

Date: 1/21/2014

Subject: Library/Senior Center Generator connection

Department: Library/Senior Center

Background

At the request of the Town, Anchor Engineering prepared a bid package and solicited contractors through the CT DAS website to connect the existing generator to the Library/Senior Center building to provide standby power. Higgins Enterprises submitted a cost effective alternative to the base bid in the amount of \$ 27,571.00.

Recommended Motion

Resolved that the Finance Director be authorized to purchase from Higgins Enterprises materials and labor to connect the existing generator to the Library/Senior Center building.

Alternative Actions

Accept lowest apparent base bid from Northeast Generator in the amount of \$34,890.00

Fiscal Impact

The cost of the generator connection is \$27,571.00



ANCHOR

ENGINEERING SERVICES, INC.

T: 860.633.8770
F: 860.633.5971
www.anchorengr.com

41 Sequin Drive · Glastonbury, CT · 06033

January 16, 2014

Mr. Michael Maniscalco
East Hampton Town Manager
20 East High Street
East Hampton, CT 06424

Re: Contractor Recommendation - East Hampton Community Center Generator Connection
East Hampton, CT

Dear Mr. Maniscalco:

Anchor Engineering Services, Inc. has completed a review of the bids submitted for the above referenced project. Enclosed please find the project bid tabulation.

As shown in the tabulation, Higgins Enterprises, Inc. submitted a Cost Effective Alternate which has been reviewed by the Town of East Hampton. Based upon this review Higgins Enterprises, Inc. has submitted the lowest total base bid plus alternates in the amount of \$27,571.00.

Per the Town of East Hampton's knowledge of previous work performed by Higgins Enterprises, Inc. and the submission of the lowest qualifying bid proposal, we recommend that Higgins Enterprises, Inc. be awarded the contract to provide standby power to the East Hampton Community Center as described in the bid documents.

If you have any questions regarding the above or the enclosed information, please don't hesitate to contact me at (860) 633-8770.

Sincerely,

Kevin R. Grindle, ASLA
Landscape Architect

Enc. Bid Tabulation

Cc: Philip Sissick, East Hampton Department Public Works Director

STANDBY GENERATOR CONNECTION INSTALLED AT THE EAST HAMPTON COMMUNITY CENTER
BID OPENING - 2:00 PM, MONDAY, JANUARY 6, 2014
EAST HAMPTON TOWN HALL

BIDDER	5 % Bid Security		Documents Received at Bid Opening				Bids Received					
	Attend Mandatory Pre-Bid Meeting	Bid Bond Provided	Bid Bond Amount	Non-Collusion Affidavit of Bidders	Bid Proposal	Addenda No. 1 12/24/13	Addenda No. 2 1/2/14	BASE BID	BID ALT. NO. 1 Aluminum Conductors	BID ALT. NO. 2 Cost Effective Alternatives	BID ALT. NO. 3 Block Heater Installation	BID ALT. NO. 4 Re-set Generator
Electrical Energy Systems Corp.	Y	Y	\$3,401.50	Y	Y	Y	Y	\$ 68,030.00	\$ (200.00)	\$ -	\$ 850.00	\$ 4,800.00
Higgins Enterprises	Y	Y	\$1,877.52	Y	Y	Y	Y	\$ 37,550.34	\$ (5,200.00)	\$ (9,979.34)	\$ 450.00	\$ 1,750.00
Industrial Electric	Y	Y	\$2,339.50	Y	Y	Y	Y	\$ 46,790.00	\$ (4,179.00)	\$ -	\$ 970.00	\$ 4,740.00
Northeast Generator Co.	Y	Y	\$1,744.50	Y	Y	Y	Y	\$ 34,890.00	\$ (6,500.00)	\$ -	\$ 300.00	\$ 2,000.00
Prime Electric LLC	Y	Y	\$2,498.10	Y	Y	Y	Y	\$ 49,952.00	\$ (5,000.00)	\$ -	\$ 1,000.00	\$ 500.00

Bid Tabulation Clarifications:

1. Northeast Generator Co. is the apparent low bidder based upon Base Bids received.
2. Higgins Enterprises, Inc.'s submission of Cost Effective Alternatives (Bid Alternate No. 2) has been reviewed by the Town of East Hampton. Based upon this review Higgins Enterprises has submitted the lowest total base bid plus alternates in the amount of \$27,571.00.

TOWN OF EAST HAMPTON CT

Good Samaritan Resolution

WHEREAS, Everyday life brings with it hazards that require others to step up and take action; and,

WHEREAS, An individual who volunteers his or her knowledge and/ or expertise to assist a fellow citizen in harm's way is referred to as a Good Samaritan; and,

WHEREAS, The training and /or expertise of the Good Samaritan may or may not be in the specialist field appropriate to the particular event; and,

WHEREAS, The Good Samaritan acts with good faith to alleviate suffering and minimize harm; and,

WHEREAS, The Good Samaritan goes above and beyond the normal requirements of their fellow citizens without the intent of compensation; and,

WHEREAS, The East Hampton Town Council wishes to recognize those individuals who go above and beyond to save their fellow neighbor from injury, loss of life or immediate danger.

