

5/6/2020 | 7:00 PM

Due to the ongoing situation with COVID-19 and pursuant to H.B. 197, this Community Center Feasibility Task Force Meeting was convened remotely via video-conference using Zoom.

**Join Zoom Meeting**

Please click this URL to join: <https://zoom.us/j/92603977203>

Phone: 301-715-8592

Meeting Code: 926 0397 7203

The meeting of the Community Center Feasibility Task Force was called to order at 7:04 p.m. by Chairperson Margie Pizzuti.

**MEMBERS PRESENT:** Chairperson Margie Pizzuti, Chairperson Nick Lashutka, Dianne Albrecht, Kelly Boggs-Lape, Supen Bowe, Yanitza Brongers-Marrero, Greg Comfort, Wendy Gomez, Chuck Manofsky, Linda Moulakis, Linda Mauger, Brian Perera, Matthew Rule, Todd Walter, Bill Westbrook

**MEMBERS ABSENT:** Merry Hamilton

**STAFF PRESENT:** City Manager Steve Schoeny, Parks & Recreation Director Debbie McLaughlin, Parks Planning & Development Manager Jeff Anderson, Community Affairs Director Emma Speight, and City Clerk Ashley Ellrod

**1. Welcome/Opening Remarks**

Chair Pizzuti welcomed everyone to the meeting and said she hopes everyone is staying safe and healthy. She said this meeting is an opportunity to bring everyone up to date and to discuss the path forward.

**a. Approval of minutes of the February 19, 2020 Minutes**

Mr. Westbrook moved, seconded by Ms. Albrecht, to approve the minutes of the February 19, 2020 Community Center Feasibility Task Force Meeting.

**VOTING AYE:** Albrecht, Comfort, Boggs-Lape, Bowe, Brongers-Marrero, Gomez, Lashutka, Manofsky, Mauger, Moulakis, Perera, Pizzuti, Rule, Walter, and Westbrook



**VOTING NAY:** None

**ABSENT:** Hamilton

Motion carried.

Chair Lashutka reviewed City Council's Charge to the Task Force.

### **b. UA City Council's Charge to the Task Force**

1. Review history of previous efforts to develop a community center
2. Review findings of the UA Parks & Recreation Comprehensive Plan
3. Review of our existing facilities and programs including a review of options for the replacement of the existing Senior Center
4. Review possible locations for a community center
5. Review of indoor recreation/community gathering centers outside UA
6. Examine prospective cost scenarios including possible amenities and associated costs; public/private partnerships funding strategies for capital/operating costs;
7. Involve community participation in feasibility study
8. Provide a recommendation to City Council based on feasibility study findings to consider proceeding with Community Center in UA

## **2. Update on Community Outreach & Statistically Valid Survey**

Supen Bowe, Community Engagement Chair related they hosted a total of 14 community pop-ups, 37 interviews, 8 focus groups, and a public meeting at the Senior Center. She added they also did a statistically valid survey. She said she is very proud of how engaged they have been with the community.

The City Manager advised the survey went out right before it was announced the schools were closing, and the full scale of the current situation was not known. He asked Members to keep this in mind as they review the survey results.

Leon Younger and Philip Parnin of PROS Consulting, presented an update on the Community Outreach & Statistically Valid Survey (attached hereto and incorporated herein by reference as Exhibit A.)

In response to Mr. Westbrook, Mr. Younger related the multi-use courts do not show up as a response to Question 5, because they are more of a facility amenity than a program.

In response to Chair Pizzuti, Mr. Younger advised the daily fees would include general admission to the facility, which usually does not include specific programs.

Mr. Westbrook asked if the Silver Sneakers program was taken into account. The Parks & Recreation Director advised the survey asked respondents how much they were willing to pay for a membership. She said the Silver Sneakers program will be taken into account later in the process.



Mr. Westbrook questioned if all the membership and daily entry fees would cover the operating costs. Mr. Younger replied some Community Centers run an 80% cost recovery, and some are 100% cost recovery. This committee will receive several options and can choose which option they feel is best for this community.

In response to Ms. Albrecht, Mr. Younger advised they have reached out to several organizations in the community to gauge interest in a potential partnership.

Ms. Gomez questioned how they established the user fees figures. Mr. Younger responded they were based off the fees charged by similar facilities in the local area.

Ms. Mauger asked Mr. Younger if he had an idea of what community centers and recreation activities would look like in six months. Mr. Younger related that across Ohio, a majority of the Parks & Recreation levies passed, even in the heart of the pandemic. He said there is a high level of support for both indoor and outdoor recreation spaces.

Ms. Brongers-Marrero questioned how important the central location was, the City Manager related that during the pop-ups, there was a strong preference for a central location. Mr. Parnin advised 70% of survey respondents indicated they preferred a central location.

### **3. Final Components of Community Engagement Updated Timeline for Study Process**

The City Manager advised they are moving towards a mid to late June presentation to City Council on the findings to date, as a wrap up for the first phase of the study process.

Chair Pizzuti advised community engagement will be going on throughout the process. She noted the Facilities & Partnership Committee will begin working with the consultant, and later in the process, the Finance Committee will be actively working on a financial plan. She stated the current timetable has the Task Force continuing longer than anticipated, due to the current pandemic.

Chair Lashutka thanked the Task Force Members and the consultants for their time and hard work to keep this moving forward. He thanked Ms. Bowe for doing a great job on the community engagement.

### **4. Public Comment**

In response to Chair Pizzuti's invitation to speak, there were no questions or comments from the public.

\* \* \*

There being no further business before the Community Center Feasibility Task Force, the meeting was adjourned at 8:21 p.m.



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**Chairperson**

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**Chairperson**

**ATTEST:** \_\_\_\_\_  
**City Clerk**



May 6, 2020

Exhibit A



# Survey Findings Presentation

Community Center Feasibility Task Force





# Timeline of Survey

**March 6** – Launch of statistically valid survey

**March 26** – 400 responses received (reaching target goal)  
survey extended

**April 10** – 632 responses, survey closed

## Notes:

- 58% of responses received March 17-26, as COVID-19 Stay at Home orders enacted
- 37% received March 27-April 10
- Findings are very similar when comparing responses received by March 26 to those received after March 27



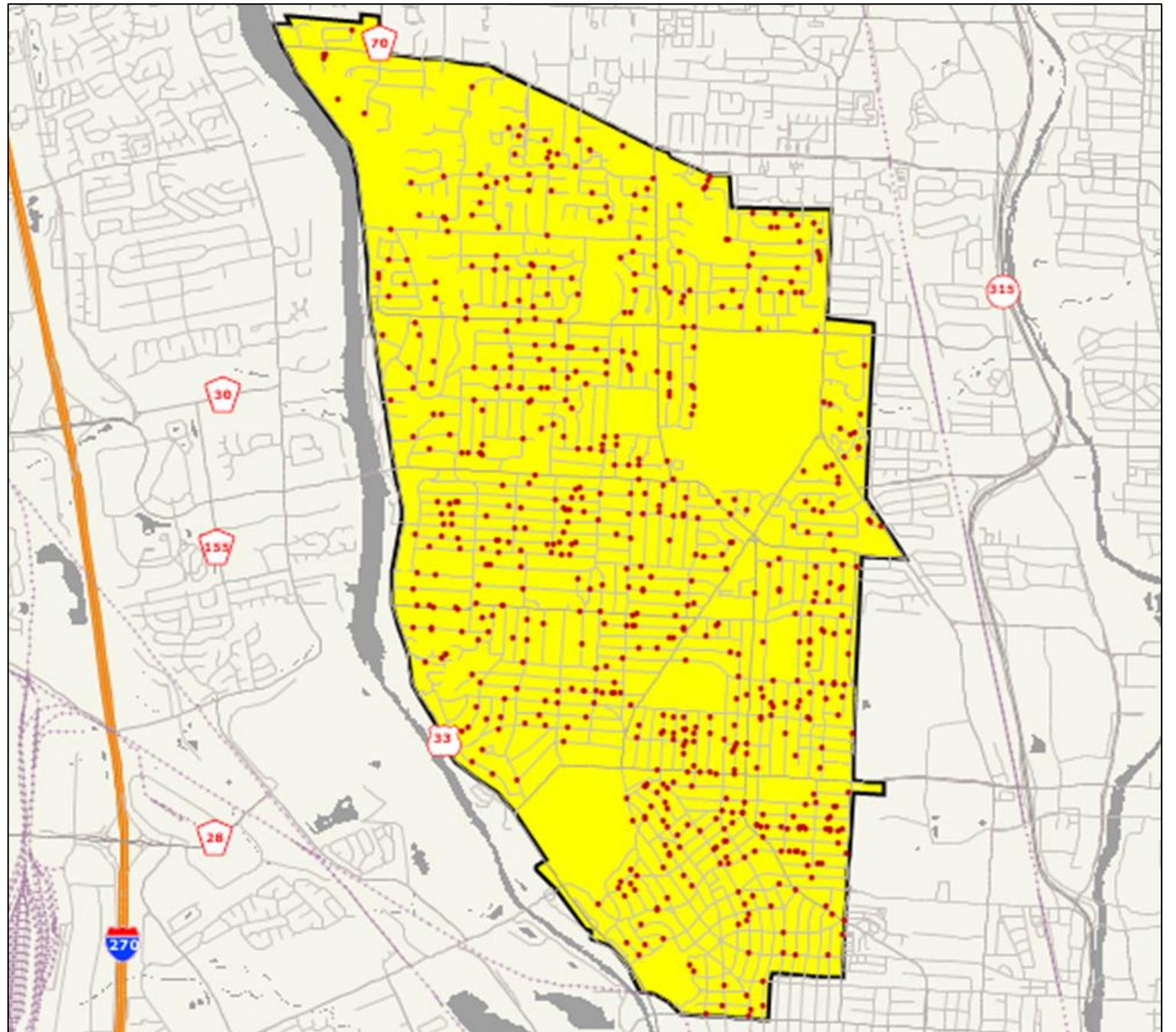
# Methodology

- Scientific and defensible method to understand community needs
- Administered by mail/web
- Developed in partnership with the Task Force
- Methodology allows high return rate
- Total of 632 completed surveys (goal 400)
- 95% level of confidence with a margin of error of +/- 3.9%
- Demographically and geographically balanced
- Input from users and non users of the parks and recreation system



# Geographic Representation

Responses reflect balanced distribution across Upper Arlington, enhancing statistical validity of survey results

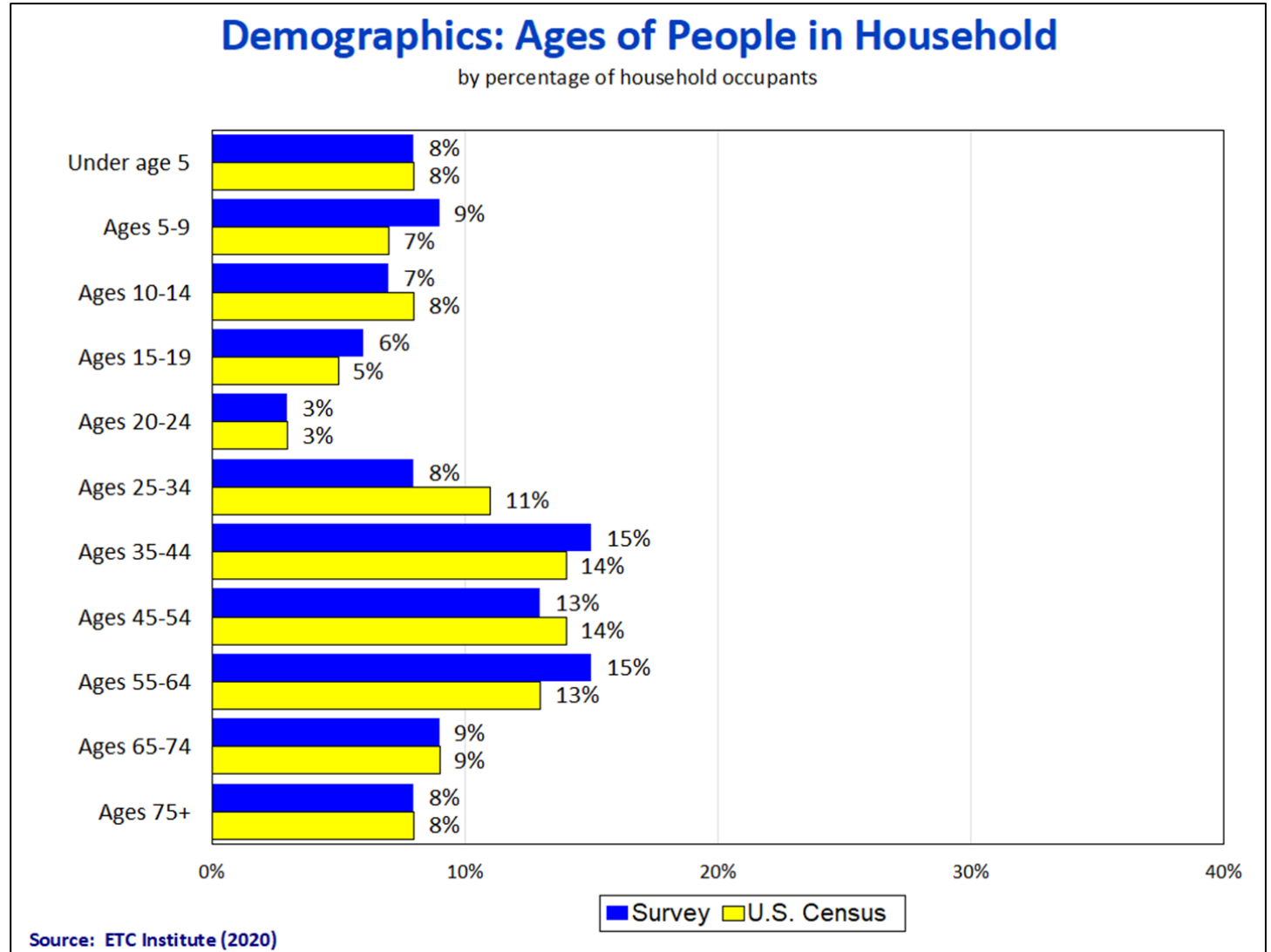






# Demographic Comparison

Respondent demographics reflect community demographics, therefore survey results are reflective of community sentiment as a whole





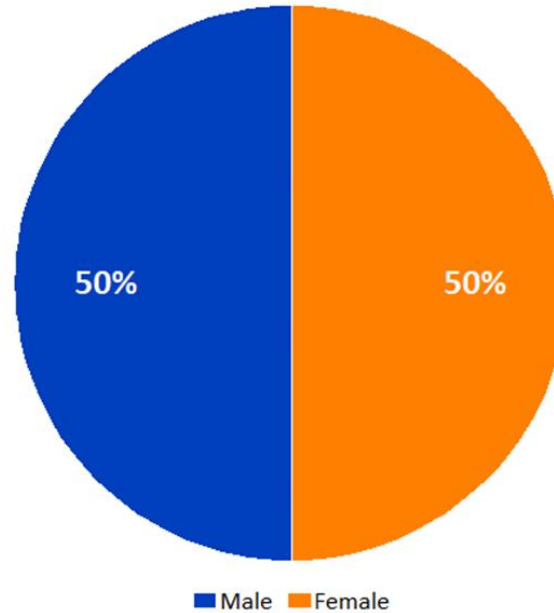
# Gender Comparison

Gender responses reflective of community

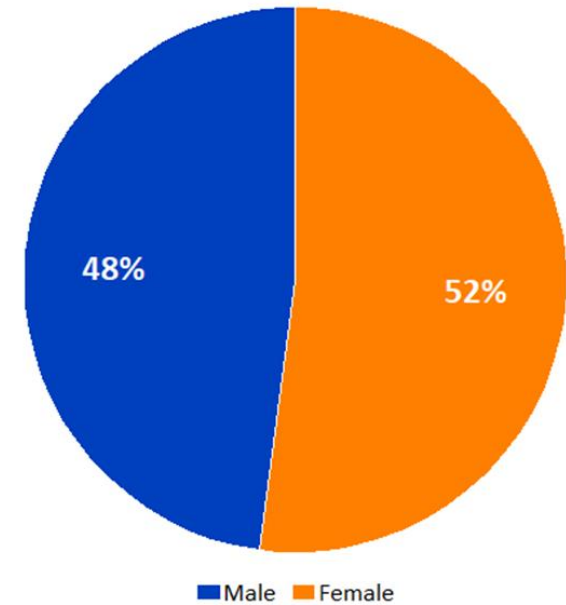
## Demographics: Gender

by percentage of respondents

Survey



U.S. Census



Source: ETC Institute (2020)



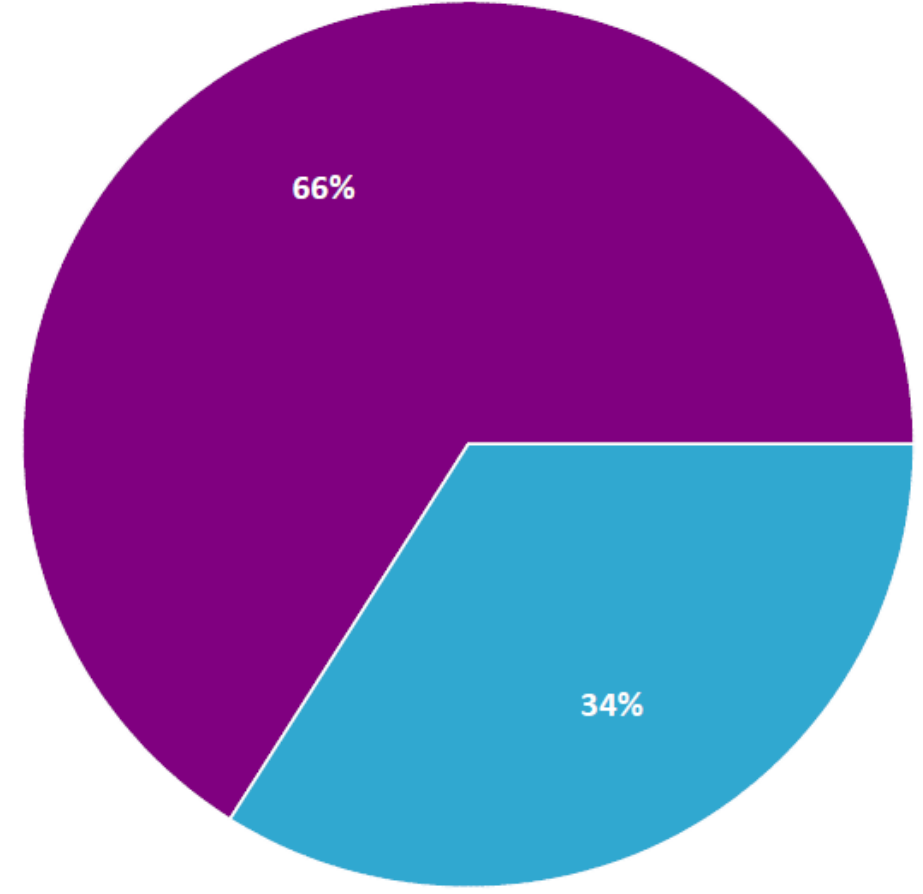
# Current Use of Indoor Recreation Facilities

## YES response demographics:

- 74% - households with children under 10 yrs.
- 69% - households with children 10-19 yrs.

