



LMT Parks and Recreation

Recreation Programming Plan

Lower Makefield Township Parks and Recreation Department Recreation Programming Plan

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1.0 About

The Lower Makefield Township Parks and Recreation Department offers a robust variety of opportunities for the community. The administrative offices are located at 1550 Oxford Valley Rd Yardley Pa. This office is responsible for all programs, special events, rentals, facility permitting, pool and dog park membership, recreational clubs, summer camp, aquatics, community relations, volunteer coordination, management of park and facility operations. The Parks and Recreation Department employs 130 summer hires, six full time administrative staff and five maintenance staff and is responsible for future planning, capital improvements and budgeting of all parks and facilities. The Park maintenance headquarters are located at 1100 Edgewood Rd. Yardley Pa 19067. The maintenance staff are responsible for the upkeep of all parks and facility encompassed in this manual.

Vision: Cultivating health, happiness, and community

Mission:

HEALTH: Improve physical health, mental health and overall quality of life by offering safe and accessible facilities and open space.

ENVIRONMENT: Act as environmental stewards through responsible use of the natural environment and protect and maintain Parks and Recreation assets.

COMMUNITY: Create opportunities for the community to connect through a wide variety of partnerships, programs, events, and classes.

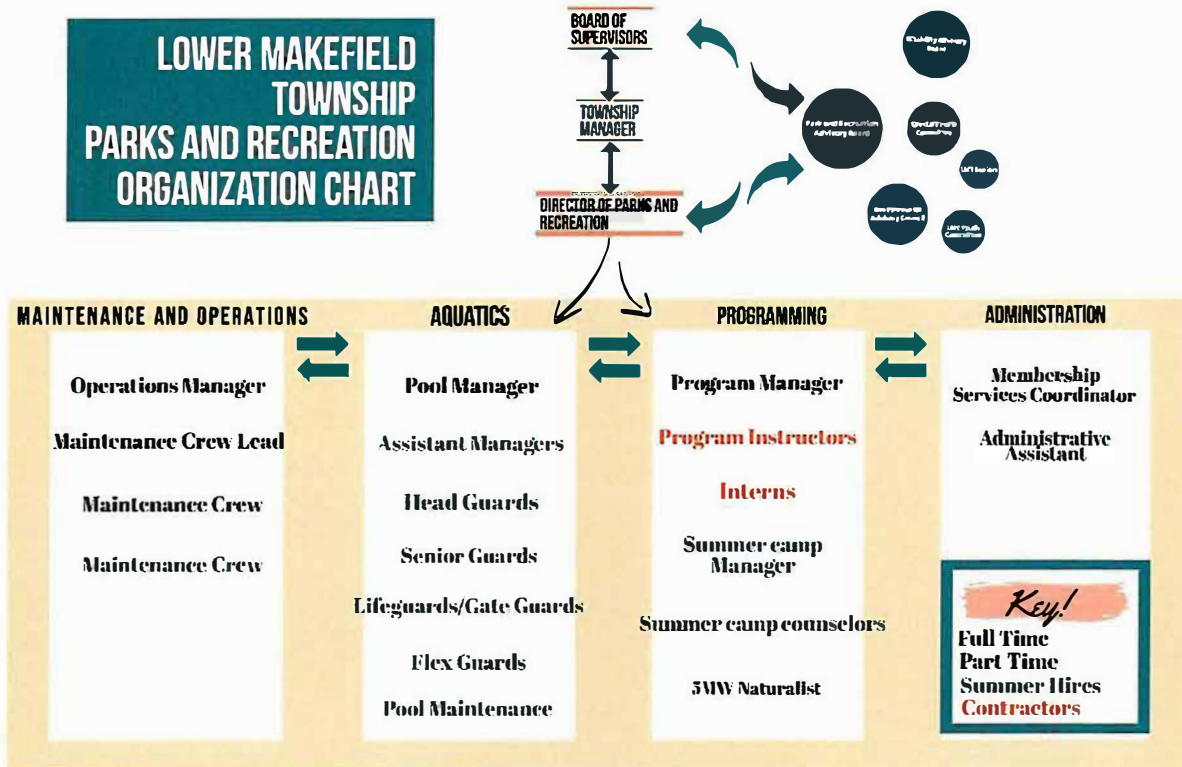
Comprehensive Master Plan/Strategic Plan:

Lower Makefield Parks and Recreation Department strives to be on the leading edge of programming and services. The Townships programming participation and offerings have been at an all-time high over the last few years. The Department offers several hundred program sessions in core program areas such as health and wellness, children and youth, and special interest programs. As programs are a huge success and keep growing with Lower Makefield, the Township is now running into the obstacle of not having enough facility space to offer more services. The Department is also now partnering with six-community based sport leagues and Pennsbury School District to offer more services to underserved community members. Using evidence from the Townships Master and Strategic Plan the Program Plan discusses ways the Department uses other space in the Township to offer more programming. The future of programming includes more nature and environmental programs and the continuous expansion of the tweens services that are now being offered.

2.0 Purpose

The primary purpose of the Recreation Programming Plan is to provide the Township of Lower Makefield with an outline of community needs and an examination of how the Parks and Recreation department meets those needs. The document shows how programs are developed, evaluated, and continued or discontinued. This plan establishes a specific role for the department as a program provider for the Township creating opportunities for the community. The Program Plan is a flexible document that will be reviewed and reevaluated every few years as demographic information, program trends, and various other factors evolve.

3.0 Staff Organizational Chart



4.0 Program Planning Model and Framework

4.1 Program and Service Determinants

Lower Makefield Parks and Recreation uses the six program and service determinates when evaluating programs and services offered to the community:

- Conceptual foundations of play, recreation, and leisure.
- Organizational agency philosophy, mission and vision, and goals and objectives.
- Constituent interests and desired needs.
- Creation of a constituent-centered culture.
- Experience desirable for clientele.
- Community opportunities.

Using the determinants helps to determine what programs and services will best serve the needs of the community. When a proposed program is being requested to the Township, the Program Manager will use the Program and Service Determinants Tool to evaluate if the program would be beneficial to the department. (*See Appendix A*)

4.2 Program Goals and SMART Objectives

Core Program Area: Aquatic Programs

Program Goal: To provide health and wellness opportunities to individuals and families with an emphasis on aquatic safety, fitness, and leisure.

Program Objectives:

- Provide members with a variety of opportunities to discover new aquatic interests.
- Offer families opportunities at the aquatic complex that promote health, happiness, and community.
- Offer certification classes.

SMART Goal Example:

Level 1 Swim Lessons; Ages 3-5

An 8-class swim lesson package that focuses on developing positive attitude, good swimming habits and safe practices in and around the water. Participants will be introduced to elementary aquatic skills which will be built upon throughout the five levels of the Learn to Swim Program. Once students complete this course, they will earn a Level 1 certificate of completion to advance them to Level 2 of the swim lesson course.

Program Objectives:

- Set goals of helping youth feel comfortable at their own pace in the water and enjoy the water safely.
- To promote achievable goals throughout the course of the summer for each participant to work toward.
- Provide residents with aquatic education while keeping a fun environment.

Core Program Area: Youth

Program Goal: To offer a scope of opportunities for youth to find their own interests and hobbies in a safe and judgment free environment.

Program Objectives:

- Satisfy youth trends and offer programs that fit the needs of residents.
- Create a safe atmosphere for youth where they learn independence and creativity through play.
- Offer educational, fitness, and creative classes to the youth so they can explore different interests in their developmental years.

SMART Goal Example:

Sockey Hockey; 1st to 4th grade

A 6-week series for children in 1st to 4th grade. Sockey is a safe variant of floor hockey played with neoprene sock-covered hockey sticks, soft indoor hockey balls, and players wear sneakers instead of skates. The indoor co-ed sport is created to learn the game of hockey, exercise, and have fun! Players receive a team shirt at the end of the series as a reward of completion.

Program Objectives:

- Provide the fundamental rules of youth hockey within the 6-weeks leaving the program knowing the rules of the game.
- To teach children teamwork and how to work together to reach a common goal.
- Enhance participants physical well-being to reach the recommended minutes of play a day.

Core Program Area: Health and Wellness Program

Program Goal: To provide recreational opportunities encouraging health and wellness to enhance the lives of the community through exercise and classes.