THEREFORE BE IT RESOLVED, that the Town of East Hampton represented by the Town Council will honor those who have gone above and beyond by naming (DATE) as Good Samaritan day; and, will honor all of those who have been identified as Good Samaritans by the TOWN Council as a result of their heroic acts to preserve life; and, at the annual Town Council Meeting following (DATE) the names of all Good Samaritans identified by the Town Council shall be read; and, that all East Hampton residents should take notice of the Town's Good Samaritans.

RESOLUTION
Water Development Task Force

WHEREAS, The Town will be under obligation with the State of Connecticut Department of Public Health Drinking Water Division to comply with a new Consent Order as of February 2008 to eliminate purity and adequacy deficiencies in the drinking water supplies associated with the Village Center Water System; and

WHEREAS, there is a need ~~to develop a solution to water quality and access issues in East Hampton secure an adequate water source for a future centralized water system~~; and

WHEREAS, whatever solutions we bring to the Village Center need to be compatible with a future town-wide water system;

NOW, THEREFORE, BE IT RESOLVED: That this Town Council hereby establishes a 7 (seven) member Task Force to accomplish the following tasks:

1) *Work with the State Department of Public Health to determine the best solutions for the immediate needs of the Village Center as well as future expansion of the Village Center; and those of the community at large. The following action items should be considered:*

- a) *locate ~~alternative~~ water sources in proximity to the Village Center to ~~meet the immediate economic and community needs~~ satisfy the Consent Order quickly and economically*
- b) *design said Village Water system to be compatible and consistent with a town-wide water system*
- c) *explore ~~local, regional and private options for the development, implementation and operation of a community water system~~ and acquisition for a water source to supply a town-wide water system*

2) *Determine the costs associated with ~~a water system to fulfilling the Consent order~~ including but not limited to:*

- a) *engineer work*
- b) *land acquisition*
- c) *construction*

3) *Review and consider the necessary engineering plan with the McGuire Group*

4) *Prepare an implementation plan(s)*

5) *Present findings to Town Council for approval*

BE IT FURTHER RESOLVED: That ~~there shall be 7 (seven) members of the Task Force appointed by the Town Council. In an effort to maintain diversity and expertise on the Task force it is recommended that members of the Task Force should will~~ include two (2) members of the Town Council, two (2) members of the WPCA, a former member of the Public Water System Task Force, a member of the Board of Finance and a member of the Planning & Zoning Commission.

BE IT FURTHER RESOLVED: That the Town Manager shall appoint appropriate staff to this Task Force to achieve the objectives previously outlined.

BE IT FURTHER RESOLVED: That the Task Force will report to the Town Council at each Town Council meeting or more often if needed. And, that upon completion of its charge, its recommendations shall be presented to the Town Council for approval and then forwarded to the Town Manager and the WPCA for implementation.

By Order of the Town Council:

Barbara Moore, Chairwoman

Kevin Reich, Vice Chairman

Patience Anderson

Ted Hintz, Jr.

George Pfaffenbach

Mark Philhower

Philip Visintainer

DRAFT

**TOWN OF EAST HAMPTON
AGENDA REPORT**

Town Manager Approval: 7c

Item to be presented by: Town Manager

DATE: January 28, 2014

SUBJECT: Resolution to Authorize State Library Historic Document Preservation Grant

DEPARTMENT: Town Clerk's Office

RECOMMENDED ACTION

That the Town Council approves and authorizes Michael Maniscalco, Town Manager, to execute and deliver in the name of and on behalf of this municipality a contract with the Connecticut State Library for a Historic Documents Preservation Grant.

BACKGROUND

Sections 11-8i through 11-8n of the Connecticut General Statutes authorize the creation of a dedicated fund and a grant program utilizing those funds to enhance or improve the preservation and management of historic documents. The statute imposes an additional fee of three dollars for the recording of land records, including deeds and mortgages. The Historic Documents Preservation Account (hereafter referred to as the fund) is comprised of the two dollars from this fee that the town clerks forward to the State Library. The Office of the Public Records Administrator oversees the fund and administers the grant program supported by the fund for Connecticut's municipalities to help them enhance or improve the preservation and management of their records as well as provide training and technical assistance.

ALTERNATIVE ACTIONS

n/a

FISCAL IMPACT

Projects that need to be funded in the Town Clerk's Office are offset by using grant funds. This year, the funds will be used to add additional shelves for land records and maps and to reconfigure the layout in order to utilize the space which is becoming limited.

