram.com/kvparks125/>



368+ SUBSCRIBERS
~1 POST/MONTH

Used to livestream Board of Aldermen meetings, local event highlights

<https://www.youtube.com/@townofkernersville535>



5983 HOUSEHOLDS
~1 POST/WEEK

Used to promote events and provide information to residents

<https://nextdoor.com/agency-detail/nc/kernersville/town-of-kernersville/>



411 SUBSCRIBERS

Recreation Event Announcement List. A sign up link for residents to get emailed announcements

<http://eepurl.com/hY2pB1>

All numbers are as of July 9, 2024

Social Media Users

Over the last decade, social media is one of the Country’s fastest growing trends. With only ten percent of the country using social media in 2008; today, an estimated seventy-three percent of the U.S. population is currently using some form of social media, and it is becoming more widespread across various age groups. With such a large percentage of the population using these online media platforms in their daily lives, it becomes essential for the Town to take advantage of these marketing opportunities.

Social media can be a useful and affordable tool to reach current and potentially new system users. Such platforms as Facebook, YouTube, Instagram, Pinterest, TikTok, Twitter, or LinkedIn are extremely popular with not only today’s youth but also young and middle-aged adults.

As of September 2023, Facebook stands out as the most heavily trafficked social media platform. YouTube is second, with Instagram third. TikTok and Snapchat continue to be the fastest growing platforms.

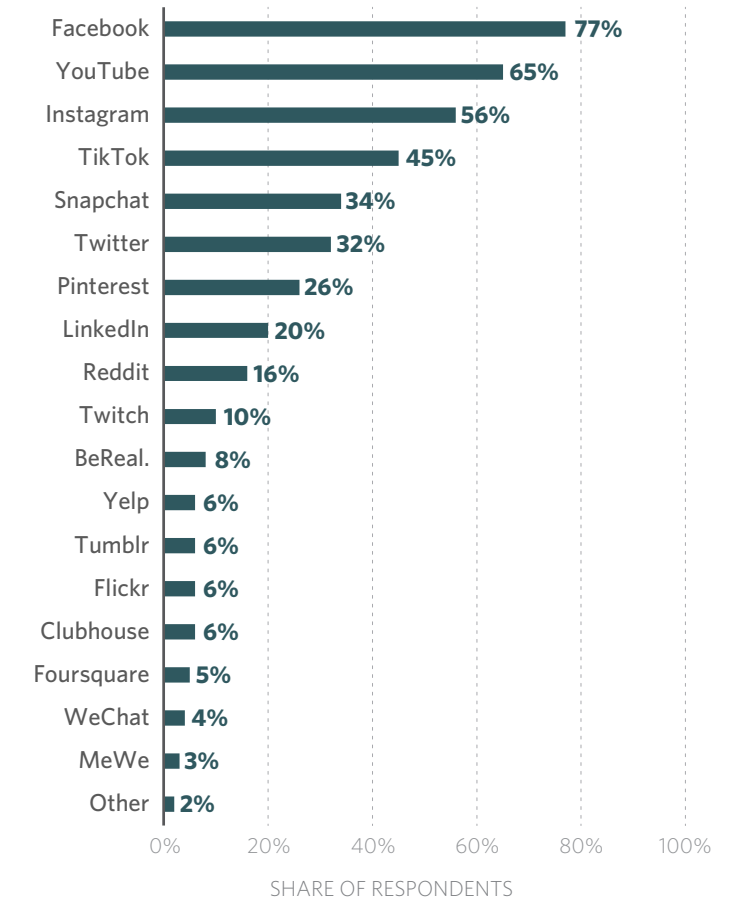


Figure 12. Social network usage by brand in the U.S. as of September 2023
Source: <https://www.statista.com/forecasts/997135/social-network-usage-by-brand-in-the-us>

EXISTING PARK + FACILITY INVENTORY

Kernersville currently has 15 parks and/or facilities in its system, ranging from mini parks to larger community parks and regional sports complexes. Several nearby parks and facilities, while owned by the Town, are operated and managed by Forsyth or Guilford County. In total there are 402 acres of park and recreation area managed by the Department including:

- New recreation center under construction (53,000sf)
- Former Providence Baptist Church building at Civitan Fitness Park (to be repurposed)
- Paul J. Ciener Botanical Garden

The planning team visited each park and facility to assess their condition, maintenance, visual character, usage and access. Details of the assessments are provided in the following pages. Overall, the planning team's assessment of the parks system was:

- Well maintained, even if some equipment is dated.
- Well used by residents.
- Good variety of amenities available.
- Locations of parks were predominantly located in the central area of Town.
- Accessibility within several parks needs evaluation.

OTHER NEARBY RECREATIONAL FACILITIES

There are other public and private recreational resources are located around Kernersville that also serve the community's needs. These include facilities provided by the County School Districts, City of Winston-Salem, Forsyth and Guilford Counties, places of worship, and a many private facilities.

Examples of these resources include, but are not limited to: Salem Lake Park, Kernersville Lake Park (owned by Town, operated by Forsyth County), Union Cross Park, Triad Park (Joint partnership between Guilford & Forsyth Counties), Barber Park, Johnson Street Athletic Complex, Deep River Park, First Christian Church and the Kernersville Golf Center.

Table 2. Existing Town Parks and Recreation Facilities Summary

Park Facility	Acres	Classification
Fourth of July Park	18	*District
Ivey M Redmon Sports Complex & Recreation Center	203	*Special Use
Kernersville Mountain Bike Park	27	Neighborhood
Kerner Mill Greenway	1.2 mi	Greenway
Founders Park	0.11	Mini Park
Rotary Park	1	Mini Park
Bagley-Cash Sports Complex	25	Community
Century Lake Park	10	Neighborhood
Civitan Fitness Park	8.2	Neighborhood
Harmon Park	1.7	Neighborhood
Old Kernersville Lake Park	13.9	Neighborhood
Paul J. Ciener Botanical Garden	6.5	Special Use
Gralin Street Park (undeveloped)	1	--
Etta Lea and Lawrence Pope Park (undeveloped)	87	--
Total Acres	402.41	



BY THE NUMBERS

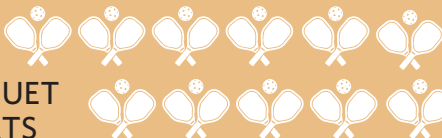
15  PARKS

315  ACRES

28  FTE STAFF

200  PROGRAMS

5  BASKETBALL COURTS

11  RACQUET COURTS

4  DIAMOND FIELDS

11  RECTANGULAR FIELDS

7  PLAYGROUNDS

Figure 13. Kernersville Existing Parks by the Numbers

NATIONAL STANDARDS BASED CLASSIFICATION

The recommended standards for park classifications and land area requirements are described on the following pages. The park classifications are categorized by places for active recreation, resource-oriented areas, and specialized facilities. Space requirements, typical facilities and programs, and unique environmental features further define the park types.

Each park in the Kernersville system is categorized and listed and a standards-based needs assessment for each type will be evaluated in Chapter 4.

REGIONAL PARKS

- serves several communities or a multi-county region within a one-hour driving distance
- approximately 10 acres per 1,000 population and the park is generally 1,000 acres or more
- provides diverse and unique natural resources for outdoor recreation such as nature viewing and study, wildlife habitat conservation, hiking, camping, canoeing, and fishing
- typically 80% of the land is reserved for conservation and natural resource management with less than 20% of the site developed for active recreation
- **Existing Sites (3): Hanging Rock State Park, Pilot Mt. State Park, Uwharrie National Forest and Etta Lea & Lawrence Pope Park (future)**

DISTRICT PARK

- typically provides more diverse recreational opportunities than a regional park on smaller parcels on land
- emphasize passive recreation, but they usually also include active recreational facilities.
- usually serves a 5-8 mile area, a minimum of 10 acres per 1,000 population, and contains 200-400 acres
- **Existing Sites (3): Triad Park (Forsyth County), Salem Lake Park (Winston-Salem) and Fourth of July Park**

COMMUNITY PARK

- usually accessible to several neighborhoods; may be developed adjacent to a school
- can provide recreational opportunities for the entire family and typically contain areas suited for recreation center buildings, athletic fields, swimming pools, tennis courts, and walking/jogging trails
- may also possess areas of natural interest for outdoor activities such as viewing, sitting and picnicking
- average service area 2-3 miles, minimum 3-5 acres per 1,000 population served; at least 40 acres in size
- **Existing Site (1): Bagley-Cash Sports Complex**

NEIGHBORHOOD PARK

- usually designed to serve a population of up to 5,000, but at times even more people are served
- require 1 to 2 acres per 1,000 population served and should be 5-15 acres in size; often they are smaller
- typically provides recreational facilities such as courts, craft facilities, playground apparatus, picnic tables/shelters, and space for quiet/passive activities.
- service radius for a neighborhood park is 1/2 to 1 mile and should be easily accessible from a neighborhood through safe walking and cycling access; parking may or may not be required
- **Existing Sites (5): Civitan Fitness Park, Kernersville Mountain Bike Park, Harmon Park, Old Kernersville Lake, Century Lake Park**

MINI-PARK

- characterized by relatively small size (approximately an acre or less) with specialized facilities that serve a specific segment of the population
- typically located close to higher density neighborhoods such as apartment complexes, townhouse developments and housing for the elderly, with a service area normally less than 1/4 mile
- **Existing Sites (2): Rotary Park and Founders Park**

GREENWAY/LINEAR PARK

- developed for one or more varying modes of recreational travel such as hiking and biking, typically connecting recreational facilities, as well as schools and residential neighborhoods.
- acreage and service area of a linear park is variable and subject to existing natural and man-made features, the existence of public right-of-way, and the public demand
- sometimes developed within a larger land area designated for protection and management of the natural environment, with the recreation use a secondary objective
- **Existing Site (1): Kerner Mill Greenway (1.2 miles)**

SPECIAL USE SITE/FACILITY

- enhance or utilize a special man-made or natural feature, includes beaches, parkways, historical sites, sites of archeological significance, arboretums, conservation easements, flood plains, etc.
- Can be a destination draw for sports or education, in addition to recreation
- Minimum standards relating to acreage or population have not been established
- Often fulfill revenue generating criteria and not explicitly listed in community needs assessments
- **Existing Sites (3): Kernersville Lake (Town-owned, Forsyth County operated), Paul J Ciener Botanical Garden and Ivey M Redmon Sports Complex**



Yalp Sona Arch at Civitan Fitness Park

Following is a brief description and general evaluation of each existing park in the system. Also included is a results comparison based on the 2012 master plan recommendations, if applicable.

IVEY M REDMON SPORTS COMPLEX

+/- 203 ACRES

788 BEESON ROAD



The park was renamed from Beeson Road Park to Ivey M Redmon Sports Complex and remains the only true community park in the system. Parking is currently limited. Additional acreage is needed to support any added facilities and vehicular, as well as pedestrian and bicycle access to the park remains limited.

2012 Plan Results: an additional 74 acres have been added to the park site as well as 18 acres for the new Recreation Center (planned completion August 2024).

- 3 lighted diamond fields with bleachers
- 2 multi-purpose fields
- 5 lighted soccer fields (4 regulation size, 1 is synthetic)
- 1 cross country course
- 1 dog park
- 1 restroom building/concession stand
- 1 playground
- Town maintenance operations building
- parking +/- 450 cars

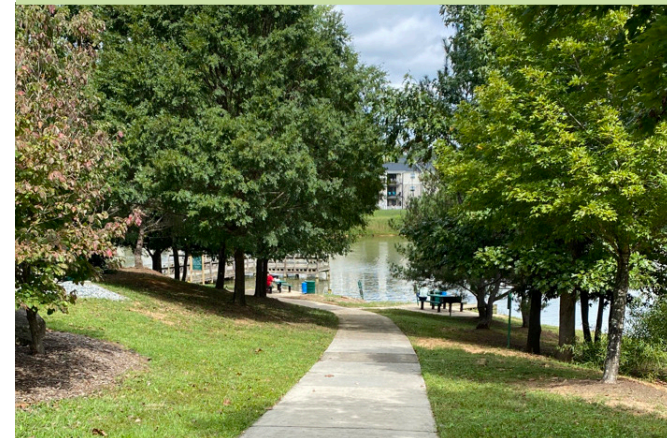
Proposed recommendations for this park site include:

- new access road into the site to better utilize the current acreage
- natural screening of existing maintenance building and allowance for a building expansion
- addition of a pool/water facility
- "all-wheel" park
- mountain bike/hiking trails (could accommodate geocaching and orienteering)
- championship fields
- additional playgrounds (up to 4 more) and shelters (up to 8 more)
- 700+ parking spaces to accommodate the increased facility and amenities provided
- create neighborhood access points for pedestrians and bicycles
- paved walking trail throughout the park for increased ADA accessibility
- addressing drainage issues at the synthetic field

CENTURY LAKE PARK

+/- 10 ACRES

309 CENTURY ROAD



A neighborhood park fronting the nine-acre Century Lake. The park remains in good condition and is well used by nearby residents.

- 2 fishing piers
- 1 restroom building with drinking fountain
- 4 picnic tables with grills
- +/- 10 parallel parking spaces
- ADA accessible walkway
- spray fountain
- trash cans, pet waste station, bicycle rack

2012 Plan Results: New park signage was added, and a formalized walking path to improve park usage was built.

Proposed site recommendations include: canoe/kayak launching at the existing piers.

FOURTH OF JULY PARK*

+/- 18 ACRES

702 W MOUNTAIN STREET



This park holds many of the town's biggest events including the Honeybee Festival and running events. It is currently the most heavily used park and is at capacity. The park includes:

- 3 shelters with tables & grills
- Individual picnic sites (+/- 6 with grills)
- Kernersville skate park
- Vivian F Bennett Memorial dog park
- 4 lighted courts for tennis and/or pickleball
- 1 basketball court
- 1 outdoor classroom
- 1 large, age-separated playground
- 3 parking lots (+/- 90 spaces)
- 2 restroom buildings
- Inclusive playground
- Historic school house

2012 Plan Results: Shelters and tennis courts were renovated and rebuilt, based on master plan recommendations. In early 2018, Forsyth County's first inclusive playground was constructed here.



Proposed site recommendations include: continued maintenance of the site's amenities (shelters, benches, tables, courts and pathways) due to its heavy use.

*Fourth of July Park, despite its NRPA acreage classification, was re-categorized to a District Park based on the functions it serves in the community.

BAGLEY-CASH SPORTS COMPLEX

+/- 25 ACRES

810 BAGLEY DRIVE



Established in 2014, this park is located adjacent to Cash Elementary School and shares its amenities through a joint-use agreement.

- 1 age separated playground
- 3 lighted youth rectangular soccer fields
- 1 lighted multi-use championship field
- 2 shelters with picnic tables
- 1 restroom building
- +/- 180 parking spaces (school parking)

2012 Plan Results: This park responded to the recommendation for additional neighborhood park acreage and seeking partnerships with school systems via Joint Use Agreements.

Proposed recommendations for this park site include: landscaping and signage along Bagley Drive, a restroom building and including more paved walkways around the park would improve aesthetics, wayfinding and increase useage of the park by a wider variety of residents.

CIVITAN FITNESS PARK

+/- 8.2 ACRES

309 NELSON STREET



This neighborhood park focuses on fitness and and features the Yalp Sona Arch, an interactive element for people of all ages and abilities to engage. The park was recently renovated and is well-maintained. The fitness course is a bit separated from the rest of the park elements and parking is shared with the adjacent church and firestation. The Town acquired the church in 2024.

- shared parking (+/- 40 spaces)
- 4 lighted tennis courts
- 3 lighted pickleball Courts
- 1 diamond field
- 1 restroom building
- 1 basketball court
- 2 shelters with tables
- walking track
- 1 challenge circuit course
- 1 fitness course

2012 Plan Results: The park underwent a major renovation that addressed many of the recommendations from the previous master plan.

Proposed recommendations for this park site include: converting the church to function as a community center.

**OLD KERNERSVILLE LAKE PARK**

+/- 13.9 ACRES

936 LAKE DRIVE



Nestled in between residential properties and just south of the Kernersville YMCA, the park is largely used by the adjacent neighborhoods. The park is centered around the lake, is well maintained, and is of high visual quality for the properties around the lake. ADA accessibility is a concern to provide access to the lake for those with disabilities.

- parking (gravel) +/- 10 spaces
- 5-acre pond/lake
- observation/fishing dock
- benches & picnic table
- neighborhood connection/walk

2012 Plan Results: No improvements were made based on the recommendations from the previous master plan.

Proposed site recommendations include: addressing ADA accessibility via a paved parking lot to define spaces and installing a walking trail that connects the park elements together. Additional seating should be palced around the lake as well.

FOUNDERS PARK

0.11 ACRES

101 N. MAIN STREET



This new mini park is located in the heart of downtown at the corner of Main and Mountain Streets. It is a well-maintained, clean site. A reported opportunity is the addition of a wall mural here. The existing koi pond is has been questioned by some residents for aesthetic reasons.

