

CITY OF JONESBORO

PARKS AND RECREATION MASTER PLAN

JONESBORO, ARKANSAS

DATE, 2024

PREFACE

ON BEHALF OF THE JONESBORO CITY COUNCIL, I AM PLEASED TO PRESENT THE JONESBORO PARKS AND RECREATION MASTER PLAN – A BLUEPRINT FOR THE FUTURE OF OUR CITY'S PARKS AND RECREATION SYSTEM.

Jonesboro's parks, trails, recreation facilities and programs are an essential community resource, enhancing our residents' daily quality of life and enticing others to visit our city. Yet, as with any important community resource there are many opinions about how to best utilize, maintain, enhance, and invest in our park spaces and places. The planning process for this Master Plan was initiated by the City Council to better understand the recreational preferences of Jonesboro's residents and to seek the greatest possible consensus on how all of us can contribute to making Jonesboro an even better place to live and play.

The Jonesboro Parks and Recreation Master Plan identifies a long-term vision for how our system of public recreational amenities can grow and diversify while meeting the needs of residents today. Through our implementation of this vision – based on the principles of enhanced access, targeted investment, diverse programs, and streamlined services - we will continue to empower Jonesboro residents to live healthy and happy lives through access to quality, inclusive, and activated park spaces and recreation facilities.

The City Council and I recognize that within any plan there will be initiatives that you may embrace more whole-heartedly than others. Regardless, we will strive to build a parks and recreation system that upholds the vision and guiding principles of this Master Plan. We hope that you – the residents of Jonesboro – will continue to support these efforts.

Respectfully,

Mayor Harold Copenhaver
Jonesboro, Arkansas



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THE JONESBORO PARKS AND RECREATION MASTER PLAN SUMMARIZES THE PLANNING PROCESS; KEY FINDINGS; AND THE RECOMMENDED POLICY, PROGRAMMING, AND INVESTMENT STRATEGIES NECESSARY TO DEVELOP AND MAINTAIN THE CITY'S PARK SPACES AND RECREATIONAL AMENITIES IN ACCORDANCE WITH THE COMMUNITY'S LONG-TERM VISION.

Master Plan findings and recommendations are supported by technical memoranda that document and evaluate the municipal parks and recreation system's current assets, accessibility, conditions, programming, and operations and maintenance practices.

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PLANNING FOR PARKS

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PLAN PURPOSE

The Jonesboro Parks and Recreation Master Plan (the "Master Plan") was initiated in early 2023 to establish an updated vision for how the City's system of parks, recreation facilities, and recreational programs would meet the evolving long-term needs of Jonesboro's current and future residents. To successfully implement the City's new vision for public parks and recreation services, this Master

Plan creates a "snapshot" of current system assets and offers a forum for residents to express their recreational preferences. The Plan guides City officials and local partners regarding the most efficient and equitable methods to meet the recreational needs of the residents of Jonesboro over the next five to ten years via prioritized investments, programs, policies and practices. Furthermore,

the Master Plan provides Jonesboro's elected officials and staff with a clear framework for decisions regarding land acquisition, park improvements, and maintenance of existing and future recreation facilities - all of which are important elements for creating and maintaining a parks and recreation system that is a beloved community asset.

THE NRPA'S "THREE PILLARS" ...

According to the National Recreation and Parks Association (NRPA), public parks play an important role in enhancing three "pillars" of community well-being: health and wellness, conservation, and social equity. While these are foundational elements of parks and recreation, there are many more quality of life benefits that are extensions of the "Three Pillars." Communities throughout the nation increasingly view lively park systems as an essential community service that is as vital to public quality of life as infrastructure and community safety.

HEALTH & WELLNESS

Providing the resources and tools for improved community health.

CONSERVATION

Protecting open space, connecting children to nature, and engaging communities in conservation practices.

SOCIAL EQUITY

Ensuring all people have access to the benefits of local parks and recreation.

COMMUNITY CONTEXT

Shirey Bay
Rainey/Brake
WMA

OVERVIEW

Located along Crowley's Ridge in northeast Arkansas, the **City of Jonesboro** is the fifth largest city in state. Jonesboro has many attractions that draw new residents and visitors to the city including Arkansas State University, the second largest university in the state, and Craighead Forest Park, a wooded 700 acre park in the south-central portion of the city.

The Master Plan examines the parkland and facilities within the Jonesboro municipal limits - an area encompassing over 80 square miles and containing approximately 79,324 residents. As the largest community in northeast Arkansas, Jonesboro also serves as the economic and cultural hub for the region.

Walnut Ridge

Hoxie

63

67

Lawrence Co.

Jonesboro

555

49

Craighead Co.

Poinsett Co.

Bayou de View
State WMA

412

Paragould

Crowleys Ridge
State Park

Greene Co.

St. Francis River

18

Trumann

1

555

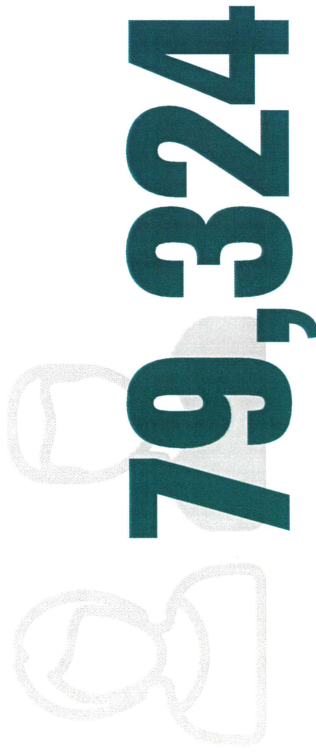
PARKS AND RECREATION MASTER PLAN

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WHO JONESBORO'S PARKS SERVE

Planning for a community's parks and recreation system to effectively address public preferences and needs requires an understanding of the unique characteristics of its residents. This page outlines key demographic indicators of Jonesboro's population.

TOTAL POPULATION OF JONESBORO



INCOME AND POVERTY

**FAMILIES BELOW THE
POVERTY LINE - JONESBORO**

11.8%

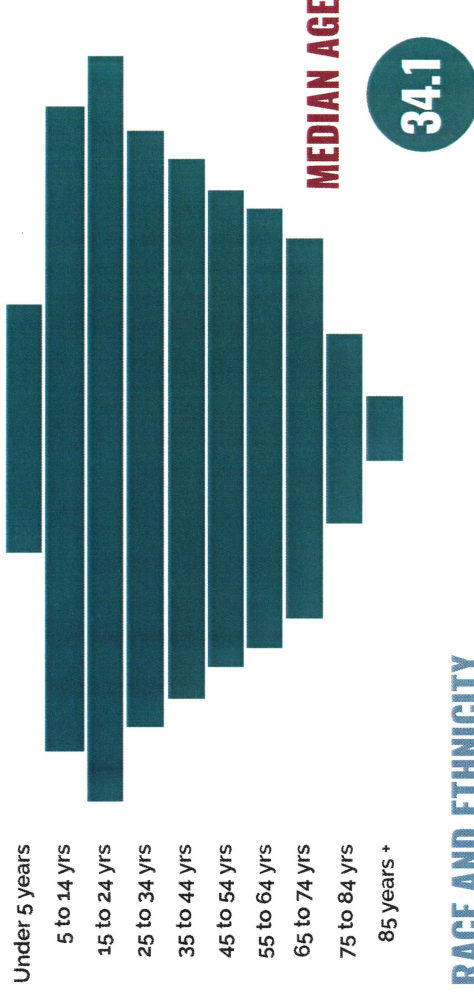
**MEDIAN HOUSEHOLD
INCOME - ARKANSAS**

\$56,335

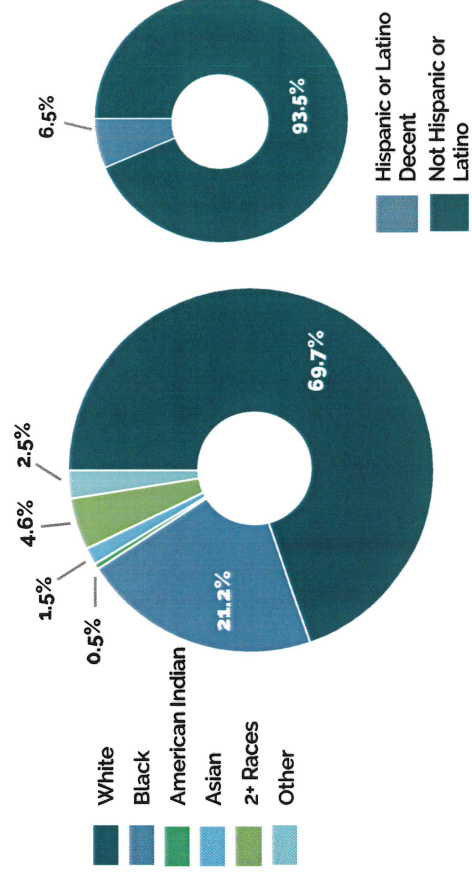
**MEDIAN HOUSEHOLD
INCOME - JONESBORO**

\$51,124

AGE DISTRIBUTION



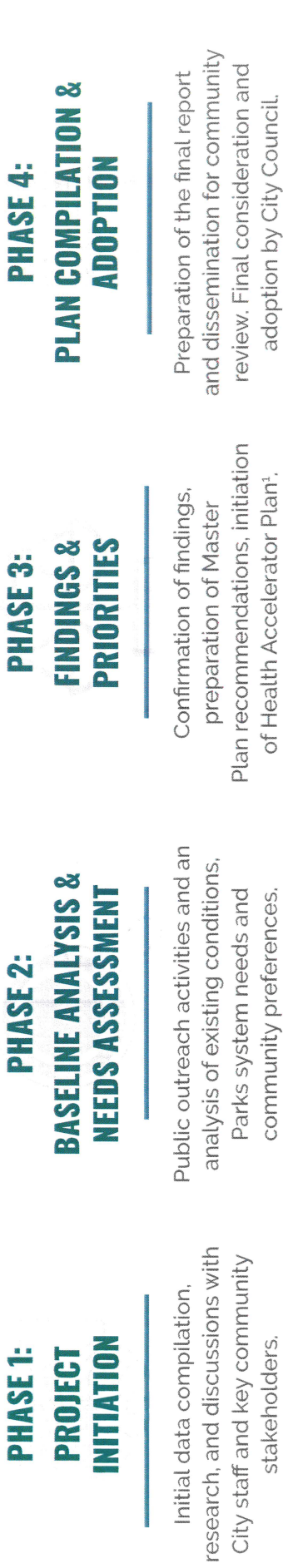
RACE AND ETHNICITY



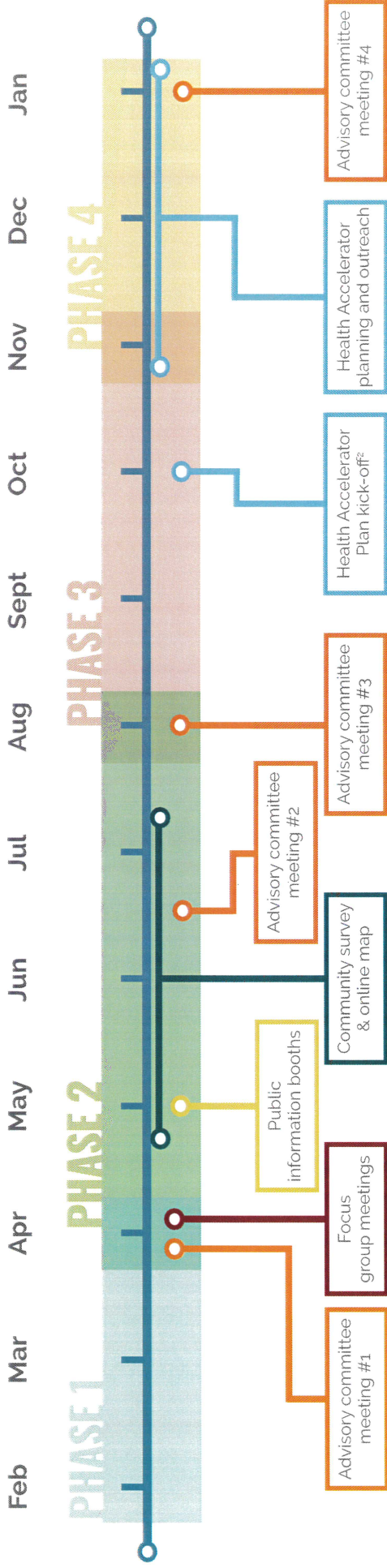
Source (all figures): US Census Bureau, 2022 American Community Survey 5-year Estimates

BUILDING THE MASTER PLAN

The Master Plan has been prepared under the oversight of the Jonesboro Parks and Recreation Department. During the planning process, City staff provided data, reviewed documents, and assisted with public engagement. The Master Plan was developed in four (4) phases:



PLANNING TIMELINE²



1. See the City of Jonesboro Health Accelerator Plan (2024) for more information.
2. See page 7 for information regarding community engagement activities.

COMMUNITY ENGAGEMENT AND OUTREACH

The Jonesboro Parks and Recreation Master Plan's planning process presented opportunities for community members to provide insight on the needs, interests, and concerns regarding parks, recreational programming, and recreational facilities in the city. In-person and online engagement tools were used to provide broad access to the planning process by residents and property owners. This included focus groups, surveys, stakeholder engagement, and public information booths. Key information regarding the community engagement and outreach initiatives can be found below.

PARKS AND RECREATION ADVISORY COMMITTEE

A nine (9) member Parks and Recreation Advisory Committee (PRAC) was formed to help guide the master planning process. The PRAC met four (4) times to provide ongoing insight and feedback to develop the Master Plan's vision statement and guiding principles, and to review final Master Plan recommendations.

ONLINE MAPPING TOOL

An interactive map was available from May to September 2023 providing community members with the opportunity to identify potential enhancements to the specific municipal park(s) of their choice.

FOCUS GROUPS

Four (4) focus group discussions were held in May 2023. Common themes from each focus group as they relate to Jonesboro's parks and recreation system are detailed below:

Arts and Culture. Discussed the importance of tree cover, increased green space, public art, and additional pathways to and within parks.

Recreational Facilities. Included discussion of aquatics facilities, and the need for indoor recreation spaces for soccer, volleyball, and pickleball.

Economic Development. Expressed the need for young adult programming and park safety improvements, such as lighting, park activation, and additional security.

Resident Interest. Advocated for more public information and promotion of park spaces and programs. This group praised the variety of playgrounds and park spaces around the City.

COMMUNITY SURVEY 1,226 RESPONSES

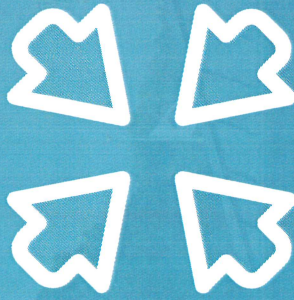
The Master Plan's community survey was created and disseminated to give residents an opportunity to express their preferences for the future of Jonesboro's parks and recreation system. The survey was available from May through July 2023.

PUBLIC INFORMATION BOOTHS

Six (6) public information booths were staffed at prominent community gathering points to collect in-person feedback during the planning process.

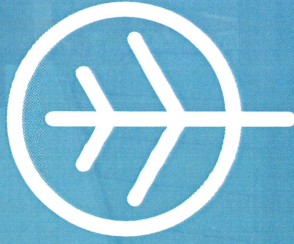
JONESBORO'S PARKS AND RECREATION SYSTEM VISION

OUR PARKS AND RECREATION SYSTEM WILL EMPOWER JONESBORO RESIDENTS TO LIVE HEALTHY AND HAPPY LIVES THROUGH ACCESS TO QUALITY, DIVERSE, AND ACTIVATED PARK SPACES AND RECREATION FACILITIES.



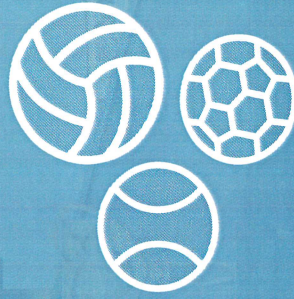
ACCESS

WE WILL PROMOTE EQUITABLE ACCESS AND CONNECTIVITY TO PARKS AND RECREATION SPACES IN JONESBORO.



