

A Recreational Needs Assessment for the Town of Dryden Recreation Commission



A Study Completed by the *REC 601/602 Recreation Research & Evaluation I & II* Class
Department of Recreation & Leisure Studies
State University of New York at Cortland

Dr. Sharon L. Todd

William Allen
Damara Canary
Patricia Cole
Angela Dufield
Annette Havens
Jennifer Hayes

Diane Holtsford
Benjamin Jones
Rebecca Koenig
Matthew Levy
Angela Petrie
Shelena Retamar

Cynthia Rice
Sarah Schreiber
Geoffrey Sorenson
Jennifer Sylstra
Jeffrey Tillapaugh
Chad Totman

June 2006

Table of Contents

Acknowledgments	2
Abstract	3
Background and Need for the Study	4
Related Literature Review	5
Methods.....	9
Development of Telephone Survey.....	9
Development of Focus Group Protocol.....	9
Sampling Techniques	9
Procedures	11
Data Analysis Plan	12
Results.....	13
Telephone Survey Findings.....	13
Focus Group Findings.....	23
Discussion and Recommendations	25
References	29
Appendix A – Telephone Survey Protocol, Telephone Log, Survey Instrument, Information Sheet	31
Appendix B – Focus Group Invitation and Confirmation Letters and Script with Questions.....	41
Appendix C – Qualitative Data from the Telephone Survey	46

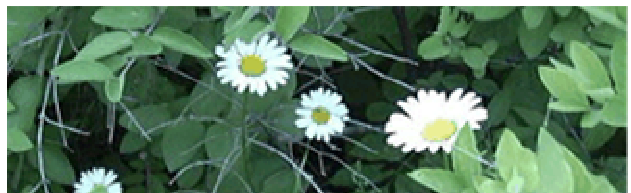
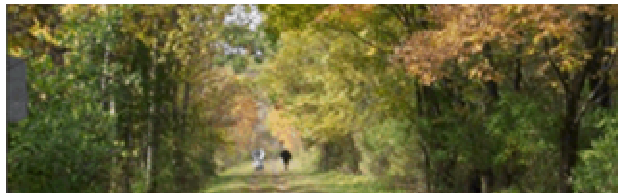
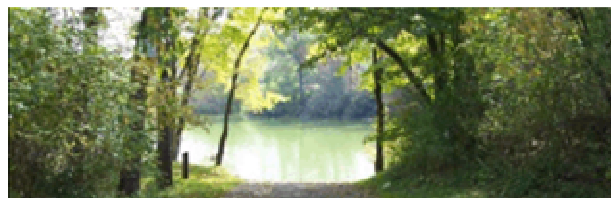


Acknowledgments

We would like to acknowledge the assistance of several people in the conceptualization, design, and implementation of this study. First and foremost, we thank current and former members of the Town of Dryden Recreation Commission (Tracy Kurtz, Dan Schmohe, Ross Boyer, Don Scutt, Lisa Stelick, Ralph Boettger, Ralph Shortell, Steve Stelick, Jennifer Dube, Larry Hinkle, Sharon Todd, Matty Hamel, and Ron Space) for embracing the idea for this project and helping throughout every phase of the study. You have taken the time to visit our class and brainstorm in the conceptualization phase, offer background resources, provide ideas and contacts for the sampling frame, give feedback on the survey, attend our final class presentation, and contribute valuable suggestions and recommendations for the written report. Your commitment to shaping the future of the quality of life for Town of Dryden residents is commendable.

We would also like to thank Bambi Hollenbeck, Town Clerk, for purchasing and donating the Town of Dryden voter registration records for use in this project. These records enabled us to create a telephone sample that adequately represents the entire Town. Thanks to Ralph Shortell, Director of Campus Activities at Tompkins Cortland Community College (TC3), we were able to contact young adults in the Dryden community and utilize a meeting room at TC3 for one of our focus groups. Zorika Henderson similarly helped obtain meeting space and time at the Varna Community Center for the other focus group. Additional special thanks to Jennifer Dube, Recreation Coordinator, for financing notices in *The Shopper* and printing all copies of the telephone survey for the project.

Lastly, as the instructor of the courses, REC 601/602, I would like to thank each and every student researcher for all the hard work that went into the project. Not only have you learned to do research through this hands-on experience, you have provided meaningful service to a valued community organization. Through the result of this project, the Town of Dryden Recreation Commission and Recreation Department will have sound data to guide their decision-making.



Abstract

As a relatively new community organization, the Town of Dryden Recreation Commission, in conjunction with the Town of Dryden Recreation Department, would greatly benefit from a needs assessment designed to gauge the needs, preferences, and behaviors of the community it serves. By directly communicating with the citizens of the Dryden area who both use and do not use its parks, facilities, and programs, the Commission can gain a better sense of its effectiveness. Information gained in a broad public needs assessment is useful for future planning as well as continuous improvement of existing programs and facilities.

The purpose of this study was to assess the views of the residents of the Town of Dryden regarding the recreation, park, and leisure opportunities offered by the Town of Dryden Recreation Commission, in conjunction with the Town of Dryden Recreation Department. Since programming for youth was relatively plentiful, the primary focus of this study was to address patterns of recreation participation by adults. Identifying the benefits of leisure sought by this age group was ascertained, as well as potential constraints to leisure. This study also focused on park and recreation facilities used and desired by participants. Methods of communicating program opportunities were evaluated. For comparison purposes, open space and recreation standards were compiled, along with a review of three peer town recreation departments. Results of this study will help the Town of Dryden Recreation Commission, in conjunction with the Town of Dryden Recreation Department, make informed decisions about what kinds of recreation programs, services, and facilities to offer its residents. This will enable to Commission to achieve its vision of striving “to improve the quality of life for all residents by facilitating the opportunity to participate in healthy and satisfying recreation and leisure activities” (DRC website: <http://www.dryden.ny.us/drc.html>) and reach many of its established goals.

The needs assessment consisted of an anonymous telephone survey (n=381), supplemented by two small focus groups, to gather community input. The main findings of the study included the following:

- *Awareness of the Dryden Recreation Department is quite low.* While only 1 in 2 residents were definitely aware that the Town of Dryden had its own community recreation department, more than a third of the respondents did not know the Dryden Recreation Department existed before receiving their phone interview calls.
- *Usage of town parks is relatively low.* Less than half the respondents had used the three major town parks for recreational purposes in the past. Rate of visitation to the three parks was also quite low, with most residents visiting the areas just a few times a year.
- *Across the board, adult residents do not participate in recreation programs organized through the Recreation Department and seem to have moderate interest in them.* Since many programs are not currently in place, perhaps creating opportunities will be the catalyst for increasing both participation and interest.
- *A few glaring differences were revealed when comparing responses by voter districts, where a division between west and east was apparent in terms of awareness of, visitation to, and benefits sought from Town of Dryden parks and recreation programs.* Since the Village of Dryden is not centrally located but lies in the eastern portion of the Town, those in the western half may not identify as easily with the Town of Dryden.
- *Many recreational facilities are desired by residents.* From a community center, to sports facilities, to trails, to skate parks and social gathering places, adults of all ages offered many ideas for what they would like to see in the future.
- *The largest blocks of time available for recreation programs reflect work/school schedules.* Evenings and weekends are most conducive to programs for adults.
- *All benefits of recreation are recognized and valued.* Physical, social, and psychological benefits were all rated highly.
- *Besides lack of time, lack of information is a critical constraint; others have modest impact.*
- *Newspapers seem to be the most prevalent and preferred method of staying informed about recreation; flyers may not be as effective as previously thought. The town and department website may gain more use in the future.*

Congratulations to the Town of Dryden Recreation Commission for believing in its vision, and continually making progress toward meeting the community’s needs for recreation services and facilities! Areas on which to focus future planning efforts may include marketing the programs and facilities it already provides to increase public awareness of existing opportunities, developing a plan to increase program opportunities for families and adults of all ages, and continually working toward long-range goals of constructing new facilities, areas, and partnerships to enhance recreation opportunities across the entire Town. The Dryden community is fortunate to have an energetic and forward-looking agency striving to increase its quality of life!

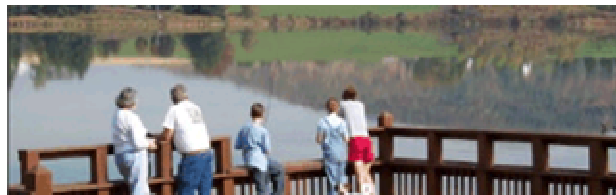
Background and Need for the Study

Although the Town of Dryden Recreation Department was officially established in 2002 when the Town Board approved a Recreation Coordinator position, a group of community volunteers had been offering programs such as football, wrestling, and basketball for many years. The group evolved into the Town of Dryden Recreation Commission, an advisory board of residents which continues to support the newly established Recreation Department with ideas, feedback, and program assistance. When approached with the SUNY Cortland Recreation and Leisure Studies Department's offer of implementing a needs assessment as a graduate level research and evaluation class project, the Commission gladly accepted.

The purpose of this study was to assess the views of the residents of the Town of Dryden regarding the recreation, park, and leisure opportunities offered by the Town of Dryden Recreation Commission, in conjunction with the Town of Dryden Recreation Department. Since programming for youth was relatively plentiful, the primary focus of this study was to address patterns of recreation participation by adults. Identifying the benefits of leisure sought by this age group was ascertained, as well as potential constraints to leisure. This study also focused on park and recreation facilities used and desired by participants. Methods of communicating program opportunities were evaluated. For comparison purposes, open space and recreation standards were compiled, along with a review of three peer town recreation departments.

The results of this study will help the Town of Dryden Recreation Commission, in conjunction with the Town of Dryden Recreation Department, make informed decisions about what kinds of recreation programs, services, and facilities to offer its residents. This will enable to Commission to achieve its vision of striving "to improve the quality of life for all residents by facilitating the opportunity to participate in healthy and satisfying recreation and leisure activities" (DRC website: <http://www.dryden.ny.us/drc.html>). Specifically, it will help the Commission reach many of its established goals, including:

- To foster a sense of community among all residents;
- To foster a partnership between the community and Town Board in an effort to ensure that offerings are developed to meet community needs; and to act in an advisory capacity to the Town Board on recreation matters;
- To set policy and guidelines for recreation programs and the use of recreation facilities and open spaces in conjunction with local, state, and federal laws and regulations, and the Recreation Coordinator;
- To research and secure, if applicable, additional recreation facilities and open spaces;
- To strive to provide safe, well-maintained, and attractive recreational facilities and open spaces;
- To provide guidance for the Recreation Coordinator;
- To increase public awareness of leisure opportunities and their benefits through meetings, clinics and programs, brochures, websites, and other media;
- To promote the preservation and protection of the nature environment.



Related Literature Review

Town of Dryden

According to the 2000 census, the town of Dryden has a population of 13,532. Within the town, there are two villages (Freeville, with a population of 595, and Dryden, population 1,832) as well as two hamlets (Varna and Etna). The town encompasses 94.1 square miles, making it the largest town in Tompkins County. Agriculture is the major economic activity that supports the predominantly rural community (Town of Dryden Draft Comprehensive Plan, 2003).

Physical Geography. Elevation in the town ranges from 750 feet above sea level at Six-Mile Creek to approximately 2,015 feet near Star Stanton Hill. While most of the town's hills are broad and smooth with relatively mild topography, portions of the Town of Dryden are characterized by numerous ravines as well as deep glacially carved valleys. Approximately 14,250 acres or 23.5 percent of total land area in the town have slopes of 15 percent or greater. These slopes are not extensively developed and are generally too steep for agriculture. However, they are ideally suited for recreation, open space, forestland or as habitat for game (Town of Dryden Draft Comprehensive Plan, 2003).

Water Resources. Topography and soil conditions – the vast majority of the town is covered by moderately permeable soils (65%) and slowly permeable soils (26%) – have created numerous small wetlands that are scattered throughout the town. Some 3,350 acres of wetlands have been mapped. Sections of six different watersheds fall within town boundaries; streams are branching in pattern and have many large and small tributaries. Approximately 260 ponds exist along with several major surface water resources, including Dryden Lake, Fall Creek, Cascadilla Creek, and Six-Mile Creek (Town of Dryden Draft Comprehensive Plan, 2003).

Open Space. More than one-sixth of the Town of Dryden's land area (10,760 acres) is permanently preserved as open space. The vast majority of this land (8,700 acres) is owned and managed by the state (Yellow Barn and Hammond Hill State Forests). The Department of Environmental Conservation also owns a 196-acre tract at Dryden Lake, protecting most of the lake shoreline and providing public access for fishing and boating. Approximately 7,900 acres are owned by Cornell University. Another 1,870 of the town's acres are protected as private preserves. In addition, though not protected per se, 57 areas in the town have earned the Tompkins County Environmental Management Council's designation of Unique Natural Areas, because they "harbor rare or endangered flora and fauna, unique geologic features, or ... excellent examples of ecosystems or biotic communities" (Town of Dryden Draft Comprehensive Plan, 2003, p. 9).