- 2 picnic tables
- koi pond
- benches, trash cans, pet waste station

2012 Plan Results: This park helped fulfill the need for additional mini park sites recommendations.

HARMON PARK

+/- 1.7 ACRES

152 S MAIN STREET



This neighborhood park on Main Street provides valued open space for downtown residents and visitors. Parking is inadequate for larger events without using other downtown parking areas. The vegetation, especially along Main Street is overgrown and obstructs views into the park and the fountain is in need of updating. Overall it is a nice park that is well used, but could use some updates to clean up the park and reorganize elements to take advantage of its location

- off-street and shared parking (+/- 40 spaces)
- 1 playground
- 1 shelter with +/- 8 tables, +/- 2 grills
- open lawn area
- garden with informal walks
- gazebo
- water fountain
- memorial benches

2012 Plan Results: The shelter was reconstructed (including concrete pad) early in 2024 in response to master plan recommendations.

Proposed site recommendations include: Access points to the park and throughout the park need to be reviewed for ADA accessibility standards, the restroom building needs to be renovated and brought up to code. The fountain should also be renovated or replaced and landscape planting refreshed throughout. See Appendix for Conceptual Plan for layout of new park elements.

ROTARY PARK

+/- 1 ACRE

210 E MOUNTAIN STREET



This mini park is part of the Town Hall Complex and hosts the Kernersville Farmers Market and other events throughout the year. The site is well maintained and in very good condition.

- 1 shelter for the Farmers Market
- Connections/walks to sidewalks
- Benches, public art (bronze statues)

Proposed site recommendations include: Continued maintenance, as this is a well-used and popular mini park in the system.

KERNERSVILLE COMMUNITY RECREATION CENTER

53,000 SF

1020 SHIELDS ROAD



The new 53,000 sf Recreation Center located adjacent to Ivey M. Redmon Sports Complex will be complete by end of 2024. The two-story building is a result of a comprehensive community feedback campaign, with expansion plans underway that include:

- large classroom and a multipurpose room
- conference room
- three large gyms (for all court sports)
- office space for staff
- dance/fitness room
- elevated walking track

2012 Plan Results: The Town has long needed and desired a new recreation center to fulfill their needs and the new facility includes classroom space, program offerings, staff office space, and walking track that meet many of the community's desires. Providing better pedestrian and bicycle connections to this location will make this facility even better for the future.

KERNERSVILLE MOUNTAIN BIKE PARK

+/- 27 ACRES

567 SMITH-EDWARDS ROAD



This neighborhood park was originally purchased as a landfill site for construction materials but was later transformed by the Kernersville Cycling Club into a bike park. Parking is adequate for the mileage of trails provided, but more will be needed if the park is ever expanded in the future.

- gravel parking (+/- 6 spaces)
- 4 miles of trails (intermediate to advanced)

2012 Plan Results: This was a park added as a recommendation from the 2012 Plan and has been successful so far.

KERNER MILL GREENWAY

1.2 MI

219 OAKHURST STREET



Also known as the Scott Willis Memorial Trail, this is the Town’s first greenway. It is part of the larger Piedmont Greenway Master Plan that intends to connect through Guilford and Forsyth Counties and the twons of Summerfield, Oak Ridge, Greensboro. The greenway is well liked by residents, very well maintained and has a high visual quality. Parking is adequate and additional greenway miles are planned to connect the region. More greenways are one of the most popular requests from residents.

2012 Plan Results: The Town has built approximately 1.2 miles out of the 8 miles of recommended greenway improvements from the 2012 plan.

Proposed site recommendations include: Continued maintenance will keep this a great community asset. More greenway mileage is needed to not only fulfil previous plan recommendations, but accommodate the growing population.

GRALIN STREET PARCEL

+/- 3 ACRES

406 GRALIN STREET



This is an unimproved Town parcel at the corner of Gralin and Green Streets. It has the potential to fill the need for a neighborhood park in this area of town.

The site is bisected by Gralin street with the majority of available park space to the East of the road. Large existing trees line the South and west borders of the property and a large open area is available for development in the center of the site.

ETTA LEA & LAWRENCE POPE MEMORIAL PARK

+/- 87 ACRES

300 SOUTHERN STREET



This is an unimproved community park parcel with a master plan completed in 2019 that includes a connection to the Kerner Mill Greenway and distinct activity “zones” to include trails, meadows, open lawn areas, a stage, a lake, splashpad and natural playground, ropes courses, shelters, classroom and event buildings.

Proposed site recommendations include: re-evaluating the park master plan and take steps to implement the plan; elements within this park and its location fulfill many of the recommended items, needs and desires of the community.

PAUL J CIENER BOTANICAL GARDEN

+/- 7 ACRES

215 S MAIN STREET



This Special Use Facility is newly owned and managed by the Department and adds valuable space for passive recreation and education in the downtown area. The building is in great condition and the grounds are clean and well maintained. Parking is adequate and larger events may utilize on-street parking to accommodate visitors. Better pedestrian connections across Main Street to connect residents to the Garden would provide better access. The park includes:

- themed gardens
- welcome and visitors center
- event spaces
- year-round programming and events

Proposed site recommendations include: Develop a permanent master plan for the Botanical Garden site, evaluate options for additional parking and implement stream restoration efforts.



CH 4

BENCHMARKING + NEEDS ASSESSMENT

METHODOLOGY

The purpose of a Benchmarking and Needs Assessment is to determine the gaps between existing and desired conditions, both from a Standards-Based and Demand-Based approach. It is not a one size fits all approach; each community must determine the appropriate needs assessment techniques and Level-of-Service (LOS) standards required to identify and meet the specific needs of its residents.

LEVEL OF SERVICE ANALYSIS + BENCHMARKING

There are no industry standards or regulations regarding how communities should establish Levels of Service (LOS) for parks and recreation services. Municipalities are encouraged to conduct community-wide needs assessments and benchmark themselves against other similar communities in order to establish their own LOS standards.

The National Recreation and Park Association (NRPA) has developed its benchmarking website Park Metrics, “the most comprehensive source of data standards and insights for park and recreation agencies” to help cities develop LOS metrics. Town of Kernersville LOS findings were benchmarked against communities that have a similar population as the Town.

It is important to note that these LOS Analyses are just one tool for determining the community’s needs. The findings alone may not be indicative of residents’ needs and priorities. LOS analyses are based on the gross population of a community, not preferences or priorities based on unique community demographics, lifestyles, or values. The findings from the LOS analyses must be compared to the findings from the other needs assessment techniques in order to verify Kernersville’s specific and unique parks and recreation needs and priorities.

LOS METHODS

Five different LOS methods were used to determine how well the Town’s parks and recreation system is meeting residents’ and the Department’s needs, based on National standards:



ACREAGE
Measures the quantity of parkland acreage that is available per 1,000 residents.



CAPITAL FUNDING PER CAPITA
Measures the amount of capital dollars spent on parks and recreation services per resident.



FACILITIES LOS
Measures the number of recreation facilities available per capita.



INDOOR RECREATION CENTER SQUARE FOOTAGE LOS
Measures the quantity of indoor recreation space available per resident.



ACCESS LOS (GAP ANALYSIS)
Measures the geographic areas served by parks or recreation facilities.

Park Classification/Type	Kernersville Population				Existing	2033 Need
	2000	2012	2023	2033		
	17,126	23,147	27,362	31,400		
Regional Park (10 acres/1000 residents)						
acres required	171	231	273	302	1000+	0
# of sites	0	0	0	0	2	0
District Park (5 acres/1000 residents) 250ac avg.						
acres required	86	116	137	151	500	0
# of sites	0	0	1	1	2	0
Community Park (4 acres/1000 residents) 40ac avg.						
acres required	69	93	109	121	25	96
# of sites	1	1	2	3	1	2
Neighborhood Park (2 acres/1000 residents) 10ac avg.						
acres required	41	51	60	60	61	0
# of sites	4	5	6	6	5	1
Mini Park (.25 acres/1000 residents) 1ac avg.						
acres required	4	6	7	8	1	7
# of sites	4	6	7	8	2	5
Special Use Park (no standard)						
acres required	varies	varies	varies	varies	varies	varies
# of sites	varies	varies	varies	varies	varies	varies
Linear Park/Greenway (.2-.4 miles/1000 residents) .4mi avg.						
miles required	6.9	9.3	10.9	12.1	1.2	10.9

Regional Park: Hanging Rock State Park, Ivey M Redmon Sports Complex, Pilot Mt. State Park, Uwharrie National Forest, and Etta Iea and Lawrence Pope Park (future)
District Park: Triad Park (Forsyth County), Fourth of July Park

Kernersville Park Classification Sites + Acreage Requirements (compared to National Standards)

ACREAGE LOS

Acreage LOS is measured by dividing the total park acreage by 1,000 population. Acreage amounts were divided by the population estimates for the years 2023 and 2033.

Based on the Acreage LOS analyses, the Town of Kernersville’s Acreage LOS in 2023 is 14.7

acres per 1,000 population, which is the slightly above median of park acreages based on NRPA comparison data.

Despite meeting overall acreage LOS, there are deficiencies in acreage of specific park classifications the Town should address in the

coming decade, particularly in the Community Park and Mini-Park classifications.

CAPITAL FUNDING

Capital funding per capita is used to gauge how well a community funds parks and recreation capital improvements. There is a great need for capital funding of the parks and recreation system.

TRAILS LOS

The Town already is in a deficit of 7 miles of adequate greenway mileage based on current

population and NRPA benchmarks. This deficit will continue to increase as the population grows.

FTEs LOS

Currently FTE numbers are lower than the NRPA benchmark. The utilization of the current FTEs will need to be addressed to adequately staff the new recreation center.

FACILITIES LOS

Facilities LOS is measured by dividing the number of residents by the number of parks and

recreation facilities. The higher the number, the less facilities there are per resident, and the more of a need there may be for that particular recreation facility. The lower the number, the more facilities there are per resident, and the less of a need there may be for that particular recreation facility.

The Median Facility LOS benchmarks calculate the need or surplus of facilities based on the projected 2033 population.

INDOOR RECREATION CENTER SPACE LOS

Indoor Recreation Center Space LOS is measured by dividing the amount of indoor and community

Table 3. Kernersville Parks & Recreation Department versus NRPA Benchmarks

	NRPA Benchmark	Kernersville (2023)
Facility, Programming, Responsibilities and Staffing Benchmarks		
Residents per Park	2014	1851
Acres of Parkland per 1,000 residents	11.3	13.4
Miles of Trails (Greenway)	8.2	1.2
# of FTEs	32.3	28
FTEs per 10,000 residents	10.7	10.7
Budget, Agency Funding & Policies Benchmarks		
Annual Operating Expenditures	\$3,255,771	\$3,141,420
Operating Expenditures per Capita	103.95	113.15
Operating Expenditures per Park & Non-Park Sites	\$8,106	\$10,832
Operating Expenditures per FTE	\$99,944	\$112,194
Revenue to Operating Expenditures	0.26	0.1
Five-Year Capital Budget Spending	\$5,000,000	0
Revenue per Capita	25.14	\$10.80

Meets or Exceeds Benchmark
Does not meet Benchmark

Facility Type (National Average/population)	Kernersville Population				Existing	2033 Need
	2000	2012	2023	2033		
	17,126	23,147	27,362	31,400		
Fields						
Adult Baseball (1/20,000)	1	1	1	1	0	1
Youth Baseball/Adult Softball (1/2,500)	7	9	11	12	4	8
Multi-purpose Athletic Fields (1/2,500)	7	9	11	12	11	1
Courts						
Basketball (1/5,000)	3	5	5	6	5	1
Racquet Sport (Tennis, Pickleball, Racquetball) (1/2,000)	9	12	14	15	11	4
Volleyball (1/5,000)	3	5	5	6	0	6
Horseshoe/Cornhole/Bocce ball (1/2,000)	9	12	14	15	4	11
Outdoor Areas						
Picnic Shelters (1/2,500)	7	9	11	12	10	2
Playground Areas (1/2,000)	9	12	14	15	7	8
Dog Park (1/20,000)	0	1	1	2	2	0
Trails (greenway, hiking, nature, jogging) (1/3,300)	5	7	8	9	5	4
Athletic track (1/20,000)	1	1	1	1	0	1
Archery/shooting area (1/50,000)	0	0	0	1	0	1
Amphitheater/Outdoor stage (1/20,000)	1	1	1	1	0	1
Specialized						
Recreation/Community Center (with a gym) (1/25,000)	1	1	1	1	1	0
Recreation/Community Center (without a gym) (1/10,000)	2	2	3	3	1	2
Swimming Pool (25m/25yd) (1/10,000)	2	2	3	3	0	3*
Swimming Pool (50m) (1/50,000)	0	0	0	1	0	1
Golf Course (1/25,000)	1	1	1	1	3**	0

Totals do not include school facilities unless a Joint Use Agreement is currently in place.

*School facilities and the YMCA currently fill the need.

**Privately run and open to the public.

Kernersville Public Recreation Facilities Needs LOS (compared to National Standards)

recreation center space available to residents by the number of residents in the Town. Industry guidelines suggest that communities with high quality indoor recreation services should have about 2.0 square foot of interior recreation and community center space per resident.

Kernersville currently has approximately 12,000 square feet of indoor recreation and community center space. This equates to approximately 0.43 square feet of indoor space per resident in 2023, and 0.39 in 2033 (using population projections). This is well below the industry guideline of 2.0 square feet of interior recreation and community center space per resident. This existing center will be replaced by the new recreation center under construction, increasing the Town's square footage to approximately 53,000 square feet. This equates to approximately 1.94 square feet of indoor space per resident in 2023 and only 1.69 square feet of indoor space in 2033.

Based on this analysis, the Town will need to begin looking at additional indoor recreation and community center space in the coming decade to keep with the increasing population. Repurposing the existing Providence Baptist Church building at Civitan Fitness Park can be a first step, as will pursuing expansion options to the new Recreation Center.

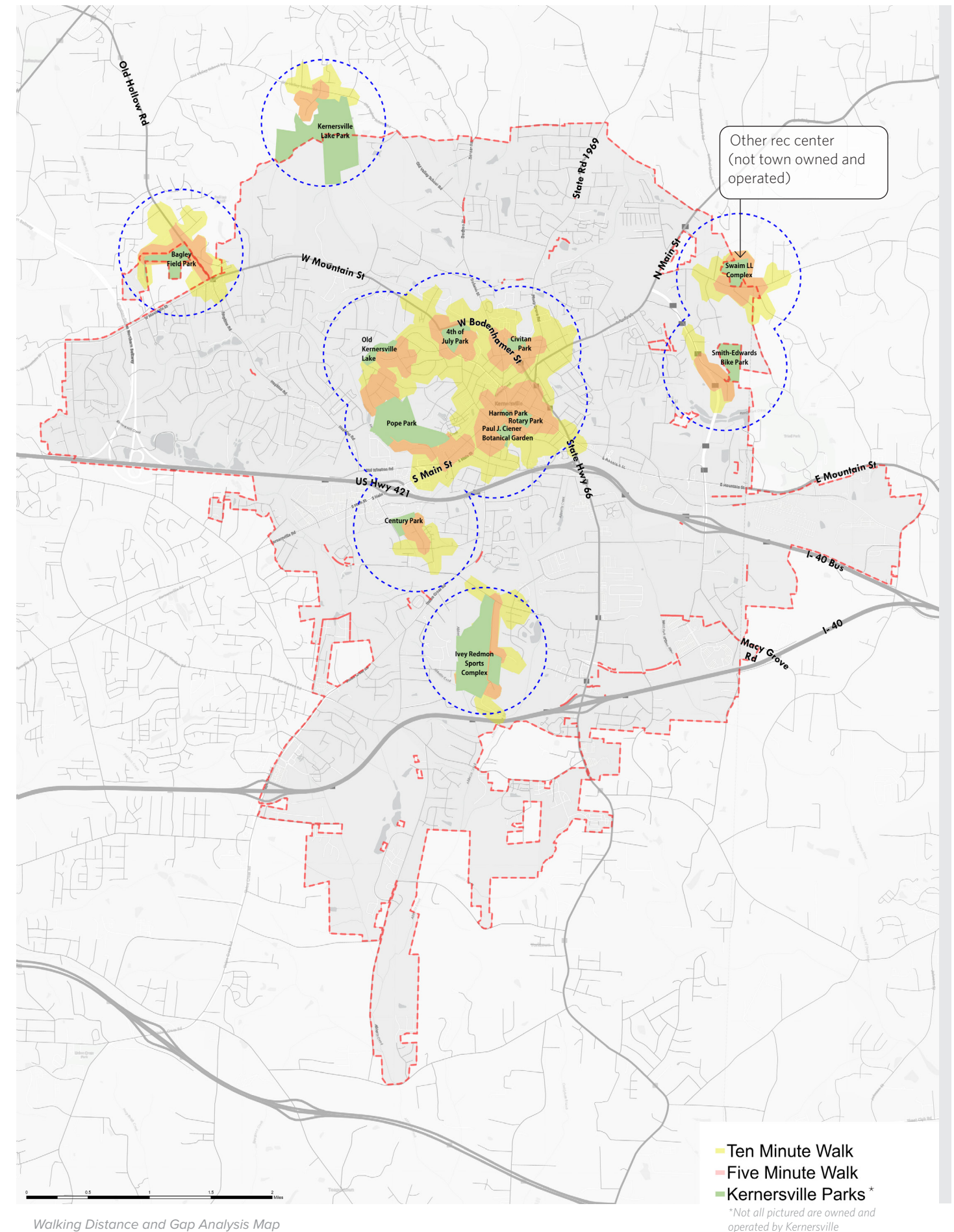
ACCESS LOS/GAP ANALYSIS

A gap analysis measures the distance residents have to travel to access parks and recreation facilities. It is used to understand how park access varies between different neighborhoods in a town. Informed by industry best practices, 1/2 mile and 1 mile distances were used to analyze gaps in the Town's park system and key recreation facilities that were identified as potentially needed through the needs assessment process.