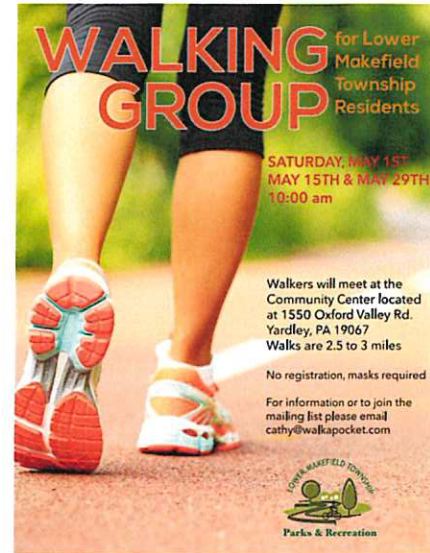
Program Objectives:

- Provide a scope of offerings that is accessible to everyone at all abilities and levels.
- Offer cost effective programming so that all individuals can enhance their own health and wellness.

- Develop positive and safe ways to learn about the benefits of health and wellness.

SMART Goal Example:

Walking Club; Lower Makefield Community
 The LMT Walking Club takes place on Sunday mornings throughout the summer to fall. All Lower Makefield residents are welcome to participate and join in. Residents will meet at the LMT Community Center and walk 2.5 to 3 miles on different paths throughout the Township. Walkers can set goals to beat their own time or at their own pace. A great way to meet other residents and stay active.



Program Objectives:

- Set realistic walking goals throughout the duration of the season.
- To allow residents a safe place to exercise and socialize promoting physical and mental health.
- Provided at a free cost so that all community members can be involved in the club and not be restrained due to costs.

Core Program Area: Volunteer Programs

Program Goal: To provide service opportunities and community engagement to individuals within the Township.

Program Objectives:

- Provide the residents with service opportunities to get involved and learn more about the Township.
- Demonstrate what Lower Makefield has to offer and what it is like to get a behind the scenes experience helping at an event.
- Capitalize off projects and events using it as an opportunity to get the community involved and together.

SMART Goal Example:

Youth Committee; Lower Makefield Township resident students, Pennsbury High School students.

The Lower Makefield Youth Committee goal is to create organized leadership, community service, and recreational opportunities for and by the youth in the LMT community and make recommendations to the Parks and Recreation Board. The committee consists of high school students. Once the students graduate from high school

their time on the committee is up and they can put on their resume the time they served. There are also elected board positions students can apply and interview for.

Program Objectives:

- Provide support to students when looking for community service hours and to get involved in their community.
- Capitalize student’s talents and helping them to meet likeminded peers to create everlasting friendships.
- Develop connections with the schools, students, and supervisors while helping students to network with professionals when volunteering at events for a greater good.

Core Program Area: Special Interests Programs

Program Goal: To offer specialized programs for individuals’ unique interests and to create opportunities for exploration through educational programming.

Program Objectives:

- Satisfy community wants and needs through offering programming that is being desired in the community.
- Offer programming for all types of unique interests and abilities.
- Create opportunities for residents to explore their interests and learn more about other types of activities and hobbies.

SMART Goal Example:

Watercolor Art; all skill levels

In watercolor art the participant will learn many useful techniques and methods for producing watercolor paintings of their own. One can expect to come in and relax, draw, paint, and enjoy with a fun group of artists. No previous experience is required. By the end of this course, you will be able to finish a watercolor painting with confidence. Learn the basics of pictorial composition, people, perspective, and many other aspects of art.

Program Objectives:

- Set self-goals to complete a watercolor painting throughout the course of 6-weeks for the individual to take home and keep.
- To meet likeminded individuals and share a safe place to explore the art world.
- Provide confidence to express one’s creativity through the arts.

Core Program Area: Special Events

Program Goal: To create a fun and inclusive environment to bring the community and residents together to celebrate and share experiences within the Township.

Program Objectives:

- Increase community engagement within the Township and bring the community out to different parks and facilities.
- Offer a wide range of opportunities to get involved from volunteering, sponsoring, being a vendor, or joining in on the fun as a participant.
- Provide a memorable experience from start to finish that will make residents want to continue being involved in parks and recreation.

SMART Goal Example:

Lower Makefield Township Community Day; all ages

Lower Makefield Community Day is a one-day event held once every summer. It is a whole day full of fun and entertainment made for the whole family in mind and for all ages. Admission is free so everyone can attend the event. The Township has games, live entertainment, fireworks, amusement rides, vendors, and much more. This day is organized as a feel-good event to give back to residents to let them know how much the Township appreciates their support.



