

Placer County | Multigenerational Community Center Feasibility Study

Community Workshop #2 | September 9, 2015



Introductions



County of Placer

COUNTY REPRESENTATIVES:

JIM HOLMES; PC SUPERVISOR

PAUL BRECKENRIDGE; CAPITAL IMPROVEMENTS DIV.



FEASIBILITY STUDY TEAM:

JORDAN KNIGHTON

DEREK LABRECQUE



Agenda

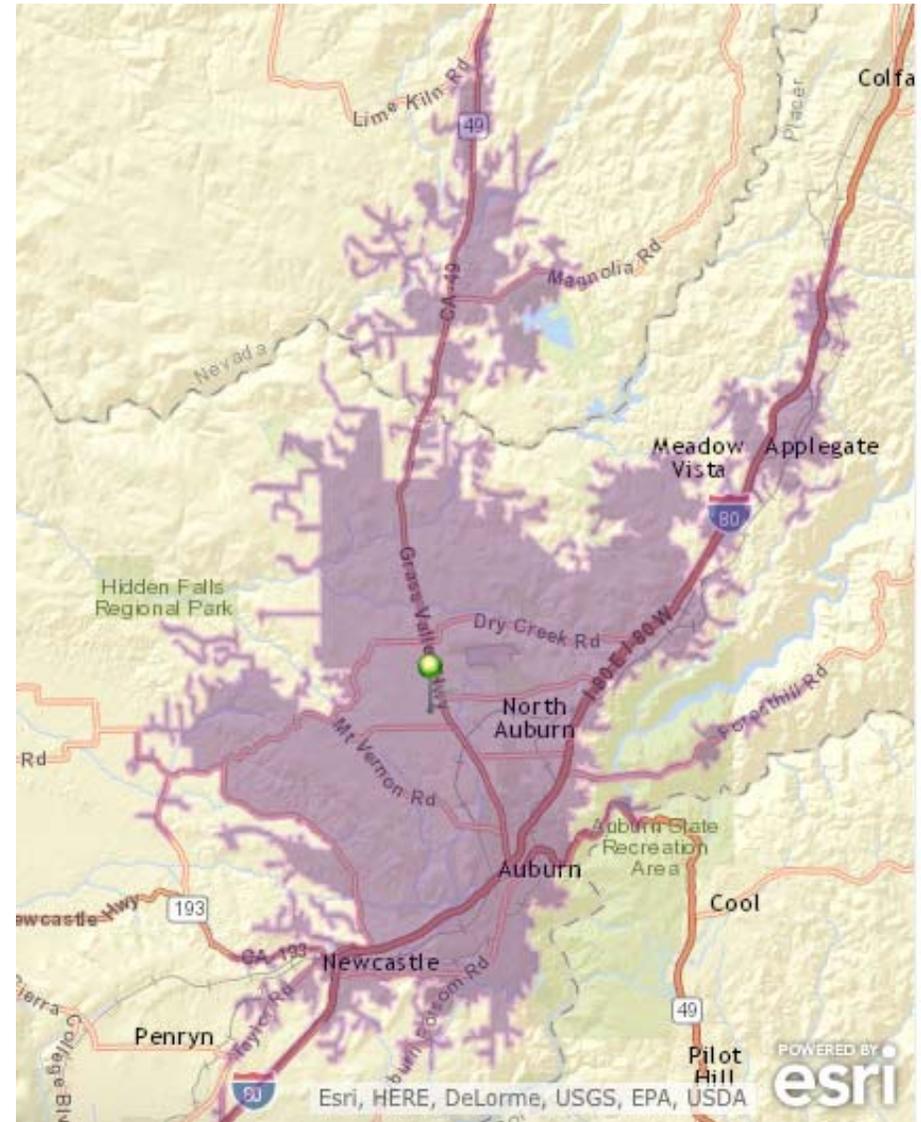
- 6:00 PM Introductions
- 6:05 PM Feasibility Study Overview
- 6:10 PM Committee Reflections
- 6:20 PM Activity & Demographic Trends
- 6:40 PM Community Center Trends
- 7:00 PM Multigenerational Community Center Program Concept
- 7:10 PM SMALL GROUP ACTIVITY
- 7.30 PM REPORTING OUT
- 8:00 PM Adjourn



Multigenerational Community Center

Why a Feasibility Study?