Based on the Walking Distance and Gap Analysis Map on the following page, there is a surplus of park and recreation facilities in the center of Town, with gaps located in the northern, western and southeastern areas.

Yellow and orange highlighted areas on the following map indicate feasible walking routes to access the existing parks in the system. Feasible routes are those either with current sidewalk or pathway infrastructure and/or feasible terrain and land features to allow for walking. (i.e. excluding areas where there are bodies of water or other natural or man-made features that would prohibit walking or cycling)

The blue dotted circles around the parks indicate the area that could be within walking distance to a park, with the appropriate sidewalk or pathway infrastructure in place.



Walking Distance and Gap Analysis Map

OUTREACH EFFORTS + OUTCOMES

Community outreach is a critical component in the establishment of goals and objectives for future recreation planning. The input and feedback gathered is also used to support decisions related to the allocation of resources in the development of programs, facilities, and maintenance standards. Play Onward’s Public Outreach component was completed using the following methods:

- Project Website + Community Survey (online and in-person)
- Interactive Mapping (online)
- Community Open Houses and workshop
- Attendance at community events (Touch A Truck)
- “100 Coffees” Focus group interviews between the Park Director and various groups, organizations, and individuals representing a cross section of the community and region



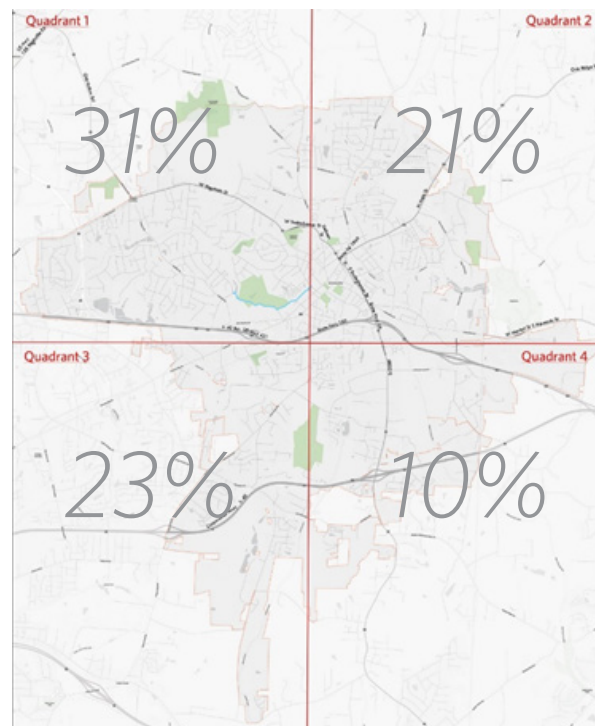
PROJECT WEBSITE + ONLINE SURVEY

Understanding that many residents may not be able to attend public meetings to provide input, the consultant team created an online survey and website so residents could share their input and stay up to date on the master plan progress.

The website link was shared via the Town’s social media pages and QR codes were placed on project flyers and other materials to direct people to the site. The survey and website were available to the public from November 2023-May 2024 and the site remained active through the master plan process and approval. A full summary of the survey results will be included in the appendix in the final document.

In total, 624 people responded to the survey. 78% of people who took the survey live in Kernersville and the remaining live in the surrounding areas including Winston-Salem, Greensboro, Walkertown, Colfax, Oak Ridge, and Belevs Creek. We split the city into quadrants and found that 31% live in Quadrant 1, which corresponds to a more densely populated area of town. 21% of respondents lived in Quadrant 2, 23% in

Quadrant 3 and finally 9.6% of respondents live in Quadrant 4. The master planning team endeavored to engage with all quadrants of town, either by direct engagement or by hosting public meetings or attending events throughout town.



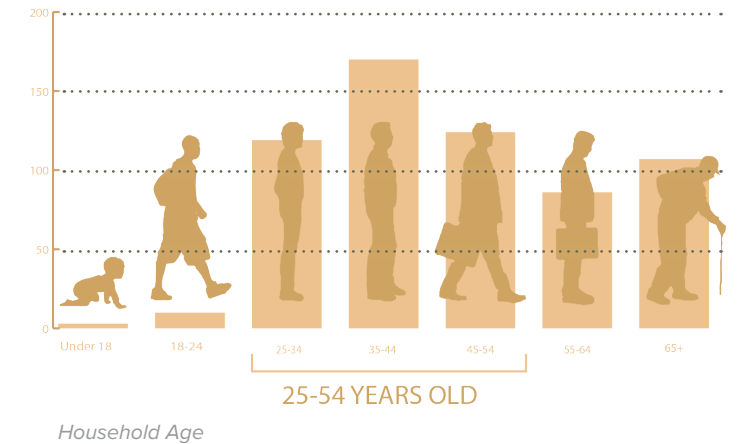
DEMOGRAPHICS

Survey respondent ethnic makeup was 92% white, 3% black, 5% Latino.

When asked about those living with disabilities in the household, 13% of responses say they had someone with a disability.

HOUSEHOLD AGE

The age and household makeup of survey respondents included 67% between the ages of 25-54 and living in two-person households. For those with children, the average number of children per household was two.



Household Age

RECREATION NEEDS + DESIRES

Comparisons of Kernersville’s park system to national standards is only one part of the story. Understanding what the people of Kernersville need and desire for the system is critical component to meet the needs of the community.

The survey asked residents a series of questions about their impression of the existing park system, and what their needs and desires were in terms of amenities, facilities and programming.

When asked what resident’s favorite aspect of Kernersville’s Park and Recreation system, the most common answers included the parks. Fourth of July park was the most noted park. This matched the findings from the 2012 master plan report. The next most popular response were the facilities and the variety of events and programs that were offered.

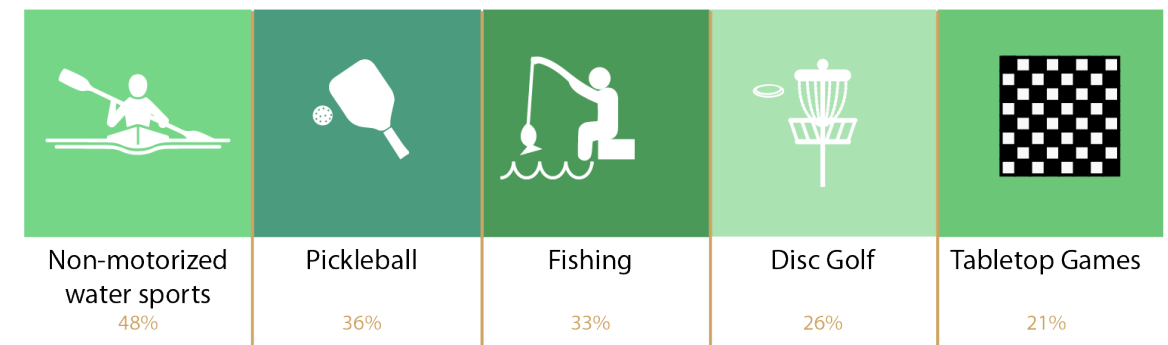
RATE YOUR PARK SYSTEM

When asked how they would rate the Kernersville Park and Recreation facilities and programs, facilities received a rating of 74% and programs were rated at 72%.

TOP OUTDOOR ACTIVITIES

A list of options was provided and respondents were asked to choose their top 5.

- 48% chose non-motorized water sports (kayak, canoe, paddle board, paddle boats)
- 36% pickleball
- 33% fishing
- 26% disc golf
- 21% chose tabletop games

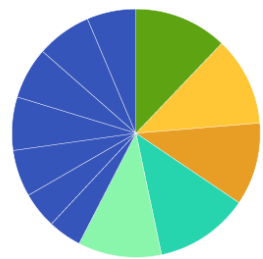


Survey Respondents Top 5 Outdoor Recreation Choices

The common theme among the write in options were swimming and walking/hiking trails. Compared to the previous master plan, many of these top activity choices remain the same; non-motorized water sports and pickleball were the newer options chosen since the last master plan.

TOP INDOOR ACTIVITIES

A list of options was provided and respondents were asked to choose their top 5. The top five choices were almost equally chosen; each one getting near 40%.



- (43%) Swimming
- (41%) Fitness Classes
- (39%) Arts/Crafts
- (37%) Performing Arts
- (37%) Yoga/Pilates
- Other Popular Choices

Top Ranked Indoor Activities

However, a little over two-thirds of the choices (shown in dark blue) were all chosen nearly 23% of the time. These activities included:

- basketball (17%)
- gymnastics (22%)
- life enrichment (24%)
- pickleball (23%)
- special events (25%)
- water play (21%)

The most common write-in option was a roller skating facility to replace a local one that had recently closed.

TOP RANKED FACILITIES

When asked which types of facilities and/or functions they would like to see in the parks system the top 5 were:

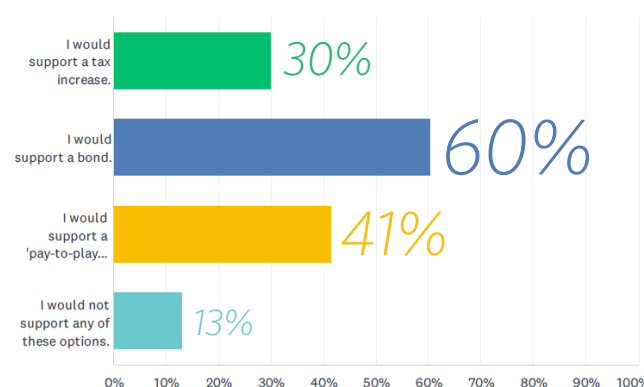
- 40% adventure/natural playground
- 40% greenway/bike connections
- 32% paved trails
- 38% pool
- 37% chose a splash pad

The most common write-in options were a community garden and a roller skating facility.

BARRIERS TO ENJOYMENT OF PARKS

We asked what barriers to greater enjoyment of the parks have they experienced and the top ranking option was the lack of timely information about the events or programs, followed by the lack of available place to walk (including accessibility, sidewalk connections and paths), and then overcrowded conditions at the existing parks. Many respondents mentioned there are not enough walking paths or trails and no destination to connect to.

The majority of people felt that those most excluded from the parks system were those with different or limited physical abilities, and those who do not have access to cars.



HOW TO FUND ADDITIONAL PARKS?

The majority of people put that they would be supportive of some kind of financial contribution to support the development of parks and programming whether it was a tax increase, bonds, or a 'pay to play' model. The bond option had the most support of the three.

ONE WORD TO DESCRIBE THE FUTURE

"What's one word you would use to describe what you want for the future of Kernersville Parks?" The answer to this question revolved mainly around community, a variety of fun activities and growing the park system. Then there were many other ideas put forth that all were equally mentioned. The word diagram illustrates the many recommendations from the community.

ADDITIONAL COMMENTS + TAKEAWAYS

Key takeaways from the comments centered around a few themes:

- **Connectivity (sidewalks & trails)**
- **More greenways**
- **Pool and/or splashpad**

- **Program scheduling & expansion**
- **Better communication + marketing of events**
- **Partnering with local groups for indoor performance space**

A variety of comments included the need for connectivity throughout the town regarding paths and sidewalks so people can get places through multiple modes of transportation. They would like to connect to the surrounding greenways including the Winston Salem greenways. The community in general is asking for a pool or splash pad.

There were several comments about accessibility of the facilities and programs regarding scheduling, providing longer open hours to accommodate evening activities and overcrowding.

Lastly there were many people who requested a better system for getting information for the events and the open hours for various facilities. There was the suggestion that social media should be used to advertise and share information about the parks.



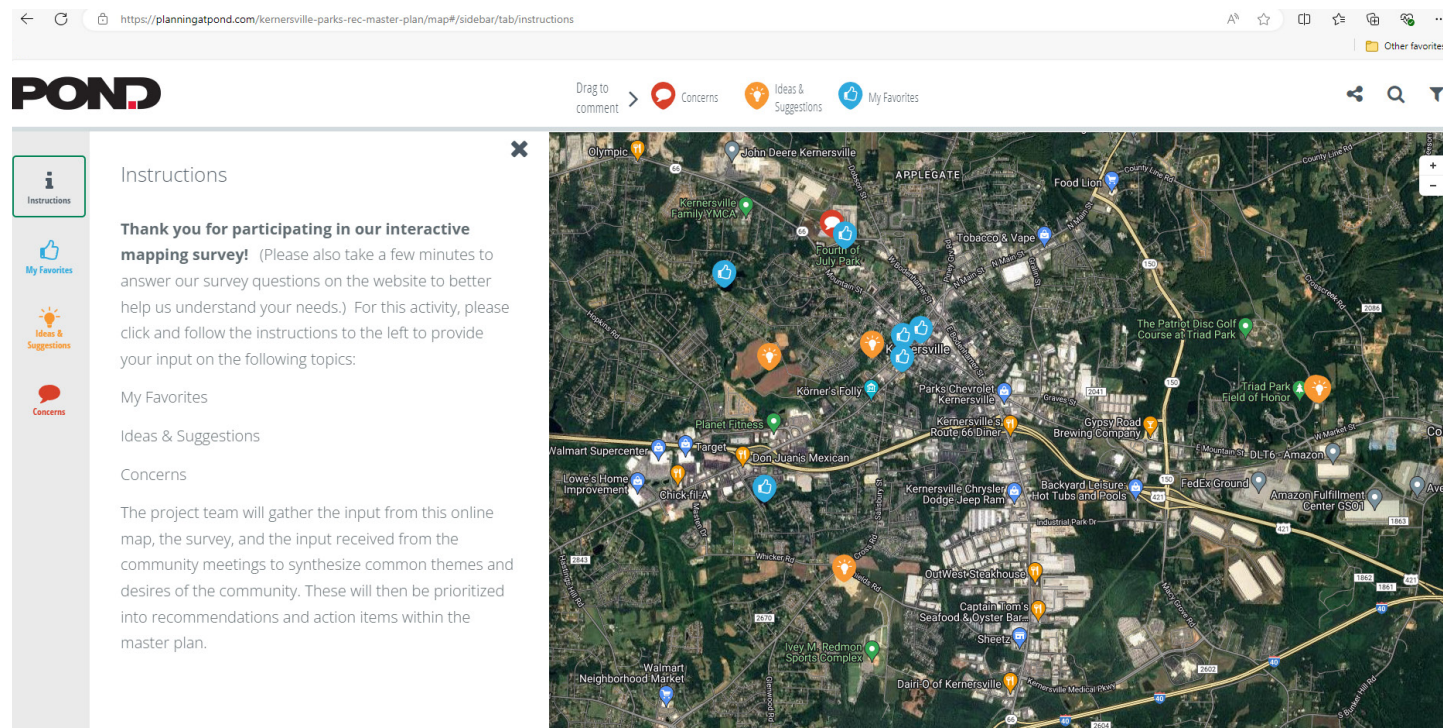
"What is One Word you would use to describe for the future of Kernersville Parks?"

INTERACTIVE MAPPING ACTIVITY

Another step of engagement with the public was to include an interactive mapping activity on the master plan website. This type of engagement tool provides residents a way of providing very detailed information to their needs, desires and concerns with the park system, by allowing them to click on specific areas of Town to provide information on their “favorites”, “ideas & suggestions” and “concerns”.

Overall, the community’s “Favorites” were events held at Harmon Park (movies), Fourth of July Park (Honeybee Festival), fishing opportunities and the Botanical Gardens.

“Suggestions” were common, citing more greenways, completing Pope Park, connectivity, and lighting for nighttime use and safety. Water activities were also mentioned with swimming and kayak/canoe launch opportunities at existing lakes.



Community Feedback Website: Interactive Mapping

DIRECT ENGAGEMENT - “100 COFFEES”

Kernersville Parks and Recreation Director Ernie Pages set forth a goal to engage directly with a variety of individuals, advocates, user groups and economic development boards to discuss the current state of Kernersville’s parks system and how it can be improved or expanded to provide the best benefit to the community as well as position the town for future sports and recreational tourism. This effort was called “100 Coffees”.

The following is a list of those Ernie met with and a summary of the input that was gathered directly from each group.

