

# HUDSON RECREATION INNOVATION SESSION

## Town of Hudson – Park Commission

Wednesday, June 13, 2018  
6:30 PM – 8:30 PM

Hudson Portuguese Club



# Hudson Recreation Innovation Session

## Hudson Recreation

Steven Santos  
Daniel Hannon  
Joshua Aponte

## Parks Commission

Robert Bowen  
Michael Chaves  
Jeffrey Wood

## Consultant

Daphne Politis  
**Community Circle**



# PURPOSE OF INNOVATION SESSION

- *To provide residents an opportunity to:*
  - *voice their **opinions***
  - *describe their **experiences***
  - *express their **needs and desires** regarding recreation in Hudson*
  - *identify **shared values and priorities**.*

**A basis for decision-making for future facilities and programs**

*The public's input will be used to inform the Park Commission's action plan and resource allocation.*

# DESIRED OUTCOME

A visioning session is an opportunity to think about:

- Vision
- Set of goals
- Participant ideas
- Shared priorities

*How can we make  
Hudson Recreation  
even better in the  
future?*

- What do we have?
- What do we want?
- What is most important?
- How do we get there?

# HUDSON RECREATION

## What we do

Our goal is to provide the Residents of Hudson with comprehensive recreation programs for those of all ages. We strive to expand and enhance recreation facilities. We advocate for the preservation of open space and the natural features of Hudson that defines its character, identity and link to the past.



# HUDSON RECREATION

## Who does it

- In order to provide the services to the community we work closely with various municipal departments such as Public Works, School Department, Conservation and Community Development.
- We often partner with local non-profits as needed to accomplish various projects and organize special events.
- Staffed with three full-time employees
- Report to the Park Commission
- We employ approximately 90-100 seasonal part-time employees a year
- We coordinate approximately 40-50 volunteers a year

# HUDSON RECREATION

## How do we do it?

**Facilities:** We oversee the operation of various facilities in town and manage facility use (via a permitting process) for both residents and various user groups (such as youth sports)

- Assabet River Rail Trail
- Boutwell Fields
- Cellucci Park/Splash Pad
- Centennial Beach
- Cherry Street Field
- Farina Field
- Hudson Skate Park
- Intel Field
- Kelley Playground
- Liberty Park
- Moulton's Field
- Sauta Complex
- Sauta Cornfield (Brook Street)



*Splash Pad @ Cellucci Park*

# HUDSON RECREATION

## How do we do it?

**Facilities:** We oversee the operation of various facilities in town and manage facility use (via a permitting process) for both residents and various user groups (such as youth sports)

- **Tripps Pond/Lamson Park**
- **Warren Chamberlain Rink** (Dek Hockey)
- **Wood Park**

**Park Commission facilities surrounding Hudson High School:**

- **Morgan Bowl Track and Fields**
- **Fossile Field**
- **O'Donnell Fields**
- **Rimkus Clubhouse**
- **Riverside Park (Baseball Field)**
- **Riverside Tennis Courts**



*Tennis Courts*



# HUDSON RECREATION

## How do we do it?

**Programs: We organize various programs throughout the year for the community. As part of organizing the programs we are responsible for hiring, training and supervising staff on a seasonal basis.**

- Centennial Beach
- Clinics: Basketball, Field Hockey, Gymnastics, HS Soccer, Golf, Baseball, Softball
- Recreation Basketball
- Summer Day Programs (with Field Trips) - RECKids (formerly 4/5's, Playlot, Outdoor Activities, Sunshine & Adventure)
- Swimming Lessons
- Tennis Lessons
- Track and Field
- Travel Basketball
- Unified Sports (Basketball)



*Centennial Beach  
Swimming Lessons*

# HUDSON RECREATION

## How do we do it?

**Special Events:** We organize various special events throughout the year each having separate funding requirement and budgets, staffing needs and unique event planning challenges

- Cellucci Park Summer Concerts
- Freedom's Way - Hidden Treasures
- Free Tennis Day
- George Chiasson Fishing Derby
- Golf Tournament
- Pumpkin Fest
- Wood Park Summer Concerts

### **Past Special Events:**

Charter Bus Trips to Theaters (Boston & Providence)



