



Town of
EAST HAMPTON
Connecticut

PARKS & RECREATION NEEDS ASSESSMENT





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EXECUTIVE SUMMARY



INTRODUCTION

The East Hampton Parks and Recreation Needs Assessment is designed to help the Town of East Hampton allocate appropriate resources to parks and recreation services and amenities and allowing the Town to provide a high level of service to residents while maximizing the resources available to the department. In doing so, areas of service strengths and weaknesses have been identified, along with what can be built upon to improve the delivery of parks, recreation, open space, trails, and facilities, as well as programs and services.

The plan includes an evaluation of community demographics and trends; a comprehensive public input process encompassing public meetings, focus groups, and an online survey; an analysis of current programs and facilities; and consideration of the financial resources of the Town. This Needs Assessment builds a foundation for an eventual 10-year, Parks and Recreation Master Plan.



Demographics

Although the future population growth cannot be predicted with certainty, gaining a clear understanding of the existing and projected demographic character of the Town is an important component of the needs assessment process for the Department. By analyzing population data, trends emerge that can inform decision making and resource allocation.

The key demographic components of existing and projected population totals, age distribution, and ethnic/racial diversity were analyzed to identify trends that may affect the planning and provision of public parks and recreation services in East Hampton over the next five years and beyond.

Trends

Identification of current park and recreation resources, as well as recreation trends, related to community demographics, and needs, provides a better understanding of future recreational opportunities and allows for identification of the unique niche of East Hampton. The historic values and standards that the Parks and Recreation Department brings to the community, along with staying current with park and recreation trends, work together to create a unique opportunity for East Hampton to plan for and implement future park and recreation facilities.

It is a challenge and an opportunity for parks and recreation agencies to continue to understand and respond to the changing recreation interests of their constituencies. In this fast-paced society, it is important to stay on top of current trends. Trends relevant to the somewhat younger and growing multi-cultural demographic of East Hampton were researched at the local, regional, and national level. The relevant trends included were consistent with the community's desire for aquatics (indoor pool), special events, trails, pathways, preservation of historical and cultural assets, and a recreation/community center. Programming trends reflect partnerships with other service providers, nature-based activities, outdoor recreation, and individual and group activities, including access to the lake, and more use of outdoor areas.



EXECUTIVE SUMMARY

Community Engagement

Public engagement was held November 2-3, 2021, at various locations within East Hampton. The meetings included 3 focus groups with 35 participants, stakeholder and staff meetings, and an open public forum with 18 in attendance. Focus groups were by invitation extended via parks and recreation staff with the idea of mixing area residents and stakeholders with differing points of view to solicit broad-based perspectives. A series of questions were facilitated by the consultants to ensure that adequate input was received from all attendees.

Needs Assessment Survey

The purpose of this Needs Assessment was to gather public feedback on East Hampton parks and recreation facilities, services, and programs. The survey was conducted from November 15, 2021, until January 15, 2022, using SurveyMonkey and promoted by the department and the Town using registrations lists, email data bases, and social media. Survey responses were limited to 1 response per IP address at the request of the Town to limit multiple responses for households. The survey received 292 individual responses. The Town of East Hampton has 1,303 housing units, with 110 vacant at the time, based on the number of housing units and limiting responses to 1 per household the response rate was 24.48%.

Inventory and Analysis of Current System

East Hampton manages and maintains 17 sites including public parks and beaches, as well as school athletic fields and spaces. The parks vary in size and are distributed widely throughout the Town. Park features include athletic fields and courts, park shelters and picnic areas, historically and culturally significant properties, hiking trails, lake access, playgrounds, skate park, passive recreation opportunities, and more. Specialized amenities are also distributed throughout the Town.

The Department provides a variety of recreation programs and services to members of the East Hampton community focused on a range of core service areas. Athletics play a large role in the life of residents and a number of special events throughout the year provide the community the opportunity to gather and celebrate the Town's history and culture.



SUMMARY OF KEY FINDINGS

Generally, findings from the public input process consistently identified an appreciation of existing facilities and programs. Concern was expressed over a need for additional facilities to supplement those currently operated by the Town. An indoor multi-sport complex or recreation center, bike lanes, trails, sidewalks, and connectivity, and a desire to increase and improve park amenities were familiar themes supporting future development. An indoor aquatic facility was a priority for both focus group participants and survey respondents, however this may not be a viable opportunity based on construction costs and annual operations for a community of this size.

Stakeholders expressed the desire for the Town to preserve the heritage, culture, and open space that make East Hampton a desirable place to live, work, and play. Additionally, an increased commitment to maintenance of athletics fields and facilities, renovating and reimagining Sears Park, along with connections to the Air Line Trail, increased access to the lake, and development of a Town Center were seen as opportunities. Improved funding for parks and recreation in general is supported by the community following the decline during the pandemic.



SUMMARY OF OVERALL ANALYSIS

Public leaders in the United States are recognizing more and more that public recreation facilities and related “Quality of Life” amenities are not secondary services provided by governmental agencies but are in fact integral to creating communities where people want to live, work, learn, and visit. These services should be seen as investments in the long-term vitality and economic sustainability of any vibrant and attractive community. Additionally, since the COVID-19 pandemic in 2019, an additional demand for outdoor recreational opportunities, passive recreation has occurred, and East Hampton’s Parks and Recreation Department recognizes these factors and seeks to make parks and recreation service and facility improvements, enhancing the community for years to come.



AREAS OF FOCUS AND ACTION STEPS

Areas of Focus with Action Steps are outlined in the main document to help create a process to move forward. Over the next five to ten years, many influences will impact the success of the development of future facilities, programs, and services. Funding availability, staff buy-in, and political and community support will play significant roles in future planning efforts.



The action plan identifies specific objectives for the following areas of focus:

Area of Focus 1: Ensure continuation of the high-quality recreation facilities, parks, trails, open spaces, programs, and services residents of East Hampton have come to expect.

Area of Focus 2: Explore opportunities to add an indoor aquatic facility and a recreation/community center.

Area of Focus 3: Increase and improve park athletic fields and amenities.

Area of Focus 4: Evaluate current programs and service delivery to ensure that it reflects the cultural diversity and needs of East Hampton.

Area of Focus 5: Increase connectivity with pathways and trails.

Area of Focus 6: Develop comprehensive marketing, communication, and community engagement strategy for Parks and Recreation programs and services.

Area of Focus 7: Continue to preserve the heritage, culture, and open space that makes East Hampton unique.

INTRODUCTION AND BACKGROUND



PURPOSE OF THIS PLAN

The purpose of this project is to provide an accurate assessment of community needs and desires for the East Hampton Parks and Recreation Department. Previously, the town had completed a Town Owned Open Space Report in 2012, and Recreational Space Report in 2014. Both reports were compiled by the Parks and Recreation Director at the time and showed a lack of and need for indoor and outdoor recreation facilities and amenities. The Town hired GreenPlay, LLC (now BerryDunn), a nationally renowned park and recreation management consulting firm, to lead a planning process to assess the current needs of the community. In order to develop a current picture of parks and recreation needs that should be fulfilled by the department, the Town engaged the public through focus group and stakeholder meetings, leadership interviews, public meetings, presentation to the Parks and Recreation Advisory Board and Town Council as well as an on-line SurveyMonkey survey. The outcome of these efforts is a set of areas of focus and action steps that will allow the department to continue to improve how it provides parks and recreation services and programs to residents and visitors.

EAST HAMPTON OVERVIEW

East Hampton is located 22 miles south of the state capital of Hartford and is equidistant from Boston and New York City. The town is known for its rich history, environmental assets, and small town charm. The Town and residents strive to preserve the rural-suburban character, farmlands, watershed land, and historic structures by taking a long-term view. Enriching quality of life, respecting heritage, and building community are among the community's highest priorities

East Hampton covers approximately 36 square miles, with a population of approximately 13,000 residents, with one of Connecticut's largest inland water bodies, Lake Pocotopaug at 512 acres. State parks and forests surround the town on the northern, southern and western borders, along with the famous Comstock Covered Bridge across the Salmon River.

A large, dark blue background image featuring a close-up, low-angle view of a ship's hull and rigging, creating a sense of scale and maritime theme.

MISSION STATEMENT

The East Hampton Parks and Recreation Department is committed to providing innovative program opportunities and well-maintained facilities that enrich the East Hampton community.



East Hampton is a community that supports a rural/suburban lifestyle that is family oriented supported by a quality school system, two public libraries, two history museums, local parks with varied recreational programming for all ages, and professional public safety agencies. The Parks and Recreation Department maintains Sears Park including all facilities (waterfront, beach, courts, picnic areas and performing arts gazebo), and other municipal properties in the Village Center, Cranberry Bog and Middle

Haddam’s Pocket Park. The department also provide a wide range of camps, clinics, lessons, instruction and programming for young people including sports leagues and an after-school program.

East Hampton is very fortunate to have dedicated volunteers, officials, and employees who take great pride in the town and the services provided to sustain a quality of life that is unmatched in New England.

STRATEGIC FRAMEWORK FOR THE NEEDS ASSESSMENT

Start-up	Oct. 2021
Community Engagement	Nov. 2021
Community Needs Assessment Survey	Nov. 2021–Jan. 2022
Trends Analysis	Dec. 2021
Demographic and Projections	Feb. 2022
Findings Presentation	March 2022
Draft Needs Assessment Presentation	May 2022
Draft Needs Assessment	July 2022
Needs Assessment Report delivered	July 2022



COMMUNITY ENGAGEMENT & NEEDS ASSESSMENT



DEMOGRAPHIC PROFILE

Gaining a clear understanding of the existing and projected demographic character of the Town is an important component of the needs assessment process for the East Hampton Parks and Recreation Department. By analyzing population data, trends emerge that can inform decision making and resource allocation. For example, if the population of young children were steadily on the rise and existing public recreation facilities for young children, such as playgrounds or tot lots, were barely meeting existing user demand, then the Town may want to consider targeting investments to meet the increasing needs of this growing segment of the population.

Key demographic components were analyzed to identify trends that may impact the planning and provision of public parks and recreation services in East Hampton over the next five years and beyond. Community characteristics analyzed and discussed below consist of:

- Existing and projected population totals
- Age distribution
- Ethnic/Racial diversity

The Town of East Hampton demographic profile was developed to provide an analysis of household and economic data in the area, helping to understand the type of park and recreation components that may best serve the community.

GreenPlay worked with the Town of East Hampton to identify the best source for population data and estimates. Data referenced throughout this report was primarily sourced from Esri Business Analyst as of December 2021 from the 2020 Census. In addition, when applicable, other sources were referenced such as the American Community Survey and the Robert Wood Johnson Foundation’s County Health Rankings for data related to health outcomes.

Comparisons to the State of Connecticut and the United States were referenced to provide additional context and understanding to the demographic make-up of East Hampton.

Population

In 2000, The Town of East Hampton had a population of 13,359. The Town experienced a decline in population over the next two decades, with an estimated population of 12,739 residents in 2021. The estimated annual growth rate between 2010 and 2021 was -0.16%, and is projected to decline to -0.28% until 2026.

12,739

Population

Source: 2021 Esri Business Analyst

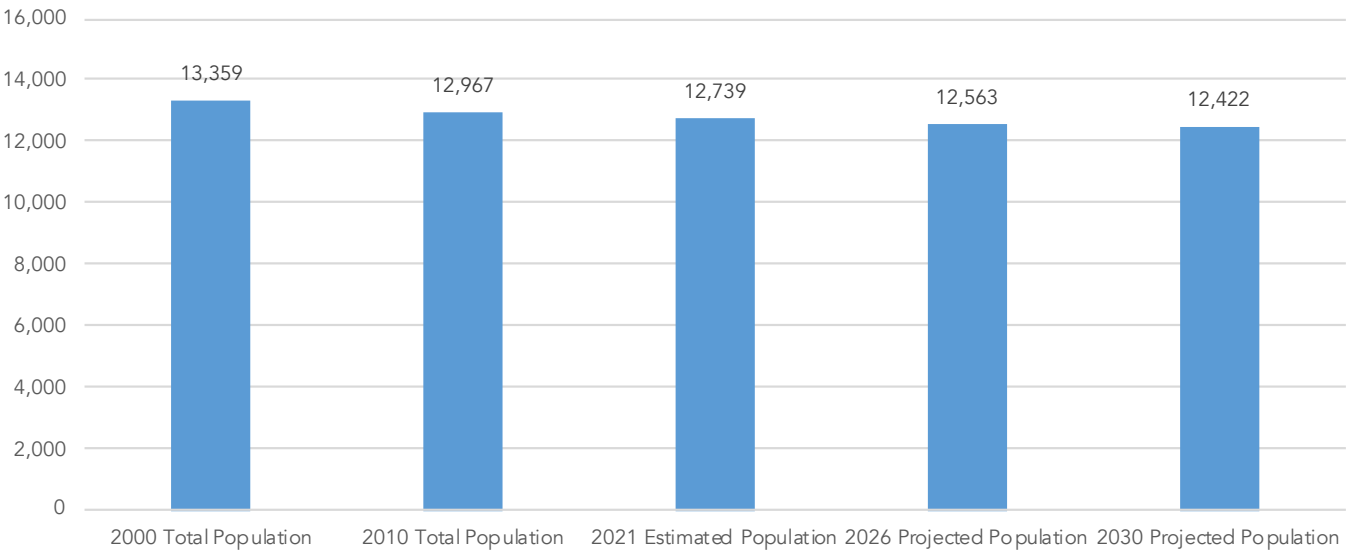


Figure X: Projected Population Growth in Town of East Hampton, 2000 - 2030
Source: Esri Business Analyst



Age

According to Esri Business Analyst, the median age in the Town of East Hampton was 45.9 years old in 2021, older than the State of Connecticut (41.9) but younger than the United States (38.8). The median age is projected to decrease to 44.8 in the Town by 2026.

The age distribution in the Town of East Hampton in 2021 was generally older than the State of Connecticut and the United States. Over 9% of the population was between the ages of 55 to 59 years old, compared to 7.4% in Connecticut and 6.5% of the United States.

Diversity in Town of East Hampton

Understanding the race and ethnic character of East Hampton residents is important because it can be reflective of the diverse history, values, and heritage of the community. This type of information can assist the Town in creating and offering recreational programs that are relevant and meaningful to residents. In addition, this type of data when combined with the Level of Service analysis can be used in finding gaps and disparities when it comes to equitable access to parks.

In the Town of East Hampton, the majority of residents identify as white, non-Hispanic. Only 4.11% of residents are of Hispanic origin, two percent identified as Asian, and less than two percent of the population are Black or African American.

