



Town of Pittsford

Master Plan Update & Community Center Feasibility Study



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EXECUTIVE SUMMARY

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Master Plan Update & Community Center Feasibility

Executive Summary:

Ballard*King & Associates was retained by the Town of Pittsford to provide an update to the Parks & Recreation Master Plan, specific to field allocation and to update a feasibility study completed by the public in 2002. This executive summary looks to summarize the overall findings of the report.

Master Plan Update: From the demographics obtained in Section I of this report it should be remembered that the make-up of the service areas along with median income and current rates of spending are such that they do support strong levels of youth sports programming within the Town of Pittsford. When you overlay this demographic information with the National Sporting Goods Association 2011 Survey and combine that with participation numbers provided by the youth sports groups it indicates that many of the field use activities that take place in the Town have reached a point of saturation with the exception being the sport of Lacrosse.

It should be noted that when the Recreation Department first began to operate from the Spiegel Community Center they were providing many youth sports activities. As time passed the Recreation Department began transitioning from the provider of these activities to working with local coaches to assist them with obtaining insurance and running the programs. That has further evolved to the point where the Recreation Department runs very few youth sports activities and has become a provider of space in conjunction with the Town Parks Department.

The most significant role that the Recreation Department plays with regards to youth sports is the allocation of field space for games. In allocating said field space the Recreation Department works with the School District so that the entire field inventory within the Town is allocated as one community asset. Because of the amount of use by School District programs and youth sports programs the School District has investigated developing 3 turf fields on school property. The Town has subsequently offered a 4th option to the School District which would locate one of the turf fields at TFP-1. It should be noted that neither the Recreation Department or School District permit practice space, that is allocated on a first come first serve basis.

In a series of stakeholder meetings B*K and representatives from the Town met with youth sports organizations that accounted for baseball, softball, lacrosse and football. A common theme amongst those meetings was the feeling that the field resources in the combined inventory of the Town and School District are inadequate. Leaders of these youth sport organizations were concerned that their participants were not getting the same facility experience that they received in other communities. In addressing that question in particular the Town has begun to identify some of these communities and determine how their field projects are funded.

If you look at the information collected through SCORP standards, the number of field use hours and the collective inventory of rectangles and triangles it would lead one to the conclusion that

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approximately 30% of the total available field hours from May through October are being used, minus practices. This would also lead one to believe that the available field space is more than adequate. However, what must be taken into account is the concentration of use in the months of May, June and early July. At that time of the year the demand is so great for field space that any disruption in the availability of fields due to weather or maintenance creates a significant shortage of fields available for games.

The results of this inability to take fields off line during prime growing seasons is that both Town and School District fields, rectangles and diamonds are not getting the quantity of maintenance and/or attention that they deserve in order to keep them in optimal condition. The addition of three turf fields to the collective inventory would allow for the season to begin as early as March and end as late as Thanksgiving, weather permitting. This would in effect allow for a more collective effort between the Town and School District for continued field maintenance and upkeep.

In looking at the Town inventory proper the 2 primary locations that B*K feels should consider significant change to the configuration are Thornell Farm Park and Great Embankment Park.

- The addition of a turf field at Thornell Farm Park would be an asset to the community as a whole and the Town will need to work to further underscore their scheduling control of that piece of property. In adding that space to Thornell Farm Park the Town may also want to look at Master Planning that property to ensure that the most efficient use of space is being achieved. Moving the remaining rectangles and diamonds to more of an enhanced playing surface or an additional turf field that could be used as a rectangle or 2 diamonds should be considered. Given the dollars that the youth sports groups are currently spending to rent facilities in off-seasons the Town may also want to investigate “doming” the field at Thornell Farm Park for off-season use.
- The upper fields at Great Embankment Park need to be reconsidered given the lack of use at this time. It is the opinion of B*K that GEP D-2 should be removed and that the entire upper area be graded so that an additional rectangle can be accommodated on the upper level. This grading of the upper level would accommodate at least 1 full-size rectangle or 2 non-regulation size rectangle which allow for additional flexibility with maintenance. GEP D-1 should remain a diamond but should be converted so that it can be used as either a 60-40 or 70-50 field.

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B*K would recommend the following with regards to updating the field allocation within the Town:

- The Town and School District should continue to move forward with the development of the designated turf fields at Sutherland, Mendon and Thornell Farm Park.
- The Town should move forward with a reconfiguration of Great Embankment Park to provide additional flexibility to accommodate field maintenance for rectangles.
- The Town and School District need to formalize their cooperative agreement of facilities and spell out priorities of use and shared maintenance costs.
- The Town Parks Department should sit down with the School District Facilities Department and develop a 5, 10 and 15-year plan for the fields specifically. Outlined within those plans should be annual maintenance required of each space, a minimum standard and a capital improvement plan that accounts for taking fields off-line on an annual basis so as to provide them opportunity to regenerate. In order for the maintenance to be successful it must be a combined effort between the Town and School District.
- With the additional dollars that should be invested in maintaining the fields the Town and School District should look at implementing a field rental fee that is consistent between both organizations.
- An additional investment that both the Town and School District should consider is staffing levels that would allow for monitoring of spaces to ensure that they are being used appropriately.
- With the Town and School District fields being community assets priority of reservations for games should be given to organizations whose membership is primarily Town residents. To that end rosters, to include coaches should be provided with addresses and telephone numbers at the time field requests are made.
- Any future additional field space that is required should be looked at a cooperative venture between the Town/School District and the youth sports organizations themselves. Additionally, if there is a higher level of maintenance that the youth sports groups require beyond the standard set by the Town and School District the youth sports groups should bear that cost.

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Community Center Feasibility: From the demographics obtained in Section I of this report it should be remembered that the demographic make-up of the service areas along with median income and current rates of spending are such that they would support the existence of a community center within the Town of Pittsford. When that demographic information is applied to indoor leisure and recreation activities provided by the National Sporting Goods Association 2011 Survey, it again underlines a strong level of participation by various age groups in recreation and leisure activities. It is also important to note that there is also a strong level of participation in programs that fall within the National Endowment of Arts. While many communities have seen a drop-off in participation for these types of programs the Pittsford Recreation Department has made these programs a main stay of their annual program offerings.

Based upon a stakeholder meeting with the Recreation Department Staff, Senior Center Staff, Parks & Recreation Advisory Committee and Town Board members maintaining/upgrading the current Spiegel Community Center or development of a new Community Center is a priority. It is also acknowledged that the dollars needed to update the Spiegel Community Center make the development of a new facility much more realistic.

There are a plethora of alternative service providers in and around the identified service areas. It should be noted that when one indicates alternative service provides that ranges from other recreation departments, community centers, libraries, YMCAs, JCC, private health clubs, Yoga studios, etc. This presence of alternative service providers points to a very active community and one that has adapted well to the long winter months in Upstate New York.

With a strong YMCA presence within the Town it is important to acknowledge that what the Pittsford Recreation Department offers at the Spiegel Community Center is decidedly different from the YMCA. While there are similar components offered by the two organizations both the price points and missions draw a distinction. The Town has maintained their long established position that they are going to subsidize the recreation offerings to the community as a community benefit/enrichment opportunity. To that end you see less of an emphasis from the Town on revenue/membership driving opportunities such as; significant cardiovascular training space, significant weight training space, an abundance of group exercise offerings, personal training, etc.

The Recreation Department has distinguished themselves from other providers by keeping their price points at a lower level, offering enrichment opportunities through youth and adult programming, offering life skill programming such as aquatics, maintaining a strong senior program and administering special events that are designed to bring the entire Pittsford community together. The addition of a new community center will allow the Pittsford Recreation Department to further enhance this distinction within the community.

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The Town's Recreation Department has a heavy focus on programming for youth, after school, seniors, aquatics, etc. Those programs vary on a season to season basis and are supported through fees associated with the various programs. B*K would recommend that the Recreation Department continue their programming focus but also look to expand that focus as there is a segment of the population that was identified through the Town survey that does not use the services and programs provided.

It is with this information in mind and the support on the following pages that B*K recommends that the Town of Pittsford move forward in developing a new community center.

- Facility components that should be included in the initial construction of the facility: lobby, group exercise space, senior space, commercial kitchen, dividable meeting rooms, classrooms, childcare and a gymnasium with elevated running track.
- The design of the new community center should be focused on spaces that maintain the current level of programming and allow for the flexibility of developing new programs based upon demand by the citizenry.
- The incorporation or adjacency of connectivity and green space within a new community center would allow ease of access and flexibility in programming.
- If the Town would choose to completely abandon the current Spiegel Community Center the issue of adequate storage must be addressed with the new facility, not only for programs housed in the new facility, but also storage for equipment associated with special events and the summer fun program as well.
- B*K would recommend that the Town continue with their strong presence in providing aquatic programming through the use of School District facilities.
- B*K would recommend that the Town continue to offer their Summer Fun program through the new community center location and continued partnership with the School District.



Section I: Demographic Orientation

Ballard*King & Associates has been tasked by the Town of Pittsford with updating their Parks & Recreation Master Plan, specifically addressing field allocation and use and updating a Community Center Feasibility Study that was completed by a community group in 2002. As a foundation for both of those tasks B*K has provided a detailed demographic breakdown of the service areas that have been identified with the assistance of the Town.

In Section II the demographic information will be overlay with participation statistics from the National Sporting Goods Associates 2011 Survey specific to indoor community center activities along with participation statistics from the National Endowment of the Arts. These participation statistics combined with public input and an assessment of the current recreation operation will lead to recommendations as to the community center concept that the Town of Pittsford should consider pursuing.

In Section III the demographic information will be overlay with participation statistics from the National Sporting Goods Association 2001 Survey again, but this set of activities will be specific to field use. Again these participation statistics combined with public input and assessment of current field use will lead to recommendations of future field allocation.

It should be noted that the following demographic information points to a very vibrant, affluent community that is comprised of families with older children, empty nesters and retirees.

Service Areas: First and foremost the Town of Pittsford has a responsibility to serve the needs of the residents and taxpayers of the Town. To that end the Town has a policy that both Town residents and members of the Pittsford School District are eligible to pay resident rates at the Spiegel Community Center and for other Town sponsored programs. Therefore B*K has identified a primary service area that encompasses the boundaries of the Town and the School District. It is not uncommon for community centers to have larger secondary service areas and in addressing that a 12-minute drive time has been established from the 4-corners intersection in the Village of Pittsford.

Primary Service Areas are usually defined by the distance people will travel on a regular basis (a minimum of once a week) to utilize a facility or its programs. Secondary service areas are usually defined by the distance people will travel on a less consistent basis (a minimum of once a month) to utilize a facility or its programs. Use by individuals in a secondary area will primarily be limited to special events (tournaments, etc.).

Service areas can also vary in size with the types of components that are included in a facility. A center with active elements (weight cardiovascular equipment area, gym, track, etc.) will generally have a larger service area than a more passively oriented facility. Specialized facilities such as a sports field house, ice arena or large competitive aquatic venue will have even larger service areas that make them more of a regional destination.

Service areas can also be based upon a facility's proximity to major thoroughfares. Other factors impacting the use as it relates to driving distance are the presence of alternative service providers in the Primary Service Area. Alternative service providers can have an impact upon membership, daily admissions and the associated penetration rates for programs and services.

Table A – Service Area Comparison Chart:

	Town of Pittsford	Primary Service Area	Secondary Service Area
Population:			
2010 Census	29,405	36,137	248,902
2011 Estimate	29,508	36,297	248,950
2016 Estimate	29,580	36,491	249,473
Households:			
2010 Census	10,341	12,907	106,675
2011 Estimate	10,371	12,961	106,632
2016 Estimate	10,466	13,145	107,680
Families:			
2010 Census	7,666	9,517	57,779
2011 Estimate	7,702	9,571	57,895
2016 Estimate	7,713	9,614	57,692
Average Household Size:			
2010 Census	2.57	2.57	2.20
2011 Estimate	2.57	2.57	2.20
2016 Estimate	2.56	2.55	2.18
Ethnicity: (2010 Census)			
Hispanic	2.4%	2.3%	5.5%
White	89.2%	90.1%	78.0%
Black	1.7%	1.7%	12.6%
American Indian	0.1%	0.1%	0.2%
Asian	6.8%	6.1%	4.9%
Pacific Islander	0.0%	0.02%	0.04%
Other	0.5%	0.5%	1.7%
Multiple	1.5%	1.5%	2.5%
Median Age:			
2010 Census	42.9	43.9	38.5
2011 Estimate	43.0	44.0	38.6
2016 Estimate	44.0	45.1	39.1
Median Income:			
2011 Estimate	\$112,509	\$108,814	\$58,762
2016 Estimate	\$123,415	\$118,433	\$71,658
Household Budget Expenditures¹:			
Housing	211	205	125
Entertainment & Recreation	216	210	124

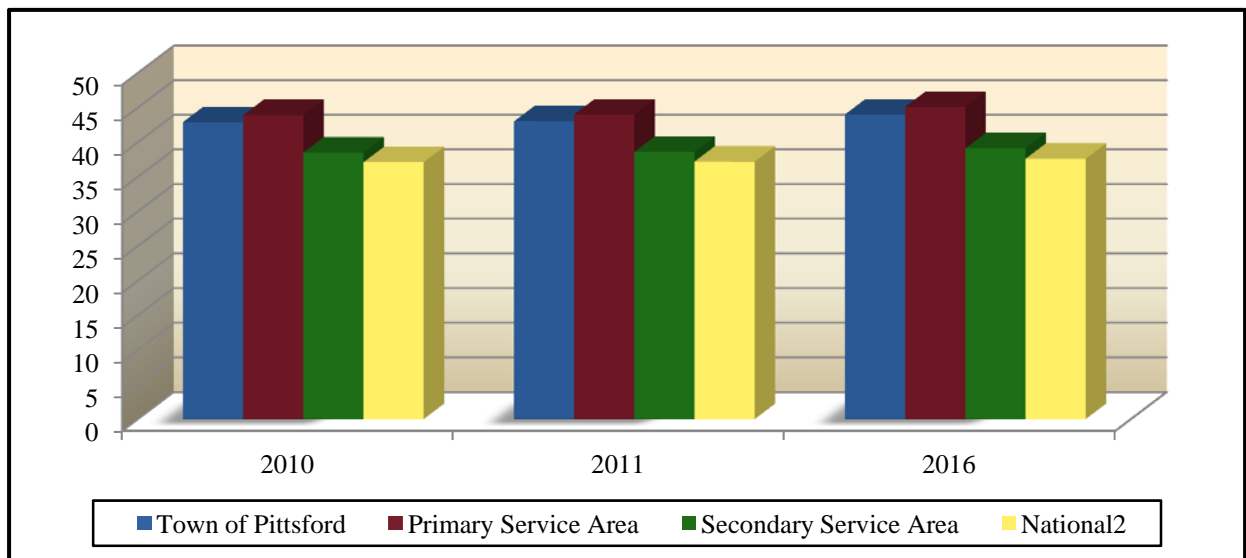
¹ This information is placed on an index with a reference point being the National average of 100.

The median age and household income levels are compared with the national number as both of these factors are primary determiners of participation in recreation activities. The lower the median age, the higher the participation rates are for most activities. The level of participation also increases as the median income level goes up.

Table B – Median Age:

	2010 Census	2011 Projection	2016 Projection
Town of Pittsford	42.9	43.0	44.0
Primary Service Area	43.9	44.0	45.1
Secondary Service Area	38.5	38.6	39.1
Nationally	37.1	37.2	37.6

Chart A – Median Age



With the median age in the Primary Service Area being higher than the National number it would point to a community comprised of families with older children, empty nesters and retirees.



Map A – 2010 Median Age by Census Block Groups

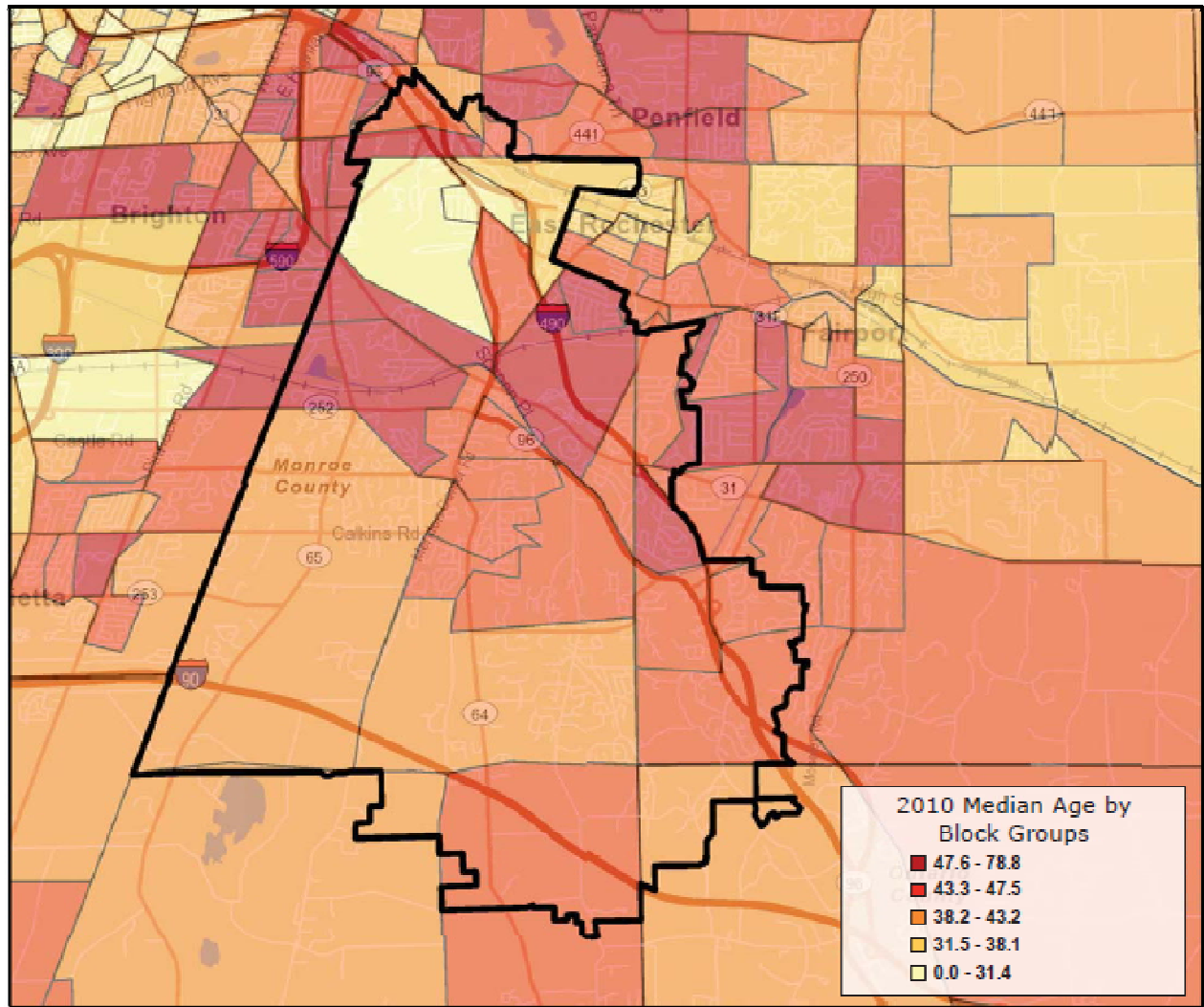
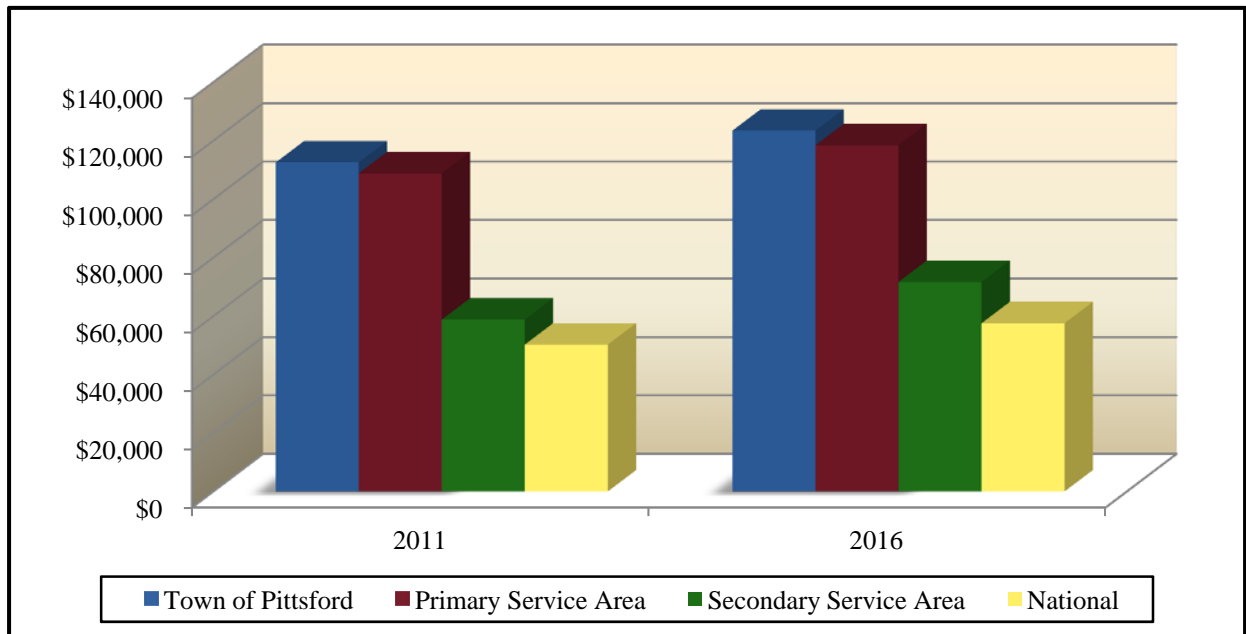


Table C – Median Household Income:

	2011 Estimate	2016 Projection
Town of Pittsford	\$112,509	\$123,415
Primary Service Area	\$108,814	\$118,433
Secondary Service Area	\$58,762	\$71,658
Nationally	\$50,227	\$57,536

Chart B – Median Household Income



Based upon 2011 projections the following narrative can be provided for each service area:

In the Town of Pittsford the percentage of households with median income over \$50,000 per year is 82.3% compared to 50.3% on a national level. Furthermore, the percentage of the households in the Town with median income less than \$25,000 per year is 6.4% compared to a level of 24.7% nationally.