*Art event at Wood Park*

# HUDSON RECREATION

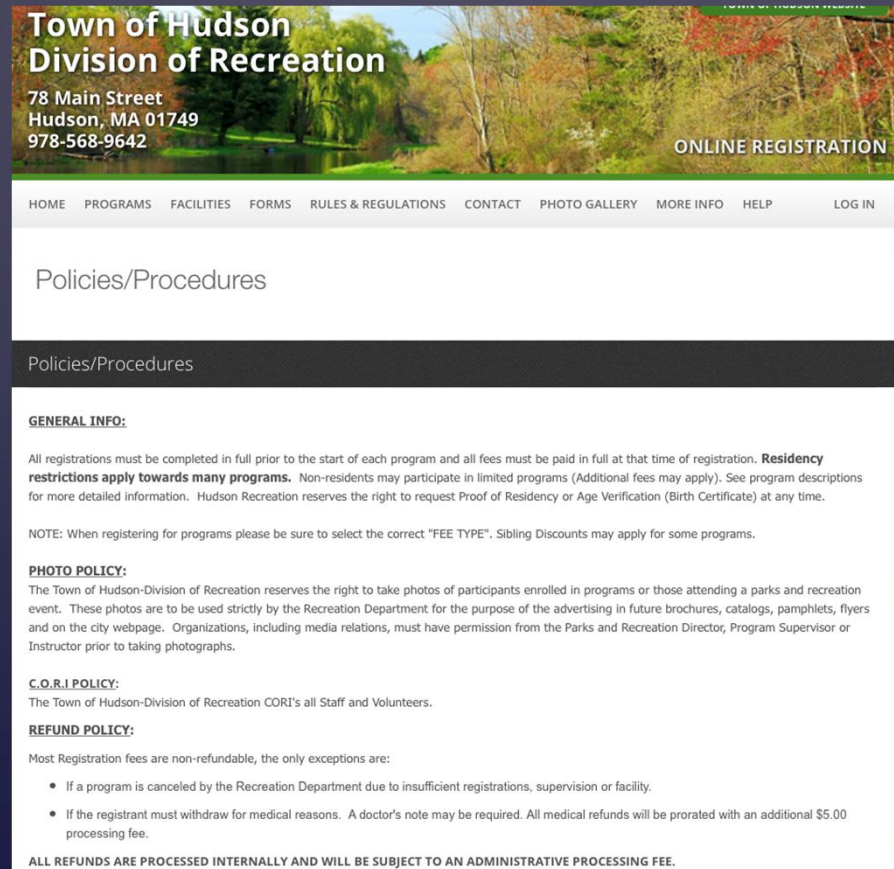
## How do we do it?

## Policies

Our staff works with the Park Commission to review departmental policies, such as:

- Program Policies
- Field Use Policies
- Facility Rules & Regulations

Through this process the Commission establishes SOP's, which serve as rules, policies and guidelines for day-to-day operations.



The screenshot shows the website for the Town of Hudson Division of Recreation. The header includes the town name, address (78 Main Street, Hudson, MA 01749), phone number (978-568-9642), and an 'ONLINE REGISTRATION' link. A navigation menu contains links for HOME, PROGRAMS, FACILITIES, FORMS, RULES & REGULATIONS, CONTACT, PHOTO GALLERY, MORE INFO, HELP, and LOG IN. The main content area is titled 'Policies/Procedures' and contains the following text:

**GENERAL INFO:**  
All registrations must be completed in full prior to the start of each program and all fees must be paid in full at that time of registration. **Residency restrictions apply towards many programs.** Non-residents may participate in limited programs (Additional fees may apply). See program descriptions for more detailed information. Hudson Recreation reserves the right to request Proof of Residency or Age Verification (Birth Certificate) at any time.

NOTE: When registering for programs please be sure to select the correct "FEE TYPE". Sibling Discounts may apply for some programs.

**PHOTO POLICY:**  
The Town of Hudson-Division of Recreation reserves the right to take photos of participants enrolled in programs or those attending a parks and recreation event. These photos are to be used strictly by the Recreation Department for the purpose of advertising in future brochures, catalogs, pamphlets, flyers and on the city webpage. Organizations, including media relations, must have permission from the Parks and Recreation Director, Program Supervisor or Instructor prior to taking photographs.

**C.O.R.I POLICY:**  
The Town of Hudson-Division of Recreation CORI's all Staff and Volunteers.

**REFUND POLICY:**  
Most Registration fees are non-refundable, the only exceptions are:

- If a program is canceled by the Recreation Department due to insufficient registrations, supervision or facility.
- If the registrant must withdraw for medical reasons. A doctor's note may be required. All medical refunds will be prorated with an additional \$5.00 processing fee.

**ALL REFUNDS ARE PROCESSED INTERNALLY AND WILL BE SUBJECT TO AN ADMINISTRATIVE PROCESSING FEE.**



# HUDSON RECREATION

How do we do it?

