
Parks and Recreation Master Plan

City of Cartersville, GA



March 10, 2008

Prepared For:

The City of Cartersville, GA

City Council

Matt Santini, Mayor

Helen Cagle, Ward 1

Lindsey McDaniel, Jr., Ward 4

Jayce Stepp, Ward 2

Dianne Tate, Ward 5

Louis Tonsmeire, Sr., Ward 3

Lori Pruitt, Ward 6

Sam Grove, City Manager

Parks & Recreation Advisory Board

Dr. Tom Bevill

Danny Gilreath

Marcia Conley

Patrick Jones

Calvin Cooley

James Moody

Wesley Dean

Greg Anderson, Director

Prepared By:

ROSS+associates

Denise Bonnuto-Abboud

Deborah Rogoff-Ezra

Bill ty Ross

Table of Contents

<i>Executive Summary</i>	1
<i>The Planning Process</i>	3
Methodology Techniques	3
Data Collection/Analysis	4
Consensus Building	4
Needs Assessment	5
Recommendations	5
Implementation Program	5
<i>City History and Demographics</i>	6
■ Introduction	6
History	6
The Master Plan Process	6
■ Demographic Profile	8
Population Growth	8
Growth Rate Forecasts	9
Age Distribution	10
Income	12
Household Profiles	13
Racial/Ethnic Demographics	15
Education, Income and Employment Characteristics	16
Conclusion	17
<i>Park Classifications and Current Inventory</i>	18
■ NRPA Guidelines	18
Mini Park	19
Neighborhood Park	20
Community Parks	21
Regional Parks	22
Special Use Parks	22
Natural Resource Area/Preserve	22
Greenways	22
School Parks	23
Private Park/Recreation Facility	23
■ Cartersville Park Providers	23
Private Providers	24
Cartersville School System Facilities	24
Cartersville Park and Recreation Facilities	25
Conservation Areas	28
Greenspace	29
<i>Public Input</i>	30
■ Previous Citizen Input	30
2005 National Citizen Survey	30
2007 National Citizen Survey	31
Comparison of National Citizen Survey Results	35

■ Conclusions from the National Citizen’s Surveys	36
■ 2007 Internet Citizen Survey	37
Participation	37
Accessibility.....	38
Overall Perception of Level of Service.....	38
Potential Funding Mechanisms	39
Other Comments	40
Summary of Results.....	41
■ Comprehensive Plan Public Participation Process	41
<i>Current Program Assessment</i>	42
■ Programming Benefits to a Community	42
■ Program Analysis	43
Cartersville Parks and Recreation Department Programs	44
Other Recreation Providers	47
■ National Recreation Program Trends	47
Special Events.....	47
Youth Programs.....	47
Adult Programs	48
Adaptive/Therapeutic Recreation	48
Educational Programs.....	48
■ Existing Plans for Capital Improvements	49
<i>Land and Facility Assessment</i>	50
■ System-Wide Planning Criteria	50
■ Acreage Standards	50
■ Facilities Planning Standards	52
■ Additional Needs	55
<i>Plan Recommendations</i>	56
■ Strategic Planning Principles	56
Land Acquisition	56
Improvements to Existing Parks	57
■ New Facility and Greenway Development Recommendations	57
■ New Parks and Facilities	58
■ Facility Design Standards	58
Architectural.....	58
Athletic Amenity Standards	58
General Site Amenity Standards	58
Parking and Circulation Standards.....	59
Site Development.....	59
Signage and Promotional Materials Standards.....	59
<i>Future Facility Plans</i>	60
■ Distribution of Park Projects	62
Additions to Existing Parks	63

New Parks and Facilities	63
<i>Capital Funding Strategy</i>	66
■ Project Costs	66
■ Matching Costs to Funding Sources	71
<i>Appendix – On-Line Survey Results</i>	74

Executive Summary

This Parks and Recreation Master Plan presents detailed priorities for Cartersville parks, recreation facilities and recreation programs through the year 2030. The recommendations are based on public input, an evaluation of current programs and facilities, a comparison of Cartersville's facility and program inventory with national standards, and specific input from City staff and elected officials. The Master Plan is a flexible document designed to provide a framework that the City Council can use to better maintain and enhance the City's parks and recreation system and to continue to meet the growing needs of the community.

Specific recommendations in this Plan include:

- A year round competitive level indoor community aquatic center complex.
- An amphitheatre, indoor arena or similar venue.
- A city-wide interconnected trail system and more connections to the Greenway system.
- Provisions for expansion of the bicycle trail network.
- Expanded gymnasium facilities, including accommodations for gymnastics and basketball.
- A tennis complex.
- Regulation football fields.

Also recommended in this Plan are four new park facilities:

- A new park in the northern portion of the city. The park would potentially include ball fields, soccer fields, football fields, multi-use fields, tennis courts, basketball courts, walking/jogging trail and a multi-purpose trail, swimming pool, playgrounds, pavilions/picnic facilities and support facilities.
- An prospective park on the east side of the city which features basketball courts, multi-purpose and walking trails, picnic facilities, playground and support facilities.
- A prospective park in the west sector of town would incorporate a swimming pool and a recreation center in addition to more general walking/jogging and multi-purpose trails, picnic and playground amenities, and basketball courts.
- A tennis center.

The Parks and Recreation Master Plan also suggests that existing parks and facilities be improved in a number of ways, including:

- Upgrade of tennis courts.
- Renovation of restroom facilities.
- New playground equipment.
- Supplementary picnic shelters and facilities.
- Better lighting and signage.
- Additional basketball courts.
- More trails and sidewalks for better access.
- General increased maintenance.

Implementation of the capital projects included in the Master Plan, budgeted at approximately \$45.4 million, will occur in several phases. Funding for new parks and facilities, and renovation and expansion of existing facilities will be generated through a variety of resources including city and county sales tax revenues, park and recreation user fees, grants, corporate sponsorships, and public/private

partnerships. The Plan also recommends continuation of cost savings through the continued cooperative agreements with the Cartersville School System and the Bartow County Housing Authority for joint use and non-City maintenance of existing facilities.

The Master Plan is organized into the following sections:

- **The Planning Process.** This section describes the method used to evaluate and formulate the Plan recommendations.
- **History and Demographics.** This section provides a detailed look at the City's past and future, with a focus on the expected changes in population to come.
- **Classifications and Current Inventory.** This section lists the current parks and facilities.
- **Public Input.** This section provides an overview and discussion of several City surveys that provide information on public attitudes towards parks & recreation programs and facilities.
- **Current Program Assessment.** The current activities offered by the City are reviewed and discussed in this section.
- **Plan Recommendations.** Based on public input, existing plans, City input, and recommended national standards, a set of future park and facility projects is developed.
- **Design Standards.** This section provides an overview of suggested standards for new parks and facilities.
- **Future Facility Plans.** In this section, the parks and facilities list developed in the 'Recommendations' section is refined into a set of plans for future capital projects.
- **Funding Strategy.** This section provides an examination of potential funding sources for the capital improvements.
- **Appendix.** The final section of this Plan presents the 2007 on-line survey in its entirety, including all the responses and comments from the public.

The Planning Process

A system-wide recreation master plan is an expression of a city or county's objectives, needs and priorities for leisure space, parks and facilities. As such it should serve as a guide for local policy formulation and the decision-making process as relates to the quality and location of recreational opportunities to meet the needs of residents and visitors. The Parks and Recreation Master Plan for the City of Cartersville is therefore representative of the desires of the community, includes an analysis of acreage and facilities needs, and advances recommendations and an implementation program that is imaginative in anticipating what might be, while realistically recognizing what is possible to provide.

The purpose of the recreation planning process is to identify City-wide needs for both active and passive recreation pursuits, and to develop a program to satisfy these needs by effectively providing leisure opportunities through a fiscally prudent implementation program. Integral to this process is the identification of current and future system-wide acreage and facility requirements, involvement of community residents, the formulation of criteria and standards to facilitate the decision-making process, and the development of a strategy and implementation program to meet forecast demands.

The overall goal of the Master Plan is to achieve a balance between the benefits and effectiveness of providing new facilities and opportunities with the cost and efficiency of their development and operation. This is accomplished by involving all stakeholders, including the City of Cartersville Parks and Recreation Department staff, planning officials, elected and appointed officials and residents of the community. Stakeholder involvement and consensus was obtained through the use of a public informational meeting, an interactive website survey, a City Council workshop that included the Parks and Recreation Advisory Board, and periodic meetings and technical reviews with Parks and Recreation Department staff. Input received as a result of this participation process was assimilated and translated into recommendations for the acquisition of new recreation land, additional development at existing recreation sites, development of new recreation sites, improved maintenance practices, and more effective services delivery.

Methodology Techniques

Growth within Cartersville is based in part on families and individuals seeking residential communities that offer amenities not generally found in more intensively developed portions of the Atlanta Metropolitan Area. The timing of the Parks and Recreation Master Plan is excellent as the City has been experiencing a great deal of growth, and this is a prudent time to assess the recreational needs of both present and future populations. It is therefore necessary to select a methodology for this Plan that will address the needs of a diverse population and a location typified by a potential high growth scenario.

There are four techniques typically utilized to prepare a system-wide recreation master plan. Each of these emphasizes a different aspect of a community's social, economic or physical characteristics. A summary of each follows.

The **Activity** method utilizes user data and past participation records from athletic and non-athletic programs and other activities as a determinant for providing future recreation opportunities. This method typically results in recommendations favoring facilities and programs that received the highest levels of past usage and participation. The Activity method is most effective when applied to communities characterized by a homogeneous population base and relatively stable populations under 50,000.

The **Behavioral** method emphasizes the "experience" associated with the use of leisure time. With this method, human behavior and events influence choices as to how, where and when individuals and families use leisure time. The Behavioral method is applicable to locations where there are growing, diverse populations and interests, where individuals have longer commutes to work resulting in the

need to be selective as to how leisure time is utilized, and where physical characteristics of the landscape permit creation of a wide range of recreation opportunities.

The **Economic** method is typically applied to communities where fiscal resources are a primary determinant in the type and number of recreation opportunities provided. It is also used in areas characterized by population growth and diversity.

The final method is the **Resource** method. This method emphasizes the physical resources of a community instead of the potential user. The supportive potential of the land, coupled with environmental sensitivity determines the type and extent of recreation opportunities provided. The Resource method has applicability in areas not yet highly urbanized, or locales where there is a well defined resource to be protected.

Based upon local conditions, a combination of two methods (economic and behavioral) was determined to be most applicable to development of the Parks and Recreation Master Plan. This combination of methods was selected for the following reasons:

- Cartersville will continue to experience population growth throughout the 2005 – 2030 planning period.
- City officials wish to remain fiscally prudent in order to provide the full range of infrastructure and amenities necessary to support projected growth.
- Cartersville will likely continue to function as a bedroom community for the Atlanta Metropolitan Area.
- The City is characterized by a variety of landforms, topography and natural features that will facilitate provision of a wide range of recreational opportunities.

Focusing on recreation as an "experience" and providing parks, facilities and programs in a cost-effective manner will result in meeting the recreational needs of both current and year 2030 populations.

The methodology used to prepare the Plan consists of five steps – data collection/analysis, consensus building, a needs assessment, development of recommendations and formulation of a realistic implementation program.

Data Collection/Analysis

The data collection/analysis process includes collecting and evaluating demographic and economic data and information from City planning and recreation-related documents and studies. This information is reviewed to determine the extent to which existing recreation needs are presently being met, or anticipated to be met for future residents of the City. Population projections made in the City's Comprehensive Plan are reviewed and design populations are established for the 2005 – 2030 planning timeframe. Recreation sites are inventoried to determine their size, the type and number of facilities within each site, park utilization and the condition of both the site and facilities.

Consensus Building

Information gathered from the public informational meeting, the internet survey, the City Council workshop, the stakeholders advisory committee, and from Recreation Department staff professionals is reviewed and a consensus is formed relative to the identification of issues, opportunities and constraints prior to proceeding with additional study tasks.

Needs Assessment

National Recreation and Parks Association (NRPA) standards for acreage and facilities are reviewed in light of past use of City recreation facilities, and, using these as a baseline, modifications are made based upon perceived future demand. Where NRPA standards are not available for particular types of facilities (such as playgrounds, picnic facilities and shelters, gymnasiums, and recreation centers), "Cartersville-specific" standards for facilities development have been calculated based on the current number of facilities as of 2007 divided by the 2007 population to determine a service to population ratio. These "Cartersville-specific" and NRPA standards are applied to the forecast populations and the need for additional recreation land and facilities is determined. However, in some cases it may be determined by the City, elected officials, stakeholder advisory committee, and/or citizen input that the current inventory of particular facilities may be deemed appropriate to accommodate future needs.

Recommendations

The results of the input process and needs assessment are translated into recommendations for land acquisition, improvements to existing recreation sites and facilities, the development of new sites and facilities throughout the City.

Implementation Program

For each Plan recommendation an order-of-magnitude cost estimate is prepared. Project priorities are established and annual revenues from recreation funding sources are determined. A short-term (five-year) capital improvements program is developed to facilitate implementation of the Plan. Projects that cannot be accomplished within a five-year timeframe are prioritized in a long-term (five to ten year) implementation program.

City History and Demographics

■ Introduction

Cartersville is the county seat of Bartow County, and the hub for economic development within the County. This has been primarily because of Interstate Highway 75 and previously, U.S. Highway 41, transiting directly through or adjacent to Cartersville. It has also been related to a long-term commitment on the part of successive City governments to attract industrial development by developing needed infrastructure and utilities that were designed to facilitate industrial use.

Located between two metropolitan southern cities, Atlanta and Chattanooga, Cartersville provides a quality place to live, work and do business. During the last 15 years, both the residential and commercial sectors of the local economy have grown exponentially as Cartersville and Bartow County have become more of a part of the metro Atlanta area. With the Kennesaw/Town Center area only twenty minutes away and Atlanta only 45 miles from downtown Cartersville, the growth will continue unabated in the near future. Equal to the population growth of the last decade of the twentieth century has been Cartersville's growth in size, from 23.9 to 35 square miles.

In 1850, when the town was incorporated, Cartersville had about 150 citizens; within two years, its population exceeded 2,400. A steady increase until 1880 was followed by sixty years of stagnation, as the population remained consistently near 5,000. From 1940 to the early 1990s, industry and tourism more than doubled the population to 12,035. Cartersville was selected for the 1993 edition of the book *The 100 Best Small Towns in America*. This recognition, coupled with the growth of metropolitan Atlanta, probably accounts for the almost 25 percent growth to 15,925 persons by the year 2000.

History

Immediately after the Cherokee Removal in 1838-39, Cartersville was settled in anticipation of the construction of the Western and Atlantic Railroad (W&A) through the Etowah Valley. Supposedly named for Farish Carter, a wealthy Georgia planter and entrepreneur, Cartersville was incorporated in 1850. Migration via Alabama Road, originally an Indian trace leading west through the Cartersville area, accounted for much of its early growth, as did the W&A, which allowed the exportation of natural resources. An abundance of iron ore in the region sparked an early, though short lived, iron industry pioneered by ironmasters Jacob and Moses Stroup.

During the Civil War, on May 20, 1864, Confederate troops under the command of General Joseph E. Johnston occupied the depot, holding Union forces at bay while fellow confederates escaped south across the Etowah River. The depot fell to Union fire by nightfall, and occupation followed. After the destruction of the original county seat of Cassville in 1864, Cartersville became the new seat of government in 1867.

Cartersville's economy had long relied heavily on cotton. Infestation by the boll weevil in 1917 devastated cotton production, causing a depressed economy that, even though supplemented with state road projects, remained weak until the construction of Allatoona Dam, a few miles east of the City, in 1950. The subsequent creation of Lake Allatoona and nearby Red Top Mountain State Park further improved the economy.

By the mid-1970s, Cartersville's agrarian economy had given way to an industrial and mining economy, supplemented by increasing tourism. Cartersville is following the national and state trend of becoming a more service-oriented economy.

The Master Plan Process

Anticipating an escalation in the City's growth rate over the next decade, the City has recognized the need for a plan to organize and guide the growth of their Parks and Recreational services delivery.

The City of Cartersville engaged the services of ROSS+associates of Atlanta, Georgia, to produce a comprehensive Master Plan that would identify program and budget needs and possible deficiencies through 2030, comparisons with national service levels, demographic trends and potential funding sources. The results published in this report reflect substantial input by the citizens of Cartersville, both through mailed-out and web-based surveys.

Cartersville has made great strides in improving recreation opportunities for its citizens. Our vision is that this new plan will continue to ensure quality growth in recreational services for the people of Cartersville.

Demographic Profile

It is important when planning for a community's future needs to have a clear understanding of the population characteristics that currently exist and the projections for growth trends over the life of the master plan. The demographic analysis provides a barometer for gauging where the population growth will occur in the next decade and the composite nature of that growth. Job growth through the Atlanta Metro area has been a motivating factor of families moving to surrounding counties. It is obvious that this growth in the Atlanta bedroom communities occurs along the major interstate connector corridors: in the case of Cartersville I-75 through Cobb and Bartow County.

Population Growth

Since 1980, Cartersville has experienced an annual population growth rate of over 2%, with Bartow County experiencing an annual population growth rate of a little over 3%. In 2000, the City's population totaled 15,925 while the County's was 76,888.

Table 1 summarizes the historic trends of population change within the City from 1980 to 2000. As can be seen from this table, not only is population increasing within the City, the percentage of that change is also increasing. Between 1980 and 2000, the City saw a population increase of 67.5%.

Bartow County and the counties surrounding Cartersville have not all experienced the same rate of growth. Those counties furthest away from the Atlanta area, such as Floyd, Chattooga and Polk Counties, have had an annual growth less than 1% for the past 30 years. Counties closest to Atlanta, such as Paulding and Cherokee Counties, have experienced over 5% annual growth over the past twenty years.

**Table 1
Historic Population - 1980 to 2000
City of Cartersville**

Year	Pop	% Change	
1980	9,508		
1990	12,035	1980 to 1990	26.60%
2000	15,925	1990 to 2000	32.30%

Source: US Census STF-1

**Table 2
Historic Population - 1970 to 2000
Bartow and Surrounding Counties**

County	Census Year				Annual Percent Change		
	1970	1980	1990	2000	1970 - 1980	1980 - 1990	1990 - 2000
Bartow	32,663	40,760	55,911	76,019	2.20%	3.20%	3.10%
Chattooga	20,541	21,856	22,242	25,470	0.60%	0.20%	1.40%
Cherokee	31,059	51,699	90,204	141,903	5.20%	5.70%	4.60%
Cobb	196,793	297,718	447,745	607,751	4.20%	4.20%	3.10%
Floyd	73,742	79,800	81,251	90,565	0.80%	0.20%	1.10%
Gordon	23,570	30,070	35,072	44,104	2.50%	1.60%	2.30%
Paulding	17,520	26,110	41,611	81,678	4.10%	4.80%	7.00%
Pickens	9,620	11,652	14,432	22,983	1.90%	2.20%	4.80%
Polk	29,656	32,386	33,815	38,127	0.90%	0.40%	1.20%

Source: US Census STF-1

Growth Rate Forecasts

Although the usual plan horizon is 20 years, forecasts were made to 2030 in order to coincide with projections made for the Cartersville Comprehensive Plan. According to forecasts, Cartersville's population is projected to increase to 23,668 people by 2010, and 44,121 by 2030. Population will increase by 111%; in absolute numbers, the City will add approximately 23,232 persons over the next 24 years. To accommodate this growth, the number of dwelling units will more than double. Table 3 shows yearly population, households, and dwellings to 2030, as well as growth in the number of people working in the City.

Table 3
Population Forecasts - 2006 to 2030
 City of Cartersville

Year	Population	Households	Dwelling Units	Employment
2006	20,889	7,788	8,133	19,710
2007	21,551	8,044	8,607	20,173
2008	22,235	8,308	8,890	20,646
2009	22,940	8,581	9,182	21,128
2010	23,668	8,862	9,482	21,620
2011	24,418	9,152	9,793	22,122
2012	25,193	9,451	10,113	22,634
2013	25,992	9,760	10,443	23,157
2014	26,817	10,079	10,785	23,690
2015	27,667	10,407	11,135	24,233
2016	28,545	10,747	11,499	24,787
2017	29,450	11,096	11,873	25,351
2018	30,384	11,457	12,259	25,927
2019	31,348	11,830	12,658	26,514
2020	32,343	12,214	13,069	27,112
2021	33,369	12,611	13,494	27,721
2022	34,427	13,019	13,930	28,341
2023	35,515	13,440	14,381	28,970
2024	36,638	13,874	14,845	29,611
2025	37,796	14,321	15,323	30,261
2026	38,988	14,782	15,817	30,923
2027	40,216	15,256	16,324	31,594
2028	41,480	15,745	16,847	32,275
2029	42,781	16,248	17,385	32,966
2030	44,121	16,765	17,939	33,667

Source: ROSS+associates, 2006

The more recent population growth is closely tied to the City's continuing transformation from a rural community to an urbanizing bedroom community, and its connection with Metropolitan Atlanta. In addition, growth can be attributed to the City's concentrated efforts on historic preservation and downtown revitalization, and with its history of striving to become a more self-encompassing community in terms of the jobs/housing ratio. Over the last decade, the City has promoted itself to attract commercial, business and employment opportunities to support its residents, and increase

quality of life indicators such as parks and recreation and cultural amenities. Location, quality of life, availability of relatively affordable housing, economic opportunities and proactive infrastructure will ensure that population growth will be sustained into the future.

In recent years, Atlanta has been one of the most dynamic centers in the country, exceeding national population and economic growth by almost three times. In fact, in the one decade of 1990 to 2000, employment increased by over 40% in the area with an increase of over 640,000 jobs. Gains in jobs and population have occurred disproportionately in the north and northeast area of Atlanta proper, but predictions are that although this trend will continue in the northern counties such as Cherokee, Bartow and Forsyth, the gains are also moving to the south.

Table 4
Total Units Permitted by Year 2000 to 2005
City of Cartersville

Type of Unit	2000	2001	2002	2003	2004	2005	Totals	Percent
Single Family	277	79	76	25	131	86	674	63.0%
Multi Family	0	234	21	68	38	23	384	35.9%
Duplex	8	0	0	2	0	1	11	1.0%
Total	285	313	97	95	169	110	1,069	100.0%

Source: City of Cartersville Planning Department, 2006

A review of building permits over the last 6 years indicated that 1,069 units were granted building permits. Although multifamily units accounted for almost 36% of the total dwellings permitted, this substantial increase is due in part to several large developments in 2001 and 2003 and is not expected to be a significant deviation from past trends of predominantly single family detached housing. This type of growth, if not carefully projected and understood by parks and recreation departments, can present unforeseen complications. Available open land and green space can be available and affordable at one point in time, and as availability diminishes, the affordability can become out of reach of a parks and recreation department’s capital budget, thus reducing the quality of life for residents.

Age Distribution

Residents require different recreational amenities throughout their lifecycle. The needs of a single person are very different to that of a family and again to someone we would consider an “empty nester.” According to Census data, median age in Cartersville was about 35.6 in the year 2000.

In forecasting and planning recreation development, it is important to look at the demographic age segments and projections. As can be seen on Table 5, the percentage breakdown of segments has been relatively stable over the last 15 years. There has been a notable decrease in the school age population and an increase in the economic provider category. This is not an unusual shift and represents the aging of the baby boomers.

The percentage breakdowns confirm that the City of Cartersville is primarily a mid-life age community. Currently, the growing segment of the population is from age 25 to 54, which is the primary workforce cohort in the City. In addition to being the primary economic provider within the City, this segment also tends to be married with children. However, the shift from a heavily “family-oriented” population to a

distinct rise in “empty nesters” is clearly evident. Comparing preschool and school age children to economic providers, in 1980 there were 0.71 children for every adult in the City in 1980; 0.68 children per adult in 2000; and, .043 children per adult in 2005. This trend is expected to reverse in the future as more (and younger) families with children are attracted to the City.

The concentration of the economic provider population indicates that consideration should be given to the large baby-boom population segment as it moves from the 45+ age group into the 65+ age group. By 2030, the mid-life range of 25 to 54 years old portion of the community is still anticipated to be the primary aged segment of the population, although it has decreased from 60% to 54%. The age segment that is forecast to experience the greatest increase from 2005 is the school age population, which is projected to increase from 19% of the population to 25% in 2030. The preschool segment and the senior population are expected to change very little. The increase in the school population has many implications for the City over the next two decades concerning parks and recreational programming. The age cohort projections also suggest that the City should continue to gear infrastructure and services to the Economic Provider segment, such as cultural and entertainment programming and other recreation opportunities.

Table 5
Age Breakdown By Age Segments - 1990 to 2005
 City of Cartersville

Age Segments	1990		2000		2005	
	Number	%/Pop	Number	%/Pop	Number	%/Pop
Pre school (0 to 4)	799	7%	1,107	7%	1,248	7%
School Age (5 to 24)	3,352	28%	4,403	28%	3,256	19%
Economic Providers	5,840	48%	8,127	51%	10,539	60%
Senior (65 and over)	2,055	17%	2,288	14%	2,489	14%
Total	12,046	100%	15,925	100%	17,532	100%

Source: US Census

Thus Cartersville has three distinct population segments for which to program: youth, seniors, and mid-life adults. Planning and forecasting the recreation needs of the adult age group will require a continuation and expansion of more creative programming than past programs have offered. This is an energetic and generally participatory group in park and recreation activities as they tend to range from young to middle-age adults who participate in active sports programs to empty-nesters with more time to spend than when they were raising families. In addition, the ‘baby boomer’ generation has tended to stay more active in recreation into later life. Attention should be given to life sports programs, such as tennis, swimming, golf, walking, hiking and running, and diverse non-athletic programs, such as dancing, arts, educational classes, therapeutic programs and travel programs. The 65+ age group may also participate in these activities. All of these facilities and programs will serve a growing youth and adult population.

As stated earlier, the 65+ age group is predicted to experience a numerical increase of persons in the City. In the past, this age group was viewed as senior citizens with sedentary activity levels and interests. Today’s 70-year-old is generally far from that description. Many are retired with both disposable income and flexible time. With a unique awareness of the benefits of healthy exercise to the

quality of their lives, many remain active in sports longer than prior generations. This group participates in the same activities as the 45-64 age group. Aquatic activity is especially beneficial to the older segment of seniors while also appealing to all ages, as evidenced by the participation in classes at the new Senior Aquatic Therapeutic Center at Sam Smith Park. This 65+ age group is generally interested in daytime activity whereas the younger, working adults with families have nights and weekends free to participate in programs. This age group is also a wealthy pool of potential volunteers.

The focus discussed above need not detract from the focus on traditional activity for the youth and young adult leagues—soccer, baseball, softball, etc. It is intended as a forecasting tool in the overall recreation delivery planning and a guide for expanding the traditional sports programming.

Income

In 1990, the median household income in Cartersville was \$25,384, lower than in Bartow County at \$27,544 and the State at \$29,021. However, median family income was slightly higher in the City as compared to the County at \$31,778 and \$31,291 respectively, reflecting the City's higher proportion of single-person and other "non-family" households. Both were lower than the State's median family income at \$33,529. By 2000, median household income in the City had increased to \$41,162; still slightly lower than Bartow County at \$43,660 (94.3% of County income). Cartersville household income was also slightly below the State's median household income of \$42,433. Family incomes represent typically higher incomes, although the City remained slightly lower, at \$48,219 for the City as compared to \$49,198 and \$49,280 respectively for Bartow County and the State (Source: 2000 Census, STF-3).