- Community center opportunities discussed for many years
- Recent Board of Supervisor Actions at the Government Center
- Placer County Government Center Master Plan
- Community Partners and Local Agencies
- Community Engagement and Feedback
- Potential wide-ranging community benefits



Multigenerational Community Center

Mission of the Feasibility Study

Through a community-inclusive process, determine the viability of a potential community center that provides programs for a wide range of ages in the greater Auburn area.

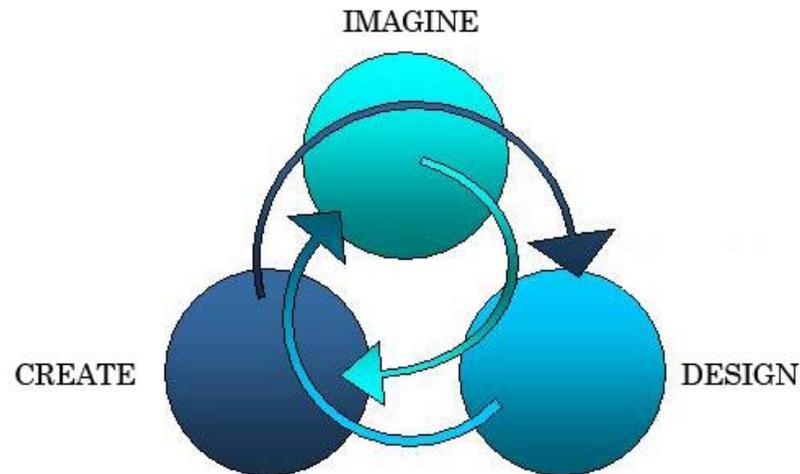
Purpose of the Feasibility Study

The feasibility study will identify the need for a community center and, if found to be needed, creates a vision, describes opportunities & constraints, costs and potential funding sources for identified project options.



Feasibility Study | Approach

IMAGINE	Step 1. Capture the Big Picture “Vision”	June
	Step 2. Identify Community Goals & Needs	July – September
DESIGN	Step 3. Assess Existing Assets & Partnerships	July – September
	Step 4. Develop Economics Analysis	August – September
CREATE	Step 5. Document Feasibility Study	October
	Step 6. Review & Approve	November

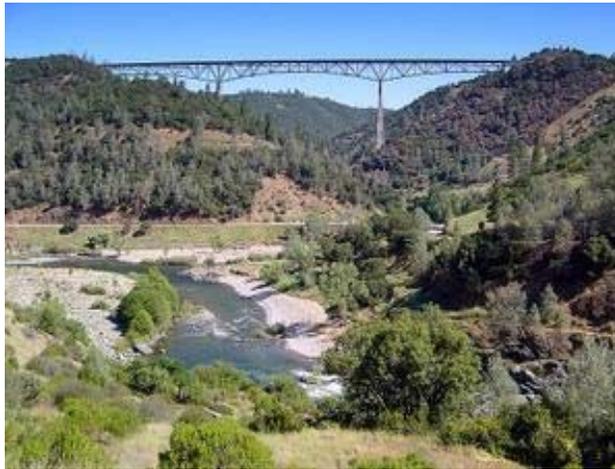


Anticipated Outcomes

To define a sustainable solution for a Multigenerational Community Center / Services enriching the greater Auburn region that seeks a balance between the:



Social



Environmental



Economical

Advisory Committee

ADVISORY COMMITTEE MEMBERS

ACKERMAN SCHOOL DISTRICT
AUBURN UNION ESD
AUBURN RECREATION DISTRICT

BOYS AND GIRLS CLUB OF PC
CITY OF AUBURN
PLACER UNION HSD

PLACER UNION HSD- STUDENTS

SENIORS FIRST
SHELLITO CONSULTING

GARY YEE
SCOTT BENTLEY
KAHL MUSCOTT &
PAMELA VANN
RANDY TOOKER
BRIDGET POWERS
GEORGE SZIRAKI &
BILL BETTENCOURT
KAITLYN ZIARKOWSKI
& JEREMY LILLIS
JAMEE HORNING
MIKE SHELLITO

PLACER COUNTY REPRESENTATIVES:

PC SUPERVISOR
PC CAPITAL IMPROVEMENTS DIV.
PC CAPITAL IMPROVEMENTS DIV.

JIM HOLMES
ROB UNHOLZ
PAUL BRECKENRIDGE

FEASIBILITY STUDY TEAM:

JK ARCHITECTURE PARTNERSHIP
JK ARCHITECTURE PARTNERSHIP
JK ARCHITECTURE PARTNERSHIP

JORDAN KNIGHTON
DEREK LABRECQUE
TRISH DAWSON



Advisory Committee Reflections

The Vision for our Multigenerational Community Center is to create enriching experiences & connections through collaboration

- Connecting the Community
- Multigenerational Experiences
- Collaboration; Sharing & Synergy
- Heart of the Community
- Make lives better & community more livable
- Sustaining Pride of Ownership
- The Whole Person & Family
- Mind + Body + Spirit



Community Workshop | Reflections

Multi-Generational and Multifunctional to promote interaction

- Warm and inviting
- Create a Town Center, Community Hub
- Technology Room - Computers
- Multi-use rooms – Meetings, Art, Games, Educational & Tutoring opportunities
- Expandable to flexible outdoor spaces
- Community Garden
- Kitchen, food service
- Progressive programming – grows with you, age specific and multigenerational
- Allow pets
- Childcare
- Teen Center
- Senior Center



Community Workshop | Reflections

Performing Arts

- Multi-purpose venue – Movies, Small Performances, Weddings, Graduations
- Outdoor entertainment area

Healthy Community

- Exercise room
- Aquatic center
- Walking track
- Outdoor activities – Tennis, pickleball, par course, volleyball, sports courts
- Park area, play area/structure
- Meditation garden
- Safe place to be

Joint Use / Programing / Services

- Centrally located in the community
- Public / Private Transportation options
- Provide facilities that go beyond ADA
- Find opportunities for re-use of existing facilities and programs, both Youth and Senior
- Fiscally responsible, generate revenue, long term stability
- Collaboration between non-profits and public agencies



Activity & Demographic Trends



Overall Programming Trends

- Fitness and outdoor sports remain steady
- Racquet, team, water sports increasing
- Individual sports declining
- **Projected Trends: Intergenerational programming focused on health & fitness, mommy fitness, and life sports.**

Category	Activities
Individual Sports	Archery, Billiards/Pool, Bowling, Boxing, Darts, Horseback Riding, Skateboarding, Trail Running, Martial Arts
Racquet Sports	Badminton, Tennis, Racquetball, Squash, Table Tennis
Team Sports	Baseball, Basketball, Cheerleading, Hockey, Football, Lacrosse, Rugby, Soccer, Softball, Track & Field, Volleyball, Wrestling
Outdoor Sports	Backpacking, Bicycling (Road & Mountain), Birdwatching, Fishing, Hiking, Hunting, Shooting, Skiing/Snowboarding, Snowshoeing
Water Sports	Sailing, Canoeing, Jet Skiing/Motor Boating, Kayaking, Rafting, Scuba Diving, Paddling, Surfing, Wakeboarding, Water Skiing
Fitness Sports	Running/Jogging, Aerobics, Swimming, Walking for Fitness, Pilates, Yoga, Weight Lifting, Gym Machine Exercises

Source: The Sports and Fitness Industry Association, 2013.

