

TOWN OF RYE, NEW HAMPSHIRE



**Recreation
Department
Master Plan**

2011



RECREATION DEPARTMENT MASTER PLAN 2011

Prepared under the direction and support of:

The Recreation Commission:

Janet Stevens, Chairperson
Bob Blanchard
Stacey Brooks
Mark Luz
John Sexton
Jim Sullivan
Keriann Roman

Past Recreation Commission Members

Stephen King
Jennifer Madden
Gregg Mikolaities
Paul Mackey
Victoria Loring

The Recreation Department Staff, especially:

Lee Arthur, Recreation Director
Janice Ireland, Administrative and Programs Assistant

Prepared by:

Marty Klenke, Strategic Reach Consulting LLC
Financial and Operational Planning, Controls and Management Consulting
PO Box 1072, Rye, NH 03870

Linda Roughsedge, Ocean Graphics, www.oceangraphicsnh.com
21 Alexander Drive, Hampton, NH 03842



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History & Background

Rye Recreation Commission (RRC) Vision:

“Recreation provides a critical foundation for the quality of life that makes Rye unique. Recreation is essential to the health and well-being of the individual residents and the community of Rye. Recreation activities and services have far-reaching personal, social, economic and environmental benefits. The role of the Rye Recreation Department is to ensure that a broad range of recreation opportunities are available and accessible for all residents and that these are consistent with the needs and interests of the community and the space and resources available.”

Authority

The Recreation Department of the Town of Rye operates under the direction of the Rye Recreation Commission (RRC) founded in 1964. The RRC has jurisdiction under RSA Title III, Chapter 35-B, Public Recreation and Parks. It is responsible for land and facilities reserved for recreational use and providing leisure-time services to the residents of Rye. The RRC develops and enforces policies and procedures as well as plays a strong management role within the Recreation Department. The Commission is comprised of an active group of seven volunteer citizens that meet monthly to conduct business. Each meeting is open to the public and interested persons are welcome to attend and encouraged to contribute thoughts and ideas toward making Rye a more vibrant community.

Overall Planning Objective

A large part of the Commission’s duties involves overseeing operations and making budget and policy decisions to support the current active recreation services and activities. A planning role is also important to ensure the current and longer term service objectives are and/or will be met. The Commission initiated an extensive survey of citizen’s interests, wants and needs in 2007, the summary of which is



presented below and full details can be found in Appendix 1. During the three years following the survey, the Commission has formulated plans and taken actions toward achieving many of those services that were requested by the citizens.

This Master Plan is intended to review and publish the Rye Recreation Department (RRD) short and long term goals, based on overall objectives established in the Town’s Master Plan (2006) and as suggested by citizens. This Master Plan will also benchmark participation and achievements towards those goals and confirm priorities. All of this must be viewed in context with the local economic, social and political realities of the community.

The Community

Rye is a community with one of the most desirable settings along the Seacoast. It immediately attracts the attention of visitors with open space, beaches and state parks. The center of Rye displays a very “New England” feel; with the brick faced Library and Junior High School, plus the large steeple of the Congregational Church and vintage Town Hall add to that character. The median household income of Rye residents is in line with that of neighboring towns. However, as a group the seacoast towns substantially exceed that of the State median household income. The data shows that Rye is one of the safest communities in terms of having a lower crime rate than neighboring towns (See Fig. 1 on next page).

In part, one should consider recreational and youth programs/activities as playing an important role in child development. We believe that RRD services and programs are having positive impact on the development of the Rye youth population. These services and programs also encourages a sense of community and neighbor support among adults.

Fig. 1

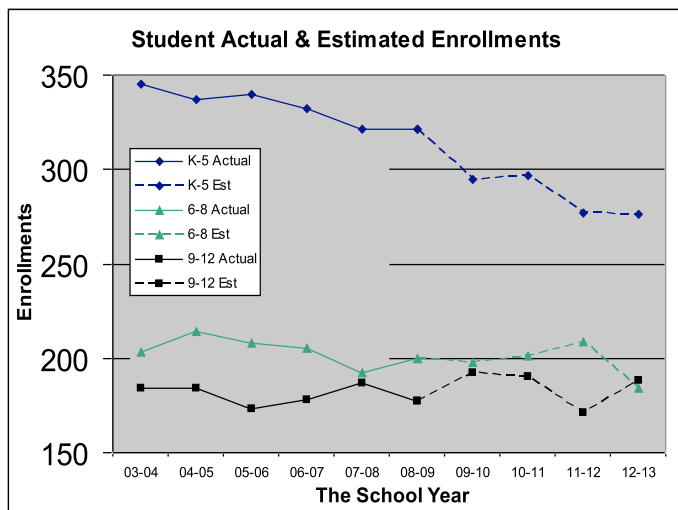
	Rye	New Castle	Greenland	North Hampton	Portsmouth
Population	5,169	1,031	3,442	4,565	20,579
Med. Age	44.4	49.6	38.1	42.3	38.5
Med. Income	\$76,195	\$100,997	\$75,013	\$80,471	\$58,417
Crime Rate**	.590	NA	.722	.991	1.977
Officers/1k	1.75	NA	2.03	2.65	3.04

*Data is 2009 unless otherwise indicated

** Three year average crimes per 1000 population

NA = not available

Core programs have been in place for at least 10 years, are well attended and the community has become accustomed to having these programs offered on a regular basis. The Rye After School Program (RAP) is a flagship program and a good example of core services and activities allowing adult parent residents flexibility to develop daily work-life schedules extending beyond a typical school day. The school aged youth population of Rye is expected to gradually decline through 2021, as it has over the past ten years. The Rye School Board estimates progression ratios of student enrollments, based on State information on births and enrollment data, from 2008 and 2009 respectively (latest available). The chart below provides the actual and estimated (solid versus broken lines) student populations for the three populations: K-5th grade, 6-8th grade, and high school.



These are important groupings for recreation services and programs. It is important to note that the K-5 group is projected to decline by 14% from the June 2009 point. The other populations remain relatively flat during the forecast period. As will be pointed out later, the K-5 grouping are heavy user of RRD services

and programs, particularly the After School Program and Summertime Horyezons Program. These two programs made up 76% of paid fees received in 2010 and included 67 and 274 enrollees, respectively. The market penetration for the After School Program is 22% of available population and, as explained later in more detail, this program is limited by space and staff to a maximum of 60 participants daily. This anticipated decrease in K-5 population should have little effect on the ability to fill this program each year. The Summertime Horyezons Program, on the other hand, includes 6th graders and it is estimated that this program had more than a 60% market penetration. This is a very popular program indeed and may experience some decline in participation as the student population continues to decline.



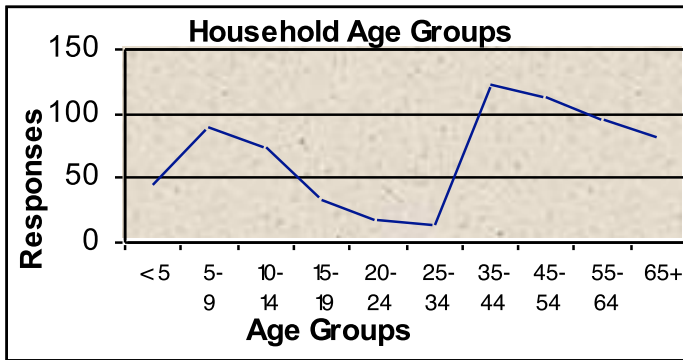
RRD offers many programs and services that will be discussed in this Master Plan. Over the years, a set of core programs have developed from consistent offerings to the community. They represent successful programs that have continued for 10 years or more and have become essential services in the minds of many residents.

We will mention "core programs" from time to time and they include:

- After School Program
- Soccer
- Tennis
- Golf
- Summertime Horyezons
- Yoga
- Babysitter Course
- Basketball
- Art in Bloom
- Skiing/Snowboarding

The Survey

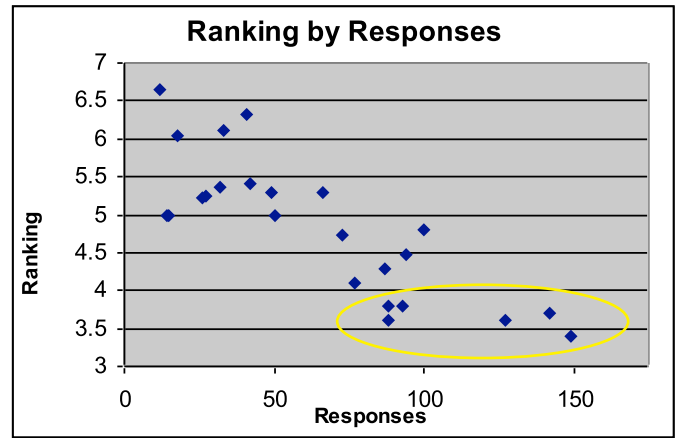
In 2007, the Rye Recreation Department mailed survey forms to all Rye households and received 242 responses, covering a total of 684 citizens. The age dispersion of the respondents, shown in the charts below, was reasonably flat from ages 35 to over 65 suggesting that the survey provided a balance of views between young families and retirement aged individuals. The chart showing Household Age Groupings shows that the population included in the survey is well represented by a bi-modal distribution of individuals within those responding families.



