

Report for Senior Project: Program and Services Assessment

November 26, 2014















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EXECUTIVE SUMMARY BRANFORD SENIOR PROJECT Program and Services Assessment

GOAL STATEMENT

The goal of this process was to identify a preferred planning approach, a unique "Branford Model", to serve the needs of our seniors and enrich the community as a whole.

AN INCLUSIVE PROCESS Inviting Input, Developing Consensus

The structure of this architectural planning process was inclusive of the Canoe Brook Center (Senior Center), executive staff, municipal department heads, Town leadership, representatives of the senior community, and Branford residents.

The process was designed to be an integrated approach and streamlined assessment of current senior resources, programs and services.

Arbonies King Vlock examined alternative planning models to meet future needs, reflect industry trends, and address demographic projections for the Town of Branford.

Meetings, Research, Site Visits

AKV met with individuals, organizations and other resource groups in Branford and vicinity that provide specific or related services for our senior community; attended programs and activities at Canoe Brook Center and other facilities in Town; researched and visited regional senior facilities and community centers.

Community Workshops

AKV facilitated two well-attended public forums with First Selectman James Cosgove and State Representative Lonnie Reed. The intent of these workshops was to engage the community and educate residents about senior programs, activities and resources currently available at the Canoe Brook Center, other municipal departments, and private organizations such as the Soundview Family YMCA. Senior programming needs and priorities, now and in the future, were addressed.

Alternative Planning Models

AKV identified three alternative planning models – "Stand-Alone", "Hub and Spoke", and "Shared-Use". The pros and cons of several site-specific opportunities for each model were reviewed.

THE "BRANFORD MODEL" Reflecting Our Community's Aspiration

The outcome of AKV's work culminated in the proposed "Branford Model". This concept reflects the aspirations and sentiments expressed by our community and is consistent with Branford's 2008 Plan of Conservation and Development. It makes the case for a fully integrated intergenerational shared-use facility, providing dedicated space for seniors, centrally located with ample and convenient parking.

What is unique to this approach is how the Shared-Use Facility (Hub) connects to our valuable town assets and community resources (Spokes) through an expanded public transportation system (Links).

Critical to the success of the "Branford Model" is gathering and sharing information and communication (Community Network) – and establishing a single source of Town-wide information easily accessed via the Town's website; a "Master Schedule" for all programs, venues and transportation.

IDENTIFYING THE HUB New Life for the Community House

Four centrally located facilities as were evaluated as potential Hub sites:

Blackstone Memorial Library

Community House

Orchard House

Soundview Family YMCA

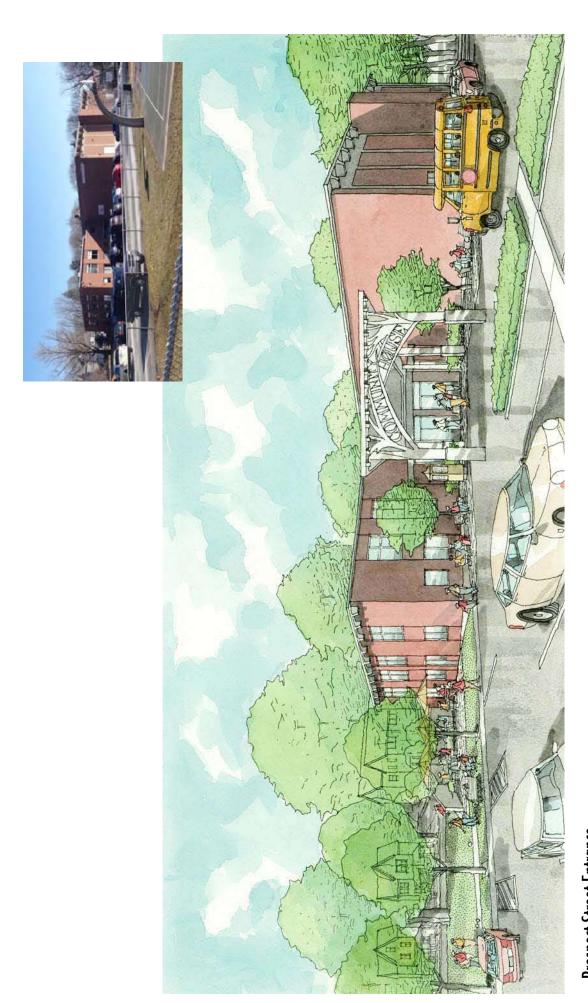
Improvements to any of these existing community resources would benefit Branford residents.

It was determined that the Community House, a beloved 1960s facility operated by the Department of Parks and Recreation, met all the criteria for Hub selection.



Church Street Entrance

In a grand welcoming gesture, the Community House features an inviting outdoor space along Church Street with ample places to sit, lounge, and linger. The covered drop-off with its signature canopy design provides comfort and accessibility to the upper level lobby. Walkways connect to the Patio, garden level entrance lobby, parking, and the array of wonderful outdoor social and recreational opportunities.



Prospect Street Entrance

From Prospect Street and parking the engaging design of the canopy clearly defines entry and arrival. The transparency of the much needed lobby addition with its comfortable seating and gathering space provides a front row seat to enjoy people and activity inside and out.



Lobby, Church Street Entrance

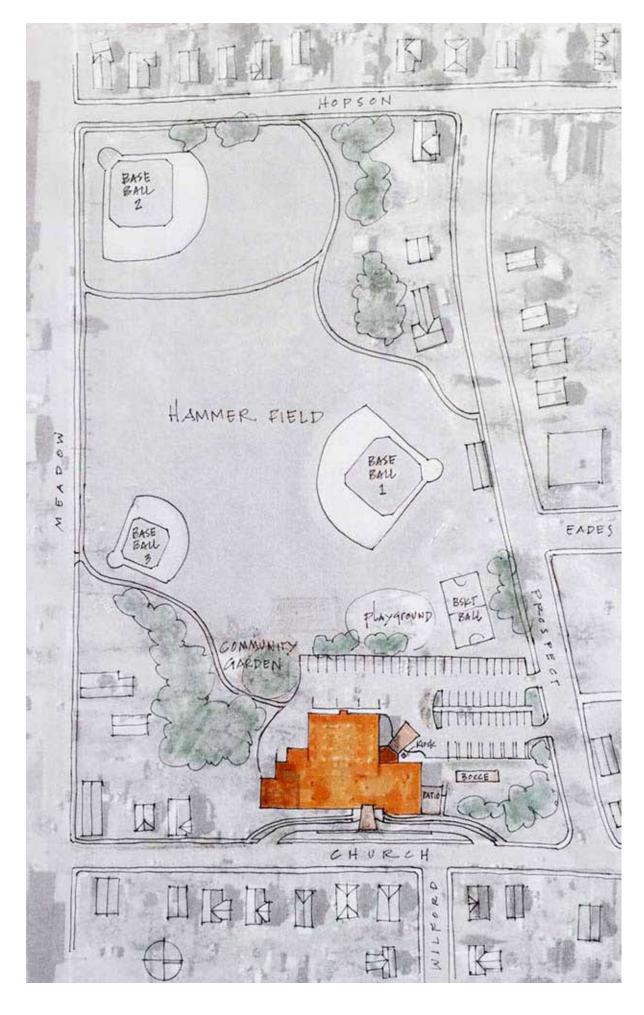
the interior and capture views of the landscape outdoors. Services and staff are visible; circulation throughout the building is accessible and easy to navigate. The biggest change to the upper floor level is the feeling of openness and transparency. The glassy walls of the entrance and café allow daylight to permeate