Program Objectives:

- Share information about what the Township has been doing for the past year, gives residents a chance to meet the staff, and allows opportunities for patrons to learn more about what Parks and Recreation is all about.
- Increase community engagement in residents, staff, volunteers, and community members.
- Provide engagement opportunities for resident to meet their neighbors and socialize with one another right in their own parks.

Core Program Area: Senior Citizen Program

Program Goal: To provide services for older adults allowing them to express their interests in games, exercise, art, and socialization. Helping them to enhance their overall quality of life in a safe and positive atmosphere.

Program Objectives:

- Increase awareness of senior programming and all the services that are offered to senior citizens.



- Offer programming to their specific interests that will help to enhance their fitness and wellbeing.
- Promote health and wellness through leisure and recreation programming.

SMART Goal Example:

Senior Meet and Greets; 55 and up

All individuals 55 years and over are invited to come out the Community Center on the second Tuesday of each month for informational session about the Lower Makefield Seniors. At the Meet and Greet individuals are invited to socialize with all current members and board members, have refreshments, and tune into the monthly guest speaker. The guest speaker is an educational piece about healthier living, a hospital, or a fitness and wellness session. The seniors take away information about the senior program and an educational piece about how to live a better healthier lifestyle.

Program Objectives:

- Provide relevant information to the seniors in a place where they feel comfortable and safe learning it.
- To create an atmosphere where they can socialize and make friendships to increase their human interaction.
- Provide resources to networks and organizations that may fill a need to assist in their current life stages.

4.3 Program and Service Statistics

Every quarter the Program Manager must complete and submit a **Quarterly Program Report** to the Director. The report shows how much revenue was generated from each program in Quarter 1, Quarter 2, Quarter 3, and Quarter 4. After the completion of the year, the four quarterly reports for each program will be added together for a yearly report to show how much revenue the program has generated for the fiscal year. Breaking the reports up into quarterly reports helps the Program Manager determine what season classes thrive in and when they tend to lose attendance. Quarterly reports also make the end of the class statistic reports more efficient when being pulled together.

Class Statistics

Year	Classes	Revenue
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2019	gentle yoga	\$6,244.50
	yoga for beginners	\$3,481.89
	Zumba	\$3,333.00
	learn how to play	\$2,270.00
	toddler soccer	\$2,412.00
	senior golf clinic	\$4,953.00
	music together	\$4,697.00
	young chefs	\$8,040.00
	art class	\$1,352.00
	program total	\$36,783.39
2020	gentle yoga	\$2,751.50
	yoga for beginners	\$300.00
	chair yoga	\$575.00
	restorative yoga	\$325.00
	Zumba	\$2,807.00
	parent and me	\$120.00
	learn how to play	\$225.00
	mad science	\$2,270.00
	cartooning	\$480.00
	art class	\$1,284.00
program total	\$11,137.50	
2021	gentle yoga	\$4,475.00
	hatha flow yoga	\$108.00
	chair yoga	\$1,831.00
	sunset/sunrise yoga	\$3,636.00
	goat yoga	\$8,670.00
	Zumba Gold	\$3,101.00
	super soccer stars	\$1,364.00
	skateboard clinic	\$1,077.00
	cartooning	\$1,844.00
	watercolor art class	\$11,349.00
	sockey hockey	\$1,131.00
program total	\$42,423.00	

Lower Makefield Township Pickleball

Season	Total Users	2019		2020		2021	
		Total Users	Revenue	Total Users	Revenue	Total Users	Revenue

year	47	\$	719	95	\$	255.30	175	\$	4,895
	47	\$	719	95	\$	255.30	175	\$	4,895

Summer Camp Statistics

Year	Camp	Revenue	Participants
2019	Camp LMT	\$82,502.36	97
2020	Camp LMT (COVID-19 Refund)		71
2020	Camp Good Vibes (Tweens)	(COVID-19 Refund)	9
2020	Camp in a Bag	\$2,950.00	36
2020	Camp Essential	\$2,765	13
			(Cancelled after week 3)
2021	Camp LMT	\$46,783.00	59

Pavilion Reservations

	<i>Year</i>	<i>Revenue</i>
	2019	\$2,070.00
	2020	\$1,445.00
	2021	\$5,035.00

Dog Park

	<i>Year</i>	<i>Revenue</i>
	2019	\$11,695.00
	2020	\$7,080.00
	2021	\$11,610.00

4.4 Recreation and Leisure Trends Analysis

Lower Makefield Township studied local and societal trends in 2022 to analyze and assess every 3 years to determine what recommendations should be made to the program catalog. Staff studies trends to improve services at Lower Makefield to keep them current and relevant with the demand of societal desires.