Fusion Soccer

- 5 additional synthetic fields
- 1 rectangular field championship stadium – Possibility of housing a pro soccer team
- Participating is a Sports Social Club
- Fields need to be at Ivey Redmon Sports Complex, should not be exclusive

Kernersville Little Theater

- Performance Art Center- “Small Arts Group Incubator”
- Theater that seats 250-300
- Stage Size of 32’*40*
- Workshop for building props & sets
- Support spaces- green room, dressing rooms, storage
- Sound and lights box
- Multi-purpose design to allow for a range of uses
- Speakers
- Dance recitals
- Plays
- Partnership between the Town and current Crossroads Theater facility group
- School events

- In downtown, with ample parking
- Focus on acoustics

Kernersville Pickleball

- Indoor Pickleball Space
- Covered outdoor courts
- Spectator Friendly courts (Alamance Country Club)
- 1 Championship court with seating (w pickleplex)

Mad Dog USA basketball

- 6-8 additional courts
- Must place a focus on support amenities (restrooms, hospitality, meeting rooms, seating)
- Look into purchasing current vacated facilities and repurpose for convention and indoor tournament space so it’s not all in one place.

Piedmont Triad Futbol Club

- Carolina Core = additional soccer fields
- 4 new additional fields (2 for soccer use only, 2 for Multi-use)
- 1 Championship stadium
- Willing to help with additional field space needs
- Willing to accept paid parking

Visit Winston-Salem

- BMX Bike/Cycle Center
- Stadium home for USL 2 pro team
- Formalized large Diamond Sport stadium
- Sand Volleyball courts (tournaments)
- Grass Volleyball
- Field Hockey
- Outdoor Track and Fields
- Pickleplex facility
- Flag football facility

STEERING COMMITTEE MEETINGS

A steering committee was developed for the project to provide strategic direction, advice, and expertise. The steering committee served as influential advocates that challenged conventional thinking; and helped implement the plan. The first of three meetings was held on September 18, 2023 for the Committee to provide input on the planning process, desired outcomes and helped define priority needs.

STEERING COMMITTEE MEETING #1

September 18, 2023

This first stakeholder meeting centered around familiarizing the committee with the process, schedule and gathering initial thoughts from them about the following:

- What is the most successful facilities or programs within Kernersville Parks?
- What is your top concern about Kernersville Parks?
- What is the #1 thing that will make this master plan a success?

From this discussion, the following themes/topics became prevalent:

- Events, facilities and new improvements tend to be the more successful components of the system; they engage young families and are well attended. Sports parks, playgrounds and the skate park always appear to be full. The Recreation Center programs tend to be well attended and the committee appreciates that the Department is proactive.
- Concerns that were brought up by the Committee dealt with the fact that many from outside Kernersville use the Town parks, so the service area is larger than just residents. Other concerns were

raised about the lack of a pool and some indoor facility uses (pickleball) that are not available, which requires residents to go to Winston-Salem. Community relations/communication was mentioned in regard to enhancing the Town website and engagement regarding upcoming events and programs.

- The Committee felt that having a master plan timeline for implementation for community members to reference and a Town pool would make the master plan a success.

STEERING COMMITTEE MEETING #2

December 18, 2023

The second stakeholder meeting was held to update the committee on the progress of the master plan, provide a snapshot of the survey responses to date, and a summary of the findings of the first Community Meeting. An updated master plan schedule was provided and the group discussed ways to encourage engagement with Black and Hispanic residents; online survey response percentages were trending lower for these two populations. The location of the next Community Meeting will aim to be held in an area of town more likely to attract Black and Hispanic residents. Providing a hard copy form of the survey was also discussed, to allow those without a computer or internet to provide input.

STEERING COMMITTEE MEETING #3

July 15th, 2024

The final steering committee meeting was held at Town Hall and the team discussed the draft master plan report, findings and recommendations prior to finalization and presentation to Council for approval. Revisions to the draft were agreed upon by the attendees and were incorporated into the final Master Plan report document.

COMMUNITY MEETINGS + EVENTS

COMMUNITY MEETING #1 LUNCH AT THE GARDEN

The first community meeting was held November 17, 2023 at the Paul J. Ciener Botanical Garden (215 S Main Street, Kernersville) from 11am-1pm and was advertised via flyers and social media postings. The purpose of the first public meeting was to introduce residents to the project, describe the plan's purpose, and define what they could expect of the final report.

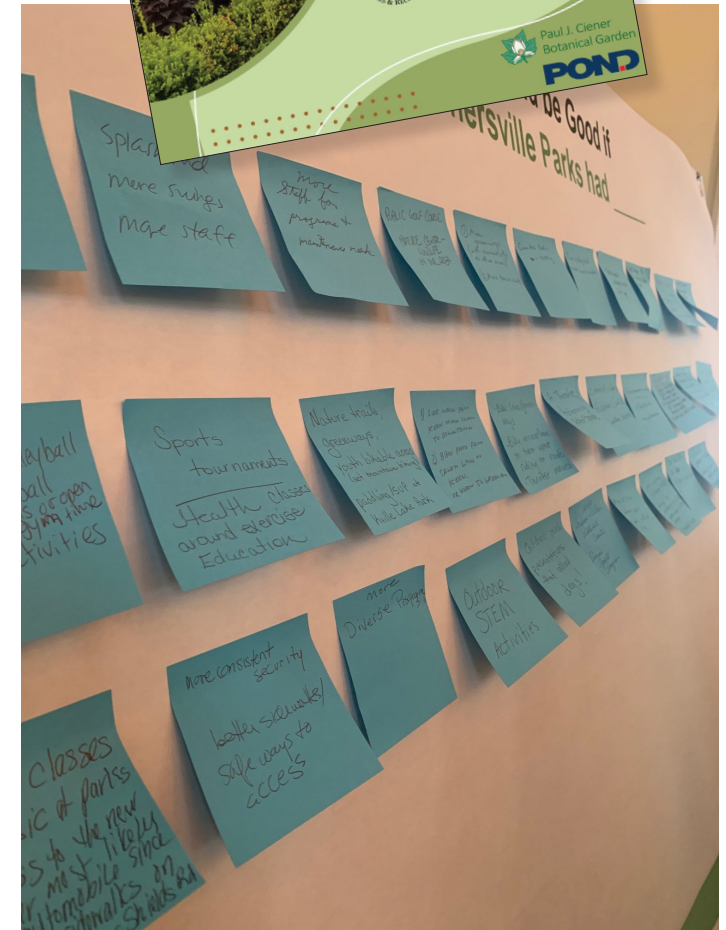
Through large format display boards, the attendees gathered information:

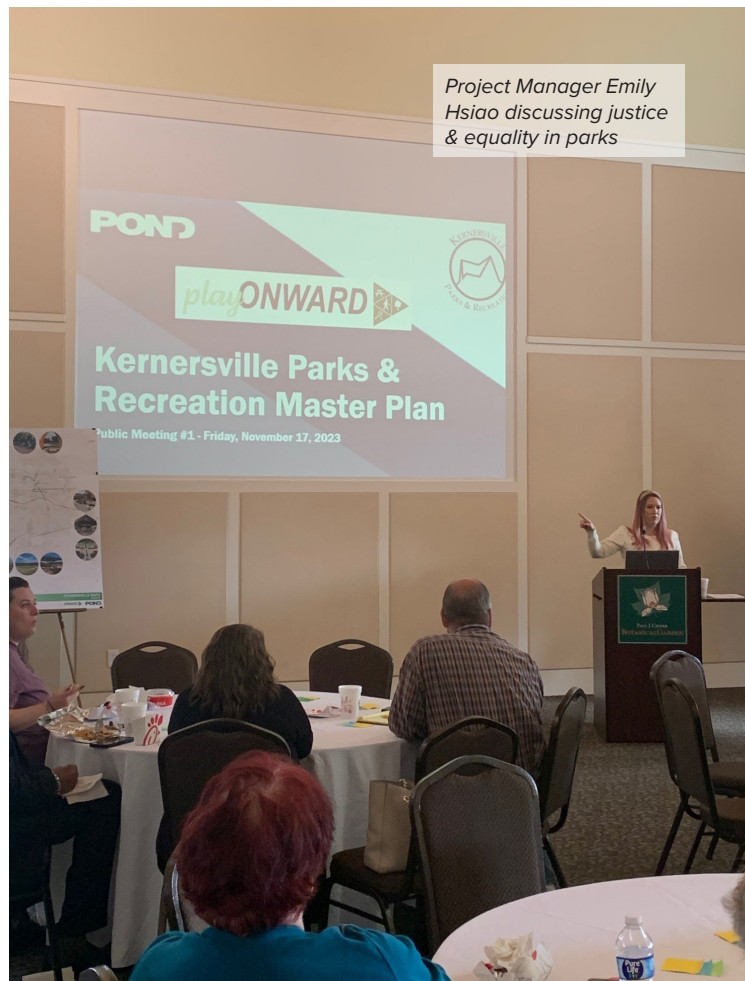
- where attendees live and work
- favorite park memory
- what they like about the existing park system
- what they would like to see improved
- what they think would provide equity/justice in the Kernersville Parks system

Additional graphics of the Town's demographics (median age, race and median income) existing park locations, and 5- to 10-minute walking distances from those parks were displayed.

The first portion of the meeting was open house style, followed by lunch, a short presentation by the project team, and concluded with interactive feedback and discussion. Twenty-seven residents were in attendance, not including members of the consultant team and Town staff.

The consultant team noted that there was not a wide variety of age and ethnicity represented at this public meeting and will create opportunities to gather more diverse input as the project progresses. Despite that, the input provided by attendees and discussion at this meeting was quite varied and in depth.





The Major Findings From Public Meeting #1:

Based on information provided by attendees regarding where they live and work, most attendees lived and worked in the west/northwest areas of town, making the team aware that outreach to other areas of town not represented would be necessary going forward.

When asked what their favorite park memories were, many mentioned activities or parties they did at Fourth of July Park.

Specific events, such as the Honeybee Festival, music and holding birthday parties were noted followed by a variety of activities such as soccer, tennis, paddling, playgrounds and fishing. Not surprisingly, the gatherings of people for common events or interests and the parks that can facilitate these gatherings were highlighted.

Three discussion boards were displayed for attendees to provide individual input for group discussion. One question was asked on each board.

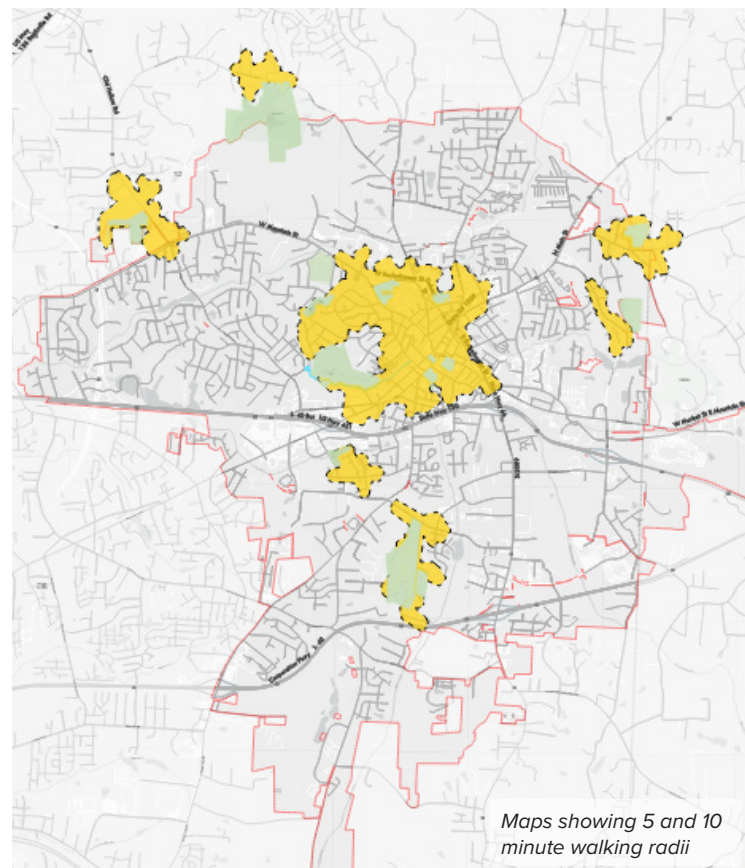
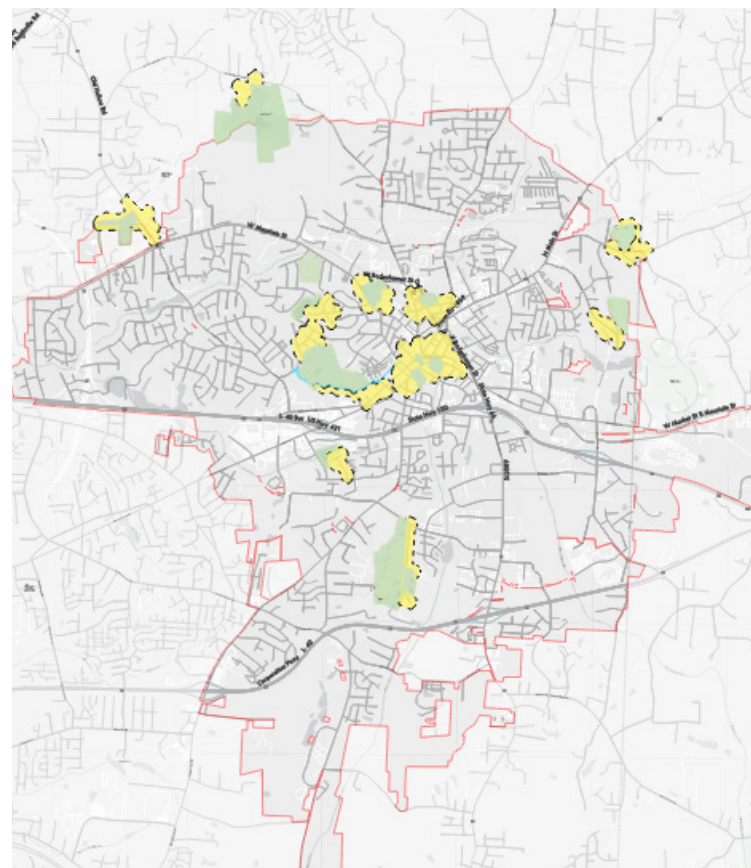
Discussion Board #1 asked "It would be good if Kernersville Parks Had...". Sixty-two distinct

What is Your Favorite Park Memory?



words or phrases were recorded on the post-it notes placed on the board. Answers tended toward park accessibility with more greenways, bike paths and sidewalks, indicating a need for more options for residents to get to travel around town.

Specific facilities, including a theatre/performing arts center, a nature center and better restrooms were mentioned often.



It Would Be Good if Kernersville Parks Had...



Examples of display boards presented at Community Meeting #1

More park staff was mentioned, in addition to expanded and more diverse programming with youth/adult club volleyball, health classes, tournaments and music programs.

When it came to amenities, answers were a splashpad, nature trails, dog amenities, swings, paddling, benches, tennis courts, pools, a rope course and even a zip-line.

Discussion Board #2 asked "What do you love about Kernersville parks?" Sixty-eight distinct words or phrases were recorded on the post-it notes placed on the board. Answers centered around the attendees appreciation of the cleanliness of the parks and how well they are currently maintained and updated. Events and facilities the parks provide such as 4th of July fireworks, playgrounds, pickleball, trails and the Honeybee Festival were the next ranked ideas by the community. Furthermore, wildlife and vegetation, a family focus and cultural richness were noted as favorites for the attendees.



Attendees filling in the discussion board post-its

These answers highlight the fact that Kernersville residents really appreciate and expect the best from their park system and the town is delivering on that expectation. Given the variety of answers provided, it shows some amount of diversity within the current park offerings.

Discussion Board #3 asked "What would provide equity and/or justice in the Kernersville Park System?" By and large a variety of ways to make the parks universally accessible was most discussed. Transportation to get to the parks (walking or cycling on sidewalks and greenways), their location, diversifying affordable program offerings with scholarship programs

What Do You Love About Kernersville Parks?



available were all repeated comments. Other more specific answers centered around inclusive playgrounds and more flex space for people to use park amenities as they wish.

It is important to note that once again the topic of accessibility and providing a variety of ways to get to and through the parks was important to the attendees.

In the open discussion that followed, topics ranged from how planned residential development would affect expansion of the park system as well as how the park system could be accessed by various modes of transportation.

The major takeaways from this first public meeting were that those in attendance are highly engaged and willing to provide valuable insights to the park system that not only affect parks closest to them, but also additional parks and how they can serve the entire community.

Increased diversity of programming, amenities and park locations as well as a more connected system of parks and open space were common themes throughout the meeting.