Q1. Are you or other members of your household currently using any INDOOR recreation, sports, fitness, meeting space or aquatic facilities?

by percentage of respondents



■ Yes ■ No

Source: ETC Institute (2020)

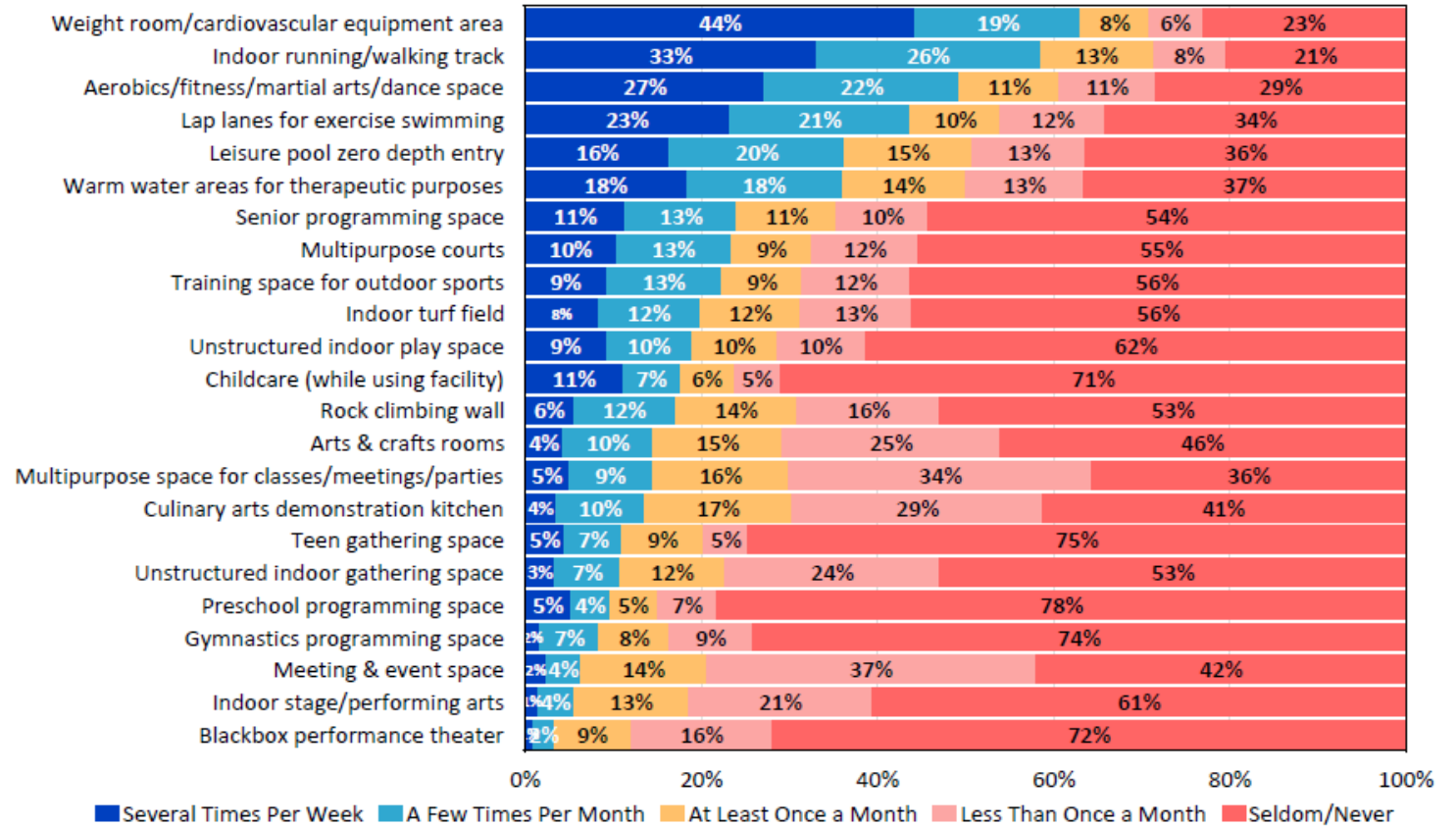


# Top Features households would use

1. Weight room/cardio
2. Indoor walk/run track
3. Aerobics/fitness/martial arts/dance
4. Lap lanes
5. Leisure pool – zero depth entry

Q2. The City is considering developing a new multigenerational community center. Listed below are potential features that could be incorporated into the design of a multigenerational community center. For each one, please indicate approximately how often you and members of your household would use each of these features.

by percentage of respondents (without "not provided")



Source: ETC Institute (2020)

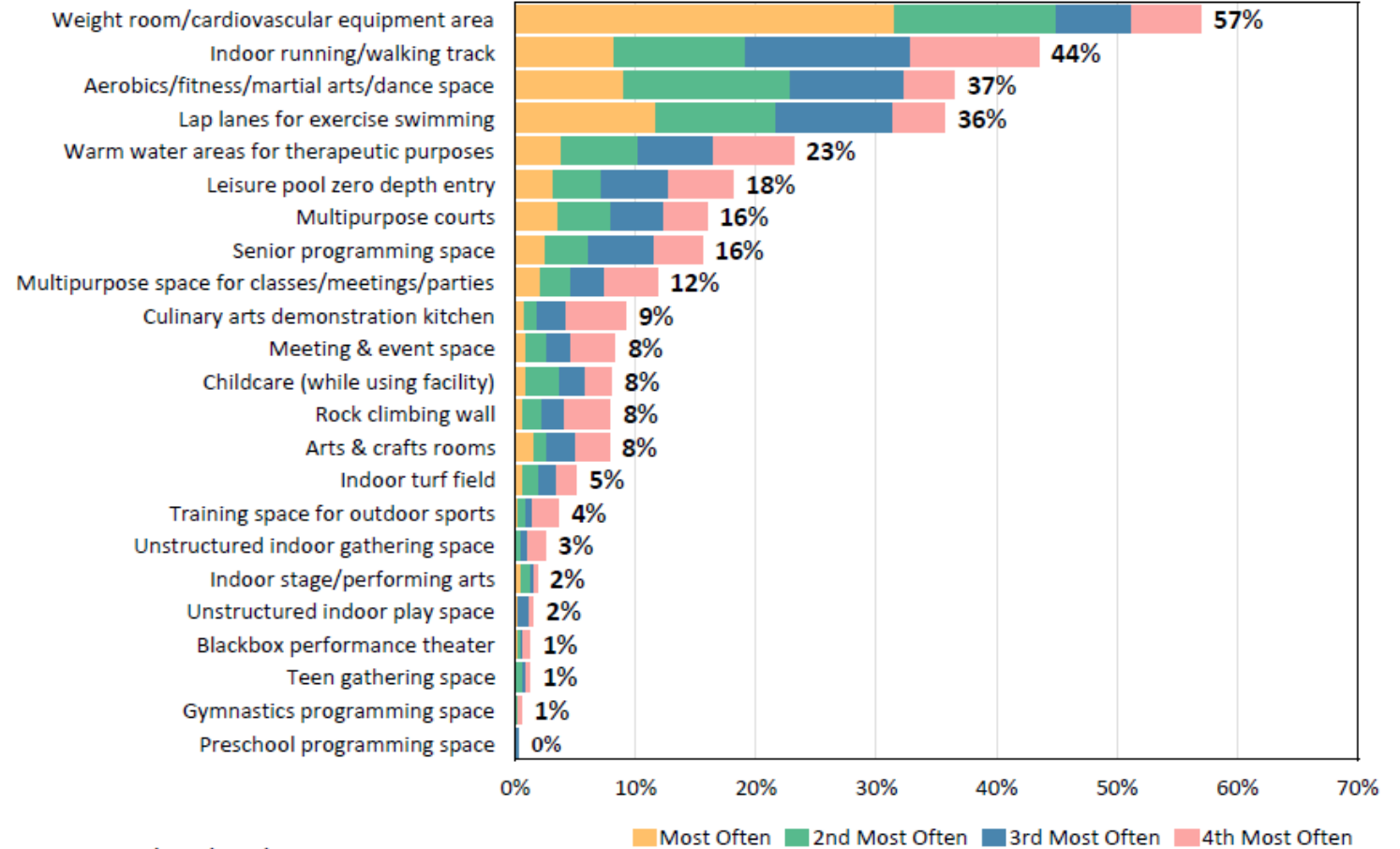


# Top Features Adults Would Use

1. Weight room/cardio
2. Indoor walk/run track
3. Aerobics/fitness/martial arts/dance
4. Lap lanes
5. Warm water areas for therapeutic purposes

**Q3. Which FOUR of the features listed in Question 2 would ADULTS in your household age 19 or older use MOST OFTEN if they were included in a new multigenerational community center?**

by percentage of respondents who selected the items as one of their top four choices



Source: ETC Institute (2020)

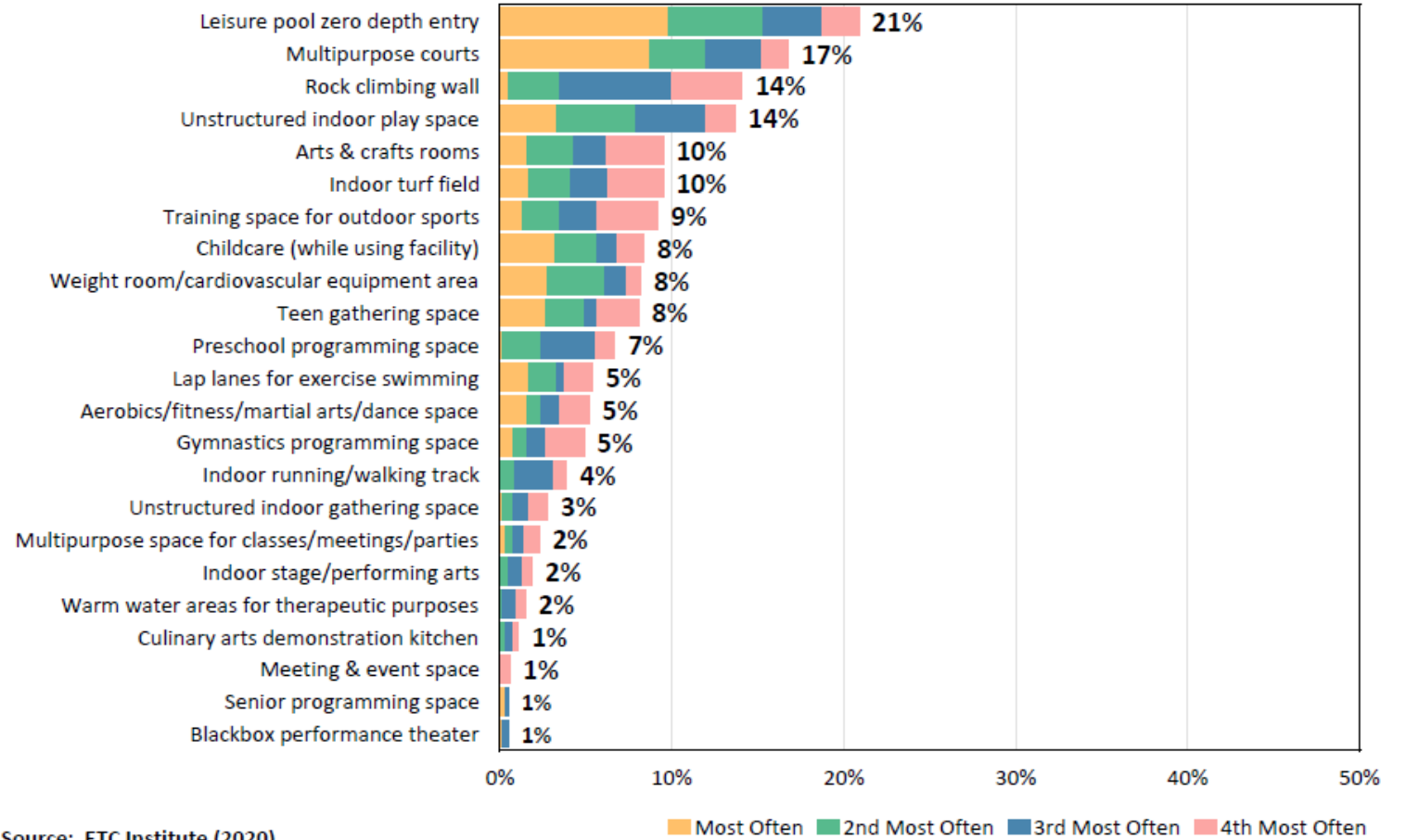


# Top Features Youth Would Use

1. Leisure pool – zero depth entry
2. Multi-purpose courts
3. Rock climbing wall
4. Unstructured indoor play space
5. Arts & crafts rooms

## Q4. Which FOUR of the features listed in Question 2 would YOUTH in your household age 18 or younger use MOST OFTEN if they were included in a new multigenerational community center?

by percentage of respondents who selected the items as one of their top four choices



Source: ETC Institute (2020)

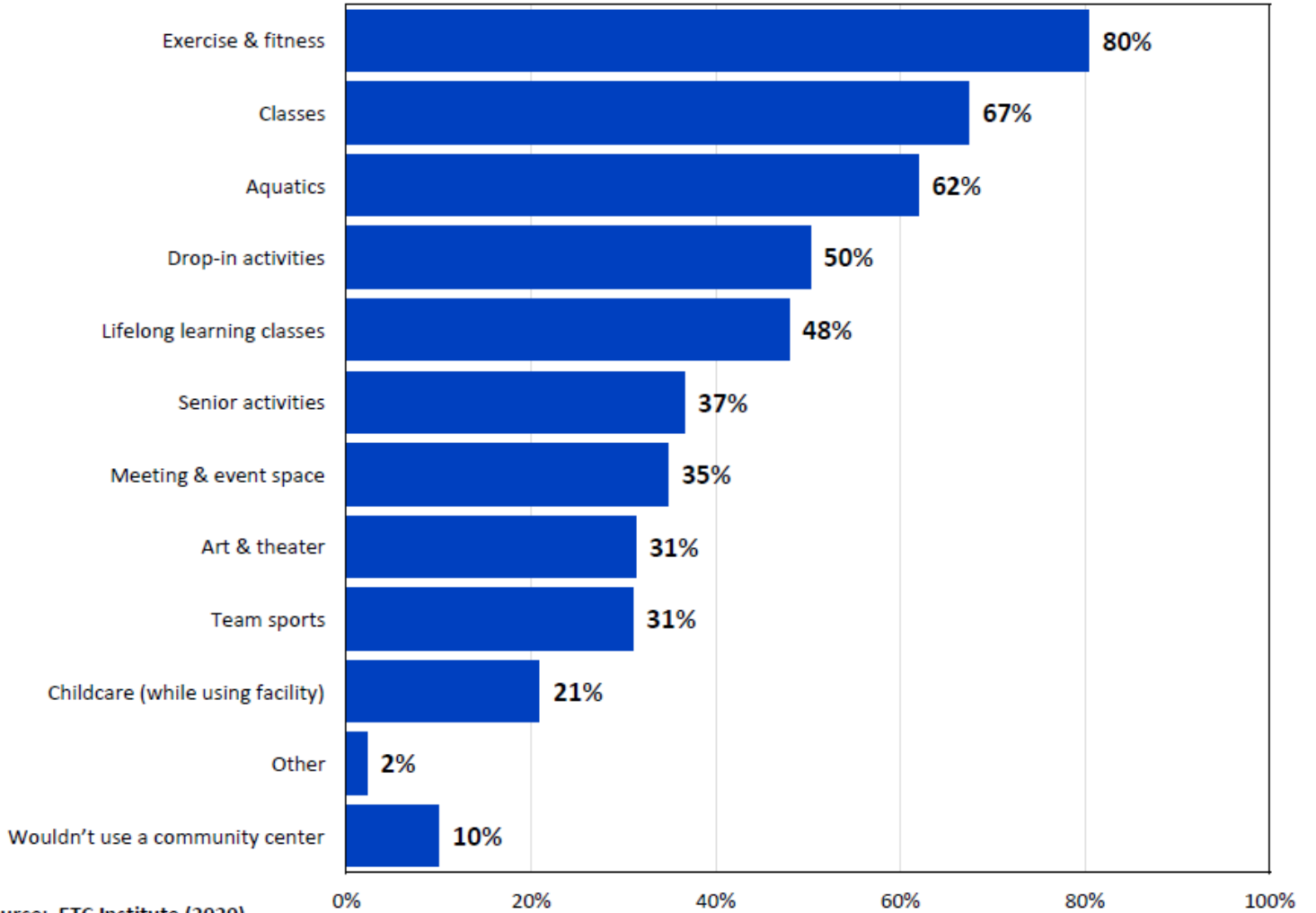


# Top Activities Households Would Use

1. Exercise & fitness (80%)
2. Classes (67%)
3. Aquatics (62%)
4. Drop-in activities (50%)
5. Lifelong learning classes (48%)

## Q5. All activities your household would use at a community center

by percentage of respondents (multiple responses could be selected)



Source: ETC Institute (2020)