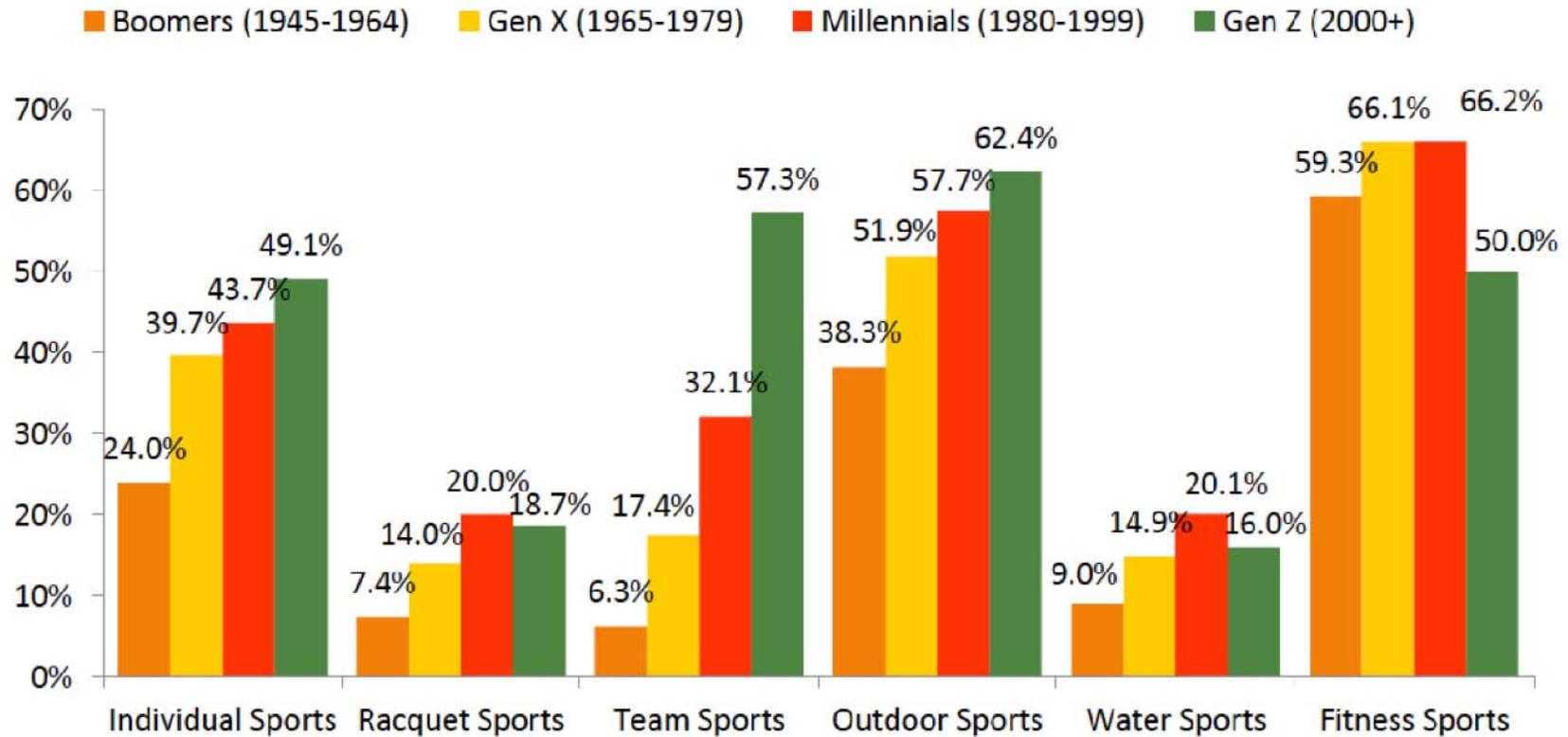
Generational Definitions

Generation	Born Between [1]	Age Range	Overview	Values	Image	Learning Environment
Baby Boomers	1946 to 1964	50s to 60s	Nearly 70 million Boomes will retire next 10 yrs. Often working later in life.	Idealism, Creativity, Tolerance & Freedom	"Active" instead of "Seniors"	Relaxed & Structured
Generation X	1965 to 1979	30s to 40s	Often overlooked because of much larger preceding & ensuing generations.	Contribution, Feedback, Recognition, Autonomy & Time	Productive & Problem Solver	Spontaneous & Interactive
Generation Y (Millennials)	1980 to 1994	20s to early 30s	Most diverse generation. Will comprise 46% of US workforce by 2020.	Self-Expression & Lifestyle Enjoyment	Fun & Flexible Individuals	Multi-Sensory & Visual
Generation Z	1995 to 2015	Kids & Teens	Oldest are just entering workforce. Still too young and new to identify values and desires.	N/A	N/A	Student-Centric & Kinesthetic

[1] Years may vary slightly depending on source. Some generations slightly overlap.

Source: Journal of Applied Business and Economics, Multi-Generational Marketing: Descriptions, Characteristics, Lifestyles, and Attitudes, Vol. 11(2).

Participation by Generation



Source: 2015 Physical Activity Council Report

Boomer Current Activity Interests

- **Working Later in Life**
- **Can also have aging parents**

Health & Fitness Activities	Other Activities	Media & Technology Interests