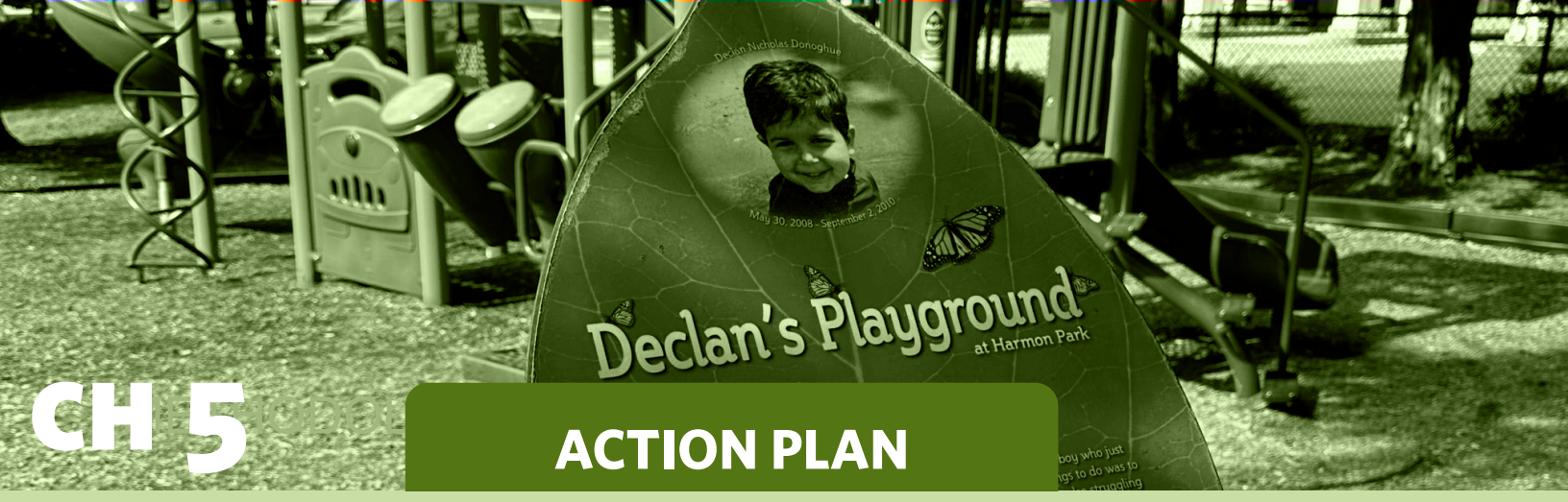
TOUCH-A-TRUCK EVENT

The master plan team set up a booth and attended a Touch-A-Truck event to provide information to residents about the master plan effort and gather input from the community via online and in-person survey. Over 90 survey responses were recorded that day and included into the overall survey results. Residents enjoyed riding "big wheel" bikes in exchange for survey input and engagement.



What Would Provide Equity and/or Justice in the Kernersville Park System?





CH 5

ACTION PLAN

SYSTEMWIDE RECOMMENDATIONS

The recommendations provided in this section are based on a number of sources including the community outreach process, needs assessment analysis, benchmarking and evaluation of current inventory. Park and facility recommendations focus on creating more community parks and mini-parks and adding more amenities to existing parks to better utilize them. Chapter 3 identified the types of parks, number of park site and acreage needed in the Town for this upcoming master planning period.

IMPLEMENTATION STRATEGIES

CAPITAL IMPROVEMENTS FUNDING

There are approximately \$214,400,00 of projects that require funding within the planning period to meet the park and recreation needs identified in this Master Plan, as shown on the table on the following page.

Phased approaches to the larger projects will be necessary.

The Department should use a combination of funding sources to accomplish this. Based on public input, residents are accepting of funding sources from **Bonds, Pay-to-Play and tax increases** to support the improvement and expansion of recreation facilities. These should be explored and brought to the public.

General Obligation Bonds can be used specifically for acquiring land, renovating existing facilities and developing new facilities that are listed in this plan. They can also enable local government to utilize local funds to match federal grant monies or state funds.

Grants and Federal/State Assistance can account for a small percentage of capital costs and the more common avenues are PARTF (Parks and Recreation Trust Fund) grants. In addition, the Town should seek to partner with non-profit groups.

Implement a **paid parking format for weekend tournaments and other special events**, thereby creating Captial Improvement Funds for future improvements to those specific parks.

Occupancy Tax - recapture/reallocate these monies to support sports tourism-related park and facility improvements.

STAFFING ANALYSIS + ASSESSMENT

The Town's Parks and Recreation Department staff structure and number is slightly under the national average for similar sized communities, currently in need of 3 additional staff. Future staff needs are based on:

The addition of the 53,000 sf Kernersville Recreation Center, on track to open by 2025; the square footage of building as well as associated programming requires additional staff for maintenance and operations.

Other municipalities have assumed up to 3 FTE for every 5 miles of greenway added to the system and 1 to 3 FTE staff required for every 5,000 square feet of programmed indoor recreation

A summary of the master plan recommendations is provided in the table on the following page. It is categorized by Type of recommendation, and each recommendation includes a proposed Timeframe and Justification.

IMPROVEMENT	ESTIMATED COST
Park Upgrades/Improvements	
Ivey M Redmon Sports Complex Upgrades (See Appendix)	\$135,000,000
Ivey M Redmon Sports Complex Land Acquisition (approximately 30 acres)	\$3,000,000
Harmon Park improvements (See Appendix)	\$1,500,000
<i>SubTotal</i>	<i>\$139,500,000</i>
Community Parks	
New Park: Etta Lea & Lawrence Pope Park	\$22,000,000
<i>SubTotal</i>	<i>\$22,000,000</i>
Neighborhood Parks	
New Park: Southeast Neighborhood Park (See Appendix)	\$2,500,000
Land Acquisition for northern & western areas (2 sites, 5-10 acres each)	\$2,000,000
<i>SubTotal</i>	<i>\$4,500,000</i>
Mini-Parks	
Land Acquisition (5 sites, .25-1 acres each)	\$500,000
<i>SubTotal</i>	<i>\$500,000</i>
Special Use Facilities	
New Greenway/Linear Parks (9 miles)	\$14,400,000
Renovation of Providence Baptist Church building	\$500,000
Expansion of Kernersville Recreation Center	\$33,000,000
<i>SubTotal</i>	<i>\$47,900,000</i>

All estimated costs are in 2024 dollars.

TOTAL \$	214,400,000
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*Capital Improvements Estimated Costs
All costs are estimated based on 2024 dollars and are provided for high-level budgeting purposes; current industry escalation standards assume 8% per year.



APPENDIX

APPENDIX A HARMON PARK CONCEPTUAL PLAN

APPENDIX B IVEY M REDMON SPORTS COMPLEX CONCEPTUAL PLAN

APPENDIX C SOUTHEAST NEIGHBORHOOD PARK CONCEPTUAL PLAN

APPENDIX D FULL SURVEY RESULTS DATA

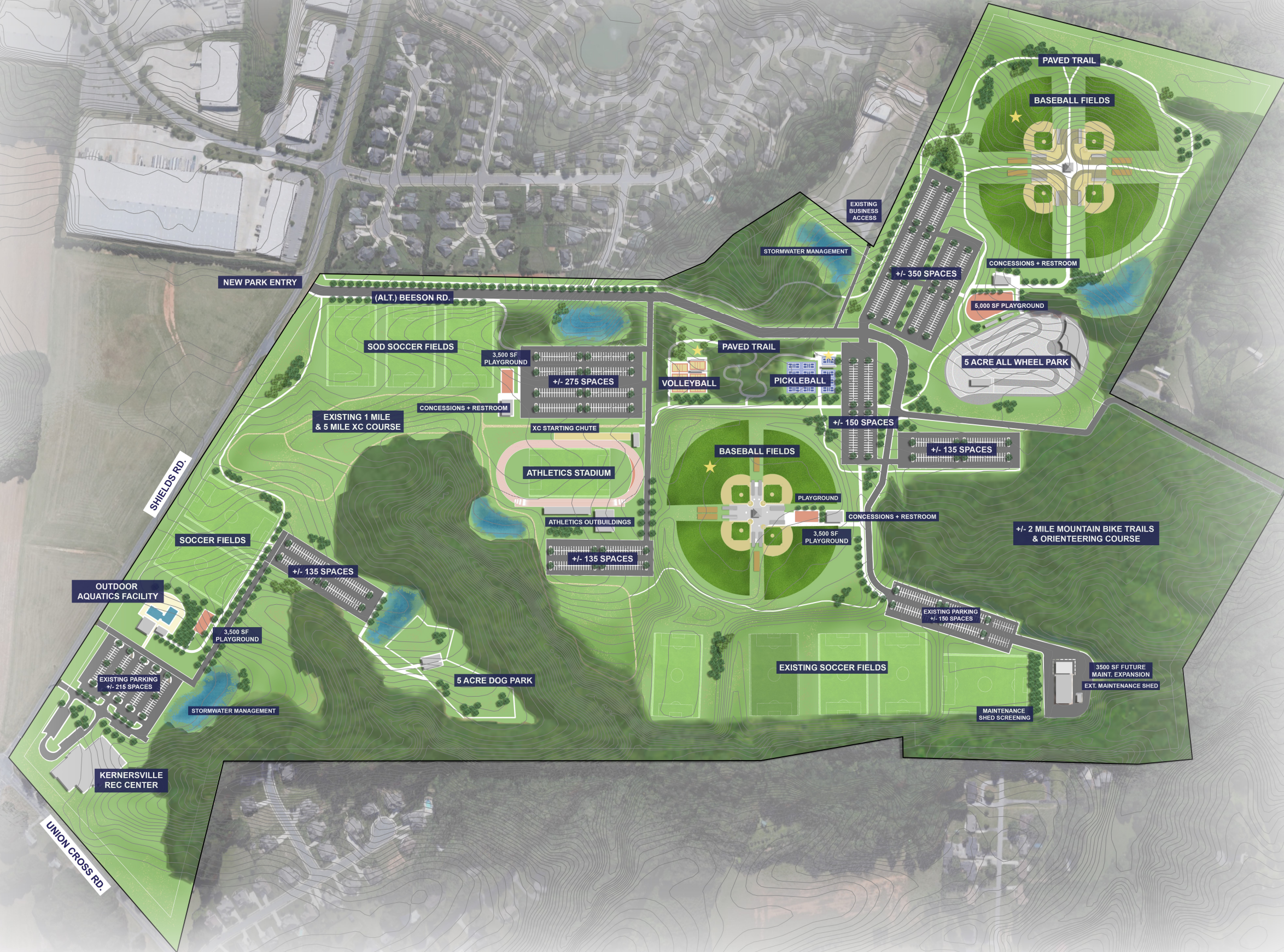
RECOMMENDATION	Timeframe			Justification		
	Short-term	Mid-term	Long-term	Public Input	Needs Assessment	Revenue Generation
Code	Park Improvements (PI)					
PI-1	Improve and expand facilities at Ivey M. Redmon Sports Complex as detailed in the park-specific master plan. See Appendix.					
PI-1a		X				
PI-1b	X					
PI-1c	X			X	X	
PI-1d			X	X		X
PI-1e	X			X	X	
PI-1f		X			X	X
PI-1g			X	X	X	
PI-1h			X			X
PI-1i		X		X	X	
PI-1j	X					
PI-2		X		X	X	
PI-3	X				X	
PI-4	X			X		
PI-5		X				
PI-6			X	X	X	
PI-7	X			X		X
PI-8		X				
New Facilities (NF)						
NF-1	X	X				
NF-2		X				
NF-3		X		X	X	
NF-4			X		X	X
New Parks (NP)						
NP-1	X	X	X	X	X	
NP-2	X	X		X	X	
NP-3	X			X	X	
Land Acquisition (LA)						
LA-1	X	X	X	X	X	
LA-2	X	X	X			X
LA-3	X	X	X	X	X	
Planning Efforts (PE)						
PE-1	X			X		
PE-2	X				X	
PE-3	X					X
Accessibility (AC)						
AC-1		X	X	X	X	
AC-2	X			X	X	
AC-3	X			X	X	
Partnerships (PT)						
PT-1	X					
PT-2	X				X	
PT-3	X	X	X		X	
PT-4	X	X	X	X	X	
PT-5	X	X	X	X	X	
Marketing/Outreach (MO)						
MO-1	X	X		X		X

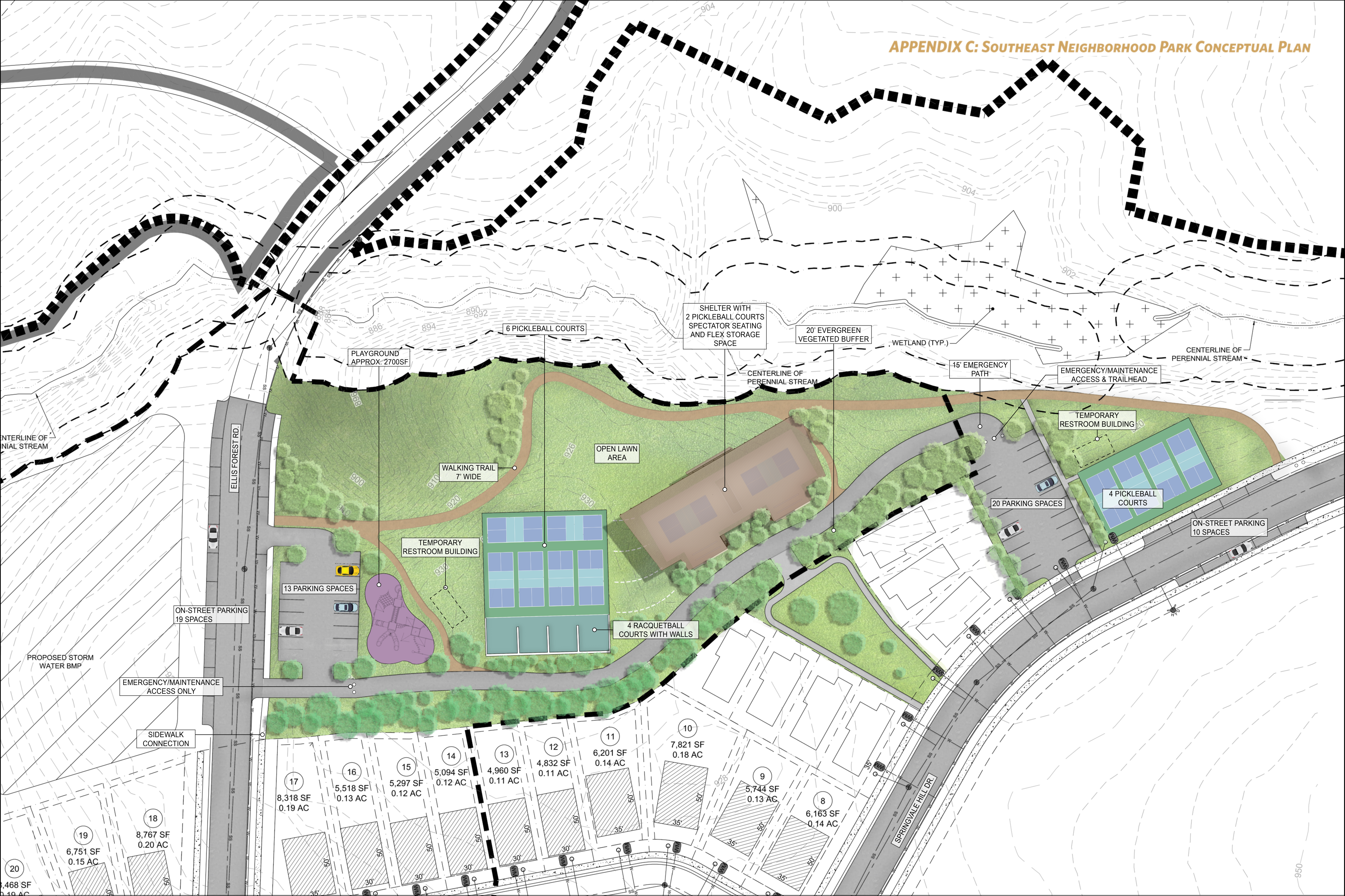
Summary of Master Plan Recommendations, Timeframe & Justification



KERNERSVILLE PARKS AND RECREATION MASTER PLAN

HARMON PARK CONCEPT PLAN





APPENDIX D: FULL SURVEY RESULTS DATA

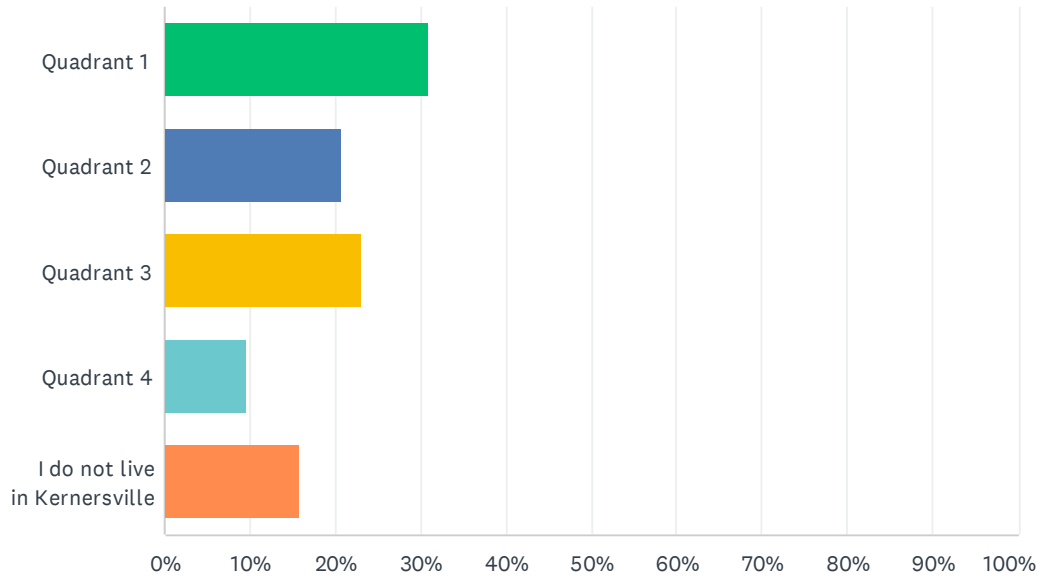
Q1 What is your ZIP code? (enter 5-digit ZIP code; for example, 94305)

Answered: 617 Skipped: 7

(answers to this question not exportable, but accounted for in the survey summary section)

Q2 What quadrant do you live in?