In an article from, “The Emerging Parks and Recreation Industry Trends in 2021 (and beyond)” from Ominify. The staff analyzed six emerging trends are altering the world of Parks and Recreation. The article states, “parks were one of the most hit areas with the onset of the pandemic.” After the pandemic the use of the parks skyrocketed, and the Township saw more residents than ever at the outdoor parks and trails. However, with that the agency also saw a decrease in participation in inside programming. In 2020,

program staff had to evaluate trends to meet the needs of residents. The article states the following 7 trends for 2021.

1. Utilizing Park and Recreation Spaces
2. Building a Sense of Community
3. Technology in Parks and Recreation
4. Growth of Esports
5. Re-imaging Parks and Recreation features
6. Flexible Pricing
7. Making Parks Insta-worthy or Social-Media Friendly

The program staff evaluate the Township with each trend to assess how to incorporate into the upcoming year if we are not currently meeting the trend in our programming. For example, Lower Makefield began offering Sunset Yoga at one of their beautiful locations to utilize more park and recreation space. This was done behind a huge fountain to create the perfect yoga scenery while also making it Insta-Worthy. It is important to the department to realize not everyone feels comfortable being inside participating in activities in today's time. In recognition of the community's feelings the department began offering many other outdoor programs.

Another way the Parks and Recreation Department evaluates local trends is by meeting with the BCRC (Bucks County Recreation Council) once a month. The council is made up of Park and Recreation Professionals in Bucks County, Pennsylvania. The agencies come together to discuss new and current trends that are happening in their own Township. This is a good way for industry professionals to meet and share ideas while also observing local parks.

Person. (2022, March 3). *The emerging parks and Recreation Industry Trends in 2022*. RSS. Retrieved March 25, 2022, from <https://www.getomnify.com/blog/the-emerging-parks-and-recreation-industry-trends-in-2021-and-beyond>.

4.5 Community Inventory

The Program Manager analyzes other nearby agencies programs and services every 3 years to ensure that community needs are being met within the Community. The Program staff will send out a survey every 3 years scanning the community to see if any new programs or services are desired or are still high priority. After examination, the staff will review the needs and see what opportunities prevail. Then the Program Manager will decide what new programs are needed based on current trends and demands or what programs are on a decline and offered somewhere else that can be replaced.

4.6 Fees and Charges Policy and Schedules

Type	Fee
Park and Recreation Fees	
Facilities rental	
Security deposit	\$50 one time per rental, returned after event
Pavilion rental (Memorial Park, Kids Kingdom)	\$15 per hour (residents, resident sponsored)
Pavilion rental (Memorial Park, Kids Kingdom)	\$100 per day during park open hours
All programs	
Event for-profit vendor fee	\$50 day
Bounced checks	\$15
Community Center rental	
Security deposit	\$100 one time per rental, returned after event
Great Room, both sides	\$100 per hour
Great Room, both sides	\$250 per four-hour block
Great Room, one side	\$75 per hour
Great Room, one side	\$150 per four-hour block
Classroom rental (residents or local organizations)	\$25 per hour
Classroom rental (residents or local organizations)	\$50 per four-hour block
Kitchen (following Board of Health regulation)	\$35 per hour
Kitchen (following Board of Health regulation)	\$15 per each additional hour
Reduced fees are available for nonprofits with regular meetings scheduled by contract.	
Field reservations	
Field usage security deposit	\$500 one time per rental, returned after event
Special event athletic field usage rental	\$250 per field per day