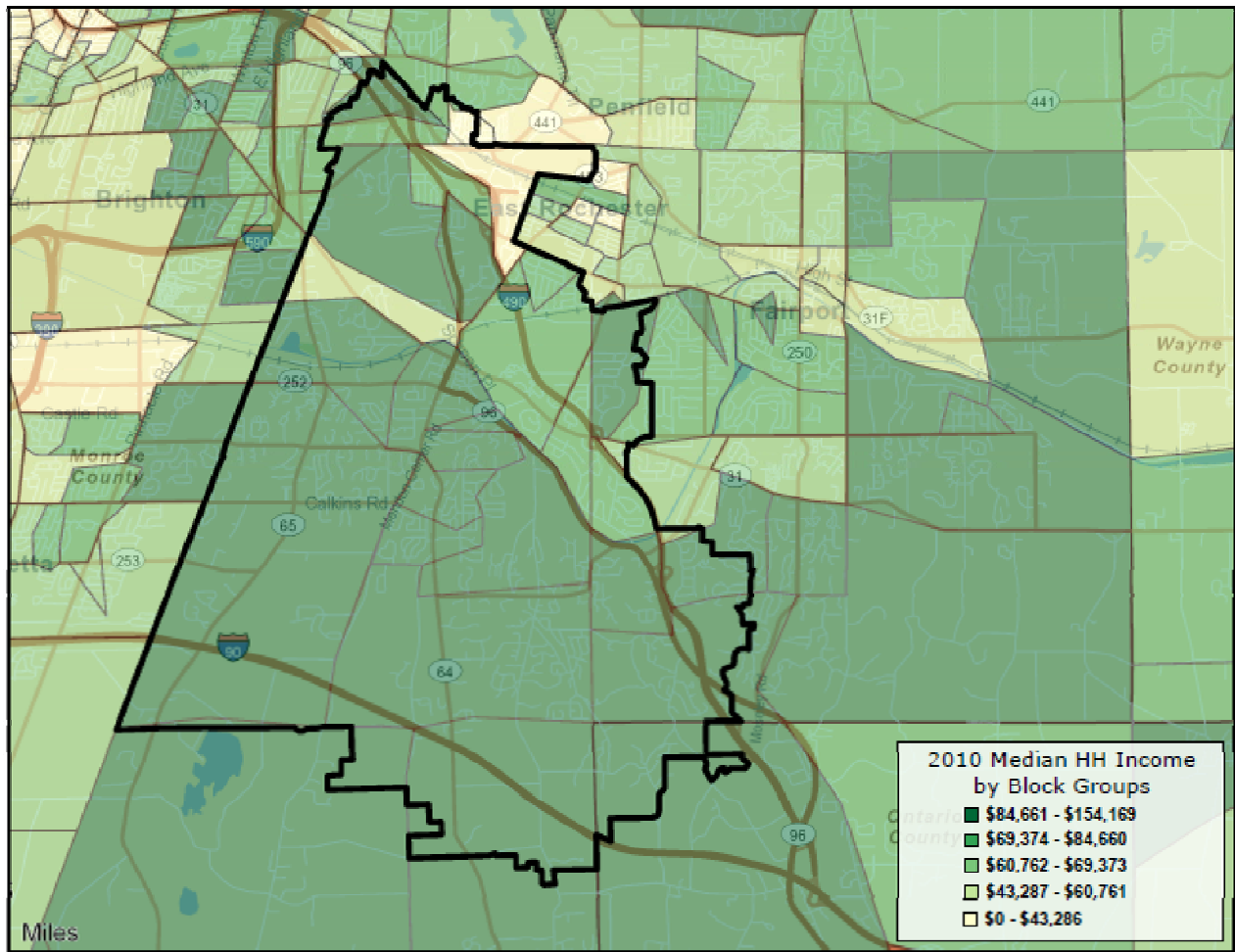
In the Primary Service Area the percentage of households with median income over \$50,000 per year is 81.2% compared to 50.3% on a national level. Furthermore, the percentage of the households in the service area with median income less than \$25,000 per year is 6.9% compared to a level of 24.7% nationally.

In the Secondary Service Area the percentage of households with median income over \$50,000 per year is 57.9% compared to 50.3% on a national level. Furthermore, the percentage of the households in the service area with median income less than \$25,000 per year is 20.1% compared to a level of 24.7% nationally.

These statistics indicate there may be a significantly higher level of discretionary income within the Primary Service Area, but this information must be balanced with the cost of living.



Map B – 2010 Median Income by Census Block Group



In addition to taking a look at Median Age and Median Income, it is important to examine Household Budget Expenditures. In particular looking at housing information; shelter, utilities, fuel and public services along with entertainment & recreation can provide a snap shot into the cost of living and spending patterns in the services areas. The table below looks at that information and compares the service areas to the State of New York.

Table D – Household Budget Expenditures²

Town of Pittsford	SPI	Average Amount Spent	Percent
Housing	211	\$41,530.99	31.1%
<i>Shelter</i>	216	\$32,992.09	24.7%
<i>Utilities, Fuel, Public Service</i>	194	\$8,538.90	6.4%
Entertainment & Recreation	216	\$6,746.93	5.0%

Primary Service Area	SPI	Average Amount Spent	Percent
Housing	205	\$40,466.83	31.1%
<i>Shelter</i>	210	\$32,102.53	24.6%
<i>Utilities, Fuel, Public Service</i>	190	\$8,364.30	6.4%
Entertainment & Recreation	210	\$6,570.06	5.0%

Secondary Service Area	SPI	Average Amount Spent	Percent
Housing	125	\$24,662.21	31.1%
<i>Shelter</i>	126	\$19,257.26	24.3%
<i>Utilities, Fuel, Public Service</i>	123	\$5,404.95	6.8%
Entertainment & Recreation	124	\$3,881.85	4.9%

State of New York	SPI	Average Amount Spent	Percent
Housing	120	\$23,624.60	32.0%
<i>Shelter</i>	122	\$18,624.56	25.2%
<i>Utilities, Fuel, Public Service</i>	114	\$5,000.04	6.8%
Entertainment & Recreation	115	\$3,583.97	4.9%

SPI: Spending Potential Index as compared to the National number of 100.

Average Amount Spent: The average amount spent per household.

Percent: Percent of the total 100% of household expenditures. **Note:** Shelter along with Utilities, Fuel, Public Service are a portion of the Housing percentage.

² Consumer Spending data are derived from the 2004 and 2005 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2010 and 2015.



Chart C – Household Budget Expenditures Spending Potential Index

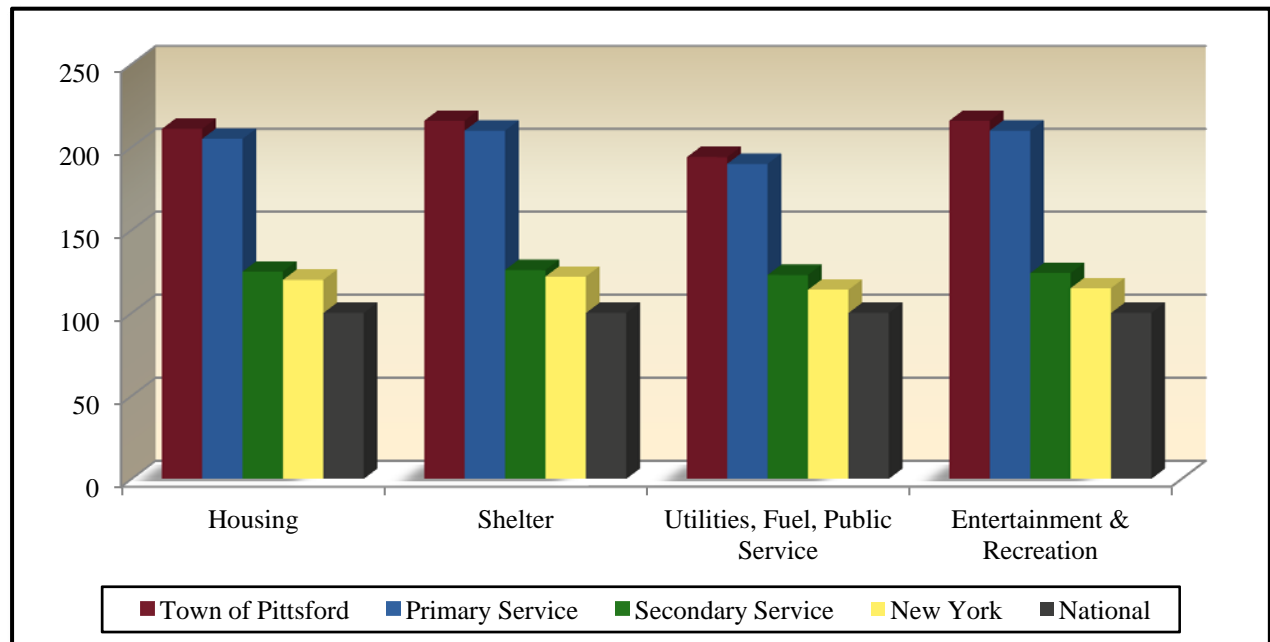


Chart-C, illustrates that the Household Budget Expenditures Spending Potential Index in the State of New York is higher than the National level indicating that as a state more dollars are being spent for those services as compared to a National level.

The Household Budget Expenditures Spending Potential Index of the Town of Pittsford and the Primary Service Area would indicate that the dollars being spent is significantly greater than what is being spent on a state level and a National level. This would indicate a higher cost of living in the Primary Service Area, but it must also be remembered that the median household income in the service area can support that cost of living.

It will be important to keep this information in mind when developing fee structure and looking at an appropriate cost recovery philosophy.



Recreation Expenditures Spending Potential Index: In addition to participation in recreation activities ESRI, the demographic provide that B*K uses also measures recreation expenditures in a number of different areas and then indexes this against national numbers. The following comparisons are possible.

Table E – Recreation Expenditures Spending Potential Index³

Town of Pittsford	SPI	Average Spent
Fees for Participant Sports	238	\$245.74
Fees for Recreational Lessons	258	\$341.13
Social, Recreation, Club Membership	254	\$403.23
Exercise Equipment/Game Tables	178	\$141.24
Other Sports Equipment	207	\$19.00

Primary Service Area	SPI	Average Spent
Fees for Participant Sports	231	\$238.88
Fees for Recreational Lessons	248	\$328.55
Social, Recreation, Club Membership	246	\$390.40
Exercise Equipment/Game Tables	173	\$137.22
Other Sports Equipment	202	\$18.50

Secondary Service Area	SPI	Average Spent
Fees for Participant Sports	125	\$129.13
Fees for Recreational Lessons	123	\$162.90
Social, Recreation, Club Membership	129	\$204.62
Exercise Equipment/Game Tables	100	\$79.74
Other Sports Equipment	122	\$11.19

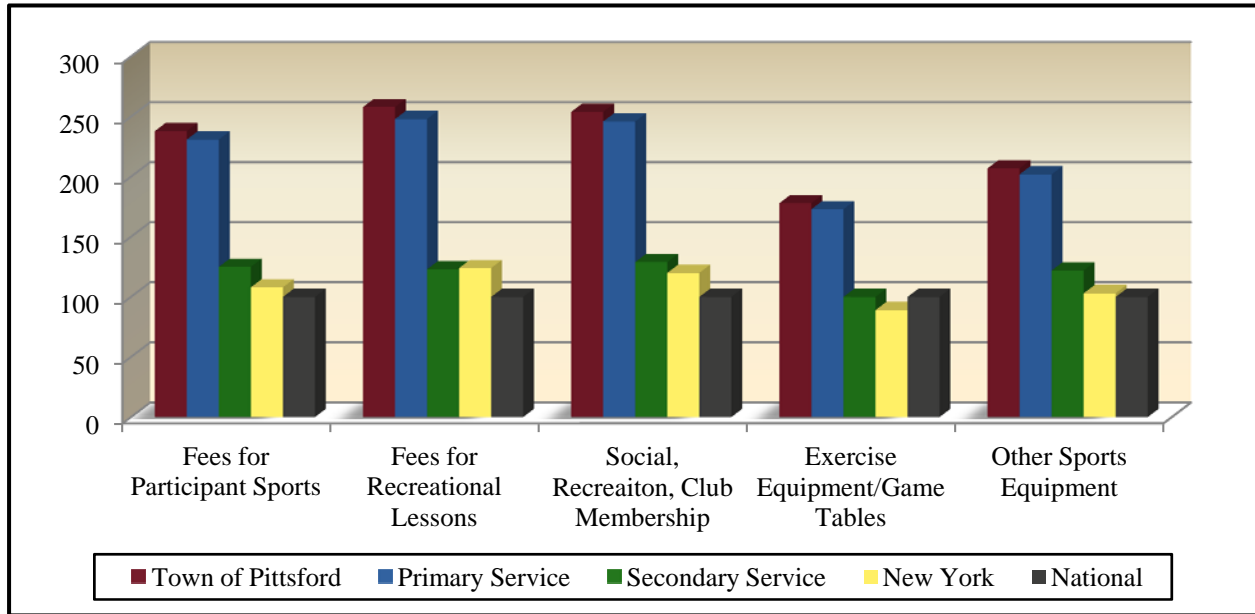
State of New York	SPI	Average Spent
Fees for Participant Sports	108	\$112.15
Fees for Recreational Lessons	124	\$164.65
Social, Recreation, Club Membership	120	\$191.34
Exercise Equipment/Game Tables	89	\$70.86
Other Sports Equipment	103	\$9.48

Average Amount Spent: The average amount spent for the service or item in a year.

SPI: Spending potential index as compared to the national number of 100.

³ Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Chart D – Recreation Spending Potential Index

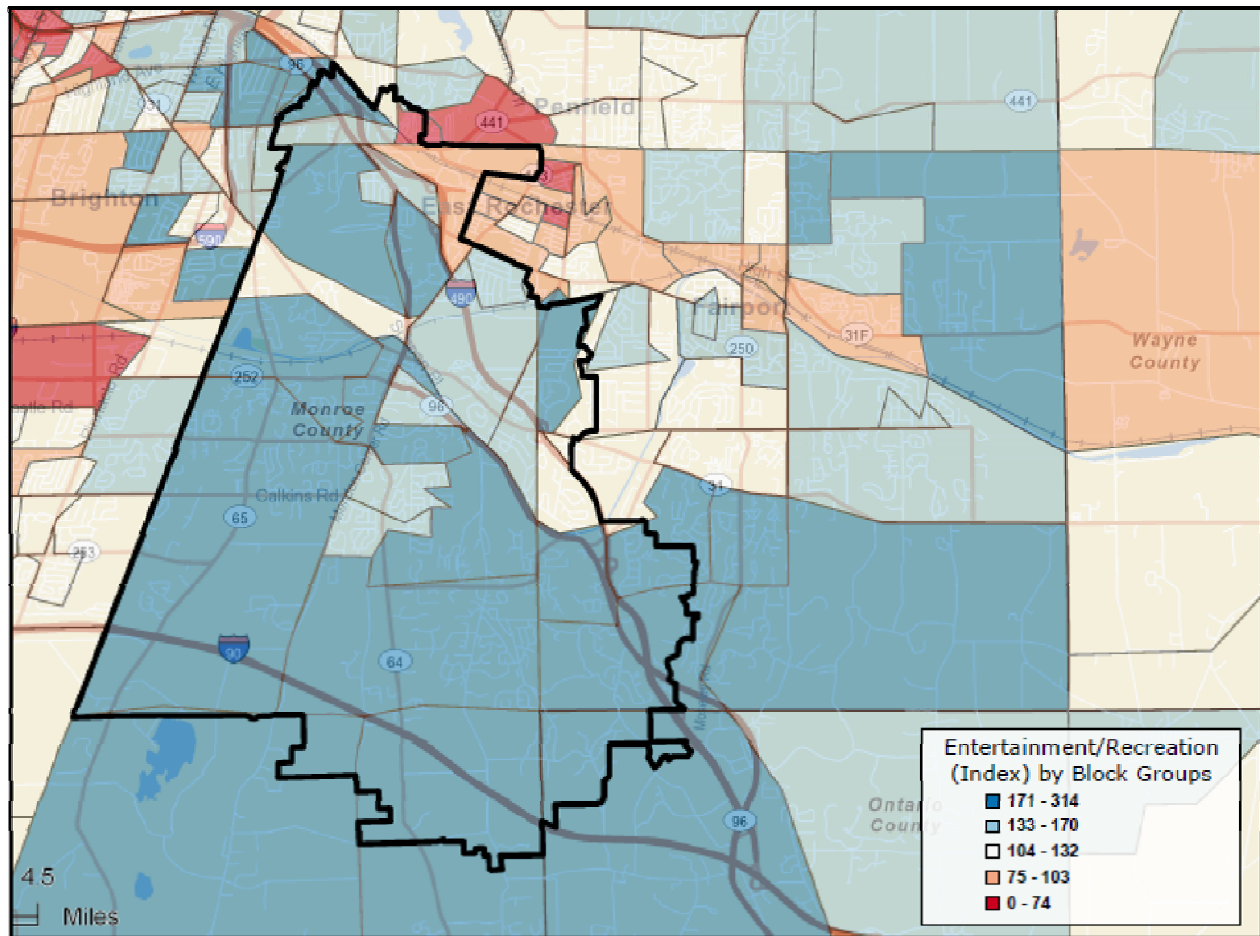


The SPI index indicates that in the Primary Service Area the rate of spending is significantly higher, almost double the state average and the National Spending Potential Index (SPI) of 100. This information is very important when determining a price point for activities and cost recovery philosophy.

It is also important to note that these dollars are currently being spent, so the identification of alternative service providers and the ability of another facility to capture a portion of these dollars will be important.

