

Community Center Survey Data Presentation



RECREATION!

Thursday, July 6, 2017

Lynn Pigliacampi, Recreation & Events
Coordinator

Keystone Consulting Engineers

UPPER MACUNGIE TOWNSHIP
NEWS
Your Township Supervisors
Sean Gill, Vice Chairman | Kathy Rader, Secretary | James Brumell, Chairman

Spring/Summer 2017
For the Citizens and Friends of Upper Macungie Township

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- Sponsorship Opportunities
- Reserve Independent Park Event Rental Facility
- Recreational Programs
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2017 HOLIDAY SCHEDULE
— UMT OFFICE CLOSINGS —

- APR. 14 (Fri.) — Good Friday
- MAY 29 (Mon.) — Memorial Day
- JULY 4 (Tue.) — Independence Day
- SEPT. 4 (Mon.) — Labor Day
- NOV. 10 (Fri.) — Veterans' Day (observed)
- NOV. 23 & 24 (Thurs. & Fri.) — Thanksgiving Holidays (observed)
- DEC. 25 & 26 (Mon. & Tues.) — Christmas Holidays (observed)
- JAN. 1, 2018 (Mon.) — New Year's Day

Is UMT getting a RECREATIONAL COMMUNITY CENTER?
Everything You Need to Know and How to Get Involved

This article will provide answers to important questions such as why UMT is exploring building a Recreational Community Center, what research has been done so far, what options we will have regarding design, construction, and funding, and most importantly, how residents can get involved and have their voices heard!

Our research supports the finding that Upper Macungie Township has the need for a Recreational Community Center and the population to support it. If built, this facility would be for the enjoyment of **EVERYONE and ALL AGES**, and provide additional benefits to our Township as listed in the next column. With that said, we need to know if residents WANT a Recreational Community Center. We need to know if this is where you want funds to go, and what you want to see in this facility. After reading this article, please take a moment to **COMPLETE THE SURVEY ONLINE** or within this Newsletter and be directly involved in the enrichment of our community quality of life! (See more details and the full Feasibility Study at www.uppermac.org)

ADDITIONAL BENEFITS: Did you know Community Centers...?

- Improve health, wellness and sense of community for ALL ages and stages of life
- Increase property values and tax base
- Improve quality of life providing a gathering place and social hub
- Help ensure access to recreation for ALL ages and abilities
- Assist in preventing childhood obesity with multiple activities in one place
- Help conserve surrounding green spaces, utilizing them to provide nature-focused programming and facilities (e.g.: classes, butterfly and rain gardens, etc.)
- Give communities the ability to offer more recreational programs, classes and activities for ALL ages and abilities
- Provide an increased sense of community identity and engagement

Tentative rendering of Upper Macungie Recreational Community Center by Howard Kulp Architects, P.C.

Resources: www.mps.org / our-work/Three-Pillars

RECREATIONAL COMMUNITY CENTER
Continued on next page

SPECIAL INSERTS IN THIS ISSUE:

- UMT Police Department Annual Report
- Community Center & UMTPD Survey

SENIOR CITIZEN DISCOUNT
The Township is offering a \$30 senior citizen discount for trash and recycling pick up for anyone over 65 with proof of age (e.g. driver's license). You must own and live at your residence. If you are 65 or turn 65 by December 31, 2017, please come to the Township municipal building to apply and register by December 31, 2017 for senior citizen discount for 2018.

UPPER MACUNGIE TOWNSHIP
Recreational Community Center SURVEY

— Please check where applicable. —

Complete the Survey and Have Your Voice Heard!
Please submit this survey before **MAY 20, 2017**:

- Online Version** – Go to www.uppermac.org, click the survey link on the homepage, and follow the prompts through the survey.
- Printed Version** – Complete this survey and mail back using the envelope included.

Results of this survey will be publicized at a Township meeting. All public meeting schedules are available at www.uppermac.org/boards-commissions. Residents are encouraged to attend all monthly meetings.

(1) Are you a resident of Upper Macungie Township?

Yes No

(2) In what age ranges do the heads of your household fall?

18-25 26-35 36-49
 50-62 63+

(3) Please CHECK ALL the options that best describe your household occupants.

Household with no children residing
 Household with children between 1-4 years old
 Household with children between 5-10 years old
 Household with children between 11-13 years old
 Household with children between 14-17 years old
 Household with children over 18 years old

(4) INTEREST/PARTICIPATION: Please CHECK ALL of the recreational activities your household is interested in, or is currently participating in. If not listed, please specify on the next page.

Fitness Classes Disc Golf
 Weight Training Track & Field
 Golf Girl or Boy Scouts/
 Swimming Scouting
 Aquatic Aerobic Classes Cycling/Spinning
 Walking/Running Ice Skating
 Tennis Ice Hockey
 Pickleball Hiking
 Field Hockey Hunting
 Lacrosse Self Defense/Martial Arts
 Football Dance (classes or groups)
 Baseball/Softball Music (classes or groups)
 Volleyball Activity Classes
 Basketball (Cooking, Painting, etc.)
 Soccer

Resources: www.mps.org / our-work/Three-Pillars

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- ❖ The Community Center Survey was distributed to UMT Residents inside the Township's Spring Newsletter
- ❖ 8,800 Newsletters were mailed to resident households
- ❖ A postage paid return envelope was included to make completing the survey and mailing it back as convenient as possible
- ❖ An online version was also available and accessed through the Township website and Facebook page.

NUMBER OF RESPONSES RECEIVED



- ❖ Of the 8,800 resident households that received surveys in the mail, 1,502 Responded
 - 976 were hard copies mailed back, then hand entered by township staff
 - 526 people submitted responses online

CONFIDENCE LEVEL OF THE RESPONSE DATA:

The **Confidence Level** is the reliability of the Survey data. The number of responses compared to the number of households has to be high enough that it correctly represents the residents of the township.