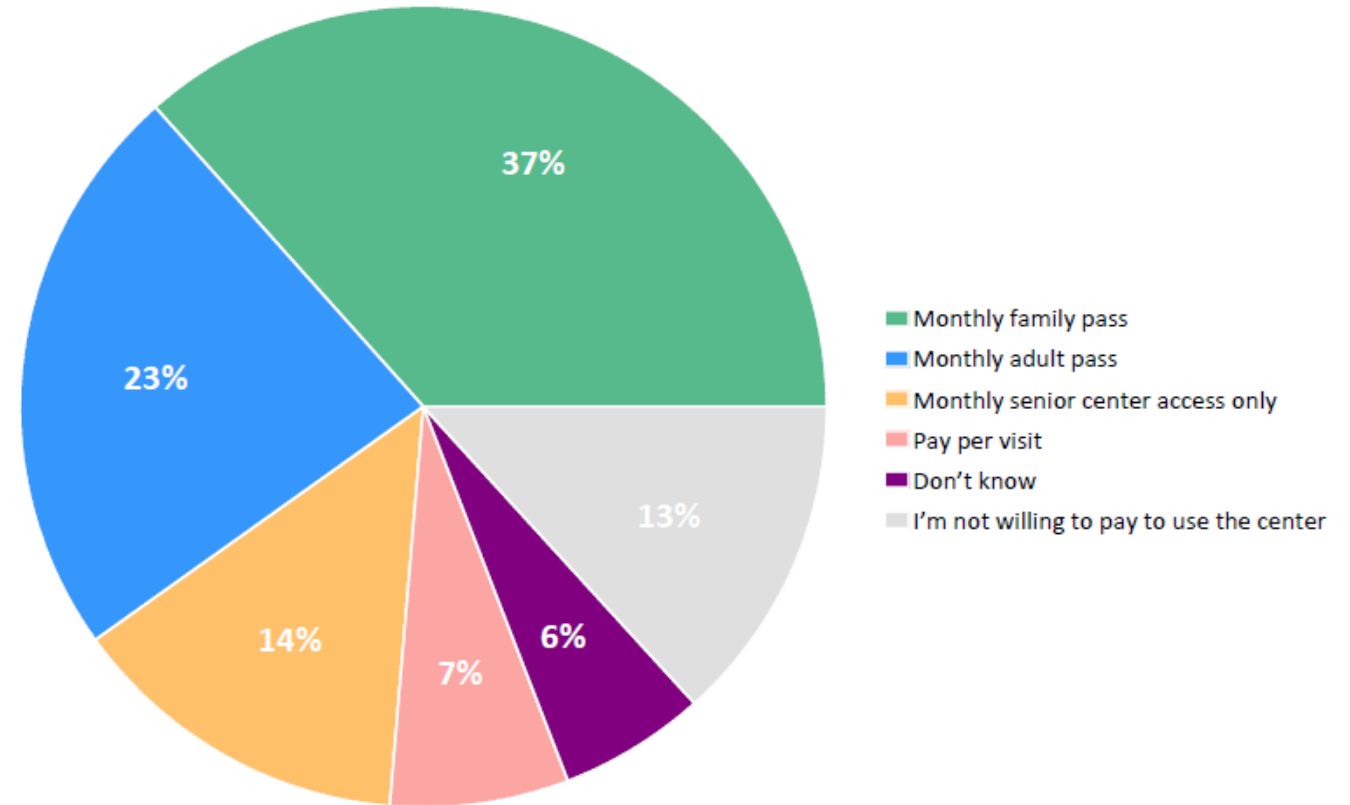


# Top Preferred User Fees

1. Monthly family pass (37%)
2. Monthly adult pass (23%)
3. Monthly senior center access only (14%)

**Q6. Much of the cost of operating a new multigenerational community center would need to be covered by user fees. Knowing this, which ONE of the following would be your preferred way of paying to use a multigenerational community center if it had the features you most prefer?**

by percentage of respondents (without "not provided")



Source: ETC Institute (2020)





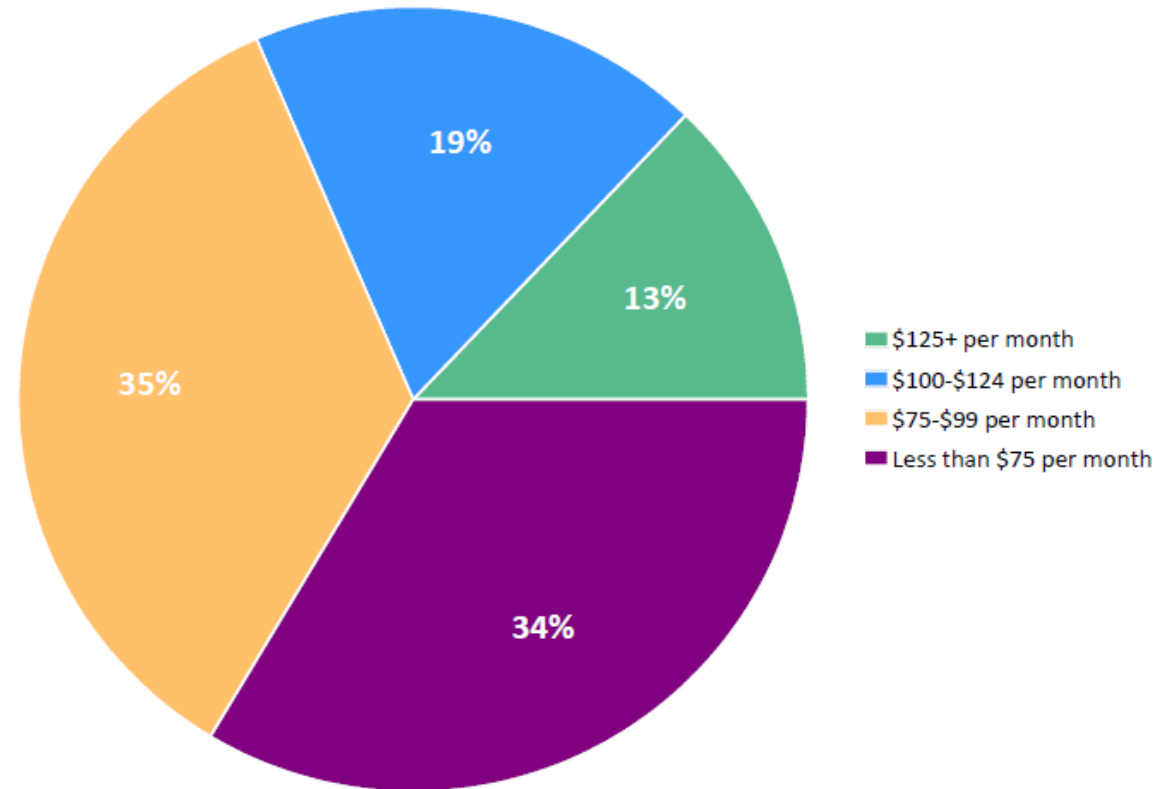
# Willingness to Pay

## Monthly Family Pass

- \$75-99 (35%)
- Less than \$75 (34%)
- \$100-124 (19%)

**Q6a. What is the MAXIMUM amount you would be willing to pay for a MONTHLY FAMILY pass (4 or more people) to use a new multigenerational community center if it had the features most important to your household?**

by percentage of respondents (without "not provided")



Source: ETC Institute (2020)



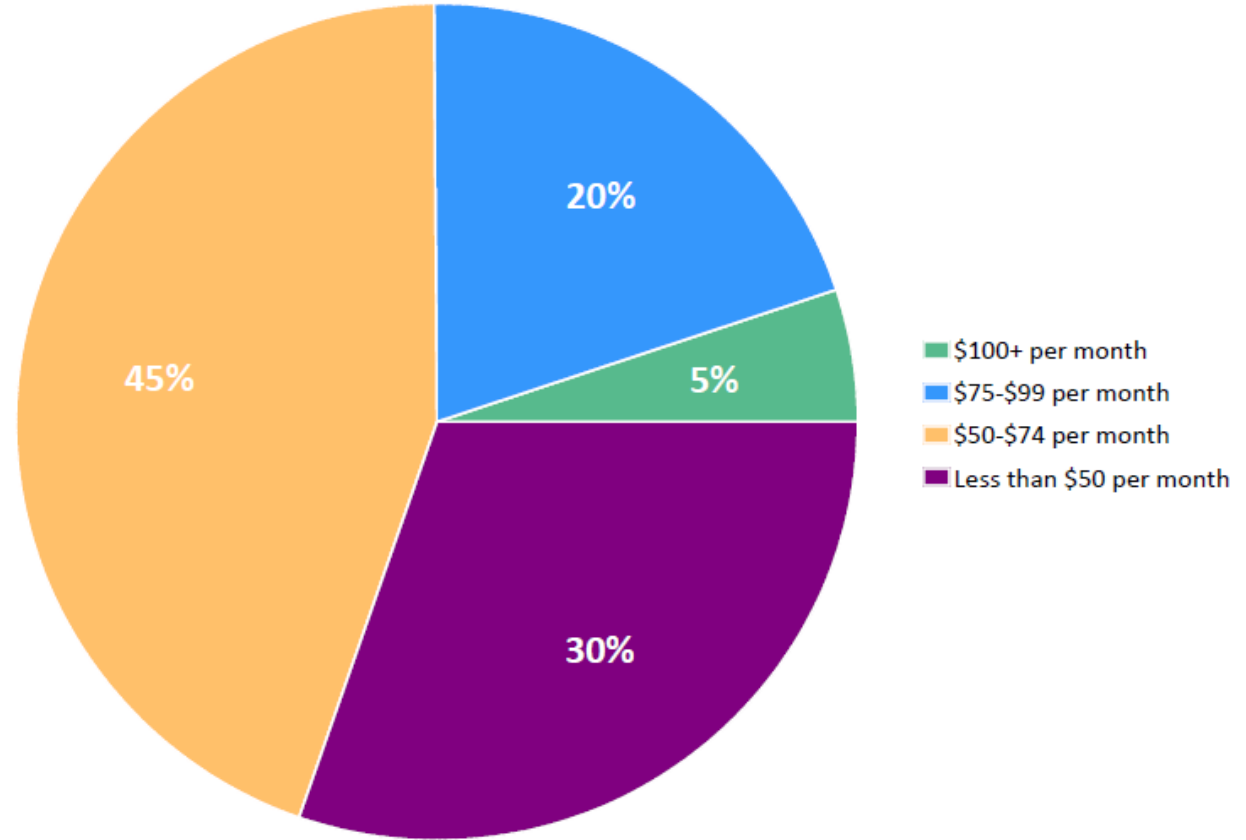
# Willingness to Pay

## Monthly Couples Pass

- \$50-74 (45%)
- Less than \$50 (30%)
- \$75-99 (20%)

**Q6b. What is the MAXIMUM amount you would be willing to pay for a MONTHLY COUPLES pass to use a new multigenerational community center if it had the features most important to your household?**

by percentage of respondents (without "not provided")



Source: ETC Institute (2020)



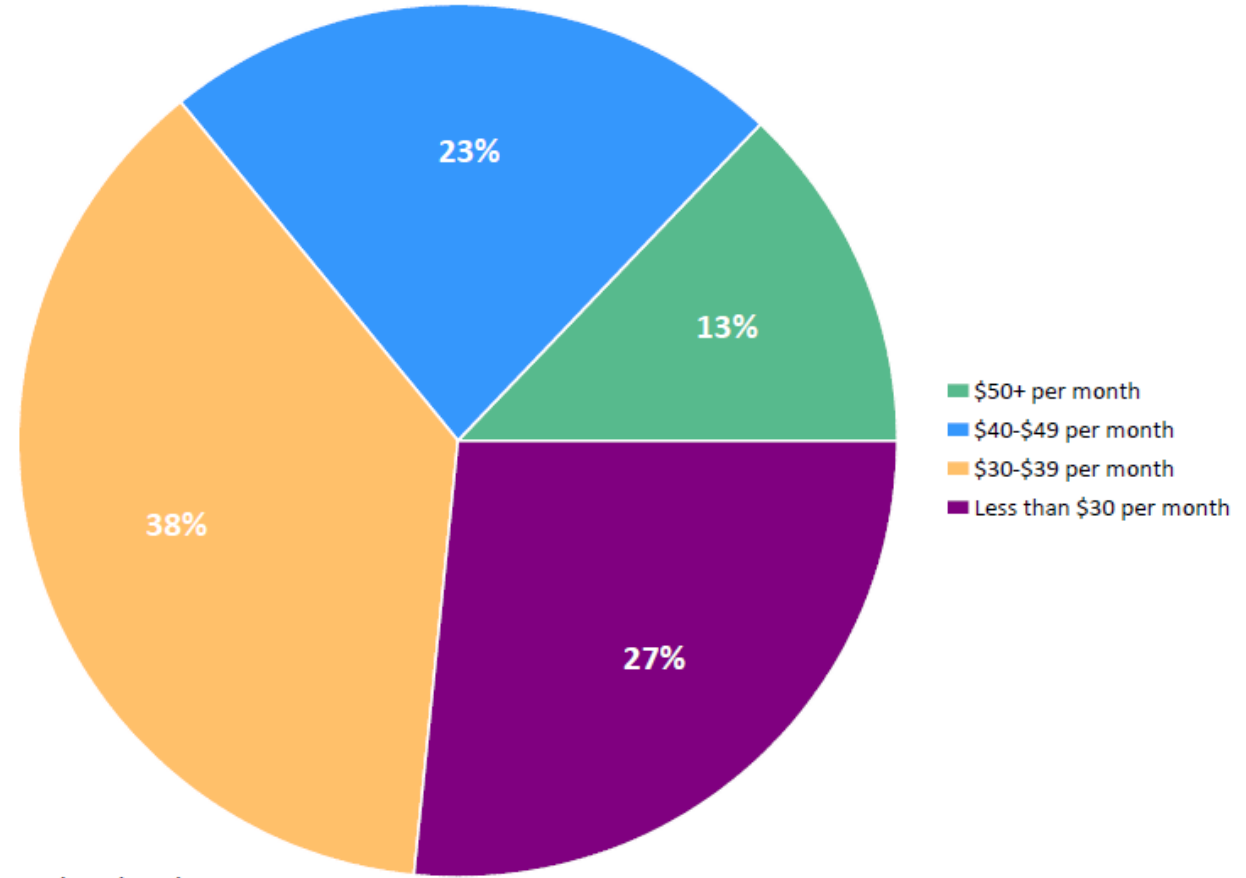
# Willingness to Pay

## Monthly Individual Pass

- \$30-39 (38%)
- Less than \$30 (27%)
- \$40-49 (23%)

**Q6c. What is the MAXIMUM amount you would be willing to pay for a MONTHLY INDIVIDUAL pass to use a new multigenerational community center if it had the features most important to your household?**

by percentage of respondents (without "not provided")



Source: ETC Institute (2020)



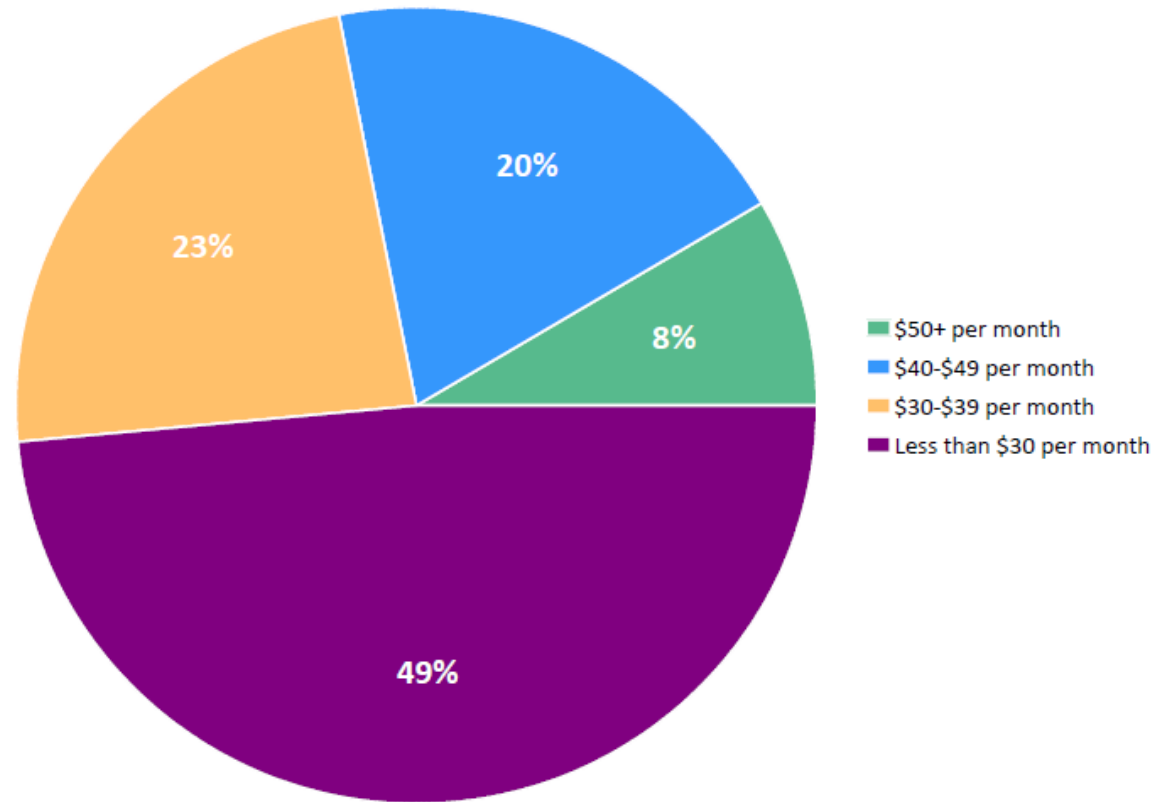
# Willingness to Pay

## Monthly Senior Pass

- Less than \$30 (49%)
- \$30-39 (23%)
- \$40-49 (20%)

**Q6d. What is the MAXIMUM amount you would be willing to pay for a MONTHLY SENIOR INDIVIDUAL pass to use a new multigenerational community center if it had the features most important to your household?**

by percentage of respondents (without "not provided")



Source: ETC Institute (2020)



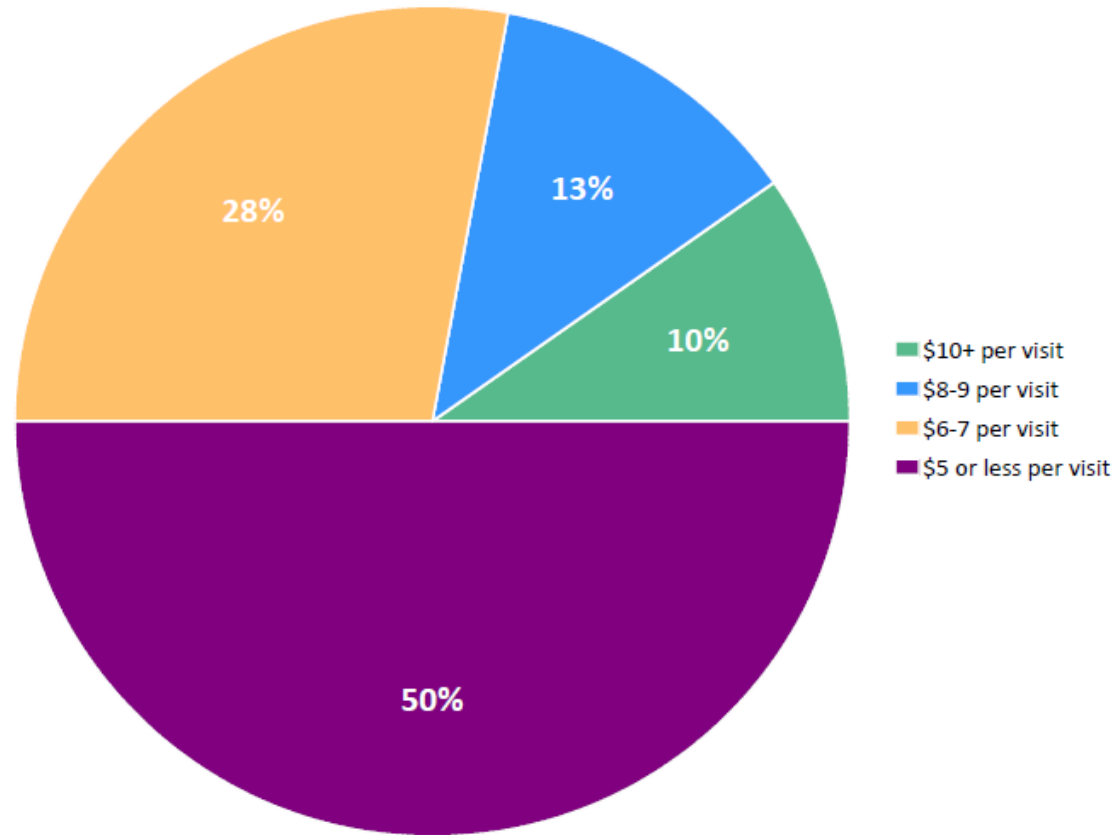
# Willingness to Pay

## Daily Adult Pass

- \$5 or less (50%)
- \$6-7 (28%)
- \$8-9 (13%)

