Morrisville Parks, Recreation and Cultural Resources Advisory Committee

Parks, Recreation and Cultural Resources Advisory Committee Meeting
October 28, 2026, 6:00 PM

1. **Call to Order**

2. **Adoption of Agenda**

3. **Approval of Minutes**

   3.a September Minutes
   20260923 Meeting Minutes.pdf

4. **Public Comment**

5. **Presentations**

   5.a Town Center Updates | Brandon Zuidema
   Town Update to PRCRAC 10-28-26.pdf

   5.b Parks Master Plan Work | Nate Halubka
   Morrisville Update (1).pdf

6. **New Business**
   - Chair and vice chair election
   - 2027 meeting dates and times
   - Santa Calls
   - Special called meeting | November 18 at 6 p.m.

7. **Old Business**
   - Workplan | Division manager small group discussion

8. **Staff Comments**

9. **Committee Comments**

10. **Upcoming Events**
    - Boo Bash | October 29 | 6-8 p.m. | Morrisville Community Park
    - Christmas Tree Lighting | December 4 | 6-8 p.m. | Indian Creek Trailhead
    - Menorah Lighting | December 10 | 5:30-7:30 p.m. | Indian Creek Trailhead

11. Adjournment

Parks, Recreation and Cultural Resources Advisory Committee Agenda Item Report

Agenda Item No. 3.a
Submitted by: Michelle Putnam
Submitting Department Parks, Recreation and Cultural Resources
Meeting Date: October 28, 2026

SUBJECT
September Minutes

Recommendation:
None
Updates/History of Briefing:
Not Applicable

Executive Summary and Background Information:
n/a

Advisory Board/Committee Review:
None

Insert Date of Advisory Board/Committee Review:

Advisory Board/Committee Recommendation and/or Vote:
None

Potential Options:
None

Staff Recommendation:
None

ATTACHMENTS
- 20260923 Meeting Minutes.pdf

Parks, Recreation and Cultural Resources Advisory Committee
September 23, 2026, 6:00 p.m.

NOTE: Minutes are summaries only, reflecting committee action and main points of discussion. For the meeting agenda, presentations and other related agenda materials, please visit the Town website.

1. **Call to Order**
   Chair Brian Cook called the meeting to order at 6:01 p.m. A committee roll call was conducted.

   Members Present

Chair Brian Cook	Member Bob Butler
Vice Chair Kimberly Knox	Member Seth Berry
Member Maharajan Shunmugam	Member Elizabeth Dann
Member Anil Thakur	Member Chintan Kanani
Member Vanessa Simmons	Member Jashi Abhirajan

   Members Absent
   Member Rob Kent

   Staff Present
   Cindi King, PRCR Director
   Michelle Putnam, Senior Administrative Assistant
   Ben Mills, Stormwater Engineering Manager
   John Letteney, Assistant Town Manager

2. **Adoption of Agenda**
   Motion: Brian Cook
   Second: Maharajan Shunmugam
   Vote: Unanimous "Aye"

   Member Kanani suggested updating the agenda to remove the Park Site Visit to Shiloh Park due to inclement weather. A motion to amend the agenda was made by Chair Cook.

3. **Approval of Minutes**
   Motion: Bob Butler
   Second: Chintan Kanani
   Vote: Unanimous "Aye"

4. **Public Comment**

   Vicki Scroggins-Johnson asked for confirmation that the Santa Calls program would be taking place this year. King confirmed that the program will proceed, noting that it is included in the current Program Guide and will begin being advertised after Boo Bash. Scroggins-Johnson also stated that her family would be interested in volunteering.

Member Thakur arrived at 6:04 p.m.

5. Parks Visit

Members Berry and Simmons arrived at 6:06 p.m.

Sawmill Creek Greenway site
Mills provided an overview of Phase 1 of the Sawmill Creek Greenway project, which will begin at the Historic Christian Church trailhead. The plan includes a greenway with multiple stream crossings, pockets of wetlands, and a lightly maintained nature path intended to remain naturally vegetated through regular foot traffic. Approximately 0.58 miles of greenway and about half a mile of stream will be restored, with a heavy planting plan designed to create a preserve-like environment.

Member Butler asked questions regarding the stream's flow and watershed. Mills confirmed that the stream ultimately drains to Crabtree Creek and that the area contains an established creek rather than solely runoff.

Member Thakur was curious if the informal trail might require future reconstruction due to flooding. Mills informed the committee that erosion from flooding is not a major concern. Member Thakur also inquired if the purpose of planned nut and fruit trees were for general beautification or planned to be used for youth education and enjoyment. Mills noted the area could be considered a small urban forest or nature preserve and enjoyed for any of the reasons suggested.

Member Simmons asked for a construction outline. Construction is expected to begin next month and will take approximately 14 months to complete.

6. Old Business

Parks Master Plan Updates
King reported that the project remains on schedule. Consultants have completed meetings with Town Council members and King noted that the finalized master plan is expected by the end of this year.

Work Plan
Putnam reviewed the three work plan goals for the committee and highlighted recent efforts. The first goal (strengthening communication between PRCR divisions and committee members) will be addressed during the October meeting when all division managers attend to connect with committee members.

The second goal focuses on generating public awareness for PRCR events and activities through HOAs, social media, and volunteer participation. Putnam asked members to share any related efforts from the past month. Member Simmons reported that she shared information about the "Celebration Morrisville Butterflies" event.

The third goal involves reviewing NRPA Gold Medal winners to identify unique or notable events and programming that may benefit Morrisville. Putnam reminded the committee that she had sent links to the 2025 finalists for review and opened the floor for discussion. Member Simmons

noted that one finalist featured a data dashboard displaying registration and event information, including both attendance numbers and percentages.

7. Staff Comments

Putnam shared that elections for Chair and Vice Chair for 2027, as well as setting meeting dates and times for 2027, will take place at the October meeting. An interest survey will be emailed to committee and Putnam requested that members interested in serving as char or vice chair complete the survey by October 14. Responses will be shared ahead of the October meeting, so the committee is informed about the interested candidates.

Letteney noted that there is a data dashboard is available on the town's website and it is aligned with the Town's strategic goals. He encouraged members to review it to see if it aligns with the data dashboard found during their work plan research.

8. Committee Comments

Member Dann entered the meeting at 6:30 p.m.

Several members expressed concerns about recent decisions regarding town events, particularly the removal of fireworks from Diwali. Member Butler questioned why fireworks were eliminated and why the Diwali budget was reduced when other special events, such as the International Festival, S'Morrisville, and SpringFest, have not been well attended. He added that he feels the town is currently offering too many special events.

King clarified that the removal of Diwali fireworks was an operational and budget-based decision informed by attendance data and increased competition with other local Diwali and fall festivals.

Member Abhirajan voiced frustration about not being informed of the change and stated she would have worked on securing sponsorships had she been aware of the fireworks removal.

Member Dann noted that the advisory committee used to contribute feedback during event planning and shared her disappointment that the committee is no longer included in that process. She supported the idea of reducing the number of events to ensure the town is creating meaningful, high-quality experiences.

Vice Chair Knox agreed that the committee is not being utilized for feedback and suggestions on upcoming events. She recommended exploring community support through sponsorships. King noted that sponsorship packages are available on the town's website. Vice Chair Knox also commended staff for their work on special events.

Chair Cook shared that Holi and Diwali are unique and defining events for Morrisville and suggested focusing efforts on strengthening those celebrations. Chair Cook asked whether a drone show had been considered for Diwali. Letteney explained that drone shows are more expensive than fireworks and present additional challenges due to the town's proximity to the airport.

Member Thakur agreed with the points raised, stating that Diwali requires an open space and that moving the event to a smaller venue would negatively impact attendance, flow, and overall experience.

Member Berry supported offering community perspective and pursuing sponsorships to enhance events.

Member Simmons requested that more events be scheduled during cooler months and asked whether the town collects post-event surveys. King shared that QR codes are available at events for feedback, though response rates remain limited.

9. Upcoming Events

- Movies in the Park | October 2 | 8-10 p.m. | MCP
- Diwali | October 17 | 5-8 p.m. | MCP
- Boo Bash | October 29 | 6-8 p.m. | MCP

Chair Cook reviewed upcoming events for the committee's awareness.

Chair Cook asked if there was a volunteer sign-up available for Boo Bash. King noted she would follow up with the special events team. Members suggested that PRCRAC participate in the pumpkin contest at Boo Bash. Additionally, Vice Chair Knox proposed adding a bake-off to the Christmas Tree Lighting event.

10. Upcoming Term Expirations

The next committee member's term expiring is Member Shunmugam on November 30, 2026.

11. Adjournment

Motion: Bob Butler
Second: Liz Dann
Vote: Unanimous via Roll Call Vote

Chair Brian Cook adjourned the business part of the meeting at 7:20p.m.

_____	_____
Chair	Support Staff Liaison
_____	_____
Date	Date

Parks, Recreation and Cultural Resources Advisory Committee Agenda Item Report

Agenda Item No. 5.a
Submitted by: Michelle Putnam
Submitting Department Parks, Recreation and Cultural Resources
Meeting Date: October 28, 2026

SUBJECT
Town Center Updates | Brandon Zuidema

Recommendation:
None
Updates/History of Briefing:
Not Applicable

Executive Summary and Background Information:
n/a

Advisory Board/Committee Review:
None

Insert Date of Advisory Board/Committee Review:

Advisory Board/Committee Recommendation and/or Vote:
None

Potential Options:
None

Staff Recommendation:
None

ATTACHMENTS
- Town Update to PRCRAC 10-28-26.pdf

Morrisville

Live connected. Live well.

Town Update

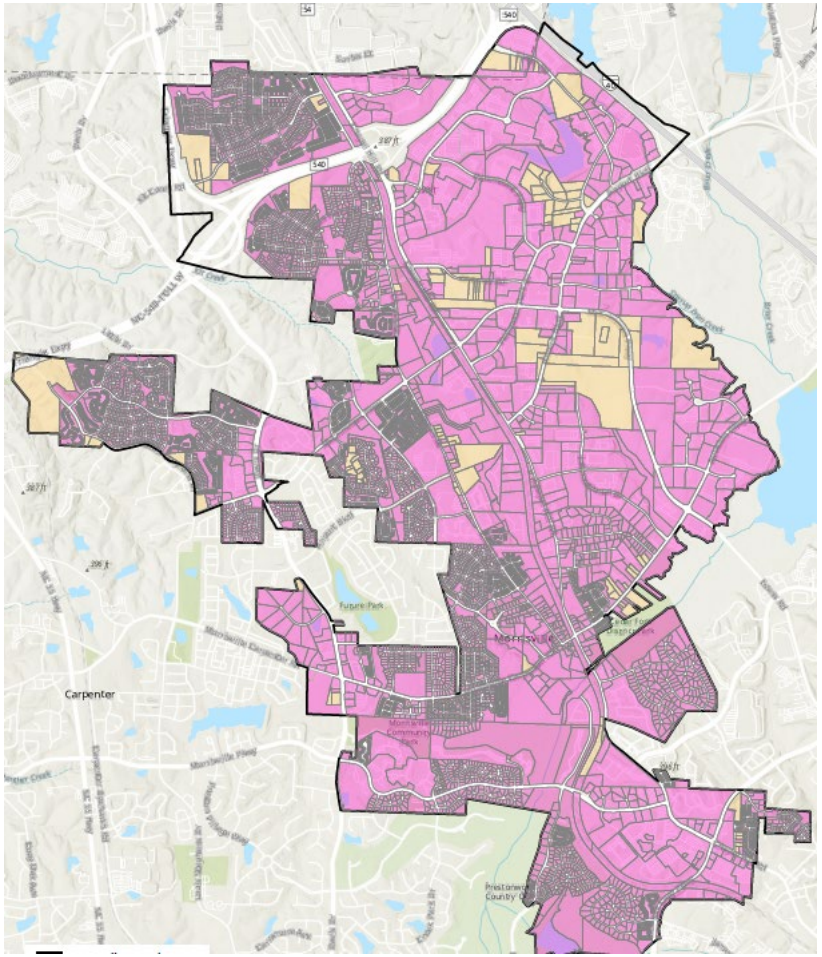
Parks, Recreation & Cultural Resources Advisory Committee

October 28, 2026

Brandon Zuidema, Town Manager

What is happening in Morrisville?