Developed Recreational Resources. Dryden residents are served by three small park facilities maintained by either the Town of Dryden or Freeville villages. Dryden Lake Park's 8 acres offer access for fishing and boating, a playground, picnic facilities, and a 2.6-mile long bicycle/pedestrian trail which connects to several residential neighborhoods and Main Street in the village. The Village of Dryden owns a portion of this trail, plus the one-acre Montgomery Park containing a lawn, playground, basketball court and bandstand. The village of Freeville owns a 6-acre site featuring a playing field for soccer and baseball or softball, as well as a playground and picnic area. All told, Town of Dryden residents have approximately 15 acres of developed public park and recreation space available. Four community associations (Etna, Varna, Ellis Hollow, and Bethel Grove) also provide community recreational facilities for residents in those hamlets or neighborhoods, maintaining an additional 37 acres of privately controlled park and recreation space, of which 28 acres are located at the Ellis Hollow Community Center (Town of Dryden Draft Comprehensive Plan, 2003).

Open Space Standards

Over the past few decades, urban development has been occurring at an alarming rate. Faced with the shortage of useable land and increasing pressure by developers, environmentalists and sustainability experts are turning to conservation easements in order to preserve open space for recreational use by the population and future

generations. An “agricultural conservation easement is a voluntary, legally recorded agreement between a property owner and a qualified conservation or public trust that restricts land to agriculture and open space uses” (Lassner, 1998, p.145). Easements are flexible in nature and may be negotiated on a variety of terms and levels. Experts are trained to consider both the needs of the individual property owners as well as the unmet needs of the surrounding population.

Recreation and open space inventories are an essential step in gaining funding and support of conservation easements as well as disseminating the need to the population and law making body. As noted above, the Town of Dryden has approximately 52 acres of park and recreation land. A standard recommended by the National Recreation and Park Association is that communities should provide between 6.25 and 10 acres of public park and open space for every 1,000 residents. The Town of Dryden should thus offer between 84 and 142 acres of park and recreation facilities. Opportunities should exist for both passive activities (e.g., reunions) and active recreational pursuits (e.g., 1 basketball court per 5,000 persons; 1 tennis court per 2,000 persons; 1 baseball/softball diamond per 5,000 persons, 1 soccer field per 10,000 persons). Ideally these facilities should not include existing school facilities and property, but should be solely dedicated to municipal recreation.

Benefits of Leisure

In 1979, the U.S. Surgeon General reported that people who exercise regularly feel better, have more energy, and require less sleep. A regular exercise program can have an impact on all five major components of fitness, including cardiovascular endurance, muscular endurance and strength, flexibility, and balance. The most recommended exercise activities for older adults are swimming, walking, and Tai Chi because they improve balance, flexibility, muscular strength, and reaction time.

Results from research show that exercise and participation in recreation and leisure can affect the entire body, including biological, cognitive, and psychological aspects of one’s health. Based on a study of 100 older adults who completed a diary over a 5-day period, Orsega-Smith and others (2004) suggest park-based leisure experiences correspond with both physiological and psychological benefits in older adults. This study found those participating in park-based leisure activities had lower levels of stress, anxiety, and sadness. “Our research findings combined with prior evidence supports the growing movement to promote the health of older adults through both structured and unstructured leisure socialization” (Orsega-Smith et. al, 2004, p. 342). “Collectively, these studies suggest that leisure behaviors and lifestyles with natural park settings have a positive influence on mood states, can reduce stress, and improve short-term health perceptions” (Orsega-Smith et. at, 2004, p. 234).

Adult Leisure Patterns

Needs may change during different life periods as a person’s life situations and roles change. Across the life span, individuals may add and delete behaviors from their repertoire (Raymore, Barber, Eccles, & Godbey, 1999). As individuals age, changing physical, psychological, and social circumstances impact the way a person uses his/her free time (Scott, 1998). The leisure activities chosen by certain individuals are generally influenced by that individual’s present life situation. As individuals move into older adulthood, there are many factors affecting leisure patterns such as diminished physical abilities, raising children, retirement, the birth of a grandchild, widowhood, divorce, changes in economic status, and dependency. Such changes lead people to make adaptations in their internal and external worlds (Scott, 1998).

In a study conducted by Scott (1998), individuals were surveyed during adolescence and again in their fifties. In general, the more involved a person was in a specific type of activity during adolescence, the more likely he/she was to participate in that activity in midlife. (Older adulthood activities included but were not limited to socializing, creative/artistic activities, intellectual activities, sports, and formal organizations, all of which were activities participated in by adolescents.) According to this study, a re-examination of the individuals confirmed that participation in leisure activities had greater continuity with adolescent behaviors than any other factor. Adolescent involvement was found to be more predictive of midlife involvement than gender, health, education, or income (Scott, 1998).

Constraints to Leisure

People of all ages face several different types of constraints that have the potential to limit or inhibit recreation participation. Research has shown perceived constraints and social structural factors influence participation levels over the entire life span. Program providers need to be aware of these constraints and learn how to deal with them, so they are able to provide effective and efficient programs for participants of all ages.

In 1985 Searle and Jackson investigated recreation non-participation and barriers to participation. Lack of time, money, information, and self-confidence in abilities were found to be the greatest barriers. When looking at recreational programming from a managerial standpoint, it is important to note Searle and Jackson also found that “the greater satisfaction level the respondent had with their favorite activity the more frequently they indicated a desire for a new recreational pursuit” (Searle & Jackson, 1985).

Kay and Jackson (1991) conducted research to establish if the impact of constraints actually did result in decreased recreational participation. Contact was made with 419 households in the city of Stoke-on Trent, with a completion rate of 87.4%. The questionnaire asked for information about household composition, family members, car ownership, and educational history. They also inquired about constraints felt by the study participants when wishing to take part in recreational activities; could they still participate despite these constraints? The results showed that from the list of constraints, time and money were most frequently reported. About one-third of the participants with financial constraints felt they could overcome the barrier, but this was more difficult to do with time constraints. The majority of respondents felt that when they were short on time, leisure was the first activity eliminated.

In 1991 Shaw, Bonen, and McCabe also researched the relationship between constraints and leisure participation. Specifically they examined the relationship of how reported constraints affect participation levels of individuals who desire to increase their recreational levels, and how social structures impacted participants’ recreational levels. The results showed 82% of the total sample reporting a desire to increase their level of recreational participation. Again, lack of time was listed as the top constraint. Interestingly, the participants who reported lack of time as their strongest constraint were the individuals who had higher levels of participation.

Just as constraints and needs of the younger generation can be overlooked, so can the individuals in advanced adulthood. In reality, those who are entering or are in advanced adulthood can face a large number of constraints which can also be difficult to overcome. McGuire (1984) found five factors that older adults indicated as being strong constraints: external resources, time, approval, abilities/social, and physical well-being. Overall, it seems that people in advanced adulthood often feel that their lifestyles are growing more constrained and they have less choices and opportunities. With aging comes retirement, reduced income, health problems and role losses. Programmers need to be aware of these constraints so that they can become better providers.

Marketing and Communication within Towns

Recreational marketing has used “techniques designed to educate, and influence the public regarding available opportunities” (Bright, 2000, p. 1). Social marketing has currently been defined as marketing strategies designed to influence “voluntary behavior of a target audiences in order to improve their personal welfare and that of the society” (p. 2). Bright suggests seven components of effective social marketing:

1. Social marketing is behavior change and/or influence.
2. Programs must be cost-effective.
3. Strategies should be consumer focused.
4. Include four factors (product, place, price and promotion) of the traditional marketing mix to effect behavior.
5. Use market research techniques to design, pre-test and evaluate programs.
6. Use market segmentation techniques – do not treat target audience as mass markets.
7. Compete with alternative behavioral choices – show deficiencies of alternative behaviors.

Leisure service managers have several objectives for their organization. They should determine the recreational needs and wants of those who reside in their community. At the same time, they need to examine the

current recreational opportunities available for community members and address any constraints that take away from the recreation experience. In order to prompt new and innovative ideas, managers should explore alternative resources, especially financial, for making the delivery of leisure services more fitting to the community needs and wants for recreation.

Strategic communication uses research to determine both problems and goals within an organization. Research can be conducted on human subjects to find out what the community wants and relate it to what the organization already offers. Patterns and trends can also be established for past usage and evaluation and can assist in predicting the same for the future. Strategies are then gathered into an overall plan that can be used for multiple campaigns, including public relations, advertising, and marketing. "Public relations should simply make available the information publics need, along with a forthright and honest advocacy of what the client wants." The focus should be on short-term goals, including promotions of programs and services. The cost of establishing and maintaining communication with the public, including time and money, must also be considered and attainable. Efforts should be made to reach a "large and diffuse" population, so that feedback from the community can be as inclusive and thorough as possible.

Other Comparable Small Towns

The Town of Manlius, which includes the villages of Manlius and Fayetteville, has a community center with one large main room and three side rooms. The main room is used for aerobics and fitness type classes such as Pilates, tae kwon do, and handball. The smaller rooms hold classes such as digital photography, seasonal crafts, etc. A separate recreation building contains a gym and other rooms. They offer senior trips including overnights to New York City and Pennsylvania, and day trips to Niagara Falls and other local destinations. These trips are generally open to anyone; adults who tend to participate are roughly between the ages of 25 and 50.

The Town of Bedford, located in northern Westchester County, encompasses 39.1 square miles. Bedford's population (18,133, as of the 2000 census) is a little higher than Dryden's and their income level is significantly higher. The Town of Bedford's Recreation and Parks Department offers participant scholarships for programs as well as senior citizen discounts. Although programs are offered for everyone, from toddlers to youth, adults, and seniors, the main segments targeted are youth and adults. Adult activities include open gym basketball, total body conditioning classes, Hatha yoga, aerobics classes, a stamping social, defensive driving and a dodge ball tournament. Senior programs include nature activities, bird watching/feeding, planting an herb and vegetable garden, flower cultivation and arrangements. Besides the use of school facilities, the Town of Bedford owns three large multi-use parks, one located in each of the hamlets, each containing a pool, courts, playing fields, and a shelter. Bedford primarily advertises recreation opportunities with flyers distributed through the schools, libraries, and houses of worship, press releases done in the newspaper, and their web page. One way Bedford is able to get the word out to their senior citizens is by mailing a newsletter every other month. The newsletter contains information concerning current programs, trips, and special events.

The Town of Victor is located 17 miles outside of Rochester. The population of Victor is lower than that of Dryden's, but the household income is still higher. They offer many programs for all ages from toddlers to teens and from adults to families. They offer recess programs such as skiing/snowboarding and activities to do on Columbus Day and Veterans Day. The adult programs include yoga, aerobics and weight training, lap swimming, community band and chorus, tennis, basketball and classes for the arts. The senior program consists of 12 to 14 trips a year, clubs and tours. Their main participants are youth and seniors, and most of their programs are held in the schools. There are also eight community parks located in Victor that are utilized for many programs. The Town of Victor, in cooperation with the Victor Central School District, is currently in the process of examining the possibility of a Recreation and Wellness Center. They recently completed a feasibility study, which included a phone survey of approximately 300 people. The Town of Victor Parks and Recreation Department does most of its advertising through their web page, seasonal brochures, flyers, press releases and articles.

Methods

The purpose of this study was to assess the views of the residents of the Town of Dryden regarding the recreation, park, and leisure opportunities offered by the Dryden Recreation Commission, in conjunction with the Town of Dryden Recreation Department. The study primarily used a descriptive survey approach, supplemented by two small focus groups, to gather community input. Both quantitative and qualitative data were gathered via an anonymous telephone survey, while the focus groups generated qualitative data. This section describes the development of the telephone survey used, development of focus group questions and protocols, sampling techniques used, procedures for data collection, and plan for data analysis.

Development of Telephone Survey

The survey instrument consisted of 20 questions, generated from a literature review and developed in conjunction with the Dryden Recreation Commission. The questions were divided into six different sections: park use (6 questions), program participation (4 questions), recreation benefits (1 question), leisure constraints (1 question), marketing techniques (2 questions), and demographic information (6 questions). The questions were written to be easily read and understood, and included both closed- and open-ended response formats. The survey was reviewed, piloted, and revised several times by the researchers. After a final revision, the survey was approved by the Institutional Review Board for Projects Using Human Participants at SUNY Cortland. See Appendix A for a copy of the survey instrument.

Development of Focus Group Protocol

Focus group questions were developed for two purposefully chosen samples: young adults and older adults, the two extremes of the adult population. Specific protocols and questions were developed, focusing on five major themes: current recreation participation, available facilities, desired programs, marketing of recreation opportunities, and leisure constraints. These questions were reviewed by class members and given approval for use with human subjects by SUNY Cortland's Institutional Review Board. See Appendix B for a copy of the final questions.

Sampling Techniques

Telephone Survey

The target population for this study was Town of Dryden residents aged 18 and older. The Town Clerk's Office provided a copy of the 2004 voter registration records for the Town of Dryden, which included telephone numbers. From this sampling frame of approximately 8,500 individuals, every sixth voter was systematically drawn to form a list of approximately 1,400 potential respondents, stratified by voter district (see Figure 1). No names were attached to this list of phone numbers, assuring participant anonymity. Since one telephone interview can usually be completed for every three phone numbers called, the goal was to complete 375 interviews with a sample representative of all 11 voter districts. No remuneration was received by respondents for their participation. A paid notice was placed in *The Shopper*, a weekly newspaper distributed to all households in the Town of Dryden, for the two weeks prior to survey administration to garner awareness and interest in the study (see Figure 2).