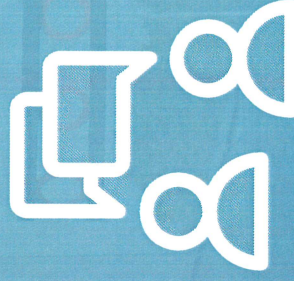
INVESTMENT

WE WILL INVEST IN SAFE AND ATTRACTIVE AMENITIES AND FACILITIES FOR RESIDENTS TO ENJOY.



PROGRAMS

WE WILL PROVIDE QUALITY PROGRAMS AND EVENTS FOR RESIDENTS OF ALL AGES AND ABILITIES.



SERVICE

WE WILL PROVIDE SUPERIOR SERVICES THROUGH UPDATING AND IMPLEMENTING OUR ADMINISTRATIVE POLICIES AND PROCEDURES.

2



OUR PLACES AND SPACES

TODAY'S PARKS SYSTEM

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OUR PARKS SYSTEM TODAY

BENEFITS OF PARKS

Parks are essential community spaces for connecting residents to natural amenities, physical recreation, and social interaction. The opportunity for organized or unstructured activities helps to develop and maintain life skills and confidence, especially in children. With the increase of obesity throughout the United States, physical activity is more important than ever. Along with providing opportunities to increase physical activity in a variety of forms, parks also improve air quality and can cool urban environments..

Parks' social and health benefits are compounded by their economic impact on a community. Parks are key drivers for sports tourism and are important recruitment tools for local businesses. Parks further improve local economies by increasing residential property values, as studies illustrate that people will pay more for a home when it is next to a park or green space.

CLASSIFYING PARKS

It takes a network of parks of different sizes, character, amenities, and locations to create an accessible and equitable parks system. As of 2024, Jonesboro owns and maintains **1,292.5 acres** of public parkland. This parkland is distributed among 22 properties that are organized according to six (6) distinct park classifications.

Within this Master Plan, Jonesboro's municipal parks have been classified based on their function, characteristics of their site, amount of land, and the amenities that they offer residents. Park classifications are used to evaluate a community's mix of recreational spaces and whether the service provider is furnishing the right type of parkland to meet community needs. **Descriptions of standard park classifications are presented on the facing page.**



Activated parks create a positive and beneficial experience to residents.

PARK CLASSIFICATIONS



REGIONAL PARKS

Often the largest type of park that serves residents throughout a substantial geographic area.

These parks offer a broad range of active and passive recreational opportunities and amenities that cater to a large audience.



COMMUNITY PARKS

Parks that attract residents throughout a community. These parks offer more specialized facilities than neighborhood parks, such as dog parks, community centers, pools, or skate parks.



NEIGHBORHOOD PARKS

Parks designed to serve residents from a surrounding neighborhood. These parks typically offer facilities that cater to "everyday" recreational needs, such as pavilions, picnic tables, or multi-use courts and athletic fields.



POCKET PARKS

Small parks that utilize unused space, such as a vacant lot, trailhead, or neighborhood median. These parks offer limited amenities based on size and need, such as gardens, picnic tables, or gazebos.



CIVIC SPACES

Areas that serve residents and visitors in the city center or dense urban areas. These spaces are often defined by their hardscapes and social features rather than active amenities. They often include plazas, parkways, or other similar public grounds.



LINEAR PARKS

Greenbelts or utility corridors that link natural habitats and may provide bicycle and pedestrian access to community destinations, other parks spaces, or residential areas. Linear parks may include amenities such as water fountains or benches.



OPEN SPACE PRESERVES

These spaces provide access to preserved natural areas within the community. Open space preserves typically include minimal amenities to conserve natural resources and reduce impact on the space.



SPECIAL USE PARKS

Parks that cater to a specific type of recreational user within a local or regional service area. These parks provide access to specialized amenities such as ball fields, golf courses, shooting sports facilities, disc golf courses, and more.

JONESBORO PARKS SYSTEM

The Jonesboro parks system's 22 existing parks are largely concentrated in central Jonesboro and include 707 acres of regional parkland, 109 acres of community parkland, and 10 acres of neighborhood parkland. Other pocket parks, civic spaces, and special use parks comprise 465.5 acres of the system's total acreage. **An inventory of municipal parks property is provided to the right and on the map on the facing page.**

The Jonesboro Parks System (2024) map also shows the location of the existing multi-use trails in the City. There are nearly 12 miles of existing trail, much of it is contained to central Jonesboro and Craighead Forest Park, with the other trails near the ASTATE campus and along roadsides.

EXISTING MULTI-USE TRAILS (2024)

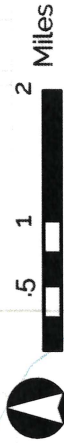
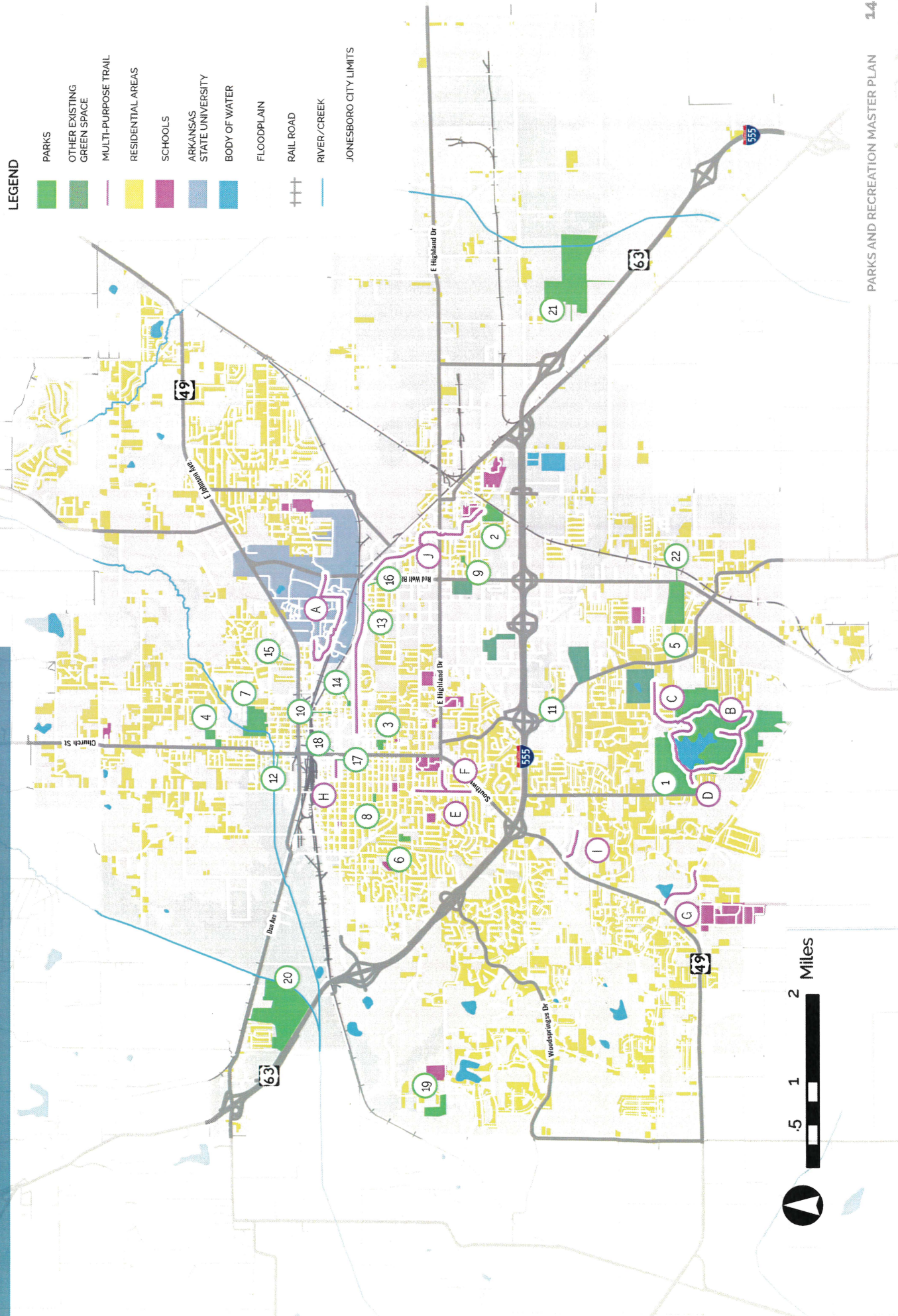
Map ID	Trail Name	Length (Miles) ¹
A	ASTATE Trail	1.7
B	Craighead Forest Loop	3.1
C	Craighead North Entrance	0.8
D	Craighead Forest Connectors	0.4
E	Culberhouse Sidepath	0.3
F	Highland at Culberhouse	0.6
G	Lawson Sidepath	0.7
H	Monroe Sidepath	0.2
I	Red Wolf Way	0.4
J	Turtle Creek Track	3.7

JONESBORO PARKS SYSTEM INVENTORY (2024)¹

Map ID	Park Name	Classification	Acres ¹
1	Craighead Forest Park	Regional Park	707.0
2	Allen / Landsbrook Park	Community Park	23.5
3	Julian James Memorial Park	Community Park	6.5
4	Miles / Parker Park	Community Park	12.7
5	Miracle League Park	Community Park	8.8
6	Nettleton Community Center / Optimist Park	Community Park	6.2
7	Northside / Crews Park	Community Park	51.5
8	City Water and Light (CWL) Park	Neighborhood Park	2.5
9	Fairview Park	Neighborhood Park	2.5
10	L.M. Stotts Park	Neighborhood Park	0.9
11	Ralph "Pop" Stricklin Park	Neighborhood Park	0.4
12	Reverend Lewellen Park	Neighborhood Park	0.6
13	Stallings Park (Big)	Neighborhood Park	2.3
14	William Evans Memorial Park	Neighborhood Park	1.6
15	Phillip Evans Community Park	Pocket Park	0.2
16	Stallings Park (Small)	Pocket Park	0.6
17	Union Park	Pocket Park	0.2
18	Rotary Club of Jonesboro Centennial Plaza	Civic Space	0.2
19	Beatrice Park	Special Use Park	23.8
20	Joe Mack Campbell Sports Complex / Lacy Park	Special Use Park	177.9
21	Jonesboro Shooting Sports Complex	Special Use Park	209.0
22	Southside Softball Complex	Special Use Park	53.6

1. City of Jonesboro municipal parkland. Data provided by the City of Jonesboro.

JONESBORO PARKS SYSTEM (2024)



PARKS SYSTEM HIGHLIGHTS

EXISTING PARKLAND LEVEL OF SERVICE

Identifying a community's parkland level of service (LOS) is the standard method to measure the amount and accessibility of park space provided for residents. These figures can then be compared to peer cities and/or national medians (typically provided by the National Recreation and Park Association (NRPA) Agency Performance Survey) to assess whether the amount and distribution of parkland being provided is meeting the current and future population's needs.

Jonesboro is ahead of peer communities in total park acreage, with 16.3 acres provided per 1,000 residents, **exceeding the national median by 46 percent**. Much of this parkland however, is contained within the regional park, Craighead Forest Park, and various special use parks. When observing the city's LOS for community parks and neighborhood parks - the key building blocks of a parks system - there is a noticeable lack of acreage. These deficiencies are further addressed in the Parkland Target Level of Service table (pg. 22).

PARKLAND LEVEL OF SERVICE (2024)		
Classification	Total Acres¹	Existing LOS (Acres per 1,000 residents)
Regional Parks	707.0	8.9
Community Parks	109.4	1.4
Neighborhood Parks	10.8	0.1
Pocket Parks	1.0	0.01
Civic Spaces	0.2	0.01
Special Use Parks	464.3	5.9
System Total	1,292.5	16.3
Median for communities with 50,000 to 99,999 residents²		11.2

1. Data provided by City of Jonesboro
2. NRPA Agency Performance Review, 2023

PARK SPACE PROGRAMMING

The presence of effectively programmed park spaces can amplify recreational opportunities in a park and is essential for engaging residents in the space. Park space programming considers three distinct programming categories (below). In addition to these categories, some park space may remain unprogrammed for an indefinite period of time.



RECREATIONAL

Recreational space supports a range of activities from informal play to active competition.



SOCIAL

Serve as places for public gathering in either a formal or informal setting.



NATURAL

Emphasize resource conservation, habitat preservation, and support low impact passive recreation.

PARKS SYSTEM ACCESS

GAP ANALYSIS

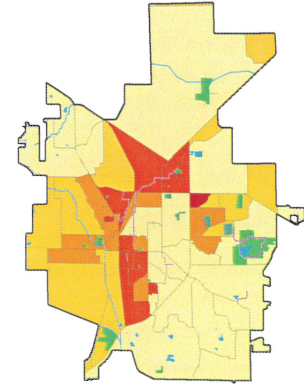
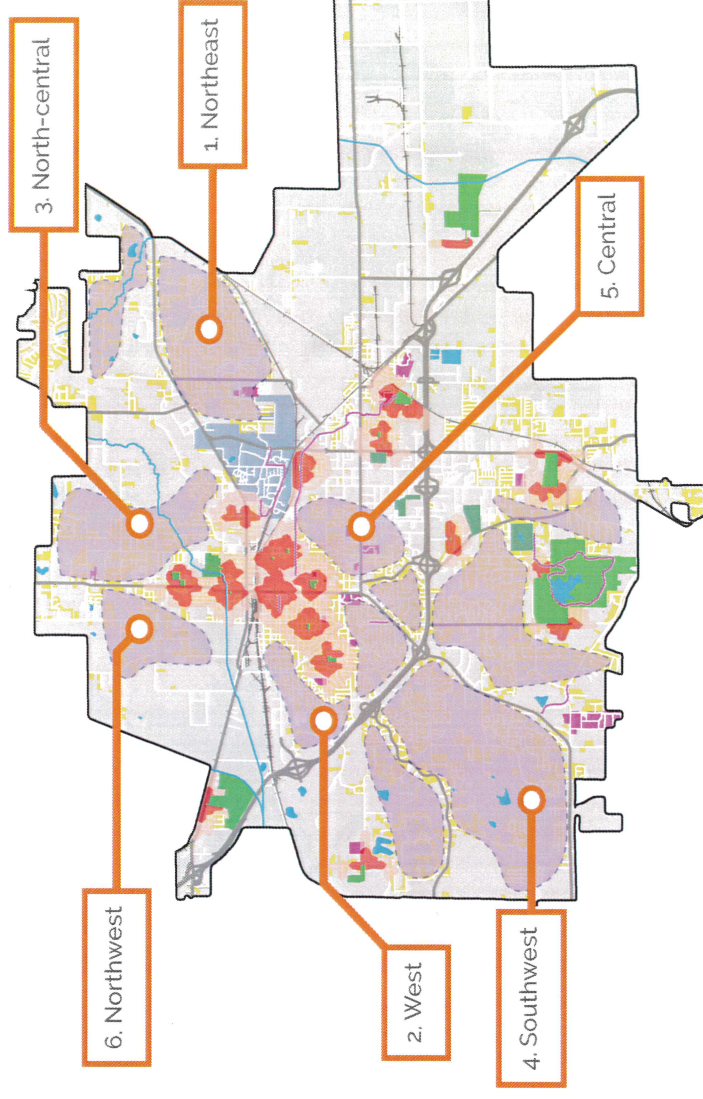
Distance and accessibility to parks is a major determinant of park use and user health. In Jonesboro, **four (4) percent of residential areas are located within a five-minute walk to a City park entrance and 12 percent are within a 10-minute walk.** The largest proximity gaps are in the southwest and northeast parts of the city.

The six priority locations for acquiring new parkland for community and neighborhood parks were identified through an evaluation of three primary factors:

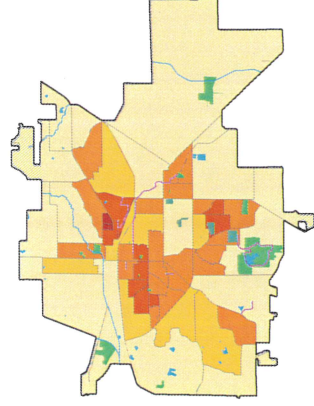
- A)** Proximity to areas of high Environmental Justice (EJ) concern (see the Glossary of Terms, pg 67).
- B)** Areas of higher population density, and
- C)** Areas with higher projected growth rates (US Census).