Town of East Hampton

RESOLUTION

Authorization – State Library Historic Document Preservation Grant

BE IT RESOLVED THAT Michael Maniscalco, Town Manager of the Town of East Hampton, is empowered to execute and deliver in the name of and on behalf of this municipality a contract with the Connecticut State Library for a Historic Documents Preservation Grant.

EAST HAMPTON TOWN COUNCIL

Barbara Moore, Chairperson

Kevin Reich, Vice Chairperson

Patience Anderson

Theodore Hintz, Jr.

George Pfaffenbach

Mark Philhower

Philip Visintainer

Dated this 23rd day of January, 2014

*Resolution
Veterans Hiring Preference*

WHEREAS: Veterans have served the United States to protect our liberties;

WHEREAS: The United States has been involved in a War on Terror for over a decade;

WHEREAS: Young Americans have put themselves in harms way to protect the United States of America;

WHEREAS: The Veterans unemployment rate is "X" % higher than the average unemployment rate;

WHEREAS: Veterans have received special training and expertise that can benefit the Town of East Hampton;

NOW THEREFORE BE IT RESOLVED; the Town Council recommends that the Town of East Hampton provide a preference for hiring Veterans who demonstrate the appropriate knowledge, skills and abilities for advertised jobs.

FURTHERMORE, from this day forward let it be known that the Town of East Hampton uses veterans preference when hiring and supports its local veterans.

12/30/13

Town Manger Maniscalco,

The Clean Energy Task Force (CETF) for the Town of East Hampton is seeking support from the town council in approving the CETF mission and goals, and to move forward in adopting a clean energy pledge. In simplest terms, our goal is for the East Hampton community to come together and continue to support energy efficiency and renewable energy practices, creating a cleaner future today and for generations to come. Our mission, long-term and short-term goals are outlined below. The presenting goals are aligned to the Clean Energy Community programs currently offered throughout the State of Connecticut.

Mission: The Clean Energy Task Force is invested in energy conservation, energy management and long-term sustainability efforts for municipal, residential, and commercial stakeholders in the Town of East Hampton.

Long Term Goals:

- To collaborate with the Town Council and provide assistance in making informed decisions concerning energy management based on local, state, and federal initiatives; including funding opportunities, and energy administration options for the town.
- To educate town stakeholders on energy initiatives by providing a structure to make energy related decisions
- To develop a long-term strategic Sustainability Plan for the Town of East Hampton
- To cultivate a collaborative network to support the committees mission

Short Term Goals:

- From July 1, 2014 to June 30, 2015 the Town of East Hampton will:
 - Increase the purchase of renewable energy by 17%.
 - Reduce energy consumption in municipal buildings by 11%.
- From July 1, 2014 to June 30, 2015 the Town of East Hampton households:
 - Will strive to increase the number of households participating in Residential Energy Efficiency Fund Programs by 11%.
 - Will strive to increase the number of residents who redeem Residential Rebates through participation in Energy Funded programs by 11%.
- From July 1, 2014 to June 30, 2015 the Town of East Hampton
 - Will strive to increase businesses who participate in Energy Efficiency Fund Programs by 11%.

In addition to approving our mission, long-term, and short-term goals; the CETF members are recommending that the Town of East Hampton adopt the Clean Energy Communities Municipal Pledge. The Clean Energy Communities program is an initiative funded by both the Clean Energy Finance and Investment Authority (CEFIA--formerly known as the Connecticut Clean Energy Fund) and the Connecticut Energy Efficiency Fund. CEFIA and the Energy Efficiency Fund develop programs which collectively seek to have Connecticut cities and towns both reduce energy use and increase support for clean, renewable energy for municipal facilities. By adopting the municipal pledge the Town of East Hampton can qualify for renewable energy systems and "Bright Idea grants" for future energy saving projects. The Municipal pledge has been included with this letter for your review.

Respectfully,

The Clean Energy Task Force

John Greenc
 Chairman



Adam Dawidowicz
 Vice Chairman



Javette Allen



Peter Daddario



CLEAN ENERGY COMMUNITIES MUNICIPAL PLEDGE

The Clean Energy Communities program is an initiative funded by both the Clean Energy Finance and Investment Authority (CEFIA-formerly known as the Connecticut Clean Energy Fund) and the Connecticut Energy Efficiency Fund. CEFIA and the Energy Efficiency Fund develop programs which collectively seek to have Connecticut cities and towns both reduce energy use and increase support for clean, renewable energy for municipal facilities. The Energy Efficiency Fund programs are administered by The Connecticut Light and Power Company, The United Illuminating Company, Yankee Gas Services Company, The Southern Connecticut Gas Company, and/or Connecticut Natural Gas Corporation (collectively, "the Companies")