There were 10 questions that ask quantitative and qualitative data:

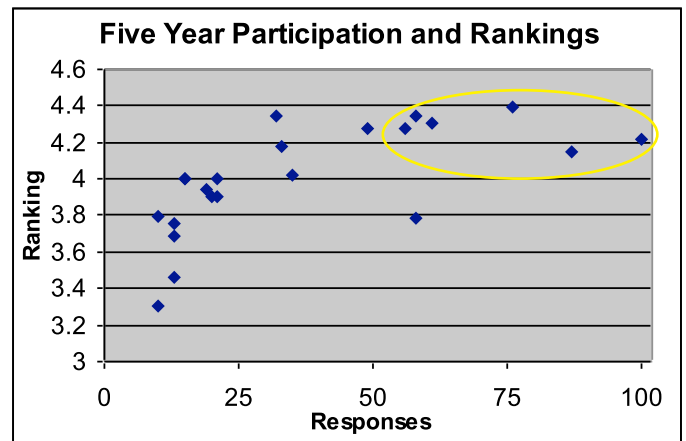
1. Visits within the past year to any of the 21 facilities available:
 - a. 74% had been to Parsons Field (highest quantity), rated 4.1 out of 5
 - b. 26% had visited the outdoor basketball court (lowest quantity), rated 2.58 out of 5
2. Rank from 1 to 10, 26 suggested areas to develop or expand:
 - a. Six highest ranking responses: bike trails, walking paths, open space, outdoor ice rink, community center and outdoor tennis courts.
 - b. The relationship between quantity of responses and rankings held a correlation as show in the scatter diagram (the y axis showing priority - low is highest): 1

It is interesting to note that 5 of the 6 top priority items were outdoor activities, while 17 of the 26 suggested items were outdoor activities. It also appears that respondents, on average, only indicated 6.5 items instead of the requested 10. Perhaps this suggests that a biased result was created because 35% of the respondents didn't provide complete information on this question. Future question-



naires should consider reducing the priority selection to perhaps favorite 3 items.

3. Programs (41 choices) participation over 5 years measured levels of service and requested qualitative data for each:
 - a. There was an average of 3.4 activities per survey response.
 - b. An expected participation to performance curve is shown with a line drawn on the graph (better quality = more participation). RRD scored better than expected overall.
 - c. The 6 programs highest in participants and ranking were: July 4 Celebration, Soccer League, Memorial Day Celebration, After School Program, Soccer Camp and Tennis Lessons.



Question 4 captured "Other" activities with travel outside of Rye that respondents would LIKE to see provided by RRC:

The list top "write-ins":

- Swimming lessons (23 - 10%)
- Fitness (7 - 3%)
- Kayak Lessons (5 - 2%).
- Bus to Red Sox games (10 - 4%)
- Summer Camp Field Trips (5 - 2%)



Walking and bicycle trails were identified in the Rye Town Master Plan as a priority and this question # 5 focused on that concept:

- a. A vast majority of respondents (179 - 75%) stated they wanted "On street (shoulders) bicycle lanes throughout town" (1.3 average priority - 1 = highest).
 - b. Slightly more than half (126 - 53%) valued "Paved off street trails for bicycling, mountain biking, walking and in-line skating" (2.0 priority).
 - c. More (140 - 58%) valued "Unpaved trails for mountain biking, walking, cross country skiing, etc" with a priority of 2.1
6. Communications (question #6) primarily reached respondents by the Town Newsletter (85%), flyer distributions (39%), signs (31%) and word of mouth (28%).
 7. Preferences on how to register for RRD services and programs (question #7) identified registering on-line (31% of votes), mail-in (25% of votes), visit RRD office (13% of votes) or by phone (13% of votes) as key responses.
 8. Regarding payment convenience (question #8), the order ranking was credit card (35% of votes), check (32% of votes), debit card (18% of votes) and cash (15% of votes).
 9. A Yes/No question (#9) revealed 99.5% (183 respondents) said they received good value from the RRD services and programs they experienced, with only 1 respondent stating No.
 10. What prevented most respondents from more participation in RRD services and programs; lack of time (98 - 33%), no interest in offerings (49 - 16%), lack of information (40 - 13%), time not convenient (37 - 12%) and member of private club (28 - 9%).

This Master Plan will consider these inputs in more detail in the Plan Development Section that follows. For now it is important to note that there is 1) substantial agreement on many areas of interest, and 2) the survey method is a very valuable planning tool.

Current Operations

Any good planning exercise will begin with reviewing existing facilities and services to determine how well they are meeting the organization's objectives. This review must consider the past, current and future needs. In the case of the RRD, need is driven to a large degree on population growth, changing demographics as well as the present economic realities. As this Recreational Master Plan is being written, the ten year Census (2010) data is being compiled and town level data is not yet available. The data from the prior Census (2000) and updated estimates from NH are attached in Appendix 2 and they are the basis for demand assumptions and related discussions included herein.

The economic realities of 2011 seem to be transitional, from a very difficult recession in 2009 and 2010, to perhaps a more stable albeit tenuous recovery. The following are two scenarios that project how economic change will affect RRD services and program participation.

High unemployment and underemployment environment go with weak economic growth. Under this scenario more families will move toward two incomes to cover income shortfall. Thereby increasing the need for services that focus on younger children (After School Program, Summertime Horyezons, various sports camps and leagues). Higher cost, discretionary programs may have reduced participation based on family needs to conserve cash. Finding good, willing employees for temporary and part-time work associated with services and programs is not generally a problem in a poor economy.

Stable employment and stable economic growth will encourage more leisure time activities. Perhaps more single income households will develop, reducing the demand for young child activities after school. Fewer people are willing to work the part time and temporary work and better paying positions may be more readily available to that labor pool.

Connecting

Present Day Operations with Survey Results

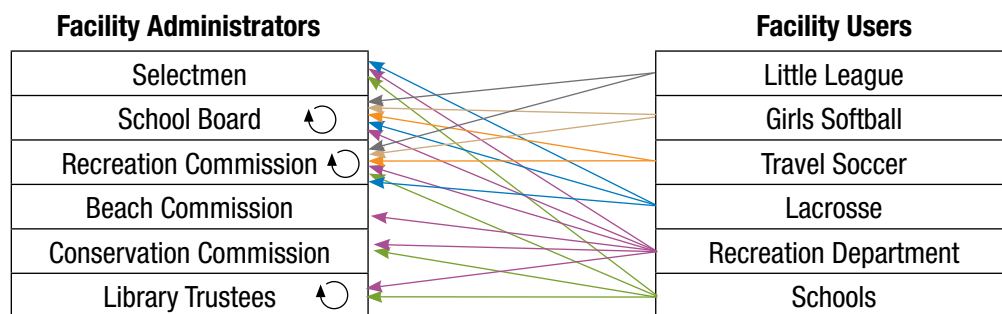
The 2006 Town Master Plan and the 2007 Rye Recreation Survey are somewhat dated based on time but the core themes have not changed. The Town and the Recreation Department have been moving forward fulfilling the expressed vision of the citizenry.

Physical Resources Available for Recreation Services and Programs

The laws of New Hampshire provide that “All public property may be used for leisure time activities, provided that prior approval for its use has been granted by the appropriate authority in charge of that property. A cooperating agency may establish its own system of just compensation for the use of such properties. Similarly, any authority or body in charge of any public property may refuse use of its property for leisure services activities if interference in the intended use of the property would result.” (RSA Title III, Section 35-B:6)

There are a number of public facilities (and authorities) involved in the recreational activities by a number of organizations, including the Rye Recreation Department. Below is a diagram showing a sampling of public facilities; their in charge authorities or administrators on the left and some organizational users on the right. The arrows typify permission requests needed from authorities for the facilities to be used. Walking through an example may help to clarify confusion. Consider that the Recreation Department (next to last box on the right) is obligated to request permission (represented by the arrow lines) from the Facility Administrators on the left (Selectmen, School Board, Beach Commission, Conservation Commission and Library Trustees) for use of any of their facilities.

This diagram raises some overall observations:



- 1) Rye Recreation Department is not the only user of facilities in Rye.
- 2) Town Officials, including the Recreation Department, have considerable challenges in managing numerous requests for use of public facilities.
- 3) There are many activities internal to Administrator's use of their facilities which competes for space use (represented by a circling arrow inside certain boxes to the left).
- 4) Stability of core services and activities that depend on using other authority properties could be at risk of getting "bumped" by another activity.

Recreation Department structural facilities are located at 55 Recreation Road, an ideal spot approximately midway between the northern and southern town lines, boarding Portsmouth and North Hampton respectively. Additionally, the Recreation Department property borders on the Town Forest and is near the marsh land under Conservation easement.

Indoor facilities under the authority of RRD are very limited, and only consist of:

- The Recreation House (24' x 48' = 1,152 square feet) with rated occupancy of 45, has two restrooms.
- A modular building (52' x 14' = 728 square feet) has no restrooms.
- A equipment storage shed, which is unheated is used as a snack shack on a limited basis.

RRD services and programs make good use of Town building assets – the Elementary and Junior High School buildings as well as the Rye Public Library are used for numerous services and programs. Significant plots of public lands and facilities are available for recreational use, including:

- **Flash Jenness Memorial Little League Field**
(Recreation Commission authority)
- **Ralph Morang Athletic Field**
(Recreation Commission authority)
- **Ralph Morang Baseball Diamond**
(Recreation Commission authority)
- **Recreation House**
(Recreation Commission authority)
- **Recreation Modular**
(Recreation Commission authority)
- **Recreation Playground**
(Recreation Commission authority)
- **Recreation Area Basketball Court**
(Recreation Commission authority)
- **Outer Marker Building and Land**
(Recreation Commission authority)
- **Rye Elementary School Gymnasium**
(School Board authority)
- **Rye Elementary School K-3 Upper Playground**
(School Board authority)
- **Rye Elementary School 4-5 Lower Playground**
(School Board authority)
- **Rye Elementary School Lower Baseball Field**
(School Board authority)
- **Lang Corner Athletic Field**
(School Board authority)
- **Lang Corner Baseball Diamond**

- (School Board authority)
- **Rye Junior High School Gymnasium**
(School Board authority)
- **Rye Junior High School Athletic Field**
(School Board authority)
- **Town of Newcastle Recreational Facility**
(New Castle Board of Selectmen authority)
- **Town Forest Trails**
(Conservation Commission authority)
- **Parsons Field**
(Selectmen authority)
- **Cable Road Extension Beach**
(Beach Commission authority)
- **Sawyers Beach**
(Beach Commission authority)
- **Wallis Road Extension Beach**
(Beach Commission authority)

Conservation Land with Potential for Recreational Activities:

Opportunities for outdoors recreation in Rye is provided from a number of land parcels acquired under the supervision of the Town Conservation Commission with community funding \$5 million from a Warrant Article from 2003. Numerous plots of land have been acquired and easements obtained under this funding and are defined by their deeded terms to community service for several purposes, including recreation. The following section discusses some of those parcels and their possible uses:

Parcels acquired with support of federal funding under the “Coastal and Estuarine Land Conservation Program (CELCP) which was established in 2002 to protect coastal and estuarine lands considered important for their ecological, conservation, recreational, historical or aesthetic values. The program provides state and local governments with matching funds to purchase significant coastal and estuarine lands, or conservation easements on such lands, from willing sellers. Lands or conservation easements acquired with CELCP funds are protected in perpetuity so that they may be enjoyed by future generations.” Below is a list of properties that have recent deeds recorded for purchase under this program:

- 12 acres at 200 Locke Road
- 22 Acres at 40 Wallis Road
- 23 Acres at 309 Washington Road

Conservation land purchased outright by the Town of Rye recently without federal funds and without any deeded use restrictions other than standard conservation language:

- 2.8 Acres at 60 Ocean View Avenue
- 0.6 Acres at 47 Appledore Avenue
- 2.0 Acres at 643 Washington Road
- 12 Acres at 75 Recreation Road
- 8 Acres at 485 South Road
- 12 Acres at 42 Morgan Court
- 10 Acres at 15 Airfield Drive
- 10 Acres at 674 Washington Road
- 5 Acres at 540 Washington Road
- 14 Acres at 59 Spring Road

There are other Town properties acquired under Conservation or other provisions dating from before the 2003 Warrant Article that also may be available for recreation purposes. These land resources are generally passive opportunities – that is, available for those inclined to venture on their own for a nature walk, a bike ride or just to sit and watch birds and other wild life. They are also available for use in organized activities or active opportunities – noted herein as “services and programs,” so long as “... they do not interference in the intended use of the property ..”(RSA Title III, Section 35-B:6).

Staffing Considerations and Priorities

Services and programs require staff (employees or volunteers) to lead a specific activity. In the area of services and programs for youth, the Recreation Department’s policy is to utilize some full-time but mostly part-time employees. Currently there are 2 dedicated full-time, 1 shared full-time and 10 part-time employees in the RRD.

Budgets and Funding

The funding for RRD activities are accounted for in three distinct funding pools as follows:

- + Recreation Budget - General fund - funded from taxes
- + Patriotic Purposes Budget - General fund - funded from taxes.
- + Recreation Revolving Budget - Revolving Fund (authorized under RSA Title III, Section 35-B:2). Revenues received from fees and charges for recreation program cost are expended from this fund. The monies are able to accumulate from year to year and are not deemed part of the general fund. Most importantly the fund has to be self supporting.

Dollar Amounts in 000’s

Actual/ Budgets	2008A	2009A	2010A	2011B	Growth
Recreation Exp.	\$ 144.3	\$ 164.6	\$ 189.6	\$ 208.7	10%
Patriotic Exp.	5.2	5.8	6.0	6.8	13%
Total tax funded	\$ 149.5	\$ 170.4	\$ 195.6	\$ 215.5	10%
Revolving Exp	\$ 124.2	\$ 169.5	\$ 199.5	\$ 219.1	10%
Less Paid Fees	155.0	180.3	180.3	219.1	22%
Inc/(Dec) to Revolving	\$ 30.8	\$10.8	\$(19.2)	\$ 0	

- + Recreational expenses (\$208,700 – 2011 budget) are predominately salaries , employee benefits for approximately 1.75 full-time equivalent employee as well as direct costs to supporting the overall policy, procedural and facilities maintenance and administration for RRD.
- + Patriotic Purposes expenses (\$6,800 – 2011 budget) consist of direct costs associated with sponsoring the annual July 4th and Memorial Day events as well as the costs associated with the Town’s yearend holiday decorations.
- + The Recreation Revolving expenses (\$219,100 – 2011 budget) includes 1) wages and benefits for a portion of full-time employees and all part-time employees, 2) direct program operational expenses, and 3) program equipment purchases.
- + Paid Fees are used to offset Recreation Revolving expenses as these are collected for the various programs and services offered to the residents. In any one year, the difference between Recreation Revolving expense and recovery through fees collected is carried forward from year to year. The objective is to price programs and services so that all direct costs are recovered as well as a fair value for the administration. This split has worked out to be approximately 50/50 between of all Recreation Department expenses between taxpayer and program participants.
- + The intent and function of Recreation Revolving Fund accounting is to allow accumulation of money from period to period so that planned capital expenditures can be covered by the Fund. This explains the purpose



for the “Inc/(Dec)” variances experienced from year to year. Different variables can explain year to year variances (staff vacancies, billing timelines, etc.).

Seasonality of Services and Programs

Most of the services and programs are seasonal offerings in summer, winter, fall or spring. The Rye After School Program (RAP) is an exception that spans Fall, Winter and Spring and is, by far, the most resource intensive program. For analysis, we have separated the paid fees coming from RAP from that coming from all other services and programs because of the obvious heavy weight the RAP plays in the paid fees and expense. A snapshot of three year paid fees follows:

Programs and Services Summary

Program Paid fees:	2010	% Ch	2009	% Ch	2008
RAP	\$ 128,589	18%	\$ 109,454	39%	\$ 79,034
Summertime Horyezons	28,750	33%	21,626	6%	20,407
Skiing	9,995	-11%	11,175	23%	9060
Soccer	9,040	8%	8,355	-22%	10,654
Tennis	7,093	-14%	8,218	176%	2,975
Basketball	5,790	15%	5,058	-41%	8,518
Surfing	3,600	-22%	4,635	122%	2,090
Lego	2,395	11%	2,165	-30%	3,096
Yoga	2,057	42%	1,447	-58%	3,404
Swimming	1,834	-19%	2,274	102%	1,128
Babysitter Course	1,750	84%	950	46%	650
Skateboard	1,740	-27%	2,380		
Golf	1,700	45%	1,172	111%	555
Baseball	1,625	44%	1,130	-68%	3,560
All Other	852	-12%	973	-	4,881
TOTAL	\$206,810	9%	\$181,011	21%	\$150,011

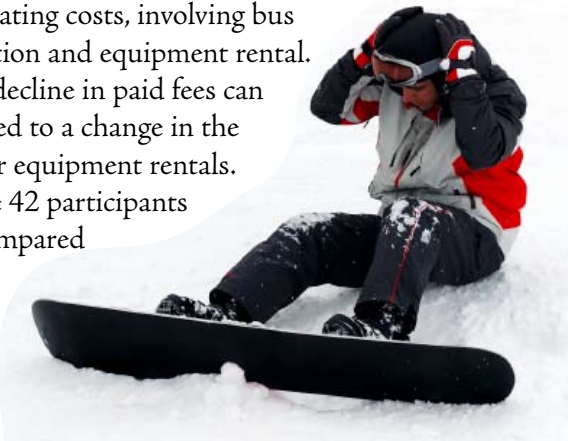


Rye After School Program (RAP) operates during the school year, with deposits for the coming year posted in May, with partial months of June and September. Overall during the three year period shown, paid fees have increased, with \$128,589, \$109,454 and \$79,034 coming in for 2010, 2009 and 2008, respectively. Expenses have also increased. The enrollment in this program increased in 2009 by 29% because of the economic realities and climate. This program is limited by space available at the elementary school and by staffing ratio requirements; the staff to participant ratio is 1:10 and frequently lower. Because two separated, non-contiguous rooms are utilized at the school, more staff is needed. It is believed that, if rooms and staff

were available, this program could grow. Servicing the K-5th grades, the forecast school census for those grades is estimated to be between 297 and 276 children for years 2010 through 2012, respectively. Even though the census forecast a decline, it would appear that demand will remain strong to keep this program at capacity.

Summertime Horyezons is a thematically based day camp for youth grades K-6. This program runs from late June to late August and is held at the Recreation Area. Participants can register for a half day program, morning or afternoon (\$72.50/week) or full day program (\$135/week). In 2010, this program attracted 274 participants at an average fee of \$103 per participant, suggesting that about half were purchasers of full day attendance.

Ski and Snowboard Lessons are provided by McIntyre Ski School, Manchester, NH and are for youth grades 2-8. This five week after school program generates the third largest amount in paid fees. However, it also has considerable operating costs, involving bus transportation and equipment rental. The 2010 decline in paid fees can be attributed to a change in the demand for equipment rentals. There were 42 participants in 2010 compared to 39 and 37 in 2009 and 2008, respectively.



Soccer is a very active program with more than 200 youth participating in 2010 fall and summer camp programs. The enrollment in these programs declined slightly (235 to 201) from the 2008 to 2009 seasons but has maintained steady at 201 enrollees in 2009 and 2010. The mix of male (54%) compared to female (46%) participation was nearly balanced in 2010. The cost structure of the fall program is relatively low compared with other programs because it is staffed with volunteer coaches. The decline can be attributed to travel soccer expanding their age groups. Thus offering another soccer option. Also the summer camp has been affected by the current economic situation.

Tennis is a year round program that is also very active and held at the New Castle Recreation Facility, with 208 participants in 2010. The program consists of both lessons and camps. Lessons make up more than 80% of the participation. Paid fees and numbers have been inconsis-

tant from year to year because of breaks in offering the program due to the difficulty in acquiring an instructor.

Basketball is an active program with more than 131 youth participating in 2010 winter and summer camp programs. This sport utilizes Rye Elementary School for the winter and summer camp programs because it is the only facility in town where the nets can be lowered to accommodate the needs of the younger participants and has more than two nets available. The Junior High has been used for adult pick-up basketball because of ease of access and the availability of support staff.

Baseball Camp has shown a decline in paid fees consistently since 2008 and the overall participation is low when compared to other programs. The participation numbers for 2008 through 2010 were 52, 20 and 20, respectively. While the participation remained flat from 2009 into 2010.