Focus Groups

Two focus groups, one for young, single, childless adults ("twenty-somethings") and one for older adults ("retirees"), were used to assess residents at the fringes of the adult age group. All subjects were Town of Dryden residents. For each focus group, approximately 20 potential participants were invited to participate, with the expectation that 6 to 12 would choose to attend. A purposeful sample was generated by members of the Dryden Recreation Commission, who recommended names and supplied contact information for approximately 15-20 young adults (primarily students at Tompkins Cortland Community College or TC3) and 15-20 older adults. Notices were also posted by the four community centers in the Town of Dryden (Bethel Grove, Varna, Ellis Hollow, Etna) to recruit older adults. See Appendix B for a copy of the invitations mailed to young adults and confirmation letters mailed to older adults.

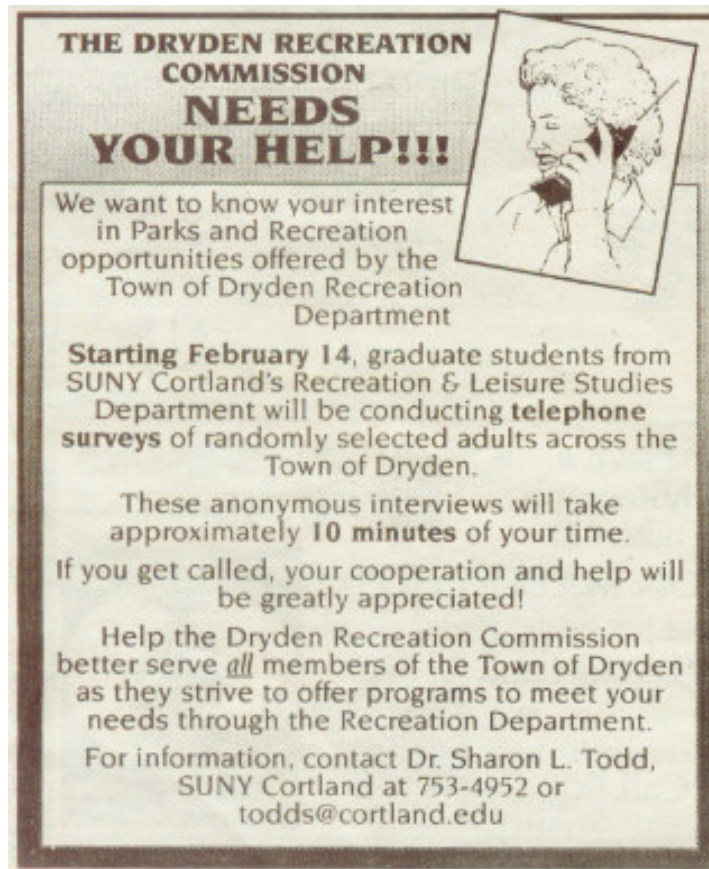


Figure 2. Paid notice placed in the February 1 & 8, 2005, editions of *The Shopper*.

Procedures

Telephone Survey

After a systematic random sample of Town of Dryden voters' phone numbers had been generated, student researchers were trained on how to call the selected phone numbers and collect responses from willing adult household participants. Training took place prior to administering the survey, and phone calls were placed over a three-week period in February/March, 2005. If a household member agreed to participate, the researcher asked the questions on the survey and recorded responses. If a household member did not agree to participate, the attempt was recorded as a refusal to enable accurate calculation of response rate. If a household could not be reached, it was called back at least two more times. See Appendix A for copies of the survey procedures and sample phone log.

Focus Groups

Student researchers received training in how to conduct a focus group prior to each event. Each focus group had a moderator and note-takers. Arrangements were made for the adult focus group on Wednesday, April 27, 2005, at 7:45 pm in the Varna Community Center on Route 366. The young adult focus group was held on Thursday, April 28, 2005, at 6:30 pm in room 210A, TC3. Each focus group lasted approximately 1 hour and was audio-taped for later transcription. Light refreshments were served. See Appendix B for focus group protocol and script.

Data Analysis Plan

Quantitative data from the telephone survey were coded, entered, and analyzed using the Statistical Package for the Social Sciences (SPSS). Data analysis was primarily descriptive statistics. The qualitative data from responses to open-ended questions on the survey were coded by class members for enumeration and interpretation. The audiotapes from the focus groups were transcribed using a word processing program. These transcriptions and additional observer notes were analyzed using a constant comparison approach, where categories and emerging themes in the responses were discovered.

Results

Telephone Survey Findings Response Rate and Sample Description

Of the 1,369 phone calls attempted, no answer was recorded for 361 numbers and 233 were disconnected or otherwise unusable. A total of 381 of the remaining 755 potential respondents completed the phone survey for a 50% response rate. As shown in Table 1 and Figure 3, all 11 voter districts were sampled, producing a relatively representative profile (plus or minus 3%).

Table 1. Sample Distribution by Voter District.

Voter District	Number of Registered Voters	% of Registered Voters	Number Sampled	% of Sample
1	936	11.1	41	10.8
2	865	10.2	50	13.1
3	261	3.1	17	4.5
4	850	10.1	25	6.6
5	577	6.8	25	6.6
6	835	9.9	23	6.0
7	910	10.8	35	9.2
8	876	10.4	46	12.1
9	849	10.0	34	8.9
10	751	8.9	46	12.1
11	744	8.8	39	10.2
Total	8,454	100.0	381	100.0

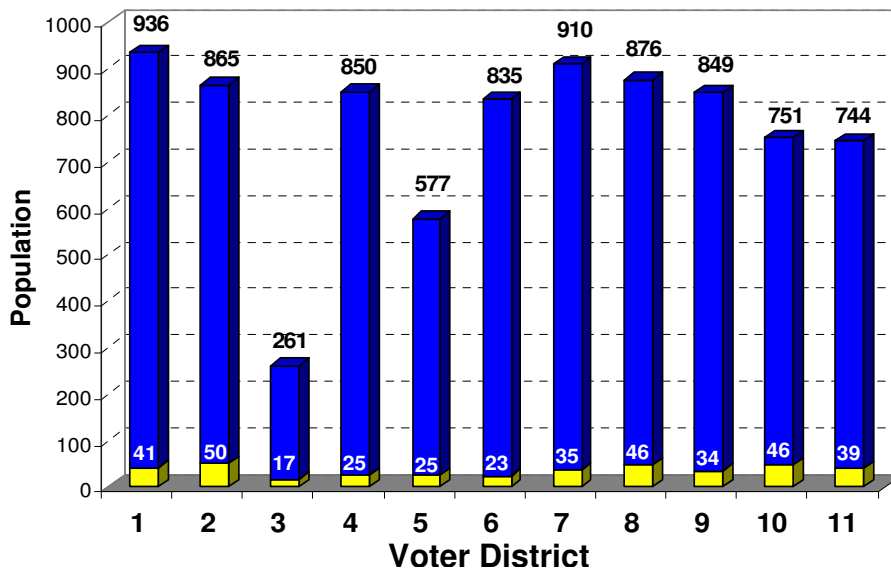


Figure 3. Sample Distribution by Voter District.

Respondents had lived in the Town of Dryden for an average of 16.83 years. As shown in Figure 4, however, the distribution was highly skewed, with approximately 25% of the sample residing in the Town of Dryden five years or less, 55% fifteen years or less, and 90% thirty years or less. At the other extreme, two respondents had lived in the Town of Dryden more than 60 years, with the longest being 88 years.

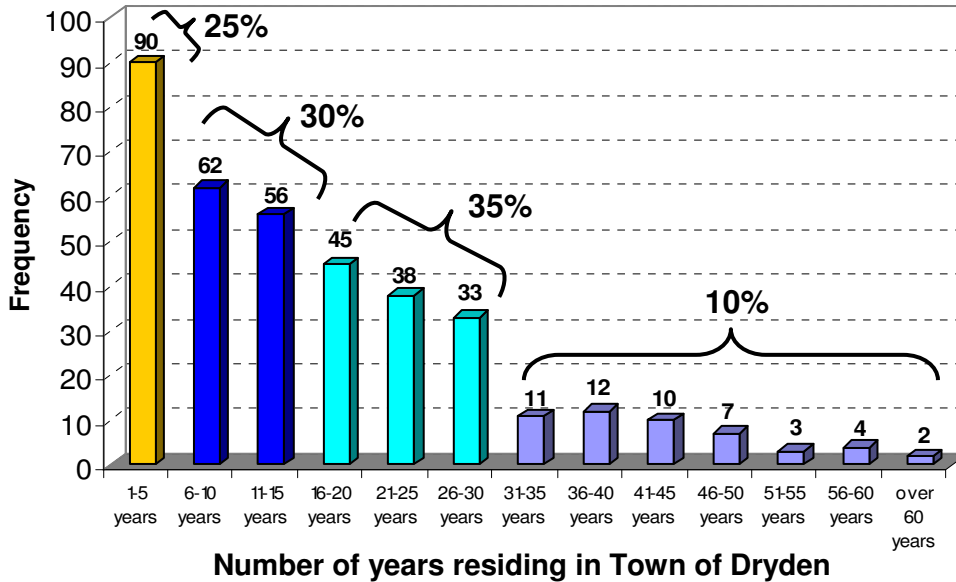


Figure 4. Frequency Distribution of Years of Residence.

Approximately 80% of those sampled owned their places of residence. The average number of individuals living in each household was 2.7 persons, with nearly 40% having children. In those households, the average age of the 1.8 children living there was 10.2 years old.

Of those who responded, approximately 60% (227 respondents) were female and 39% (149 respondents) were male (gender was not recorded for the remaining 5 respondents). Ages were normally distributed, ranging from 18 to 88 (see Figure 5), with an average age of 46.4 years old.

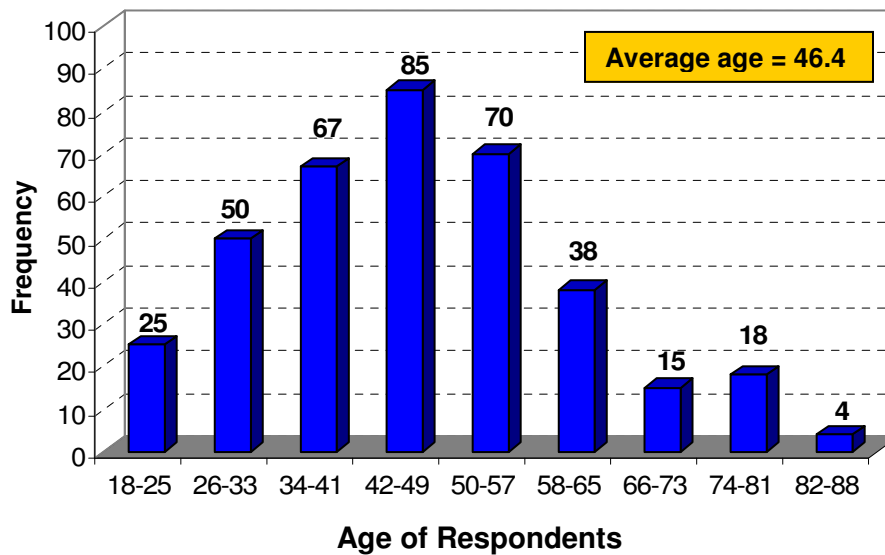


Figure 5. Age Distribution of Respondents.

Figure 6 and Table 2 show the occupations of residents in the sample. Professional, retired, educator, and customer service were the predominant groupings, with more than half of the sample falling in these job categories.

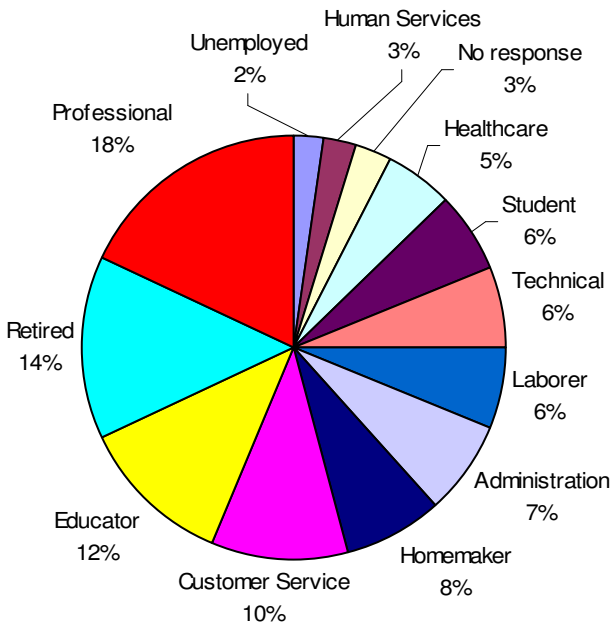


Figure 6. Occupations of the Study Sample.

Table 2. Occupations of the Study Sample.

Occupation	Frequency	% of total respondents (n=381)
Professional	69	18.1
Retired	53	13.9
Educator	44	11.5
Customer Service	40	10.5
Homemaker	29	7.6
Administration	27	7.1
Laborer	24	6.3
Student	23	6.0
Technical	23	6.0
Healthcare	20	5.2
Human Services	10	2.6
Unemployed	8	2.1
No response	11	2.9
Total	381	100.0

Awareness of the Dryden Recreation Department

The first question on the survey assessed respondents’ awareness of the Dryden Recreation Department. When asked, “Before you received this phone call, were you aware that the Town of Dryden has its own community Recreation Department?” As shown in Figure 7, only slightly more than half (205 respondents, or 54%) answered yes, another tenth were unsure (33 or 9%), and more than a third (142 or 37%) were not aware the department existed.