Ground Floor Plan

First Floor Plan

Site Plan, Partial

Site Plan



Square Footage Comparison

1/29/2015

Program Space Comaprison

Existing Canoe Brook Program Space	EXISTING Room Size +/-	EXISTINGSS q Ftg +/-	Proposed Senior Program Space	PROPOSED Room Size +/-	PROPOSED Sq Ftg +/-	Additional Program Space	PROPOSED Room Size +/-
Activity Room	60' × 23'	1380	Multi-Purpose	40'×48'	1920	Lounge	20' × 30'
Activity Room	23' x 32'	736	Activity Room	20' × 26'	520	Storage	8' × 19'
Game Room	23' x 32'	736	Game Room	30' × 24'	720	Storage	10' x 20'
Craft Room	24' × 30'	720	Craft Room	35' x 23'	805	Mutli Purpose	62' x 40'
Kitchen	21' x 23'	483	Kitchen	14' × 27'	378	Storage	2' x 8'
Health Room	10' × 16'	160	Meeting Room	12' × 20'	240	Vestibule	8' × 14'
Four (4) Offices @ 96sf ea	8' x 12'	384	Office 1	8' x 12'	96	Lobby	14' x 11'
One (1) Office	8' × 10'	80	Office 2	17' × 12'	204	LOWER LEVEL	
		0201	Office 3	9' x 12'	108	Vestibule	10' x 24'
		4079	Office 4	10' x 20"	200	Lobby	34' × 18'

Additional Program Space	PROPOSED Room Size +/-	PROPOSED Sq Ftg +/-
Lounge	20' × 30'	700
Storage	8' x 19'	152
Storage	10' × 20'	200
Mutli Purpose	62' x 40'	2480
Storage	2'×8'	16
Vestibule	8' x 14'	112
Lobby	14' × 11'	154
LOWER LEVEL		
Vestibule	10' × 24'	240
Lobby	34' x 18'	612
Vending	12' x 8'	96
Game Room	37' × 40'	1480
Storage	2'×8'	16
Gym	70' × 90'	6300
Activity Room	14' x 62'	898

11' × 11' 9' × 10'

Office 5 (Recpetion)

Office 6

I - PROJECT SCOPE

The focus of this architectural planning initiative is to:

- Understand the operation, values, and mission of the Canoe Brook Center
- Assess the current senior-focused programs, activities and resources available through Canoe Brook Center, other municipal departments, related facilities and community assets, including transportation network and services
- 3. Conduct meetings and interviews with individuals, department heads and staff, Town leadership and others
- Lead workshops to engage Branford citizens in a dialogue about the best way to address the present and future needs of our seniors and community at large
- 5. Examine alternative models and effective strategies (local and regional) for the delivery of these services
- 6. Identify potential efficiencies—physical and operational
- Develop specific recommendations based on community input, resource assessment, projected demographics and achievable goals—budget, site, and implementation schedule

II - PROCESS

The structure of this architectural planning process was inclusive of the Canoe Brook Center staff, municipal department heads, Town leadership, representatives of the senior community, and the Branford community at large. The process was designed to be an integrated approach and streamlined assessment of current senior resources, programs and services.

Arbonies King Vlock (AKV) examined alternative planning models to meet future needs, reflect industry trends, and address demographic projections for the Town of Branford.

AKV organized the Planning Process as follows:

Kick-Off Meetings

In a Kick-Off meeting, AKV with First Selectman James Cosgrove, articulated the scope and intent of this architectural planning initiative with:

Town of Branford and State Leadership:

José Giner, Town Planner
Janice Plaziak, Town Engineer
Terry Elton, Director of Economic Development
Lonnie Reed, State Representative 102nd Assembly District

Municipal Department Heads:

Dagmar Ridgway, Director, Canoe Brook Center Alex Palluzzi, Director, Parks and Recreation Karen Jensen, Director, Blackstone Memorial Library Alice Pentz, Director, Willoughby Wallace Memorial Library Peter Cimino, Director, Branford Counseling Center

Canoe Brook Center Staff Discussions

AKV led individual meetings and small group discussion with the Canoe Brook Center staff:

Dagmar Ridgway, Director
Marlowe Ioime, Assistant Director, Social Services
Wendy Ventura, Front Office
Nancy Cohen, Activity Coordinator
Gina Vigliotto, Transportation

II - PROCESS, CONTINUED

Meetings, Research, Site Visits

AKV met with individuals, organizations and other resource groups in Branford and vicinity that provide specific or related services for our senior community; attended programs and activities at Canoe Brook Center and other facilities in Town; researched or visited regional senior facilities and community centers (see: Appendix- AKV Research Log).

Community Workshops

AKV facilitated two well-attended public forums with First Selectman James Cosgove and State Representative Lonnie Reed. These were broadcast live on BCTV and covered in the local press, including articles by *Sound* editor Pam Johnson and *Branford Eagle's* Diana Stricker.

The intent of these workshops was to engage the community; inform and educate the public about senior programs, activities and resources currently available at the Canoe Brook Center, as well as other municipal departments, town facilities, other private organizations such as the Soundview Family YMCA; and to address senior programming needs and priorities now and in the future. (see: Appendix-Senior Programs & Services, Community Workshop Keynote Presentation).