Swimming and Surfing paid fees have taken off like a rocket and command a healthy 29% average growth during the two years since 2008. The introduction of surfing in 2008 accounts for the increase. Swim only accounted for 18% of the paid fees in the 2010 Swimming and Surfing group. Perhaps surprisingly to some, adult surfing accounted for 29% of this group's paid fees amount—two classes accommodating 9 people. The youth offering has been full for the past two years. This is a program that also serves to add to the public safety in an activity basic to the environment and character of Rye.



Some other fee based programs include Jazz Dance, Knitting, and Gymboree Art and Music.



LEGO robotics workshops and summer camp is for youth grades 2-6 who enjoy learning about things mechanical and robotic. Introduced to RRD patrons in 2007, this program has achieved top-10 status (paid fees basis) in a very short period of time.

Babysitter Course is a public safety program serving the community that is self sustaining. It has steadily grown, with participation doubling in three years; 14, 19 and 32 from 2008 through 2010, respectively. This program is presented in collaboration with the American Red Cross, a trusted community service organization. This program course typically makes use of the Rye Library as the hosting facility and is a perfect example of cooperative Town and Regional entities delivering value to the community.

Golf programs are offered in the spring and summer and are targeted to all age groups; with youth programs grades K-12 held at Sagamore Golf Center in North Hampton and adult lessons held at Bramber Valley Golf Course in Greenland. While the participation in these three programs (08=24, 09=18, 10=20) has remained relative flat, the paid fees have increase from \$555 in 2008 to \$1,700 in 2010 because of the length of the classes and increase in instructor cost. The adult program has been difficult to offer in recent years because it has been challenging obtaining an instructor that fits the needs of the Recreation Department.



Skateboard is one of the newest programs offered, starting in 2008 with a big interest of 28 participants but dropping off to 16 in 2010. This program is offered year round and in the format of a camp during the summer. The program is offered to grades 3-12 and held at the Rye Airfield. Equipment rentals are available.

Services and programs offered free of charge to the public are possible without tax funding because of some reserve funds after expenses from fee based services and programs. These services and programs coordinated by RRD tend to be largely volunteer or club sponsored events, working with other Town Departments. Some of these very popular services and programs are (all participant numbers presented below in 2008, 2009 and 2010 order): Art in Bloom (59, 47 and 61 plus more than 400 spectators); Bicycle Rodeo (40, 50 and 40); Adult Pick-up Basketball; Open Court Basketball; and various Speaker Series held at Webster at Rye. The Town Memorial Day Ceremony and July 4th Celebration are free of charge to the public however, they are funded through taxation.

Registration Process

Each quarter, RRD publishes the programs and services offered in the Town Newsletter and makes available the registration form and information on the Town web site. Until online registration can be implemented, the process will remain intensive for brief periods each quarter. This intensity and process may have prompted the 31% response in the survey (question #7) to prefer online registrations. A CIP planning item has been submitted to build online registration capability.

Service and Programs Value to the Community

The Recreation Department offers a wide variety of services and programs. In an attempt to proved a measure of community impact or “value” of the services and programs, this Master Plan developed a measurement called “Resident Service Hours” or “RSH”. This measurement is calculated as the number of hours that a service or program lasted multiplied by the number of participants. This measure provides a common denominator and bottom line impact on the community - it provides the hours that residents were being served. The chart on the next page summarizes the RSH values for each service and program conducted in 2010. Also provided are the aggregate hours of the offerings during the year for each of service and program.



The hours include only the time during which residents are actively participating in the service or program and does not include the training, program documentation and preparation effort that is required to execute successful programs. In some cases the materials are developed and maintained by community partner organizations. In other cases, such as the RAP and Summertime Horyezon Program, the continually changing materials are produced by the RRD and represent a substantial investment of additional hours.

The program materials for the highest RSH programs (RAP and Summertime Horyezon) continually needs to be renewed because many of the participants return year to year. The materials need to reflect new learning activities that will effectively hold participants attention and learning capacity.

Service or Program	Hours	RSH
Rye After School Program (RAP)	555	33,300
Summertime Horyezon	327	8,513
Soccer	34	1,515
Basketball	58	1,308
July 4th Celebration	2.5	1,250
Art in Bloom	12	866
Tennis	48	508
Skiing	25	398
Lego	20	270
Memorial Day Ceremony	1.5	263
Yoga	47	202
Babysitter Course	12	198
Baseball	15	198
Surfing	18	156
Bicycle Rodeo	6	120
Swimming	22	115
Speaker Series	4	100
Skateboard	53	97
Dance	16	96
Golf	29	70
Music	24	24
Knitting	4	8
	1,333	49,075



Services and Programs Evaluation Matrix

Using the mission statement as a guide, along with the priorities and needs as set forth in the 2007 Rye Recreational Survey, the following evaluation matrix is offered as a “bird’s eye” view of past services and programs.

Objective/Program	H E A L T H	W E L L N E S S	P E R S O N A L	S O C I A L	E C O N O M I C A L	E N V I R O N M E N T A L	S U R V E Y R A N K	2008 Count	2009 Count	2010 Count	Y E A R S R U N N I N G
Rye After School Program	x	x	x	x	x	x	4	52	77	67	>8
Summertime Horyezon	x	x	x	x	x	x	7	195	209	277	>8
Soccer	x	x	x	x		x	2/5	235	201	222	>8
Skiing	x	x	x	x		x	14	37	39	42	>8
Tennis	x	x	x	x			6	76	121	127	>8
Basketball	x	x	x	x			8	173	126	116	>8
Surfing	x	x	x	x		x		11	21	21	3
Lego		x	x	x				42	29	27	4
Babysitter Course	x	x	x	x	x			14	19	32	>8
Skateboard	x	x	x	x				0	28	16	2
Golf	x	x	x	x		x	17	24	18	20	>8
Baseball	x		x	x		x		52	20	20	7
Yoga	x	x	x	x			10	36	17	30	>8
Art in Bloom		x	x	x				59	47	61	6
CPR/First Aid	x	x	x	x	x		18	1	2	0	8
Gymboree	x	x	x	x				3	0	1	3
Bike Rodeo	x	x	x	x		x		40	50	40	3
Knitting		x	x	x				7	1	2	8
Pottery		x	x	x			16	6	0	0	5
Dance - Jazz, Ballroom, HipHop	x	x	x	x				0	10	6	4
Culinary	x	x	x	x			22	0	0	0	3
Speaker Series	x	x	x	x	x	x	13	125	125	125	>8
Arts and Crafts		x	x	x			12	0	0	0	3
Totals								1188	1160	1302	

The Plan

Going Forward Strategy



The Recreation Commission has worked hard to bring a broad spectrum of recreational opportunities to the community and for the most part the success rate has been very high. Participation in services and programs has increased in each of the past three years. The Recreation Commission and staff are constantly reviewing services and programs to make them better. But where are we going in the years to come?

Direction Set by the Public

To paraphrase the most significant points of the Community Survey of 2007, the RRD planning will consider the following: With Parsons Field events offering the widest possible contact exposure to the public (questions 1), RRD will consider venues for better communication (questions 6 & 10) on services and programs and to solicit feedback; The six most requested development areas (referencing questions 2 & 5) will be revisited with a) trail and path development in partnership with the Conservation Commission and other Town Departments, b) outdoor ice rink and tennis courts are currently in the Town's Capital Improvement Plan, c) A Community Center is also in the Town's Capital Improvement Plan for 2014.

Maintaining and Improving Facilities

In addition to those items reference above, the RDD has provided the Capital Improvement Planning (CIP) Committee in 2010 with planned project submissions for Town consideration that address a number of deficiencies with current operations (See Appendix 3). The new Playground project (submitted for CIP in 2009) was completed in 2010, a "top-10" item in the survey question #2. The list of projects submitted to the CIP committee in 2010 are shown in the table below along with their estimated cost and expected funding year.

Recreation Dept. Project	2011	2012	2013	2014	2015	2016
Septic System	\$47,600					
Web site/e-commerce		\$10,000				
Parking Lot Expansion		\$22,500				
Community Center				\$350,000	\$341,250	\$341,250
Tennis Courts				\$90,000		
Outdoor Ice Rink					\$15,000	

The first three on the list (septic system, web site/e-commerce and parking lot expansion) are intended to correct conditions that are not adequately supporting the current activity levels. The web site/e-commerce project gets at a priority set in Survey question #7, with most respondents preferring to register for services and programs online. The final three in the list above (community center, tennis court and outdoor ice rink) are additional facilities that will fulfill some of the higher priority items seen in the survey.

The Community Center is the largest and most exciting project the Recreation Commission proposes to undertake and is still in the early planning stages. The funding shown in the CIP chart (copy above) represents estimated bond payments of a theoretical investment of \$1.5 million – simply a "place-holder" amount with the true development costs to be determined. It is of great interest to note however that, with the potential renovation and/or replacement of Town Hall within the future, there

might be a great opportunity to join the Town Hall and Community Center projects to produce a more flexible space that is greater than the sum of the parts.

Strengthening Resource Alliances

Recreation Departments in a number of communities are recognizing the synergistic uses of assets shared between school and community recreation. In Rye, we have exercised that model with the After School Program with great success. With schools not in session from mid June to late August and everyday after 4, the assets provide great recreational value to the citizens. Conversely, children and young adults are the most enthused users of recreational services and programs. In towns like Mason OH, community centers were joined with high school facilities making assets like indoor swimming and diving pools available for school as well as community activities. Sharing and partnerships makes good sense for all concerned, therefore the Recreation Commission intends to continue building relationships and partnerships with public and private organizations to build community recreational opportunities. Some of the active and successful partnerships currently being used the by RRD are:

Town of New Castle	Rye Public Schools
Rye Public Library	Webster at Rye
Rye Airfield	The Rye Garden Club
American Red Cross	Seacoast Family YMCA
Rye Art Study	McIntyre Ski Area

Balancing Priorities and Managing Expectations

The reality of life in a small New England “bedroom community” like Rye is that financial resources are constrained to a large degree by the tax base, which is tied to home valuations. With the economic down-turn in home values across America for the past several years, Rye has also been impacted by stable to slightly declining values. This necessitates moving forward cautiously with large financial commitments. The good news over this same time period is that existing recreational services and programs are successful and growing, within a model of self funding. The citizens of Rye are finding good value in these services and programs as is reflected in responses to question 9 and in the growth of enrollments. There is more that we can and will do within this successful model.