Table 6
Economic Indicators - 2000
Cartersville and Bartow County

Indicator	Cartersville		Bartow County		Percent of
	Number	Percent	Number	Percent	County Total
					Percent
Median Family Income	48,219	-	49,198	-	98.0%
Median Household Income	41,162	-	43,660	-	94.3%
Persons Below Poverty Level	1,755	100.0%	8,266	100.0%	21.2%
Children in Poverty	573	32.6%	3,658	44.3%	15.7%
Female Headed Families ⁽¹⁾					
Below Poverty Level	196	4.7%	519	2.5%	37.8%
Female Headed Families with Children ⁽²⁾					
Under Age 18 Below Poverty Level	170	4.1%	445	2.1%	38.2%

*Note ⁽¹⁾ Percent of Female Headed Families below Poverty Level and their portion of the City of Cartersville's Total Families (4,130) or Bartow County's Total Families (21,028) from the 2000 Census count

* Note ⁽²⁾ Percent of Female Headed Families with children under 18 Below Poverty Level is based on their portion of the City of Cartersville's Total Families (4,130) or Bartow County's Total Families (21,028) from the 2000 Census.

Source: U.S. Census Bureau, 2000 STF-3

According to the Georgia County Guide, in 2003 median household income within the County increased to \$46,097. Assuming that the median household income for the City remains at approximately 94.3%

of the Bartow County median household income, it may be estimated that the 2003 income is around \$43,470.

In 2000, income distribution began to shift. Overall the incomes have steadily risen. The percentage of incomes over \$50,000 has almost doubled. It appears that the \$50,000+ income bracket in Cartersville will increasingly capture a larger percentage of the population as a whole. This again supports planning for a more affluent population and a population that will expect high quality facilities.

Table 7
Income Distribution - 1990 and 2000
City of Cartersville

Income Level	1990		2000	
	Number	%	Number	%
Income less than \$9999	942	19.80%	592	10.10%
\$10000 - 14999	493	10.40%	402	6.90%
\$15000 - 19999	430	9.10%	460	7.90%
\$20000 - 29999	817	17.20%	763	13%
\$30000 - 34999	396	8.30%	355	6.10%
\$35000 - 39999	284	6%	265	4.50%
\$40000 - 49999	384	8.10%	740	12.70%
\$50000 - 59999	247	5.20%	472	8.10%
\$60000 - 74999	342	7.20%	621	10.60%
\$75000 - 99999	181	3.80%	518	8.90%
\$100000 - 124999	68	1.40%	265	4.50%
\$125000 - 149999	71	1.50%	188	3.20%
\$150000 and above	93	2.00%	203	3.50%

Source: US Census 1990 and 2000, STF-3

Per Capita Income has been steadily increasing over the last few decades from \$6,569 in 1980 to \$23,329 in 2000. Per capita income is expected to increase to \$40,089 by 2030. Since 1980, the City's per capital income has always been slightly higher than the County's. This is expected to continue into the future.

Household Profiles

As of 2006, Cartersville had 7,788 total households, a 33.7% increase from the 2000 Census of 5,843. Comprehensive Plan projections to 2030 are 16,765 households, a 46.5% increase from 2006, or 9,803 new homes. The Census also measures stability – households where the residents have lived for 5 or more years. In 2000 that figure for Cartersville was 51.0%, higher than the state average of 49.2%. An additional 22% of the population resided in a different home but within Bartow County over the prior 5 year period. This percentage indicates a relatively stable population base.

In 2000, approximately 74% of the households were comprised of 2 or more persons. Of these, 74% were married couple families, 16% were female headed families, and 6% were male headed families. Almost 48% of the family households reported children under the age of 18. Projections estimate an increase in the total number of children under the age of 18, up to 25% of the population by 2030. In planning for recreational opportunities, the ages of children are important. As of 2000, approximately

60% of the families with children had only children over the age of 6 to 18 years, 22% had children ranging in age from 0 to 18, and 18% had children only under the age of 6. With a significant growth of new children to program for in 2030, maintaining and expanding existing youth facilities will be an important component of future capital programs. As well, the statistics indicate that a large number of the family households are either empty nesters or young couples starting out with no children, with over 50% of the family households reporting no children, which reinforces conclusions made in earlier sections regarding the wide range of adult oriented recreational services required. As a fact, none of the households with heads of household over age 65 reported any children under the age of 18.

Table 8
Household Type- 2000
City of Cartersville

Household Type	Number
Total: 5,843	
Householder 15 to 64 years:	4,492
Family households:	3,457
Married-couple family:	2,666
With own children under 18 years	1,505
Under 6 years only	284
Under 6 years and 6 to 17 years	374
6 to 17 years only	847
No own children under 18 years	1,161
Other family:	791
Male householder, no wife present:	217
With own children under 18 years	57
Under 6 years only	16
Under 6 years and 6 to 17 years	11
6 to 17 years only	30
No own children under 18 years	160
Female householder, no husband	574
With own children under 18 years	395
Under 6 years only	53
Under 6 years and 6 to 17 years	44
6 to 17 years only	298
No own children under 18 years	179
Nonfamily households:	1,035
Householder living alone	836
Householder not living alone	199
Householder 65 years and over:	1,351
Family households:	658
Married-couple family:	516
Other family:	142
Male householder, no wife present:	21
Female householder, no husband	121
Nonfamily households:	693
Householder living alone	686
Householder not living alone	7

Source: U.S. Census 2000, STF-3

Table 9
Minority and Female Headed Households: 2000-2002
City of Cartersville

Indicator	Cartersville		% Of County
	Number	Percent	
2000 Population			
Total	15,925	100.0%	20.9%
Black	2,714	17.0%	41.1%
White	12,187	76.5%	18.3%
Other	1,024	6.5%	38.1%
Hispanic	1,160	7.3%	46.0%
2002 Census Estimate	17,169	100.0%	20.8%
Population Change Since 2000	1,244	7.8%	18.9%
Families	4,130	100.0%	19.6%
Female Headed families with children under 18	458	11.1%	27.1%

Source: US Census 2000, STF-3

Racial/Ethnic Demographics

The racial/ethnic make-up of a city, along with projected changes over the term of the master plan, will help the city decide on specific programs that will most likely appeal to the citizens, where parks might experience additional activity by geographical location and where new facilities may be needed.

As the City and Bartow County continue to urbanize along primary circulation corridors, with housing prices anticipated to remain moderate, a slow increasing representation of the racial and ethnic composition of the City and County is occurring. However, the City remains primarily Caucasian as young professionals, young families and established households seek the various housing and economic opportunities that Cartersville offers.

In 1990, the minority population in Bartow County comprised 9.8% of the total population. By 2000, this percentage had risen to 12.2%. By way of comparison, in 1990 minorities comprised 18.7% of the City’s total population. By 2000, the City’s minority population had risen to 23.5% of the total. It is clear that even though the percentage of minority population is increasing countywide, the concentration of minority population is occurring within the City, as seen on Table 9.

The increase in the Hispanic population of the City has been dramatic over the past 10 years, as suggested by the increased enrollment in the City’s school system. Enrollments of Hispanic children have doubled since 2000 in terms of percentage, while the percentage of African Americans has fallen slightly. As stated previously, the number of Hispanics in the Cartersville area has increased from a little over 100 persons in 1990 to well over 1,000 in 2000, and has continued to increase at a dramatic rate. This group will desire cultural-based programs and activities that are embraced by their ethnic group, in some cases calling for an expansion of an existing program. For example, a response in the

internet survey iterated a desire for soccer fields designated for Latino soccer teams. The combined impact of these growing population groups is a need for many new recreation programs.

Education, Income and Employment Characteristics

Education, income and employment categories are all important indicators of the type of recreation opportunities a community should plan for in a parks and recreation master plan.

Table 10 summarizes different segments of educational attainment of the adult population. The major indicators of education levels within the community are highlighted, including the number of high school and college graduates.

Table 10
Educational Attainment, Percentages - 1990 to 2030
City of Cartersville

Educational Attainment	1990	2005	2030
Less than 9th Grade	19.6%	8.8%	0.0%
9th to 12th Grade (no diploma)	19.5%	15.4%	12.5%
High School Graduates (inc. GED)	29.1%	28.7%	30.1%
some College (no Degree)	14.4%	21.8%	26.4%
Balchelor's Degree	9.4%	17.1%	21.0%
Graduate or Professional Degree	4.8%	8.2%	10.1%

Source: Dataviews, Woods and Poole, 2000

Education levels have drastically increased within the City since 1990, and are projected to continue to increase during the planning horizon. In 1990, 19.6% of the adult population that attended school had less than a ninth grade education. In 2005, this percentage has been reduced to 8.8%; it is anticipated that this education level will be eliminated by the year 2030. The City has also experienced almost a tripling in the number of college graduates from 9.4% in 1990 to 17.1% in 2005. By 2030, it is anticipated that almost 21% of the population will hold at least a bachelor’s degree, while another 10% of the population will continue onto graduate or professional school.

In comparison with the County, the percentage of the adult population with less than a ninth grade education is slightly lower than the City in 2005 at a little over 7%, although by 2030, both the County and the City are forecast not to have any of their school age population within this category. The County has a much larger percentage of people who only graduated high school in 2005, at 36.8% of their school age population. At the next level of major educational the County and City flip flop in their comparisons. The percentage of the County’s adult population that graduated from college is almost half that of the City at 10.9%. This trend will continue into the future with the County having a higher high school graduation rate, and a lower college graduation rate than the City.

This data may be interpreted as defining a community that will value the benefits of recreational opportunities in their community and eagerly support them. They will most likely place a high value on the programs offered as increasing the quality of their lifestyles.

Conclusion

Due to the desirability of the region, Cartersville faces increasing development pressures as both a bedroom community to the Atlanta metropolitan area and as a potential employment center. As a result, a growth rate approaching 60% for the last two decades is quite rapid and commands a detailed review and forecasting by the City's Parks and Recreation Department. The quantitative and qualitative demographics discussed in this section will help direct future programs for the department. Specifically, continued attention should be given to the 45+ and 65+ generations that have traditionally been overlooked in parks and recreation planning. At the same time, new and upgraded facilities will need to provide for the steady growth in youth and young adult programs. Ethnically, Cartersville has an opportunity to incorporate input from the growing Hispanic communities and to increase participation from both segments by doing so.

The City will continue to grow at many levels—population, average household income and level of education. Today's emphasis on healthy lifestyles and reversing the trend of obesity among children will create support among the community for parks and recreation planning and funding.

Park Classifications and Current Inventory

A primary task of the planning team was to evaluate the existing park facilities. Individual site-based assessments and inventories were conducted on existing City facilities to determine diversity of facilities, distribution patterns, maintenance practices, age, condition and compliance with accessibility requirements of the Americans with Disabilities Act (ADA). The team also looked for design characteristics that either reduced or increased maintenance requirements and park functions. After site visits and inventories were complete, recommendations were made based either upon National Recreation and Park Association (NRPA) guidelines for service areas and facility needs, staff response, public input and national trends around the country, or current and/or desired level of service based on current provision of park and recreation facilities in the City. The guidelines and community trend comparisons were then used to identify deficiencies within the system, whether by acreage, facility or distribution.

■ NRPA Guidelines

In 1995, the NRPA published *Park, Open Space, and Greenway Guidelines*. The book laid out a template of typical park classifications, number of acres a system should have and recommended service levels based on population. Strictly intended as a guideline, the book did not take into account the unique character of each community throughout the country. Local trends and the popularity of some activities over others often dictate a greater need for particular facilities. The guidelines serve as a good baseline for determining a minimum standard. These guidelines, coupled with input received from the community, analysis of participation numbers for various activities and comparisons to similar communities, provide the necessary additional information for determining the number of facilities that are appropriate.

For a public park provider the guidelines suggest, "A park system, at a minimum, should be composed of a 'core' system of park lands, with a total of 6.25 to 10.5 acres of developed open space per 1,000 population." (Mertes, 1995) The types of parks that can be included to meet open space standards can be a combination of the following classifications as determined by the NRPA:

- Mini Park
- Neighborhood Park
- School Park
- Community Park
- Regional Park
- Special Use Park
- Private Park/Recreation Facility
- Natural Resource Area/Preserve
- Greenway

Critical to the service delivery system of any department is the provision of the four basic park categories: mini, neighborhood, community and regional. Each is classified differently based upon the types of amenities, size, service area and how access is gained to the facility. Table 11 gives a brief description of the different types of parks common to a system; following the table is a more detailed description of the park types.

Table 11
NRPA Parks and Open Space Classifications

Classification	Description	Service Area	Acreage
Pocket or Mini Park	Addresses limited, isolated or unique recreational needs or resources	1/4 mile	2,500 sq.ft. to 1.0 acre
Neighborhood Park	A basic unit of the park system: focuses on informal and passive recreation on a local basis	1/4 to 1/2 mile	5.0 to 10.0 acres
Community Park	Serves a broader purpose than a neighborhood park: focuses on meeting community-wide needs	1/2 to 3.0 miles	30.0 to 50.0 acres
Regional Park	Serves a broader purpose than community parks and meets a wider range of active and passive recreational needs	Entire community	75.0+ acres
Sports or Athletic Complex	Consolidates heavily programmed athletic fields and related facilities into larger sites strategically located throughout the community	Variable	40.0 to 80.0 acres
Special Use Area	Park or recreational facility oriented toward a specific use	Variable	Variable
Recreation Center	Community Center, gymnasium or cultural center devoted to meeting multiple active and/or passive needs of the community	Variable	Typically located in district or regional park
School Recreation Center	Generally provides a venue for indoor and outdoor recreation, complementing other parks	Variable	Variable
Greenway/Linear Park	Passive use area that links parks or other recreational or cultural facilities forming a continuous park environment	Determined by resource availability	Variable

Source: Park, Recreation, Open Space and Greenway Guidelines, NRPA 1994

Mini Park

The smallest type of park, a mini park, is typically a site less than five acres. In recent years, another term, "pocket park," has been used in some instances to identify a mini park. The park is designed primarily to attract residents who live within a quarter mile of the park. The park is generally a walk-to type park, meaning no parking facilities for autos are normally found. Mini parks service levels are .25 to .5 acres per thousand residents. Size normally prescribes these parks to be passive, limited-activity park facilities. Common elements include benches, playgrounds and tables in an attractively landscaped setting. The parks are sometimes themed to blend in with the surrounding neighborhood. Designs sometimes match the existing homes, fencing, sidewalk pavers, etc. A park of this size is not developed with fields for league play or community-wide events. The Mini Park prototype is outlined below:

- Average Size: .25 to 5 acres (target size, 3 acres)
- General Concept: Playgrounds for children; benches, tables for adults
- General Purpose: Passive use, serves immediate neighborhood, no parking
- Programs: Unorganized activities

- Children's Play Area: 1.75 acres
- Apparatus Area: 1.75 acres
- Shelter: Approximately 1,000 sq. ft.
- Game/Tennis Area: 1-2 acres (if needed)
- Walking Trails: Varies
- Landscaping and Fencing: Varies
- Utilities : Varies

Neighborhood Park

Neighborhood parks are found in most county and city systems. The park normally has 5 to 20 acres and typically serves a population living within ½ mile of the park. Neighborhood parks conceptually concentrate intense recreation activities and facilities into a limited amount of space. Facilities typical to this park include:

- Playing Fields
- Playgrounds
- Shelters
- Walking Paths
- Restrooms/Concessions
- Swimming Pool
- Parking Facilities

Parking is necessary for this type of facility due to its scope of activities and size. The standard for parking is a minimum of seven spaces for the first ten acres and one additional space for each additional acre. This may vary based upon the activities and program appeal. If team sport facilities or a special feature such as a swimming pool are included, parking spaces in the range of 40 per field, or greater, will be needed. Although the park is classified as a neighborhood park, the scope of people served can vary based upon densities and the number of other parks available. Typically, one neighborhood park should serve between 10,000 to 20,000 residents, or one to two acres per thousand people. The Mini Park prototype is outlined below:

- Average Size: 5 to 20 acres
- General Concept: Active and passive recreation amenities
- General Purpose: Intense active recreation for daytime use within ½ mile radius
- Programs: League practice and play; open space play; not recommended for festivals or large-scale events on a regular basis
- Proposed Play Facilities and Land Requirements
- Soccer Fields: 2 acres per field
- Sports Fields: 2 to 5 acres per field
- Football Fields: 2 acres per field
- Running Track: 5 acres
- Swimming Pool: Varies
- Trail System: Varies

- Shelters: Approximately 2,000 sq. ft.
- Basketball Courts: 10,000 sq. ft.
- Skate Park Area: Varies
- Walking Paths: 1 mile

Community Parks

Community parks are needed within a system to ensure that all users' recreation needs and interests are addressed and included. This type of park expands beyond a local neighborhood and may sometimes include several neighborhoods. The concept behind community parks is to include essentially a one-stop shop for all recreation users. It should include a mix of active and passive activities and attract users of all ages. From sports fields to a community center, the park should provide as many recreation and support services as possible. A park of this size and scope commonly has from 20 to 75 acres; approximately 60 acres is considered a good size for such expansive activities.

The service area for such a facility can vary based upon the size and scope of activities offered. However, a facility of this type may serve anywhere from 50,000 to 80,000 people, or 5 to 8 acres per 1,000 people. User analyses are often based upon a service radius where others in more urban areas may be based upon drive times. Community parks have both day and night activities. Large facilities, such as a large indoor fitness/recreation center or multi-field sports complex, can be placed in such a facility because of the amount of space available and ability to buffer from the surrounding community. The Community Park prototype is outlined below:

- Average Size: 20 to 75 acres (target 60 acres)
- General Concept: Combine passive and active activities into one locale and retain passive areas for non-organized recreation
- General Purpose: Provide a full range of recreational activities for the entire population
- Programs: Active sports and multi-generational activities and passive areas with nature viewing, lake activities and walking
- Lighted Adult Softball Complex: 15 acres (depending on the number of fields)
- Lighted Youth Baseball Complex: 8 to 10 acres (depending on the number of fields)
- Football Field: 2 acres per field
- Community Center/ Multi-generational Area: 50,000-80,000 sq. ft.
- Picnic Shelters: Approximately 2,000 sq. ft.
- Outdoor Basketball Courts: 1 to 2 acres
- Volleyball: 2 to 4 acres
- Picnic Areas: 10 acres
- Lighted Tennis Complex: 2 acres
- Skate Park: Varies
- Lake: 1 to 4 acres
- Maintenance/Support Facility: 1 acre
- Walking Paths: 1 mile
- Parking: Varies

Regional Parks

The largest park typically found within a system is the regional park. These parks are normally found in large park systems.¹ The size of a regional park varies from 50 to 250 acres, depending on the type of activities and the amount of use. The service radius for this type of facility is based upon drive time and is typically within an hour's drive of most residents. Conceptually, the regional park is to provide large natural areas that can be accessed through a variety of means, from roadways to hiking and biking. Also, based upon the locale, it can have unique recreation areas, such as a water park or equestrian facility coupled with natural areas. Regional parks are unique to the general area. Prototypical or preferred amenities vary.

Special Use Parks

Special use parks are designed to meet the needs of a specific user group. An example of a special use park would be a golf course, zoo or a museum. A typical feature of these parks is that they are normally good revenue generators. If maintained and properly staffed, these parks can provide a substantial cash flow for the designated entity. These facilities can vary in size according to the demand and type of layout. For example, a regulation size, par 72 golf course would need at least 140 acres while an executive style (par 60) layout may only require 100 to 120 acres, based upon amenities such as driving range and practice facilities.

Natural Resource Area/Preserve

According to the NRPA, natural resource areas are defined as "lands set aside for preservation of significant natural resources, remnant landscapes, open space, and visual aesthetics/buffering." These lands consist of:

- Individual sites exhibiting natural resources
- Lands unsuitable for development but offering natural resource potential (examples: parcels with steep slopes and natural vegetation, drainage ways and ravines, surface water management areas--man-made pond areas--and utility easements)
- Protected land, such as wetlands, lowlands and shorelines along waterways, lakes and ponds

Acquisition of natural resource areas and preserves serve to enhance the quality of the community by maintaining a portion of its natural amenities.

Greenways

Greenways have become one of the most popular family recreation activities across the country. The value of greenways in terms of recreation, education and resource protection is invaluable. Greenways serve as linkages between cities, parks, schools, commercial areas and neighborhoods. They provide a safe mode of transportation that preserves the environment. Typically, greenways can be anywhere from 10 to 12 feet wide and can be paved or natural surface. When developing a greenway system, corridors should be identified where people will access the area easily and connect elements within the community and incorporate all the characteristics of the natural resource areas. Greenway corridors should be no less than 50 feet in width except in neighborhoods, where 25 feet may be acceptable.

Greenways can be located in a variety of settings and can be utilized for active and passive recreation activities. Ecologically speaking, they are typically located along natural environments such as rivers, ridgelines and coastal areas. These trails provide connections to nature, protect and maintain biodiversity, minimize development, and provide for wildlife migration across natural and manmade boundaries. Recreational greenways commonly link elements that have diverse and significant landscapes. Many link rural areas to more urban locales and range from local trails to larger systems. Most are paved trails that accommodate pedestrians, skaters and bicycles. Another type of greenway is

¹ Most often, regional parks are a part of a county-wide park system.

the cultural trail, which connects areas of significant historic value and culture. Economic benefits from these types of trails may be significant if linkages can be directed toward areas of commerce to provide an infrastructure for commuting.

School Parks

School park sites are an excellent way to combine resources and provide accessible recreation amenities to the community. Depending on the school type (i.e. elementary, middle, high school) the size of the park will be dictated by the land available adjacent to the school. Typically, middle and high schools are constructed with youth athletic fields to support team sports. These facilities provide the basis for developing a community park or, at the very least, youth athletic fields for recreation programs. The selection of school sites is determined by the school district and according to the countywide or citywide distribution of students. The school site selection criteria may or may not meet the needs for parkland distribution. When development of school parks is possible, guidelines for neighborhood/community parks should be followed to meet the needs of residents. When joint developments occur, features common to other parks in the county and surrounding cities (i.e. signs) should be used to identify the property as a public facility.

Private Park/Recreation Facility

The private park and recreation facility, as described by the NRPA, meets one of the two following characteristics:

- "Private Parks, such as swimming pools, tennis courts, and party houses, are generally within a residential area developed for the exclusive use of residents and are maintained through a neighborhood association. They are not, however, a complete substitute for public recreation space, and
- Private Recreation Facilities that are for-profit enterprises, such as health and fitness clubs, golf courses, water parks, amusement parks and sports facilities."

These facility types can be entirely private or, in many cases, be a joint venture between a public entity and a private organization. Partnerships of this kind allow for the provision of facilities and programs at a reduced cost to the public sector.

■ Cartersville Park Providers

The overall delivery of recreation opportunities in Cartersville consists of public recreation providers, private facilities offered for a fee, several churches and residential complexes. These facilities are described in the following discussion. The Cartersville Parks and Recreation Department is the largest provider of park and recreation services in the City. Other providers include Bartow County and other cities within the County, Georgia State Parks, Corps of Engineers properties, Cartersville schools, the Etowah Area Consolidated Housing Authority, and several private groups and organizations. Each provider offers recreation facilities and/or programming for all ages with some overlap of activity.

Private Providers

There are several private providers of recreation services in Cartersville. They include health, sport and fitness clubs, Girl and Boy Scouts, golf courses and country clubs, special-event facilities and local churches. The majority of providers in this group offer programs and activities on a fee-based or membership-based arrangement. The for-profit and non-profit providers use fees for individual programs or annual memberships to support their programs and charge a market rate in order to offer programs. Providers such as the Boy Scouts and Girl Scouts use sponsorships to hold down programming costs in order to reach population groups whom they target with their programs.

In recent years, churches have expanded their facilities as part of their outreach ministry. Some local churches may offer recreation facilities to their congregations, including sports fields, meeting rooms, indoor walking tracks, gymnasiums, weight rooms and fitness rooms. In addition to the golf course in the Carter Grove development, there are local golfing facilities.

Cartersville School System Facilities

Summer Hill Education/Recreation Facility

In 2001, the Etowah Area Consolidated Housing Authority took over ownership of the former school and the adjacent seventeen-acre recreational complex. This property, which had been dormant for many years, now includes a newly renovated baseball field, a nature walk, a new educational facility, the fully equipped J.H. Morgan gymnasium with an indoor basketball court, 2 lighted tennis courts, 2 outdoor basketball courts, the Aubrey Street swimming pool, public picnic areas, and more. The project is a partnership of the EHA, City of Cartersville, Bartow County, Cartersville Parks & Recreation Department, local schools of higher learning, and more. Although these facilities are made available for use by residents of the City, they are not counted in the inventory as the City does not own and maintain them, with the exception of the Aubrey Street Swimming Pool, which is maintained by the City. The indoor basketball court in the Aubrey Street Gym is used and maintained in the winter months by the City and may be counted toward the inventory.

Cartersville Primary Gym

There are indoor basketball courts at the Cartersville Primary Gym which are owned and maintained by the Cartersville School System. Although not included in the City's inventory, one court is made available for use by the City for use by the youth league.

Cartersville Park and Recreation Facilities

Table 12 presents a summary of the parks and recreation facilities owned and operated by the City. A written description of each park and its facilities follows the table.

Table 12
Inventory of Parks & Facilities - 2007
 City of Cartersville

Location	Acres	Ball Fields	Soccer Fields	Football Fields	Tennis Courts	Basketball Courts (in/outdoor)	Volleyball Courts (outdoor)	Multi-Purpose Trail System	Walking/Jogging Trail	Running Track
Sam Smith Park	212.8							1		
Pine Mountain	225.0								1	
Dellinger Park	111.2	6		1	13	2	2		2	1
Baseball Complex	31.9	5							1	
Deerfield	18.0									
Soccer Complex	12.0		5							
Clearwater Street Park	7.8	4			3					
Gymnastics Center	3.0									
Old Iron Bridge Park*	2.8									
Aubrey Street Gym	2.0					1				
Jones Street Park	1.0									
North Towne Park	0.6									
Rotary Park	0.5									
Etowah River Trail Link	3.6							1		
Petit Creek Trail	0.5							1		
Civic Center	N/A									
TOTALS	632.6	15	5	1	16	3	2	3	4	1

* The acreage for this park is included in the inventory, but picnic facilities are not yet completed and therefore not reflected in inventory

Location	Swimming Pools	Play-grounds	Covered pavilions	Picnic facilities	Recreation Centers	Gym-nasiums	Community/Cultural Centers	Concession/R est Room	Maintenance Facilities	Multi-use Fields
Sam Smith Park	1				1			1		3
Pine Mountain										
Dellinger Park	1	2	5					3	1	
Baseball Complex		1		1				1	1	
Deerfield										4
Soccer Complex								1		
Clearwater Street Park				1				1		
Gymnastics Center						1				
Old Iron Bridge Park										
Aubrey Street Gym	1									
Jones Street Park		1		1						
North Towne Park		1		1						
Rotary Park		1		1						
Etowah River Trail Link										
Petit Creek Trail										
Civic Center							1			
TOTALS	3	6	5	5	1	1	1	7	2	7

Dellinger Park

Dellinger Park is Cartersville's premier park facility and is the location of the main office for the Cartersville Parks and Recreation Department. Dellinger Park has a total of 111 acres, plus the 18-acre "Deerfield Practice Fields." Entrances to the park are on Pine Grove Road and Etowah Drive. The park was originally built in 1975 on a 40-acre tract of land donated to the City by the Dellinger Family. The park was expanded in 1980 on an additional 10-acre tract of land donated by the Dellinger Family. A third expansion was completed in 1983, on a 61-acre tract of land purchased by the City. In addition to 40 acres of undeveloped green space, Dellinger Park has:



- Thirteen lighted tennis courts, with up to four new courts proposed for completion within 5 years;
- Six softball fields;
- A football/soccer field with 440 yard track;
- Two playground areas;
- Two outdoor basketball courts;
- An Olympic size swimming pool;
- 2.1 mile and 1.3 mile walking/running trail with exercise stations;
- A nineteen hole putt-putt golf course;
- A 4 acre lake and an island gazebo; and
- Four large picnic shelters and a gazebo.



