

**2013**

**City of New Bern Parks &  
Recreation Comprehensive Plan  
for a Healthy Community**



Microsoft

### *Benchmarking and Performance Measures*

The following information was taken from the Municipal and County Parks and Recreation Services Studies conducted by North Carolina State University's Recreation Resources Services. Because New Bern has a population of between 49,999 and 25,000 it is designated a Class C municipality.

The following is a table of parks and recreation 2008-2009 audited operating and capital expenditures by department type for municipalities in Class C:

<b>Department Type</b>	<b>Salaries</b>	<b>All other direct spending</b>	<b>Construction</b>	<b>Land, equipment and existing structures</b>
Mean	\$1,264,767	\$1,163,142	\$1,941,378	\$388,163
Median	\$1,390,111	\$824,422	\$1,603,203	\$174,583
New Bern	\$1,759,983	\$522,118	\$0	\$3,368,979

According to the 2010-2011 audited per capita expenditures by geographic region showed that the southeast (where New Bern is located) spent an average of \$70.20 with the mode being \$42.48. New Bern reported total per capita expenses of \$212.36

New Bern reported a budget for FY10/11 of \$2,883,000. They had 30 full time employees and 8 part-time employees.

In this report New Bern lists 290 acres of developed P&R land and 15 acres of undeveloped P&R land.

Of all reporting entities, about 16% of their parks are mini-parks, 27% are neighborhood parks, and 7% are regional parks.

[Fiscal Year 2011-12 Executive Report - Focus on Salaries](#)

[Fiscal Year 2010-11 Executive Report - Focus on Fees and Charges](#)

[Fiscal Year 2009-10 Executive Report - Focus on Facilities Inventory](#)

### *Health and Wellness*

In year 2009-2010 the Recreation and Resources Services conducted a survey which included a health and wellness component. The six question survey measured five years' worth of effort by parks and recreation departments in the area of health and wellness programming and partnerships. When asked if the department planned and implemented programs or events to specifically promote health, wellness, or physical activity within the community, 83% responded yes. Regarding the question, "Has your department partnered with an outside organization (e.g., health department, nonprofit agency, health care organization) to specifically promote health, wellness or physical activity within your community" 86% answered yes. The top three ranked categories of health and wellness program initiatives included: 1) physical activity promotion; 2) general wellness; and 3) stress reduction. The top three strategies listed to increase physical activity included: 1) programs that include physical activity; 2) creation of park features/environments (e.g., trails); and 3) special events/health fairs. When asked to

mark the degree to which the department's health and wellness programs resulted in leveraging additional resources, 53.3% were neutral; 62.5% felt that there was increased visibility; 69.6% said that the image was improved; 57.3% indicated that the programs were meeting the mission statement; 49.3% felt they were linking to funding opportunities; 77.6% were neutral regarding changes in policy and 45.2% said that they led to improvements to physical features within the community (e.g., additional park lighting, pedestrian/biking routes, fitness trails).

"The results indicate that recreation departments, within the last five years, have specifically planned for healthy activities and partnered with outside organizations. The major factor that caused agencies not to program for health and wellness is the lack of facilities to start partnerships with health and wellness organizations. Lastly, the majority of the departments feel that offering health, wellness, and physically active programs has positive effect on their image and visibility in the community." (p. 58) [Fiscal Year 2009-10 Executive Report - Focus on Facilities Inventory](#)