**Q6e. What is the MAXIMUM amount you would be willing to pay for a DAILY ADULT fee to use a new multigenerational community center if it had the features most important to your household?**

by percentage of respondents (without "not provided")



Source: ETC Institute (2020)



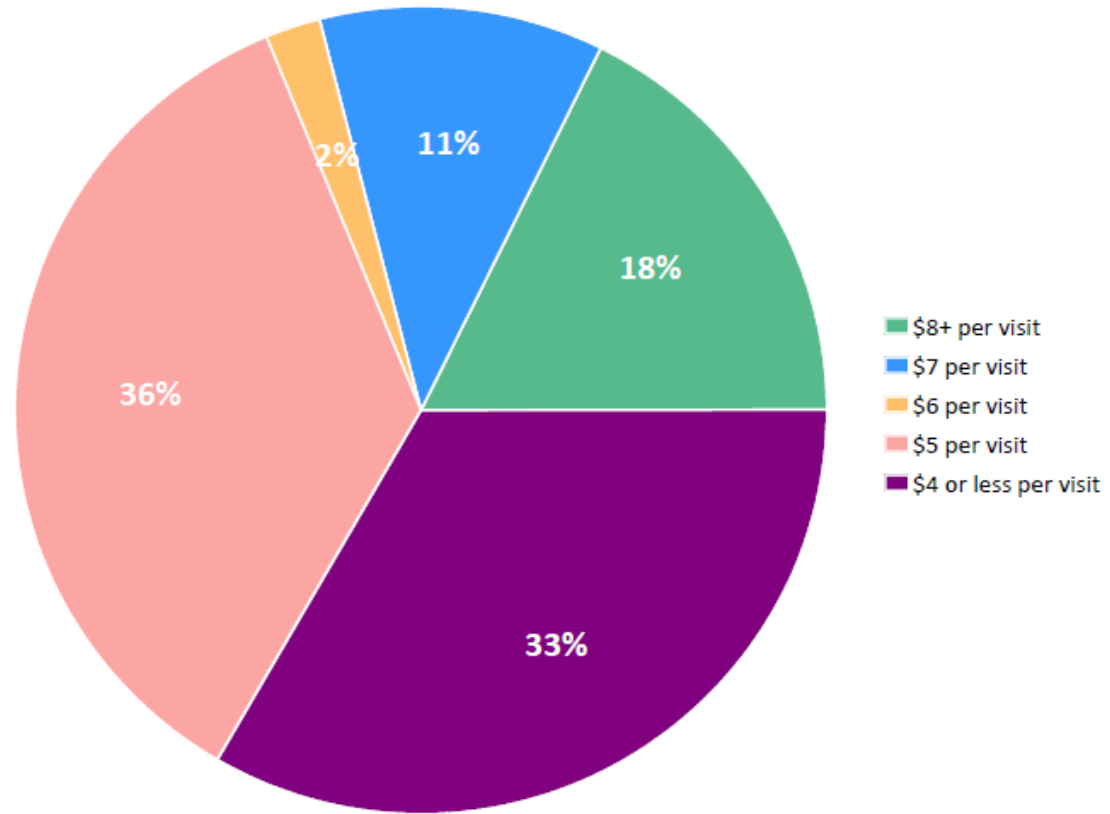
# Willingness to Pay

## Daily Child Pass

- \$5 (36%)
- \$4 or less (33%)
- \$8 (18%)

**Q6f. What is the MAXIMUM amount you would be willing to pay for a DAILY CHILD fee to use a new multigenerational community center if it had the features most important to your household?**

by percentage of respondents (without "not provided")



Source: ETC Institute (2020)

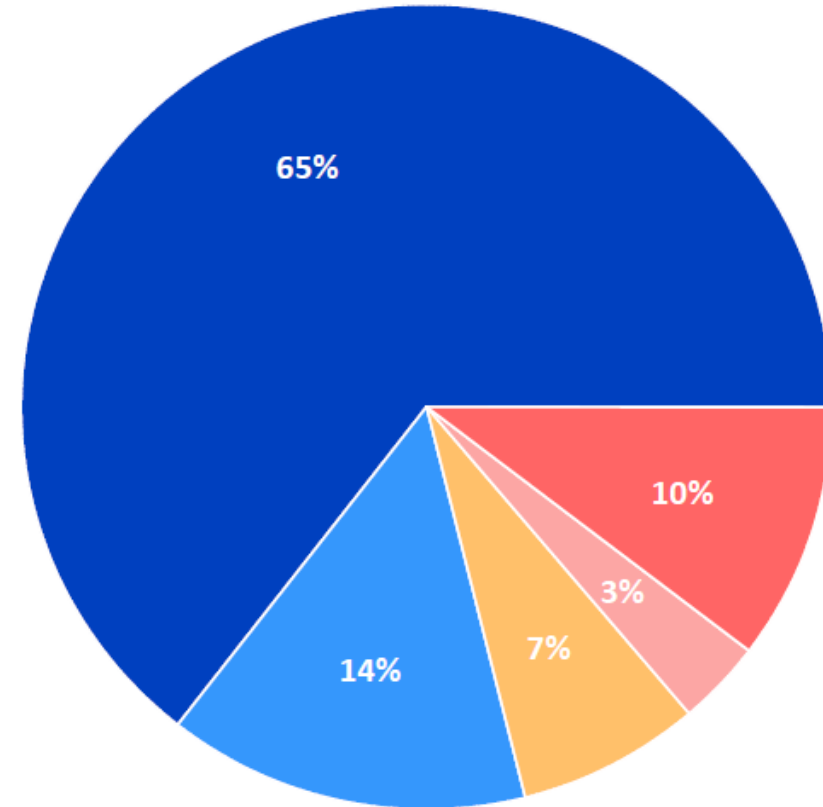


# Support of a Community Center if Funded Without a Tax Increase

- 79% Supportive
- 13% Unsupportive
- 7% Neutral

**Q7. How strongly would you support the construction of a community center that included the features most important to your household, if it could be accomplished without increasing taxes on residents?**

by percentage of respondents (without "not provided")



■ Very Supportive ■ Somewhat Supportive ■ Neutral ■ Somewhat Unsupportive ■ Not Supportive At All

Source: ETC Institute (2020)



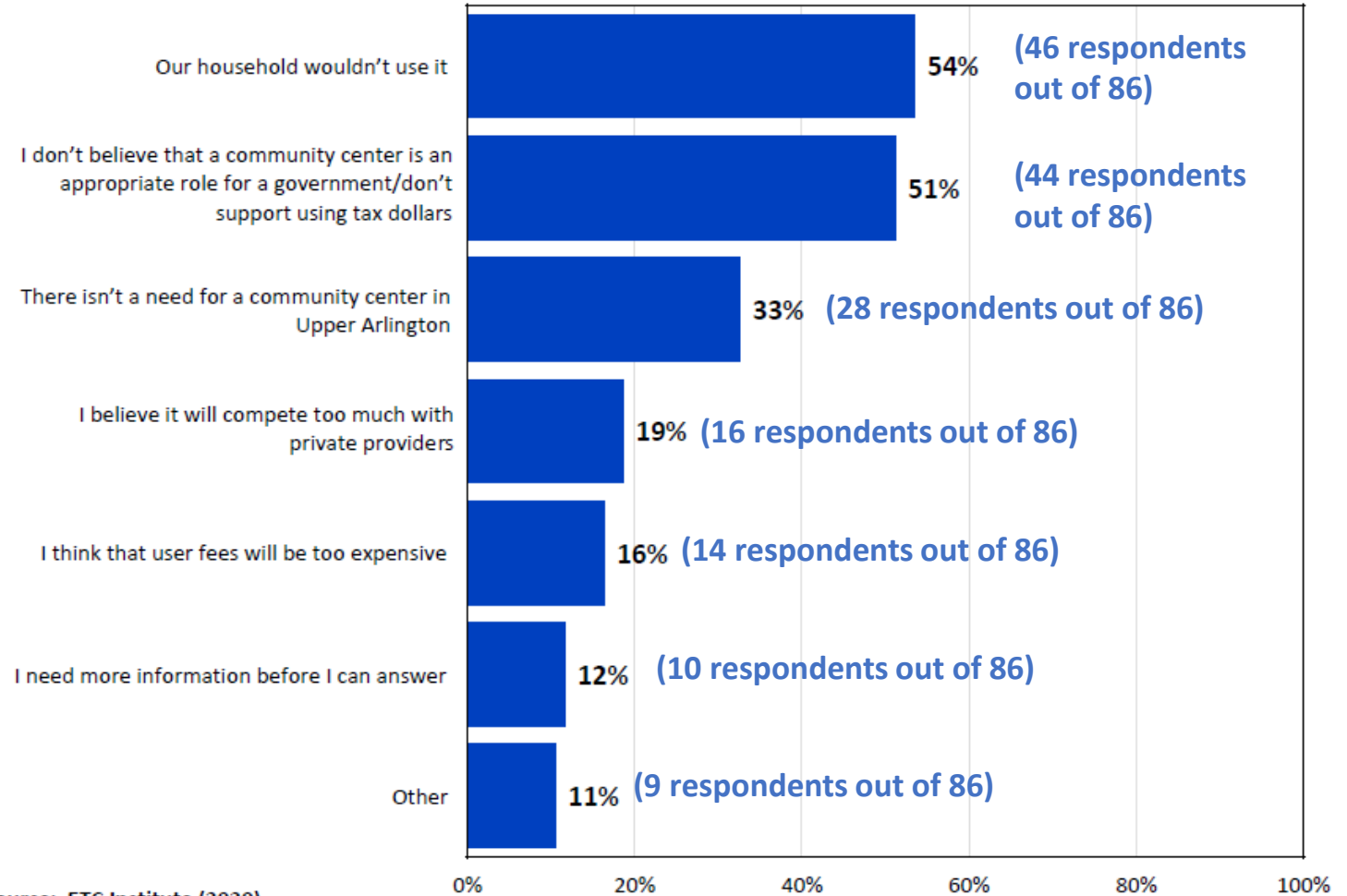
# Reasons for Non-Support (Community Center funded without a tax increase)

Represents 14% of respondents (86 of 632)

- Wouldn't Use (54%)
- Not Government's Role (51%)
- Not Needed (33%)

## Q7a. If you answered "Somewhat Unsupportive" or "Not Supportive at All" to Question 7, please indicate why you answered this way.

by percentage of respondents (multiple responses could be selected)



Source: ETC Institute (2020)



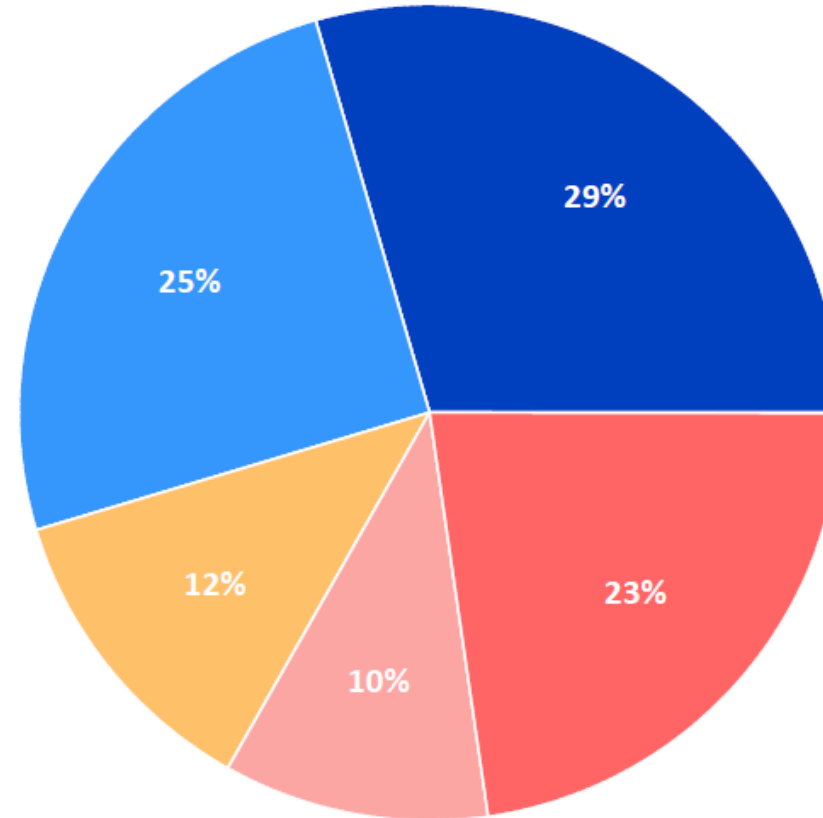


# Support of Community Center With a Tax Increase

- 54% Supportive
- 33% Unsupportive
- 12% Neutral

**Q8. How strongly would you support the construction of a community center that included the features most important to your household, if it required increasing taxes?**

by percentage of respondents (without "not provided")



■ Very Supportive ■ Somewhat Supportive ■ Neutral ■ Somewhat Unsupportive ■ Not Supportive At All

Source: ETC Institute (2020)



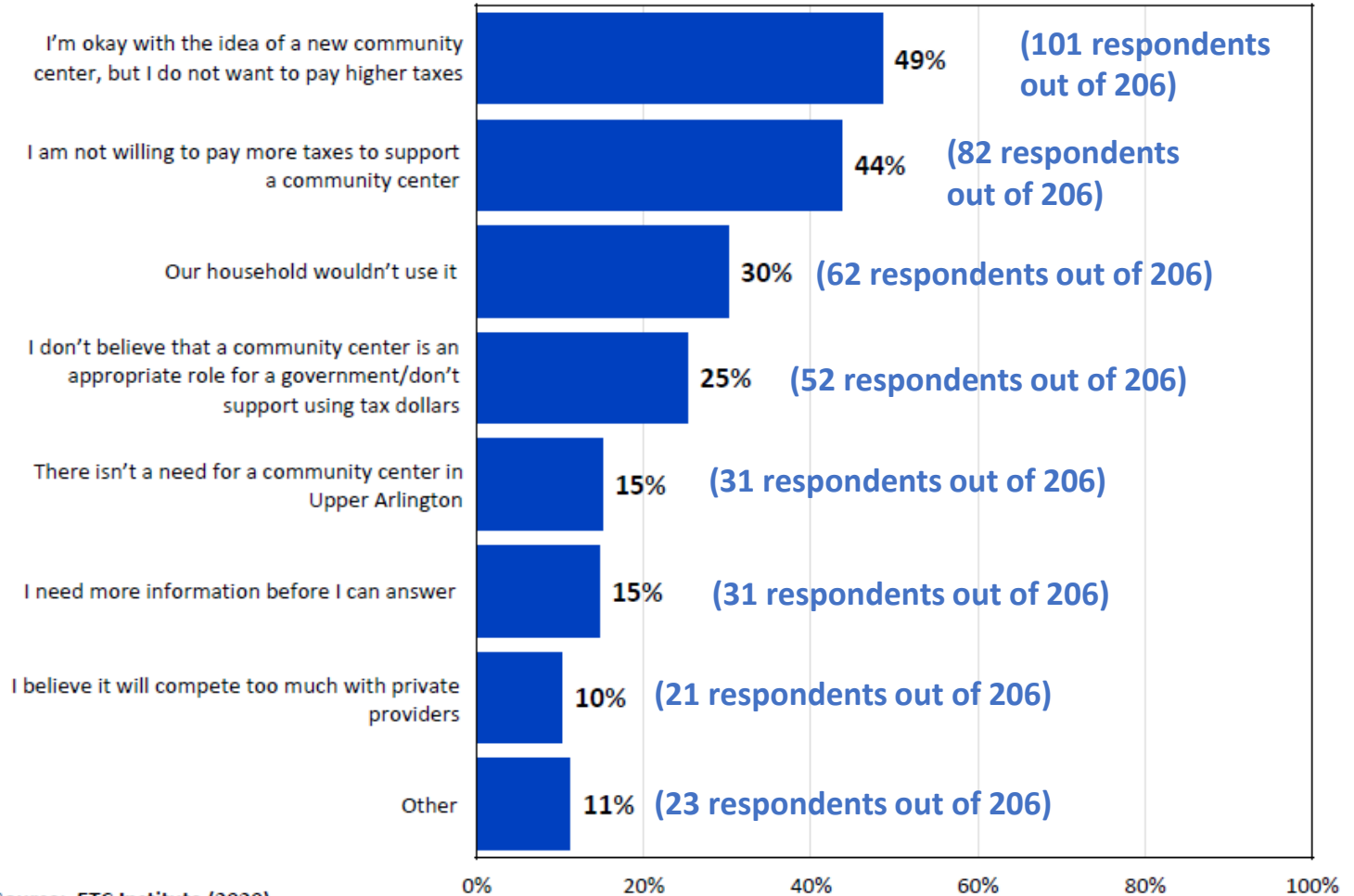
# Reasons for Non-Support (Community Center funded with a tax increase)

Represents 32% of respondents (206 of 632)

- Would support if no tax increase (49%)
- Not willing to pay more taxes (\$44%)
- Wouldn't use it (30%)

## Q8a. If you answered "Somewhat Unsupportive" or "Not Supportive at All" to Question 8, please indicate why you answered this way.

by percentage of respondents (multiple responses could be selected)



Source: ETC Institute (2020)