Clearwater Street Park

Clearwater Street Park is 7.8 acres. Facilities include:

- Four baseball fields, also known as the ATCO facility. These include the Rudy York Field, the Joe Frank Harris Field, Bill Bruce Field, and the George Johnson Field;
- Three lighted tennis courts;
- Five batting cages;
- Comfort/concession stand; and
- A clubhouse.

Sam Smith Park²

This facility is currently under development and will include 212.8 acres of improved and natural open space. It will include youth athletic fields and four concession stands, six multi-purpose/soccer fields, a skate park, the recently completed Senior Aquatics Center, a recreation center, an indoor competition pool, and the 2.6 mile long Etowah Riverwalk with a 0.7 mile link to Dellinger Park. The site will be able to accommodate currently undesignated facilities as determined by the City as necessary to meet demand for recreation facilities generated by future growth.

Pocket or Mini Parks

Three one-acre “vest-pocket” parks, which may be outfitted with playground equipment and benches, are popular places for children and families.

- Rotary Park
- Jones Street Park
- North Towne Park



Old Iron Bridge Park

This 2.0 acre area is currently not completed, and a timetable for rehabilitation of the Old Iron Bridge has not yet been determined. The park will be improved by the developer of the Carter Grove development as a passive park with picnic tables and benches subsequent to renovation of the Old Iron Bridge as a pedestrian bridge.

Cartersville Soccer Areas

Soccer areas include two non-adjacent facilities:

- The Deerfield Practice Fields—18 acres that are used for both soccer and football in the vicinity of Dellinger Park. These four fields are grassed, but unlighted.
- The Cartersville Soccer Complex includes five regulation soccer fields. These facilities are adjacent to, and on 13 acres of land owned by the Cartersville School System, and are a joint-use project of the Parks Department and School Board. A concession stand is available.

² Formerly Milam Farm Park.

Cartersville Baseball Complex

The baseball complex on Sugar Valley Road is a 32-acre facility, built in 1992, that has:

- Five baseball/softball fields;
- Indoor/pitching facility;
- A concession stand with restrooms;
- A 1-mile lighted walking/running VITA trail with 18 exercise stations; and
- A handicap-accessible playground and picnic tables.

Gyms

The Aubrey Street Recreation Gym and the John H. Morgan Gym house such programs as youth basketball, adult basketball and free play basketball. The John H. Morgan Recreation Gym contains one indoor basketball court which is used by the City during the winter months and is maintained by the Parks and Recreation Department during the winter season. The John H. Morgan Gym is located at the Summer Hill Complex. It contains one indoor basketball court and two outdoor basketball courts, which although they supplement the City facilities, are not maintained by the City and therefore are not included in the inventory.

Civic Center and Gymnastics Complex

Cartersville's Civic Center and Gymnastics Center are located adjacent to one another in town between West Main Street and Cherokee Street.

- The 12,000 square foot Civic Center can seat 700-auditorium style and is used for a wide variety of events and meetings.
- The Gymnastic Center and Gymnastics Plus (on Porter Street) are both well equipped with quality apparatus. The Belarus National Men's Gymnastic Team chose Cartersville as their practice site during the 1996 Olympics. Programs are offered for boys and girls ages 2 and up and include developmental and the Cartersville Twisters competitive gymnastics.

Pettit Creek Trail

A 0.5 mile long multi-purpose recreation trail along the Pettit Creek.

Pine Mountain

225 acres of greenspace, with approximately 4.6 miles of strenuous hiking trails. The summit of the mountain provides views of the surrounding area.

Conservation Areas

There are several conservation/open space areas within the City of Cartersville, including portions of the 212.8 acre Sam Smith Park; The Etowah Riverwalk, which ultimately will be 2.41 miles with a 0.7 mile link to Dellinger Park; Pine Mountain Recreation Area with ultimately almost 5 miles of trails, as well as an outdoor recreation area; the 0.5 mile Pettit Creek Trail Project; and a portion of the 111-acre public Dellinger Park which has 40 acres of undeveloped green space.

Greenspace

The City of Cartersville is an active partner with Bartow County in the countywide Greenspace Program. The Greenspace Program, begun in 2001 as an outgrowth of the Etowah River Greenway Project, was funded initially by the Georgia Department of Natural Resources. Since that time, the County has found alternate sources of funding for Greenspace preservation purposes, including a \$2,000,000 commitment passed as part of the SPLOST initiative in the November 2003 referendum.

Public Input

A critical element of this Master Plan is the recognition of the desires and perceptions of the public, and the City's responses to that input. Public input through survey instruments cannot, by itself, provide all the direction needed for future parks and recreations planning. That said, public input is a good gauge of past performance and future expectations.

■ Previous Citizen Input

The City of Cartersville is very proactive in planning its future. Since the completion of the previous (1991) Joint Comprehensive Plan with Bartow County, the City has completed several planning related initiatives to gauge the issues relevant and important to residents, including two community wide citizen surveys.³ One of the goal highlights achieved since the City's last Comprehensive Plan update included the development of additional recreational properties in various parts of the community to improve the quality of life for residents. In addition, the City, through land use regulations, fostered positive development around the recreation facilities.

Subsequent public input obtained during preparation of the recently adopted Comprehensive Plan and from the 2007 web-based survey are discussed in later sections.

2005 National Citizen Survey

The City of Cartersville has a long history of public involvement to guide its path into the future. Past participation efforts provide invaluable information on issues facing the community. Among other avenues, the City participated with the County on the development of a strategic plan and administered the National Citizens Survey (the NCS) in 2005. The NCS is a collaborative effort between the National Research Center, Inc. and the International City/County Management Association. The NCS was developed to provide local jurisdictions an accurate, affordable and easy way to assess and interpret residential opinion about important community issues. Results offer insight into residents' perceptions about local government performance and as such provide important benchmarks for jurisdictions working on performance measurement. Specific methodology and survey validation is available in the "*National Citizens Survey, 2005, Report of Results for the City of Cartersville, Georgia.*" Results from this survey were used as the initial issue phase of this assessment to assist in guiding data gathering and types of analysis.

The National Citizen Survey contained many questions related to the life of the residents of the community. Survey participants were asked to rate their overall quality of life, as well as other aspects of quality of life in Cartersville. They also evaluated characteristics of the community, and gave their perceptions of safety. In 2005, the highest rated characteristics of Cartersville were sense of community, recreational opportunities, and overall appearance of Cartersville. Using a rating system of "above", "similar to", and "below" the norm, residents rated services and facilities. The ratings were compared to other jurisdictions in the south, and also nationwide. The following analysis pertains to the ranking of Cartersville in the regional southern context.

As a Quality of Life indicator, recreational opportunities were rated "above the norm". Under the Public Facilities category city parks; range/variety of recreation programs and classes; and accessibility to parks were rated "above the norm". The quality of recreation programs/classes; recreation centers/facilities; and the appearance/maintenance of parks were rated "similar to the norm". The perception of feeling of safety in a Cartersville park both in the day and at night were rated "above the norm".

³ Although the City has used surveys prior to 2005, the focus here is on details of the 2005 and 2007 National Citizen Surveys, in addition to the 2007 web-based survey. The recent growth of the city is better reflected by the most recent surveys, and the last previous survey provides detailed contrast to the current responses. The 2003 National Citizen Survey will also be discussed in the concluding section of the chapter, to contrast and compare responses over time.

Table 13
2005 National Citizen Survey - Cartersville
Quality of Recreational Service Ratings by Population Characteristics

Item	Rating	Comparison to Norm	Quality of Leisure Service Rating			
			Excellent	Good	Fair	Poor
How do you rate the quality of the following services? ¹						
City Parks	72	Above the norm	36%	45%	18%	2%
Recreation Programs or Classes	65	Similar to the norm	23%	52%	21%	3%
Range/Variety of Recreation Programs/Classes	61	Above the norm	21%	50%	22%	7%
Recreation Centers/Facilities	62	Similar to the Norm	21%	51%	22%	6%
Accessibility of Parks	69	Above the norm	27%	54%	15%	3%
Accessibility of Recreation Centers/Facilities	64	Similar to the norm	21%	56%	19%	5%
Appearance/Maintenance of Parks	69	Similar to the norm	28%	54%	14%	4%
Rate the following characteristics as they relate to Cartersville as a whole: ¹						
Recreational Opportunities	62	Above the norm	NA	NA	NA	NA
Rate how safe you feel: ¹						
In Cartersville's parks during the day	83	Above the norm	N/A	N/A	N/A	N/A
In Cartersville's parks at night	55	Above the norm	N/A	N/A	N/A	N/A

¹ Average rating on a 100 point scale

Source: National Citizen Survey, City of Cartersville, 2005

The respondents were asked to rank the quality of services by the categories of "excellent", "good", "fair", and "poor". Between 71% and 82% of the respondents ranked each of the services as "good" or above. The quality of the parks, and the appearance and maintenance of parks received the highest total rankings of "good" and "excellent". The range/variety of recreation programs and classes received the lowest rankings, with 29% of the respondents ranking them "fair" to "poor".

Most noteworthy, however, is when posed a policy question regarding the citizen's likelihood to vote in favor of a property taxed bond, based on a one mill increase to fund \$12 million improvements to the Sam Smith property, 54% of the respondents opposed or strongly opposed. This has the long-term repercussion of creating a perception that, while the public strongly supports the parks system, they are unwilling to fund large-scale improvements through implementation of available, feasible, funding options. A similar response was obtained in the 2007 on-line survey, where respondents specified SPLOST and General Fund as the preferred methods of financing improvements, with dedicated property tax or borrowing funds/bonds garnering little support.

2007 National Citizen Survey

The City conducted a separate survey mechanism in 2007, also a National Citizen Survey. The National Citizen Survey customized for this jurisdiction was developed in close cooperation with local jurisdiction staff. The City of Cartersville staff selected items from a menu of questions about services and community problems; they defined the jurisdiction boundaries used for sampling; and they provided the appropriate letterhead and signatures for mailings. Cartersville staff also determined local interest in a variety of add-on options for The National Citizen Survey Basic Service. One of the add-on options that Cartersville chose to include was an open-ended policy question.

Following the mailing of a pre-survey notification postcard to a random sample of 1,200 households, surveys were mailed to the same residences approximately one week later. A reminder letter and a new survey were sent to the same households after two weeks. Completed surveys were received from 364 residents, for a response rate of 34%. Typically, the response rates obtained on citizen surveys range from 25% to 40%.

In the Verbatim response section, several comments were directed towards the parks and recreation delivery in the City. These have been summarized in the following points:

- Parks should have more space dedicated to things other than softball/baseball.
- Top notch park with plenty of recreational opportunities. Plenty of green space with bike trails.
- I would like for Cartersville to continue to grow, paying close attention to green spaces.
- I would like to see Cartersville with a lot more green space, parks, etc.
- A small community with many amenities and lots of green space for hiking, biking, walking. I would like to see a bike trail that connects to the Silver Comet trail. Places to park bikes downtown at retail shops, a skateboard park, a bike and walking path along the Etowah River, a history museum and to be known as an arts and cultural community.
- Implementation of current plan for parks & walkways and more parks in northern part of the city.
- Need to work on the walking trails at park.
- By the year 2030, I would like to see Cartersville a city where any citizen of my age can walk to activities downtown or nearby parks and/or recreation areas near their homes within a 1/2 mile radius from any residence within the city.
- And no smoking around public buildings and the park where there are children. Please pick-up all the trash! The playgrounds are filthy. I would be embarrassed. Dellinger Park is covered with trash and Cartersville Elementary school playground, same thing.
- Keep clean parks, kept ball fields and things for the young people to use as they will be the leaders of tomorrow.
- Cartersville needs places to go and things to do for young youth-ages 13-16. About the only places to go are the skating rink & bowling alley at which I would not let my child go. Not a good place for young youths to go but that's all there is for them to do.
- More community centers offering a variety of programs to all ages (adults as well as children) look to the city of Kennesaw for an excellent role model. Keep up the good work with bike trails and parks.
- I'd like to see a much improved tennis program and facility in Dellinger Park.
- I enjoy my grand kids' baseball from t-ball to Cartersville high school this year.

The City chose to have the results of the selected items of the survey cross tabulated with population characteristics of age, race, gender and residential occupancy (owner or renter). For most of the questions, only one number for each question was shown. Usually this number is the rating on a 100-point scale. Sometimes this scale was not appropriate to use. In these cases responses were summarized to show only the proportion of respondents giving a certain answer.

As indicated on the following table, it was found that the residents aged 45 and above were more content with the parks and recreation opportunities and rated this feature higher than younger adults, with the 18 to 24 year age group the most dissatisfied. The cross tabulations also reflected that home owners were more satisfied with recreational opportunities than renters. Men and women responded comparably, as did racial and ethnic populations.

Questions regarding how safe residents felt in parks during the day and at night varied greatly. During the day, a high proportion of respondents in all age groups, ethnic backgrounds and residence situations felt safe in the Cartersville parks. However, non-white populations reported feeling a greater sense of safety. As well, the mid-aged groups, 25 through 54, felt safer than older and younger age cohorts. The feeling of safety in the parks at night significantly dropped, in some cases over 30 points (or percentage) in all age, ethnicity and residence categories. The ethnic populations still felt safer at night in the parks, with a 15 point variance above the white respondents. Where comparable feelings of safety were reported by males and females during the day, females reported a much lower incidence of safety perception at night. The older age groups (35 to 64, and 75+) had a slightly greater feeling of safety at night than the other age cohorts.

Use of community amenities was also rated. When asked if one had participated in a recreation program or event in the past 12 months, the responses varied significantly among age groups and residence status. Respondents who owned their residences participated at a greater frequency than renters, at 66% compared to 57% respectively. In terms of age, again the mid-age groups reported the highest participation rates, ranging from 63% to 78% as the ages progressed upward, with the younger (18 to 24) respondents and older (above 54) dropping to the 50% range, and down to 39% for the elderly above 75. Race and ethnicity appeared not to be a factor in participation, nor did gender. This could indicate that programs appealing to these age groups are not currently sufficient, or that barriers to participation exist.

Cartersville park visitation garnered very high participation rates from all respondents, with a fairly comparable proportion of renters (89%) and owners (91%) reporting having visited a Cartersville park in the past 12 months. Sex of participants was also relatively comparable, reflecting the same proportional breakdown as residence status for women and men respectively. There is a large discrepancy between racial/ethnic groups as to park visitation, where 93% of the white respondents compared to only 73% of non-white respondents reported visiting a park in the last 12 months. Park visitation is high among the age groups up to age 65, ranging from 87% (age 55 to 64) to 100% (age 18 to 24), with the 35-54 age group in the lower 90% participation range. Even 76% of respondents in the 75 plus age group had utilized a Cartersville park in the past year.

Table 14
2007 National Citizen Survey - Cartersville
Quality of Recreational Service Ratings by Population Characteristics

	Residence Status		Ethnicity		Age						Gender		
	Renter	Owner	White	Non-white	18-24	25-34	35-44	45-54	55-64	65-74	74+	Male	Female
How do you rate the quality of the following services? ¹													
City Parks	64	74	69	79	41	71	64	77	72	74	83	72	69
Recreation Programs or Services	60	69	65	70	35	68	59	73	68	64	77	65	67
Range/Variety of Recreation Programs/Classes	59	64	62	67	35	64	55	67	65	62	76	61	64
Recreation Centers/Facilities	59	66	62	69	43	65	53	69	64	62	78	63	63
Accessibility of Parks	65	72	68	76	49	68	67	77	66	70	77	69	70
Accessibility of Recreation Centers/Facilities	62	69	66	75	49	65	65	73	67	67	76	67	67
Appearance/Maintenance of Parks	66	70	69	72	41	70	67	75	67	68	80	69	68
Appearance of Rec Centers/Facilities	62	66	64	72	34	65	63	71	65	64	76	65	64
Rate the following characteristics as they relate to Cartersville as a whole: ¹													
Recreational Opportunities	59	67	64	65	43	60	57	69	70	70	77	63	65
Rate how safe you feel: ¹													
In Cartersville's parks during the day	82	84	82	87	76	84	87	87	79	79	80	83	84
In Cartersville's parks at night	54	52	50	66	41	49	60	56	54	51	54	48	59
In the past 12 months, have you or a family member participated in the following?													
A recreation program or activity	57%	66%	63%	63%	55%	63%	65%	78%	50%	50%	39%	63%	62%
Visited a Cartersville park	88%	91%	93%	76%	100%	89%	92%	95%	87%	80%	76%	88%	91%

¹ Average rating on a 100 point scale
Source: National Citizen Survey, City of Cartersville, 2007

As in the 2005 survey, the 2007 National Citizen Survey contained many questions related to the life of the residents of the community. Survey participants were asked to rate their overall quality of life, as well as specific aspects of quality of life in Cartersville. They also evaluated characteristics of the community, and gave their perceptions of safety. In 2007, the highest rated characteristics of Cartersville were recreational opportunities under the sense of community of Cartersville topic. Using a rating system of "above", "similar to", and "below" the norm, residents rated services and facilities. The ratings were compared to other jurisdictions in the south, and also nationwide. In 2007, all characteristics were rated "above the norm", which indicates an improvement in resident's perception of their recreational opportunities from the 2005 survey. These rankings pertain to Cartersville in the regional (southern) context.

Table 15
2007 National Citizen Survey - Cartersville
Quality of Recreational Service Ratings in Southern Region

Item	Rating	Comparison to Norm	Quality of Leisure Service Rating			
			Excellent	Good	Fair	Poor
How do you rate the quality of the following services?¹						
City Parks	70	above the norm	37%	41%	17%	4%
Recreation Programs or Services	66	above the norm	31%	39%	25%	5%
Range/Variety of Recreation Programs/Classes	62	above the norm	25%	44%	23%	8%
Recreation Centers/Facilities	63	above the norm	27%	42%	25%	6%
Accessibility of Parks	69	above the norm	32%	45%	20%	2%
Accessibility of Recreation Centers/Facilities	67	above the norm	28%	47%	22%	3%
Appearance of Rec Centers/Facilities	65	above the norm	31%	47%	19%	3%
Appearance/Maintenance of Parks	69	above the norm	26%	47%	23%	4%
Rate the following characteristics as they relate to Cartersville as a whole:¹						
Recreational Opportunities	64	above the norm	NA	NA	NA	NA
Rate how safe you feel:¹						
In Cartersville's parks during the day	83	above the norm	NA	NA	NA	NA
In Cartersville's parks at night	53	above the norm	NA	NA	NA	NA

¹ Average rating on a 100 point scale

Source: National Citizen Survey, City of Cartersville, 2007

The respondents were again asked to rank the quality of services by the categories of "excellent", "good", "fair", and "poor". Between 69% to 78% of the respondents ranked each of the services as "good" or above. The quality of the parks, the accessibility of parks and the appearance and maintenance of recreational facilities received the highest total rankings of "good" and "excellent". The range/variety of recreation programs and classes, and the quality of the recreation centers/facilities received the lowest rankings, with 31% of the respondents ranking them "fair" to "poor".

Comparison of National Citizen Survey Results

The 2007 survey contained some data on comparisons between the years of 2003, 2005 and 2007. In several categories of the survey, ratings of the quality of life in Cartersville dropped slightly from the 2005 survey. However, in 2007, the highest rated characteristics of Cartersville were recreational opportunities, overall appearance of Cartersville, and sense of community. The average rating on a 100-point scale given to recreational opportunities in 2007 was 64 compared to 60 in 2003 and 62 in 2005.

Overall perception of feelings of safety in the parks in the daytime declined in 2007, at 86% of the respondents, compared to 90% and 92% in 2005 and 2003 respectively. Safety perception at night also dropped compared to 2005, at 47% in 2007 as compared to 50% in 2005, but was higher than the 45% reported in 2003.

Table 16
2007 National Citizen Survey
Cartersville Comparison of Quality Rating by Year

Quality Service Rating Item	Year		
	2007	2005	2003
<i>How do you rate the quality of the following services?¹</i>			
City Parks	70	72	72
Recreation Programs or Services	66	65	67
Range/Variety of Recreation Programs/Classes	62	61	63
Recreation Centers/Facilities	63	62	61
Accessibility of Parks	69	69	68
Accessibility of Recreation Centers/Facilities	67	64	NA
Appearance of Rec Centers/Facilities	65	69	67
Appearance/Maintenance of Parks	69	NA	NA

¹ Average rating on a 100 point scale

Source: National Citizen Survey, City of Cartersville, 2007

The overall quality of services provided by the City of Cartersville was rated as 64 on a 100-point scale in 2007, compared to 65 in 2003 and 63 in 2005, which indicates a fairly stable perception. The perception of the quality of parks has declined very slightly over the past 5 years, as well as the rating of the quality of the appearance of the recreation centers and facilities. The quality of recreation programs and services, and the quality of the range of recreation programs and classes increased over the 2005 rating, yet were slightly lower than in 2003. The ratings of accessibility to recreation centers and facilities also increased from 2005, as well as the rating of the range of recreation programs and classes, yet is lower than in 2003. The rating of the quality of the recreation centers and facilities increased over the 5 year period. Generally, the range in differential of ratings is slight, indicating a need for improvement in the appearance of the built facilities and need for improvements to existing, as well as new parkland facilities to handle increased demand.⁴

■ Conclusions from the National Citizen's Surveys

Broad direction and generalizations can be drawn from the survey results. The range of programs and delivery of recreation programs and services should be monitored and improved where possible. Safety within the parks should be looked at carefully and additional physical measures augmented, such as lighting, removal of physical structures such as posts or solid walls, or shrub masses in highly used

⁴ We may also be seeing a change in expectations of parks and recreation services as new residents move in to the city, bringing their experiences of other parks programs with them. In addition, a new homeowner may be more focused on the value added to their property by a strong and vibrant parks program, in comparison to established residents.

areas where someone could hide or which block views of playground or playing fields. Additional staffing or police patrolling should also be considered.

Comparison of the ranking of services as “excellent”, “good”, “fair”, and “poor” indicates that the ranking of the quality of services has dropped overall since the 2005 survey, where 71% to 82% of the respondents ranked each question as “good” and above as compared to 2007 where this ranking had dropped to 69% to 78% of the respondents. The range of recreation programs/classes remained the lowest ranking, although the level of dissatisfaction increased from 29% to 31% of the respondents. In addition, the ranking of the quality of the recreation facilities dropped to 31% from 28% in 2005. These findings indicate that the quality of the recreational facilities needs to be addressed, with possible upgrades and renovations, as well as new facilities in the northern portion of the City, compounded with expansion of recreational programs and offerings. This sentiment is mirrored in the responses to the on-line survey conducted in the summer of 2007. Although ranking “above the norm” in comparison to other jurisdictions in the south, improvements to all aspects of the park and recreation system should be considered.

■ 2007 Internet Citizen Survey

The City of Cartersville staff, in conjunction with ROSS+associates, created a customized survey to ascertain the public’s perception of what they envision important to be addressed in the Parks and Master Plan. The survey was placed on the Internet, advertised through utility bills, word of mouth and announcements at events. Approximately 300 citizens responded. Although not every participant answered each question, there generally was a 93% and above response rate to each question. The purpose of this survey was to secure input relative to park utilization, visitation type and duration, activities participation, recreation system adequacy, adequacy of support facilities, desires for new facilities and programs, determination of preferred funding mechanisms and willingness to fund proposed projects, and to allow respondents to provide comments relative to the Cartersville recreation system. (The survey in its entirety is found in the Appendix.) A summary of input received from the survey follows.

Participation

Within the participant base, slightly over 55% of the participants resided within the City, with the remaining 45% residing outside the city limits, but in the general vicinity of the city. The majority of participants (81%) were in the “workforce” age range (25 to 54), which is also the age range most likely to have children under the age of 18. This corresponds closely to the actual representation of married couple or single headed household participants with children, at 77% of the total. Combined, the participants had 460 children, of which almost 52% were between the ages of 6 and 12. The number of children ages 14 to 17, and those below age 6 were almost equally represented, at 25% and 24% respectively. Almost 19% of the participants were either single or couples with no children. Only 4% of the respondents were over age 65, and reported being retired. The respondents to the survey were generally fairly affluent, with over 43% reporting an income over \$75,000 annually, and another 28% with incomes between \$50,000 and \$75,000 annually.

When asked to rank their current experience utilizing City parks, the majority of participants reported satisfaction with their experiences (a ranking of 6 and above out of a possible 10). Just over 57% of the respondents reported being very to extremely satisfied with their experiences (a ranking of 8 and above out of a possible 10). City parks were overwhelmingly the choice for use by almost 84% of the survey respondents, with 14.5% primarily utilizing state park facilities.

Respondents were asked to indicate all of the activities in which they or family members participate. A list of 29 active and passive recreational activities was included on the survey. The majority of activities receiving the highest levels of participation were active in nature. The activities having the highest participation rates, by rank, are as follows:

- Swimming

- Youth Baseball
- Walking/Jogging
- Youth Football
- Tennis
- Concerts in the Park
- Gymnastics
- Playgrounds

Frequency of visitation to park facilities was also queried. Almost 75% of the respondents utilized the park facilities at least once a week. Out of 300 responses, 44.3% visited parks several times a week. The percent of participants visiting the parks once a week and those visiting daily were nearly identical, at 14.6% and 14.3% respectively. Attendance at the park facilities does not seem impacted by safety concerns at a level corresponding to the previous National Citizen Surveys. The majority of respondents (57%) felt safe in the parks, with another 39% reporting feeling somewhat safe in the parks. Only 4% indicated perceptions of danger in the City parks.

Over 55% of the adult respondents utilized the parks for themselves and their children, with 25.8% utilizing the parks for themselves only. The remainder utilized the parks primarily for the youth programs.

Accessibility

Participants were asked to identify the amount of time they would be willing to spend to get to a park facility. Almost 45% of the respondents were willing to drive over 20 minutes to a park facility, with 35% willing to drive 5 to 10 minutes to a park facility. Only 7% would not drive more than 5 minutes to a park facility.

Interestingly, respondents indicated a willingness to walk fairly long distances to a park facility, with almost 60% willing to walk a half mile or further to a park. Approximately 18% of the respondents indicated that they would not walk to any park facility, and 14% indicated that they would walk over 2 miles to a park facilities. Respondents also indicated a willingness to ride a bike to a park facility, with 48% indicating that they would ride at least one mile. However, 40% of the respondents indicated that they would not use a bicycle to access a park facility at all.

Overall Perception of Level of Service

Participants were offered statements to ascertain their perception of the Parks and Recreation system and the current parks facilities and programs. Out of 336 responses (more than one statement could be checked), the following received the highest level of agreement:

- The Parks and Recreation Department maintains a good image in the community (61 responses).
- Compared to other programs (public safety, streets, utilities, schools), parks and recreation is important to the city (51).
- Existing facilities need to be renovated (46).
- City recreation programs and facilities are reasonably priced (40).
- The recreation programs I and/or my family want to participate in are available through the city parks (35).
- City recreation facilities and parks are well maintained (33).