Walking, Cardiovascular Equipment Workouts, Strength/Weight Training, Water Aerobics, Exercise Classes, Water-Based Fitness, Swimming	Ceramics, Pottery, Clayworks, Painting & Drawing, Wood Crafting, Stained Glass Making, Knitting, Café Meetings	General Computer Technology, Photography, Computer Graphics, Desktop Publishing, Television/Cable TV Programming

Sources: 2015 Physical Activity Council Report, PRNewswire.com: "Active Recreation Tops Lifestyle Desires for Over-55 Crowd and Baby Boomers"

Gen X Current Activity Interests

Health & Fitness Activities	Other Activities	Media & Technology Interests
Swimming, Working Out Using Weights and/or Machines, Running/Jogging, Yoga & Mommy Fitness	Concerts, Music, Reading/Book Clubs, Community Service Groups, Attending Cultural Events	Television, Movies, Internet, Social Networking

Sources: 2015 Physical Activity Council Report, University of Michigan Institute for Social Research: "The Generation X Report"

Gen Y Current Activity Interests

Health & Fitness Activities	Other Activities	Media & Technology Interests
Swimming, Running, Jogging, Working Out Using Weights or Machines, Yoga & Mommy Fitness	Dancing, Cooking, Playing/Listening to Music, Reading	Television, Internet, Social Networking, Video/Computer Games, Movies, Photography

Sources: 2015 Physical Activity Council Report, Urban Land Institute: "Generation Y: Shopping and Entertainment in the Digital Age"

Gen Z Current Activity Interests

- **Too young to define many traits**

Health & Fitness Activities	Other Activities [1]	Media & Technology Interests [1]
Weight-Lifting, Swimming, Martial Arts, Bicycling, Running, Jogging, Soccer, Basketball	N/A	N/A

[1] Generation Z is too young and new to identify activities or media and technology interests.