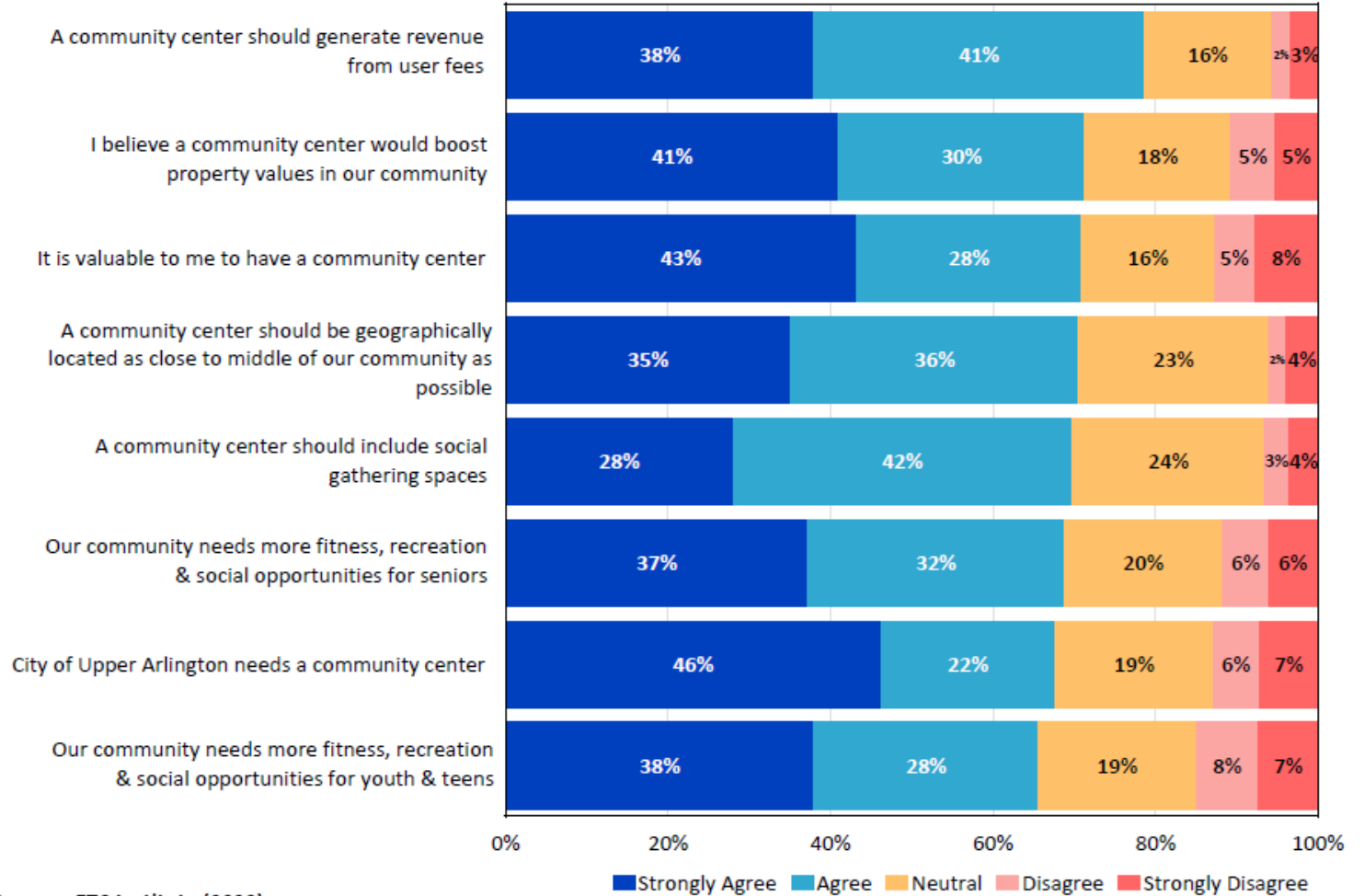


# Agreement with Statements

1. Generate revenue from user fees
2. Community center would increase property values
3. Valuable to have community center

## Q9. Rate your level of agreement with the following statements.

by percentage of respondents using a scale of 1 to 5, where 5 means your needs are "Strongly Agree" and 1 means "Strongly Disagree (without "don't know")"



Source: ETC Institute (2020)

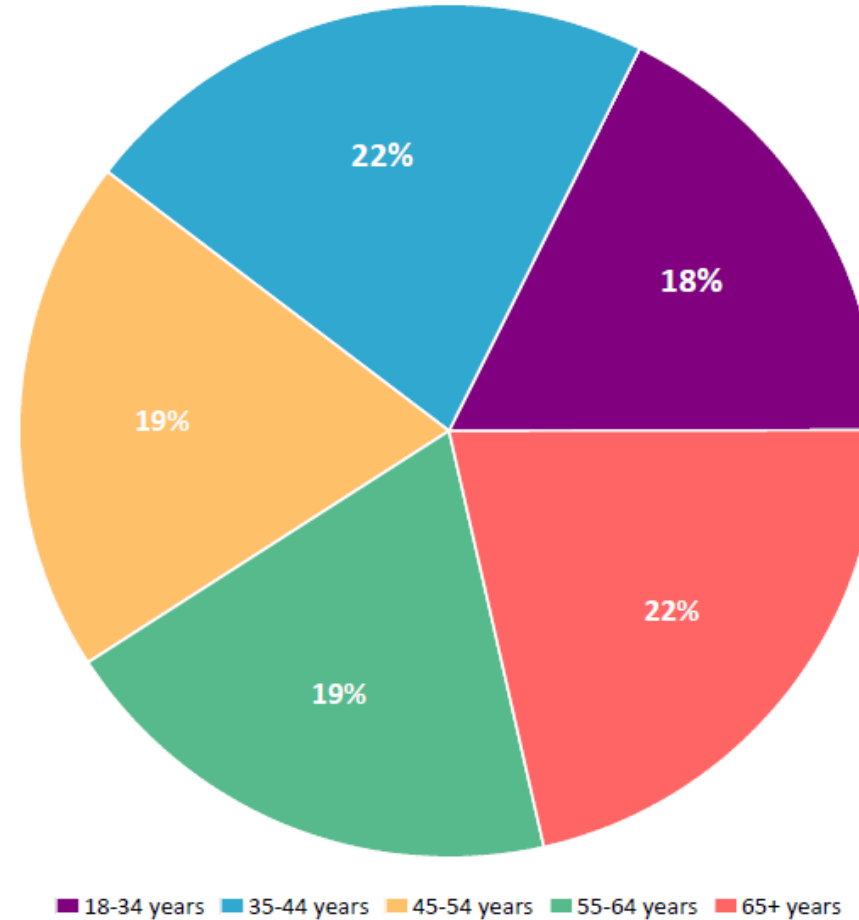


# Respondent Demographics – Age

1. 35-44 years (22%)
2. 65+ years (22%)
3. 55-64 years (19%)
4. 45-54 years (19%)
5. 18-34 years (18%)

## Q11. What is your age?

by percentage of respondents (without “not provided”)



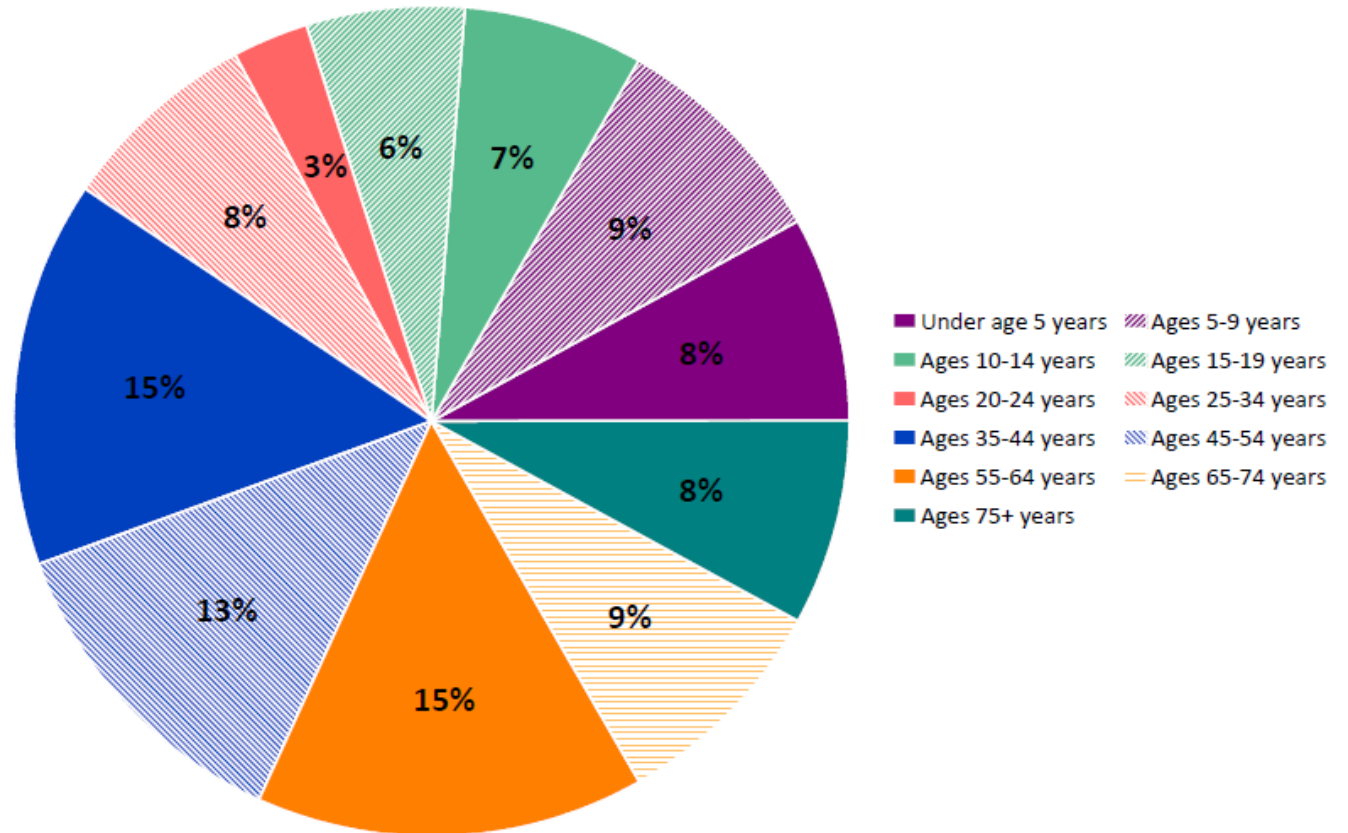
Source: ETC Institute (2020)



# Respondent Demographics – Household Makeup

1. 55-64 years (15%)
2. 35-44 years (15%)
3. 45-54 years (13%)
4. 25-34 years (9%)

Q12. Counting yourself, how many people in your household are:  
by percentage of respondents



Source: ETC Institute (2020)

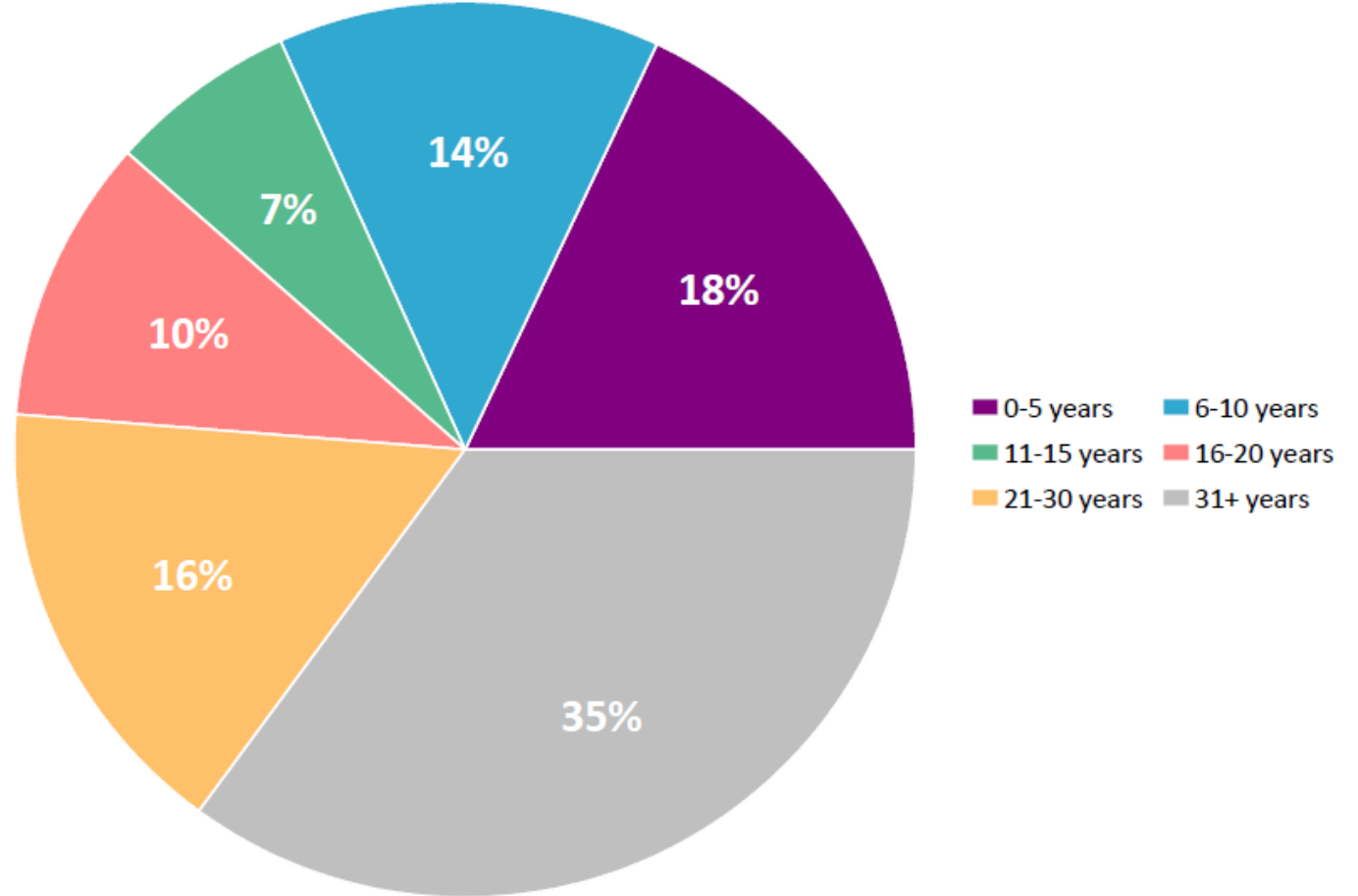


# Respondent Demographics – Resident Tenure

1. 31+ years (35%)
2. 0-5 years (18%)
3. 21-30 years (16%)
4. 6-10 years (14%)
5. 16-20 years (10%)
6. 11-15 years (7%)

## Q13. Approximately how many years have you lived in the City of Upper Arlington?

by percentage of respondents (without "not provided")



Source: ETC Institute (2020)

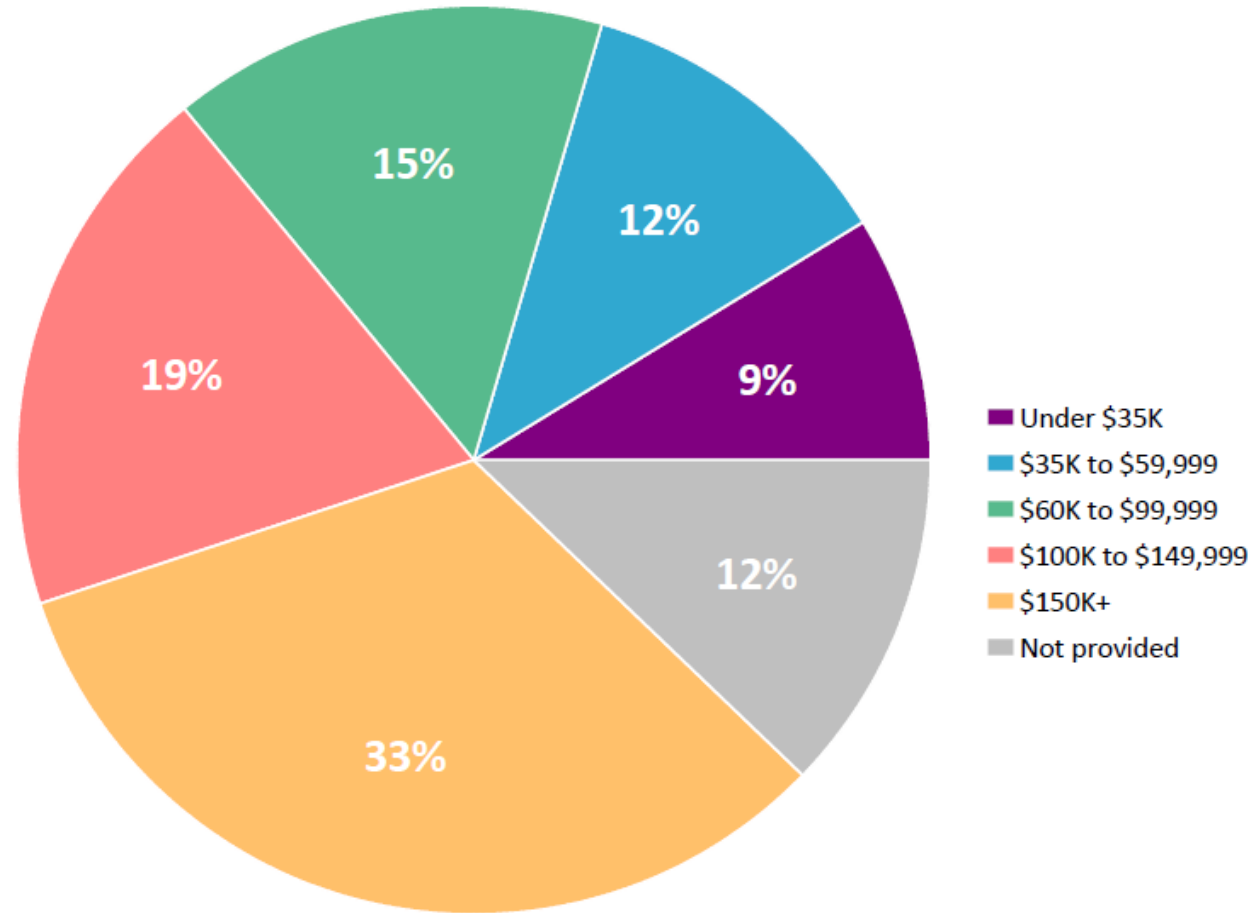


# Respondent Demographics – Household Income

1. \$150K+ (33%)
2. \$100K-\$149,999 (19%)
3. \$60K-\$99,999 (15%)
4. \$35K-\$59,999 (12%)
5. Under \$35K (9%)

## Q14. What is your total household income?

by percentage of respondents



Source: ETC Institute (2020)

