



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

STRENGTHENING COMMUNITY TODAY AND TOMORROW

YMCA CAPE COD

Assessing Community Needs on Lower Cape Cod
Implications for Strategic Expansion
January 2018 – October 2018

At the Y, strengthening community is our cause. Both nationally and locally, the Y has listened and responded to communities' most critical social needs for multiple generations. The most compelling community needs coupled with the desired impact the Y seeks in their community is at the crux of what drives a Y's program development and strategic expansion plans.

In early 2017, citizens from towns on the Lower Cape approached the YMCA Cape Cod regarding the development of a Y facility in their community. The Y, in partnership with community leaders from several communities on the Lower Cape have sought community input on the most critical issues facing youth, teens, adults, and families in the areas of youth development, healthy living, and social responsibility.



MIXED METHOD RESEARCH APPROACH

The YMCA Cape Cod used both quantitative and qualitative research methods to generate a clearer picture of the community's perception of the Y and the needs that it could be serving within the community.

- > **Online Community Needs Assessment (January-February 2018)** – An online survey instrument was distributed throughout the communities to best identify the top community needs in the areas of youth development, healthy living, and social responsibility. 813 community members responded to the survey.
- > **Community Discussion Groups (May 2018)** – Six discussion groups with community members were conducted to delve deeper into the critical needs identified in the online assessment. Individual target segments included: youth and teens, adults, seniors, and families. The questions were open-ended, and participants were encouraged to consider opportunities of interest to them and to their families and friends.
- > **Community Leaders' Forum (October 2018)** – Approximately 40 key community leaders gathered to discuss the top critical issues and build on the findings.



COMMUNITY DEMOGRAPHICS

Statistic	Brewster	Dennis	Harwich	Orleans	Chatham
Population					
Estimated Total 2017	10,944	2,562	10,153	6,322	1,278
Projected Total 2022	11,411	2,566	10,392	6,486	1,282
% Growth 2016-2021	0.84%	0.16%	0.47%	0.51%	.31%
Youth <17	1,614 (14.75%)	319 (12.3%)	1,625 (16.01%)	594 (9.4%)	99 (7.8%)
Adults (18-64)	5,739 (52.44%)	1,298 (50.1%)	5,435 (53.53%)	2,833 (44.81%)	616 (48.7%)
Seniors (65+)	3,590 (32.81%)	983 (37.9%)	3,093 (30.46%)	2,895 (45.79%)	549 (43.4%)
Ethnicity/Race					
White	95.99%	96.8%	92.16%	95.61%	96.5%
African American	1.12%	.7%	2.51%	1.44%	1.7%
Asian	1.3%	0.6%	.99%	1.16%	.08%
Hispanic/Latino	2.49%	1.5%	2.41%	1.98%	1.4%
Households					
Total	4,366	1,282	4,202	2,950	719
Family Households	2,776 (63.6%)	789 (61.0%)	2,710 (64.5%)	1,664 (56.4%)	376 (53.2%)
HH w/Children < 18	895 (20.5%)	184 (14.45%)	645 (15.3%)	383 (13%)	63 (9%)
Median Income	\$76,156	\$55,465	\$68,202	\$66,643	\$88,714