Things to consider when proposing new  
Programs and/or Facilities...

- Available Space
- Community Impact
- Funding
  - Capital Plan Process
  - Procurement
- Staffing
- Sustainability
- Optimal Utilization of Department/Town Resources





# CONNECTIONS BETWEEN HEALTH AND RECREATION

## Sample Health Indices in Hudson (2013-14)

- 20% **obesity rate**  
(highest in the Metrowest Region)
  - One out of every 5 residents
  - Almost 1/3 of Hudson's Middle & High School students are overweight or obese
- Adults in Hudson are **less likely to exercise** in Hudson than in surrounding towns
- Hudson residents reported **feeling depressed** more often than residents in the region
- Many of Hudson's Middle & High School students reported depressive symptoms
- Hudson **teenagers** have the **highest childbirth rate** in the region

# CONNECTIONS BETWEEN HEALTH AND RECREATION

## Potential Benefits of Recreation

Individual physical and mental health can improve.

- Illness and disease can be prevented by providing **healthy lifestyle choices, including exercise**
- Opportunities for walking, biking, hiking, sports, and community gathering can help to support healthy lifestyles, provide **wholesome options** and therefore can contribute to individual health and wellness.





# CONNECTIONS BETWEEN HEALTH AND RECREATION

## Potential Benefits of Recreation

Provides **opportunities for community gathering** which helps to keep a community connected, healthy, and resilient.



*Summer Concert @ Cellucci Park*



*Pumpkin Fest*



# CONNECTIONS BETWEEN HEALTH AND RECREATION

## Potential Benefits of Recreation

Encourages **stewardship of natural resources** by inspiring a love of nature



*Field trip to Purgatory Chasm*



# CONNECTIONS BETWEEN HEALTH AND RECREATION

## Factors to Consider

### Capacity:

- Is there a need to increase capacity (administrative staff, seasonal volunteers, funding, etc.)?
- Who are potential partners (local, regional)?

**Awareness:** Is there a need to increase awareness of existing facilities and programs?

**Education:** Is there a need for public education regarding relationship between health and recreation and fitness?

**Maintenance:** Is there a need for more maintenance, upgrade and repairs of facilities?



# CONNECTIONS BETWEEN HEALTH AND RECREATION

## Factors to Consider

**Usage Issues:** Are there opportunities to increase usage by:

- Providing lighting for evening usage
- Increasing/improving parking
- Making walking/biking connections to increase access
- Increasing safety, ADA compliance
- Expanding days/hours of operation



# CONNECTIONS BETWEEN HEALTH AND RECREATION

## Factors to Consider

**Demographics:** Is there a need to provide facilities/programs oriented to specific demographics?

- Pre-schoolers (ages 1-6)
- Adults (18-50)
- Seniors (55+)
- Individuals with special needs

**Environmental Equity:**

- Is the distribution and access of recreational facilities equitable throughout the Town?

**Types of facilities/programs:**

- Active: ballfield, playground, etc.
- Passive: conservation land

Projected increase in Hudson's **elderly**

- Hudson's **senior residents** currently comprises 27% of the total population.
- Since opening the new Senior Center (2010), usage has tripled.
- Baby boomers have different expectations:
  - more wellness and fitness oriented
  - less facility (Senior Center)-based
  - more inter-generational