The Jonesboro Parks Service Area Gaps map (right) identifies areas of the city by priority where a new park space is warranted.

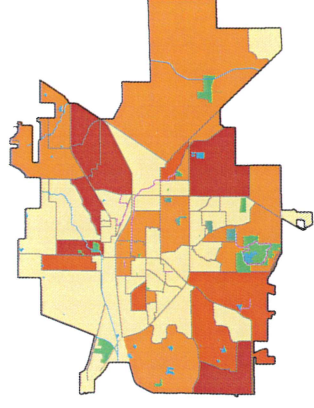
JONESBORO PARK SERVICE AREA GAPS



ENVIRONMENTAL JUSTICE AREAS



POPULATION DENSITY



POPULATION GROWTH



TRAILS NETWORK

Trails, of all shapes and sizes, play an important role in creating a healthy and connected parks system. Trails have shown to improve the quality of life of users and provide alternative community mobility options. Additionally, trails facilitate potential public and private development, which benefit from proximity and access to trails. Typically designed to support combined bicycle and pedestrian use, these facilities also play a vital role in creating a multi-modal transportation network.

In 2018, Jonesboro adopted the Jonesboro Quality of Life and Connectivity Master Plan (the “Jonesboro Connectivity Plan”), which established a comprehensive plan for the City’s trail network. This plan looks to transform Jonesboro into a destination and desirable city for active residents, improving their health and financial wellbeing. The plan maps a “hub-and-spoke” style trail network, with the Red Wolf Way trail that creates a loop around the city and various trails branching out from downtown hub to area neighborhoods and parks.

MULTI-USE TRAILS

Multi-use trails are an important component to the overall parks system. Multi-use trails systems often incorporate three distinct trail types to create an interconnected network:

Shared-use Paths: These trails are separate from motor vehicle traffic and do not typically follow existing roadways. They are typically a minimum of 10 to 12-foot wide and serve as important connectors to parks and can be used for transportation purposes throughout the city.

Sidepaths: These trails run parallel to a roadway and are designed to accommodate bicyclists, pedestrians, and other non-motorized users. This subset of shared-use paths are also a minimum of 10 to 12-foot wide and connect people to various destinations throughout the City.

Feeder Paths: These are short trail segments that connect neighborhoods, parks, and other destinations to the larger trails network. These trails provide an important active transportation connection in areas where the traditional grid network is broken or disrupted.

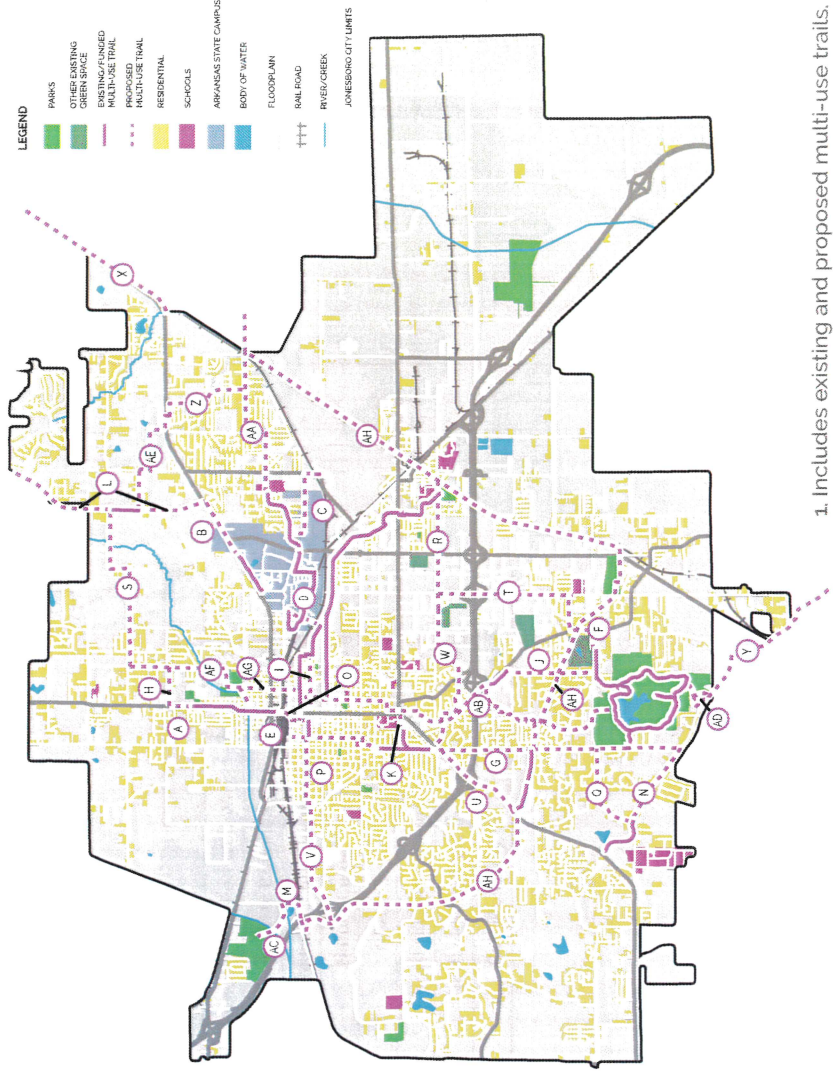
RECREATIONAL TRAILS

Beyond a multi-use trails network, recreational trails provide a separate but important benefit to residents. These hard- or soft-surface trails are often contained entirely within an individual park and serve as a recreational amenity for park visitors. These trails typically cater to a specific user group, and if extending beyond park boundaries may only provide a limited or incidental transportation benefit for the community. Recreation trail examples include nature trails, mountain bike trails, or paved walking paths. For purposes of this Master Plan, recreational trails are treated as a park facility.

TRAILS INVENTORY

16.8 MILES of existing <u>and</u> funded multi- purpose trail in Jonesboro.	60.9 MILES of proposed multi-purpose trails. ¹
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1. As identified in the Jonesboro Connectivity Plan (2018).



1. Includes existing and proposed multi-use trails.

LEARN MORE

This Master Plan augments the multi-use trail priorities identified in the Jonesboro Connectivity Plan (2018). Learn more about how Jonesboro is planning for trails in the [Jonesboro Quality of Life and Connectivity Master Plan, 2018](#).

PROPOSED MULTI-USE TRAILS NETWORK

ID	Trail Name	Length (Miles) ¹
A	141 Alpine to Daybreak	0.3
B	49 stadium to 351	0.8
C	Airport connection	1.1
D	ASTATE Trail	0.4
E	City Hall to Union	0.2
F	Craighead North Entrance	1.0
G	Culberhouse Sidewalk	4.3
H	Daybreak	0.5
I	E. Washington	0.7
J	Forest hill	1.1
K	Highland	0.2
L	HWY 351 Sidewalk	2.3
M	Lacy Dr	0.4
N	Lawson Sidewalk	1.1
O	Main st Bridge	0.5
P	Monroe Sidewalk	0.9
Q	Mt Carmel	1.2
R	Race st	1.6
S	Red Wolf Way	2.3
T	S. Caraway	1.7
U	Southwest	1.2
V	W. Washington	1.7
W	W/ndover to Stroud	2.1
X	Brookland Trail	2.3
Y	Crowley's Ridge Gravel Trail	2.7
Z	Disciple Park Trail	1.3

1. Data provided by City of Jonesboro

2. See pg. 13 for existing multi-use trails network list

ID	Trail Name	Length (Miles) ¹
AA	Downtown to Red Wolf Way	2.6
AB	Downtown to Craighead	5.1
AC	Joe Mack Historic Bridge	0.6
AD	Nature Center	0.9
AE	NEA to 351	1.6
AF	Northside Trail North	2.4
AG	Northside Trail South	0.9
AH	Red Wolf Way	13.0

A DOWNTOWN PARK SPACE

SHAPING DOWNTOWN JONESBORO

While parks are an important part of every neighborhood, quality parkland in a downtown setting creates a natural reprieve from the concrete and asphalt of our urban areas. Parks increase economic activity and improve the public perception of downtown spaces. These benefits may be experienced by all who live, work, and enjoy downtown Jonesboro.

Green spaces have shown to improve the economic vitality of surrounding areas when placed in downtowns. Parks are often used by cities when recruiting new employers and residents to an area. Increases in occupancy rates, tourism, and property values adds vital economic life into an urban space. Research has shown that for every dollar invested in parks there is a seven dollar return.¹

By providing park space for local event programming and recreation, perceptions of downtown areas have been slowly changing. For example, in Albuquerque, New Mexico, residents perceptions of downtown improved after the city began hosting concerts, movie nights, and farmers markets in the downtown Civic Plaza.²

For Jonesboro, these benefits can be realized through the investment in a new, centralized, downtown park space. **While Centennial Plaza and Union Park create opportunities for small events and informal gathering, neither space offers the open area, recreational amenities, or natural areas of substantial size that a robust downtown park would offer.** Through additional investment in a large downtown park, Jonesboro can create a livable and thriving downtown environment for potential residents and business owners.

To better understand these benefits, the City should commission a study to determine the location and methods for developing a large central downtown park space. The study should consider the potential locations, property acquisition scenarios, anticipated development and operational costs, and financial and social benefits of the park.

Source:

1. The Economic Benefit of Downtown Parks, NRPA, 2017
2. The Economic Value of Health Benefits Associated with Urban Park Investment, National Library of Medicine, 2023

COMMUNITY DEMAND

At a series of pop-up community engagement events conducted as part of the planning process, residents were asked about their desire to have more parkland/civic space and programming in downtown Jonesboro. For both questions, **all respondents either agreed or strongly agreed that there is a need for more downtown green space.**

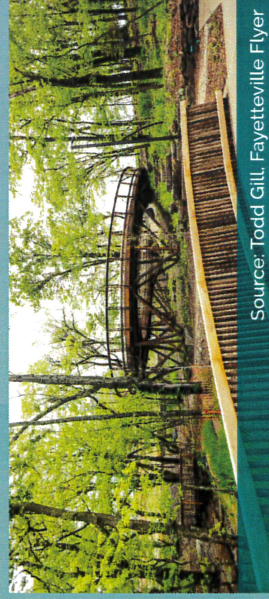
“Downtown desperately needs a green space. I would love to see a park somewhere within walking distance of the downtown area - somewhere to get away from the traffic and noise.”

- Survey Comment

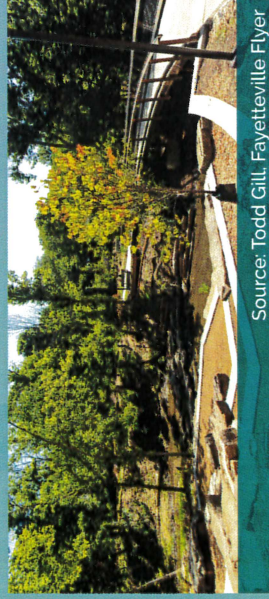
CASE STUDY: THE RAMBLE, FAYETTEVILLE, AR

The Ramble is a new 50-acre park in downtown Fayetteville that provides residents access to natural amenities and programmed events. The park make use of the reclaimed Tanglewood Creek bed that was overgrown with invasive shrubs and other vegetation.

The park plays host to live music, interactive arts programming, and cultural events. The Razorback Greenway trails bisects the park and connects to the elevated and accessible walking trails that curve through the canopy.



Source: Todd Gill, Fayetteville Flyer

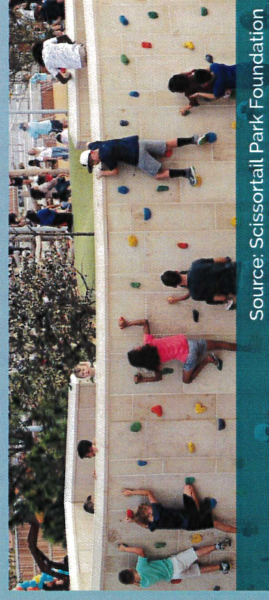


Source: Todd Gill, Fayetteville Flyer

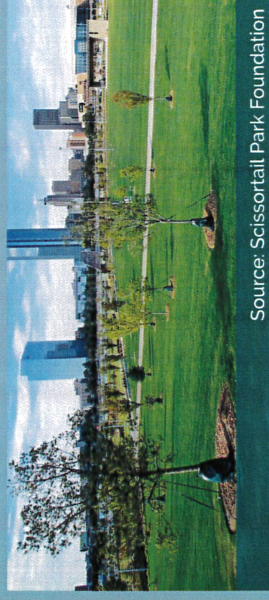
CASE STUDY: SCISSORTAIL PARK, OKLAHOMA CITY, OK

Scissortail Park is a new 70-acre park in downtown Oklahoma City that was funded through a 1-cent sales tax. The park is built on former interstate highway land, which was reclaimed on the southern edge of downtown.

The park features engaging experiences for visitors, including a 3.7 acre lake, children's playground and nature play area, interactive water fountains, seasonal roller rink, dog park, sports courts, picnic grove, restaurant, and performance stage and great lawn.



Source: Scissortail Park Foundation



Source: Scissortail Park Foundation

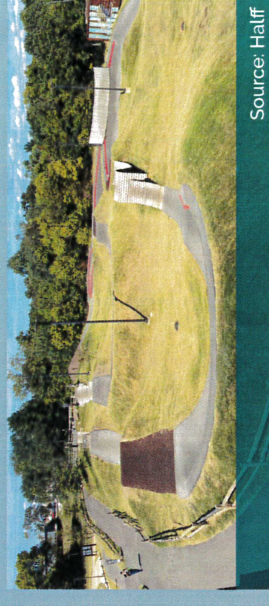
CASE STUDY: RAILYARD PARK, ROGERS, AR

Railyard Park is a 5-acre linear park located in downtown Rogers. The park was built on a decommissioned railyard and connects to the Railyard Loop Trail.

The park hosts live music and events at the Butterfly Stage and lawn and the Frisco Plaza supports the farmers market in the summer months. The Railyard Bike Park is nearby and provides residents and visitors access to natural surface and elevated bike trails.



Source: Half



Source: Half

INCREASING ACCESS TO PARKS

This Master Plan recommends **13 strategies** to improve the long-term success and accessibility of the City of Jonesboro's parks system. The strategies below have been selected to address the findings of this assessment and align with community needs, preferences, and values.

PARKS AND TRAILS ACCESSIBILITY¹

The City should address service gaps and accessibility concerns in the existing parks and trails system.

PARKLAND LEVEL OF SERVICE. Utilize the acreage and access standards identified in this Master Plan as a guide for minimum city-wide community and neighborhood parkland levels of service (pg. 22).

PARKLAND SERVICE AREA GAPS. Reduce parkland service area gaps for new neighborhood and community parks by acquiring land in high priority areas.

TRAILS NETWORK LEVEL OF SERVICE.

Build the network of trails identified in the Jonesboro Connectivity Plan (2018) to increase the percentage of residents within ½ mile of a multi-purpose trail.

REGIONAL TRAIL CONNECTION. Fund and construct a regional trail that links Jonesboro to the surrounding communities.

ACTIVE TRANSPORTATION PLAN. Prepare an active transportation plan to link the City's parks and planned network of multi-purpose trails to a city-wide network of on-street bicycle and pedestrian facilities. .

COOL CORRIDORS. Add trees and other shade elements along trails, bike lanes, and sidewalks to make active transportation more comfortable for users.

PARTNERSHIP PARKS. Partner with the school district, non-profits, and other institutions to reduce service level gaps to neighborhood parks and recreational amenities.

DOWNTOWN PARK STUDY. Commission a study to develop a large central downtown park to promote a dense, urban, and pedestrian friendly environment where residents can live, work, and play.

NEW REGIONAL PARK. Acquire, program, and maintain a large regional park in the north or north-east side of Jonesboro.



1. Source: Access-based Assessment technical memorandum, Appendix B.

Parks become more inviting and accessible when paved paths are available.

PARKLAND DEVELOPMENT²

The City is lacking adequate neighborhood and community parkland and should examine cost efficient methods to add to the total amount of park acreage.

PARKLAND DEDICATION. Amend municipal codes to require the dedication and improvement of parkland as part of new development.

TRAIL DEDICATION AND DEVELOPMENT. Amend municipal codes to require trail corridor dedication for multi-purpose trails and the construction of applicable trail segments as part of new development.

POCKET PARK PERFORMANCE CRITERIA. Allow small pocket parks to be constructed in new developments in lieu of neighborhood parks only in accordance with specific performance criteria.