When asked to choose one item from a list of potential facilities improvements or new facilities which the participant considered the most important to improve their experience, an aquatic center received the most responses. The aquatic center was followed by:

- A walking trail system throughout the City
- A multi-purpose indoor arena
- Renovation of existing parks
- An amphitheatre
- Improved maintenance at existing facilities
- Indoor walking areas
- Bike trails
- A multi-court tennis center

These responses indicate that in addition to a perceived need for an indoor pool facility available to all segments of the public, a major entertainment venue, such as an indoor arena or amphitheatre, and improvement and improved maintenance of the physical attributes of existing facilities ranked high among items considered important to improve resident's experiences. These responses relate to the item which identified the activities and programs receiving the most participation, which included swimming, special events, and walking the city's trails in the top percentages. In particular, the attributes of walking paths and multi-purpose trails, which ranked second in importance, was queried. An average of 88% of the respondents felt that paved paths should be lighted; paved paths should be wide enough for walking, cycling and jogging simultaneously; and nature trails should be unpaved. Slightly less, at 82%, but still significant, felt that multi-purpose trails should be interconnected to parks, schools and neighborhoods throughout the City

A list of other programs and activities that could be offered at City parks was provided to determine interest in program/activity augmentation. The most common choice included personal enrichment, the arts, instructional programs, and children's activities related programs. The activities most requested, in order of magnitude, were:

- An amphitheatre
- Fitness Programs
- Nature/Outdoor Programs
- Summer Day Camps
- Hobby/Arts and Crafts
- Performing Arts
- Volleyball
- Golf
- After School programs
- Dog Programs

Potential Funding Mechanisms

The respondents were asked a series of questions to determine their willingness to financially support new programs and facilities, and which methods were most acceptable. Participants were given a choice of funding strategies to improve the current parks and recreation service delivery, including: SPLOST and/or impact fees; General Fund; borrowing money with a 20-25 year payback; or a dedicated property tax. SPLOST/impact fees funding garnered 40% of the support, followed closely by increased

expenditure of General Funds, at 33%. The other two funding mechanisms earned 18% of the support combined. (9% of those responding selected 'none.')

The implications of application of these funding sources is discussed in detail in the Capital Funding Strategy section.

When asked what additional funding mechanisms would be supported to pay for park maintenance and additional facilities (could choose multiple options), construction of additional facilities that generate revenue received 29% of the support. Sponsoring more tournaments received 23% of the responses, followed by charging non-residents a higher use fee, at 19%. Just over 9% supported charging residents a higher park facility rental fee, such as those charged for pavilions. Establishing a yearly use fee, or increasing current use fees garnered 12% support combined, indicating that residents do not want to directly fund their services through user fees. Nine percent indicated they would not support any of these choices for increasing revenues.

The amount of money a resident would be willing to spend each month to support improved maintenance and services was questioned. The majority of respondents indicated a fairly low monthly expenditure was appropriate. Approximately 35% would not be willing to spend more than \$3.00 per month, with an additional 28% willing to spend between \$4.00 and \$6.00 per month, which when combined, indicates that approximately 63% of the residents would not be willing to spend more than \$36 to \$72 annually for improved park maintenance and services. On the other hand, 36% would spend more than \$7.00 per month, with actually 70% of those respondents willing to spend over \$10.00 per month.

Other Comments

The survey included space for the respondents to provide additional comments about the Cartersville parks and recreation system. The respondents were asked to indicate one facility to add, or one thing to do better. Several themes were re-occurring, and supported the earlier findings. The substantive comments included:

- Requests for an indoor family aquatic center for general population use;
- Desire for an amphitheatre;
- Desire for a multi-purpose gym facility;
- Additional programs for seniors, keeping the Senior Aquatic Center predominantly for use by seniors, and maintenance of the facility;
- Maintenance and quality of the Aubrey Street pool building, pool and support facilities;
- Overall quality of maintenance at all of the parks and facilities (including tennis courts, baseball and soccer fields); trash on site, restroom maintenance and need for rehabilitation of restrooms, particularly at tennis center and Dellinger Park;
- Larger and/or additional gymnastics facilities – program is satisfactory;
- Increased security desired, and better lighting on walking paths;
- More walking and multi-use paths;
- Need for a new park in north or east side of town with full scale facilities and program options;
- Additional playground amenities and shade (trees or structures);
- Skate park;
- Expansion of instructional programs for youth
- Quality of instruction and coaching for existing children's programs, particularly swimming;
- Better focus on handicapped and special needs populations; and
- A supervised dog park facility.

Summary of Results

Overall, respondents to the survey indicated support for the current parks and recreation system in the City. However, the results of the survey indicate the need for new facilities to serve a wide range of the population, in particular an additional indoor pool complex, an amphitheatre, a multi-purpose gym, and an interconnected walking/multi-use trail system throughout the city. The perception of need for increased maintenance and need for renovation of existing park facilities re-occurs repeatedly, particularly regarding the tennis center, facilities at Dellinger Park, and the Aubrey Street pool. These results could also be indicative of the need to provide additional programs to meet a wider range of passive recreation demand, as was also brought out in the joint Advisory Committee/City Council work session. In terms of programs, the results indicate a demand for primarily non-team and non-competitive activities, focusing on personal enrichment and instructional type programs, as well as child related activities including expansion of program options, such as skateboarding, day camp and after school care. However, although participants are requesting additional new facilities, a high level of existing service and increased maintenance/rehabilitation of existing facilities, their willingness to spend additional funds or utilize available funding sources besides the SPLOST, (which must be voted on and approved) and General Fund (only a portion of which can be expended on park facilities) is limited, as impact fees at a level acceptable to the housing market cannot absorb all of the costs. The implications of the funding issue are discussed in the Capital Funding Strategy section.

■ Comprehensive Plan Public Participation Process

During the recent Comprehensive Plan update process, Stakeholder's Committees and community forums were held to ascertain the assets and shortfalls of Cartersville in order to implement an Agenda for the community and establish a Vision for its future. Among the "Favorite Things" identified at these preliminary visioning meetings were comments regarding the parks and recreation amenities in the City:

- Trees, historic buildings, downtown, Dellinger Park, diverse restaurants
- People parks, Lake Allatoona, climate, government
- Downtown area and all the recreational opportunities. We own most of our utilities
- So many only here in Cartersville—Kiddie Day parade, the 4-way, Ross' and Grand Oake
- Parks, Dellinger Park, recreational opportunities

When the community was asked, "What is Cartersville's greatest strength?" – **Our Parks** – was one of the strengths mentioned. When asked "What would you like to preserve in present day Cartersville?" - **Open areas** in the city limits, **greenspace**, and, providing cultural and **recreational activities** which attract the interest of the community were two of the responses. The public input sessions identified a need for a community pool.

Current Program Assessment

Recreation programming is an important component of the success of any department, and with a good balance of both athletic and non-athletic offerings, programming greatly benefits the people of the community by enhancing their quality of life. To function truly as a modern parks and recreation department, there has to be a commitment to a variety of recreation activities for a variety of participants. The Cartersville Parks and Recreation Department offers a comprehensive selection of programs, including special events, educational/instructional courses, aquatic programs, therapeutic recreation, and adult and youth athletics.

An analysis of recreation programming activities is one of the basic components of this Master Plan. The Department offers programs for all ages from toddlers to senior citizens with after school programs, athletics and fitness. However, the availability of other types of programs is necessarily limited by availability of facilities and staff. A diversified program offering creates the opportunity to include citizens who may never have participated in recreation programs before. Having reviewed the program opportunities, constraints faced by the Department, community concerns and desires, and staff opinions on programs, we have identified several issues and opportunities and provided recommendations on future programming efforts.

■ Programming Benefits to a Community

A well-rounded and diverse parks and recreation department provides many benefits to the community it serves. As discussed in the 1995 National Recreation and Park Association publication, *Park, Recreation, Open Space and Greenway Guidelines*, the four categories of benefits are personal, economic, social and environmental. Each benefit is consequential to the community and has specific rewards.

- Personal benefits of a comprehensive delivery system include: a full and meaningful life; good health; stress management; self-esteem; positive self-image; a balanced life; achieving full potential; gaining life satisfaction; human development; positive lifestyle choices; and improved quality of life.
- Economic benefits include: preventive health care; a productive work force; big economic returns on small investments; business relocation and expansion; reduction in high-cost vandalism and criminal activity; tourism growth; and environmental investments that pay for themselves.
- Social benefits comprise: building strong communities; reducing alienation, loneliness, and anti-social behavior; promoting ethnic and cultural harmony; building strong families; increasing opportunity for community involvement, shared management and ownership of resources; and providing a foundation for community pride.
- Environmental benefits involve: environmental health; environmental protection and rehabilitation; environmental education; environmental investment increasing property values; and insurance for a continuing healthy environmental future.

In 2005, the Tennessee Recreation and Parks Association (TRPA) published an article in their quarterly newsletter titled *Active Living Behaviors: A Fact Sheet on Physical Activity, Obesity and the Role of Parks and Recreation*. The article listed national statistics on physical activity and obesity from research conducted by the Centers for Disease Control and Prevention. The statistics included:

- 60% of U.S. adults do not get enough physical activity to provide health benefits.
- 30% of U.S. adults are completely sedentary.
- In 2000, the total cost of obesity in the U.S. was estimated to be \$117 billion.

- Of children and adolescents aged 6-19 years, 15% are considered overweight (about 9 million young people).
- According to a U.S. physical activity statistics data report from 36 states, between 1988-2002 the U.S. population reported that their leisure-time physical activity decreased from about 31% in 1989 to 29% in 1992 and further to 25% in 2002.

Parks and recreation departments across the U.S. are taking a role to fight the astounding increase in obesity and chronic disease. The TRPA article also discussed a 2004 survey that was conducted in municipalities to find out what role parks and recreation has in addressing obesity. The following highlights the survey results:

- Nearly 67% said that physical activity opportunities, such as walking to work or playing in the park, were an important issue to residents in their community.
- Nearly 65% said it is very important for the local government to encourage and provide physical activity opportunities.
- Overall, respondents agreed that local parks and recreation departments should take the leading role in developing a community conducive to active living.
- Many of the departments are already supporting recreational programs that encourage active living in their community.
- 67% of respondents said that the primary barrier facing communities in promoting active living behaviors is lack of funding, staff or resources.

The article states that 'active living' is a way of life that integrates 30 minutes of physical activity into daily routines. This can be accomplished in many ways, such as walking or bicycling to work or school, playing in the park, utilizing greenways or working in the yard. These survey results are similar to the responses given recently by the citizens of Rockdale County, GA, when asked about the impacts of parks and recreation on their community's health. The majority of respondents (93%) agreed that having quality parks and recreation facilities helps make a healthy community. Several respondents included written comments that they would like to see the Rockdale Parks and Recreation Department provide more programming that promotes healthy living habits and tackles issues such as obesity, especially among children.

■ Program Analysis

Cartersville has one of the preeminent parks systems in Georgia. The City of Cartersville operates park and recreation services throughout the City without any restriction based on place of residence. The Cartersville Parks and Recreation Department manages a broad range of beautiful, functional and well-maintained facilities that are conveniently located across the City. With an average of over 11 acres of developed parkland per 1,000 population,⁵ Cartersville exceeds the "ideal" standard of 10 acres set by the National Recreation and Parks Association. Recreation opportunities abound for biking, hiking, jogging, swimming, tennis, participation in a variety of organized leagues, and other activities. However, reaching the Hispanic population continues to be an issue of concern. As a group, Hispanics are underrepresented in sports leagues organized by the City of Cartersville. The need for a "latino" soccer field was identified in the internet survey. The Youth Athletic Mission Statement says that it is to provide quality "recreational" athletic programs for the youth of our community where participation, instruction, sportsmanship and teamwork and achievement in a safe and enjoyable environment. The Cartersville Parks and Recreation Department is a member of Georgia Recreation and Park Association and National Recreation & Park Associations.

The Cartersville Parks and Recreation Department employs 27 full-time, 12 part-time and up to 35 seasonal employees, including a Director, Recreation/Program Coordinator, Athletic Coordinator,

⁵ This figure is based on city-owned park properties only; state and federal land is not included.

Aquatics Coordinator, Gymnastics Coordinator, and Tennis Coordinator. The Department hires summer lifeguards for its aquatic programs. A 7-member Recreational Advisory Board provides citizen insight to the Parks Department and makes recommendations on park-related issues to the City Council. This Board meets at least six times per year. To ensure high quality instruction, the Parks Department sponsors training and certification programs for all coaches in its youth programs.

A review of the programs offered by the Cartersville Parks and Recreation Department revealed a diverse selection of programs, but with a focus primarily on youth programs and activities. The following discussion provides an overview of the various programs offered by the Department.

Cartersville Parks and Recreation Department Programs

Youth Programs

With a wide variety of recreation programs, the youth (ages 13 and under) are the best served demographic in Cartersville. From camps to athletics, the children of Cartersville have many programs from which to choose. A number of additional youth athletics opportunities are offered through private associations, as discussed later in this section, but the Department does offer a variety of youth athletic programming. Youth programs include:

Baseball

- Tee-League (age 5-6, Co-Ed)
- Minor League (age 7-8, Co-Ed)
- Youth Baseball – Cartersville Little League (age 9-18)

Basketball

- Youth (ages 5-8, Co-Ed)
- Youth (ages 9-17, Boys and Girls)
- Free Play
- Wilkins Youth Foundation Summer Basketball, Boys & Girls Leagues (ages 6-12)

Football

- Youth (ages 6-12)

Football Cheerleading

- Youth (ages 5-12)

Soccer

- Cartersville Bartow Youth Soccer Association (ages 4-14, Boys and Girls)

Softball

- Girls Fast Pitch Softball – Cartersville Little League (ages 5-16)

Camps

- Soccer Camp (ages 4-13)
- Summer Tennis Camp (ages 6-12)
- Gymnastics Summer Camps (ages 3-5, ages 6 and up)

Swimming Lessons

Multiple sessions through the summer, open to ages 6 months to adult; all are through the American Red Cross. Age groupings:

- parent and Tot (6 months);
- preschool (3 & 4 years old);
- 5 years old and above can progress through 6 levels of instruction.

Competitive Swim Team

- Cartersville Cobias Swim Team (ages 6-18)

Gymnastics

- Development Classes (ages 2 and up)
- Competitive Team

Tennis Junior Programs- USTA and ALTA

- Pee Wee Tennis (ages 4-6)
- Satellite I (ages 7-10)
- Satellite II (ages 11-13)
- Challenger (ages 8-14, USTA competition)
- Championship (high school players, USTA competition)

The Department's tennis program offers children, ages 4 and up, instructional courses. The tennis program provides group and individual lessons, team leagues and an advanced junior development program for high school students. The tennis program has been very successful.

Children, ages 6 months and older, can enroll in the Department's swim lessons, which are open to beginners and advanced swimmers. The lessons are offered during the summer at the Olympic sized swimming pool in Dellinger Park and have remained a consistently popular program. The City also operates the Aubrey Street outdoor pool. Both pools are in operation from the end of May, although the Aubrey Street pool closes in August while the Dellinger Park pool closes the first weekend in September. The Cartersville Cobias Swim Team program provides recreational and competitive swim teams.

The Department also offers three leagues of youth baseball: Tee League (age 5 and 6); Minor League (age 7 and 8); and Cartersville Little League (age 9 and above). The Cartersville Little League also includes a girl's fast pitch softball league for participants aged 5 through 16. The Tee League and Minor League operate out of the Cartersville Baseball Complex, and the Little League holds their games at Clearwater St. Park. Basketball, played at the Aubrey Street Recreation Gym, the Cartersville primary School Gym and the John H. Morgan Gym in the winter, is extremely popular, with two separate programs for youth under age 8 and 9 and above, as well as the Wilkins Summer Youth Basketball Leagues for boys and girls aged 6 through 12, and free play for all ages.

Football (age 6-12) and football cheerleading (ages 5-12) programs are offered in the fall. The Cartersville Bartow Youth Soccer Association, a co-ed league for children aged 4 through 14 is a popular fall and spring activity, with 270 participants in a typical year. Games are held at the Cartersville Soccer Complex. Other instructional courses offered by the Department include gymnastics classes for boys and girls aged 2 and above and include developmental and the Cartersville Twisters competitive gymnastics. The Gymnastic Center and Gymnastics Plus are well equipped with quality apparatus, although comments from the internet survey indicate that facilities are becoming crowded and some upgrading is required to the equipment.

The Department's offers very successful youth programs through its specialty camps. There are three types of summer camps offered: soccer camp for ages 4 through 13; tennis camps for ages 6 through

12; and gymnastic camps for two age groups – 3 to 5, and 6 and above. The Department does not include general day camp on a weekly schedule however. Responses to the internet survey indicate that provision of summer day camps and after school care, in addition to improvement of the quality of instruction associated with children's programs, particularly swimming, are important items to be considered.

Adult Programs

Adult programs are more focused on athletics than instructional classes. Responses from the internet survey suggest that expansion of adult programs to include additional instructional programs, including a broadened range of fitness programs, hobbies/arts and crafts, performing arts, golf, volleyball, and nature/outdoor programs, be considered. The Department offers adult tennis instruction, and multiple league involvement offered by both the Atlanta Lawn Tennis Association and the United States Tennis Association leagues, which is the Department's most popular adult athletic program. The adult tennis programs include "Stroke of the Week" instruction, round robins and social mixers. The Department also offers adult flag football (age 18 and over); basketball leagues sponsored at the Aubrey Street Recreation Gym and the John H. Morgan Gym; basketball open play at the Aubrey Street Recreation Gym when winter leagues are not in session; and both fall (age 16 and above) and spring/summer (age 18 and above) adult softball leagues held at the fields at Dellinger Park. Additional instructional courses are primarily fitness-based and include swimming, exercise classes, and yoga. Other programs available include: craft classes; dog obedience; manners and more; and quilting classes. Miniature golf is offered on weekends and for special registered events April through September at the 19 hole "Mini-Greens" putt-putt course in Dellinger Park.

Senior Programs

The majority of senior programs are offered through the senior center at the new Senior Aquatic Therapeutic Pool Center in Sam Smith Park. This new facility offers indoor pool access year round. Senior programs offered by the Parks and Recreation Department focus around water related fitness opportunities through the Aquatic Center Classes for ages 50 and up. The classes offered include:

- Water Aerobics
- Aqua Yoga
- Aqua Arthritis
- Water Walking
- Step Aerobics
- Aqua Fibromyalgia

Senior level tennis competition is also offered through the United States Tennis Association Senior league. As part of the tennis program, group and private lessons are also available to this age group. In addition, the instructional and activity oriented classes listed under the adult programs above are also available to seniors.

Special Events

The Department hosts several special events throughout the year, most of them at Dellinger Park. Events include:

- "Eggs"-travaganza in the Park (Easter Egg Hunt)
- Youth Fishing Rodeo Tournament
- Senior Fishing Rodeo Tournament (age 50 plus)
- National Fishing Day
- 13th Annual Dog Frisbee Championship
- Outdoor Movie Series

- Stars & Stripes—July Fourth Celebration
- Etowah Valley Indian Festival

Other Recreation Providers

Many privately owned and operated recreation outlets, such as churches, athletic leagues and associations, and recreation and fitness centers, exist within the City. While there is some overlap with the Cartersville Parks and Recreation Department, these private operations provide some different program options as well. These facilities provide recreational and instructional classes, including gymnastics, dance and martial arts.

Youth athletic opportunities are, for the most part, offered through youth associations. The Department partners with these associations to allow use of the City’s park and recreation facilities for youth softball, baseball, football, cheerleading, soccer and swimming programs. These private providers include:

- Cartersville Bartow Youth Soccer Association (305 participants);
- Cartersville Little League Baseball (244 participants);
- Wilkins Youth Foundation Summer Basketball, Boys & Girls Leagues (375 participants);
- Cartersville Little league Girl’s Fast Pitch Softball (150 participants);
- Cartersville Cobias Swim Team (114 participants);
- USTA and ALTA tennis (25 teams, 12-15 participants per team)

■ National Recreation Program Trends

Across the country parks and recreation departments are offering programs that meet the needs of the diverse populations that they serve. These populations include singles and families, children, teens and adults, and those with special interests, needs and abilities. A look at national trends reveals what other departments are doing across the country in order to provide maximum recreation opportunities for their communities.

Special Events

Every community has different reasons to celebrate, but some events are universal and can be shared by all communities. In the city of Roswell, Georgia, there is a 4th of July Fireworks Extravaganza, an annual Back to the Chattahoochee Race and Festival and a Kids’ Dog Show, where children ages 5-15 can show off their dogs for a variety of awards. Fishing Rodeos and clinics, which are offered by departments across the country, are also successful examples, and they take advantage of the natural resources in the area. Cartersville does offer three annual fishing oriented special events in association with the nearby Lake Allatoona. Several parks and recreation departments across the country host special events around the holidays, including Easter Egg Hunts, which Cartersville promotes annually, and Breakfast with Santa. Letter from Santa programs have proven to be successful as well.

Youth Programs

As an example, Roswell, Georgia, offers the following sports in a range of age groups: lacrosse, travel basketball, fast-pitch softball, slow-pitch softball, recreational baseball, lead-off baseball, recreational soccer, select soccer and track and field. In the Canadian city of Calgary, Alberta, many unique sports programs are available including badminton, running, rock climbing, public skating, trampoline and tumbling.

Adult Programs

Many departments are offering adults a variety of leisure and fitness programming. Trends include a wide variety of martial arts including Judo, Tae Kwan Do, Chi Kung, and Tai Chi. Fitness opportunities include personal fitness training, Pilates class, yoga, deep-water aerobics and pre/post-natal exercise. Unique recreation opportunities include fencing, wine tasting, foreign language classes, sign language classes, international cooking and pottery.

Adaptive/Therapeutic Recreation

A recent development in this area is the A.S.P.I.R.E. coalition, which formed in 2004. A.S.P.I.R.E. (**All Special Needs People Included in Recreational Experiences in Rockdale County**) is committed to providing social and recreational activities and programs to individuals with special needs. In Rockdale County, for example, therapeutic recreation programs, which were first offered in 2005, represent the broadest range of program options. Programs are open to all ages, from infants to adults, and range from organized athletics to social events. Some of the programs include wheelchair basketball, dinner and movie night, Special Olympic training classes and a Miracle League.

Inclusion of people with or without disabilities is a priority of the Division of Recreation services in Dublin, Ohio as well. The Division's program guide states that, "Inclusion helps foster acceptance of diverse abilities, builds communication and understanding, and provides fulfilling experiences for all involved." Programs provided in Dublin include preschool open gym, ceramics, teen pool party, teen pizza and a movie, teen bowling and lunch, spring/summer overnights and a spring break camp.

Educational Programs

Many departments utilize historical, natural and agrarian features for educational programming. In Prince George County, Maryland, one is able to experience the past and appreciate the advancements of technology through visiting historical sites and archaeological explorations. In Ann Arbor, Michigan, and Fort Collins, Colorado, there are working farms that teach children about agriculture, animals and plants. In Gainesville and Cherokee County, Georgia, Red Cross babysitting classes are offered to teach future babysitters, ages 11-15, the fundamentals of child care.

Other Trends

Parks and recreation departments from Breckenridge, Colorado, to Charles County, Maryland, and the Canadian city of Calgary, Alberta, offer many sports programs on a drop-in basis. The term, "drop-in sports," means that no registration is required, and no additional fees are applied to the participant. This type of programming allows people to participate in recreation activities, without a consistent attendance and monetary commitment. To provide an environmental education field trip for school groups to a local park facility, the City of Ann Arbor, Michigan, has created Adopt-a-Class. The parks and recreation department has coordinated with local businesses, which generously donate funds making the programming possible. This fundraiser can be applied to other recreation programs, just as the Adopt-a-Park and sports associations have come together to sponsor those specific recreation endeavors.

Programs for healthy lifestyles are also becoming increasingly popular. Walking groups, healthy eating habits classes and fitness challenges are examples of healthy lifestyle programs. The national Hearts N' Parks is a successful healthy lifestyle initiative that is sponsored by the National Recreation and Park Association (NRPA), and the National Heart, Lung, and Blood Institute (NHLBI). Hearts N' Parks is a new community-based program that teaches people of all ages how to incorporate heart-healthy eating and physical activity into their daily lives. Hearts N' Parks encourages citizens to use park programs and facilities to increase their daily physical activity. Parks and recreation departments who choose to participate in the program receive staff training and resources to integrate heart-healthy activities into existing activities or to develop new activities.

Integrating Trends

Some of these recreation programming trends may be similar to what the Cartersville Parks and Recreation Department currently offers, but they may also offer some ideas for the development of new programs. In developing a diverse recreation program, the Department must be aware of the changing interests, needs and demands of the community. Providing a wide range of recreation opportunities will engage more Cartersville citizens in recreation.

One continuing trend is the 'partnering' of a recreation department, which has the facilities, with an outside group, which can provide the staffing for an activity. Trout Unlimited, for example, is a volunteer group that can provide classroom education coupled with outdoor recreation opportunities to school-age children in partnership with local schools and parks departments. Many such opportunities for partnership exist, and some are already a vital part of the Cartersville Parks and Recreation Department.

It is recommended that the Department review the community program data generated during the master planning process as a starting point for developing new programs. Using the National Citizen Surveys, as well as the web-based survey, targeted programs can be developed and planned to meet specific programs that are currently underdeveloped or absent from the current program roster. It should be noted that a combination of full-time staff, paid instructors and volunteers will be required for each new program, and overall full-time staffing loads may require increases in certain programming positions over the coming ten years.

■ Existing Plans for Capital Improvements

Cartersville Parks Department's facilities are so well used that some are now to the point of overcrowding. Registration in youth league programs is nearly at capacity. Adult league programs have been shifted to late evenings, with start-times as late as 10 PM, in order to accommodate the burgeoning youth programs. The public has spoken out strongly in support of new facilities. Responses to the on-line survey identified an overwhelming desire for an additional year-round swim complex, a tennis complex, a gymnasium and an arena/amphitheatre. As the City continues to grow it is anticipated that future park projects will be required in order to serve that growth. Based on the extremely high current level of service an additional 164 acres of parkland, and a wide range of recreation facilities, would be demanded by new growth to 2030. (See Future Facility Plans chapter for detailed discussion of future needs). However, based on NRPA standards, the need for additional parkland to meet national recommended levels is significantly lower.

In conjunction with the Carter Grove Plantation development, a development agreement was negotiated to provide for the direct impacts of parkland and connectivity for this development. The developer is contributing both the site and program costs for a future recreation facility.

Land and Facility Assessment

An essential part of this Plan is to determine the adequacy of system-wide acreage and facilities, and to identify both present and future needs for additional park acreage and for active and passive recreation facilities. This is accomplished by developing standards and criteria that are appropriate to Cartersville, and then applying these standards to the populations generated in the community profile section of this document. To accomplish this, we first look at National standards and then compare them to the Cartersville situation.

The National Recreation and Parks Association (NRPA) provides general guidelines for both system-wide acreage and facilities that were utilized as baseline criteria for developing the Cartersville standards. These NRPA standards are not intended to be representative of all cities, and NRPA does caution against universal application, due to user demand varying from place to place nationwide. What this means is that the standards are a good starting place, but the final facility and acreage plans must be tailored to the specific needs of Cartersville.