Source: 2015 Physical Activity Council Report

North Auburn Current Demographics (2020)

	Demographic Category	North Auburn (PMA)	California
<ul style="list-style-type: none"> Higher population growth rate. 		<u>Estimated % Change (2015-2020)</u>	
	Population	4.1%	3.7%
<ul style="list-style-type: none"> Increase in Hispanic population. 	Hispanic/Latino Population	14.8%	7.9%
	Median Household Income	20.4%	18.0%
	Average Home Value	14.4%	14.2%
	Total Households	4.8%	3.8%
<ul style="list-style-type: none"> Increasing share of non-family households. 	Family Households	4.7%	3.9%
	Non-Family Households	5.0%	3.5%
	Average Household Size	-0.4%	0.3%
<ul style="list-style-type: none"> Relatively small number of Gen Y & Gen Z. 	Median Age	2.9%	2.5%
		<u>% of 2020 Population</u>	
<ul style="list-style-type: none"> Relatively large share of Boomer & Greatest Generation. 	Age Distribution:		
	Under 24 (Gen Z)	24.0%	32.2%
	25 to 39 (Gen Y)	15.5%	22.7%
	40 to 54 (Gen X)	17.0%	18.6%
	55 to 74 (Boomer)	32.3%	20.6%
	75 + (Greatest Generation)	11.2%	6.0%

Source: Esri

Trends & Takeaways

- Intergenerational programming focused on health & fitness, mommy fitness, and life sports.
- North Auburn residents are older and less diverse than California as a whole but are also more outdoorsy, fitness-oriented, and participate in other activities at higher rates.
- 5 years from now, North Auburn is expected to become more Hispanic but remain a relatively mature community in terms of age.
- Traits:
 - Boomers: Relaxed & Structured
 - Generation X: Spontaneous & Interactive
 - Generation Y: Multi-Sensory & Visual
 - Generation Z: Student-Centric & Kinesthetic

Community Center | Trends



Truckee Recreation & Community Center



LOCATION Truckee, CA

SIZE 100,000+sf

FACILITIES District Office
Classrooms
Meeting Rooms
Gym
Fitness Area
Running Track
Kitchen
Playground

Public Community Resort Center



Ashland Youth Center



LOCATION San Leandro, CA

SIZE 32,000sf

FACILITIES
Community Health Clinic
Classrooms
Library
Children's Day Care Facility
Multi-Media Production Rooms
Dance Studio/Multipurpose Space
Fitness Room
Cafe

Youth & Community Services Center



Fullerton Multigenerational Community Center



LOCATION Fullerton, CA

SIZE 59,000sf

FACILITIES Natatorium
Fitness Room
Multipurpose Room
Full Kitchen
Double Gymnasium
Computer Teaching Room
Classrooms
Billiards Room
Game Room
Arts and Crafts Rooms
Lounges
Library

Community Programs + Senior Center + Boys & Girls Club



Citrus Heights Community Center



LOCATION Citrus Heights, CA

SIZE 29,173sf

FACILITIES Multipurpose Room
Meeting Rooms
Conference Rooms
Full Kitchen
Teen Center
Senior Center
Sitting Room

Community + Funding Resource



West Sac Community Center



LOCATION	West Sacramento, CA
SIZE	21,000sf
FACILITIES	Lobby/Cafe Historical Gallery Art Gallery Conference Room Classrooms Senior Lounge, Multipurpose Room Kitchenette, Early Childhood Recreation Play Yard Fitness Facilities, Arts and Crafts Space Theater

Culture + Fitness + Entertainment



Playgrounds...For all Ages.



Image by Public Radio International.

“In Spain, where the population is aging, senior-citizen playgrounds have been popping up for a while. Not only do they provide a place for folks to enjoy physical activity, they also offer an opportunity for socializing.”



Folks playing at a senior playground in London. More of these in the U.S., please! Photo by Oli Scarff/Staff/Getty Images.

“The nonprofit KaBOOM!, which generally builds kids' playgrounds, partnered up with Humana [to build intergenerational playgrounds around the United States](#). So far, they've built over 50. These playgrounds are created with people of all ages in mind.”