Since the survey was taken in 2007, much has happened and the “recreational landscape” has changed dramatically. The number of persons served by the services and programs has grown by nearly 30%, the investment in public land has grown significantly, and surely citizen expectations have evolved with changing times. The Recreation Commission plans on initiating additional survey and opinion gathering tools in coming years to refresh the “view”. While the current success suggests staying on course as planned, the Recreation Commission stands ready to adjust the Master Plan as dictated by the public needs and wants. The following schedule will assist in the timely and consistent evaluation and renewal of RRD priorities:

Planning Timetable

Planning Action	Periodic Schedule	Next date for completion
CIP project submissions	Annually	Early summer 2012
Budget Review	Annually	Late summer 2012
Program feedback questionnaire	On going	Start Spring 2012
Survey mailed to households	Every 5 years	2012 then 2017
Update Master Plan	Every 5 years	2013 then 2018

Building for the Future

This Master Plan concludes the following key building blocks will be exercised to advance the RRD forward and in support of the Town Vision:

- Extending useful recreational value for existing assets (trails, bike paths, program expansion were interest warrants)
- Expand key assets to fulfill citizen’s continuing interests (tennis court, outdoor ice rink, community center)
- Expand community value added relationships and partnerships in order to increase a broader offering as stated in the RRC Vision.

Appendices:

- Appendix 1 2007 Rye Recreation Survey Summary of Findings
- Appendix 2 Population Trends and Demographics
- Appendix 3 Capital Improvements Planning RRD Project Sheets



Appendix 1

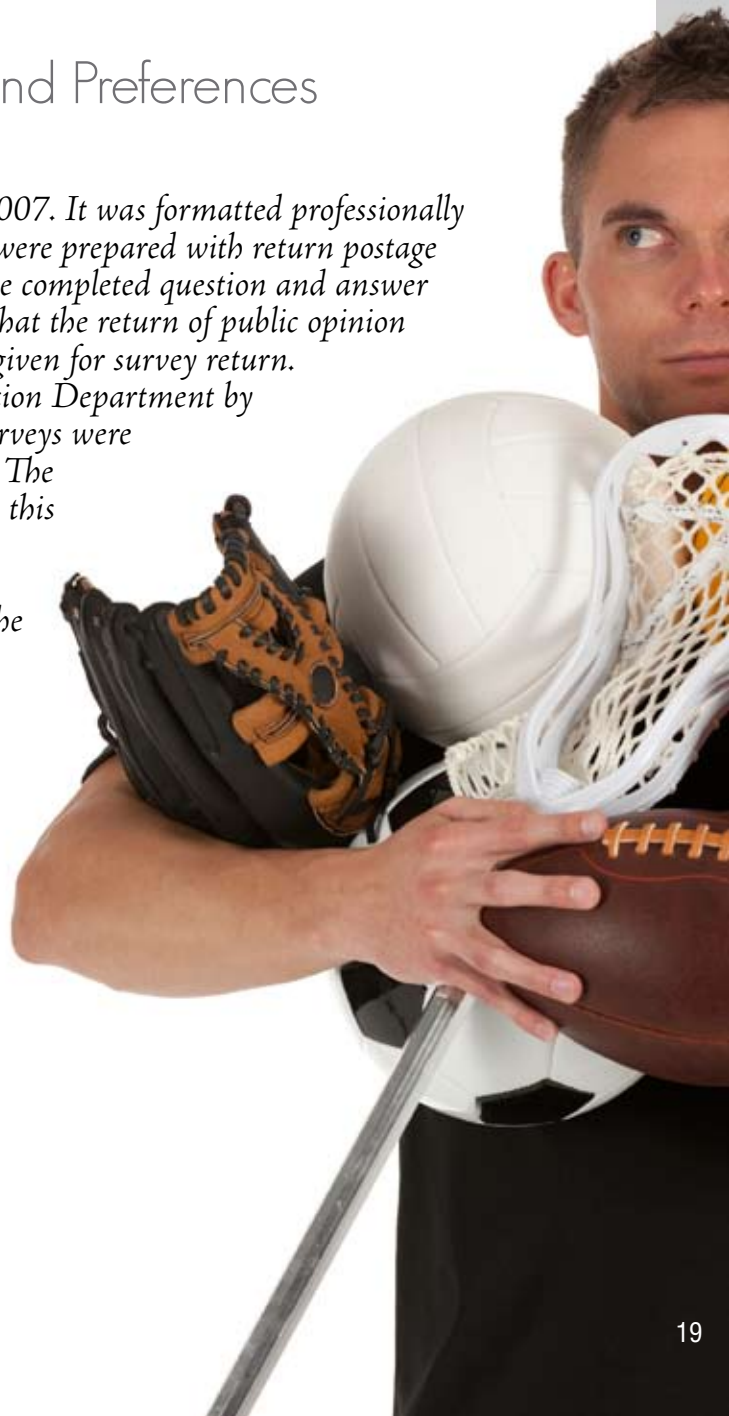
2007 Rye Recreation Survey Summary of Findings

Rye Residents' Recreation Opinions and Preferences Questionnaire Design and Administration

The Rye Recreation Survey was designed and distributed in 2007. It was formatted professionally to offer clarity and appeal to respondents. The questionnaires were prepared with return postage and contained a raffle of several prizes for those submitting the completed question and answer documents to the Town. With these enticements it was felt that the return of public opinion information would be the greatest. A period of six weeks was given for survey return. Respondents could provide their survey answers to the Recreation Department by mail or by hand delivery to the Town Office. A total of 242 surveys were received which is approximately 10% of the total distribution. The complete detailed survey summary of responses is contained in this Appendix.

The respondents were asked to provide answers representing the opinions and participation of their entire household rather than only themselves. Many written comments describing a broad range of concerns and positive experiences were offered and are individually summarized in this Appendix section.

The surveys were completed predominantly by women in the age groups 35-44 and 45-54. Households containing a total of 684 individuals in all age groups are reflected in the survey opinion responses.



Opinions Regarding Facilities

Question #1. Have you or your family visited any of these parks or recreation facilities in the last year? If yes, please rate the parks or facilities on their quality.

Respondents were asked to rate Town recreation facilities on the basis of 5 being the highest quality ranking and 1 being the lowest. The number of responses for each facility varied since some were visited more than others. By multiplying the average rating by the number of responses, a weighting of the highest to lowest quality score for each facility can be determined.

Weighted Quality Rank	Location	Average Rating (5=Highest Rating)	Number of Responses	Weighted Priority Calculation
1 - Highest	Parsons Field	4.13	178	735.1
2	Cable Road Ext. Beach	4.02	170	683.4
3	Sawyers Beach	4.06	148	600.9
4	Wallis Road Ext. Beach	3.99	144	574.6
5	RES Gymnasium	4.08	129	526.3
6	Town Forest Trails	3.97	132	524.0
7	RES K-3 Upper Playground	4.05	120	486.0
8	RES 4-5 Lower Playground	4.06	116	470.9
9	Flash Jenness Memorial Little League Field	4.06	99	401.9
10	Lang Corner Field (Athletic Field)	3.42	111	379.6
11	Ralph Morang Multi-Purpose Field (Lower Athletic Fields)	3.65	102	372.3
12	Recreation House	3.34	107	357.4
13	RJHS Gymnasium	3.59	98	351.8
14	Ralph Morang Multi-Purpose Field (Lower Baseball Diamond)	3.20	109	348.8
15	Recreation Modular	3.14	104	326.6
16	Town of New Castle Indoor Tennis Court	4.14	75	310.5
17	Lang Corner Field (Baseball Diamond)	3.12	99	308.9
18	RES Lower Baseball Field	3.30	93	306.9
19	RJHS Athletic Field	3.42	89	304.4
20	Recreation Area Playground	2.31	106	244.8
21 - Lowest	Recreation Area Basketball Court	2.58	63	162.5

Question #2. Please rank (1 being the most important) ten facilities listed below that you would like to see developed or expanded.

Weighted Rank	Facility	Average ranking (1=Highest Rank)	Number of Responses	Weighted Priority Calculation*
1 Highest	Biking Trails/Lanes	3.4	149	983.4
2	Walking/Jogging Paths	3.70	142	893.2
3	Public Open Space for walks/wildlife	3.61	127	811.5
4	Outdoor Tennis Courts	3.80	93	576.6

Again, the number of responses was multiplied by the inverse of the average ranking figure to obtain a weighted priority comparison. The weighted rankings of the 22 most important are as follows:

Opinions Regarding Programs and Operations

Question #3 What Rye Recreation programs listed below have you or any family member participated in over the last 5 years? Please check appropriate space below and rate the program instruction. By multiplying the average rating by the number of responses a weighting of the highest to lowest instruction quality can be determined.

Highest Weighted Programs	Program	Average Rating (5=Highest Rating)	Number of Responses	Weighted Calculation
1 - Highest	July 4th Celebration	4.22	100	422.0
2	Recreational Soccer League	4.15	87	361.1
3	Memorial Day Ceremony	4.39	76	333.6
4	After School Program	4.31	61	262.9
5	Soccer Camp	4.34	58	251.7
6	Tennis Lessons	4.28	56	239.7
7	Summertime Horyezons	3.79	58	219.8
8	Recreational Basketball League	4.28	49	209.7
9	Recreational Lacrosse League	4.02	35	140.7
10	Yoga	4.34	32	138.9
11	Rye Art in Bloom	4.18	33	137.9
Other Highly rated Programs				
12	Arts & Crafts Classes	4.00	21	84.0
13	Speaker Series	3.90	21	81.9
14	Ski/Snowboard Program	3.90	20	78.0
15	Track & Field	3.94	19	74.9
16	Pottery Classes	4.00	15	60.0
17	Golf Lessons	4.00	15	60.0
18	CPR Course	3.76	13	48.9
19	Rye Senior Serve Van Trips	3.69	13	47.9
20	Walking Club	3.46	13	44.9
21	Lacrosse Camp	3.80	10	38.0
22	Culinary Classes	3.60	10	36.0

Question #4 Please list any other recreation programs that you or any family member would like to see offered in Rye. Include any programs that you are traveling to participate in outside of Rye.