45.9 Median Age



Source: 2021 Esri Business Analyst

4.11%
HISPANIC

1.11%
**TWO
OR MORE
RACES**

0.79%
**OTHER
RACE**

2.09%
ASIAN

1.3%
**BLACK OR
AFRICAN
AMERICAN**

93.83%
WHITE

Figure X: Race Comparison for Total Population in Town of East Hampton

Source: Esri Business Analyst, 2020

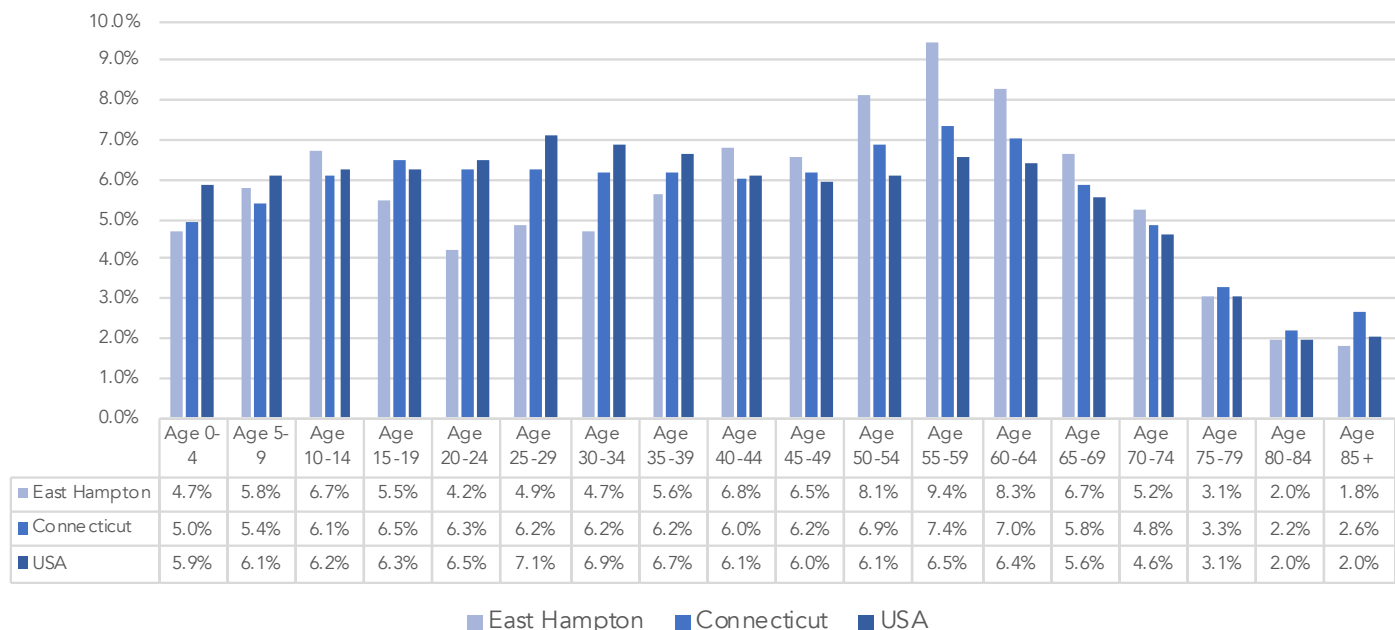


Figure X: Age Distribution in East Hampton Compared to State of Connecticut

Source: 2021 Esri Business Analyst



COMMUNITY ENGAGEMENT & NEEDS ASSESSMENT

The United States overall is becoming more diverse. In 2010, only 16.4% of the country’s population identified as Hispanic. That number increased to 52.79% in 2021, indicated a nationwide shift to a more racially and ethnically diverse society. While the Town of East Hampton also saw an increase in Hispanic population from 2010 (2.65%) to 2021 (4.11%), the area is still less diverse than the State average (17.8% Hispanic).

According to the American Community Survey, approximately 6.0% of town households were under the poverty level, with a median household income of \$92,666. The household income in the Town was higher than the State of Connecticut (\$78,693) and the United States (\$64,730). Approximately 22.46% of East Hampton households made between \$100,000 to \$149,999, as seen in Figure X. Only 6.03% of households made less than \$15,000 per year.

Household Overview



\$92,666

Median Household Income



\$279,255

Median Home Value



2.52

Average Household size

Source: 2021 Esri Business Analyst

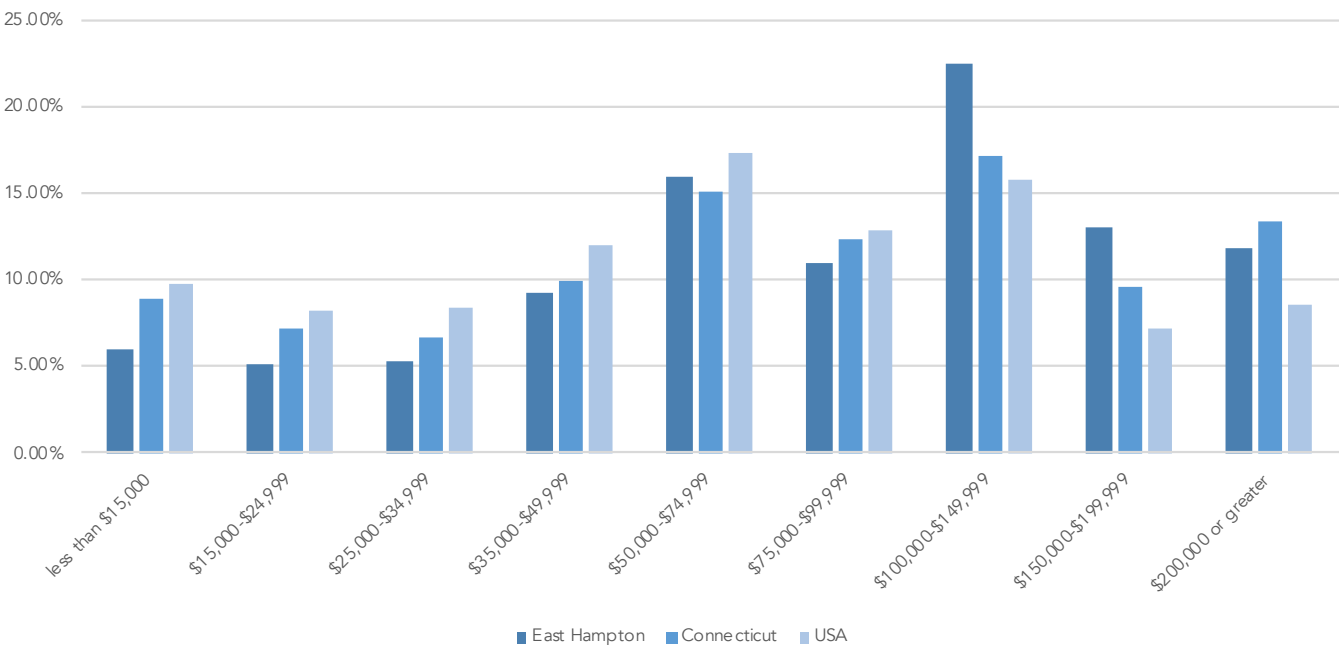


Figure X: Median Household Income Distribution, 2021 Estimates



People with Disabilities

According to the American Community Survey, 9.0% of East Hampton's population in 2020 experienced living with some sort of disability. This is lower than the State at 11.6% but still reaffirms the importance of inclusive programming and ADA transition plans for parks and facilities.

Respondents of the American Community Survey who report any one of the six disability types (identified below) are considered to have a disability. Likewise, an individual may identify as experiencing more than one disability. Therefore, the percentages below do not equal the total percentage of individuals who live with a disability in the Town.

Types of disabilities within Town of East Hampton:

- Hearing difficulty – 3.2%
- Vision difficulty – 1.2%
- Cognitive difficulty – 3.9%
- Ambulatory difficulty – 3.2%
- Self-care difficulty – 1.1%
- Independent living difficulty – 3.7%

9%
**Live with
a disability**



Source: American Community Survey

PARK AND RECREATION INFLUENCING TRENDS

It is a challenge and an opportunity for parks and recreation providing agencies to continue to understand and respond to the changing recreation interests of the populations they serve. In this fast-paced society, it is important to stay on top of current trends. The following highlights some of the key trends that could impact the Town of East Hampton over the next five to ten years.

In addition, Esri Business Analyst provides estimates for activity participation and consumer behavior based on a specific methodology and survey data to make up what Esri terms "Market Potential Index." The following charts showcase the participation in fitness activities, outdoor recreation, and sports teams for adults 25 and older, compared to the State of Connecticut. The activities with the highest participation include walking for exercise, swimming, hiking, jogging/running, and weightlifting.





COMMUNITY ENGAGEMENT & NEEDS ASSESSMENT

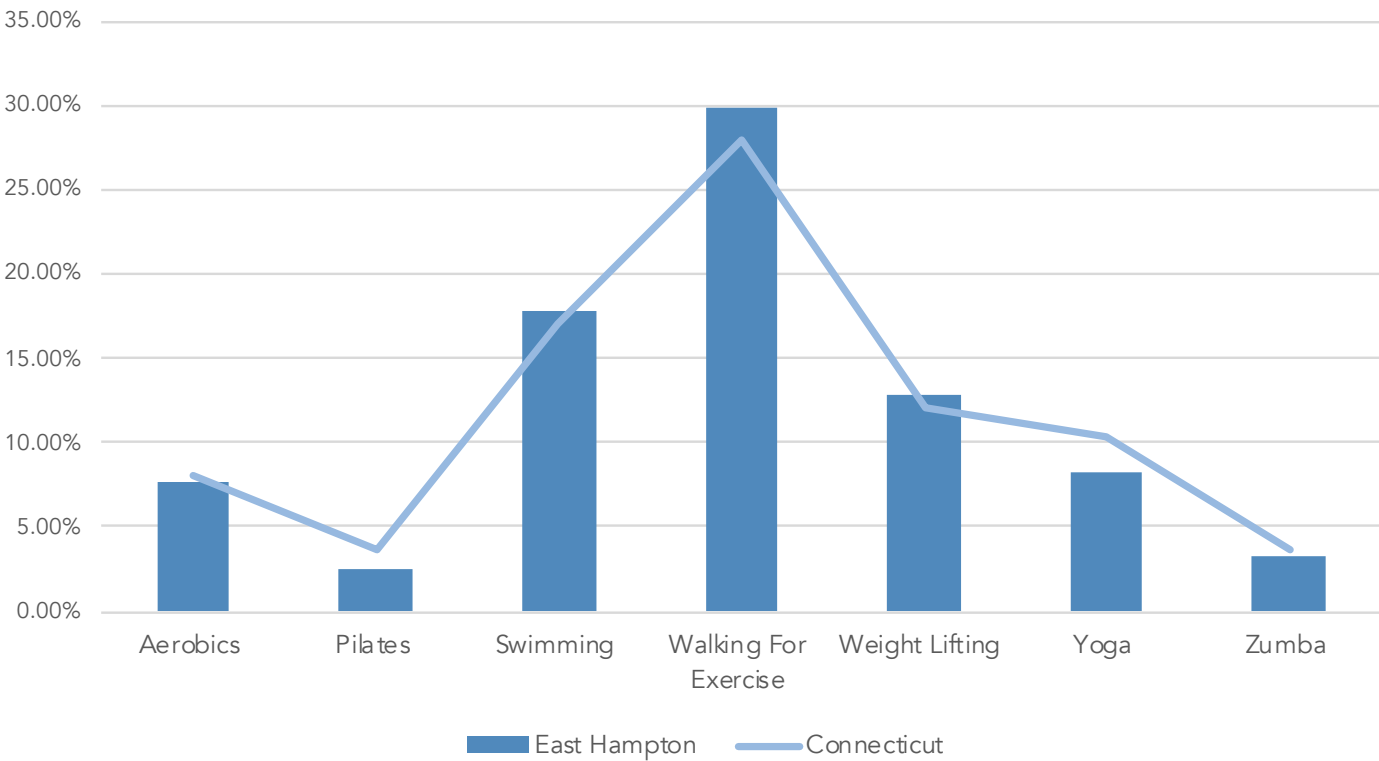


Figure X: Adult Participation for Fitness Activities
Source: Esri Business Analyst

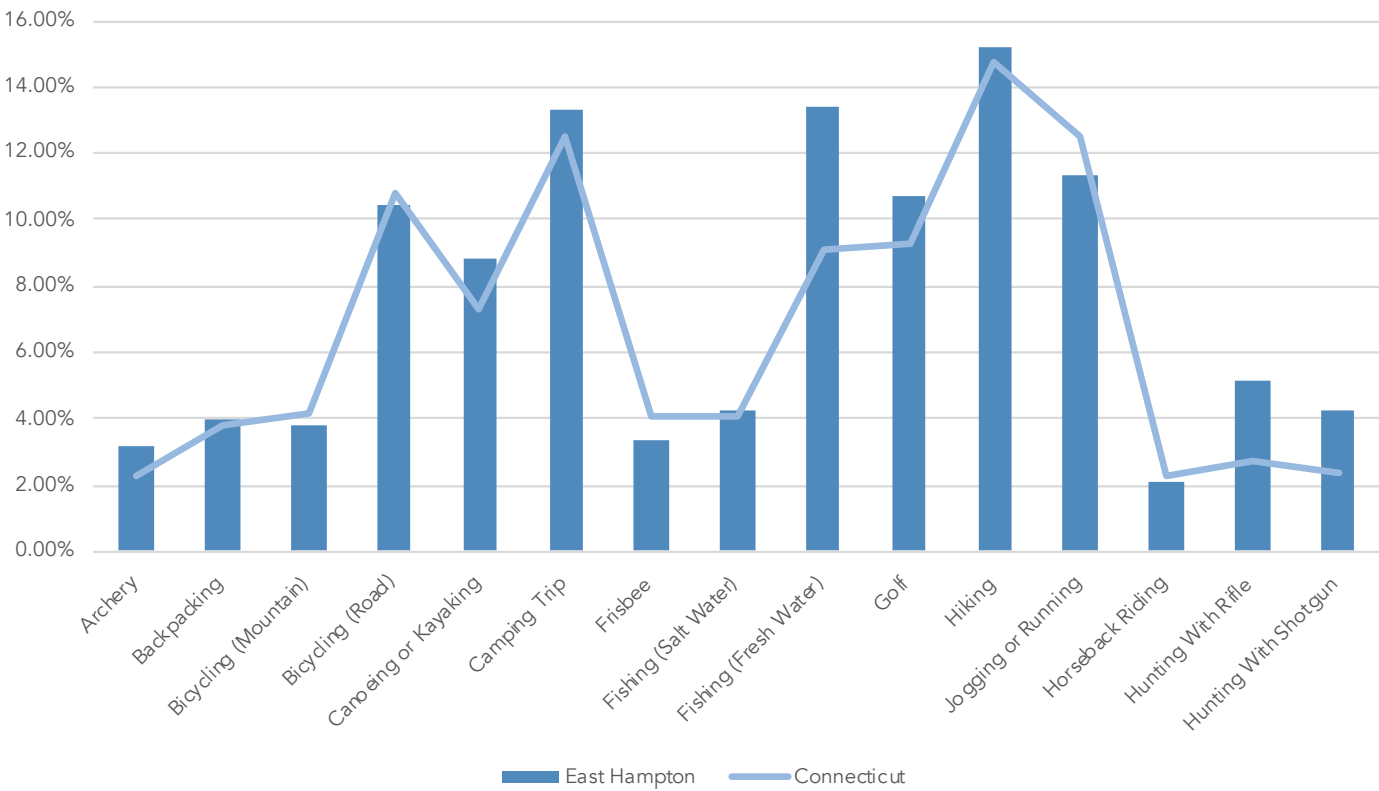


Figure X: Adult Participation in Outdoor Recreation
Source: Esri Business Analyst