By applying currently available energy efficiency and clean, renewable energy technologies the _____ of _____ can save money, create a healthier environment and strengthen local economies; and accordingly, the _____ of _____ makes the following Clean Energy Communities Municipal Pledge:

1. The _____ of _____ pledges to reduce its municipal building energy consumption by 20% by 2018. Building energy consumption shall be determined by benchmarking municipal building energy consumption to a baseline fiscal year. The _____ of _____ can elect from the following fiscal years to determine its energy baseline year: 2008-2009, 2009-2010, 2010-2011, or 2011-2012.
 - a. The _____ of _____ will seek to reduce its municipal building energy consumption for municipal facilities by at least 20% by 2018. The schedule follows:
 - i. Fiscal Year 2012-2013: 5% Reduction
 - ii. Fiscal Year 2013-2014: 8% Reduction
 - iii. Fiscal Year 2014-2015: 11% Reduction
 - iv. Fiscal Year 2015-2016: 14% Reduction
 - v. Fiscal Year 2016-2017: 17% Reduction
 - vi. Fiscal Year 2017-2018: 20% Reduction
 - b. The _____ of _____ will work with the Companies, contractors or other entities to benchmark all of its municipal buildings (including board of education buildings) to determine all municipal building energy usage.
 - c. Beginning July 1, 2015, the _____ of _____ agrees to provide documentation of its municipal building energy consumption on an annual basis by the end of the first quarter of the following fiscal year.
 - d. The _____ of _____ pledges to create its own Municipal Action Plan (MAP) to determine its path in reducing its energy consumption. The _____ of _____ may satisfy this requirement by submitting a pre-existing municipal energy plan, sustainability plan, climate change action plan or similar document.
 - e. There is no penalty if the _____ of _____ fails to meet the reduction amounts set forth in the schedule above. However if these reduction targets are not met starting July 1, 2015, the _____ of _____ will not be eligible to receive Bright Ideas Grants from the Connecticut Energy Efficiency Fund and Companies under the Clean Energy Communities program.
2. The _____ of _____ pledges to purchase 20% of its municipal building electricity from clean, renewable energy sources by 2018.
 - a. The _____ of _____ will seek to make a voluntary purchase of at least 20% of the electricity for municipal facilities from clean, renewable energy sources by annual CEC program requirements. The schedule follows:
 - i. Fiscal Year 2012-2013: 15% Purchase

- ii. Fiscal Year 2013-2014: 16% Purchase
- iii. Fiscal Year 2014-2015: 17% Purchase
- iv. Fiscal Year 2015-2016: 18% Purchase
- v. Fiscal Year 2016-2017: 19% Purchase
- vi. Fiscal Year 2017-2018: 20% Purchase

b. The _____ of _____ agrees to provide CEFIA documentation of its municipal clean energy purchases on an annual basis by the end of the first quarter of the following fiscal year. CEFIA intends to request documentation of municipal clean energy purchases for FY2011-2012 in July 2012.

c. The _____ of _____ acknowledges that clean, renewable sources are those defined in section 16-1 of the general statutes as Connecticut Class I renewable energy sources or meeting Green-e® Energy certification standards.

d. The _____ of _____ may satisfy the voluntary purchase requirement by purchasing Green-e® Energy certified Renewable Energy Credits (RECs), enrolling one or more municipal facilities in the CTCleanEnergyOptionssm program, installing renewable energy systems (provided that the RECs associated with such system(s) are quantifiable and not held by a third-party) or any combination thereof.

e. There is no penalty if the _____ of _____ fails to meet the items set forth in the schedule above; however, the _____ of _____ will not be eligible to receive incentive rewards from CEFIA under the Clean Energy Communities program.

3. The _____ of _____ agrees to promote energy efficiency and clean, renewable technologies in its community. The _____ of _____ is encouraged to establish a Clean Energy Task Force, or comparable body. This entity will assist the municipality in meeting the Clean Energy Communities Municipal Pledge and to perform education and outreach among residents, businesses and institutions within the community concerning energy efficiency and clean, renewable energy programs.

By taking the pledge and meeting the Clean Energy Community Program requirements outlined by CEFIA and the Connecticut Energy Efficiency Fund, the _____ of _____ may qualify, subject to the terms of separate formal contracts, for the following grants:

- a. CEFIA. For every 100 points, the _____ of _____ may earn a 1 kilowatt (or equivalent) clean energy system.
- b. Energy Efficiency Fund. For every 100 points, the _____ of _____ may earn a Bright Idea Grant that can be used for energy-saving projects. The _____ of _____ is eligible for two Bright Idea Grants per fiscal year.