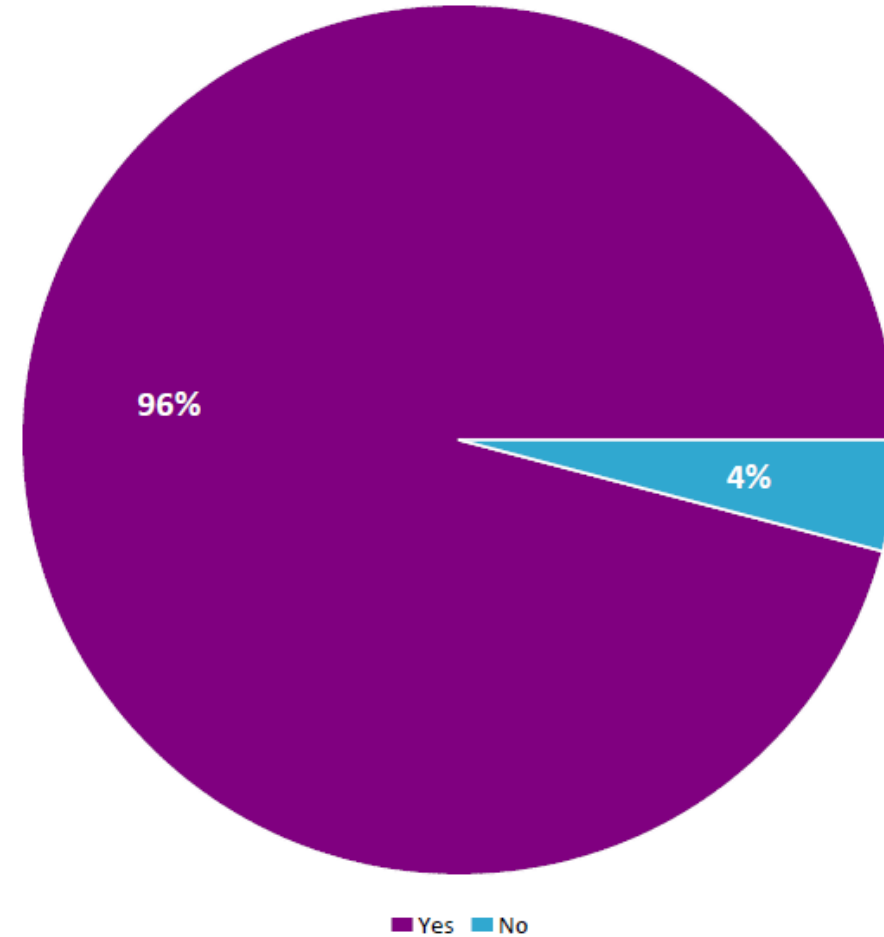


# Respondent Demographics – Voting Record

- 1. Yes (96%)
- 2. No (4%)

Q15. Have you voted in the past two years?

by percentage of respondents



Source: ETC Institute (2020)



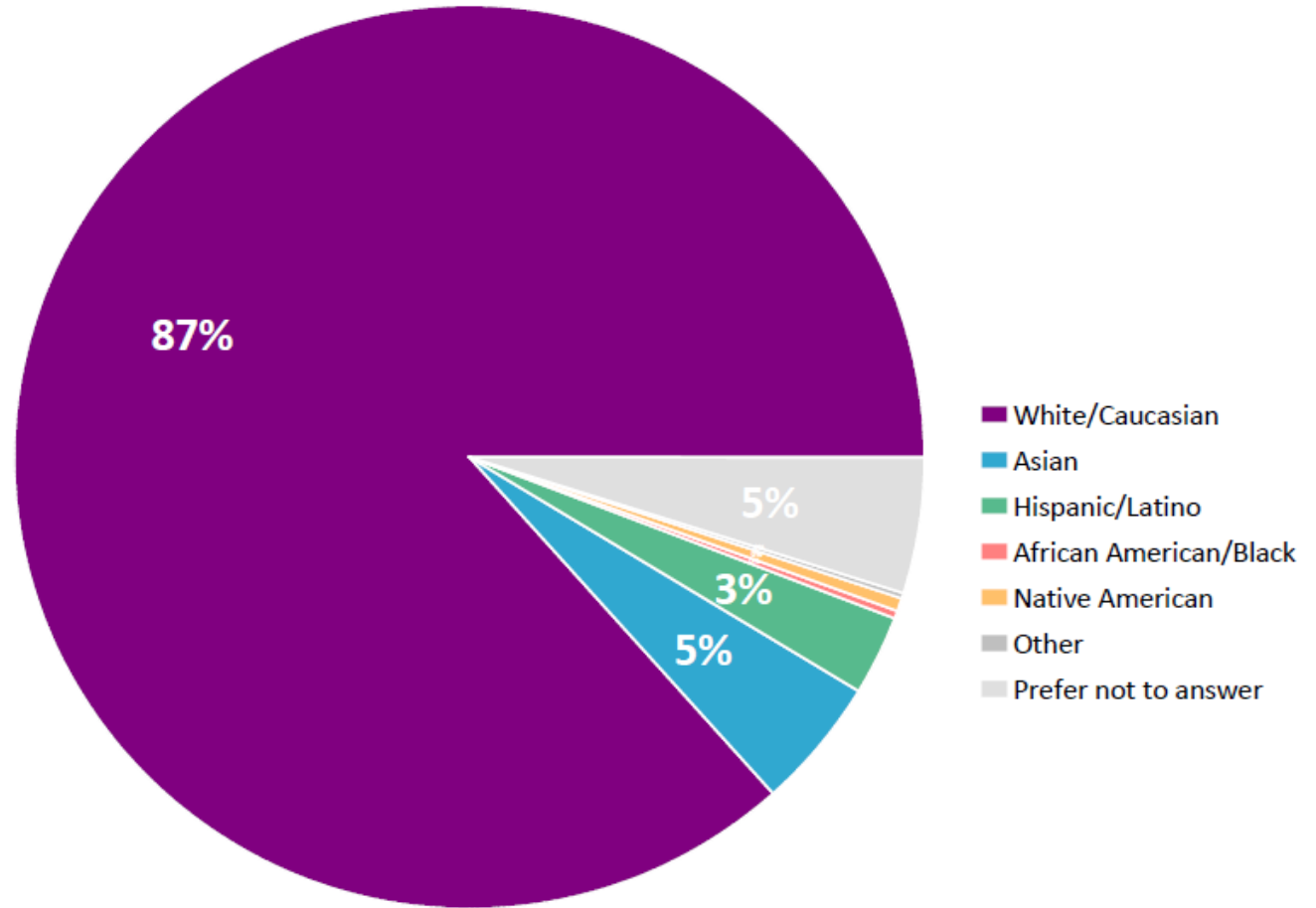


# Respondent Demographics – Race/Ethnicity

1. White/Caucasian (87%)
2. Asian (5%)
3. Prefer not to answer (5%)
4. Hispanic/Latino (3%)

Q17. Which of the following best describes your race/ethnicity?

by percentage of respondents



Source: ETC Institute (2020)



# Key Takeaways Summary

- Respondents would most frequently use indoor fitness space (weight rooms, cardio, indoor track, aerobics, etc.) and indoor aquatics
- 74% willing to pay for a monthly pass
- 79% were supportive of constructing a community center if it could be accomplished without increasing taxes
- 54% were supportive of constructing a community center if it required increasing taxes
- 79% agree that a community center should generate revenue from user fees
- 71% agree a community center would boost property values
- Enhanced statistical validity of survey results
  - Exceeded the goal by 58% (632/400)
  - Responses reflect balanced geographic distribution across Upper Arlington
  - Respondent demographics reflect community demographics - results are reflective of community sentiment as a whole

# Thank You for Joining Us Virtually!



**Task Force  
Questions and  
Comments?**

A large, light-colored stone marker with a dark plaque. The plaque has gold lettering that reads "UPPER ARLINGTON" and "FOUNDED 1918". The stone is surrounded by a garden bed with purple flowers, yellow and orange flowers, and tall grasses. In the background, there are green trees and a paved road.

**UPPER  
ARLINGTON  
FOUNDED 1918**

**6/24/2020 | 7:00 PM**

Due to the ongoing situation with COVID-19 and pursuant to H.B. 197, this Community Center Feasibility Task Force Meeting was convened remotely via video-conference using Zoom.

**Join Zoom Meeting**

Please click this URL to join: <https://zoom.us/j/99007938535>

Phone: 1-929-205-6099

Meeting Code: 990 0793 8535

The joint meeting of the Community Center Feasibility Task Force and the Parks & Recreation Advisory Board were called to order at 7:04 p.m.

**TASK FORCE MEMBERS PRESENT:** Chairperson Margie Pizzuti, Dianne Albrecht, Supen Bowe, Yanitza Brongers-Marrero, Greg Comfort, Wendy Gomez, Merry Hamilton, Linda Moulakis, Linda Mauger, Brian Perera, Matthew Rule, Bill Westbrook

**MEMBERS ABSENT:** Chairperson Nick Lashutka, Kelly Boggs-Lape, Chuck Manofsky, Todd Walter

**PARKS & RECREATION ADVISORY BOARD MEMBERS PRESENT:** Chairperson Matt Petersen, Lindsey Christ, Kate Diday, Mary Duchi, Matthew Hare, Caroline O'Donnell, Allison Thomas

**STAFF PRESENT:** City Manager Steve Schoeny, Assistant City Manager Dan Ralley, Parks & Recreation Director Debbie McLaughlin, Parks Planning & Development Manager Jeff Anderson, Community Affairs Director Emma Speight, and City Clerk Ashley Ellrod

**1. Call to Order of the Community Center Feasibility Study Task Force**

Chair Pizzuti called the meeting of the Community Center Feasibility Study Task Force to order. She welcomed everyone, and thanked the members for their dedication.

## **2. Call to Order of the Parks & Recreation Advisory Board**

Chair Petersen called the meeting of the Parks & Recreation Advisory Board to order.

## **3. Overview of the Joint Meeting Purpose**

The City Manager thanked everyone for coming together for this meeting. He advised the purpose of the joint meeting is to hear from the consulting team and the committee leaders who have been working on the Community Center Feasibility Study.

## **4. Welcome/Opening Remarks**

Chair Pizzuti advised the CCFTF was given the following charge from City Council:

1. Review history of previous efforts to develop a community center
2. Review findings of the UA Parks & Recreation Comprehensive Plan
3. Review of our existing facilities and programs including a review of options for the replacement of the existing Senior Center
4. Review possible locations for a community center
5. Review of indoor recreation/community gathering centers outside UA
6. Examine prospective cost scenarios including possible amenities and associated costs; public/private partnerships funding strategies for capital/operating costs;
7. Involve community participation in feasibility study
8. Provide a recommendation to City Council based on feasibility study findings to consider proceeding with Community Center in UA

## **5. Community Center Feasibility Study Phase I Key Findings**

Supen Bowe, Community Engagement Chair, Greg Comfort, Facilities and Partnership Chair, Matthew Rule, Finance Chair, Tom Poulos & Nan Weir of Williams Architects, Leon Younger of PROS Consulting, and Aaron Domini of OHM presented a PowerPoint (attached hereto and incorporated herein by reference as Exhibit A.)

Mr. Comfort noted this is not a design for what UA will have, but there could be a lot of similarities. He stressed he does not want anyone to think a center has already been designed.

Mr. Poulos said if this moves to Phase II, depending on the site this could become a multi-stacked project, occupying multiple floors.

In response to Ms. Duchi, Mr. Younger advised they looked at the size of Worthington, Dublin, and Westerville's facilities in comparison to their population, and did a comparative for the size of this space. He noted this size is right in the middle for UA's population.

Ms. Christ questioned if they had data on the analysis done for the comparisons. The City Manager responded they can provide that, and all of it will get refined in Phase II. He added this phase is defining what a community center is, and gauging public interest. The next phase is building a business plan. Mr. Poulos agreed and said it is premature to make comparisons without having the design take place.

Mr. Petersen questioned if they have thought about the impact the Coronavirus will have on a community center. Mr. Younger said currently every level of recreation and parks has seen an increase of priority and appreciation through the pandemic. They are currently in the process of studying all the options.

Mr. Perera stated the public sector has been trying to define what essential and non-essential services are, and there will be levies coming up. He wants to make sure everyone is aware people may think they are tone deaf to this, and the point that this is years out is important to emphasize. The City Manager advised from the survey there was still a large interest in this from the community, despite many responses coming in after the stay-at-home order. He said the Senior Center needs a lot of work, and integrating a Senior Center into a community center makes more sense than spending millions on that facility.

Ms. Duchi said she has concerns about accessibility to the whole population. She remarked they need to make sure everyone has access, not just a part of the community. The City Manager said there have been conversations with philanthropic groups in the community, to make sure it is financially accessible. Mr. Younger added making it equitable and fair is a large part of their work.

Ms. Diday questioned if there would there be an opportunity for the community center to serve as a place for people in the community to go and work. She said she would enjoy that for the socialization and thought it should be considered. The City Manager stated this is something they are looking into.

## **6. Next Steps**

Chair Pizzuti thanked everyone for their work. She said the process has been robust and there has been extensive community engagement.

Mr. Comfort said it is really important they move forward with Phase II. Phase II provides the whole picture and helps them better understand who are the partners, where the site could be, etc. He thinks it would be a great disservice to stop now.

Ms. Albrecht said she agrees with Mr. Comfort, and has no doubt they need to keep moving forward.

Ms. Bowe thanked everyone on the City Staff, Task Force, and Parks & Recreation Advisory Group, she thinks they definitely need to go to the next Phase and added the feedback they have received has been overwhelmingly positive.

Mr. Rule related he appreciates how data driven this has been. He said continuing that into Phase II will be critical.

Ms. Mauger she said she was involved in the previous community center study, and this experience has been entirely different in so many ways. She said this has been so positive and she supports going to Phase II.

Ms. Hamilton said agrees with what everyone said and feels they need to move forward with Phase II.

Ms. Brongers-Marrero said it is important to move forward with this initiative, and they owe it to the community to explore this possibility.

Mr. Westbrook said this facility could be designed to deal with the new world. He thinks they definitely need to continue, because they do not have enough facts to make an informed decision.

Ms. Gomez echoed what everyone has said, if they did not move forward it would not be fair to the community.

Mr. Perera said he is extremely concerned about the new world they have entered. Mr. Comfort said he thinks the next phase will help them to better understand the new world better.

Chair Pizzuti said they will present at the Special City Council Meeting on Monday, June 29.

Mr. Petersen said the goal of the Parks & Recreation Advisory Board is giving the whole community equal access to the facilities they need. He stated while they recognize the need to be sustainable, it should not be at the expense of those they serve.

## **7. Public Comment**

In response to Chair Pizzuti's invitation to speak, there were no questions or comments from the public.

\* \* \*

There being no further business, the joint meeting of the Community Center Feasibility Task Force and the Parks & Recreation Advisory Board were adjourned at 9:20 p.m.

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**Chairperson**



ATTEST: \_\_\_\_\_  
City Clerk



City of **Upper Arlington**



**EXHIBIT A**

# **Community Center Feasibility Study Phase I Key Findings**

## **Community Center Feasibility Study**

### **Task Force Meeting June 24, 2020**



**City of Upper  
Arlington®**



# Task Force Agenda

- Welcome / Opening Remarks
- Community Center Feasibility Task Force
- Phase 1 Key Findings Overview
  - Community Engagement
  - Needs Assessment Survey
  - Visioning & Programming
  - Building Space Program
- Next Steps
- Q&A / Thank You

# Community Center Feasibility Task Force



Front Row (from left): Chuck Manofsky, Matt Rule, Bill Westbrook, Greg Comfort, Nick Lashutka  
Back Row: Todd Walter, Kelly Boggs-Lape, Supen Bowe, Margie Pizzuti, Linda Mauger, Merry Hamilton, Linda Moulakis, Wendy Gomez, Brian Perera  
Not Pictured: Dianne Albrecht, Yanitza Brongers-Marrero

# Feasibility of a Community Center



**A modern Multi-Generational Community Center should be based off the needs of the local community!**

**The 2018 Parks & Recreation Comprehensive Plan resulted in 80% respondent support for exploring the feasibility of an indoor recreation facility serving all ages of the population.**

# Study Purpose (2 Phases)

## Phase I:

Is a community center needed and desired by the community?

## Phase II:

If yes, what should the community center look like (programming, location, operations, funding, etc.)?

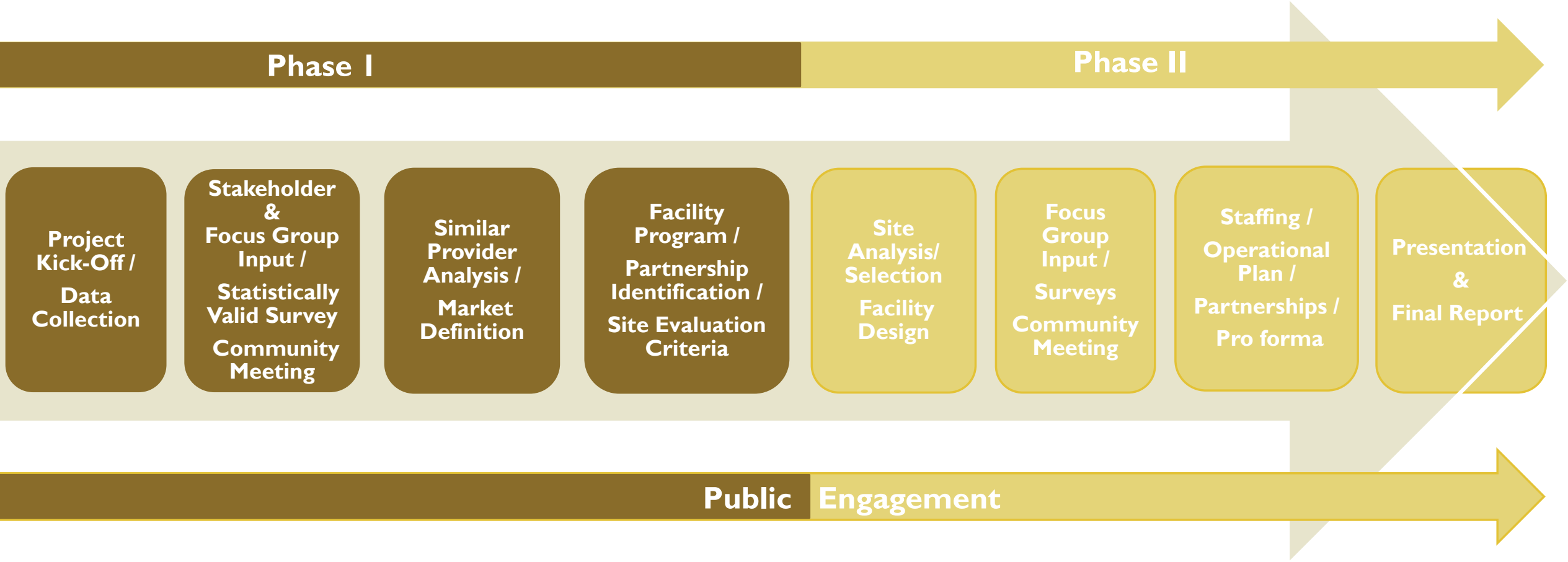


# Our Consultant Team

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# Feasibility Study Process



# Stakeholder Focus Groups & Interviews

- 27 Interviews of 41 Stakeholders

## Stakeholder & Focus Groups



**Recreation**



**Community  
Groups**



**Lifelong  
Learning**



**Arts and  
Culture**



**Seniors**



**Business  
Community**

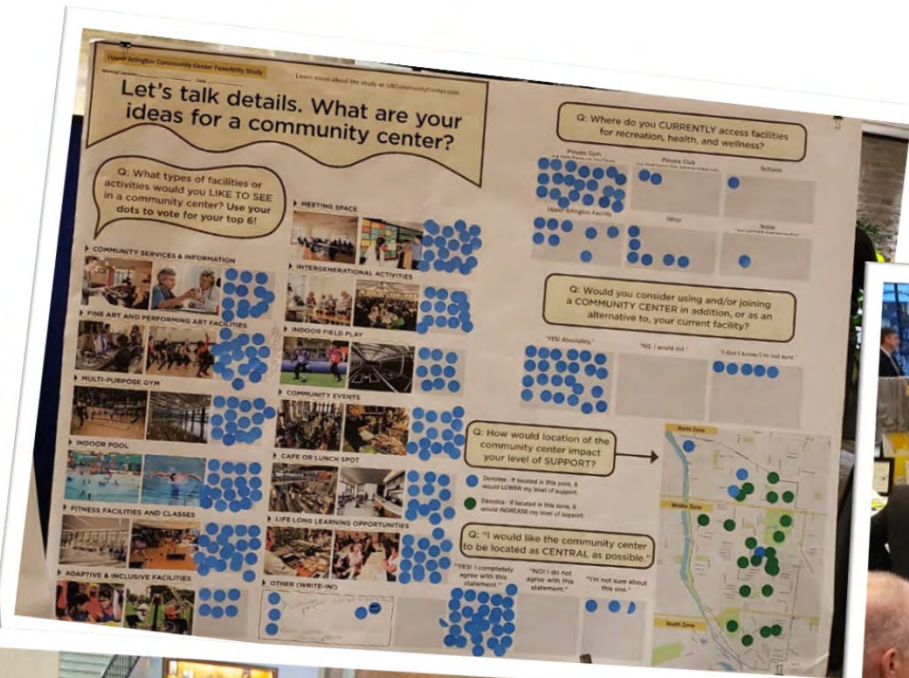


**Active Sports**

## Who Did We Interview?

- 41 Stakeholders
- Over 30 Hours of Input Generated
- From 16 Different Organizations