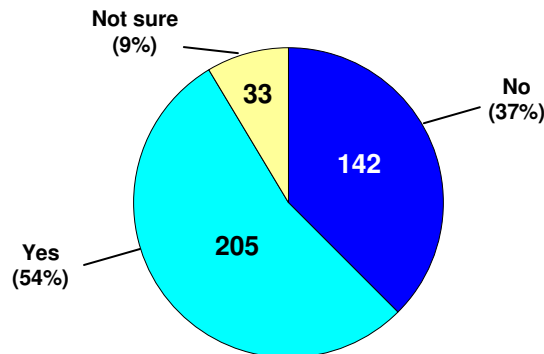


Figure 7. Awareness of Dryden Recreation Department

When examined geographically, a significant relationship was found between voter district and awareness of the Recreation Department (chi-square=43.68, $p < .05$). As shown in Figure 8, a majority of respondents from Districts 4 (Varna) and 9 (Ellis Hollow) were unaware the department existed (approximately 60% in each case), while a majority of respondents from Districts 1, 2, 3, 7, 8, 10, and 11 definitely knew of the department (54 to 71%). Interestingly, District 8 is the Bethel Grove area. Districts 5 and 6 were more evenly distributed among all response categories, including those who weren't sure a department existed. While this finding for District 5 (Etna) is not that unexpected, it does seem surprising that District 6, which includes the Village of Dryden, would have nearly a third of their residents unsure that Dryden has its own recreation department.

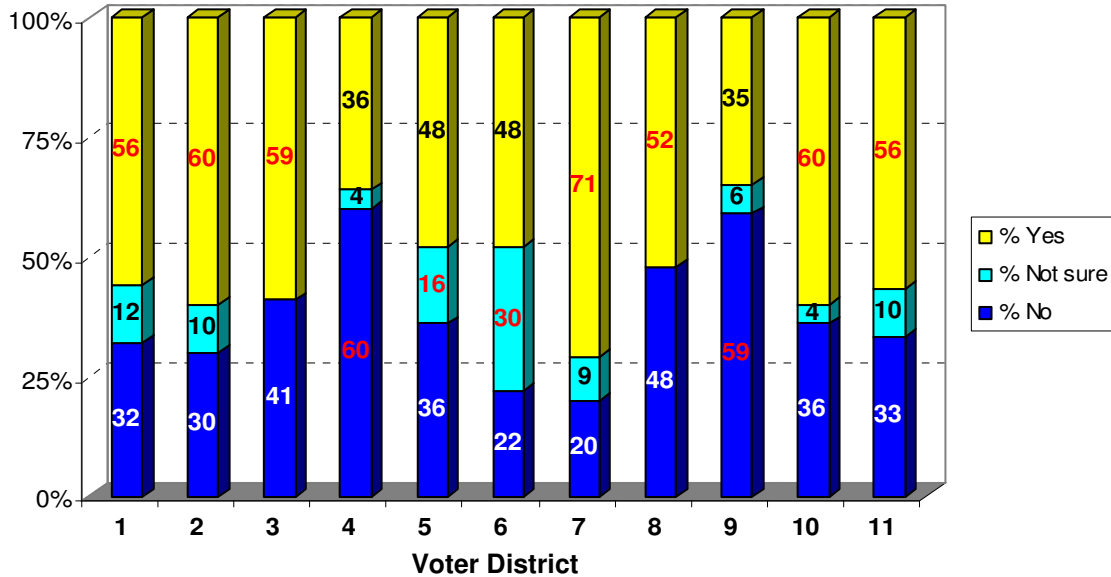


Figure 8. Awareness of Recreation Department by Voter District.

Recreation Patterns

Area Park Usage

Figure 9 compares use of parks and open spaces both in and outside the Town of Dryden, while Figure 10 examines frequency of visitation to three specific parks in the Town of Dryden. As noted in the following paragraphs, the Dryden Lake Trail tends to be used more frequently than Dryden Lake Park and Montgomery Park, but in general, rate of visitation is quite low across all three parks.

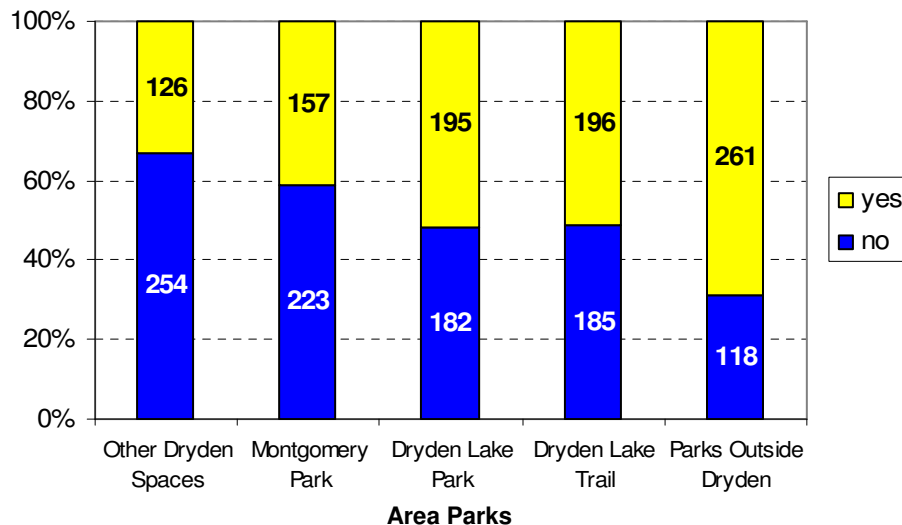


Figure 9. Number of Respondents Who Had Ever Visited Area Parks

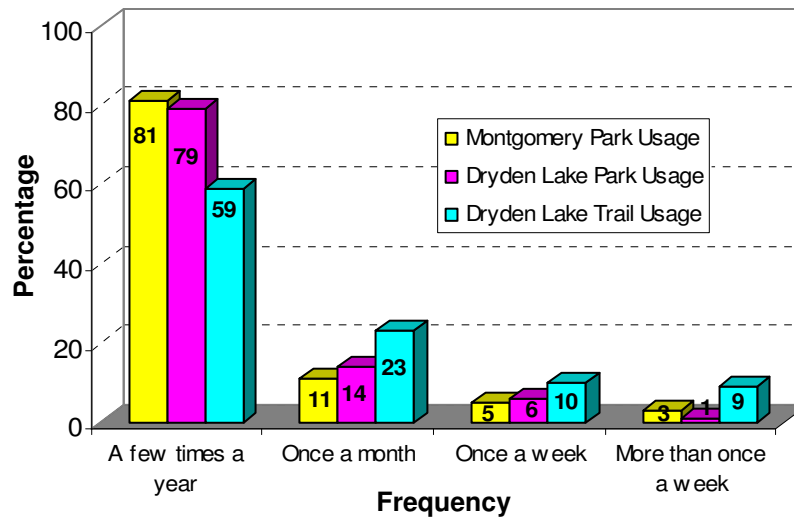


Figure 10. Frequency of Park Visitation in Percentages.

Dryden Lake Trail. Slightly more than half the respondents had used the Dryden Lake Trail for recreational purposes in the past (196 out of 381 valid responses). The vast majority of those participants had used it a few times a year (nearly 60%) or once a month (nearly 25%). A total of 310 responses representing 19 different activities were mentioned; 114 respondents listed one activity, 60 listed two different activities; 21 listed three, and 5 persons listed four. Primary uses included walking/hiking (listed 144 times) and biking (71 responses), distantly followed by jogging/running (17), cross-country skiing (17), dog walking (14), picnicking (11), and fishing (10).

Dryden Lake Park. Approximately the same number of respondents had used Dryden Lake Park in the past (195 out of 377 valid responses). More than 75% of them had used the park a few times a year, followed by approximately 15% typically visiting once a month. Of those surveyed, 192 people mentioned 18 recreation activities for which they used the park. A total of 109 people mentioned one activity, 56 specified two, 25 listed three, and 2 mentioned four different activities. Picnicking/barbequing/grilling accounted for more than a third of all activities mentioned (105 of 299 total responses – more than half of the 188 valid cases), followed in popularity by water-related activities (fishing with 54 responses and boating with 32), and hiking/walking (33 responses).

Montgomery Park. Only 42% (157 out of 380 respondents) reported ever using Montgomery Park. Again frequency of use was low, with more than 80% visiting it a few times a year and another 12% using it once a month. A total of 154 people reported 20 different recreation activities for this park; 79 people mentioned one activity, 31 specified two, 10 listed three, 4 mentioned four, and 1 person listed five different activities. Dairy Days was the top activity mentioned (65 responses, or nearly 45% of those answering the question), followed by concerts (44 responses, nearly 30%) and baseball/softball (28 responses, close to 20%).

Other Spaces in the Town of Dryden. A third of the sample reported using other parks and open spaces in the Town of Dryden for recreational purposes. A total of 127 respondents gave 194 responses, listing 43 different areas. Eighty-one respondents listed one park, 31 listed two parks, 10 listed three, 4 listed four, and 1 listed five. Most frequently referenced was Hammond Hill State Forest (19 responses), school playgrounds and fields (14 each), Yellow Barn State Forest (12), and Ellis Hollow (10).

Other Spaces outside the Town of Dryden. By contrast, two-thirds of the sample had visited other parks and open spaces outside the Town of Dryden for recreation. A total of 68 different areas were listed by 261 respondents. Multiple answers accounted for 534 total responses. Most frequently mentioned areas included city and state parks around Ithaca: Stewart Park (100 responses), Taughannock Falls State Park (57), Robert Treman State Park (45), Cass Park (39), Buttermilk Falls State Park (38), “State forests/parks” (33), “Ithaca parks” (31), and Myers Point (26).

Detailed lists of activities and other parks visited in response to the above questions may be obtained from the researchers.

When examined geographically, a significant relationship was found between voter district and park visitation. As shown in Figures 11-13, a majority of respondents from Districts 1, 4, 5, 8, and 9 (all districts in the western half of the town, in County Legislative District 013) had never used Dryden Lake Trail (chi-square=32.84, $p < .01$) or Dryden Lake Park (chi-square=50.50, $p < .01$). Only a majority of respondents from Districts 6, 7, and 11 (those closest to the Village of Dryden) had ever recreated at Montgomery Park (chi-square= 66.92, $p < .01$). A statistical relationship was also found between voter district and visitation to other parks both in and outside of Dryden, but a strong pattern was not as apparent.

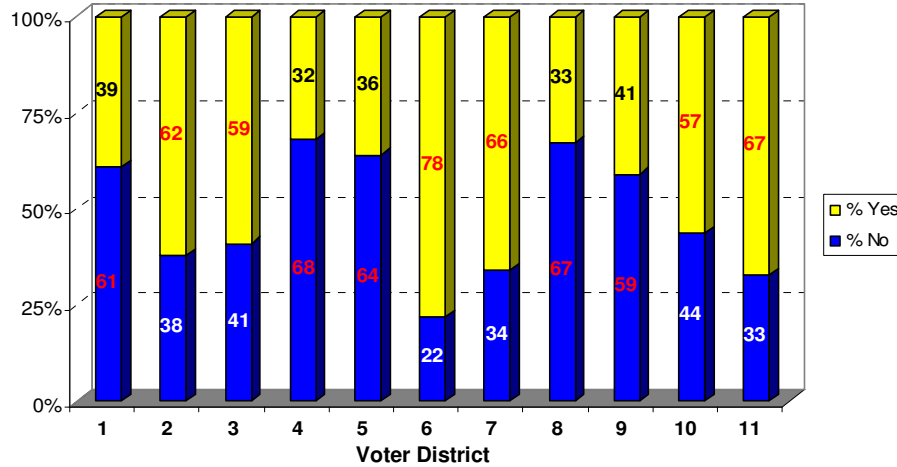


Figure 11. Percentage of Those Who Ever Used Dryden Lake Trail by Voter District.

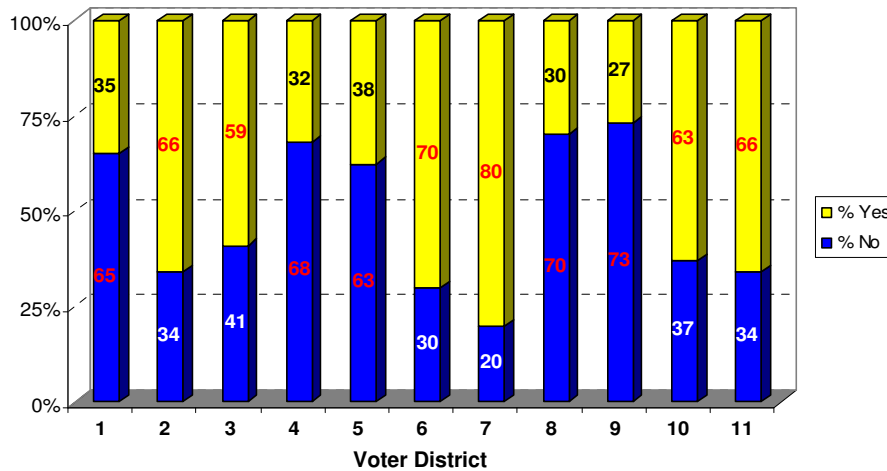


Figure 12. Percentage of Those Who Ever Used Dryden Lake Park by Voter District.