2. Source: Access-based Assessment technical memorandum, Appendix B.

IMPACT FEES. Study the feasibility of amending municipal codes to require developers to offset park acquisition and/or construction costs when new development is built in Jonesboro.

WORK PROGRAM

The Jonesboro Parks and Recreation Master Plan's Work Program (pg. 55) categorizes and prioritizes the Plan strategies that are identified in this section.

JONESBORO PARKLAND TARGET LEVELS OF SERVICE

Park Classification	Target Level of Service (Minimum) ¹				Proximity Guidance
	Recommended Service Level	Recommended Acreage (2023) ²	Recommended Acreage (2040) ³	2023 Surplus / Deficit (+/-)	
Regional Parks	8.0 Acres / 1,000 Residents	634.6 Acres	844.5 Acres	+72.4	10-Minute Walkshed (Between all residential areas and a municipal park)
Community Parks	2.0 Acres / 1,000 Residents	158.6 Acres	211.1 Acres	-142.3	
Neighborhood Parks	1.0 Acres / 1,000 Residents	79.3 Acres	105.6 Acres	-68.1	

1. The city may exceed the minimum targets listed here.
2. Population of 79,324, US Census Bureau (2022.)
3. Based on projected 2040 population of 105,558.
4. Parks to be distributed so that all residential areas are within 1/2 mile of a park.



OUR ACTIVITIES: ENERGIZING OUR PARKS

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OUR ACTIVITIES



The newly planned aquatics facilities at Parker Park will offer recreational opportunities for residents of all ages.

The recreational interests and preferences of a community are constantly evolving. To better meet changing demands and tastes, it is important that the facilities and programs offered by service providers are regularly evaluated and adapt with the current needs of the community. This is particularly important to serve residents for whom for-profit services are inaccessible. To best serve the residents of Jonesboro, recreational programs and facilities are provided to align with public benefit and are funded to strategically recover the costs of operation.

FACILITIES

The City of Jonesboro owns and operates a host of facilities that include indoor and outdoor structures and amenities. This plan will review and explore the community's demand for certain facilities, indoor facility conditions, the total inventory of select facilities, and the targeted levels of service.

PROGRAMS

The Parks and Recreation Department (the "Department") oversees 21 recreational programs that cater to various age groups. This chapter will review the community demand for recreational programs, their stage in the program lifecycle, what age segments the existing programs are serving, classify the services, and set cost recovery targets.

ORGANIZED PARK PROGRAMS AND SUPERVISION MAY INCREASE THE USE OF PARKS AND PLAYGROUNDS AND ALSO INCREASE PHYSICAL ACTIVITY, PARTICULARLY AMONG YOUTHS.

- NRPA, ROLE OF PARKS AND RECREATION ON HEALTH AND WELLNESS



RECREATIONAL FACILITIES

WHAT OUR RESIDENTS WANT

The Master Plan's community survey distributed as part of the planning process included two (2) related questions about the importance of over 39 specific recreational facilities versus the public's perception on how the community is performing in providing these facilities. This assessment combines the results of both questions to establish the highest and lowest priorities for future facility and amenity investments in Jonesboro.

The six (6) facilities that were identified as the highest priority by master planning participants include outdoor water parks, public restrooms, indoor recreation centers, water access, canoe/kayak rentals, and community gardens. The results from this assessment informed the recommended strategies on pages 37 through 39.

HIGH PRIORITY FACILITIES¹

1. Source: Jonesboro Parks and Recreation Master Plan Community Survey, 2023.



Outdoor
Water Parks



Public
Restrooms



Indoor
Recreation
Centers



Water
Access



Canoe/
Kayak
Rentals



Community
Gardens

INCLUSIVE RECREATION

Inclusive recreation refers to facilities and programs designed to provide equal recreational opportunities for people with disabilities. Jonesboro is committed to abiding by the Americans with Disabilities Act (ADA) and providing programming modifications to enhance program participation for all.

This Plan, along with the Jonesboro Health Accelerator Plan (2024), propose ways to incorporate and invest in facilities and programs that promote accessibility for all residents, regardless of age or ability.

FACILITY AND AMENITY INVENTORY

The Recreational Facility Level of Service Comparison table displays the Level of Service (LOS) at which Jonesboro offers recreational facilities commonly found in a municipal parks and recreation system, compared to other recreational service providers. The table compares Jonesboro to two (2) categories of service providers: A) All agencies participating in the NRPA's Park Metrics database and B) Communities of a comparable population size (50,000 – 99,999).

Results in the table should not be viewed as conclusive comparisons. It is hard to compare Jonesboro to average figures from cities that are different than Jonesboro in size, demographics, geography, and economics. However, the table should be used as a guide when reviewing Jonesboro's need for additional facilities.

The analysis displays that athletic fields, sport courts, and aquatic facilities are three of the most common active recreation facilities provided within the City parks and recreation systems. **Jonesboro is behind communities of a similar population in number of indoor multipurpose fields, adult softball fields, pickleball courts, and community gardens.**

RECREATIONAL FACILITY LEVEL OF SERVICE COMPARISON (2023)

Facility / Amenity	Current and Funded Facilities	Jonesboro Current LOS (per resident) ¹	Average LOS, All Communities ²	Average LOS, Communities between 50,000 - 99,999 Residents
Baseball Fields (adult)	4	1 per 19,831	1 per 20,228	1 per 27,566
Baseball Fields (youth)	15	1 per 5,288	1 per 6,863	1 per 7,237
Multi-purpose Fields (outdoor)	9	1 per 8,814	1 per 9,177	1 per 13,244
Multi-purpose Fields (indoor)	2	1 per 39,662	1 per 36,884	1 per 34,814
Soccer Fields	24	1 per 3,305	1 per 13,691	1 per 17,741
Softball Fields (adult)	4	1 per 19,831	1 per 15,345	1 per 17,078
Softball Fields (youth)	7	1 per 11,332	1 per 11,384	1 per 12,716
Basketball Courts (outdoor)	10	1 per 7,923	1 per 7,404	1 per 8,790
Multi-purpose Courts (indoor)	19	1 per 4,175	1 per 17,475	1 per 22,960
Pickleball Courts	6	1 per 13,221	1 per 13,922	1 per 11,150
Tennis Courts	17	1 per 4,666	1 per 5,860	1 per 5,577
Volleyball Courts (sand)	2	1 per 39,662		
Splash Pads	4	1 per 19,831		
Swimming Pools (indoor & outdoor)	4	1 per 19,831	1 per 38,635	1 per 43,100
Community Gardens	1	1 per 79,324	1 per 31,395	1 per 52,906
Dog Parks	2	1 per 39,662	1 per 43,532	1 per 54,119
Playgrounds	57	1 per 1,392	1 per 3,759	1 per 3,779
Skateparks ³	13,500 SF	170.2 SF per 1,000	414 SF per 1,000	414 per 1,000
Disc Golf Courses	3	1 per 26,441		

1. Population of 79,324. US Census Bureau (2022); 2. NRPA's Agency Performance Report (2023); 3. Skatepark Adoption Model

*Not all facilities are reported in the NRPA Performance Measures.

INDOOR RECREATIONAL FACILITIES

Indoor recreational facilities add to traditional outdoor parks services by providing an area that is protected from the elements and can offer more structured recreation programming. The Jonesboro Parks and Recreation Department manages five (5) indoor recreation centers. In addition to serving residents of Jonesboro, these facilities provide recreation opportunities for residents throughout Craighead County. A full review of the City's indoor facilities can be viewed in the Indoor Recreational Facilities Assessment (Appendix C).

INDOOR FACILITIES ASSESSMENT

ALLEN PARK COMMUNITY CENTER

The Allen Park Center has two community rooms and an accessory catering kitchen that supports one of the community rooms. There is a two-court (middle school sized) gymnasium with a dividing curtain between each. The facility is in good condition, but experiences leaks in the roof. The lobby, offices, kitchen, and locker rooms require updates. The Allen Park Community Center and the Parker Park Community Center share the same floor plan.

E. BOONE WATSON COMMUNITY CENTER

The E. Boone Watson Community Center has one community room (with a warming kitchen)

which is primarily used for meetings and rentals. The center also houses the Craighead County - Jonesboro African American Cultural Center. The facility is in good condition, but could improve through relocating the museum to create an additional community room, renovating the lobby, and adding lighting in the parking lot.

EARL BELL COMMUNITY CENTER

The Earl Bell Community Center is a recognized historic building, built in 1936. It houses a gymnasium, meeting rooms, rock climbing wall, and boxing ring. The bathroom facilities have been recently renovated. The facility is in good condition, but would benefit from renovations to the lobby and community rooms and additional lighting for the parking lot.

JONESBORO POOL AND COMMUNITY CENTER

The Jonesboro outdoor pool is the only existing municipally operated aquatics facility and is highly utilized during the summer months. The community center has had a recent renovation that includes a new gymnasium (middle school size), indoor turf (practice, youth leagues), party room with kitchenette, and renovated locker/restrooms. The facility is in very good condition due to the recent renovations. The pool could be improved for accessibility, the exterior lighting needs updating, and the play features in the kiddie pool should be replaced.

PARKER PARK COMMUNITY CENTER

The Parker Park Community Center has two community rooms, mainly used for private rentals, and an accessory catering kitchen (supporting one of the community rooms). There is a two-court (middle school sized) gymnasium with a dividing curtain between each. A new outdoor pool is planned and funded for the facility. The center is in good condition and would benefit from renovations to the lobby, kitchen area, locker rooms, and restrooms.



"Community centers are the heart of neighborhoods, providing spaces where people of all ages can connect, learn, and thrive. They foster social bonds, promote health and wellness, and contribute to the overall well-being of our communities." - NRPA

RECREATIONAL PROGRAMS

PROGRAMS

The City of Jonesboro is a major recreational service provider for City residents. Since community and regional parks contain specialized amenities and can support both programs and events, City-sponsored activities often attract visitors from the much larger northwest Arkansas area than from within Jonesboro boundaries alone. The Jonesboro Parks and Recreation Department currently operates 21 recreational programs. Most City-sponsored programs are related to athletics, including basketball, soccer, softball, and shooting sports.

While the City is a primary provider of recreational programs and community events, many partner organizations and third-party vendors contribute to the overall program offerings in Jonesboro. Third-party operators organize at least 13 additional recreational programs, such as the City Stars programs, and 25 community events, like the BBQ Festival, that take place in City facilities and in the Downtown area. This combination of offerings provides our residents ample opportunities to get involved in the recreational programs and events of their choosing.



City Stars recreational soccer is a free program sponsored by the City of Jonesboro that allows kids to learn and play the game of soccer in a positive and encouraging environment.

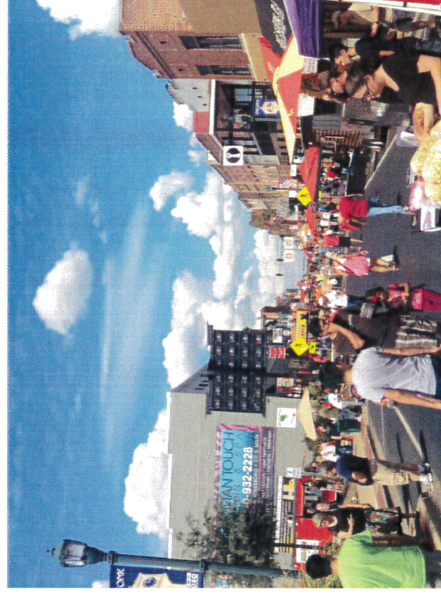
ACTIVATING OUR PARKS

Expanding the community's portfolio of recreational programming is one of the best ways to activate Jonesboro parks and recreation facilities. According to the City Park Alliance, supervised activities can lead to a 48 percent increase in park use and a 37 percent increase in physical activity.

Source: Active Parks, Healthy Cities (2019)

EVENTS

In addition to programming, the City also offers 11 reoccurring special events. These events range from large events, like the Red Wolf Classic Softball Tournament, to age-specific activities like the Mountain Dew Classic. According to City event participation estimates, sporting events and organized tournaments have the highest levels of event engagement. However, findings from the Master Plan's community survey suggest residents are interested in adding new family friendly festivals and outdoor music events.



The Jonesboro BBQ Festival attracts people from across the state to Downtown Jonesboro.

WHAT OUR RESIDENTS WANT

The Master Plan's community survey, distributed as part of the planning process, included two (2) related questions about the importance of over 38 specific recreational programs versus the public's perception on how the community is performing in providing these programs. This assessment combines the results of both questions to establish the highest and lowest priorities for future recreational programming in Jonesboro.

The six (6) programs that were identified as the highest priority by master planning participants include outdoor water programs, summer and holiday camps, swimming, outdoor music and concerts, aquatic programs, and teen fitness and wellness programs. See Appendix A for the full Master Plan survey results.

HIGH PRIORITY PROGRAMS¹



Outdoor Water Programs



Summer & Holiday Camps



Swimming



Outdoor Music / Concerts



Aquatic Programs



Teen Fitness & Wellness



Miracle League Field offers residents of varying abilities an opportunity to participate in inclusive recreational programs, such as the "Miracle League" baseball league..

ADULT SPORTS PROGRAMS LIKE TENNIS AND PICKLEBALL CONTINUE TO GROW IN THIS AREA AND COULD BENEFIT FROM IMPROVED FACILITIES AND INDOOR OPTIONS.

- MASTER PLAN'S SURVEY COMMENT

1. Source: Jonesboro Parks and Recreation Master Plan Community Survey, 2023.

WHERE DO WE STAND?

The analysis conducted as part of this planning process provides context to the recommendations made on pages 37 through 39. Three key assessments were conducted on current recreational programs: 1) Lifecycle Analysis, 2) Age Segment Analysis, and 3) Service Classification Analysis.

LIFECYCLE ANALYSIS

The lifecycle analysis involved reviewing the preceding five (5) years of Parks and Recreation program data to understand trends of growth or decline in participation across all program offerings.

Generally, approximately half of a community's recreational programs should be in the "introduction" and "growth" stages. These two stages represent programs that have high levels of resident interest and typically receive a large return on investment. Programs in these stages should be monitored to ensure growth is consistent and the program continues to be desired by residents.

The "mature" stage represents programs that have become more established and are still steadily growing or have plateaued in participation. A common target for communities is to have 30 percent of recreational programming be in the "mature" stage. Programs in this stage provide stability to the overall program portfolio but should continuously be monitored to ensure they do not enter the "decline" stage.

A service provider should have few (less than 10 percent) of their recreational programs in the "decline" stage. As programs enter this stage, they must be closely reviewed and evaluated for modification or elimination. When this occurs, it is recommended to change these programs or to add new programs based upon community needs and trends.

STAGES OF THE PROGRAM LIFECYCLE

The lifecycle analysis categorizes city-led programming into one of four (4) stages based on recent participation numbers. These stages include:



INTRODUCTION

Programs that have been established in the last 1-2 years.



GROWTH

Programs that have experienced consistent growth.



MATURE

Programs with slow or no recent growth, but that have not seen consistent declines in participation.



DECLINE

Programs where overall participation has dropped over time.

RECREATIONAL PROGRAM LIFECYCLE ANALYSIS (2023)¹

Stage	Programs	Number of Programs	Jonesboro Distribution	Recommended Distribution
Introduction	3v3 Soccer; Rimfire Challenge; Trap League; Junior Disc Golf	4	20%	20%
Growth	City Stars Soccer; Arkansas Revolution; Wolf Cub Flag Football; Wolf Cub Cheerleading; NEA Junior Rugby; Jr. High Softball; Swim Lessons	7	35%	40%
Mature	Youth Soccer League; NEA Volleyball; Youth Softball; Adult Softball; Adult Co-ed Softball; City Basketball Stars	6	30%	30%
Decline	Wolf Cub Tackle Football; Miracle League; Junior Target Golf	3	15%	10%

1. Participation data provided by the City of Jonesboro.
 2. Participation numbers for Winter Wonderland not provided.
- A full list of programs by stage and participation can be viewed in the Recreational Programming Assessment Memorandum, Appendix D.