Input Questionnaire

The purpose of the questionnaire was to provide another opportunity for public comment and feedback. AKV received 57 responses. The input questionnaire was available online through the Town website; and distributed at the Community Workshops, Canoe Brook Center, Branford Town Hall, and Evergreen Woods.

A spreadsheet of these results is provided (see: Section III-Findings, Input Questionnaire Results).

Alternative Planning Models

Based on our research, here in Branford and in other neighboring communities, AKV identified three alternative planning models — "Stand-Alone", "Hub and Spoke", and "Shared Use". Comparing our own community resources and factoring in public input, the pros and cons of several site-specific opportunities for each model were reviewed.

III - FINDINGS

The comments recorded here are taken from our Community Workshops, meetings with individuals, organizations, and other resource groups. They are loosely organized around these key questions:

What is a healthy community?

What is 'Senior'?

What are important programming needs for seniors?

What does 'Senior Center' as a stand-alone facility mean to you?

What's the benefit of a Shared-Use Concept?

If Canoe Brook Center is the 'hub', what other senior programs, activities, and resources do you use, why, and where are the 'spokes'?

What is a healthy community?

"A healthy community is connected and accessible."

"It's important for seniors not to be isolated. Social interaction is key. When you become older, your social network shrinks."

"Using our resources as a town to help older adults."

"We need a mindset of collaboration, not segregation."

"It does take a village!"

"Visible resources; integrated and accessible within the community."

"Information and knowledge shared is not just a healthy community but a wealthy community."

"We need to integrate this town."

What is 'Senior'?

"There are younger-older adults, older adults and older-older adults."

"There are now three generations of seniors being served."

"Seniors feel a sense of entitlement."

"We are so diverse in age, from 60-102."

"Today's seniors are younger, more active."

"Most seniors don't like change, but given a chance to do other things, most would go for it—especially if it's visible."

"We are part of the community—not 'seniors'."

"Today's seniors are connected and networking."

"Coming from independence to dependence means a lot of stress and anxiety."

"They are burnt out on the rest of society. Seniors want a place to be with like-minded people of the same age; it fulfills them and helps them grow."

"Many seniors have depression issues; losing a spouse, feeling isolated. They need help."

"How you speak to someone who is 60+ is different. It can be condescending and humiliating."

"Older populations have health issues; mobility is limited, low vision is a problem. Too much stimulation isn't a good thing."

"There are many definitions of what 'Senior' is."

What are important programming needs for seniors?

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"Most seniors are going to go where it's free."
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[&]quot;Active seniors want to do more than one class at a time."

[&]quot;Dancing, art classes, anything that's a learning opportunity that doesn't require a membership."

[&]quot;People are looking for cultural enrichment, social opportunities; not just a meal."

[&]quot;Barbecues...pot luck...trading recipes..."

[&]quot;The social component is the big part."

[&]quot;More options to do more things."

[&]quot;Intergenerational aspects are wonderful!"

[&]quot;Social interaction is key."

[&]quot;A place for your contemporaries."

[&]quot;Vibrant atmosphere."

[&]quot;Safe."

[&]quot;Variety of scale; small rooms, large rooms, opportunity for social interaction."

[&]quot;It should be welcoming to caregivers."

[&]quot;Promote common space for all."

[&]quot;Café concept; more intimate gathering."

[&]quot;Relationships: Seniors know us (the staff) and they're not afraid to come here."

[&]quot;Outdoor space is really important—walking paths, fitness outside."

[&]quot;A way to draw people in is fitness; all-day classes for every level."

[&]quot;Keep it current with the times, updated with technology."

[&]quot;Make it more like an information center—for services and resources anywhere."

[&]quot;They want to see someone right away."

[&]quot;Some of our services need privacy and confidentiality."

[&]quot;One level for easy access."

[&]quot;Bike racks."

[&]quot;Arts and theatre."

[&]quot;Table tennis is the #1 activity for (prevention of) Alzheimer's."

[&]quot;More inclusive, intergenerational programs."

[&]quot;It's not a building, it's a community."

What are important programming needs for seniors? (continued)

- "It's about services and programs, not a building."
- "The point is the NEED and what we're providing for people."
- "Socializing and meals—biggest reason to come."
- "The goal is to attract more people in a stimulating environment."
- "What we do is life-changing. Socialization and social services are essential."
- "Fitness-related rooms designed for a range of capability."
- "A full-service kitchen!!"
- "Enjoy a meal sit and linger."
- "A quality meal presented properly."
- "A great kitchen for culinary classes and dinner dances."
- "Restaurant with space for gathering encourages socialization."
- "People rely on our food. It's a key component to the programming."
- "An evening coffee house."
- "Full court gym."
- "Flexible and adaptable. Mobile furniture."
- "Designed for older adults without looking institutional: flooring contrast and lighting, placement of bulletin boards and signage for low or bifocal vision; railings on walls for mobility and security; placement of bathrooms..."
- "Bright and light."
- "Transportation and access is KEY."
- "Transportation is the lynch pin."
- "Seniors rely on us to coordinate transportation. They're limited; don't want to drive at night or bad weather."
- "Weather protected, covered drop-off for vans and buses is really important."
- "We need to provide transportation to evening events."
- "Senior lounge, just for seniors."
- "Proximity to other services."
- "The building should be used constantly."
- "It has to be a physically separate place for 60 up. Separation is important for peer-to-peer groups."
- "Good, central location."
- "PARKING!!"

What does "Senior Center" as a stand-alone facility mean to you?

"People will say they need their own center. But we are a community and this is for the community—it affects everybody."

"It's not a private clubhouse. No, it's actually a municipal department. Most seniors have trouble seeing that."

"There are social services and programs that are relevant to seniors. The greater community may not realize this is what the center provides—unless they need it."

"A stand-alone facility is nice because it fits the needs of the senior population."

"There's a stigma behind senior center. You don't have enough going on in your personal life."

"None of us want to have a connection to our own mortality. That's too much."

"It's for less active people. That's a turn off."

"Peer-to-peer; it's more relatable."

"People grew up together. You can't get that at a gym. It's a community here."

"People come here to get away from young children; to get away from all that. They want to be with their peers."

"No kids!"

"Younger people are disruptive. Kids move too fast."

"Club-like environment where I can socialize with my friends is important to me."

"They can feel like this is a second home. Sometimes it's a problem of ownership. They spend more time with us than their families."

"A welcoming place for people who don't know how to engage and participate."