COMMUNITY DEMOGRAPHICS

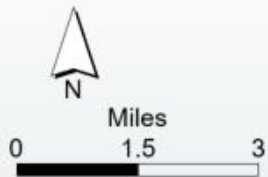
SEER ANALYTICS

predicted area
with estimated
drive times

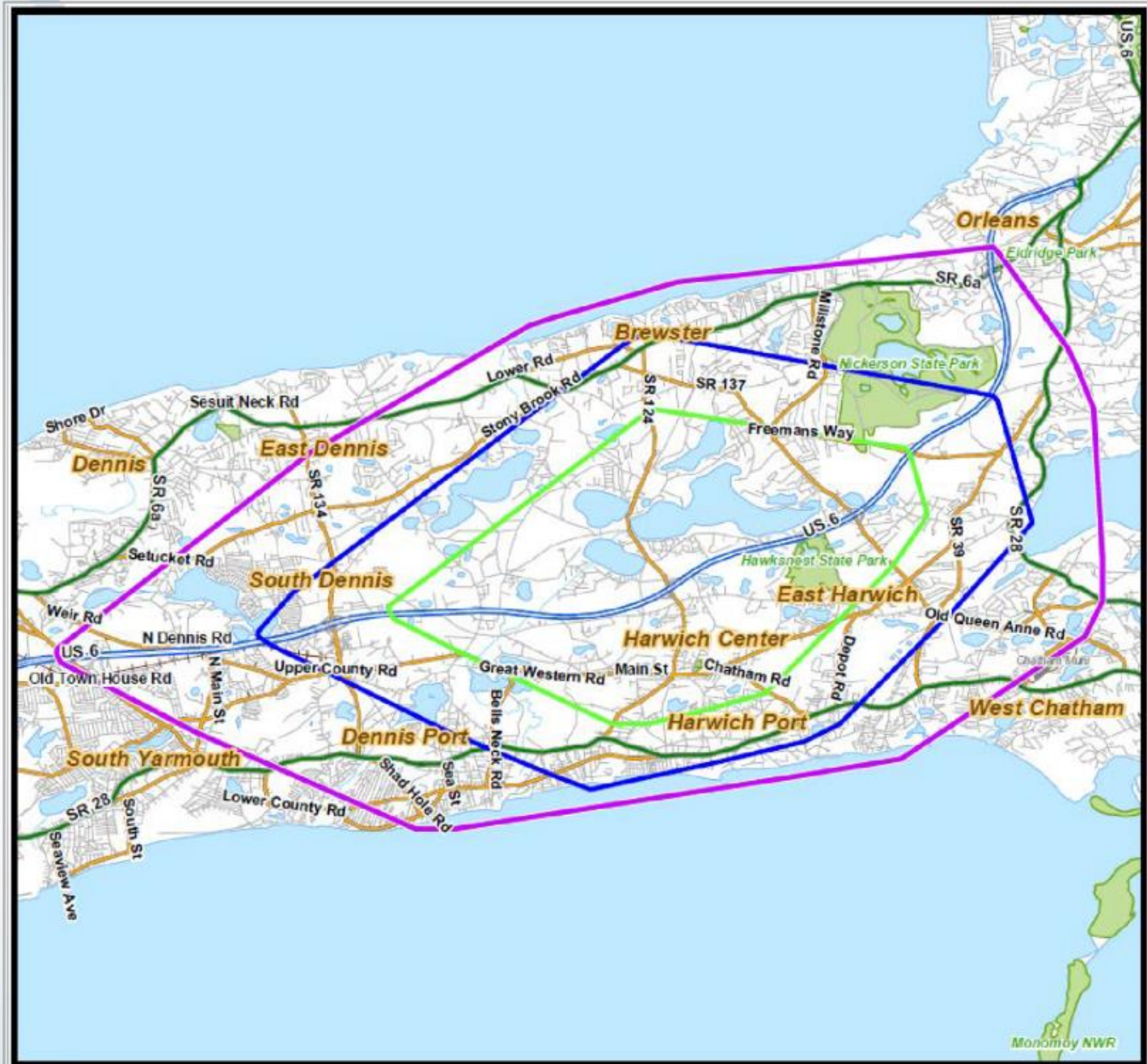
July 2017

- Proposed Site
- Predicted Area
- Drive Times**
- 5 Minutes
- 7 Minutes
- 10 Minutes & Predicted

- Road Classification**
- Limited Access Freeway
- Highway
- Secondary Roads
- Local Roads