The **Confidence Level** of our sample size was calculated by the company hired to complete the Feasibility Study- Keystone Consulting Engineers. Below are their initial findings

Findings:

- ▶ Our sample size produced a margin of error **under +/- 3%** with a overall **95% confidence level**
 - ▶ If repeated 100 times under the same conditions 95 times out of 100 surveys the measure would lie within the margin of error +/- 3%
 - ▶ This is very good. Common Standards used by researchers are 90%, 95%, or 99%
- ▶ Further analysis based on correlation and causation to the questions are **consistent from question to question.**
 - ▶ Ex: Keystone compared Senior Citizen responses, and the number of responses from that group was consistent in questions 2,3,6 and 8.
 - ▶ Ex: Keystone compared the number of households that responded they would use the facility often in Q#5 to the number that chose either of the "Yes build it" options in Q#10 indicating consistency and a valid survey

CONFIDENCE LEVEL OF THE RESPONSE DATA:

What does that mean?

- ▶ Projections of the 1,502 responses to the estimated total number of households 8,800 can be made with a high level of confidence
 - ▶ EX: 13% or 198 households of 1,502 responded they were between the ages of 26-35
 - ▶ Projected to 8,800 households- 13% would be 1,144 households between the ages of 26-35

RESPONSE DATA SUMMARY & PRELIMINARY FINDINGS:

WHAT DID WE ASK?

WHAT DID UMT RESIDENTS HAVE TO SAY?



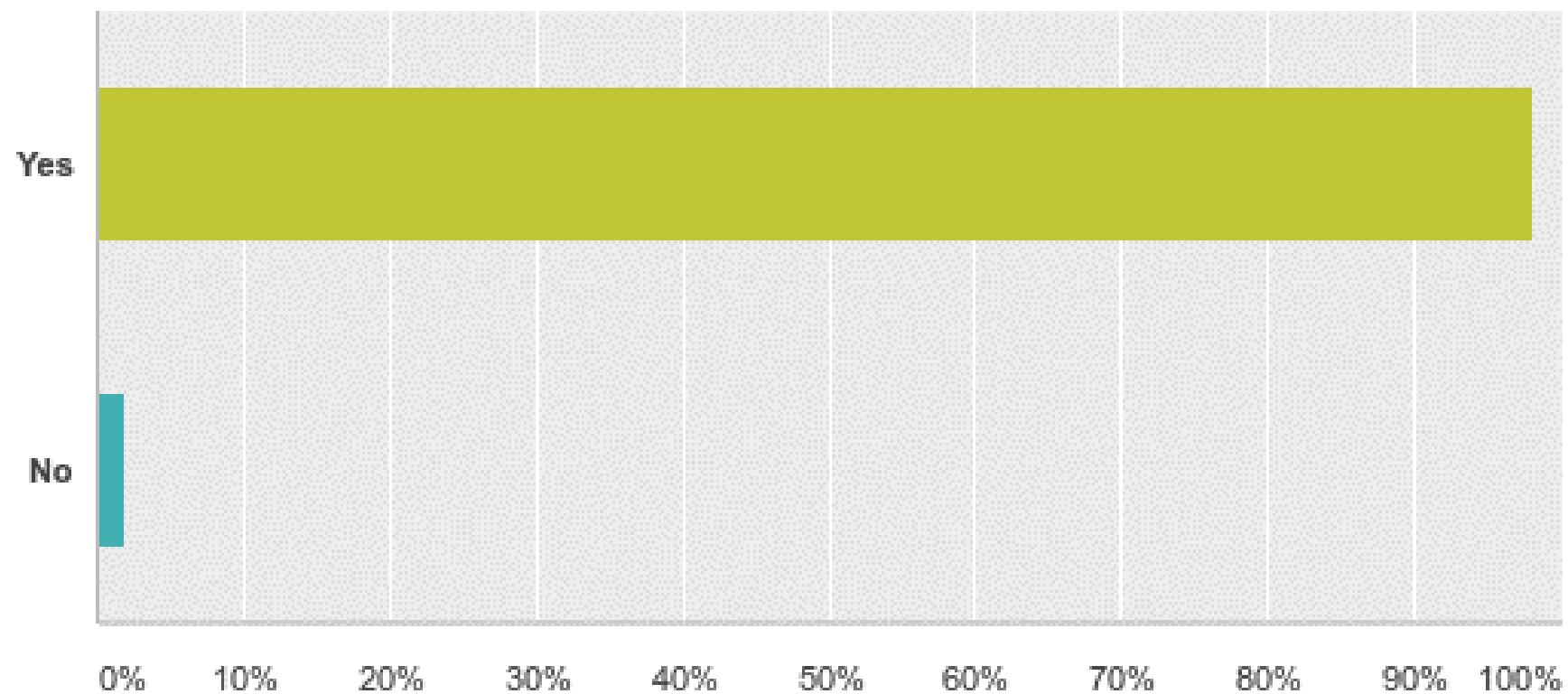
ABOUT THE SURVEY QUESTIONS:

- ▶ Each question was strategically chosen to obtain specific data or feedback from residents
 - ❖ #1- Needed to gauge the level of resident interest or desire to have this facility built. We asked this several times, in several different ways in questions- #5, #9,#10, Senior interest in #6
 - ❖ We also used this method in questions regarding activities, programs, and amenities.
- ▶ The survey does not assume all residents want this facility built, and give residents opportunities to communicate that opinion
- ▶ The order of the questions was strategic as well

ABOUT THE SURVEY RESPONSES DATA:

- ▶ The data is DIGITAL! We can't think of every possibility. Data can be sorted and cross-referenced continuously as questions come up.
- ▶ In reviewing the responses, a pattern of progression became visible. The questions allowed people to change their minds, and chose exactly what would meet their needs
 - ❖ Being asked what amenities and programs they wanted showed the intent of the facility being something for everyone to use.
 - ❖ Ex: No's turned into various programs and amenities being chosen, which led to fee options such as "Pay as you go" being chosen, which led to them choosing that they "Would like the facility built without a tax increase or borrowing money