FINDINGS

As indicated in the table above, the lifecycle analysis results reveal **the distribution of programs are relatively balanced**, with the need to review a few programs in the "decline" stage. The City has a healthy level of "introduction" and "growth" programs, led by increased participation in youth soccer and shooting sports programs. The percentage of "mature" programs operated by the City of Jonesboro is on target the recommended distribution. Maintaining the number of "mature" programs will help provide stable and reliable programming in the City. **Programs such as junior target golf and tackle football are examples of programs that are declining in participation and could be reviewed for modification or be replaced with alternative programming.** It is recommended to keep as few programs as possible in decline stage, but it is understood that programs are always in flux.

CORE PROGRAMMING¹

Identifying core program areas helps staff, policy makers, and the public focus on recreational programming that is most important for the City. The City's 21 recreation programs can be classified within eight (8) core program areas:

Adult Athletics (Softball)

Community Events

Shooting Sports

Youth Athletics (Basketball)

Youth Athletics (Soccer)

Youth Athletics (Softball)

Youth Athletics (Volleyball)

Youth Athletics (Miscellaneous)

AGE SEGMENT ANALYSIS

Combining the program data provided by the City of Jonesboro with information gathered through staff and community discussions, an "age segmentation analysis" of the eight (8) core programs areas was created. The Age Segment Analysis table on page 34 depicts each core program along with the age segments they serve.

The primary age segment is the group of residents that the City caters to the most or who is most likely to be the user of its services.

The secondary age segment is the next market that has the potential to become a primary user of the services.

AGE SEGMENTS

The four (4) primary age groups that were reviewed in this analysis included:

Youth. Activities designed for children ages 12 and younger.

Teens. Programs aimed to residents between the ages of 13 and 18.

Adults. Activities designed for college and working age residents between the ages of 19 and 64.

Seniors. Programs for older adults, typically age of 65 and older.

By identifying the age segments served by each core programming area, the City can determine where there may be gaps in service. However, any adjustments to programming should also consider participation rates, the lifecycle trends of programs offered, the targeted growth of secondary programs or the addition of programming that aligns with the priorities identified as part of this Plan's public and stakeholder outreach process.

1. A breakdown of core program areas can be viewed in the Recreational Programming Assessment Memorandum, Appendix D.

AGE SEGMENT ANALYSIS (2023)¹

Core Program Area	Age Segment	
	Primary	Secondary
Adult Athletics (Softball)	Adults	Teens
Community Events	Youth & Teens	Adults & Seniors
Shooting Sports	Teens & Adults	Youth & Seniors
Youth Athletics (Basketball)	Youth	Teens
Youth Athletics (Soccer)	Youth	Teens
Youth Athletics (Softball)	Youth	Teens
Youth Athletics (Volleyball)	Youth	Teens
Youth Athletics (Miscellaneous)	Youth	Teens

1. Age data provided by the City of Jonesboro.

FINDINGS

Findings from the age segment analysis show that the Department excels at providing a variety of youth athletic programming. As observed from the community survey, conducted as part of this planning process, Jonesboro residents see youth programming as an important program type and recognize that the community is performing well in providing these program types.

The Department should provide a balanced approach to programming by targeting each age segment as a primary market served by three (3) or more core program areas. Given the lack of programming for seniors and adults, and the growing demand for services in these age brackets, as identified in the Master Plan community survey, it is recommended that the Department further grow the programming options for these groups, whether through existing programs or new programming.

SERVICE CLASSIFICATION ANALYSIS

The service classification analysis provides information that can be used to price programs based upon an accurate understanding of direct costs related to program delivery. The table on page 36 displays that the City provides many recreational programming under "community" benefit level.

BENEFIT LEVEL

Programs that focus on specific or niche interests may only benefit the individual, whereas programs that capture broad public interest and serve a diverse audience are deemed to offer community-wide benefits.

PROGRAM CLASSIFICATION

The program classifications are broken into three (3) distinct program types:

Essential Service. These services have broad public appeal and directly benefit members of the community.

Important Service. These services have narrower community appeal and may indirectly benefit members of the community.

Value-Added Service. These services target a specific user group and generally do not benefit the community at large.

PRICING STRATEGY

The pricing strategy is directly tied to the program classification and determines who should bear the primary costs of program operation and administration. The two (2) primary pricing strategies include:

General Fund. Programs that are funded through tax dollars or grant funding that is taken from the City's general fund.

User Fees. Programs that are primarily funded by participants of the program through user fees.

COST RECOVERY

The recommended cost recovery targets are based on program classification and pricing strategy. Generally, "essential" programs require lower cost recovery targets. "Important" or "value-added" programs should be subject to a higher cost recovery target, as these programs benefit fewer residents or a just specific target audience.



"Essential services," like youth soccer, typically generate the highest rates of participation in Jonesboro and represent a recreational programming area that is an expected service of a community the size of Jonesboro.

SERVICE CLASSIFICATION ANALYSIS (2023)

Core Program Area	Service Classification			
	Benefit Level	Classification	Pricing Strategy	Recommended Cost Recovery Goal
Adult Athletics (Softball)	Individual	Important	User Fees	35% - 75%
Community Events	Community	Essential	General Fund	0 - 35%
Shooting Sports	Individual	Value-Added	User Fees	75% - 100%
Youth Athletics (Basketball)	Community	Essential	General Fund	0 - 35%
Youth Athletics (Soccer)	Community	Essential	General Fund	0 - 35%
Youth Athletics (Softball)	Community	Essential	General Fund	0 - 35%
Youth Athletics (Volleyball)	Community	Essential	General Fund	0 - 35%
Youth Athletics (Miscellaneous)	Community	Essential	Mix of Both	35% - 75%

FINDINGS

As presented in the table above, the City provides a good balance of recreational programs that benefit the whole community as well as individuals. The core program areas are heavily focused on the community and essential programs, ensuring that City funding is being spent on the greatest need in the community. The pricing strategy and recommended cost recovery goals are based on the benefit level and classification of the core program area.

Pricing based on established operating budget recovery goals will provide flexibility to maximize all pricing strategies to the fullest. Allowing the staff to work within a pricing range tied to cost recovery goals will permit them to set prices based on classification and demand to maximize user participation and encourage additional group rate pricing where applicable. **To gain and provide consistency, staff should begin tracking total costs associated with all recreational programs and adopt a refined pricing policy for the Department to operate effectively and efficiently to meet the program cost recovery goals identified above.**

WHAT WILL WE DO?

This Master Plan recommends **23 strategies** to improve the long-term success and sustainability of the City of Jonesboro's facilities, recreational programs, and events. The strategies below have been selected to address the findings of this assessment and align with community needs, preferences, and values.

RECREATIONAL FACILITIES¹

The Department should update and add new recreational facilities based on community demand and results of this Master Plan.

RECREATIONAL FACILITY LEVEL OF SERVICE.

Utilize the target level of service standards (pg. 38) presented in this plan as a guide for future recreational facility investments.

AQUATICS FACILITIES. Increase park user access to splash pads and outdoor pools in Jonesboro.

JOE MACK CAMPBELL PARK. Incorporate new (competition) athletic fields into an expanded sports park..

INCLUSIVE PLAY ELEMENTS. Increase the number of inclusive and accessible play elements in community and neighborhood parks.

COMMUNITY GARDENS / SENSORY GARDENS. Construct and maintain a series of community gardens with sensory garden elements within existing and/or new park spaces in Jonesboro.

DOG PARKS. Incorporate more dog parks into the parks system.

INDOOR PICKLEBALL AND TENNIS COURTS.

To allow for year-round play, add indoor pickleball and tennis courts into new and renovated indoor community centers.

RECREATIONAL PROGRAMMING REVIEW²

The City should work to review programs and events based on community feedback and the results of this Master Plan.

RECREATIONAL SERVICE AREAS. Maintain an adjustable ledger of recreational programs to facilitate ongoing modifications to the City's programming portfolio.

RECREATIONAL PROGRAMMING

ADMINISTRATION. Create an additional Assistant Park Director role to be responsible for the efficient delivery of recreational programming services.

SPECIAL EVENTS PARTICIPATION. Track community event rates of participation to ensure that the City's event portfolio adjusts to meet residents changing needs and preferences.

SPECIAL EVENTS COST RECOVERY. Measure staff hours and general City expenditures related to preparation, management, and post-event activities to determine full costs related to event support.

RECREATIONAL PROGRAM PRICING POLICIES. Adopt a recreational program pricing strategy that establishes clear cost recovery goals based on the Service Classification Analysis (2023) table (pg 36).

1. Source: Access-based Assessment technical memorandum, Appendix B.

2. Source: Recreational Programming Assessment technical memorandum, Appendix D.

TARGET LEVEL OF SERVICE (2040)

Facility / Amenity	Current and Funded Facilities ¹	Jonesboro Current LOS (per resident) ²	Target LOS (per resident) ³	2040 Need (total inventory) ⁴
Baseball Fields (adult)	4	1 per 19,831	1 per 19,500	5
Baseball Fields (youth)	15	1 per 5,288	1 per 5,000	21
Multi-purpose Fields (outdoor)	9	1 per 8,814	1 per 8,300	13
Multi-purpose Fields (indoor)	2	1 per 39,662	1 per 35,000	3
Soccer Fields	24	1 per 3,305	1 per 2,900	36
Softball Fields (adult)	4	1 per 19,831	1 per 19,500	5
Softball Fields (youth)	7	1 per 11,332	1 per 11,000	10
Basketball Courts (outdoor)	10	1 per 7,923	1 per 7,000	15
Multi-purpose Courts (indoor)	19	1 per 4,175	1 per 4,100	26
Pickleball Courts	6	1 per 13,221	1 per 10,000	11
Tennis Courts	17	1 per 4,666	1 per 4,000	26
Volleyball Courts (sand)	2	1 per 39,662	1 per 40,000	3
Splash Pads	4	1 per 19,831	1 per 15,000	7
Swimming Pools (indoor & outdoor)	4	1 per 19,831	1 per 13,500	8
Community Gardens	1	1 per 79,324	1 per 20,000	5
Dog Parks	2	1 per 39,662	1 per 32,100	3
Playgrounds	57	1 per 1,392	1 per 1,300	81
Skateparks ⁵	13,500 SF	170.2 SF per 1,000	192.7 SF per 1,000	20,330 SF
Disc Golf Courses	3	1 per 26,441	1 per 26,500	4

1. Includes existing facilities and funded facilities not yet constructed; 2. Population of 79,324; US Census Bureau (2022); 3. Targets calculated using existing facilities, NRPA averages, and Master Plan community survey results; 4. Based on projected population of 105,558; 5. Skatepark Adoption Model.



Jonesboro is meeting the target for playgrounds, but will need to continue investing in these facilities to serve the projected population growth.



New playscapes should include shade elements as a method to be more inclusive and accessible.

RECREATIONAL PROGRAM AND EVENT ADDITIONS¹

The Department should work to add and update City-led programs and events based on community feedback and results of this Master Plan.

PROGRAM AND EVENT PARTICIPANT SURVEY. Conduct annual surveys to participants of City operated recreational programs and community events to better understand user preferences and identify areas for improvement.

EVENT DIVERSIFICATION. Expand the City's event offerings to provide more arts, culture, and nature-based community events.

AQUATICS PROGRAMMING. Leverage new aquatics facilities by introducing an expanded suite of new aquatics-based recreational programs.

ACTIVATE CRAIGHEAD FOREST LAKE. Add water-based programming and amenities to Craighead Forest Lake, such as canoe and kayak rentals and designated swim areas, pending further study of the water quality.

SENIOR PROGRAMMING. Add City operated recreational programming to serve active older adults.

SPECIAL NEEDS PROGRAMMING. Maximize the use of existing and planned inclusive recreational facilities by adding new inclusive recreational programming for residents with special needs.

NATURE AND ENVIRONMENTAL

PROGRAMMING. Add new nature and outdoor adventure programming that highlights the natural and unique features of the Crowley's Ridge area.

TENNIS AND PICKLEBALL PROGRAMMING.

Add City operated pickleball and tennis programming to encourage intergenerational play.

RECREATIONAL PROGRAM PORTFOLIO.

Diversify the city's recreational program portfolio to maximize the utilization of recreational amenities and to maintain appropriate program lifecycle balances.

INDOOR RECREATIONAL FACILITIES²

The Department should update and add to the existing system of indoor recreational facilities in Jonesboro.

INDOOR RECREATIONAL FACILITY

IMPROVEMENTS. Prioritize making cosmetic and structural improvements to existing indoor recreational facilities. Additional improvement to recreational and amenity offering should added based on community feedback.

INDOOR RECREATIONAL FACILITY

ADDITIONS. Expand the number of indoor recreational facilities to underserved areas in the community.



Adult programming, like kickball, provides a recreation option for young and older adults.

1. Source: Recreational Programming Assessment, Appendix D

2. Source: Indoor Recreational Facility Assessment, Appendix C



Additional aquatic facilities and programming will provide cool areas for residents to play in the summer.



Volunteer events build resident connections and help offset maintenance costs.



Natural amenities and plantings better connect residents to their environment.



Accessory amenities, like picnic tables and trash cans, are additions to a park space that improve user comfort and functionality of the space.



Indoor facilities allow sports leagues to play year-round without major disruptions from weather.



OUR PRACTICES:

DELIVERING RECREATIONAL SERVICES

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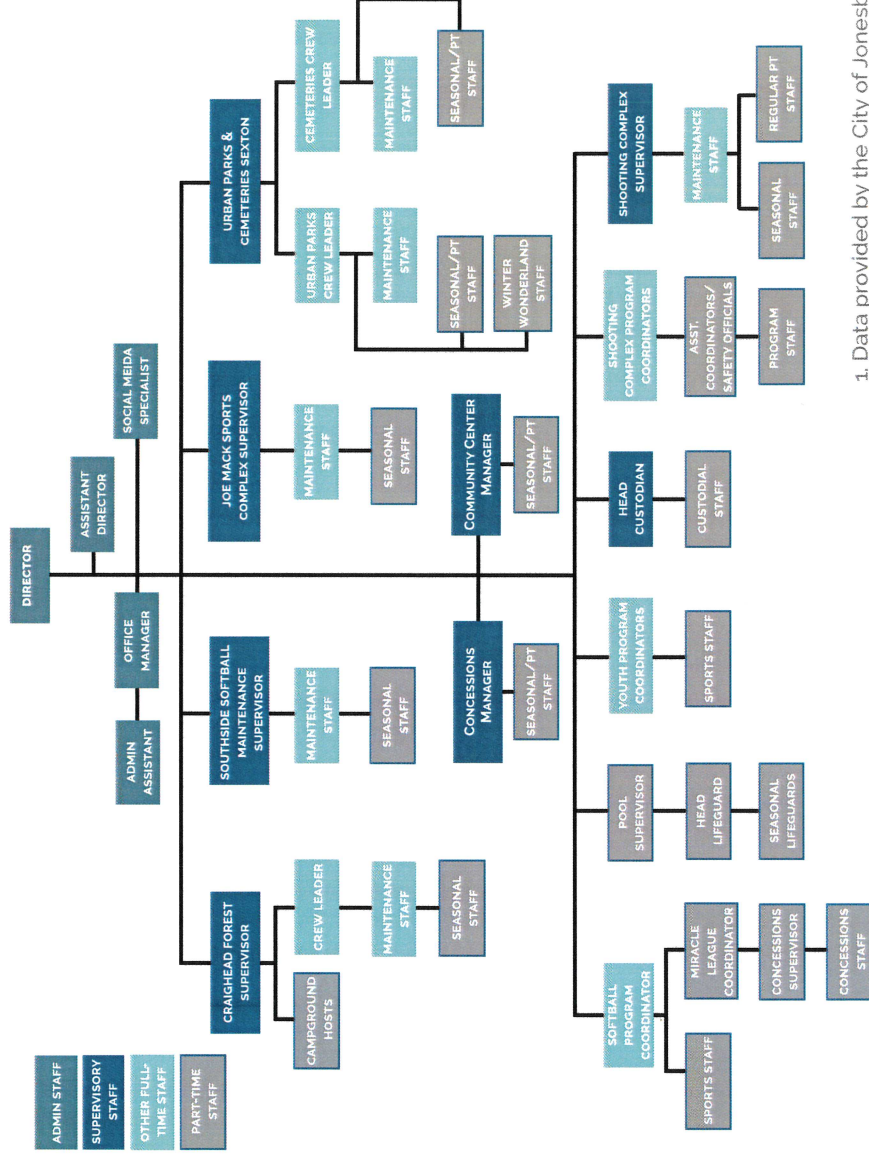
OUR PRACTICES

STAFFING

Jonesboro Parks and Recreation Department (the Department) staff are distributed across nine divisions, outlined in the organizational structure to the right. While most municipal park spaces are under the supervision of the Urban Parks and Cemeteries Supervisor, four of the city's 22 parks have a dedicated supervisor and crew. These include Craighead Forest Park, Joe Mack Campbell Sports Complex, Jonesboro Shooting Sports Complex, and Southside Softball Complex.