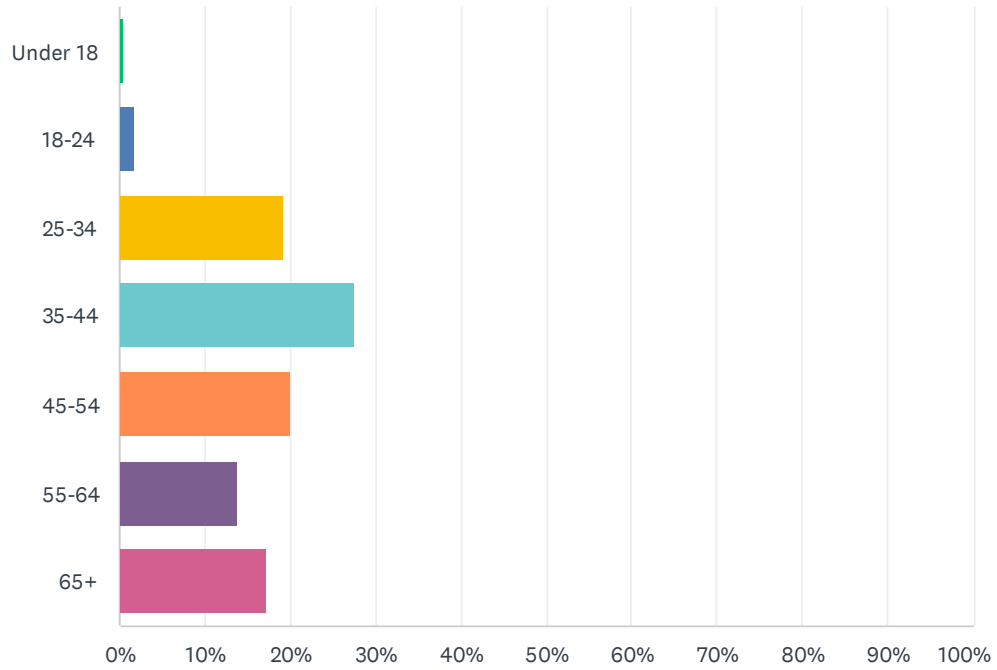
Answered: 604 Skipped: 20



ANSWER CHOICES	RESPONSES	
Quadrant 1	30.96%	187
Quadrant 2	20.70%	125
Quadrant 3	23.01%	139
Quadrant 4	9.60%	58
I do not live in Kernersville	15.73%	95
TOTAL		604

Q3 What is your age?

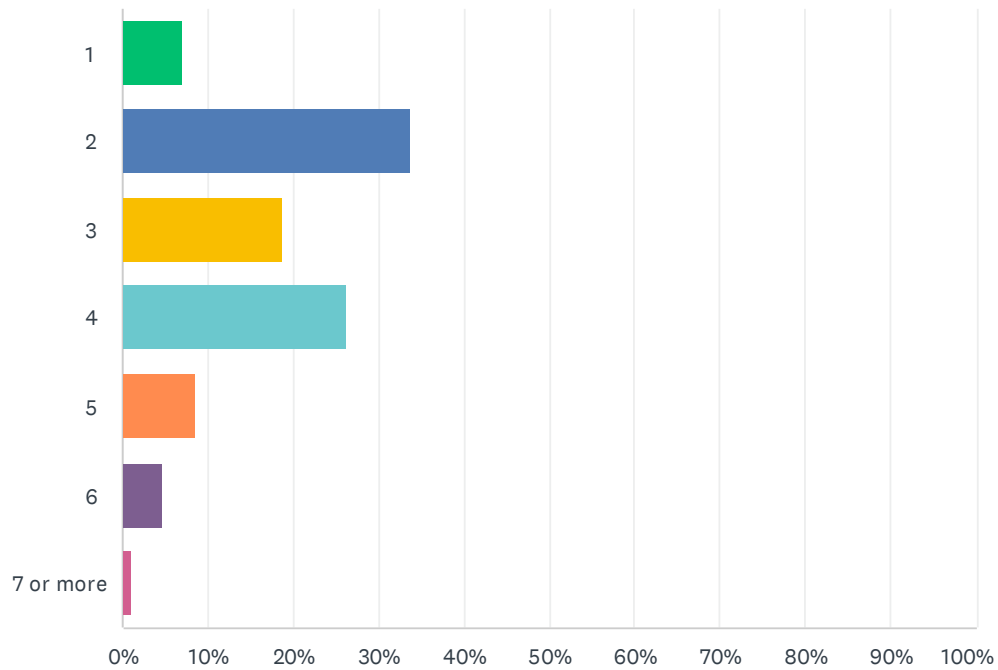
Answered: 619 Skipped: 5



ANSWER CHOICES	RESPONSES	
Under 18	0.48%	3
18-24	1.62%	10
25-34	19.22%	119
35-44	27.46%	170
45-54	20.03%	124
55-64	13.89%	86
65+	17.29%	107
TOTAL		619

Q4 How many people live in your household (including you)?

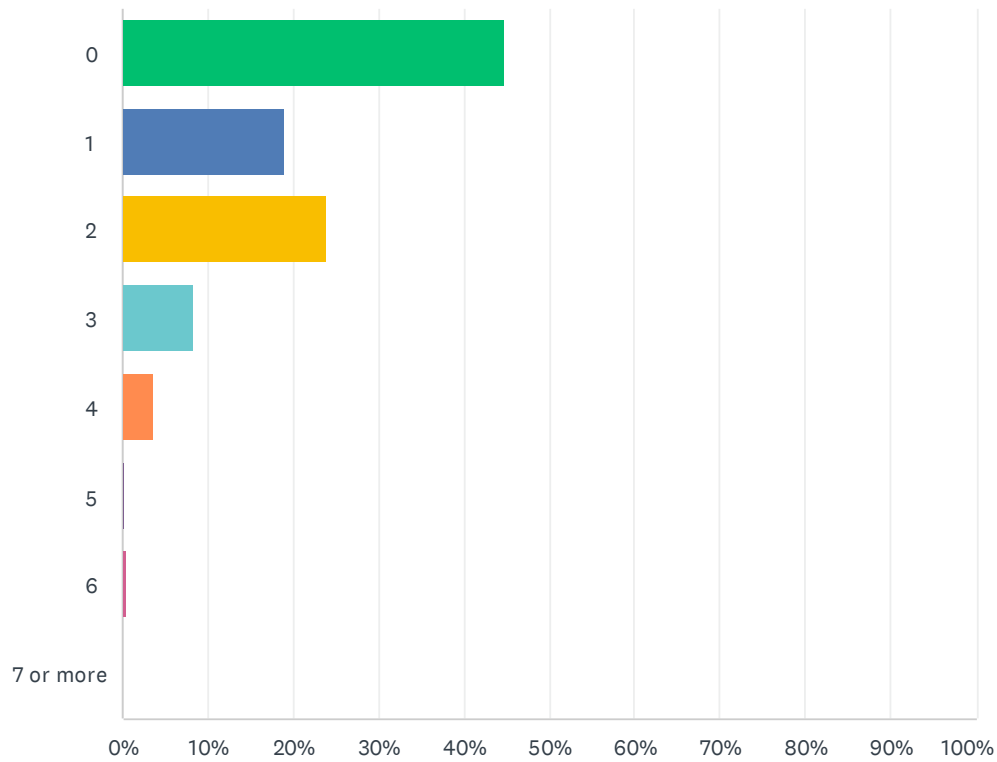
Answered: 617 Skipped: 7



ANSWER CHOICES	RESPONSES	
1	6.97%	43
2	33.71%	208
3	18.80%	116
4	26.26%	162
5	8.43%	52
6	4.70%	29
7 or more	1.13%	7
TOTAL		617

Q5 How many people in your household are 18 or under (including you)?

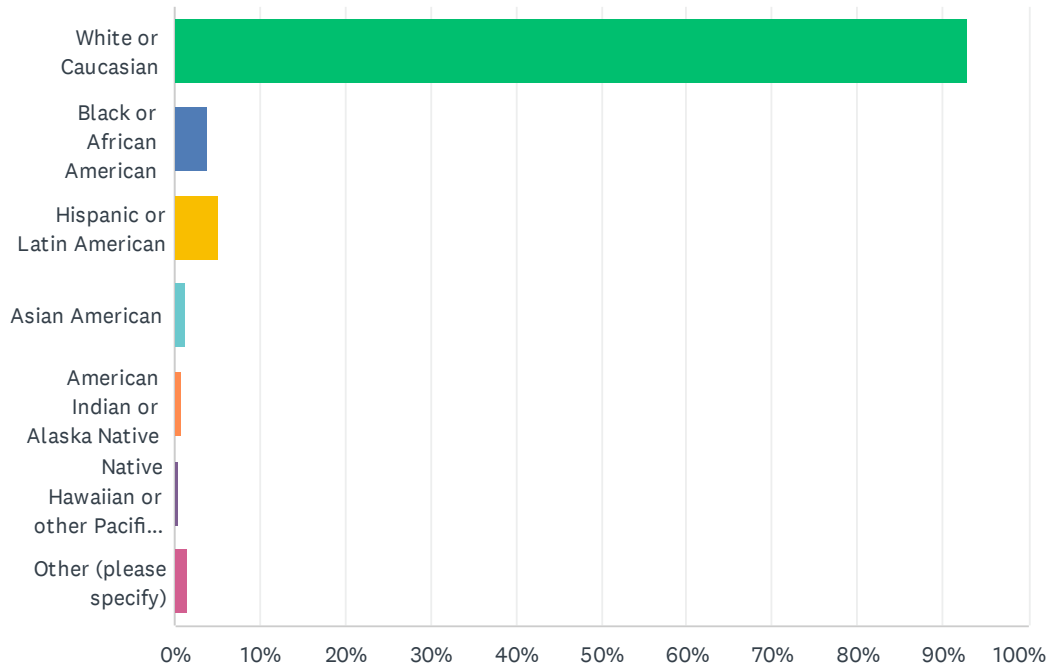
Answered: 618 Skipped: 6



ANSWER CHOICES	RESPONSES
0	44.82% 277
1	18.93% 117
2	23.79% 147
3	8.25% 51
4	3.72% 23
5	0.16% 1
6	0.32% 2
7 or more	0.00% 0
TOTAL	618

Q6 What is your race and/or ethnicity? (Select all that apply)

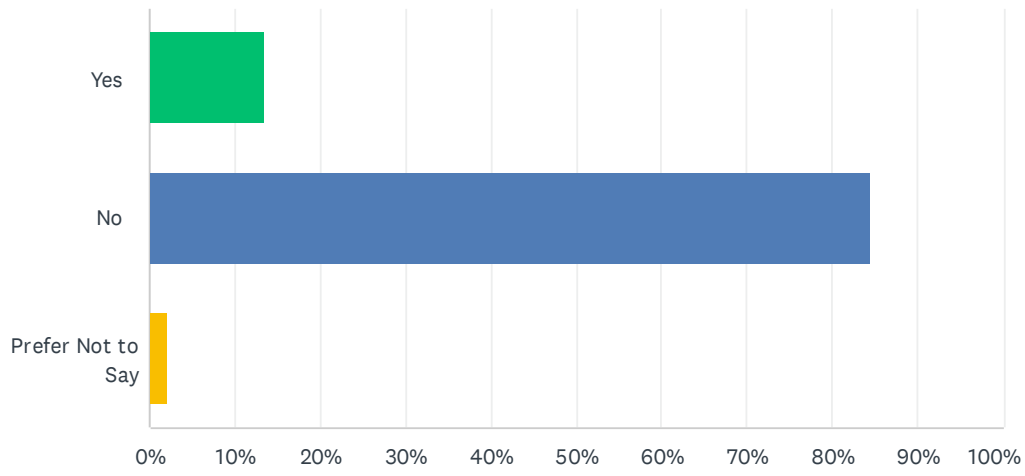
Answered: 616 Skipped: 8



ANSWER CHOICES	RESPONSES	
White or Caucasian	92.86%	572
Black or African American	3.73%	23
Hispanic or Latin American	5.03%	31
Asian American	1.30%	8
American Indian or Alaska Native	0.81%	5
Native Hawaiian or other Pacific Islander	0.32%	2
Other (please specify)	1.46%	9
Total Respondents: 616		

Q7 Are you or anyone in your household living with a disability?:

Answered: 618 Skipped: 6



ANSWER CHOICES	RESPONSES	
Yes	13.43%	83
No	84.47%	522
Prefer Not to Say	2.10%	13
TOTAL		618

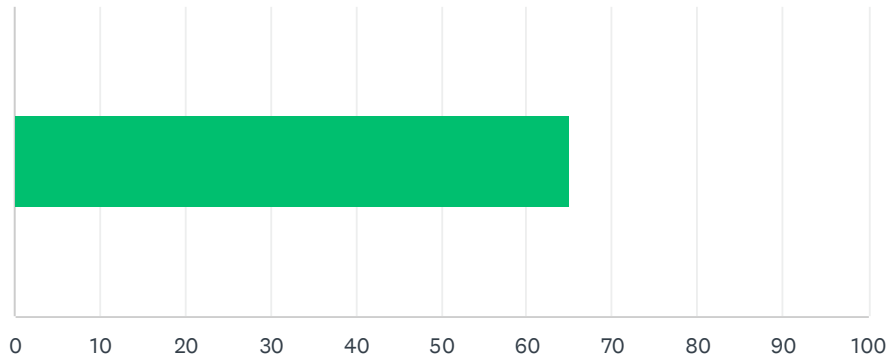
Q8 In a few words, what is your favorite thing about Kernersville Park and Recreation?

Answered: 571 Skipped: 53

(answers to this question not exportable, but accounted for in the survey summary section)

Q9 How do you rate Kernersville Parks & Recreation's facilities?

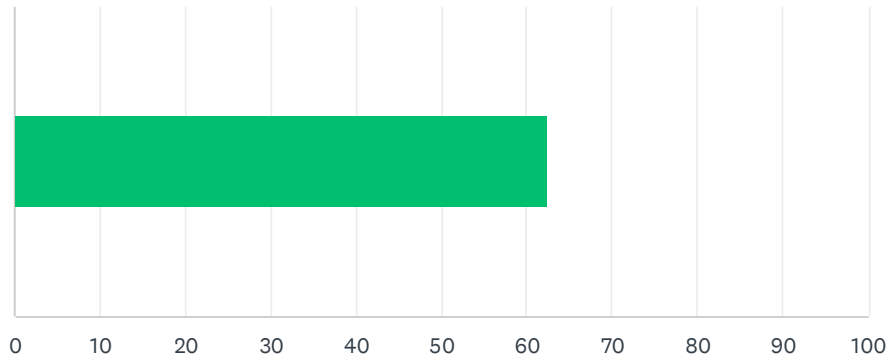
Answered: 610 Skipped: 14



ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
	65	39,709	610
Total Respondents: 610			

Q10 How do you rate Kernersville Parks & Recreation's programs?