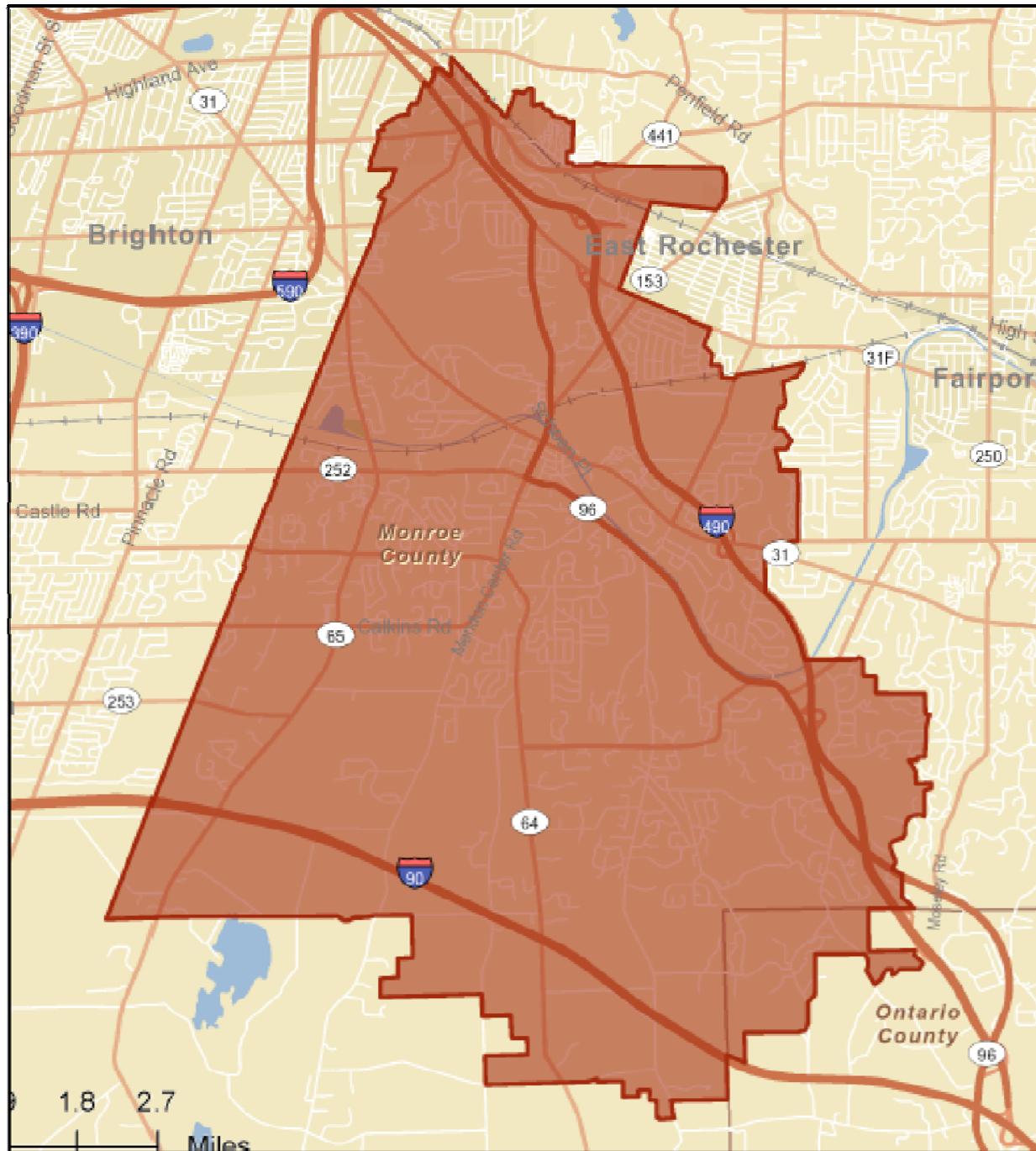


Map C – 2010 Entertainment & Recreation Spending by Census Tract





Map D – Primary Service Area Map



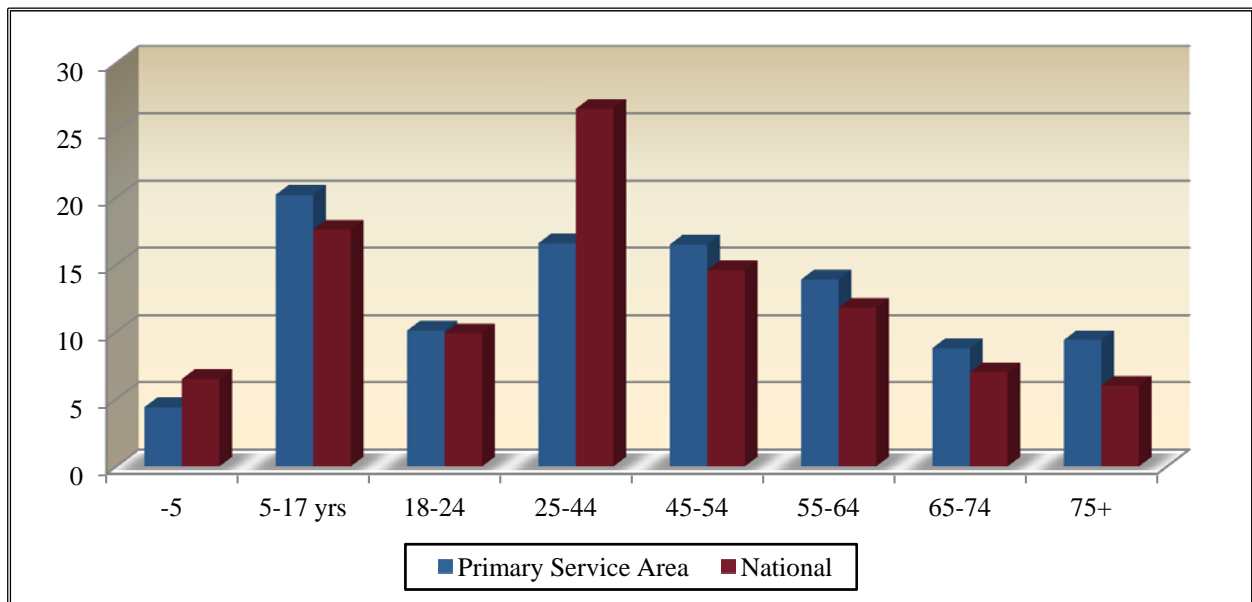
Population Distribution by Age: Utilizing census information for the Primary Service Area, the following comparisons are possible.

Table F – 2011 Primary Service Area Age Distribution
(ESRI estimates)

Ages	Population	% of Total	Nat. Population	Difference
-5	1,601	4.4%	6.5%	-2.1%
5-17	7,322	20.2%	17.6%	+2.6%
18-24	3,664	10.1%	9.8%	+0.3%
25-44	6,041	16.6%	26.6%	-10.0%
45-54	5,972	16.5%	14.5%	+2.0%
55-64	5,039	13.9%	12.0%	+1.9%
65-74	3,200	8.8%	7.2%	+1.6%
75+	3,455	9.5%	6.0%	+3.5%

Population: 2011 census estimates in the different age groups in the Primary Service Area.
% of Total: Percentage of the Primary Service Area population in the age group.
National Population: Percentage of the national population in the age group.
Difference: Percentage difference between the Primary Service Area population and the national population.

Chart E – 2011 Primary Service Area Age Group Distribution



The demographic makeup of the Primary Service Area, when compared to the characteristics of the national population, indicates that there are some differences with an equal or larger population in the 5-17, 18-24, 45-54, 55-64 and 75+ age groups and a smaller population in the -5 and 25-44 age groups. The largest positive variance is in the 75+ age group with +3.5%, while the greatest negative variance is in the 25-44 age groups with -10%.

Population Distribution Comparison by Age: Utilizing census information from the Primary Service Area, the following comparisons are possible.

Table G – 2011 Primary Service Area Population Estimates

(U.S. Census Information and ESRI)

Ages	2010 Census	2011 Projection	2016 Projection	Percent Change	Percent Change Nat'l
-5	1,612	1,601	1,612	+0.0%	+3.4%
5-17	7,314	7,322	7,208	-1.4%	+1.6%
18-24	3,652	3,664	3,532	-3.3%	-0.9%
25-44	6,048	6,041	5,846	-3.3%	+2.7%
45-54	6,001	5,972	5,438	-9.4%	-6.1%
55-64	4,968	5,039	5,368	+8.1%	+11.8%
65-74	3,111	3,200	3,870	+24.4%	+28.6%
75+	3,432	3,455	3,615	+5.3%	+7.0%

Chart F – Primary Service Area Population Growth

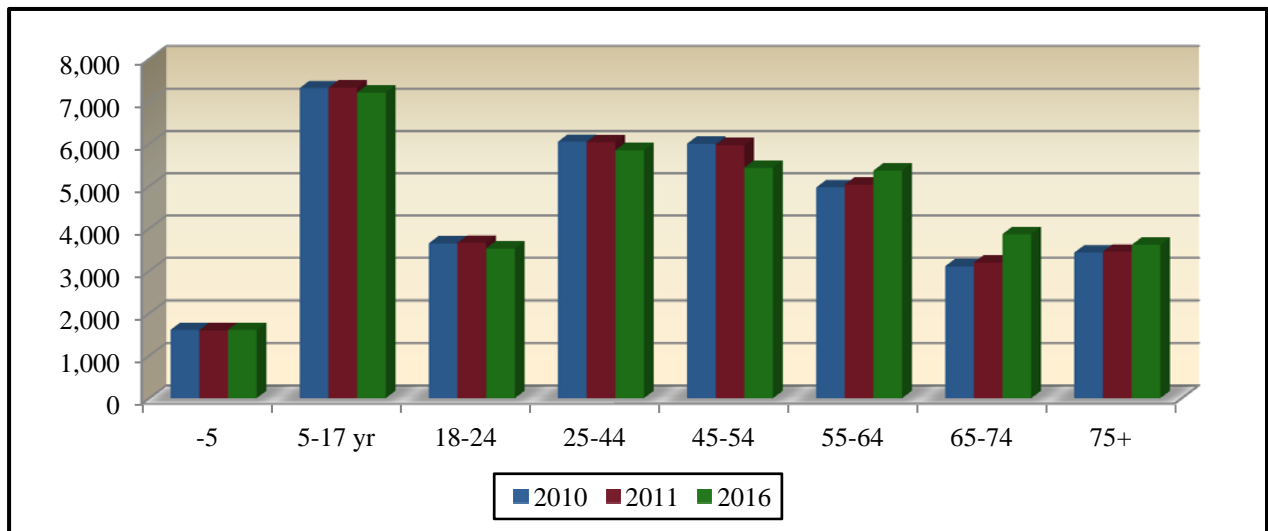


Table-G, illustrates the growth or decline in age group numbers from the 2010 census until the year 2016. It is projected that all of the age categories except 5-17, 18-24, 25-44 and 45-54 will see an increase in population or remain static. It must be remembered that the population of the United States as a whole is aging and it is not unusual to find negative growth numbers in the younger age groups and significant net gains in the 45 plus age groupings in communities which are relatively stable in their population numbers.

Below is listed the distribution of the population by race and ethnicity for the Primary Service Area based on 2011 Census Data.

Table H – Primary Service Area Ethnic Population and Median Age

(Source – U.S. Census Bureau and ESRI)

Ethnicity	Total Population	Median Age	% of Population	% of New York Population
Hispanic	819	21.4	2.3%	17.8%

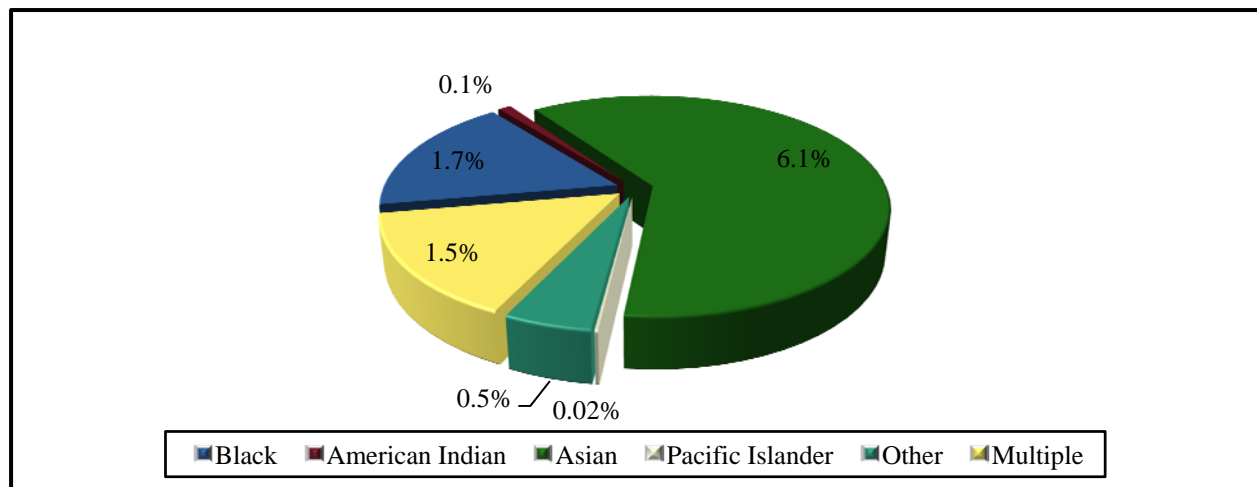
Table I – Primary Service Area Population by Race and Median Age

(Source – U.S. Census Bureau and ESRI)

Ethnicity	Total Population	Median Age	% of Population	% of New York Population
White	32,688	45.0	90.1%	65.7%
Black	612	35.2	1.7%	15.9%
American Indian	42	27.5	0.1%	0.6%
Asian	2,215	39.0	6.1%	7.3%
Pacific Islander	6	37.5	0.02%	0.05%
Other	188	19.4	0.5%	7.5%
Multiple	546	15.9	1.5%	3.0%

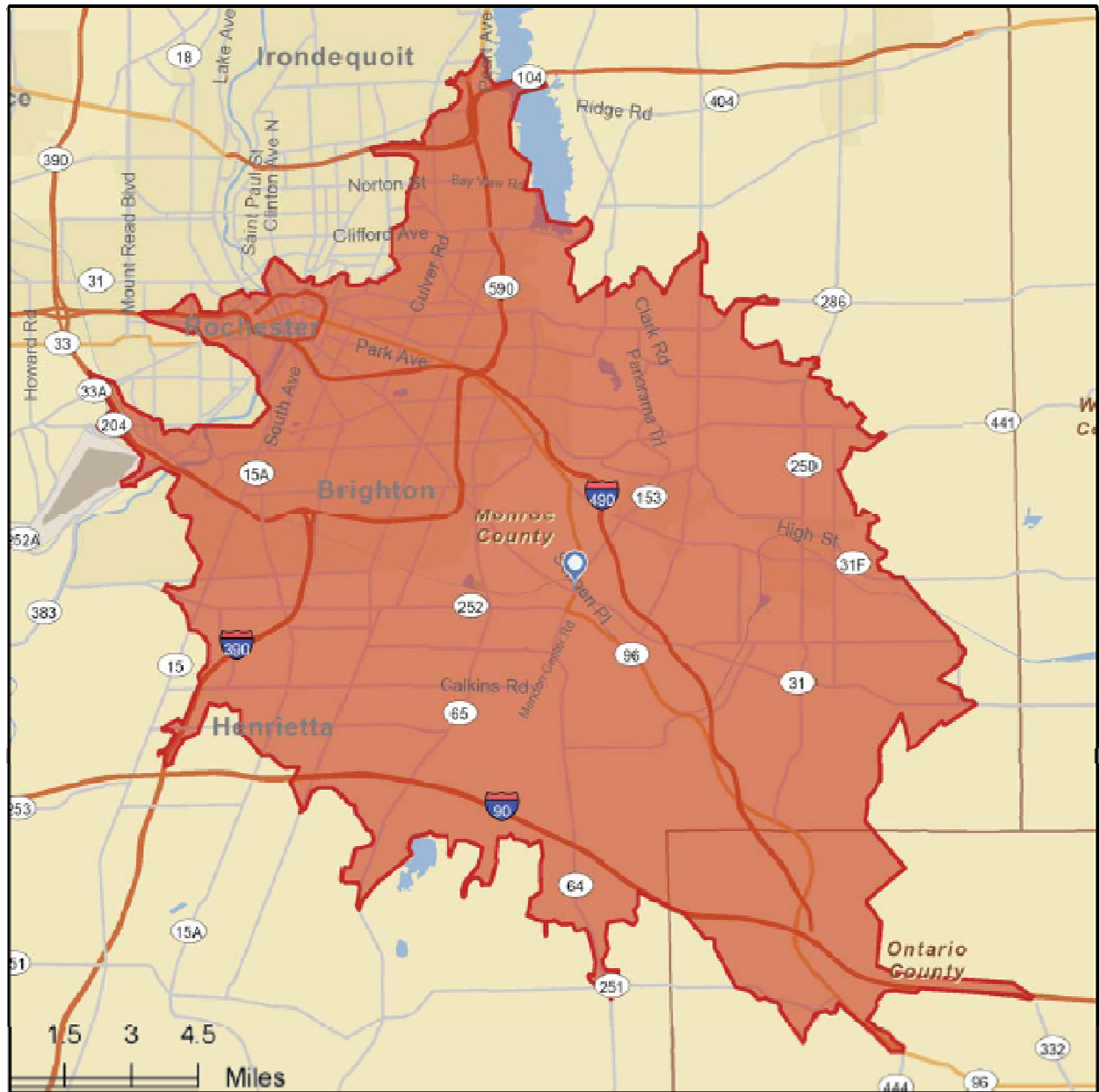
2011 Primary Service Area Total Population: 36,297 Residents

Chart G – Primary Service Area Non-White Population by Race





Map E – Secondary Service Area Map



Population Distribution by Age: Utilizing census information for the Secondary Service Area, the following comparisons are possible.

Table J – 2011 Secondary Service Area Age Distribution
(ESRI estimates)

Ages	Population	% of Total	Nat. Population	Difference
-5	12,905	5.2%	6.5%	-1.3%
5-17	37,590	15.1%	17.6%	-2.5%
18-24	28,648	11.5%	9.8%	+1.7%
25-44	65,413	26.3%	26.6%	+0.3%
45-54	35,813	14.4%	14.5%	+0.1%
55-64	31,265	12.6%	12.0%	+0.6%
65-74	18,180	7.3%	7.2%	+0.1%
75+	19,136	7.7%	6.0%	+1.7%

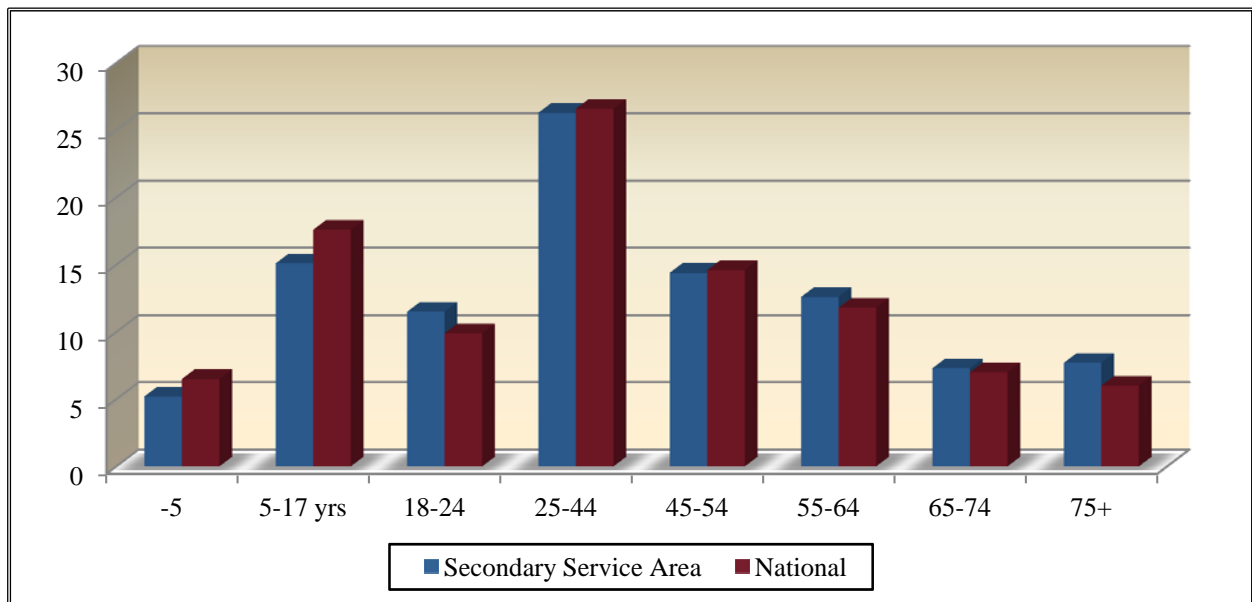
Population: 2011 census estimates in the different age groups in the Secondary Service Area.

