

APPENDIX



- Amelia Island Convention and Visitors Bureau Infographic - pg. 2
 Florida SCORP Infographic - pg. 4
 American Planning Association's, 'How Cities Use Parks for Economic Development' - pg. 6
 Florida Office of Greenways and Trails Infographic - pg. 10
 Economic Benefits of Trails Infographic - pg. 12
 ECFRPC Economic Impact of Specific Trails in Orange County Florida Study Results - pg. 13
 North Carolina Northern Outer Banks Case Study Results of Investment in Bicycle Facilities - pg. 14
 Urban Parks, Open Space and Residential Property Values; RICS Research and
 The University of Aberdeen, July 2007 - pg. 16
 Nassau County 2030 Recreation Master Plan Open House Workshop Advertisement - pg. 24
 Publication from the May 2013 Edition of the Nassau County Record - pg. 25
 Resident Survey on Recreation in Nassau County Survey and
 Survey Results [including public comment from workshops] - pg. 26
 Parks Programers Survey on Recreation in Nassau County Survey and Survey Results - pg 64

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Amelia Island Convention and Visitors Bureau

2014: A blockbuster year for tourism

Tourism is Nassau County's largest job creator and a leading driver of its economy. Our vision is to position Amelia Island as one of North America's top 10 island destinations, maximizing the return on tax dollars invested, increasing demand, and enhancing the visitor experience. 2014 was a strong year rich with promising indicators for continued growth.

ECONOMIC IMPACT

\$515million
Annual economic impact from tourism

\$100million
In payroll from tourism jobs

38.6% of total sales tax revenues on average from tourism

25% of total County employment is made up of tourism jobs

Nassau County is **Twice** as dependent on tourism as the average Florida county

The programs of the AICVB are funded by a 4% tourist tax on short-term accommodations. More than 75% of the revenue from the tourist tax is dedicated to **advertising and promoting Amelia Island** to travelers.

The total taxable revenue in 2014 was \$114,715,176. 17% increase over last year.

For the first time, over \$100 million in taxable sales.

Every dollar invested in marketing by the AITDC generates \$177 in visitor-related expenditures.

OUR VISITORS

Top Five Draws:

- 1) Beach
- 2) Try something new
- 3) Appealing brochures and websites
- 4) Great weather
- 5) Love the area

In 2014, Amelia Island had **574,400** overnight guests, an increase of **10.6%**

Average head of household is **50** with an annual income of **\$122,889**

72% travel by car or RV
52% traveling as a couple
55% visiting Amelia Island for the first time

98% Satisfaction level
(Said they were "Very Satisfied" or "Satisfied")

REACHING THE TARGET AUDIENCE

91% say Internet provides information most helpful to planning their visit

64% book online

AMELIAISLAND.COM

744,951 visits

76% were new visits

124,497 searches from "Find Accommodations" widget

ADVERTISING

- **\$1.4 million** advertising budget
- **Target markets:** Atlanta, Chicago, Orlando, Savannah, Gainesville/Ocala, Charlotte, Nashville, Washington DC, Jacksonville, Valdosta/Waycross

PUBLIC RELATIONS

- **447 million** total media impressions
- **11 promotions with \$358,000** media value
- Hosted **21** writers



HOTEL INDUSTRY

For every **88** additional overnight guests, **one new job** is created.

In 2014, Average Daily Rate **exceeded \$200 for the first time.**

634,990 total units rented in 2014: a new record

Available room inventory increased 6.2% during the year, yet there was:

68.6% hotel occupancy (10% increase)

13.6% increase in revenue per available room (REVPAR)

The main indicator of industry health, REVPAR has shown a steady increase on Amelia Island over the past five years and has outperformed the competitive set.

11.4% increase in demand for lodging driven by aggressive marketing campaign

AWARDS

LINKS Magazine: "Top 25 Golf Islands in the World"

Travel and Leisure "America's Favorite Beach Towns"

"America's Most Romantic Towns"

USA Today Travel Top 10 US Islands (#5)

AICVB wins 11 HSMIA Gold Adrian Awards and 6 Flagler Awards for 2014 marketing efforts

TRAVEL TRADE AND SPECIAL EVENTS

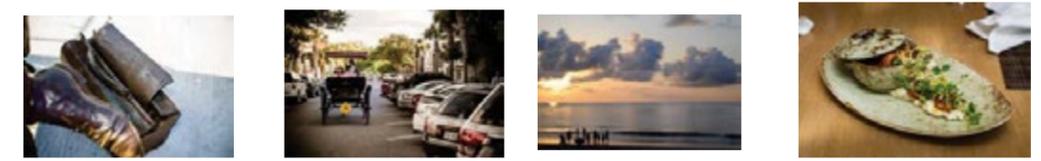
Representation at Boston Globe, New York Times, Chicago Travel Adventure and Best of Atlanta shows as well as at World Travel Market in London.

Worked with **23 destination events.** Produced the 5th Annual Great Southern Tailgate Cook off, which is designed to boost overnight stays the weekend before Labor Day. 2014 Cook off generated room nights at five properties.

Provided **event support** for large meetings and Zooma Florida, hosted Florida Sheriffs' Association Winter Conference, continue Flights for Sites program for meeting planners.

SERVICES

2015 will see the completion of the \$300,000 refurbishment of the visitor center. The new facility will be updated with digital screen, details on coming attractions and ambassadors to engage with audience members.



AMELIA ISLAND CONVENTION AND VISITORS BUREAU
2398 SADLER ROAD, SUITE 200
AMELIA ISLAND, FL 32034
904-277-4369

ADDITIONAL REPORTING AVAILABLE AT
AMELIAISLANDTDC.COM

OUTDOOR RECREATION IN FLORIDA

Florida's Statewide Comprehensive Outdoor Recreation Plan

SCORP



WHAT IS SCORP?

Simply put, the Statewide Comprehensive Outdoor Recreation Plan (SCORP) is Florida's blueprint for outdoor recreation. It provides guidance to communities, businesses and organizations to meet the recreation demands of Florida's diverse and growing population.

TOP PRIORITIES

- Promoting health benefits
- Improving public access
- Promoting economic benefits and funding recreation programs
- Reconnecting people to the outdoors

SCORP encompasses jobs and tourism, health and fitness, wildlife and conservation, quality of life and sustainability.

FLORIDA'S TOP OUTDOOR RECREATION ACTIVITIES

	Residents	Tourists
Saltwater Beach Activities	63%	49%
Wildlife Viewing	49%	47%
Fishing	46%	22%
Bicycling	44%	14%
Picnicking	40%	37%
Visiting Historic Sites	39%	26%
Swimming (Outdoor Pools)	29%	29%

Florida's Statewide Comprehensive Outdoor Recreation Plan

SCORP

FLORIDA HAS MORE THAN 450 MUNICIPAL AND COUNTY RECREATION DEPARTMENTS AND PROGRAMS. SCORP HELPS THESE COMMUNITIES BALANCE RECREATION SUPPLY AND DEMAND.

- 14 Million** Nearly 14 million acres available for recreation
- 20 Million** Third largest state in population
- 97 Million** Annual visitation exceeds 97 million

DID YOU KNOW?

- >70%** MORE THAN 70% OF FLORIDA'S VISITORS include nature-based activities in their travel
- 98%** 98% OF FLORIDA VISITORS say that outdoor recreation is important to their tourist experience

OUTDOOR RECREATION ECONOMIC IMPACT

CONSUMER SPENDING:
\$38.3 BILLION
STATE & LOCAL TAXES:
\$2.5 BILLION
WAGES:
\$10.7 BILLION
JOBS:
330,000

SCORP helped Florida's local governments receive \$16 million since 2004, creating or improving 80+ parks.

OUTDOOR RECREATION INVENTORY

SCORP inventories Florida's recreation supply, from baseball fields to national parks. Check out the interactive map for a recreation site near you at: www.dep.state.fl.us/parks/outdoor/recinventory.htm

Visit www.dep.state.fl.us/parks/outdoor/scorp.htm to learn more about Florida's outdoor recreation planning



State of Florida, Department of Environmental Protection, Division of Recreation and Parks
Office of Park Planning • Tallahassee, Florida • 850-245-3051



03

CITY PARKS FORUM
BRIEFING PAPERS

How cities use parks for... Economic Development

Executive Summary

Parks provide intrinsic environmental, aesthetic, and recreation benefits to our cities. They are also a source of positive economic benefits. They enhance property values, increase municipal revenue, bring in homebuyers and workers, and attract retirees.

At the bottom line, parks are a good financial investment for a community. Understanding the economic impacts of parks can help decision makers better evaluate the creation and maintenance of urban parks.

- Key Point #1**
Real property values are positively affected.
- Key Point #2**
Municipal revenues are increased.
- Key Point #3**
Affluent retirees are attracted and retained.
- Key Point #4**
Knowledge workers and talent are attracted to live and work.
- Key Point #5**
Homebuyers are attracted to purchase homes.

The City Parks Forum is a program of the American Planning Association funded by the Wallace-Reader's Digest Funds and the Doris Duke Charitable Foundation

APA American Planning Association
Making Great Communities Happen

03 CITY PARKS FORUM BRIEFING PAPERS Economic Development

KEY POINT #1:

Real property values are positively affected.

More than 100 years ago, Frederick Law Olmsted conducted a study of how parks help property values. From 1856 to 1873 he tracked the value of property immediately adjacent to Central Park, in order to justify the \$13 million spent on its creation. He found that over the 17-year period there was a \$209 million increase in the value of the property impacted by the park.

As early as the 19th century the positive connection between parks and property values was being made. Olmsted's analysis shows the real dollar amount impact of parks. His study was not a unique situation, however. Several studies conducted over the last 20 years reaffirm his findings, in cities across the country. Below are more examples of how proximity to a park setting is connected to property values.

Chattanooga, Tennessee: In the early 1980s this city was facing rising unemployment and crime, polluted air, and a deteriorating quality of life. To lure middle-class residents back, local government, businesses, and community groups decided to improve the quality of life by cleaning the air, acquiring open space, and creating parks and trails. As a result, property values rose more than \$111 million, an increase of 127.5 percent.

Atlanta: After Centennial Olympic Park was built, adjacent condominium prices rose from \$115 to \$250 a square foot. As noted on the Centennial Olympic Park website, "Thousands of people who have made the move to downtown Atlanta have chosen Centennial Olympic Park as their front yard." www.centennialpark.com.

Amherst, Massachusetts: Cluster housing with dedicated open space was found to appreciate at an annual rate of 22 percent, compared to a comparable conventional subdivision's rate of 19.5 percent. This translated in 1989 dollars to a difference of \$17,100.

KEY POINT #2:

Municipal revenues are increased.

Another component of the Central Park study was an assessment of increased tax revenue as a result of the park. The annual excess of increase in tax from the \$209 million in property value was \$4 million more than the increase in annual debt payments for the land and improvement. As a result of building Central Park, New York City made a profit.

Increased property values and increased municipal revenues go hand in hand. Property tax is one of the most important revenue streams for cities. By creating a positive climate for increased property values, the tax rolls will benefit in turn. As shown with Central Park, parks can both pay for themselves and generate extra revenue. In addition, tax revenues from increased retail activity and tourism-related expenditures further increase municipal monies.

Property Tax Benefits

Chattanooga: Improvements in Chattanooga resulted in an increase in annual combined city and county property tax revenues of \$592,000 from 1988 to 1996, an increase of 99 percent. (Lerner and Poole, 1999).

Boulder: The presence of a greenbelt in a Boulder neighborhood was found to add approximately \$500,000 in property tax revenue annually.

Sales Tax Benefits

Oakland, California: The presence of the East Bay Regional Park District is estimated to stimulate about \$254 million annually in park-related purchases, of which \$74 million is spent in the local East Bay economy.

Shopping Districts: Surveys indicate that prices for products in districts with trees were on average about 11 percent greater than in no-tree districts; the quality of products were rated 30 percent higher than in areas with no sidewalk landscaping.

Tourism-Related Benefits

Atlanta: Centennial Olympic Park has an estimated 1.5 million visitors each year, attending 175 public events.

San Antonio, Texas: Riverwalk Park, created for \$425,000, is lined with outdoor cafes, shops, bars, art galleries, and hotels, and has overtaken the Alamo as the most popular attraction for the city's \$3.5-billion tourism industry.

KEY POINT #3:*Affluent retirees are attracted and retained.*

"There is a new, clean growth industry in America today—The industry is retirement migration" (Foreward in Longino, 1995, 7).

By the year 2050, according to the U.S. Census Bureau, approximately 1 in every 4 Americans will be 65 years of age or older, creating an affluent group of retirees with financial benefits, including Social Security, military benefits, and pension plans. With an average life expectancy of between 75 and 83 years, this is a significant population group, both in size and affluence.

They are also mobile, moving to various locations across the country—places as diverse as northern Wisconsin and Michigan, the mountains of Colorado and Montana, and New England. Members of this mobile retiree cohort have been termed "GRAMPIES": (Growing [number of] Retired Active Monied People In Excellent Shape).

GRAMPIES want communities that provide leisure and recreation amenities. In a study by Miller et al. (1994), a retiree sample was asked to review 14 features and indicate their importance in the decision to move. The first three in rank order were scenic beauty, recreational opportunities, and mild climate.

Retirees bring expendable income into their communities. If 100 retired households come to a community in a year, each with a retirement income of \$40,000, their impact is similar to that of a new business spending \$4 million annually in the community. (Crompton, p. 65).

They increase the tax base and are "positive" taxpayers, using fewer services than they pay for through taxes. For example, they pay taxes to school districts but do not send children there.

Retirees transfer significant assets into local investment and banking institutions, expanding the local deposit base that can be used for commercial and industrial financing.

KEY POINT #4:*Knowledge workers and talent are attracted to live and work.*

"...cities are characterized by a sense of place, beauty in the natural environment, a mixed-use transportation system and a 24-hour lifestyle. These are the characteristics that will attract the creativity and brainpower that undergird the new economy." Steven Roulac, futurist, The Roulac Group.

A significant change has occurred in the American economy. Industry today is composed of smokeless industries, high technology, and service-sector businesses, collectively referred to as the "New Economy." The workers in the New Economy are selling their knowledge, as opposed to physical labor; as the main source of wealth creation and economic growth. These employees, referred to in studies as "knowledge workers" or "talent," work in a "footloose" sector—companies are not tied to a certain location in order to achieve a competitive advantage.

What the companies are attached to is retaining their talent and attracting more talent. As a result, several studies have been conducted to determine what factors are important to talent when they are making employment decisions.

A survey of 1,200 high technology workers in 1998 by KPMG found that quality of life in a community increases the attractiveness of a job by 33 percent.

Knowledge workers prefer places with a diverse range of outdoor recreational activities, from walking trails to rock climbing. Portland, Seattle, Austin, Denver, and San Francisco are among the top cycling cities; they also are among the leaders in knowledge workers.

Workers attracted to an area are then positioned to put money back into the local economy through jobs, housing, and taxes, which then contribute to parks.

KEY POINT #5:*Homebuyers are attracted to purchase homes.*

"Parks, ponds, bike paths." "Nearly five acres of woodland protected as a nature sanctuary" "My lake...my park...my home."

All around the U.S. real estate brokers and homebuilders are advocating parks as one of the top residential selling points. The desire to live near parks also translates into real dollars.

A 2001 survey by the National Association of Realtors (NAR) revealed that 57 percent of voters would choose a home close to parks and open space over one that was not.

In addition, the NAR survey found that 50 percent of voters would be willing to pay 10 percent more for a house located near a park or protected open space.

Resources

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The National Association of Home Builders found that 65 percent of home shoppers surveyed felt that parks would seriously influence them to move to a community.

According to Economics Research Associates (ERA), a 1991 survey in Denver found that 48 percent of residents would pay more to live in a neighborhood near a park or greenway.

One of the most popular planned community models today is golf-course residential development. However, surveys have shown that the majority of people who live in golf course communities don't play golf regularly—as many as two-thirds, according to ERA. They are attracted to the dedicated open space, the expansive views, and the guarantee that both elements will stay the same. By promoting, supporting, and revitalizing urban parks, cities can help attract a significant portion of the homebuying community.

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For further information on this paper, please contact the author, Megan Lewis, AICP, Assistant Director of The City Parks Forum, 312-786-6363; mlewis@planning.org

Cover photo: San Antonio Riverwalk, courtesy of Alexander Garvin

**City Parks Forum Briefing Papers**

This is one in a continuing series of briefing papers on how cities can use parks to address urban challenges. We hope the information here helps you to create great urban parks in your city.

Please visit our website at www.planning.org/cpf to learn more about The City Parks Forum.

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OUTDOOR RECREATION & TRAILS!

CONNECTING THE DOTS BETWEEN TRAILS & TOURISM




OUTDOOR RECREATION GENERATES BIG ECONOMIC IMPACTS FOR FLORIDA

Recreation has long served as an economic driver in Florida, as the state remains a major destination for national and international tourism.

Outdoor Industries Association, 2012. The Florida Outdoor Recreation Economy Report

THE BIG PICTURE

- > **\$38.3 Billion In Consumer Spending**
- > **Nearly 330,000 Jobs**
- > **\$2.5 Billion In State & Local Taxes**
- > **\$10.7 Billion In Wages**



FLORIDA STATE PARK VISITATION GENERATES NEARLY \$2.1 BILLION ON LOCAL ECONOMIES



With more than **1,600 miles** of multi-use trails, Florida State Parks receive over **27 million** visitors annually, creating **29,396 jobs**.

Honeymoon Island State Park had the greatest local economic impact totaling \$85.9 million.

"The West Orange, Little Econ, and Cady Way trails in Orange County supported 516 jobs and an estimated economic impact of \$42.6 million in 2010."

East Central Florida Regional Planning Council (2011)

x 1,000 VISITORS = ~\$86,000₂ DIRECT LOCAL IMPACT
²ibid

TRAIL FACTS

- > **Every \$1 spent on biking trails and walking paths could save approximately \$3 in medical expenses** (American Heart Association)
- > **Every \$1 million spent on trails yields 9.6 jobs** (University of Massachusetts, 2011)

Updated 01/2015



> **Trails add value to new homes and consistently remain the number one community amenity sought by prospective homeowners**
 (National Association of Homebuilders, 2008).

A 2011 study by the University of Cincinnati found that homes within 1000 ft. access to the Little Miami Scenic Trail increased in value by \$9K. The scenic, multipurpose trail beckons walkers, hikers, skaters and bicycle enthusiasts and also has horseback riding paths.

WHAT ARE FLORIDA VISITORS & RESIDENTS DOING OUTDOORS?



VIEWING WILDLIFE

The second most popular outdoor activity for both residents and visitors (SCORP 2011) and brings in almost **\$5 billion** annually to the state's economy.

Florida's rich diversity of wildlife attracts millions of visitors to public lands such as Florida's 171 State Parks, of which 96 are included as sites on the **Great Florida Birding and Wildlife Viewing Trail**.



PADDLING

During a year of average river flows, annual park attendance at **Suwannee River State Park** is usually more than 700,000 with **direct economic impact more than \$30 million**, according to the Florida Park Service.



BIKING

According to the 2013 SCORP, nearly **25 million** residents and tourists participate in bicycling in Florida annually.

More than 18.4 million on paved trails and nearly 6.5 million on unpaved trails.

Biking paths are the second most desired facility for Florida residents.



EQUESTRIAN ACTIVITIES

According to the Florida Department of Agriculture and Consumer Services, the equestrian industry's economic impact on the gross state product is **\$6.5 billion**.

Florida's State Parks offer 1,889 miles of equestrian trails.

The 2011 Outdoor Recreation Participation study highlights the tight link between recreation and tourism in Florida, determining:

98% of Florida's tourists believe that outdoor recreation is important to them.

97% of tourists are satisfied with outdoor recreation opportunities in the state.