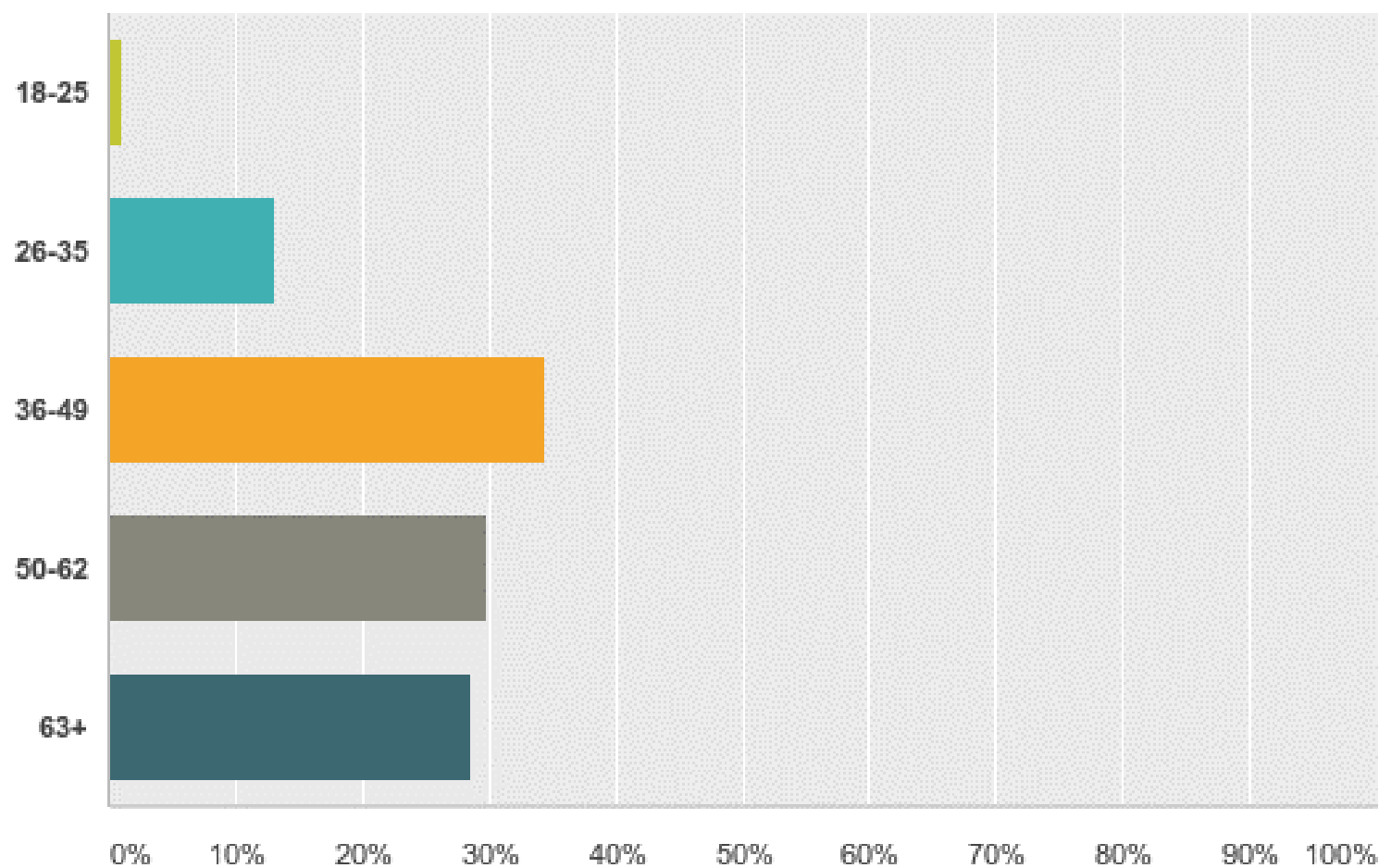
Q1: Are you a resident of Upper Macungie Township?



Answer Choices	Responses	
Yes	98.07%	1,473
No	1.93%	29
Total		1,502

- ▶ Since we are evaluating tax payer/resident interest in building this facility, it was important the majority of our responders were UMT residents
- ▶ 98.07% were residents

Q2: In what age range do the heads of your household fall?



Answer Choices	Responses	
36-49	34.42%	517
50-62	29.76%	447
63+	28.63%	430
26-35	13.18%	198
18-25	1.00%	15
Total Respondents: 1,502		

- ▶ A good balance of household age groups responded
- ▶ This contributes to the reliability of the data

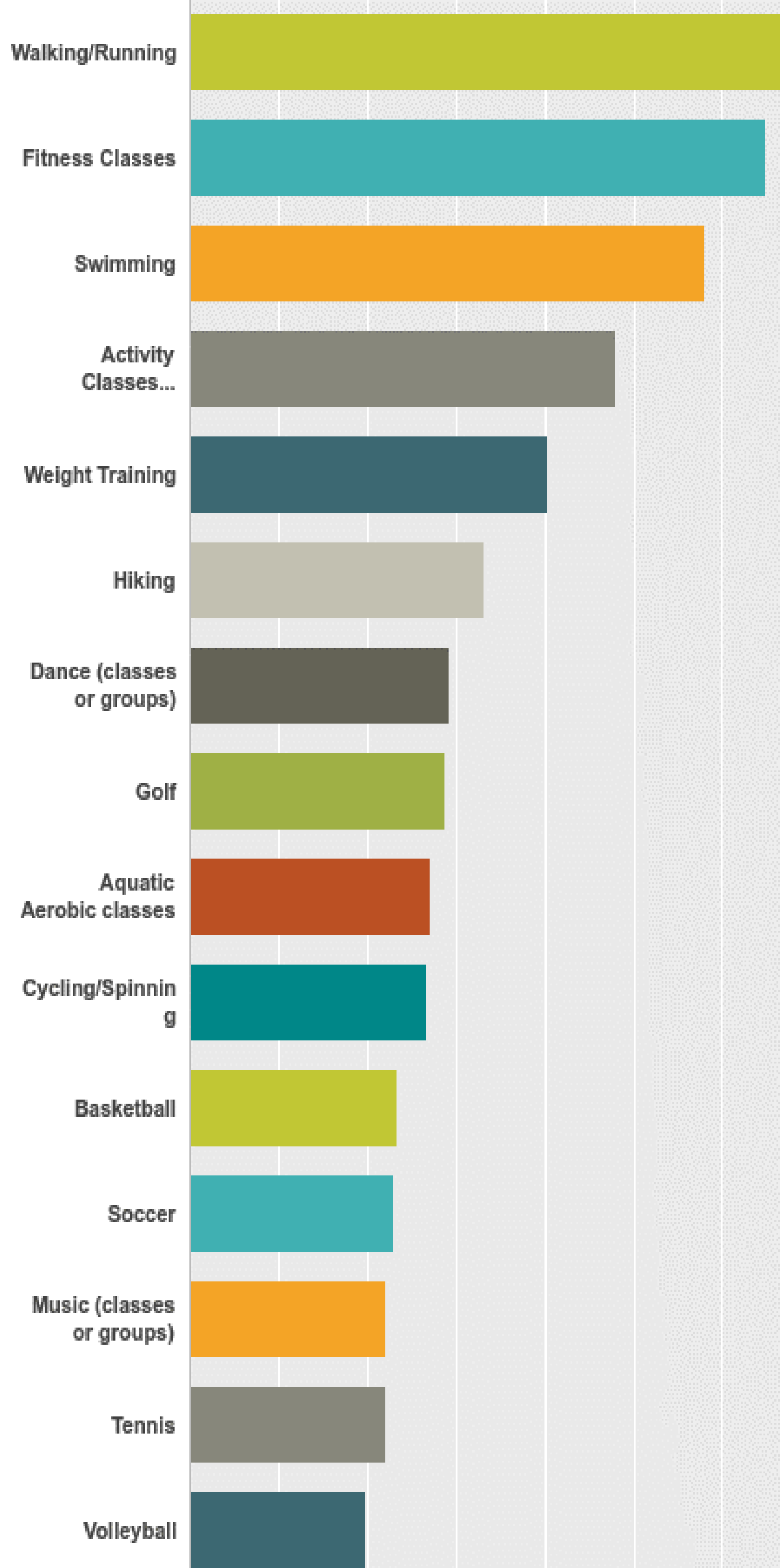
Q3: Please click all the options that best describe your household occupants.

