



## Town of Wrightsville Beach Parks and Recreation Needs Assessment Survey



### **WB RESIDENTS AND PROPERTY OWNERS**

***We're back on track to complete the Parks, Recreation, and Open Space  
Master Plan for the Town of Wrightsville Beach!***

Just prior to Hurricane Florence, the Town of Wrightsville Beach began the process of updating its Parks, Recreation, and Open Space Master Plan. A vital part of the master planning process is to gather information from residents and property owners through a parks and recreation needs assessment survey. We originally emailed the survey to our email list of residents and property owners in August 2018. Many of you completed the survey and we thank you for your time and effort in doing so. Your survey information remains in our records so there is no need to complete the survey again. If you have not yet completed the survey, we hope that you will take a few moments to complete it now. We will use the information collected through the survey to develop the *2019 – 2024 Parks, Recreation, and Open Space Master Plan for the Town of Wrightsville Beach*. An approved master plan not only serves as a guide to program planning and facility development based on the community's needs and desires, but also provides supporting documentation when grant-funding opportunities become available to match local funding sources.

You may complete the survey online at <https://www.surveymonkey.com/r/3Q928XC> or you may go to the Town's website and scroll down on the homepage to click on the survey option. If you prefer, you may pick up a hard copy of the survey anytime Monday through Friday, between 8:00 a.m. and 5:00 p.m. at Town Hall or in the Park Office. It only takes a few moments to complete the survey. We will continue to accept survey responses through February 28, 2019.

Several public meetings to receive further community input and to allow for open discussion will occur in Town Hall on the dates listed below. We hope that you will plan to attend one of these sessions.

Wednesday, January 16, 2019 at 9:30 am

Thursday, January 17, 2019 at 6:00 pm

Tuesday, February 26, 2019 at 5:30 pm

Please help us spread the word. We would like as much community input as we can possibly gather. If you have any questions, please call or email Katie Ryan, Wrightsville Beach Parks and Recreation Program Supervisor at (910) 256 – 7925 or [kryan@towb.org](mailto:kryan@towb.org).

***THANK YOU IN ADVANCE FOR YOUR PARTICIPATION!***

**Wrightsville Beach Parks & Recreation**

**1 Bob Sawyer Drive, Wrightsville Beach, North Carolina 28480 [www.TownOfWrightsvilleBeach.com](http://www.TownOfWrightsvilleBeach.com)**



**Town of Wrightsville Beach  
Parks and Recreation  
Needs Assessment Survey**



The Town of Wrightsville Beach Board of Aldermen, the Parks and Recreation Advisory Committee and Parks and Recreation staff are committed to sustaining and enhancing the overall quality of life for the citizens of Wrightsville Beach. The provision and operation of public parks, recreation and open space programs, services, events, activities, and facilities are important components of the Town's immediate and long-range planning efforts. With this in mind, we need your input and assistance by completing this needs assessment survey! Information gathered through this survey will be used to create the Town's 2019—2024 Parks, Recreation, and Open Space Master Plan. Please take a few minutes to answer the following questions. **PLEASE COMPLETE AND RETURN THE SURVEY BY FEBRUARY 28, 2019.**

1. Do you own property within the Town of Wrightsville Beach?

- Yes—If this is your response, please go directly to question 2.
- No—If this is your response, please go directly to question 4.

2. Resident Status:

- Full-Time/Permanent Resident; own my home and live in it year-round
- Part-Time Resident; own my home and live in it occasionally but do not live in it year-round
- Property Owner in Wrightsville Beach but do not even occasionally live in Wrightsville Beach
- Other (please specify) \_\_\_\_\_

3. How long have you owned property within the Town of Wrightsville Beach?

- less than 2 years
- at least 2 years but less than 10
- at least 10 years but less than 20
- 20 years or longer

4. In what year were you born? \_\_\_\_\_

5. What is your gender?       Male       Female

6. Including yourself, how many individuals live in your household? \_\_\_\_\_ Individuals

7. Which of the following best describes your household?

- Single with children at home
- Single with no children at home
- Couple with children at home
- Couple with no children at home
- Retired, no children at home
- Other (please specify) \_\_\_\_\_

8. Including yourself, how many individuals in your household are 18 years of age or older? \_\_\_\_\_ Individuals

9. Which of the following recreational programs, services, events, and/or activities **offered by the Town of Wrightsville Beach** have you or any members of your household participated in during the last 12 months? **(CHECK ALL THAT APPLY)**