The Cartersville needs assessment utilizes NRPA guidelines as a baseline, modifying these standards to reflect actual park and facilities utilization, user participation rates, and perceived demand as expressed in the input process. The resultant standards for acreage and facilities used in this needs assessment are therefore “Cartersville-specific” and are therefore responsive to meeting recreation needs throughout the planning period.

The needs assessment contained in this Plan includes criteria for future park acreage and for the development of individual recreational facilities. Standards established in the needs assessment are applied to targeted populations to discern if acreage and/or facilities deficits currently exist, or will exist during the planning period. Population projections through 2030 developed for the 2007 Comprehensive Plan Update are used for the needs assessment.

■ System-Wide Planning Criteria

System-wide acreage and facility standards are developed as part of performing the needs assessment. As part of this process the following general criteria are established for the Cartersville recreation system:

- A recreation system should be people-oriented, reflecting, to the extent possible, both actual and perceived needs and desires of system users.
- Recommendations for parks and facilities must be practical, being based upon sound and accepted recreation planning principles.
- Recommendations made in the Plan must also be feasible from an implementation standpoint, deemed as being attainable within both a ten-year and a 20+ year planning period.
- Plan recommendations need to be responsive to long-term growth scenarios and provide adequate geographic coverage to serve present and future populations.

■ Acreage Standards

The National Recreation and Parks Association (NRPA) provides guidelines for recreation system acreage, park size and service areas and for individual facilities. These guidelines form the baseline for developing more specific standards based upon Cartersville user participation data. Once modified, these standards are used in preparing the needs assessment.

System-wide acreage planning standards are used as guidelines to determine the amount of land necessary to meet both present and future recreation demand. The NRPA standard for local close-to-home space includes City-owned or leased recreation land and school recreation areas where a formal,

written joint use agreement is in place. Land devoted exclusively to open space, and undeveloped land is excluded from local close-to-home space, as there are no system-wide acreage standards for open space, greenways or conservation areas.

The City of Cartersville population is anticipated to increase by more than 13 percent by the year 2010, and by an additional 41.5 percent from 2010 to 2020. The population is anticipated to more than double by 2030. Although the Cartersville Parks and Recreation Department has not adopted an acreage standard (beyond that used for impact fee calculations), Tables 17 and 18 depict the system-wide acreage needed to meet two different standards, using NRPA recommended acreage ranges, based on two baseline parkland acreage inventories: 632.6 acres and 407.6 acres, including and excluding the 225 acre portion of the Pine Mountain State Park Recreation Area located within Cartersville, respectively.

Table 17
Parkland Needs Forecast - 2007 to 2030
WITH Pine Mountain

Year	Population	Lower Standard*	Acres Required	Surplus/ Deficit**	Upper Standard	Acres Required	Surplus/ Deficit
2007	21,551	6.25	134.7	497.9	10.5	226.3	406.3
2010	23,668	6.25	147.9	484.7	10.5	248.5	384.1
2020	32,343	6.25	202.1	430.5	10.5	339.6	293
2030	44,121	6.25	275.8	356.8	10.5	463.3	169.3

* Acres per 1,000 population
 ** Based on a 2007 inventory of 632.6 acres

The NRPA local close-to-home space guidelines recommend 6.25 to 10.50 acres per 1,000 persons. Based on the NRPA standards, a minimum of 134.7 and an upper demand of 226.3 acres were required to serve the 2007 population. As shown on Table 18, below, based on an estimated population for 2007 of 21,551, with 407.6 total acres of combined parkland, trails and recreational facilities (not inclusive of the 225 acre Pine Mountain State Park area and the proposed parkland in the Carter Grove development for which the exact acreage is yet to be determined), the City exceeds the NRPA standards for both the 6.25 and 10.50 acres per 1,000 people standards. Based on the application of recommended parkland acreages, the City will enjoy a surplus of parkland through the horizon period by applying the lower range of the NRPA standard, and through 2020 to 2025 utilizing the upper range of the NRPA standard. Depending on the yet to be determined acreage dedicated for parkland through the Carter Grove Development Agreement, sufficient parkland acreage may be available to meet the upper demand range. However, particular areas of the City may be underserved in the present term, such as in the northern portion of the City, and specific recreation facilities and amenities needs may not be met, including the need for a recreation center, a tennis center, and a community/cultural center, as well as a variety of ball fields, soccer and football playing fields, tennis and basketball courts, walking and multi-use trails, and aquatic facilities. Furthermore, the City may wish to relocate some existing facilities and services, requiring new park land to accommodate the move.

Table 18
Parkland Needs Forecast - 2007 to 2030
WITHOUT Pine Mountain

Year	Population	Lower Standard*	Acres Required	Surplus/ Deficit**	Upper Standard	Acres Required	Surplus/ Deficit
2007	2,007	6.25	12.5	395.1	10.5	21.1	386.5
2010	23,668	6.25	147.9	259.7	10.5	248.5	159.1
2020	32,343	6.25	202.1	205.5	10.5	339.6	68
2030	44,121	6.25	275.8	131.8	10.5	463.3	(55.7)

* Acres per 1,000 population

** Based on a 2007 inventory of 407.6 acres (not inclusive of Pine Mountain Recreation Area)

■ Facilities Planning Standards

Standards addressing the provision of specific recreation facilities are developed that include both active and passive facilities. These standards are based upon the potential level of service for particular types of facilities, including ball fields, multi-purpose fields, tennis courts, playgrounds, indoor space etc. Table 19 provides a comparison between NRPA facility standards, the number of facilities required to meet the established standard, and the present level of service for each type of facility within Cartersville based upon the present population and the facilities inventoried.

Based upon the NRPA guidelines and the inventory of facilities in Cartersville as of 2007, the City meets or exceeds the standards in all facilities with the exception of basketball courts and outdoor volleyball courts. The Parks and Recreation Department has posts for two volleyball courts set at Dellinger Park but has not had a request for their use in over three years. Therefore, additional volleyball courts are not considered a priority and no additional facilities are planned. The ratio of the number of indoor/outdoor basketball courts maintained by the City at 1 per 6,963 population exceeds the NRPA standard of 1 per 5,000 population. However, these facilities (an indoor court at the Aubrey Street Recreation Gym and 2 outdoor courts at Dellinger Park) are supplemented by the indoor and outdoor basketball court facilities at the John H. Morgan Gym at the Summer Hill Recreation Complex owned by the Etowah Valley Housing Authority, and one court at the Cartersville Primary Gym owned by the Cartersville School System, which more than doubles the number of courts available for use by the public at the present time.

Table 19
Facilities Standards Level of Service - 2007
City of Cartersville

Facility Type	NRPA Guideline	2007 Inventory	Number Needed	2007 Service to Pop Ratio
Active Facilities				
Ball Fields ¹	1 Per 5,000	15	4.2	1 per 1,933
Soccer Fields	1 Per 10,000	5	2.1	1 per 4,178
Football Fields	1 Per 20,000	1	1.0	1 per 20,889
Multi-purpose fields	No Guideline	7	N/G	1 per 2,984
Tennis Courts ²	1 Per 2,000	16	10.4	1 per 1,306
Basketball Courts (in/outdoor) ³	1 Per 5,000	3	4.2	1 per 6,963
Volleyball Courts (outdoor)	1 Per 5,000	2	4.2	1 per 10,445
Multi-Purpose Trail System	1 Per County	3	1.0	1 per 6,963
Walking/Jogging Trail	No Guideline	4	N/G	1 per 5,222
Running Track	1 Per 20,000	1 + schools	1.0	1 per 20,889
Swimming Pools	1 Per 20,000	3	1.0	1 per 6,963
Playgrounds	No Guideline	6	N/G	1 per 3,482
Passive Facilities				
Covered pavilions/Picnic facilities ⁴	No Guideline	10	N/G	1 per 2,089
Recreation Centers ⁵	No Guideline	1	N/G	1 per 20,889
Gymnasiums	No Guideline	1	N/G	1 per 5,222
Community/Cultural Centers	No Guideline	1	N/G	1 per 20,889
Concession/RR facilities	No Guideline	7	N/G	1 per 2,984
Maintenance Facilities	No Guideline	2	N/G	1 per park
Parking	50/Athletic Field	N/A	N/G	N/A

Source: NRPA and City of Cartersville Parks and Recreation Department, 2007

1 Supplemented by a ball field at the Summer Hill Recreation Complex which is not maintained by the Parks and Recreation Department and therefore not included in the inventory

2 Supplemented by two tennis courts at the Summer Hill Recreation Complex which are not maintained by the Parks and Recreation Department and not included in inventory

3 Supplemented by one indoor basketball court and 2 outdoor courts at the Summer Hill Recreation Complex and courts at the Cartersville Primary Gym which are not maintained by the Parks and Recreation Department and therefore not included in the inventory

4 Additional picnic facilities will be available subsequent to renovation of the Old Iron Bridge

5 A recreation center is proposed at Sam Smith Park with completion by 2010

The NRPA guidelines were applied to the forecasted populations for 2010, 2020 and 2030 to determine where shortfalls are anticipated to occur in recreation facilities. As a general guideline, where no NRPA guidelines are established, the current level of service per population ratio as of 2007 is used as a baseline to calculate the number of facilities needed in the future. As indicated in Table 20, facilities projected using the NRPA guidelines should be generally adequate through the year 2020, with the exception of basketball courts and volleyball courts, as discussed previously. As discussed, the availability for the public's use of three courts at the Summer Hill Recreation Complex (one indoor court at the J.H. Morgan Gym and two outdoor courts) and the court at the Cartersville Primary Gym

supplement the number of courts to a minimum of 7, thereby providing an adequate resource to meet the general needs of the population as of 2020. Demand for basketball courts generated by future growth can be accommodated at the proposed new North Park and other future park facilities in the City as they are developed. It is also possible that outdoor basketball courts will be included in the proposed park at Carter Grove to augment the inventory.

Table 20
Facilities Standards Level of Service - 2006 to 2030
City of Cartersville

Facility Type	2007 Need	2010 Need	2020 Need	2030 Need	2007 Inventory
Ball Fields ¹	4.2	4.7	6.5	8.8	15
Soccer Fields	2.1	2.4	3.2	4.4	5
Football Fields	1.0	1.2	1.6	2.2	1
Multi-purpose fields	7	7.9	10.8	14.8	7
Tennis Courts ²	10.4	11.8	16.2	22.1	16
Basketball Courts (in/outdoor) ³	4.2	4.7	6.5	8.8	3
Volleyball Courts (outdoor)	4.2	4.7	6.5	8.8	2
Multi-Purpose Trail System	1.0	1.0	1.0	1.0	3
Walking/Jogging Trail	4	4.5	6.2	8.4	4
Running Track	1	1.2	1.6	2.2	1 + schools
Swimming Pools	1	1.2	1.6	2.2	3
Playgrounds	6	6.8	9.3	12.6	6
Covered Pavilions/Picnic Facilities ⁴	10	11.3	14.4	21.2	10
Recreation Centers ⁵	1	1	1.5	2.1	0
Gymnasiums	1	1	1.5	2.1	1
Community/Cultural Centers	1	1	1	1	1
Concession/RR facilities	7	7.9	10.8	14.8	7
Maintenance Facilities	1/major park	1/major park	1/major park	1/major park	2
Parking	N/A	N/A	N/A	N/A	N/A

Source: NRPA and City of Cartersville Parks and Recreation Department, 2007

Note: Where NRPA standards are not available, the existing facilities to 2007 population service ratio is used to project need

1 Supplemented by a ball field at the Summer Hill Recreation Complex which is not maintained by the Parks and Recreation Department and therefore not reflected in the inventory

2 Supplemented by 2 tennis courts available at the Summer Hill Recreation Complex not maintained by the City

3 Supplemented by 3 basketball courts at the Summer Hill Recreation complex and the Cartersville Primary Gym (School District) which are not maintained by the Parks and Recreation Department and therefore not included in the inventory

4 Additional picnic facilities will be available subsequent to the renovation of the Old Iron Bridge

5 A recreation center is proposed at Sam Smith Park with completion anticipated by 2010

The City's inventory of ball fields and soccer fields well exceeds the demand through 2030, based on NRPA guidelines. A second regulation football field will be required between 2020 and 2030, although there are currently 7 multi-purpose use playing fields maintained by the Parks and Recreation

Department in the City available for use as football fields which augment the regulation field. An additional running track will also be needed by 2030 as the City only has one public track at Dellinger Park.

According to NRPA standards, the number of existing tennis courts is sufficient to meet the City's demand through 2020, when capacity is reached, although the inventory is augmented by two to four additional courts at Dellinger Park which are anticipated for completion within the next few years. As well, there are two tennis courts at the Summer Hill Recreation Complex which are not maintained by the Parks and Recreation Department which are available for use. By 2030, six additional City maintained tennis courts over the existing inventory will be needed to meet the NRPA guidelines. With the inclusion of up to 4 potential courts at Dellinger Park included in the 2008-2012 STWP, it is possible that, per NRPA guidelines, only two additional courts will be required to serve the needs of the community by 2030.

Items such as playgrounds, multi-purpose fields, covered pavilions and gymnasiums have not been assigned a recommended standard by the NRPA. For purposes of determining future needs, the current level of service based on existing number of facilities as of 2007 divided into the 2007 population is used to forecast potential future need. It appears as if the current inventory for most of these facilities is adequate to meet the current need, or may even exceed the current need. However, although these facilities may continue to meet the need for several years, application of the current level of service to future population growth indicates a growing demand for additional picnic facilities, concession stands and restrooms, playgrounds, etc.

■ Additional Needs

The Advisory Board/City Council workshop and results of the website survey completed as part of the input process identify a desire for some facilities and programs not presently available to recreation system users. These include (not in order of priority):

- Indoor family aquatic center
- Amphitheatre
- Skate park (proposed at Sam Smith Park)
- Multi-purpose gymnasium
- Additional gymnastics facilities
- Dog Park
- Expanded instructional programs for youth and adults, including exercise and fitness
- After school care and summer camps
- Additional walking and multi-use trails
- Programs and facilities for handicapped and special needs groups

Plan Recommendations

This section of the Plan identifies strategic planning principles to guide the decision-making process; advances recommendations for the acquisition of land to meet existing and future acreage demands; suggests improvements to existing parks; provides recommendations for the development of new parks and facilities; and offers recommendations for greenways, trails and linkages. This section brings together prior sections of this Plan that include the results of the public input process, the interactive website survey, the small group workshop, the needs assessment, and comments and suggestions received from the Recreation Department staff professionals.

■ Strategic Planning Principles

To facilitate the successful implementation of Plan recommendations, strategic planning principles have been identified as a guide for the decision-making process. These principles address specific elements of the planning and implementation process, and thus constitute the basis for providing a wide range of recreation opportunities for present and future residents of Cartersville. Strategic planning is defined as “planning aimed at producing results”, and represents a realistic means by which Cartersville’s elected officials can successfully accomplish the implementation process within the ten-year planning period. The following strategic principles are the basis for Plan recommendations:

- The principle of advanced acquisition of parkland is critical to the success of this Plan, as land costs are anticipated to increase throughout the planning period.
- Parks and facilities must be in accessible locations and serve population concentrations and potential growth areas of the city.
- The development of mixed sizes of parks should be a priority to facilitate provision of a wide range of both active and passive facilities.
- Due to the presence of trail systems already in the city, this aspect of the recreation system should focus on providing additional linkages between sites in close proximity to each other.
- Recreation program offerings should expand to include programs that will meet the needs of all age groups and maximize resident participation rates.
- "Partnering" with major businesses, industries and the school system will be an effective means to provide additional land, parks and facilities.

Land Acquisition

Assuming that population growth remains within the parameters of the design populations developed in the community profile; by the year 2030, Cartersville will have to add up to 55.7 acres of new parkland based on the NRPA standards, depending on the level of service anticipated and the yet to be determined acreage of the proposed park in the Carter Grove Master Planned development. To provide adequate geographic coverage, and to adequately serve population concentrations, land for new community parks should be acquired in the northern portion of the City where growth is occurring more rapidly. The 2007 SPLOST referendum has allocated \$1M for acquisition of up to 100 acres for parkland in the northern sector of the City, the location of which has not yet been determined.

Usually, cities do not seek acquisition of parkland until it becomes a pressing need. This typically results in the purchase of land at a higher cost, and possibly in an unsuitable or inaccessible location. **The need to acquire parkland well in advance of development cannot be overemphasized.** When a parcel of land of appropriate size, and in a suitable location becomes available through donation, or at a

reasonable cost, the City should make the acquisition and hold the property for development as a recreation site - even if this results in the land being held for several years.

Growth trends and population forecasts for Cartersville translate into the need to expand existing parks where feasible and to acquire parcels of vacant land for the development of new community parks. The following recommendations are made to address the need for additional parkland:

- 100 acres for a park on the north side of the City.
- 30 acres for a tennis center.
- 20 acres for a recreation center on the east side of the City.
- 14 acres for a cultural center and park facility on the west side of the City.

Development of up to two new community parks, (inclusive of the Carter Grove development), along with other smaller parks, will afford a wide range of recreational opportunities to residents of Cartersville throughout the horizon planning period.

It should be noted that in addition to land acquisition, the City will continue to pursue a goal of an interconnected city-wide trail system. Consideration of this trail system should be a factor in the location of future land acquisition.

Improvements to Existing Parks

Some of the existing parks can be improved and/or reconfigured during the period covered by this Plan. These projects will result in expanded active and passive recreational opportunities for residents and visitors to Cartersville. Sam Smith Park particularly offers potential for future facilities additions. Recommendations, including programmatic elements for the improvement and/or reconfiguration of existing parks follow. Where feasible, facilities in these parks should be brought into compliance with provisions of the Americans with Disabilities Act.

■ New Facility and Greenway Development Recommendations

The following discussion describes the planning team's new facility and greenway development recommendations. Recommendations for new park facilities and greenways were based on several factors, including the community's desired level of service, current deficits of park facilities, underserved areas of the City, parks and recreation trends, the City's previous planning efforts for parks and greenways/trails, and the planning team's experience in parks and recreation planning.

National Recreation and Parks Association standards for acreage and facilities are reviewed in light of past use of City recreation facilities, and, using these as a baseline, modifications are made based upon perceived future demand. This process results in "Cartersville - specific" standards for both park acreage and facilities development, upon which are based future recommendations. These standards are applied to the various populations and the need for additional recreation land and facilities is determined.

The results of the input process and needs assessment are translated into recommendations for land acquisition, improvements to existing recreation sites and facilities, the development of new sites and facilities throughout the City. To meet the needs of the growing Cartersville population and to improve the balance of service throughout the City over the next 23 years, acreage for new parks and recreation facilities will be needed, in particular in the Carter Grove development, for which a development agreement has been executed which includes parkland dedication, and in the growing northern portion of the City. In the short term, through 2015, adequate park acreage is available in existing parkland facilities, supplemented by the proposed parkland in the Carter Grove development and up to 100 acres for the new park in the northern sector of the City, to meet the needs of the population, although

recreation program offerings may require expansion and facilities may require renovation and/or additional space.

■ **New Parks and Facilities**

Sam Smith Park continues to be improved and facilities expanded. The park has the acreage to accommodate a range of future improvements to meet the demand generated by new growth, such as ball fields, soccer fields, football fields, multi-use fields, tennis courts, pedestrian trails, picnic facilities, and playgrounds. One new community park in the Carter Grove Master Planned community is proposed for Cartersville, although the exact acreage and details of facilities and amenities has not yet been determined as of mid-2007. The park, located in the central portion of the project, should be developed during the initial five years of the planning period. A second community park, potentially located on up to 100 acres in the northern portion of the City, will not be completed until late in the horizon planning period, most likely between 2025 and 2030. Two additional park facilities are determined warranted to serve existing and future parks and recreation demand based on a desired level of service (as contrasted to the NRPA guidelines), one in the west and one in the eastern sector of the city, both with specialized amenities including a community/cultural center, and a recreation center. A complete analysis of future park and facilities needs, and assignment of the demanded facilities to existing and new parks is presented in the Future facility Plans section.

■ **Facility Design Standards**

The basis for creating a strong park facility image is the utilization of design guidelines and standards that allow a visitor to identify a park immediately by the elements that are present there.

Architectural

Architectural standards apply to the built structures within a park and dictate such elements as construction materials, roofing materials, paint colors, hardware selections and furnishings. While a strong system does not require that every structure look exactly the same, using some combination of the same building materials and colors serves to create an identity for the park structures.

Athletic Amenity Standards

Athletic amenity standards relate to backstops/dugouts, bleachers, fencing gates, lighting, scorer's stands, irrigation requirements, spectator seating, concession/restroom buildings and other elements that make up the athletic fields or complexes. Using the same fencing materials and dugout standards, etc. helps to strengthen a system's image further by creating uniformity at major components found in the interior of a park. It also allows the development of uniform field maintenance standards when all fields contain uniform equipment and mechanical systems.

General Site Amenity Standards

Probably the easiest and most cost feasible to implement are the general site amenity standards. General site amenity standards include such things as fencing and gates, furniture, irrigation, landscape planting, trash receptacles, lighting and playgrounds. In developing a standardization package for park site amenities, a system should provide elements that are produced by the same product supplier, are of the same color scheme and are used in similar fashions throughout the park system.

Using the same plant materials at park entrances and around key park features, such as pavilions or restroom buildings, is another method to help create an identity for the system. Maintenance of these landscapes is simplified because the inventory of replacement components is reduced. This speeds up repairs and makes scheduling easier because time standards for repetitive repairs can be developed and tracked.

Parking and Circulation Standards

Parking and circulation standards relate to distances, parking, paving, roads and walks/trails. These standards help dictate the parameters for layout of new or redeveloped existing parks. Separating incompatible activities and locating compatible activities in close proximity should be a high priority.

Site Development

Site Development factors to consider are:

- Shade for picnic areas during 11:00 am and 5:00 pm;
- Maximum buildable slope of 20% with 2-15% desirable;
- Enhanced visual experience by coordination of all aspects of the park environment with all man-made elements relating to the resource, either blending with it or enhancing it;
- A proper balance of wooded and open lawn areas;
- Minimizing offensive sounds and smells through careful site selection;
- Enhancing pleasant smells with certain plant materials; Availability of sanitary sewer and water service to the property;
- Feasibility of septic as an alternative.

When looking at parking lot layouts, the following should be considered:

- Minimize the visual impact of large parking lots with landscaping;
- Utilize right-angled parking for the greatest space efficiency;
- Provide overflow parking on stabilized turf, where practical;
- Use wheel stops where parking spaces abut sidewalks.

Signage and Promotional Materials Standards

Directional signage, entry/identification signage and signs within parks are critical elements. Directional signs locating parks should be located on major thoroughfares to alert potential users to the presence of a park in the vicinity. Park sign programs can be implemented into an existing community-wide wayfinding program or as an independent program.

Park entry/identification signs in the system are not consistent from one park to the next. Although some signs contain elements similar to one another, details vary, including size and graphics. It is important to establish a hierarchy of signs starting at the park entry and then combining interval directional signs and facility signs at each major facility found within the park.

Future Facility Plans

On August 9, 2007, a joint work session was held between the City Council and the Parks & Recreation Advisory Board. The purpose of this meeting was to refine the future desired level of service for parks acreage and facilities (ball fields, trails, pools, etc.). In addition, the work session produced some general plans for future park site locations and facilities to complement those parks.

The starting point for this planning session was the public input and the NRPA standards-based assessment discussed earlier in this document. The next step for the assembled group was the identification of the desired current level of service. In simple terms, the question asked was, “how many units of each facility type do we need today, in order to adequately serve the current population?” This question, asked about every facility type, helped to identify some areas where the current demand for park and recreation services outweighed the ability of the City to meet that demand.

In addition to an identification of the desired current level of service, a similar question was asked about some specific facility types. Through this process the City determined, for example, that no new outdoor volleyball courts would be in the future plans. Other facility types that would be limited to the current inventory include running tracks and gymnasiums. On the other hand, at least one new facility type—a skate park—was introduced. An amphitheater was also discussed.

An input to this process was the forecasted future demand in parks acreages and facility types discussed in the ‘Land and Facility Assessment’ section of this document. In the end, a balance was found between the NRPA guidelines, local current demand, and anticipated future demand for services.

Table 21 presents a summary of the final results of this work session. The parks acreages category level of service is based on the desired additional parks acreage (see the discussion of land acquisition in the ‘Land and Facility Assessment’ section). The addition of 164 acres to the current inventory, excepting the acres at Pine Mountain, has been divided by the number of forecasted dwelling units in 2030, to produce the desired level of service figure. In the other facility categories the desired current inventory, whether it is the actual current inventory or the desired inventory, is divided by the number of dwelling units in 2007 to produce the level of service figure. The ball field level of service, for example, is based on the current inventory of ball fields, deemed to be adequate to serve today’s population. The soccer field level of service, on the other hand, is based on the desire to have two more fields today than are in the current inventory.⁶ An exception to this calculation is made for the proposed skate park. No such facility exists today in the City’s inventory, so the level of service for ‘skate parks’ is based on a single facility serving the population to 2030. The proposed facility is divided by the total number of dwelling units in the city in 2030 to produce the ‘per 1,000 dwelling units’ level of service figure.⁷ (The level of service is expressed in ‘dwelling units’ rather than population from here on out in the report in order to account for changing household sizes. Dwelling units, as a measurement, are more stable over time, and provide a better basis for future parks and recreation planning.)

⁶ This “shortfall” is referred to as an “existing deficiency” because the courts are needed to adequately serve the existing population.

⁷ Note that this calculation results in a current deficiency of ½ a skate park. This means that half of the skate park is required by the current population, and half will be required to serve new growth. A single facility will be built, serving both existing and future growth to 2030.

Table 21
Proposed Future Facility Levels
City of Cartersville

Category	Current Inventory	Desired Current Inventory	Desired Current LOS (2007)	
Park Land (acres)*	407.6	274.3	31.9	per 1,000 dwelling units
Ball Fields	15	15	1.74277	per 1,000 dwelling units
Soccer Fields	5	7	0.81329	per 1,000 dwelling units
Football Fields	1	3	0.34855	per 1,000 dwelling units
Tennis Courts	16	20	2.32369	per 1,000 dwelling units
Basketball Courts (in/outdoor)	3	5	0.58092	per 1,000 dwelling units
Volleyball Courts (outdoor)	2	2	0.23237	per 1,000 dwelling units
Multi-Purpose Trail System	3	3	0.34855	per 1,000 dwelling units
Walking/Jogging Trail	4	4	0.46474	per 1,000 dwelling units
Running Track	1	1	0.11618	per 1,000 dwelling units
Swimming Pools	3	3	0.34855	per 1,000 dwelling units
Playgrounds	6	6	0.69711	per 1,000 dwelling units
Covered pavilions	5	5	0.58092	per 1,000 dwelling units
Picnic facilities	5	7	0.81329	per 1,000 dwelling units
Recreation Centers	1	1	0.11618	per 1,000 dwelling units
Gymnasiums	1	1	0.11618	per 1,000 dwelling units
Community/Cultural Centers	1	1	0.11618	per 1,000 dwelling units
Concession/Rest Room	7	7	0.81329	per 1,000 dwelling units
Maintenance Facilities	2	2	0.23237	per 1,000 dwelling units
Multi-use Fields	7	7	0.81329	per 1,000 dwelling units
Skate Park	0	0.5	0.05574	per 1,000 dwelling units

*Parks acreage figures do not include Pine Mtn. as part of the current inventory. The level of service is based on the addition of 164 acres of planned additions, to the year 2030. The current inventory therefore includes 274.3 acres meeting current needs

The calculated level of service figures are next applied to the forecasted future growth, in order to identify the total number of new units demanded by new growth. At the desired level of service in ball fields, for example, 16 new ball fields would need to be added to the inventory in order to provide the same level of service to the year 2030, resulting in a total of 31 ball fields in the inventory at that time. For a category where the desired level of service is higher than the current level of service, the new demand has to be added to the additional units desired today, in order to identify the total number of units to be added by 2030. To use the soccer field example, the desired level of service is based on a current need for 7 fields (there are 5 fields in the inventory today). This desired level of service results in a future demand for 8 additional fields, resulting in a total inventory in 2030 of 15 soccer fields. The 15 soccer fields is the total of the existing 5 fields, plus 2 fields needed to meet current demand, plus 8 fields needed to serve future growth and development. These calculations are shown in Table 22. Note that for several facility types—volleyball courts, running tracks and gymnasiums—no additional units are planned.