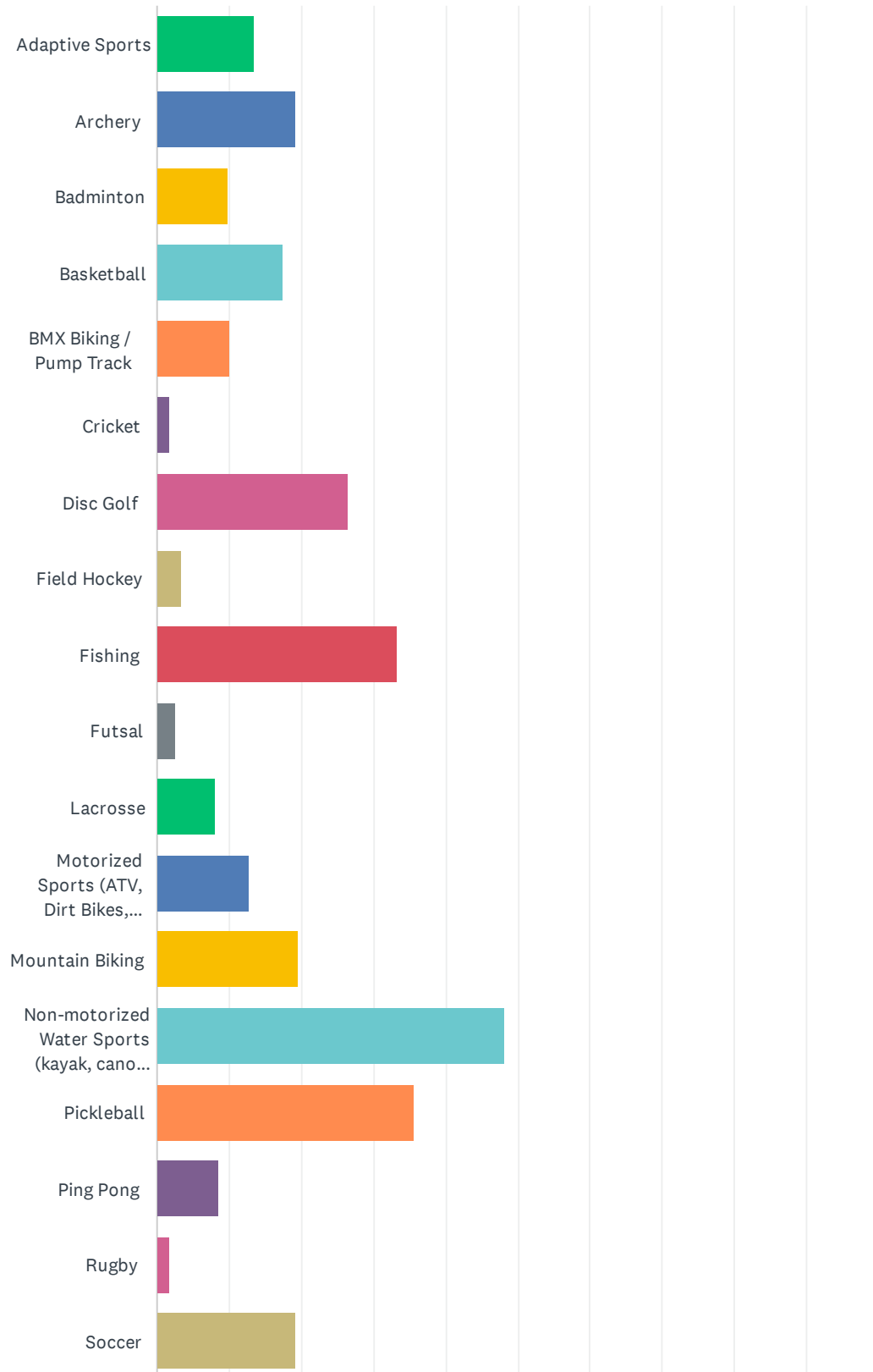
Answered: 589 Skipped: 35



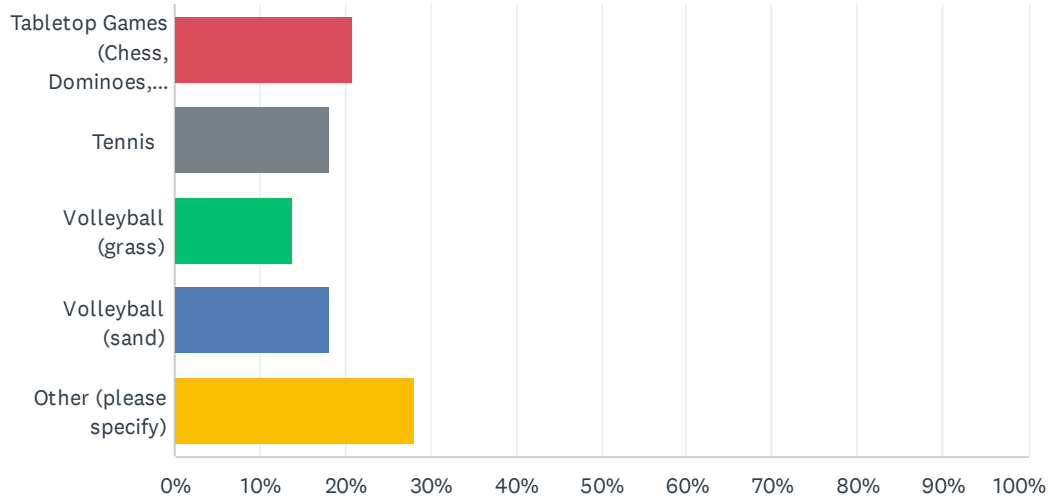
ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
	62	36,810	589
Total Respondents: 589			

Q11 Which of the outdoor activities shown would you want to see in Kernersville's Park system? Please select your top 5 choices.

Answered: 610 Skipped: 14



Kernersville Parks & Recreation Master Plan Survey

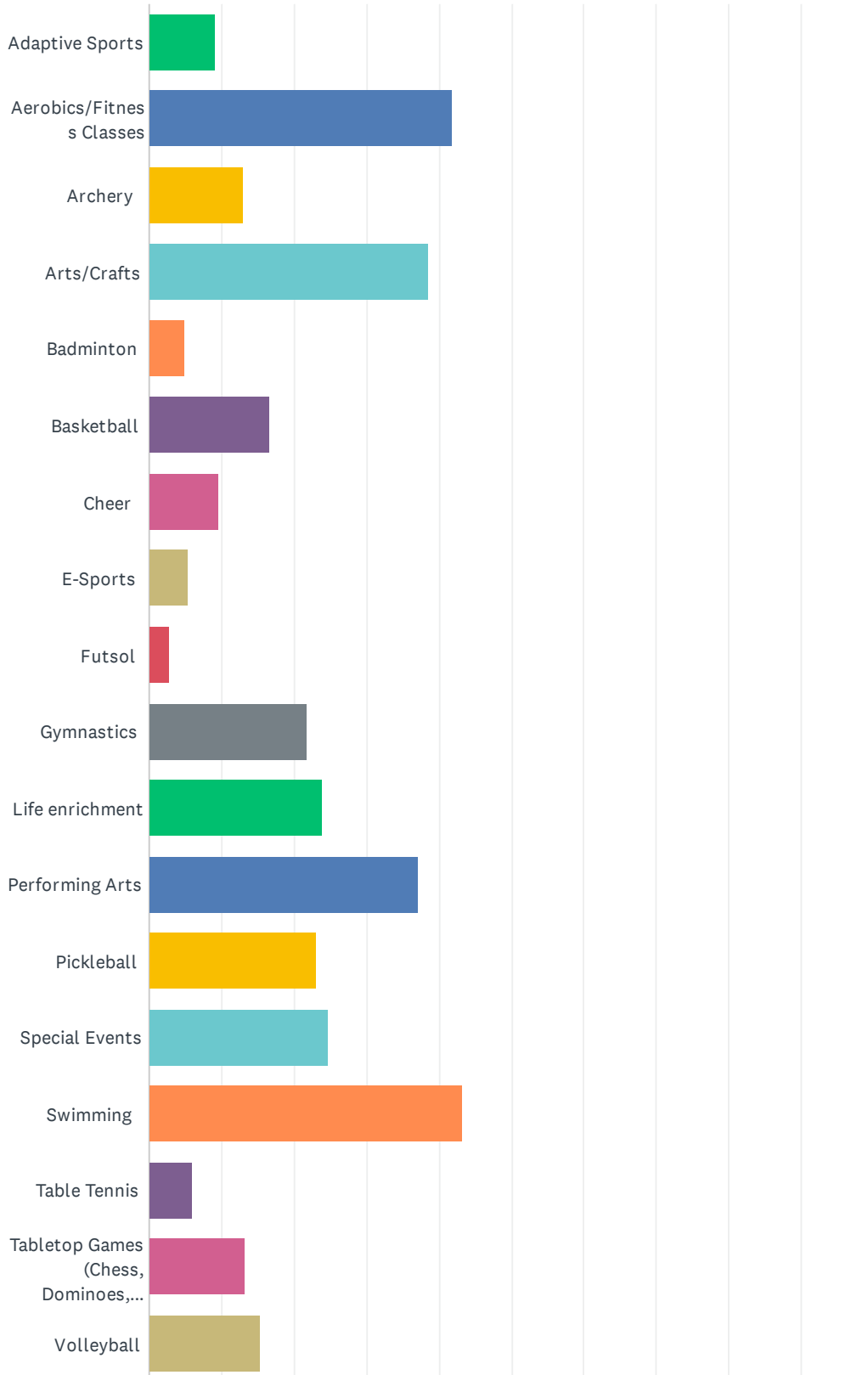


Kernersville Parks & Recreation Master Plan Survey

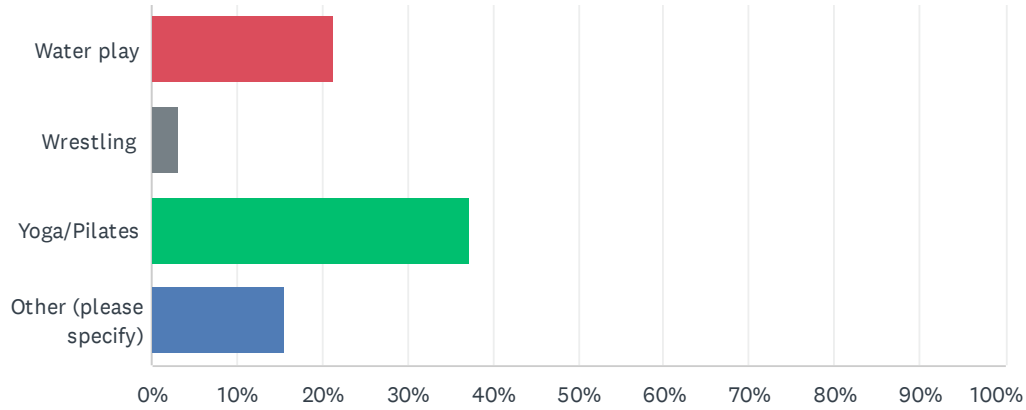
ANSWER CHOICES	RESPONSES	
Adaptive Sports	13.44%	82
Archery	19.18%	117
Badminton	9.84%	60
Basketball	17.54%	107
BMX Biking / Pump Track	10.00%	61
Cricket	1.80%	11
Disc Golf	26.39%	161
Field Hockey	3.44%	21
Fishing	33.28%	203
Futsal	2.46%	15
Lacrosse	8.03%	49
Motorized Sports (ATV, Dirt Bikes, etc.)	12.79%	78
Mountain Biking	19.67%	120
Non-motorized Water Sports (kayak, canoe, paddle board, paddle boats, etc)	48.20%	294
Pickleball	35.57%	217
Ping Pong	8.52%	52
Rugby	1.64%	10
Soccer	19.18%	117
Tabletop Games (Chess, Dominoes, Checkers, etc)	20.82%	127
Tennis	18.20%	111
Volleyball (grass)	13.77%	84
Volleyball (sand)	18.03%	110
Other (please specify)	28.20%	172
Total Respondents: 610		

Q12 Which of the indoor activities shown would you want to see in Kernersville's Park system? Please select your top 5 choices.

Answered: 611 Skipped: 13



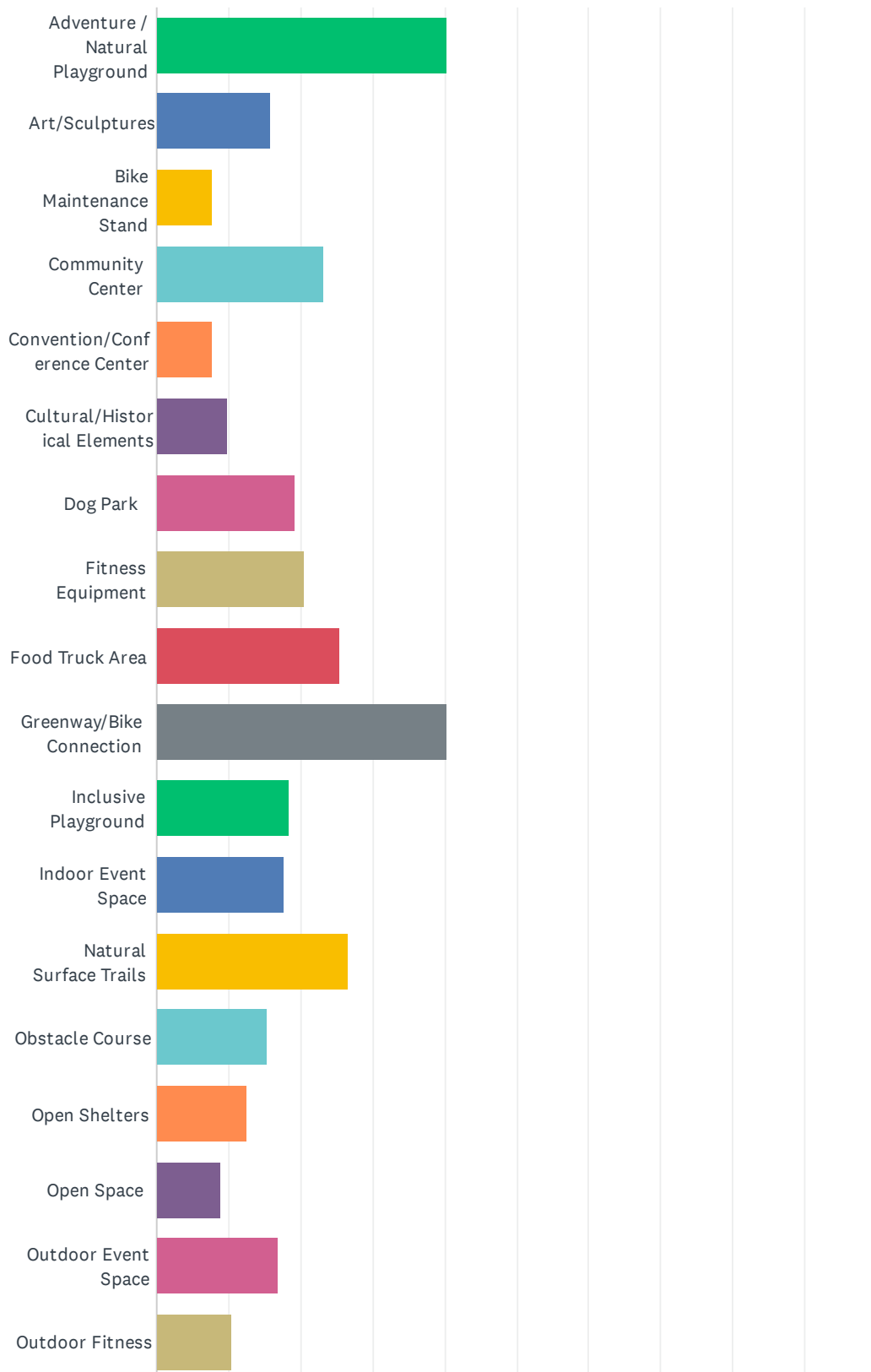
Kernersville Parks & Recreation Master Plan Survey



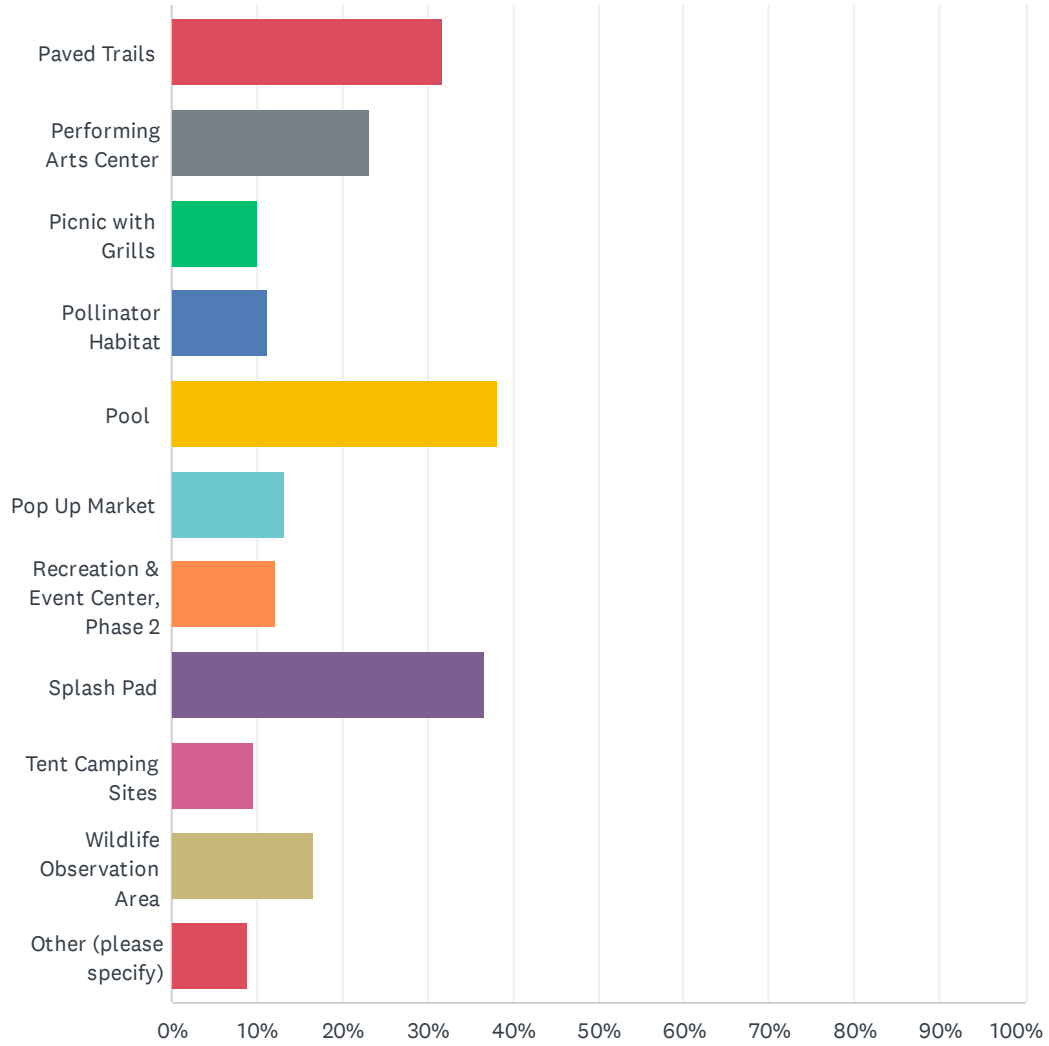
ANSWER CHOICES	RESPONSES	
Adaptive Sports	9.17%	56
Aerobics/Fitness Classes	41.73%	255
Archery	12.93%	79
Arts/Crafts	38.63%	236
Badminton	4.91%	30
Basketball	16.69%	102
Cheer	9.49%	58
E-Sports	5.24%	32
Futsal	2.78%	17
Gymnastics	21.77%	133
Life enrichment	23.90%	146
Performing Arts	37.15%	227
Pickleball	23.08%	141
Special Events	24.71%	151
Swimming	43.21%	264
Table Tennis	6.06%	37
Tabletop Games (Chess, Dominoes, Checkers, etc)	13.26%	81
Volleyball	15.38%	94
Water play	21.28%	130
Wrestling	3.27%	20
Yoga/Pilates	37.32%	228
Other (please specify)	15.55%	95
Total Respondents: 611		

Q13 Which of these facilities or functions shown would you want to see in Kernersville's Park System? Please select your top 5 choices.