Program Activity*	Number of Respondents Selecting the activity
Swimming Lessons/Pool	23
Bus to Red Sox games, museums, etc.	10
Fitness	7
Summer Camp: add field trips and interesting activities	5
Kayak Lessons	5
Surfing Lessons	4
Senior Activities	4
Ice Hockey with rink	3
Toddler Programs	3
Community Garden	3
Skiing - downhill and x/c	3
Volleyball Program	3
Outdoor Tennis Lessons	3
Tai-Chi	2
Playgrounds	2
Art Classes	2
Tennis Courts	2
Men's Softball	2
Preschool Programs	2
Sailing Lessons	2
Croquet (play in Florida)	2
Adult Dance Classes	2
Music Lessons	2
Oil Painting Class	2

* These are the most frequently mentioned activities. The complete list is available at the RRD office for those interested.



Question #5 Please rank (1 being the most important) the types of trails needed in Rye for recreational purposes. The responses and ranking were multiplied to determine the weighted needed train type opinions.

Weighted ranking	Trail type	Average Priority 1=Highest	Responses	Weighted calculation*
1 Highest	On street (shoulders) bicycle lanes town	1.29	179	664.1
2	Unpaved trails for mountain biking, walking, cross country skiing, etc.	2.12	140	403.2
3	Paved off street trails for bicycling, mountain biking, walking, in-line skating, etc.	1.95	126	384.3
4	Sidewalks in general	1	8	32
5 Lowest	Sidewalks in town center	1.5	6	21

*The average priority figure was subtracted from 5.0 to obtain the multiple for determining the weighted calculation.



Question #6 How do you usually hear about Rye Recreation Programs? (Please check all that apply.)

Communication Method	Responses	Notes - % of votes
Town Newsletter	204	Most popular - 39%
Flyers distributed through schools/organizations	92	18%
Signs	73	14%
Word of mouth	67	13%
Newspaper	41	8%
Town Website	31	6%
Stop in or call the Recreation Office	12	2%
Haven't seen much information	2	
Library poster or handout	1	

Question #7 How would you prefer to register for Rye Recreation programs?
(Please check all that apply)

Registration Method	Responses	Notes and % of votes
Register directly online	281	Highest preference – 31%
Mail in registration information	233	25%
Come into the RRD Office at Town Hall	123	13%
Register over the telephone	119	13%
Use a drop box located outside the Recreation Office	95	10%
Designated Sign-up Night	60	7%
Drop box at the Library	6	1%
At the site of the activity	6	

Question #8 What would be the most convenient payment process for you (1 being the most important).

Method	Average Ranking 1=Highest	Number of Responses	Notes and % of Votes
Credit Card	1.36	161	Highest preference - 35%
Check	1.62	145	32%
Debit/Bank Card	1.92	83	18%
Cash	3.26	70	Lowest preference - 15%

Question #9 Do you feel that the programs that you or any family member has participated in are a good value?

Answer	Number of Responses
Yes	184
No	1



Question #10 Why do you or any family member not participate more frequently in Rye Recreation programs?

Reason for Lack of Participation	Number of Responses	Notes
Lack of time	98	Most popular reason
No interest in the programs offered	49	
Lack of information	40	
Time not convenient	37	
Member of a private club that fulfills recreation needs	28	
Lack of transportation	7	
Age/old (too old to participate)	5	
Location is not convenient	5	
Cost is a factor	5	
No programs for very young children	4	
Children too young; long commute	4	
Seasonal resident	3	
Programs not for young teens	3	
Attempt to not over schedule facilities	2	
Doing other activities at same times	2	
Spend time together as family	1	Least frequent reason
Only one program at a time (time is limited)	1	Least frequent reason
Older boys play sports offered by others	1	Least frequent reason
Facility locations are non-existent	1	Least frequent reason
No swimming or tennis offered	1	Least frequent reason
New to area, just learning	1	Least frequent reason
Lack of winter indoor activities	1	Least frequent reason
Kids are older and not much offered	1	Least frequent reason
Program variety not offered	1	Least frequent reason



Summary of Survey Respondent Characteristics

Question # 11

A) Gender: Male or Female:

Gender	Number of Responses
Male	67
Female	171

B) Please put a check mark next to your age group:

Age Group	Number of Responses
Under 18	2
18-24	1
25-34	5
35-44	65
45-54	65
55-64	53
65+	48

C) Enter the number of persons in household who are in the age brackets below (including yourself).

Age Bracket	Total Number of Persons
Under 5	45
5-9	90
10-14	74
15-19	33
20-24	17
25-34	14
35-44	122
45-54	113
55-64	95
65+	81
Total Number of Persons	684



Written Comments Offered by Many Respondents

This Appendix contains the complete text of all written comments organized by general topic. The overall themes represented in the comments include outstanding praise for the Rye Recreation Department's effort to provide recreation opportunities, recognition that facility problems exist primarily at the Recreation Area and at the public beach areas, that paths and walkways would greatly enhance town living convenience and that some program improvements could be made [however, many program comments were highly favorable].

Comments were frequently offered in the 242 surveys. Some of the most common issues and compliments are summarized below:

Recreation Area

- Bleacher seating is needed adjacent to the game fields.
- The playground behind the LL Field needs substantial improvement and updating.
- The modular buildings are borderline adequate and leave much to be desired.
- Mosquitoes are a problem on the fields during warm weather.
- Drainage is a problem on the playing fields.
- The Town Forest paths should be mapped on a hand-out sheet and better maintained for users.
- The basketball courts should be upgraded.
- Bathroom facilities need signs and more frequent cleaning.
- Trash pick-up is sometimes a problem.
- Consider lighting for basketball courts and possibly the baseball field.

Paths and Trails

- Bike and walking accommodation on Ocean Boulevard.
- Sidewalks and bike paths would help safe access to town facilities.

Beach Areas

- Cable Road and Wallis Road need more parking, parking enforcement, bike racks.
- All beaches need better trash pickup, trash cans, dog waste enforcement.
- Biking on the beach area streets is dangerous with no lanes and opening car doors where bikes are moving.
- Sawyers Beach rocks are difficult to walk over.

Other Town Recreation Facilities

- Improve the stage or build a gazebo at Parson's Field for summer plays, band concerts; add some benches; use the field more often.
- RES lower baseball diamond is too hard for children; a dust bowl; add bleachers.
- RJHS: more basketball hoops, athletic field needs grading for playing baseball, add soccer nets.
- Lang Corner Field should be aerated, better drainage, infield cut; install a backstop and seating. Portable bathrooms needed during peak season of use.

Programs

- Better advertising of all programs should be a priority.
- More programs for seniors.
- Summer camp program can be improved by more activities and trips; get to the beach.

- Great job, excellent programs: Little League, Soccer Camp, Yoga, Memorial Day, Art in Bloom, adult golf.
- Appreciate that children's safety is a high priority.
- Publicize baby sitter course graduates.
- Instruction is very good but facility is inadequate [modular buildings].
- More programs for active seniors and transportation for retired, elderly.
- After school program very good.
- More programs for 6-8 graders and 11-12-teens.
- A lot of programs are for young people; need to offer more of a balanced selection.

Needed Facilities

- Recreation building/Community Center is needed.
- Build some outdoor tennis courts.
- A swimming pool is needed.
- Paths connecting schools for kids.
- A baseball field that can be used by Jr. High kids [90' baseline].

General Comments

- Rye Rec. does a great job; excellent job; fortunate to have engaged, enthusiastic Rec. Staff; Lee and John are fantastic; thanks for all you do; way to go!
- Thank you for asking our opinions; would like to see the survey results posted.
- Just moved here and will participate in future; haven't visited any of these facilities.
- Rye Rec. does a great job but needs more resources.
- Too old to participate; retired and travel a lot; am a seasonal resident so don't get involved; grandchildren participate.

Recreation Planning Guidance Provided by the Survey Responses

Questions #1 (Facility quality rating), #2 (10 facilities most needed) and question #5 (Trails and paths with high priorities) provide substantial guidance for planning the spatial needs for recreation facilities in Rye. The quality ratings were supported by many written comments that have been recorded in the Appendix and can be associated with the high and low facility ratings.

Parson's Field, the three beaches (Cable, Sawyers and Wallis Road), the Elementary School Gymnasium and the Town Forest Trails are all very popular and generally provide a positive and rewarding experience. Each can be improved, however, they are successful facilities that residents enjoy using.

- Parson's Field: build a gazebo or improve the stage for concerts and plays; provide bench seating and schedule heavier use of this popular open field area.
- Beaches: improve bicycle movement lanes, provide bike racks; clean the beach sand of debris, manage dogs and waste, pickup trash more often; make sure all ages have safe access between parking and the beach area; enforce parking regulations, add a few picnic tables.
- Town Forest Trails: provide a map of the trail system at convenient locations, sign the trails to help with directions and walking without getting lost, trail maintenance to assure good footing and path drainage.

Facilities that were mentioned as needing the most improvement are located at the Recreation Area and at the Schools.

- Recreation Area: playground, basketball court, multipurpose fields that need drainage, insect problems; the modular buildings were frequently mentioned as being inadequate/poor experience for the scheduled activities.
- Rye Jr. High School and Rye Elementary School: fields need grading, aeration, drainage, turf renovation.
- Lang Comer Field: needs bleachers, portable bathrooms during busy season, turf renovation.