# Community Pop-Ups

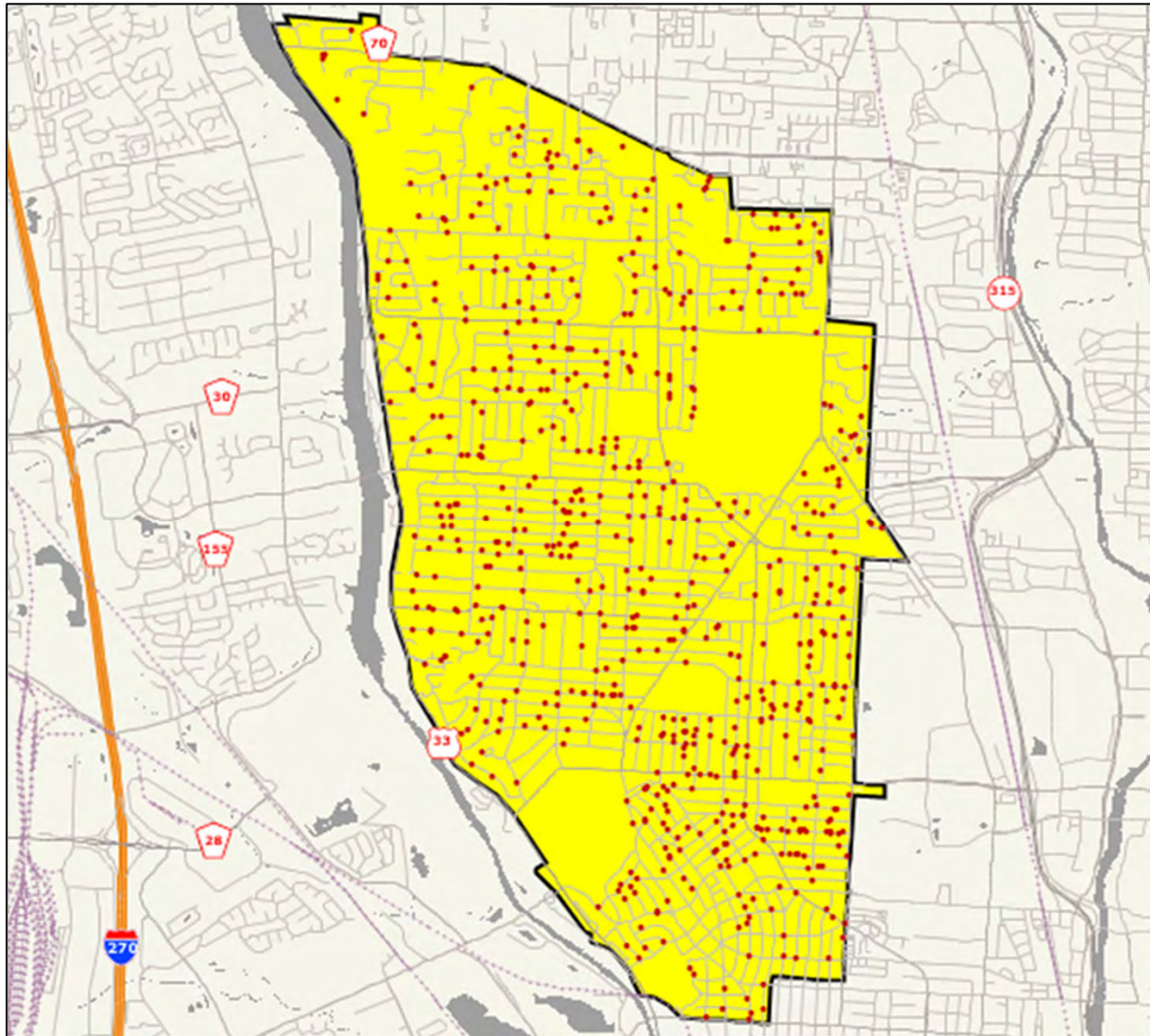
12 Community Pop-Up Events  
Engaging ~460 Residents

# Community Meeting



Community Meetings Held at Senior Center

# Needs Assessment Survey

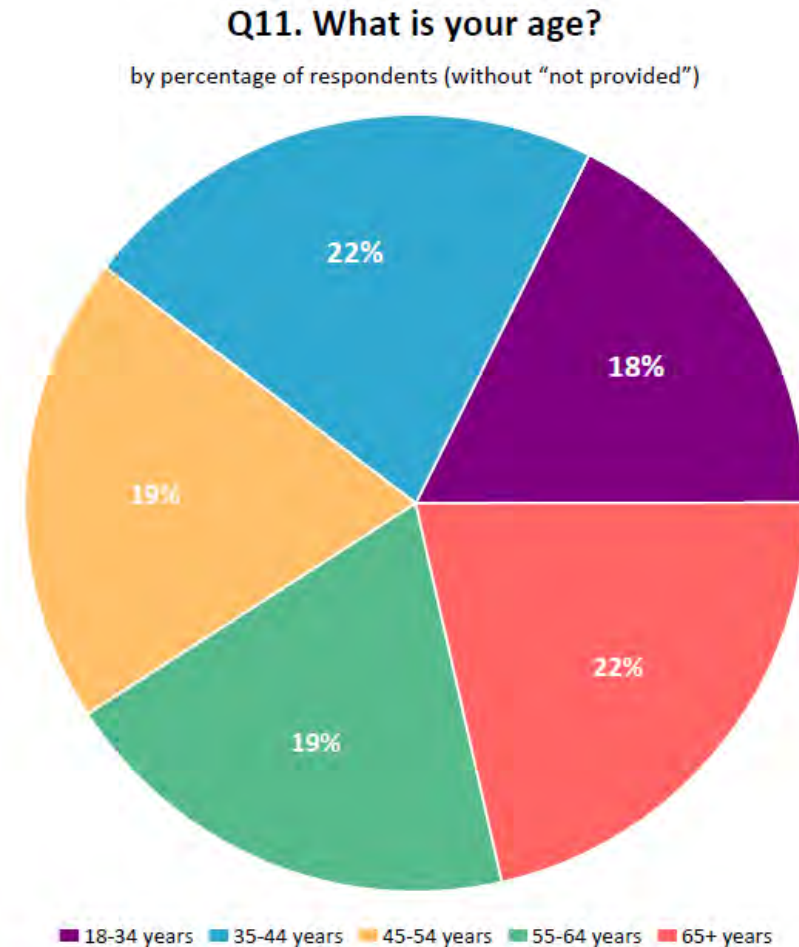


- 632 completed surveys (goal 400)
- 95% level of confidence with  $\pm 3.9\%$  margin of error

Please note: Online community and youth surveys were not implemented in Phase I due to Covid. Additional community surveys will be conducted in Phase II .

# Respondent Demographics – Age

1. 35-44 years (22%)
2. 65+ years (22%)
3. 55-64 years (19%)
4. 45-54 years (19%)
5. 18-34 years (18%)

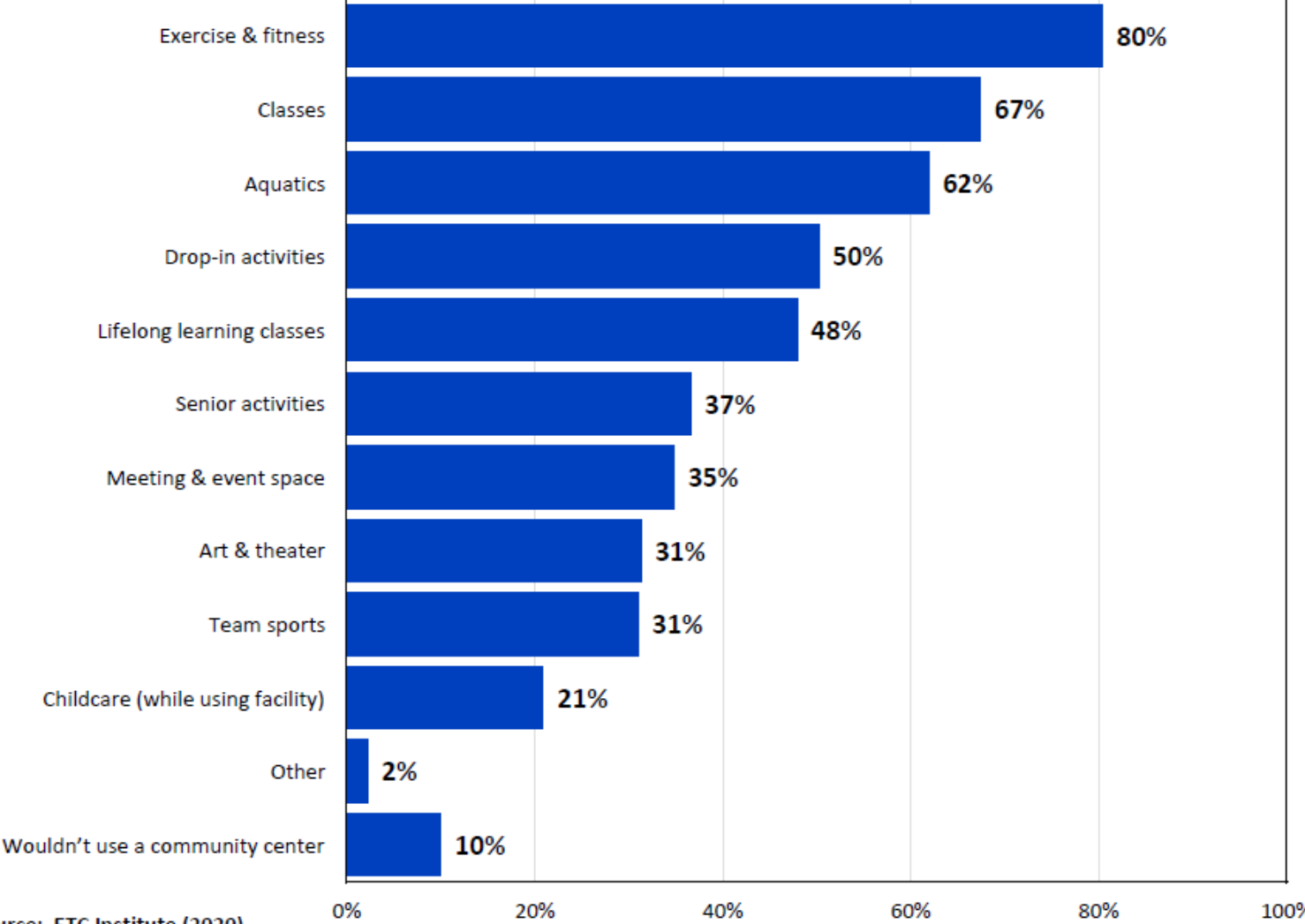


Source: ETC Institute (2020)

# Top Activities Households Would Use

- 1. Exercise & Fitness (80%)
- 2. Classes (67%)
- 3. Aquatics (62%)
- 4. Drop-in Activities (50%)
- 5. Lifelong Learning Classes (48%)
- 6. Senior Activities (37%)

Q5. All activities your household would use at a community center  
by percentage of respondents (multiple responses could be selected)



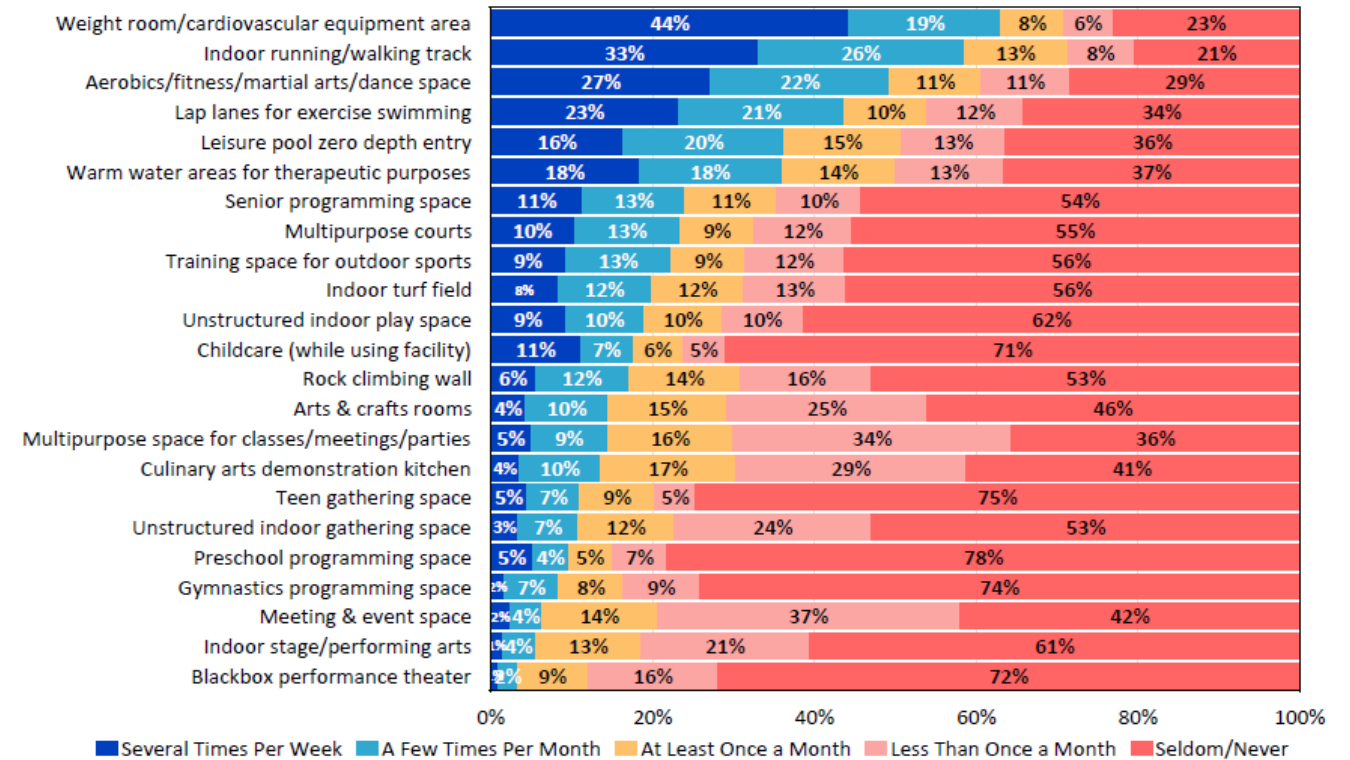
Source: ETC Institute (2020)

# Top Features Households Would Use

1. Weight Room / Cardio
2. Track
3. Aerobics / Dance
4. Aquatic Programming Options
5. Senior Programming Space

Q2. The City is considering developing a new multigenerational community center. Listed below are potential features that could be incorporated into the design of a multigenerational community center. For each one, please indicate approximately how often you and members of your household would use each of these features.

by percentage of respondents (without "not provided")



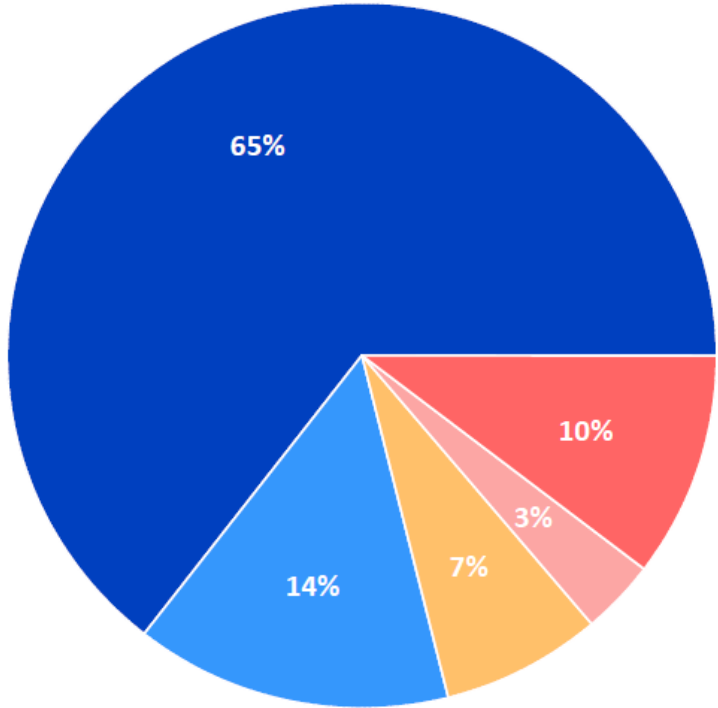
Source: ETC Institute (2020)

# Support of a Community Center if Funded Without a Tax Increase

- 1. Supportive (79%)
- 2. Unsupportive (13%)
- 3. Neutral (07%)

Q7. How strongly would you support the construction of a community center that included the features most important to your household, if it could be accomplished without increasing taxes on residents?

by percentage of respondents (without "not provided")



■ Very Supportive ■ Somewhat Supportive ■ Neutral ■ Somewhat Unsupportive ■ Not Supportive At All