75% (nearly) of all Florida visitors participate in nature-based activities during their visit (Visit Florida, 2012).

Trails boost fitness and well-being, a connection with the outdoors and economic growth.
 Visit www.dep.state.fl.us/gwt/ to find trail near you.



Studies are confirming that trails and green space are important community assets that can help spur economic development. From urban home buyers preferring to live along or near a trail to bicyclists and hikers making their way from town to town in a rural area, trails attract people and dollars.

TRAILS AS AN ECONOMIC BOON

Tourism and recreation-related revenues from trails and greenways come in several forms. Trails and greenways create opportunities in construction and maintenance, rentals (such as bicycles, kayaks, and canoes), services (such as shuttle buses and guided tours), historic preservation, restaurants, and lodging. Community leaders and planners are now using trails as important parts of overall strategies for economic revitalization and building and strengthening local businesses.

- On the Virginia Creeper Trail, a 34-mile trail in southwestern Virginia, locals and nonlocals spend approximately \$2.5 million annually related to their recreation visits. Of this amount, nonlocal visitors spend about \$1.2 million directly into the local economies.¹
- The 45-mile Mon River trail system in Morgantown, West Virginia, is credited by the Convention and Visitors Bureau for revitalizing an entire district of the city, with a reported \$200 million in private investment as a direct result of the trail.²
- The Florida Department of Environmental Protection Office of Greenways & Trails estimates an economic benefit of \$2.2 million annually from the 16-mile St. Marks Trail.³

PROPERTY VALUES

A National Association of Homebuilders study found that trails are the second most important community amenity that

potential homeowners cite when choosing a new community. Trails were cited by 57 percent of prospective buyers in a 2004 survey by the association, ahead of public parks and outdoor pools.⁴ Additionally, the study found that “trail availability” outranked 16 other options including security, ball fields, golf courses, parks, and access to shopping or business centers.

Those home-buyer preferences translate into increased property values and enhanced tax revenue for communities that incorporate trails into planning. In a study on the impact of trails on adjacent property values in Indianapolis, researchers found that the overall impact of trails on property values was estimated at more than \$140 million dollars.⁵ Other examples include the following:

- In Austin, Texas, increased property values associated with a single greenway were estimated to result in \$13.64 million of new property tax revenue.⁶
- The Shepard’s Vineyard housing development in Apex, North Carolina, added \$5,000 to the price of 40 homes adjacent to the regional greenway – and those homes were still the first to sell.⁷
- Land adjacent to a greenbelt in Salem, Oregon, was found to be worth about \$1,200 an acre more than land only 1,000 feet away.⁸
- In Dallas, developers report that there is a 25% premium for properties adjacent to the Katy Trail.⁹

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RESOURCES

American Trails hosts a website at www.AmericanTrails.org that is a comprehensive online source for information regarding trails and greenways. They also have compiled a list of studies and publications regarding the economics of trails: <http://www.americantrails.org/resources/economics/index.html>.

The Rails-to-Trails Conservancy maintains a website that also has a number of publications related to the economic impacts of trails. The site can be found at <http://www.railstotrails.org/index.html>.



Results from the East Central Florida Regional Planning Council’s economic impact study of the West Orange, Little Econ and Cady Way Trails in Orange County

February 2011 - The East Central Florida Regional Planning Council (ECFRPC) worked with the Florida Department of Environmental Protection’s Office of Greenways and Trails (OGT) and Orange County to analyze the economic impact of business activities and consumer spending related to trail usage in Orange County.

The ECFRPC, Orange County and OGT conducted over 660 online and face to face surveys to collect data on the spending habits associated with using the West Orange, Little Econ and Cady Way Trails. Data collected was analyzed and split into different categories reflecting specific consumer spending and business sales.

Data Input and Assumptions:

Based on the surveys, the average spending per person using the trail averages \$20 on food and beverages, transportation, books and maps, bike maintenance, rentals and more. According to Orange County, there are 1.7 million people that use these trails each year for recreation, health and fitness, or transportation. This brings total spending by trail users to \$32.556 million.

REMI Policy Insight, a customized econometric model for the East Central Florida Region, was used to analyze the economic impact of these trails in Orange County. Below are the results of that analysis.

Results of REMI Policy Insight Model:

Category	Units	2010
Total Employment	Jobs	516
Output or Sales	Millions of Dollars	\$42.6
Personal Income	Millions of Dollars	\$10

Summary:

In 2010, the West Orange, Little Econ, and Cady Way trails in Orange County supported 516 jobs and an estimated economic impact of \$42.6 million.

The full quantitative and qualitative results of this study will be detailed in a comprehensive report to be released in April 2011. This study is jointly supported and funded by the East Central Florida Regional Planning Council, the Florida Department of Environmental Protection’s Office of Greenways and Trails, the Florida Greenways and Trails Foundation, the US Forest Service, Orange County and the City of Winter Garden.

\$60,000,000

1,400 jobs

THE ECONOMIC IMPACT OF INVESTMENTS IN BICYCLE FACILITIES: A CASE STUDY OF THE NORTH CAROLINA NORTHERN OUTER BANKS

The North Carolina Department of Transportation (NCDOT) Division of Bicycle and Pedestrian Transportation (DBPT) commissioned a study to examine the value of public investment in bicycle facilities. The northern Outer Banks region was selected for the study because of existing high levels of bicycle activity and the presence of an extensive system of special bicycle facilities. Over the past ten years, an estimated \$6.7 million of public funds was spent to construct off-road paths and add wide paved shoulders to roads in the region. The study was conducted by the Institute for Transportation Research and Education at North Carolina State University.

The following information provides a summary of the northern Outer Banks economic impact study. You may also download a copy of the complete technical report and executive summary at www.ncdot.org/transit/bicycle/safety/safety_economicimpact.html.

CASE STUDY TIMEFRAME

Summer, 2003

CASE STUDY AREA

Currituck and Dare counties, from Corolla south to Nags Head and west to Manteo

TYPES OF DATA COLLECTED AND CASE STUDY METHODOLOGY

Three types of data were collected:

- Bicyclists riding on local bicycle facilities were intercepted and surveyed by researchers.
- Self-administered surveys were placed in three area visitors' centers.
- Bicycle traffic counts were taken at eleven locations along the local bicycle facilities.

Researchers used an economic impact model to analyze the raw data collected from the surveys.

VISITOR PERCEPTIONS OF THE VALUE OF BICYCLE FACILITIES

- Nearly two-thirds of respondents indicated that riding on bicycle facilities made them feel safer.
- More than 75% of all respondents indicated that additional bicycle facilities should be built.
- Nine out of ten respondents strongly agreed that state and/or federal tax dollars should be used to build more bicycle facilities.

KEY FINDINGS SUPPORTING THE VALUE OF INVESTMENTS IN BICYCLE FACILITIES

- 680,000 visitors bicycle in the area annually, representing 17% of all tourists to the area.
- An estimated 102,000 of these visitors report bicycling to be an important factor in choosing to vacation in the northern Outer Banks.
- A conservative estimate of the annual economic impact of bicyclists in the area is \$60 million.
- The annual return from bicyclists is nearly nine times the one-time expenditure of \$6.7 million of public funds to construct bicycle facilities in the region.

- 1,400 jobs are created and/or supported annually by bicyclists' expenditures.
- The quality of bicycling in the region has a positive impact on respondents' vacation planning:
 - 12% report staying three to four days longer to bicycle.
 - 43% report that bicycling is an important factor in their decision to come to the area.
 - 53% report that bicycling will strongly influence their decision to return to the area in the future.

KEY BICYCLIST DEMOGRAPHICS

- Almost half of respondents earn more than \$100,000 per year.
- 87% earn more than \$50,000 per year.
- 40% earned a Masters or Doctoral degree.
- An additional 38% completed a college degree.

RECOMMENDATIONS

The study suggests that continued investment in bicycle facilities could only be expected to increase the favorable economic impact found in the northern Outer Banks and is therefore recommended by the NCDOT. These investments can also help North Carolina remain competitive with other nearby coastal states for bicycling tourists.

The types of bicycle facility investments found to be most desired in this study are:

- More and/or wider bicycle paths and lanes
- More and/or wider paved shoulders on roads



In addition, the NCDOT recommends that state and local governments:

- Pursue opportunities to create connections between existing bicycle facilities where possible.
- Develop more bicycle lanes or paved shoulders on side streets away from the beach.
- Upgrade existing bicycle facilities where necessary to meet national guidelines and standards and build new facilities to meet these standards.
- Increase efforts to promote the use of the bicycle facilities in the area.

The study suggests that investments in bicycle facilities in other coastal and resort areas would return similar benefits to those found in the northern Outer Banks — whether the area attracts tourists primarily for bicycling or for other reasons.

For more information visit www.ncdot.org/transit/bicycle/safety/safety_economicimpact.html.

680,000 VISITORS bicycle in the area annually, representing 17% of all tourists to the area.

1. Kill Devil Hills



2. Nags Head



3. Duck



4. Croatan Sound/Virginia Dare bridge



- From left to right:
1. Wright Brothers National Memorial bike path
 2. Nags Head side path
 3. Wide-paved shoulder bicycle improvement
 4. Bicycle safe bridge with wide shoulder and high railings

Urban parks, open space and residential property values

FIBRE

Findings in Built and Rural Environments

July 2007

Sixty second summary

Urban parks and open spaces are valuable resources. They can help improve the quality of life in urban areas, have essential environmental functions and, by increasing the attractiveness of the places in which people live and work, can have economic benefits.

They are, however, under threat. The 2001 Public Parks Assessment by the Urban Parks Forum, jointly commissioned by DTLR, Heritage Lottery Funds, English Heritage and the Countryside Agency, showed that urban parks in the UK are in serious decline.

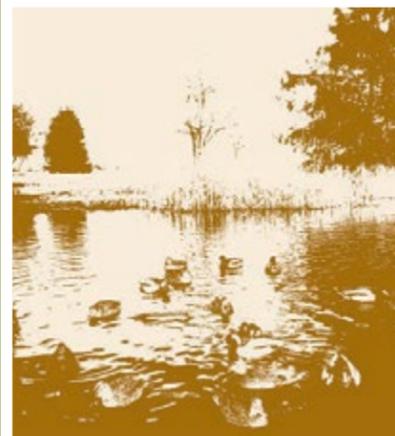
The significance of urban open spaces has been placed high on the research agenda, with many existing studies focusing on the analysis of existing literature on the economic, social, ecological and health benefits of urban open space. These links have, however, been established almost entirely on the basis of experience in countries outside of the UK.

With funding from the RICS Education Trust, Neil Dunse, formerly of the University of Aberdeen (now at Heriot Watt University), and colleagues Carolyn Dehring and Michael White, explored the effects that urban parks and open spaces have on residential property values within the UK, using Aberdeen as a case study area, measuring the effect on residential property values of proximity to the city's urban parks and amenity green spaces.

This research adds to the current debate by calculating the economic benefits and improving the understanding of the link

between accessibility to various types of urban open spaces and residential property values. It provides evidence that residents in Aberdeen do see extra value in open green spaces, which is reflected in the premium they are prepared to pay to secure a property that has this advantage. The key findings are that:

- the overall premium for a property next to a park, relative to a similar property 450 metres away, is positive across all house types. The price premium ranges between 0.44% and 19.97% depending upon house and park type
- however, while a premium is attached to flats that are in close proximity to a park, this attracts a negative premium for houses. This could be due to the potential negative attributes that are often associated with parks, particularly in the evening, such as anti-social behaviour
- city and local parks are valued most highly by occupiers of detached properties, whereas proximity to amenity green space is valued most highly by occupiers of non-detached properties
- the findings suggest that rectangular or oblong (long/narrow) parks are preferable to square or circular (short/wide) parks. A rectangular park, for example, would potentially offer greater opportunities for access – suggesting that accessibility as well as proximity is important to households.



“
Urban parks and open spaces are valuable resources
”

“
...there is a need for further research to be undertaken in a UK context...
”

Measuring the economic benefits of open space

From an economic perspective, the valuation of urban open space is difficult to calculate because it is a classic public good, where there is no market price. Its lack of value in monetary terms prevents urban open space from being properly evaluated in cost-benefit analyses.

Nonetheless, questions concerning the economic value of open spaces have been addressed by economists through the use of two broad methodological approaches: stated and revealed preference, and through the use of hedonic pricing models.

Stated preference relies on survey techniques to elicit individual preferences and values for environmental goods. An example of this technique is contingent valuation, whereby individuals are asked to indicate the maximum price they are willing to pay for an environmental good or benefit.

Revealed preference uses observed market choices from individuals to reveal their underlying preferences, as well as to estimate the values these individuals place on goods and services. Hedonic Pricing Models are one example of this technique.

Hedonic Pricing Models. In the context of urban open spaces, the basic concept is that a residential property is a heterogeneous good consisting of a bundle of characteristics – such as bathrooms, garages and bedrooms - each of which contributes to its sale price (including the environmental attributes of the residential bundle, such as the amount of green space available). Regressing (evaluating the relationship between one dependent variable and one or more other variables) transacted house price (the dependent variable) against this bundle of characteristics captures the value of the environmental attribute capitalized in the price of the house, and allows the private benefits of open space to be estimated.

Setting the scene

The quality of urban spaces was investigated by the UK's House of Commons Environment Transport and Regional Affairs Committee in 1998-1999. This inquiry reported an information deficit on urban spaces and in response, together with information from the 2000 Urban White Paper from DETR, the UK Government established the Urban Green Spaces Task Force.

More recently, the importance of urban open spaces has also been placed high on the research agenda of a number of influential organisations within the UK, including Scottish Natural Heritage and CabeSPACE.

Despite this recent progress, while there is a wealth of information available from other countries, in particular the USA, it is evident that there is a need for further research to be undertaken in a UK context. This research by Neil Dunse and colleagues was therefore conducted from a UK perspective in order to address this disparity.

But just how can the effects of urban open space on residential property values be measured?

So how have these techniques been used in the past? The researchers conducted a comprehensive literature review in order to establish what existing studies have found and how this could be applied to a study in the UK.

Literature review

Since the first application of the hedonic pricing approach to the valuation of environmental goods and services, there have been a number of studies in the USA on the effects of open space on property values. However, only a limited number of studies have been undertaken in the UK. Let's take a quick look at what they found.

And what about the US studies?

UK Studies	US Hedonic studies
<p>The researchers identified two key studies that had been undertaken in a UK context:</p> <ol style="list-style-type: none"> 1 In 2003, the Greater London Authority (GLA) developed a hedonic model to value 'greenness' across the City of London's 760 wards. The analysis modelled the average house price and open space as the percentage of green areas in each ward with a series of socio-economic variables. The results suggested that, holding all other factors constant, higher property values exist in areas with a higher percentage of open space. 2 A 2005 report by CabeSPACE investigated the economic benefits of urban green spaces through the examination of a series of UK case studies. This used an appraisal approach, whereby identical hypothetical properties were appraised at three different locations within the vicinity of the park (adjacent to the park, two blocks away from the park, and several blocks away from the park). <p>The results show that overlooking or being close to a high quality park can have a positive affect on value. However, the range is wide – properties on the park achieved an average premium of 11.3% (standard deviation of 9.4%) and properties within close proximity achieved an average premium of 7.3% (standard deviation of 9.4%).</p> <p>“...the valuation of urban open space is difficult to calculate because it is a classic public good, without a market price...”</p>	<p>Over the past 40 years a number of US studies, adopting hedonic pricing theory, have focused on the value of open spaces and urban parks. The statistical results from these earlier studies reveal that the further a property is away from a park, the lower its selling price. However, such studies appear to reflect the underdeveloped nature of the statistical tools and research designs available at the time.</p> <p>In recent years, due to three key developments, researchers have been able to refine the technique:</p> <ol style="list-style-type: none"> 1 Hedonic analysis and the statistical tools associated with it have become increasingly sophisticated. This has allowed the range of other factors that may contribute to changes in property values to be considered. 2 Residential estate agents have developed electronic databases of sales transactions, including details of the structural and physical attributes of the property. These can be transposed onto electronic maps within a Geographical Information System (GIS) and spatially integrated with the location of parks. 3 The development of GIS enables transaction and attribute data to be mapped by individual street addresses, allowing for accurate calculation of distances between locations, such as house and park. <p>Neil Dunse and colleagues reviewed these more recent hedonic¹ studies with reference to four key categories:</p> <ol style="list-style-type: none"> 1 Proximity to open space 2 Condition 3 Development potential 4 Economic status of the area. <p>“...open space is an amenity and, as such, has a positive influence on property values...”</p> <p>“...all forms of recreational open space had a statistically significant influence...”</p>

¹ Bolitzer and Netusil, 2000, The Impact of Open Space on Property Values in Portland, Oregon. *Journal of Environmental Management* 59, pp 185-193.
 Lutzenhiser and Netusil, 2001, The Effect of Open Space on a Home's Sale Price. *Contemporary Economic Policy* 19(3), pp 291-298.
 Espey and Owusu-Edusei, 2001, Neighbourhood Parks and Residential Property Values in Greenville, South Carolina. *Journal of Agricultural and Applied Economics*, 33(3) pp 487-492.
 Geoghegan, 2002, The value of open spaces in residential land use. *Land Use Policy*, 19, pp91-98.
 Irwin, 2002, The Effects of Open Space on Residential Property Values. *Land Economics*, 78(4), pp 465-480.
 Cheshire and Sheppard, 1998, Estimating the demand for housing, land and neighbourhood characteristics. *Oxford Bulletin of Economics and Statistics*, 60, 3, pp 357-382.

Proximity to open space

Generally, open space is an amenity and as such has a positive influence on property values. But how far does this effect reach? The researchers considered the work of Bolitzer and Netusil carried out in 2000, whereby data from Portland, Oregon, USA was analysed.

This analysis found a positive but not statistically significant effect on the sale prices of homes adjacent to (within 30 metres of) open space. At distances greater than 30 metres, and up to 450 metres, from open space, homes were found to sell for statistically greater prices than homes located over 450 metres from open space.

Figure 1 Price Effect and Proximity to Open Space, Bolitzer & Netusil (2000)

Distance from Park (m)	% Change
Distance <=30	Ns
Distance 31 - 120	4.09
Distance 121 - 210	2.96
Distance 211 - 300	2.28
Distance 301 - 400	2.18
Distance 401 - 450	1.51

However, it should be noted that a potential weakness of this particular study is that all types of open space were grouped into one variable. Other studies have since gone on to extend this analysis to measure the amenity effects of open spaces that provide specific uses.

In 2001 Lutzenhiser and Netusil found that all forms of recreational open space had a statistically significant influence. Of greatest significance were natural area parks – homes within 450 metres of this type of space were estimated to sell for 16.1% more than homes outside the 450 metre buffer. Other types of open space having a statistically significant influence were: golf courses (13.3%), speciality parks/facilities (8.5%) and urban parks (1.8%).

It seems that properties over 450 metres from an open space do not attract the same premiums as properties within this 450 metres buffer. Is there a prime location in terms of distance the open space? The results suggest there are relative disadvantages to being located directly next to open spaces, since the largest premiums were in the 61-120, 121-180 and 121-180 metre distance bands, respectively.

Being in close proximity to open spaces does have positive impact on property values, but this is largely dependent on the type of open space and distance from the space. But what about the condition of the open space – does this have an impact at all?

Figure 2 Price Effect and Proximity to Different Classifications of Open Space, Lutzenhiser & Netusil (2001)

Distance from Park (m)	Urban Park	Natural Park	Speciality Park
Distance <= 60	2.9	16.9	11.1
Distance 61 - 120	3.1	15.4	8.6
Distance 121 - 180	1.8	19.1	15.4
Distance 181 - 240	ns	16.9	8.5
Distance 241 - 300	ns	13.5	7.4
Distance 301 - 365	2.5	12.2	6.9
Distance 366 - 450	ns	15	5.8

ns – not statistically significant 10% levels

Condition of open space

The researchers next considered whether the appearance of open space can determine the level of amenity effects derived from it.