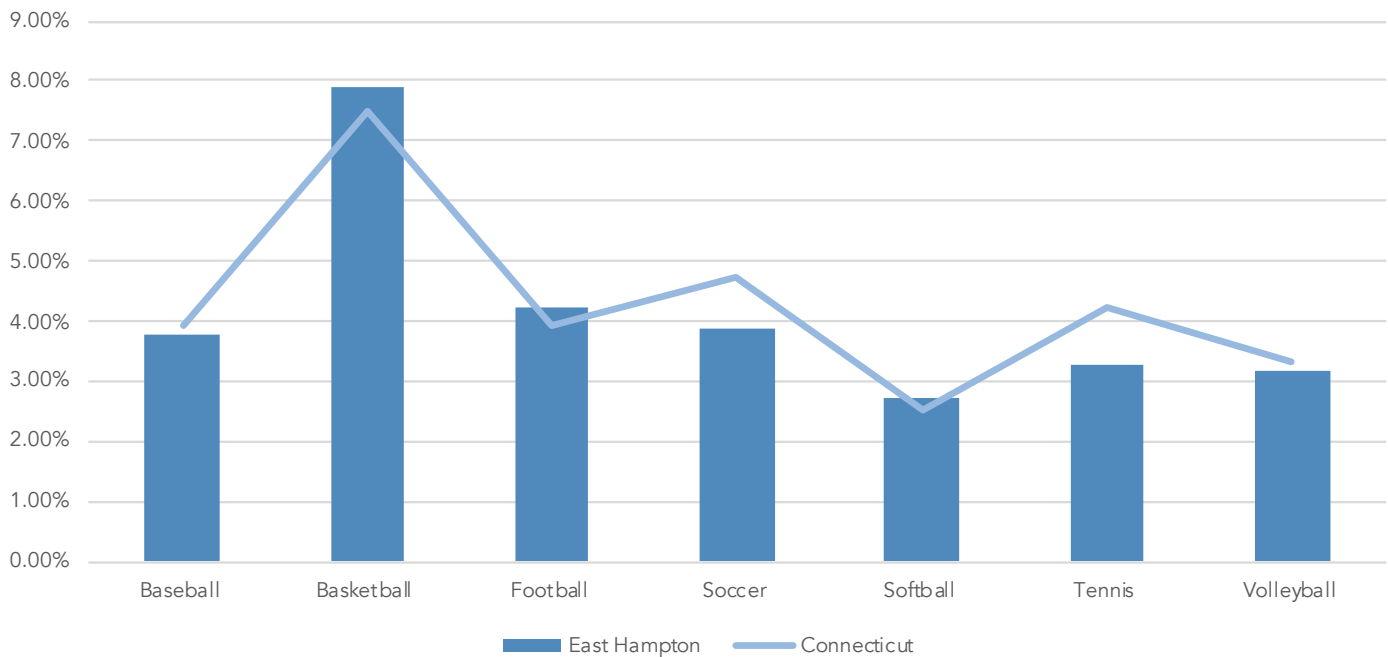


Figure X: Adult Participation in Team Sports
Source: Esri Business Analyst

ACTIVE TRANSPORTATION

In many surveys and studies on participation in recreational activities, walking, running, jogging and cycling are nearly universally rated as the most popular activities among youths and adults. These activities are attractive as they require little equipment, or financial investment, to get started, and are open to participation to nearly all segments of the population. For these reasons, participation in these activities is often promoted as a means of spurring physical activity, and increasing public health. The design of a community's infrastructure is directly linked to physical activity – where environments are built with bicyclists and pedestrians in mind, more people bike and walk. Higher levels of bicycling and walking also coincide with increased bicycle and pedestrian safety and higher levels of physical activity. Increasing bicycling and walking in a community can have a major impact on improving public health and life expectancy.¹

PUBLIC HEALTH TRENDS RELATED TO CYCLING AND WALKING INCLUDE:

- Quantified health benefits of active transportation can outweigh any risks associated with the activities by as much as 77–1 and add more years to our lives than are lost from inhaled air pollution and traffic injuries.
- Regular cyclists took 7.4 sick days per year, while non-bicyclists took 8.7 sick days per year.
- The proportion of children who live within a mile of school has decreased overtime. In 1969, 48 percent of children walked or biked to school, compared to 2009, when 35 percent of children walked or biked to school.²

NATIONAL CYCLING TRENDS:

- There has been a gradual trend of increasing bicycling and walking to work since 2005.
- Infrastructure to support biking communities is becoming more commonly funded in communities.
- Bike share systems, making bicycles available to the public for low-cost, short-term use, have been sweeping the nation.

¹ "Parks & Recreation | Active Living Research." Activelivingresearch.org, 2015, activelivingresearch.org/taxonomy/parks-recreation. Accessed 30 Sept. 2021.

² "SRTS Guide: The Decline of Walking and Bicycling." Saferoutesinfo.org, 2011, guide.saferoutesinfo.org/introduction/the_decline_of_walking_and_bicycling. cfm. Accessed 1 Nov. 2021.



Community Centers

Community centers are public gathering places where people of the community may socialize, participate in recreational or educational activities, obtain information, and seek counseling or support services, amongst other things.³ Several studies have found a correlation between the outdoor leisure involvement that community centers provide and a person’s greater environmental concern. The main impact from the addition of these centers is the improvement in community health, social connectivity, and mental well-being.

A national long-term study conducted of over 17,000 teens who frequented recreation facilities found that they were 75 percent more likely to engage in the highest category of moderate to strenuous physical exercise. Since these activities that they partake in involve a considerable amount of effort, the benefits have been shown to include “reduced obesity, a diminished risk of disease, an enhanced immune system and most importantly, increased life expectancy”.⁴

Clubs and sports offered by community centers also strengthen social connections and reduce social isolation.⁵ Along with an increase in social connectivity brought by community centers comes a sense of satisfaction with a person’s choice of friends and perceived success in life. The evidence strongly suggests that this satisfaction can rise to much higher levels if participation in outdoor recreation begins in childhood.

The following infographic demonstrates the potential for community services in offering non-traditional services.



Figure XX: Non-Traditional Services Desired in Community Centers
Source: NRPA Park Pulse



3 Community centers. County Health Rankings & Roadmaps. (2020, January 21). <https://www.countyhealthrankings.org/take-action-to-improve-health/what-works-for-health/strategies/community-centers>.

4 National Association of Community Health Centers, Inc. (2012, August). Powering Healthier Communities: November 2010 Community Health Centers Address the Social Determinants of Health.

5 Community centers. County Health Rankings & Roadmaps. (2020, January 21). <https://www.countyhealthrankings.org/take-action-to-improve-health/what-works-for-health/strategies/community-centers>.



Community & Special Events

Community-wide events and festivals often act as essential place-making activities for residents, economic drivers, and urban brand builders. Chad Kaydo describes the phenomenon in the *Governing Magazine*: County and municipal officials and entrepreneurs “see the power of cultural festivals, innovation-focused business conferences and the like as a way to spur short-term tourism while shaping an image of the host city as a cool, dynamic location where companies and citizens in modern, creative industries can thrive.”⁶ According to the 2020 Event Trends Report by EventBrite, the following trends are expected to impact event planners and community builders in the coming years:⁷

- Focus on sustainability: Zero-waste events are quickly becoming an expectation. Some of the primary ways of prioritizing environmental sustainability include e-tickets, reusable, or biodegradable items, offering vegan/vegetarian options, encouraging public transport and carpooling, and working with venues that recycle.
- Diversity, Equity, and Inclusion (DEI): Ensuring that the venue is inclusive to not only all abilities by offering ADA facilities, but also welcoming to all races, ethnicities, and backgrounds through signage, messaging, and the lineup of speakers. Ways to incorporate a focus on inclusivity include planning for diversity through speakers, talent, and subject matter, enacting a code of conduct that promotes equity, and possibly providing scholarships to attendees.
- Engaging Experiences: Being able to customize and cater the facility to create immersive events that bring together culture, art, music, and elements of a company’s brand will be critical in creating a more authentic experience

Conservation

One of the key pillars of parks and recreation is the role that it plays in conservation. Managing and protecting open space, providing opportunities for people to

connect with nature, and educating communities about conservation are all incredibly important. One of the key components of conservation is addressing climate change. Local parks and recreation can help by building climate resilient communities through water management, green infrastructure, and sustainability. A report by NRPA in 2017 titled “Park and Recreation Sustainability Practices” surveyed over 400 park and recreation agencies and found the top five ways that local departments are taking action on conservation and climate change include:

- Alternative Transportation—77% reduce carbon footprint through offering transportation alternatives
- Watershed Management—70% adopt protective measures for watershed management
- Air Quality—53% plant and manage tree canopy that improves air quality
- Sustainable Education—52% educate the public about sustainability practices
- Stormwater Management—51% proactivity reduce stormwater through green infrastructure⁸

DOG PARKS

Dog parks continue to see high popularity and have remained among the top planned addition to parks and recreational facilities over the past three years. They help build a sense of community and can draw potential new community members and tourists traveling with pets.⁹

*Recreation Magazine*¹⁰ suggests that dog parks can represent a relatively low-cost way to provide an oft visited and popular community amenity. Dog parks can be as simple as a gated area, or more elaborate with “designed-for-dogs” amenities like water fountains, agility equipment, and pet wash stations, to name a few. Even “spraygrounds” are being designed just for dogs. Dog parks are also places for people to meet new friends and enjoy the outdoors.

⁶ Kaydo, Chad. “Cities Create Music, Cultural Festivals to Make Money.” *Governing*, *Governing*, 18 Dec. 2013, www.governing.com/archive/gov-cities-create-music-festivals.html. Accessed 30 Sept. 2021.

⁷ “The 2020 Event Trends Report- Eventbrite.” Eventbrite US Blog, 2020, www.eventbrite.com/blog/academy/2020-event-trends-report/. Accessed 30 Sept. 2021.

⁸ NRPA, “NRPA Report: Park and Recreation Sustainability Practices,” 2017. <https://www.nrpa.org/our-work/Three-Pillars/conservation/climate-resilient-parks/>



The best dog parks cater to people with design features for their comfort and pleasure, but also with creative programming.¹¹ Amenities in an ideal dog park might include the following:

- Benches, shade and water – for dogs and people
- At least one acre of space with adequate drainage
- Double gated entry
- Ample waste stations well-stocked with bags
- Sandy beaches/sand bunker digging areas
- Custom designed splashpads for large and small dogs
- People-pleasing amenities such as walking trails, water fountains, restroom facilities, picnic tables, and dog wash stations.

Economic and Health Benefits of Parks

The Benefits of Parks: Why America Needs More City Parks and Open Space, a report from the Trust for Public Land, makes the following observations

about the health, economic, environmental, and social benefits of parks and open space:¹²

- Physical activity makes people healthier.
- Physical activity increases with access to parks.
- Contact with the natural world improves physical and physiological health.
- Residential and commercial property values increase.
- Value is added to community and economic development sustainability.
- Benefits of tourism are enhanced.
- Trees are effective in improving air quality and act as natural air conditioners.
- Trees assist with storm water control and erosion.
- Crime and juvenile delinquency are reduced.
- Recreational opportunities for all ages are provided.
- Stable neighborhoods and strong communities are created.



9 Joe Bush, "Tour-Legged-Friendly Parks, Recreation Management, February 2, 2016.

10 Emily Tipping, "2014 State of the Industry Report, Trends in Parks and Recreation," Recreation Management, June 2014.

11 Dawn Klingensmith "Gone to the Dogs: Design and Manage an Effective Off-Leash Area", Recreation Management, March 2014. (http://recmanagement.com/feature_print.php?fid=201403fe02).

12 "Benefits of Parks White Paper." The Trust for Public Land, 2018, www.tpl.org/benefits-parks-white-paper. Accessed 30 Sept. 2021.



Park System Benefits provided to People

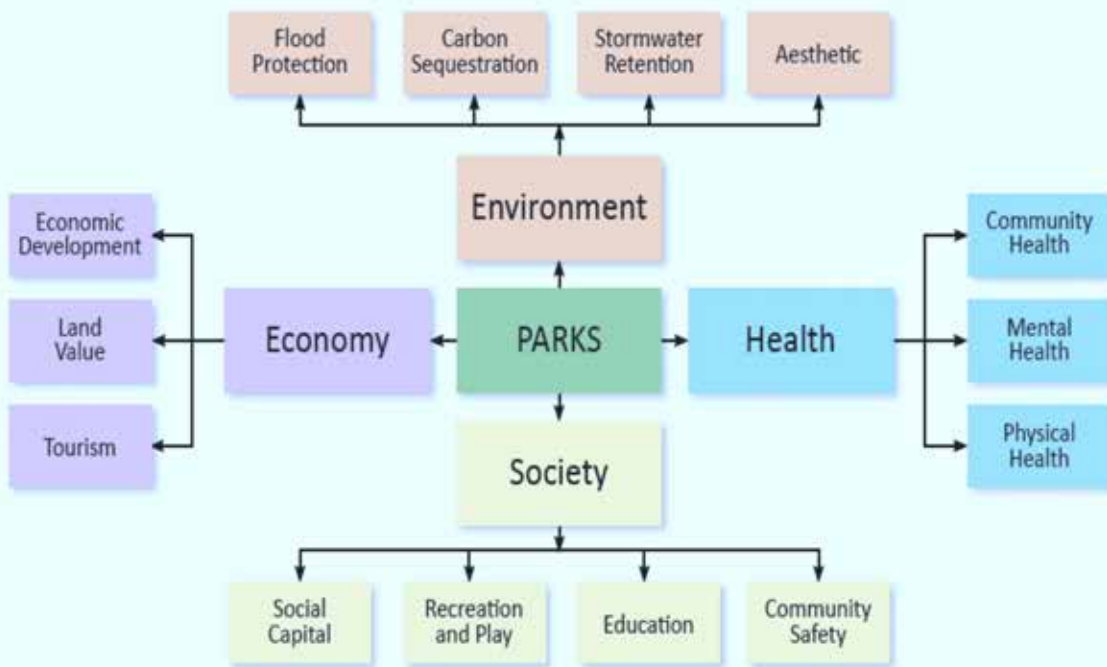


Figure X: Park System Benefits Provided to People and Communities
Source: Earth Economics, 2011

Farmer's Market

Park and recreation agencies often have the role of connecting communities to local, fresh foods. In fact, many local agencies are the largest providers of federally funded meals for the public. One in five agencies manage a farmers' market. There are many benefits in providing farmers markets in the community. Beyond providing fresh foods to the public and promoting agricultural and economic benefits for farmers and vendors, they also bring culture building and engagement on a consistent basis. According to a study by the National Recreation and Park Association (NRPA) in 2019 of 296 agencies, approximately 67 percent of organizations host farmers markets once a week, with 21 percent offering it two or three times a week. Roughly four in five agencies use partnerships with nonprofits, farmers organizations, other local government departments, community development organizations, and the local extensions office to enhance the success of the farmers' market.



Figure X: Overview of NRPA Farmers Market Report
Source: 2019 NRPA Farmers Market Report



Marketing and Social Media

Awareness of parks and recreation services is critical to the success of any agency. According to a study in collaboration with the National Recreation and Park Association and GP RED of approximately 35,000 responses, one of the primary reasons that patrons do not participate in programs and services is due to lack of awareness.