% of Total: Percentage of the Secondary Service Area population in the age group.

National Population: Percentage of the national population in the age group.

Difference: Percentage difference between the Secondary Service Area population and the national population.

Chart H – 2011 Secondary Service Area Age Group Distribution



The demographic makeup of the Secondary Service Area, when compared to the characteristics of the national population, indicates that there are some differences with an equal or larger population in the 18-24, 25-44, 45-54, 55-64, 65-74 and 75+ age groups and a smaller population in the -5 and 5-17 age groups. The largest positive variance is in the 18-24 and 75+ age groups with +1.7%, while the greatest negative variance is in the 5-17 age groups with -2.5%.

Population Distribution Comparison by Age: Utilizing census information from the Secondary Service Area, the following comparisons are possible.

Table K – 2011 Secondary Service Area Population Estimates

(U.S. Census Information and ESRI)

Ages	2010 Census	2011 Projection	2016 Projection	Percent Change	Percent Change Nat'l
-5	13,077	12,905	12,991	+0.7%	+3.4%
5-17	37,692	37,590	36,862	-2.2%	+1.6%
18-24	28,522	28,648	27,587	-3.3%	-0.9%
25-44	65,636	65,413	64,517	-1.7%	+2.7%
45-54	36,102	35,813	32,646	-9.6%	-6.1%
55-64	30,932	31,265	33,233	+7.4%	+11.8%
65-74	17,791	18,180	21,895	+23.1%	+28.6%
75+	19,149	19,136	19,742	+3.1	+7.0%

Chart I – Secondary Service Area Population Growth

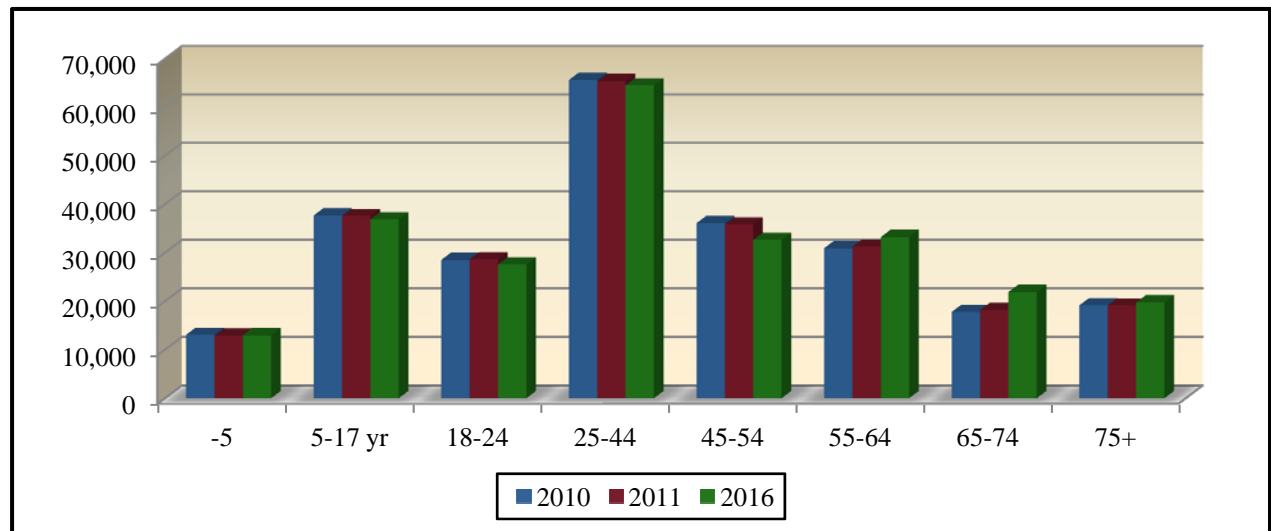


Table-K, illustrates the growth or decline in age group numbers from the 2010 census until the year 2016. It is projected that all of the age categories except 5-17, 18-24, 25-44 and 45-54 will see an increase in population. It must be remembered that the population of the United States as a whole is aging and it is not unusual to find negative growth numbers in the younger age groups and significant net gains in the 45 plus age groupings in communities which are relatively stable in their population numbers.

Below is listed the distribution of the population by race and ethnicity for the Secondary Service Area based on 2011 Census Data.

Table L – Secondary Service Area Ethnic Population and Median Age

(Source – U.S. Census Bureau and ESRI)

Ethnicity	Total Population	Median Age	% of Population	% of New York Population
Hispanic	13,674	25.6	5.5%	17.8%

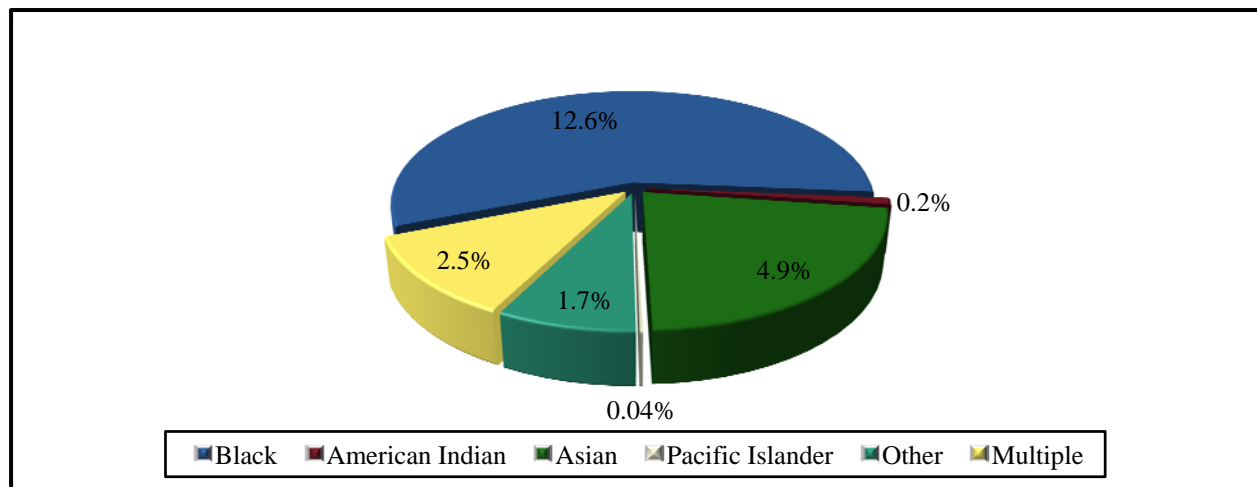
Table M – Secondary Service Area Population by Race and Median Age

(Source – U.S. Census Bureau and ESRI)

Ethnicity	Total Population	Median Age	% of Population	% of New York Population
White	194,187	42.0	78.0%	65.7%
Black	31,473	30.2	12.6%	15.9%
American Indian	579	33.2	0.2%	0.6%
Asian	12,112	29.8	4.9%	7.3%
Pacific Islander	101	24.6	0.04%	0.05%
Other	4,213	26.8	1.7%	7.5%
Multiple	6,284	18.3	2.5%	3.0%

2011 Secondary Service Area Total Population: 109,829 Residents

Chart J – Secondary Service Area Non-White Population by Race





Section II – Field Assessment Master Plan Update

Future Programs and Services Recommendations: These recommendations are specific to future actions that the Town should keep in mind when implementing their Parks Master Plan. The pages following the recommendations provide detailed data that support these recommendations.

School District Specific

- B*K would recommend that reciprocal agreement that has existed in word only to this point between the Town and School District become a formal document that is reviewed on an annual or bi-annual agreement. This document should not only reflect priorities of use, but should also reflect responsibilities as it relates to costs associated with maintaining facilities.
- It would be the expectation of B*K that the agreement outline what type of access the community will have to all current and future varsity fields both rectangles and diamonds. To date any primarily varsity competition fields have not been available to the public in order to maintain a quality environment. With the introduction of turf to these facilities it should expand the available of those fields to the community at large.
- B*K would also recommend that a 5-10 year (and beyond) joint capital improvement plan be developed between the School District and the Town. It is not the intent of this recommendation that the School District pay for Town C.I.P. or vice versa, but that both entities efforts be coordinated in such a way to maintain maximum playable fields while also ensuring appropriate levels of maintenance be delivered to the end user.
- Currently the Town and School District sit down together with the youth sports organizations; lacrosse and soccer to schedule their field use for competition. B*K would recommend that this practice continue. B*K would further recommend that the Town and School District require rosters from the youth sports organizations that identify coaches and athletes along with their residence and contact information. Priority in field scheduling should then be given to the groups with highest percentage of Pittsford residents participating in their program. Those teams and/or organizations that do not have a significant percentage of Pittsford residents should be allowed to reserve field space only after resident needs have been met.

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Town Specific

- It would be the recommendation of B*K that the Town move forward in developing TFP-1 into a turf field with stadium seating and lighting. It would also be the recommendation of B*K that the Town maintain scheduling rights to this facility and with the School District being a primary user of this space they provide capital for the ongoing maintenance and capital improvement of this space.
- As part of the inclusion of a turf stadium field on TFP-1 B*K would also recommend that the Town undertake a master planning effort for Thornell Farm Park proper. It is the opinion of B*K that other efficiencies and extended seasons may be gained by including either a second turf field that can be used as a rectangle and 2 diamonds or by converting the existing rectangles to enhanced fields. If either option was pursued a Master Plan of that space would provide further direction and assure that all space is being utilized appropriately.
- Along with the turf stadium field at TFP-1 the Town should explore the feasibility of installing a temporary dome over the playing surface to maximize usage of the space during winter months. The current rental rates being paid by the youth sports organizations could offset the operational costs of such a structure.
- If Thornell Farm Park is going to continue to develop as more of an active athletic competition or sports park B*K would recommend increasing the size of the building adjacent to TFP D-1 so that space can be provided for seasonal and/or part-time staff to monitor the activities at the park. Further B*K would recommend that additional dollars be allocated so that the fields, Town and School District can be monitored on a more consistent basis to ensure that if sport specific play is required that it is in fact being enforced.
- B*K would recommend the purchase or portable pitching mounds for use at TFP so that those 40-60 fields could accommodate Little League. This is also an opportunity for the Town to go back to Little League and ask them to make the investment in their future use of the park.
- It would be the recommendation of B*K that the Town adopt a field rental policy for competitions only and that the field rental rate be consistent with the School District as well.
- When the upper portion of Great Embankment Park was developed it was done so to accommodate the additional need for baseball. It would be the recommendation of B*K that GEP D-1 be maintained as a diamond that can be played in a 40-60 or 50-70

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configuration, this being accomplished by the availability of a portable pitching mound. B*K would also recommend that GEP D-2 be removed and that the green space beyond GEP D-1 be graded so that the green space can be used for additional rectangles on an as needed basis.

- B*K would recommend that the Town re-evaluate its sport specific field use policy in particular with the introduction of turf field and enhanced fields. With the introduction of turf to the overall inventory it would be in line with industry standards to allow diamond oriented use to access those spaces.
- B*K would strongly recommend looking at developing a Town-wide and School District-wide map that identifies “playable” green space. In all of the meetings with youth sports a consistent topic was the ability to accommodate practice space. The development of a map that illustrated the playable spaces, dedicated and non-dedicated throughout the Town could in effect alleviate some of the concerns.

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Participation Statistics:

Recreation and Sports Participation Statistics: On an annual basis the National Sporting Goods Association (NSGA) conducts an in-depth study and survey of how Americans spend their leisure time. This information provides the data necessary to overlay rate of participation onto the Primary Service Area to determine market potential.

Comparison With National Statistics: Utilizing information from the National Sporting Goods Association 2011 Survey and comparing them with the demographics from the Primary Service Area, the following participation projections can be made (statistics were compared based on age, household income, regional population and national population).

Table A – Recreation Activity Participation Rates for Primary Service Area

Activity	Age	Income	Region	Nation	Average
Baseball	4.4%	5.7%	5.8%	4.4%	5.1%
Bicycle Riding	14.5%	18.4%	11.7%	13.9%	14.6%
Exercise Walking	34.8%	40.1%	30.4%	34.6%	35.0%
Football	3.5%	2.5%	3.5%	3.2%	3.2%
Hiking	0.9%	17.5%	13.1%	13.9%	11.4%
Lacrosse	9.0%	1.8%	1.6%	1.0%	3.4%
Mtn-Biking (off-road)	1.9%	3.6%	2.2%	2.1%	2.5%
Running/Jogging	12.3%	16.6%	11.4%	13.8%	13.5%
Skateboarding	2.5%	2.1%	2.3%	2.4%	2.3%
Soccer	5.2%	6.5%	5.1%	5.0%	5.5%
Softball	3.5%	5.2%	4.1%	3.7%	4.1%
Tennis	4.4%	6.9%	5.2%	4.7%	5.3%

Age: Participation based on individuals ages 7 & Up of the Primary Service Area.

Income: Participation based on the 2011 estimated median household income in the Primary Service Area.

Region: Participation based on regional statistics (Mid-Atlantic).

National: Participation based on national statistics.

Average: Average of the four columns.

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Anticipated Participation Numbers by Activity: Utilizing the average percentage from Table-A above plus the 2011 census information and census estimates for 2011 and 2016 (over age 7) the following comparisons can be made.

Table B – Participation Rates Primary Service Area

Activity	Average	2010 Part.	2011 Part.	2016 Part.	Difference
Baseball	5.1%	1,706	1,742	1,747	+41
Bicycle Riding	14.6%	4,908	5,013	5,027	+119
Exercise Walking	35.0%	11,741	11,993	12,025	+284
Football	3.2%	1,062	1,085	1,088	+26
Hiking	11.4%	3,812	3,894	3,904	+92
Lacrosse	3.4%	1,128	1,153	1,156	+27
Mtn-Biking (off-road)	2.5%	825	843	845	+20
Running/Jogging	13.5%	4,539	4,637	4,649	+110
Skateboarding	2.3%	781	798	800	+19
Soccer	5.5%	1,832	1,872	1,877	+44
Softball	4.1%	1,385	1,415	1,419	+34
Tennis	5.3%	1,778	1,816	1,821	+43

Note: The estimated participation numbers indicated above are for outdoor activities and activities that would utilize fields, both rectangles and diamonds within the Primary Service Area. While these numbers provide a estimate of the number of participants they do not necessarily correlate to participation levels within various activities. That information must be obtained from the existing youth sports providers and other users of fields within the community.

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Participation by Ethnicity and Race: Participation in sports activities is also tracked by ethnicity and race. The table below compares the overall rate of participation nationally with the rate for Hispanics and African Americans. Utilizing information provided by the National Sporting Goods Association's 2011 survey, the following comparisons are possible.

Table C – Comparison of National, African American and Hispanic Participation Rates

	Primary Service Area	National Participation	African American Participation	Hispanic Participation
Baseball	5.1%	4.4%	2.2%	7.8%
Bicycle Riding	14.6%	13.9%	8.4%	13.0%
Exercise Walking	35.0%	34.6%	28.2%	31.0%
Football	3.2%	3.2%	5.5%	6.3%
Hiking	11.4%	13.9%	2.2%	11.5%
Lacrosse	3.4%	1.0%	0.4%	4.1%
Mtn-Biking (off-road)	2.5%	2.1%	1.1%	4.0%
Running/Jogging	13.5%	13.8%	11.0%	15.9%
Skateboarding	2.3%	2.4%	2.2%	3.8%
Soccer	5.5%	5.0%	2.4%	9.9%
Softball	4.1%	3.7%	2.7%	5.5%
Tennis	5.3%	4.7%	2.9%	7.3%

Primary Service Part: The unique participation percentage developed for the Primary Service Area.

National Rate: The national percentage of individuals who participate in the given activity.

African American Rate: The percentage of African Americans who participate in the given activity.

Hispanic Rate: The percentage of Hispanics who participate in the given activity.

Based on the fact that there is not a significant Hispanic and Black population in the Primary Service Area those participation rates become less relevant to the impact on overall participation percentages.

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Summary of Sports Participation: The following chart summarizes participation in both indoor and outdoor activities utilizing information from the 2011 National Sporting Goods Association survey.

Table D – Sports Participation Summary

Sport	Nat'l Rank ¹	Nat'l Participation (in millions)	Primary Service	Primary Service % Participation
Exercise Walking	1	97.1	1	35.0%
Bicycle Riding	6	39.1	2	14.6%
Hiking	7	39.1	4	11.4%
Running/Jogging	8	38.7	3	13.5%
Soccer	21	13.9	5	5.5%
Tennis	22	13.1	6	5.3%
Baseball	23	12.3	7	5.1%
Softball	28	10.4	8	4.1%
Football	33	9.0	10	3.2%
Skateboarding	36	6.6	12	2.3%
Mtn Biking (off-road)	39	6.0	11	2.5%
Lacrosse	51	2.7	9	3.4%

Nat'l Rank: Popularity of sport based on national survey.

Nat'l Participation: Percent of population that participate in this sport on national survey.

Primary Service %: Ranking of activities based upon average from Table-A.

Primary Service Rank: The rank of the activity within the Primary Service Area.

¹ This rank is based upon the 51 activities reported on by NSGA in their 2010 survey instrument.

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Comparison of State Statistics with National Statistics: Utilizing information from the National Sporting Goods Association, the following charts illustrate the participation numbers in selected sports in the State of New York.

State of New York participation numbers in selected indoor and outdoor sports - As reported by the National Sporting Goods Association in 2011.

Table E – New York Participation Rates

Sport	New York Participation (in thousands) ²	Age Group	Largest Number
Exercise Walking	5,550	65-74	45-54
Bicycle Riding	2,316	7-11	7-11
Hiking	2,657	25-34	25-34
Running/Jogging	2,090	12-17	25-34
Soccer	1,150	7-11	7-11
Tennis	1,184	12-17	25-34
Baseball	121	7-11	7-11
Softball	977	7-11	25-34
Football	705	12-17	12-17
Skateboarding	552	7-11	12-17
Mtn-Biking (off-road)	0	18-24	25-34
Lacrosse	0	12-17	12-17

NY Participation: The number of people (in thousands) in New York who participated more than once in the activity in 2011 and are at least 7 years of age.

Age Group: The age group in which the sport is most popular or in other words, where the highest percentage of the age group participates in the activity. (Example: The highest percent of an age group that participates in exercise walking is 55-64.) **This is a national statistic.**

Largest Number: The age group with the highest number of participants. Example: The greatest number of exercise walkers is in the 45-54 age group. (Note: This statistic is driven more by the sheer number of people in the age group than by the popularity of the sport in the age span.) **This is a national statistic.**

² The chart illustrates “0” participants in Lacrosse and Mtn-Biking within the State of New York, in this particular instance there was not data reported to the NSGA about these activities.



New York sport percentage of participation compared with the population percentage of the United States:

New York's population represents 6.2% of the population of the United States (based on 2011 Estimates).