This was addressed in a 2001 report by Espey and Owusu-Edusei, whereby small and medium-sized neighbourhood parks in Greenville, South Carolina, USA were investigated. They found that the appearance of a park does influence the value of neighbouring residential properties. The parks were grouped into four categories: small and attractive, small and basic, medium and attractive, medium and basic.

It was found that small, attractive parks have a positive and statistically significant influence on neighbouring property values and medium sized, attractive parks exhibited a positive, but not statistically significant, effect. Basic parks, on the other hand, were found to have a negative and statistically significant impact on neighbouring property values.

Attractive parks appear to have a positive effect on house values, but what happens in cases where parks and open spaces have development potential, and the land use could change?

Development potential: developable vs. preserved

Neil Dunse suggests that any amenity values associated with an open space are likely to vary, depending on its development potential - permanently protected open space may be valued more highly than open space that could be developed in the future. This does seem to be the case.

A study of a suburban county of Washington DC and Baltimore, Maryland, USA by Geoghagen in 2002, indicated that permanently preserved open space increases nearby residential property values over three times more than space that has development potential.

But is proximity to open space of as high a priority to all types of households? Do those looking to buy in lower-income neighbourhoods attribute more value to open space than buyers looking in higher income neighbourhoods, for example?

Economic status of neighbourhood

The researchers suggest that, characteristically, lower income neighbourhoods often suffer from negative externalities such as, 'noise, congestion, higher crime rates, and poor performing schools' that could 'potentially counteract the amenity effects of open space'.

This issue was addressed in Portland, USA by Netusil et al in 2000, who found that the effect of open space is dependent on assessed home values within a neighbourhood. Using sales data from the area, they found no statistically significant amenity effects were attributed to open space located in neighbourhoods with low to medium value homes.

A rare UK study by Cheshire and Sheppard in 1998, estimated a demand system for housing attributes. This also found that demand for open space rises with income.

So what exactly have these previous studies taught us? What are the major points for consideration when starting an analysis of the UK?

The analysis of existing literature by Neil Dunse and colleagues identified a number of important points:

- **Open space has a statistically significant, positive impact on the sales price of neighbouring residential properties. The premiums associated with open space do however vary according to: type of park; layout of property; nature of the location; and, to some extent, the nature of the local population and value of the property involved**
- **Not all forms of open space are valued equally by households**
- **Developable open space, such as farmland and forested land, can provide amenity effects, albeit at lower levels than permanently protected open space**
- **There is a limit to how far the externalities from parks extend – in the US studies the externalities do not extend beyond a quarter of a mile, suggesting that open spaces should be regularly positioned throughout cities**
- **And finally, the economic status of a neighbourhood is a factor in the analysis of the fiscal impacts of open space protection.**

We know what is happening elsewhere, so let's now take a look at what the researchers found in their study of the UK.

“...demand for open space rises with income...”

The case of Aberdeen, Scotland, UK

Location North East of Scotland; Scotland's third largest city.

Population 250,000 (approx)

Urban Parks and Open Spaces The city itself contains a large number of public parks and amenity open spaces, which have been grouped into a number of categories by the City Council: City Parks; Local Parks; Amenity Green Spaces.

Neil Dunse and colleagues focused their analysis on public parks (divided into two categories: city parks and local parks) and amenity green spaces. The data they used was obtained from the Aberdeen Solicitors Property Centre (ASPC) and focused on residential sales from the City of Aberdeen between 1984 and 2002. There were a total of 53,674 observed sales over this period, which covered the three basic residential property types in the UK:

- 1 Detached housing: single-family units, typically of one or two levels.
- 2 Non-detached housing: as detached housing, but sharing a common wall with neighbouring properties.
- 3 Flats: multi-occupied buildings, normally built to a maximum of four levels.

Also included within this dataset were: property address, postal code, property geo-code, sale price, date of sale, and various structural attributes. Using GIS, the researchers also added distance and location variables to the dataset. These included:

- 1 distance from the boundary of each park and perimeter of open space.
- 2 proximity to major road networks.
- 3 proximity to school catchment areas.

To guard against mistakenly attributing price differentials to a property's proximity to parks and amenity green spaces, when the real influence comes from other location-specific variables, the researchers included other location variables in their analysis to control for this.

This control, aimed at neutralising the effect of all other location specific influences, was implemented by including: distance to the Central Business District (CBD), whether the property is located on a busy road, and the school catchment area within which the property lies.

City of Aberdeen - Classifications of open space

Amenity green spaces are landscaped areas that provide a visual amenity, or separate different buildings or land uses for environmental, visual or safety reasons.

City Parks are large parks with a number of different facilities, capable of attracting a large number of residents and visitors.

Local Parks tend to serve a smaller catchment area than city parks and have fewer facilities and/or are smaller than a city park, but can contain specific attractions.

Source: Aberdeen City Council



...permanently preserved open space increases nearby residential property values over three times more than space that could be developed in the future...



So this is how they went about the analysis, but what exactly was the outcome?

Key findings

- City and local parks are valued most highly by occupiers of detached properties, whereas proximity to amenity green space is valued most highly by occupiers of non-detached properties.
- When it comes to proximity to the park edge, while there is clearly a premium attached to flats in close vicinity to the park, a negative premium is attached to this attribute for houses, which may be due to the potential negative externalities that may surround parks, particularly in the evenings.
- By combining two variables, properties located 450 metres from park edge and properties located next to a park, the researchers discovered that the overall premium for a property next to a park, relative to a similar property 450 metres away, is positive across all house types. The price premium ranges between 0.44% and 19.97% depending upon house and park type. These findings are lower than the premiums found in the CabeSPACE study, but are in line with a number of US studies.
- Although city parks are on average more highly valued, local parks are more consistently valued across all house types.
- The findings suggest that rectangular or oblong (long/narrow) parks are preferable to square or circular (short/wide) parks. A rectangular park, for example, would potentially offer greater opportunities for access – suggesting that accessibility as well as proximity is important to households.

Conclusions

What can be learnt from this study?

The aim of this study was to improve our understanding of the economic benefits of urban open spaces, as revealed through local house prices. Using Aberdeen as a case study, it appears that its residents attach a marginal value to open green spaces – this is reflected in the premium they are prepared to pay to secure a dwelling that has this advantage.

Neil Dunse reports that 'relative to a property located 450 metres away from a park, a property located on the edge of a park could potentially attract a premium of between 0.44% and 19%'

This research has also demonstrated that types of open space are valued differently, with larger parks that have an array of facilities and amenities being more highly valued than areas of amenity green space.

Looking at the situation in more detail, it seems that different household types value accessibility differently – occupiers of flats attach a positive premium to being located on the park edge, whereas occupiers of houses tend to value this more negatively.

Overall, this study demonstrates that there are likely to be opportunities to extract higher profits if the inclusion of open space creates an environment that is attractive to purchasers.²

About the study

This study was supported by a grant from the RICS Education Trust: www.rics.org/educationtrust
The full report can be downloaded from www.rics.org/research

FIBRE written by Amy Roberts, RICS.

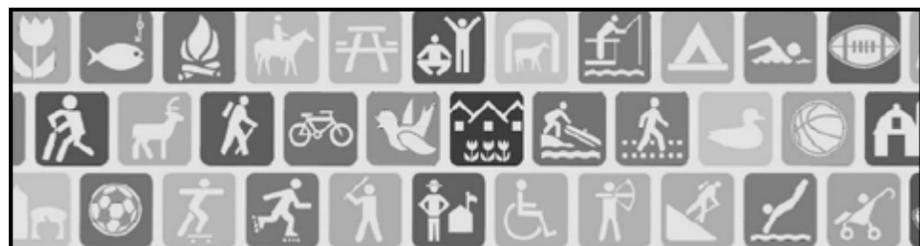
RICS (Royal Institution of Chartered Surveyors) is the largest organisation for professionals in property, land, construction and related environmental issues worldwide. We promote **best practice**, regulation and **consumer protection** to business and the public. With 130 000 members, RICS is the leading source of property related knowledge, providing independent, **impartial advice** to governments and global organisations.

The Royal Institution
of Chartered Surveyors
12 Great George Street
Parliament Square
London SW1P 3AD
United Kingdom

T +44 (0)20 7334 3725
contactrics@rics.org
www.rics.org



² It should be noted that this report is indicative but not comprehensive in its valuation of green space – green spaces have a number of attributes, each requiring a different methodology to measure it; this report only considered open space from the perspective of households; and it does not include sections of the population who do not own their own homes.



NASSAU COUNTY
2030 RECREATION MASTER PLAN
OPEN HOUSE WORKSHOPS

The Nassau County Recreation Master Plan is dedicated to developing a sustainable, long-range program focused on providing residents and visitors with access to the widest variety of recreation and leisure activities. You are invited help us plan for the future of recreation in Nassau County. These Open House workshops are your chance to have your voice heard! Five open house workshops are scheduled across the County. All are welcome.

Tuesday, April 23 6pm-8pm
Yulee Middle School
85439 Miner Road
Yulee, FL

Wednesday, April 24 6pm-8pm
American Beach Community Center
1600 Julia Street
Fernandina Beach, FL

Monday, April 29 6pm-8pm
Callahan County Building
45401 Mickler Street
Callahan, FL

Thursday, May 2 6pm-8pm
Hilliard Community Center
37177 Pecan St.
Hilliard, FL

Monday, May 6 6pm-8pm
Bryceville Community Center
7280 Motes Road
Bryceville, FL

For more information contact:

Nassau County Growth Management Department
(904) 491-7328

www.nassaucountyfl.com



TAKE STOCK A5 SENIOR LIVING A6 STATE TRACK B1

Nassau County Record

Thursday, May 2, 2013 Vol. 83 No. 18 nassaucountyrecord.com Two Sections — 16 pages 75¢

Citizens share recreation ideas

KATHIE COLGROVE
NCR Reporter

Callahan resident Alma Bailey wants a low-cost indoor place for kids to play. She and four other area residents submitted surveys and shared their preferences for parks and recreation facilities in Nassau County. Residents in Fernandina Beach, Amelia Island and Yulee expressed ideas for recreational facilities during recent workshops.

Bailey enjoys sporting activities and living a healthy lifestyle. She said that an indoor facility is needed so that others can exercise.

"I would like to see an indoor facility that will host a variety of free family-oriented activities because a lot of kids can't afford to pay association fees and they don't have transportation to other parts of the county," Bailey said.

Representatives from the Northeast Florida Regional Council in Callahan Monday night. Another workshop will be held 6-8 p.m. in Callahan Monday night. Another workshop will be held 6-8 p.m. in Callahan Monday night. Another workshop will be held 6-8 p.m. in Callahan Monday night.

See **PARKS** on page A3

Callahan resident Alma Bailey speaks with Margo Moehring of the Northeast Florida Regional Council Monday about increased recreational opportunities. Photo by Kathie Colgrove

ADVANCE REHABILITATION **ORTHOPEDICS? We can serve your Physical Therapy needs BEFORE and AFTER surgery!**

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This week's top headline in...

1964: Sheriff Youngblood denies public records inspections

1984: Council to seek missing \$200,000

Resident Survey on Recreation in Nassau County

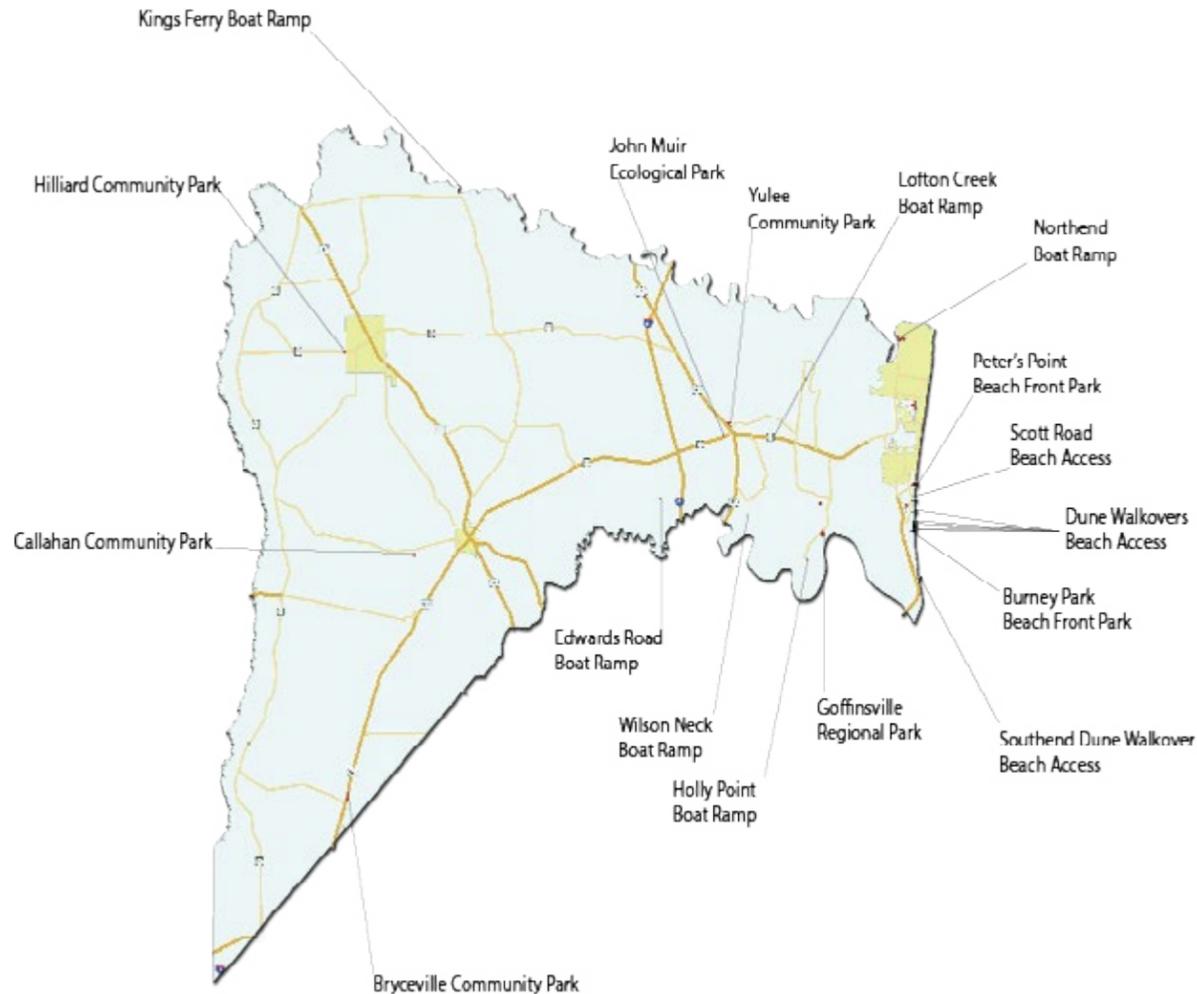
Nassau County is creating a Parks and Recreation Master Plan, and you can help!

Growth Management Staff, working in partnership with the Northeast Florida Regional Council and local stakeholders, will be gathering public input into the needs and desires of residents. This survey will allow you to tell us what you think. There will also be a series of public workshops, which will culminate in a final written document that complies with the 2030 Comprehensive Plan and the Vision 2032 effort. The anticipated completion date is Feb-March of 2014. For more information as the project progresses, including the workshop schedule, visit <http://www.nassaucountyfl.com/index.aspx?nid=587>.

Please note that we are asking about those parks and facilities under the control of the Nassau County Board of Commissioners. The survey questions do not apply to parks managed by the City of Fernandina Beach, the Town of Hilliard, or the Town of Callahan. A map is provided to remind you of which parks we mean.

Please write your answers on the survey and leave it with a staff member. If you want to mail it in, send it to Ameera Sayeed, NEFRC, 6850 Belfort Oaks Place, Jacksonville, FL 32216. The survey closes on May 15, 2013, so please get it to staff before then.

Welcome to our survey. Required questions are followed by an asterisk.



Your Thoughts on Parks and Recreation in Nassau County Now

1. Please tell us how frequently you participate in the following activities. *

	Participate Frequently <i>(two or more times per month)</i>	Participate Occasionally <i>(sometimes, but less than two times per month)</i>	Never Participate
Canoeing or kayaking	8.9%	31.9%	59.1%
Team Sports such as soccer, football or baseball	42.8%	11.6%	45.5%
Boating	24.6%	43.5%	31.7%
Fishing	31.4%	36.5%	31.9%
Beach Activities	64.6%	30.3%	4.9%
Swimming in a Pool	52.4%	26.7%	20.8%
Running, Hiking or Walking	67.3%	26.5%	6.1%
Riding a Bicycle	59.6%	26.0%	14.2%
Barbequing or Picnicking	47.6%	37.8%	14.5%
Viewing Scenery or Wildlife	53.0%	34.6%	12.2%
Tennis	6.9%	20.9%	72.0%
Golf	16.9%	20.1%	62.9%
Skateboarding/BMX	5.4%	8.1%	86.4%
Motor Sports (Motocross/Kart Racing)	5.9%	4.8%	89.1%

2. Have we missed activities you participate in frequently or would like to participate in if the facilities were available? If so, please list them below.

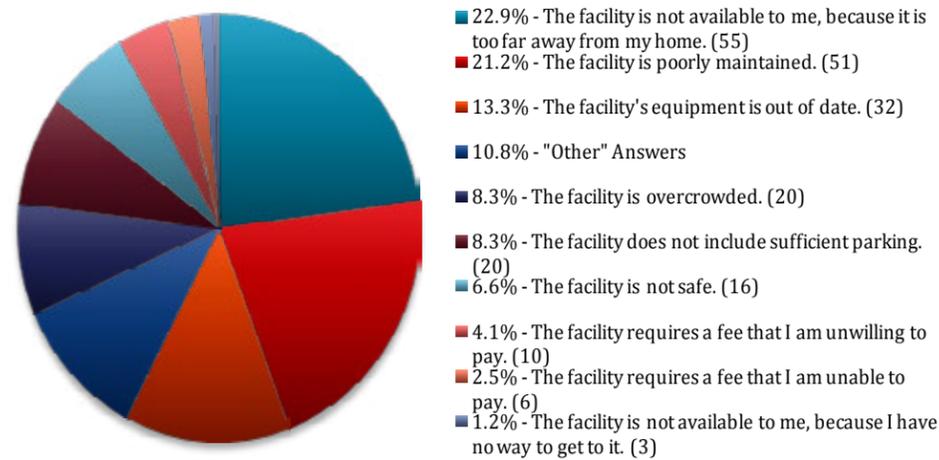
- A dog park in Yulee would be great!
- Anything would be better than what we have now, which is nothing. Hopefully something will interest the teens because they don't have a chance. A small, but decent, water park would be great with a couple of big slides, lazy river, and wave pool. Sounds like a lot, but I would go & I am old.
- Basketball
- Billiards
- Bird watching
- Bird watching, native plant identification, photography. A zip line would be fun, but not through undisturbed wild places. How about a beachfront zip line? Nobody has those – Peter's Point or Main Beach??
- Bocce, shuffleboard, pickle ball
- Bowling
- Bryceville does not have a park for walking and playground/picnic/pool.
- Camping
- Camping
- Camping
- Children's dance/gymnastics
- Commuting via bicycle
- Dog park, dog walks and recreation with dogs.