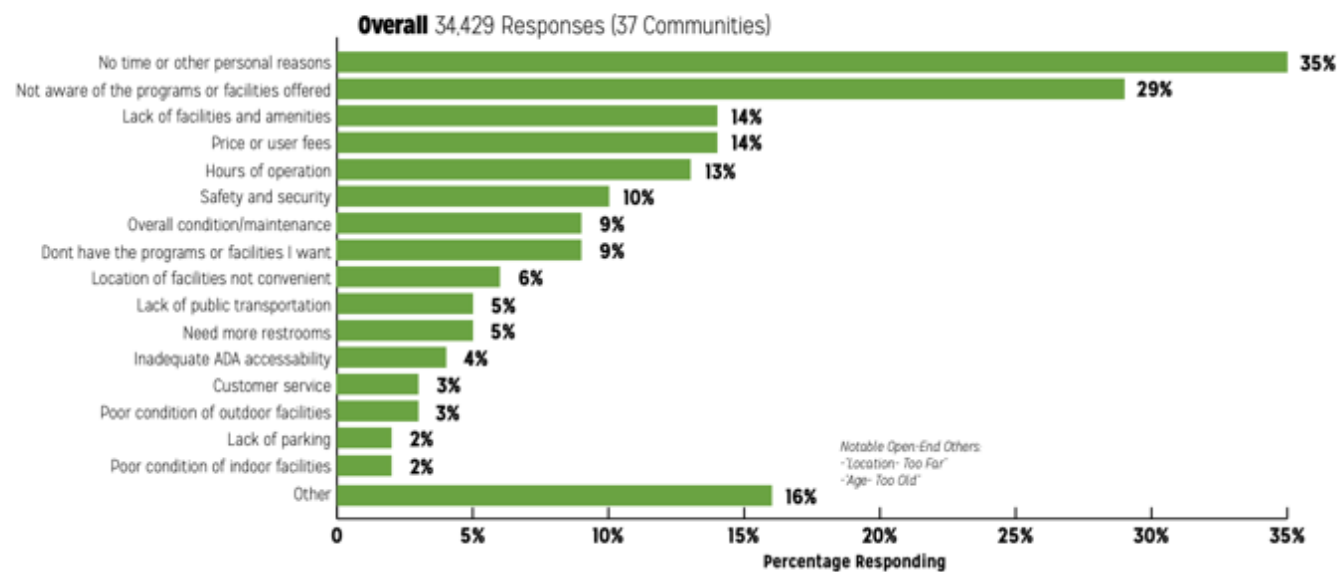
In today's modern world, there is ample opportunity to promote and market parks and recreation services. It begins with a needs assessment that details how the community prefers to receive information. Then, a marketing plan should be developed that is catered to the agency's resources, including staff, time, and budget. This should guide the agency for one to three years.

Technology has made it easier to reach a wide-reaching, location-dependent audience that can be segmented by demographics. However, it has also caused a gap in the way parks and recreation agencies are able to communicate. Agencies around the country have previously not dedicated substantial funding to marketing, however it is becoming a critical piece to reaching participants. Without dedicated staff and support, it is difficult to keep up with social media trends which seem to change daily. Furthermore,

with an overarching desire to standardize a Town's brand, there may be limitations to the access and control that a parks and recreation agency has over their marketing. It is essential that professionals become advocates for additional resources, training, and education. Having a strong presence on social networks, through email marketing, and through traditional marketing will help enhance the perception from the community.¹³

Outdoor Fitness Trails

A popular trend in urban parks for health, wellness, and fitness activities is to install outdoor fitness equipment along trails. The intent of the outdoor equipment is to provide an accessible form of exercise for all community members, focusing on strength, balance, flexibility, and cardio exercise. These fitness stations – also known as “outdoor gyms” -- are generally meant for adults but can be grouped together near a playground or kid-friendly amenity so that adults can exercise and socialize while supervising their children. The fitness equipment can also be dispersed along a nature trail or walking path to provide a unique experience to exercise in nature. Educational and safety signage should be placed next to equipment to guide the user in understanding and utilizing the outdoor gyms.



¹³ "The NRPA Park and Recreation Marketing and Communications Report | Research | Parks and Recreation Magazine | NRPA." Nrp.org, 2015, www.nrp.org/parks-recreation-magazine/2020/january/the-nrpa-park-and-recreation-marketing-and-communications-report/. Accessed 16 Nov. 2021.



Outdoor Recreation

Outdoor recreation has become a thriving economic driver, creating 4.3 million direct national jobs in 2020 and generated \$689 billion in consumer spending. The U.S. Bureau of Economic Analysis (BEA) estimated that the outdoor recreation economy makes up 1.8% of the current gross domestic product (GDP) in 2020, accounting for more than \$374.3 billion. The COVID-19 pandemic impacted the outdoor recreation industry. Although the full extent of that impact is not known yet, one of the primary data points is around outdoor recreation employment, which decreased in all fifty states in 2020. The top three conventional outdoor recreation activities according to the BEA in 2020 was boating/fishing, RVing, and hunting/shooting/trapping.¹⁴

Riparian and Watershed Best Practices

The ability to detect trends and monitor attributes in watershed and/or riparian areas allows planners

opportunities to evaluate the effectiveness of their management plan. By monitoring their own trends, Planners can also identify changes in resource conditions that are the result of pressures beyond their control. Trend detection requires a commitment to long-term monitoring of riparian areas and vegetation attributes.

The United States Environmental Protection Agency (EPA) suggests the following steps to building an effective watershed management plan. See water.epa.gov¹⁵ for more information from the EPA.

- Build partnerships
- Characterize the watershed
- Set goals and identify solutions
- Design and implementation program
- Implement the watershed plan
- Measure progress and make adjustments

In the State of Connecticut, the outdoor recreation economy generates:

41,721 Direct Jobs



\$3.2 billion total outdoor recreation value added



\$1.8 billion in wages and salaries



1.2% of GDP

Source: 2021 Esri Business Analyst

¹⁴ "Outdoor Recreation Satellite Account, U.S. And States, 2020 | U.S. Bureau of Economic Analysis (BEA)." Bea.gov, 2020, www.bea.gov/news/2021/outdoor-recreation-satellite-account-us-and-states-2020. Accessed 16 Nov. 2021.

¹⁵ "Implement the Watershed Plan – Implement Management Strategies," U.S. Environmental Protection Agency, <http://water.epa.gov/type/watersheds/datait/watershedcentral/plan2.cfm>



Signage and Wayfinding

To increase perception and advocacy, a parks and recreation professional needs to prioritize opportunities that impact the way the community experiences the system. This can start with signage, wayfinding, and park identity. The importance of signage, wayfinding, and park identity to encourage awareness of locations and amenities cannot be understated. A park system impacts the widest range of users in a community, reaching users, and non-users, across all demographic, psychographic, behavioral, and geographic markets. In a narrower focus, the park system is the core service an agency can use to provide value to its community (ex. partnerships between departments or commercial/residential development, high-quality and safe experiences for users, inviting community landscaping contributing to the overall look or image of the community). Signage, wayfinding, and park identity can be the first step in continued engagement by the community, and a higher perception or awareness of a park system; which can lead to an increase in health outcomes.

Sports Trends

The 2020 Sports, Fitness, and Leisure Activities Topline Participation Report details the changes in fitness, team, and individual sports over the last decade. Fitness activities – such as aquatic exercise, impact/intensity training, rowing machines, stationary cycling, swimming for fitness, yoga, etc. – are the most participated activity – and have been for the past five years. For the first time since 2016, team sports increased in participation. An increase in basketball (the most played team sport) and outdoor soccer (the third most played team sport) has helped fuel this growth. Overall, team sports have over 29 million youth participants. BMX biking is one of the fastest growing extreme sports, gaining 10 percent participation in 2019, followed by skateboarding (increase of 7%).¹⁶

Synthetic Turf

Demand for fields have risen with the popularity of youth and adult sports. Synthetic turf can solve many challenges and parks and recreation departments because they can withstand the constant use from players. Synthetic turf requires less maintenance and is not easily damaged in wet weather conditions. Synthetic turf requires periodic maintenance which includes brushing the turf to stand up the fibers which allows it to wear better, the addition of infill in high traffic areas (soccer goals, corner kicks, etc.) and an annual deep cleaning. However, synthetic turf costs significantly more upfront, and they require replacement about every ten years. This can have a large environmental and economic footprint unless the products can be recycled, reused, or composted.

Safety concerns primarily stem the chemicals found in crumb rubber. For the last 20 years, crumb rubber has been the common choice for fields. It often has distinct plastic smell, and can leach chemicals, like zinc, into downstream waters. There are also concerns about off gassing of crumb rubber and the potential health impacts of this material. Fortunately, advances in technology have allowed for new innovative products to be developed without crumb rubber. New innovations have allowed more sustainable and safer synthetic turf to be used by athletes and remove the negative perception. In the future, shock pads may become commonplace – this is the layer under the turf that can absorb an impact and reduce the chance of a concussion. The incorporation of non-rubber infills will continue to grow.

¹⁶ "2020 Sports, Fitness, and Leisure Activities Topline Participation Report." Sfia.org, 2020, www.sfia.org/reports/802_2020-Sports%2C-Fitness%2C-and-Leisure-Activities-Topline-Participation-Report. Accessed 1 Nov. 2021.



COMMUNITY AND STAKEHOLDER INPUT

Public input meetings were held November 2-3, 2021, at various locations within East Hampton. The meetings entailed focus groups, stakeholder and staff meetings, leadership interviews, and an open public forum offered both in-person and virtually. Focus groups were by invitation extended via parks and recreation staff with the idea of mixing area residents and stakeholders with differing points of view to solicit broad-based perspectives. Each meeting was approximately 90 minutes long. A series of questions were facilitated by GreenPlay to ensure that adequate input was received from all attendees.

There was a total of 4 focus groups with the public and staff. There was a total of 35 individuals that participated to give their input during the public focus groups.

Strengths and Opportunities for Improvement

The residents of East Hampton benefit from a generally good geographic distribution of parks throughout the town, with the use of school facilities. Participants embrace the fact that their parks are visually appealing and form the heart of the community through collaboration and connections. They specifically called out Sears Park and the Air Line Trail as gems in the town. They feel like the programs offered are well

run, diverse, affordable, and operated by dedicated employees. Participants indicate that they are very satisfied/satisfied with the programs offered. Due to the popularity of programs, activities, and events, town staff does as much as they can with limited resources, and that causes a strain on amenities. The absence of a town operated recreation center and indoor aquatic facility were top areas for improvement identified by participants. Additionally, limited public access to water was a concern for the focus groups. General items such as lack of parking, restrooms, connectivity, dedicated bike trails/lanes, and safety were all identified as opportunities for improvement. Along with physical improvements, improvement of communication, the use of technology and social media, and the availability of information are also important to users. Finally, focus group and stakeholder participants identified the need for a long-range master plan for parks and recreation to ensure success for the Department and the town.

Programming, activities, and locations

East Hampton residents love their programs. Although they are generally satisfied, they do have an apparent demand for more program offerings. Included among the additional programs desired are non-sports adult and youth activities, events and drop-in activities, pickleball, outdoor recreation, disc golf, and programs that maximize access to the lake. As new programs are developed, participants wanted to maintain the





COMMUNITY ENGAGEMENT & NEEDS ASSESSMENT

balance between passive and active recreation. Certain demographics may also be underserved, including seniors, tweens and teens, young adults, and citizens with special needs.

NEW FACILITIES

When asked about the need for new parks and recreation facilities in the town, participants indicated a need for:

- Indoor multi-sport complex
- Bike lanes and connectivity
- Splash pads
- Dog parks
- Walking trails and sidewalks
- Indoor Pool
- Community pool
- A Town Center
- Trail Head at the Air Line Trail
- Upgrades and athletic lights at Middle and Center Schools
- Wayfinding and safety signage
- Skate Park

TOP PRIORITIES

Participants in the focus group and stakeholder meetings identified priorities the town should concentrate on over the next five years:

- Maintenance of and improvements to current facilities
- Long term, proactive facility planning
- Intentional programming for all ages
- Add a Recreation Center
- Improve and renovate existing athletic fields
- Increase staff to improve level of service
- Add an Indoor swimming pool
- Improve lake access and water quality
- Land acquisition and preservation
- Optimize relationship with current partners
- Create a Town Center gathering space
- Concentrate on acquiring state and federal grants
- Improve marketing and increase use of social media and technology
- Connectivity/bike and pedestrian trails

COMMUNITY NEEDS ASSESSMENT SURVEY SUMMARY

To allow for greater public participation in the Parks and Recreation Needs Assessment planning process, an online survey was administered by GreenPlay through the Recreation and Parks Department using SurveyMonkey. The survey was opened for 2 months from November 15, 2021, until January 15, 2022. The survey consisted of a series of questions focused on gauging respondents' interest, usage, current barriers to use, perceptions of quality, and ideas for improving the current system of town-managed parks, recreation amenities, and recreational assets.

The survey received a total of 292 responses, approximately 25% of the households. Survey responses were limited to 1 response per IP address at the request of the Town to limit multiple responses for households. General survey findings are noted in the "Summary of Findings" section below. A comprehensive report of the survey results has been retained as a staff resource by the Parks and Recreation Department and is available for public review upon request.





Summary of Findings from the Needs Assessment Survey

As was the case in 2012 and 2014, the 2021 needs assessment survey was not intended to be statistically valid and was hosted in a fashion that allowed for open participation. Unlike a statistically valid survey, the open method utilized in this process did not appear to capture a strong response from people who do not currently use Town parks and recreation amenities. However, the overall results of the survey provide insight into the general attitudes and perceptions of self-identified town parks and recreation amenity users. The administration of a statically valid survey in the future would be beneficial for capturing the opinions of residents who may not be regular users of East Hampton parks and recreation facilities and programs. A full report of the survey, including extensive submitted from respondents, was created as a resource document for the staff of the Parks and Recreation Department. A full summary of key findings from each survey question is included as Appendix A of this Plan. The overall key findings of the survey are noted below:

- A total of 292 responses were received over a two-month period from November 15, 2021, to January 2022.
- The majority of survey respondents were either very familiar or familiar (68.19%) with parks, recreation facilities, programs and services the Town provides.
- Most survey respondents (87.76%) feel the availability of local parks and recreation opportunities in East Hampton are very important or important to the household.
- Community events (80.99%), outdoor recreation programs (60.56%), adult enrichment (49.30%) and Nature programs (47.18%) are the top activities families participate in.
- Health and wellness, land preservation, family-oriented activities, maintenance of parks and facilities, and connectivity between trails are the top 5 priorities for focus on improving.
- To increase utilization, respondents' top choices were additional facilities, awareness of programs and condition/maintenance of parks.
- E-mail from the Town (79.57%), internet/website (68.46%) and social networking (56.27%) are the top 3 way to reach respondents.
- When asked about greatest needs, respondents indicated an indoor aquatic facility (45.20%), connections to the Air Line Trail (41.28%) and indoor multi-purpose facility (39.50%) were their top 3 choices.
- When asked to rank initiatives for the Department, add more trails/sidewalks, add new aquatic facilities, improve and/or renovate and maintain existing parks, and add new specialty parks are the top 4 rankings.



OPERATIONS ANALYSIS



SUMMARY OF SERVICES

The Parks and Recreation Department strives to help citizens live healthy lives, thereby encouraging them to participate fully in their community. Additionally, they work to be good stewards of the environment and promote stewardship among the citizenry so that the people might value the place where they live and actively engage with their surroundings and each other through recreational activities.