Table F – New York Participation Correlation

Sport	Participation Percentages
Softball	9.4%
Tennis	9.0%
Skateboarding	8.4%
Soccer	8.3%
Football	7.8%
Hiking	6.8%
Bicycle Riding	5.9%
Exercise Walking	5.7%
Running/Jogging	5.4%
Baseball	1.0%
Mtn Biking (off-road)	0.0%
Lacrosse	0.0%

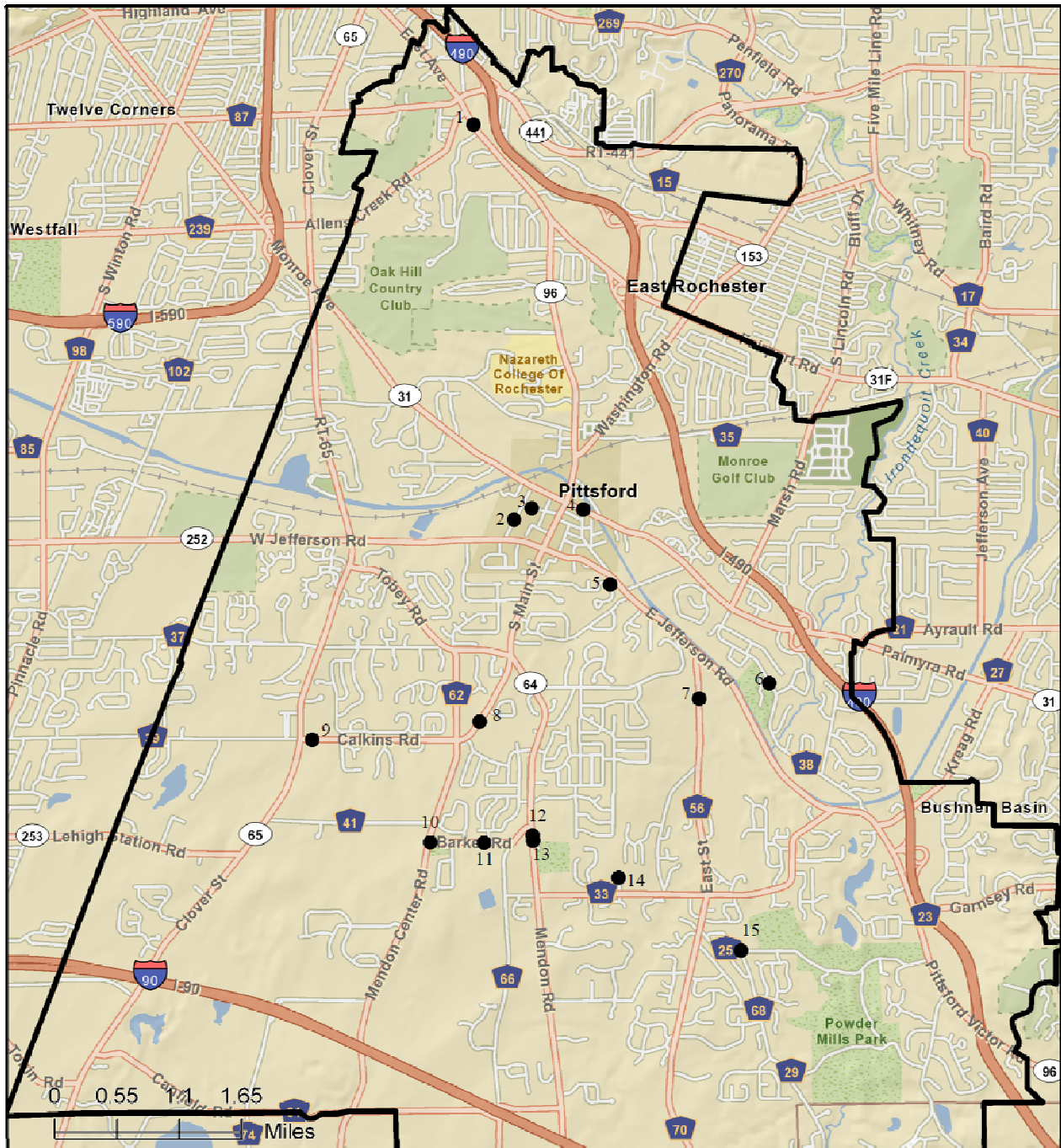
Note: Sports participation percentages refer to the total percent of the national population that participates in a sport that comes from the State of New York's population. The fact that the rate of participation is equal to or greater in 6 of the 12 activities listed indicates a great rate of participation.

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Map A – Town of Pittsford & School District Facilities:



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Table G – Town & School District Facility Assets:

	Facility	Rectangle	Baseball	Softball	Tennis	Gym	Pool
1	Allen Creek Elem.	X				X	
2	Sutherland H.S.	X	X	X	X	X	X
3	Spiegel Center	X				X	
4	Pittsford Library						
5	Jefferson Rd. Elem.	X		X		X	
6	Great Embankment Park	X	X				
7	Habecker Fields		X				
8	Mendon Center Elem.	X	X			X	
9	Calkins Rd. Middle	X		X	X	X	X
10	Hopkins Park	X					
11	Barker Rd. Middle	X		X	X	X	X
12	Mendon H.S.	X	X		X	X	X
13	Thornell Farm Park	X		X	X		
14	Thornell Rd. Elem.	X				X	
15	Park Road Elem.	X				X	

There are a number of facilities that reside within the Primary Service Area that are not illustrated on this map. Those are:

- Bob Ford Fields. This facility has 2 baseball fields, but is scheduled and maintained by the Little League Association.
- Nazareth College. The college has a field-turf practice facility and a natural grass stadium facility. In addition they have indoor health, wellness and recreation opportunities for students.
- Stephens College. The college has both a field-turf stadium facility and a natural grass stadium facility. In addition they have indoor health, wellness and recreation opportunities for students.

It should be noted that there are times when the School District and Pittsford Youth Football have utilized the college facilities, but neither the School District or the Town have any responsibility for scheduling and/or maintaining those facilities.



Athletic Field Market Constraints:

- The community and youth sports providers view all of the fields within the community as community assets and as such there is little to no differentiation between what the Town and School District is responsible for. As the community members are already paying taxes there is a general feeling that there is a lack of attention being paid to the fields and that they are somehow being short-changed with regards to the overall inventory and care of those facilities.
- The participants in youth sports activities travel the greater Rochester area and Upstate New York to participate in various events and from that there is a great deal of facility envy that develops. That relates back to questions of why communities with significantly less taxes and/or median household income are able to afford “better” or “more” indoor and outdoor facilities.
- The youth sports organizations along with the school district are primary users of fields within the primary service area. As such the Town has become more of a purveyor and allocator of fields. The youth sports organizations have seen tremendous growth during that time and subsequently there has been limited expansion of Town fields.
- While the school district has seen expansion of field space and indoor spaces with the addition of a new middle school, expansion of Sutherland H.S. and renovation of Mendon H.S. those new facilities have been largely used by school based program. Subsequently there is minimal time for the general public, youth sports and the Recreation Department to utilize those indoor and outdoor spaces.
- Because of the weather that exists in Upstate New York there is a regulation that keeps groups from utilizing outdoor spaces until May 1 and eliminates use of those facilities as of October 1. With this truncated time frame the amount of use fields receive from May 1 through July 1 creates an environment where it is very difficult, if not impossible for the Town and School District to properly maintain those outdoor spaces.
- When facilities, indoor and outdoor do undergo significant maintenance or are taken off-line there is a greater focus on the potentially limited resources that the community has, which re-emphasizes the facility envy that many community members have.
- While the relationship between the Town and the School District is healthy there are challenges in that the maintenance schedule for indoor spaces and fields is not coordinated between the two groups.



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- Through conversation with the youth sports groups it would appear that almost all competitive events, utilizing both rectangles and diamond can be accommodated. However, major issues still exist in the area of accommodating practice times in appropriate spaces and if any field spaces are taken off-line for maintenance and/or renovation it creates a significant negative impact upon allocating fields for competition and practice.
 - All youth sports organizations have continued to grow at an exponential rate, despite a lack of growth of new indoor and outdoor spaces.

Athletic Fields Market Opportunities:

- In conversations with the youth sports groups and other users of indoor and outdoor spaces there is a great deal of support with regards to the re-emphasis of maintenance and upkeep of those spaces.
- Also in conversation with the youth sports group they were very accepting of the concept of paying a field rental fee. The School District already assesses a lining fee for the use of their fields so the one caveat these groups expresses is that the charges be consistent between the Town and the School District. However, the expectations and demands of the youth sports groups will change as rental fees are imposed.
- Within the list of constraints it was indicated that there is not a coordinated effort of maintenance between the indoor and outdoor spaces. While that is a reality the positive relationship between the School District and Town would indicate that creating that consistency between the two organizations is a reality that could be achieved with a focused group effort.
- Both the Town and School District are currently undertaking studies to determine how their respective facilities could be better utilized in order to accommodate the groups that currently use facilities.
- Because of the high level of involvement from the youth sports organizations there is an opportunity to “partner” with them on long term improvements as it relates to field development and field maintenance. This is evident in how the little league group handles the Bob Ford Fields and their involvement in the maintenance and development of the Habecker Fields. Additionally the Mustangs Youth Soccer organization has invested in fields on school district and Town property.

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- With the potential development of a stadium-like field-turf facility at Thornell Farm Park there is an opportunity to develop that location into more of a sports complex. While the School District has invested into Field #3 for their softball programs there is an opportunity to look at the complete re-orientation and re-grading of the space to accommodate more/better field space.
 - Most of the youth sports organizations are at a point where they are not interested or able to continue to grow their programs beyond the current enrollment. The exception to that is in the area of youth lacrosse, which is still realizing exponential growth.



School District Stakeholder Meeting:

The Pittsford School District was a primary stakeholder that B*K met with in this process and their recently completed study of field use is a primary factor in the Town choosing to update their Master Plan as it relates to fields. To that end it is important to outline the discussions had and historical relationship between the Town and School District to provide framework for moving forward and for recommendation purposes.

- The School District and Town have long maintained a reciprocal agreement for facility use with the Town receiving first priority of the School District's facilities and the School District receiving first priority of the Town's facilities.
- At one point the Town functioned as the provider of insurance and as a "bank" for many of the athletic coaches and their ability to offer off-season camps. This relationship further enhanced the need for the aforementioned reciprocal agreement. However as insurance has become cheaper and with the formation of booster clubs for athletic teams the Town has functioned less and less in this role.
- As a function of the study the School District commissioned on field use there were approximately 3,034 School District events and approximately 2,255 community events that took place on a combination of primarily School District and some Town parks. While this represents a huge number of activities taking place on these pieces of property it is important to note that very few, if any of the community events were Town sponsored events.
- The primary School District facilities that the Town uses are 1 of the 4 pools to support their year around aquatics program and 1 elementary school location to support their summer fun program.
- As part of the recommendation of the School District's study it was indicated that the addition of turf fields to the School District inventory would alleviate some of the overuse of the current grass fields. The School District's initial plan was to install 1 turf field at Sutherland H.S., 1 turf field at the current stadium location at Mendon H.S. and an additional turf field behind Mendon H.S. The Town recognizing some of the challenges of the additional field behind Mendon H.S. has offered another option of converting TFP-1 into a turf field with stadium seating and lights. This again points to the collaborative nature of the relationship between the Town and School District.

While B*K recognizes the positive working relationship between the School District and the Town the number one concern that B*K has with regards to the development of a turf field on



TFP-1 to be used as a primary stadium field for the School District is access. Both the Town and the School District need to look at all of the fields within the inventory as community assets.

Youth Sports Stakeholder Input & Assessment:

As part of the overall process of updating the master plan, in particular addressing field use B*K met with the primary users of School District and Town fields to discuss the current state of their programs, unmet needs and also future demand. For each group there are some specific notes but some general statements can be made about the youth sports groups:

- With many of these youth sports groups traveling to different communities in the greater Rochester area there is very much a feeling of facility envy. That is to say many of the participants and parents of participants look at what other communities have for athletic facilities and ask the question, “Why do we not have something of that nature in Pittsford?” The answer to that question may be as varied as the different funding mechanisms for the facilities, irrespective of that it is an issue that both the Town and School District face.
- When talking about needs and service gaps for field use it was acknowledged by most groups that the issue has less to do with accommodating competition and more to do with accommodating practices. To date both the Town and School District have maintained that they will issue permits for competitions, but practices will be addressed on a first come, first serve basis.
- There has been a movement by the Town and School District to ensure that appropriate activities take place in appropriate spaces, which is to say sports that need rectangles should use appropriate spaces and sports that need diamonds should use appropriate spaces. From the feedback B*K received it sounds as though there are still groups using inappropriate spaces for practices, which could lead to safety concerns if not addressed.
- All of the youth sports organizations acknowledged the fact that the bulk of the fields in the Town and School District inventory could use an increase in the level of maintenance that they receive. However, they were also quick to point out that taking of fields, rectangles or diamonds offline would create an even larger gap and greater challenge in accommodating competitions and practices.
- Currently the School District charges a “lining fee” for use of their fields. When they were asked their feeling on the appropriateness of a facility “rental” fee being applied to fields so that additional dollars were available for maintenance almost all groups accepted such a fee as commonplace and would simply pass that cost on to the end user.

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- Almost all of the groups indicated that they are renting indoor facility space outside of the Town of Pittsford and School District boundaries. In total there is approximately \$200,000 being spent to rent these facilities. All groups indicated that their preference would be to keep these dollars within the community but there is currently not a provider with appropriate facilities to rent.
 - There was a general feeling in particular from the baseball groups that “nothing new” has been done with Town field facilities and that they are the same as they were 20 years ago. While many of the fields are in their original location as part of the School District improvement plan and with the addition of the upper portion of Great Embankment Park School District properties have been streamlined to maximize playing surfaces and the Town has added 60-90 baseball diamonds.

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The Town and School District provide field space for many local sport organizations that serve the residents of Pittsford and surrounding area. Important issues with the sports organizations include:

Baseball

Meetings with the baseball associations serving the Pittsford area involved representatives from the Pittsford Little League, Rayson-Miller Legion Team and Panthers. The groups indicated there is a need for about 1,000 games slots per year not including practice. There was a strong push from the baseball organizations for the Town to add more fields to the park facilities inventory or at the very least making improvements to the Great Embankment Park fields to accommodate more game and practice times. The organizations represent about 1,276 players under age of 19. Statistically speaking, based on data from NSGA, the 1,276 players represent about 120% of market potential. It should be noted that NSGA reports that participation in baseball has dropped about 21% over the past ten years. This statistical information suggests that the baseball program is fully saturated in the Pittsford market and the fact that interest in playing baseball is declining in the U.S. This raises a legitimate question from a statistical perspective that the need for more baseball fields, beyond improvements to Great Embankment Park, is not supported statistically.

The Pittsford Little League reported a significant drop-off in participation in the 13 year old age group. It should be noted that this is a national trend and to that Little League has adopted an additional field dimension (50-70) in recent years to assist in reaching participants that might otherwise stop participation in baseball at 13 years of age. To that end Pittsford Little League had a keen interest in a field with these dimensions either being added to the inventory or at the very least one of the current fields modified.

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Soccer

B*K met with representatives from the Mustang Soccer Association and Pittsford Untied Adult League, while the Hawks Soccer Association was invited to the table to discuss the topic at hand they did not have representation present. The Mustangs serve about 1,600 players while the adult league has about 140 participants in the Pittsford area. Participation has been consistent over the past few years. The Hawk's Soccer club did not respond to the invitation to participate and information on participation numbers is not available. The NSGA statistics indicate that the market potential in the Pittsford area is about 1,622 players. This information suggests that participation in soccer is reaching a saturation point. The Mustang's indicated that they have about 20-30 game slots per year that they are unable to fill. This unmet demand for field space for games could be eliminated with a synthetic Turf field with access to lighting.

It was also indicated to B*K that there have been times where Mustang teams have had games cancelled by official due to the unplayable nature of the designated game field. Further when these games were cancelled the club incurred a fine. In follow-up conversation with a representative from the Mustangs it was indicated that this happens on an infrequent basis and when it has happened it has not been on Town fields, but rather School District fields. The point of the follow-up conversation with the Mustangs was not to assign blame, but to identify how frequently this is happening and where.

Lacrosse

Representatives from Pittsford Lacrosse reported that participation in Lacrosse is growing. Currently the program serves about 500 players. The K-6grade program has increased from 100 participants in 2006 to a level of 300 participants in 2011. Without more access to fields the Lacrosse program will be forced to limit participants at about 360 players in the K-6 program. Statistically speaking Lacrosse has only reached about 50% of its capacity in Pittsford. It should be noted that lacrosse is an emerging sport with national participation growing about 125% over the past ten years. The existing inventory of field space cannot accommodate the growth in lacrosse and the program will be faced with having to go outside the community for field space to meet the program demands within the near future or this growing demand could be met with the expanded playability of a synthetic turf field.

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Football

The Pittsford Football program serves about 230 players in the Pittsford area and report a waiting list of about 15 players. The football program cannot expand until they have enough players to field three more teams (going from 6 teams to 9 teams) or about 70-75 players. Participation in football has remained strong as Pittsford has more teams than neighboring communities that compete in the same league. Applying the NSGA statistics indicate that football has reached about 40% of its market potential in Pittsford and nationally participation in football has increased a modest 15% over the past 10 years but experienced a 4% decrease in participation between 2010 and 2011. This downward trend could possibly continue given the exposure and concerns being raised over concussions and the long term effect on athletes. Currently the Football program is utilizing School District facilities for practices and games. The football program indicated that the School District fields handle their basic needs but finding space for make-up games is a problem, especially during the week. The program indicated a desire for a 50-yard field for practice and scrimmage support.

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NRPA and SCORP Standards: Since 1993 the National Recreation and Parks Association (NRPA) has published a Parks, Recreation, Open Space and Greenway Guideline publications to assist communities in developing park and recreation plans. In addition, the State Comprehensive Outdoor Recreation Plan (SCORP) establishes standards that provide guidelines and suggested requirement based on an approximate number of acres needed to support the recreation demands for a community based on a scale of per 1,000 in population. The New York Office of Parks and Recreation and Historic Preservation developed the SCORP guidelines through researching various recreation activities and canvassing other governmental agencies that provide recreation activities. These standards can be used as a benchmark for the Town of Pittsford in determining the need for additional recreation facilities.

Table H – SCORP Standards

Facility Type	Max user Density	Standard per 1,000 Pop.	Comments
Field Games	15 users/acre	3 acres/1,000	May be provided through off-peak use of school facilities
Basketball Courts	6 users/court	1 court/1,000	
Swimming Pool	1 user/25 sq. ft.	750 sq. ft./1,000	No delineation between an indoor or outdoor pool
Tennis Courts	4 users/court	1 court/1,000	

Overlaying the SCORP standards to the inventory of field space in Pittsford allows for the following comparison

Table I – SCORP w/ Pittsford Overlay

Facility Type	SCORP Standard	Pittsford Inventory	Difference
Field Games	88.5 acres	98 acres*	+9.5 acres
Basketball Courts	29.5 courts	14 courts**	-15.5 courts
Swimming Pool	22,125 SF	12,800 SF	-9,325 SF
Tennis Courts	29.5 courts	31 courts	+1.5 courts

*Based on 2 T-ball fields and 4 Little League fields at an estimate of 1 acre each, 7 baseball fields at an estimate of 3 acres each, 7 softball fields at an estimate of 2 acres each, 20 regulation soccer/lacrosse fields at an estimate of 2 acres each and 12 non-regulation soccer/lacrosse fields at an estimate of 1.5 acres each.

** Does not include outdoor courts

*** Based on an estimate of 3,200Sf per pool

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Comparing the Town of Pittsford existing inventory of recreation facilities to the SCORP Standards suggest that the Town has done a good job in meeting the recreation needs of the community, especially for field space. However, it should be noted that the overlay of SCORP Standards onto the Town of Pittsford is just one tool in determining the overall recreation needs in a community. However, the stakeholder meetings and data collected from the youth sports organization support the notion that the Town is meeting their program needs today with the exception of 20-30 soccer games slots per year and making the necessary improvements to the Great Embankment Park to bring the fields up to a playing level.

Recreation Facilities and Parks Assessment: The Town of Pittsford has a substantial number of parks that have passive and active use elements as well as organized sports amenities. While there are a considerable number of playing fields there is a limit to the number of teams and programs that can be served, especially youth. The Town has limited indoor recreation space and this has resulted in strong use of school facilities in the community as well as other private and non-profit facilities. The overall lack of indoor recreation space has also significantly limited the number of indoor recreation activities that the Town of Pittsford can offer.

Field Need Summary – The following summarizes basic field use by community organizations as reported by the Town and School District.

Groups	Field Demand
Town Reservations	3,098 hours
School District Reservations	7,933 hours
Total Demand	11,031 hours
Existing Inventory ³	29,640 hours

* Calculations based on 3 hours/evening on week nights and 12 hours/week end day totaling 39 hours per week per field. Total hours per field multiplied by 38 fields (20 rectangles and 18 ballfields).

Although the perception is that there is a shortage of field space in the Town of Pittsford it appears that most all of the demand for game space is being accommodated between the Town and School District. In contrast the information gathered from the individual sport organization indicated a shortage of field space. This leads to the conclusion that the existing inventory of fields is put under tremendous scheduling stress during a relatively short period of time. The

³ This is both Town and School District combined.

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table above indicates that the occupancy rate and demand for the existing field inventory is only about 37% of capacity over the course of a 20 week season. Staggering the individual sport seasons could help reduce the peak demand for field space in May and June.



Future Field Maintenance

A key point of discussion with the youth sports groups was the maintenance of the fields that are used for games. In the summer of 2011 there was a total of approximately \$114,150 spent for maintenance between the fields at the Spiegel Community Center, Thornell Farm Park, Great Embankment Park and Hopkins Park with Thornell Farm Park consuming the majority of the resources. In this context it is important to understand that those dollars account for maintenance hours both salaried and seasonal, mowing both salaried and seasonal along with general park maintenance and fertilizer. That dollar figure does not include any significant capital improvement dollars for 2011.