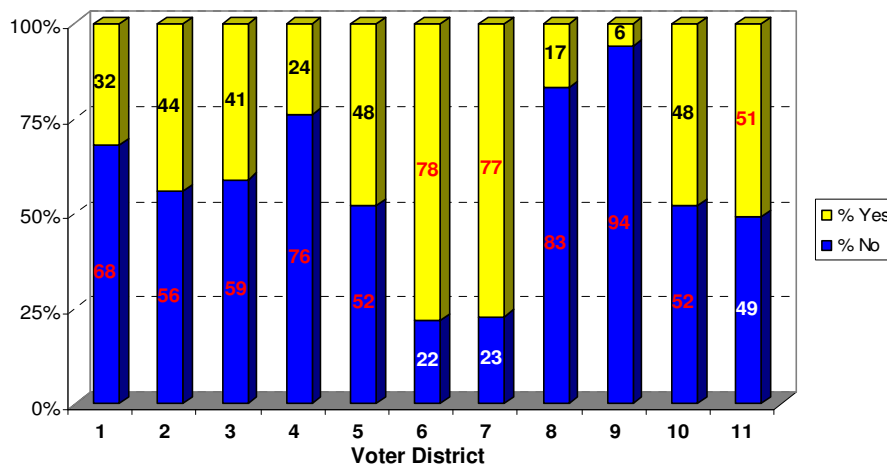


Figure 13. Percentage of Those Who Ever Used Montgomery Park by Voter District.

Facilities Desired

In response to an open-ended question, half the respondents offered suggestions when asked what kinds of parks and recreation facilities they would like to see the Town of Dryden offer that are currently not available. Table 3 summarizes the major themes that emerged from the 237 ideas.

Table 3. Qualitative Responses to Facilities Desired.

Type of Facility Desired	Number of Responses
Trails/Open spaces	54
Public pools (indoor/outdoor)	40
Athletic complex/Community center	38
Athletic fields (town owned)	18
Do not know what's available/enough	15
Ice rink (indoor/outdoor)	13
Skate park	13
Water-related (lakes/rivers)	11
Tennis courts	9
Other	7
Total	237

Recreation Programs

Results indicate that respondents may have misunderstood a question asking whether they had ever participated in an organized recreation program offered by the Town of Dryden Recreation Department. Although just 32 out of 381 subjects answered yes, the programs they listed were by and large a reflection of their children’s activities (e.g., youth cheerleading, softball, summer programs, baseball, coaching), reinforcing that very few opportunities exist for organized adult programs.

Respondents were then asked to rate their level of interest in enrolling in a class or workshop under seven different activity categories using a 3-point scale ranging from 1(not at all interested) to 3 (very interested). Respondents tended to display the highest degree of interest in educational and environmental programs (mean scores of 1.96 and 1.93); moderate interest in sports (1.75), music (1.65), arts & crafts (1.58), and dance (1.51) programs; and lowest interest in drama (1.32). As shown in Figure 14, however, the highest number of “very interested” responses was just 101 or 27% of the respondents, which was recorded for environmental programs. See Appendix C for themes that emerged from qualitative responses for suggested topics under each program area.

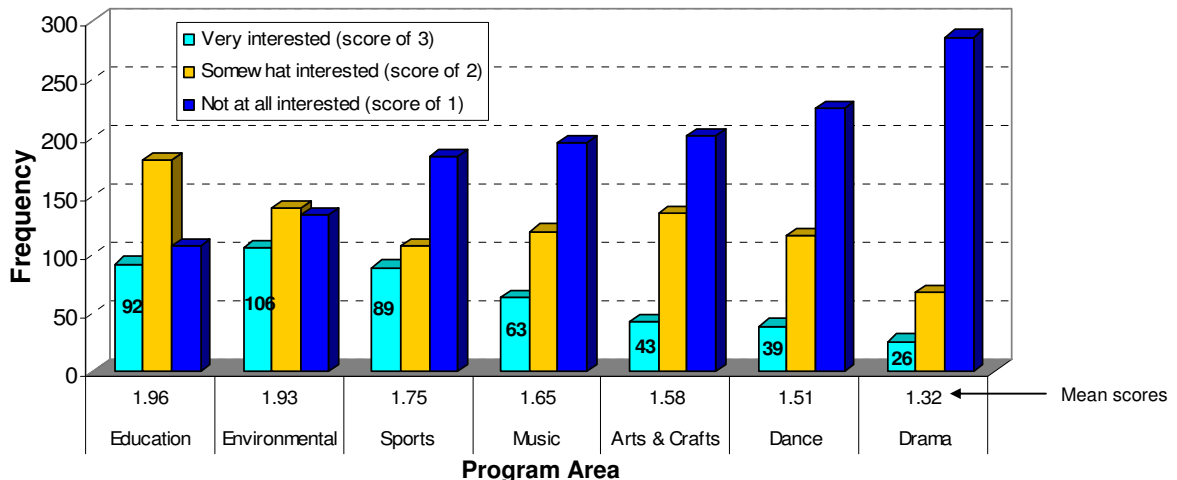


Figure 14. Degree of Interest in Recreational Programs.

In order to determine when respondents might prefer to attend recreation programs, interviewers asked participants to respond to a short list of days and times by saying “yes” if they would participate in a program offered at that time. On weekdays, evenings were most preferred; on Saturdays, mornings and afternoons were favored; and on Sundays, the afternoon time slot was selected most often (see Figure 15).

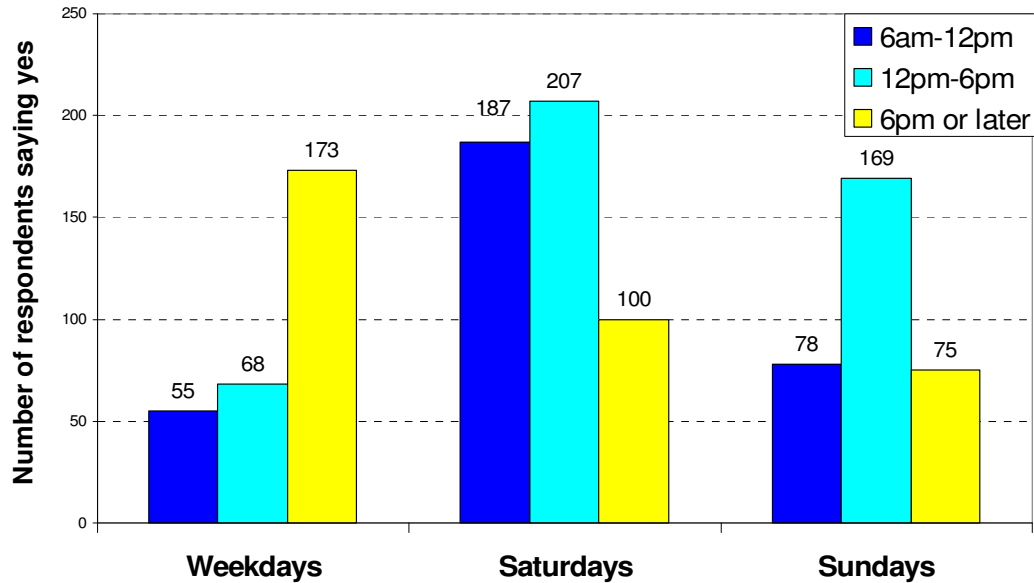


Figure 15. Preference for Time of Day of Program Offerings.

Benefits of Recreation

The next section of the survey assessed possible benefits of using parks and participating in recreation by asking respondents why they recreate. Participants rated seven benefits on a 4-point scale ranging from 1 (strongly disagree) to 4 (strongly agree). All goals were highly rated by respondents, with “to improve health and fitness” receiving the highest mean score (3.47) (see Table 4). Interestingly, residents from District 11, where Dryden Lake is located) rated “to enjoy nature” significantly lower than Districts 2, 3, and 9 ($F=2.535, p<.01$). District 9 residents rated “to improve self-confidence” significantly lower than Districts 4 and 7 ($F=2.048, p<.05$). Otherwise, respondents from different voter districts did not differ in terms of how much they valued each benefit.

Table 4. Rank Order of Recreation Benefits.

Benefit	Mean Score
To improve health and fitness	3.47
To enjoy nature	3.38
To spend time with family and/or friends	3.37
To reduce or escape stress	3.33
To develop skills or learn something new	3.09
To contribute to the community	2.90
To improve self-confidence	2.74

Leisure Constraints

Respondents were next asked how often nine different constraints interfered with their ability or desire to participate in recreation activities. A 3-point scale was used, where 3=frequently, 2=occasionally, and 1=never. In general, levels of leisure constraints were not high, with only two of the nine averaging above “occasionally.” *Family or work obligations* (mean of 2.41) was rated as the highest constraint followed by *lack of information about programs or facilities* (mean of 2.16). As shown in Figure 16, six constraints fell between 1.83 and 1.43: lack of convenient facilities, lack of motivation, admission fees or charges, having no one to do the activity with, overcrowded conditions, and lack of skill or ability. Transportation problems were not perceived as much of an issue, receiving the lowest mean score of 1.18.

For those who had children, lack of childcare prevented participation in recreation for 30% of respondents (49 of the 157 subjects responding to this question). An additional constraint respondents listed under “other” included weather; otherwise, qualitative responses tended to reinforce previously rated constraints (e.g., lack of time, location, health, and lack of information).

Interestingly, when analyzed by voter district, District 1 had significantly lower levels of constraint than other districts for six of the items: lack of information, lack of motivation, admission fees or charges, having no one to do the activity with, overcrowded conditions, and lack of skill or ability.

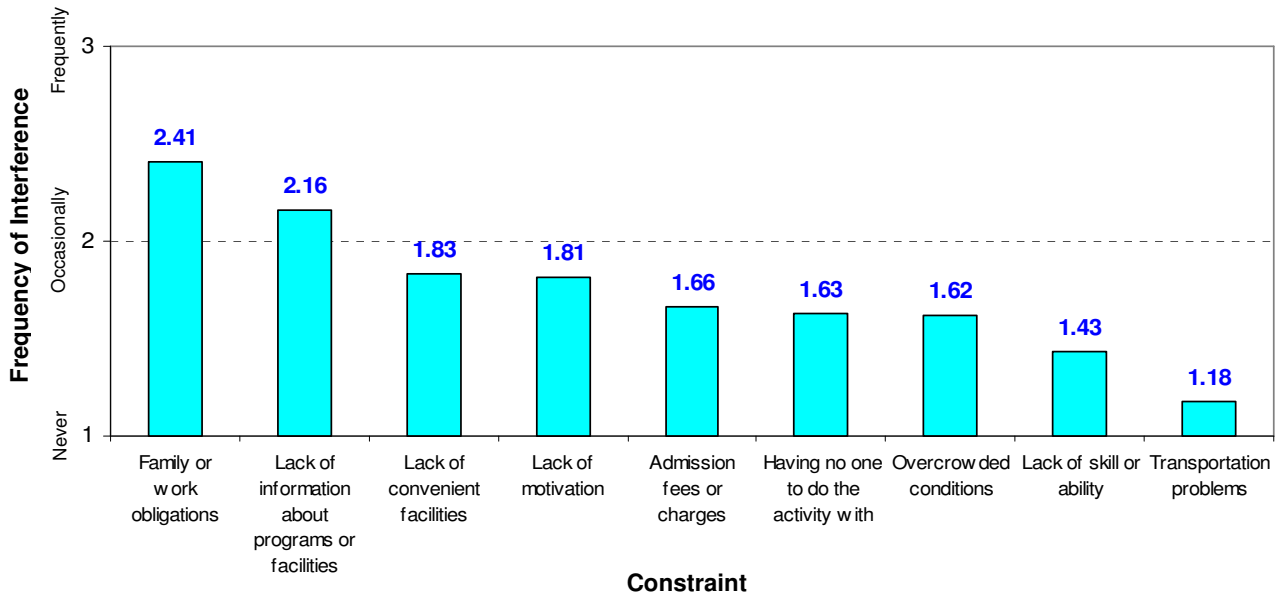


Figure 16. Rank Order of Leisure Constraints.

Marketing Recreation News and Events

Newspapers were the predominant means by which respondents tended to stay informed about recreation news and events. A total of 445 responses covering at least 10 different newspapers were given, with *The Ithaca Journal* (177 respondents) and *The Shopper* (127) listed most often. Word of mouth was mentioned next in terms of frequency, with 117 respondents. School sources, particularly flyers from children and the District Bulletin, were offered 83 times. A variety of radio stations were listed next most often (62 responses). Internet sources were listed 42 times, with the Dryden website only mentioned by 16 respondents. Flyers posted in public areas were mentioned by 27 respondents, citing the grocery store, post office and convenience store among other places. Finally, mail (14 responses) and TV (12) were mentioned least often, with News10now being listed 4 times. (See Table 5.)

It is important to note that respondents were not provided with a list of choices; they were simply asked an open-ended question: “How do you currently stay informed about recreation news and events taking place in the community?” Thus, the answers that were generated by respondents were simply measures of what came to their minds first. They may, and probably do, use other media. The data thus do not reflect the percentage of residents who utilize those methods, only the media they tend to recall paying attention to the most.

When asked how respondents *prefer* to hear about recreational events, newspapers were again the most frequent response elicited via an open-ended question (145 out of 336 valid responses, or 43%) (see Figure 17). This was followed by internet sources (52 responses), mail (42), and flyers (33).