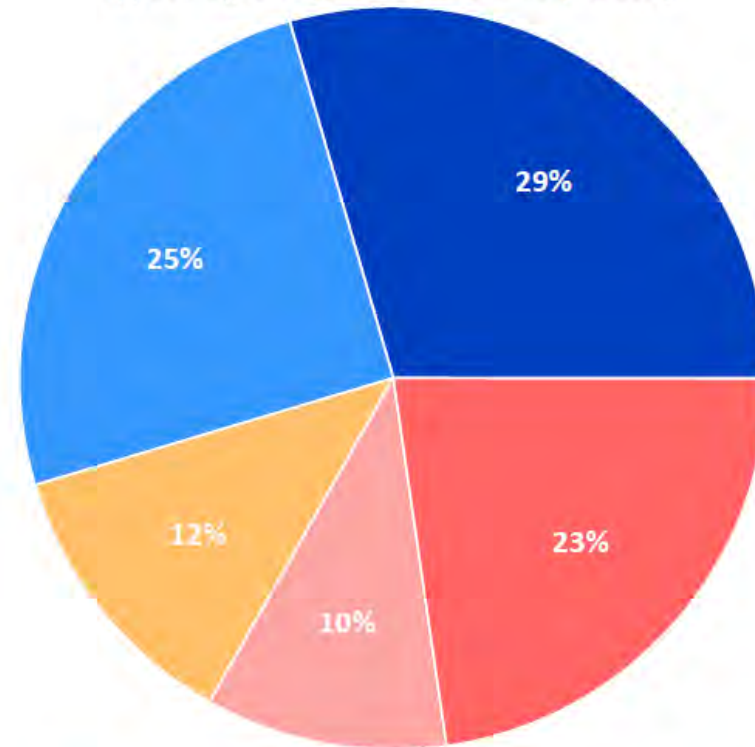
Source: ETC Institute (2020)

# Support of Community Center With a Tax Increase

1. Supportive (54%)
2. Unsupportive (33%)
3. Neutral (12%)

Q8. How strongly would you support the construction of a community center that included the features most important to your household, if it required increasing taxes?

by percentage of respondents (without "not provided")



■ Very Supportive ■ Somewhat Supportive ■ Neutral ■ Somewhat Unsupportive ■ Not Supportive At All

Source: ETC Institute (2020)

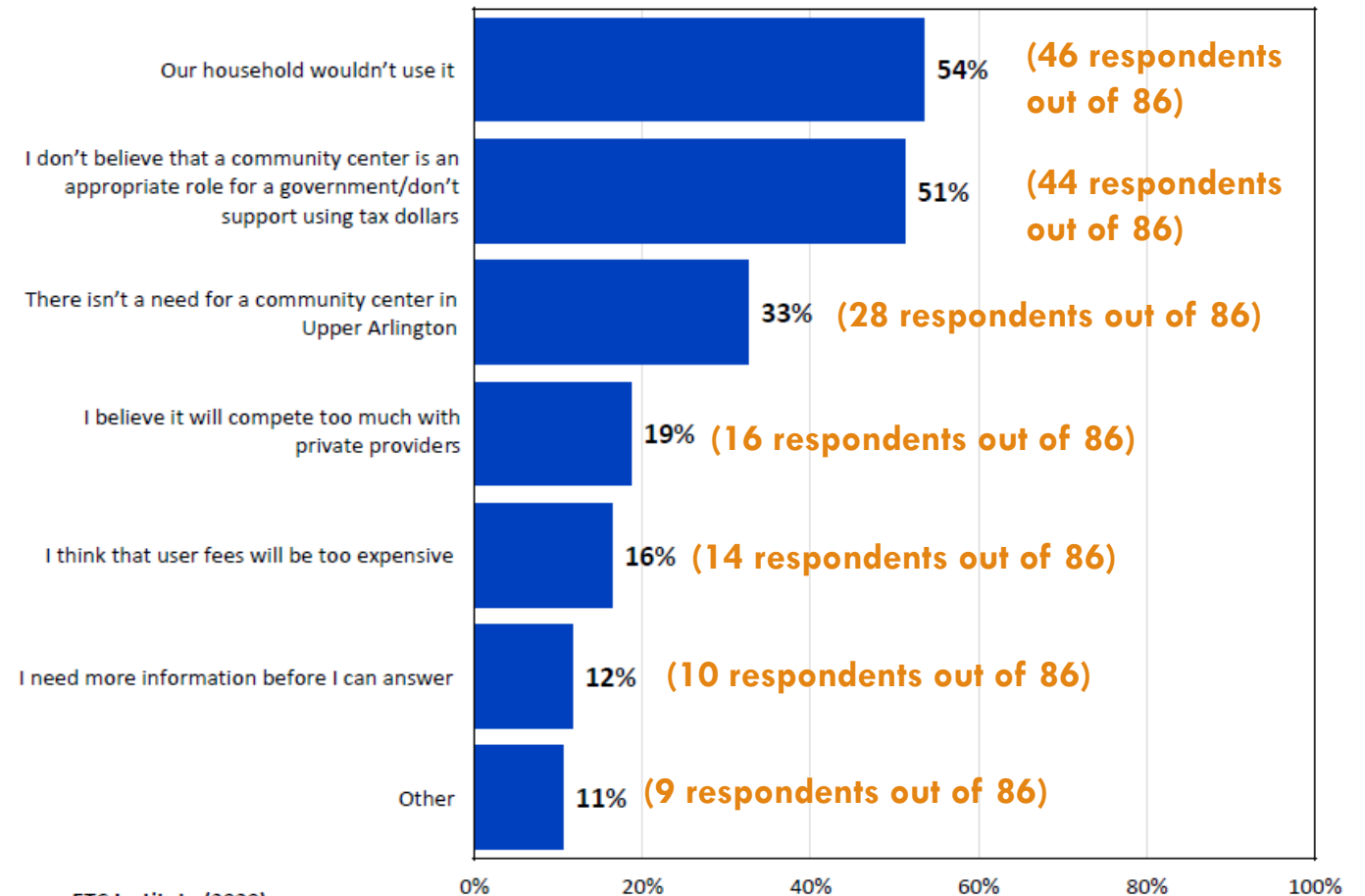


# Reasons for Non-Support

1. Wouldn't Use
2. Not Government's Role
3. Not Needed
4. Compete with Private Providers
5. Fees too expensive
6. Need more information

Q7a. If you answered "Somewhat Unsupportive" or "Not Supportive at All" to Question 7, please indicate why you answered this way.

by percentage of respondents (multiple responses could be selected)

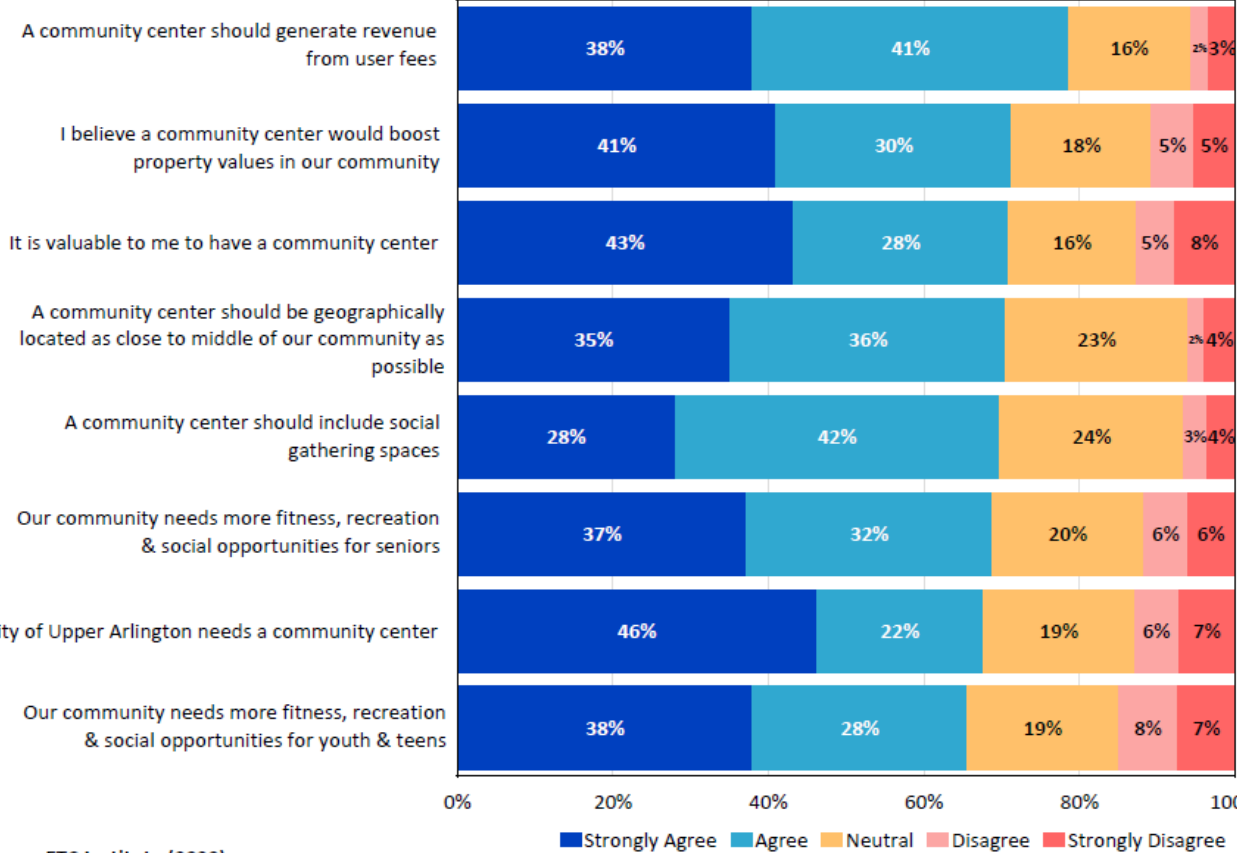


Source: ETC Institute (2020)

# Agreement with Statements

1. Generate revenue from user fees
2. Community center would increase property values
3. Valuable to have community center

**Q9. Rate your level of agreement with the following statements.**  
 by percentage of respondents using a scale of 1 to 5, where 5 means your needs are "Strongly Agree" and 1 means "Strongly Disagree (without "don't know")"



Source: ETC Institute (2020)

# Visioning & Programming



# Core Activities



Pickleball



Basketball



Swim Lessons



Lap / Fitness Swim



Volleyball



Badminton



Exercise



Active Play

## ATHLETICS

## AQUATICS

# Core Activities



Health & Fitness

EXERCISE



Group X - Yoga / Pilates / TRX / Aerobics

GROUP FITNESS

# Core Activities



Exercise - Silver Sneakers



Arts & Crafts



Arts & Crafts



Dance Class



Café Meet-Ups



Meeting Space

SENIORS

CULTURAL

# Core Activities



MULTI-USE











YOUTH

# Building Space Program

BUILDING PROGRAM				
CORE PROGRAM COMPONENT / SPACE TYPE	PRIORITY 1 PROPOSED AREA (SF)	PRIORITY 2 PROPOSED AREA (SF)	PRIORITY 3 PROPOSED AREA (SF)	COMMENTS
<b>ATHLETICS</b>	<b>32,300</b>	<b>0</b>	<b>1,500</b>	
1A 2- COURT GYM	16,000			2 WOOD FLOOR; ALL HIGH SCHOOL SIZE (50X84)
1B MAC GYM	8,000			HIGH SCHOOL SIZE (50X84)
1C VIEWING	500			250 SEATS
1D RUNNING/WALKING TRACK	6,000			2 LANE: WALK & JOG/RUN
1E STORAGE - GYM AND FACILITY	1,800			WITH GARAGE DOOR
1F ADVENTURE PLAY			1,500	
<b>AQUATICS</b>	<b>14,470</b>	<b>3,580</b>	<b>0</b>	
2A ACTIVITY / PLUNGE POOL / LAP POOL	7,800			ZERO DEPTH ENTRY; PLUNGE; 1 SLIDE; 4 LAP LANES @ 25 YARDS; 3'-6" TO 7' DEEP
2B WARM WATER PROGRAM POOL		2,200		THERAPY / SWIM CHANNEL / SPA; HC RAMP; 3'-6" TO 7' DEEP
2C POOL DECK	3,120	880		
2D M/W LOCKER ROOMS & FAMILY CHANGING ROOMS	2,000	500		NATATORIUM, ATHLETICS & WELLNESS
2E FAMILY CHANGING ROOMS	500			
2F POOL MANAGER	150			
2G GUARD	150			
2H FIRST AID	50			
2I POOL & GENERAL STORAGE	450			
2J VIEWING	250			
<b>FITNESS &amp; WELLNESS</b>	<b>10,600</b>	<b>0</b>	<b>0</b>	
3A EXERCISE FLOOR	6,000			
3B GROUP X	2,800			SHARED OVERSIZED COMMON WALK THROUGH STORAGE AND CHANGING CUBBIES / WAITING
3C GROUP X	1,800			SHARED OVERSIZED COMMON WALK THROUGH STORAGE AND CHANGING CUBBIES / WAITING
<b>SENIORS</b>	<b>3,350</b>	<b>0</b>	<b>0</b>	
4A SOCIAL LOUNGE/LIBRARY	1,500			
4B BILLIARDS	1,200			2 POOL TABLES
4C CUSTOMER SERVICE / RESOURCE	400			RECEPTION, RESOURCE CTR., OFFICES, WORKROOM
4D CAFÉ	250			THE CAFÉ WILL BE ADJACENT AND IN CORPORATION WITH PROGRAM ITEM 5C
<b>SENIORS / MULTI-USE PROGRAM SPACES</b>	<b>10,350</b>	<b>0</b>	<b>0</b>	
5A CULINARY & CATERING / SERVING KITCHEN	800			SERVING / DEMONSTRATION / CONCESSIONS / STORAGE
5B MULTI-USE ROOM	5,700			3 ROOMS; DIVIDABLE; 200 BANQUET SEATS AREA; STORAGE
5C RAISED CONFERENCE STAGE	800			MULTIFUNCTIONAL 2' HIGH
5D TECHNOLOGY	600			TECHNOLOGY / PHOTOGRAPHY / MEETING
5E ARTS / CRAFTS & CERAMICS	850			WET & DRY, W/ STORAGE AND KILN
5F GENERAL PROGRAM ROOMS	1,600			2 X 800SF



# Program Summary

BUILDING PROGRAM CATEGORY	PRIORITY 1	PRIORITY 2	PRIORITY 3
 ATHLETICS	32,300 SF		1,500 SF
 AQUATICS	14,470 SF	3,580 SF	
 FITNESS	10,600 SF		
 SENIORS	3,350 SF		
 SENIORS & MULTI-USE / GENERAL PROGRAM	10,350 SF		
 CHILD CARE / INDOOR PLAY / TEEN	1,750 SF		1,000 SF
 ADMINISTRATION	4,500 SF		
 COMMON SPACE	13,870 SF	2,526 SF	356 SF
 OUTDOOR SPACES (NOT INCLUDED IN GSF)	3,100 SF		
 PARTNER SPACES		10,000 SF	
<b>TOTAL – HIGH RANGE</b>	<b>91,190 SF</b>	<b>16,106 SF</b>	<b>2,856 SF</b>
<b>TOTAL – LOW RANGE</b>	<b>82,071 SF</b>	<b>14,495 SF</b>	<b>2,570 SF</b>

# GYMNASIUM



# MAC GYMNASIUM



# TRACK



# ADVENTURE PLAY

\*Priority 3



# AQUATICS – ACTIVITY / PLUNGE / LAP POOL



# AQUATICS – WARM WATER PROGRAM POOL \* Priority 2



# FITNESS



GROUP "X"ERCISE



EXERCISE FLOOR



# GROUP X PATIO



# SENIORS & PROGRAM



CATERING AND DEMONSTRATION KITCHEN



ARTS / CRAFTS & CERAMICS



RAISED CONFERENCE STAGE



TECHNOLOGY ROOM

# SENIORS & PROGRAMS



# PROGRAM – GENERAL PROGRAM ROOM



# OUTDOOR PATIO



# CHILD CARE / INDOOR PLAY / TEEN



CHILD WATCH



INDOOR PLAY



E-SPORTS \*Priority 3 K



PARTY ROOM

# COMMON - RECEPTION / GATHERING







# Next Steps

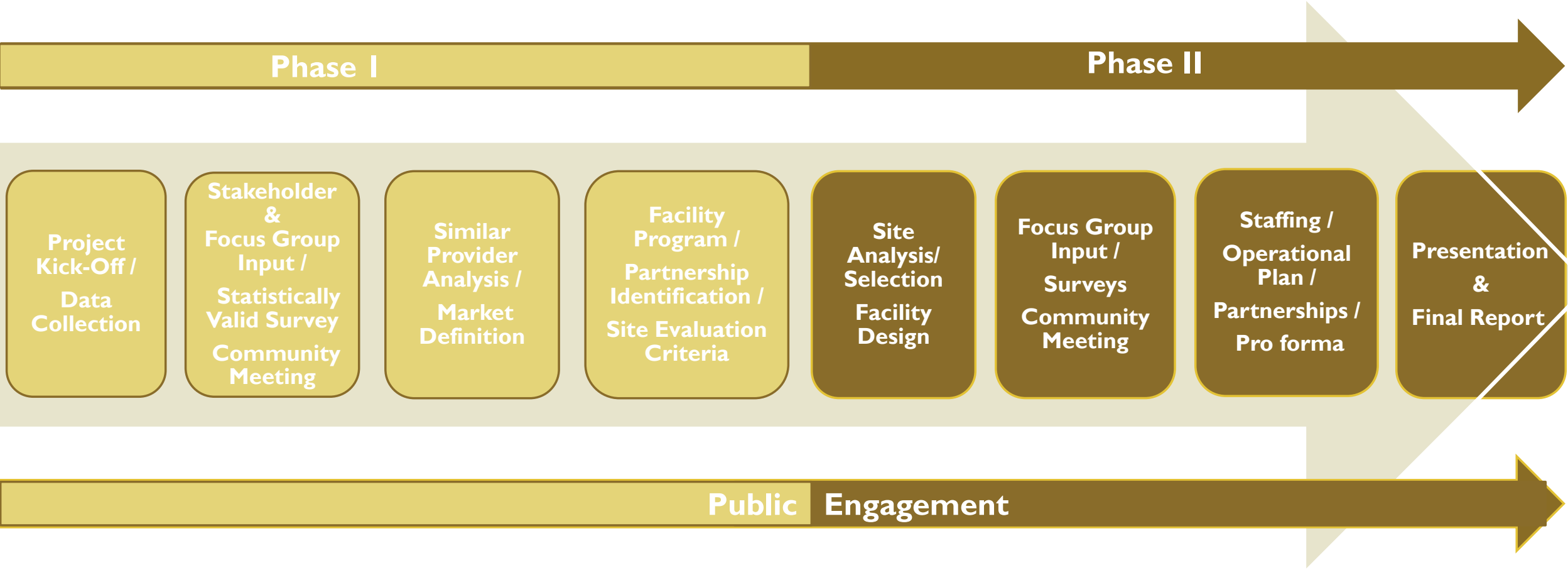
As a result of:

- 2018 Parks & Recreation Comprehensive Plan Outcome to Conduct a Feasibility Study
- Thorough Public Engagement Feedback and Support Findings
- Statistically Valid Needs Assessment Survey Support
- Unmet Program Need in the Community
- Core Building Space Program to Support Unmet Programming Needs

The Next Step is:

- Move Forward with Phase II of the Community Center Feasibility Study

# Next Steps



November  
2019

June  
2020

January  
2021



# Thank You



City of **Upper  
Arlington**<sup>®</sup>