Type	Fee
Park and Recreation Fees	
Special event athletic field usage rental	\$20 per field per hour (three hour minimum)
Volleyball court reservation	\$10 per hour (resident or resident-sponsored)
Use of lights on fields	\$16 per hour
User fees	
Resident	\$15 per season (spring/fall). Exception: pickleball has one season
Nonresident	\$36 per season (spring/fall). Exception: pickleball has one season
LMT Seniors, resident	\$15 yearly
LMT Seniors, nonresident	\$20 yearly
Contractor split for Park and Recreation programs	
To the contractor	75% of revenue
To the Township	25% of revenue
Nonresident fee to the Township	10% additional charge
Dog Park membership fees	
For one dog, resident	\$35, one year
For one dog, nonresident	\$50, one year
Each additional dog	\$15, one year
Replacement key fob	\$5
Summer camp	
Eight-week nonresident (register before April 1)	\$1,355
Eight-week nonresident (register after April 1)	\$1,455
Eight-week pool member (register before April 1)	\$1,310
Eight-week pool member (register after April 1)	\$1,360

Type	Fee
Park and Recreation Fees	
Eight-week resident (register before April 1)	\$1,255
Eight-week resident (register after April 1)	\$1,350
Four-week nonresident (register before April 1)	\$729
Four-week nonresident (register after April 1)	\$755
Four-week pool member (register before April 1)	\$705
Four-week pool member (register after April 1)	\$729
Four-week resident (register before April 1)	\$675
Four-week resident (register after April 1)	\$705
Sibling Discount	5%
Pool membership fees	
LMT family membership (before March 6)	\$430
LMT family (after March 6)	\$475
LMT individual discount (before March 6)	\$220
LMT individual (after March 6)	\$240
LMT August family	\$190
LMT August individual	\$95
Nonresident individual August	\$118
Nonresident family August	\$237
LMT senior individual	\$108
LMT senior limited	\$32

Type	Fee
Park and Recreation Fees	
Nonresident family membership	\$570
Nonresident individual membership	\$295
Caregiver membership	\$135
Replacement key fob	\$5
Service charge	\$25 account adjustments
Pool tween camp (membership required)	
Eight-week	\$709
Eight-week discount period	\$650
Six-week	\$531
Six-week discount period	\$487
Four-week	\$354
Four-week discount period	\$325
Pool fees	
Guest pass	\$10 per day
Friday night after 4:00 p.m.	\$5
Guest pass after 4:00 p.m.	\$7
Senior day pass	\$4
Guest passbook, 10 passes	\$80
Lessons	\$45, first child
Lessons	\$35, each additional child
Pavilion rental (members only)	\$10 per hour
Pavilion rental deposit	\$50, one time, returned upon completion of reservation
Administration	
Reimbursement for nonpolice staff use	Blended overtime rate plus payroll match plus pension contribution

4.7 Measurement, Evaluation with Data Collection

When a class is first proposed to the Township by an instructor that instructor must fill out and submit a Class Agreement Contract (*see Appendix B*). Once the contract is submitted the Program Manager will review and see if it meets the needs of the Township. The programmer will also ensure that the instructor's pricing request is aligned with the Townships requirements. Next, the programmer will ensure that the requested service will meet the six program and service determinants. If everything aligns, the programmer than signs off on the contract and begins coordinating dates with the instructor. Once everyone agrees, the programmer will send a formal contract over to the instructor to sign and the instructor will send their clearances and insurance back over for the Township to keep a copy of for their records (*see Appendix C*).

Lower Makefield measures success of a program by offsetting the cost to run the class. If a class meets the minimum number of participants that the instructor has set in the Class Agreement Contract than it is measured as a success. The program or class is considered a failure if lower than minimum signed up and the class must than be cancelled due to low attendance. When a new program is being introduced to the community an email will be sent out to the email on file using the email software Constant Contact. The Township will also utilize their social media platforms and newsletter to get the word out.

Most of the programs at Lower Makefield are done in series. After each series the [LMT Class Feedback Survey](#) goes out to the participants to see how satisfied they are with the program, instructor, registration, and experience. When evaluating the class or program, the staff use data from the survey results to determine where improvements are necessary. After evaluation and completion of the quarterly report, if it seems like the class is on a decline and participation is large enough to keep up with competing programs, the programmer will evaluate if it is time to discontinue the class. When discontinuing the programmer talks to the instructor to see if there is anything they can do to help get attendance up and if that doesn't work the class will be discontinued until further notice.