page 5



COMMUNITY DEMOGRAPHICS

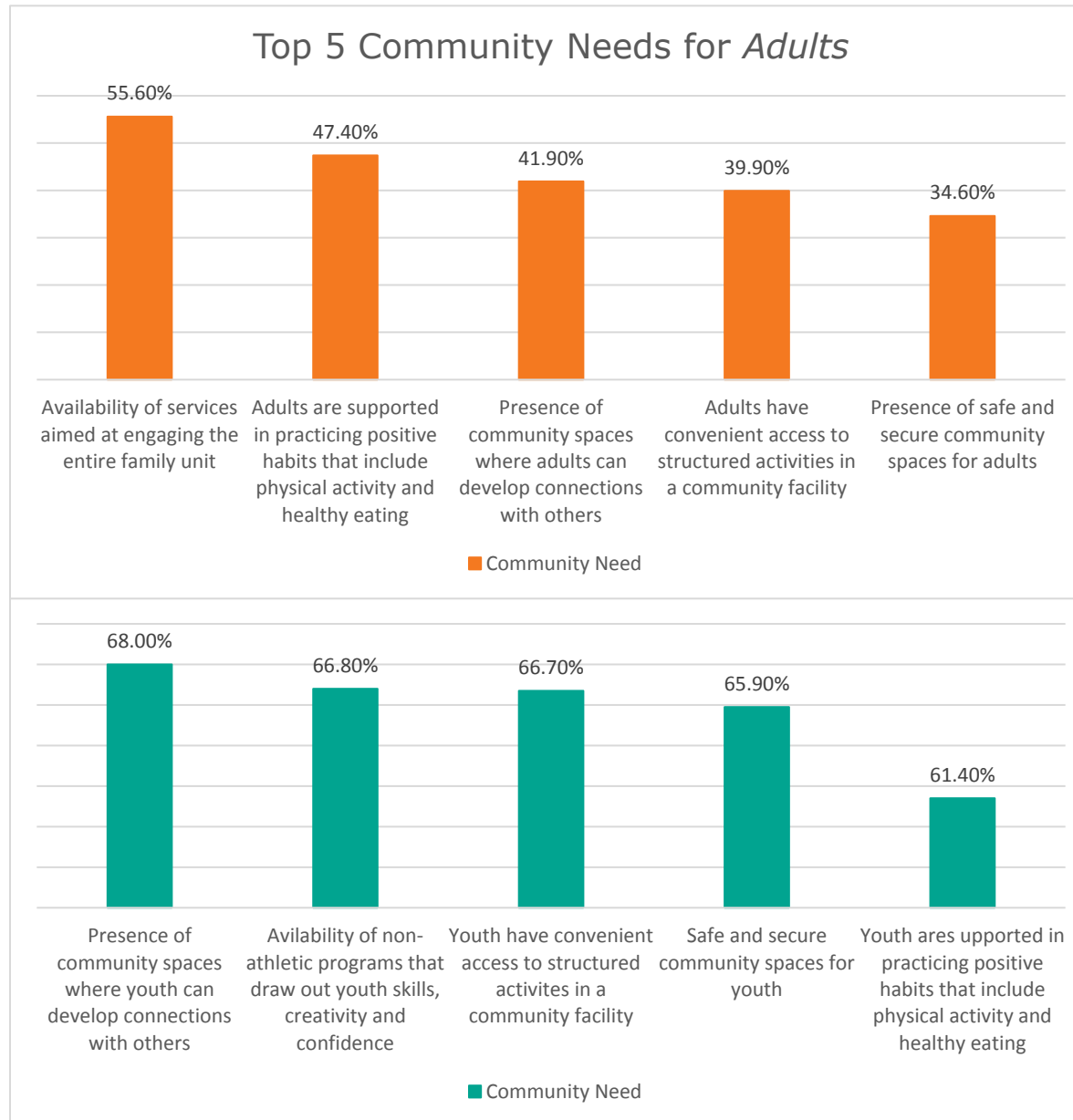
summary
predictions

July 2017

proposed site	
Total Area (sq.miles)	75.5
Total Number of Households	18,440
Household Density (per sq. mile)	244
Predicted Households	1,766
Predicted Penetration	9.6%
Potential Overlap Membership	41
Net New Member HHs	1,725