- Town Overview
- Budget / CIP
- Future Park Planning
- Transportation Projects
- Town Center
- What's Next?



Morrisville

Town Structure

Town Structure

- Council Manager Form of Government
  - Community Elects Council
    - Mayor and 6 Council Members (4 – District; 2 – At Large
  - Council hires Town Attorney & Town Manager
  - Town Manager serves as “CEO”
- Council is responsible for vision & strategy
- Council appoints PZB and 4 Advisory Committees
  - MESC, PRCRAC, PSAC, SAC
- Staff is responsible for operations and implementation of the vision & strategy

Town Data

- Morrisville is 10 square miles (no expansion)
- Population is approximately 34,500 residents
- Staff of 261 FT employees (plus variety of PT staff)
- 12 Departments
  - Communications, Economic Development, Engineering, Financial Services, Fire, HR, Inspections, IT, Parks, Planning, Police, Public Works
- Provide all municipal services except water/sewer (Town of Cary)

Budget &
Capital Improvement Plan

Budget

- Town Council is required to adopt a balanced budget annually
- Town's fiscal year is July 1 – June 30
- FY2027 operating budget is $62,400,000
  - Tax Rate is 35 cents per $100 of valuation for property tax (approximately 57% of revenue - $34.5M)
  - Sales Tax constitutes an additional 19% ($11.5M)
- The Town has a separate Stormwater budget of $1.38M (funded by $50 per ERU fee)

Morrisville

Budget

Budget Snapshot



Tax Base - $9.76B
54% Commercial
46% Residential



FY27 Revenue Growth =
-3.6%



Parks Fees $1.8M

Property Tax Rate = $0.35 - Unchanged



Base Budget Growth = $57k



Stormwater Fee $50 per ERU





1 Penny = $971K



Fund Balance Est. = 31.07%



Vehicle Decal Fee $30 per Vehicle

Morrisville

Capital Improvement Plan (CIP)

- The Town maintains a 5-year CIP that includes funding for those projects based primarily on the Town's debt capacity and reserves.
- Current plan funds $58M in projects.
  - Funded from debt financing ($13.5M), grants & external resources ($21.5M), and cash & reserves ($23M)
- Town Council is in the process of conducting a full review and update of the Plan.
- Parks-related projects currently on the CIP include:
  - Watkins Rd Park - Marcom Park
  - CFDP Improvements - Sawmill Creek Greenway
  - Recreation Center Design

Morrisville

Capital Improvement Plan (CIP)

General Fund CIP Projects	FY2027 1.05	FY2028 1.1	FY2029 1.15	FY2030 1.2	FY2031 1.25	
Aviation Parkway (Sidewalk/Widening)				$ 86,500	$ 865,000	$ 951,500
Aviation Parkway Pedestrian Access	$ 250,000					$ 250,000
Sawmill Creek Greenway (connected with SW Tributary Restoration)	$ 1,600,000					$ 1,600,000
Cedar Fork District Park Improvements				$ 2,000,000		$ 2,000,000
Cedar Fork Elementary Athletic Facilities	$ 1,500,000					$ 1,500,000
FS 2 Construction and Relocation	$ 756,250	$ 15,275,000				$ 16,031,250
Intersection Improvements Phase III			$ 2,200,000			$ 2,200,000
Marcom Drive Park				$ 1,000,000	$ 5,000,000	$ 6,000,000
McCrimmon Parkway Widening Betterments	$ 160,000			$ 2,158,900		$ 2,318,900
Morrisville Parkway Access (Intersection Iimprovements Phase II)		$ 350,000	$ 8,750,000			$ 9,100,000
NC-54 Widening Betterments				$ 600,000		$ 600,000
Recreation Multi-Use Center - Town Center Ph 2				$ 1,000,000		$ 1,000,000
Sidewalks Future - Church Street		$ 5,900,000				$ 5,900,000
Sidewalks Future - International Drive			$ 1,000,000			$ 1,000,000
Sidewalks Future - Louis Stephens						$ -
Sidewalks Future - Sorrells Grove	$ 1,595,000					$ 1,595,000
Watkins Road Park (Wake Tech Site)	$ 450,000	$ 5,600,000				$ 6,050,000
Total Capital Investment Program	$ 6,311,250	$ 27,125,000	$ 11,950,000	$ 6,845,400	$ 5,865,000	$ 58,096,650

Morrisville

Marcom Properties



This park is anticipated to be a nature park of sorts with limited structures or organized play.

Morrisville

Watkins Road Park



Anticipate nature trails, disc golf, sport court, shelter, etc.

Morrisville

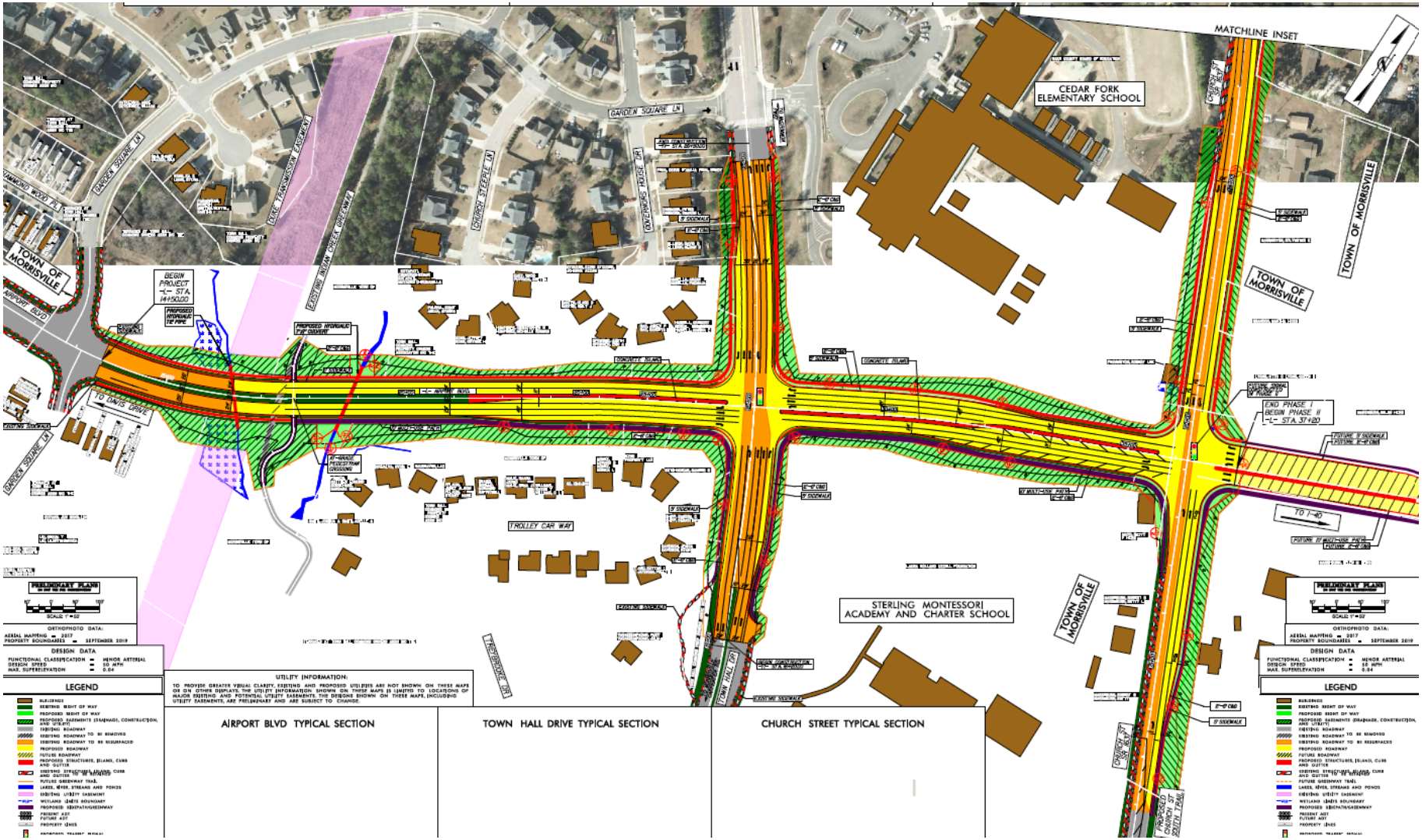
Transportation Projects

Transportation Projects

The Town works closely with NCDOT on most major transportation projects in Town. Current and anticipated projects include:

- Airport Blvd – connecting Davis to Church
- Aviation Parkway – widening to four lanes from NC54 to I40 (July 2029)
- McCrimmon Parkway – widening from NC54 to Louis Stephens Road (August 2028)
  - Includes a “flyover” of NC54
- NC54 – widening from 540 to Perimeter Park
- Town is also doing intersections and sidewalks