5.0 Programs and Services Management Matrix

5.1 Program Types

Self-Directed Programs and Services

Lower Makefield offers numerous different types of self-directed recreation opportunities that one can participate in without any type of leadership or instruction. For most of these programs no pre sign up is required and community members can drop in and enjoy the parks and facilities. The following are examples of self-directed recreation opportunities that LMT offers to the community:

- Kid's Kingdom Playground
- Secret Garden Inclusive Playground
- Kid's Kingdom Pavilion
- Memorial Park Pavilion
- The Pool Complex Pavilion
- Tennis Courts

- Pickleball Courts
- Volleyball Courts
- Basketball Courts
- Bike Paths
- Nature Trails

Leader-Directed Programs and Services

Lower Makefield offers many different types of leader-directed classes where community members can be directed by a leader and join in no matter what their skill level is. These classes are great for gaining instruction in a specific skill or class. Participants sign up on Community Pass, Lower Makefield's registration software before coming to the class. The following are examples of self-directed recreation opportunities that LMT offers to the community:

- Swimming Lessons
- Aqua Zumba Classes
- Aqua Aerobics Classes
- Deep Water Aerobics Classes
- Yoga Classes
- Zumba Classes
- Pilates Classes
- Skateboard Classes
- Adult Art Classes
- Youth Hockey Program
- Youth Soccer Program
- Youth Art Classes
- Walking Club

5.2 Demographics

Statistics:

(Data provided from US Census)

- Population: 32,662
- Median Age: 47
- Median Income:
- Marital Status: 67% married, 33% single
- Number of Households: 12,007
- Average Persons Per Households: 2.7
- High School Graduate or Higher (25 and above): 97.6%
- Bachelor's degree or Higher (25 years and above): 70.6%

Lower Makefield's population is aging, and the trend is expecting to continue. The median age in 1970 was at 33.7 years and went to 46.1 years in 2017. With the

Townships population continuing to age it is important for the programming to match these needs.

The upward momentum in the Township’s age distribution reflects the number of baby boomers, members of the massive post-war generation born between 1946 and 1964, along with notable gains in the 65-and-older population. At the same time, the share of young adults has been diminishing. From 2000 to 2010, the Township saw a decrease in the number of young adults between the ages of 18 and 34 years. This decrease is consistent with regional trends and is known as the “Brain Drain”– the trend of young professionals moving to other areas that offer more options for employment and housing.

Change in Age Distribution in Lower Makefield, 2000–2017

Age	2000		2010		2017	
	Number	Percent	Number	Percent	Number	Percent
Under 5 years	2,457	7.5	1,645	5.1	1,374	4.2
5-17 years	6,560	20.1	6,841	21.0	6,191	19.0
18-34 years	4,929	15.1	4,063	12.5	4,598	14.1
35-54 years	12,060	36.9	10,914	33.5	9,621	29.5
55-64 years	3,292	10.1	4,813	14.8	5,459	16.7
65-74 years	2,017	6.2	2,380	7.3	3,399	10.4
75 years and over	1,366	4.2	1,903	5.8	1,979	6.1
Total	32,681	100.0	32,559	100.0	32,621	100.0

Source: U.S. Census, 2000, 2010.
American Community Survey, 2013-2017 5-year estimates.

In 2017, adults in the 35-to-54 age bracket formed the largest segment, about one-third, of the Township’s adult population. Children, between the ages of 5 and 17 accounted for 19 percent of the population, and adults between the ages of 55 and 64 represented 16.7 percent of the population, while seniors aged 65 and up accounted for 16.5 percent of the population.

Residents aged 55 years and older make up 33 percent of the Township’s population. Middle-aged residents aged 35 to 54 decreased by 4 percent from 2010 to 2017, while the

5-to-64 age group increased by almost 2 percent. (Lower Makefield Township 2019 Master Plan)

Table 1

Under 5 years: This group would participate in tot programs, utilize our playgrounds and in strollers. Those in this age are likely to use our trail system accompanied by an adult.

6 to 12 years: This group represents a significant portion of our youth programming.

10-14 years: This group represents a portion of our youth programming but have been identified separately because they have become tweens and have different needs than both the youth group and the teen group. This group represents a significant portion of the tween programming.

15 to 24 years: This group represents teen/young adult program participants moving out of the youth programs and into adult programs. Members of this age group are often seasonal employment seekers.

25 to 34 years: This group represents involvement in adult programs with characteristics of beginning long-term relationships and establishing families.