Answer Choices	Responses	
Household with no children residing	43.94%	660
Household with children between 5-10 years old	20.77%	312
Household with children over 18 years old	18.51%	278
Household with children between 1-4 years old	14.18%	213
Household with children between 11-13 years old	13.38%	201
Household with children between 14-17 years old	13.18%	198
Other (please specify)	1.26%	19
Total Respondents: 1,502		

- ▶ Diversity of ages adds to reliability of our sample size
- ▶ Will help with programming: if built, the facility would need to accurately meet the needs of the age groups most that indicated they would use it
- ▶ 43.94% of responses were from households with no children residing, which was interesting when we look at the high level of interest in the facility being built.
 - ▶ Demonstrates the facility would not be built for the sole purpose of youth sports and programming
 - ▶ Various programming will be needed

Q4: Interest/Participation:
 Please click all of the recreational activities your household is interested in, or is currently participating in. If not listed, please enter in the text box below.

- ▶ Resident interests will help determine programming and amenities
- ▶ Evaluates general interest and level of activity in the household (not connected to the Community Center)
- ▶ **Top 15 Pictured-** (many were very close see next slide)
- ▶ **Top 5-** Walking/Running, Fitness Classes (yoga, zumba), Swimming, Activity Classes (cooking, painting), and Weight Training
- ▶ **Next 10-** Hiking, Dance classes, Golf, Aqua Aerobics, Cycling/Spinning, Basketball, Soccer, Music classes, Tennis, and Volleyball



Q4: Interest and Participation Responses:

- ▶ Many were close, 8 in 20% range
- ▶ This will help decide what amenities should be built and the programming offered
- ▶ Want the Community Center to be multi-functional, satisfying as many needs/wants as possible
- ▶ Examples of written in suggestions: Racquetball, Fishing, Child care, Badminton, Bowling

Answer Choices	Responses	
Walking/Running	67.02%	998
Fitness Classes	64.94%	967
Swimming	58.09%	865
Activity Classes (Cooking, painting)	48.02%	715
Weight Training	40.23%	599
Hiking	33.18%	494
Dance (classes or groups)	29.21%	435
Golf	28.74%	428
Aquatic Aerobic classes	27.13%	404
Cycling/Spinning	26.66%	397
Basketball	23.37%	348
Soccer	23.04%	343
Music (classes or groups)	22.23%	331
Tennis	22.03%	328
Volleyball	19.88%	296
Self Defense/Martial Arts	19.14%	285
Baseball/Softball	18.94%	282
Ice Skating	17.60%	262
Other (please specify)	17.33%	258
Disc Golf	12.56%	187
Girl or Boy Scouts/Scouting	10.88%	162
Football	10.07%	150
Track & Field	9.60%	143
Hunting	8.93%	133
Ice Hockey	7.66%	114
Lacrosse	7.52%	112
Pickleball	7.05%	105
Field hockey	6.51%	97
Total Respondents: 1,489		

Q5: MISSION STATEMENT FOR PROPOSED COMMUNITY CENTER:

The Upper Macungie Township Recreation Community Center provides a safe, family-friendly modern complex for year-round recreation and wellness for all ages and abilities. Utilizing a well-trained staff, the facility aims to enrich the quality of life of the community by providing innovative, and diverse programming, fostering community involvement and engagement.

Q5: It will be necessary to charge membership and program fees to sustain this facility. If UMT built this Community Center with the above Mission Statement, charging the necessary fees, would you pay fees to use it this facility?



- ▶ First question evaluating resident interest in the Community Center
- ▶ Although not possible to commit to specific fee dollar amounts, we needed to know that residents would be willing to pay to use the facility
- ▶ “Yes, often”- these are residents that will be members, and can commit to regular use of the facility
- ▶ “Maybe, sometimes”- can’t commit to regular usage, but know they will use it sometimes. especially for programs they are interested in.
 - ▶ “Pay as I go” group
- ▶ “No, never”- they are sure they will never use the facility

Q5: Would you pay to use the facility results)

Answer Choices	Responses	
Maybe, sometimes	46.94%	699
Yes, often	35.33%	526
No, never	8.87%	132
If No please specify	8.87%	132
Total		1,489

- ▶ “Yes, often”- 526 households 35.33%
 - ▶ Projections of the 1,052 responses to the estimated total number of households 8,800 can be made with a high Confidence Level
 - ▶ 35% of 8,800 = 3,080 households would commit to using the facility often
 - ▶ With an average of 2.71 persons per household, that is about 8,346 participants committing to using the facility often
- ▶ “Maybe, sometimes”- 699 households 46.94%
 - ▶ This group would be considered the “icing on the cake” according to Keystone
 - ▶ 46.94% of 8,800 = 4,130 households know they will use the facility intermittently
 - ▶ With an average of 2.71 persons per household, that is about 11,194.25 participants that know they will use the facility sometimes