Airport Blvd Extension

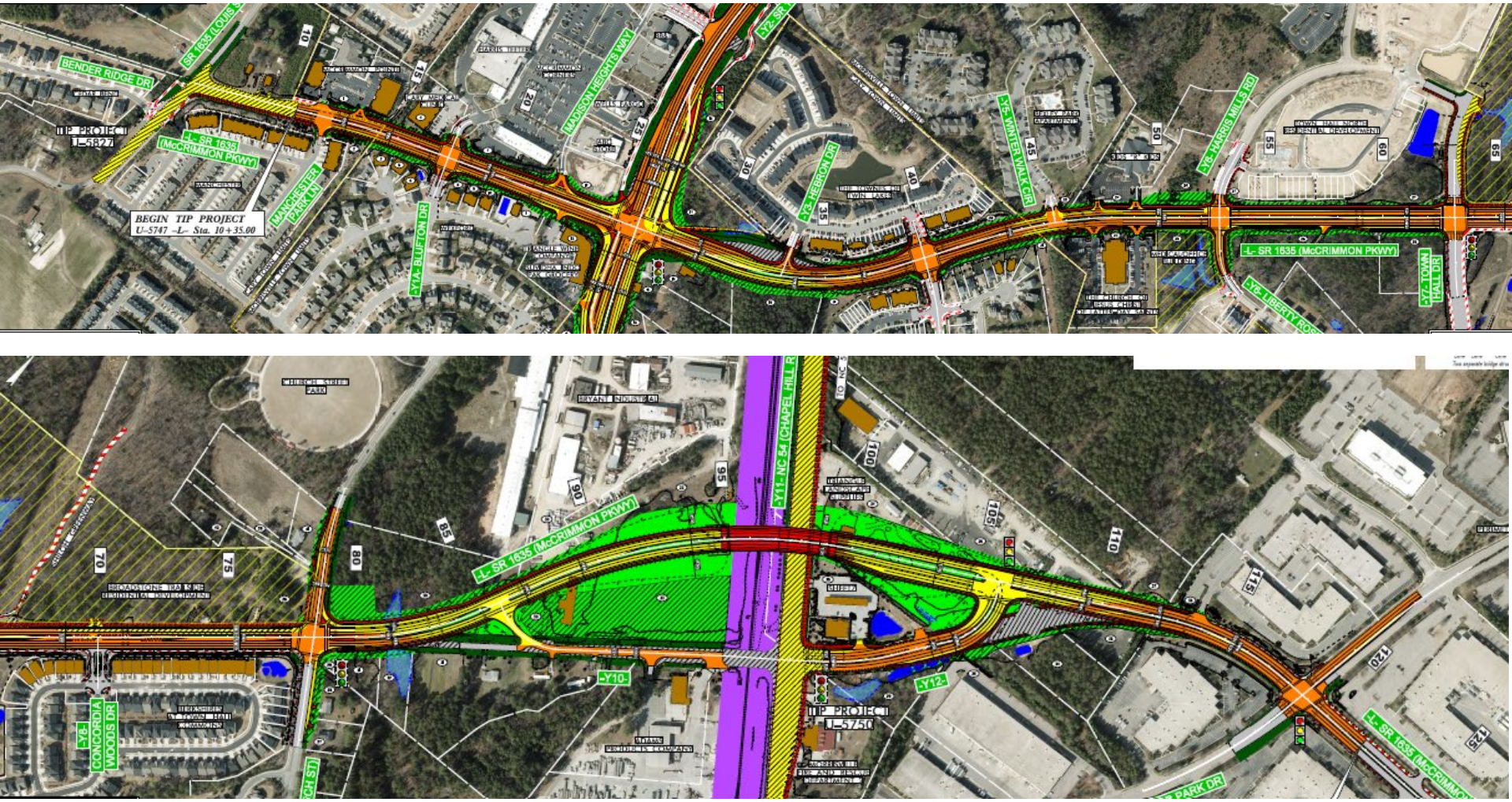


Aviation Parkway



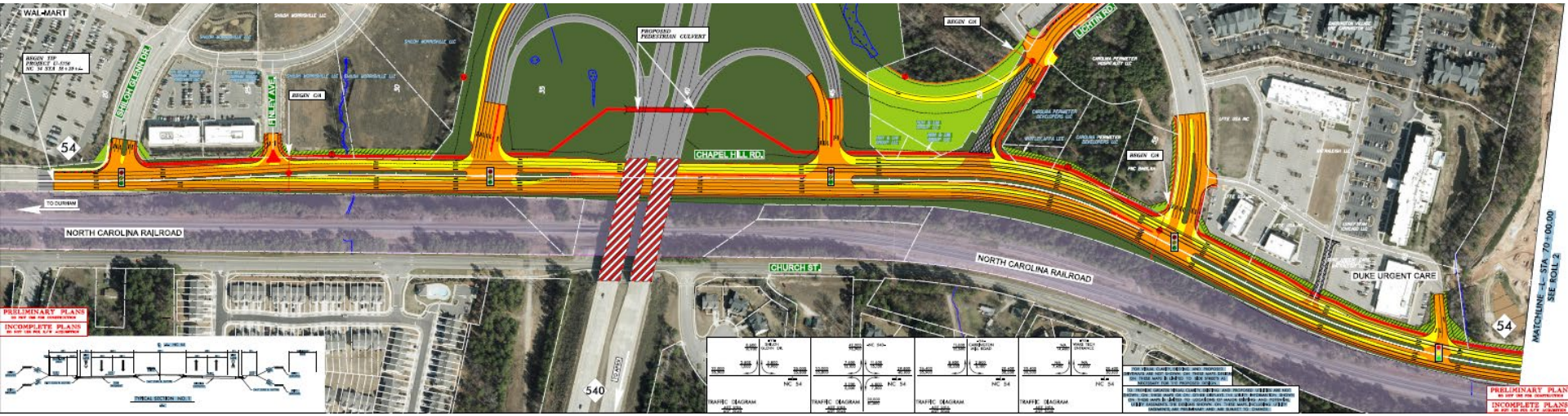
Morrisville

McCrimmon Parkway



Morrisville

NC54 (Chapel Hill Road)

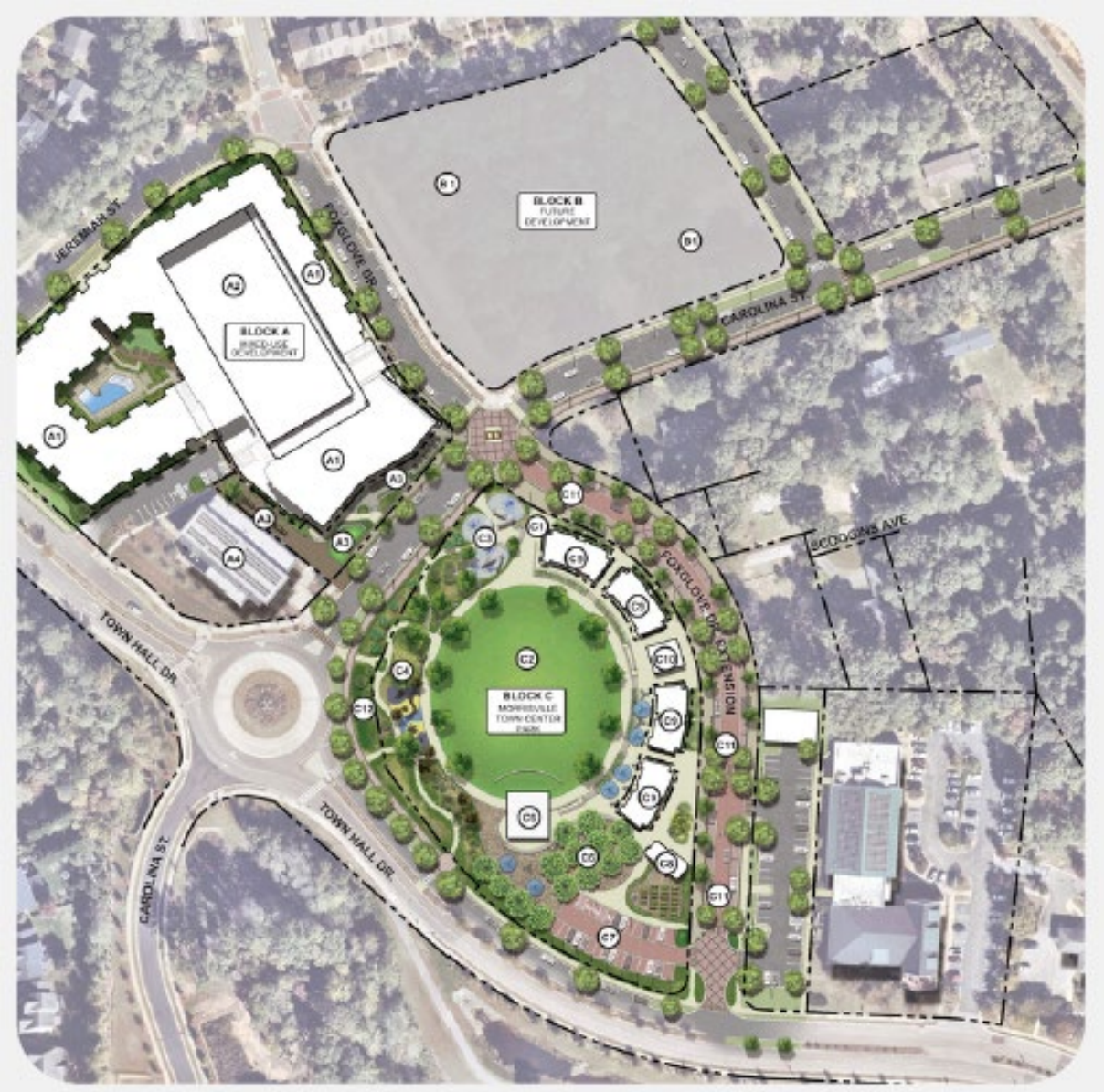




Morrisville

Town Center

Town Center Update



Morrisville

Town Center Update

- Creating a downtown for Morrisville
- Phase 1 of a multi-phase project
- Completion anticipated in fall 2027
- Includes:
  - Town Green with stage and capacity for 2,500
  - Eight cottage retail units
  - WWFM & Education Garden
  - Play area for children
  - Extension of Foxglove Drive from Carolina St. to Town Hall Drive
  - Singh Multi-Family and Retail Space

Morrisville

Town Center Update



https://www.youtube.com/watch?v=4Mq_xz6dFEs

Morrisville



Stay Informed…

- Monthly Capital Projects Report
- Town Center Updates
- Monthly Town Center Video Updates

https://www.morrisvillenc.gov/Our-Community/Projects-Plans-Ordinances/Capital-Improvement-Projects

What’s Next?

Planning for the Future

- Comprehensive Transportation Plan (CTP)
- Land Use Plan
- Parks Master Plan
  - https://www.morrisvillenc.gov/Government/Departments-Services/Planning/Long- Range-Planning-and-Studies
- Master Sustainability Plan
  - https://www.morrisvillenc.gov/Our-Community/Sustainability-Initiatives
- Strategic Plan
  - Includes Town and Department Strategic Plans
  - https://www.morrisvillenc.gov/Government/Strategic-Planning-Performance-Management

Morrisville

Town Strategic Plan

Connect Morrisville – Strategic Plan Goals



Morrisville

Questions?

Parks, Recreation and Cultural Resources Advisory Committee Agenda Item Report

Agenda Item No. 5.b
Submitted by: Michelle Putnam
Submitting Department Parks, Recreation and Cultural Resources
Meeting Date: October 28, 2026

SUBJECT
Parks Master Plan Work | Nate Halubka

Recommendation:
None
Updates/History of Briefing:
Not Applicable

Executive Summary and Background Information:
n/a

Advisory Board/Committee Review:
None

Insert Date of Advisory Board/Committee Review:

Advisory Board/Committee Recommendation and/or Vote:
None

Potential Options:
None

Staff Recommendation:
None

ATTACHMENTS
- Morrisville Update (1).pdf

Town of Morrisville

System-wide Parks and Recreation Status Update: Facts and Findings

Morrisville
Parks, Recreation & Cultural Resources

mcgill Shaping Communities Together

The Two Views of Recreation Offerings

Local governments generally fall somewhere along this spectrum

Parks and Recreation as an

EXPENSE

Similar to a police department or a fire department.

Money goes in
Services come out
+
Nothing more, no significant impact on the bottom line



This spectrum generally gauges how leadership views parks and recreation

Parks and Recreation as an

INVESTMENT

You get the service, but you also get the economic dividends of your investment

Money goes in
Services come out
+
Additional ROI comes from the investment

Research Supports That Parks And Recreation Acts More Like An INVESTMENT

Property Values Increase:
Economic research has demonstrated consistently that homes and properties located near parklands have higher values than those located farther away. Higher home values not only benefit the owners of these properties but also add to the tax base of local governments. [1.]

Economic Development:
Parks and recreation improves the quality of life in communities and benefits the local economic development of a region. Eighty-seven percent of corporate executives responding to a 2023 Area Development Survey rated quality-of-life features as an important factor for a headquarters, factory, or other company facility. [1.]

Visitor Spending:
Many local park and recreation agency amenities spur tourism to their respective locales, generating significant economic activity, including but not limited to increased sales, local restaurants / bars, and hotels[1.]

8%-20%

Average property value increase [2.]

87%

of Executives see quality of life as important when locating facilities

$$\begin{pmatrix} Economic\ impact \\ of\ patron\ spending \end{pmatrix} = \begin{pmatrix} Number \\ of\ Visits \end{pmatrix} \times \begin{pmatrix} Average\ spending \\ per\ Visit \end{pmatrix} \times (Multiplier)$$

Events are not a matter of IF you will have an impact, but how much of an impact it will have [3.]

Sources:
1. "The Economic Impacts of Parks: An Examination of the Fiscal Effects of Operations and Capital Spending by Local Park and Recreation Agencies on the US Economy.
2. Crompton, J.L. 2001. Parks and Economic Development. PAS Report No. 502. American Planning Association, Chicago, Illinois.
3. Center for Economic Studies: Michigan State University: 2007 Quantifying the Economic Impacts of Community Events

National metrics were utilized to benchmark your parks system and offerings

---

Regional comparisons were also included

Population and growth projections are census based with growth insight from your local planning dept.



NRPA NATIONAL RECREATION AND PARK ASSOCIATION

Park Land

Your park acreage is
Just below the NRPA National Lower Quartile

Quartile	Acres per 1,000 residents	Applied to Morrisville Population (33,756)
Morrisville	5.0 acres	171.5 acres
Lower Quartile	6.0 acres	202.2 acres
Median	11.2 acres	377.4 acres
Upper Quartile	17.2 acres	579.64 acres

Populations and projections based on Morrisville planning projections via US Census American Community Survey population figures and growth rates. Source of comparison: National Recreation and Parks Metrics data (jurisdictions serving between 20,000 and 49,999).