The Parks and Recreation Department is responsible for a variety of services utilized by residents and visitors. Services offered are based upon public demand, improving the quality of life of the citizenry, creating a positive effect on the local economy, and acting as good stewards to the natural environment. The Department provides numerous recreational programs such as athletics and enrichment classes for people of all ages and abilities. Resident participation fosters in them a sense of ownership in the community, which in turn generates social involvement and environmental stewardship. The Department keeps pace with the recreational needs of its constituents and responds positively to citizen input.

The Parks and Recreation Department consists of 3 program areas of responsibility:

- Park Maintenance
- Recreation
- Operations (Administration)



Parks and Recreation develops and implements leisure time activities that promote positive opportunities to enhance the quality of life for youth, teens, adults, and seniors and encourages physical, creative, and imaginative participation that serves and expands the interest and opportunities for participants beyond school, work, or home. Activities are held in parks, on public grounds, and on school properties. Partnerships with athletic leagues, civic clubs, and local businesses are encouraged and help to ensure that more needs are met, and services are not duplicated.

Departmental responsibilities include maintenance of all East Hampton Public Schools' grounds and athletic complexes encompassing 90 acres. Duties include preparing fields for various athletic competitions including soccer, football, cross country, baseball, softball, tennis and volleyball. Maintenance and upkeep of Sears Park including all facilities, waterfront, beach, courts, picnic areas and performing arts gazebo, and municipal properties in the Village Center, Cranberry Bog and Middle Haddam's Pocket Park.

Recreation creates, implements, schedules, publishes and over-sees recreational programs and special events, maintains and provides customer-oriented registration software via web-based program, administers and maintains the department's social media outlets. In addition, they provide a wide range of camps, clinics, lessons, instruction and programming for young people including sports leagues and an after-school program. Adults enjoy basketball, soccer and softball leagues utilizing school facilities or fields. To accomplish this, they partner with local businesses in the leisure and recreation fields to expand resources and offer programming for adults such as Zumba, aerobics, karate, and yoga often utilizing their facilities.

The Department relies on tax dollars as well as fees and charges, grants, donations, and fund raising for its operations. Operations prepares the department budgets, including Operating, Capital Improvement Projects, and Special Revenue accounts, they also prepare bid packages, oversee the procurement process and manage construction projects on parks, grounds and facilities. Volunteers play a pivotal role with the Department and reduce program and event expenses.



DEPARTMENT OPERATIONAL CONSIDERATIONS

Covid-19 Pandemic and Recreation going forward

Much of the data gathering and analysis of this report was conducted in 2020 and 2021, with final analysis and formatting in April-May of 2022. During that time, the world was struck by the coronavirus global pandemic. This is the country's most devastating pandemic in modern history. The coronavirus disease 2019 (COVID-19) public health emergency was officially declared a global pandemic on March 11, 2020, by the World Health Organization and continues to be a major global pandemic as of the writing of this report. As stated by the National Recreation and Parks Association (NRPA), parks are essential, especially during a health crisis, and a recent survey found that 83% of adults find exercising at local parks and open spaces is essential to maintaining their mental and physical health during the Covid-19 pandemic. East Hampton parks, open spaces and recreation programs play an essential role in providing healthy and safe options for residents, staff, and visitors. For parks and open space and for recreation, this will shape our collective futures in ways beyond those possibly anticipated, and likely beyond the focus areas of this report.

Unlike other forms of community infrastructure, parks, recreation, and open space amenities combine both developed and natural elements that serve a wide variety of functions that benefit the general public. The positive benefits of parks and natural areas are well documented, and public participation in recreation, sports, fitness, and leisure activities and opportunities that are made available by this infrastructure can have significant impacts on community identity, public health, and community well-being; preservation of natural ecological systems and services; and economic vitality. The pandemic has shown this to be a greater need and desire by members of the community.

Program Development

Understanding core services in the delivery of parks and recreation services will allow the East Hampton Parks and Recreation Department to improve upon those areas while developing strategies to assist in the delivery of other services. The basis of determining core services should come from the vision and mission developed by the department, as well as what brings the greatest community benefit in balance with the competencies of the department, current trends, and the market.

The department should pursue program development around the priorities identified by resident feedback, program evaluation process, and research. Moreover, new leisure and recreation trends may drive different needs. It is very easy to focus on programs that have worked for a number of years, especially if they are still drawing enough interested participants to justify the programs continuation.

Using historical participation levels to determine program popularity and participant feedback can be helpful in deciding if programs should be continued. In addition, utilizing citizen surveys and participant feedback, and researching trends in park and recreational programming are useful in determining future programming needs and desires. Sources for trends information include:

- State Parks and Recreation Associations and Conferences
- National Recreation and Parks Association
- International Health, Racquet, and Sports Association
- Parks and Recreation Trade Publications
- Outdoor Recreation Publications



Program Evaluation

All current programs should be evaluated annually to determine if they should be continued, changed (market segment focus, time/day offered, etc.), or discontinued. A few simple questions should be asked about each program that include:

- Is participation increasing or decreasing?
If participation is increasing, then it could clearly mean that the program should be continued.
If participation is decreasing, are there any steps to take to increase interest? Such efforts include changing marketing tactics, changing the time/day the program is offered, and/or changing the format or instructor. If not, it may be time to discontinue the program.
- Is there information contained in the participation feedback that can be used to improve the program?
- Are cost recovery goals being met? If not, can fees be realistically increased?
- Is there another provider of the program that is more suitable to offer it? If yes, the Department could provide referrals for its customers for the program it does not or is not willing or able to offer.
- Is this program taking up facility space that could be used for expansion of more popular programs or new programs in demand by the community?

Financial Analysis

The Parks and Recreation Department's programs and facilities are currently funded through a combination of revenue sources, including General Fund, User Fees, and Partnerships. Like most towns across the United States, East Hampton experienced budget and participation impacts related the COVID-19 pandemic in 2019 and 2020. The Parks and Recreation Department has made every effort to maintain high-quality facilities, programs, and services with fewer resources, and by relying on a cost recovery philosophy. As the country is recovering, East Hampton is investing in quality of services for citizens through General Fund contributions to the department as well as capital investments from the General Fund.



Organizational Analysis

GreenPlay broadly assessed the organizational and management structure of the Parks and Recreation Department and its staffing to determine effectiveness and efficiency in meeting current and future departmental responsibilities as related to the community's needs. The needs assessment—including input from staff interviews, community, and key stakeholder engagement, along with the consultant's expertise—has identified a few areas for operational enhancement.

These key organizational issues identified and observed as areas for improvement include:

- Continued improved marketing and communication of activities
- Continued use of social media
- Continue the utilization of technology to improve customer service and efficiencies



OPERATIONS ANALYSIS

Staffing Analysis

GreenPlay broadly assessed the management structure and staffing levels of the Parks and Recreation Department to determine effectiveness and efficiency in meeting current and future departmental responsibilities as related to the community's needs. Observations and staff feedback were considered to determine if the Department had the right mix of staffing in the right places within the Department.

The staffing analysis process included the observations and assessments from:

- Community input
- Community satisfaction rates
- Staff focus group
- Facility tours
- Observations of quality of maintenance
- SWOT Analysis

Staffing Considerations

After considering all the organizational observations and staffing assessments, the consultant team has determined that the Parks and Recreation Department has an adequate number of staff positions to operate its current system with the right mix of staff in the

right places within the Department. The Department needs to fill vacant positions to operate at maximum efficiency. However, focus group participants and survey respondents saw the need for improved maintenance and upkeep of facilities and amenities. Additionally, they saw the need to increase customer service and program delivery.

One hurdle the Department must deal with is getting an appropriate pool of qualified applicants for open positions. This is a national issue and reflects the changing workforce of both the Millennial and Baby Boomer Generations. To combat this trend, organizations need to be willing to allow for flexible scheduling, allow for remote workplaces, part-time and "gig" positions, and second career applicants.

To operate more effectively in the future and to implement the action step from the Needs Assessment, Parks and Recreation will need to hire additional positions to supplement existing staff. This will ensure that staffing resource levels can maintain existing and new facilities at or above acceptable standards as the Needs Assessment is implemented. To accomplish these the town should consider another full-time recreation coordinator positions as well as increased maintenance staff to meet demand.



SUMMARY OF OVERALL ANALYSIS



SUMMARY OF OVERALL ANALYSIS

Public leaders in the United States are increasingly recognizing that public recreation facilities and related “quality of life” amenities are not secondary services provided by governmental agencies but are in fact integral to creating communities where people want to live, work, learn, and visit. These services should be seen as investments in the long-term vitality and economic sustainability of any vibrant and attractive community. Community leaders recognize that parks and recreation facilities and services in addition to public open space are essential to attracting and keeping the working class in communities. These investments encourage economic growth and contribute to East Hampton continuing to provide innovative program opportunities and well-maintained facilities that enrich the East Hampton community.

East Hampton’s Parks and Recreation Department recognizes this and seeks to make improvements to recreational programs, facilities, and services, enhancing the community for years to come.

AREAS OF FOCUS AND ACTION STEPS

The following Areas of Focus with Action Steps are outlined to create a process to move forward. Over the next five to ten years, many influences will impact the success of the development of future facilities, programs, and services. Funding availability, staff buy-in, and political and community support will play significant roles in future planning efforts.

Area of Focus 1: Ensure continuation of the high-quality recreation facilities, parks, trails, open spaces, programs, and services residents of East Hampton have come to expect.		
Actions	Resource Impact/ Budget Requirement	Timeframe to Complete
1.1 Complete a comprehensive Parks and Recreation Master Plan. <ul style="list-style-type: none">• Complete quantitative and qualitative inventory and mapping of parks, trails, open space, and recreational facilities, including level of service and gap analysis.• Provide an analysis of current programs, facilities, and services in relation to survey results, identified gaps and unmet needs, market conditions, and alternative providers.• Identify priorities of future development of parks, programs, and facilities (including indoor multi-sport complex, additional bike lanes and walking trails, splash pad, dog park etc.).• Develop capital improvement plan, cost, and phasing recommendations and implementation plan for priority items/projects.	Staff Time/Professional Services (\$60,000–\$80,000)	2022/2023 Research 2023/2024 RFP & Bid Process; Master Plan Development



Area of Focus 1: Ensure continuation of the high-quality recreation facilities, parks, trails, open spaces, programs, and services residents of East Hampton have come to expect.

Actions	Resource Impact/ Budget Requirement	Timeframe to Complete
<p>1.2 Create a short-term plan to address immediate needs and priority projects in coordination with the FY23 and FY24 Budget Development and Capital Improvement Project (CIP) annual review.</p> <ul style="list-style-type: none"> • Increase park maintenance to meet current demand for services and develop plan for future growth. • Address park maintenance projects and annual maintenance needs. • Address aging infrastructure. • Staff appropriately to meet current and future demands and maintain the current quality of service to citizens and visitors. 	Staff Time/Capital Funding/General Funding	2022–2024
<p>1.3 Identify strategies for maintaining the quality of current programs and services in a cost-effective manner.</p> <ul style="list-style-type: none"> • Add staffing within the recreation department to help manage a balance in adult programing vs youth programing • Coordinate with other departments to maximize cost savings in parks, trails, open park spaces, and facilities. • Utilize various evaluation methods and instruments to measure level of services in programs offered to the community. • Emphasize continued training and mentoring of staff to ensure continuous improvement and customer satisfaction. 	Staff Time/Staff Training/TBD	On-going
<p>1.4 Nurture and promote relationships to maximize partnerships and agreements with community-based organizations and businesses, as well as other service providers.</p>	Staff Time	On-going



SUMMARY OF OVERALL ANALYSIS

Area of Focus 2: Explore opportunities to develop additional indoor facilities to serve the community needs

Actions	Resource Impact/ Budget Requirement	Timeframe to Complete
2.1 Conduct a Feasibility Study to determine services required to fund, build, and operate an indoor multi-sport facility, aquatic center and/or a recreation/community center.	Professional Consultant Services (\$35,000–\$50,000)	2024–2025
2.2 Explore opportunities to partner with other services providers in the community to build and operate an indoor multi-sport facility and recreation/community center. Potential partners include: <ul style="list-style-type: none"> • East Hampton Public Schools • Local sports leagues • Local Businesses • Connecticut - DNR • Non-profits in the community 	Staff Time/Professional Services if needed	2023–2024

Area of Focus 3: Increase and improve park athletic fields and amenities.

Actions	Resource Impact/ Budget Requirement	Timeframe to Complete
3.1 Using the results of the Needs Assessment Survey and the community engagement process, create a plan to address identified amenity needs at parks, lake access and trails.	Staff Time	2022–2023
3.2 Create individual park master plans to address upgrades to parks and installation or improvements to amenities. Parks identified were: <ul style="list-style-type: none"> • Sears Park • Air Line Trail • Memorial School Parcel • Seamster Park • East Hampton Middle School athletic fields • Center School athletic fields 	Staff Time/Professional Services/Capital Funding	2023–2026
3.3 Look for opportunities to add non-traditional sports and activities to include pickleball, disc golf, hiking and off-road biking)	Staff Time/Professional Services/Capital Funding	2023–2026



Area of Focus 4: Evaluate current program and service delivery to ensure that it reflects the cultural diversity and needs of East Hampton.

Actions	Resource Impact/ Budget Requirement	Timeframe to Complete
4.1 Look for opportunities to increase access to the lake for water-based programs (including sailing, crew, kayaking, etc.).	Staff Time/Program Materials	On-going
4.2 Increase programming of aquatics, wellness/fitness, cultural programming, outdoor recreation, and for special needs populations.	Staff Time/Program Materials	On-going
4.3 Look for opportunities to provide additional programming for families, seniors, and teens.	Staff Time/Program Materials	On-going
4.4 Look for opportunities to provide additional life skills programming (including STEM, cooking, wellness, photography, and arts).	Staff Time/Program Materials	On-going
4.5 Continue to evaluate current program offerings to determine viability, need, and current trends.	Staff Time/Program Materials	On-going
4.6 Look for opportunities to increase community events and partner with the Downtown Association.	Staff Time/Program Materials	On-going

Area of Focus 5: Increase connectivity with pathways and trails.

Actions	Resource Impact/ Budget Requirement	Timeframe to Complete
5.1 As part of a comprehensive master planning process, inventory and map the current trails and pathways in East Hampton.	Staff Time/Consultant Services	2023–2024
5.2 Look for opportunities to improve existing or develop new trails and pathways within the town, region, and current park system.	Capital Cost Varies based on Location	2024–2027
5.3 Create a trailhead for the Air Line Trail that connects the trail to Downtown.	Capital Cost Varies based on Location	2024–2027



SUMMARY OF OVERALL ANALYSIS

Area of Focus 6: Develop comprehensive marketing, communication, and community engagement strategy for Parks and Recreation programs and services.

Actions	Resource Impact/ Budget Requirement	Timeframe to Complete
6.1 Develop and implement a Marketing Plan to guide the Department efforts to increase community awareness of programs and services offered.	Staff Time/ Marketing Funds	2022–2023
6.2 The Marketing Plan should include strategies to increased registrations, user participation, and community engagement. Increased utilization of technology to provide convenient consumer-based access to registration and other services. <ul style="list-style-type: none">• Continue to invest in online registration and payment systems• Improved Website presence• Continue to use a mixed method approach to reaching your customers (e-mail from the Town, internet, website, social networking, local media)	Staff Time/ Marketing Funds	On-going
6.3 The Marketing Plan should include signage branding and wayfinding strategies to increase citizen and visitor awareness of facilities and amenities.	Staff Time/ Marketing Funds	2023–2025

Area of Focus 7: Continue to preserve the heritage, culture, and open space that makes East Hampton unique.