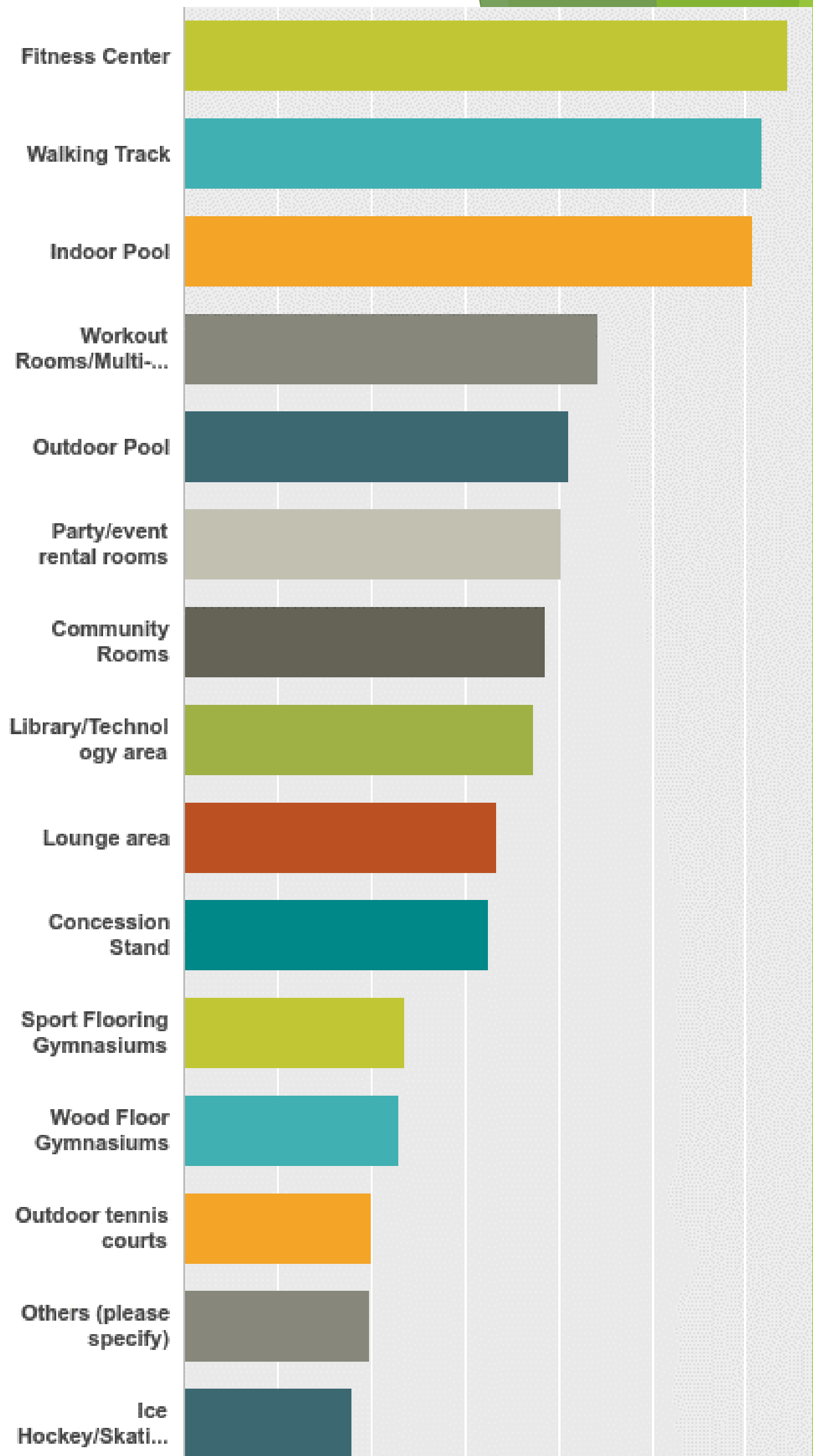
Q6: Senior Citizens: Would you use this Community Center if The Silver Sneakers Program through your insurance or Medicare covered part or all of your membership costs and offered senior social and fitness programs?

Answer Choices	Responses	
N/A	56.08%	835
Yes	25.86%	385
Maybe	10.41%	155
No, I still would not use this facility	7.66%	114
Total		1,489

- ▶ Wanted to gauge interest of Senior Citizen residents
- ▶ Wanted to inform them of the Silver Sneakers program, and that it could assist them with fitness fees
 - ▶ **61 Senior Citizens** responded “No, never” to Q #5 when asked if they would use this facility
 - ▶ Once informed about Silver Sneakers and asked this question
 - ▶ 13 of the 61 Seniors responded “Maybe” they would in fact use the facility. 1 of 61 changed to “Yes” they would use it.
 - ▶ 21.3% of Seniors changed their minds

Q7: Amenities: Please click all the amenities you would want to see built in the proposed Community Center.

- ▶ **Top 15 Pictured-** Amenities chosen
- ▶ **Top 5-** Fitness Center, Walking Track, Indoor Pool, Workout Rooms/Multi-Purpose rooms, Outdoor Pool
- ▶ **Next 10-** Party Rental Rooms, Community rooms (common areas free meeting areas), Library/Tech Area, Lounge Area (in lobby), Concession Stand, Gymnasiums (Wood and Sport Flooring), Outdoor Tennis Courts, Written in comments, and Ice Hockey/Skating