- Driving and Parking at the Beach (Peter’s Point Beachfront Park.) My family also utilizes the covered shelters for BBQ’s Cookouts at Peters Point Beach.
- Four wheeling
- Going to a playground.
- Hunting, target shooting, skeet shooting, kite surfing, skydiving, scuba diving
- I feel there is not enough parks/recreation in Bryceville. The children have the baseball field, but that is it! Maybe a better play area?Maybe a football field?
- I will go to a public pool in Callahan if we had one.
- Ice skating
- Ice skating, roller blading
- My son plays basketball and is very limited to basketball courts/basketball gyms available in the area
- Nature photography
- Nature photography
- Parks for small children
- Parks with more shady trees
- Petanque
- Petanque, Bocce
- Petanque,bocce,croquet
- Play grounds for elementary school children and older are not on the list. A community meeting room with eating facility. Horse trail would also be nice.
- Playground
- Playing at the parks
- Playing on the playground
- Public tai chi or yoga
- Racquetball
- Recreation center-workout room
- Roller Skating Rink
- Shooting range.Swimming pools.
- Take kids/grandkids to park/playground
- Visiting and a Park
- Volleyball
- Volleyball either indoor(Peck Gym) or Outdoor(Main Beach)
- Volleyball weekly @ Rec. Center
- Walking pets
- Water aerobics daily during the week at the Rec Center Pool, horseback riding. Bicycling has really improved with the new off the road trail on the south end. Much safer and more enjoyable.
- Water park
- Water park
- We live on Chester Road and would absolutely LOVE to have a picnic/park/play/biking area closer to the center of Yulee, as Goffinsville is the closest park for these activities - and growth in Yulee is growing rapidly.
- Wish we had a bowl skateboarding park. Currently our park is just 1/4 pipes and street skating.
- Would love to see more for our kids and teens to do. This would help keep them out of trouble and a place for us to take our little ones.

3. How would you rate Nassau County’s existing parks and recreation facilities with regard to the listed activities? Please only comment on those facilities under the control of the Nassau County Board of Commissioners and not parks managed by the City of Fernandina, Town of Hilliard or the Town of Callahan. As an example, most of the parks on Amelia Island are managed by the City, with the exception of beach access points, which are managed by the County. *

	Poor	Average	Excellent	County Parks and Facilities do not support this activity	I do not know
Canoeing or kayaking	9.5%	23.2%	15.0%	2.7%	49.3%
Team Sports such as soccer, football or baseball	14.0%	40.2%	14.7%	2.0%	28.8%
Boating	6.0%	39.3%	25.3%	1.3%	28.0%
Fishing	4.5%	39.8%	29.4%	0.6%	25.4%
Beach Activities	8.4%	37.9%	40.5%	1.3%	11.7%
Swimming in a Pool	28.2%	21.0%	11.1%	15.1%	24.3%
Running, Hiking or Walking	16.0%	38.6%	26.0%	4.0%	15.3%
Riding a Bicycle	22.5%	36.4%	19.8%	2.6%	18.5%
Barbequing or Picnicking	14.8%	36.4%	18.2%	2.7%	27.7%
Viewing Scenery or Wildlife	15.8%	31.7%	28.4%	2.6%	21.1%
Tennis	16.2%	24.3%	4.7%	4.0%	50.6%
Golf	12.6%	18.0%	8.6%	11.3%	49.3%
Skateboarding/BMX	12.2%	17.0%	2.0%	9.5%	59.1%
Motor Sports (Motocross/Kart Racing)	12.2%	6.8%	0.0%	10.2%	70.7%
Activity you added above	20.6%	12.3%	1.0%	5.1%	60.8%

4. Of the Nassau County facilities that you did not rate “excellent”, do any of the following describe why? You may check as many as you want.



Please provide any clarification or comments you wish to help us determine the shortcomings of each facility of concern.

- Barbequing/picnicking; Again, outside of the south end of Amelia Island at the Beach front parks and Goffinsville there are no quality picnicking opportunities. The backside of the Yulee ballpark? Lack of facilities...
- Running, Hiking, Walking; Outside of the Amelia Island trail and maybe Goffinsville, maybe, the remainder of the County contains almost no other facilities. As stated above, it is an overall lack of facilities across the board. There just simply are not opportunities.
- Yulee complex is outdated run down and is too small. There is not enough parking, and it only has one football and practice field. Last year there were 6 or more teams trying to practice on baseball field which was a conflict between the softball and baseball teams. Recommend expanding or creating a new sport complex that can accommodate all of the sport activities while at the same time keeping kids and family safe from foul balls.
- Basketball goals are outdated in Yulee gym and no nets on outside goals; court is not regulation size in gym. need one more batting cage for younger kids side of park in Yulee spots complex
- Beach access points need maintenance; boat ramps, except the new one at northeast end/N 14th St, need facility upgrades and security to protect against vandalism.
- Bicycling is not very well supported on the roads/places that would be safer to bike. Major roads filled with log trucks or roads with high speeds (more than 45 mph) are too risky to traverse safely. Existing pathways do not connect.
- Bike lanes on highways are not really safe or meant as recreational. We need bike trails and parks, not just on Amelia Island, but also in Yulee and Callahan. Same for hiking and walking trails. Too much asphalt, not enough green. Not enough public spaces that are easily accessible but away from highway traffic
- Bike paths in Nassau County do not exist. The roadways are too narrow to provide a comfortable riding experience.
- Bike paths; Walking trails; Swimming facilities; larger tennis courts; basketball courts; racquet ball courts;
- Boat ramps are poorly designed, they are unsafe due to no breakwater structure

- Bryceville ballpark needs more land for ballparks: soccer, football, playground, and track. The sad thing is these kids play baseball here from T-ball but because of facilities and larger fields, we lose these kids after age 12.
- Camping, again there are simply no facilities.
- County parks not equally distributed throughout the county. Need some green spaces and recreational spaces on the west side of the county. More trails to link the communities on the west side with state forests and reserves nearby.
- Even though we have a lot of water, fishing piers are minimal. There are very little trails for viewing scenery and wildlife. I only know of two tennis courts supplied by the county.
- Fernandina's City course is in the worst shape since moving here in 1983. Other courses are just too expensive for the normal working person.
- Furthermore, the County has done nothing to accommodate the influx of population. The suspension of impact fees in 2008 and the inability/unwillingness to enforce local laws that require dedication of land for public recreation with the approval of each new residential development has resulted in Nassau County falling further and further behind. I hope that this process will revile to great importance of recreational opportunities within a community and the County Commission will take a stand and put current residents first in their decision-making.
- Golf, jogging/bike, swimming pool, soccer fields, and community meeting place does not exist as far as I know.
- Golf/recreation facility/swimming pool-not available
- I do not want my tax dollars paying for recreation. I prefer that to be a private entity matter.
- I like the pool in Hilliard but it is a long drive after work and pricey to go to all season. I believe the city of Callahan would fully support a public pool.
- I would like to see bicycle paths in areas beyond Amelia Island, as well as a community pool.
- If it's not on Amelia Island it doesn't get any attention.
- If the county could incorporate a recreational facility in our Yulee community, it would be greatly supported and utilized. You could do as the Atlantic Rec Dept. and charge a nominal fee for swimming if you were to build a swimming facility. We had a recreational dept. in Lake City where people paid a small member fee to utilize indoor meeting rooms; table tennis; an after school program which provided homework assistance as well as a safe environment for the children in the community. These services could have a fee assessed and maintained. I have heard much feedback concerning a need for this on the west side of our county as well as in Yulee. I hope we see one in the near future.
- Issues with several boat ramps; poorly maintained/designed; launching kayaks and canoes difficult
- Lofton Creek Boat Ramp is in need of Bathrooms and Shower Facilities.
- Many groups are forced to rent private facilities or utilize facilities in neighboring jurisdictions to simply meet and hold a practice. Even with the utilization of private facilities, the lack of available facilities greatly diminishes the capacity of individual programs and the ability for the program to operate fluently. Many programs turn kids away do to a lack of public facilities.
- Many of these facilities are left unmanned and are dirty a lot of the time. Most of the facilities they have on the east side of the county are geared towards them.
- More open parks, area public pool
- Most of the natural surroundings are only accessible by boat.
- My concerns are for Yulee, we have virtually nothing here.
- Nassau County has excellent potential. A little more options and a little better ongoing maintenance would be great.

- Nassau County provides very few park facilities for a county its size. Most (but not all) of the ones that are available are in poor condition.
- Nearest swimming pool is in Fernandina. I live in Yulee.
- Need more basketball gyms/courts
- Need to upgrade kayak facilities in the county, especially identifying and publish.
- No boat ramp or park in Blackrock area
- Of the activities I participate in, neither the county nor City Recreation Department supports them.
- Parks need renovated/updated bathrooms, picnic tables, grills, etc.
- Peter’s Point Beach needs more driving space for vehicles, who’s families go to beach to BBQ and Picnic. Bathrooms and salt water rinse off showers need repaired/replaced with newer units, also addition of showers needed.
- Please add recreation for our children in Bryceville.
- Public facilities in Fernandina seem to be maintained better than Yulee. Yulee has no safe bike paths, no dog parks, and the tennis courts are not maintained.
- Recreational opportunities, west of 95, are nonexistent. Oh yeah, unless your kid plays Pop Warner or T ball.
- Riding a bike throughout the county is not safe.
- Skateboarding/BMX...Simply no facilities. Important to note that the little skate park at Main Beach (City of Fernandina facility not BOCC) is okay for what it is but by no means is it an adequate facility for an entire county. The BOCC needs to look at other facilities around the State such as the Rippen Riverside Park in Oviedo. It is a “Team Pain” design and construction. Team Pain is famous for working hand in hand with local governments to create quality skate parks. Skate parks that can be used by all skill levels, host skate/BMX events, and be a draw to a community.
- Swimming pools, There are no public swimming pools under the control of the BOCC...
- Team Sports; The County facilities are extremely overcrowded and operating at a level far over capacity. The County provides no (zero) programming. All organized athletic endeavors are 100% operated and funded by volunteers. Not only do volunteer groups (parents) have to contend with the organizational components required to operate a sports league but also they must do so in a community that lacks the recreational facilities to support their individual programs.
- The county does not provide anything for the local soccer community. The city sponsors the local affiliated soccer club
- The county doesn’t have any parks that I am aware of where you can go to view scenery and wildlife or go running, hiking or walking. Beach facilities are very basic.
- The gym facility at the Yulee Sports Center is not in good repair. The outside bathrooms are not adequate. There are not enough bleachers/seating to watch football games at the location.
- The municipal golf course is in poor condition.
- The only county offerings I know about are: Goffinsville Park (excellent), Peters Point picnic area (dirty most of the time), the county beach put-ins (exceptional, a real asset for our area), the Bartell put-in by Ft Clinch (very nice), the recreational complex in Yulee, and the boat ramps at Scott’s Landing, Kings Ferry and Lofton Creek, and Mills Creek, etc. (no facilities, however). Otherwise, especially off-island, there is a real lack of facilities - Compare Baldwin’s nice park at the trailhead of the Jax-Baldwin Bicycle Trail. We need more things like that in the county and more bike trails, clean and protected waterways, and protected wooded uplands for hiking. Thank goodness for 3 Rivers, John B Cary, Ralph B Simmons. However, they are not county. Buy Tompkins Landing!!
- The playground equipment is old and outdated or unsafe in the summer time due to lack of shade or coverings,

which allow the equipment to become too hot to play on.

- The Yulee Sports Complex is outdated and poorly maintained. It is way too small for the community.
- There are no county pools in our area. No tennis courts. The problem is we have very limited access to the beach and rivers in the area. Where there is access, parking is very limited. There are few or no restroom facilities. Nice access like North End Boat Ramp (Dede Bartels ramp) has lots of parking but no park/play areas -- only a small gazebo that must be shared. Why not a playground and picnic area too?
- There is no easily accessible launching point for canoe or kayak that is designed for canoe or kayak and therefore is not safe. Hiking trails are minimal and poorly maintained. Development encroaches on wildlife habitat so there is little wildlife to be seen. Beaches are poorly maintained, dirty.
- There should be more parks available. It takes us 20 minutes to get to the nearest community park.
- We are very new to the community and we are seniors.
- We currently have three high schools practicing in the City Pool. Nassau County needs to build a heated year round Olympic size pool for competition
- We would like to have a recreation department incorporated in Yulee to support the following activities that are not currently available:
- A lot of the beach activities at main beach require walking a great distance due to lack of parking. My mother is handicapped and cannot walk that far, so when a festival or cook off is going on, there is not enough handicap parking available. So we quit going.
- After several years, I finally just had to quit swimming at the rec center because it was way too crowded, I could not get a lane.
- Average is good. Excellent is fabulous, my standard is California.

5. Which of the statements below reflect what you think about the reason why there may be shortcomings in Nassau County facilities? If you do not believe there are shortcomings, skip this question.

	Agree	Disagree	Neither agree nor disagree/unsure	I do not know
The facilities available are not the facilities the County needs.	17.4%	29.3%	39.4%	13.7%
The facilities are too small.	43.8%	17.5%	28.0%	10.5%
Parks and recreation is not a priority.	60.8%	16.6%	15.8%	6.6%
The facilities are poorly built or maintained.	49.5%	18.0%	23.4%	9.0%
The facilities are in the wrong locations.	25.2 %	20.7%	42.3%	11.7%
There are not enough facilities.	81.3%	2.4%	11.3%	4.8%

6. If you have other thoughts about why there may be shortcomings, please write them here.

- Add additional boat ramps with breakwater structure.
- Bryceville Park needs to be bigger.
- Dedicated funding to maintain parks in an acceptable condition to meet citizen expectations is needed.
- Everything is on the east side and nothing is on the west side.

- Facilities are far and few in between.
- Funding shortfalls. Impact fees are for growth and hard to justify improvements when growth is down.
- Greater focus could be given to providing activities in the Yulee area. At the Yulee Sports Center, the playground is nice but it is too far away from the football fields. Parking is absolutely terrible.
- Have the pool(s) open more hours?
- I would like to see facilities available for children that are age appropriate. Too many big kids on playgrounds for younger kids.
- It's not that the facilities are not what's needed, just that there are not enough, and not well-maintained. We have such stellar natural gifts in Nassau County, we really need to protect and frame especially our waterways in ways that will guard not only oceanfront access, but keep our rivers, streams, and swamps clean and unpolluted. I think we have the opportunity to do this recreationally, with a system of hiking and bicycle trails along unspoiled waterfronts with occasional put-ins and campsites to allow public access, and provide a buffer to overdevelopment (leading to pollution runoff) along our wetlands. Quick, before prices go up. The St Mary's River comes to mind, as does the Bells River. County planning routinely underestimates the importance of recreational and wild spaces to its citizens.
- Lifeguards at beaches every day.
- Money to build facilities -- parks in and on county property needs to be designated -- and put aside to buy property for use by residents in park settings. Land designated as "recreation zoning" must be put into use for parks and developed as such. Roads need to have safe trails alongside -- but not on roadway for pedestrians and cyclists.
- Most boat ramps are unable to accommodate a boat with a deeper hull/larger boat and other than DeeDee Bartels have inadequate parking
- Need green space in Yulee before it is overdeveloped
- No one seems to want to put facilities on the west side of the county. Parks & recreation are not enough of a priority. They put facilities in the wrong place that is supposed to be done per land donated by Rayonier.
- Not sure why we don't have things for adults and children because there are enough of us living here who would participate and use them.
- Parks cost money to build and maintain and they have limited if any revenue generating capacity
- People have not been asking for a boat ramp and park in Blackrock. It is really needed.
- Poor Maintenance of Peter's Point restroom facilities and parking.
- Poor planning, design, construction and oversight. Hard to tell if the design was bad or the workmanship was bad. North end boat ramp was not built according to specs due to poor oversight.
- The focus is on Fernandina.
- The growing need for more facilities
- The shortcoming is probably due to lack of budgetary funding for this and it is not seen as a priority; however, when it comes to providing services to the families in the community it is vital.
- There are hardly any recreational facilities on the west side of the county.
- There are not enough County Parks on the Westside or bike trails
- There is a lack of resources for the western side of the county.
- They need to invest in more parks.
- This is partially addressed in a prior comment. It is simply not a priority. The powers to be do not realize that recreational opportunity is community driver. It is an attractor for economic expansion. Recreational opportunity

bolsters quality of life. The elimination of the recreation impact fee, the inability or lack of desire to create a steady stream of money dedicated to recreational opportunity, and failure to require concessions from residential developers (as is common place throughout the Country) indicates that the County's priorities are in a different location.

- To list John Muir as a park is a joke. Boardwalks to nowhere don't count. How about getting serious about generating revenue for parks and rec. People will never volunteer to pay more taxes for parks, but they will certainly take advantage of them once in place.
- Too far away from home.
- Underfunded
- With the exception of kayak facilities I do not utilized many of the County Facilities as I pretty much stay on Amelia Island.
- Would love basketball courts or something off Old Nassauville Road
- Yulee continues to grow but no monies (impact fees) are being collected to improve facilities or to purchase land for recreation in the Yulee area.
- Yulee is a growing community and the facilities need to reflect that growth.
- Cleanliness is a factor around the board at FB Parks & Rec Facilities particularly the locker rooms @ rec center pool

7. Please list your favorite Nassau County park. Why is it your favorite?

- Any parks at the beach, and the Hilliard Splash pad/pool
- Barney Park easy access closer to home
- Beach is nice and wide as well
- Beaches
- Bryceville Ball Park
- Bryceville Sports Association. The closest to me and I love the community.
- Bryceville, nice park, close to home.
- Bryceville. Wish we had more baseball fields.
- Burney park
- Burney Park because of the proximity to my home and because it's the beach and has restrooms and enough parking.
- Burney park, nice beach, not crowded, bathrooms available
- Burney Rd, Scott Rd. Quiet at desirable beach front; new bicycle paths wonderful fun to ride; Ft Clinch- state park; and Greenway - City park.
- Cannot compare as not easily accessible, all beach access is good
- DEE DEEBartles, we launch the boat there frequently
- Dune Walkover Beach Access. Because there is parking and lots of walkovers.
- Edwards Road, Good access to several creeks
- Egans Creek Greenway, and Ralph B Simmons State Forest.