As the Town and School District move forward it will be important for the two agencies to develop a cohesive maintenance plan. B*K would envision the plan evolving in the following manner:

1. Determine “typical” use for fields at each facility. In determining this use the age of players, sport and frequency should be taken into account.
2. Determine any significant capital improvements that need to take place at the various locations. Those capital improvements should either be absorbed immediately, budgeted for or both groups should go to the end user and they should bear the cost.
3. Once that inventory of typical use and necessary capital improvement has been complete the School District and Town should determine the standard by which each field is maintained. Those standards should outline; mowing regularity, fertilization, aeration, etc. and regularity with which is completed.
4. Finally a long range capital improvement plan should be developed that outlines which fields, rectangles or diamonds should be taken off-line, how frequently and for what duration. It should be understood that without the addition of the turf fields and redevelopment of both Thornell Farm Park and Great Embankment Park taking any playing surface off-line will create a sever constraint on end users ability to play all necessary contests.

As this cohesive plan is put in place and implemented it would be the expectation of B*K that there would be an increase in the overall cost of maintaining the facilities. However, it should be pointed out that almost all of the youth sports agencies would be agreeable to some type of field rental fee being assessed as that would then be the burden of the membership.

It has been the experience of B*K that many school districts and governments around the country have established these standards for the care of fields. To that end in many instances if

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youth sports organizations are looking for a level of service beyond that standard that has been set they are required to bear that cost. In bearing said cost it does not give groups preference of scheduling or exclusivity of use the Town or School District would still retain scheduling rights to the facility. This is an important point of discussion for both the Town and School District when they are establishing these standards and will be important to ask the question, “At what point do the youth sports organizations need to have a greater financial responsibility for the end product?”

While the addition of turf fields to the total inventory with the Town and School District will extend seasons and increase the overall number of hours and activities that can take place it is not without equal if not greater cost to the organization. With the addition of turf fields to the inventory required maintenance of those spaces includes:

- Dragging fields, potentially on a daily basis depending up use to maintain substructure for optimal playability.
- Because of the sand and rubber mix that is used with these fields some organizations recommend treating them with a pesticide to eliminate grass and weeds growing in the turf.
- Because of the heat that these playing surfaces radiate from absorption of sun light some groups recommend using a water cannon on the playing surface prior to contests.
- Depending upon the manufacture of the turf surface B*K has heard life span of these surfaces vary from 8-15 years. To that end both the School District and Town will need to allocate resources to replace those surfaces in that time frame, said replacement could be \$500,000-\$750,000 per surface.

The most important point that should be gleaned from this is that the installation of a turf system does decrease the day-to-day maintenance requirements, but it does not eliminate them completely. As it relates to the capital replacement costs in particular the willingness of some groups to rent indoor facility time might make a temporary dome more feasible for the field at Thornell Farm Park and create a revenue stream for the initial investment of the dome and long term replacement of the playing surface.



Section III – Community Center Feasibility Study Update

Community Center Recommendations: Based upon the demographic realities of the Town, information gathered in stakeholder meetings and individual meetings, history of recreation programming for the Recreation Department and current core services B*K would recommend the following with regards to the concept of a Community Center in the Town of Pittsford:

- The Town should begin to move forward with the development of a new community center.
- Facility components that should be included in the initial construction of the facility should include:
 - A lobby area that would include a front desk and comfortable living room style furniture.
 - Group exercise space with appropriate floating wood floors, mirrors, ballet bars and audio equipment that can be used as both space for group exercise and dance studios.
 - Dedicated senior space with an entrance and operational hours independent of the community center. Senior specific programming would then take place in the community center proper.
 - Adjacent to, but not for sole use of the seniors should be a fully functional kitchen capable of preparing meals for 150-200 individuals.
 - A functional area that can be used to seat 200-300 individuals for a meal or gather such as the Town Wide Meeting, but can also be sectioned into smaller rooms for programmatic use. This space, or spaces should have appropriate finishes and technology so they can accommodate meetings and existing programs.
 - A classroom that can be used as 1 large space or 2 smaller spaces for classes. Finishes in a space like this should include laminate or tile flooring so as to prevent spills and stains along with work sinks and appropriate technology.
 - A childcare area that can accommodate the current number of childcare users plus an increase of approximately 10%. Again, appropriate sizing of amenities of this space as it will be dedicated to use by younger children. While this component will be located within the facility having a security point for checking kids in and out of



the space will be important to maintain security. Inclusion of bathroom facilities along with dishwasher would be advantageous.

- B*K would also recommend the inclusion of a full-size gymnasium in the new community center as well. This area of the facility could be either a hard wood surface or a multi-activity surface and it should be equipped with a divider curtain so that the space can be sectioned based upon activity and time of day.
- The inclusion of a full-sized gymnasium would also allow for the incorporation of an elevated walking/running track in the same space. Given the prolonged winter season in Upstate New York and the inclusion of the Senior Center in the same space it would make a great deal of sense to make the facility a one-stop-shop for both socialization opportunities along with health and wellness.
- The design of the new community center should be focused on spaces that maintain the current level of programming and allow for the flexibility of developing new programs based upon demand by the citizenry. Incorporation of a playground or spray pad would also provide programming opportunities for the childcare program.
- The incorporation or adjacency of connectivity and green space within a new community center would allow ease of access and flexibility in programming.
- If the Town would choose to completely abandon the current Spiegel Community Center the issue of adequate storage must be addressed with the new facility, not only for programs housed in the new facility, but also storage for equipment associated with special events and the summer fun program as well.
- B*K would recommend that the Town continue with their strong presence in providing aquatic programming through the use of School District facilities. It would also be the recommendation of B*K that the Town continue dialogue with the School District to ensure that they have access to one of the larger indoor aquatic facilities, i.e. Sutherland High School, Mendon High School or Caulkins Road Middle as the program has outgrown the space provided at Barker Road Middle.



Participation Statistics:

Recreation and Sports Participation Statistics: On an annual basis the National Sporting Goods Association (NSGA) conducts an in-depth study and survey of how Americans spend their leisure time. This information provides the data necessary to overlay rate of participation onto the Primary Service Area to determine market potential.

Indoor Community Center Related Activities Participation: The following list of recreation activities are typical components of an active community recreation center. That is not to say that a community center in Pittsford could deviate from this list and not include portions, but these activities do illustrate the market potential for a wide variety of activities within the identified Primary Service Area.

Table A – Recreation Activity Participation Rates for Primary Service Area

Activity	Age	Income	Region	Nation	Average
Aerobic	13.8%	20.1%	14.2%	14.9%	15.7%
Basketball	9.2%	10.4%	9.8%	9.3%	9.7%
Billiards/Pool	6.3%	7.5%	7.2%	7.1%	7.0%
Exercise w/ Equipment	18.7%	26.9%	19.0%	19.7%	21.1%
Exercise Walking	34.8%	40.1%	30.4%	34.6%	35.0%
Running/Jogging	12.3%	16.6%	11.4%	13.8%	13.5%
Swimming	16.8%	22.9%	16.6%	16.4%	18.2%
Volleyball	3.7%	3.6%	4.1%	3.6%	3.7%
Weight Lifting	9.2%	14.1%	9.4%	10.4%	10.8%
Workout @ Clubs	11.3%	19.2%	13.8%	12.3%	14.1%
Yoga	6.6%	9.0%	7.9%	7.7%	7.8%

Age: Participation based on individuals ages 7 & Up of the Primary Service Area.

Income: Participation based on the 2011 estimated median household income in the Primary Service Area.

Region: Participation based on regional statistics (Mid-Atlantic).

National: Participation based on national statistics.

Average: Average of the four columns.

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Anticipated Participation Numbers by Activity: Utilizing the average percentage from Table-A above plus the 2010 census information and census estimates for 2011 and 2016 (over age 7) the following comparisons can be made.

Table B – Participation Rates Primary Service Area

Activity	Average	2010 Part.	2011 Part.	2016 Part.	Difference
Aerobic	15.7%	5,284	5,399	5,412	+128
Basketball	9.7%	3,245	3,316	3,324	+79
Billiards/Pool	7.0%	2,356	2,408	2,413	+57
Exercise w/ Equipment	21.1%	7,078	7,232	7,249	+171
Exercise Walking	35.0%	11,741	11,997	12,025	+284
Running/Jogging	13.5%	4,539	4,638	4,649	+110
Swimming	18.2%	6,105	6,238	6,253	+148
Volleyball	3.7%	1,256	1,283	1,286	+30
Weight Lifting	10.8%	3,619	3,697	3,706	+88
Workout @ Clubs	14.1%	4,750	4,853	4,865	+115
Yoga	7.8%	2,617	2,674	2,681	+63

Note: The estimated participation numbers indicated above are for indoor activities and do not necessarily correlate to attendance figures for and indoor community recreation center within the Primary Service Area. These numbers number can be compared to various activities offered at the Spiegel Community Center to determine market saturation for various activities.



Participation by Ethnicity and Race: Participation in sports activities is also tracked by ethnicity and race. The table below compares the overall rate of participation nationally with the rate for Hispanics and African Americans. Utilizing information provided by the National Sporting Goods Association's 2011 survey, the following comparisons are possible.

Table C – Comparison of National, African American and Hispanic Participation Rates

	Primary Service Area	National Participation	African American Participation	Hispanic Participation
Aerobic	15.7%	14.9%	14.0%	13.9%
Basketball	9.7%	9.3%	14.5%	12.2%
Billiards/Pool	7.0%	7.1%	3.9%	10.7%
Exercise w/ Equipment	21.1%	19.7%	15.9%	18.5%
Exercise Walking	35.0%	34.6%	28.2%	31.0%
Running/Jogging	13.5%	13.8%	11.0%	15.9%
Swimming	18.2%	16.4%	6.8%	12.9%
Volleyball	3.7%	3.6%	2.1%	5.7%
Weight Lifting	10.8%	10.4%	9.2%	10.0%
Workout @ Clubs	14.1%	12.3%	9.5%	12.3%
Yoga	7.8%	7.7%	4.6%	8.2%

Primary Service Part: The unique participation percentage developed for the Primary Service Area.

National Rate: The national percentage of individuals who participate in the given activity.

African American Rate: The percentage of African Americans who participate in the given activity.

Hispanic Rate: The percentage of Hispanics who participate in the given activity.

Based on the fact that there is not a significant Hispanic and Black population in the Primary Service Area those participation rates become less relevant to the impact on overall participation percentages.



Summary of Sports Participation: The following chart summarizes participation in both indoor and outdoor activities utilizing information from the 2011 National Sporting Goods Association survey.

Table D – Sports Participation Summary

Sport	Nat'l Rank¹	Nat'l Participation (in millions)	Primary Service	Primary Service % Participation
Exercise Walking	1	95.8	1	35.0%
Exercising w/ Equipment	2	55.3	2	21.1%
Swimming	3	51.9	3	18.2%
Aerobic Exercising	5	38.5	4	15.7%
Running/Jogging	8	36.3	6	13.5%
Workout @ Club	10	35.5	5	14.1%
Weightlifting	12	31.5	7	10.8%
Basketball	14	26.9	8	9.7%
Yoga	15	20.2	9	7.8%
Billiards/Pool	17	13.5	10	7.0%
Volleyball	29	12.5	11	3.7%

Nat'l Rank: Popularity of sport based on national survey.

Nat'l Participation: Percent of population that participate in this sport on national survey.

Primary Service %: Ranking of activities based upon average from Table-A.

Primary Service Rank: The rank of the activity within the Primary Service Area.

It should be noted that the top 3-5 activities within the Primary Service Area are typical of what B*K sees in communities of similar size and demographic make-up. It is also important to note that country is aging and as such Exercise Walking, Swimming and Exercise w/ Equipment are activities that span the widest spectrum of age groups so it would make sense that they would also have the highest demand and level of participation.

¹ This rank is based upon the 51 activities reported on by NSGA in their 2010 survey instrument.

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Comparison of State Statistics with National Statistics: Utilizing information from the National Sporting Goods Association, the following charts illustrate the participation numbers in selected sports in the State of New York.

State of New York participation numbers in selected indoor and outdoor sports - As reported by the National Sporting Goods Association in 2011.

Table E – New York Participation Rates

Sport	New York Participation (in thousands)	Age Group	Largest Number
Exercise Walking	5,550	65-74	45-54
Exercising w/ Equipment	2,927	25-34	25-34
Swimming	2,867	7-11	7-11
Aerobic Exercising	2,556	35-44	25-34
Running/Jogging	2,090	12-17	25-34
Workout @ Club	2,540	25-34	25-34
Weightlifting	1,742	25-34	25-34
Basketball	2,005	7-11	12-17
Yoga	1,556	25-34	25-34
Billiards/Pool	1,366	25-34	25-34
Volleyball	887	12-17	12-17

NY Participation: The number of people (in thousands) in New York who participated more than once in the activity in 2011 and are at least 7 years of age.

Age Group: The age group in which the sport is most popular or in other words, where the highest percentage of the age group participates in the activity. (Example: The highest percent of an age group that participates in exercise walking is 55-64.) **This is a national statistic.**

Largest Number: The age group with the highest number of participants. Example: The greatest number of exercise walkers is in the 45-54 age group. (Note: This statistic is driven more by the sheer number of people in the age group than by the popularity of the sport in the age span.) **This is a national statistic.**



New York sport percentage of participation compared with the population percentage of the United States:

New York's population represents 6.2% of the population of the United States (based on 2011 Estimates).

Table F – New York Participation Correlation

Sport	Participation Percentages
Volleyball	8.8%
Basketball	7.7%
Workout @ Club	7.4%
Yoga	7.2%
Billiards/Pool	6.8%
Swimming	6.2%
Aerobic Exercising	6.1%
Weightlifting	6.0%
Exercise Walking	5.7%
Running/Jogging	5.4%
Exercising w/ Equipment	5.3%

Note: Sports participation percentages refer to the total percent of the national population that participates in a sport that comes from the State of New York's population. The fact that the rate of participation is equal to or greater in 6 activities indicates strong participation in a variety of activities on a state level.



In addition to examining the participation numbers for swimming through the NSGA 2011 Survey and the Spending Potential Index for Entertainment & Recreation B*K can access information about Sports & Leisure Market Potential. The following information illustrates participation rates for adults in various activities in the Primary Service Area.

Table G – Market Potential Index for Adult Participation in Activities

Primary Service Area Adults participated in:	Expected Number of Adults	Percent of Population	MPI
Aerobics	4,140	14.9%	150
Basketball	2,306	8.3%	89
Jogging/Running	4,060	14.6%	137
Pilates	1,585	5.7%	172
Swimming	6,957	25.1%	129
Volleyball	975	3.5%	100
Walking for Exercise	11,490	41.4%	139
Weight Lifting	4,866	17.5%	148
Yoga	2,791	10.1%	172

Expected # of Adults: Number of adults, 18 years of age and older, participating in the activity.

Percent of Population: Percent of the service area that participates in the activity.

MPI: Market potential index as compared to the national number of 100.

This table indicates that the overall propensity for adults to participate in the various activities listed is relatively high. In fact of the 9 activities listed the MPI is equal to or higher than the national number in all but 1 of the activities. These numbers would indicate a very active adult community within the Service Area.



Non-Sport Participation Statistics: It is recognized that most community recreation centers to which the Spiegel Center in Pittsford is no exception are more than just sports oriented facilities. Participation in a wide variety of passive activities and cultural pursuits is common and essential to a well-rounded center. This information is useful in determining some of the program participation and revenue in the operations section of the report.

While there is not an abundance of information available for participation in these types of activities as compared to sport activities, there are statistics that can be utilized to help determine the market for cultural arts activities and events.

There are many ways to measure a nation's cultural vitality. One way is to chart the public's involvement with arts events and other activities over time. The NEA's Survey of Public Participation in the Arts remains the largest periodic study of arts participation in the United States, and it is conducted in partnership with the U.S. Census Bureau. The large number of survey respondents – similar in make-up to the total U.S. adult population – permits a statistical snapshot of American's engagement with the arts by frequency and activity type. The survey has taken place five times since 1982, allowing researchers to compare the trends not only for the total adult population, but also for demographic subgroups.²

² National Endowment for the Arts, *Arts Participation 2008 Highlights from a National Survey*.



Table H – Percentage of U.S. Adult Population Attending Art Museums, Parks and Festivals: 1982-2008

					Rate of Change	
	1982	1992	2002	2008	2002-2008	1982-2008
Art Museums/Galleries	22.1%	26.7%	26.5%	22.7%	-14%	+3%
Parks/Historical Buildings	37.0%	34.5%	31.6%	24.9%	-21%	-33%
Craft/Visual Arts Festivals	39.0%	40.7%	33.4%	24.5%	-27%	-37%

Attendance for the most popular types of arts events – such as museums and craft fairs – also declined.

- After topping 26% in 1992 and 2002, the art museum attendance rate slipped to 23 percent in 2008 – comparable to the 1982 level.
- The proportion of the U.S. adults touring parks or historical buildings has diminished by one-third since 1982.



Table I – Percentage of U.S. Adult Population Performing or Creating Art: 1992-2008

				Rate of Change	
	1992	2002	2008	2002-2008	1982-2008
Performing:					
Jazz	1.7%	1.3%	1.3%	+0.0%	-0.4%
Classical Music	4.2%	1.8%	3.0%	+1.2%	-1.2%
Opera	1.1%	0.7%	0.4%	-0.3%	-0.7%
Choir/Chorus	6.3%	4.8%	5.2%	+0.4%	-1.1%
Musical Plays	3.8%	2.4%	0.9%	-1.5%	-2.9%
Non-Musical Plays	1.6%	1.4%	0.8%	-0.6%	-0.8%
Dance	8.1%	4.3%	2.1%	-2.2%	-6.0%
Making:					
Painting/Drawing	9.6%	8.6%	9.0%	+0.4%	-0.6%
Pottery/Ceramics	8.4%	6.9%	6.0%	-0.9%	-2.4%
Weaving/Sewing	24.8%	16.0%	13.1%	-2.9%	-11.7%
Photography	11.6%	11.5%	14.7%	+3.2%	+3.1%
Creative Writing	7.4%	7.0%	6.9%	-0.1%	-0.5%

Adults generally are creating or performing at lower rates – despite opportunities for displaying their work line.

- Only photography increased from 1992 to 2008 – reflecting, perhaps, greater access through digital media.
- The proportion of U.S. adults doing creative writing has hovered around 7.0 percent.
- The rate of classical music performance slipped from 1992 to 2002 then grew over the next six years.
- The adult participation rate for weaving or sewing was almost twice as great in 1992 as in 2008. Yet this activity remains one of the most popular forms of art creation.

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Below are listed those sports activities that would often take place either in a community recreation facility, or in close proximity to, and the percentage of growth or decline that each has experienced nationally over the last 10 years (2001-2010).

Table J – National Activity Trend (in millions)

Sport/Activity	2011 Participation	2002 Participation	Percent Change
Lacrosse ³	2.7	1.2	125.0%
Yoga ⁴	21.6	10.7	101.9%
Running/Jogging	38.7	24.7	56.7%
Aerobic Exercising	42.0	29.0	44.8%
Workout @ Club	34.5	28.9	19.4%
Tennis	13.1	11.0	19.1%
Exercising w/ Equipment	55.5	46.8	18.6%
Exercise Walking	97.1	82.2	18.1%
Weightlifting	29.1	25.1	15.9%
Football (tackle)	9.0	7.8	15.4%
Soccer	13.9	13.7	1.5%
Basketball	26.1	28.9	-9.7%
Volleyball	10.1	11.5	-12.2%
Swimming	46.0	53.1	-13.4%
Baseball	12.3	15.6	-21.2%
Softball	10.4	13.6	-23.5%
Skateboarding	6.6	9.7	-32.0%

2011 Participation: The number of participants per year in the activity (in millions) in the United States.

2002 Participation: The number of participants per year in the activity (in millions) in the United States.

Percent Change: The percent change in the level of participation from 2002 to 2011.

³ For Lacrosse the NSGA only has statistical data dating back to 2007, so the increase of 125% is from 2007-2011.

⁴ For Yoga the NSGA only has statistical data dating back to 2007, so the increase of 101.9% is from 2007-2011.