The second survey question asks for facility recommendations that residents feel should be added or expanded. Paths, trails and open space for walking, biking and jogging were the overwhelming focus of the respondents' feedback. This result correlates with society's current focus on fitness and the benefits of body movement over time. Planning and implementation studies for paths, trails walkways should be a high priority for recreation enhancement.

Other facilities ranking high included outdoor tennis courts, an indoor or outdoor public pool, an outdoor ice rink, a community center, neighborhood parks, picnic areas and a new playground at the Recreation Area. Based on the survey findings these recreation opportunities should be discussed by the Recreation Commission and with the public. If a confirming favorable consensus is reached, further study should follow: conduct feasibility design and location studies, develop a cost of construction estimate and explore funding source options. A second round of public information meetings could open the door to serious funding proposals for final design, engineering and facility bidding and construction.

Question #5 asked for path and trail priority recommendations. The answers received provided additional preferential insight for the circulation systems already ranked as highly needed in the Town of Rye. "On-street [shoulders] bike lanes throughout town" were found to be of utmost importance. A detailed study of existing conditions would be needed to identify the streets where bike lanes would be most convenient and suitable. In addition, specific lane design proposals should be created for evaluation by the Town and abutting street properties. Some streets are narrow and exhibit a challenge for accommodating both cars and bicycles without removing mature trees or other road edge features [that many residents may wish to protect].

Because of the number of responses "Unpaved trails for mountain biking, walking, cross country skiing, etc." was the next highest priority for respondents. This type of pathway would meander through open fields, woodland, shore and wetland frontage and near existing roads. Both public and private ownerships would be involved in a pathway network connecting schools, residential areas and beach access rights-of-way. Again, further discussion with creative concept design mapping would be necessary to move this initiative toward actual system layouts and draft public use agreements.

Some of the unpaved system could be paved to include those interested in "Paved off street trails for bicycling, mountain biking, walking, in-line skating, etc.", a third ranked trail type. The design of this system could be incorporated with the other trail types so that the whole would function as a network for all ages connecting essential destinations with recreation opportunities throughout Rye.

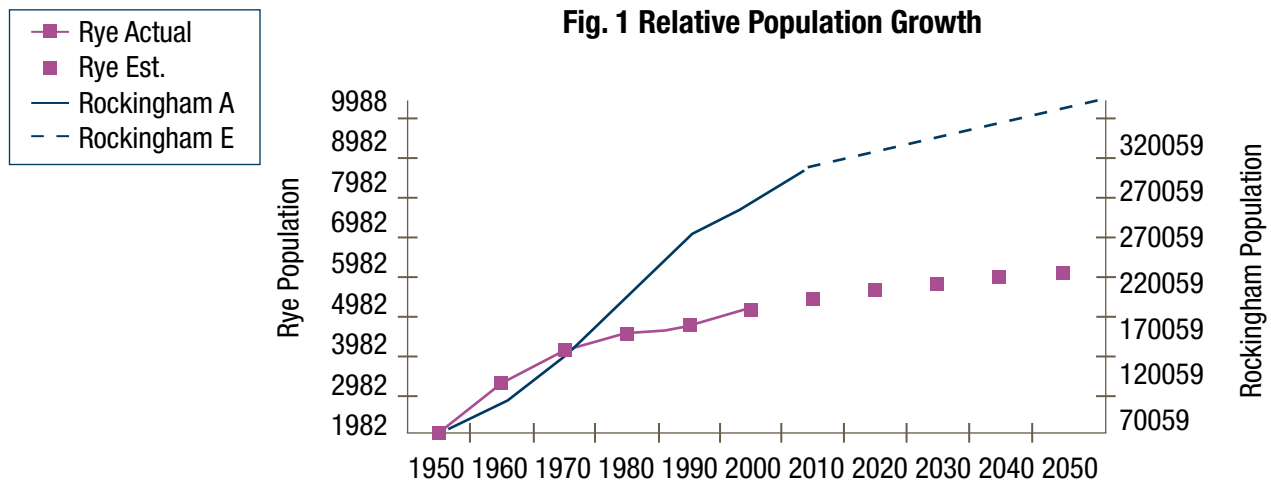
Questions #3 [Available programs and their quality of instruction] and question #4 [Other recreation programs that respondents would like to see offered] contain preferences that can be associated with existing or needed recreation facilities. Soccer, after school activities, tennis, basketball, lacrosse, yoga and art appreciation were mentioned by many as successful programs that are part of their family's active participation. Each of these programs requires not only superior instruction but facilities that are in good condition offering a rewarding experience for users.

Survey respondents suggested a wide range of programs that they would like to see offered in Rye. Swimming lessons and the availability of a pool in Rye was mentioned in the largest number of surveys. Bus trips to Red Sox games, museums, concerts, historic tours, gardens, etc. and fitness opportunities for mature adults also received emphasis in the program suggestions received. Beyond this select few, many other program ideas were offered. The complete list is extensive with each survey suggesting one or two different new ideas not shared by other respondents [a total of 93 program ideas are listed in the Appendix of this report under Question #4 summary]. If desired by the community, site and architectural planning for physical settings will be necessary in order to accommodate some of these program ideas. Others will require program planning, funding and staffing.

Appendix 2

Population Trends and Demographics

The 2010 US Census data is not available yet. The US Census figures show that Rye's population experienced more than doubling growth between 1950 (pop. 1,982) and 1970 (pop. 4,083), which exceeded the rate of growth in Rockingham County. Beginning in 1970, the rate of population growth slowed to a rate below that of Rockingham County and the US Census lists Rye's population at 5,182. Based on projections provided by NH Office of Energy & Planning, Rye will only add about 900 persons to the population counts during the next 41 years (2050 estimated Rye population is 6,080). Figure 1 (right) compares Rye growth to Rockingham County for 100 years. Figure 1 graphic shows the population growth between the Town of Rye and Rockingham County, with both 1950 populations on two axes but starting at the same relative point. The Rye population growth between 2000 and 2050 is projected to be 17%, while the Rockingham County population growth is projected to be 27%.



Based on the population data shown in Table to the right, this Master Plan concludes that recreational needs will generally not be driven by growth during the planning period. There may be possible exceptions however, where services are driven by age demographic changes and/or more active lifestyles. Developing higher public interest and participation in RRD programs through expanded programs, communication and advertisement may also drive demand growth to higher levels.

Rye and Rockingham County Population Statistics


Rye

Rockingham County

Year	Population	% Change	Population	% Change
1950	1,982		70,059	
1960	3,244	63.7%	98,065	40.0%
1970	4,083	25.9%	138,950	41.7%
1980	4,508	10.4%	190,345	37.0%
1990	4,612	2.3%	245,845	29.2%
2000	5,182	12.4%	277,359	12.8%
2010	5,440	5.0%	308,220	11.1%
2020	5,640	3.7%	320,749	4.0%
2030	5,790	2.7%	331,190	3.3%
2040	5,940	2.4%	341,850	3.2%
2050	6,080	2.4%	351,660	2.9%

Appendix 3

Capital Improvement Planning RRD Project Sheets



Town of Rye, New Hampshire
2011 - 2016 CIP Project Request

Date Submitted: 05/29/10
Year Funding is Requested: 2010

Department: Recreation Dept.
Project Title: Septic System
Contact: Lee Arthur
Phone: (603) 964-6261
e-mail: larthur@town.rye.nh.us

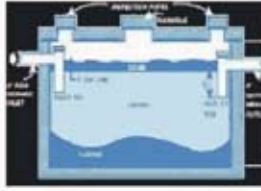
Priority (1 to 8): 1 of 6
Estimated Total Cost: \$47,600
Est. Useful Years Life: 20 years
Previously Presented? Yes
Year Presented? May-03
Growth Related? Yes

Expected Results:
To replace the Recreation House two holding tanks with a new septic system.

PROJECT DESCRIPTION, RATIONAL & OPERATING BUDGET IMPACT Place "X" in all boxes that apply below.


Building Renovation, Addition, New Construction Equipment New/Replacement Real Property Acquisition Road Improvements

The Recreation House has two holding tanks that were installed as a temporary measure. In order to meet the increase in flow and State requirements a new septic system is needed. The current system is substandard and has deficiencies. This would have a net savings annually as the cost to maintain the new system would be less then the maintenance required on the old (regular pumping).



	FY 11	FY 12	FY 13	FY 14	FY 15	FY 16	Total	Proposed Funding Source
Capital Cost:								<input checked="" type="checkbox"/> General Fund (tax rate)
Planning/Design/Eng'ng	\$2,600						\$2,600	<input type="checkbox"/> User Fees
Land/Site Improvement	\$10,000						\$10,000	<input type="checkbox"/> Capital Reserve
Construction	\$35,000						\$35,000	<input type="checkbox"/> Impact Fee Account
Equipment Cost								<input type="checkbox"/> Other (Grants, Special Ass't)
Other Cost								
Totals	\$47,600						\$47,600	
Operating Budget Impact:								
Salaries/Wages								
Fringe Benefits								
Contracted Services		-\$1,050	-\$1,050	-\$1,050	-\$1,050	-\$1,050	-\$5,250	
Expenses								
Other Cost								
Totals		-\$1,050	-\$1,050	-\$1,050	-\$1,050	-\$1,050	-\$5,250	

All amounts are stated in current dollars - NO inflation included in out years.



Town of Rye, New Hampshire
2011 - 2016 CIP Project Request

Date Submitted: 05/29/10
Year Funding is Requested: 2011

Department: Recreation Dept.
Project Title: Web-site e-commerce
Contact: Lee Arthur
Phone: (603) 964-6261
e-mail: larthur@town.rye.nh.us


Priority (1 to 8): 2 of 6
Estimated Total Cost: \$10,000
Est. Useful Years Life: 20+ years
Previously Presented? No
Year Presented?
Growth Related? No

Expected Results:
To have a website that would provide department information as well as the ability to take online registrations.

PROJECT DESCRIPTION, RATIONAL & OPERATING BUDGET IMPACT Place "X" in all boxes that apply below.