- Football/Baseball park..
- Fort Clinch and Goffinsville Park...clean and things to do
- Fort Clinch—it's beautiful and close.
- Ft. Clinch
- Goffinsville
- Goffinsville
- Goffinsville
- Goffinsville
- Goffinsville
- Goffinsville - has biking and a playground, which is great for kids; plus it's free.
- Goffinsville - it is closest to my house, and it offers fishing, a playground for the kids, covered picnic areas, and bike trails.
- Goffinsville - love the river/ nature but there is trash all over the place there to the point we are taking students to self-clean next week. The restrooms remain horrendous and the lovely place is being maintained at a failing level
- Goffinsville - new
- Goffinsville because it is the closest to our house (still 20 minutes away)
- Goffinsville is my favorite because it is on the water at a beautiful spot. Love the paths, bathrooms are well maintained, playground nice, great place to visit.
- Goffinsville Park
- Goffinsville Park
- Goffinsville Park and Fort Clinch
- Goffinsville Park because of the rubberized playing surface.It's much better than wood chips at other parks.
- Goffinsville Park, offers a variety of recreation opportunities, well built
- Goffinsville park, Peter's Point
- Goffinsville Park. Beautiful scenery/wildlife. Good walking/bike trails
- Goffinsville park. Beautiful and well maintained.
- Goffinsville Park. Newer equipment
- Goffinsville Regional Park, it is close to our home and has a place for the kids to play and ride bikes all in one.
- Goffinsville, great place to take kids to but it but it's in a bad area.
- Goffinsville, has a variety of purposes/interests represented.
- Goffinsville, it has a boat ramp, picnic area and a child's playground in one location with excellent parking!
- Goffinsville, It is close to my home and my grandkids love it.
- Goffinsville. Although it is 35 miles from my house, it is the only park that has been built even remotely close to what a park should be.
- Goffinsville. It is close to my home

- Goffinsville. Close to house, love the trails and docks
- Goffinsville. It is a beautiful park.
- Goffinsville-it has not been destroyed by the bored, high or drunk with nothing to do kids
- Good access walkway to beach for children and adults
- Griffins vile
- Higginbotham park in Callahan and Ewing Park. They are park visit a lot because they are clean and friendly but I live in Hilliard.
- Hilliard Splash Park & Pool - you can't have enough Splash Parks in FL it is so hot here all the time and it is super clean
- Holly Point; easiest access to launch boat
- I don't utilize Nassau Co parks.
- I guess Goffinsville. Only by default. We spend the mass majority of our time at City of Fernandina facilities.
- John Muir, convenient and interesting
- Kings Ferry Boat Ramp and Peter's Point
- Kings Ferry Boat Ramp
- Lofton Creek Boat Ramp, and County North Boat ramp. (Dee DeeBatels)
- Main beach-lots to see and do.
- Me and my kids love the beach and this area because there is always parking available and not a lot of people at this beach.
- Melissa Lynn
- Melissa Raulerson Baseball Park
- My family enjoys the Goffinsville regional Park. It is family friendly and well maintained. We also love the beach!
- N. 14th Street. Boat ramp.Great picnic area.
- New bike path in Fernandina but it is a long drive since I live in Yulee.
- None
- None
- North end boat ramp
- North end Boat Ramp. There is sufficient parking and the ramp is large enough and in a good location.
- Peter's Point and North end Boat Ramp
- Peter's Point beachfront Park and Lofton Creek Boat ramp. Next is Yulee Community Park, which has Softball/Baseball facilities for family's children to play Little League sports.
- Peter's point.
- Peter's Point. Beach & picnic area
- Peter's Point. Easy access; parking available; picnic tables
- Peter's Point

- Peter's Point -- beach access w/adequate parking, restrooms and showers and tables with covered areas. For children and games away from the beach area and with shade trees.
- Peter's Point because of the handy rest rooms and easy access
- Peter's Point- good parking, rest rooms and picnic shelters. We need more like this!
- Peter's Point or Scott Road
- Peter's point,
- Peter's point, Scot Road, Burney Park, Kings ferry boat ramp
- Peter's Point. Access, showers, parking, Beach Activities, Camping, Beach Driving allowed
- Peter's Point. I can bike there from my house. It has nice picnic tables and shade.
- Plenty of parking
- Scott road beach access beautiful location
- Scott Road Beach Access. Least crowded, fewest vehicles. Attendees try to keep it clean.
- Scott Road Beach Access. Limited use by vacationers.
- South end Dune Walkover Beach Access. This is a place that is peaceful and secluded. Good place to fish nearby.
- The park on Atlantic Ave in Fern. It has almost everything and it feels safe. We live in Yulee.
- The pool in Hilliard, the main beach, and fort clinch. We love to do things outdoors but unfortunately, there is not much to do in Callahan.
- The Yulee Ball Field
- Walk the track / play tennis
- Why? They are my family's and friend's, most used Parks.
- Yulee ballpark. We spend 3 nights a week there during spring, 5 days a week during fall, and 2 nights a week during winter. It is the park we use the most.
- Yulee community park because it is available to a wide range of interests.
- Yulee Community Park because it offers more than just beach access or a boat ramp.
- Yulee community park, close to house and a great variety of activities
- Yulee I play basketball there
- Yulee Little League because it has year round activity, tennis courts and walking track. The only thing it lacks is adequate restroom facilities.
- Yulee Sports Center, as a family we spend hours there for football and basketball.
- Yulee Sports Complex - convenient to my home
- Yulee Sports Complex / Ball field.
- Yulee Sports Complex is the park that I most frequent out of all the Nassau county parks.
- Yulee Sports Complex.
- Yulee Sports Complex. It is the park I have the most participation in.
- Yulee Sports Complex. It provides a place for children in the community to play sports and have something to do.

8. Please list your least favorite Nassau County park. Why is it your least favorite?

- 14th Street Boat ramp, overcrowded too far away for west siders
- All
- All the rest. If you travel to any other region of the country and see actual parks, you will understand our shortcomings.
- Basketball facility at Nassau Sports Complex. Seriously out of date, poorly constructed, unsafe
- Boat docks poorly kept up
- Callahan, they have everything.
- Do not own boat or participate in field sports. NA
- Don't have one
- Edward's road boat ramp, there is nothing there.
- Edwards Road Boat Ramp
- Goffinsville - I don't feel safe going there by myself with my kids.
- Goffinsville - out of the way and hard to get to
- Goffinsville. Hard to launch boat
- Goffinsville--heard too many bad things about it...not safe.
- Haven't lived here long enough to list a least favorite.
- I don't have a least favorite, they are all needed, used, and appreciated.
- I don't have a least favorite.
- I don't have one
- I don't really have a "least favorite."To be fair, I haven't used most of the parks.
- I have not visited all of them, so I don't know.
- I pretty much enjoy all the parks
- John Muir
- John Muir Ecological Park. Why?Not an interest to my family and friends.This park (by my observations) has virtually no usage by county residents.
- John Muir in Yulee... It is worthless...it is nothing more than a bathroom on the side of A1A
- John Muir is too small and close to highway
- John Muir Park - just how many people visit this place? I believe this park targets the interest of a very small group of people.
- John Muir Park in Yulee. It is too small and pointless. If it were part of a bike path, it would make a good rest point

- No
- No -- we need more parks in residential areas. And we need trails connecting areas and proving safe, off the road, access to recreation in Nassau County. The Amelia Island Trail is a great START. More please.
- No we need more.
- No, don't close any park, open more!
- No, I think more parks are needed, not less. You have almost 75,000 people living here and pretty much all you have to offer are a few beach accesses, boat ramps and community parks. I think Nassau County needs to offer much more in terms of parks and recreation.
- No, it would nice to have more in Yulee
- No, someone is probably using them but maybe it could be combined with another facility near by
- No.
- None
- None
- Not to my knowledge...
- The one mentioned above. That money could be put to good use for our children
- Yes - The ones that cost the most money to maintain.

10. Is there a Nassau County park that you believe has a great deal of potential? Which one is it, and how should the County realize the potential?

- A multi sports complex in Hilliard would really benefit the community that always seems to be left out.
- All beaches. North beach access needs a permanent restroom.
- Beach areas and pool area or a skate rink
- Blank slates always have potential. Build a park on the areas currently called parks in order to realize the potential of each space.
- Bryceville
- Bryceville
- Bryceville Ball Park
- Bryceville Baseball Field; needs an additional play area
- Citrona Park, Goffinsville Park
- DeDe Bartels North Ramp, Lofton Creek "Park", Peters Point Park. Land at Simmons and 14th Street adjacent to golf club -- zoned recreation.
- Don't know.
- Ft. Clinch
- Goffinsville - clean it up! The park near rec center - the field there has great potential for programs / activities
- Goffinsville boat ramp is unusable without a tide break wall on the North side of the boat ramp. It is a very well done park otherwise
- Goffinsville Park. Needs a refurbishing. Muir Ecological Park should be expanded.
- Goffinsville Regional Park can be used as a template for the rest of the county, if incorporated with a historical theme.
- Goffinsville would be great if they had basketball courts and tennis courts

- Goffinsville. It could be expanded to include overnight camping for a fee. When it was first being developed it was proposed to allow an outside contractor to run a store and oversee the park.
- Goffinsville; great facility but the current runs too fast to launch boats safely. Needs jetty system on the east side of the ramp
- Goffinsville--improve the boat ramp potential. Ramp needs to be elongated and something needs to be done about the hard cross current
- Hilliard Park, it has been thought out and does what it was built for.
- Holly Point. On the water but limited amenities, need better restroom, picnic shelters, maybe playground equipment. I know vandalism may be an issue.
- I don't know all of them
- It has the highest percentage of county residents usage. Also, it generates tourism tax revenue for the county by visitors from adjacent counties."
- Kings Ferry Boat Ramp -- expand; John Muir Ecological Park -- develop the history of the Cross-Florida Railroad and provide access to the rail bed.
- More kayaking opportunities. This attracts ecotourism. Also more publicized nature walks and botanical identification walks. Safety is an issue. Fear of homeless camps!
- N/A
- n/a
- Nassau County Sports Complex. That is the area that a multi-purpose recreational facility should be constructed and be the main recreation hub for the county.
- Need more with more to do for families and youth.
- no
- No
- North end boat ramp-need to add breakwater structure, extend piers into inter coastal if possible and fish cleaning stations
- Peter's Point Beachfront Park has the most potential for improvement.
- Peter's Point weekend vendors
- Same as above
- The John Muir Ecological Park has great potential, if an agreement could be made to convert that old railroad track into a rail trail I believe it would draw a lot more visitors.
- The Mizell Tract should be developed
- The one that hasn't been built yet. Look at the huge emptiness on the west side of the county. Buy Tompkins Landing.
- The ones that aren't in the county.
- The park on Goodbread. Paint it, clean it and make it available all year long for everyone not just baseball. Upgrade the little children's playground.
- The recreation facility - better maintenance/ more facilities. The county also REALLY needs multi-use paths for walkers/ runners/ and bicyclists to have safe ways to commute.
- The sports complex in Yulee has a lot of potential if it were to be modernized, expanded, and maintained.
- The Westside Regional Park
- The Yulee Ball Field - the tennis courts should be redone. I do not believe they are utilized, because the tennis balls do not bounce will on asphalt.
- The Yulee Ball Park has potential, but the buildings are old, and I would like to see this park expand to possibly include a Yulee Soccer League in the near future, and covered bleachers and picnic areas.
- There is lot of room at Peters Point to add some bocce or shuffleboard.

- We need a better park in Bryceville.
- Yulee ball field needs new playground and fields
- Yulee Ballpark
- Yulee community park
- Yulee Community Park (Sports complex). The park should be expanded with 2 football fields, a better playground and more baseball fields as well. It could also use a better/bigger basketball gymnasium for the YBA (local basketball program) to utilize for our youth.
- Yulee community Park.expand it add a youth center and more sport fields for youth.
- Yulee complex needs more land
- Yulee little league fields... because so many kids want to play...that it would be great to offer a fall league as well.
- Yulee Sports Complex could be better - tennis courts need to be updated and maintained
- Yulee Sports Complex is a central location for everyone and is a familiar place for all
- Yulee Sports Complex. It has to be the most utilized facility within the county.
- Yulee sports complex. County could offer walking track, create walkways for recreational walking around and within sports complex area
- Yulee Sports Complex. The county needs to maintain the park better. Fencing needs to be redesigned to allow for more parking, building and stairs are rotting. Landscaping is dead or dying. The playing fields (football/baseball) are poorly maintained and a safety concern.
- Yulee Sports Complex. With it being the only ballpark in town, it should be the county's priority to keep it at its best. This is how kids stay off the streets and out of trouble. Keeping the park running and looking good, updated would be great.
- Yulee Sports Complex....out growing the available fields....have had 400+ kids playing ball and only have 7 fields available.

11. What obstacles prevent you from participating or participating more in recreational activities you enjoy?

- Access to safe roads to travel by bicycle.
- Access.
- Also, hot and humid weather and mosquitoes prevent us from participating in recreational activities (i.e. More shade trees at parks are needed) since we have 2 young children
- Better programming
- Cars and trucks on the beach. This is very unpleasant.
- Distance
- Distance from facility
- Distance from home
- Distance to get to it
- Distance to park
- Distance to travel to the east side of the county.
- Earning a living.Lack of parks on west side of county.
- Everything is so far away for Bryceville Residence I find it so sad that we don't even have a playground for the Kids to play on or for that matter in FL a little splash park, the only one is all the way in HILLIARD that is ridiculous
- Finding time and lack of local options.
- Heat and humidity and fear of sun exposure. Shade trees needed everywhere.
- I am sure when child gets older we will be using more facilities for sporting venues. I wish a pool was available.

- I ride bicycles and would like more lanes available
- I told you I am old
- I would love to participate in water aerobics but the pools are filled in the evening with team swimming. Which my family does participate in so I am happy that we do have the one facility we do have in the City of FB.
- I would walk more if there were sidewalks where I lived. It is too dangerous to even ride a bike--no bike paths.
- Lack of adequate facilities.
- Lack of facilities
- Lack of options
- Lack of places in Callahan.
- Lack of recreational areas on Westside of county
- Lack of safe bike paths and/or sidewalks in Yulee.
- My advancing age
- No adult athletic programs other than on the island
- No playgrounds in Yulee I feel safe bringing my kids to. No shade at Yulee ball field playground and men always loitering there during the weekdays. No hiking trails or safe bike trails for kids
- None
- None
- None
- None
- None of the parks are near me. Peters Point is closest thing to a park -- but it's basically a parking lot with a picnic area -- not really a developed park. Nice location for a county pool and park.
- None within nine miles
- Not available
- Not enough places to go.
- Not enough time and cost.
- Not handicapped facilities
- Not much for children and teens. We have to drive to GA or Jax
- Not within range
- Nothing on the west side.
- Only time.
- Really none available.
- Some are the distance and others are lack of restroom facilities
- Some park areas for example Scott Road access appear to be private residential properties and not available for the public.
- The parks are too far or they do not have lighting like Callahan Soccer fields.
- The quality of the facilities at Peter's Point Beachfront Park. (Driving space on Beach, parking, Shelters, Restrooms, Showers).
- There are a lot of parks for residents who enjoy boating and fishing or who own boats but not for residents who do not enjoy fishing or boating
- There are no bike paths in Nassau county!
- There is no skateboard or MX tracks except the one in Hilliard which is almost to GA. And there is not skateboard parks except in FB.

- There isn't a BMX track or Dirt-bike track here that we can utilize. That would be a great addition.
- Time
- Time
- Time
- TIME
- Time
- Time
- Time & proximity to activities
- Time ... Too busy.
- Too far to drive
- Transportation to/from for access to parks. Smoking on the beach. Safety riding bikes throughout county - no connectivity.
- Typically distance, because Yulee does not have much here.
- Where is the Nassau County public pool?
- Work
- Work at home and away
- Yulee No public pool very few sidewalks

12. Do you have an example (name/location) of a facility in a different jurisdiction (city, town, state, etc.) that you would suggest as a model for a facility to be located in Nassau County?

- All the parks and baseball fields in Fernandina Beach seem very clean and well kept. I believe the city of Fernandina take care of them and not Parks and Recreation
- any fishing pier, just about anywhere
- Any of the community centers in The Villages
- Bunnell Sugar Plantation & Flagler State Park
- Callahan, Florida
- Cecil field, drew park
- Corvallis, Oregon. Population 65,000 - 97% of arterial roads have bike lanes. Bike parking and education classes are accessible and abundant.
- Donner Park, Columbus, IN.
- Drew Park-Jacksonville
- Fernandina Beach Ball park.
- Fernandina Parks and facilities
- Glynn County Skateboard park. This facility is SPECTACULAR! (located between Exit 38 & 42 off I95 The park is off Harry Driggers Road near the Golden Isles Parkway exit off Interstate 95.) Bathrooms readily available and clean. Covered bleachers. Large parking lot. Nearby LARGE child play area for younger siblings. A walking trail. A park like this(add to it a heated pool) would be a WONDERFUL addition to Nassau County!!
- Greenway in Fernandina best for walking, wildlife viewing. Ft. Clinch is best for bicycling and picnicking.
- Hanna Park, Patton Park, Crooked River.
- Hannah Park, Central Park (FB), Fort Clinch SP,
- Hannah Park-Jax Bch, FL
- Hilton Head - bike paths, parks, connected, beach, etc.

- Historic Parks - such as the historic village at Clay County Fairgrounds (Green Cove) or Brooksville's Historic Parks can serve both as green spaces and points of interest for both citizens of Nassau County and visitors to enjoy.
- I like the beach park in Marathon Florida.
- I would like to see something like the Jacksonville Landing fountain for families to enjoy in the main beach park or somewhere closer to downtown.
- If we could have a county recreation facility in the Yulee area like the one in Waynesville, North Carolina I would be very happy!
- Islamorada Public Park, Islamorada, Florida
- Jacksonville-Baldwin Rail Trail
- Jax-Baldwin Trail, with park at trailhead in Baldwin. We should have that between Yulee and Callahan. Pages Dairy Road is another good candidate. The St Mary's River floods so badly that it is a prime candidate for miles of river-front recreation (Greenbriar River in W VA comes to mind) to prevent flood damage (read FEMA \$\$\$ wasted) to idiots dumb enough to build in flood zones.
- Jekyll island Georgia playground is amazing and fun!!!
- Just about every city in the country is beginning to recognize biking as a mode of transportation. Nassau County should too.
- Life guard stations at beaches manned all summer and falls not just weekends. Santa Monica, CA. Miami Beach.
- Marion County on Hwy 301 north of Ocala would be a great model for a new park for Callahan.
- Minneapolis, Minnesota
- n/a
- Naperville IL
- No
- no
- Nocatee Preserve in St. Johns County; Treaty Park in St. Johns County
- None
- None
- Pinellas Trail. This is considered a linear park and managed accordingly. OUR new Amelia Island Trail could become a linear park and be managed by Parks & Rec.
- Rec Center on Atlantic -- great pool -- adjacent to ball fields and greenway, good parking. Restrooms. Although the dressing rooms are appalling.
- Rippen Riverside Park Oviedo.
- Saint Augustine, FL has many parks and activities with abundant access to sports/water/fishing. It is consistent with the population which lives there.
- St Mary's Aquatic center, skate rink, adventure landing
- St. Mary's Aquatic Center..
- Summer Waves, Jekyll Island, GA
- The Baldwin rail trail or The Jacksonville Baldwin Rail Trail bike path.
- The community athletic fields in St. Johns County. Freedom Playground in Tampa.
- The DuPont YMCA in Jacksonville
- The old village display at Green Cove Fairgrounds. We are losing old buildings at a horrible rate.
- The Shark Valley viewing tower off Tamiami Trail in the Everglades is a great biking destination even for seniors and tots. Everyone loves a tower with sights along the way.
- There are many. Try American Planning Association. <http://www.planning.org/cityparks/briefingpapers/green-infrastructure.htm>

- Waynesville NC recreation facility.
- We need more things out here for our little community of Bryceville
- Would like more passive parks. Not familiar yet with John Muir Park but that surely should be a passive, no-invasive park. Parks should show off our natural areas as much as possible
- Yes! Check out www.buhlfarmpark.com - this park is located in Sharon, PA. This park includes a pool and pool house, numerous playgrounds, several covered picnic/BBQ areas, baseball/softball fields, an amphitheater, bike trails, stocked ponds, beautiful scenery (many wedding pictures are taken in this park), to name a few. Every Memorial Day the park holds a HUGE community picnic with bands, sports, games, etc.