Answered: 617 Skipped: 7



Kernersville Parks & Recreation Master Plan Survey

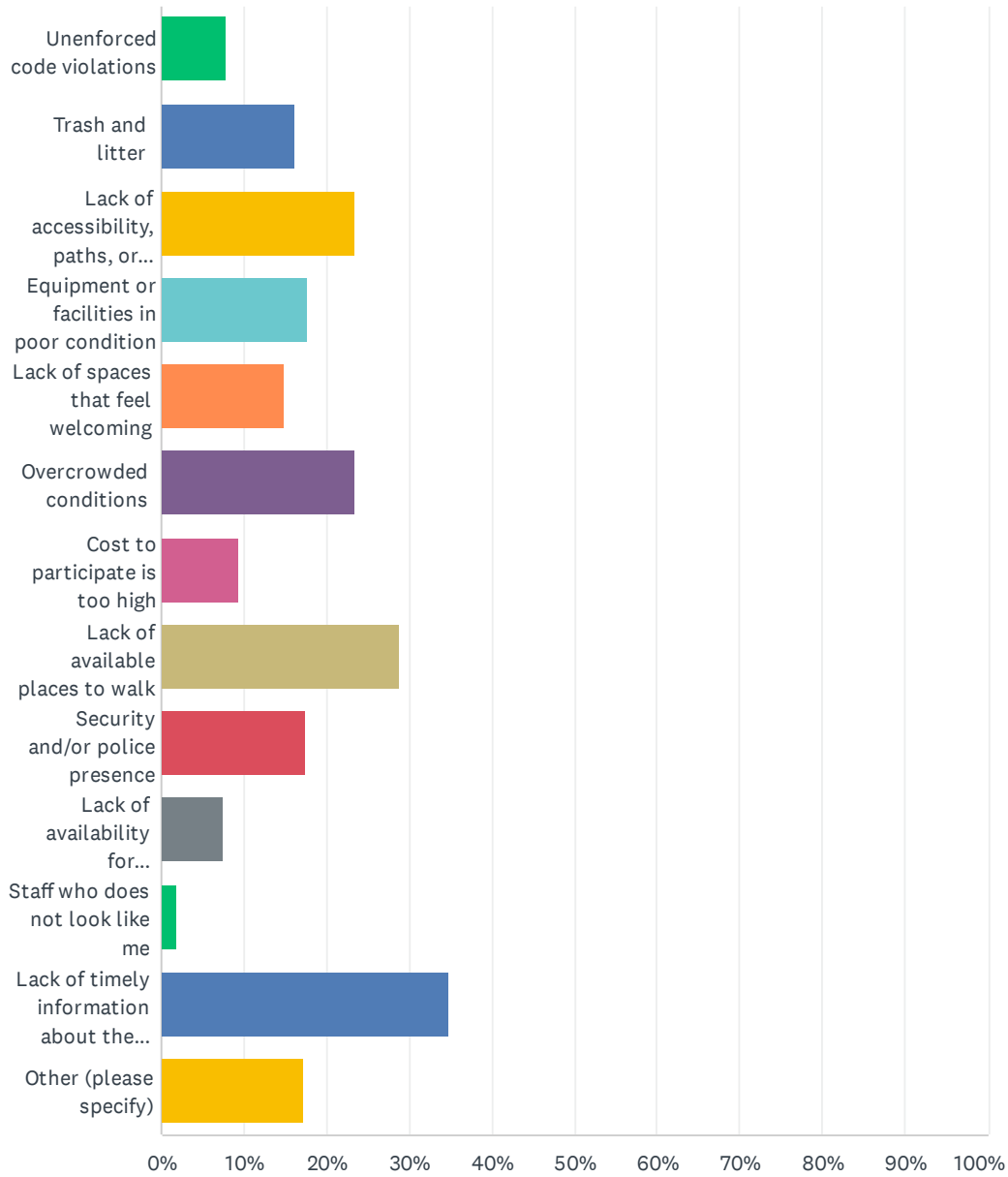


Kernersville Parks & Recreation Master Plan Survey

ANSWER CHOICES	RESPONSES	
Adventure / Natural Playground	40.36%	249
Art/Sculptures	15.72%	97
Bike Maintenance Stand	7.62%	47
Community Center	23.18%	143
Convention/Conference Center	7.62%	47
Cultural/Historical Elements	9.89%	61
Dog Park	19.29%	119
Fitness Equipment	20.42%	126
Food Truck Area	25.45%	157
Greenway/Bike Connection	40.36%	249
Inclusive Playground	18.31%	113
Indoor Event Space	17.67%	109
Natural Surface Trails	26.58%	164
Obstacle Course	15.40%	95
Open Shelters	12.64%	78
Open Space	8.91%	55
Outdoor Event Space	16.86%	104
Outdoor Fitness	10.53%	65
Paved Trails	31.77%	196
Performing Arts Center	23.18%	143
Picnic with Grills	10.05%	62
Pollinator Habitat	11.35%	70
Pool	38.09%	235
Pop Up Market	13.29%	82
Recreation & Event Center, Phase 2	12.16%	75
Splash Pad	36.63%	226
Tent Camping Sites	9.56%	59
Wildlife Observation Area	16.69%	103
Other (please specify)	8.91%	55
Total Respondents: 617		

Q14 What barriers to greater enjoyment of Kernersville Parks have you experienced? (Select all that apply)

Answered: 551 Skipped: 73

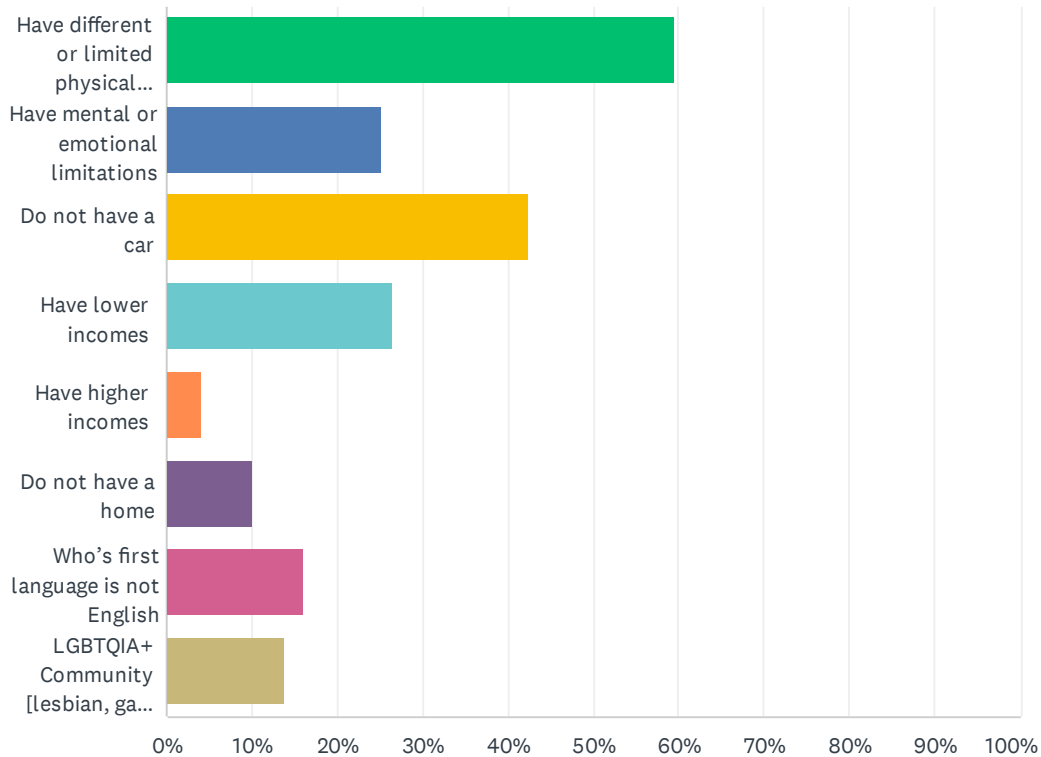


Kernersville Parks & Recreation Master Plan Survey

ANSWER CHOICES	RESPONSES	
Unenforced code violations	7.80%	43
Trash and litter	16.15%	89
Lack of accessibility, paths, or parking	23.41%	129
Equipment or facilities in poor condition	17.79%	98
Lack of spaces that feel welcoming	14.88%	82
Overcrowded conditions	23.41%	129
Cost to participate is too high	9.44%	52
Lack of available places to walk	28.86%	159
Security and/or police presence	17.42%	96
Lack of availability for reservations	7.44%	41
Staff who does not look like me	1.81%	10
Lack of timely information about the events or programs	34.66%	191
Other (please specify)	17.24%	95
Total Respondents: 551		

Q15 When you think of inclusion in Kernersville Parks, the people whom are left out are (Select all that apply):

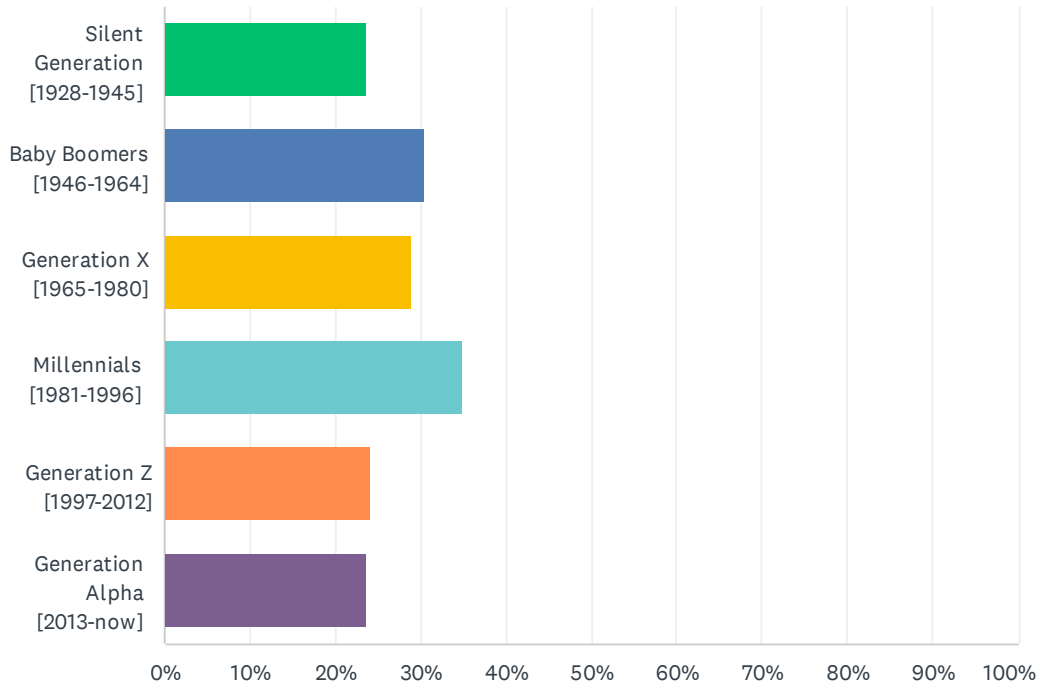
Answered: 468 Skipped: 156



ANSWER CHOICES	RESPONSES
Have different or limited physical ability	59.40% 278
Have mental or emotional limitations	25.21% 118
Do not have a car	42.52% 199
Have lower incomes	26.50% 124
Have higher incomes	4.06% 19
Do not have a home	10.04% 47
Who's first language is not English	16.03% 75
LGBTQIA+ Community [lesbian, gay, bisexual, transgender, queer, questioning, intersex, asexual, and others whom identify with this community]	13.89% 65
Total Respondents: 468	

Q16 Which generation(s) are underserved in Kernersville? (Select all that apply)

Answered: 479 Skipped: 145



ANSWER CHOICES	RESPONSES	
Silent Generation [1928-1945]	23.59%	113
Baby Boomers [1946-1964]	30.48%	146
Generation X [1965-1980]	29.02%	139
Millennials [1981-1996]	35.07%	168
Generation Z [1997-2012]	24.01%	115
Generation Alpha [2013-now]	23.59%	113
Total Respondents: 479		

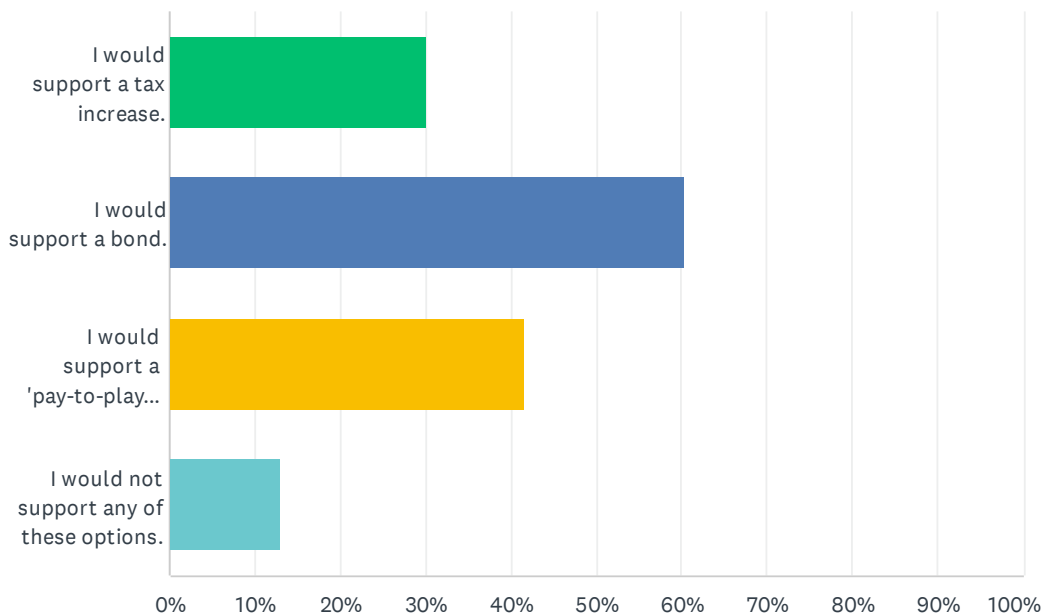
Q17 What's one word you would use to describe what you want for the future of Kernersville Parks?

Answered: 516 Skipped: 108

(answers to this question not exportable, but accounted for in the survey summary section)

Q18 Would you support a tax increase, bonds, or 'pay-to-play' model to support the development of parks and programming? Please select all options you would support. A tax increase would be voted on by City leadership and would effect property owners. A bond would be voted on by the community as a referendum and would be debt that the city would pay back over a predetermined amount of time. A 'pay-to-play' model means that parks and recreation events and programming might be paid instead of free.

Answered: 598 Skipped: 26



ANSWER CHOICES	RESPONSES	
I would support a tax increase.	30.10%	180
I would support a bond.	60.37%	361
I would support a 'pay-to-play' model.	41.47%	248
I would not support any of these options.	13.04%	78
Total Respondents: 598		