Community Center Public Input Summary:

As part of the overall scope of services B*K was tasked to meet with various stakeholder groups and depending upon the group discuss either field usage and/or a community center. The final stakeholder meeting that B*K conducted was with the Town Board, Recreation Department Staff, Department of Public Works & Parks Staff and Parks & Recreation Advisory Board. From that meeting there were some key points that B*K walked away with in regards to the topic of community center:

- As a Recreation Department and as a Community Center the facilities and programs that are offered to the residents of the Town and School District are different than the other more actively geared recreation facilities like the YMCA. That distinction should be emphasized if a new community center is pursued in the Town.
- Based upon the community survey that was conducted the residents of the Town very much enjoy the current variety of recreation programs that are offered by the Town. This is something that should continue. It is also recognized that there is a gap of the population that is not being reached with the current programming, this is an opportunity.
- Despite the positive reputation of the Recreation Department within the Town and School District they are still using inadequate and in some cases antiquated spaces for programming. The department noticed a sizeable increase in enrollment of recreation programs when they incorporated an online registration system and there is no doubt that they would see another increase in recreation program participation if the majority of current programs were in new and program specific spaces.
- There was an overall disinterest in investing more dollars in the current Community Center. To that end the dollars that would need to be invested in upgrading of ADA accessibility, HVAC and addressing structural needs of the facility make the idea of a new community center much more appealing to everyone involved.
- Another key point that was emphasized within the stakeholder meeting was the idea of keeping a new community center within the Village boundaries and making sure that facility had connectivity to either the Tow Path or other pedestrian connections.
- In addition to the idea of connectivity the concept of adjacent green space to a new community center was felt necessary. The green space was not necessarily identified as sport-specific field space, but green space that could be adapted to a playground, outdoor amphitheater or potentially small organized sports groups.

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- The ability to incorporate the seniors into a new community center was another idea that was widely supported by the group. The seniors have currently outgrown the space that they currently occupy both in numbers and in programs. Having a dedicated space in the community center that they could call “home” would be important, but the inclusion of multi-purpose space and classrooms in the community center proper would be favorable for expanding senior program offerings and having them use spaces at what might be “slow” period of time within a community center is appealing to the group.
 - Another idea that was widely supported that related back to seniors and the use of the facility with the mentoring that could take place. Mentoring in the sense that the seniors might have skill sets that they are able to offer to the younger population and also what B*K refers to as reverse-mentoring where the younger population mentors the seniors, particularly in the area of technology.

It was the observation of B*K that the idea of a new community center had a great deal of support from the group and that it was their opinion that the residents would be supportive of an updated facility that would provide additional programming opportunities and additional opportunities for community.



Alternative Service Providers:

Beyond the assets that exist amongst the Town of Pittsford and the Pittsford School District B*K was also charged with identifying alternative service providers in the area that could have a significant impact on recreation programming and facility offerings within the primary and secondary service areas.

With the assistance of the Town staff there was 159 different recreation/leisure/community service type providers identified within a 10 mile radius of the center of the Village of Pittsford. Those facilities ranged from:

- Full-Service YMCA Facilities
- Public Community Centers
- Library's
- Recreation Departments
- Private Tennis Clubs
- Firearms Shooting
- Privately Owned & Operated Fitness Studios
- Privately Owned Health Club Facilities
- Outdoor Field-Turf Facilities
- Indoor Field-Turf Facilities
- Ice Arenas

The plethora of alternative service providers indicates several things for the service area and the Town.

1. Because of the weather realities of Upstate New York many of the alternative service providers are indoor facilities to be able to accommodate that weather and have a year around operation.
2. The plethora of providers also points to a very active portion of the community and with many of those providers being private entities it would also point to the community having a propensity to pay for services. This is something that the Pittsford Recreation Department realizes and capitalizes on with the Spiegel Community Center and its programmatic offerings.
3. The YMCA has a significant presence in the greater Rochester area. While the YMCA is a great provider of programs and facilities to the members they serve, they do not receive any tax subsidy and while they exist as a non-profit organization there is a requirement



for their facilities to break even. As such their programs and memberships are priced accordingly and can be an obstacle to some individuals and families.

Community Center Market Constraints:

- With the sheer number of service providers in the area there may be a mindset within the primary service area that there is not a need for the Town to pursue a traditional indoor community recreation center with the full complement of aquatics, fitness, gymnasium, etc.
- The Town had been able to make the Spiegel Community Center work for their needs for an extended period of time and in all likelihood beyond the buildings useful lifecycle. While this is a very positive statement it has produced a mindset that the Recreation Department has made the facility work to date and that they should continue to do so. This mindset may be a significant obstacle if the Town is in need of a vote by the citizenry to move forward with the development of a new facility.
- The years of history that many of the instructors with the Recreation Department have enjoyed brings stability and credibility to the program offerings. The challenge in moving these instructors to a new facility will be the ownership that the currently have over the spaces that they use and the feeling of ownership they may feel entitled to in a new facility.

Community Center Market Opportunities:

- The Pittsford Recreation Department has distinguished themselves as something different than the other local providers and in doing so have a great deal of community support for the programs and services they offer.
- The sheer dollars that it may take to update the Spiegel Community Center to a accessible and more current facility make the discussion of a new structure much more palatable to the tax payer.
- At one time the Seniors were housed out of the Spiegel Community and while they have expanded and outgrown their current location the opportunity to have Senior activities and Recreation Department activities in one location is positive and should be capitalized on it possible.



Recreation Programs and Services Trends:

While the Town of Pittsford has a strong foundation of parks and recreation facilities, programs and services, there are some unmet needs as identified by the community. This combined with an aging inventory of existing facilities, plus limited financial resources, places a major challenge on the Town to respond to these needs.

Recreation Program and Service Delivery Trends: To assist in the process of developing a parks and recreation master plan for the Town of Pittsford it is helpful to understand some of the trends that are being seen nationally with recreation programming. However, it should be noted that each community is unique and the area of the country has a strong bearing on trends and other operational factors.

Recreation departments now often serve as a coordinating agency and a clearinghouse for multiple recreation agencies and providers, in an effort to bring a comprehensive scope of recreation programs to a community. This has also increased the number of partnerships that are in place to deliver a broader base of programs in a more cost effective manner. There is also a much stronger emphasis on revenue production and raising the level of cost recovery to minimize tax dollar use to offset recreation programming.

Many programs are now offered with shorter sessions (two to three classes) or on a drop-in pay as you go basis (especially fitness). In addition, there has also been a concerted effort to integrate conventional recreation programming with community based social service programs and education. Most of the social service programs are offered by other community based agencies and education is often coordinated with school districts.

Specific Recreation Program and Service Trends

Sports

- Youth lacrosse
- Youth camps and clinics
- Youth sports specific training
- Individual sports
- Non-traditional sports (skateboarding, BMX, mountain biking, fencing, etc.)

Fitness/Wellness

- Personal training
- Yoga/Pilates/massage therapy
- Healthy lifestyle education
- Group exercise classes

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Cultural Arts

Music production for youth

Youth

After school programs in recreation centers and/or schools

Summer camps – themed camps

Outdoor Recreation

Eco tourism (where appropriate)

Environmental education

Seniors

Fitness/wellness

Younger, more active seniors

Aquatics

Fitness

General Programs

Education – computer, finance, etc.

Special Events

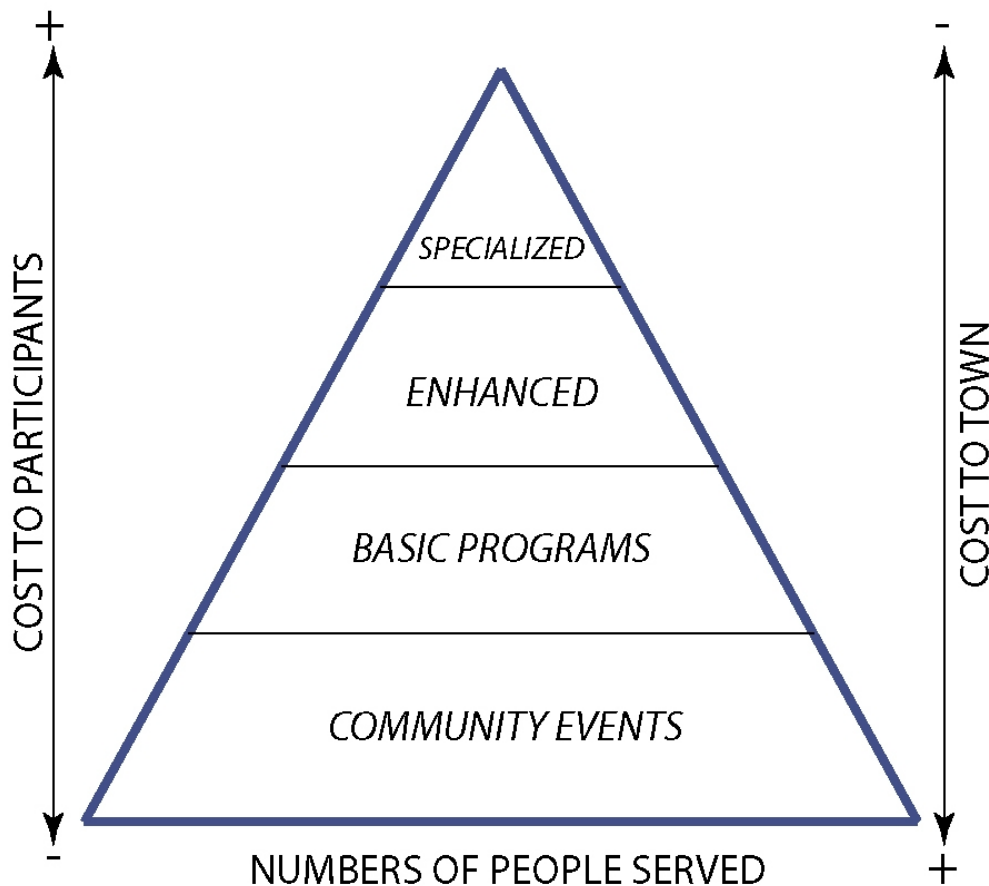
Community wide celebrations



Keys to providing recreation programs and services in the future include:

Fee Setting: In order to accomplish a high level of recreation services, agencies have been much more aggressive in their fee setting with the goal of covering more operational expenses for most programs. However, with a more entrepreneurial approach to assessing fees for activities comes the need to develop a scholarship program that allows for those individuals that cannot afford to pay the opportunity to participate in recreation activities. Such programs usually have a limited budget and do require the user to pay at least something for service.

Many departments are moving towards a tiered system for their programs and in doing so categorizing them into different levels of cost recovery.



Programs and services should be categorized into four levels of offerings that are divided by the level of instruction, expertise, or importance to the community's well being. Priority for funding



and facility usage should be based on the category in which they fall, with fees being set accordingly. The four categories should include.

Community events – special community wide events, activities or festivals that are onetime events. It should be expected that there will be little to no fees for these activities. Some revenues may be collected from sponsorships and sales of goods and services but the general rate of recovery would be less than 100%.

Basic or core programs – those that are essential to recreation and community needs (such as teen activities, senior programs, youth activities, special populations, etc). These programs direct costs are usually heavily subsidized. Suggested recovery rate is 25% to 50% of direct costs.

Enhanced – those that are beyond basic and are focused on an audience that has a greater ability to pay. Programs in this area could include adult fitness and sports, or general programs. Suggested minimum recovery rate is 50% to 100% of direct costs.

Specialized – these are activities that are very specialized in nature. These would include activities such as fitness assessments, trip programs, facility rentals and the like. Fees are set based on what the market will bear but at minimum would require 100% of direct costs.

Use of Other Service Providers: There has also been a movement away from the principle of public recreation departments having to be the actual provider of all recreation programs and services, to the concept of public agencies being the general coordinator and enabler of overall community recreation needs and resources. This has resulted in a great deal of programming now being conducted by volunteer youth sports organizations, adult sports associations, non-profit groups such as the YMCA and other social service organizations, as well as the private sector. This has reduced the financial obligations of the public sector, placed programming in the hands of organizations with the specific expertise (and often the facilities as well), and allowed the private sector to have a more active role in public recreation. There has also been an increase in the number of public agencies collaborating to bring a higher level of recreation service on more of a regional basis especially for more specialized services (special needs, outdoor education, etc.). This concept has become much more prevalent across the country with recreation departments being a clearinghouse of information and services offered by others while providing more basic recreation services itself.

Facilities: The vast majority of outdoor related recreation programming takes place in public parks with school facilities providing the other main venue. For indoor programs, school buildings are still the primary location for most activities with public recreation centers and other provider's facilities being the additional sites. With the demand for recreation programs and



services continuing to expand, a new more innovative approach has been undertaken to find appropriate sites for many activities. This has resulted in partnering with private facilities (fitness centers, dance studios, outdoor aquatic clubs, etc.), non-profits (YMCA's, Boys & Girls Clubs, cultural arts centers, etc.) and even private schools for certain activities. With the demand for youth sports fields continuing to grow, it is not unusual for youth sports organizations to build and operate their own fields on their own property or on leased undeveloped public land.

Staffing: In order to continue to grow the number of recreation programs and services that are offered to a community, adequate staffing is necessary to not only conduct the program itself but also to supervise and administer the activities. With staffing costs being the single greatest expense item for parks and recreation departments, many agencies have attempted to minimize the number of full-time staff by contracting for certain programs or partnering with other providers for services. The need to reduce full-time staff has become even more acute with the poor financial condition of most municipal governments. However, even with this approach to lessen the number of full-time staff there still needs to be adequate numbers to oversee and coordinate such efforts. Part-time staff is still the backbone of most recreation departments and make up the vast majority of program leaders and instructors. Many departments have converted program instructors to contract employees with a split of gross revenues (usually 70% to the instructor and 30% to the agency) or developed a truer contract for services that either rents facilities and/or takes a percentage of the gross from another organization. The use of volunteers can help to augment paid staff but should not be seen as a substitute for them.

Funding: The basic requirement for the provision of recreation programs and services is a funding commitment associated with the development of facilities to support programs and staff to manage and provide the programming. This usually requires a tax dollar commitment but also other sources of funding including program fees, grants, and partnering with other agencies can also help with additional funding. In many recreation departments, funding limits have been the greatest single challenge to providing not only existing programs but also bringing on any new services.

Administration: Essential to developing a comprehensive recreation program is a strong administrative overview of the process. It starts with the development of an overall philosophy that will direct programming efforts by the public organization and determine the role of other providers. The philosophy should emphasize areas of focus by age group as well as program areas and also prioritize future program development options.

Key aspects of administration include:

In-house v. contracted – As part of the programming philosophy a determination of what programs and services will be offered directly by the recreation staff and which will be contracted to other individuals or organizations must be determined. Increasingly recreation



departments are turning to contracted services or the outright rental of facilities to other providers to broaden programming and limit the role of in-house employees.

Before determining which programs, and services to contract or have provided by others, an assessment of the specific pros and cons of such a move needs to be completed. A major aspect of this analysis should be to determine the financial impacts and quality of the services that will be provided. Key questions to be asked include:

- Will this be the most cost effective method to obtain the program, service or function?
- Does the department have the knowledge and equipment to provide the program, service or function?
- Will the quality of the program, service or function suffer if it is contracted to other organizations?
- Are there other more qualified organizations that should provide the program, service or function?
- Is the service, program or function only available from a contract provider?
- Are the safety and liability risks too high to provide the program or service in house?

Marketing – There has to be the realization that recreation programming is a discretionary expenditure and as a result it is critical that there is a strong marketing effort to promote the recreation activities that are offered by public providers.

Registration - An aspect of marketing for recreation services is the ease of being able to register for these activities. This requires a fully computerized registration software package, the ability to register on-line, the acceptance of credit cards for service, and the ability to make payments over time.

Record keeping – To determine the relative success of programming and the markets being served, accurate and timely record keeping is necessary. Registration numbers by class and activity area need to be kept and comparisons by programming season conducted. In addition expense and revenue numbers for each activity must be noted and compared to determine financial viability. Demographic records of who are taking recreation programs and where they live will determine specific markets that are being served and more importantly ones that may be overlooked. The only way to adequately keep such records is through complete computerization of not only registration but all records associated with programming.

Evaluation – Ultimately the success of recreation programming must be measured by the community it serves. A determination of the satisfaction with existing programs and services as well as the needs and expectations for future programming must be measured through a formal evaluation process.



Current Recreation Programs and Services Assessment:

The Recreation Division offers a number of recreation programs and services to the residents of Pittsford and the surrounding area. Important issues with programming include:

- The Recreation Department focuses much of its programming efforts on youth, seniors, dance, special events and activities that operate out of the community centers.
- Recreation programs and services are generally planned and delivered on a community center level to be responsive to varying needs and expectations.
- Current Parks and Recreation Department programs and services include these general areas:



Table K – Recreation Department Inventory of Programs

Area	Focus	Programs
Sports	Youth Sports	Youth Soccer, Girl's Field Hockey, Golf Lessons, Cheerleading, Sporty Sprouts, Tennis Lessons, Basketball, Open Gym
	Adult Sports	Softball, Co-Ed Softball, Women's Soccer, Golf Camp, Fencing, Tennis Lessons, Basketball, Open Gym, Pickleball
Fitness-Wellness	Youth Fitness	Shake it Up, Martial Arts
	Adult Fitness	Self Defense, Zumba, Martial Arts, Aerobics, Boot Camp, Pittsford Nautilus
Cultural Arts	Youth	Dance, Ballet, Hip Hop, Dancesport Academy, Music Lessons
	Adult	Belly Dance, Italian Lessons, Music Lessons
Seniors		Senior Solutions, Senior Fitness, Lunch Program, Yoga, Line Dance, Driving Safe, Tai_Chi, Trips
Aquatics	Youth	Swim Lessons, Private Lessons, Stroke Clinic, Open Swim
	Adult	Lap Swim, Open Swim
General Programs		Riding Lessons, Dog Obedience, Safety for Children, Fabulous Furnishings, Bride, Mah Jongg, Defensive Driving, Antiques, Career Planning, After School Programs, Babysitting, Finance and Business Classes, Pre-School Programs
Special Events		Summer Concert Series, Memorial Day Parade, Paws in the Park, Family Movies, Triathlon, Fishing Derby, Cemetery Tour,
Nature Recreation		Gardening, Fishing, Kayaking Lessons, Adult Boating
Special Needs		



The following chart identifies and summarizes current core programs, secondary programs and support program areas for the Recreation Department. The placement of programs into these three categories does not indicate the overall importance of these activities in the community but rather the role of the Recreation Department in providing these programs.

- *Core Programs* – are those programs that are a primary responsibility of the Recreation Department to provide as Town of Pittsford based activities.
- *Secondary Programs* – are those programs that are a lower priority to be provided directly by the Recreation Department but may be offered by other organizations through contract with the Town.
- *Support Programs* – are programs that are not a priority for the Recreation Department to be providing directly to the community but where the Town may provide support through facilities and promotion of activities for other organizations.

Table L – Core Service Identification

Programs	Core	Secondary	Support
Aquatics	X		
Child Care	X		
Cultural Enrichment		X	
Fitness		X	
General Programs	X		
Outdoor Recreation		X	
Seniors	X		
Special Events	X		
Special Needs			X
Sports		X	
Summer Fun (camp)	X		

The Recreation Division will need to determine if the focus on the core program areas should continue into the future or should move in another direction. The following is a general assessment of the major program areas.



Core

- *Aquatics* – With Town use of the swimming pool at Barker Middle School for swim lessons and occasional public drop-in swim sessions, the Recreation Department will need to continue to emphasize aquatic programming, especially learn to swim classes for children, as a primary program area. Aquatic exercise programs should also be emphasized. The addition of an indoor pool or expanded access to school facilities would allow for a further growth of aquatic programming.
- *Child Care Center* – A significant portion of the community center is dedicated to the Child Care Center. Program offerings range from drop-in supervision to a play room to arts and craft projects to gym playtime. The Child Care Center is an affordable alternative to private day care centers and does not require a long term commitment from parents. The program has been successful despite the challenge using an old school building creates. The renovation of the Community Center or replacement should include expansion of child care space to meet the growing demand for program space.
- *General Programs* – Programs in this area can cover everything from self improvement to education and other classes. The Recreation Department has the experience and facilities (community center) to continue to support these programs. However, there are and other community organizations that also provide programming in this area. The Recreation Division will need to work closely with these organizations to develop a realistic plan for this program area in the future. There appears to be limited teen programming.
- *Seniors* – While the Town offers a wide range of programs for the senior population and is the primary service provider for this age group in the community. The dedicated senior space to support the Town's program is leased space with adequate parking. It should be noted that as the Baby Boomer generation ages they are bringing new needs and expectations to senior services that is more in line with more active recreation pursuits that they have grown up with. This will require different types of senior services and put increased pressure on existing facility space to meet a growing population and demand for services. Senior programs and services will certainly outgrow the existing senior center facility in the near future. While the Recreation Department offers a number of programs for seniors, the Department will need to take a more active role with this age group. It should be noted that as the Baby Boomer generation ages they are bringing new needs and expectations to senior services that is more in line with more active recreation pursuits that they have grown up with. This will require different types of senior services and a change in facilities as well.