Table 22
Future Facility Demand
City of Cartersville

Category	Desired LOS	New Demand (2007-30)	Total Units in 2030
Park Land (acres)*	31.9	297.4	571.6
Ball Fields	1.74277	16	31
Soccer Fields	0.81329	8	15
Football Fields	0.34855	3	6
Tennis Courts	2.32369	22	42
Basketball Courts (in/outdoor)	0.58092	5	10
Volleyball Courts (outdoor)**	0.11149	0	2
Multi-Purpose Trail System	0.34855	3	6
Walking/Jogging Trail	0.46474	4	8
Running Track**	0.05574	0	1
Swimming Pools	0.34855	3	6
Playgrounds	0.69711	7	13
Covered pavilions	0.58092	5	10
Picnic facilities	0.81329	8	15
Recreation Centers	0.11618	1	2
Gymnasiums**	0.05574	0	1
Community/Cultural Centers	0.11618	1	2
Concession/Rest Room	0.81329	8	15
Maintenance Facilities	0.23237	2	4
Multi-use Fields	0.81329	8	15
Skate Park	0.05574	0.5	1

*New demand will be met with 133.3 acres of current park lands plus the acquisition of 164 additional acres

**No new units will be added in these categories.

■ Distribution of Park Projects

The final step in this planning process is to assign the demanded facilities to existing and new parks. The City has determined that some demanded facilities can be placed at Sam Smith Park, while the majority would go to new parks. The City has determined that several new park projects would be adequate to provide parks and recreation services. A park on the north side, at roughly 100 acres, would replicate many of the facilities now available on the south side of town. A new tennis center would contain the lion’s share of demanded new tennis courts. A recreation center would be placed on the east side of town, while a cultural center would be placed to the west; both would also include many park facilities.

In each of the lists that follow, the total number of facilities to be added at each park is listed. Since some of the demanded facilities are required in order to meet existing deficiencies, the number of units that are required to meet this deficiency (i.e., to serve the existing population) is identified, as is the

remaining number of units that are planned to serve new growth at the same level of service. Wherever there is no breakdown of the number of units, the total number will serve new growth.

Additions to Existing Parks

A number of the planned new park facilities can be located at the existing **Sam Smith Park**. Proposed facilities to be added at this park are:

- 8 ball fields
- 4 soccer fields
- 2 football fields (one to serve the existing population; one for new growth)
- 4 tennis courts (2 for the existing population; 2 to serve new growth)
- A walking/jogging trail
- A swimming pool
- 2 playgrounds
- 3 picnic facilities (one to serve the existing population; 2 to serve new growth)
- A recreation center (including a gymnasium)
- 4 concession stands/restrooms
- 2 multi-use fields
- A skate park (half to serve the existing population; half for new growth)

Over time, as these additions are designed and sited, they could be reconfigured to be added to another park, either an existing one or one of the proposed new parks.

New Parks and Facilities

A number of new parks are planned that would house the remaining demanded facilities, as well as provide the demanded new parks acreage to serve existing and new growth. The final specific location of these parks, beyond the current designations of 'north,' 'east,' and 'west,' will be made closer to the actual land purchase date. In this way, the City can maintain the utmost flexibility while evaluating locations. In the end, the parks themselves may end up in locations other than those suggested by their working titles. Ultimately, the provision of demanded parks acres and facilities to serve existing and new growth remains the goal, while the final configurations of these new parks may be changed. As stated earlier, it remains a goal of the City to provide a city-wide trail system; this should be a consideration in any decision to reconfigure any of the proposed new parks.

Proposed for the north side of the City is a large park, very much a duplication of the acreage and facilities already located at Sam Smith Park. This proposed **North Park** would include:

- 100 acres of park land
- 8 ball fields
- 6 soccer fields (2 to serve the existing population; 4 to serve new growth)
- 3 football fields (1 to serve the existing population; 4 to serve new growth)
- 10 tennis courts (2 to serve the existing population; 8 to serve new growth)
- 2 basketball courts
- A multi-purpose trail system
- A walking/jogging trail
- A swimming pool
- 2 playgrounds
- 3 covered pavilions
- 5 picnic facilities (1 to serve the existing population; 5 to serve new growth)
- 2 concession stands/restrooms
- A maintenance facility
- 4 multi-use fields

A **tennis center** is also proposed, and would include:

- 30 acres of park land
- 12 tennis courts
- A playground
- A maintenance facility

For the east side of the City, a park featuring a recreation center (including a gymnasium) and swimming pool is proposed. This **East Park Facility** would include:

- 20 acres of park land
- 2 basketball courts
- A multi-purpose trail system
- A walking/jogging trail
- A playground
- 2 covered pavilions
- A concession stand/restroom
- 2 multi-use fields

Another proposed new park would be located on the west side of the city, and would feature a swimming pool and community center (a recreation center without a gymnasium). The **West Park Facility** would include:

- 14 acres of park land
- 3 basketball courts (two to serve the existing population; one to serve new growth)
- A multi-purpose trail system
- A walking/jogging trail
- A swimming pool
- A playground
- 2 picnic facilities
- A community/cultural center
- A concession stand/restroom

A summary of the distribution of the park facilities required to serve new growth is shown in Table 23. Note that the 'net new demand' figure for park land is based on the future demand (571.6 acres) minus the current inventory (407.6 acres). The additional facilities required to meet existing deficiencies are not shown in this table;⁸ this table is merely a confirmation that new growth's demand for facilities will be met, based on the proposed facility additions. All facility additions—both those for new growth as well as those for the existing population—will be examined in the next section of this report, which deals with funding strategies.

⁸ The exception here is the skate park. Since a half a facility is not feasible to be built, and entire facility will be built and is shown on the table as such. Based on the desired level of service, half of this facility will serve the existing population, and half is required to serve new growth.

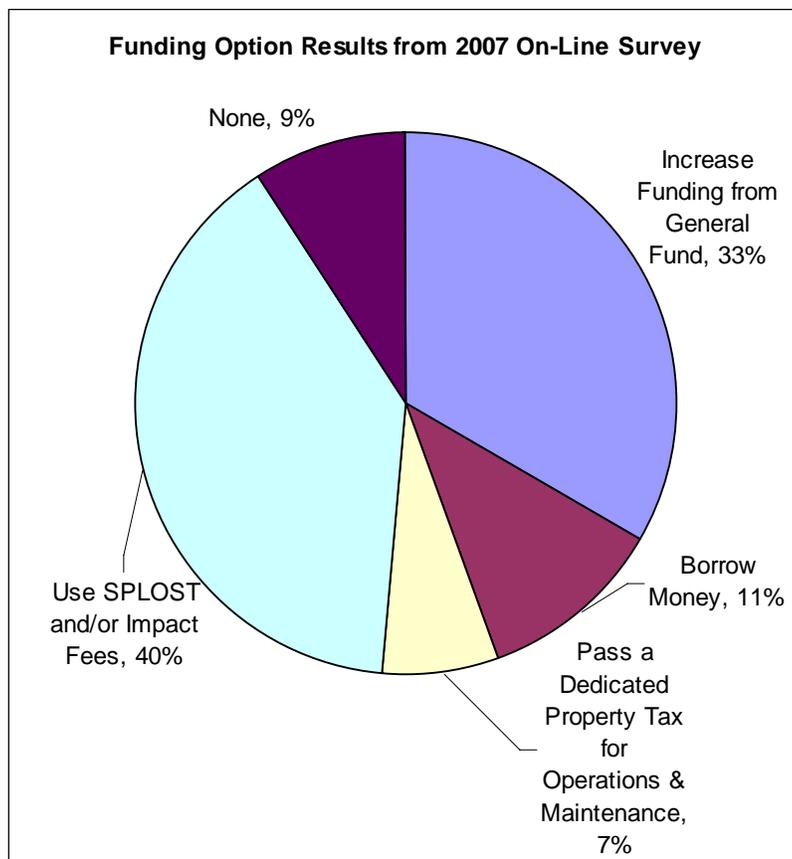
Table 23
Future Facility Locations
New Growth Demand

Category	Net New Demand (2007-30)	Facilities at New Parks					Remaining Facilities
		Sam Smith Park	North Park	Tennis Center	East Park Facility	West Park Facility	
Park Land (acres)	164.0		100.0	30.0	20.0	14.0	0.0
Ball Fields	16	8	8				0
Soccer Fields	8	4	4				0
Football Fields	3	1	2				0
Tennis Courts	22	2	8	12			0
Basketball Courts (in/outdoor)	5		2		2	1	0
Multi-Purpose Trail System	3		1		1	1	0
Walking/Jogging Trail	4	1	1		1	1	0
Swimming Pools	3	1	1			1	0
Playgrounds	7	2	2	1	1	1	0
Covered pavilions	5		3		2		0
Picnic facilities	8	2	4			2	0
Recreation Centers	1	1					0
Community/Cultural Centers	1					1	0
Concession/Rest Room	8	4	2		1	1	0
Maintenance Facilities	2		1	1			0
Multi-use Fields	8	2	4		2		0
Skate Park	1	1					0

Capital Funding Strategy

As a starting point, there are several important considerations when developing a funding strategy for the parks acreage and facilities planned for in this document. First, only capital costs are considered here. Operation and maintenance costs are associated with these projects, but since these costs are expected to be met with no change to the current funding strategy for these types of costs (i.e., through the general fund and user fees), they are not considered as part of the capital funding strategy. Second, it is anticipated that park facilities will be funded in large part through a 'pay-as-you-go' strategy. An important exception to this approach is the recommendation that park lands be acquired as early as possible to avoid price increases as an area develops, as the City has done in the past. Unlike some other types of services, such as public safety, recreation facilities can be delayed in order to maximize the funding opportunities.

Finally, it must be recognized that the City already has an impact fee program in place, including a parks & recreation category, which can be expanded to include the additional projects included in this plan. Looking at the survey results from the 2007 on-line survey, the public generally approves of three funding strategies: general fund, SPLOST and impact fees. The following chart shows the results from question 13 of the survey ("Which of the following funding strategies would you support?"). While the survey results should not be considered a representative sample of public opinion in the City, the results do suggest that these funding sources would be more popular than bonds (guaranteed by property taxes) or other dedicated property taxes.



■ Project Costs

The first step in creating a funding strategy is to identify the project costs to be met, based on the City's plans. For each set of projects—additions to Sam Smith Park and the proposed new parks—an accounting sheet has been prepared that identifies the costs of capital facilities. These costs shown in the following tables are based on comparable facility costs in the region, and have been further refined to reflect local cost expectations. A percentage of the total cost for each set of park improvements has been identified as architecture, engineering and design costs.

Each of these accounting sheets includes both the facilities demanded by new growth as well as those required to bring the existing inventory up to the same level of service. These are lists of the total projects required in order to attain and maintain the desired levels of service throughout the City. (All cost estimates are in current dollars.)

A series of facilities are proposed to be added at Sam Smith Park. The total cost of these improvements is \$14.1 million.

**Additions to Existing Park
Sam Smith Park**

Facility Type	Number of Units	Average Per Unit Cost	Total Cost
Ball Fields	8	\$225,675	\$1,805,400
Soccer Fields	4	\$149,940	\$599,760
Football Field	2	\$225,250	\$450,500
Tennis Courts	4	\$42,500	\$170,000
Walking/Jogging Trail	1	\$195,500	\$195,500
Swimming Pools	1	\$5,100,000	\$5,100,000
Playgrounds	2	\$136,000	\$272,000
Picnic facilities	3	\$17,000	\$51,000
Recreation Centers	1	\$1,955,000	\$1,955,000
Concession/Rest Room	4	\$240,550	\$962,200
Multi-use Fields	2	\$106,250	\$212,500
Skate Park	1	\$212,500	\$212,500
Subtotal, facility costs:			\$11,986,360
Acquisition, architecture & design costs (15%):			\$2,115,240
Total Cost:			\$14,101,600

The new North Park includes a number of proposed facilities and acreage, for a total of \$16.5 million in project costs.

New Park & Facilities
North Park

Facility Type	Number of Units	Average Per Unit Cost	Total Cost
Park Land (acres)	100	\$25,500	\$2,550,000
Ball Fields	8	\$225,675	\$1,805,400
Soccer Fields	6	\$149,940	\$899,640
Football Fields	3	\$225,250	\$675,750
Tennis Courts	10	\$42,500	\$425,000
Basketball Courts (in/outdoor)	2	\$35,700	\$71,400
Multi-Purpose Trail System	1	\$850,000	\$850,000
Walking/Jogging Trail	1	\$195,500	\$195,500
Swimming Pools	1	\$5,100,000	\$5,100,000
Playgrounds	2	\$136,000	\$272,000
Covered pavilions	3	\$35,020	\$105,060
Picnic facilities	5	\$17,000	\$85,000
Concession/Rest Room	2	\$240,550	\$481,100
Maintenance Facilities	1	\$110,500	\$110,500
Multi-use Fields	4	\$106,250	\$425,000
Subtotal, facility costs:			\$14,051,350
Acquisition, architecture & design costs (15%):			\$2,479,650
Total Cost:			\$16,531,000

The new Tennis Center has a total of \$1.8 million in project costs.

**New Park & Facilities
Tennis Center**

Facility Type	Number of Units	Average Per Unit Cost	Total Cost
Park Land (acres)	30	\$25,500	\$765,000
Tennis Courts	12	\$42,500	\$510,000
Playgrounds	1	\$136,000	\$136,000
Maintenance Facilities	1	\$110,500	\$110,500
Subtotal, facility costs:			\$1,521,500
Acquisition, architecture & design costs (15%):			\$268,500
Total Cost:			\$1,790,000

The proposed East Park Facility has a total of \$2.7 million in project costs.

**New Park & Facilities
East Park Facility**

Facility Type	Number of Units	Average Per Unit Cost	Total Cost
Park Land (acres)	20	\$25,500	\$510,000
Basketball Courts (in/outdoor)	2	\$35,700	\$71,400
Multi-Purpose Trail System	1	\$850,000	\$850,000
Walking/Jogging Trail	1	\$195,500	\$195,500
Playgrounds	1	\$136,000	\$136,000
Covered pavilions	2	\$35,020	\$70,040
Concession/Rest Room	1	\$240,550	\$240,550
Multi-use Fields	2	\$106,250	\$212,500
Subtotal, facility costs:			\$2,285,990
Acquisition, architecture & design costs (15%):			\$403,410
Total Cost:			\$2,689,400

The West Park facility has a total of \$10.3 million in project costs.

New Park & Facilities
West Park Facility

Facility Type	Number of Units	Average Per Unit Cost	Total Cost
Park Land (acres)	14	\$25,500	\$357,000
Basketball Courts (in/outdoor)	3	\$35,700	\$107,100
Multi-Purpose Trail System	1	\$850,000	\$850,000
Walking/Jogging Trail	1	\$195,500	\$195,500
Swimming Pools	1	\$5,100,000	\$5,100,000
Playgrounds	1	\$136,000	\$136,000
Picnic facilities	2	\$17,000	\$34,000
Community/Cultural Centers	1	\$1,700,000	\$1,700,000
Concession/Rest Room	1	\$240,550	\$240,550
Subtotal, facility costs:			\$8,720,150
Acquisition, architecture & design costs (15%):			\$1,538,850
Total Cost:			\$10,259,000

In summary, the proposed park facilities and land costs required to meet current and future demand is approximately \$45.4 million.

■ **Matching Costs to Funding Sources**

The next step in formulating a funding strategy, then, is to evaluate the amount of parks and recreation capital facility costs that could be met with available funding sources, starting with impact fees. In Table 24, the total project costs are estimated. The 'units to be added' figures are taken from the individual park project tables in the previous section. The unit costs shown here include the 'acquisition, architecture, engineering & design' costs that are broken out in the preceding park tables. Note that these 'units to be added' include those units required to meet the existing deficiencies. Once again, the total cost for capital projects planned by the City is about \$45.4 million.

Table 24
Future Park Facility Costs

Category	Units to be Added	Average Per-unit Cost*	Total Cost
Park Land (acres)	164.00	\$30,000	\$4,920,000
Ball Fields	16	\$265,500	\$4,248,000
Soccer Fields	10	\$176,400	\$1,764,000
Football Fields	5	\$265,000	\$1,325,000
Tennis Courts	26	\$50,000	\$1,300,000
Basketball Courts (in/outdoor)	7	\$42,000	\$294,000
Multi-Purpose Trail System	3	\$1,000,000	\$3,000,000
Walking/Jogging Trail	4	\$230,000	\$920,000
Swimming Pools	3	\$6,000,000	\$18,000,000
Playgrounds	7	\$160,000	\$1,120,000
Covered pavilions	5	\$41,200	\$206,000
Picnic facilities	10	\$20,000	\$200,000
Recreation Centers	1	\$2,300,000	\$2,300,000
Community/Cultural Centers	1	\$2,000,000	\$2,000,000
Concession/Rest Room	8	\$283,000	\$2,264,000
Maintenance Facilities	2	\$130,000	\$260,000
Multi-use Fields	8	\$125,000	\$1,000,000
Skate Park	1	\$250,000	\$250,000
			\$45,371,000

*Average unit costs are based on industry estimates for comparable facilities, and include architectural, engineering and design costs.

In the next table, a calculation is made as to the amount of capital project costs that could be raised through impact fee collections. New growth can be charged for the facilities required to serve that growth, but not for any existing deficiency. In any category where the City has determined that it desires more units today than are in the current inventory, such as the soccer field category, the additional units needed today are an existing deficiency. So while 10 soccer fields are required in total to meet the desired level of service, only eight of those fields are demanded by new growth, while two

are required to provide the desired level of service to the current City population. Thus, 80% of the project costs are impact fee eligible.

Table 25
Impact Fee Eligible Costs

Category	Units to be Added	Units Demanded by New Growth	Percentage of Units for New Growth	Total Cost	Impact Fee Eligible Cost
Park Land (acres)	164.00	164.00	100.00%	\$4,920,000	\$4,920,000
Ball Fields	16	16	100.00%	\$4,248,000	\$4,248,000
Soccer Fields	10	8	80.00%	\$1,764,000	\$1,411,200
Football Fields	5	3	60.00%	\$1,325,000	\$795,000
Tennis Courts	26	22	84.62%	\$1,300,000	\$1,100,000
Basketball Courts (in/outdoor)	7	5	71.43%	\$294,000	\$210,000
Multi-Purpose Trail System	3	3	100.00%	\$3,000,000	\$3,000,000
Walking/Jogging Trail	4	4	100.00%	\$920,000	\$920,000
Swimming Pools	3	3	100.00%	\$18,000,000	\$18,000,000
Playgrounds	7	7	100.00%	\$1,120,000	\$1,120,000
Covered pavilions	5	5	100.00%	\$206,000	\$206,000
Picnic facilities	10	8	80.00%	\$200,000	\$160,000
Recreation Centers	1	1	100.00%	\$2,300,000	\$2,300,000
Community/Cultural Centers	1	1	100.00%	\$2,000,000	\$2,000,000
Concession/Rest Room	8	8	100.00%	\$2,264,000	\$2,264,000
Maintenance Facilities	2	2	100.00%	\$260,000	\$260,000
Multi-use Fields	8	8	100.00%	\$1,000,000	\$1,000,000
Skate Park	1	0.5	52.02%	\$250,000	\$130,052
				\$45,371,000	\$43,914,200

In the end, new growth could be charged for about \$44 million in project costs over the next 20+ years. Based on the existing impact fee program calculations, this translates to a per-dwelling impact fee of about \$4,600 for parks. The remaining ‘non-eligible’ costs (about \$1.5 million) could be met through two other sources. Currently, \$1 million in SPLOST funds is slated to be used for the purchase of park land. The remaining \$500,000—due over the next 23 years—could easily be met through the general fund.

However, an impact fee of \$4,600 per dwelling unit for parks is probably not realistic at this time. The current impact fee in the City, including library, fire, police and roads, is just under \$1,000 per dwelling unit. This includes a parks fee of \$280. Assuming an increase to an overall fee of \$2,500 per dwelling unit for all categories, this would cap the parks fee at about \$1,780, or about 39% of the potential fee. In effect, this would move about \$26.8 million from impact fee funding to some other source. The total to be funded through general fund or SPLOST, then, is \$27.3 million (\$26.8 in funding dropped from the impact fee funding strategy, and the \$500,000 funding that is not impact fee eligible). Over the 23 years of this plan, this translates into an annual ‘set aside’ of roughly \$1.2 million, again, probably not realistic at this time.

The future funding of parks facilities will depend, then, on a combination of impact fees, general fund (either alone or as the guarantee for general obligation bonds), SPLOST and possible grants. Given that

a future SPLOST cannot be guaranteed (it must be voted on), the City would have to rely most heavily on impact fees and general fund if future SPLOST funding fails or does not adequately cover the parks and recreation costs.⁹ However, bear in mind the results from the 2007 survey shown at the beginning of this section: the public's most recently surveyed support for funding mechanisms was for SPLOST/impact fees, followed closely by general fund expenditures.¹⁰ The policy objective of the City, then, will be to find a balance between the amount that could be raised through impact fees, versus the desire to lessen the potential burden on the general fund.

⁹ SPLOST funding is dependent on two factors: negotiation between the City and County, and approval of the voters. Based on past history, the amount realized through SPLOST collection towards parks facilities in Cartersville would not be expected to meet more than 10 to 25% of the funding required—that based on three future SPLOST programs, each with the same level of funding as the most recent program.

¹⁰ The public also showed strong support for revenue-producing facilities, something that is a possibility with the recreation center, cultural center, and swimming pools. However, the amount typically raised through user fees may only be adequate to meet operations and maintenance costs, and would not offset the capital costs being examined here.

Appendix – On-Line Survey Results

In the late summer of 2007, an on-line survey was conducted to collect additional public input on Cartersville parks and recreation facilities and services. The survey was administered by the City, and was promoted through the utility billing system, announcements at public meetings and events, and word-of-mouth. The complete results of the survey appear on the following pages, tabulated from the 300 responses received. For each of the questions that appeared in the survey, the question is shown, as are the choices for response and the total number of responses for each choice. At the end of each question is a summary analysis of the responses. Following the question-by-question survey results, the additional comments provided by the participants are reproduced. Relevant portions of these survey results appear in this plan in the 'Public Input' section.

Although not every participant answered each question, there generally was a 93% and above response rate to each question. The purpose of this survey was to secure input relative to park utilization, visitation type and duration, activities participation, recreation system adequacy, adequacy of support facilities, desires for new facilities and programs and to allow respondents to provide comments relative to the Cartersville recreation system.

The Cartersville Parks & Recreation Department is conducting this survey as part of the creation of a Parks and Recreation Master Plan. Your input is an important part of this process! Plans for future park facilities will depend on citizen participation—this is your opportunity to help shape those plans.

1. Here is a list of programs and activities currently offered at city parks. Please put a check mark next to any programs or activities that you or your family have taken part in. **Check as many as you like.**

- | | |
|---|--|
| <input type="checkbox"/> Youth Football – 79 | <input type="checkbox"/> Adult Basketball – 6 |
| <input type="checkbox"/> Youth Baseball – 83 | <input type="checkbox"/> Swimming – 103 |
| <input type="checkbox"/> Cheerleading – 30 | <input type="checkbox"/> Special Events (Holiday Activities, Festivals) – 88 |
| <input type="checkbox"/> Adult Flag Football – 6 | <input type="checkbox"/> Miniature Golf – 31 |
| <input type="checkbox"/> Youth Softball – 17 | <input type="checkbox"/> Senior Aquatics – 28 |
| <input type="checkbox"/> Gymnastics – 53 | <input type="checkbox"/> Fishing Tournament – 13 |
| <input type="checkbox"/> Tennis – 67 | <input type="checkbox"/> Volleyball – 2 |
| <input type="checkbox"/> Adult Softball – 31 | <input type="checkbox"/> Swim Team – 20 |
| <input type="checkbox"/> Yoga – 7 | <input type="checkbox"/> Youth Soccer – 19 |
| <input type="checkbox"/> Tennis Tournaments – 32 | <input type="checkbox"/> Exercise Class – 9 |
| <input type="checkbox"/> Softball Tournaments – 16 | <input type="checkbox"/> Soccer Tournaments – 9 |
| <input type="checkbox"/> Hobby, Arts & Crafts – 18 | <input type="checkbox"/> Walking Paths – 83 |
| <input type="checkbox"/> Youth Basketball – 43 | <input type="checkbox"/> Soccer Camp – 9 |
| <input type="checkbox"/> Skateboarding - 10 | <input type="checkbox"/> Playgrounds – 48 |
| <input type="checkbox"/> Concerts in the Parks – 74 | |

Summary: The programs and activities with the most participation are largely active in nature. Responses are topped by swimming, followed by attendance at special events, youth baseball and football, use of walking paths, and concerts in the parks. Tennis and tennis tournaments, when combined, appear to be also highly attended. This emphasizes the use of the City's existing swimming facilities, ball fields, trail system, and event venues.