The town has made improvements in the last 10 years, but greenspace is running out

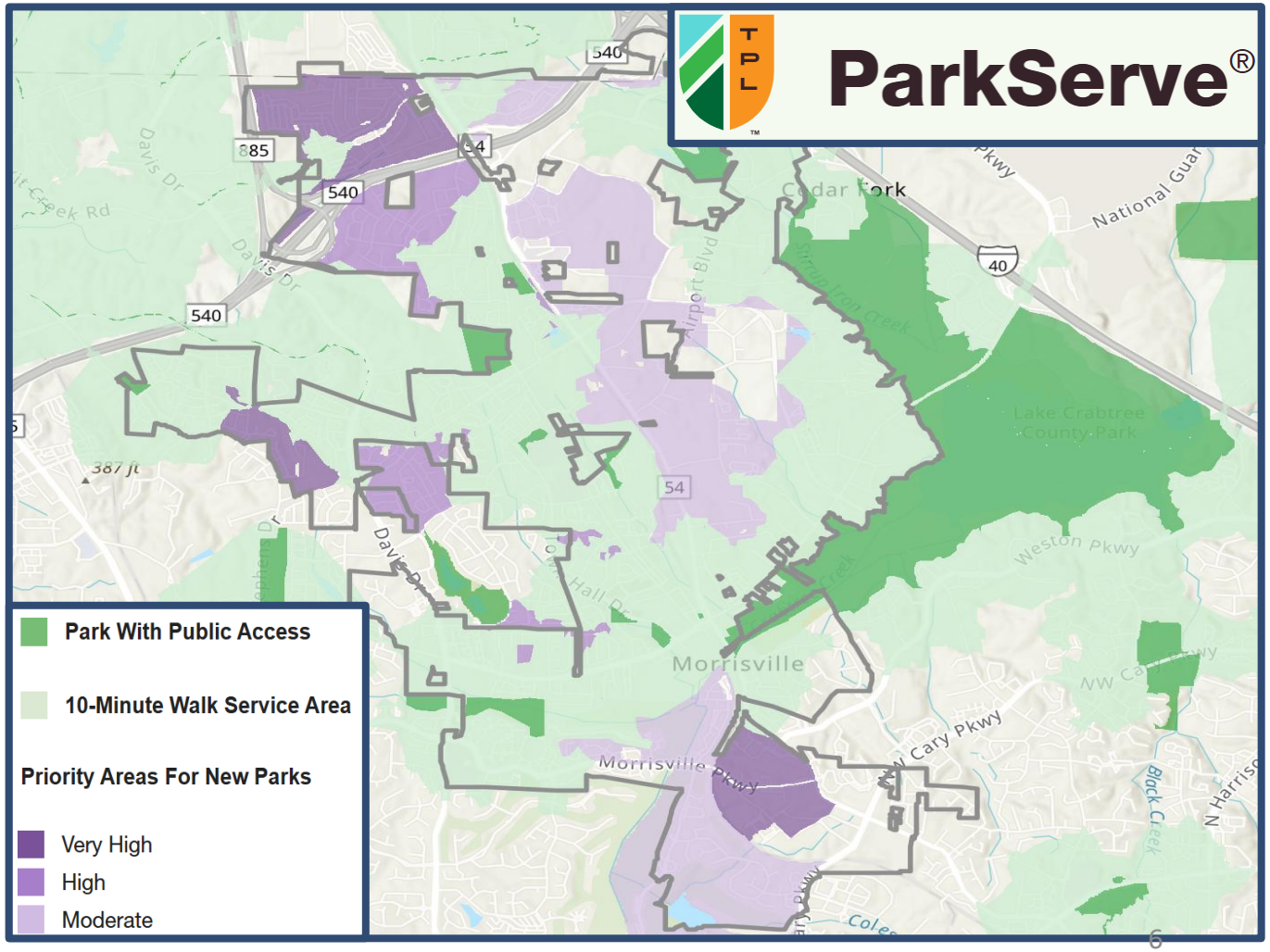


Walkability

Your trail / greenway mileage is between the national lower quartile and national median

Quartile	Miles of trail
Lower Quartile	6 miles
Morrisville	8 miles
Median	10 miles
Upper Quartile	22 miles





Benchmarking Your Facilities

Within benchmark ranges

Above benchmark ranges

Below benchmark ranges

This uses NRPA benchmarks for the department's owned and operated facilities against other comparably sized communities

Amenity	2026 NRPA Metrics Jurisdictions between 20,000-49,999 Population	Metrics Based Need range Estimated Population 2026 (33,756)	Current City Owned Contribution to Service Level (Above range/In range/ Not in range)
9- horse golf course	36,000	0-1	0
18- hole golf course	34,275	1-2	0
Aquatics center	32,226	1-2	1
Arenas	25,000	1-2	0
Basketball courts (indoor)	16,842	2-3	1*
Basketball courts (outdoor)	7,934	4-5	3
Community centers	29,722	1-2	2
Community garden plots	26,437	1-2	2
Competitive swimming pools	37,306	0-1	0
Diamond fields	3,650	9-10	2.5
Dog parks	26,147	1-2	1
Disc golf course	32,812	1-2	1
Driving range stations	23,382	1-2	0
Fitness zones/ exercise stations	23,138	1-2	4

* CFCC has 2 basketball courts but are only used ½ time due to school schedule.

Benchmarking Your Facilities Cont.

Within benchmark ranges

Above benchmark ranges

Below benchmark ranges

This uses NRPA benchmarks for the department's owned and operated facilities against other comparably sized communities

** Includes facilities in development

Indoor ice rinks	22,696	1-2	0
Leisure pools	34,495	0-1	1
Multiuse courts	28,262	1-2	4.5
Nature center	37,066	0-1	0
Overlay fields (open space)	12,504	2-3	1
Performance amphitheaters	34,858	0-1	1**
Permanent and semi permeant restrooms	4,756	7-8	9
Pickleball courts (dedicated)	6,537	5-6	6
Playground	3,010	11-12	10
Racquetball/ handball/ squash (indoor)	9,000	3-4	2
Recreation centers (including gyms)	25,198	1-2	.5
Rectangular fields (multi-purpose fields)	4,294	7-8	11
Senior center	35,000	0-1	1
Skateboard park	34,275	0-1	0
Splashpad/ spray ground	28,000	1-2	1
Stadium	33,597	0-1	1
Teen center	32,798	0-1	0
Tennis courts	8,973	3-4	6
Therapeutic pools	33,556	1-2	1
Walking loops/Running tracks (indoor)	34,573	0-1	0

Population Growth

Projected growth will likely strain your current system

Population Summary	2020 Census	2026 Estimate	2031 Projection	2036 Projection	2041 Projection
Total Population	29,644	33,756	37,890	42,987	47,553
Population Annual Growth Rate	5.94%	2.77%	2.45%	2.69%	2.12%
Population Growth Rate %	59.38%	13.87%	12.25%	13.45%	10.62%
Number of Households	11,108	13,047	14,834	16,512	18,214
Households Annual Growth Rate	4.52%	3.49%	2.74%	2.26%	2.06%
Households Growth Rate	45.20%	17.46%	13.70%	11.31%	10.31%
Average Household Size	2.66	2.58	2.55	n/a	n/a