Building Renovation, Addition, New Construction Equipment New/Replacement Real Property Acquisition Road Improvements

The development of a Recreation Department website that would have the ability to take online registrations. This has been identified by customers as a need. The current Town Website is difficult to navigate, not user friendly and unable to perform e-commerce functions. This would enhance the efficiency and effectiveness of the Recreation Departments administrative functions. It would significantly improve the existing service and assist with the registration process which is an intricate part of the departments functions.



	FY 11	FY 12	FY 13	FY 14	FY 15	FY 16	Total	Proposed Funding Source
Capital Cost:								<input checked="" type="checkbox"/> General Fund (tax rate)
Planning/Design/Eng'ng		\$10,000					\$10,000	<input type="checkbox"/> User Fees
Land/Site Improvement								<input type="checkbox"/> Capital Reserve
Construction								<input type="checkbox"/> Impact Fee Account
Equipment Cost								<input type="checkbox"/> Other (Grants, Special Ass't)
Other Cost								
Totals		\$10,000					\$10,000	
Operating Budget Impact:								
Salaries/Wages								
Fringe Benefits								
Contracted Services								
Expenses							\$0	
Other Cost								
Totals	\$0	\$0	\$0	\$0	\$0	\$0	\$0	

All amounts are stated in current dollars - NO inflation included in out years.



Town of Rye, New Hampshire
2011 - 2016 CIP Project Request

Date Submitted: 05/29/10

Year Funding is Requested 2011


Department: Recreation Dept. Priority (1 to 8): 3 of 6
 Project Title: Parking Lot Expansion Estimated Total Cost: \$22,500
 Contact: Lee Arthur Est. Useful Years Life: 25 + years
 Phone: (603) 964-6281 Previously Presented? Yes
 e-mail: larthur@town.rye.nh.us Year Presented? May-03
 Growth Related? Yes

Expected Results:
To expand the existing parking at the Recreation Area by 30 spaces.

PROJECT DESCRIPTION, RATIONAL & OPERATING BUDGET IMPACT Place in all boxes that apply below:

Building Renovation, Addition, New Construction Equipment New/Replacement Real Property Acquisition Road Improvements

To expand the existing parking lot at the Recreation Area by 30 spaces to provide adequate parking spots for patrons. The current number of parking spots are not sufficient when the facility is utilized by multiple groups. Both the police and fire department have identified concerns as a result of the inappropriate parking of vehicles. Because spaces are not available the lot is overflowing and patrons are parking on both sides of Recreation Road. Providing adequate parking would remove imminent threat to public safety, alleviate substandard conditions and deficiencies, improve the existing situation, provide added capacity to serve growth. To be expended in 2012.



Capital Cost:	FY 11	FY 12	FY 13	FY 14	FY 15	FY 16	Total	Proposed Funding Source
Planning/Design/Eng'ing								<input type="checkbox"/> General Fund (tax rate)
Land/Site Improvement								<input type="checkbox"/> User Fees
Construction		\$22,500					\$22,500	<input checked="" type="checkbox"/> Capital Reserve
Equipment Cost								<input type="checkbox"/> Impact Fee Account
Other Cost								<input type="checkbox"/> Other (Grants, Special Ass't)
Totals		\$22,500					\$22,500	
Operating Budget Impact:								
Salaries/Wages								
Fringe Benefits								
Contracted Services								
Expenses								
Other Cost								
Totals							\$0	

All amounts are stated in current dollars - NO inflation included in out years.



Town of Rye, New Hampshire
2011 - 2016 CIP Project Request

Date Submitted: 05/29/10

Year Funding is Requested 2013


Department: Recreation Dept. Priority (1 to 8): 4 of 6
 Project Title: Community Center Estimated Total Cost: \$1,032,500
 Contact: Lee Arthur Est. Useful Years Life: 50 years
 Phone: (603) 964-6281 Previously Presented? No
 e-mail: larthur@town.rye.nh.us Year Presented?
 Growth Related? No

Expected Results:
To create a facility that accommodates the recreational programming needs and community development activities of Rye.

PROJECT DESCRIPTION, RATIONAL & OPERATING BUDGET IMPACT Place in all boxes that apply below:

Building Renovation, Addition, New Construction Equipment New/Replacement Real Property Acquisition Road Improvements

To create a facility that accommodates recreational program needs and community development activities of Rye, identified as a priority in the Recreation Survey and Master Plan. The Recreation Department has two small structures located at the Recreation Area for program use. The modular buildings are narrow, poorly heated and ventilated and is a temporary structure. The Recreation House was a cinderblock storage shed that was renovated, both structures are not conducive to effective programming and can not accommodate many participants. None of the existing public spaces are reliable for use and have limitations. Due to space limitations a desired complement of programs is unavailable. The existing Recreation Office has limited space to support administrative functions. During the 2008/2009 school year the Town of Rye After School Program which currently operates out of Rye Elementary School had a significant waiting list due to space limitations. The Recreation Department does not have a facility that meets the current needs and demand for programs. This project is estimated to cost a total of \$3.5 million.



For purposes of this planning exercise, a \$3.5 million bond over 20 years at 5% was used.

Capital Cost:	FY 11	FY 12	FY 13	FY 14	FY 15	FY 16	Total	Proposed Funding Source
Planning/Design/Eng'ing				\$198,000			\$198,000	<input type="checkbox"/> General Fund (tax rate)
Land/Site Improvement								<input type="checkbox"/> User Fees
Construction				\$152,000	\$341,250	\$341,250	\$834,500	<input type="checkbox"/> Capital Reserve
Equipment Cost								<input type="checkbox"/> Impact Fee Account
Other Cost								<input checked="" type="checkbox"/> Other (Grants, Special Ass't Bond)
Totals				\$350,000	\$341,250	\$341,250	\$1,032,500	
Operating Budget Impact:								
Salaries/Wages								
Fringe Benefits								
Contracted Services								
Expenses								
Other Cost								
Totals							\$0	

All amounts are stated in current dollars - NO inflation included in out years.



Town of Rye, New Hampshire
2011 - 2016 CIP Project Request

Date Submitted: 05/29/10

Year Funding is Requested 2013


Department: Recreation Dept. Priority (1 to 8): 5 of 6
 Project Title: Tennis Courts Estimated Total Cost: \$90,000
 Contact: Lee Arthur Est. Useful Years Life: 8 years
 Phone: (603) 964-6281 Previously Presented? Yes
 e-mail: larthur@town.rye.nh.us Year Presented? May-03
 Growth Related? Yes

Expected Results:
To construct two outdoor tennis courts for public use.

PROJECT DESCRIPTION, RATIONAL & OPERATING BUDGET IMPACT Place "X" in all boxes that apply below:

Building Renovation, Addition, New Construction Equipment New/Replacement Real Property Acquisition Road Improvements

To construct two outdoor tennis courts for public use. A petition warrant article was presented in 2006, which shows support by a portion of Rye residents. The warrant article was not passed, however was for four courts. No public tennis courts exist in Rye. The Recreation Department has operated a year round tennis program for the past 10+ years and currently the program is operated out of the Town of New Castle indoor facility. The department has had difficulty securing outdoor courts. The general public does not have access to courts in Rye. Access to public courts will enhance fitness opportunities and encourage individuals to learn the game. New courts would also improve the quality of the existing service, serve the established demand that is not being met and alleviate substandard conditions. Request reserve be established so it can be constructed in 2014.



Capital Cost:	FY 11	FY 12	FY 13	FY 14	FY 15	FY 16	Total	Proposed Funding Source
Planning/Design/Eng'ing				\$4,000			\$4,000	<input type="checkbox"/> General Fund (tax rate)
Land/Site Improvement								<input type="checkbox"/> User Fees
Construction				\$86,000			\$86,000	<input checked="" type="checkbox"/> Capital Reserve
Equipment Cost								<input type="checkbox"/> Impact Fee Account
Other Cost								<input type="checkbox"/> Other (Grants, Special Ass't)
Totals				\$90,000			\$90,000	
Operating Budget Impact:								
Salaries/Wages								
Fringe Benefits								
Contracted Services								
Expenses							\$0	
Other Cost								
Totals							\$0	

All amounts are stated in current dollars - NO inflation included in out years.



Town of Rye, New Hampshire
2011 - 2016 CIP Project Request

Date Submitted: 05/29/10

Year Funding is Requested 2015

Department: Recreation Dept. Priority (1 to 8): 6 of 6
 Project Title: Outdoor Ice Rink Estimated Total Cost: \$15,000
 Contact: Lee Arthur Est. Useful Years Life: 15 years
 Phone: (603) 964-6281 Previously Presented? No
 e-mail: larthur@town.rye.nh.us Year Presented? No
 Growth Related? No

Expected Results:
To purchase an outdoor ice rink.

PROJECT DESCRIPTION, RATIONAL & OPERATING BUDGET IMPACT Place "X" in all boxes that apply below:

Building Renovation, Addition, New Construction Equipment New/Replacement Real Property Acquisition Road Improvements

To purchase an outdoor ice rink to be installed seasonally. Mentioned as a priority at the 2004 Town visioning session. To provide a safe alternative to pond skating. Enhances outdoor fitness in the winter months and creates a sense of community. Reaches out to all ages.



Capital Cost:	FY 11	FY 12	FY 13	FY 14	FY 15	FY 16	Total	Proposed Funding Source
Planning/Design/Eng'ing								<input checked="" type="checkbox"/> General Fund (tax rate)
Land/Site Improvement								<input type="checkbox"/> User Fees
Construction						\$15,000	\$15,000	<input type="checkbox"/> Capital Reserve
Equipment Cost								<input type="checkbox"/> Impact Fee Account
Other Cost								<input type="checkbox"/> Other (Grants, Special Ass't)
Totals						\$15,000	\$15,000	
Operating Budget Impact:								
Salaries/Wages								
Fringe Benefits								
Contracted Services								
Expenses							\$0	
Other Cost								
Totals							\$0	

All amounts are stated in current dollars - NO inflation included in out years.