"This is like a school for older people...but you pick and choose."

"We don't want younger people here."

"The model of a Senior Center is rapidly diminishing in appeal. The biggest flaw is that it's not life. It's a collection of seniors. Rather than seeing other parts of life available."

"The way people react is that Senior Centers have a stigma; they are a barrier to the younger-older adults—60-65 years old."

"Senior-seniors are only a small following."

What does "Senior Center" as a Stand-Alone facility mean to you? (continued)

"The philosophy of the Senior Center has changed. The mission is broader; to attract younger-older adults 60+."

"The industry struggles with the name."

"The perception of the word 'senior' limits who can use it; who it serves."

What's the benefit of a 'Shared-Use' concept?

"We can bring a lot of needs and services together; find ways to complement each other."

"Scheduling is what prevents people from accessing different programs. The space is available."

"I've never heard 'We don't want seniors here."

"More social interaction. When you become older, your social network shrinks and you become more isolated."

"A Community Center can be a meeting place for all facets of life across the age span."

"The WHOLE community would benefit."

"It should function like a senior center without walls."

"No spaces are exclusive."

"A Community Center is essential. It should offer a broader array of programs and activities. That would be a huge benefit."

"Community space works well with day care kids. Teens need supervision!"

"Seniors should have their own place inside a Community Center to minimize the footprint."

"Allowing other town assets to be expanded and improved benefits everyone."

"Always something to do."

"Branford is the most culturally-minded community I've worked in. Diversity is stimulating."

"Evening and weekend programs. A lot of seniors work."

"When you separate these things, you get fixated on age. Active, older adults like to see younger people."

What's the benefit of a 'Shared-Use' concept? (continued)

"Shared-use works because at 4 o'clock seniors are ready to go home."

"If it's Park & Rec related, no group should get top priority."

"Seniors expect everything they would get from a Community Center anyway."

If Canoe Brook Center is the 'hub', what other senior programs, activities, and resources do you use, why, and where are the 'spokes'?

"We need to look at this differently—what's convenient for patrons, not staff...like satellite offices for medical care. We've got multiple sites, facilities and resources out there. We need to make them more accessible."

"There's so much available but people don't know about them."

"Proximity to other town resources and transportation has to be factored in."

"I go to Guilford. They have everything. Better food. Not just Guilford people."

Canoe Brook Center

"Our staff provides social services and resources for three generations of seniors, their families and caregivers."

"There's a sense of ownership here. It's different from the Community House or Library."

"This is our club house."

"I go for lunch and some form of exercise,"

"We have all activities at Canoe Brook except swimming. Nothing at the Community House."

"Nancy is amazing. Everybody loves her!"

"The community is very social — old friends here."

"Clients treat it like it's their home."

"It enriches your life ... everyone that walks through these doors is stimulated."

"More people would go here if they could. There are seniors who can't manage the ramps and stairs."

"There are long waiting lists for classes like yoga."

"I go to Canoe Brook because it's who we are; it's our peers, and that's important."

"There are so many activities for everybody's interests and abilities."

Community House

"What's so good about the Community House is its central location."

"There's always life going on there."

"Tons of people from different communities come on Sundays."

"People come to us because it's affordable and we offer sports and recreation for all ages."

"Men's basketball league on Thursday nights. It's very competitive! From 20-60+."

"The grandparents are the first ones to get kids there and watch them. They're our biggest spectator base."

"Two parents are working now; grandparents pick up the slack."

"Most seniors that we see drive. Almost every one of them."

"There's no Canoe Brook bus that stops here. Transportation is the key."

"The new playground is a mecca for grandparents and their grandkids."

"The most popular reason seniors come is as spectators — for youth sports and toddler programs, lacrosse, basketball, wrestling, gymnastics, youth football, soccer...."

"Yoga on Wednesday. I don't like going to the Senior Center."

"Our whole family comes here."

"Volunteerism is huge. Seniors want to give back to their community. The Community House is a meeting place for senior volunteers: Red Cross blood drive, Shoreline Greenway Trail, all the Condo associations, Branford Green Committee, Annual Spelling Bee, Rotary, Garden Club...."

Blackstone Memorial Library

- "The draw is the physical space. It's fantastic!"
- "There's a million people that don't come in because it's not on their radar."
- "Most of the people who use the Library are couples with kids and seniors."
- "There's a lot of opportunity to help mentor kids and small business programs."
- "They've got the technology and the staff to help us use it computer labs, iPad forums, even low vision readers."
- "I take yoga classes there."
- "There's all kinds of life-long learning classes. These programs are attended mostly by retired people."
- "It's a more diverse and interesting group that comes here. People come for a comfortable place to be, companionship and conversation."
- "The Library is free to everybody."

Soundview Family YMCA

- "I like the classes here; they're more active."
- "I can do more than one class at a time; swim then yoga, and be with friends."
- "Silver Splash plus lots of other pool classes that target seniors."
- "We do a luncheon group once a month. Twenty-five people are joining in."
- "The optimal time is 9 am 1 pm."
- "The social component is a big part; mostly women get together."
- "Since traveling from place to place is an issue, I come for two classes. If only lunch was served here!"
- "The people who come here are active."
- "It's open seven days a week. No gap in the programs and activities I can take."

Orchard House

- "We've got under utilized buses. We're a transportation resource."
- "Canoe Brook acts as a 'feeder' to Orchard House."
- "We get medical vs age referrals. Our members range from 31-101 years."
- "It's a welcoming environment for caregivers. Promotes common space for all."

Counseling Center

"We serve everyone, but people don't know these services exist. Outreach is critical."

Walsh Intermediate School

"I swim five days a week at Walsh; take yoga at the Community House and Canoe Brook. The problem is traveling from one place to another."