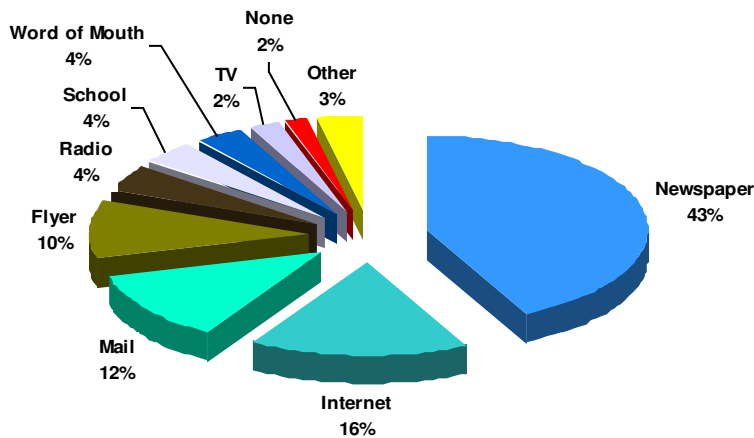


Figure 17. Most Preferred Medium for Recreation Information.

Table 5. Marketing Media Listed.

Medium	Number of Responses
Newspapers	445
<i>The Ithaca Journal</i>	177
<i>The Shopper</i>	127
<i>The Ithaca Times</i>	54
<i>The Dryden Courier</i>	36
<i>Cortland Standard</i>	24
<i>Pennysaver</i>	4
<i>Ellis Hollow Gazette</i>	4
<i>Ithaca Child</i>	3
<i>Herald Examiner</i>	2
<i>Cortland Tribune</i>	1
Other	13
Word of mouth	117
School sources	83
Flyers from children	42
School District Bulletin	40
List serve	1
Radio	62
WHCU 870AM	14
WYXL 97.3FM	11
WQNY 103.7FM	9
WIII 99.9FM	9
WTKO 1470AM	4
WSKG 89.3FM	3
WEOS 89.7FM	2
Other	10
Internet sources	42
List serve	18
Dryden website	16
Other	8
Bulletin boards / Flyers	27
Grocery store	11
Post office	4
Convenience store	3
Other	9
Mail	14
TV	12
Receive no news	9

Open Ended Comments

Further comments were provided by a few respondents at the conclusion of their interview. Major themes that emerged centered on transportation issues (e.g., Ellis Hollow Road needs to be repaired; Varna needs to lower its speed limit), childcare issues (e.g., a need for a community drop-in center), bridging generation gaps through adult and youth programming, dissemination of information (e.g., too little is given too late), the need for more public land for biking and hiking, and requests for a Community Recreation Center.

Focus Group Findings

Response Rate and Sample Description for the Focus Groups

The first focus group, conducted on April 27, 2005, at the Varna Community Center, targeted older adults in the Town of Dryden. Only six persons were able to attend. The second focus group, held on April 28, 2005, in Room 210A of TC3, was attended by just two young adults. Since such a small number of participants were involved in the discussions, the resulting data may not be representative of area older and young adults. Value exists, however, in the ideas brainstormed and generated by these groups.

Results of the Focus Groups

When asked if there were any local facilities that attendees would like to see built, improved, or open for recreation in the Town of Dryden, many ideas were generated. Responses differed in that younger adults focused on social gathering places while older adults suggested more specialized facilities:

- Older adults:
 - Need a centralized Community Center
 - Improve trail from Dryden to Freeville and make multi-purpose
 - Construct an ice rink
 - Construct tennis courts
 - Construct municipal pools
 - Construct a skate park
- Younger adults:
 - Construct a sports facility (e.g., indoor soccer)
 - Construct a community pool
 - Build a skate park
 - Need a place for kids to meet / gather
 - Update existing parks
 - Use the bowling alley
 - Use the fire hall

Creative program ideas were plentiful from both groups. Younger adults tended to focus on ways they can contribute to the community and better themselves, while older adults generated ideas covering a broad spectrum of program areas:

- Older adults:
 - Concerts
 - Dance
 - Music
 - Gardening
 - Birding
 - Winter activities
 - Art
 - Nature
- Younger adults:
 - Swimming (lessons)
 - Shooting range (target)
 - Skate park
 - Frisbee (Disc) golf
 - Volunteer work (work on updating parks/taking ownership)
 - Free educational opportunities

Constraints tended to reflect barriers mentioned most frequently in the literature, ranging from structural constraints (time, distance, money, lack of information) to intrapersonal constraints (physical qualities and habits). Both groups mentioned lack of time, but other constraints were more age specific. For instance, younger adults seemed more constrained by structural factors that they lacked at this point in their life (e.g., lack of resources and transportation), while older adults mentioned physical limitations brought on by the aging process.

- Older adults:
 - Distance
 - Time
 - Lack of information
 - Cost
 - Physical qualities/habits
- Younger adults:
 - School / time
 - Lack of resources
 - Transportation

Suggestions to alleviate constraints were brainstormed by both groups. Responses again were age-related, but all were feasible given additional resources by the community or different programming options.

- Older adults:
 - Have information on programs in a centralized location (i.e. website, hotline)
 - Publicize programs and activities more
 - Have decentralized activities offered
 - Rotate programs
 - Offer a variety of times to serve all
- Younger adults:
 - Create a centralized public area
 - Offer better transportation / buses consistent with activities
 - Provide more funding
 - Create a van service for kids (like churches)
 - Encourage kids to start clubs (for multipurpose spaces)

Discussion and Recommendations

The response rate on the telephone survey was adequate and representative enough to allow generalizations to the residents of the Town of Dryden. However, it is worth noting that only registered voters were part of the sampling frame, which may have introduced a bias in the sample. These respondents may be more likely to be active in their communities and care about quality of life issues in general. Since 60 percent of the sample was female, there may also have been a gender bias (e.g., females may have tended to answer the telephone more often than males when both were present). The focus groups, though small, gleaned useful feedback and ideas. Based on the results from the survey, the following conclusions and recommendations are provided:

➤ **Respondents in the sample have lived in the Town of Dryden a moderate length of time.**

Although a majority of the sample had resided 15 years or less in the Town of Dryden, another 35% had lived there 16 to 30 years, making the average length of residence nearly 17 years. As noted in other studies (Smith, 2000; Todd & Anderson, 2006), the longer a person resides in a community, the more he or she tends to develop an “attachment” to that place. On the other hand, Todd & Anderson (2006) also found that long-time residents may take their environment for granted and not notice or value the resources around them.

RECOMMENDATION: Recreation often provides the means through which a place becomes even more meaningful and special, strengthening the bond between residents and the environment in which they live. It is important for the Town of Dryden to remind its inhabitants of the self-directed recreational opportunities available through its parks and open spaces. It should also consider offering organized recreational programs to facilitate not only this sense of place, but also a sense of community, in all residents.

➤ **Awareness of the Dryden Recreation Department is quite low.**

While only 1 in 2 residents were definitely aware that the Town of Dryden had its own community recreation department, more than a third of the respondents did not know the Dryden Recreation Department existed before receiving their phone interview calls. While awareness seemed to drop with distance from the Village of Dryden, notable exceptions occurred. For instance, a majority of Bethel Grove residents were aware of the department, but within the Village of Dryden, almost a third were unsure of its existence.

RECOMMENDATION: The Recreation Department needs to continue to gain exposure in the community. It can promote itself through many avenues (offer notable programs at reasonable prices, connect its name with parks and places, take advantage of publicity and promotion to gain a positive public image). A newsletter or program brochure targeted to every household could significantly raise awareness and unity, perhaps helping to erase the “west vs. east” division. Having an actual positive hands-on experience in the department’s parks and recreation programs would make the most impact. Word of mouth could then have a ripple effect throughout the community to continue to raise awareness, which will help when more resources are needed.

➤ **Usage of town parks is relatively low.**

While approximately half the respondents had used the Dryden Lake Park and/or Trail in the past for recreational purposes, only 42% reported ever using Montgomery Park and just a third had used other parks or open spaces in the Town of Dryden. Rate of visitation to the three parks was quite low, with most residents visiting the areas just a few times a year. By contrast, two-thirds of the sample had visited other parks and open spaces outside the Town of Dryden.

RECOMMENDATION: Open spaces and trails abound in the Town of Dryden, but citizens need to know where they are and how they can be accessed for recreation. More and better signage would increase the

visibility of these opportunities. Parks and open spaces have multiple uses, and if managed creatively and effectively, can attract many types of users. Managing the type, level, location, and time of various uses can lead to complementary relationships instead of competitive ones (e.g., Dryden Lake Trail draws walkers/bicyclers in the spring, summer, and fall, and cross-country skiers in the winter to create year-round opportunities). The Recreation Department should continue to explore alternative programs and special events that will draw people to the parks. For instance, Dairy Days and Music in the Park have revitalized summer use of Montgomery Park; possibilities for ice skating, a skate park, etc. could potentially draw even more residents to that park on a regular basis.

➤ **Many recreational facilities are desired by residents.**

National standards indicate that more parks and open space are needed to sustain the population of the Town of Dryden. Citizens have many ideas and suggestions in terms of what they would like to see the Town of Dryden offer, from more trails, to athletic sports facilities, to community centers, to skate parks and social gathering places.

RECOMMENDATION: Continue to pursue opportunities to increase public areas and facilities. Plans for a skate park and ice skating in Montgomery Park have already garnered much community support, and agreements to extend the current trail system have recently been reached. Portions of land purchased for a new town hall should be developed into badly needed sports fields while others could be preserved as wetlands and living classrooms. Long-range visions of a community center could bring a sense of unity and community as a social gathering place for all types of recreation programs.

➤ **Across the board, adult residents do not participate in recreation programs organized through the Recreation Department and seem to have moderate interest in them.**

Although less than 10 percent of the respondents had ever participated in an organized recreation program offered by the Town of Dryden Recreation Department, these programs were by and large a reflection of their children's activities, reinforcing that very few opportunities exist for organized adult programs. Respondents tended to display the highest degree of interest in educational and environmental programs; moderate interest in sports, music, arts & crafts, and dance programs; and lowest interest in drama.

RECOMMENDATION: Since many programs for adults are not currently in place, perhaps creating opportunities will be the catalyst for increasing both participation and interest. In this case, the adage "build them and they will come" may well be true. Care should be taken to recognize the varying needs of adults at different stages of life, from young adults, to middle adults with young or teenage children, to retired older adults when creating programs. Building partnerships with other community organizations (like the Tompkins County Recreation Partnership) can capitalize and unite resources of agencies that could never offer specific programs by themselves. In the long run, Dryden needs to expand its own personnel base in the Recreation Department if it ever hopes to offer significantly more programs. For now, training and turning over the operation of various programs to willing volunteers has sufficed, but the continuity and quality of programming offered by trained professionals would solidify the reputation of the agency.

➤ **The largest blocks of time available for recreation programs reflect work/school schedules.**

Evenings and weekends are most conducive to programs for adults.

RECOMMENDATION: The majority of adult programs should target these time blocks. However, care should be taken to cater to all adults, not just those in the workforce. For instance, weekday mornings may be just as convenient for retirees or stay-at-home parents.

➤ **All benefits of recreation are recognized and valued.**

Dryden residents seem to recognize the many benefits of using parks and participating in recreation. Typically, people think only of active, sports-related pursuits when describing recreation, but both passive and active benefits were valued by respondents.

RECOMMENDATION: Programmers should strive to meet all needs, not just health and fitness related ones, but also nature appreciation, social needs, stress reduction, skill development, community contribution, and self-esteem needs. Follow up on the many suggestions respondents provided for educational, environmental, sports, music, arts & crafts, dance, and drama programs; offering a depth and breadth of opportunities will assure a balance of benefits. Give programs time to “catch on,” taking a few measured risks while continuing to offer traditional, established favorites.

➤ **Besides lack of time, lack of information is a critical constraint; others have modest impact.**

Family or work obligations was rated as the highest constraint followed by *lack of information about programs or facilities*. Lack of convenient facilities, lack of motivation, admission fees or charges, having no one to do the activity with, overcrowded conditions, and lack of skill or ability had just modest impact. Transportation problems were not perceived as much of an issue. For those who had children, lack of childcare prevented participation in recreation for 30% of respondents.

RECOMMENDATION: Besides offering programs and facilities when community members may be most likely to have available time (evenings and weekends), make opportunities appear easily accessible and doable. Saturate the Town of Dryden with a marketing campaign not only to raise awareness, but also to provide important information that is readily available (i.e., “at their fingertips”). Coordinating the timing of children’s programs with adult programs could alleviate childcare issues.

➤ **Newspapers seem to be the most prevalent and preferred method of staying informed about recreation; flyers may not be as effective as previously thought. The Town and Department website may gain more use in the future.**

Next to newspapers, word of mouth was mentioned most often as the predominant means of staying informed about recreation news and events. The Department needs to increase its visibility through promotion, publicity, and advertising.

RECOMMENDATION: Create program brochures, place them in strategic locations throughout the community, and send them to every household. Take advantage of areas newspapers, such as the Outdoor Recreation column, Around Town column, calendars, and Welcome Section in the *Ithaca Journal*, plus the Recreation Partnership brochure. Continue to develop the website as a comprehensive, user-friendly source of information. Very simply, the Department must communicate what it has to offer.

➤ **A few glaring differences were revealed when comparing responses by voter districts, where a division between west and east was apparent in terms of awareness of, visitation to, and benefits sought from Town of Dryden parks and recreation programs.**

Since the Village of Dryden is not centrally located but lies in the eastern portion of the Town, those in the western half may not identify as easily with the Town of Dryden.

