

Town of York Community Center Needs Assessment Committee (CCNAC)

Final Recommendations May 14, 2018

Co-Chair	Tracy Keirns
Co-Chair	Brian Ross
Secretary	Joan Waldrop
Member	Nancy Stolberg
Member	Diane Ross
Member	Ed Claus
Member	Greg Fyfe
Member	Deb Meyers
Member	Brendon Hynes
Town Liaison	Robin Cogger

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Introduction

As we submit our recommendations to you, the Board of Selectmen, we want to thank you for the support and trust you have provided our Committee. We value the opportunity to work on this needs assessment as we believe the Town of York can benefit greatly from a multi-generational community center. This document provides an overview of the activities and process we led, our final recommendations, and the needs assessment data analysis.

The goal of our committee was to “determine if the Town of York needs a Community Center and, if so, identify a validated list of areas/facilities needed by the Town that will be relevant now and in the future. Present results to the Board of Selectmen.”

The Committee would like to thank Robert Barcelona, UNH Department of Recreation Management and Policy Chair and Associate Professor, Nate Trauntvein, Associate Professor, and their graduate students for sharing their expertise and experience. The process led by the UNH team ensured participation and engagement across a majority of York citizens to determine and address needs or “gaps” between current programs/facilities and identify the desires of the community with regard to conditions or “wants” for community center facilities.

The Committee believes that a multi-generational Community Center is more than a building. It will provide

- community cohesiveness,
- enablement of inclusion and participation,
- and place to build skills, confidence, and friendships.

These tenets will make the Town of York stronger, more welcoming, and engaging for all ages.

Our Committee would like to thank Robin Cogger and the York Parks and Recreation Department for their guidance and support throughout this process.

Actions and Process Summary

- November 2016 — York Community Dialogue Workshop comprised of key community leaders identifies need for a multi-generational community center as number one facility priority for Town of York
- January 2017 — Board of Selectmen establishes the Community Center Needs Assessment Committee
- January 12 — Joint meeting Committee and York Parks and Recreation Board
- January - February — Committee defines goal, objectives, and actions to ensure representation across a diverse mix of residents and requirements including analysis of current facilities
- February — Committee interviews University of New Hampshire Department of Recreation Management and Policy (UNH) who has significant experience conducting needs assessments throughout northern New England as part of their graduate program. York Parks and Recreation Department approves and funds UNH
- March - July — Committee meets at least twice a month. Works independently and with UNH to develop and plan a series of activities to solicit input from York’s citizens.

Activity	Committee Action(s)	UNH Action(s)
Focus Groups	<ul style="list-style-type: none"> • Identify stakeholders and focus groups • Identify focus group members • Call members to ensure participation 	<ul style="list-style-type: none"> • Conduct 13 focus groups June 6 - 8 • 80 attendees
Public Forum	<ul style="list-style-type: none"> • Define objectives • Secure space • Advertise including handing out notifications at polls 	<ul style="list-style-type: none"> • Conduct on June 7 at Middle School cafeteria • Over 60 attendees • Interactive with anonymous voting and team work exercises
Survey	<ul style="list-style-type: none"> • Review survey questions and application • Take survey 	<ul style="list-style-type: none"> • Develop survey — available July/August • Online and paper version • Total returned — 632
Data Analysis and Recommendations	<ul style="list-style-type: none"> • Meet with UNH to review initial data analysis answering questions and providing comments • Proofread report • Attend Selectmen’s meeting on January 8, 2018 • Meet to develop final recommendations (see next page) 	<ul style="list-style-type: none"> • Analyze data and prepare report • Present findings and recommendations to Selectmen on January 8, 2018

Final Recommendations to the Board of Selectmen

1. Dissolve the Community Center Needs Assessment Committee (CCNAC).
2. Accept the UNH report in full, including the recommendations (see page 4 (abbreviated) and pages 35-37 (full) of UNH report).
3. Funding be dedicated to a feasibility study.
4. Appoint a feasibility study committee. A feasibility study will likely include but is not limited to the following:
 - *Will evaluate the nature, scale, and economics of a community center.*
 - *Will identify the potential audience/supporting membership of a community center and outline by age/groups (i.e., senior center, teen center, childcare, etc.).*
 - *Will assess what amenities and programming would be most logical to provide as part of the community center.*
 - *Will explore the administration, maintenance, and operations associated with the potential construction/re-purpose of a community center.*
 - *Will evaluate funding sources available to support short and long term capital and operating expenses.*
 - *Will identify site/location.*
 - *Will include cost analysis to include cost recovery.*
- a. This committee should be assembled by September 2018 to continue with the current momentum,
- b. Should include liaison(s) from the CCNAC and the Parks and Recreation Board to ensure continuity of knowledge, and
- c. Should consist of a representative cross-section of community members, including those with knowledge in site selection, design, finance, building partnerships, and marketing.
5. The comprehensive plan should be changed to include a multi-generational community center.

How to Read Appendices

When reading through the open-ended responses, it is important to recognize that while these responses add context and depth to the quantitative analysis, they also have inherent limitations. In many cases, fewer open-ended responses are completed than the total number of surveys received, and a few responses generally only make up a small percentage of overall respondents.

The survey data is described in table format in the UNH report. In Appendix C, the survey responses are also displayed graphically. Additionally, demographic analysis was conducted and the detailed data tables break the responses out by demographic groups for every question asked. Please note that sub-categories with fewer than thirty responses should be interpreted cautiously. In cases where there were significant and substantive differences on key findings by demographics, they were presented graphically. In a demographic chart, if a demographic group is not shown, it means it did not significantly differ from the overall response. If a grouping is shown, it means that within that particular category responses were substantially different.

Appendix A: UNH Report

Appendix B: Open-ended Responses

Appendix C: Data Visualizations and Demographic Analysis