The Department employs **95.5 full time equivalent (FTE) staff members**, with 33 full-time staff and 145 part-time/seasonal staff. When compared to communities of a similar size, Jonesboro's dedicated parks and recreation staff commitment exceeds the national median of 75.8 FTE, but below the upper quartile of 127.5 FTE for communities of a similar size. Regardless, Jonesboro's full-time parks and recreation staff positions account for only a small percentage (35 percent) of its FTE staff positions.

PARKS AND RECREATION ORGANIZATIONAL STRUCTURE (2024)¹



1. Data provided by the City of Jonesboro.



The Department's staffing and budget level of service (LOS) is calculated and compared to national averages for similar sized communities, as recorded through the 2023 "NRPA Agency Performance Review." These comparisons are used to understand how Jonesboro's operational practices are meeting the needs of residents. **The findings of the review indicate that the City of Jonesboro is allocating less funding to parks and recreation compared to other communities.** This suggests the Department is doing more with less.

OPERATIONS ANALYSIS (2023)

Metric	Jonesboro Parks and Recreation Department ¹	NRPA Performance Review ²
Full-time Equivalent Staff	95.5 FTE ³	75.8 FTE (Median) / 127.5 FTE (Upper Quartile)
Operating Budget	\$4,713,952	\$8,005,757
Budget per Capita	\$59.43	\$120.70
Budget per Acre	\$3,645	\$9,108
Revenue Offset ⁴	25%	28%
5-year Capital Expenses ⁵	\$15,467,901	\$16,815,000

1. Data provided by City of Jonesboro and City of Jonesboro Fiscal Year 2023 Budget; 2. Median for service providers with populations between 50,000 - 99,999 (2023); 3. A combination of full- and part-time staff; 4. The percent of the operating budget that is covered by department revenue; 5. 2019 - 2023;

KEY FINDINGS

Jonesboro allocates **41% less** to parks and recreation than communities of a similar size.

\$3,645

Jonesboro parks budget per acre of parkland.

\$59.43

Jonesboro parks budget per capita.

95.5 FTE STAFF

Higher than the national median, but an increase is needed to fulfill the parkland and service demand.

MAINTAINING OUR ASSETS

MAINTENANCE BUDGET

Parks and recreational facilities that are well maintained are a critical element to delivering high quality programs and services. The quality of maintenance directly impacts user perception of safety, general park usage, and community pride in the parks system.

The maintenance budget table outlines the maintenance costs identified in the Fiscal Year (FY) 2023 budget. Within the \$1.3 million department operations budget, \$280,000 dollars is allocated for recurring maintenance of the grounds, \$67,500 to equipment maintenance, and \$2,500 is dedicated to maintenance contracts. In addition to the department operations budget, there is over \$310,000 in maintenance items identified in the capital improvements budget, including fence repairs and concrete walkway repair. When combined, the City allocated a total of **\$661,325** towards parks maintenance in FY 2023, roughly **\$510 per acre of parkland**.

WHAT OUR RESIDENTS THINK

The residents of Jonesboro recognize the level of care the City puts into park maintenance. Results from the Master Plan's community survey identified that nearly 2/3 of respondents (65.1 percent) believe the parks are in good or excellent condition and less than 7 percent of respondents stated that the parks are in poor or very poor condition.

Source: *Parks and Recreation Master Plan Community Survey (2023)*



Well maintained facilities, like the tennis courts at Allen Park, encourage higher levels of park use.

MAINTENANCE BUDGET (2023)

Maintenance Category	Budget ¹
Maintenance for Buildings and Grounds	\$280,000
Maintenance Contracts	\$2,500
Equipment Maintenance	\$67,500
Operating Capital Costs ²	\$311,325
Total Maintenance Budget	\$661,325

1. Based on data from the City of Jonesboro

2. Total identified from select 2023 Capital Improvements (Parks) items

MAINTENANCE METRICS (2023)

Category	Metric
Total Park Acreage	1,292.5 acres
Total Maintenance Budget Per Acre	\$511.66
Acres Per Operations & Maintenance Staff (FTE) ¹	19.8

1. Based on 65.2 FTE operations/maintenance staff

PARKS SYSTEM CONDITIONS

An assessment of the parks system conditions was conducted as part of the master planning process to review the current status of Jonesboro's parkland grounds and outdoor recreational facilities. The conditions-based assessment measures whether a park space, and the facilities and structures located within it, are maintained in a condition suitable to be used safely, or to otherwise encourage visitation.

This conditions-based assessment should not be confused with an asset management program, which involves a thorough catalog and review of all parks system facilities, amenities, and grounds. Asset management programs map the location and provide detailed descriptions of park assets. Whereas a conditions assessment is a single point in time, an asset management program is ongoing and meant to be updated on a regular basis.

The Master Plan's conditions-based assessment measures and ranks park grounds and facilities in 15 categories. The assessment was conducted at all 22 municipal parks in Jonesboro during April 2023.

SCORING CRITERIA

All Jonesboro park properties are scored on a scale of one (1) to five (5) for each category and provided with a cumulative score. When an assessment feature is non-existent or not applicable (NA), then the cell is given an "NA," and the category is excluded from the average score of the applicable park property. A cumulative score of less than 2.0 is considered "poor," 2.0 to 3.9 is considered "average," and a score of 4.0 or greater is "good." The park conditions assessment results can be found on page 47.



Learn more about the Master Plan's conditions-based assessment and see how each park was scored by viewing the Park Conditions Assessment technical memorandum in Appendix F.

PARK ASSESSMENT CATEGORIES

1. Accessibility
2. Accessory Amenities
3. Athletic Fields
4. Fencing and Retaining Walls
5. Gathering Spaces
6. Lighting
7. Open Play Areas
8. Parking
9. Pathways / Trails
10. Plantings and Trees
11. Signage
12. Site Facilities
13. Sports Courts
14. Structured Play Areas
15. Turf

CONDITIONS ASSESSMENT RESULTS

The results of the system-wide conditions assessment are presented in the table to the right sorted by park classification. **Collectively, the 22 municipal parks of the City of Jonesboro's parks and recreation system received a cumulative score of 3.6 out of a possible 5 points.** This score demonstrates that the parks system is at the upper end of the "average condition" category.

Of the 22 parks, there are eight (8) parks that scored above a 4.0 and are considered "good condition" in the scoring matrix. Only one park (Beatrice Park, an unimproved park) fell below a 2.0 score. The remaining (13) parks scored between 2.0 and 4.0 and are considered to be in "average condition."

The categories where the City is excelling include park pathways (4.2), general fencing and retaining walls (4.1), and open play areas (4.0). These areas are well maintained and many benefit from recent updates. The categories where the City has the most room for improvement include turf (3.3), sport fields (3.3), and parking (3.3). This is seen in cases of patchy grass in sport fields and open areas, aging sport fields, and parking areas with faded striping and damaged asphalt.

JONESBORO PARK CONDITIONS ASSESSMENT RESULTS (2023)

Park Name	Classification	Average Score	Park Name	Classification	Average Score
Craighead Forest Park	Regional Park	3.6	Reverend Lewellen Park	Neighborhood Park	3.5
Allen / Landsbrook Park	Community Park	3.9	Stallings Park (Big)	Neighborhood Park	3.5
Julian James Memorial Park	Community Park	4.1	William Evans Memorial Park	Neighborhood Park	3.5
Miles / Parker Park	Community Park	4.1	Phillip Evans Community Park	Pocket Park	3.4
Miracle League Park	Community Park	4.3	Stallings Park (Small)	Pocket Park	2.7
Nettleton Community Center / Optimist Park	Community Park	3.9	Union Park	Pocket Park	4.6
Northside / Crews Park	Community Park	2.1	Rotary Club of Jonesboro Centennial Plaza	Civic Space	4.3
City Water and Light (CWL) Park	Neighborhood Park	4.0	Beatrice Park	Special Use Park	1.9
Fairview Park	Neighborhood Park	3.4	Joe Mack Campbell Sports Complex / Lacy Park	Special Use Park	4.1
L.M. Stotts Park	Neighborhood Park	3.8	Jonesboro Shooting Sports Complex	Special Use Park	3.4
Ralph "Pop" Stricklin Park	Neighborhood Park	3.9	Southside Softball Complex	Special Use Park	4.1
System Average Score					3.6

MAINTENANCE PRACTICES

Efficient maintenance practices are necessary to provide a high quality system and to ensure facilities do not fall into disrepair. While the City should adopt a formal maintenance plan and maintenance schedule, the application of maintenance modes may be used as an interim solution.

MAINTENANCE MODES

The associated level of maintenance required to maintain parkland will vary between parks of different sizes and uses. Parks with more active amenities, such as athletic fields and sports courts, require more frequent and specialized maintenance than a small park with few amenities. To get a better understanding to which level of maintenance each park requires, three maintenance modes are defined - as a starting point - and may be applied to each of the existing parks.

Differing maintenance modes may be used within a single park property, for example, the programmed areas of a park will require a higher level of maintenance than unprogrammed or natural areas. These maintenance modes include:

MAINTENANCE MODE / LEVEL 1

Maintenance Mode Level 1 applies to park spaces that require the greatest level of maintenance in the system. These parks or areas of a park are often revenue producing facilities, such as the Joe Mack Campbell Sports Complex, where the quality and level of maintenance has a direct impact on the facility's ability to maximize revenue generation.

MAINTENANCE MODE / LEVEL 2

Maintenance Mode Level 2 applies to parks or sites that require a moderate level of maintenance in the system. These include programmed parks with amenities that are heavily used, such as Craighead Forest Park and most community neighborhood, and special-use parks found in the Jonesboro parks system. It may also include unprogrammed parks that are highly visible.

MAINTENANCE MODE / LEVEL 3

Maintenance Mode Level 3 applies to parks or sites that require a nominal level of maintenance. These generally include undeveloped and natural parks with minimal amenities, such as Beatrice Park.



Maintenance for each park should be planned and scheduled strategically based on park type and use.



The newly renovated Union Park in downtown Jonesboro is in good condition due to recent investments. The park's visibility and use for events necessitates a higher level of maintenance.

WHAT WILL WE DO?

This Master Plan recommends **19 strategies** that address the operations and maintenance practices of the Jonesboro Parks and Recreation Department and its partners in providing recreational services. These recommendations are designed to improve the long-term success of the City's recreational service delivery by working to increase efficiency, cost recovery, staff levels, and maintenance practices.

ORGANIZATIONAL STAFFING¹

To ensure long-term success and growth of the Parks and Recreation Department, staffing and departmental changes should be made.

DEPARTMENT RESTRUCTURING. Reorganize the various parks and recreation divisions under a consolidated organizational structure.

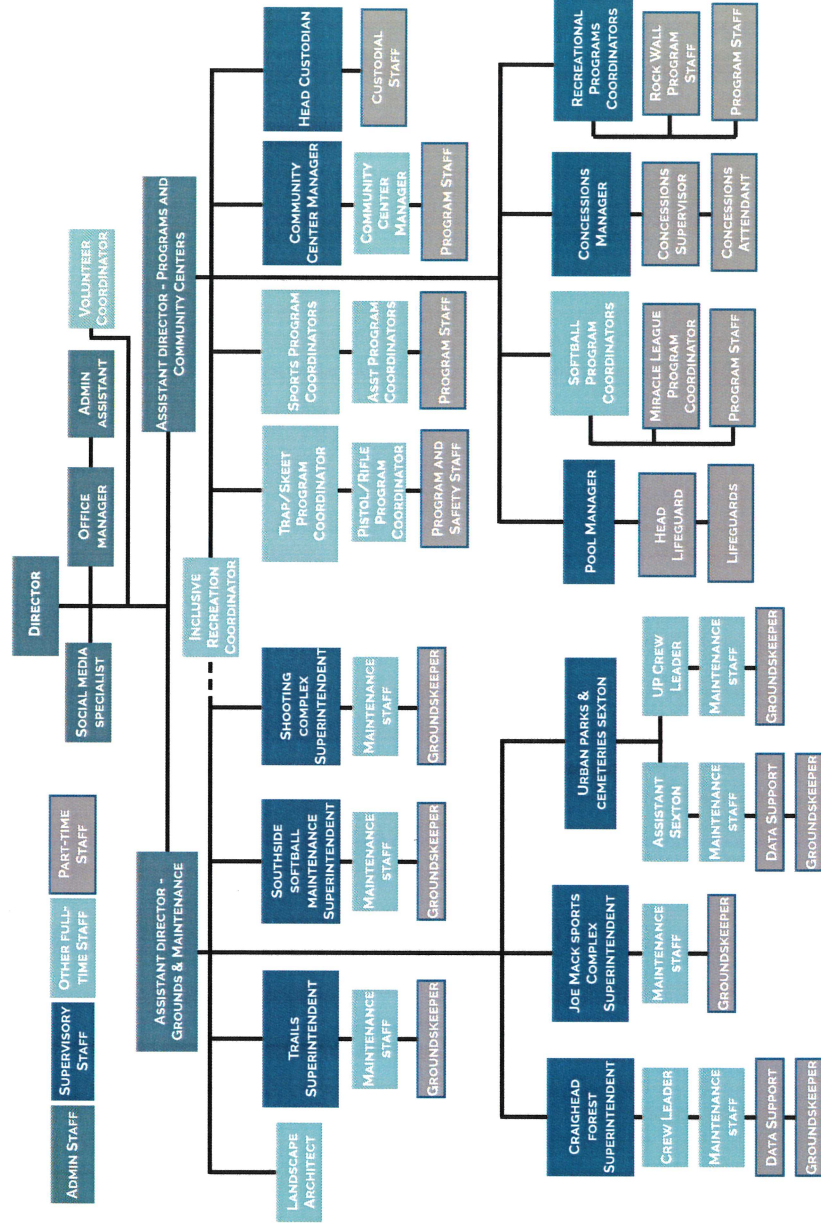
SALARY ADJUSTMENT. Adjust Parks and Recreation staff base salaries to better align with national medians.

PROFESSIONAL DEVELOPMENT. Promote and budget for professional development opportunities that strengthen staff skills.

PARK RANGER PROGRAM. Improve park security by investing in security staff and refined park access policies.

CAPRA ACCREDITATION. Pursue CAPRA (Commission for Accreditation of Parks and Recreation Agencies) accreditation from the National Recreation and Parks Association.

PARKS AND RECREATION ORGANIZATIONAL STRUCTURE (EXAMPLE)



1. Source: Operational Assessment technical memorandum. Appendix E.

COMMUNITY OUTREACH AND PARTNERSHIPS¹

The Department currently engages with many City and community partners to deliver superior service, but expanded and new partnerships will benefit operations.

VOLUNTEER PROGRAM COORDINATOR. Add a new staff position to coordinate and manage all volunteers, partnerships, and vendor contracts for the Department.

MARKETING - TOURISM. Work with the Jonesboro Advertising and Promotion Commission and the Chamber of Commerce to promote municipal parks and recreational programs aimed at tourists and new residents.

PARKS MAINTENANCE¹

The high standard of parks conditions should be built upon through enhanced and systemic maintenance planning and investment.

MAINTENANCE PLAN. Develop and implement a department-wide annual maintenance plan.

DEDICATED LANDSCAPE PROFESSIONAL.

Hire a dedicated landscape professional to aid the Parks and Recreation Department in establishing maintenance standards, designing park spaces, and selecting recreational facilities.

MAINTENANCE COSTS MITIGATION. Develop strategic partnerships and programs to mitigate the direct costs for park system maintenance through indirect revenue sources and in-kind contributions.

INSTITUTIONAL PARTNERS. Continue to foster the partnerships with schools, healthcare institutions, and human service providers to co-locate or administer publicly accessible recreation facilities and programs.

TECHNOLOGY INTEGRATION. Improve field staff's access to handheld GPS and web-based equipment for field maintenance and inventory.