Actions	Resource Impact/ Budget Requirement	Timeframe to Complete
7.1 Continue to look for opportunities to acquire additional open space and preserve natural and cultural assets within the town.	Staff Time/Capital Funds	On-going

APPENDIX A

Community Needs Assessment Survey Report and Open-Ended Comments



Town of East Hampton, CT Recreation Needs Assessment Survey

292 Total Responses

Date Created: Monday, November 15, 2021

Date Closed: Saturday, January 15, 2022

Complete Responses: 292

Monday, January 31, 2022

INTRODUCTION

The purpose of this study was to gather resident feedback on the Town of East Hampton parks, recreation facilities, amenities, future planning, communications, and more.

This survey research effort and subsequent analysis were designed to assist the Town of East Hampton in developing a plan to reflect the community’s needs and desires.

The majority of survey respondents were either very familiar or familiar (68.19%) with parks, recreation facilities, programs and services the Town provides.

Most survey respondents (87.76%) feel the availability of local parks and recreation opportunities in East Hampton are very important or important to the household.

Community events (80.99%), outdoor recreation programs (60.56%), adult enrichment (49.30%) and nature programs (47.18%) are the top activities families participate in.

Health and wellness, land preservation, family- oriented activities, maintenance of parks and facilities, and connectivity between trails are the top 5 priorities for focus on improving.

KEY FINDINGS

To increase utilization, respondents’ top choices were additional facilities, awareness of programs and condition/maintenance of parks.

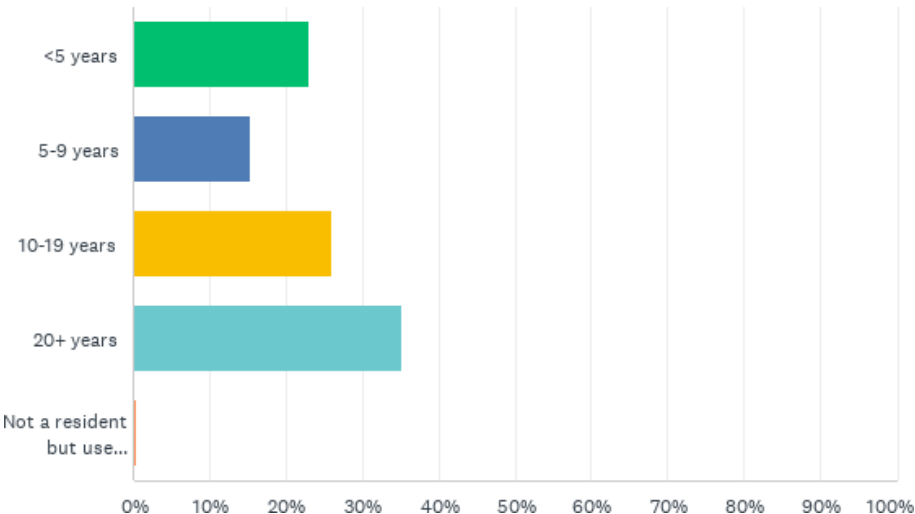
When asked about greatest needs, respondents’ an indoor aquatic facility (45.20%), connections to the Air Line Trail (41.28%) and indoor multi-purpose facility (39.5%) were their top 3 choices.

E-mail from the Town (79.57%), internet/website (68.46%) and social networking (56.27%) are the top 3 way to reach respondents.

When asked to rank initiatives for the Department, add more trails/sidewalks, add new aquatic facilities, improve and/or renovate and maintain existing parks, and add new specialty parks are the top 4 rankings.

Q1: How long have you lived in East Hampton?

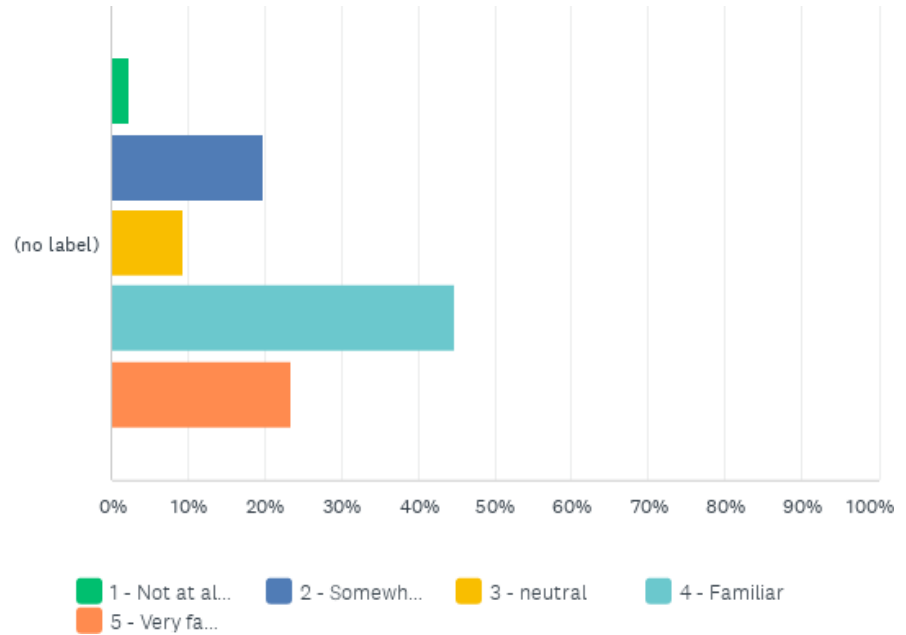
Answered: 292 Skipped: 0





Q2: On a scale from 1 to 5, where 5 is very familiar and 1 is not at all familiar, please indicate how knowledgeable/familiar are you and your household with parks, recreation facilities, programs and services the Town provides?

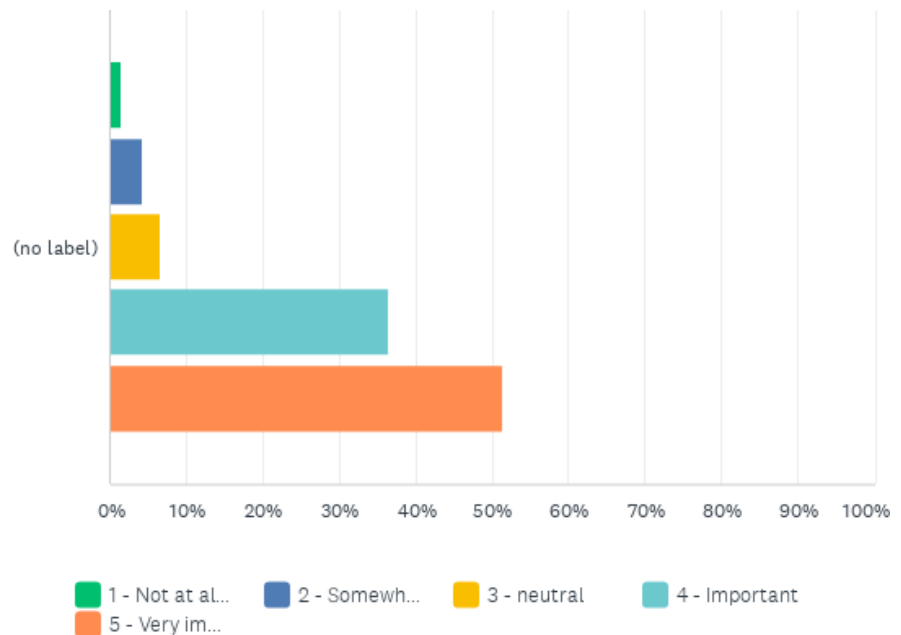
Answered: 286 Skipped: 6



	1 - NOT AT ALL FAMILIAR	2 - SOMEWHAT FAMILIAR	3 - NEUTRAL	4 - FAMILIAR	5 - VERY FAMILIAR	TOTAL	WEIGHTED AVERAGE
(no label)	2.45% 7	19.93% 57	9.44% 27	44.76% 128	23.43% 67	286	3.67

Q3: On a scale from 1 to 5, where 5 is very important and 1 is not at all important, please indicate how important to you and your household is the availability of local parks and recreation opportunities in East Hampton?

Answered: 286 Skipped: 6



	1 - NOT AT ALL IMPORTANT	2 - SOMEWHAT IMPORTANT	3 - NEUTRAL	4 - IMPORTANT	5 - VERY IMPORTANT	TOTAL	WEIGHTED AVERAGE
(no label)	1.40% 4	4.20% 12	6.64% 19	36.36% 104	51.40% 147	286	4.22

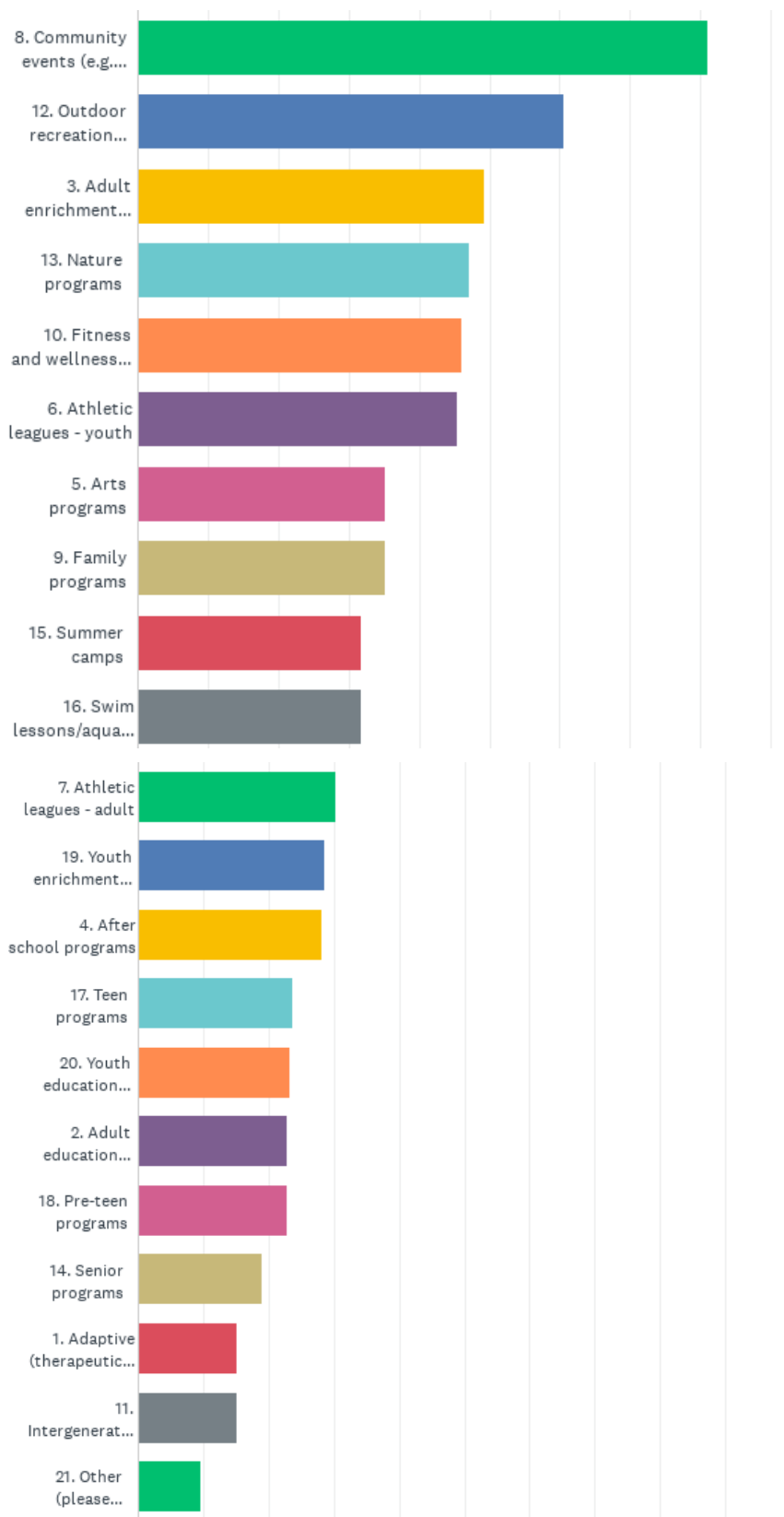


APPENDIX A

Q4: Please indicate if your family participates in or would like to participate in any of the following activities (please check all that apply): Top 10 responses

Answered: 284 Skipped: 8

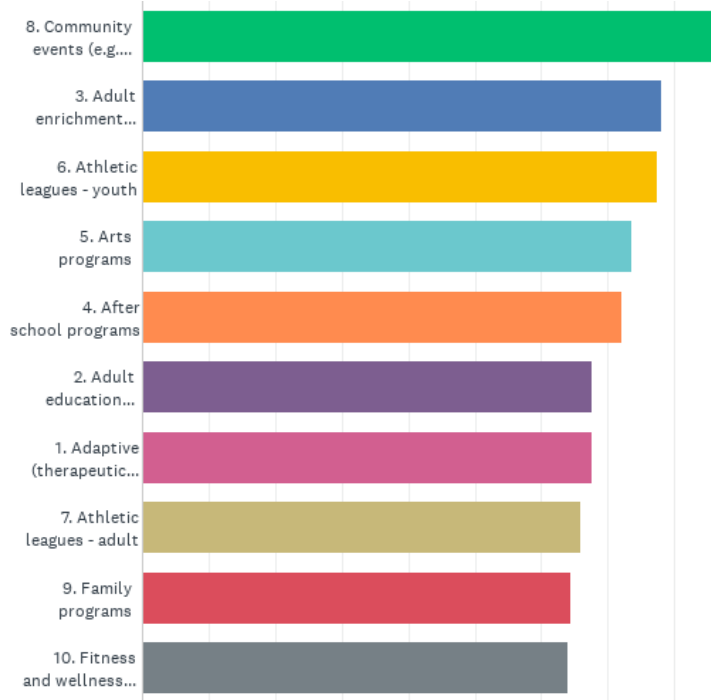
ANSWER CHOICES	RESPONSES	
8. Community events (e.g. festivals, concerts, farmer's markets)	80.99%	230
12. Outdoor recreation programs	60.56%	172
3. Adult enrichment (hobby classes)	49.30%	140
13. Nature programs	47.18%	134
10. Fitness and wellness programs	46.13%	131
6. Athletic leagues - youth	45.42%	129
5. Arts programs	35.21%	100
9. Family programs	35.21%	100
15. Summer camps	31.69%	90
16. Swim lessons/aquatic programs	31.69%	90
7. Athletic leagues - adult	30.28%	86
19. Youth enrichment programs	28.52%	81
4. After school programs	28.17%	80
17. Teen programs	23.59%	67
20. Youth education programs	23.24%	66
2. Adult education (computer, workforce, etc.)	22.89%	65
18. Pre-teen programs	22.89%	65
14. Senior programs	19.01%	54
1. Adaptive (therapeutic) recreation	15.14%	43
11. Intergenerational programs	15.14%	43
21. Other (please specify)	9.51%	27
Total Respondents: 284		