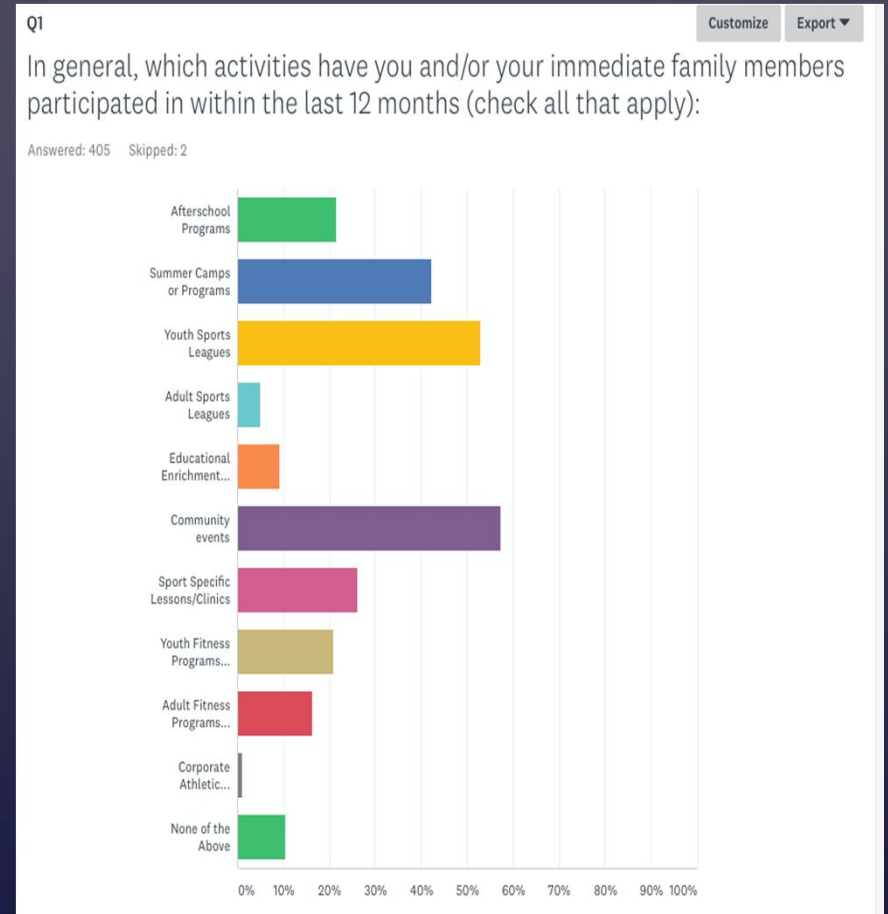


# SUMMARY OF SURVEY RESULTS

## Who Took the Survey

### The majority of respondents were:

- Female (75%)
- Hudson residents (95%)
- Between the ages of 35 and 49 (68%)
- With children under 10 years old (55%) and with children between 10 and 18 (51%)
- Married (83%)
- Live near Forest Ave. (29%) and Farley Elementary School (26%)





# SUMMARY OF SURVEY RESULTS

## Perception and Communication

- A large majority (58%) of respondents reported an **overall positive perception** of Hudson Recreation
- a large number of said: **“Great Job. Thank you.”**
- A number also expressed their **appreciation for the survey.**
- A very large majority (80%) said **programs and events are affordable.**

The majority of respondents (41%) stated that the **most pressing issue facing Hudson Recreation is Funding.**

# SUMMARY OF SURVEY RESULTS

## New Facilities

Most popular suggestions regarding new facilities and programs included:

- Dog Park
- Community/Recreation Center
- “Central Playground”
- Expand non-athletic programming
- Turf field

The number one new facility respondents said they would like to see by far was a **DOG PARK**

# SUMMARY OF SURVEY RESULTS

## Improvements to Existing Facilities

### Facilities most cited as needing improvement:

- Wood Park
- Moulton's Field
- Cherry St.
- Forest Ave.
- Centennial Beach

The **three park/playgrounds/fields** respondents felt were **most neglected** and in the greatest need for maintenance & upgrading are:

- WOOD PARK
- MOULTON'S
- CHERRY STREET.

# SUMMARY OF SURVEY RESULTS

## Suggestions for Operational Improvements

Most frequently cited  
**suggestions for improvement**  
include:

- Better more accessible information
- Expand seasons/times
- Improve Maintenance
- Increase capacity

Several respondents suggested recruiting **more volunteers** to help out – please **sign up** if you are interested!



# SUMMARY OF SURVEY RESULTS

## Suggestions for Additional Programming

### **Athletic/Sports-Oriented**

(some examples):

- Cross country skiing
- Sailing lessons
- Adult fitness classes  
(e.g. Yoga, Pilates, etc.)
- Rock climbing
- Karate

### **Non-fitness Oriented**

(some examples):

- STEM
- Beading, sewing
- Cooking lessons
- Movie editing
- Art classes

# SUMMARY OF SURVEY RESULTS

## Populations needing additional programming

(according to survey respondents):

- Pre-school
- Special needs (including ADA access/universal design)
- Adult fitness
- Grandparents



# THIS EVENING'S PLAN

## Visit Discussion Stations

- Comment on existing facilities and programs
- Brainstorm ideas regarding future facilities and programs
- Prioritize ideas

## Reconvene as a Large Group

- Summary Report Back
- Next Steps

(Maybe) win the **RAFFLE!!**





## MORE COMMENTS!

It is important for us to have as much of a sense of how you see the the offerings of Hudson Recreation today and what you would like to see tomorrow.

1. Fill out the **BACK OF YOUR AGENDA** and give to a facilitator at the end of the session.

2. If you didn't already have a chance to, please visit **PURPLE WALL** for another opportunity to provide comments.