- |   |  |  |
|---|--|--|
| <input type="checkbox"/> Safe Sitter Babysitter Training  | <input type="checkbox"/> Performance Club                | <input type="checkbox"/> After School Program                  |
| <input type="checkbox"/> Kids' Cooking Classes  | <input type="checkbox"/> Soccer Camp                     | <input type="checkbox"/> Junior Lifeguard Program              |
| <input type="checkbox"/> Cotillion  | <input type="checkbox"/> Youth Soccer Skills Instruction | <input type="checkbox"/> Youth Strength Training               |
| <input type="checkbox"/> Lacrosse Camp  | <input type="checkbox"/> Youth Flag Football Camp        | <input type="checkbox"/> Basketball Camp                       |
| <input type="checkbox"/> Youth Tennis Camp  | <input type="checkbox"/> Youth Flag Football League      | <input type="checkbox"/> Youth Basketball Instructional League |
| <input type="checkbox"/> Tennis Lessons   | <input type="checkbox"/> Adult Flag Football League      | <input type="checkbox"/> Adult Basketball League               |
| <input type="checkbox"/> Pickleball Lessons   | <input type="checkbox"/> Cardio Crunch                   | <input type="checkbox"/> Low Impact Aerobics                   |
| <input type="checkbox"/> Pickleball Open Play   | <input type="checkbox"/> Senior Strength                 | <input type="checkbox"/> Zumba Gold                            |
| <input type="checkbox"/> Barre Fit  | <input type="checkbox"/> Yoga                            | <input type="checkbox"/> Boot Camp                             |
| <input type="checkbox"/> Tone, Strengthen & Stretch   | <input type="checkbox"/> Line Dancing                    | <input type="checkbox"/> Shag Lessons                          |
| <input type="checkbox"/> WB Valentine Run   | <input type="checkbox"/> Safe Boating (USCGA)            | <input type="checkbox"/> Farmers' Market                       |
| <input type="checkbox"/> Holiday Decorating Contest   | <input type="checkbox"/> Tree Lighting Ceremony          | <input type="checkbox"/> Concerts in the Park                  |
| <input type="checkbox"/> Bark in the Park Canine Disc Competition   |  |  |
| <input type="checkbox"/> Other (please specify) _____   |  |  |
| <input type="checkbox"/> Other (please specify) _____   |  |  |
| <input type="checkbox"/> I/We haven't participated in any programs/services/events/activities offered by Wrightsville Beach Parks and Recreation. |  |  |

10. How frequently have you or any members of your household participated in the above activities during the last 12 months?

- Never     
  Rarely (1—5)     
  Sometimes (6-10)     
  Often (More than 10)

If you indicated "Never", "Rarely", or "Sometimes" above, please indicate why:

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11. In your opinion, what are the most important **NEW and/or ADDITIONAL** recreational programs, services, events, and/or activities the Town of Wrightsville Beach needs to provide in the future? **(CHECK ALL THAT APPLY)**

- |   |  |  |
|---|--|--|
| <input type="checkbox"/> Art Classes                  | <input type="checkbox"/> Ballroom Dancing              | <input type="checkbox"/> Cooking Classes     |
| <input type="checkbox"/> Tennis Ladder                | <input type="checkbox"/> Biking Opportunities          | <input type="checkbox"/> Volleyball          |
| <input type="checkbox"/> Easter Egg Hunt              | <input type="checkbox"/> Meditation & Stretching Class | <input type="checkbox"/> Photography Classes |
| <input type="checkbox"/> Tai Chi                      | <input type="checkbox"/> Self Defense Class            | <input type="checkbox"/> Karate              |
| <input type="checkbox"/> Junior Police Academy        | <input type="checkbox"/> Learn to Run Class            | <input type="checkbox"/> Movies in the Park  |
| <input type="checkbox"/> Other (please specify) _____ |  |  |

It is my opinion the Town of Wrightsville Beach does not need to provide any **NEW and/or ADDITIONAL** recreational programs, services, events, or activities.

12. Would you support these **NEW and/or ADDITIONAL** recreational programs, services, events, and/or activities identified in question 11 if they were fully funded through appropriate and reasonable user fees?  Yes  No

13. Which of the following Town of Wrightsville Beach recreational facilities, areas, or parks have you or any members of your household visited or used during the last 12 months? **(CHECK ALL THAT APPLY)**

- |   |   |  |
|---|---|--|
| <input type="checkbox"/> Lees Nature Park             | <input type="checkbox"/> Greensboro Street Park     | <input type="checkbox"/> Island Drive Park   |
| <input type="checkbox"/> South Channel Park           | <input type="checkbox"/> John Nesbitt Loop          | <input type="checkbox"/> Wynn Plaza          |
| <input type="checkbox"/> Fran Russ Recreation Center  | <input type="checkbox"/> Soccer Field               | <input type="checkbox"/> Tennis Courts       |
| <input type="checkbox"/> Tennis Back Wall             | <input type="checkbox"/> Basketball Court           | <input type="checkbox"/> Pickleball Courts   |
| <input type="checkbox"/> Softball Field               | <input type="checkbox"/> WB Park Picnic Shelter     | <input type="checkbox"/> WB Park Event Stage |
| <input type="checkbox"/> WB Park Inclusive Playground | <input type="checkbox"/> WB Park Exercise Equipment |  |
| <input type="checkbox"/> Other (please specify) _____ |   |  |

I/We have not visited or used any of these Wrightsville Beach recreational facilities, areas, or parks during the last 12 months.