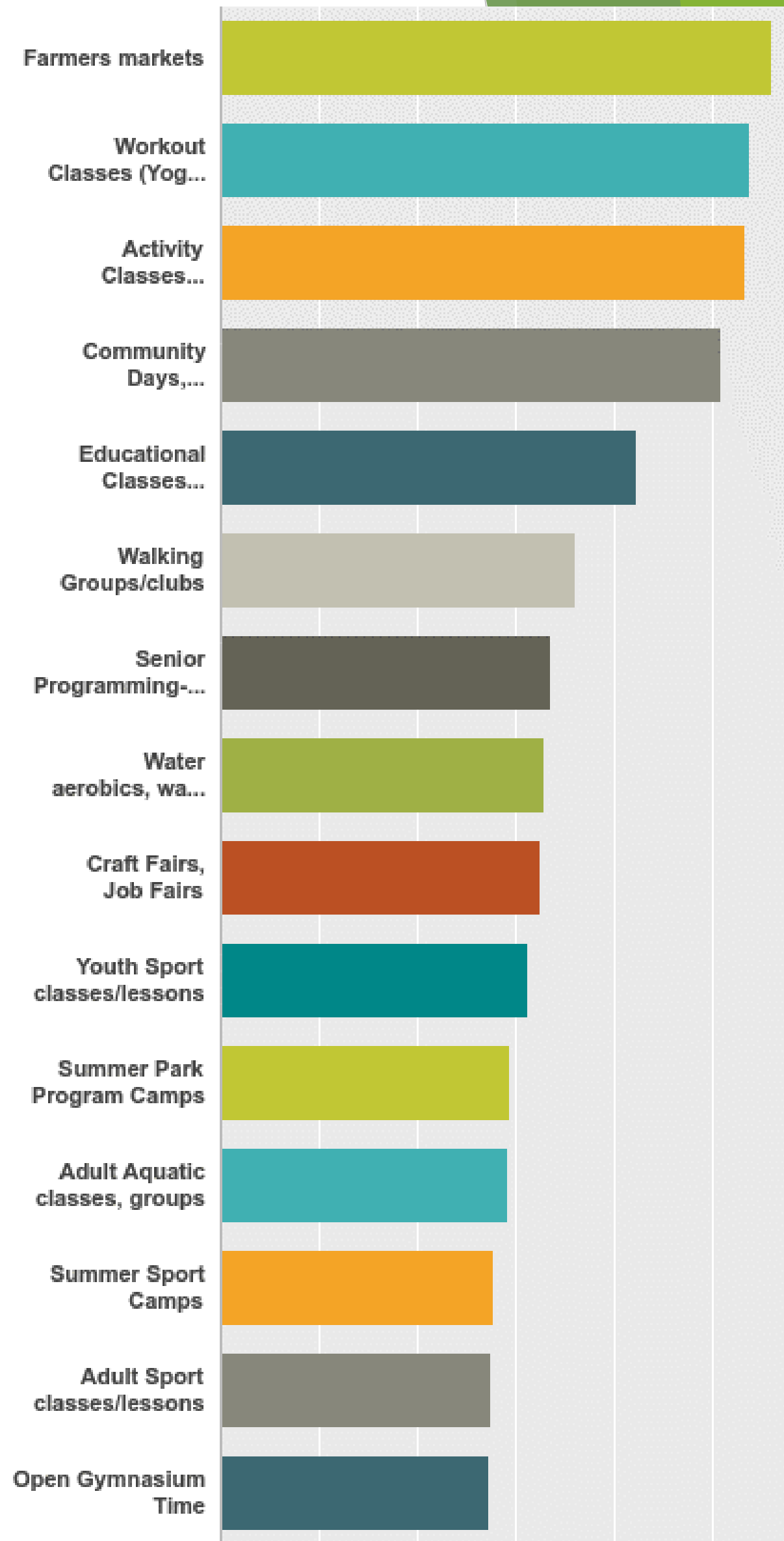
Q7: Amenity Results

- ▶ Again, many were close
- ▶ If you built a facility based on these Top 15 alone it would include: Fitness Center, Walking Track, Indoor & Outdoor Pools, Multiple Gyms, Multipurpose Rooms, Event Rental rooms, Lounge and Concession areas, and Outdoor Tennis Courts
- ▶ HOWEVER, this data must be cross referenced with Ques. #4 and 8. Amenities built must meet the needs of programming and interests chosen.
- ▶ Written Comments included: Racquetball, Playground, Kids area/Child care, Lawn concert area, sauna

Answer Choices	Responses	
Fitness Center	64.54%	952
Walking Track	61.69%	910
Indoor Pool	60.75%	896
Workout Rooms/Multi-Purpose Rooms	44.34%	654
Outdoor Pool	41.15%	607
Party/event rental rooms	40.27%	594
Community Rooms	38.58%	569
Library/Technology area	37.29%	550
Lounge area	33.42%	493
Concession Stand	32.47%	479
Sport Flooring Gymnasiums	23.59%	348
Wood Floor Gymnasiums	22.92%	338
Outdoor tennis courts	20.07%	296
Others (please specify)	19.80%	292
Ice Hockey/Skating Rink	17.90%	264
Batting Cages	17.76%	262
Golf Simulator	15.86%	234
Indoor tennis courts	15.32%	226
Indoor Putting Green	14.44%	213
Indoor Turf Field	12.34%	182
Skate Park	12.20%	180
Pickleball Courts/lines	6.98%	103
Wrestling practice area	2.17%	32
Total Respondents: 1,475		

Q8: Programming: Please click all the programming you would be interested in or want offered at the proposed Community Center.

- ▶ Help determine amenities to build and programming to offered (multi-functionality being the goal)
- ▶ **Top 15 Pictured**- Programming choices. Many are very close
- ▶ **Top 5**- Farmers Market, Workout Classes (various), Activity Classes (cooking, painting), Community Days/Festivals/Events/Shows, Educational Classes (Nature, Languages, Computers)
- ▶ **Next 10**- Walking groups, Senior Programming, Water aerobics, Craft Fairs, Youth Sports, Summer Park Camps, Adult Aquatic classes, Summer Sport camps, Adult Sport classes, Open Gym time



Q8: Programming Results

- ▶ Mostly what we expected, however, it was beneficial to see the level of interest in Activity and Educational classes.
- ▶ Many below the Top 15 still have high response rates (in the 20% range) and must be included when determining programming
- ▶ This data will be cross-referenced with the participation data and the amenities data to determine the facility built and programming offered
- ▶ Written comments include: Self Defense, Archery, and Racquetball