IDENTIFY NO MOW ZONES. Identify locations in neighborhood, community, regional, and special use parks that do not need to be regularly mowed.

NATIVE PLANTS AND LANDSCAPING. Give preference to drought-tolerant and native plants with all new and updated landscaping.

1. Source: Operational Assessment technical memorandum, Appendix E.

PARK AND FACILITY IMPROVEMENTS¹

Existing parks and facilities should be improved through strategic and guided planning and system-wide investments.

PARK IMPROVEMENT STANDARDS. Adopt minimum standards for the types of facilities and amenities to be added to improved parks.

ASSET MANAGEMENT PLAN. Prepare a parks system asset management plan to document and maintain parks system facilities.

PARK DESIGN AND CONSTRUCTION

STANDARDS. Prepare a park design and construction standards manual to guide quality and design future parks system investments.

CONCEPTUAL PARK PLANS. Prepare conceptual park plans for the development or redevelopment of select parks, as appropriate, to take maximum advantage of grants or other funding opportunities.

NEAR-TERM IMPROVEMENTS. Invest in property and facility improvements within each of the City's existing parks based on maintenance needs identified through the conditions assessment as part of this planning process. (See the Conditions Assessment technical memorandum, Appendix F for a full list of near-term improvements).

LEARN MORE

Learn more by reviewing the Conditions Assessment technical memorandum (Appendix F) and the Operations Assessment technical memorandum (Appendix E). A full list of the categorized and prioritized strategies can be found in the Work Program (pg. 55).

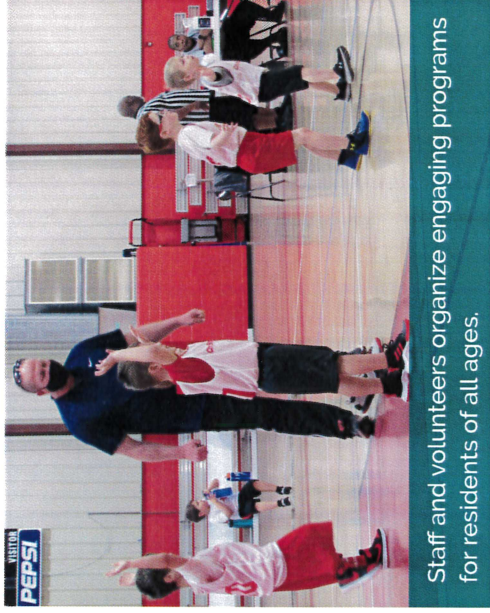
1. Source: Conditions Assessment technical memorandum, Appendix F.



Staff additions and expanded community outreach will enable more residents to access expanded parks programming.



Staff additions and community outreach will enable more residents to access park programming.



Staff and volunteers organize engaging programs for residents of all ages.



The parks administrative offices provide a consolidated location for staff to meet.



Field maintenance is a critical component in building athletic programming participation.



Recent improvements at the Jonesboro Pool Center (Nettleton Community Center) have reactivated the space

LC

OUR WORK PROGRAM

BUILDING OUR PARKS SYSTEM

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OUR WORK PROGRAM

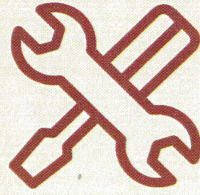
This Master Plan recommends **58 strategies** to improve the long-term community-wide value of the parks and recreation system. Strategies are organized according to four guiding principles that address the findings presented in this Master Plan: Access, Investments, Programs, and Service.

The strategies listed in our parks and recreation Work Program (pgs. 57-63) are not listed according to priority and should not deter community leaders and stakeholders from considering other future actions or initiatives intended to enhance the Jonesboro parks and recreation system. Should a future action or initiative advance one of the goals contained in this Plan then it may be pursued with as much energy as the recommendations herein. In contrast, where activities or initiatives diverge significantly from this Plan, the City should amend the plan document.

WORK PROGRAM PARAMETERS

Our parks and recreation Work Program is organized by topic, strategy type, and timeframe, and considers potential implementation partners.

STRATEGY TYPE



Investment. Capital improvement (for inclusion in Capital Improvement Plan) or general fund expenditures.

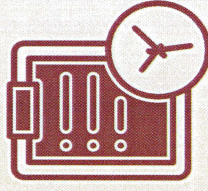
Operations. New or altered programs, staffing, or operational procedures.

Policy. Official procedures or policies used to make City decisions.

Regulation. Council approved regulations used to direct growth or additional actions in the City.

Study. Additional examination required to determine best result.

TIMEFRAME



Near-term. Strategies which should be initiated in the next one to two years. These are often the City's top priorities.

Mid-Term. Strategies that may be initiated within the next three to five years. Initiation may be dependent on other strategies.

Long-Term. Strategies to be implemented in the long term (5+ years) or may be reevaluated in future planning initiatives.

Ongoing. Strategies that may apply to the entire planning period, or may occur on a reoccurring basis.

PARTNERSHIPS



One or more entities may participate in implementing an individual action. This may include City staff, non-profit agencies, or other non-municipal group or entities. Non-municipal partnering agencies (public or private) may lead implementation or may support the identified implementing agency.

Identified partnership may change as additional organizations form or as plan goals change.

OUR PARKS SYSTEM PRIORITIES

All the strategies listed in Jonesboro's parks and recreation Work Program are important. None are ranked by priority, although the Work Program does include suggested time frames for initiation. Nonetheless, Jonesboro must make choices when determining where to focus its collective energy when implementing this Plan. To focus the City's efforts, the following topics have been identified as parks and recreation priorities.

TOPIC

INDOOR SPORTS COMPLEX. Continue design and construction of the municipal indoor sports complex to increase the City's sport court and athletic field levels of service and attract regional sporting events.

PARKLAND LEVEL OF SERVICE/SERVICE LEVEL GAPS. Utilize the acreage and access standards identified in this Master Plan as a guide for minimum city-wide parkland levels of service (pg. 22).

AQUATICS FACILITIES. Increase access to aquatic recreation through the phased renovation/construction of competitive and recreational pools, and splash pads/spray grounds.

DEPARTMENT RESTRUCTURING. Optimize recreational service delivery through re-organization of the Parks and Recreation Department under distinct operations and programming divisions, and supported by the addition of other specialist staff.

TRAILS NETWORK. Improve access to recreation, fitness, and transportation options throughout Jonesboro through completion of the planned city-wide trails network and the construction of a regional trail connecting Jonesboro with other Northeast Arkansas communities.

ASSET MANAGEMENT. Implement standardized park maintenance policies, programs, and maintenance schedules based on a digital asset management inventory that anticipates facility life-cycles.

WALKSHED ENHANCEMENTS. Invest in improvements identified in the Jonesboro Health Accelerator Plan to enhance pedestrian and bicycle access to parks from surrounding neighborhoods.

RECREATIONAL PROGRAMMING. Expand city-sponsored or facilitated recreational programming and events to fill gaps in community need and maximize the use of municipal facilities.

INCLUSIVE RECREATION. Increase access to adaptive and inclusive recreational facilities and programming across the municipal parks system.

ACCELERATOR PARKS. Fund large-scale renovation of Allen/Landsbrook Park and Northside/Crews Park to serve as renowned "hubs" of inclusive recreation opportunities.

RESOURCES¹

Strategies: (N/A, Initiated)
Information: Appendix C

Strategies: A1, A2, A10, A13
Information: Appendix B

Strategies: I2, P9
Information: Appendix A, B, C

Strategies: P2, S1, S2, S5, S7, S9
Information: Appendix E

Strategies: A3, A4, A12
Information: Appendix B

Strategies: I10, I11, S10, S11, S12, S13
Information: Appendix E

Strategies: A10
Information: Jonesboro Health Accelerator Plan

Strategies: P1 - P14
Information: Appendix A, D

Strategies: I4, I7, P11, P12, S2
Information: Jonesboro Health Accelerator Plan

Strategies: I5
Information: Jonesboro Health Accelerator Plan

1. "Strategies" located on pages 57-63; "Resources" described on page 64.

GOAL: ACCESS. WE WILL PROMOTE EQUITABLE ACCESS AND CONNECTIVITY TO PARKS AND RECREATION SPACES IN JONESBORO.

Strategy	Strategy Type	Timeframe ¹	Partnerships
OBJECTIVE: Park and Trail Accessibility. Reduce service gaps and mitigate accessibility concerns within the existing parks and trails system.			
A.1. Parkland Level of Service. Utilize the acreage and access standards identified in this Plan (pg. 22) as a guide for minimum city-wide community and neighborhood parkland levels of service.	Operations	Ongoing	City staff
A.2. Parkland Service Area Gaps. Reduce parkland service area gaps for new neighborhood and community parks by acquiring land in high priority areas.	Investment	Ongoing	City staff
A. 3. Trails Network Level of Service. Build the trails network identified in the Jonesboro Connectivity Plan (2018) to increase the percentage of residents within ½ mile of a multi-use trail.	Investment	Ongoing	City staff, Jonesboro MPO
A.4. Regional Trail Connection. Fund and construct a regional trail that links Jonesboro to surrounding Northeast Arkansas communities.	Investment	Near-Term	City staff, surrounding communities, Jonesboro MPO
A.5. Active Transportation Plan. Prepare an active transportation plan linking the City's parks, other community destinations and planned network of multi-use trails to a city-wide network of on-street bicycle and pedestrian facilities.	Study	Near-term	City staff, Jonesboro MPO
A.6. Cool Corridors. Add trees and other shade elements along trails, bike lanes, and sidewalks to make active transportation more comfortable for users.	Investment	Long-term	City staff
A.7. Partnership Parks. Partner with the school district, non-profits, and other institutions to reduce service level gaps to parks and recreational amenities by investing in shared recreation spaces.	Operations	Near-term	Jonesboro Public Schools, ASTATE
A.8. Downtown Park Study. Commission a study to develop a central downtown park to promote a dense, urban, and pedestrian friendly environment to live, work, and play (pg. 19).	Study	Near-term	City staff, Downtown Jonesboro Alliance
A.9. New Regional Park. Acquire, program, and maintain a large regional park in the north or north-east side of Jonesboro.	Investment	Long-term	City staff, County staff
A.10. Walkshed Enhancements.² Invest in improvements identified in the Jonesboro Health Accelerator Plan to enhance pedestrian and bicycle access to parks from surrounding neighborhoods.	Investment	Ongoing	City staff, ArDOT

1. "Timeframe" refers to when the strategy should be initiated (pg. 55).

2. **Strategy** from the Jonesboro Health Accelerator Plan (2024).

GOAL: ACCESS (CONT.) WE WILL PROMOTE EQUITABLE ACCESS AND CONNECTIVITY TO PARKS AND RECREATION SPACES IN JONESBORO.

Strategy		Strategy Type	Timeframe ¹	Partnerships
OBJECTIVE: Parkland Development. Increase municipal parkland acreage through the gradual addition of neighborhood and community parkland.				
A.1.1. Parkland Dedication. Amend municipal codes to require the dedication and improvement of parkland as part of new development.		Policy, Regulation	Mid-term	City staff
A.1.2. Trail Dedication and Development. Amend municipal codes to require trail corridor dedication for multi-use trails and the construction of trail segments as part of new development.		Policy, Regulation	Mid-term	City staff
A.1.3. Pocket Park Performance Criteria. Allow small pocket parks to be constructed in new developments in lieu of neighborhood parks, only in accordance with specific performance criteria.		Regulation	Mid-term	City staff
A.1.4. Impact Fees. Study the feasibility of amending municipal codes to require developers to offset park acquisition and/or construction costs when new development is built in Jonesboro.		Study, Policy	Long-term	City staff

1. "Timeframe" refers to when the strategy should be initiated (pg. 55).



Sidewalk connections within and around parks improve accessibility for all users.

GOAL: INVESTMENT. WE WILL INVEST IN SAFE AND ATTRACTIVE AMENITIES AND FACILITIES FOR RESIDENTS TO ENJOY.

Strategy	Strategy Type	Timeframe ¹	Partnerships
OBJECTIVE: Recreational Facilities. Update and add new recreational facilities based on community demand as described in this Master Plan.			
I.1. Recreational Facility Level of Service. Utilize minimum level of service standards presented in this plan as a guide for future recreational facility investments.	Investment	Ongoing	City staff
I.2. Aquatics Facilities. Increase park user access to splash pads and outdoor pools in Jonesboro.	Investment	Near-term	City staff
I.3. Joe Mack Campbell Park. Incorporate new (competition) athletic fields into an expanded sports park.	Investment	Mid-term	City staff
I.4. Inclusive Play.² Increase the number of inclusive and accessible play elements in community and neighborhood parks as identified in the Jonesboro Health Accelerator Plan.	Investment	Near-term	City staff, ASTATE, non-profits
I.5. Accelerator Parks.² Prepare schematic designs and begin phased construction of the inclusive park amenities at the Allen/Landsbrook and Northside/Crews parks to transform them into hubs of adaptive and inclusive play opportunity.	Investment	Near-term	City staff
I.6. Indoor Pickleball and Tennis Courts. Add indoor pickleball and tennis courts into new and renovated indoor community centers to allow for year-round play.	Investment	Mid-term	City staff
I.7. Community Gardens / Sensory Gardens. Construct and maintain a series of community gardens with sensory garden elements within existing and/or new park space in Jonesboro.	Investment	Mid-term	City staff, Keep Jonesboro Beautiful
I.8. Dog Parks. Incorporate additional dog parks of varying size into the parks system.	Investment	Mid-term	City staff
OBJECTIVE: Park and Facility Improvements. Systematically improve park spaces and facilities through a mix of short- and long-term investments.			
I.9. Near-term Improvements. Invest in property and facility improvements within each of the City's parks based on maintenance needs identified through this Plan's conditions assessment.	Investment	Near-term	City staff
I.10. Park Improvement Standards. Adopt minimum facility and amenity standards for new parks.	Study	Near-term	City staff
I.11. Design and Construction Standards. Prepare a park design and construction standards manual to guide future park investments including provisions on adaptive and inclusive amenities.	Policy	Mid-term	City staff
I.12. Conceptual Park Plans. Prepare conceptual site and operational plans for the development or redevelopment of select parks to take advantage of grant or other funding opportunities.	Study	Mid-term	City staff

1. "Timeframe" refers to when the strategy should be initiated (pg. 55).

2. **Strategy** from the Jonesboro Health Accelerator Plan (2024).

GOAL: PROGRAMS. WE WILL PROVIDE QUALITY PROGRAMS AND EVENTS FOR RESIDENTS OF ALL AGES AND ABILITIES.

Strategy	Strategy Type	Timeframe ¹	Partnerships
OBJECTIVE: Recreational Programming Review. Review programs and events based on community feedback and results of this Master Plan to determine efficient ways to modify the City's recreational program portfolio.			
P.4. Recreational Service Areas. Maintain an adjustable ledger of recreational programs to facilitate ongoing modifications to the City's programming portfolio.	Operations	Ongoing	City staff
P.2. Recreational Programming Administration. Hire administrative staff responsible for the efficient delivery of recreational programming services to maximize the use of existing and pending City facilities.	Operations	Mid-term	City staff
P.3. Recreational Program Pricing Policies. Adopt a recreational program pricing strategy that establishes clear cost recovery goals depending on level of community benefit.	Operations	Long-term	City staff
P.4. Special Events Participation. Track community event rates of participation to ensure that the City event portfolio adjusts to meet changing needs and preferences of residents.	Operations	Mid-term	City staff
P.5. Special Event Cost Recovery. Measure staff hours and general City expenditures related to preparation, management, and post-event activities to determine full municipal costs related to event support.	Operations	Near-term	City staff
OBJECTIVE: Recreational Program and Event Additions. Modify the community's portfolio of City-led programs and events based on community feedback and ongoing program review activities.			
P.6. Program and Event Participant Survey. Conduct annual surveys to participants of City operated recreational programs and community events to better understand user preferences and identify areas for improvement.	Operations	Ongoing	City staff
P.7. Recreational Program Portfolio. Diversify the city's recreational program portfolio to maximize the utilization of recreational amenities and to maintain appropriate program life-cycle balances.	Operations	Ongoing	City staff
P.8. Event Diversification. Expand the City's event offerings to provide more arts, culture, and nature-based community events.	Operations	Near-term	City staff, non-profits
P.9. Aquatics Programming. Leverage new aquatics facilities by introducing a suite of new aquatics-based recreational programs.	Operations	Mid-term	City staff, non-profits, City Stars

1. "Timeframe" refers to when the strategy should be initiated (pg. 55).