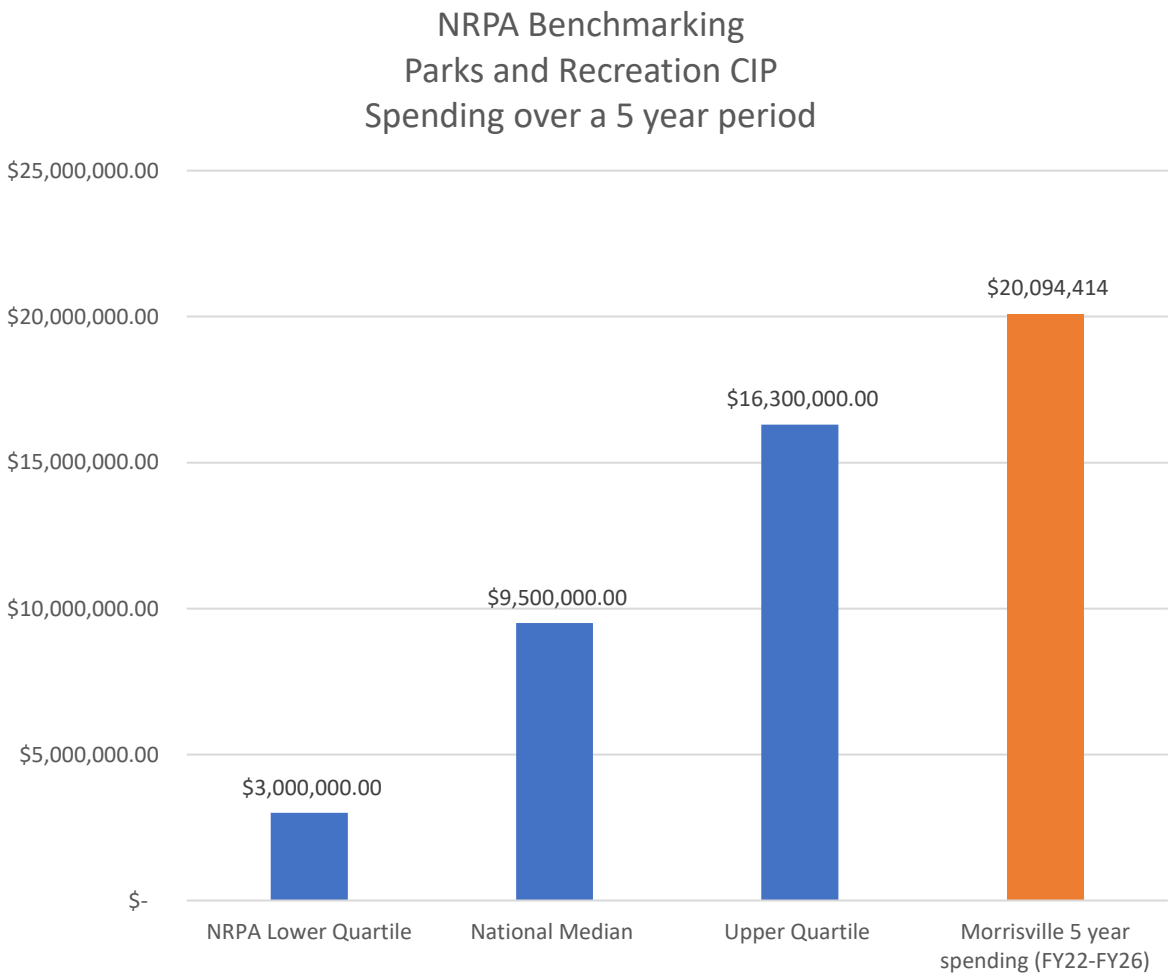
Level of Service Projection

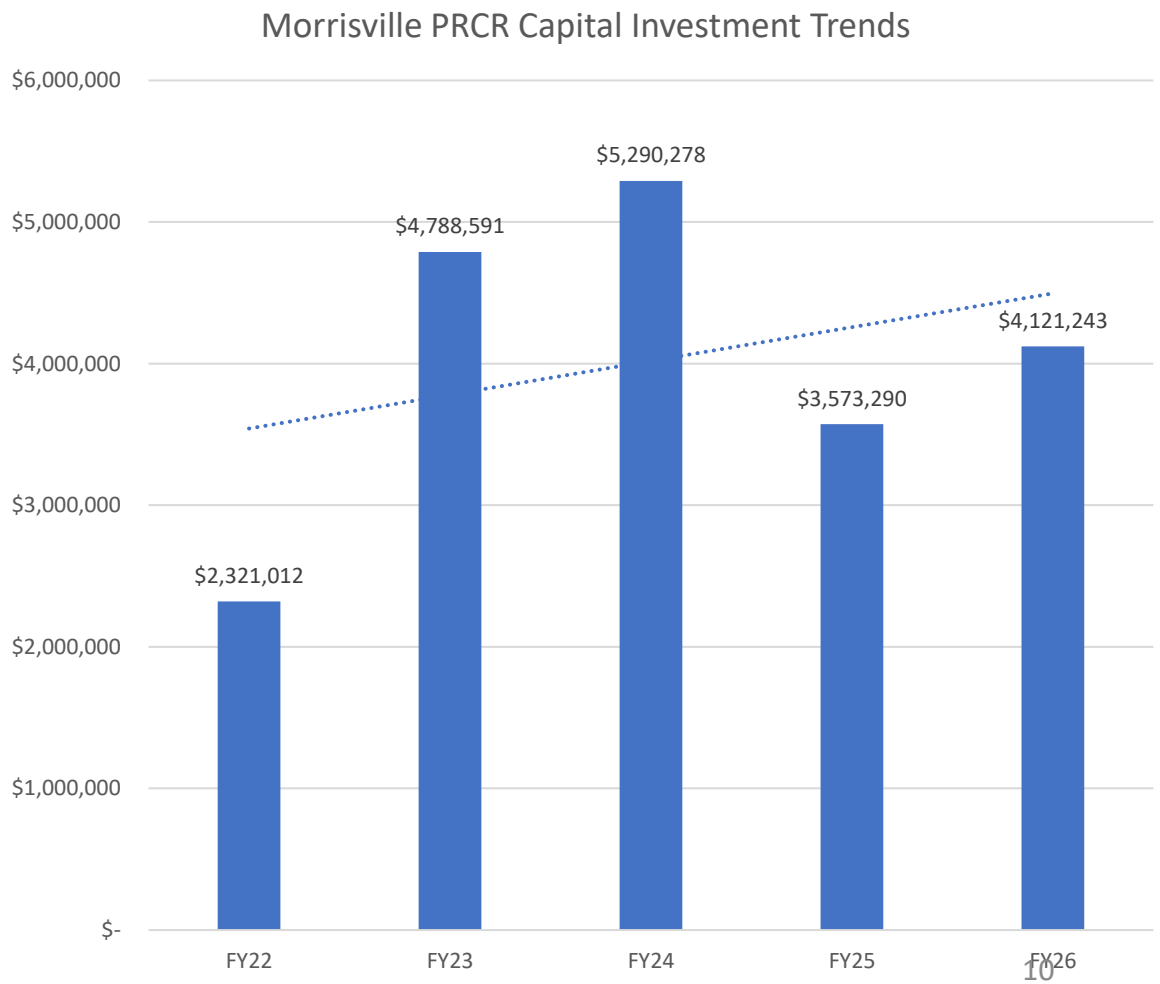
Amenity	Metrics Based Need range* Estimated Population in 2036 (42,987)	Current Owned/Service Level (Above range/ In range, Not in range,	Community input interest level** High Medium Low	Recommended number of facility to be developed by 2036
9- hole golf course	36,000	0		
18- hole golf course	34,275	0		
Aquatics center	32,226	1		
Arenas	25,000	0		
Basketball courts (indoor)	16,842	1*		
Basketball courts (outdoor)	7,934	3		
Community centers	29,722	2		
Community garden plots	26,437	2		
Competitive swimming pools	37,306	0		
Diamond fields	3,650	2.5		
Dog parks	26,147	1		
Disc golf course	32,812	1		
Driving range stations	23,382	0		
Fitness zones/ exercise stations	23,138	4		
Indoor ice rinks	22,696	0		
Leisure pools	34,495	1		
Multiuse courts	28,262	4.5		
Nature center	37,066	0		
Overlay fields (open space)	12,504	1		
Performance amphitheaters	34,858	1**		
Permanent and semi permeant restrooms	4,756	9		
Pickleball courts (dedicated)	6,537	6		
Playground	3,010	10		
Racquetball/ handball/ squash (indoor)	9,000	2		
Recreation centers (including gyms)	25,198	.5		
Rectangular fields (multi-purpose fields)	4,294	11		
Senior center	35,000	1		
Skateboard park	34,275	0		
Splashpad/ spray ground	28,000	1		
Stadium	33,597	1		
Teen center	32,798	0		
Tennis courts	8,973	6		

Projected level of service in 2036 based on current facilities

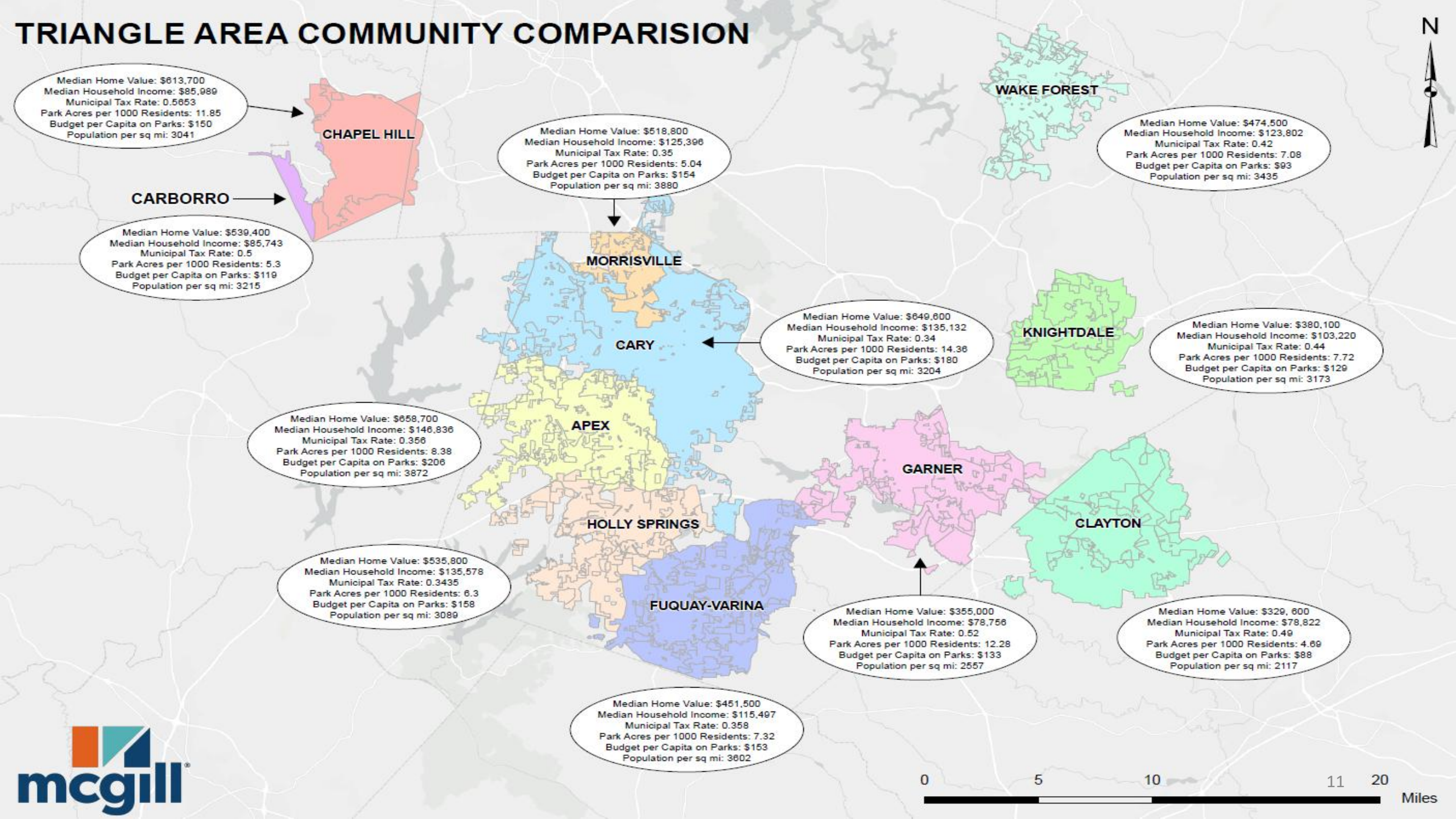
CIP Benchmarking

The Town is tracking in the right direction to meet this need





TRIANGLE AREA COMMUNITY COMPARISION



mcgill

Core program areas serve a wide range of ages

- P = Primary or Target Age Segment
- S = Secondary Age Segment

AGES SERVED								
Core Program Area	Preschool (5 and Under)	Elementary (6-12)	Teens (13-17)	Adult (18-34)	Adult (35-50)	Adult (51-69)	Adult (70+)	All Ages Programs
Aquatics	P	P	P	P	P	P	P	
Arts, Culture & Enrichment		S		S	S	P	P	P
Athletics	S	P	P		S			S
Camps	S	P	S					
Fitness		S	S	P	P	P	P	
School-Based	P	P	S					
Special Events								P

Program portfolio is fairly balanced across program classification categories

- Programs range from open access which should come with lower cost recovery expectations to limited access for individual users that should recover most of their expenses.

Program Classification			
Factors	**Essential**	**Important**	**Value-Added**
Public interest; Legal Mandate; Mission Alignment	High public expectation	High public expectation	High individual and interest group expectation
Financial Sustainability	Free, nominal or fee tailored to public needs, Requires public funding	Fees cover some direct costs, Requires a balance of public funding and a cost recovery target	Fees cover most direct and indirect costs, Some public funding as appropriate
Benefits (health, safety, protection of assets, etc.)	Substantial public benefit (negative consequence if not provided)	Public and individual benefit	Primarily individual benefit
Competition in the Market	Limited or no alternative providers	Alternative providers unable to meet demand or need	Alternative providers readily available
Access	Open access by all	Open access Limited access to specific users	Limited access to specific users
Best Practice Cost Recovery Goal	*0 - 50%*	*50% - 75%*	*75% - 100%+*
Program Distribution	**35%**	**24%**	**41%**

60% of programs are experiencing growth in participation (Sports & Youth Enrichment)

- Several aquatics and fitness classes are experiencing minimal to no participation growth.

Lifecycle Stage	Description	Actual Program Distribution		Recommended Distribution
Introduction	New program; modest participation	27.7%	60.6%	50-60% total
Take-Off	Rapid participation growth	13.8%		
Growth	Moderate, but consistent population growth	19.1%		
Mature	Slow participation growth	16.0%	16.0%	40% total
Saturation	Minimal to no participation growth; extreme competition	19.1%	20.2%	0-10% total
Decline	Decline participation	1.1%		
Cancelled	Cancelled programs	3.2%	3.2%	

Staffing Engagement Meetings/Interviews



Keeping The Town Residents Informed

Comprehensive Parks and Recreation Master Plan

Town of Morrisville
Comprehensive Parks and Recreation Master Plan



Project Overview

The Town of Morrisville is in the process of creating a parks and recreation master plan that will guide the Town's next 10 years of growth. Throughout the planning process, there will be public meetings and surveys to allow the community to provide input on the future of Morrisville's recreation, parks, and cultural assets.

Community Input



The Town of Morrisville and McGill Associates hosted several community input opportunities through Summer 2026, along with an open community survey. Thank you to everyone who completed the survey or participated in one of the input sessions. Your feedback will guide the Implementation Project Stage, which is expected to continue through Fall 2026. The McGill Associates and planning team are happy to address questions about the process by using the email address noted below.

Project Process

Background and Analysis

During the planning process, a comprehensive review and analysis of Morrisville Parks, Recreation, and Cultural Resources will be conducted to develop a detailed understanding of existing programs, facilities, and operational conditions. This phase establishes the baseline knowledge required to evaluate current service levels and identify system strengths, gaps, and opportunities.

Public Input

The Town's tagline is "Live Connected. Live Well," and because of that, we will use multiple public input methods to understand public preferences for parks recreation and culture resources. These methods will include: a statistically valid survey, a survey that is open to the entire population, public input meetings, and input meetings with local leaders and staff.

Implementation

After assessing the existing parks, recreation, and cultural resource offerings, we will compare the findings with the collective results of the public engagement process. These data sets will be analyzed to identify unmet or underserved needs. Recommendations and actionable strategies will be developed to address community priorities and guide future decision-making.