Six Question on Input Questionnaire

1) F	Rank the following in order of importance to you:
(1 = LEAST important - 10 = VERY important)
	_ Health and Fitness / Wellness (Activities, Instruction, Workshops, Speakers)
	_ Creative Arts (Painting, Pottery, Wood Carving)
	_ Music & Dance (Instruction, Events, Activities)
	Life Long Learning (Speakers, Workshops, Instruction)
	Other
•	What high quality, senior-friendly activities and programs are NOT available may be limited in scope, frequency or space) at Canoe Brook Center?
3) I	How important is CLOSE PROXIMITY to your participation in area activities
/ ev	vents?
	_ Not important at all
	_ Somewhat important
	_ Important
	_ Extremely important
to	you OUTSIDE of Canoe Brook Center? _ Not important at all _ Somewhat important
	_ Important
	_ Extremely important
5) I	How important are opportunities for community interaction to you?
	_ Not important at all
	_ Somewhat important
	_ Important
-	_ Extremely important
•	How essential are transportation services, provided by others, to your
pai	ticipation in Senior and community activities?
	_ Not important at all
	_ Somewhat important
	_ Important
	Extremely important

Public Survey Results

Other

Survey Response Question 1::
Rank the following in order of importance to you (1= LEAST important -- 10= VERY important)
Health Creative Music Life Long
Tile Long
Arts Dance Learning

Question 1

nedical clinic/ onsite food service / walking paths, sport courts fish pond etc Don't make "less" for Seniors and more for money making events Dsesignated Dining area, computers bus transpotation Card Room, warm water Pool for Aerobics Professionsal input/ Social workers Travel, shows, dining, events etc trips | | | Meals / Lunches Day Trips Trips Field Trips Day Trips Day trips 10 7 0 <u>∞</u> 6 2 ا ||| 8 2 9 2 2 2 4 9 9 9 ∞ 9 9 9 4 2 6 2 m m 2 -|6 2 10 |5|5|5|5|5|-5|5|5

Total / Average

Appendix - Input Questionnaire Results

Survey Response Question 2: What high quality, senior friendly activities and programs are NOT available (or may be limited in scope, frequency or space) at Canoe Brook Center?

Question 2

_	
2	
8	
4 7	Swimfing - Waish is too restrictiive. Y is too expensive and no transportation. Yoga needs bigger space, more classes and mirrors
9	Pricke Ball Expand Learning opportunities, yoga and dance, tai chi, classes on life issues, legal issues, financial issues, health and well being, learning opportunities
0	Larger Kooms and AU or windows that open
- α	
0 0	Dining Facilities Library or Conversation Room
10	
11.0	
12	
13	Table Tennis, More Day trips, Spanish Lessons
14	
15	
16	
17	Swimming, aerobics in water
18	Does not currently use any Town services for Seniors
19	Would like to take trips
20	Collaboration with neighboring centers (Guilford, Madison)
21	
22	More attractive eating area with Café, card room for bridge, more exercixe rooms, connection with different age groups
23	
24	Community Center
25	Chess, Spiritual Fellowship
26	Shuffleboard, Golf
27	
28	Braiding, hooking classes
29	
30	
31	
32	
33	Ethic dariong, ethic celebrations
34	Clay studio, sculpture
35	
20	
3/	
000	
39	
40	pottery
41	
43	larner Aernhir classes more note interest
44	Partic nicinic area accost missory prima. Partic nicinic area accost missory form forms committee room ventable and flower cardence cawimming months on within meeting room.
45	T any, profile area, care, gir, shop, game room, rounge, compared from, vegtable and nower gardens, sawmining poor, gym, papie meeting room
46	Swimming flat walking area clining with friends (not rushed)
77	fitness - not hig enough
48	
49	
202	John tenau
51	
52	
53	Exercise equipment and rooms on-site. Update computers. Mail drop on-site
25	
55	
26	
22	Outdoor walking, Warm pool, More space for fitness classes, Art & Crafts room, Child care facility, Library, Orchard House bus service, Move animal shelter closer

APPENDIX — Input Questionnaire Results

TOTALS 7 14 6 20

APPENDIX — Input Questionnaire Results Survey Response Question 4:

Survey Respons How important a	e Question 4: re opportunities for social Not important	peer group interaction	on to you OUTSIDE of	Canoe Brook? Extremely
	at all	Important	Important	Important
Question 4				
1				
2				
3				
4				1
5 6	1			1
7	<u>'</u>	1		
8		1 1		
9		1 1		
10				1
11		1		
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47 48 49		1		
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50		+	1	
50 51 52		1	1 1	
52		'	+	1
53		1		
54		'	1	
53 54 55			1	
56 57			1	
57				

-20-**TOTALS**

APPENDIX — Input Questionnaire Results

Survey Response Question 5:

How important are opportunities for the	community interaction to you?	
Not important	Somewhat	Extremely

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TOTALS 6 17 19 8

Appendix - Input Questionnaire Results

TOTALS

13

Survey Response Question 6: How essential are transportation services to your participation in Senior and community activities?

	Not important at all	Somewhat Important	Important	Extremely Important
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IV - ALTERNATIVE PLANNING MODELS

Stand-Alone

In our research of other local and regional facilities, Groton Senior Center is the most representative of a comprehensive Stand-Alone model for the delivery of social services, activities, programs, and dedicated community gathering space. As a renovation and addition completed in 2009, the 36,000 sf building caters primarily to seniors. It is also used by the town as an emergency shelter, although it lacks shower facilities.

Groton Senior Center is intended to be a self contained "one-stop shopping", stay-all-day destination with all the amenities. The building program includes dining room/theater, full service kitchen, exercise and meeting space, billiard room, arts and crafts space, muliti-purpose gym for pickleball, etc. There's even a 'Main Street' featuring a café, barber shop, hair salon, and gift shop. The fee-based fitness center attracts active, younger-older adults. Ample parking is shared with the Groton Public Library. With an elementary school across the street, senior members have easy access to enjoy school performances and other events. Walking trails are in close proximity, but people must cross a busy street from the Senior Center.

The Wallingford, Madison, and Avon Senior Centers are similar in their concept as a segregated, seniors-only facility. They are named 'Senior Centers', although the industry struggles with this designation as a limiting factor. Each serves the wider community (often for a fee and if space allows) offering scheduled meeting and event space for public or civic groups.

IV - ALTERNATIVE PLANNING MODELS

Hub and Spoke

Canoe Brook Center, although a stand-alone building, is more representative of the Hub and Spoke concept. At nearly 8,000 sf, it is the hub for staff and volunteers providing resident-only members with social services, transportation, activities and programs, meals, etc. Other town facilities are used for just a few of its off-site programs and activities. These facilities are the 'spokes' and include:

Walsh Intermediate School

Senior swim

Blackstone Memorial Library

Lunch and movie events

Book delivery for the home-bound

Lending materials for Canoe Brook Center Book Club

Counseling Center

Fuel assistance program

Medicaid/Medicare provider

Referrals and outreach

Orchard House

Feeder system to Canoe Brook

Transportation resource

Originally called Canoe Brook Senior Center, the facility was rebranded to attract membership. Despite the name change to Canoe Brook Center, it is still perceived by many as a senior center for "senior-seniors".