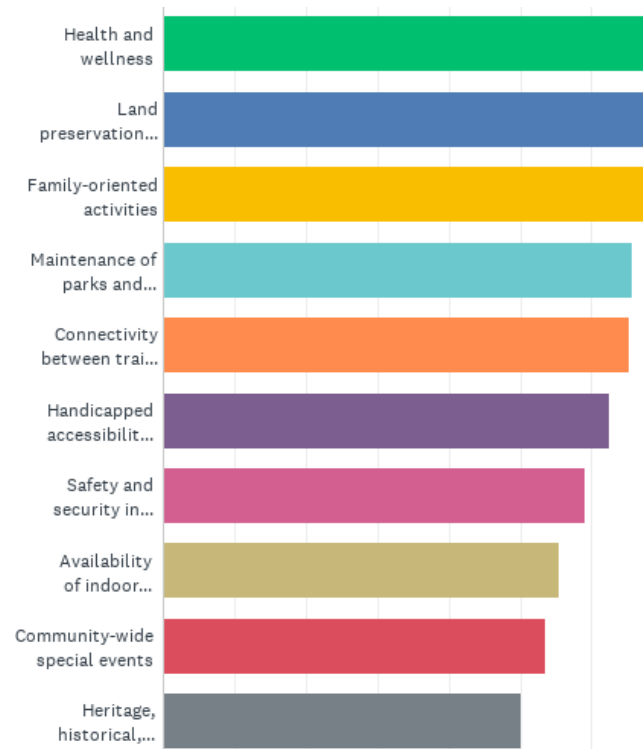
Q5: Please rank the top three highest priorities for you and your household in East Hampton from the list below are the ? Please select up to 3 choices. Top 10 responses

Answered: 281 Skipped: 11



Q6: Please rank the top three priorities that the parks and recreation department should focus on improving. Please select up to 3 choices. Top 10 responses

Answered: 278 Skipped: 14

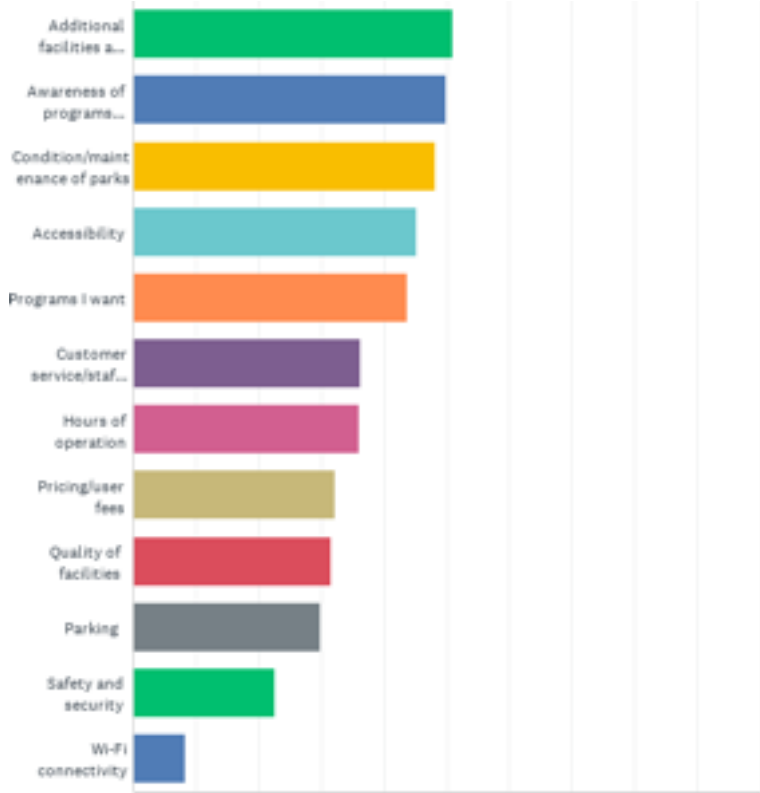




APPENDIX A

Q7: What are the three most important areas that, if addressed by the Town, would increase your utilization of East Hampton’s parks and recreation? Please select up to 3 choices.

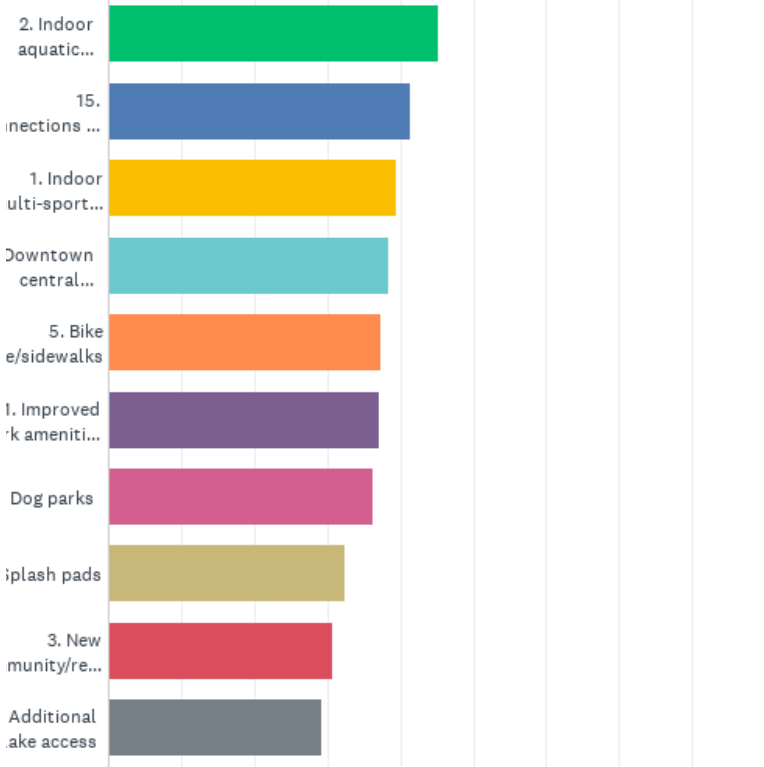
Answered: 272 Skipped: 20



Q8: What are the greatest needs for indoor and outdoor facilities to be added or improved upon in East Hampton over the next 5-10 years? (Select all that apply) Top 10 responses

Answered: 281 Skipped: 11

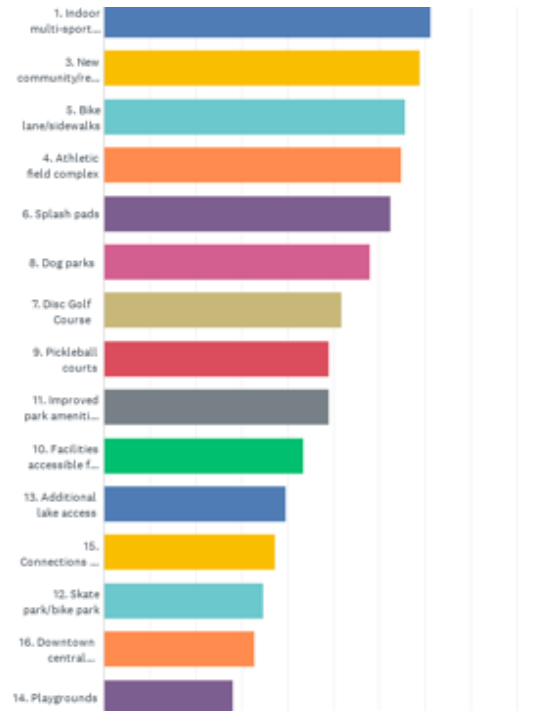
ANSWER CHOICES	RESPONSES
2. Indoor aquatic facility	45.20% 127
15. Connections to the Air Line Trail	41.28% 116
1. Indoor multi-sport facility	39.50% 111
16. Downtown central park/plaza	38.43% 108
5. Bike lanes/sidewalks	37.37% 105
11. Improved park amenities (drinking fountains, restrooms, benches, etc)	37.01% 104
8. Dog parks	36.30% 102
6. Splash pads	32.38% 91
3. New community/recreation center	30.60% 86
13. Additional lake access	29.18% 82
4. Athletic field complex	19.93% 56
9. Pickleball courts	18.15% 51
14. Playgrounds	17.79% 50
12. Skate park/bike park	16.01% 45
17. Other indoor or Outdoor facilities	15.30% 43
10. Facilities accessible for those with physical challenges	13.17% 37
7. Disc Golf Course	8.54% 24
Total Respondents: 281	





Q9: What are the three greatest needs for indoor and outdoor facilities to be added or improved upon in East Hampton over the next 5-10 years? Please select up to 3 choices.

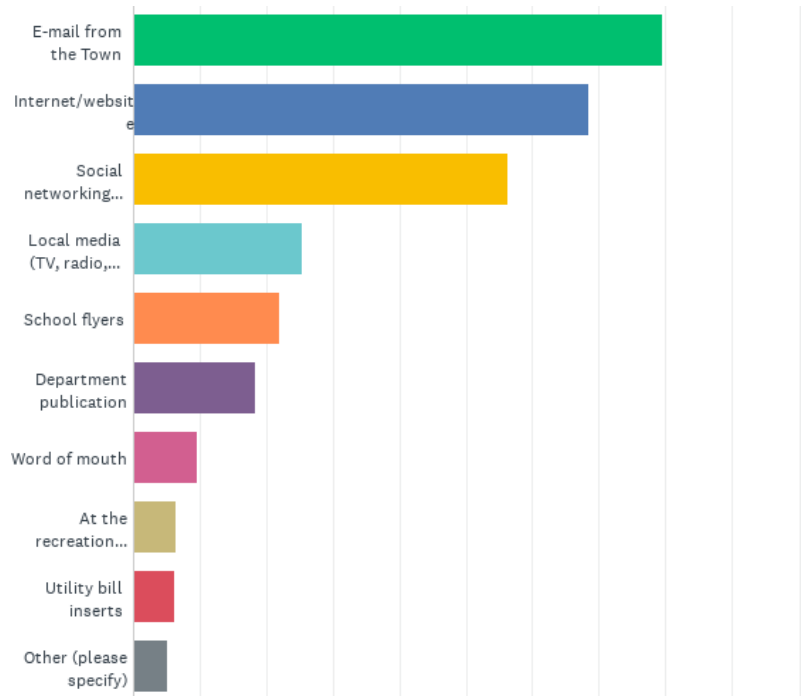
Answered: 273 Skipped: 19



Q10: What is the best way to reach you with information on parks and recreation facilities/services/programs? (CHECK ALL THAT APPLY)

Answered: 279 Skipped: 13

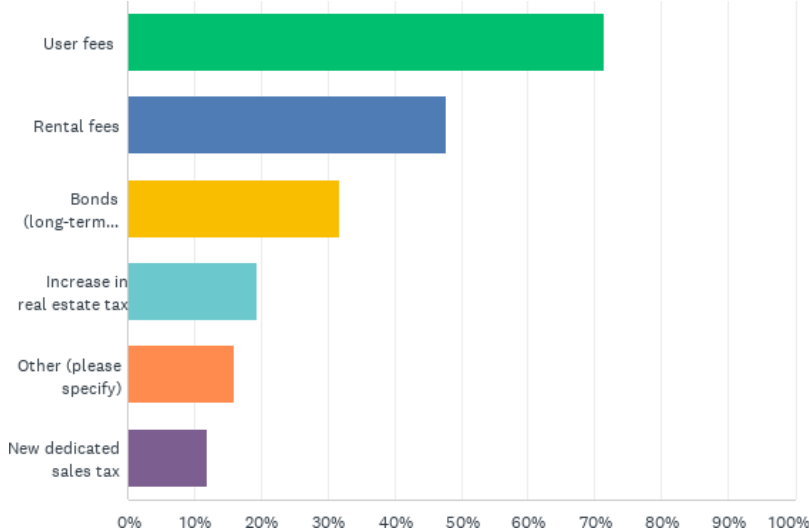
ANSWER CHOICES	RESPONSES	
E-mail from the Town	79.57%	222
Internet/website	68.46%	191
Social networking (e.g., Twitter, Facebook)	56.27%	157
Local media (TV, radio, newspaper)	25.45%	71
School flyers	21.86%	61
Department publication	18.28%	51
Word of mouth	9.68%	27
At the recreation facilities/program location	6.45%	18
Utility bill inserts	6.09%	17
Other (please specify)	5.02%	14
Total Respondents: 279		





Q11: East Hampton receives taxes and grants to build parks and recreation facilities, and trails. Additional funds are required for the operations and maintenance of new facilities. User fees, grants, and donations offset some costs. In order to construct an indoor multi-sport facility, an outdoor sports complex, new trails, add restrooms, or make other improvements to parks and recreation facilities, additional capital funds will be needed. Which of the following, if any, would you support to provide the necessary funds?

Answered: 274 Skipped: 18



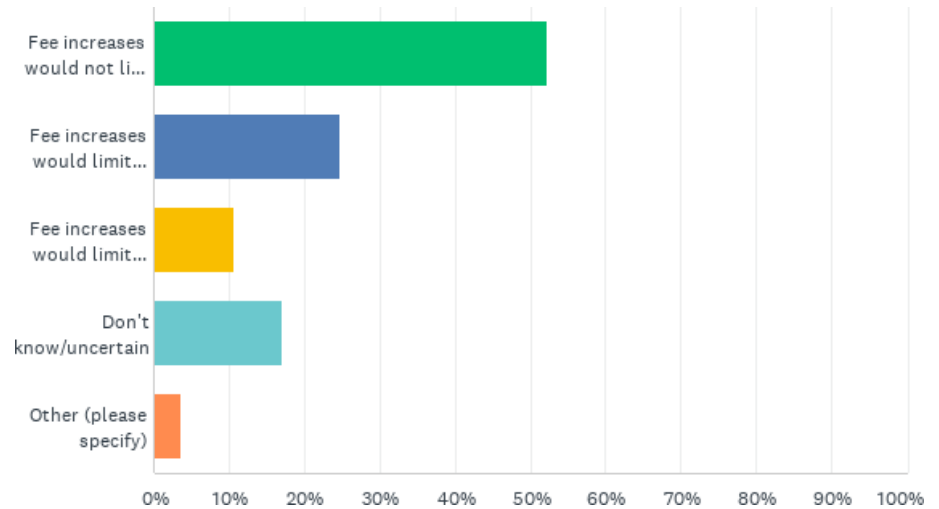
ANSWER CHOICES	RESPONSES	
User fees	71.53%	196
Rental fees	47.81%	131
Bonds (long-term borrowing)	31.75%	87
Increase in real estate tax	19.34%	53
Other (please specify)	16.06%	44
New dedicated sales tax	12.04%	33
Total Respondents: 274		





Q12: If adjustments to fees were made to provide the programs or services you use or the facilities you visit, which of the following best describes the potential impact, if any, that fee increases would have on your current level of participation?