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- *Special Events* – The Recreation Department as part of the overall Town is the provider of special events to the community; Memorial Day Parade, Positively Pittsford, Pittsford Celebrates, Canal Concert Series, etc. As such that slate of events has continued to expand over the past decade and with a complete division of the Town once students reach the Junior High School level these events will be a core source of bringing the entire community together at one location. As such B*K would identify this as a core service area of the Recreation Department.
 - *Summer Fun* – The Summer Fun camp program continues to be a Hallmark of the Recreation Department. The program has seen a significant evolution since 2002 and with that an increase in overall participation. The primary focus of the program is kids from kindergarten to fifth grade, but extends beyond to include some junior high aged children. This will continue to be a focus of the department as it is an opportunity to provide a quality service to the community during the summer months.



Secondary

- *Sports* – With a significant number of youth sports organizations in the area (baseball, girls' softball, soccer, football, lacrosse, basketball and volleyball) taking on the responsibility for organized youth team sports activities, the Recreation Department should have a limited role in the future. However, there may be opportunities to expand youth sports camps and clinics to support sports run by other organizations or provide introductory, entry level (learn to) opportunities that feed into the other organizations. With limited sports fields and gym space as well as priorities given to youth sports, developing a comprehensive adult sports program will be difficult. Yet adult sports can often generate significant revenue with more aggressive fees and this can often be a major way to increase overall division revenues. Designating certain facilities or times periods for adult sports will be necessary if greater emphasis is going to be placed on this program area. In many communities there is an increasing interest in individual sports such as golf, tennis, martial arts, triathlon training, and even fencing. It may be necessary for recreation to provide some of these activities in concert with other community organizations that focus on team sports. In addition, recreation may need to increase its focus on the development of adventure sports (skateboarding, BMX, mountain biking, etc.)
- *Outdoor Recreation* – There is significant emphasis given to this program area by the Recreation Department. With many outdoor areas and resources available, there will continue to be a greater demand on these activities. Other community groups could take a supportive role in programs offered to distribute the burden of running these programs to a larger pool of resources with some coordination from the Town.
- *Cultural Enrichment* – Despite the department's lack of a cultural arts center, this is currently a strong program area for the Recreation Department and it is anticipated that further emphasis in this area is expected to increase. However, without a cultural art facility the Parks and Recreation Department is nearing its capacity to service this program interest. Further growth in this area is probably limited to available facilities or capacity of other non-profit cultural arts organizations in the Town of Pittsford.
- *Fitness/Wellness* – Without a doubt, this is one of the greatest areas of growth in public recreation programming over the past 10 years. With a society that has an increasing awareness of the benefits of good health and a realization that obesity (especially among children) is a major risk for Americans, there is a much higher demand for programming in this area. Yet it must be realized that to provide strong fitness and wellness services state of the art fitness facilities are critical. The Town is providing access to fitness programs through a contractual agreement with a private fitness organization but the existing fitness center lacks the facilities to offer a comprehensive fitness program. The



Town should emphasize the importance of integrating wellness initiatives into other program areas (seniors, youth, etc.). Partnering with health care providers for more medically based services will be essential.

Support

- *Special Needs* – It appears that the Recreation Department does not offer any special needs programming. It is difficult for most recreation agencies to have a broad special needs program on their own. As a result many departments in a region will often band together to provide these services in a more cost effective manner. The Recreation Department should consider partnering with organizations for special needs programming.



General Recreational Program Assessment:

Recreation programming offered by the Town of Pittsford is reasonably comprehensive and meets a broad range of interests and needs in the community. While a variety of programs are offered that are typically found in many departments there are a number of key program areas that do not have strong offerings as well. The program areas that are generally lacking include fitness, cultural arts, adult sports, youth sports and special needs programs.

In an effort to bring comprehensive recreation programming to the community the Town is reliant on other organizations to provide services as well. This includes the school district, youth sports organizations, private facilities and YMCA. A brief assessment of the role of each of these providers is noted in this review.

The greatest challenge comes from an increasingly high demand for a variety of recreation activities and services with limited indoor and outdoor facilities to accommodate these needs. As a result, drop-in recreation opportunities are very limited and programming opportunities restricted in certain areas.

Overall Strengths:

- Strong youth activities program, especially with dance and arts and craft programs
- Summer camp program
- Large number of traditional senior programs
- Strong outdoor/environmental education programs
- A significant number of special interest classes are offered in a number of areas
- There has been an emphasis on developing family based programming

Overall Weaknesses:

- Limited fitness and wellness programs
- Seasonal and limited aquatic programs
- Limited indoor sports (especially leagues) for youth and especially adults
- Lack of senior programs focused on younger and more active seniors



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- Limited number of performing arts programs and certain arts and crafts programs (ceramics)
 - Limited special needs programming is in place

Overall Deficiencies:

- General lack of facilities (especially indoor recreation and cultural arts) to support programming growth and variety.
- Introductory or recreation sport opportunities for youth
- No written policy and procedure for establishing and setting fees
- No written agreement outlining the cooperative agreement and partnership with the School District.
- No indoor aquatic center
- Unable to provide time and facilities for most drop-in activities.
- General lack of fitness and wellness programs and services for the general population

Overall Service Gap:

Despite strong growth in recreation programming over the last several years, the Town of Pittsford's recreation offerings are missing activities in many key areas. A strong effort will need to be made to increase services in the areas where adequate programming is not currently in place or is not currently offered at all (fitness, indoor aquatics, performing arts, and special needs). In order for this to be accomplished there will need to be an increase in the number and types of facilities available, or a series of partnerships with other organizations, and/or an expansion and improvement of existing field spaces. It should be noted that there are no true measurable benchmark levels of programming based on a certain number of residents, only established areas of programming that are normally offered by full-service departments.



Pittsford General Programming Focus

- *Families* – One of the stated goals of the recreation division is to increase the level of programming that appeal to families. This could take the form of activities that have interactive opportunities for family members or the bundling of programs that allow family members to take part in different activities at the same location. Examples include:
 - Self directed activities – especially outdoor related hiking/biking or interpretative
 - Special events – festivals, holiday events, and sports tournaments
 - Cultural arts performances – concerts, plays, etc.
 - Aquatics activities – recreational swimming
- *Active seniors* – A growing market segment is the aging Baby Boomers that are just now entering their senior years. This demographic group is looking for a very different senior experience than seniors in the past. Health and wellness and continuing sports, and other active activities that they have always participated in, are major goals for the younger active senior. Examples of programs and services that appeal to this group include:
 - Fitness/wellness – group exercise, self directed, and wellness education
 - Aquatics – water aerobics, water walking, therapy and lap swimming
 - Sports – basketball, volleyball, softball, etc.
 - Education and pursuit of individual interest programs
 - Hiking/biking/walking
 - Travel and trips
- *Non-traditional activities* – With the growth in non-traditional sports as well as other new activities, this interest area will need new programming opportunities. This could include:
 - Rock climbing
 - Skateboarding
 - BMX
 - Challenge courses
 - Orienteering
 - Eco tourism
 - Self directed activities



Pittsford Specific Parks and Recreation Programming

Based on the information noted above, the following program areas should be emphasized by the Town of Pittsford in the next 5-10 years. It is recognized that program growth will be based on the ability to find adequate space and funding as well as the capability of a program or service to support itself through the fees that are collected.

2. Health & Wellness

- Aquatics
 - Indoor pool
 - Therapeutic program
 - Master swim
 - Fitness and exercise
- Fitness
 - Group exercise classes – expand types and frequency
 - Indoor track (jog/walking)
 - Cardio and weight lifting
 - Yoga, spinning, kickboxing and Pilates
 - Health education
 - Youth obesity
- Sports
 - Individual – programs such as fencing, martial arts, etc.
 - Gymnasium space
 - Team – youth lacrosse, adult basketball, volleyball
 - Specialty camps and clinics
 - Tournaments/events

3. Arts

- Performing arts
 - Ballet
 - Gymnastics
 - Ballroom Dancing
 - Cheerleading and Pom
 - Music – classes
 - Theater – acting and production
- Crafts and Art
 - Ceramics
 - Painting
- Performing arts
 - Theater classes
 - Small concert series



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- Small theatre productions
 - Other
 - Cooking
 - Language
 - Computer skills

4. Community

- Non-sports youth
 - Specialty programs or activities
 - Summer and school holiday camps
 - After school programs
 - Computer room
- Non-traditional
 - Skateboarding
 - Rock climbing – artificial/natural
 - Disc golf
 - BMX



Appendix A – Stakeholder Meetings Detailed Notes

10:00A – School District

Scott Barker – Athletic Director

Mary Alice Price – Superintendent of Schools

Jeff Beardsley – Director of Operations, Maintenance & Security

Darrin Kenney – Assistant Superintendent of Business

Pecking Order for facility space – according to Town representatives

1. School
2. Town
3. Maintenance
4. Community

- Following completion of their own field use feasibility study the School Board wants to move forward and look at the 3 and now 4 options.
- The largest issue that they are dealing with is volume of use and inability to do more preventative maintenance and ongoing maintenance.
- Move along as though they are community fields with transparency between Town and School.

Options being pursued by School District and that are before the School Board:

- Turf & Lights to Sutherland
- Turf & resurfacing track (1980) to Mendon
- Turf & Lights to the space behind Mendon (opponents because of the lights)
- Turf & Lights to Field #1 at Thornell Farm Park
- Requires a vote and that requires additional indoor spaces in order to acquire state aid.
- 100-200% over use of the fields, drainage issues, crowning issues
- 50-100 competitive events per year (2 hour practice or 2 hour game is an “event”)
- There is not an opportunity to take a field off line
- There are times where the School District is renting fields and transporting athletes to other locations
 - o 2 main locations; Brighton Sport Zone (East Henrietta Road) non-regulation; Irondequoit right off of Iron Road; also Nazareth & Saint John Fischer
 - o Hourly rate - \$200+ an hour
 - o Nazareth & Saint John Fischer
- Maximizing use, waiting list just to apply for reservations



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- Just not the ability to pull everything off line at the same time
 - School district is charging a lining fee (\$35)
 - Facility use forms that groups who want to reserve the spaces that goes through the Athletic Office
 - Internal facility calendar within the School District
 - Rectangles, triangles, gymnasiums, pools all go through Athletic Office as well.

School District

- One of the largest issue; does the community groups need to solve some of their own problems?
- Quantify the use and qualify the use
- Parents of the School District seeing what the other school districts have

Thornell Farm Park

- How to balance the use of the facility if renovated?
- School District would want to enter into a lease agreement.

Recommendations for fields were based upon the School & Community needs.

Coaches are now running camps as opposed to at one time they were all running through Recreation Department.

“In-season” sports take priority as it relates to indoor activities and outdoor activities.

The Town and the School District sit down with the rectangles and diamonds.

There are draw backs to the consolidated facility scheduling which has been the reason that it has not been pursued.

Note: The number of Pittsford kids on the team also determines some priority of use and overall impact.

Idea: 5-year capital plan that runs concurrent or jointly with the Town and School District

Illustration of the assets that are in Pittsford

Capital fee charged for rental of facilities, school district has a capital reserve account,

- School District will be reviewing fees on an annual basis.



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- Moving down the path of making operations more “lean”

Report that justifies the fees that could be charged for the facility

Pittsford LAX - \$65,000+ on rental
Mustangs Soccer - \$125,000+ on rental

Maintenance and grounds is a concern that needs to be addressed.
Both, Nazareth & St. John Fischer would be interested in an “indoor” turf facility.



3:00P – Soccer (Hawks, Mustangs, United, etc.)

Pittsford United Soccer Club – Adult (18+ guys)

- 7 teams with approximately 20 per team
- 75-80% Pittsford residents

Mustangs – Youth 1,600 kids registered (ages 5-19)

- 4-5 – 8-9 has approximately 800 kids (2 sessions fall/spring)
- 43-47 travel teams; U8 through U19 boys and girls
- 98-99% are Pittsford residents or School District
- Probably as large as the organization is going to be

Hawks – Youth (not present)

Pittsford United Soccer Club (John)

- Practices times in the fall and winter they practice on their own
- Meridian Center off of Winton Road is a facility that they use in the spring months
- Practices in Pittsford are based on first come first serve basis
- Issues with the little league occupying the soccer fields, more frequently than not
- Thornell Farm Park, Great Embankment Park primarily the two locations that are used

Mustangs (Bill)

- 2 sessions of young kids 600-800 kids
 - May-June; Labor Day-Halloween
- Travel teams goes May-July
- Winter Time
 - Little kids don't do anything
 - Older kids go November-April
 - Renting approximately 20-30 hours a week November-April, \$90,000
 - This coming year looking at doing something in the Veramark Building, potentially \$12,000
- Travel program this year is 234 home games, double for out of Town
 - Thornell Farm Park, Great Embankment Park, Hopkiss Park
- Little kids use – Jefferson Road Elementary or Mendon Center Elementary, potentially expand into some of the other elementary school (looking to expand to Park Road)
- Have put money into the school district
- Thornell Farm Park – best location
- If there were 2-3 more rectangles in the town it would be a huge asset

APPENDIX – Public Input

Town of Pittsford



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- Adult League participants feel that if there are taxes already being paid there would be some heart burn with the implementation of a fee structure for field rentals.
 - The Mustangs would absorb field rental costs into the program fees.
 - There are other communities that are charging fees for field rentals.



4:00P – Lacrosse

Scott & Brian

- Youth LAX K-6, boys and girls (total of 300, probably 50/50 boys/girls)
 - o Springs season for youth player plus 6 weeks of indoors is \$155/kid
 - o 7 years ago there was less than 100 youth players
 - o This has been growing unfortunately at the expense of other sports
 - o The K-2 age group is significantly larger
- Modified, JV, Varsity is approximately 200 total participants
- You have to be a resident or a school district member
- Also serves as a booster club for the high school season
- Rochester Area LAX League
 - o 2 nights a week practice
 - o 1 game on Saturday
- Only use of Town facilities are at the Spiegel Community Center
- 1 fundraising event that is held at Thornell Farm Park
- The needs are really being met currently, but the growth could be an issue and that could create a need for 2-3 more fields.

- Girls and boys both practice indoors with approximately \$42,000 in facility rental going to another location. (Brighton and Turin)

Boys use Caulkins Road – middle

- 3 teams is manageable, 4 teams would work, more than 4 would be a challenge

Girls use Jefferson Road – middle

- 3 teams is manageable, 4 teams would work, more than 4 would be a challenge

- The biggest thing that everyone is missing out on is the inability to host a tournament as a fundraising type event.
- There needs to be more coordination on field use.
- Fields can be temporary for an event.
- 5-6 full-size fields that can be either used as full-fields or smaller fields which is equally popular.



6:30P – Youth Football

Football – Rodney Holmes

Pittsford Youth Football (American Youth Football League)

- 17 communities in the greater Rochester area
- Field 2 squads
 - A team (10-14), B team (7-10), C team (7-8)
- 6 football teams (25-28 individuals per team)
- 6 cheerleading teams 60-75 individuals total
- 99% of participants are residents
- School District & Town Boundaries
- Typically there 15 kids on the waiting list
- To expand the program would have to go from 6 to 9 teams
- \$275 with a maximum of \$550 per household (football and cheer) – includes their jersey but the rest of the equipment is provided by the football association

Season starts August 1 and runs through Halloween.

August Practice goes Mon-Thu and Saturdays

Once school starts practices are Tue, Thu, Sat practice and Sunday games

- All of the games are in the varsity stadiums – rotates between Mendon and Sutherland
- Barker Road Middle School – C-team and B-team
- Hopkiss Park – A-team
- For practice there is not a need for a full 100 yard football field

Run concessions – huge money maker

St. John Fischer – approximately \$500 for the day, but no concession sales

Brighton Sports Zone – Brighton/Henrietta Town Line Road

- If coaches want indoor practice time they bear that cost, but the league covers them within insurance.

Gap in service – no back-up plan in case the stadium fields were un-playable

- Caulkins Road Middle, contingency location, but not a equal to Mendon or Sutherland stadium facilities



7:30P – Baseball/Softball

Group

How many kids?

How many games?

Percentage of Pittsford residents?

Season?

Pittsford Little League

- Spring (1,000 kids or 80-90 teams), Summer (200 kids), Fall Program (500+)
 - 1 travel team, 2012
 - First time that little league
- 6-17 years of age
- 700 game time slots, does not include playoffs, tournaments or fall games
- Ford Field on Erie Canal
- Habecker Fields (by Parks Office)
- Great Embankment (primarily 1 field)
- Mendon High School (JV Field)
- 50/75 program – 75' base paths
- 98% Pittsford residents (includes School District and Town)

Rayson Mill Post Baseball

- Base high school they recruit from are Mendon, Sutherland and Honoeye Falls
- Legion ball is the top of the pyramid
- Carry a maximum of 18 on a roster, 11-12 of the participants are Pittsford residents
- Don't start until high schools are done in June and by mid-July they are finished or moving on to playoffs
- 22 games, require 8-9 requests for field use
- Games are played at Mendon and Sutherland – prefer a closed stadium facility
- Quality of maintenance and upkeep of the fields at the schools drop off quickly once school is out
- St. John Fischer not very accommodating
- Opposed to the fee structure, but are admittedly the least frequent user of the field.

Pittsford Panthers Baseball Program

- Kids age 7-19 (7-12 and 13-19)



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- Travel baseball program within Monroe County
 - Participate in tournaments within a few hour drive
 - Focused on providing a more serious baseball experience (in comparing themselves to Little League)
 - Practices twice a week with games 2-3 times per week
 - Typically fluctuate around 20 teams
 - Each team plays approximately 30-35 games which includes tournaments
 - 12-15 home games
 - 100% Pittsford or Pittsford School District
 - Use all of Town and School District facilities
 - 12U program are being played on softball fields
 - Have been experimenting with 50/70 field dimensions
 - 260-270 kids

What/where is the gap?

- Practice space is a significant challenge
- Games are being met
- Facilities overall are a gap with regards to baseball
- Other teams using green space fields

Newer spaces can do so much more in with so much less property.

The spaces that kids are currently playing on in Pittsford are the same as 30 years ago, according to one attendee of the meeting.

Along Willard Road there is an opportunity for temporary fields while other field upgrades are made, that are directly across the road from Caulkins Road Middle School.

You can't do a 50/70 and 60/90 field split.

Great Embankment – 1, 60/90 foot and 2, 50/70 foot is an idea that was proposed



8:00A – Elected Officials/Parks & Recreation Advisory Board/Staff (Parks & Recreation)

- Where are we investing our money why don't we have facilities like other communities?
- Groups need to become a little bit more creative in terms of how they use practice space.
- Identification of the problem statement, what is it?
 - Field Use – practice
- Looking at the fields as community assets between the school district and town.
- Condition of the elementary schools.
- One of the Town Board members whose daughter plays soccer for the Mustangs indicated that the group get “fined” on a “regular” basis for field conditions

In terms of taking fields off-line:

- Dependent upon use.
- Diamonds are more of a problem with regards to the in-field

Limited practice space, community wide, in particular for practices.

Some interest from the group to have the Town involved with allocating practice time.

The teams are getting fined by the various leagues for field conditions.

Community Center

- Sheet cost of maintenance for the Spiegel Community Center.
- Comparison to the other community centers and the YMCA.
- Questions of not charging for rooms?
- \$90,000 per year to lease the space the senior center occupies
- Social aspects of the senior center.
- Computer lab.
- Juggling two programs with only 2 spaces in the current senior center.
- Lack of Internet connection, and some other amenities that community centers have.
- Lack of parking availability.
- After school and summer fun – have to get creative with the use of space and how to make things work.
- Limited in space throughout the facility.

APPENDIX – Public Input

Town of Pittsford



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- Great deal of people with the recreation brochure, but there is a program gap with some of the community and what takes place at the Spiegel Center.
 - Separation of seniors from the community center and the ability for interaction.