Review and Adoption

In the final phase, the completed plan will be presented for local review. Formal adoption signifies that the plan will serve as an official guiding document for elected officials and staff, which will support informed decisions that help Morrisville remain an exceptional place to live, work, and play.

Contact Us

Nate Halubka
Project Manager
McGill Associates

Surveying work is completed

This is the final piece of public input before recommendations

Help Improve Recreation in Morrisville!!

Community Survey

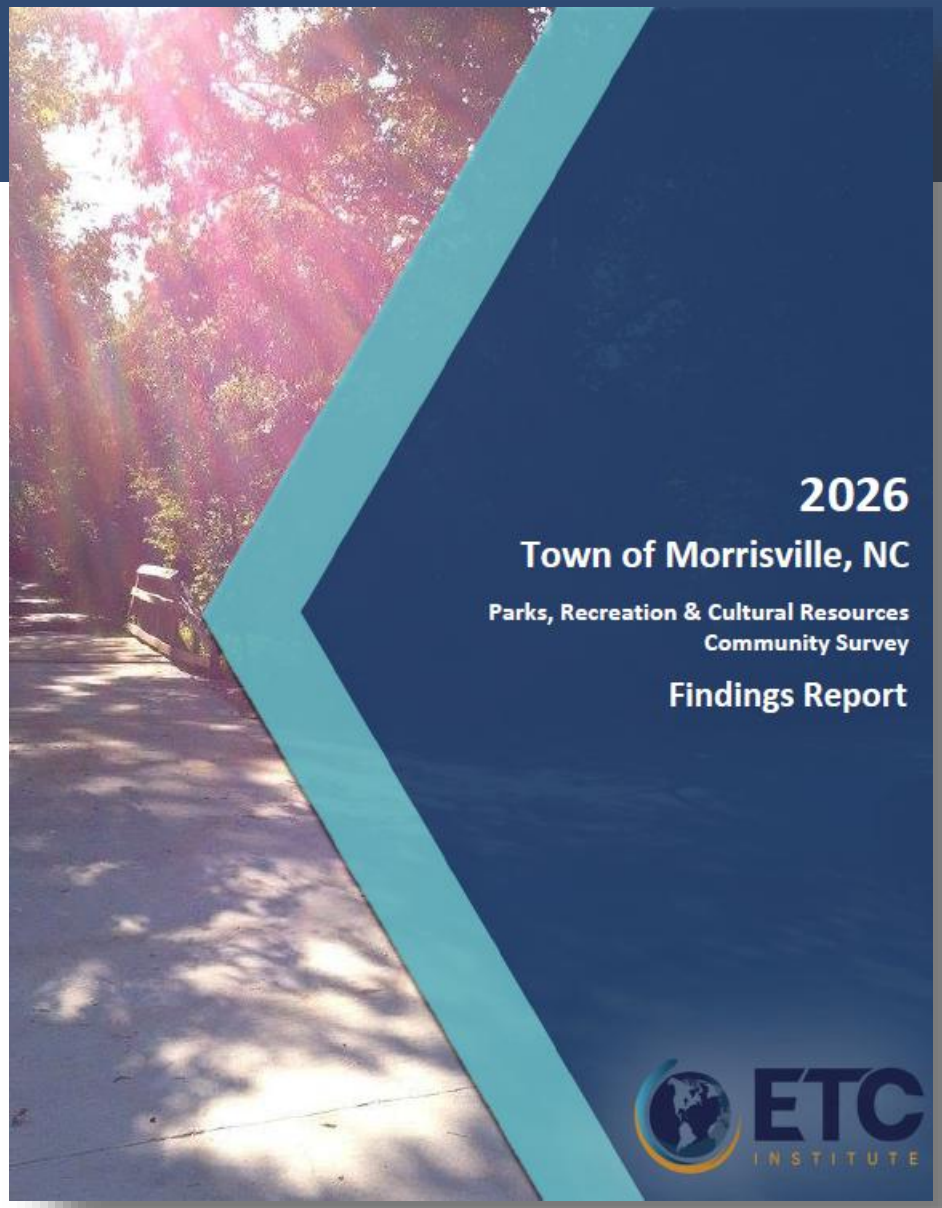
Please visit the link or use the QR code below:

https://www.surveymonkey.com/r/MorrisvilleNC

This effort will help inform planning efforts
thanks for your participation!

Morrisville Parks, Recreation & Cultural Resources

mcgill Shaping Communities Together



Public Input Methods Used:

Statistically valid survey

Open survey

Public input meetings held around the Town

staff and advisory input sessions

These interview sessions





Advisory Committee Major Themes: PRCR

- **Strengths:** Strong parks, recreation, and cultural system featuring popular amenities (dog park, aquatics center, courts, greenways), diverse programming for all ages, active community participation, excellent staff leadership, and robust communication and outreach.
- **Weaknesses:** Limited land and funding for future growth, lack of a dedicated community center, insufficient indoor sports and event space, communication challenges, and facility coordination issues that reduce accessibility and efficiency.
- **Opportunities:** Build a multi-purpose community center, expand partnerships and sponsorships, improve communication and resident engagement, enhance youth and senior programming, and grow greenways, trails, and recreational amenities.
- **Threats:** Rising costs and funding constraints, limited land for development, declining participation or awareness, competition from neighboring communities, inclusivity concerns, and challenges retaining residents, staff, and program users.
- **Overall Theme:** Morrisville has strong amenities, staff, and community assets, but future success depends on expanding facilities, improving communication and engagement, securing resources, and planning proactively for growth.

Advisory Committee Major Themes: Seniors

- **Strengths:** Highly valued senior center with excellent staff and leadership, strong facility maintenance, diverse senior programming, improved communications, and extensive parks, trails, and recreation opportunities for all ages.
- **Weaknesses:** Senior center capacity limitations, cumbersome registration systems, transportation challenges, inconsistent communication / phone response, and unmet facility and accessibility needs.
- **Opportunities:** Develop a larger standalone senior center near Town Center, expand classes and wellness programming, improve sign-up processes and transportation, enhance accessibility, and foster intergenerational and cultural engagement.
- **Threats:** Rapid population growth increasing demand on services and infrastructure, funding constraints, traffic and safety concerns, social isolation among seniors, and growing needs of an aging population.
- **Overall Theme:** Residents strongly support existing services and staff but want expanded facilities, simpler access to programs, better mobility options, and proactive planning to keep pace with community growth.

Input Meetings: Summary

Approximately
430 resident participants

61 non-residents



Preference Rank	Resident rankings
1	Splash pad
2	Adventure play area
3	Hiking /biking paths
4	Community center/gymanisum
5	Ninja fitness course
6	Multi purpose greenway
7	Sensory meditation garden
8	All abilities playgound
9	Pickleball
10	Ropes course
11	Dog splash zone
12	Mountain bike course
13	Open space
14	Multi purpopse field
15	Weight lifting/cardio machines
16	Senior center
17	Climbing elements
18	Music play area
19	Teaching kitchen
20	Skateboard park
21	Sand volley ball
22	Large pavilion
23	Basketball court
24	Tennis courts
25	Free form natural play
26	Baseball field
27	Outdoor classroom
28	Covered picnic station
29	Indoor programming room
30	Cricket field
31	Hammock stations
32	Restroom/changing Room

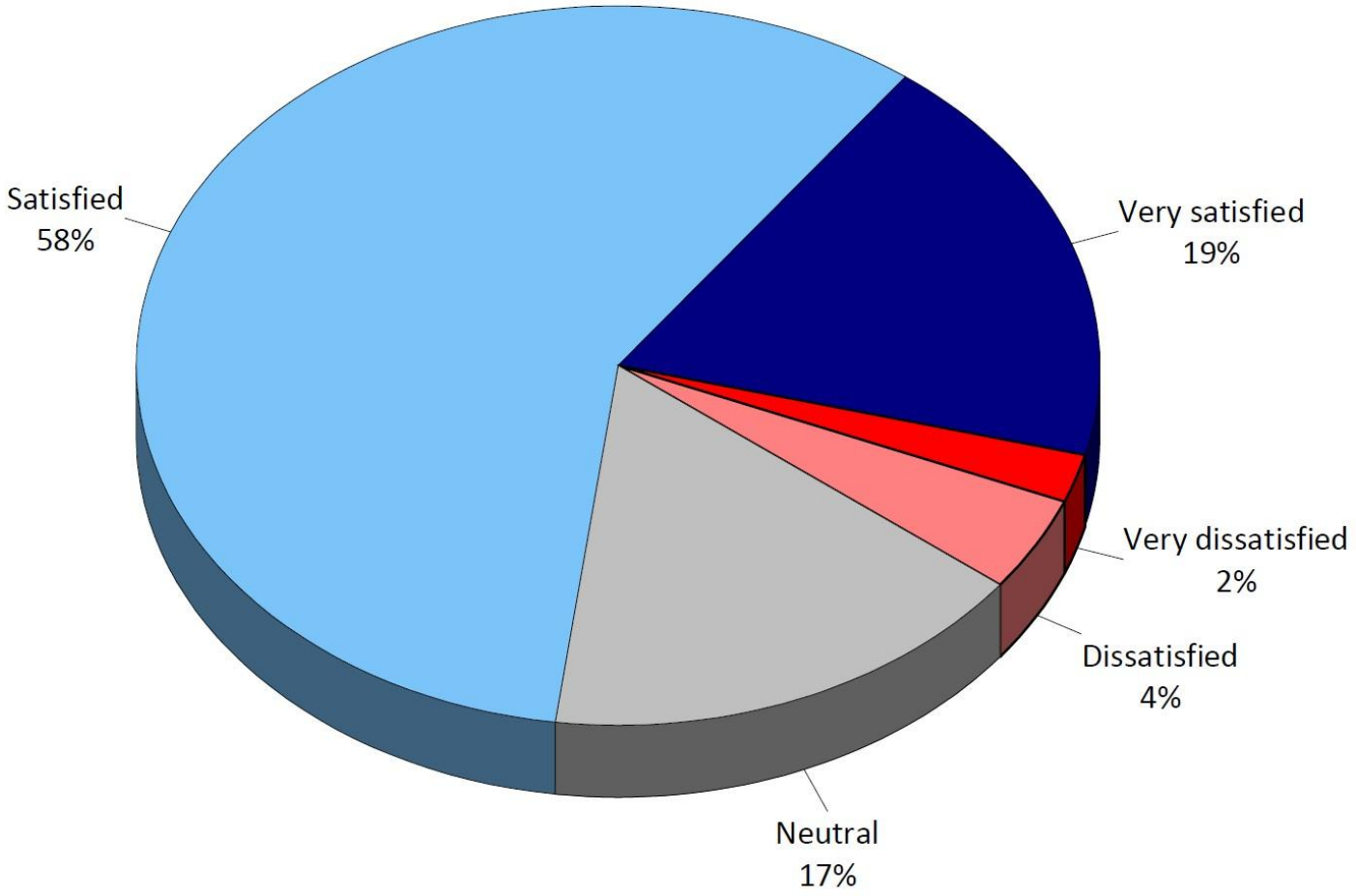
Preference Rank	Non-resident rankings
1	Adventure play area
2	Sensory meditation garden
3	Ninja fitness course
4	Multi purpose greenway
5 (tie)	Hiking /biking paths
5 (tie)	Open space
5 (tie)	Senior center
8	Splash pad
9	Music play area
10 (tie)	Ropes course
10 (tie)	Dog splash zone
10 (tie)	Multi purpopse field
13 (tie)	Community center/gymanisum
13 (tie)	All abilities playgound
13 (tie)	Pickleball
13 (tie)	Weight lifting/cardio machines
13 (tie)	Teaching kitchen
18	Sand volley ball
19	Climbing elements
20 (tie)	Mountain bike course
20 (tie)	Large pavilion
20 (tie)	Indoor programming room
23 (tie)	Free form natural play
23 (tie)	Cricket field
25 (tie)	Baseball field
25 (tie)	Outdoor classroom
25 (tie)	Covered picnic station
25 (tie)	Hammock stations
25 (tie)	Restroom/changing Room
30 (tie)	Skateboard park
30 (tie)	Basketball court
30 (tie)	Tennis courts

