

1) One (or more) trends you are seeing in your particular community, county, region or state

- “Green initiatives” - Ways in which Cities and Town can demonstrate such things as reducing carbon footprint, best building practices, landscape practices, etc.
 - More seniors (55+) that are active.
 - Desire for more trails to walk and bike. (greenways, rail-trails)
 - More Latino soccer
 - Most seniors are being affected by the current state of the economy and they are not as willing to spend money for trips or for programs.
 - In our immediate communities, we are seeing more and more families move into the area as evidence by new faces in programs and new folks signing up to use our facilities.
 - Demand for services from an aging population
 - Obesity in adults and children
 - Lack of citizen volunteers/parent involvement
 - Businesses wanting to implement worker wellness programs/sports leagues/services through P & R
 - Lack of free time to participate in programs by adults (too busy with job/family) and kids (too busy with competitive sports/school)
 - lack of disposable income to pay for participation
 - We’ve seen a huge increase in Hispanic users. Probably 20X increase just over the last six months. Our Hispanics are moving here on a permanent basis, and aren’t transients, and they are using our gymnasium amenities whenever we’re open, and often trying to rent the facilities when we are closed.
 - Community – tremendous increase in patrons (i.e. pool attendance up 60%)
 - Best year for golf rounds in 7-years,
 - Near double requests for picnic and facility rentals.
 - Youth sports programs and land/water aerobics on the increase
 - Environmental Parks- green initiatives
 - Obesity prevention programs
 - Co-ed league athletics
 - Community involvement opportunities
 - Environmental and interpretive program wants/needs; want development of more
 - Greenway miles; walking trails; elementary schools being developed in neighborhoods where kids can walk to class, sports, and recreation programs so smaller scale
 - The desire for more and more seniors to be active and want opportunities to recreate
 - The increase number of people that are walking and desire facilities to walk
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2) What your department has done (or is going to do) to respond to these trends

- Reduction of carbon footprint. Green Fleet program, hybrid vehicles, bio-fuel vehicles, electric vehicles, natural gas vehicles, natural gas fueled tractors and mowers, etc.
- Soccer association looking to develop soccer complex
- Finding staff and facilities to program activities and events for Sr.'s
- To combat both of these issues, our department has made some adjustments in the types of programming that we offer. Instead of more expensive overnight trips for seniors, we are doing more short day trips each month.
- Offering more programs targeting families.

New Activities

- Lacrosse
- Ultimate Frisbee
- Geo-caching
- Outdoor adventure activities (kayaking, canoeing, etc)
- Youth wellness programs
- Pickle ball
- We are offering increased hours, increased equipment and facilities for use, increased rental opportunities to all populations. We are considering Sunday morning hours for immigrant use.
- Exploring new programs and expanding existing.
- Development of environmental park adjacent to middle school-PARTF;
- Obesity Prevention: introduction of new programs – 12 and up- Teen power Hour Classes; Partnership with Local Health Department for Losing for Life Program (adults and senior adults) and Sajai Wise Kids Program for afterschool program 6-11 years of age (grant from Health Foundation);
- Co-ed Leagues: Re-introduction of co-ed volleyball and introduction of co-ed softball;
- Community Involvement Opportunities: partnership with police department for watchful walkers programs- passed ordinance banning registered sex offenders from public parks. Citizen's Academy Program participant
- Developed nature and environmental programming at all of the parks
- Putting Greenway development in CIP, working with Carolina Thread Trail on a Countywide Masterplan (updated)
- Developed a better working relationship with the NC Wildlife Commission for programs
- Developed a Senior Center/Special Event Coordinator position. This individual has beefed up our senior program offerings and has seen a three fold increase in our attendance at our new senior in the past 10 months. Yes that is correct we have a new (1 ½ years) Senior

Center. Took a re-modeled Post Office and made a new Senior Center with USDA grant and low interest loan.

- Just received trails grant for 1 1/8 mile trail around our Recreation Complex. Also establishing a Greenway Advisory Board to assist with future greenway development.
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3) Any other challenges, opportunities, impacts you would like to include

- Time and money
- We're trying to work with outside providers such as our new YMCA. The Y doesn't want us to build anything in the form of new buildings or amenities for our community, and not everyone can afford their monthly membership costs. They are infringing on our County Commission which also creates a huge problem for the department.
- Competition for getting grants
- Cost of gas