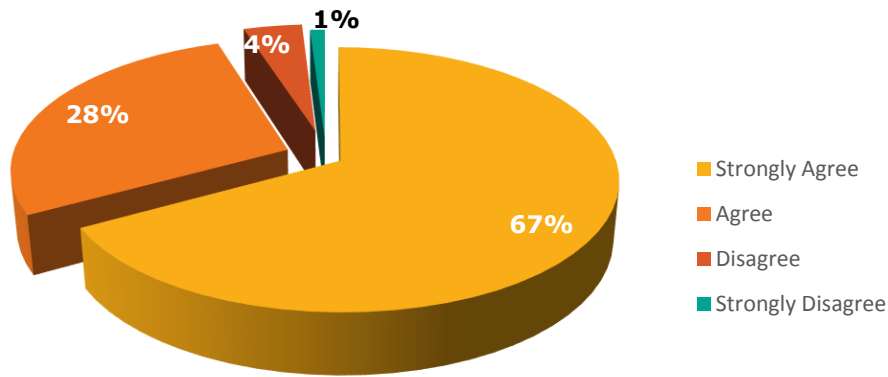
ONLINE COMMUNITY NEEDS ASSESSMENT

Based on the 813 community members who responded to the survey conducted Jan-Feb 2018.

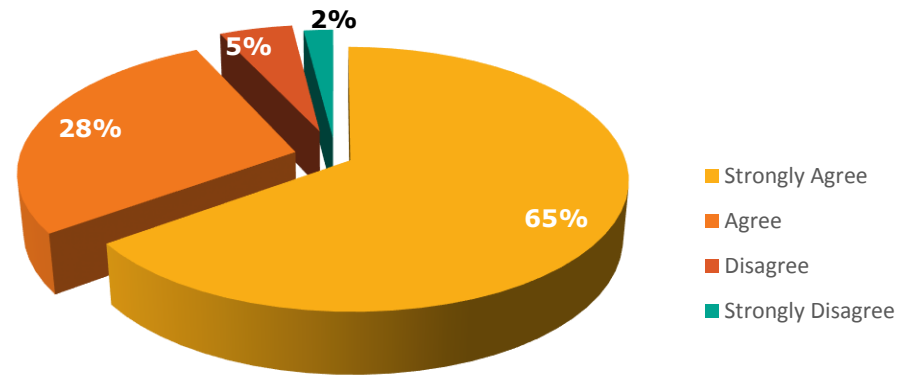


ONLINE COMMUNITY NEEDS ASSESSMENT

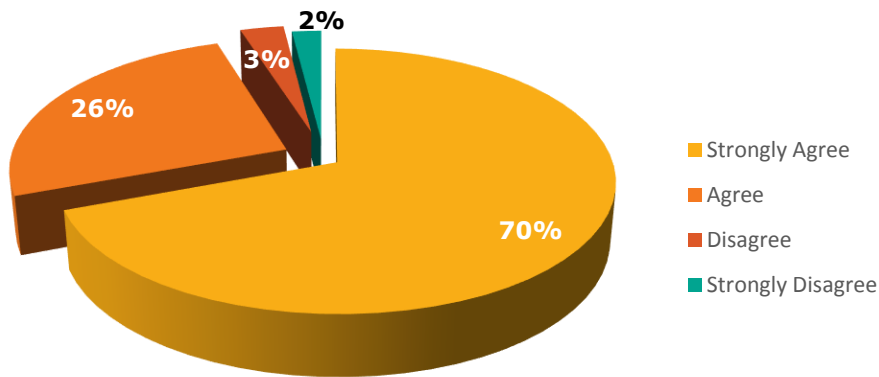
The YMCA helps strengthen community



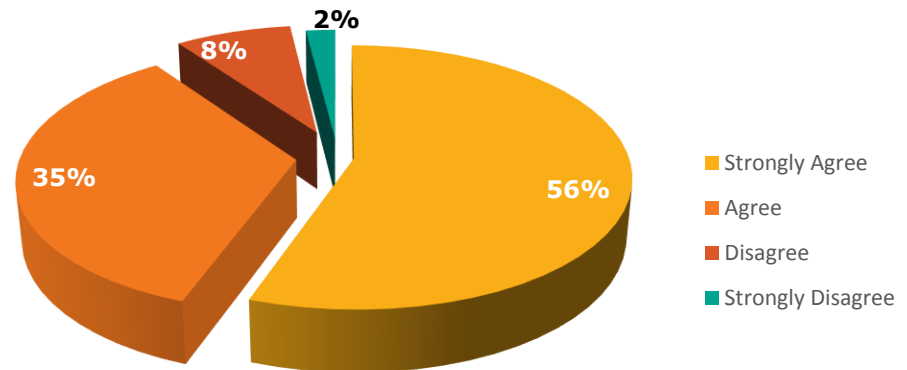
The YMCA is an important community resource for nurturing the potential of every child