Survey Findings

Statistically valid

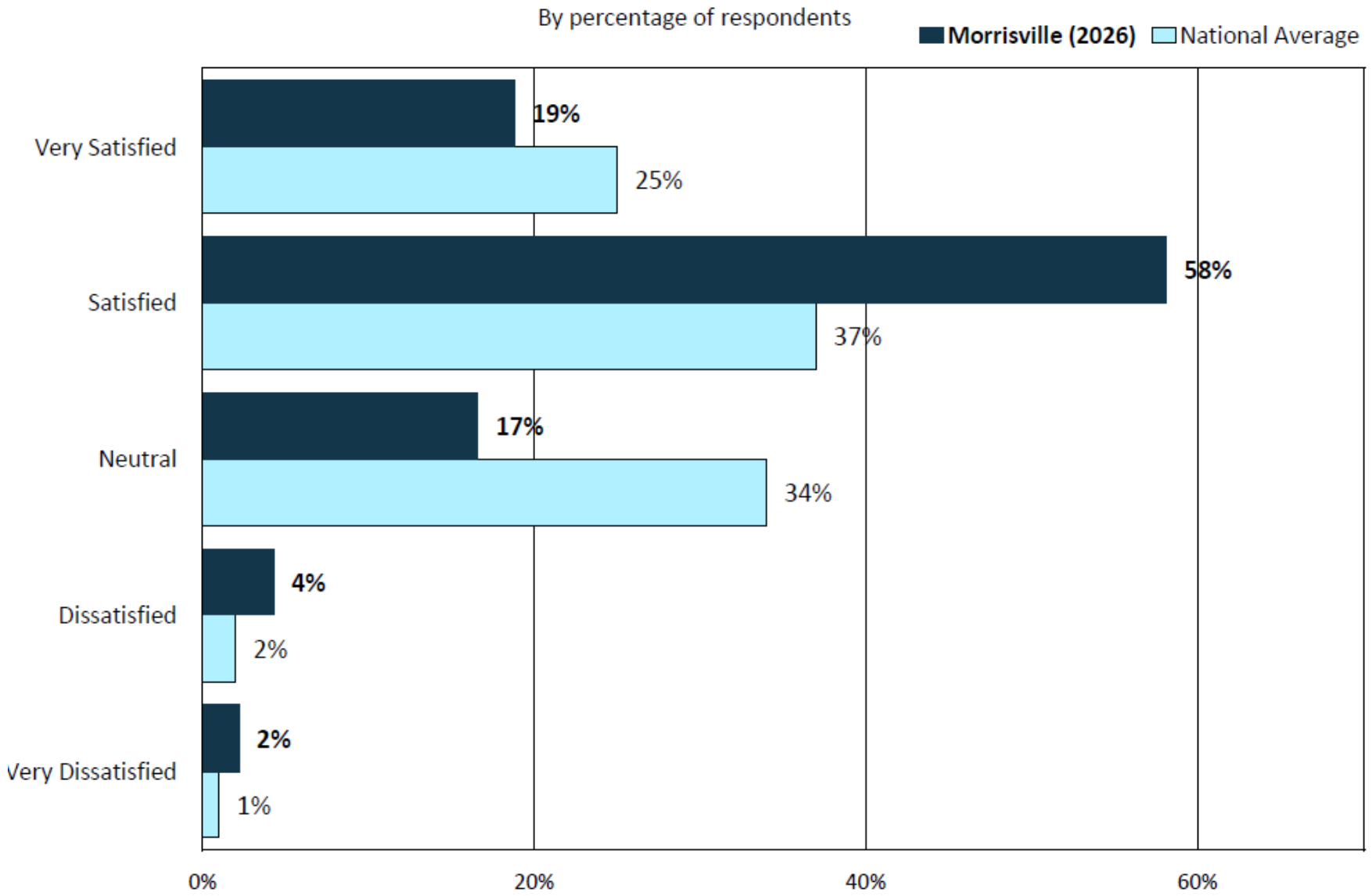
Q20. Please rate your overall satisfaction with the value your household receives from the parks and recreation services provided by the Morrisville Parks, Recreation and Cultural Resource Department.

by percentage of respondents (excluding "don't know")



Satisfaction with PRCR

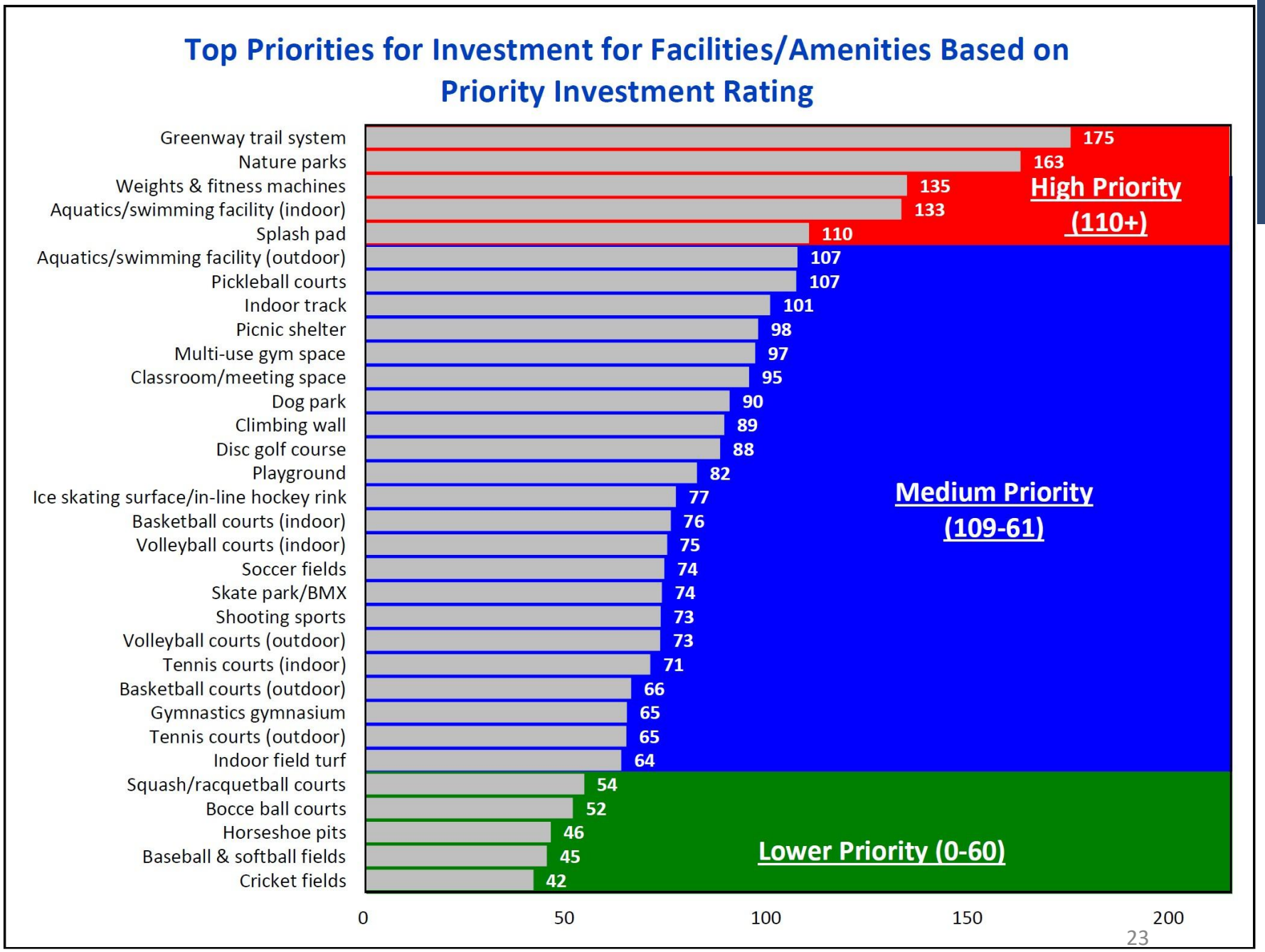
Please rate your overall level of satisfaction with the value your household receives from the parks and recreation programs, activities, and events offered in your community.