The Canoe Brook Center building has accessibility issues and deferred maintenance which have contributed substantially to its negative public image. Having said this, the members consistently praise the staff, services, and programs. It is often described as a 'second home' and 'club house' to a core group of Branford seniors.

Many Branford seniors — independent and active, younger-older adults, older-older adults, and senior-seniors — participate in or use many other municipal and private facilities including the Community House, the Blackstone and Willoughby Wallace Memorial Libraries, the Soundview Family YMCA, as well as local fitness venues and wellness centers. While the focus of each off-site location is different—recreational (Community House), cultural/educational (Library), swimming/fitness (YMCA)—many of the program offerings are similar.

IV - ALTERNATIVE PLANNING MODELS

Hub and Spoke, continued

Strong attendance at these alternative sites to Canoe Brook Center is attributed to: "it's not a senior center", program schedule and extended hours of operation including evenings and weekends for working older adults and the option to taking more than one class or activity per visit. The most important factors are mobility for those who drive or have greater access to transportation, and a strong preference for a more integrated and inter-generational social environment.

Similarly, the Town of Avon's Senior Center has evolved, by necessity, into a Hub and Spoke operation. The 8,400 sf Stand-Alone building was completed in 1989. Its Director commented that the facility's limited size and negative public image as a 'senior center' compelled her to do significant outreach to attract active, younger older adults who prefer the no-age-limit environment of the Town Library.

Shared-Use

There are many examples of the Shared-Use concept where a single facility serves several municipal departments and populations. Often referred to as "senior centers without walls", these are designed to be integrated, inter-generational and multi-functional. Guilford's Nathanael Greene Community House, Glastonbury Community Center, and the Waterford Community Center are open to the public and neighboring communities with no age restriction. They operate seven days a week with frequent evening and weekend programs. Since attendance by groups and individuals of different ages typically occurs at different times of day, there seems to be very little overlap that would present a conflict between certain groups (e.g. teens and seniors, an undesirable mix).

Most of the Shared-Use facilities we researched are run by the Park and Recreation Department. Occasionally, when two populations have a conflict of schedule for the same space, determining which group has priority can be an issue.

Waterford has a separate physical space that is the Senior Center within the Community Center. Glastonbury is a "senior center without walls" depending on function's time of day or week.

V - RECOMMENDATIONS

We support the 2008 Plan of Conservation and Development which asserts that Canoe Brook Center "is neither large enough to serve Branford's growing senior population nor configured to accommodate the modern senior activities and programs" (pg. 71) and that Branford's "community facilities should be used to their fullest capacity" (pg. 68).

We agree with the Voices for Branford Seniors in their letter addressed to First Selectman Cosgrove which asserts: "With the future in mind, a multi-purpose building could serve several functions."

THE BRANFORD MODEL

The proposed Branford Model reflects the aspirations and sentiments expressed by this community and is consistent with the 2008 Plan of Conservation and Development.

It would be a fully integrated shared-use facility, providing dedicated space for seniors, centrally located with ample and convenient parking.

The Branford Model is comprised of Hub, Spokes, and Links:

Hub a Shared-Use facility, connects to...

Spokes our valuable town assets and community resources by...

Links an expanded public transportation system.

A key component of The Branford Model is creating a meaningful environment for seniors with dedicated areas, as appropriate, within a shared-use facility. Special consideration should be given to support unique programs and activities, provide necessary staff offices and confidential meeting rooms, within a stimulating community setting. How much space, and specifically what types of space, are to be determined.

The criteria for Hub selection follows:

Hub - Shared-Use Facility

- 2008 Plan of Conservation and Development Land Use
- 2012 Branford Community Facilities Evaluation Conservation of Town resources
- "Livable Communities" safe, comfortable, accessible
- "Complete Streets" an on-going town-wide initiative
- Community Benefit
- · Economic Benefit
- Central location convenient to other Town resources and services
- Shared-Use facility Inter-generational: multiple populations served
- · Parking and neighborhood impact
- Transportation network innovative and connected
- Programming potential site connectivity: outdoor fitness, trails, etc.
- Multi-use functionality all spaces used to their fullest capacity

V - RECOMMENDATIONS, CONTINUED

Hub – Shared-Use Facility, continued

- Extended hours of operation: activities and programs offered throughout the day, evenings, and weekends
- Energy efficiency: lower operating cost to taxpayers and Town

Spokes – Town-Wide Assets

- Programming: more program options available
- Community resources: inclusive of existing and future municipal facilities and partnerships with private resources
- Socialization: diversified settings for social interaction

Links – Transportation System

Accessibility: essential to an integrated concept for a "Livable Community

FIRST STEP

It is clear that with a senior population increasing at a rate of 43% over the next 10 years, the community demands immediate change.

The time and cost required to upgrade or renovate an existing space to be ADA accessible and suitable for senior use would be unacceptable to deserving seniors.

The perception of an 'Interim Plan' is that temporary often becomes permanent.

An Immediate Plan

We recommend an Immediate Plan which can be implemented quickly and efficiently. The ingredients for success are:

- Town-Wide Collaboration: all municipal departments working together to schedule and accommodate programs and activities for the benefit of seniors and the community
- Public/Private Partnership: Town contracting with private enterprises, such as the Soundview Family YMCA, to provide desirable programs and activities through facility membership for Branford seniors.
 Transportation System: expanded services connecting the community with town-wide resources (including the Community House, Walsh Intermediate School, Blackstone Memorial Library, Willoughby Wallace Memorial Library, and Soundview Family YMCA).
- Communication Hot Spot: a single source of Town-wide information easily accessed via the Town's website; a "Master Schedule" for all programs, venues and transportation

V - RECOMMENDATIONS, CONTINUED

NEXT STEPS

Identifying the Hub

Three centrally located facilities are potential hub site for The Branford Model:

- Blackstone Memorial Library
- Community House
- Soundview Family YMCA

These primary community resources are vibrant social gathering points. Branford residents would benefit from renovations/additions to any of these existing facilities as a positive outcome of this planning model.

In addition, Orchard House as a town-owned facility, should also be considered.