2. Here is a list of other programs and activities that could be offered at city parks. Please put a check mark next to any programs or activities that you or your family would like to see offered by the City. **Check as many as you like.**

- | | |
|--|---|
| <input type="checkbox"/> Youth Flag Football – 26 | <input type="checkbox"/> After-school Programs – 52 |
| <input type="checkbox"/> Fitness Programs – 105 | <input type="checkbox"/> Dog Programs – 52 |
| <input type="checkbox"/> Hobby, Arts & Crafts – 65 | <input type="checkbox"/> Skateboarding – 33 |
| <input type="checkbox"/> Golf – 53 | <input type="checkbox"/> Summer Day Camps – 72 |
| <input type="checkbox"/> Archery – 38 | <input type="checkbox"/> Nature/Outdoor Programs – 82 |
| <input type="checkbox"/> Performing Arts – 53 | <input type="checkbox"/> Martial Arts – 24 |
| <input type="checkbox"/> Volleyball – 53 | <input type="checkbox"/> Senior Programs – 28 |
| <input type="checkbox"/> Preschool Programs – 25 | <input type="checkbox"/> Rock Climbing – 43 |
| <input type="checkbox"/> Photography – 50 | <input type="checkbox"/> Weight Training – 42 |

Adult Soccer – 22

Therapeutic Programs – 31

Summary: Overwhelmingly, fitness programs led the list of activities that could be offered through the Parks and Recreation Department. This was followed by the identification of more passive type enrichment programs including arts and crafts/hobbies, and nature/outdoor programs. Children’s summer day camp also ranked in the highest proportion of responses. The activities most requested, in order of magnitude, were: Fitness Programs; Nature/Outdoor Programs; Summer Day Camps; Hobby/Arts and Crafts; Performing Arts; Volleyball; Golf; After School programs; Dog Programs

3. How often do you or any of your family members visit any of the city parks (choose one):

Daily - 43

A few times per month - 38

Once a week - 44

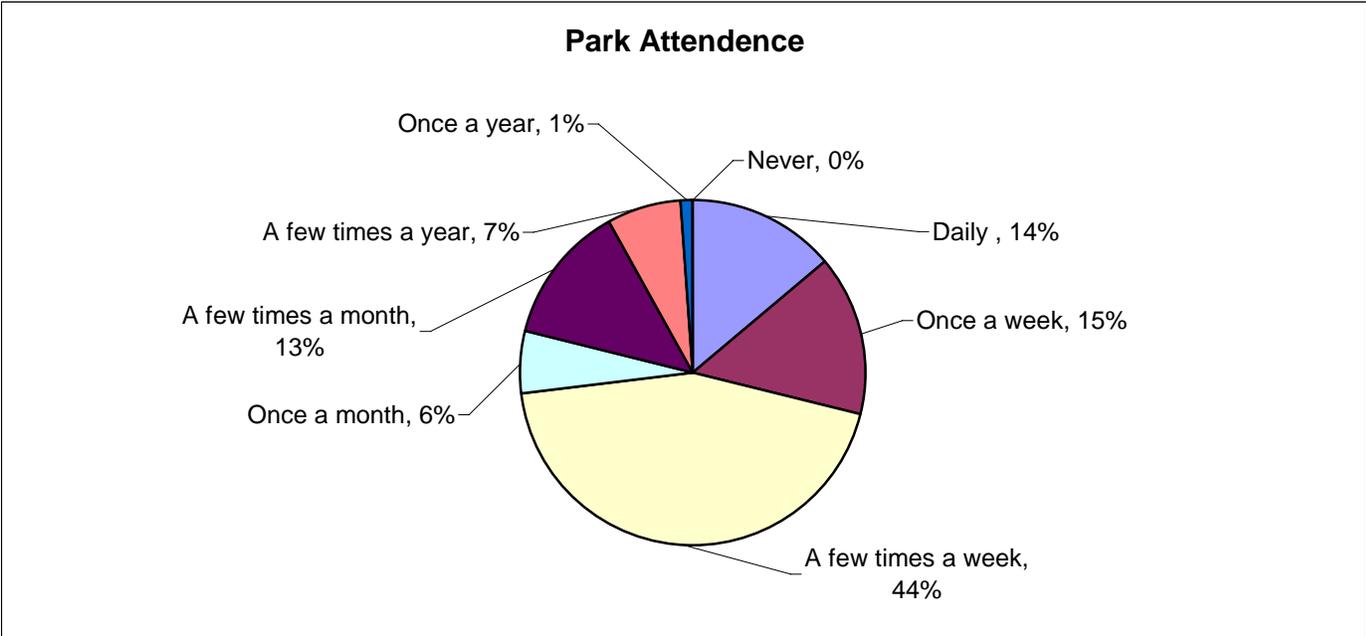
A few times per year - 20

A few times per week - 133

Once a year - 1

Once a month - 19

Never - 2



Summary: Parks appear to be widely used by residents of the City. Almost 75% of the respondents utilized the park facilities at least once a week. Out of 300 responses, 44.3% visited parks several times a week. The percent of participants visiting the parks once a week and those visiting daily were nearly identical, at 14.6% and 14.3% respectively.

4. As an adult, do you go to use the park or park programs most often for (choose one):

For myself - 77

Both for myself and my children - 165

Youth programs for my children - 51

I do not use the parks - 5

Summary: Over 55% of the adult respondents utilized the parks for themselves and their children, with 25.8% utilizing the parks for themselves only. The remainder utilized the parks primarily for the youth programs.

5. Indicate the facilities that I and/or my family use most often (**choose one**):

- | | |
|---|--|
| <input type="checkbox"/> City park facilities - 249 | <input type="checkbox"/> County or State facilities - 43 |
| <input type="checkbox"/> Private facilities - 11 | <input type="checkbox"/> None of the above - 4 |

Summary: City park facilities are overwhelmingly the resource of choice for use by City residents.

6. How far would you be willing to walk, drive or ride a bike to city park facilities (**choose one per category**):

Walk

- | | |
|--|---|
| <input type="checkbox"/> Would not walk - 53 | <input type="checkbox"/> 1 to 2 miles - 63 |
| <input type="checkbox"/> Up to 1/2 mile - 64 | <input type="checkbox"/> More than 2 miles - 41 |
| <input type="checkbox"/> 1/2 to 1 miles - 72 | |

Drive

- | | |
|--|---|
| <input type="checkbox"/> Would not drive - 2 | <input type="checkbox"/> 10 to 20 minutes - 35 |
| <input type="checkbox"/> Under 5 minutes - 19 | <input type="checkbox"/> More than 20 minutes - 129 |
| <input type="checkbox"/> 5 to 10 minutes - 102 | |

Ride a Bike

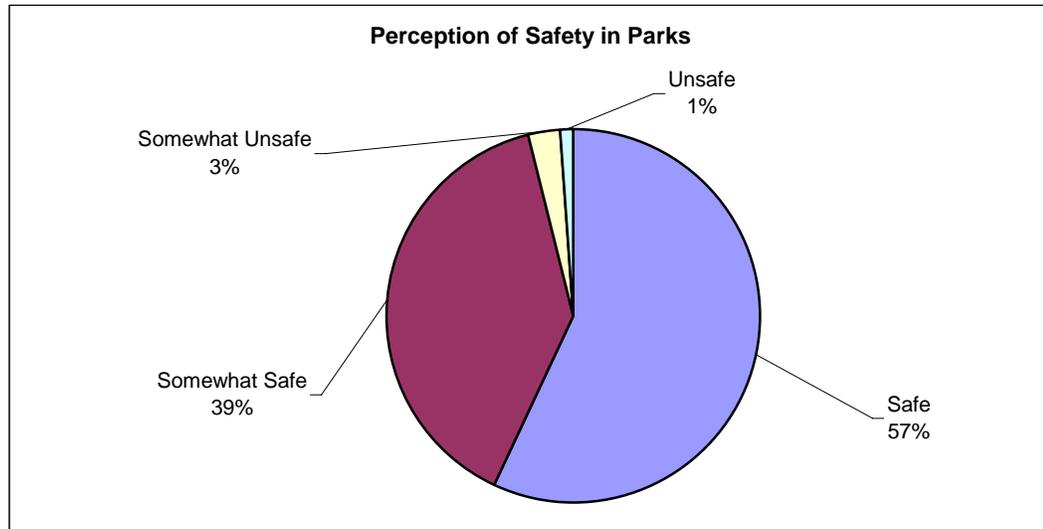
- | | |
|---|---|
| <input type="checkbox"/> Would not bike - 114 | <input type="checkbox"/> 2 to 5 miles - 65 |
| <input type="checkbox"/> Up to 1 mile - 37 | <input type="checkbox"/> More than 5 miles - 21 |
| <input type="checkbox"/> 1 to 2 miles - 53 | |

Summary: Respondents indicated a willingness to walk fairly long distances to a park facility, with almost 60% willing to walk a half mile or further to a park. Approximately 18% of the respondents indicated that they would not walk to any park facility, and 14% indicated that they would walk over 2 miles to a park facilities. Respondents also indicated a willingness to ride a bike to a park facility, with 48% indicating that they would ride at least one mile. However, 40% of the respondents indicated that they would not use a bicycle to access a park facility at all. Almost 45% of the respondents were willing to drive over 20 minutes to a park facility, with 35% willing to drive 5 to 10 minutes to a park facility. Only 7% would not drive more than 5 minutes to a park facility.

7. How safe do you feel when you visit a city park? (**choose one**)

- | | |
|--|--|
| <input type="checkbox"/> Safe - 170 | <input type="checkbox"/> Somewhat unsafe - 9 |
| <input type="checkbox"/> Somewhat safe - 115 | <input type="checkbox"/> Unsafe - 3 |

Summary: Attendance at the park facilities does not seem impacted by safety concerns. The majority of respondents (57%) felt safe in the parks, with another 39% reporting feeling somewhat safe in the parks. Only 4% indicated perceptions of danger in the City parks.



8. On a scale of 1 to 10, with 10 being the high and 1 being the low, how would you rate your current experience when using the city parks? (**choose one**)

- | | |
|---------------------------------|----------------------------------|
| <input type="checkbox"/> 1 - 4 | <input type="checkbox"/> 6 - 26 |
| <input type="checkbox"/> 2 - 1 | <input type="checkbox"/> 7 - 53 |
| <input type="checkbox"/> 3 - 8 | <input type="checkbox"/> 8 - 100 |
| <input type="checkbox"/> 4 - 4 | <input type="checkbox"/> 9 - 37 |
| <input type="checkbox"/> 5 - 30 | <input type="checkbox"/> 10 - 32 |

Summary: When asked to rank their current experience utilizing City parks, the majority of participants reported satisfaction with their experiences (a ranking of 6 and above out of a possible 10). Just over 57% of the respondents reported being very to extremely satisfied with their experiences (a ranking of 8 and above out of a possible 10).

9. Here is a list of possible future improvements in the city parks system. Please indicate the most important item to you (**choose one**). These items would be in addition to any already in the city.

- | | |
|---|---|
| <input type="checkbox"/> Indoor walking areas - 23 | <input type="checkbox"/> A multi-purpose indoor arena - 30 |
| <input type="checkbox"/> Pocket parks in the city - 6 | <input type="checkbox"/> Develop indoor rental facility -12 |
| <input type="checkbox"/> Walking trails in existing parks - 12 | <input type="checkbox"/> An aquatic center - 69 |
| <input type="checkbox"/> Multi-use/multi-purpose parks - 8 | <input type="checkbox"/> Create more programs for children - 18 |
| <input type="checkbox"/> A walking trail system throughout the city -47 | <input type="checkbox"/> An off-leash area for dogs - 16 |
| <input type="checkbox"/> Renovate existing parks - 24 | <input type="checkbox"/> Create more programs for adults - 15 |
| <input type="checkbox"/> Bike trails - 23 | <input type="checkbox"/> A gymnasium - 16 |
| <input type="checkbox"/> Add new park land - 9 | <input type="checkbox"/> Build more sports fields - 14 |
| <input type="checkbox"/> A multi-court tennis center - 22 | <input type="checkbox"/> Natural surface nature trails - 8 |
| <input type="checkbox"/> A skate park - 17 | <input type="checkbox"/> Build indoor meeting space - 4 |
| <input type="checkbox"/> An amphitheater - 24 | <input type="checkbox"/> Improve the level of maintenance at current parks - 23 |

Summary: An aquatic center received the most responses. The aquatic center was followed by an inter-connected walking trail system through the city, and an indoor amphitheatre/arena. These responses relate to item 2 where some of the activities most participated in included swimming, special events, and walking the City's trails. Renovation of existing facilities, and improved maintenance, when looked at in combination, represented a significant portion of the responses.

10. The next four questions are about walking and nature trails. **Please check either the “yes” or “no” box for each question.**

Paved trails should be lit for evening use.

Yes - 264 No - 31

Nature trails should be unpaved.

Yes - 250 No - 35

Paved trails should be wide enough for walking, jogging, and bike riding at the same time.

Yes - 254 No - 38

Paved trails should connect parks, schools and neighborhoods.

Yes - 235 No - 52

Summary: An average of 88% of the respondents felt that paved paths should be lighted; paved paths should be wide enough for walking, cycling and jogging simultaneously; and nature trails should be unpaved. Slightly less, at 82%, but still significant, felt that multi-purpose trails should be interconnected to parks, schools and neighborhoods throughout the City

11. Please indicate how you get information about recreation programs and special events at the city parks. (**check all that apply**)

<input type="checkbox"/> Local television - 28	<input type="checkbox"/> City website - 71
<input type="checkbox"/> Newspaper articles - 166	<input type="checkbox"/> School announcements - 53
<input type="checkbox"/> Radio - 67	<input type="checkbox"/> Word of mouth (friends, neighbors, etc.)-163
<input type="checkbox"/> Newspaper ads - 89	<input type="checkbox"/> Signs/Banners - 129
<input type="checkbox"/> Handouts or fliers - 64	<input type="checkbox"/> City Calendar – 46

Summary: The majority of residents retrieve their information about recreation programs and special events through the newspaper, word of mouth, and signs/banners located throughout the City.

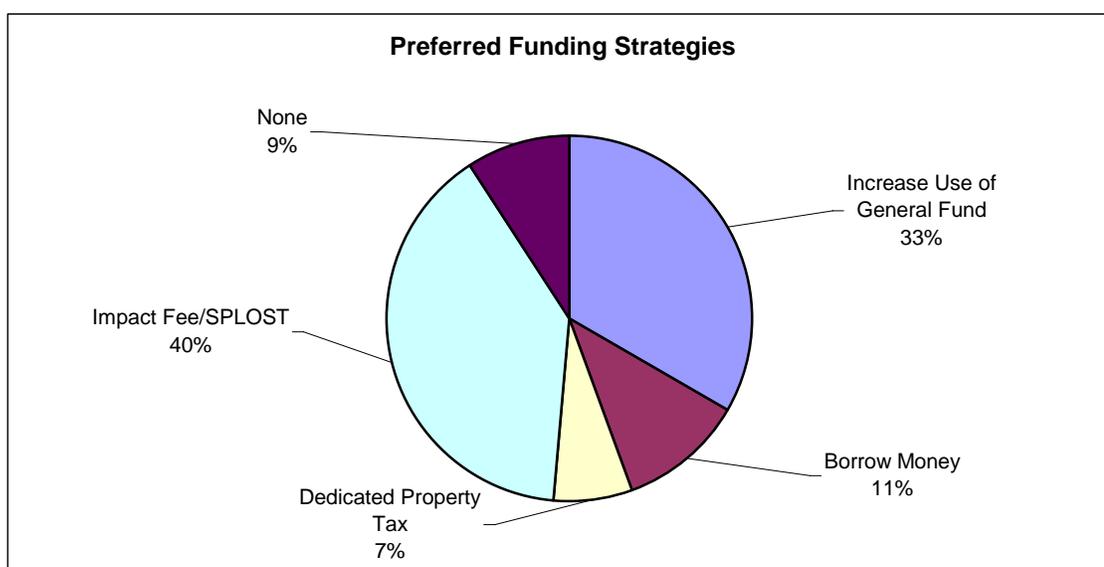
12. Here are some statements about the current city park facilities. Please indicate the statements you agree with (**check all that apply**):

<input type="checkbox"/> The Parks and Recreation Department -61 maintains a good image in the community.	<input type="checkbox"/> City recreation facilities and parks are well supervised. - 14
<input type="checkbox"/> Compared to other programs (public safety, streets, utilities, schools), parks and recreation is important to the city. - 51	<input type="checkbox"/> City recreation activities and programs are well supervised. - 17
<input type="checkbox"/> Advertisements about upcoming events are adequate. - 24	<input type="checkbox"/> Parks are well distributed throughout the city. - 9
<input type="checkbox"/> The recreation programs I and/or my family want to participate in are available through the city parks. - 35	<input type="checkbox"/> Existing facilities need to be renovated. - 46
<input type="checkbox"/> City recreation facilities and parks are well maintained. - 33	<input type="checkbox"/> Volunteer sports leagues are well organized. - 6
<input type="checkbox"/> City recreation programs and facilities are reasonably priced. -40	Not Checked - 22

Summary: Out of 336 responses (more than one statement could be checked), the public responded most often that the Parks and Recreation Department maintains a good image in the community, and that compared to other programs (public safety, streets, utilities, schools), parks and recreation is important to the city. City recreation programs and facilities are considered to be reasonably priced. At the same time, a portion of the respondents indicated that existing facilities need to be renovated, although a slightly lower proportion of respondents felt that City recreation facilities and parks are well maintained.

13. Which of the following funding strategies would you support? (check all that apply)

- Increase the current city funding for parks & recreation from the general fund. - 112
- Borrow money to make improvements, with a 20 to 25-year pay back period. - 37
- Pass a dedicated property tax to fund operations and maintenance. – 23
- Fund capital improvements with impact fees on development and/or a Special Local Option Sales Tax (SPLOST). - 132
- None - 31



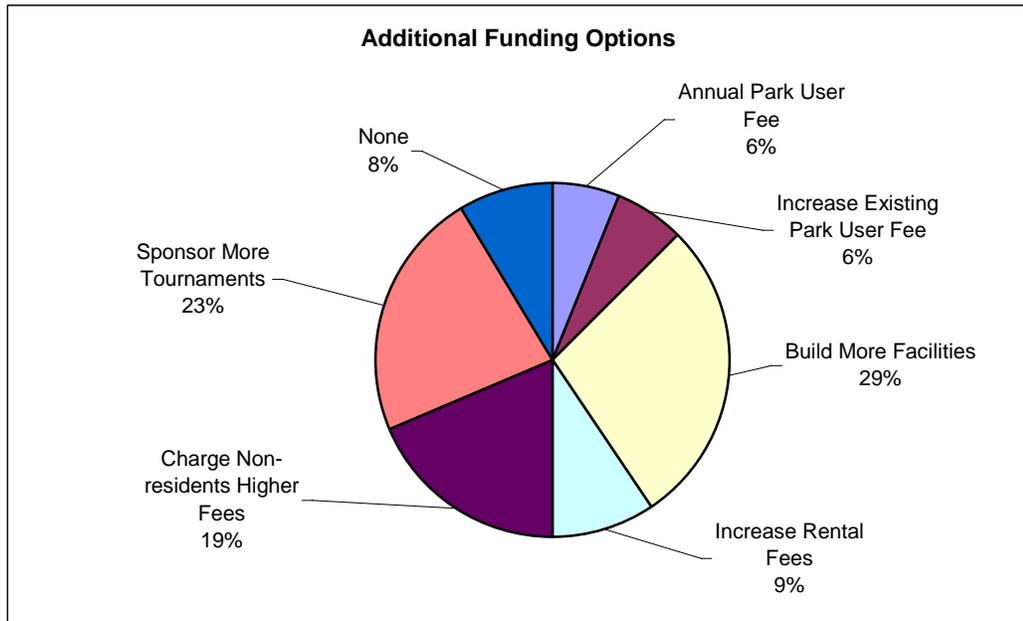
Summary: Participants were given a choice of funding strategies to improve the current parks and recreation service delivery, including: SPLOST; General Fund; borrowing money with a 20-25 year payback; or a dedicated property tax. SPLOST/impact fee funding garnered 43% of the support, followed closely by increased expenditure of General Funds, at 37%. The other two funding mechanisms earned 20% of the support combined.

14. What additional funding options to pay for park maintenance and improvements would you support? (check all that apply)

- Charge an annual park user fee - 29
- Increase existing user fees - 20
- Build more facilities that generate revenue - 133
- Increase rental fees for park facilities - 44
- Charge non-residents higher fees - 88
- Sponsor more tournaments - 108
- None - 42

Summary: Construction of additional facilities that generate revenue received 29% of the support. Sponsoring more tournaments received 23% of the responses, followed by charging non-residents a higher use fee, at 19%. Just over 9% supported charging residents a higher park facility rental fee, such as for pavilions. Establishing a yearly use fee, or increasing current use fees garnered 11% support combined, indicating that residents do not want to directly fund their

services through user fees. Nine percent indicated they would not support increasing revenues.



15. How much would you be willing to spend each month to support improved maintenance and services? (choose one)

- \$1 to \$3 - 97
- \$4 to \$6 - 78
- \$7 to \$9 - 30
- \$10 to \$12 - 56
- More than \$12 - 14

Summary: The majority of respondents indicated a fairly low monthly expenditure was appropriate. Approximately 35% would not be willing to spend more than \$3.00 per month, with an additional 28% willing to spend between \$4.00 and \$6.00 per month, which when combined, indicates that approximately 63% of the residents would not be willing to spend more than \$36 to \$72 annually for improved park maintenance and services. On the other hand, 36% would spend more than \$7.00 per month, with actually 70% of those respondents willing to spend over \$10.00 per month.

16. Where do you live? (choose one)

- In the city - 156
- Outside the city - 125

Summary: Over 55 percent of the respondents were City residents. The remainder lived in the vicinity of the city but not within the incorporated area.

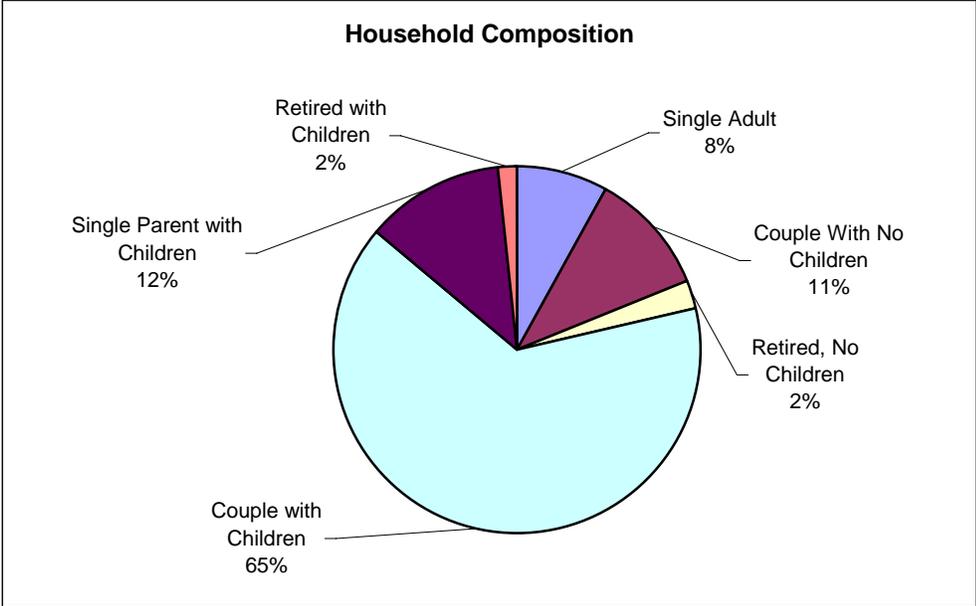
17. What is your age? (choose one)

- Under 13
- 14 to 18 - 8
- 19 to 24 - 9
- 25 to 34 - 53
- 35 to 44 - 127
- 45 to 54 - 63
- 55 to 64 - 28
- 65+ - 12

Summary: The majority of participants (81%) were in the “workforce” age range (25 to 54), which is also the age range most likely to have children under the age of 18.

18. Which of the following best describes your household? (choose one)

- Single adult - 23
- Couple with no children at home -32
- Retired, no children at home - 7
- Couple with children at home - 188
- Single-parent with children at home - 35
- Retired with children at home - 5



Summary: Married couple or single headed household participants with children constitute 77% of the total. Almost 19% of the participants were either single or couples with no children. Only 4% of the respondents were over age 65, and reported being retired.

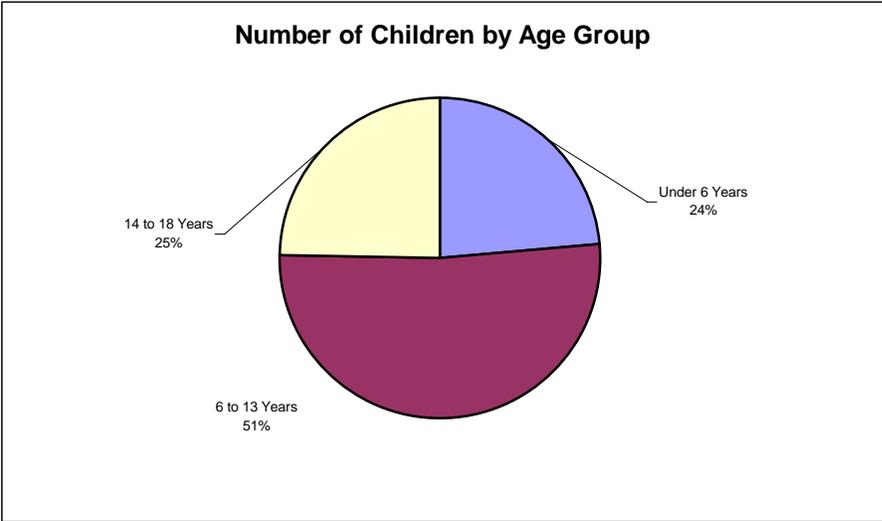
19. How many children do you have in each of the following age groups? (list the number in each age group)

Under 6 years of age - 109

6 to 13 years of age - 237

14 to 18 years of age - 114

Summary: Combined, the participants had 460 children, of which almost 52% were between the ages of 6 and 12. The number of children ages 14 to 17, and those below age 6 were almost equally represented, at 25% and 24% respectively.



20. What is your total annual household income? (choose one)

- Under \$20,000 - 13
- \$20,000 to \$34,999 - 28
- \$35,000 to \$49,999 - 38
- \$50,000 to \$74,999 - 75
- \$75,000 to \$99,999 - 43
- Over \$100,000 - 74

Summary: The respondents to the survey were generally fairly affluent, with over 43% reporting an income over \$75,000 annually, and another 28% with incomes between \$50,000 and \$75,000 annually.

21. If you could tell the Parks and Recreation Department one thing they need to do better, or one facility they need to add, it would be:

Summary: The respondents were asked to indicate one facility to add, or one thing to do better. Several themes were re-occurring, and supported the earlier findings. The substantive comments included:

- Requests for an indoor family aquatic center for general population use;
- Desire for an amphitheatre;
- Desire for a multi-purpose gym facility;
- Additional programs for seniors, keeping the Senior Aquatic Center predominantly for use by seniors, and maintenance of the facility;
- Maintenance and quality of the Aubrey Street pool building, pool and support facilities;
- Overall quality of maintenance at all of the parks and facilities (including tennis courts, baseball and soccer fields); trash on site, restroom maintenance and need for rehabilitation of restrooms, particularly at tennis center and Dellinger Park;
- Larger and/or additional gymnastics facilities – program is satisfactory;
- Increased security desired, and better lighting on walking paths;

- More walking and multi-use paths;
- Need for a new park in north or east side of town with full scale facilities and program options;
- Additional playground amenities and shade (trees or structures);
- Skate park;
- Expansion of instructional programs and activities;
- Quality of instruction and coaching for existing children's programs, particularly swimming;
- Better focus on handicapped and special needs populations; and
- A supervised dog park facility.

Indoor Family Aquatic Center for General Population Use

Indoor Family Aquatic Center (13)

An aquatic center would be wonderful for the swim team and the citizens of the community.

Build an indoor pool for adults/kids to have access to.

AN AQUATIC CENTER!!!!!! Either build one or bubble/tent Dellinger Park to offer year-round programs. Cartersville High School needs also to offer swimming as an athletic event, and should help to fund the costs of a center/tenting Dellinger.

WE NEED A PLACE TO HAVE YEAR ROUND REC SWIM TEAM AND PROVIDE HIGH SCHOOL WITH A PLACE FOR A SWIM TEAM !!!!!!!!!!!!!!!!!!!!!!!

Covered indoor pool for year round swim team - to many people in town are going out of town to be on a swim team year round

We need an adequate year round swimming facility that will support the schools as well as adults

I realize that city govt did not want an indoor aquatic pool (big mistake) but would you be interested in a second indoor pool ? Maybe near Hamilton Crossing. Would you ask that late afternoon classes leave the lap lane open ? I can only get there after 5:30pm. Two days a week the 5:30 class takes up the whole wide of the pool. It's hard to ask 1/3 of the class to move, they won't know when lap swimmers will come and I hate to miss swimming because of a class. The classes have good attendance and that is excellent.