Survey Findings

Statistically Valid

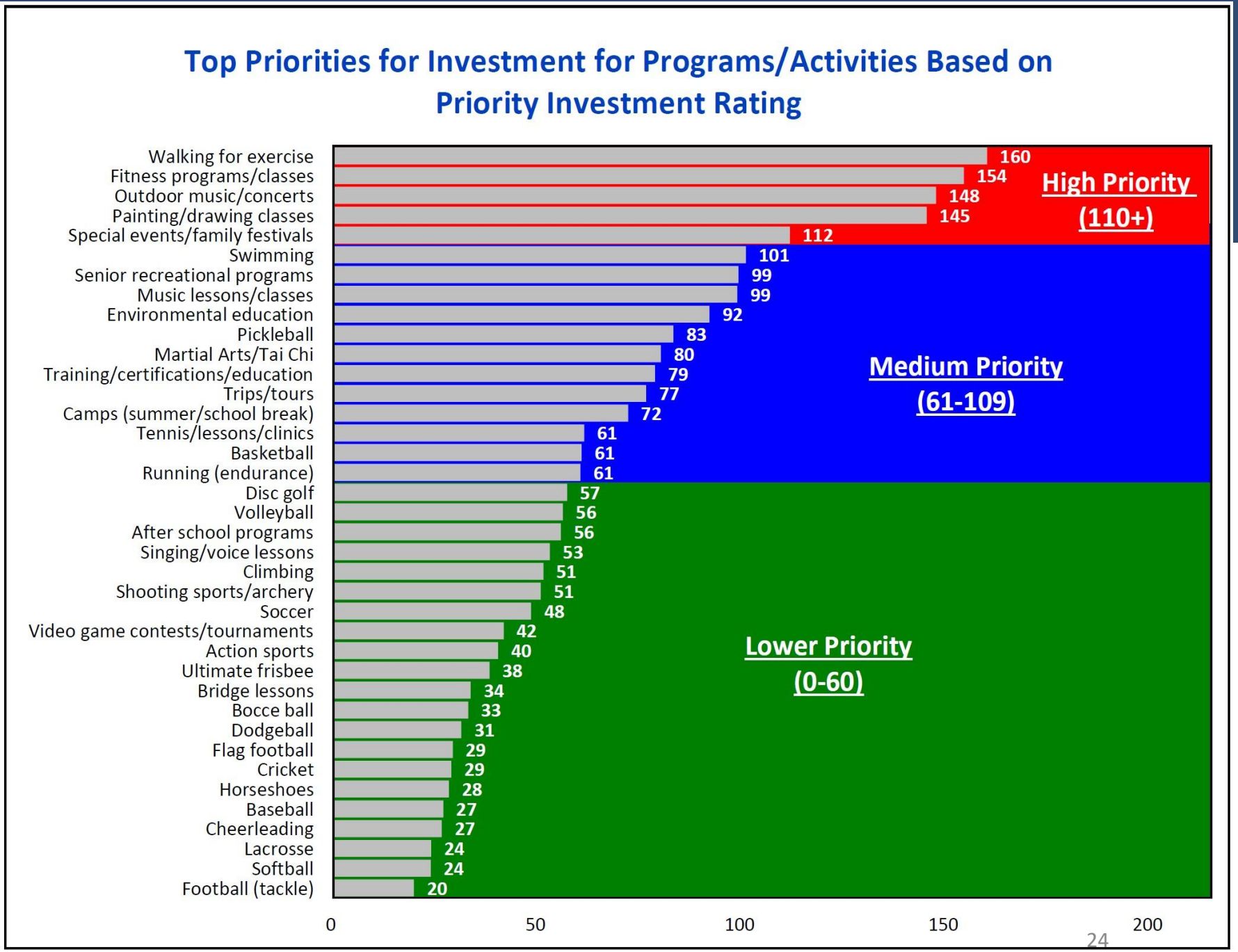
Facility Priorities



Survey Findings

Statistically Valid

Program Priorities



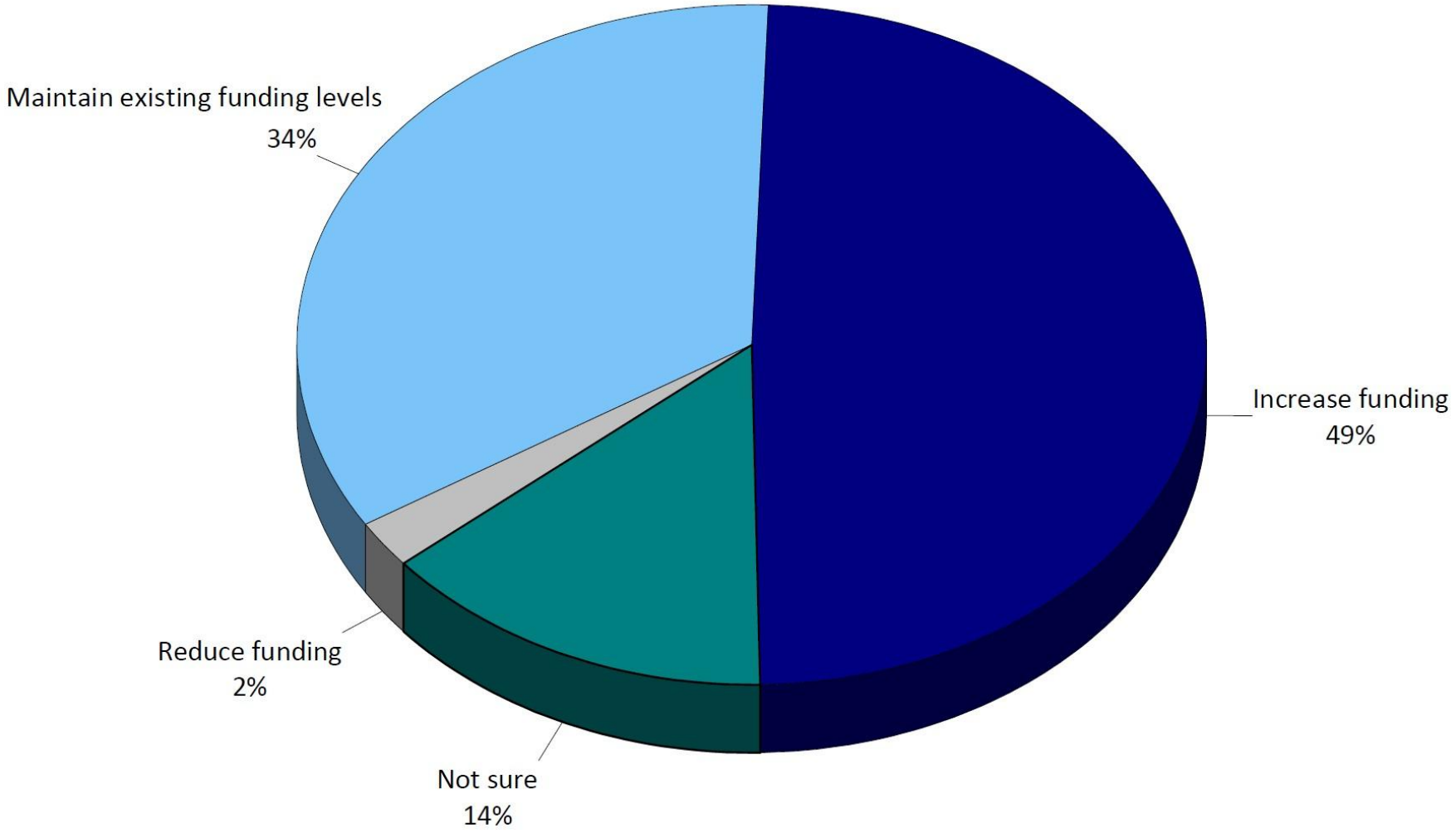
Survey Findings

Statistically Valid

Funding Support

Q18. Based on your perception of value, how would you want the Town to fund future parks, recreation, trails, and open space needs?

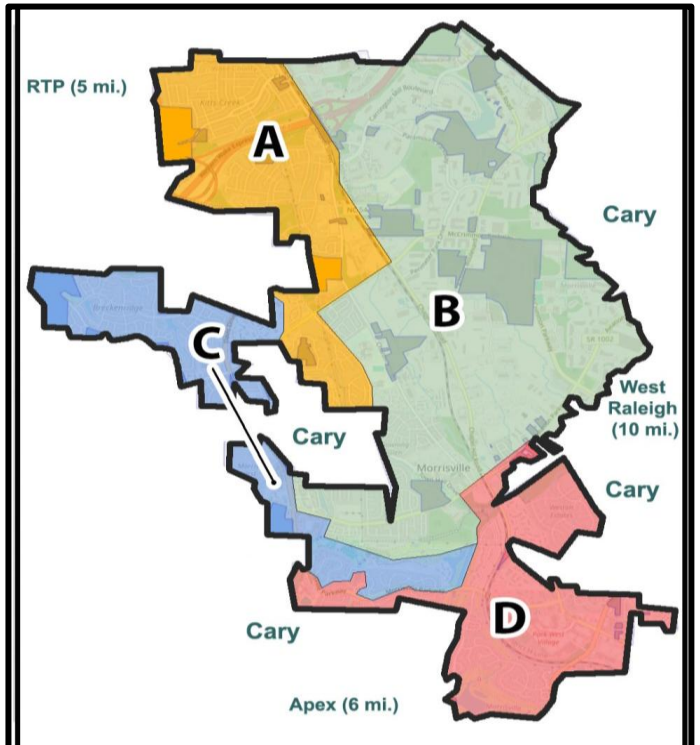
by percentage of respondents



Open Survey

Regional variations in need exists

[Facility rankings]

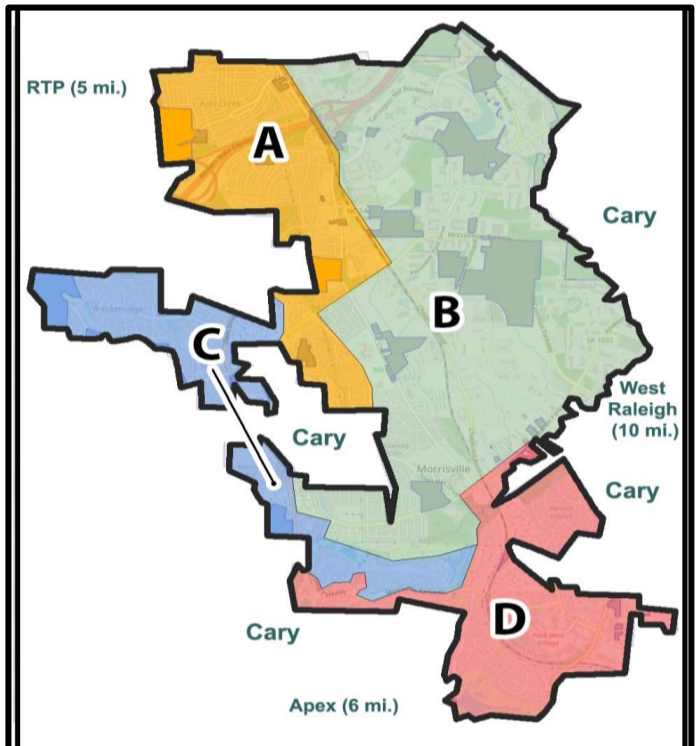


Rank Region A	Amenity	Rank Region B	Amentiy	Rank Region C	Amenity	Rank Region D	Amenity	Rank (non-resident)	Amenity
1	Nature parks	1	Nature parks	1	Nature parks	1	Nature parks	1	Nature parks
2	Weight and fitness machines	2	Weight and fitness machines	2	Weight and fitness machines	2	Basketball courts (indoor)	2	Weight and fitness machines
3	Greenway trail	3	Greenway trail	3	Greenway trail	3	Weight and fitness machines	2	Greenway trail
4	Multi-use gym space (basketball, volleyball, etc.)	4	Aquatics / Swimming facility (indoor)	4	Aquatics / Swimming facility (indoor)	4	Picnic shelter	4	Aquatics / Swimming facility (indoor)
5	Picnic shelter	5	Aquatic / Swimming facility (outdoor)	5	Playground	4	Basketball courts (outdoor)	5	Indoor track
6	Pickleball courts	6	Classroom / meeting space	6	Picnic shelter	5	Aquatics / Swimming facility (indoor)	6	Multi-use gym space (basketball volleyball, etc.)
7	Indoor track	7	Splash pad	7	Indoor track	7	Indoor track	7	Aquatic / Swimming facility (outdoor)
8	Classroom / meeting space	8	Picnic shelter	8	Multi-use gym space (basketball, volleyball, etc.)	8	Aquatic / Swimming facility (outdoor)	8	Splash pad
9	Basketball courts (indoor)	9	Indoor track	9	Splash pad	9	Ice skating surface / in-line hockey rink	9	Playground
10	Aquatics / Swimming facility (indoor)	10	Multi-use gym space (basketball, volleyball, etc.)	10	Soccer fields	10	Multi-use gym space (basketball, volleyball, etc.)	10	Picnic shelter
11	Playground	11	Pickleball courts	11	Basketball courts (outdoor)	11	Disc golf course	11	Classroom / meeting space
12	Splash pad	12	Playground	12	Shooting sports (shooting/archery range)	12	Greenway trail	12	Tennis courts (outdoor)
13	Tennis courts (indoor)	13	Climbing wall	13	Aquatic / Swimming facility	13	Volleyball courts (outdoor)	13	Skate park / BMX
14	Volleyball courts (indoor)	14	Basketball courts (indoor)	14	Dog park	14	Gymnastics gymnasium	14	Pickleball courts
15	Aquatic / Swimming facility (outdoor)	15	Basketball courts (outdoor)	15	Pickleball courts	15	Tennis courts (outdoor)	15	Ice skating surface / in-line hockey rink

Open Survey

Regional variations in need exists

[Program rankings]



Rank Region A	Program	Rank Region B	Program	Rank Region C	Program	Rank Region D	Program	(non-resident)	Program
1	Fitness programs / classes	1	Fitness programs / classes	1	Fitness programs / classes	1	Walking for exercise	1	Fitness programs / classes
2	Special events / family festivals	2	Swimming	2	Swimming	2	Fitness programs / classes	2	Painting / drawing classes
3	Walking for exercise	3	Special events / family festivals	3	Special events / family festivals	3	Painting / drawing classes	3	Swimming
4	Swimming	4	Painting / drawing	4	Music lessons / classes	4	Swimming	4	Music lessons / classes
5	Painting / drawing classes	5	Environmental education	5	Painting / drawing classes	5	Disc golf	4	Environmental education
6	Music lessons /	6	Music lessons / classes	6	Walking for exercise	6	Environmental	6	Senior recreational
7	Training / certifications / education	7	Walking for exercise	7	Environmental education	7	Soccer	6	Martial Arts / Tai Chi
8	Pickleball	8	Outdoor music / classes	8	Martial Arts / Tai Chi	8	Running (endurance)	8	Trips / tourism
9	Outdoor music / classes	9	Running (endurance)	9	Shooting sports / archery	8	Climbing	9	Walking for exercise
10	Trips / tourism	10	Martial Arts / Tai Chi	10	Outdoor music / classes	10	Volleyball	9	Special events / family festivals
11	Environmental education	11	Training / certifications / education	11	Camps (summer / school break)	11	Ultimate frisbee	11	Tennis / lessons / clinics
12	Senior recreational programs	12	Trips / tourism	12	Soccer	12	Senior recreational programs	12	Climbing
13	Volleyball	13	Senior recreational programs	13	Training / certifications / education	13	Outdoor music / classes	13	Training / certifications / education
14	Climbing	14	Pickleball	14	Tennis / lessons / clinics	14	Special events / family	14	Outdoor music / classes
15	Tennis / lessons / clinics	15	Camps (summer / school break)	15	Volleyball	15	Pickleball	15	Volleyball

Questions?