Feasibility and Community Impact

As the Town makes a final decision, they should further examine:

- · Zoning regulations at suggested sites
- · Vehicular circulation and parking
- Financial benefits / implications
- · Enhanced services at chosen facility
- Transportation contracts
- Enriching the quality of life for all Branford residents

CONCLUSION

When successfully implemented, The Branford Model, as an integrated Town-wide concept for the delivery of community resources and services, will deliver the biggest benefit to most people, now and in the future.

AKV RESEARCH LOG

Town and State Leadership

James Cosgrove, First Selectman
José Giner, Town Planner
Janice Plaziak, Town Engineer
Terry Elton, Economic Developmen
Lonnie Reed, State Representative 102nd Assembly District

The following is a partial list of legislators and town officials.

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INDIVIDUAL M	EETING GROUP MEETI	NG VISTING FACI	ATTENDING PRO ATTENDING PRO & ACTIV	TILES RESEARCH
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Town Resources	INDIVIDUAL ME	GROUP MEETING	VISITING FACIL	TY ATTENDING PROGE & ACTIVITY	RAM'S ES RESEARCH
BRANFORD COUNSELING CENTER			V		
Peter Cimino, Director	/				
CANOE BROOK SENIOR CENTER			/	V	/
Dagmar Ridgway, Director	/	•			·····
☐ Wendy Ventura, Front Office	/	/			
☐ Marlowe Ioime, Social Services/Assist. Dir.	'				
Nancy Cohen, Activity Coordinator	/	/			
☐ Gina Vigliotto, Transportation	/	/			
COMMISSION ON ELDERLY SERVICES				~	/
Anita Visentin-Perito, Chair	/				······
JAMES BLACKSTONE LIBRARY			/	✓	
☐ Karen Jensen, Director	/				
☐ Barbara Canigiano, Reference Supervisor	/				
Robin Sandler, Chair, Building Committee	/				······································
PARKS & RECREATION,					
COMMUNITY HOUSE			/		
Alex Palluzzi, Director of Recreation	'				
Andrea Kenney, Program Coordinator	/				
WILLOUGHBY WALLACE					······
MEMORIAL LIBRARY			/	✓	
Alice Pentz, Director	V				

Branford / Regional INDIVIDUAL MEETING GROUP MEETING Facilities, Groups & VISITING FACILITY Resources AGENCY ON AGING/SO CENTRAL CT BCTV "GRAY MATTERS" AARP PUBLICATIONS, VIDEOS BRANFORD PUBLIC SCHOOLS ☐ Mary Peraro, Assist. Superintendent CT LEGISLATIVE COMMISSION ON AGING ORCHARD HOUSE Stephanie Evans-Ariker, Executive Director PARKSIDE I AND II VILLAGE SHORELINE VILLAGE CT Randy Reinhold, MD, Former Pres. ☐ Stephanie Farber SHORELINE CHAMBER OF COMMERCE SOUNDVIEW FAMILY YMCA ☐ Doug Shaw, Executive Director ☐ Kathy Derken, Seniors Program Coordinator

Branford / Regional Facilities, Groups & INDIVIDUAL MEETING GROUP MEETING Resources, continued TRANSPORTATION New Haven Transit District MyRide Orchard House, Larissa Foster, **Transportation Coordinator** ☐ Para-transit (Dial-A-Ride) VOICES FOR BRANFORD SENIORS Helen Kelsey Helen Laird Dorothy Ricker Florence West VNA COMMUNITY HEALTH CARE Barbara Katz, Director of Clinical Program Development

Individuals, Groups and Other Resources INDIVIDUAL MEETING GROUP MEETING and Facilities INDIVIDUALS 1 Various individuals from local community organizations were contacted.

Senior Centers / INDIVIDUAL MEETING GROUP MEETING VISITING FACILITY **Community Centers** AVON SENIOR CENTER Jennifer Bennett Senior Center Coordinator EAST HAVEN SENIOR CENTER GLASTONBURY COMMUNITY CENTER Patty White, Director GROTON SENIOR CENTER Mary Jo Riley, Director GUILFORD - NATHANAEL B. GREENE COMMUNITY CENTER _____ Rick Maynard, Director, Park & Rec. Terry Buckley, Seniors Program Coordinator MADISON SENIOR CENTER Austin Hall, Manager Fillmore McPherson, First Selectman WALLINGFORD SENIOR CENTER William Viola, Jr. WATERFORD COMMUNITY CENTER Donna Payne, Senior Services Assistant

APPENDIX — Senior Programs and Services

CANOE BROOK CENTER Provided by: Town Social Services **Programs and Services**

The mission of Canoe Brook is to provide Branford Seniors opportunities for educational and cultural enrichment, assistance with Federal, State, and local social service programs, socialization with peers, and to maximize successful aging and independent living. Additionally, medical transportation and fuel assistance services are provided to Branford residents of all ages.

ACTIVITIES

- Fitness
- Educational
- Cultural/Arts
- Trips
- General Recreation
- Health & Wellness
- Volunteer Opportunities

TRANSPORTATION

- Canoe Brook Activities
- Grocery Shopping
- Medical Appointments
- · Provide information and referral on greater network of transportation services

SOCIAL SERVICES

- Energy Assistance & Operation Fuel
- Renter's Rebate Program
- Housing information & referral
- SNAP, CtAccess, Protective Services and DSS Programs
- Consumer Protection Issues
- Homecare Options
- Nursing Home placements
- End of life concerns
- Financial guidance
- Family Consultations
- Case Management
- Energy Assistance & Operation Fuel

- Renter's Rebate Program
- Housing information & referral
- SNAP, CtAccess, Protective Services

and DSS Programs

- Consumer Protection Issues
- Homecare Options
- Nursing Home placements
- · End of life concerns
- · Financial guidance
- Family Consultations
- Case Management

NUTRITION

- · Full meal served weekdays
- Referrals for home delivered meals
- Referrals to Branford Food Bank
- Medicare, Medicaid, Health Insurance
 Assistance with SNAP (formerly called Food Stamps)
 - Nutrition Education

RESOURCE FOR COMMUNITY

- Advocacy on Aging issues
- Family Consultations
- Energy Assistance for residents of all ages
- Medical transportation (residents age 21+)
- · Resource on Aging for residents of all ages
- Medicare, Medicaid, Health Insurance Municipal and community meeting space

APPENDIX — Senior Programs and Services

JAMES BLACKSTONE MEMORIAL LIBRARY Provided by: Town / Private

Experienced, trained staff to help navigate these resources:

Collections

- Over 65,000 print books, including best sellers, fiction, nonfiction, and large print editions
- e-book, audio books, streaming movies and digital magazines
- · Online research databases
- Extensive local history collectionphotos, books, Branford family histories
- Cozy reading room with fireplace

Outreach

 Weekly delivery service for those who are home-bound due to a temporary or permanent disability

Technology

- · Optelec reader for low vision needs
- · Wireless access
- Computers with internet access and MicroSoft Office
- Bookscanner for documents and photos

Cultural and Educational

- Museum passes
- Opera Appreciation
- · Book discussions
- · Art lectures
- Yoga

Medical Related

- MS support
- VNA blood pressure clinic

BRANFORD COUNSELING CENTER Provided by: Town

- Therapy
- Medication management
- · Emergency housing
- · Emergency fuel assistance
- · Emergency gas and fuel cards
- Also provides outreach assessments in the community if requested by family, police, fire dept., etc.