Your Thoughts on the Importance of Parks and Recreation

13. A 2011 Statewide survey of Florida residents found that the following were the top five most important reasons that residents participate in outdoor recreation. Which, if any, are important to you? *

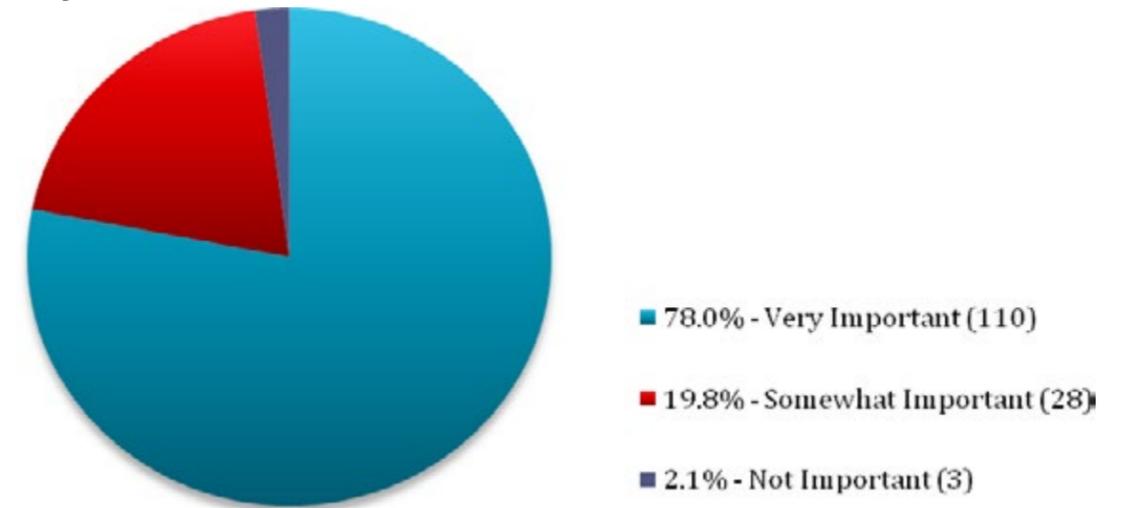
	Most Important	2nd Most Important	3rd Most Important	4th Most Important	5th Most Important	This is Not Important to Me
To be with Family and Friends	61.4%	14.8%	10.3%	7.4%	5.9%	0.0%
For Health and Physical Fitness	32.1%	32.1%	12.4%	11.6%	10.9%	0.7%
To be Outdoors or Close to Nature	27.8%	21.0%	17.2%	16.5%	16.5%	0.7%
For Relaxation, Fun or Enjoyment	35.5%	26.0%	21.7%	13.7%	2.8%	0.0%
To Enjoy the Scenery	22.7%	16.6%	8.3%	20.4%	29.5%	2.2%

14. Are there other important reasons why residents participate in outdoor recreation?

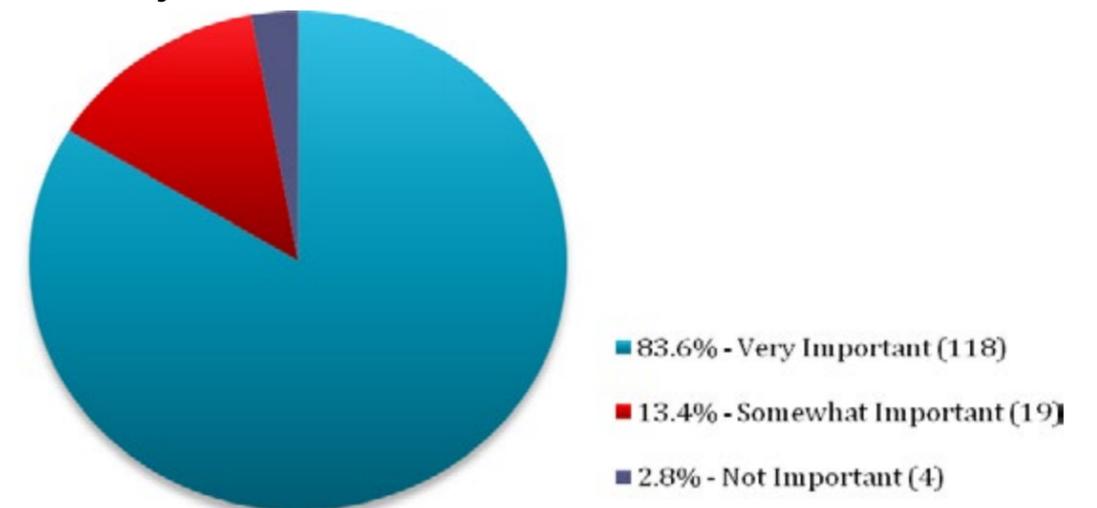
- Community
- Green spaces can serve many reasons, such as relaxation, natural beauty, and attract visitors from around the region.
- It is also important to me to know that places are protected not just for human use, but for all God's creatures to have some space.
- Just to have fun and enjoy it.
- Keep kids out of trouble. Provide opportunity through athletics.
- Meet other residents and visitors to our area. Travel in and around our beautiful island safely.
- My family likes to go on long bike rides.
- No
- No real reason. Just to enjoy the great outdoors

- None I can think of.
- Not in my opinion
- Relaxed social setting
- Soul searching, mind unscrambling, renewal, inspiration, tuning out the noise machine.
- To be close to God.
- To keep the kids busy and active
- To make new friends.
- To participate competitively on a sport team (i.e. Swimming, baseball, etc.)
- To relieve stress!
- To restore brain cells
- To teach your children about the outdoors, wildlife etc.

15. How would you describe the importance of parks and recreation facilities to you and your family? *



16. How would you describe the importance of parks and recreation to your community? *



17. If you feel there is a need for more parks in Nassau County, what types are most important to provide? Rank your responses from 1 to 5, with 1 as most important. If you want, you can give more than one type of park the same ranking. For example, you can rate both Community Parks and Regional Parks as 1.

	1	2	3	4	5
Playgrounds <i>(play equipment ages 2-12 years, swings, picnic tables, open grass area for free play, small pavilions, etc.)</i>	40.7%	22.1%	15.9%	14.1%	7.0%
Community Parks <i>(ball fields serving a community (i.e. Yulee Community), basketball courts, gymnasiums, more advanced play equipment, small skate parks, large outdoor play areas, dog parks, general recreational facilities designed to serve local communities no further than 2 miles away. Community parks will range in size from a minimum of 10 acres to 100 acres. Generally, Community parks contain the most intense level of development.</i>	55.1%	16.3%	16.3%	10.3%	1.7%
Regional Parks <i>(large natural preserve areas, boat ramps, aquatic center, regional sports complex [i.e. a regional football/softball complex], large natural areas for equestrian riding/hiking/off road bicycling, regional scale skate parks(Kona/O video), amphitheater, large multi-purpose gymnasium capable of holding regional basketball/volleyball tournaments, other similar facilities of a regional scale. Regional parks, generally range in size from 30 acres to in excess of 1,000 acres and will generally draw users within a one (1) hour drive time away.</i>	45.0%	22.5%	19.8%	9.9%	2.7%
Any type of park that includes any type of water access, beach access, boat ramps, kayak/canoe drops, etc.	28.8%	26.1%	19.8%	21.6%	3.6%
Other (see below.)	69.5%	0.0%	8.6%	4.3%	17.3%

18. If you chose “Other” to the above question, please let us know what other type of park you think is important. We will be able to determine how it compares to other parks in your view from the ranking you gave it, above.

- A County Water Park, and a Skating Rink Park for County residents. A fee can be charged for non-county residents.
- Access to safe places to travel to and from the parks also. Safe bike lanes/paths, rails to trails, ETC
- Additional walking and biking trails either within a park or alongside roadways, anywhere available
- Bike paths or expanded sidewalks (thinking St. Simons Island)
- Camping (more spots)
- Community gardens
- Dog park
- Gymnasiums, meeting rooms that community groups can reserve for free or for a small fee.
- Hiking trails
- Jogging/bike paths
- Land aside for nature preserves with boardwalk access if necessary
- Linear parks - bicycle trails and hiking trails which double as wetland buffers or transportation corridors to con-

- nect other recreational areas, or provide a safe choice for alternative transportation to shopping areas, libraries, etc (ie, Pinellas Trail in St Petersburg)
- More bike trails so that the entire county is bikeable
- More parking for public @ beach access points and safety of vehicles while in use.
- Natural areas for wildlife and hiking
- None
- None
- Not really a park - but multi-use paths connecting parks and shopping areas/ neighborhoods
- Parks can be used to commemorate historic events in the area and as a destination of points of interests.
- Paved running track
- Public Pool
- Public pools and health equipment
- Racquetball facility and/or dog park
- Trails for walkers and bicyclists.
- Water park for families to go and be together and have fun
- Water sport park like St Mary’s, which also has a rec ball area in the middle of the county. It would be nice to have a soccer field that youth and adults can enjoy

19. If you believe there is a need for more parks, where would you put them?

- All around the county, near the population centers.
- Along St. Mary’s River. Thompkins Landing; the old Outward Bound property.
- Along the St Mary’s River, Tompkins Landing, the old Outward Bound property on Bells River, out by Black Creek division, near Bryceville.
- Although I have no idea how much land is available in these areas, I would like to see one either south of North Hampton, or somewhere on the Southside of AIA between Highway 17 and I95 (for a really large park) but east of the college.
- Amelia Island
- Amelia island, Yulee, St Mary’s River
- Anywhere there is water and/or children.
- Around King’s Ferry
- Between Yulee and Callahan and possibly between Yulee and Fernandina as these areas are building up and causing overcrowding in the only park we have the general area
- Blackrock
- Blackrock/Chester area on the north side of A1A/SR200 with water access.
- Bryceville
- Bryceville needs something for their children out here, people can’t always afford to drive to Hilliard or to the playground in Callahan.
- By middle/high school
- Callahan area, Yulee area
- Centrally located in the county.
- Close to interstates or the middle of the county. It will bring more people in and bring more tax dollars to the local community.
- Close to where people live to make them accessible.

- Community parks around the county with easy access from residential areas. Regional parks in an area big enough to support a larger park, such as on the west side of the county.
- Hilliard, Florida
- I believe that a central location to the county would be the Yulee area and if a regional park was built it would be best served near the I95 exit. However, the closer to Fern Beach the easier it would be for my family to access it.
- I would expand the parks that already exist.
- I would look to put it on old Nassauville Rd.
- I would put them in Yulee, Callahan, and by I-95
- In Callahan
- In maritime forest, along St. Mary's River, and tributaries.
- In the A1A Overlay District...between Hwy.17 and the Shave Bridge area.
- In unspoiled areas where you could enjoy getting away from noise, traffic and confusion.A place where you could enjoy nature.
- In Yulee, between Target and 95
- More on the west side
- Near population centers in the Yulee area.
- Neighborhood and Community parks are very important, especially throughout the west side of the county.
- On the south end of the island near the plantation.
- On US HWY 17 North or AIA right between the post office and NCSO.
- One park on St. Mary's River west of Boulogne. An historic green space/park in Callahan along the abandoned Florida Railroad rail bed (potential for linear green space).
- River fronts.
- Seems like the growth is in the Yulee area - I would concentrate there. Also, seems like FB, Hilliard and Callahan have some city facilities available already.
- Separate bike lanes like the new ones on the south end of Amelia Island
- Soccer fields- we lose a lot of players to Jax
- Strategically placed.
- The Yulee-O'Neal area
- There is plenty of land on 17, and on some of the secondary roads...
- Throughout the county
- Waterways on the west side of the county or at least farther west
- We need one to serve the area just west of I95
- West side of county
- West side of Nassau County
- Westside
- Westside of the county
- Where new development is.....not at the beach!
- Yes! Near residential areas - or between them. Linear parks and trails like the Bartram Trail. Small pocket parks along trails like new Amelia Island trail.
- Yes. Population is weighted towards Amelia Island and Yulee area. Focus there, I anticipate growth in northern area of Yulee. (Rayonier plans)
- Yulee

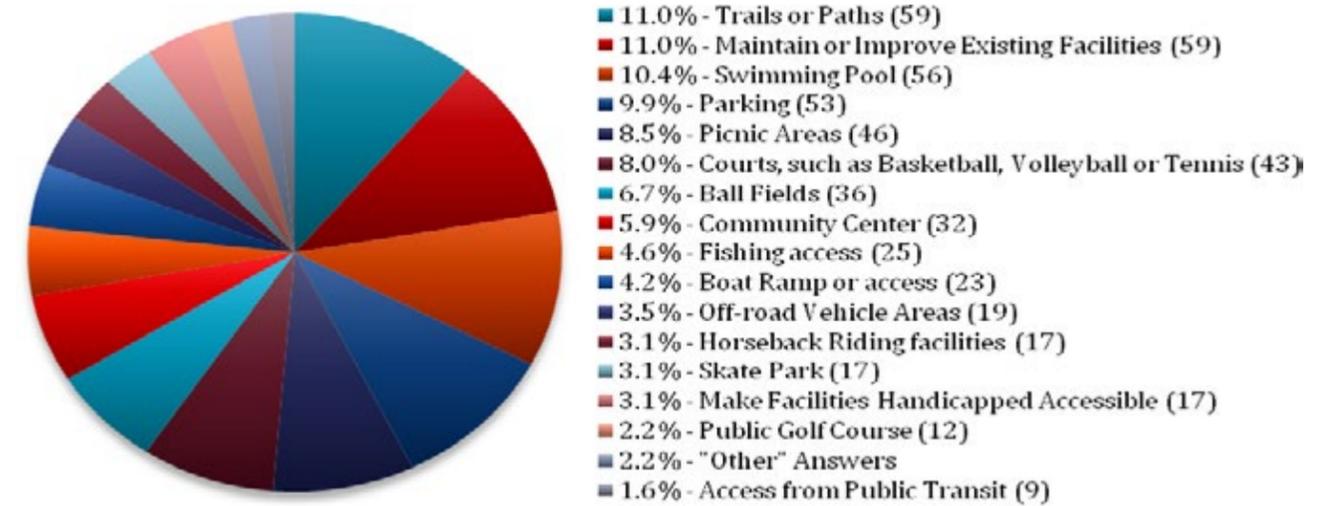
- Yulee
- Yulee
- Yulee
- Yulee
- Yulee
- Yulee Centralized
- Yulee could use one. Somewhere southwest of downtown, as well.
- Yulee needs a community pool.
- Yulee only has one small park at the ball field that has playground equipment. It would be nice to have a large park like Fernandina does as Yulee has grown so much in the last few years.
- Yulee, Chester, Black Rock area -- area of most future youth

20. Is there a park you believe needs additional amenities or improvements? If so, which one?

- A water park (lazy river) pool, slide, etc.
- All of them
- All of them.
- All that are in use
- Are there sufficient public toilets?
- Ball park
- Bryceville
- Bryceville
- Bryceville - more fields
- Bryceville sports association
- Callahan needs a community park. You have it listed on the map, but it is on school board property and is limited for expansion.
- Callahan soccer park (Higginbotham) needs lights and a working sprinkler system.
- Fort Clinch
- Goffinsville - basketball courts and tennis courts
- Goffinsville - cleaning!
- Goffinsville,. Jetty's; Bryceville, basketball courts (full)
- Holly point needs total infrastructure improvement other than the boat ramp
- John Muir
- Kings ferry boat ramp needs expanding! More parking, other amenities.
- Lofton creek
- Lofton creek - play area/green space and bathrooms
- Many of them do.
- Nassau county sports complex
- None
- North end boat ramp
- Peter's point beach park needs better attention. Latrines need to be upgraded. Beach needs to be cleaned regularly. Picnic facilities improved.

- Peter’s point beachfront park.
- Peter’s point is overrun with trucks and cars on the sand. They are not permitted. They are not regulated. This is stupid when there is a parking lot. Let them these drunken bums carry their coolers instead of driving them onto our beautiful beaches.
- Peter’s point, Burney park, and Goffinsville restrooms need more attention. It may be my timing, but those restrooms are almost always in rare form when I am there.
- Peters point
- Peters point - play area and possibly a pool.
- Restroom facility at north beach access.
- Several
- Swimming pools
- The Bryceville ball park - a playground and splash park or something related with water to cool off in the hot FL sun that shines so much
- The Yulee community sports complex.
- The Yulee sports complex
- We need more trails. Partner w/4 creeks state forest and plan canoe launch on boggy creek and hiking trails. Fund and develop additional canoe launch site at St. Mary’s river, a much under-utilized blue way.
- Wilson neck. Restrooms, trails improved lighting, etc.
- Yulee ball field.While some improvements have been made, the football field could use a cover over the bleachers as the baseball field has. The boys are playing football in August and September. Two of the hottest months and they have no shade nor do the fans.
- Yulee ball park --basketball gym
- Yulee ball park. Needs more fields.
- Yulee ballpark
- Yulee ballpark
- Yulee ballpark
- Yulee community park
- Yulee Community Park, updated tennis nets and lighting. Maybe add a racquetball facility.
- Yulee complex
- Yulee little league offers everything except adequate rest rooms and possible drink machines for when concession stands are not open
- Yulee little league play ground is dangerous and outdated
- Yulee playground and ball fields
- Yulee sport
- Yulee sports center
- Yulee sports complex
- Yulee sports complex - tennis courts in poor condition
- Yulee sports complex and John Muir park
- Yulee sports complex could accommodate play area for children with upgrades to the park. It could also use improved picnic areas for the community.
- Yulee sports complex. There seems to be acreage that could be expanded there.
- Yulee sports complex...need more ball fields
-

21. Related to the park you listed above, what amenities or improvements do you recommend? Check as many as you like.

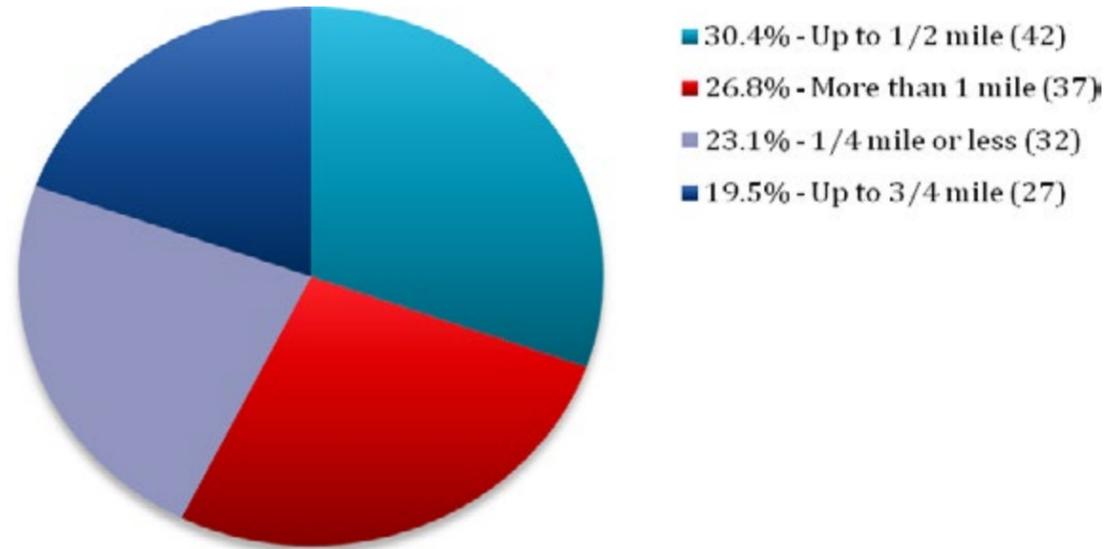


Is there another? What amenities or improvements does it need?