GOAL: PROGRAMS (CONT.) WE WILL PROVIDE QUALITY PROGRAMS AND EVENTS FOR RESIDENTS OF ALL AGES AND ABILITIES.

Strategy	Strategy Type	Timeframe ¹	Partnerships
OBJECTIVE: Recreational Program and Event Additions (cont.) Modify the community's portfolio of City-led programs and events based on community feedback and ongoing program review activities.			
P.10. Activate Craighead Forest Lake. Add water-based programming and amenities to Craighead Forest Lake.	Operations, Investment	Long-term	City staff
P.11. Senior Programming. Add City recreational programming to serve older adults.	Operations	Mid-term	City staff
P.12. Special Needs Programming. ² Maximize use of existing and planned recreational facilities by adding new inclusive recreational programming for disabled residents.	Operations	Mid-term	City staff
P.13. Nature and Environmental Programming. Add new nature and outdoor adventure programs.	Operations	Mid-term	City staff, Crowley's Ridge Nature Center
P.14. Tennis and Pickleball Programming. Add City operated pickleball and tennis programming to encourage intergenerational play.	Operations	Mid-term	City staff
OBJECTIVE: Indoor Recreational Facilities. The Department should update and add to the existing system of indoor recreational facilities in Jonesboro.			
P.15. Indoor Recreational Facility Improvements. Prioritize making cosmetic and structural improvements to existing indoor recreational facilities. Additional improvement to recreational and amenity offering should added based on community feedback.	Investment	Near-term	City staff
P.16. Indoor Recreational Facility Additions. Expand the number of indoor recreational facilities to underserved areas in the community.	Investment	Mid-term	City Staff

1. "Timeframe" refers to when the strategy should be initiated (pg. 55).

2. **Strategy** from the Jonesboro Health Accelerator Plan (2024).

GOAL: SERVICE. WE WILL PROVIDE SUPERIOR SERVICES THROUGH UPDATING AND IMPLEMENTING OUR ADMINISTRATIVE POLICIES AND PROCEDURES.

Strategy	Strategy Type	Timeframe ¹	Partnerships
OBJECTIVE: Organizational Staffing. Enhance the ability of the Parks and Recreation Department to provide recreational services through targeted reorganization.			
S.1. Department Restructuring. Reorganize the various parks and recreation divisions under a consolidated organizational structure managed by assistant directors for operations and programming (example, pg. 49).	Operations	Near-term	City staff
S.2. Inclusive Recreation Manager.² Hire a manager to oversee the development of an inclusive recreation division responsible for programming and facility development for individuals with disabilities and other vulnerable populations identified in the Jonesboro Health Accelerator Plan.	Operations	Near-term	City staff
S.3. Salary Adjustments. Conduct a salary study and incrementally adjust full-time Parks and Recreation staff base salaries to better align with national medians.	Operation, Investment	Mid-term	City staff
S.4. Professional Development. Promote and fund professional development opportunities that strengthen staff skills.	Operations	Ongoing	City staff
S.5. Park Ranger Program. Improve park security by adding additional staff resources and refined park access policies.	Operations	Long-term	City staff
S.6. CAPRA Accreditation. Pursue CAPRA (Commission for Accreditation of Parks and Recreation Agencies) accreditation from the National Recreation and Parks Association.	Operations	Long-term	City staff
Community Outreach and Partnerships. Expand community partnerships to deliver superior recreational services.			
S.7. Volunteer Program Coordinator. Add a new staff position to coordinate and manage all volunteers, partnerships, and vendor contracts for the Parks and Recreation Department.	Operations	Mid-term	City staff
S.8. Marketing – Tourism. Work with the Jonesboro Advertising and Promotion Commission and the Jonesboro Chamber of Commerce to promote municipal parks and recreational programs aimed at tourists and new residents.	Operations	Long-term	Jonesboro Advertising and Promotion

1. "Timeframe" refers to when the strategy should be initiated (pg. 55).

2. **Strategy** from the Jonesboro Health Accelerator Plan (2024).

GOAL: SERVICE (CONT.) WE WILL PROVIDE SUPERIOR SERVICES THROUGH UPDATING AND IMPLEMENTING OUR ADMINISTRATIVE POLICIES AND PROCEDURES.

Strategy		Strategy Type	Timeframe ¹	Partnerships
OBJECTIVE: Parks Maintenance. Establish standardized park maintenance processes that enable the City to anticipate and proactively mitigate the park space or facility deterioration.				
S.9. Dedicated Landscape Professional. Hire a dedicated landscape professional to oversee the Parks and Recreation Departments development and implementation of maintenance standards, designing park spaces, and selecting recreational facilities.	Operations	Mid-term	City staff	
S.10. Asset Management Plan. Conduct a comprehensive inventory of parks system assets within some or all municipal park properties, and prepare a digitized asset management plan to document to pro-actively budget for amenity upkeep or replacement prior to advanced deterioration.	Study	Near-term	City staff	
S.11. Maintenance Plan. Develop and implement a department-wide annual maintenance plan that establishes maintenance modes for park spaces of differing character.	Study	Mid-term	City staff	
S.12. Maintenance Costs Mitigation. Develop strategic partnerships and programs to mitigate the direct costs for park system maintenance through indirect revenue sources and in-kind contributions.	Operations	Near-Term	City staff, non-profits, Jonesboro Public Schools	
S.13. Technology Integration. Improve field staff's access to handheld GPS and web-based equipment for field maintenance (and to maintain accurate asset management records).	Operations, Investment	Long-term	City staff	
S.14. Institutional Partners. Foster existing partnerships with schools, health care institutions, and human service providers to co-locate or administer publicly accessible recreation facilities and programs.	Operations	Near-term	ASTATE, Jonesboro Public Schools, hospitals, non-profits	
S.15. Identify No Mow Zones. Identify locations in neighborhood, community, regional, and special use parks that could go un-mowed.	Operations	Near-term	City staff	
S.16. Native Plants and Landscaping. Give preference to drought-tolerant and native plants with all new and updated landscaping.	Operations	Ongoing	City staff, Keep Jonesboro Beautiful	

1. "Timeframe" refers to when the strategy should be initiated (pg. 55).

WORK PROGRAM RESOURCES

Additional information supporting the Jonesboro Parks and Recreation Master Plan's recommendations and Work Program strategies is contained in a series of companion documents maintained by the City of Jonesboro. Many of these documents provide detailed information on recommended park-by-park projects including assumptions of probable cost (2024). Master Plan and Work Program companion documents include the following:

JONESBORO HEALTH ACCELERATOR PLAN. An addendum to this Master Plan funded by the Centers for Disease Control and Prevention designed to improve community health outcomes through the development of Jonesboro's adaptive and inclusive recreation portfolio. Includes parks and recreation project lists derived from park-by-park walkshed, access, and amenity assessments.

APPENDIX A: DEMAND ASSESSMENT. A repository of community feedback from the in-person and online community outreach activities conducted as part of the master planning process.

APPENDIX B: ACCESS-BASED ASSESSMENT. An evaluation of Jonesboro's parks and recreation assets in comparison to national standards and practitioner's best practices. Considers range of park spaces and facilities available (and easily-accessible) to Jonesboro's residents and the degree to which these assets align with community preferences.

APPENDIX C: INDOOR RECREATIONAL FACILITY ASSESSMENT. A review of indoor facility conditions. Considers maintenance needs and reprogramming options to address community needs established during the master planning process.

APPENDIX D: RECREATIONAL PROGRAMMING ASSESSMENT. An evaluation of the City's recreational programming portfolio. Considers program lifecycle, age segment analysis, community benefit level, cost recovery policies, and potential program diversification.

APPENDIX E: OPERATIONAL ASSESSMENT. A review of the Parks and Recreation Department organizational structure in relation to current and proposed system size and asset inventory. Compares the department's staff resources and budget to national medians and best practices, and suggests adjustment to organizational structure to increase service delivery efficiency.

APPENDIX F: CONDITIONS ASSESSMENT. A park-by-park field review of the conditions of park facilities and grounds. Includes a list of near-term maintenance projects by park to establish a baseline level of condition. (Note: Does not include building inspections evaluating the condition of electrical, mechanical, or plumbing systems.)

APPENDIX G: FUNDING STRATEGIES. A repository of federal, state, and non-profit funding sources (2024) to support parks, recreation, and active transportation studies and infrastructure.

PLAN IMPLEMENTATION

The Jonesboro Parks and Recreation Department is responsible for administering the Master Plan. The Department's role as Master Plan administrator means that it will oversee all day-to-day activities including the coordination of Plan implementation, monitoring, education, and amendments. In practice, these functions include:

CAPRA ACCREDITATION

The NRPA's Commission for Accreditation of Parks and Recreation Agencies (CAPRA) accredits parks and recreation agencies for excellence in their service to the community and their operational efficiencies.

CAPRA accreditation affirms that a parks and recreation agency provides its community with the highest level of service. By extension, the accreditation also means that the City has elected to provide its staff with the resources to operate and maintain its parks and recreation system in an efficient manner.

COORDINATION

The Department will oversee Plan implementation. It will lead individual initiatives, or facilitate and support the actions of partnering agencies.

MONITORING

The Department will monitor the application of Plan policies and activities. It will report on accomplishments, document outcomes, and measures of success.

EDUCATION

The Department will update residents and local organizations about the importance of the Plan. It will promote the Plan vision and guiding principles, advertise successes, and continue to gather ongoing public input.

AMENDMENTS

The Department will amend the Plan throughout the document's life-cycle to account for changes in community conditions, values, and characteristics.

ANNUAL PROGRESS REPORT

Before the beginning of the yearly budget process, Department staff should create and present a yearly progress report to the Public Service Committee on the status of the actions in the Parks and Recreation work program and other relevant topics. Staff should also work with elected and appointed officials to determine if the work program should be amended.

FIVE-YEAR UPDATE

A five-year plan update should be conducted to reevaluate and refresh land use assumptions and parkland/facility inventories. It should also provide information needed to update any parkland dedication or development fees established as part of parkland dedication ordinance provisions. A five-year Plan update also serves as an opportunity to solicit additional public opinion about recreational preferences and target levels of service.

FUNDING OPPORTUNITIES

Creative funding strategies will be necessary to not only maintain Jonesboro's current parkland and recreational facility levels of service, but to also match the aspirational targets proposed in this Master Plan. Although minor enhancements to current parks can frequently be completed by employing local funds, additional park, open space, and large facility projects may require other primary or supporting funding sources.

ARKANSAS URBAN AND COMMUNITY FORESTRY GRANTS

The Urban and Community Forestry Grant exists to fund community projects that develop, improve, and/or promote urban and community trees and forests.

ENVIRONMENTAL JUSTICE GRANTS

With these grants, communities receive financial assistance for grassroots community—based groups to support projects to design, demonstrate, or disseminate practices, methods or techniques related to environmental justice.

OUTDOOR RECREATION LEGACY PARTNERSHIP PROGRAM

The Outdoor Recreation Legacy Partnership Program, a nationally competitive grant program funded through the Land and Water Conservation Fund, offers grants specifically to help create and improve state and local parks and other outdoor recreation areas particularly in under-served communities.

RAISE GRANTS

The Rebuilding American Infrastructure with Sustainability and Equity discretionary grant program, formerly BUILD and TIGER, helps communities around the country carry out road, rail, transit and port projects with significant local or regional impact. Projects should be multi-modal and can include trail system improvements.

RECONNECTING COMMUNITIES PILOT PROGRAM

The Reconnecting Communities Program encourages applications from place-based partners for planning and construction grants to support projects that will reconnect communities by removing, retrofitting, or mitigating transportation facilities. Projects often address highways and rail lines that create barriers to community connectivity including to mobility, access, or economic development.

RIVERS, TRAILS, AND CONSERVATION ASSISTANCE (RTCA)

The RTCA program offers local groups staff assistance and consultations (no monetary award) for locally-led conservation projects. Projects may include the development of trails and greenways or protection of rivers and open space. Regional RTCA offices provide application information and assistance.

SAFE ROUTES TO SCHOOL PROGRAM

The Safe Routes to School Program enables and encourages children, including those with disabilities, to walk and bicycle to school. The program works to make bicycling and walking to school a safer and more appealing transportation alternative.

LEARN MORE

Learn more about potential funding opportunities by reviewing the Funding Sources memorandum in Appendix G.

GLOSSARY OF TERMS

Accessible: Ensures the programming or facility can be used by individuals with a disability. This type of design removes barriers and provides equal access to information, services, and functionality for all users.

Active Transportation: Any human-powered transportation that engages people in healthy physical activity while they travel from place to place. People walking, bicycling, using strollers, wheelchairs/mobility devices, micro-mobility options such as electric scooters, skateboarding, and roller-blading are all engaged in active transportation.

Civic Space: Areas that serve residents and visitors in the city center or dense urban areas. These spaces focus on social amenities rather than recreational amenities.

Community Park: Parks that attract residents from more than one neighborhood in the community. These parks offer more specialized facilities than neighborhood parks.

Complete Parks: A comprehensive method to developing a healthy parks system that works for everyone in the community, regardless of age, ability, or interest.

Environmental Justice: The fair treatment and meaningful involvement of all people regardless of race, color, national origin, or income with respect to the development, implementation, and enforcement of environmental laws, regulations, and policies. (EPA)

Inclusive Recreation: Programming that fosters diversity and ensures that the program is welcoming and effective for a broad audience and minimizes exclusion.

Level of Service: A ratio representing the amount of recreational facilities and parkland needed to meet the recreation demands of the community.

Linear Park: Parks following pathways such as streams or utility corridors which can connect people to community destinations, other parks spaces, or residential areas.

Maintenance: The regular tasks that keep parks and recreation facilities clean and safe to use.

Neighborhood Park: Parks that serve residents within the surrounding neighborhood. These parks typically offer facilities that cater to local needs, such as pavilions, picnic tables, or multi-use courts and athletic fields.

Pocket Park: Parks that utilize unused space, such as a vacant lot, trail head, or neighborhood median. These parks offer limited amenities based on size and need, such as playgrounds, picnic tables, or gazebos.

Recreational Programming: The classes, activities, sports and special events that are provided by the City and other providers.

Regional Park: Often the largest type of parks that serve the residents within and outside the city limits. These parks offer a broad range of active and passive recreational opportunities and amenities that cater to a large audience.

Shared-use Path: A pathway physically separated from motor vehicle traffic by an open space or barrier and either within the highway right-of-way or within an independent right-of way. Shared-use paths may be used by all active transportation users. Most shared use paths are designed for two-way travel. (Source: Derived from AASHTO)

Special-use Park: Parks catering to a specific interest. These parks provide access to specialized amenities such as ball fields, golf courses, shooting facilities, or disc golf courses.

Sidepath: A shared-use path located immediately adjacent and parallel to a roadways. (Source: AASHTO)

Sidewalk: A paved path for pedestrians at the side of a road. The area where people interface with one another and with businesses most directly in an urban environment.

Walkshed: An area around a destination reachable on foot or mobility device for the average person. Often defined as a 5- or 10-minute walk (1/4 to 1/2 mile).

LIST OF ACRONYMS

- ASTATE:** Arkansas State University
CAPRA: Commission for Accreditation of Parks and Recreation Agencies
EJ: Environmental Justice
EPA: Environmental Protection Agency
FY: Fiscal Year
NRPA: National Recreation and Park Association
LOS: Level of Service
PRAC: Parks & Recreation Advisory Committee
RTCA: Rivers, Trails, & Conservation Assistance
SDOH: Social Determinants of Health

ACKNOWLEDGMENTS

The Jonesboro Parks and Recreation Master Plan was commissioned and adopted by the Mayor and City Council of the City of Jonesboro, Arkansas. Plan adoption establishes it as the City's foremost policy guide for managing park growth, development, and programming in the City.

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Councilor Brian Emison, Ward 1, P.2
Councilor Charles Coleman, Ward 2, P.1
Councilor Chris Moore, Ward 2, P.2
Councilor Ann Williams, Ward 3, P.1
Councilor Chris Gibson, Ward 3, P.2
Councilor John Street, Ward 4, P.1
Councilor Mitch Johnson, Ward 4, P.2
Councilor LJ Bryant, Ward 5, P.1
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