BRANFORD COMMUNITY HOUSE Walsh School*/ Hospice Provided by: Town - Parks & Recreation

- Bridge
- Tennis
- Yoga
- Aqua Aerobics*
- Swimming*
- · Branford Walkers

- · Men's basketball league
- Toddler classes (20% taken by grandparent)
- · Hospice pool passes
- Karate

APPENDIX — Senior Programs and Services

SOUNDVIEW FAMILY YMCA Provided by: Private

SilverSneakers®

- Yoga
- · Classic exercise class
- Silver Splash

New Beginnings Classes

- Strength 101
- Zumba 101
- Couch to 5k

Water Activities

- Joints in Motion
- Water Strides
- Cardio Water Power
- Water Fit
- Deep Water Fit

- Aqua Zumba
- Water Fitness 101
- Zumba Gold®
- Swimming

Other Y Classes:

- · Restorative Yoga
- Keyboard/Piano lessons
- Senior Self Defense
- Social Security Ed Workshop
- Computer 101
- Tablet 101
- · Breakfast Club
- Private Swim Lesson
- · Personal Training

ORCHARD HOUSE Provided by: Private Non-profit

 Transportation Resources Buses and Drivers

Community Workshop Keynote Presentation, Slides 1 & 2

Branford Senior co

Welcome

to our Community Workshop November 6, 2014

James Cosgrove
First Selectman

ARBONIES KING VLOCK Sandra Vlock Louann Heft



Our community workshop

What it IS about:

- Community-wide input
- Defining "Senior"
- Senior focused programs, services, resources
- What our community wants and needs now and evolving
- Alternative models

What it is NOT about:

- Canoe Brook Center the building
- Design
- Location
- Details

 furnishings, number of rooms, elevators
 & ramps, café or food service, etc.

All ideas and details ARE important.

But today we will only discuss programming.



Community Workshop Keynote Presentation, Slides 3 & 4

Canoe Brook Center programs, services, resources

Dagmar Ridgway, Director

www.branford-ct.gov/canoebrook e: canoebrook@branford-ct.gov t: 203.315.0687

The mission of Canoe Brook Center is to provide Branford Seniors opportunities for educational and cultural enrichment, assistance with Federal, State, and local social service programs, socialization with peers, and to maximize successful aging and independent living. Additionally, medical transportation and fuel assistance services are provided to Branford residents of all ages.

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- Fitness
- Educational
- Cultural/Arts
- Trips
- General Recreation
- Health & Wellness
- Volunteer Opportunities

TRANSPORTATION

- Canoe Brook Activities
- Grocery Shopping
- Medical Appointments
- Provide information and referral on greater network of transportation services

SOCIAL SERVICES

- Medicare, Medicaid, Health Insurance
- Energy Assistance & Operation Fuel
- Renter's Rebate Program
- Housing information & referral
- SNAP, CtAccess, Protective Services and DSS Programs
- Consumer Protection Issues
- Homecare Options
- Nursing Home placements
- End of life concerns
- Financial guidance
- Family Consultations
- Case Management

NUTRITION

- Full meal served weekdays
- Referrals for home delivered meals
- Referrals to Branford Food Bank
- Assistance with SNAP (formerly called Food Stamps)
- Nutrition Education

RESOURCE FOR COMMUNITY

- Advocacy on Aging issues
- Family Consultations
- Energy Assistance for residents of all ages
- Medical transportation (residents age 21+)
- Resource on Aging for residents of all ages
- Municipal and community meeting space



Anticipating Change in our Community

2011 Branford population: 28,099

2011 Median age:

46

34%

19%

14%

Age distribution:

25 - 49

50 - 64

65+

Our elderly population, 60 and over, will increase by 43% between 2010 and 2025. The demand for elderly services will continue to grow over the next 12 years even as the total population declines.

CERC Town Profile 2013



APPENDIX — Stand-Alone and Shared-Use Comparisons

Facility	SF	Year Completed	Dept	Req'd Age	Admission	Town	Population	Median Age
Canoe Brook Center	7,870	1897	Senior Services	+09	Resident only	Branford	28,602	48
Madison Senior Center	13.556	2011	Senior Services	+09	All towns	Madison	18,264	46
Avon Senior Center	8,400	1989	Social Services	+09	Resident only	Avon	18,049	45
East Haven Senior Center	6,411	1975	Social Services	+09	All towns	East Haven	29,188	42
Wallingford Senior Center	20,000	2001	Committee on Aging	+09	All towns	Wallingford	45,047	42
Groton Senior Center	36,000	1980 /add 2009	Park and Rec	55+	All towns	Groton	40,079	33
AVERAGE SENIOR CENTER	13,116							
Waterford Community Center	28,135		Park and Rec	all ages / 65+	All towns	Waterford	19,499	46
Evergreen Woods	70.342	1992	Private		All Towns	North Branford	14,369	44
Glastonbury Community Center	22.636		Human Services	+05	Resident only	Glastonbury	34,401	43
Soundview Family YMCA	35,112	2010	Private	all ages / 65+	All towns	Branford	28,602	48
Orchard House	11.937	1952	Town	all ages	All towns	Branford	28,602	48
Nathanael B. Greene Community Center	er 24,000		Park and Rec	all ages / 55+	All towns	Guilford	22,353	47
Branford Community House	20,682	1962	Park and Rec	all ages	Residents Only	Branford	28,602	48
Blackstone Memorial Library	18,000	1896	Private / Town Aid	all ages	All Towns	Branford	28,602	48
AVERAGE COMMUNITY CENTER	15,754							