 _____ [Name of Signatory]*
 _____ [Title of Signatory]
 _____ [Name of Town/City]

* The _____ of _____ understands that the Clean Energy Communities Municipal Pledge is not a contract, and that CEFIA, the Energy Efficiency Fund, and the Companies have not contracted, committed, agreed or promised, to perform or incur any obligations, in any manner, hereunder.



**EAST HAMPTON PUBLIC SCHOOLS
ADMINISTRATIVE OFFICES**

94 Main Street
East Hampton, Connecticut 06424-1119
TELEPHONE (860) 365-4000
FAX (860) 365-4004

DIANE DUGAS
Superintendent of Schools

TIM VAN TASEL
Assistant Superintendent of Schools

LAURIE GONZALEZ
Director of Special Education
and Pupil Personnel Services

KAREN HITCHCOCK ASETTA
School Business Manager

Mike Mansicalco
Town Manager
East Hampton Town Hall
20 East High Street
East Hampton, CT 06424

Dear Mr. Maniscalco:

The Board of Education voted on October 15, 2013 to join the Town of East Hampton's defined contribution plan for employees eligible for a pension but who are now excluded from the Town of East Hampton's defined benefit plan.

Thank you in advance for your efforts to accommodate our new employees by making the necessary plan changes to include Board of Education employees in the Town's plan.

Sincerely,

A handwritten signature in blue ink that reads "Diane Dugas". The signature is written in a cursive, flowing style.

Diane Dugas
Superintendent of Schools

*The East Hampton School District
Preparing and inspiring our students to be innovative, responsible, contributing
members of an ever changing global society*

Leisure 2013-2014 Priorities and Objectives
Submitted by Ruth Checko

AGENDA
ITEM # 10e

EXECUTIVE SUMMARY

As part of our 2013-2014 Priorities and Objectives in the area of Leisure, the Park and Recreation Department was directed to accomplish the following projects and measures:

1. EXPAND OUTREACH- Through the use of social media, surveys and a new website; reach out to new audiences to increase participation and interest in recreational activities throughout the Town of East Hampton.

Measures:

- The development and maintenance of a Facebook and Twitter page
- Increase overall participation of recreational programs by 2%.

2. DEVELOP NEW RECREATIONAL PROGRAMMING –Identify New and creative programming that will entice new audiences and retain old audiences.

Measures:

- Coordination of a survey of current participants for new-desired programming.
- Implement no cost and low cost proposed programming
- Develop staffing and funding plans for other potential programming and present those to the Town Manager and Council for implementation.

METHODS USED

In an effort to achieve these goals the parks and recreation staff first worked on expanding our social media. In order to accomplish this, the department coordinated with the Information Technology Department (IT). At the direction of the Town Manager the IT Department unblocked social networking sites from local PC's in the Parks and Recreation Department.

The staff then met and reviewed the Communications Policy outlined in the employee handbook to assure proper and appropriate use of these social media sites. Guidelines and frequency measures were established so as to keep the page current and interesting.

The staff researched and explored other municipal Facebook and Twitter pages to gain ideas of how we wanted to set up our pages. The staff sought the help of the Public Library's Director who is light-years ahead of us in this area. Photographs were collected from recent activities, which was easy. The staff also took more effort to carry the camera and capture current activities.

After several days and a lot of outside help we successfully went live in September; Friend us at www.facebook.com/easthamptonparksandrecreation. It was very exciting, as we watched the page gain more "likes"; we now have over 100! The Twitter account has been created and we are still working on how best to utilize this form of social media. Twitter is set up to be used on cell phone, but the department's employees do not have work issued phones.

With our Facebook page launched, we set out to conduct a survey. The management staff met and determined what we wanted to learn from the survey. One important question for us was: what was the best way for us to reach our participants. Up until now, without social media access the department publicized our recreational programs through advertising in local papers, flyers out through the schools, and a very professional program brochure published three times a year; one on line and two inserted into the Rivereast News Bulletin.

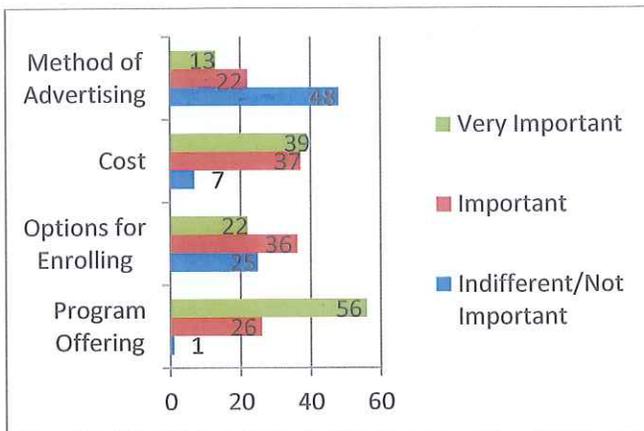
We also wanted to find out why people enrolled in our programs, what their experiences were and what programs were they looking for that we were not offering. By finding out what programs people are looking for we would learn what demographics we should strategically program for.