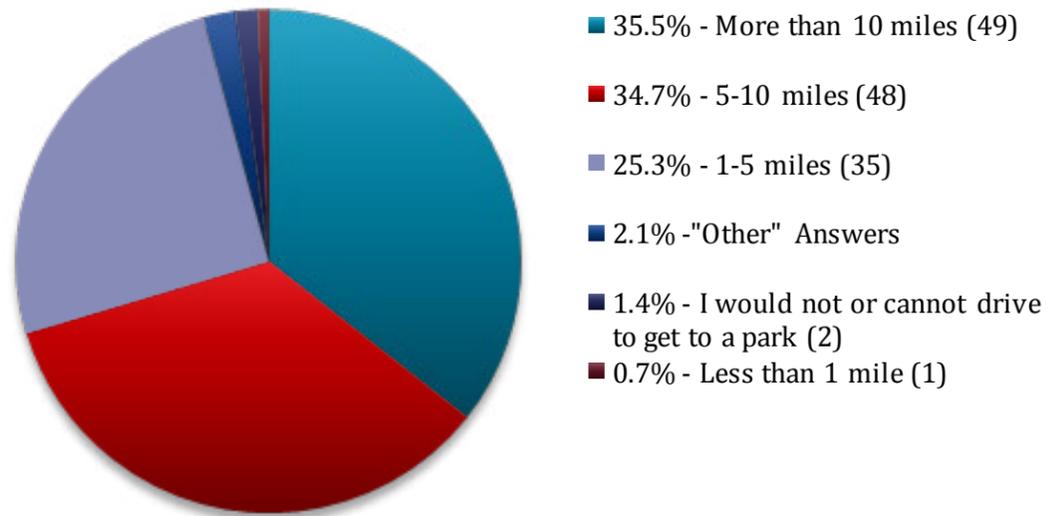
- Peter’s point and Burney Park upgrade pavilions and restrooms and parking
- Please no off road vehicles!
- Kings ferry has limited parking
- We need bike paths/sidewalks in the Nassauville area
- Additional parks should have trees for shade in the summer. (similar to central park)
- Tennis and racket ball
- The little league fields...not enough picnic tables, and the playground area is horrible
- Playground
- North Beach needs a restroom. Presently no one can stay there beyond a couple of hours.
- John Muir Ecological Park needs a biking/hiking/walking trail.
- Kayak/canoe launches. These can be very low cost - not like boat launches. Find available access points on all waterways (St. Mary’s, Lofton, Boggy, others)

Your Thoughts on What Parks and Recreation Facilities Should Be Like in the Future

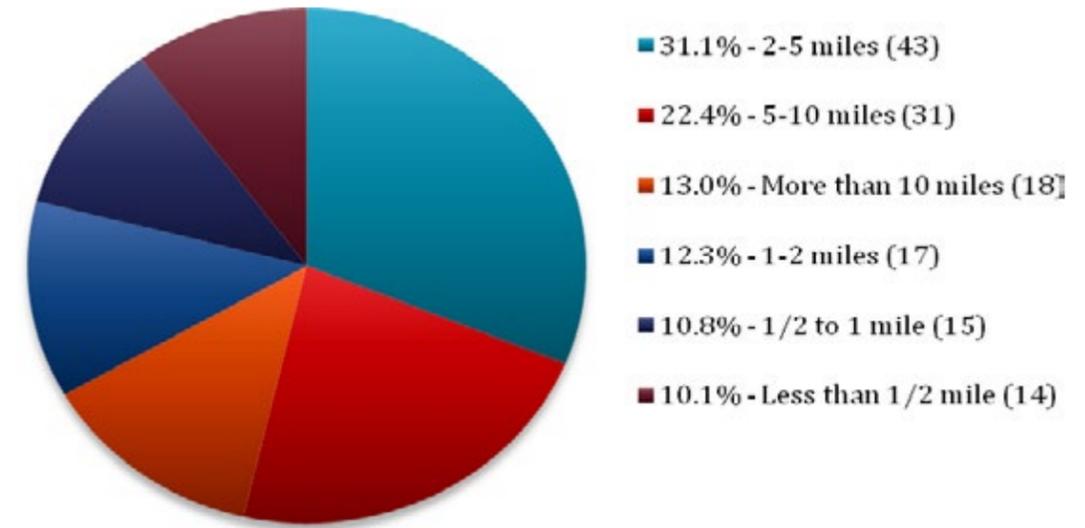
22. How far would you walk to go to a park? *



23. How far would you drive to go to a park? *

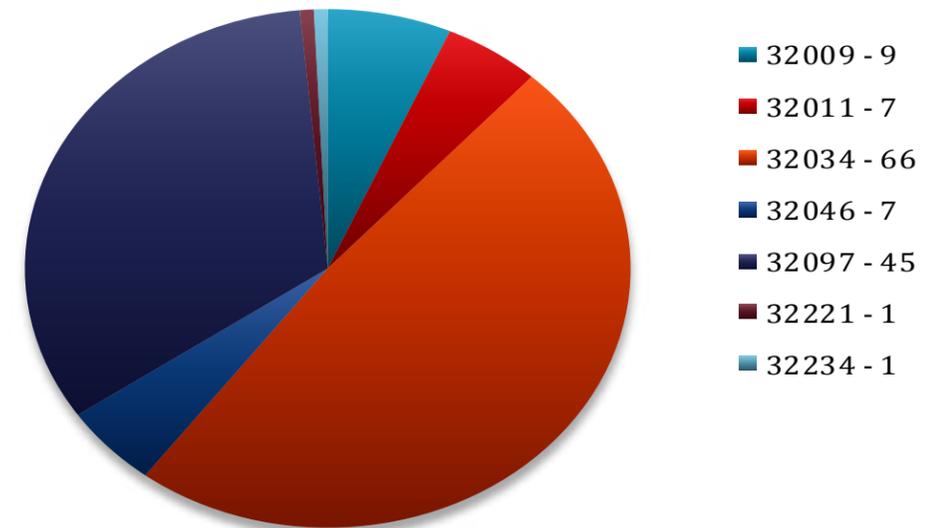


24. How close is the park nearest to your home? *

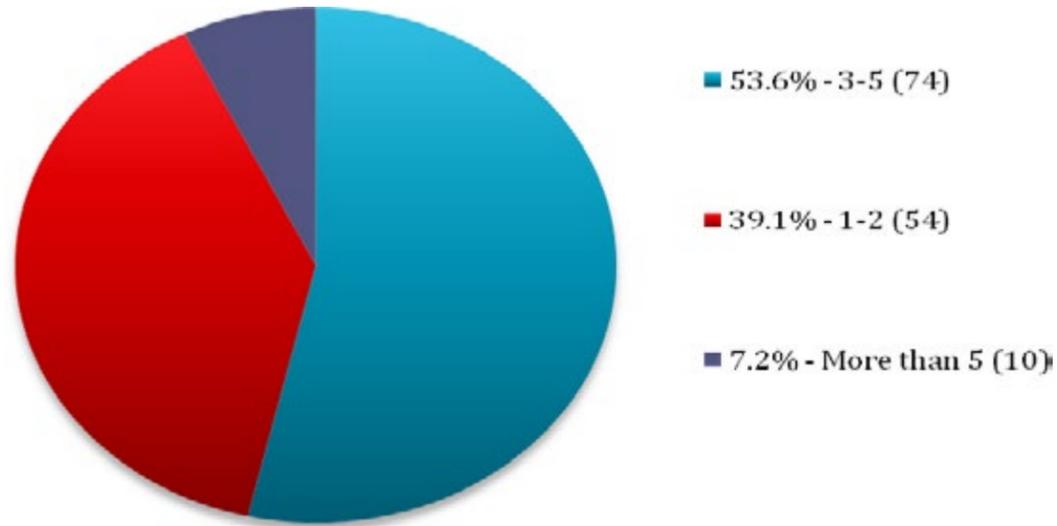


Tell Us a Little About You and Your Household

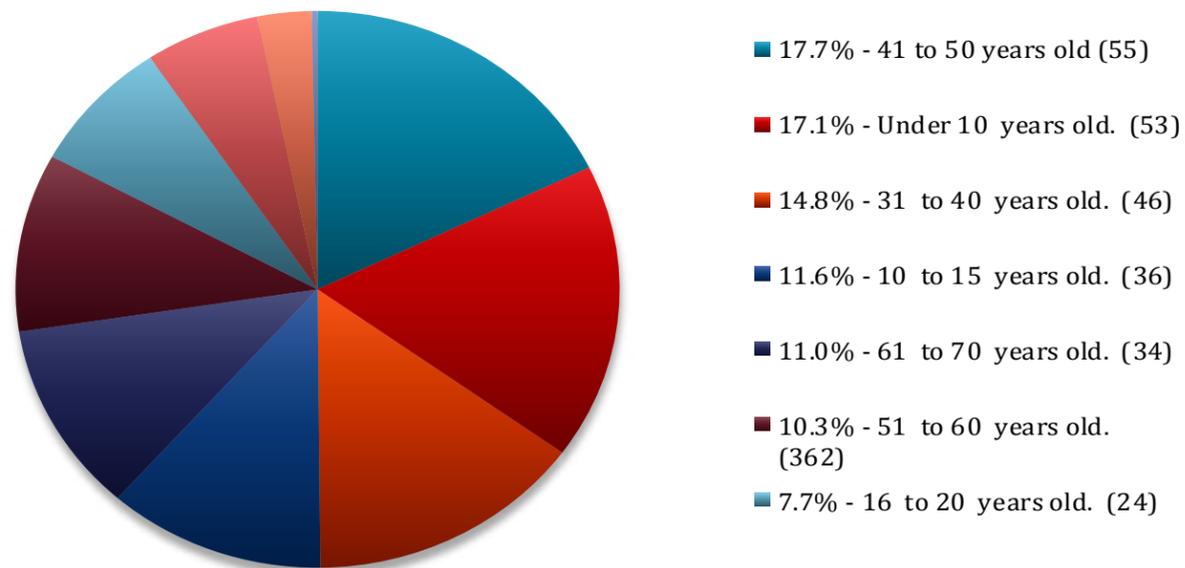
25. What is your zip code? *



26. How many people live in your home? *



27. What are the ages of people who live in your home? (Check all that apply.) *



28. Please tell us anything else you would like us to know about your thoughts on parks and recreation in Nassau County.

- Please consider recreational opportunity as a necessity for adequate quality of life. Recreation is not a luxury but a need. Recreation is an economic attractor similar to a quality school system. Nassau County cannot continue to discount recreational opportunity as an after thought to other public facilities.
- Re-instate the recreation impact fee at an amount necessary to functionally serve its purpose as opposed to its current discounted rate, enforce, or update current regulations that require the dedication of land, or money in-lieu-of, on new residential developments, and please create a steady stream of income dedicated to land acquisition and facility development.
- At a minimum let the people vote to tax themselves and let the chips fall where they may. At least that approach is doing something. Currently the ship is stuck in the mud and the tide simply isn't moving.
- It's important to have balance in economic development so we don't lose our quality of life.
- The county does a good job with the funding available. More funding would be great!
- I feel that the county has the responsibility to support its citizens regarding the pool. It is a shame that the students from Hilliard, Callahan and Yulee are bussed an hour to use the FB City pool for practice. This is an area that is truly lacking in Nassau County. We only have one pool that qualifies for competitive meets in Nassau County. Even the YMCA pool is too small for official meets and does not meet USA Swimming standards.
- In general, I think the department is doing a good job. I do think new facilities are great, but I also think maintaining the facilities we have is very important.
- Build it and they will come.
- I think there needs to be more family activity related parks. Tennis, swimming, play-in water fountains etc. Things you can relax and enjoy with all ages. It would be nice to offer a venue for bands. That would definitely help in the communities economy(i.e.: Ample-Theater) Need additional boat ramps
- Thank you for taking this on! I look forward to seeing the results.
- Peter's Point Beachfront Park is Nassau County's most valuable park asset for County residents, and visiting tourist!
- There truly needs to be a formal recreation aspect in the county. The city offers a wide variety of programs but the county would benefit from having these types of events offered within their own boundaries.
- Secure green space now before it's too late. Create public parks and shared space in natural settings. Require new development to "Go Green" and contribute to co-existing parks and preserves.
- Family Friendly Parks to promote healthy family orientated communities
- Very poorly maintained
- Parks are expensive to develop and maintain, so prioritization is necessary. Need bathrooms in most if not all parks and beach access areas (i.e. Scott road, perhaps smaller least expensive changes can be made to some that can make a big difference
- Yulee definitely needs more parks/playgrounds for children.
- We have a great number of tax payers on the North side of State Road 200. The County does not provide any recreational facility for us. I have been trying to get a park and boat ramp for us since Pete Cooper was a commissioner.
- You can work with North Florida Land Trust and others to purchase property, get donated property or easements for recreation and parks land.
- Multi Use Paths are so necessary for the health of our community!! We have so many opportunities and places to

put them to connect neighborhoods, schools, shopping, and recreation.

- The focus seems to be on bringing more people to the county. As a resident I can only ask, “Where are we going to put them if even only a small percentage want to enjoy the ocean?”
- Need more baseball fields, parking.
- We have a lot more children involved in sports now. More and better playing fields will help keep them being active and in better condition. Kids are our future. They NEED every chance we can help them with.
- Any High school or Middle school activities Such as Basketball, Golf, at least a driving range, Football, whatever the schools offer should have a place to practice without driving 12 to 15 miles to practice the activities at reduced cost to the kids that are participating
- I think Nassau as a whole as very many beautiful parks. However, Yulee is growing at a very fast rate, and putting something in like an aquatic center, batting cages, skate park. Would be great for the kids who are growing up here.
- We really need better playground facilities in Yulee. Also hiking or open park grounds for kids to run and play. Please do not put near a sewage pump house like Central Park on Amelia Island. That park smells like sewage all the time.
- Fernandina has a much more structured program that includes events for all ages
- Bryceville is totally left out on everything!!Yes, we have an awesome Elementary School but that is pretty much it.
- I have no access to a swimming pool and would love to have it.
- Need more passive parks and areas that complement our natural environment.
- The property recently sold with all the rhinos, etc. Wouldn't it be nice if that were more accessible to common folks and not rich folks, how nice to have a park on St. Mary's River.
- as the population grows it will be important to set aside land for natural areas and also to have more parks for the residents to enjoy
- Think of future generations now, while land prices are reasonable.
- more walking/biking trails, golf course, swimming pool, exercise facility
- Need to have funding mechanism like impact fees for new developments; keep concurrency requirements for parks!
- Natural open space
- Eliminate beach driving. There are parking lots and handicap accesses. Beach driving is dangerous, unsightly, and encourages drunks driving away at the end of the day.
- We have a wonderful area. Still a lot of old Florida and less pavement. Areas covered by beautiful old growth timber, natural marshes, and diverse wild life.
- We need a bike and walk path and trails on the west side of the county.
- The bathrooms at most of these parks are run down and need to be updated or additional facilities need to be added.
- We need affordable activities. Private dance, cheer,& sports for young children are way too expensive.
- I love our community. Thank you for all you do to improve our parks and recreational facilities.
- I do not want my tax dollars paying for recreation. I prefer that to be a private entity matter.
- Work with road and bridge department to add paved shoulders to the county roads when they are repaving/re-surfacing or widening. This will help connect the communities with its parks.

- A good parks and recreation program can stimulate economic growth and increase the tax base as people and businesses move to that locale.
- We need a dedicated one-cent tax in the county for parks and recreation to buy property for recreational use and build recreational facilities. Pinellas County has such a tax and they have excellent parks and a great trail that goes completely across the county, north to South. Money only goes to buy and develop parks, not for staff or executive salaries, etc.
- More multi-use trails; more canoe/kayak launch sites (not boat ramps); the public wants more of these, but our commissioners don't seem to support the funding to create and maintain them.

Public Comments

Callahan

- Why not use the fairgrounds for recreation and fields, etc.
- Why not use the existing CSX railroad as a rails-to-trails because there are existing bridges
- Keep the programs free or very low cost.
- Need a community pool.
- Need a dog park.
- If in Callahan, easier to drive to Jacksonville than Yulee.
- More football fields in “Mizell” Park
- Bike lane along Old Dixie Highway, also provides low income folks will have alternate transportation

Hilliard

- Overall, there are 3 big state parks – make better use of them and connect them to the community
- Connect Cary State Forest to Bryceville. Use the northern expansion area of Cary State Forest more, consider equestrian uses.
- Create a park out of the old rail bed (CSX owns up to Petrie Road) that could link with Four Creeks Park.
- Link Ralph Simmons to community
- Consider as blue ways: Boggy Creek, Alligator, Mills & Plumber
- Potential as kayaking on St. Mary's River – huge to have waterfront on east and north of county
- Have trails around historic markers, like Cedar Creek
- There is a Revolutionary War site north of Thomas Creek (historic potential)
- Add a bike lane along Old Dixie Highway
- Need a community swimming pool. Town of Hilliard pool costs too much.
- Consider a large/regional active recreation facility – multipurpose. Include pool, indoor sports complex
- Dog Park in Hilliard – could be for people too, trails. Locate at Mizell tract.
- Fairgrounds – Dog Park would be a good use, as well as other multi-purpose uses. Do more with it.
- US1 should be less of a priority for bike lanes. Send them to Old Dixie Highway instead. Some residents use bikes

as a major form of transportation, and they would really benefit.

- Mizell Tract is perfect as a new facility.
- Revolutionary War battlefields near Petrie Road would be good for a Revolutionary War Park (in Callahan)
- Old rail bed, nice wooden and concrete trestles
- Green space, kayak landing and historic depot, near south Callahan. See map for green space that connects to Kings Ferry
- A lot of concentration on east side but population disbursement shows density in south Callahan. Also, about 11 acres for 5000 people, so place a regional park. Closest one is John Muir, which is a shame. Need more county parks.
- Alligator Creek and 4 Creeks can be connected for blue ways. Near Boggy Creek.

Bryceville

- Baldwin Rail Trail is a huge asset and is part of the quality of life in Nassau – it has gone from lightly utilized to heavily used.
- Fort Clinch is a beautiful state park.
- Worth considering a small user fee.
- If there was a running track, I would use it. It could be a simple, ¼ mile track.
- Nocatee is a great facility – by the Nocatee High School – Nocatee Preserve.
- Rail (& running) trails – work for biking and horses as well as walking and running.
- Currently, runners use 301 now that it is being widened.
- Sometimes use Fort Clinch.
- Sacramento has great paths – has two universities so they get lots of use
- Runners will run at lunchtime if given the chance. Paths can be located in business or industrial areas as well.
- Rail trails – people often do 30+ miles at a single workout
- Treaty Park has a lot of ball fields – lit up at night, they have big events there – it's a great multi-use facility – on Wildwood Avenue in St. Augustine.

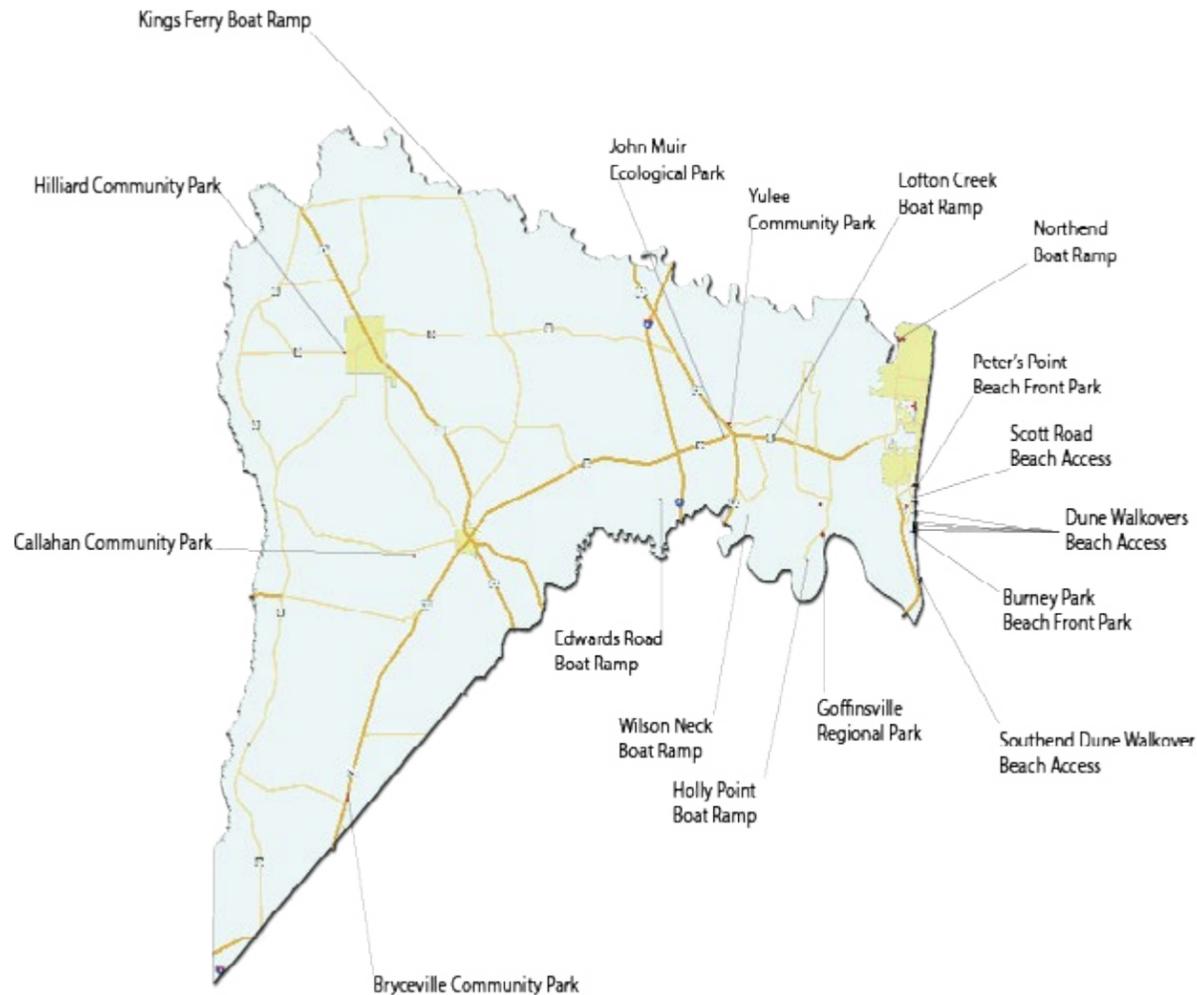
Parks Programmer Survey for Nassau County

Do you work in a Nassau County Park, or arrange for others to use them? If so, you are a "Parks Programmer" and we want to know what you think! We have a survey just for you!