RECOMMENDATION: Share information as widely as possible throughout the Town of Dryden. Spread recreation opportunities throughout the district, and communicate the wide spectrum of areas, facilities, and programs that the entire area has to offer to its citizens. Create ownership in community centers and programs by involving residents in the planning of events.

- **Congratulations to the Town of Dryden Recreation Commission for believing in its vision, and continually making progress toward meeting the community’s needs for recreation services and facilities!**

This needs assessment has been a valuable step in understanding the recreation behaviors, desires, and needs of the Town of Dryden residents. Taking the pulse of the community at regular intervals (e.g., every five years or so) will help assure that resources are being used in the most effective manner, meeting the greatest good. The results reinforce the vision presented in the Town’s Comprehensive Plan. The process is a gradual one, and will not happen overnight, but establishing priorities and short- and long-range projects will help make these dreams a reality.

References

- Botan, C. (1997). Ethics in strategic communication campaigns: The case for a new approach to public relations. *The Journal of Business Communication, 34*(2).
- Bright, A. D. (2000). The role of social marketing in leisure and recreation management. *Journal of Leisure Research, 32*(1), 12-17.
- Dearden, P., & Andressen, B. (1987). Outdoor recreation in advertising: Changes in time, activities, and products. *Journal of Leisure Research, 19*(1), 41-60.
- Kay, T., & Jackson, G. (1991). Leisure despite constraints: The impact of leisure constraints on leisure participation. *Journal of Leisure Research, 23*, 301-313.
- Lassner, J. A. (1998). Valuing agricultural conservation easements. *Appraisal Journal, 66*, 145-151.
- Lieberman, S., & Blecher. (2002). Once, green, almost always green: Look at existing property use at the time of Green Acres funding to avoid inadvertent preservation designations. *New Jersey Law Journal, 170*, S-9-12.
- McGuire, F. A. (1984). A factor analytic study of leisure constraints in advanced adulthood. *Leisure Sciences, 6*, 313-326.
- Novatorov, E. V., & Crompton, J. L. (2001). Reformulating the conceptualization of marketing in the context of public leisure services. *Leisure Studies, 20*, 61-75.
- Orsega-Smith, E., Mowen, A. J., Payne, L. L., & Godbey, G. (2004). The interaction of stress and park use on psycho-physiological health in older adults. *Journal of Leisure Research, 36*(2), 232-245.
- Recreation Standards. Retrieved from http://www.prm.nau.edu/prm423/recreation_standards.htm on October 4, 2004.
- Searle, M. S., & Jackson, E. L. (1985). Recreation non-participation and barriers to participation: Considerations for the management of recreation delivery systems. *Journal of Park and Recreation Administration, 3*, 23-26.
- Searle, M. S., Mahon, M. J., Iso-Ahola, S. E., Sdolias, H. A., & van Dyck, J. (1998). Examining the long term effects of leisure education on a sense of independence and psychological well-being among the elderly. *Journal of Leisure Research, 30*, 331-341.
- Shaw, S. M., Bonen, A., & McCabe, J. F. (1991). Do more constraints mean less leisure? Examining the relationships between constraints and participation. *Journal of Leisure Research, 23*, 286-300.
- Smith, S. (2002). *A community assessment of sense of place and perceived need for nature-based experiences in the Town of Trenton, New York*. Unpublished master's thesis, State University of New York, Cortland, New York.
- Todd, S. L., & Anderson, L. (2006). Place attachment and perceptions of benefits generated by the future Tioughnioga River Trail Project. In J. Peden & R. Schuster (Comps., Eds.), *Proceedings of the 2005 Northeastern Recreation Research Symposium* (Gen. Tech. Rep. NE-341, pp. 401-407). Newtown Square, PA: USDA, Forest Service, Northeastern Research Station.
- Town of Dryden Planning Board. (2003). Draft Comprehensive Plan. Retrieved from <http://www.dryden.ny.us/draftplan.pdf> on October 06, 2004.

Town of Bedford Recreation and Parks Fall 2004 Brochure.

Victor Parks and Recreation Fall/Early Winter 2004 Brochure.

Zingaro, C. Recreation Supervisor Town of Manlius. (Personal communication, November 12, 2004).

Appendix A

**Telephone Survey Protocol
Telephone Log
Survey Instrument
Information Sheet**

Dryden Recreation Commission Survey Protocol

1. **Acquire Phone Logs** (*white sheets*) from Phone Survey Team. Each log will include a list of approximately 75 numbers that were randomly chosen from the Dryden Voter Registration Records.
2. To dial off campus, **dial 9 first**, followed by the 7-digit number.
3. **ALWAYS** be professional, courteous, clear and articulate.
4. Check appropriate box according to the status of each call. **Enter the date and time for each attempt** (*see examples – first three lines of phone logs*). When, **and only when**, an interview is **completed**, do you enter a Survey # in the appropriate column (*refer to blue sheet for survey #s*).
5. If you reach an **answering machine**, read the following script:

“Hello I am _____, a SUNY Cortland Graduate Recreation student working on a research project for the Town of Dryden Recreation Commission. I am calling you to take part in a short anonymous survey, to assist us in assessing the recreation needs and wants of adults living in the Town of Dryden. I will call back at a later time.”

Optional: “If you would like to call me back, I can be reached at _____.”
6. **If you complete the interview**, enter the Voter District # (*refer to white phone log*), Survey # and Interviewer Code # (*refer to the blue sheet*) on the top of the survey.
7. Read the survey questions exactly as it is written. **Avoid rephrasing sentences or persuading responses.**
8. Please **write clearly and legibly** as you mark your surveys.
9. Please keep all surveys and information, **even if the respondent chooses to discontinue the survey prior to completion**. All data that is recorded will be used.
10. Thank you and good luck!

DRYDEN RECREATION COMMISSION PROJECT
Interviewer Codes & Survey Numbers

<i>Name</i>	<i>Interviewer Code</i>	<i>Survey #s</i>	<i>Room Assignment</i>
Allan, Bill	01	1-20	E342 – Julie Lenhart’s office
Canery, Damara	02	21-40	E328 – Dale Anderson’s office
Cole, Patty	03	41-60	E330 – Vicki Wilkin’s office
Dufield, Ange	04	41-80	E342 – Julie Lenhart’s office
Havens, Annette	05	81-100	E331 – Andy Young’s office
Hayes, Jen	06	101-120	E327 – Susan Wilson’s office
Holtsford, Diane	07	121-140	E248 – own office
Jones, Ben	08	141-160	E313 – Pat Mercer’s office
Koenig, Becky	09	161-180	E333 – Darleen Lieber’s office
Levy, Matt	10	181-200	E248 – own office
Petrie, Angie	11	201-220	D335 – own office
Retamar, Shelena	12	221-240	E314 – Charlie Yaple’s office
Rice, Cindy	13	241-260	E335 – Lynn Anderson’s office
Scheiber, Sarah	14	261-280	E315- Wayne Stormann’s office
Sorenson, Geoff	15	281-300	E316 – Sharon Todd’s office
Sylstra, Jen	16	301-320	E329 – Grad assistants’ office
Tillapaugh, Jeff	17	321-340	E248 – Rec Sports GA office
Totman, Chad	18	341-360	E305 – Special Events Planning office
<i>Extra-credit</i>		361-370	
<i>Extra-credit</i>		371-380	

Interviewer Code _____

REC 602 Town of Dryden Needs Assessment

Please write in Date and Time for each attempt

Space call backs at least 30 minutes apart

Phone Number	District	Survey # if completed	No Answer	2nd No Ans	3rd No Ans	Machine 1	Machine 2	Refused	Wrong #	# Disconnected	Other
555-1212	0	301 2/14 8:00									
555-1111	0					2/14 8:15					
555-3434	0							2/15 5:45			
277-6048	10										
844-9988	10										
387-5923	10										
844-8807	10										
844-0000	10										
347-4368	10										
844-9547	10										
844-4092	10										
844-5351	10										
844-4865	10										
844-4046	10										
844-8094	10										
539-7144	10										
844-8840	10										
844-4927	10										
347-4395	10										
844-4446	10										
844-3842	10										
844-8827	10										

Dryden Recreation Commission Project Phone Survey

NOTE: Information in parentheses () is for students use only and is not to be read to the subject. Everything in bold and in the charts is to be read aloud to the participant.

Hello, my name is _____ and I am a student at SUNY Cortland. As a part of a class assignment, we are conducting a survey to learn about your interest and participation in park and recreation opportunities offered by the Dryden Recreation Department. Would you help us by taking this 10- to 15-minute survey?

(If the participant sounds young ask the following question:)

Since this is a survey of adults living in the Town of Dryden, I need to ask:
Are you over the age of 18?

*(If the answer is **no**, then ask to speak with an adult and reread the above paragraph to new participant.)*

*(If the answer is **yes**, then continue with the following paragraph:)*

Thank you. The information you provide will help the Dryden Recreation Commission offer programs to meet your needs through the Recreation Department, and thus, better serve all members of the Town of Dryden. You were randomly selected to participate in this survey. Your participation is voluntary, your answers anonymous, and you can discontinue at any time with no consequences.

Do you have any questions before we start?

*(If the answer is **no**, read:)*

*(If the answer is **yes**...*

Great! If you decide that you do have a question, I will give you contact information at the end of the survey.

(Do not read the numbers of the questions out loud to the participant. Just read the questions.)

...and they ask who is doing the research, read:)

The graduate research methods class in the Recreation & Leisure Studies Department at SUNY Cortland is conducting the study.

If you have any questions about the survey, please call Dr. Sharon Todd at 753-4952.

If you have any questions about research at SUNY Cortland, please call Amy Henderson-Harr in the Office of Sponsored Programs at 753-2511.

...and they ask who are the leaders of the community, read:)

The Dryden Recreation Commission, in conjunction with the Town of Dryden Recreation Department, strives to improve the quality of life for all residents by facilitating opportunities to participate in recreation and leisure activities. Tracy Kurtz is the current chair of the Commission, and Jennifer Staton is the Town's Recreation Coordinator. For more information, you can call the Town of Dryden Recreation Department at 844-3303, email recreation@frontiernet.net, or visit the website www.dryden.ny.us/recreation.html.

First, before you received this phone call, were you aware that the Town of Dryden has its own community Recreation Department? no yes not sure

(1) (2) (3)

Let's talk about Dryden's parks.

1. **Have you ever used the Dryden Lake Trail for recreational purposes?** *(See info sheet if they ask questions about the trail.)*

no

(1)

yes

(2)

→ *(If yes...)* **What activities have you used the trail for?**

How often would you say you typically use the trail?

- (1) a few times a year
- (2) once a month
- (3) once a week, or
- (4) more than once a week?

2. **Have you ever used the Dryden Lake Park?** *(See info sheet if they ask questions about the park.)*

no

(1)

yes

(2)

→ *(If yes...)* **What activities have you used this park for?**

And how often would you say you typically use the park?

- (1) a few times a year
- (2) once a month
- (3) once a week, or
- (4) more than once a week?

3. **Have you ever used Montgomery Park, which is located on Elm Street in the Village of Dryden?** *(See info sheet if they ask questions.)*

no

(1)

yes

(2)

→ *(If yes...)* **And what activities have you used the park for?**

How often would you say you typically use that park?

- (1) a few times a year
- (2) once a month
- (3) once a week, or
- (4) more than once a week?

4. **Are there any other parks or open spaces in the Town of Dryden that you use for recreation that have not been mentioned?**

no

(1)

yes

(2)

→ *(If yes...)* **What are they?**

5. Are there any other parks or open spaces outside the Town of Dryden that you use for recreation on a regular basis?

no (1) yes (2) → (If yes...) Which ones?

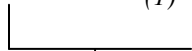


6. What kinds of parks and recreation facilities would you like to see the Town of Dryden offer that they currently do not? _____

Let's turn now to recreation programs.

7. Have you ever participated in an organized recreation program offered by the Town of Dryden Recreation Department?

don't know (0) no (1) yes (2) → (If yes...) Which ones?



8. I will now read a short list of recreation activity categories. After I say each one, please indicate how interested you would be in enrolling in a class or workshop under that category. (Read across and fill in the type of program at the end. After one or two times of saying the whole sentence, see if they will answer on their own if you just read the program type itself. If they answer "very" or "somewhat" interested (a 2 or 3), ask "On what particular topic?" Feel free to ask this at the end of the question or after each category, whichever flows best for you.)

Would you be... →	very interested,	somewhat interested, or	not at all interested in an adult...
-------------------	------------------	-------------------------	--------------------------------------

arts & crafts program? _____ <i>(write in specific topics above if you circle 2 or 3)</i>	3	2	1
dance program? _____	3	2	1
drama program? _____	3	2	1
educational program? _____	3	2	1
environmental program? _____	3	2	1
music program? _____	3	2	1
sports program? _____	3	2	1

9. Are there any other topics you would like to see offered by the Town of Dryden Recreation Department?

(If so, add them here:) _____

10. In order to determine *when* you might prefer to attend a recreation class or workshop, I'm going to read a short list of days and times. Please say "yes" if you would participate in a program offered at that time.

	<i>no</i>	<i>yes</i>	<i>maybe</i>
Weekday mornings (before noon)	1	2	3
Weekday afternoons (12-6)	1	2	3
Weekday evenings (after 6)	1	2	3
Saturday mornings	1	2	3
Saturday afternoons	1	2	3
Saturday evenings	1	2	3
Sunday mornings	1	2	3
Sunday afternoons	1	2	3
Sunday evenings	1	2	3

There are many possible benefits of using parks and participating in recreation. We'd like to assess why you recreate.