Because the Town has an account with Survey Monkey, that was the site used. Once the survey was created, a link to the site was posted on our Facebook page, the Town website, and a blast email was sent out from our on-line registration data base. The survey was posted for about 45 days and received approximately 100 responses.

FINDINGS SURVEY RESULTS VALUED BY RESPONSES (PEOPLE)

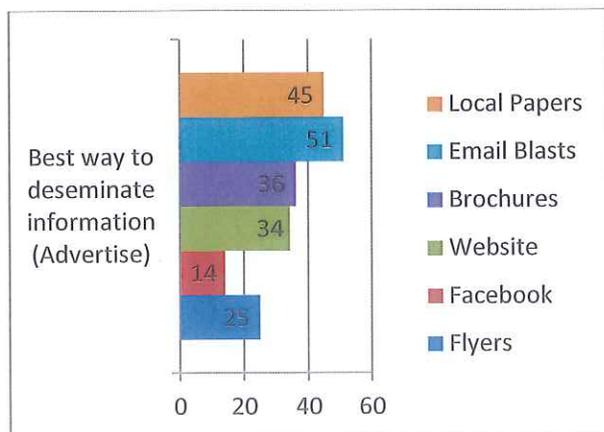
The responses were collected and charted every few weeks. The first thing that jumped out was that fill-in questions were the most skipped. It was apparent that people want to click and move on. The number questions answered varied between 80 and 99 responses. The results were analyzed and are broken down in the next section. One observation made by staff, was that the people who participated in the survey, were probably adults who have enrolled their children in our programs. Therefore findings on youth programs come from the perspective of the parent not necessarily the youth who participated in the program.

Factors when considering enrolling in our programs



Measuring important factors that people considered, when enrolling in our programs revealed that 56 out of 83, or 67% stated that the program offerings were the most important factor. While 39 out of 83, or 46% of the people responded that cost was the next most important factor. Methods of advertising and options for enrolling were not as important as we thought. In discussing these outcomes with the staff, it is believed that our online registration for programs has been well received because of its convenience.

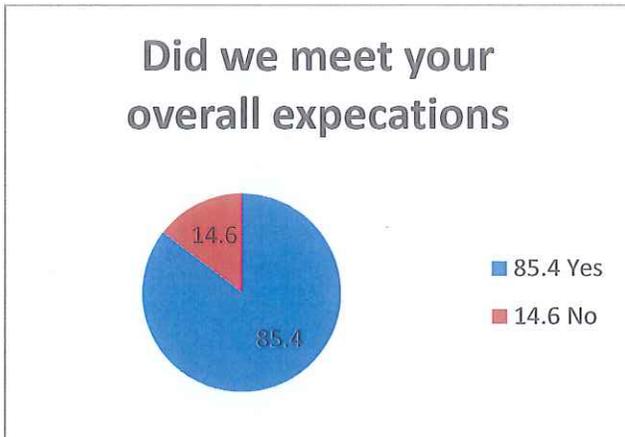
Dissemination of information about programming offerings



Our methods for advertising have been consistent for many years. Mostly relying on the local free newspaper, which is limited depending on their space each week. Staff was under the assumption that there would be a need to move

toward advertising more on social media. However, the responses revealed that email blasts and the good old local newspapers were the best ways to reach people; followed by program brochures and the website. Interestingly enough Facebook was the least preferred method of advertising.

Evaluating existing programs



Before developing new programs it was important to gauge what participants’ experiences were when participating in existing or current programs. The results were very good. Out of 83 responses, 61 people had an excellent or very good experience, and out of 100 responses 85.4 said we met their expectations. The general consensus of the staff is that these outcomes are the result on well-staffed, high quality programming that is properly priced.

Recreational Program Wish List (in order of popularity)

Popular Fall and Winter Months Responses
More time for youth basketball
Boomer programs (ages 55 and over)
Cooking classes
Yoga
Special events
Full day vacation camps
Local ski trips
Local trips to Big E, Salem MA, Newport, RI
Volleyball
Pre-K or Preschool ages programming
Hikes and Walks

Popular Spring and Summer Months Responses
Tweens (ages 11-13) programs
Teenage programming
Full day Basketball
Lifeguarding classes
Boomer programs
Evening and Weekend programs for children of working parents
Pre-K or Preschool age programming
More Bus Trips
Local trips for parents and families
Arts and Crafts
Cooking classes

The last part of our survey requested write-in answers pertaining to a “wish list” of recreational program offerings. Survey results are consistent with past responses for areas of program expansion. The most popular request was for programming for Middle School age youth. The answers regarding “Tweens” reinforced the need for a variety of specific interest programs, extended time frames for existing programs, and better options for working parents such as evening and weekend programs.