Growth Management Staff, working in partnership with the Northeast Florida Regional Council and local stakeholders, will be gathering public input into the needs and desires of residents. There is a survey directed at Parks Programmers, and one that will allow you and anyone from the public to tell us what you think about parks from the perspective of an individual user. You are welcome to take both, just be sure to respond to the question that tells us that you have done so.

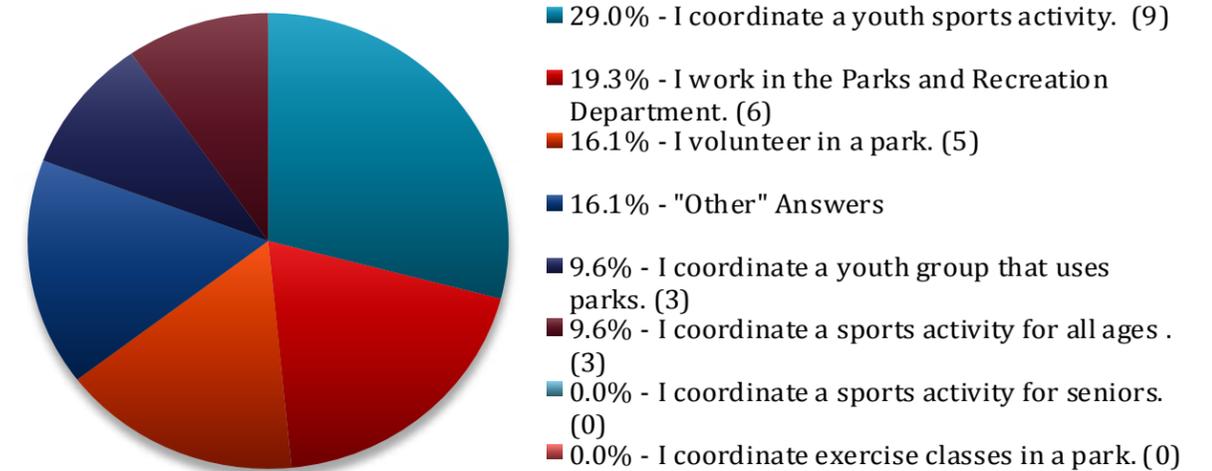
There will be a series of public workshops, which will culminate in a final written document that complies with the 2030 Comprehensive Plan and the Vision 2032 effort. The anticipated completion date is Feb-March of 2014. For more information as the project progresses, including the workshop schedule, visit www.nassaucountyfl.com/index.aspx?nid=587

Welcome to our survey. Note that it is directed towards those parks and facilities under the control of the Nassau County Board of Commissioners and does not refer to those parks managed by the City of Fernandina Beach, Town of Hilliard, and Town of Callahan. A map is provided to remind you of which parks we mean. Please leave your survey with a staff member. If you want to mail it to us, send it to Ameera Sayeed, NEFRC, 6850 Belfort Oaks Place, Jacksonville, FL 32216. The survey ends May 15, 2013.



What is Your Role as a Parks Programmer?

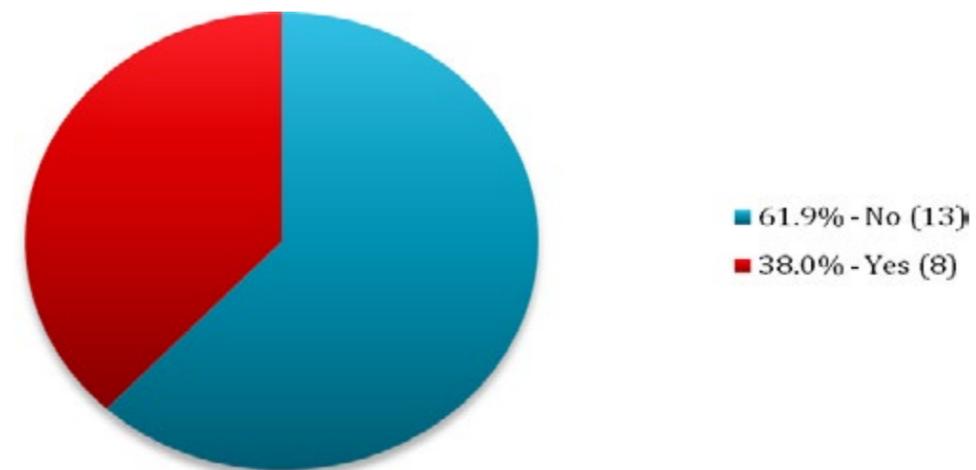
1. The following describes my role as a Parks Programmer. You may choose more than one. *



"Other" Responses:

- I manage a national park.
- Nassau County Master Gardener
- Master Gardener
- Recreation Commission

2. Have you also responded to the Resident Survey? *



3. What do you think about the following statements regarding Nassau County parks from your experience as a Parks Programmer?

	I agree completely	I agree, with some reservations	I disagree
Parks are well maintained.	52.9%	41.1%	5.8%
Parks are located where they are needed.	41.1%	52.9%	5.8%
Parks provide adequate facilities for residents.	29.4%	47.0%	23.5%
Parks are safe.	70.5%	17.6%	11.7%
Parks Department staff serve my needs well.	64.7%	35.2%	0.0%
Wait times to use park facilities are reasonable.	76.4%	17.6%	5.8%
Parks facilities are seldom overcrowded.	41.1%	35.2%	23.5%
There are enough parks in Nassau County.	5.8%	41.1%	52.9%
Parks are easy for my group to use.	47.0%	41.1%	11.7%
There are enough recreational facilities in Nassau County to support our program's/group's needs.	5.8%	29.4%	64.7%
There are adequate facilities in place to allow our program to grow over the coming years and serve additional citizens.	0.0%	35.2%	64.7%
Our program is adversely impacted by a lack of available facilities.	47.0%	17.6%	35.2%
Our program relies heavily on the private sector to provide facilities to accommodate for a lack of County facilities.	41.1%	11.7%	47.0%
Our program relies heavily on City or Town facilities to accommodate for a lack of County facilities.	29.4%	11.7%	58.8%
Our program relies heavily on facilities outside of Nassau County to accommodate for a lack of Nassau County facilities.	5.8%	23.5%	70.5%

Provide additional comments below:

- As a YMCA Sports Director, I rely on our facilities in Fernandina. Our programming is currently unable to reach other parts of the County.
- Bryceville Community Park is in the process of adding a new t-ball field but there is nothing for the older kids once they reach the 13-year-old level. I would like to see a multi-purpose soccer/football field come in to give the Bryceville community some more options without having to drive to other surrounding towns to play these sports if they wanted to.
- I have never been to a park facility in Nassau County
- It would be nice to see a racquetball facility (2-3 courts) or paddleball facility (2-3) in one of the city or county parks in Fernandina Beach.
- Our organization is required to set a maximum capacity due to a lack of facilities. Practice sessions for individual teams are fewer then desired due to a lack of facilities.
- The west side of the county & specifically Bryceville has very inadequate park facilities. We have a play area at the ball field that seriously lacks equipment for the kids to play on. We have 2 ball fields for 5 age groups & when our kids reach 14 years old they have to find somewhere else to play & that means taking any younger siblings with them. That kills any chance for growth.
- There is a great need for a public pool in Callahan.
- We need more basketball courts, inside and outside. We are forced to rely on church gyms because there is only

one court available. Outside courts work late in the season but we have younger children that cannot play outside in the winter. Our season runs from November to March.

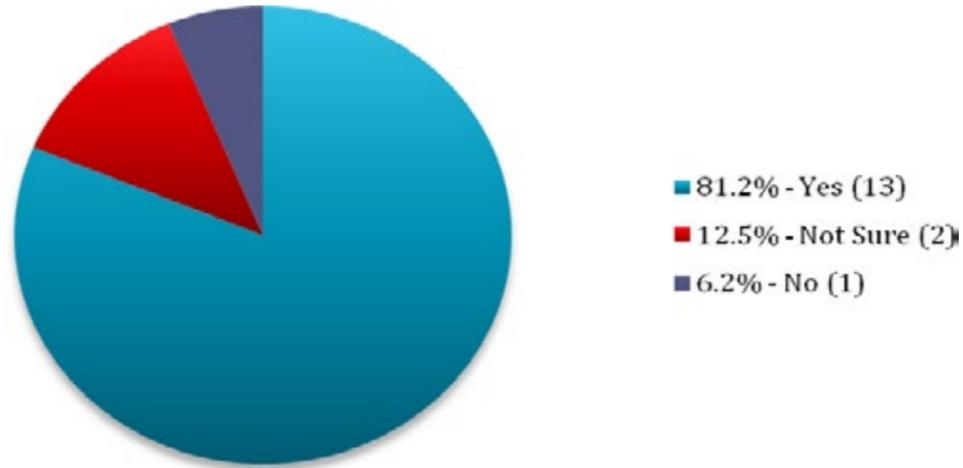
4. How do you think your group members would feel about the following statements regarding Nassau County parks from your experience as a Parks Programmer?

	They would agree completely	They would agree, with some reservations	They would disagree
Parks are well maintained.	37.5%	62.5%	0.00%
Parks are located where they are needed.	37.5%	43.7%	18.7%
Parks provide adequate facilities for residents.	31.2%	43.7%	25.0%
Parks are safe.	68.7%	25.0%	6.2%
Parks Department staff serve my needs well.	50.0%	43.7%	6.2%
Wait times to use park facilities are reasonable.	50.0%	37.5%	12.5%
Parks facilities are seldom overcrowded.	43.7%	25.0%	31.2%
There are enough parks in Nassau County.	18.7%	25.0%	56.2%
Parks are easy for my group to use.	56.2%	37.5%	6.2%
Group members are frustrated by a lack of facilities.	25.0%	43.7%	31.2%
Participation is limited due to a lack of adequate facilities.	50.0%	25.0%	25.0%
Practices, meetings, outings, sessions are limited due to a lack of facilities.	50.0%	25.0%	25.0%
Group members rely heavily on the private sector to provide facilities to accommodate for a lack of County facilities.	43.7%	25.0%	31.2%
Group members rely heavily on City facilities to accommodate for a lack of County facilities.	31.2%	25.0%	43.7%
Our program relies heavily on City or Town facilities to accommodate for a lack of County facilities.	25.0%	25.0%	50.0%
Our program relies heavily on facilities outside of Nassau County to accommodate for a lack of Nassau County facilities.	12.5%	18.7%	68.7%

Provide additional comments below:

- I have never been to a park facility in Nassau County

5. Do you think that there are things that should be changed in order to improve service to residents and groups who use parks in Nassau County?



6. If you think changes should be made, what do you recommend?

- A pool in Callahan and more land for soccer and football.
- Add additional boat ramps with breakwater structure.
- Additional areas for baseball (little league) practices in/around the Yulee Community Park. Currently teams have to wait on one another to use fields for practice, or cancel practice because they have no field to practice on; Long term: another indoor gym for basketball practices (YBA). Currently the number of youth that can play is limited due to limited facilities.
- Additional facilities are desperately needed. The County needs to establish a fund that provides a designated flow of monies specifically for land acquisition and facility development.
- Additional Funding
- At the Bryceville Community Park, provide the president full access to the light controls to turn them on/off and look to see if they are scheduled on or when they are scheduled to go off. Since we live in the community we can police the lights better than someone who doesn't even live in the community.
- Better parking at the Yulee Community Park (Yulee Sports Complex)
- Better variety of parks; better connectivity and access to parks.
- More Parks/Boat Ramps- Skate park- Pool on the West Side of the County.
- Normally I think government is too big but I believe the County should have a separate Parks and Recreation division. We do not emphasize it enough.
- Operating hours of restrooms on beaches should be open until sunset when the public uses them.
- Providing recreation facilities for the west part of the county. It makes us wonder why we can't have the same facilities that Yulee, Callahan & the rest of the county are getting.
- There should be a full Parks & Recreation Department to include programs & sports

7. Do you have ideas that would help Nassau County make the changes you recommend? Ideas on how to fund or staff changes? Ideas on how to provide services in a better way?

- Additional facilities are desperately needed. The County needs to establish a fund that provides a designated flow of monies specifically for land acquisition and facility development.
- Build a central community center
- Get contributions from local businesses
- Give each president of each community park a username and password to be able to log in and monitor the lights
- No, I understand these changes would cost money and do not know how to get additional resources.
- No, sorry.
- Not at this time.
- Partner with city resources as much as possible to provide for shared resources.
- Perhaps those using the facilities could participate in the clean-up, mowing, etc. of the grounds.
- Start funneling more recreation to the west part of the county. Callahan got a new soccer field & concession stand last year. We would like to have some of that come our way. Also, we have a real problem getting the lights turned on for practice & games. We are going to have a child get hurt trying to practice or play a game waiting for the county to turn the lights on. This should be turned back over to the individual parks & if a park abuses the privilege then take control back.
- The volunteers can do more with the upkeep to take the pressure off the county with a new park for soccer and football and a pool.
- We love the natural aspects of our county and think any changes can/should keep that spirit.
- Yes

8. What can Nassau County do to assist in expanding the services provided by your program?

- Build additional gym facilities for indoor basketball in Yulee for youth basketball; build additional baseball practice fields in Yulee.
- Clear the land on Musselwhite Rd for the park.
- Focus on the West Side of the County, there is no nice park like Goffinsville Park on the West Side.
- Fund it
- Help with facilities; we have a playground with a swing set & an antique rocking ride. That's all the playground equipment for the whole west end of the county.
- More basketball courts. Also an indoor court we could use for game days. The gym at YSC is inadequate for our needs, as far as parking as well as seating and concessions.
- N/a
- Provide additional facilities.
- Purchase more land and protect those areas for future posterity to use.

- Working closer with the community parks to come up with a plan to expand the existing parks if needed.

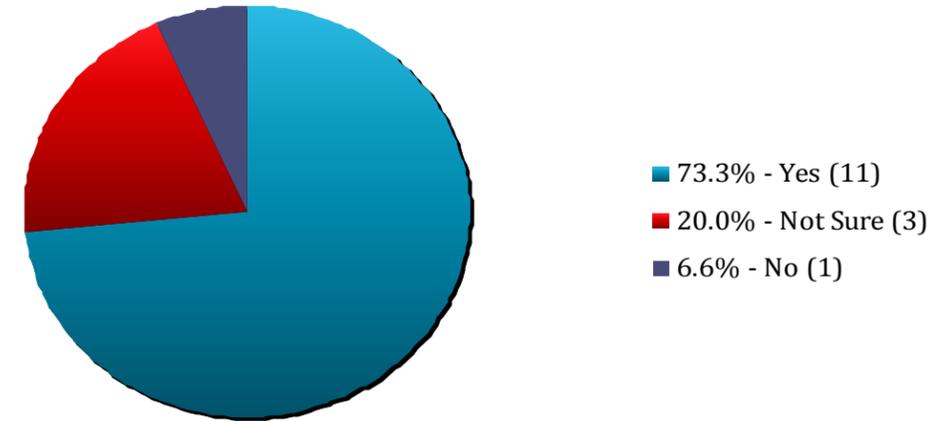
9. What is the single largest impediment to providing your program to additional citizens?

- Fields
- Indoor basketball facilities: only have one county facility in Yulee for youth basketball.
- Lack of facilities.
- Money
- Money.
- More areas for the Children to play safe.
- N/a
- Not enough land to expand and grow.
- The lack of courts. With more courts, we could have more teams and have different game days.
- Transportation
- We play 5 teams in 5 different age groups on 2 fields. We need more baseball fields so that when our kids reach 14 years old they won't have to find another park to go play at.

10. What recommendations would you have to provide funding for the acquisition of parkland and the construction of recreational facilities?

- At a minimum let the people vote to tax themselves and let the chips fall where they may.
- Don't know any recommendations; new facilities cost money, so it comes down to funding.
- FRDAP Program- Florida recreational development assistance program.
- Government grants.
- Grants
- It seems to me that the east side of the county has gotten quite a bit of the park & recreation facilities in the past. All we ask is to let us enjoy some of those perks that they have been getting for years. Fund us the same way you funded them. We pay taxes the same as the rest of the county. All we ask for is spend some recreation money out our way.
- Re-instate the recreation impact fee at an amount necessary to functionally serve its purpose as opposed to its current discounted rate, enforce or update current regulations that require the dedication of land, or money in-lieu-of, on new residential developments, and please create a steady stream of income dedicated to land acquisition and facility development.
- Request donations from the community
- We all pay the same amount of taxes throughout Nassau county so the funding should be spread evenly among all parks to build funds to put towards expansion
- We have the parkland we just need to find out a dollar number that we would need to create the park out Mus-selwhite. A pool and football and soccer fields I would be able to manage the park for the community and try to be self-reliant to ease the cost.
- Why not use some of the impact fees to purchase land and/or maintain what we have?

11. Do you feel Nassau County should become more involved with providing recreational programming?



Any additional thoughts on this issue? Supporting the current programs is more important. However, if there is an activity that there is no provider. I feel it would only improve our quality of life.

- The County should provide some level of recreational programming.
- The more recreational programming, especially for kids, the more they are likely to stay off drugs, stay away from crime, and ultimately become productive citizens.
- We have more than enough volunteers just need to use the land we have set aside.
- We will need a new department similar to the City of Fernandina Beach. We could coordinate our efforts with them.

12. Anything else you want us to know as we work on the Nassau County Parks and Recreation Master Plan?

- Bike and walking access is nice to have.
- I could manage and be a program director and help with the upkeep to almost be even on cost for the county and most likely be one of the most efficient parks in the state. With a swim club, football, soccer teams, Basketball teams, fishing camps, exercise programs, and much more.
- I feel keeping program providers involved in the process will help us and give a different perspective to the plan. I appreciate the opportunity to contribute.
- No
- We have no type of indoor facilities on the west side of the county. We have no soccer facilities; we don't have a track for people of all ages to walk on. We have to walk up & down Motes Rd to get our walking in. As I said earlier, the playground area in Bryceville is pitiful at best.
- Work towards consolidation of assets with City of Fernandina. I know it will never work but it sure would be nice.

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