The YMCA is an important resource for improving the health and well-being of the community



The YMCA provides people an opportunity to give back and support their neighborhood



COMMUNITY DISCUSSION GROUPS – Living Healthier, Engaging the Family and Programming for Youth

TOP IDENTIFIED COMMUNITY NEEDS	COMMON SAMPLE SUGGESTIONS
<p>Community Space</p> <p>Presence of community spaces where youth can develop connections with others.</p>	<ul style="list-style-type: none">• Youth and Teen Center• Game Room• Child Care• Summer programming• Intergenerational programming
<p>Non-Athletic Programs</p> <p>Availability of non-athletic programs that teach/support skills, creativity and confidence.</p>	<ul style="list-style-type: none">• Art, music, and dance• Homework help and tutoring• Cooking• Outdoor activities• Activities during the winter months
<p>Family Involvement</p> <p>Variety of services aimed at engaging the entire family unit.</p>	<ul style="list-style-type: none">• Swimming• Outdoor and winter activities• Family fitness activities• Child Watch• Volunteer opportunities• Social events• Schedules that allow families to participate in individual programs as well as together
<p>Healthy Living</p> <p>Support to practice positive habits that include physical activity and healthy eating.</p>	<ul style="list-style-type: none">• Wellness and fitness programs• Yoga, Tai Chi, and Mindfulness• Sports leagues for all levels that are fun and non-traditional• Swimming and water activities• Fitness center• Groups and clubs that connect individuals around an area of interest such as walking and running

COMMUNITY LEADERS FORUM

AREA ADDRESSED	DISCUSSION QUESTION	KEY HIGHLIGHTS
CONFIRMING NEEDS	What else should the Y consider when addressing community needs?	<ul style="list-style-type: none">• Transportation• Affordability of programs and services• Housing• Platform for sharing resources that already exist and process to leverage those resources• Intramural sports for smaller school districts
PROGRAMS AND RESOURCES	What specific programs and resources could the Y help to develop to address the needs identified in the survey?	<ul style="list-style-type: none">• Programs for children with special needs• Continuing education• Food programs• Intergenerational programming to connect seniors to youth and build skills• Resources and programs for families facing trauma• Substance abuse prevention
FACILITIES	Building a facility with a pool has been a continued conversation for consideration, what are the pros and cons from your perspective?	<ul style="list-style-type: none">• Pool will be critical to the success of the development of a new Y in this region• Year round need for aquatic programming• Supports the Y's focus on healthy living• Ability to partner to provide needed space for high school swim teams, therapeutic, and special needs programs
WORKING TOGETHER	The Y's responsibility is to serve as a strategic partner in the community to help address the issues identified. As we prepare to move forward what advice would you offer to ensure success?	<ul style="list-style-type: none">• Open and continued communication• Do not duplicate programs and services but work in collaboration with others• Insure that this as a regional approach and not owned by one town• Partner with health care agencies looking for community-based space• Fully research community organizations and town offerings to determine where there may be a gap in service

SUMMARY

General Conclusions

1. The top identified community needs match up well with the Y's cause of strengthening community through youth development, healthy living, and social responsibility. Additionally, these top needs are addressed in the Y's current strategic plan.
2. There are immediate opportunities for the Y to bring affordable programs and services to the towns on the Lower Cape and many spaces that may be available for programming. Swim lessons, exercise and health and wellness programs, summer programming, and child care were cited as examples. In addition, the lack of programs and activities during the winter months on the Cape can result in negative behaviors and the Y is seen as one way to begin to address this issue that is of great concern to parents.
3. A recurring theme throughout the research was the significant support for building a facility with a pool to serve as a community gathering place and central location.
4. The Y is seen as an organization that changes lives, and without a Y, our kids are missing out.
5. Strong interest was expressed for a convenient and safe community center where youth, families, adults, and seniors can connect and create a greater sense of belonging.
6. The Y was encouraged to be a strategic partner, collaborator, and convener with schools, other nonprofits, and various community organizations and businesses to provide programs, services, and facilities to address top community needs. These collaborations should work to fill the identified gaps, strive to support existing organizations, and not compete.