The second most popular responses came from the “Boomer” population, adults ages 55 and up. This demographic is looking for programming is not what they perceive as senior citizen’s programs. These responses focused on local trips, special events, culinary arts and hiking/walking programs.

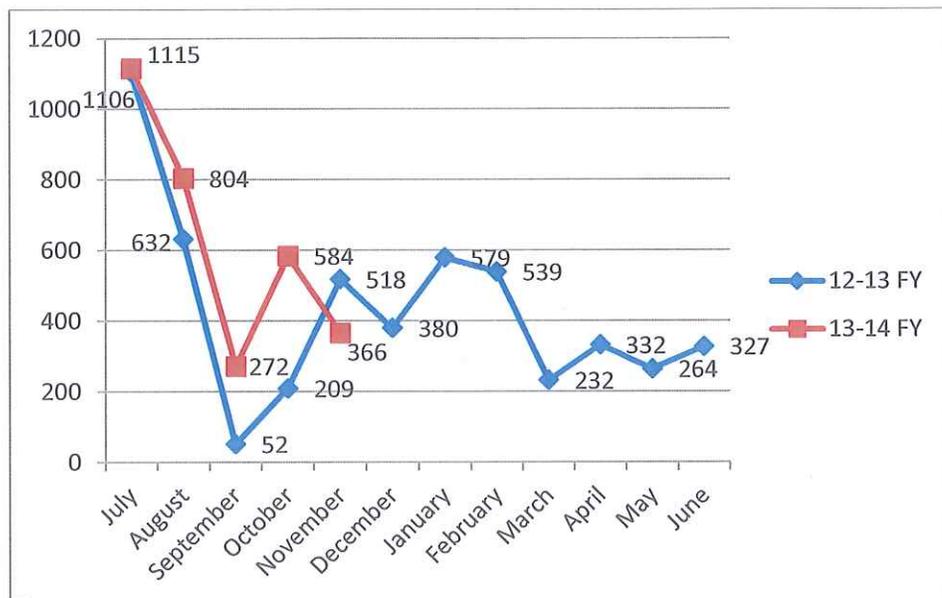
The Parks and Recreation Department has always realized the large gap in preschool age programs. It was not surprising that many of the items on resident’s wish list are for programs that would take place during the day. The department is not serving this demographic at all. The reality is that there is no physical space available during the week days to entertain this idea.

ADDITIONAL MEASURES

Implementation of social media sites was only one measure in the department’s strategy to expand outreach; the other was for a 2% increase in overall participation in recreational programs. This outcome can only be realized if the department creates and expands programming in areas that the community is looking for.

Tracking this data has been relatively easy. Information has been collected for the past few years on several fronts. Program reports on participation, staff, program hours, and enrollments are extracted from our online registration program monthly. This information is reported to the Town Council, through the Town Manager’s Office in the form of a table which reflects numbers for the month, year to date and 12 month average. The same information is used in the department’s annual reports and narratives in the Town Manager’s proposed budget every year.

The chart shown here demonstrates how we are tracking our objective of increasing overall participation in recreational programming by 2%. Year to date statistics show that as of November 29, 2013 there were 3141 participants; up 24% over November 2012 with 2517 participants.



Another area targeted was for the implementation of no cost and low cost proposed programming with the goal toward enticing new audiences and retaining old audiences. The department has always used this type of pricing strategy for community wide programming where the goal is participation, not profit. It is also implemented when health and/or safety certification is the desired outcome. One historic example of this was our partnering with the Department of Environment Protection Agency, Boating Division for 10 years offering the Safe Boater Course for \$5 per person. This DEP imitative certified countless people for very little cost. The program has since been handed over to vendors and costs 100 times what it was. The department continues this philosophy and offered a least 6 low cost programs in the past 6 months.

PROGRAM	PARTICIPANTS	COST
Explore East Hampton Walks	100-125	Free
Hikes with Mike Defranzo	15	Free
Paint a Pumpkin	75	Free
Snowmobile Safety Course	25	\$10
Digs for Kids Volleyball	20	\$10
Shorin-Ryu Karate	25	\$25 a month
Movies in the Park	15	\$10 a car
Library in the Park	70	Free
Community CPR/First Aid		\$35 for 2 year cert

RECOMMENDATIONS

The Parks and Recreation Department's staff have analyzed and interpreted the survey results at length. The staff will present their recommendations to the Parks and Recreation Advisory, for their support in implementing the recommendations outlined here.