We also need an indoor aquatic center to house a year round swim team. This would generate money through year round swimming lessons, water aerobics for people (tax payers) of ALL AGES, and would offer a place for lifesaving courses and scuba diving courses to be taught year round. It would be a source of year round income for the parks and rec. department.

PLEASE consider a year-round swim facility (that isn't just for seniors)! A Year-Round Swim Team would be a wonderful option, plus all kinds of swim classes and programs could be offered year-round. If you can't afford a swim center, then please, please, please renovate the existing one, especially the restroom facilities!

Another swimming pool comparable to the one at Dellinger perhaps more in the middle of town - a facility more geared for families (with a charge of course to get in). We don't visit the one at Dellinger because it is always so crowded and somewhat of a place to drop kids off.

add a indoor year round open to all pool. with diving facilities. our local schools could use it for swim team practice. (sponsored teams- generate revenue)and host tournaments. (diving is a big money sport!!!) and there are no real facilities in the region, closest (I believe) is west cobb. make it solar heated too! and think spectator/sport in designing it to attract more participants. generate the most income by offering "memberships" (like fitness spas do) In fact you could make this a "fitness center" and include a gym off to one side maybe place it in milam farm so we could pretend to be training for a triathlon and run, bike and swim all in one park!!! I really think you could even set a precedent, and be the first city park to

offer a "wellness center", do this in cooperation with several local entities, to promote wellness, fitness, and overall better quality of life to the residents of Cartersville and barrow county. Think about it. And if that's too much just rewrite the rules for the "seniors only" pool and let the public in there once in awhile, and let the kids use it for swim team practice in the evening!

It would be wonderful if we had an aquatic center so that our children could train year around and compete more successfully at the local and state levels.

I think the city needs a Indoor Pool for the kids and or adults.

Build an aquatic center or pool/water park type facility (look at Gwinnett County's facilities), which generates income and provides healthy entertainment and exercise for families.

I would like to see an indoor aquatics facility for all age groups to use.

You need a public indoor aquatic center that is open to the general public for a fee

would have been nice if the indoor swimming facility would have been larger to have been used by all.

Additional Senior Programs, Issues Relating to Senior Aquatic Center

Furnish Cleaning Service for Senior Aquatic Center

Keep the senior aquatic center for SENIOR CITIZENS ONLY as they need heated water for arthritis and other medical conditions that are helped by heated waters.

Would like to see indoor gym next to new senior pool

Golf League for Seniors. Reasonable rate as well as in our own county as to not having to travel so far. Housing on a golf course with patio homes.

More programs for Seniors, water in pool at aquatic center should be kept at 92 degrees

More programs for Seniors, keep the Senior Pool for Seniors and the temp. at a constant 90 - 92 degrees. Please keep the Senior Aquatics Center for the people it was intended. Allowing groups of children to use our pool will only tear it up and it is the only and nicest thing that has been done in this area for the older citizens (who have worked and paid taxes for at least 40+ years. We need attention too!

Enlarge Senior Aquatic Pool & Bathroom

The Senior Pool is great, love it! I think is should be for seniors only, not for 30 year olds that try to change everything to suit their needs. The Senior Pool is for and made for seniors in mind. Anyone over or close to 50 years of age. The only and only one that's 30 should go somewhere else for her needs and not ruin it for everyone else.

At the senior pool, they need to keep the water above 90 degrees and keep the doors closed. Someone comes in and opens the door and then the air is too cold to get out of the pool. They person who opens the doors is young and could go to another pool where it is kept cooler as she complains that it is too warm in there. I need the heat because of arthritis. Also, Megan does a great job keeping the senior pool clean!

Desire for an Amphitheatre

I would LOVE to have some type of amphitheater or indoor arena to bring in famous artists for concerts (like The Forum in Rome) and rodeos, etc. This would generate revenue for the city and would bring in more out of towners and they would "Buy Bartow"

I also strongly think that the city needs a facility to do concerts. It would be nice to have a good act to come in.

Concerts for the summertime. Kind of like Chastain. It would be great revenue for the city if it is done correctly.

A amphitheatre would be great!!

A amphitheater for outdoor concerts similar to the Mable House Amphitheater in Mableton, Ga.

Larger and/or additional gymnastics facilities – program is satisfactory

Update & expand gymnastics facilities & equipment. We have great teams & need to support them. We lose great gymnasts to nearby communities.

Larger gymnastics facilities. We have talented kids who need better and more equipment. The program itself is great with great coaches.

Gymnastics facility needs updating where all competitive teams are in one facility and they have all of their competition equipment.

Focus on the current programs to make sure that they are funded and up to par. One area that needs immediate attention is the Tumbling program. Gymnastic Plus is way too small and the program does not have proper safety or competition equipment.

Maintenance and Quality of the Aubrey Street Pool Building, Pool and Support Facilities

The Aubrey Street Pool needs to be renovated and have air conditioning

Clean up Aubrey Street Pool

They need to build a new building at Aubrey Street Pool. The bathrooms are terrible and the building is very old

The aquatic center needs to be cleaned more often.

Overall Quality and Maintenance of Facilities, Tennis Courts, etc

Renovate Putt Putt/Concession Bldg., better maintenance, more security or cameras

We really miss the beautiful flower beds that were present at the park entrance several years ago. This was such a joy to see such beauty. Also, better care should be taken to care for day lilies, etc. along Etowah Drive (Big Rock Area). Most parks have lots of beautiful plants. Thanks.

Tennis Court bathrooms, need help!

Clean up trash and fine people that are caught littering. Slow cars down that drive through

Have more park attendants, improve existing aquatics

Improve existing tennis facilities, increase tennis staff & offerings. Renovate tennis bathrooms

Whoever is over Adult mixed doubles in tennis never returns calls, that makes the park look bad. Clean up the nasty pond in Dellinger or drain it.

No. 9 refers mainly to trash. People just can't seem to walk to the trash containers located all over the park!

Install larger soap dispensers in all bathrooms and keep them filled with soap! Install shower knobs that work properly and don't scald the little children!

Improve the bathrooms at Dellinger! They are nasty!

We need better bathroom facilities

I do believe that the bath rooms at Dellinger Park could be updated

I really like Dellinger, but the grass could be cut a little more often.

Cleaner bathrooms!! Ventilate the bathrooms!! Aircondition the bathrooms!! Especially at Dellinger Tennis Center

Send someone on walking trails and onto fields to check for trash and garbage. One night at youth football practice (10 an under) children found used condoms in the middle of the practice field!

Clean up the parks in the area along north Bartow St and adjacent streets.

The park is very dirty and the landscaping needs to be improved. The pond is so nasty that we don't even take the kids there anymore to feed the animals and it smells really awful it needs fresh water and maybe make it to where you could see the fish without putting food in the water.

Develop a year-around maintenance plan for Richard Bell Field

The tennis facility needs to be renovated. Lots of public facilities in this area (Calhoun, Cobb County, Rome) have facilities that are a lot nicer than ours here. The bathrooms are in desperate need of attention and the courts, although recently resurfaced, are cracking. The fencing is rusted and needs to be replaced. The lighting on the courts at night is very dim and it is very hard to see the ball. I have not been able to get a court on the nights when there is league play and on several weekends that I have made a special trip to the park to play. We need more courts!

I use to run at the park, but the restroom facilities are extremely nasty and really need to be renovated and clean more frequently.

keep the restrooms in better shape...they are embarrassing to visitors to the area

**RENOVATE THE CONCESSION STANDS AND THE BACK SOFTBALL FIELDS TO BE PRESENTABLE.
PLAYGROUND AREA AT THE BACK SOFTBALL FIELDS.**

The tennis facility is absolutely inadequate. The office has been the same since it opened. Some things that need to be changed are the lights on courts 1-5 and 9-12. The courts in the middle of these areas are impossible to see on at night. We have multiple leagues that play out of Dellinger and all USTA matches are played in the evening. You can't see. Also, the bathrooms are horrible. Other things you need at a tennis facility is ice. I think if you made an indoor area for the office, bathrooms, ice machine and such, you could keep things clean, running, and supervised. I play tennis at many different areas and you have lots of people from Cartersville playing leagues out of Rome due to the fact that the park doesn't put much effort into tennis. It truly is a huge group of people, young and old. Misty does a great job, but can only do so much with the resources she has. You could make money off of us tennis players, if you would provide and show interest in what we do.

We should utilize the county prisoners as a labor force to maintain all parks. We should also use security & existing maintenance to perform scheduled audits of existing facilities and their current state.

Keep the trash cans cleaned out during ball season. Last year they smelled very bad most of season.

Absolutely-tennis facilities need to be upgraded and improved.
before spending any money on new things ,lets repair,replace,redo,around the ball fields at Dellinger

The restrooms at the tennis center are horrible. The womens have horrible leaks and the floor stays wet all the time. Also the grounds around the courts needs to cut with a weedeater. It is embarrassing to us when we have visiting teams to come here.

Renovate or rebuild tennis center, especially bathrooms.

Find a way to get park users to become more responsible for their trash and mess. There are lots of well placed trash barrels and I have seen staff regularly drive around and empty them so that is not the problem. Getting people to put stuff in the barrels is the problem. This morning at Dellinger park there were drink bottles lining the fence around the basketball court. there were chicken bones on the path near one of the picnic area. My dogs are always trying to eat them! Perhaps fines need to be levied to get people to become more responsible. Park staff will need to visibly patrol

and encourage people to dispose of their trash properly. I have seen dirty diapers at Dellinger park and at Red Top Mtn park. What is wrong with people?! I have recently moved here from out of state. I am very impressed by the parks and what they offer. I am very happy to see so many people enjoying them. They are a great asset to the area. The community is very fortunate to have such facilities. Thank you for your good work and interest in public opinion.

Renovate restrooms - add more and keep clean!!!

Clean bathrooms and better bathrooms

Better maintenance at Dellinger Park; Establish a spraying program for poison ivy, paint the crosswalks that have completely faded near the lake, pick up trash.

Better maintenance/upgrade of ball fields and facilities. Including concession stands and bathrooms.

We have a wonderful park system here in Cartersville. It's disappointing to visit some of the parks (Dellinger, in particular) and see trash lying around and weeds growing up in the fences. It would seem to me that it would not take much to have the trash picked up and the weeds treated or cut back. I would even suggest having "park clean up days" once a month for volunteers (like myself) to come out and help. (Similar to the Lake Allatoona Clean Up program.) P.S. I love what you have done out at Pine Mountain. THAT IS WONDERFUL!! What a great addition to our city. THANK YOU!!!!

better supervision of employees. and better maintenance control

Improve the maintenance of the city fields with contracted labor rather than "doing it" with Park and Rec. employees. I believe a better product "the fields" would be in better shape, cut more often and ready prior to the season.

Update & maintain bathrooms at park facility

Desire for a Multi-Purpose Gym Facility

Multi purpose center including rock walls and an indoor Olympic sized pool for year round usage.

Add more gym space for fall sports like basketball get better enrollment in it.

I think there should be some type of indoor recreation center. It should have an indoor basketball court along with other rooms that could maybe be rented for special events and a workout area for the adults and some type of after school and summer program for the children.

Need to improve gymnasiums used for basketball.

Increased Security Desired, and Better Lighting on Walking Paths

More security lights on walking trails.

Need more security on staff

Don't shut the parks down at sundown.

WE need better security guards at Dellinger Park. Sometimes the men working there are not very attentive of what is going on in the park. Such as speeding, foul mouths, and nasty bathrooms. This happens more latter in the evening hours.

Increased security at park.

Make sure the park is well lit at night and have more security. I feel like one or two security guards riding around in a truck is not enough safety.

Enforce no smoking at all parks

Also if there were some way that the City could cut down on the amount of people that just drive through the park "cruising" with their radios blasting and disturbing everyone else, that would really set this park apart and make it outstanding. That is probably the only real complaint I have about Dellinger is that on Saturday and Sunday it is full of "cruisers" with their radios blasting.

Park security should increase the number of times they monitor the running trail, as many times I never see park security come around. If I were a woman, I would be concerned and would not use the trail due to this reason. I think that there needs to be more lights at the park it is very dark and make women and our children when walking to the car unsafe and on the walking trail.

Dellinger park does not feel safe anymore. It seems to have become a 'cruising' area. I don't really feel safe there with my kids.

This past summer my step daughters pocket book was stolen from the public pool area. Security could be better there.

The parks have been take over by non US citizens and I do not feel comfortable using the parks by myself or with other "older citizens" -- I often feel that I am being watched whenever I go to the park so I no longer go unless there is a special reason to go. I will not use the trails for walking because of safety concerns.

Need for more visible security on walking trails, more rest areas along the south end of the trail. I especially like the idea of the phone box wish there could be more. I hope they are manned all the time during park hours. keep tennis court lights on until 10 pm on weekends.

Get friendlier security personnel

SAFER TRAILS,

Safer biking and walking trails connecting the city parks and facilities

More Walking and Multi-use Paths

Paving the walking trails

More bike trails

Add trees to the river trail

More walking and biking trails that are connected throughout the city, but I am not sure how to fund; possibly through a SPLOST (but not impact fees). Our family with four boys has grown up participating in the Cartersville Parks and Rec programs. We have had great experiences for the most part. You do an outstanding job! Thanks for making Cartersville and Bartow County a wonderful place to live and recreate!

I believe it is critical to have a safe and widespread trail system for both cyclists and pedestrians. Trail system could be used both for recreating and for transportation purposes. Roads should contain a safe shoulder or bike lane for cyclists. This will be an important addition to the city of Cartersville. Mtn biking trails would draw many out of towners to Cartersville. I read a statistic about BLANKETS CREEK (a mtn bike/hiking trail outside of the City of Canton), which announced an expansion of the trail system by 8-10 miles has been host to 80,000-100,000 people visiting the multi-purpose tails system this past year. There is a potential for the City of Cartersville to bring in revenue while offering recreation to the citizens of Cartersville GA. I hope the Parks and Recreation Department will seriously consider the addition of networked walking/cycling paths as well as mtn biking/hiking trails. These tails are important not only for recreating but also for business, health, transportation, and to accommodate better the people who currently walk or cycle to work or business. Thank you for you consideration

Dellinger is an extremely nice park, and possibly one of the best parks anywhere. However it would be so much better if the walking trail were to be provided with lights. There are so many months where it is dark by the time that most of us can get off of work and get to the park. The addition of lights would be fantastic.

More/additional vita courses type trails
Add bike lanes to streets. Not just on Pine Grove.

While the city remains relatively small, and wherever the current landscape allows for, create a network of paths (bike or multi-use) that link all the parks together. This could also serve as an alternate commuting network for when gas prices increase. This has been done successfully in other parts of the country: Bethesda MD, and Valencia CA are examples.

more sidewalks!! It is impossible to "take a walk" without risking your life.

New park in north or east side of town with full scale facilities and program options, and new facilities requests
Put a park on the east side of town like Dellinger Park for the citizens over here

They need to build a new park on the north side of Cartersville, somewhere around the Oakland Heights area perhaps, with the same facilities & selection that Dellinger park has.

Continue to build and improve Milam Park with similar amenities to Dellinger.

Add a latio scoceer field

Need a real park for Old Towne.

I really think that we could get more money from parents and their children if we added a track and field.

There needs to be another Youth Football Field built.

Have another facility on the North side of town

Add ball player shelters for adult softball and if possible for bleachers

Tennis courts. Cartersville is the northern most point up interstate 75 for ALTA. It is used so much during the tennis seasons.

Better/more tennis facilities for league (USTA and ALTA) play.

Tennis center

The City needs more courts and new fences. Compared to other public facilities like Harrison Tennis Center or Lost Mountain in Cobb County, Dellinger is woefully inadequate.

More tennis facilities (2)

More batting cages for baseball.

The need for more baseball fields, better tennis facilities

Indoor swimming / exercise facility or help in establish a YMCA in the community.

Need new and improved little league baseball fields.
multipurpose civic center

Also, there is a need for more baseball fields and possibly one more youth football field, and practice facilities for football. Too many kids practicing in grass near parking lots.

Finish Sam Smith Park so we have a big enough complex to support the growing population to sustain the sports

programs.

Would you consider adding more tennis courts at Dellinger ? Would you consider portable/expandable tent style tops that cover some of the courts, like for the two sets of two courts ? Courts 6-9

Expansion of Instructional Programs and Activities

Sponsor more concerts/cookoffs & pay events.

More adult centered activities that are not necessarily senior citizen related.

Also come up with more Sport leagues for adults. *Hold evants more often on the weekends for familys to enjoy, such as crafts, games, food vendors, live music. This would be a great way to fund renovations for the parks. Thanks for your time, and please keep these ideas in mind.

Have a good balance of services available for children, adults and seniors

Improve the facilities to sponsor more tournaments & this will create more revenue.

In addition, I would add youth programs that allow kids to participate in football, basketball, baseball, softball up until the age of 18. Understanding that the focus seems to 'win' over the older folk for reasons that I personally agree with, the focus must be on those that actually use the parks w/ children. These people will grow with the community. One last point, there is no need for the Parks and Rec to play political game. At the end of the day, what do you really stand for?

I would to see the pursuit of fast pitch softball for men and or women .(NOT CO-ED) Thanks S.W.

Need a track team

I wish the city will offer year round swimming lesson program and swimming tournaments for adults and children.

Year round swim teams

To also use some of the fields in Dellinger for youth baseball and not just for adult softball

For our household, we would like to see the Girls Fast pitch Softball program to grow and become more competitive

Adult volleyball league

Quality of instruction and coaching for existing children's programs, particularly swimming

Change the way it chooses youth sports teams. Get better referees by improving the training and the acceptance policy.

The football and cheerleading program are getting worse as the years go on.

The swimming lessons need to be developed a little further and the teachers should know what they are doing and how to work with each child. If some children in the group are a little further ahead than others, the teachers should be able to adapt to these learning requirements. Also, parents should be required to stay back away from the pool during lessons. Some parents are very distracting and can be very selfish for their child, not thinking about the fact that there are other children in the class as well. The morning class we took last year seemed to be a bit more organized than the evening class we took this year. I am not sure if that had to do with more nosey parents or the lifeguards were less experienced or ready to be done for the day.

Change the way the way they do the youth football program. I think teams should be picked starting at 8 and under and let the same coach stay with the same team till the end.

Well to be very direct, I have to pay an abnormal amount of money for my children to participate in recreational activities specifically cheerleading and football. I have found over the past 4 years that the volunteer staff that is used

for coaching purposes are extremely untrained and don't have a clue for the money put into these programs. Football for instance the coaches look over talented kids that are not their sons. They play kids out of position to suit their own kids. The kids who are not starters (on the line) no one ever takes time with those kids. The coaches kids and or relatives are giving the starter positions no matter what the talent. They don't encourage the entire team only their children and that is unfair to the entire team and it shows on the other children's faces. The coaching staff for football has very limited knowledge of football and what it means to be a coach. My son currently plays for the 12U Canes coached by Shawn Davis and Chuck and several others assistants who don't have a clue. My husband and I believe that the teams were not equally chosen but on a buddy, buddy system to make a strong team and weak team. This is unfair to all the children. I thought the point of football was to teach team unity. There is NO unity on this team and it shows in each and everyone of the children who are not the sons of the coaches. For nearly 100.00 I expect not only for my child to have fun but be taught and encouraged as well. I haven't had to many issues with the cheerleading aspect except in past history there was no real knowledge of teaching, the girls looked like fools at half time and the coach was late to every game and practice including the "big" game at the high school. After this season my children will definitely play for the county rec. dept. as there is less favoritism and the coaching staff is more manerable and knowledgable of the game. The other improvement needed is that Cartersville City needs a track and field program.

There are several youngsters who would love to run track if given the opportunity. I called on this once before and was told we just don't have time. Well this is for the kids SO MAKE THE TIME!!! If we want to have an effective recreational program the coaching staff needs to be properly trained in the fundamentals of the game and the difference between being a coach and a dad or cousin ad get back to the reason we are here and that is to assist in the structure and growth of the children in Cartersville.

My son participated in the swimming lessons this summer which were terrible. There are nothing but a lot of kids running the lessons. We were very dissatisfied and will not be returning for these lessons which were a waste of time. We also participated in the T-ball program which was great. The volunteers were awesome and he enjoyed the experience.

My daughter was enrolled in this past summer's swimming lessons. She is 5. I pulled her out of the lesson early because I was totally dissatisfied with the organization of the program. Each night I was there the children didn't get into the water until 10-15 minutes after the lessons started. The young instructors would horse around with each other as if they were flirting between sexes. They would end the day 10-15 minutes early and have all of the children go to the kiddy pool. This was unacceptable to me and other parents who did the same. I will not be coming back to the city for any lessons or any other programs. Private companies locally offer a more organized environment. I am allowing this one experience to persuade me not to waster my money in the future with any other program offerings through the city

I was very disappointed in the swimming lessons my daughter took. Too much socializing between lifeguards. The last day was spent playing in the baby pool. While the guards sat and talked. I also thought the groups of children were too big. My expectations were higher and I felt like we wasted our time.

An adult needs to be visible and lead the swim lesson program. My child was in a class that had teenagers who were more interested in socializing rather than teaching our preschoolers how to swim. In comparison to some of the other swim instructors, there needs to be a greater emphasis on mature, focused-minded youth who realize that money is being paid for learning and not for starting late and ending early. Unfortunately, an adult could not be located to voice my concerns to.

I would like to see more input with the swim team, the facility needs to look more up to date on that side. More advertising for it would be more revenue, like parades and all.

Evaluations should be provided to Parents who have children in already existing programs and evaluate how those are currently utilized.

Additional Playground Amenities and Shade (trees or structures)

The smaller parks in the community need swings for toddlers in a shaded area.

Playground facilities at Dellinger Park are inadequate given: the size of the park; the number and varying ages/abilities

of children who use the facilities; and the park's potential to attract people to relocate to the community.
more trees and benches at the dellinger playground

I would like to see better playgrounds for kids. Swings added. Good example is JJbielos park in woodstock, the play area is amazing!! Trees around the play areas and more park benches or tables near the play areas at dilenger park.

PLAYGROUNDS WITH SOME SHADE AND RESTROOMS NEARBY ON THE MAIN PLAY SET.

Provide more facilities for kids (swing sets, water fountain splash areas).
a couple more benches at the playground across from the putt putt course. Another restroom near there would be nice for children playing on that playground.

Better Focus on Handicapped and Special Needs Populations

Handicap accessibility. Even with minimal "close" parking spots, most venues are way too far away from the parking areas. Those unable to walk distances are kept from watching kids play their games, visiting concessions, etc simply because they can't get to the fields. Dillenger/Atco most especially.

Anything giving handicap access to parks and recreation areas would be of benefit.

I would like to see programs specifically for children with Special Needs. There are quite a lot of Special Needs children in Bartow county who currently travel as much as an hour away just to find a place or activity these children can participate in. I think you would find may families willing to use and pay for programs for these children that are closer to home.

Skate Park

You need to add a skate park. (4)

Also, a supervised skate park and a dog park. The land is available! Use it!

We need to build a skatepark in this community. The youth of today do not all fit into the generic mold of football, baseball and basketball. You see it everyday as you drive the streets of our neighborhoods. Skateboarding has grown significantly in popularity over the last few years. And these kids have no place to go. They have been banned from the sidewalks downtown and from most, if not all of the local shopping center parking lots. They end up on the streets, which is very dangerous. Not only are they at risk of being hit and injured by motorists, but they are at risk of being approached by the elements in our society that we work so hard to protect them from. If Rockmart, Dallas, Rome and Canton can build skateparks, why can't we have one in Bartow County. Skateboarding is not a crime. And if we, as a society, do not reach out and embrace these children and their sport, we will, in all likelihood, be turning our backs on many young people that could otherwise have been future leaders of our community. I ask that you please do whatever it takes to help get a skatepark built in our community.

I would really like to see a skate park area I one of the parks so that young people who wish to skate would have a safe area in which to do so that is not in a high traffic area

We need to have a skate boarding park for the kids to keep them off of the streets

We really need a skate park; kids all over the city skateboarding and it is a hazard. This is a great sport and it keeps kids out of trouble when they have a place to go.

Dog Park

A SUPERVISED off-leash dog park.

Enforcement of leash law at Riverwalk

An off-leash dog park

Allow dogs in all parks.

Fee Related

I really don't think you need to increase the fee for those outside the city. * Actually I think city employees should also get a discount.

Please do not charge county residents for team activities that the county does not have: i.e.-Swim team. (Yes, the county residents should also push the county to add an indoor pool for year round swimming. The city needs one too!).

Stop increasing the fee for activities every year. That is why it is not as many kids signing up to play as the price is increasing every year.

It would be nice to reward coaches of the youth teams with vouchers for their children to play the next sport free. Also waive the non resident fee for coaches children

I am not willing to spend any funds that will provide more activities for non US citizens especially soccer fields. I strongly support a user fee that you have to show a valid GA ID to get the Cartersville/Bartow County rate.

Be more price sensitive to single parent homes with more than one child wishing to participate in youth activities. I think if you offer a discount if there is more than one child participating or cut down on prices, you would gain more participation from the community. To appeal to people and gain support, you have to make things affordable.

Other comments

I have lived in Cartersville my whole life. I have watched Cartersville's population dramatically increase. The parks and rec department has not kept up. There are so many more activities that could be offered but are not. With a city our size there are other interests besides football, basketball, baseball. But, these seem to get the most attention. While our children have participated in these things they are also involved or interested in others such as: horseback riding, swimming, skateboarding, archery, etc. I would like to be able to keep them in the community for these events.

The most disappointing addition to me was the senior aquatic center. It was only built for senior use, however we have many talented swimmers who for the winter have to go outside their community to swim, paying fees and dues at outside winter swimming events. I do not understand why that pool was not built to accommodate the whole community. It would receive much more use and revenue if it were open to everyone. Our son attends Woodland High School now, one of the big draws to send him there as opposed to Cartersville was the winter swim team. Even in that, they have to be bused to Adairsville to swim. Imagine the use if it were located in the city, I know the swim team would pay for the use of the pool. Also, with the growing popularity of skateboarding it would be great and much safer for the kids skating to have a public (legal) place to skate. My son is an avid skater and we do NOT allow him to go anywhere to skate but Heavens Skate, which is the only legal public skating facility in Bartow County. What a great opportunity for the city to reach out to these kids providing a safe, legal place for them giving them better options to make more responsible decisions about where to go and skate. The man that heads Heaven Skates is a great man and can offer a wealth of information about building and maintaining a skate park. He runs a clean skatepark, kids listen and behave, down to his NO profanity rule. The resources are there with parents eager to become involved with helping you develop a great place for kids to come. I believe keeping kids involved in many different positive activities and sports deters drug use and sex which as we know leads to many other problems for our community. Thanks for reading this and I hope to be able to be involved in these programs in the near future. Joyce Jones

Move the "Don't Feed the Ducks" signs closer to the pond bridge and pavilion where most people feed the ducks and fish.

If City of Cartersville employees to get free tuition for their children to attend the city schools, then employees of the city school system who live in the county should not have to pay out of district fees in order to participate in activities. If we are providing a free education for their out of district children then our children should at least get the same treatment as the children who live in the city. I am a city school employee and it infuriates me to have to pay an extra fee for my children to participate in activities in the city that I work for.

National Fishing Day needs to be done different, because to many people. Hooks missed my eyes many times, people were throwing cat or dog food into water so fishing wasn't any good

I like the outdoor theater on the football field.

why do you not want people to walk on the track around the football field? I've lived in Bartow County all my life and we have used it for quite a few years now, but now there is a sign saying to basically f&#\$ off and walk elsewhere what's up with that!!!!