Community Center | Trends



Supporting the Whole Person + Family
Mind + Body + Spirit

	Truckee Recreation and Community Center	Ashland Youth and Community Services Center	Pleasanton Senior Center	Pleasanton Fire House Youth and Community Arts Center	Fullerton Multigenerational Community Center	Emeryville Center of Community Life	Citrus Heights Community Center	West Sacramento Community Center	Auburn Multigenerational Community Center
BODILY-KINESTHETICS									
Body Smart									
Outdoor Fitness									X
Outdoor Sports									X
Aquatics									X
Indoor Fitness									X
Indoor Sports									
INTERPERSONAL									
People Smart									
Social Gathering - Large									X
Social Gathering - small									X
Performances / Lectures	Future								X
Outdoor Gathering Spaces									X
Playground									
VERBAL-LINGUISTICS									
Word Smart									
Reading - Quiet Area									X
Library									X
LOGICAL-MATHEMATICS									
Logic Smart									
Technology - Hacker Lab									X
NATURALISTIC									
Nature Smart									
Gardening									X
Outdoor - Personal Reflection									X
INTRAPERSONAL									
Self Smart									
Classrooms									X
Maker Space									X
Healthcare									X
VISUAL-SPATIAL									
Picture Smart									
Multi-Media Production									X
MUSICAL									
Music Smart									
Performance + Concerts	Future								X

Multigenerational Center | Program Concept

	CAPACITY	CONCEPT PROGRAM (SF)	CONFIRM PROGRAM (Y/N)	PRIORITIZATION (HIGH 5 - LOW 1)
BODY FITNESS WELLNESS				
OUTDOOR FITNESS				
• Walking Paths				
• Aquatics facility; Therapy/Recreation Pool, Splash Park, Lap Pool		15,000		
• Playground				
INDOOR FITNESS				
• Fitness Classes – Aerobics, Yoga/Palates/Martial Arts, Family Oriented Options	2 Rooms / 30 Occ. Each	3,000		
• Individual Fitness – Weight Training, Cardio Equipment	1 Room / 50 Occ.	2,500		
SERVICES				
• Transit Hub	Office / Lobby	500		
• Public Health Partnerships	1 Exam / Lobby	500		
• Childcare	50 Occ.	1,800		
• Aging Adult Care	50 Occ.	1,800		
MIND ENRICHMENT EXPLORATION				
EDUCATIONAL				
• Classroom/Conference Spaces - Enrichment Programs	2 Rooms / 30 Occ.	3,000		
• Maker Labs				
• Technology Lab – Computers, Printers, High Tech Equipment	1 Lab / 20 Occ.	1,500		
• Multimedia Lab – Photography, Film Making, Video Production	1 Lab / 20 Occ.	1,500		
• Arts Lab – Clay Works, Textile Arts, Crafts, Fine Arts, Culinary	1 Lab / 20 Occ.	1,500		
SERVICES				
• Sharing Library, Reading Room, Exhibit Space		5,000		
• Community Garden				
• Museum		1,500		
SPIRIT COMMUNITY SOCIALIZATION				
SMALL GROUP GATHERING				
• Meditation Garden				
• Café / Internt Café, Patio (Adjacent to Transit Hub)	50 Occ.	1,000		
• Senior Center	50 Occ.	2,500		
• Teen Center, Internet Café style, outdoor gathering space	30 Occ.	1,500		
LARGE GROUP GATHERING				
• Banquet/Conference Facilities (Possibly combined with performance or sports activities)	Seat 800 Occ. / Kitchen	20,000		
• Performance Arts Space	Seat 300 Occ.	10,000		
• Outdoor Amphitheater	300 Occ.	10,000		

Small Group Activities

Discuss with your table/group the following questions:

- Does the Program Concept identify the appropriate proposed facilities & services?
- How would you rank them based upon priority? (Top 5 – Low 1)
- Would you support a monthly or drop-in fee if the center had the programs and facilities that supported your interests?

Feasibility Study | Next Steps

Advisory Committee Workshop #4: Economic Strategies & Feasibility Concepts

Community Workshop #3: Feasibility Concepts

Wednesday October 14th – 6-8pm

Location TBD

Advisory Committee Workshop #5: Feasibility Recommendations