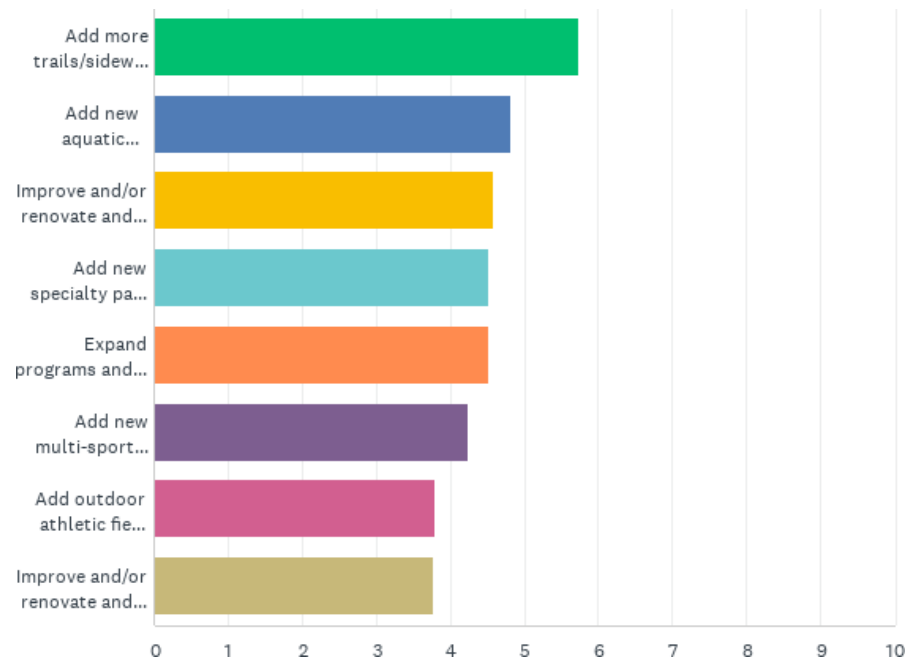
Answered: 280 Skipped: 12



ANSWER CHOICES	RESPONSES
Fee increases would not limit my/our ability to participate at all	52.14% 146
Fee increases would limit my/our participation somewhat or would have a minor impact on the ability to participate	24.64% 69
Fee increases would limit my/our participation significantly	10.71% 30
Don't know/uncertain	17.14% 48
Other (please specify)	3.57% 10
Total Respondents: 280	

Q13: Please rank the following potential parks and recreation initiatives.

Answered: 292 Skipped: 0





APPENDIX A

Q14 Other comments/suggestions/feedback

#	RESPONSES	DATE
1	We'd love more adult sport programming, such as volleyball or fitness groups on weeknights.	1/14/2022 10:12 PM
2	No more property taxes please. We don't need new facilities that badly. Fix Sears Park issues and call it a day. Surrounding towns have complexes available for use.	1/10/2022 1:11 PM
3	Keep our town beautiful with nature and flowers.	1/9/2022 5:00 PM
4	I strongly recommend expanding multi-season outdoor programming, facility/park improvements and park/trail/facility expansion given the ongoing risk of indoor infection control. Multi season outdoor programming/facilities would give people healthy, fun and safer activities to do throughout the year and wouldn't require the ongoing expense that indoor facilities require (energy, heating & cooling, staffing, etc). Thank you for offering this survey!	1/7/2022 3:12 PM
5	There are many programs I would like to have my kids participate in but with multiple children the price is way too much	1/5/2022 11:44 PM
6	I think Evening Aerobics/Strength classes would be well received since there is no longer a club in town that offers them. I taught these before I opened Fit-Trix and they were very popular. I am retired and would be open to teaching again. Jane Traceski - 860-204-1214 traceskijm@sbcglobal.net	1/5/2022 7:21 PM
7	As a Cobalt resident, the unfinished gap of the Airline Trail is the biggest priority in terms of park facilities for me. Also, there are no indoor pools in the area - I think the closest is in Middletown? Perhaps we could draw residents from nearby towns with a facility like this.	1/5/2022 12:04 PM
8	I believe the cranberry bog area and the Airline trail is something special. To better connect other towns to make it more attractive. Lighting some parts of it or c continue improvements.	1/4/2022 12:30 PM
9	just did it again	1/3/2022 8:34 PM
10	this is atleast the tenth time taking this, supposed to be tracked by email not IP	1/3/2022 8:31 PM
11	I am legally blind (use a sight cane) and do not drive, but live within walking distance to the Airline Trail. I walk almost every day from my house to the trail, and about 4 miles on the trail. I also use it to get to the Senior Center, the Library, and stores on Main St. Keeping this trail maintained is of paramount importance to my health and safety. When the trail is washed out after heavy rains or snow, it is hazardous, and thus should be assessed and maintained on a more frequent basis. Thank you	1/2/2022 9:22 PM
12	Fix current facilities, remove rocks from sear park beach. No new taxes or fees until you pay off debt from current new town hall and other projects	1/1/2022 5:27 PM



#	RESPONSES	DATE
13	Educate those in the watershed area about runoff. Fine those using Chemlawn	1/1/2022 12:11 AM
14	Bacci court and outdoor foos ball table	12/31/2021 3:44 PM
15	Since Sports on 66 was not successful it would not seem prudent to pursue funding a multisport complex	12/30/2021 12:33 PM
16	Inter generational activies	12/28/2021 5:23 PM
17	Collaborating with other towns along the Airline Trail to help facilitate bike tourism might bring outside tourist dollars to our area. Check out gaptrail.org to see an example of this in Maryland and western PA	12/28/2021 2:12 PM
18	Please focus on creating open spaces downtown for organic community gathering - places to have picnics or hang out near the shops, etc.	12/28/2021 1:00 PM
19	N	12/27/2021 1:10 PM
20	Please implement a rowing program in East Hampton. I would be happy to help in an advisory role with occasional coaching. Plus my family and I would be participants. I think that we could have a competitive program here and it is a shame that the lake is not utilized for this purpose. Also, the Middle Haddam School would be the perfect community/rec center - with tennis court that the town currently owns. A conditions assessment and feasibility study have been completed and I would be happy to share them with you. Many thanks - Margaret Faber 860 301 5856	12/22/2021 10:37 PM
21	A facility dedicated to the arts - theater, music, etc. - would be an incredible and valuable addition to the community. With Podium Players, YPCCA, and Epoch Arts in town we should be able to support the talent, interest, and dedication our community had shown to the arts.	12/21/2021 9:26 PM
22	Pickleball facility indoor and outdoor. Many of us are playing out of town.	12/21/2021 7:39 PM
23	Boat ramp needs work badly. I pay a fee to use it and it's an absolute embarrassment of a ramp. I don't mean to sound rude but it's a real disappointment. In addition to a rock being ~25 yards from the launch, people hit it, it's a safety hazard. If you're going to continue to ask for money the ramp must be improved. Thanks for all the work to date.	12/21/2021 5:38 PM
24	This survey is too long and too complicated. On a mobile this is not user friendly, and with the questions it asks, it takes >5 minutes to complete. I stopped answering.	12/21/2021 12:38 PM
25	I work in communications and this survey was challenging and likely confusing for people who are not technologically inclined. I worry your answers will not be accurate.	12/20/2021 4:52 PM
26	Presently programs seem to be geared to youth and older seniors. Young active seniors could use programs. And during Covid what about a free internet Trivia program Also Pickleball leagues would be something to look into	12/20/2021 11:13 AM



APPENDIX A

#	RESPONSES	DATE
27	I have only lived in town one year and I love the area. My biggest disappointment this past summer was not being able to use the lake very often because of pollution. Also I would like to see the removal of rocks at the entrance to the water at Sears Park.	12/19/2021 10:17 AM
28	Splash pad	12/19/2021 6:30 AM
29	This survey was repetitive and difficult to complete on a phone	12/17/2021 8:34 PM
30	better communication and check on your programs frequently	12/17/2021 7:17 AM
31	We should not add more of anything until we adequately maintain and upgrade what already exists.	12/15/2021 3:22 PM
32	Would like to have an open and public walking/running trail, similar to the Portland Sports complex.	12/14/2021 12:14 PM
33	Thank you :-)	12/14/2021 8:39 AM
34	East Hampton is a great beautiful town. Many of us wish we had more amenities that our whole community can use. More social facilities and events, pool, would be great. Many towns have pools and since the lake has had so many issues, this new addition would be great for all in town!!	12/14/2021 6:57 AM
35	A splash pad would be AMAZING!!!!	12/13/2021 10:21 PM
36	Over the past few years, our park & Rec dept has improved tremendously. Thanks for all you do and please keep up the good work and forward momentum	12/13/2021 9:54 PM
37	Sears park is fantastic we absolutely love it.	12/13/2021 8:59 PM
38	Thanks	12/13/2021 8:59 PM
39	If we don't do anything to improve the water quality of the lake then property values go down which degrades the town!! Stop the fertilizing of lawns and the problem of algae will go away!! A fine for the fertilizer offenders won't work because most of the big mansion owners can afford to pay!!	12/11/2021 9:37 AM
40	If we don't do anything to improve the water quality of the lake then property values go down which degrades the town!! Stop the fertilizing of lawns and the problem of algae will go away!! A fine for the fertilizer offenders won't work because most of the big mansion owners can afford to pay!!	12/11/2021 9:36 AM
41	First and foremost, concentrate on cleaning the water in the lake. It's a shame about the care of the lake area and water. Such a nice area spoiled by nasty water and algae.	12/10/2021 3:14 PM
42	Please improve/renovate the beach area at Sears Park and maybe add onto the playground there.	12/10/2021 9:11 AM
43	Thank you Parks and Rec for a job well done	12/10/2021 9:02 AM



#	RESPONSES	DATE
44	Improving the water at the lake should be vital. Bubblers were a great start but losing the lake in July and August every year is brutal for the kids	12/10/2021 8:43 AM
45	The town needs an indoor facility that provides an area for sports and aquatics.	12/10/2021 2:28 AM
46	It's unfortunate, but we really need a town pool to teach our kids to swim and for recreation. In the 17 yrs I've lived here, the lake has been clean enough to swim through August only once. Last summer, my grandson's swim lessons were canceled in July. In a decade or so maybe it will improve. It's unlikely though. All the trees have been cleared and development has continued unabated across Rt. 66 for years. Sears Park would be a great place to build a town pool. The kids would be able to swim at swim camp.	12/9/2021 11:08 PM
47	5k loop, annual Pi Day run!	12/9/2021 10:43 PM
48	Indoor/ outdoor community swimming pool!!	12/9/2021 10:19 PM
49	Top of the list is a Dog park and/or fenced in trails for you to walk your unleashed dog in.	12/9/2021 9:09 PM
50	We desperately need a mountain bike park. East Hampton could easily become a destination and local mecca all in one. Look at Asheville, NC	12/9/2021 8:48 PM
51	Re-evaluate head staff and their effectiveness in their roles and use of time.	12/9/2021 8:09 PM
52	None	12/1/2021 10:06 AM
53	Connect lake communities with paths/trails. Would love to be able to walk around the lake, but much of Lake Dr. and Route 66 are not pedestrian friendly. For example - connect Wangonk Trail to Brook Trail. Allow non-lake community residents who live nearby pay to gain access to beaches. I live across the street from the top of Mohican but have no rights to the beach one block away, and would happily pay the town to get that right.	11/29/2021 2:06 PM
54	It is obscene to consider expanding recreational services or real estate taxes when the town could invest in and manage existing services, such as the lake, Airline trail, sidewalks. A more fulfilling sense of community would be to consider the traffic patterns of through town traffic as opposed to residential traffic. For example, through traffic on Routes 66 and 196 threaten community rather than encourages community. They are roads for through traffic, and not streets for residential pedestrians, bicycles, and vehicles getting to and fro between town facilities and resources.	11/29/2021 10:29 AM
55	Would really like to have a decent dog park in town.	11/28/2021 8:40 PM
56	Please do something..... anything.	11/28/2021 8:25 PM
57	I would rather money be spent to preserve open space than to build/ expand facilities that require more money to maintain, unless those facilities are fully funded by user fees. In my opinion, sidewalks/bike lanes should be added as a matter of course for public safety and access.	11/28/2021 6:00 PM



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#	RESPONSES	DATE
58	Loved when u had bus trips to New York and Boston. Also, Broadway shows.	11/28/2021 4:38 PM
59	n/a	11/27/2021 9:46 PM
60	I think you do a really nice job with the parks and programs. I would like to see a splash pad added to seamster park. My kids are almost too old now but it would be really nice for the town. Sports on 66 closing means there is a need for an indoor sports facility. The courts at the schools are not ideal.	11/27/2021 7:53 PM
61	Town water to develop businesses is a high priority along with cleaning up the abandoned buildings in the town center	11/26/2021 4:24 PM
62	Purchase land for athletic complex, build or use one of the old building on main St for a rec center.	11/25/2021 7:43 AM
63	We had access to indoor sports complex on RT 66 that the Town should have leveraged and supported but instead the business closed. If we as a Town couldn't make that work and support why would you believe any new ventures would be supported?	11/25/2021 7:31 AM
64	We had access to indoor sports complex on RT 66 that the Town should have leveraged and supported but instead the business closed. If we as a Town couldn't make that work and support why would you believe any new ventures would be supported?	11/25/2021 7:31 AM
65	Thanks	11/24/2021 8:08 PM
66	Thank you for asking. As you can probably tell from my responses, I think maintaining existing facilities is the highest priority. Not adding new facilities or new programs - just keep existing facilities in good shape.	11/24/2021 7:03 PM
67	I don't feel that trails or a disc golf course can really be equated to an aquatic facility in scope. That said, for something like that people will likely be willing to volunteer, such as they do for the airline trail maintenance days. Thanks for all the nice parks in town!	11/24/2021 4:01 PM
68	Have more fairs such as country fair during the fall. In general more community wide events that would draw more people to participate and get involved with the community.	11/24/2021 4:00 PM
69	I think it's great you are thinking ahead and asking for input from community members.	11/24/2021 3:27 PM
70	We need a place in the village center where the community can gather in one large area with a large shelter, such as Portland's Brownstone Park. I don't feel the bandstand area is adequate because of limited parking, no bathroom facility, nor any refreshments available on site. I've never understand what the Goff House has to offer. I thought it had been intended to be a community resource.	11/24/2021 3:24 PM



#	RESPONSES	DATE
71	We are blessed with the ROW for an awesome greenway facility (Airline Trail) and with the consultation of expert greenway design firm we could potentially improve it to a level where all users could thoroughly enjoy the trail in a safe manner on a year round basis without fear of washouts, improved safety at crossings, etc. let's make the airline trail world class!	11/24/2021 3:12 PM
72	none	11/24/2021 3:01 PM
73	LOVE the idea of more to do with little ones outside!	11/24/2021 2:38 PM
74	we should have football field to keep more families to participate in our football leagues and not venture to other towns, and more basketball courts (for free play)	11/24/2021 1:29 PM
75	A new indoor facility would be super as long as the owners or facilitators were family friendly! The previous location was owned by a rude, and not kid friendly person and steered us FAR away from it and we have since gone well outside east hampton for these facilities	11/24/2021 12:01 PM
76	none	11/24/2021 11:54 AM
77	Need to improve community awareness of bicyclists on the roads through programs and signage and bike lanes	11/24/2021 11:53 AM
78	Thank you all for seeking input. Your work is greatly appreciated. Hopefully, the town departments can begin forward thinking about getting an indoor facility and make up for several missed opportunities.	11/24/2021 11:51 AM
79	A dog park should be a high priority. There is little cost to put in place and there are currently limited opportunities for dog owners (unless your dog does exceptionally well on leash on a busy trail).	11/24/2021 11:35 AM
76	none	11/24/2021 11:54 AM
77	Need to improve community awareness of bicyclists on the roads through programs and signage and bike lanes	11/24/2021 11:53 AM
78	Thank you all for seeking input. Your work is greatly appreciated. Hopefully, the town departments can begin forward thinking about getting an indoor facility and make up for several missed opportunities.	11/24/2021 11:51 AM
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TOWN OF EAST HAMPTON **PARKS & RECREATION NEEDS ASSESSMENT**



Town of
EAST HAMPTON
Connecticut