Answer Choices	Responses
Farmers markets	56.14% 828
Workout Classes (Yoga, Thai Chi, Pilates etc.)	53.97% 796
Activity Classes (Cooking, painting, etc.)	53.36% 787
Community Days, Festivals, Events, Shows	50.92% 751
Educational Classes (Nature, languages, computers, etc.)	42.44% 626
Walking Groups/clubs	36.14% 533
Senior Programming- Silver Sneakers	33.69% 497
Water aerobics, water workouts	33.08% 488
Craft Fairs, Job Fairs	32.47% 479
Youth Sport classes/lessons	31.32% 462
Summer Park Program Camps	29.42% 434
Adult Aquatic classes, groups	29.15% 430
Summer Sport Camps	27.80% 410
Adult Sport classes/lessons	27.46% 405
Open Gymnasium Time	27.32% 403
5K Runs/Walks	26.44% 390
Personal Training	24.61% 363
Bingo	20.81% 307
Ice Skating (open skate)	20.14% 297
Adult/Junior Volleyball Leagues	19.19% 283
Junior Aquatic classes, groups, teams,	17.56% 259
Putting Green, Golf simulator	17.29% 255
Other (please specify)	15.86% 234
Batting Cages	15.53% 229
Adult/Junior Basketball Leagues	15.39% 227
Indoor Turf leagues, classes, camps	11.59% 171
Ice Hockey leagues/classes	7.53% 111
Adult/Junior Pickleball Leagues	6.37% 94
Wrestling training	2.51% 37
Total Respondents: 1,475	

Q9: Fees: Facility membership and program fees would be determined to help sustain the facility. General Memberships would include the use of all amenities. A Fitness Membership would offer limited use for a lower rate. Programs and classes would have additional fees discounted for residents.

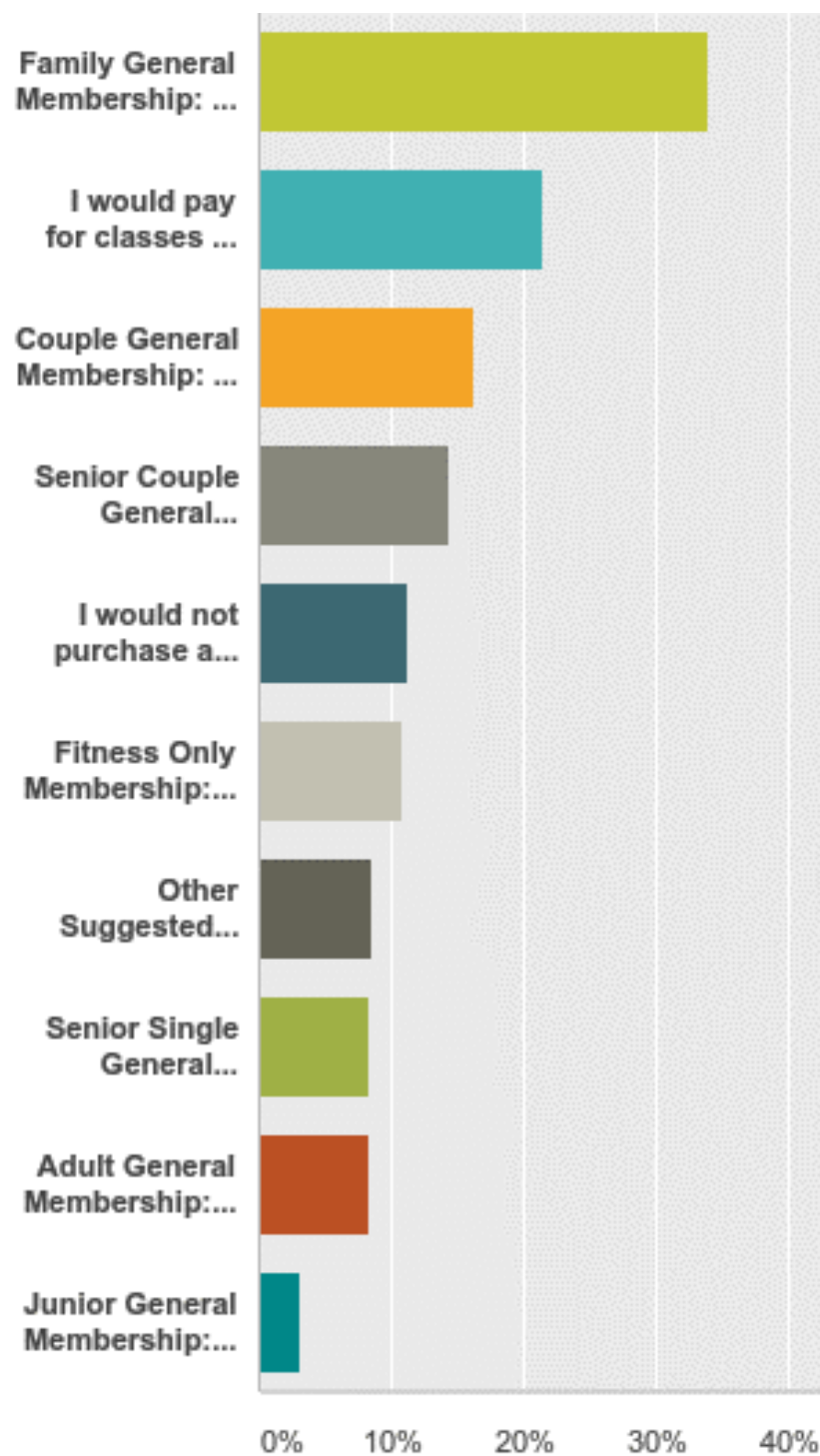
With this information, which type membership or type of usage would you most likely purchase?

- ▶ In the Feasibility Study (available on the website) Membership and Program fees were estimated for several building scenarios.
- ▶ An annual membership revenue goal was also estimated for several different size buildings. With so many variables, it would not have been reasonable to commit to specific fees in this question
 - ▶ However, we needed to determine that residents would be willing to pay membership fees. Having Membership revenue will be crucial to achieving the goal of self-sustainability.
 - ▶ We also needed to determine which membership types or option would satisfy resident needs



Q9: Fee/Membership Results

- ▶ #1 Family Membership 34.13% (499 households)
- ▶ #2 “Pay as you go” 21.48% (314 households)- Our research showed this was a growing option because of flexibility
 - ▶ This would satisfy the “Maybe, sometimes” people and optimize usage
- ▶ #3 “Couple” Membership 16.28% (238 households)- 2 people residing together
- ▶ Would still offer Senior Citizen, Junior, and Adult Single Memberships
- ▶ Flexibility will be key