Resources for advertising will be focused on email blasts and press releases in the local paper for now. The department will expand the current data base of email and increase the number of people we reach in doing so. Staff has already reached out the editor of the local newspaper in an effort to maximize information provided in weekly press releases. The program brochure will continue to be produced and delivered online and to residents 2-3 times annually. Facebook and Twitter will not be used as an advertising vehicle but more as a feel good promotional tool. The treasure trove of photographs collected over the years proves to be a powerful visual of what we do best.

The staff is interested in surveying youth-participants next summer to gain their perspective, not their parent's perception of their experiences. This may be very instrumental in the area of advertising and focusing efforts on pertinent programming. Case in point, survey responses on disseminating information revealed that Facebook was the least popular way to get information. While brainstorming strategies for advertising, staff wondered if Middle Schoolers would have answered differently than their parents. There is also some current data that shows teen are getting less information from Facebook and use more phone based programs such as face time and Instagram. In order to target this age group more research is needed.

The survey has told us that what type of programs we offer and the cost of the programs are important to people. Areas of concentration will be focused on survey results with two particular demographics of interest; "Tween-Teens and Boomers programing. Although popular on the wish-list programing for preschoolers at this time is not as feasible as Tweens-Teens and Boomers.

The department has always struggled with "appropriate" programming for Middle School age youth known as "Tweens" especially during the summer months. Parents would like to see these kids continue in our summer day camp, but it is not feasible to combine first graders with seventh and eighth graders in this eight week camp. Some of our programs have successfully included youth as young as third grade with sixth and seventh graders, but do not run for eight weeks.

We are finding that the most successful way to program for this age group is with week-long, interest-specific programming. We recently made some headway with expanding programming for this demographic with the introduction of two new programs that served 70 young people. We partnered with Marlborough Parks and Recreation Department on "Summer Adventure Travel Camp" which serviced youth up to age 15 years old. We will be expanding this program next summer and anticipate increased participation. We also added a volleyball clinic for boys and girls in grades 4-8 that was an instant success as well as a low cost initiative.

We will continue to search for ways to get this challenging age group involved more in active programing, and hope to pull them away from a lifestyle centered around video games and multimedia. Some of this may be accomplished

through providing fun and adventurous activities as well as marketing our programs well to them, and their parents. This age group is also very centered on peer interaction, so the headway we have made with the "Summer Adventure Travel Camp" last summer should provide us a good base to build on, and expand our offerings through return participants getting their friends involved in programming that they enjoyed.

Programming for Boomers is a concept that the recreation industry is grasping slowly but surely. These adults have rewritten the rules. They are active and are looking for leisure activities outside of the traditional senior center programming. As a generation boomers tend to work hard, play hard and spend hard. We have noticed this by seeing an increased number of this age group at our adult basketball programs, in our Boot Camp classes, and fitness classes in general. These individuals are also engaging in recreational activities on the lake through the use of stand-up paddle boards, kayaks, canoes and power boats.

According to Human Kinetics research 70 % of boomers already have a hobby or special interest that they devote a lot of time to, and as they age more and enter retirement they will have even more time to engage in recreation and leisure. Many will want to continue their already active lifestyle and we plan to provide them with increasing opportunities to do so in the future. Boomers have said that movies, camping, canoeing and kayaking, cooking, hiking, rock climbing and sewing were among some of their favorite activities to engage in. We plan to look into how we can incorporate more and more activities for this age group that may include some of those areas.

Partnering with the East Hampton Senior Center, the department is in the process of creating and implementing some programming for boomers at the senior center. Starting small, we are offering a Tai Chi class starting in January 2014. We plan to continue to research this age group and gradually add programming that will entice these individuals to participate and stay active through the Parks and Recreation Department' offerings.

STAFFING AND FUNDING PLANS

The process for hiring staff for programs begins with identifying a need. It could be the resignation of a program instructor or the implementation of a new program. Working with the human Resource Department, job descriptions will be updated or created. The job will be posted internally and advertised externally. Candidates are interviewed, rated and selected. Final recommendation is made to the H.R and Town Manager's office for hiring.

Recreational programs are not tax payer subsidized. They are a fee for service structure and must be self-sustaining.

The third leisure project in the Priorities & Objectives 2013-2014, not discussed here is a Recreation Space Report. In this report Town owned property report will be reviewed for gaps in service availability and a needs report will be created and presented to the Town Manager and Town Council. It is anticipated that this report will serve as a tool for future planning, funding and development of passive and active recreation opportunities for the community.

**Nancy Hasselman, CCMC
Collector of Revenue
Town of East Hampton**

January 24, 2014

To: The East Hampton Town Council

Documentation of tax refunds are available in the tax office for your review if you so desire. The total refunds equal \$430.60.

Thank you for your assistance.

Nancy Hasselman, CCMC

Nancy Hasselman, CCMC
Collector of Revenue

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52-33 +
13-61 +
33-69 +
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