14. In your opinion, what are the most important **NEW and/or ADDITIONAL** recreational facilities, areas, and/or parks the Town of Wrightsville Beach needs to provide in the future? **(CHECK ALL THAT APPLY)**

- |   |  |  |
|---|--|--|
| <input type="checkbox"/> Sidewalks                    | <input type="checkbox"/> Bike Lanes            | <input type="checkbox"/> Public Restrooms              |
| <input type="checkbox"/> Walking Trails/Paths         | <input type="checkbox"/> Gymnasium/Rec Center  | <input type="checkbox"/> Outdoor Fitness Equipment     |
| <input type="checkbox"/> Dedicated Pickleball Courts  | <input type="checkbox"/> Lighted Tennis Courts | <input type="checkbox"/> Water Access Sites/Facilities |
| <input type="checkbox"/> Skateboard Park              | <input type="checkbox"/> Playground Equipment  |  |
| <input type="checkbox"/> Other (please specify) _____ |  |  |

It is my opinion the Town of Wrightsville Beach does not need to provide any **NEW and/or ADDITIONAL** recreational facilities, areas, or parks.

15. Which of these funding sources would you support to pay for these **NEW and/or ADDITIONAL** recreational facilities, areas, and/or parks? **(CHECK ALL THAT APPLY)**

- |   |  |   |
|---|--|---|
| <input type="checkbox"/> Private Source and/or Grants | <input type="checkbox"/> Property Tax Increase | <input type="checkbox"/> General Obligation Bond Referendum |
|---|--|---|

16. Using the following scale with "1" indicating "Totally Disagree" and "7" indicating "Totally Agree", please rate the following by circling the appropriate numerical rating.

I am satisfied with the **VARIETY of the programs/services/events/activities** offered by the Town of Wrightsville Beach.

1 2 3 4 5 6 7  
Totally Disagree Totally Agree

I am satisfied with the **QUALITY of the programs/services/events/activities** offered by the Town of Wrightsville Beach.

1 2 3 4 5 6 7  
Totally Disagree Totally Agree

I am satisfied with the **FEES charged for the programs/services/events/activities** offered by the Town of Wrightsville Beach.

1 2 3 4 5 6 7  
Totally Disagree Totally Agree

I am satisfied with the **QUALITY of the facilities/areas/parks** provided by the Town of Wrightsville Beach.

1 2 3 4 5 6 7  
Totally Disagree Totally Agree

I believe the Town of Wrightsville Beach is **pedestrian friendly / a safe place to walk.**

1 2 3 4 5 6 7  
Totally Disagree Totally Agree

I believe the Town of Wrightsville Beach is **bike friendly / a safe place to bike.**

1 2 3 4 5 6 7  
Totally Disagree Totally Agree

I believe the Town of Wrightsville Beach is **an accessible place for persons with disabilities and other special needs.**

1 2 3 4 5 6 7  
Totally Disagree Totally Agree

I believe it is important the Town of Wrightsville Beach **provide new and/or improved recreational facilities/areas/parks.**

1 2 3 4 5 6 7  
Totally Disagree Totally Agree

17. The Town of Wrightsville Beach provides a range and variety of programs, services, events, activities, facilities, areas, and parks. Using the scale below, please give an overall grade as to whether or not the programs, services, events, activities, facilities, areas, and parks provided by the Town of Wrightsville Beach meet your needs and the needs of the members of your household. (CHECK ONLY ONE)

- Poor  Fair  Average  Good  Excellent

18. If your response to question 17 is less than "Good", what would it take to raise your rating to at least "Good"?

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19. The best method/methods for informing me and the members of my household about upcoming and planned Town of Wrightsville Beach programs, events, services, and activities is/are: **(CHECK ALL THAT APPLY)**

- Newspaper                       Flyers                       Text Message                       Town Hall Sign  
 Town Website                       Email                       Facebook  
 Other (Please specify)\_\_\_\_\_

20. If you could tell the Town of Wrightsville Beach **ONE** thing they need to do better, or **ONE** facility they need to add in regard to Parks and Recreation programs, events, services, and/or activities it would be:

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21. Please provide your preferred email address so the Town of Wrightsville Beach can easily communicate with you regarding programs, services, events, and activities:

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22. Please state any additional improvements or enhancements to current Town of Wrightsville programs, services, events, activities, facilities, areas, and/or parks that would improve/enhance your overall parks and recreation experience:

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**Thank you for your cooperation and assistance in helping us sustain and improve our services!**