Answer Choices	Responses
Family General Membership: 2 Adults and up to 3 children, all amenities included, class/program fees extra	34.13% 499
I would pay for classes and programs as I go, and not purchase a membership	21.48% 314
Couple General Membership: 2 Adults residing together, all amenities included, class/program fees extra	16.28% 238
Senior Couple General Membership: Discounted rate, ages 62+, all amenities included, class/program fees extra	14.36% 210
I would not purchase a membership, I would not use this facility	11.22% 164
Fitness Only Membership: (Seniors/Juniors discounted), lower fee rate, fitness center use only, class/program fees extra	10.94% 160
Other Suggested Membership Types (please specify)	8.48% 124
Senior Single General Membership: Discounted rate, ages 62+, all amenities included, class/program fees extra	8.41% 123
Adult General Membership: ages 17+, all amenities included, class/program fees extra	8.34% 122
Junior General Membership: Discounted rate, ages 17 and under, all amenities included, class/program fees extra	3.21% 47
Total Respondents: 1,462	

Q9: Fee/Membership Results

- ▶ Using these results, we can more accurately estimate annual membership revenue. Previous estimates in the Feasibility Study will be good starting points.
 - ▶ We now have data with a 95% Confidence level showing not only how many households are willing to purchase a membership, and a percentage breakdown of what type of membership they will purchase
 - ▶ Once membership fees are determined, we will be able to project the number the Annual membership Revenue
- ▶ Ex: We estimated a Family Membership Fee by averaging 5 area Community Center fees with varying amenities is \$362/yr. (Bethlehem, Hanover, Palmer, Forks, Lower Macungie, Montgomery). Using those same facility budgets, we estimated an Annual Membership Revenue goal of \$250,000.00
 - ▶ Family Memberships alone (499 households 34.13%) paying \$362 annually (\$30/month) = \$180,638.00 per year
 - ▶ About 72% to goal with just one membership
 - ▶ 34.13% Projected to 8,800 households is 2,992 households
 - ▶ 2,992 households paying \$362 annually = \$1,083,104.00
 - ▶ This is just one type of membership
 - ▶ With the preliminary estimates, we could conclude there are enough households willing to purchase memberships to reach an estimated annual membership revenue goal

Q10: Funding: As you read in the UMT newsletter article, fiscal responsibility is a high priority for your Township Officials and staff. To build a Community Center with amenities on the Wish List by means of the lowest possible financial impact to residents, construction would be broken into Phases. The Township would use developer recreation fees, relevant grants, budget money, and explore potential donations or sponsorships to fund the phases. Completion would be dependent on funding.

Phase 1 would be a fully functional building meeting immediate needs identified as two gymnasiums, a fitness center, workout rooms, community rooms, concessions and locker rooms costing approximately 6.5 to 7 million dollars.

Future Phases would add one amenity based on resident demand and funding, and could cost approximately 2.5 million dollars per phase. The length of time for total completion would be dependent on funding.

Based on the above information, please choose the statement you agree with the most.

Q10: Funding:

- ▶ This was the 3rd and final question evaluating resident interest in this facility being built
 - ▶ Residents could again chose “I do not want a Community Center built”
- ▶ We wanted to inform residents:
 - ▶ Of a construction plan that could eliminate raising taxes or borrowing money, but that it could take time
 - ▶ That building the facility immediately could result in the township raising taxes or borrowing money
 - ▶ That all possible funding options will be examined
 - ▶ Sponsorships, donations

Q10: Funding Results

Answer Choices	Responses
I want a community center with phased construction, without increasing taxes, or borrowing money to complete the construction	49.86% 729
I want a community center completed all at once, resulting in the Township borrowing money and increasing real estate taxes (tax increase of approximately \$50/year, amount based a home assessed at \$200,000).	28.39% 415
I do not want a community center built at this time	14.23% 208
Other (please specify)	7.52% 110
Total	1,462

- ▶ The majority of UMT residents want a Community Center without a tax increase or borrowing money 49.86%
- ▶ An additional 28.39% want a Community Center and are willing to have taxes increased or the township borrow money to do so
- ▶ Combined, the percentage of those who want a Community Center is 78.25% (1,144 of 1,502 responses)
- ▶ Projected to 78.25% of 8,800 households = 6,886 households want a Community Center
- ▶ The “Other” option reflects both Yes and No written comments
 - ▶ Yes's- 44 of 110 comments were a yes with funding suggestions (ex: willing to pay a tax increase if residents don't pay membership fees)
 - ▶ Neutral- 37 of 110 could, take or leave the facility as long as taxes don't increase
 - ▶ No's- 29 of 110 are against the facility

Conclusions:

- ▶ 35.33% of the 1,502 households responded they would use and pay fees for a Recreation Center
- ▶ Could project 3,348 households, 9,039 residents would utilize and pay fees
- ▶ This does not even include the “sometimes” users 46.94%
 - ▶ Projected to 4,130 households, 11,151 residents
- ▶ If there is no tax increase, and still got the added value/benefit of a community center, the “No’s” could still be satisfied

Conclusions:

- ▶ This survey would conclude that there is community support for a Recreational Community Center built in a timely manner, without a tax increase or the township borrowing money
- ▶ The Facility providing the most uses would include:
 - Gymnasiums (2 minimum)- sports, events, markets, fairs, shows, workout classes, senior programming, summer camps
 - Fitness Center (1)- individual workouts, weight lifting, personal training, senior programming
 - Walking Track- walking/running, 5K’s and events, senior programming
 - Indoor Pool- open swimming, aqua aerobics, swim classes and teams, summer camps
 - Outdoor Pool- also in demand, open swim, aqua aerobics, swim classes and teams, summer camps
 - Multi-Purpose Rooms (2 minimum)- activity classes, educational classes, workout classes, senior programming
 - Event Rental Rooms- (1 or 2 with a Kitchen) additional revenue source, activity classes, educational classes, workout rooms, senior programming
 - Concessions with Lounge Area- beverages and food accessibility adds value to the facility, added source of revenue, summer camps
 - Library/Tech Area

Next Steps:

- ▶ If the project moves forward, UMT Staff and Keystone Consulting Engineers will continue to utilize this data to determine costs, operating expenses and revenue, usage fees and programming for the facility.
 - ▶ The data estimated for the Feasibility Study; construction costs, operating expenses and operating revenue streams can be fine tuned and utilized all with the goal of self-sustainability
 - ▶ The building design will be updated and fine-tuned in terms of amenities and aesthetics
 - ▶ All funding options will be explored