11. As I read the following seven phrases, please tell me how strongly each applies to you. (Place the phases carefully and clearly into the sentence where the "....." is. After a few times of saying the whole sentence, see if they will answer on their own if you just read the phrase itself.)

Do you strongly agree, agree, disagree or strongly disagree that you participate in recreation activities	(strongly agree)	agree	disagree	strongly disagree)	Undecided/ does not apply
to improve physical health and fitness.	4	3	2	1	0
to reduce or escape stress.	4	3	2	1	0
to develop skills or learn something new.	4	3	2	1	0
to spend time with family and/or friends.	4	3	2	1	0
to contribute to the community.	4	3	2	1	0
to enjoy nature.	4	3	2	1	0
to improve self-confidence.	4	3	2	1	0

Any other benefits you'd like to add? _____

12. Now we would like to ask what keeps you from participating in recreation activities to the extent that you'd like to be involved.

(Place the constraint phases carefully and clearly into the sentence where the "....." is. After a few times of saying the whole sentence, see if they will answer on their own if you just read the constraint phrase itself.)

How often interfere with your ability or desire to participate in recreation activities?	frequently,	occasionally, or	never?	(does not apply)
do admission fees or charges	3	2	1	0
does lack of information about programs or facilities	3	2	1	0
(do) transportation problems	3	2	1	0
(does) lack of skill or ability	3	2	1	0
(do) overcrowded conditions	3	2	1	0
(do) family or work obligations	3	2	1	0
(does) having no one to do the activity with	3	2	1	0
(does) lack of convenient facilities	3	2	1	0
(does) lack of motivation	3	2	1	0

Any other factors you can think of? _____

INFORMATION SHEET

Dryden Recreation Commission Project Phone Survey

DRYDEN'S PARKS

Dryden Lake Trail:

- This path is approximately 2.6 miles long and connects the park at the outlet of Dryden Lake to several residential neighborhoods and Main Street in the Village of Dryden.
- It is primarily a bicycle/pedestrian trail, but accommodates cross-country skiing in the winter (and is voluntarily groomed by local snowmobile club members). Residents have also been seen horseback riding and dog walking on the trail.

Dryden Lake Park:

- This is the largest park maintained by the Town of Dryden, covering approximately 8 acres at the outlet of Dryden Lake.
- It offers access to the lake for fishing and boating, and has playground, picnic, and bathroom facilities.

Montgomery Park:

- This 1-acre park is located on Elm Street in the Village of Dryden.
- Facilities include lawn, playground, a basketball court, and a bandstand. Starting last winter, the basketball court has been used as an ice skating rink.

Other facilities that exist in the Town of Dryden:

- Freeville has a 6-acre park off the end of Groton Avenue, featuring a playing field for soccer and baseball or softball, as well as a picnic area and playground.
- Community recreation facilities are provided by the Etna Community Association, Ellis Hollow Community Association, Varna Community Association, and Bethel Grove Community Association for residents in those hamlets or neighborhoods. Together, these four associations maintain 37 acres of privately controlled park and recreation space (28 of these acres are at the Ellis Hollow Community Center on Genung Road).

OTHER QUESTIONS:

Who is doing the research?

- The graduate research methods class in the Recreation & Leisure Studies Department at SUNY Cortland is conducting the study.

For questions about the survey:

- call Dr. Sharon Todd at 753-4952.

For questions about research at SUNY Cortland:

- call Amy Henderson-Harr in the Office of Sponsored Programs at SUNY Cortland at 753-2511.

Who is the study being done for?

- The Dryden Recreation Commission, in conjunction with the Town of Dryden Recreation Department.

How can I contact the Dryden Recreation Commission or Department?

- Tracy Kurtz is the current chair of the Commission, and Jennifer Staton is the Town's Recreation Coordinator.
- For more information, you can call the Town of Dryden Recreation Department at 844-3303, email recreation@frontiernet.net, or visit the website www.dryden.ny.us/recreation.html.

Can I get paid for doing this survey?

- Unfortunately no – but your input can make a difference. By voicing your ideas, the Recreation Commission may be able to implement new activities or get more support from the Town of Dryden for its programs and facilities.

How did you get my number?

- We randomly selected phone numbers from the Town of Dryden Voter Registration records, which are public record. We actually drew every sixth person from the list.

How can I get results of the study?

- A report will be written for the Dryden Recreation Commission and will be posted on various websites this summer.

Appendix B

**Focus Group
Invitation and Confirmation Letters
and
Script with Questions**

**Invitation to participate in a Focus Group
sponsored by the Town of Dryden Recreation Commission**

Dear *[young adult]*,

The Graduate Students in the Recreation and Leisure Studies Department at SUNY Cortland are inviting you to participate in a focus group to discuss current and potential recreation and leisure activities for young adults in Dryden. In particular, the Town of Dryden Recreation Commission is interested in providing opportunities for recreation programs, parks, and facilities that will serve the needs of young adults like you.

The focus group will be held on April 28th at 6:30 pm, at TC3 in room 210A. Light refreshments will be served. The meeting should last approximately an hour.

Your input in the focus group is important to the future planning of the Recreation Commission in the Dryden community. Please RSVP no later than April 22 by calling Dr. Sharon Todd at 753-4952 or emailing her at todds@cortland.edu. We look forward to your participation, insight, and experience. Thank you in advance for your time and consideration.

Sincerely,

The Graduate Students of REC 602,
Recreation Research and Evaluation II

**Confirmation of Participation in a Focus Group
Sponsored by the Town of Dryden Recreation Commission**

Dear *[older adult]*,

Thank you for responding to our invitation to participate in a focus group to discuss current and potential recreation and leisure activities for adults in the Town of Dryden. As you know, the Town of Dryden Recreation Commission is very interested in providing opportunities for recreation programs, parks, and facilities that will serve the needs of adults like you.

As a reminder, the focus group will be held on Wednesday, April 27th, at 7:45 pm, at the Varna Community Center on Route 366. Light refreshments will be served. The meeting should last approximately an hour. If you have any questions, feel free to contact Dr. Sharon Todd at 753-4952 or todds@cortland.edu.

Your input in the focus group is important to the future planning of the Recreation Commission in the Dryden community. We look forward to your participation, insight, and experience. Thank you in advance for your time and input.

Sincerely,

The Graduate Students of REC 602,
Recreation Research and Evaluation II
Department of Recreation & Leisure Studies

Town of Dryden Recreation Needs Assessment Focus Group Script

Welcome and Introductions

Hello. I would like to welcome you to our meeting today and thank you for coming. My name is _____. I am a graduate student at SUNY Cortland and we have been asked to speak with members from the Dryden community about recreation programs and facilities. I will be your moderator today.

I would like to introduce you to these graduate students who will serve as assistant moderators for today's meeting. They are _____. They will assist with taking notes and writing your comments, as well as help with the questions.

The purpose of today's meeting is to gather some information from you about what you think are the most important needs for recreation activities and services in the Town of Dryden. We have invited you here so we can learn more about what you think and feel about recreation programs for adults, particularly *young[older]* adults. We will share this information with the Dryden Recreation Commission. The information you give us will help them make better, more informed decisions about what kinds of programs and services to offer Dryden residents, as well as facilities you use or would like to have.

I'd like to go around the room and ask you to introduce yourselves so we can learn a bit more about you. (Have each participant state their name and where in the Town of Dryden they are from.)

Thank you. During the meeting, I would first like to encourage you all to participate. We are here to listen. Everyone's opinion is very important to us. There are no right or wrong answers and we are just as interested in negative comments as we are positive comments. Sometimes negative comments are helpful, too. Remember, you have the right to leave at any time if you wish, with no consequences.

We would like to tape record the meeting today. The reason we would like to tape record is because we want to be sure to capture everybody's comments accurately and to be certain we won't miss anyone's comments. If at any time you would prefer that we not record a particular comment, please let me know and we can stop the recorder at that time. Is it all right with everyone that we use the tape recorder? Thank you. Because we are using the recorder I would like to ask everyone to please speak up and to only have one person speaking at a time.

I would also like to assure you that everything said here will be kept strictly confidential and no names will be attached to any of the comments that are included in any of the written reports. The meeting will last about an hour – until about 8:45 [7:30] depending on the amount of discussion. That covers all the particulars about the meeting. Before we start, does anyone have any questions?

Questions

1. What types of recreation activities do you enjoy?
Follow-ups: Where and how often do you participate in these activities?
Are there any local places that you frequent in order to recreate?
Do you find yourself traveling out of town to recreate?
If so, how often? For what? To where?
2. Are there any local facilities (that is, in the Town of Dryden) that you would like to see built, improved, or open to recreation?
3. Are there specific programs that you would like to see offered locally?
4. Do you consider yourself well informed about recreation opportunities offered locally?
Follow-ups: What is your main source of information regarding local recreation events and activities?
5. What are some of the things that have prevented you (or other adults like yourself) from recreating, limited or inhibited your participation, or caused you to stop participating in recreation activities?
Moderator prompts may include: time, money, desire, obligations, lack of facilities, lack of someone to participate with, lack of skill or knowledge, transportation issues...
6. What ideas do you have to remove some of these leisure barriers or constraints for *young [older]* adults? In other words, how could the Town of Dryden Recreation Commission make your recreation experiences better?

Additional Probes

- “Would you explain further?”
- “Could you give me an example of what you mean?”
- “Could you explain what led you to that decision?”

Wrap-up of Discussion

This concludes our formal line of questions. Is there anything you think I should have asked you, but did not? Is there anything else anyone would like to say or add that has not already been mentioned today?

Closing

I would like to thank you all for coming today and sharing your thoughts with us. You have really given us some interesting information that will be very useful for developing better recreation programs and services for *young [older]* adults in the Town of Dryden. We will be compiling all your comments and sharing what we found with members of the Dryden Recreation Commission.

Again, thank you for your time.

Appendix C

**Qualitative Data
from the
Telephone Survey**

Education Program Suggestions

(96 total responses)

1. Academic (23 total)
 - a. History (6)
 - b. Foreign Language (5)
 - c. History of Dryden (4)
 - d. Literature (3)
 - e. Math (2)
 - f. Psychology (2)
 - g. Science (1)
2. Technology (22 total)
 - a. Computers (17)
 - b. Photography (5)
3. Outdoor (21 total)
 - a. Nature (9)
 - b. Gardening (7)
 - c. Birding/birdwatching (5)
4. Industrial (15 total)
 - a. Woodworking/carpentry (5)
 - b. Home improvement (3)
 - c. Auto mechanics (3)
 - d. Plumbing (1)
 - e. Welding (1)
 - f. Brickwork (1)
 - g. Upholstery (1)
5. Other (15 total)
 - a. Cooking (5)
 - b. Health & fitness (5)
 - c. Financial (5)

Environmental Program Suggestions (115 total)

1. Education (65)
2. Recreation (25)
3. Conservation (25)

Music Program Suggestions (82 total)

1. Concerts (27 total)
2. Education (22 total)
 - a. Singing or instrumental (17)
 - b. History, culture, writing (5)
3. Types of music (18 total)
 - a. Classical (4)
 - b. Jazz (3)
 - c. Modern (3)
4. Community participation (15 total)
 - a. Chorus (7)
 - b. Listen/sing along (7)

Sports Program Suggestions

(numbers not available)

1. Team sports
 - a. Slow pitch softball
 - b. Baseball
 - c. Volleyball
 - d. Basketball
 - e. Soccer
 - f. Hockey
 - g. Flag football
 - h. Ultimate Frisbee
 - i. Crew
2. Exercise/fitness activities
 - a. Running/jogging
 - b. Hiking/walking
 - c. Biking
 - d. Fitness/aerobics
 - e. Weightlifting
 - f. Yoga
 - g. Tai Chi
3. Individual/dual sports
 - a. Tennis
 - b. Ping pong
 - c. Bowling
 - d. Golf
 - e. Boxing
4. Outdoor adventure activities
 - a. Whitewater rafting
 - b. Kayaking
 - c. Rock climbing
 - d. Caving
5. Water activities
 - a. Swimming
 - b. Fishing tournaments
 - c. Boating
 - d. Canoeing
6. Winter activities
 - a. Skiing (downhill/x-country)
 - b. Ice skating
 - c. Snowmobiling
7. Other activities
 - a. Kickball
 - b. Bocce
 - c. Chess

Drama Program Suggestions (21 total)

1. Watch drama (14)
2. Participate in drama/
learn how to act (3)
3. Liked drama in general/
noted need for space and
equipment for drama programs (4)

Dance Program Suggestions (90 total)

1. Country (23)
2. Traditional (20)
3. 50s (14)
4. Anything (12)
5. Ethnic (12)
6. Theater (4)
7. Watching (3)
8. Modern (2)

Additional Program Suggestions (88 total)

1. Education (24)
2. Facilities (16)
3. Youth activities (16)
4. Social events (13)
5. Exercise (12)
6. Outdoor Recreation (12)

Arts & Crafts Program Suggestions (81 total)

1. Other (14)
2. Painting & drawing (13)
3. Pottery/ceramics (10)
4. General crafts (10)
5. Knitting (9)
6. Quilting (8)
7. Scrapbooking (7)
8. Sewing (7)
9. Woodworking (6)
10. Crocheting (3)
11. Photography (3)