35 to 54 years: This group represents users of a wide range of adult programs and park facilities. Their characteristics extend from having children using youth programs to becoming empty nesters.

55 to 65 years plus: This group represents users of older adult programs exhibiting the characteristics of approaching retirement or already retired and typically enjoying grandchildren. This group generally also ranges from very healthy, active seniors to more physically inactive seniors. This group can be considered a pre-senior and may or may not want to be active in senior programming.

65 and older: This group will likely be retired or approaching retirement. This group may consider taking part in senior trips or activities and could also be enjoying grandchildren. They may be taking their grandchildren to parks throughout the day and to some Parks and Recreation programming.

Race and Hispanic Origin

- White: 88.5%
- Black or African American: 4%
- American Indian and Alaska Native: .02%
- Asian: 4.6%
- Two or more races: 2%
- Hispanic or Latino: 5%

The population of Lower Makefield was mostly white and native-born as of the 2013-2017 American Community Survey 5-Year Estimates. The share of white Township residents was 88.5 percent, and native-born residents numbered 92.1 percent. The population was 50.9 percent female and 49.1 percent male.

The largest single minority group was Hispanics (of any race), who represented 5.0 percent of the population. African Americans represented 4.0 percent of the population, and Asian, 4.6 percent. Approximately 2 percent of residents identified as two or more races. The percentages of minorities increased slightly between 2010 and 2017. (Lower Makefield Township 2019 Master Plan)

Social and Economic Characteristics

According to the 2013-2017 American Community Survey 5-Year Estimates, Township residents had incomes and levels of educational attainment that were among the highest in the county, the median (half are higher, half lower) household income was \$139,808. This is higher than that for the county, as well as all surrounding municipalities except for Upper Makefield. Almost 97 percent of residents were at least high school graduates, and 67.1 percent held bachelor's degrees or higher. Almost a third of residents (32.3 percent), aged 25 and over, hold graduate degrees or higher. This is more than double the county average of 14.2 percent. Table 2 shows median household income for Lower Makefield, nearby municipalities and the county. Table 3 shows education attainment rates for residents in Lower Makefield, nearby municipalities and Bucks County.

Table 2

Median Income in Lower Makefield and Surrounding Municipalities, 2010-2017

Municipality	2010 Median Household Income	2017 Median Household Income	2010-2017 Percent Change
Lower Makefield Township	\$121,260	\$139,808	15.3
Falls Township	\$62,799	\$70,000	11.5
Middletown Township	\$78,861	\$85,136	8
Morrisville Borough	\$50,980	\$68,214	33.8
Newtown Township	\$107,430	\$114,319	6.4
Tullytown Borough	\$50,677	\$64,250	26.8
Upper Makefield Township	\$155,221	\$152,981	-1.4
Yardley Borough	\$71,360	\$82,614	15.8
Bucks County	\$74,828	\$82,031	9.6

Source: U.S. Census, 2010. American Community Survey, 2013-2017 5-year estimates

Table 3

Educational Attainment of Residents in Lower Makefield and Surrounding Municipalities, 2017

Educational Attainment	Lower Makefield Township	Falls Township	Middletown Township	Morrisville Borough	Newtown Township	Tullytown Borough	Upper Makefield Township	Yardley Borough	Bucks County
High school graduate or higher	96.6%	91.8%	94.2%	93.0%	96.8%	92.7%	96.0%	98.2%	93.3%
Associate's degree or higher	71.7%	28.9%	46.0%	42.1%	66.2%	17.3%	69.9%	69.0%	44.2%
Bachelor's degree or higher	67.1%	21.2%	37.9%	32.8%	60.5%	13.4%	63.8%	60.6%	37.2%
Graduate degree or higher	32.3%	6.1%	13.9%	10.4%	24.4%	2.6%	29.6%	28.7%	14.2%

Source: American Community Survey, 2013-2017 5- year estimates.

5.3 Data/Statistical Collection

After participating in a class at Lower Makefield participants will receive a LMT Class Feedback Survey. The survey is to gain a better understanding of what participants liked and did not like in their time participating in a Lower Makefield class or program. The surveys help staff determine what can use improvement when evaluating programs at the end of the year. Staff uses data from the survey to evaluate what seasons programs thrive in and what seasons programs tend to get low attendance rates in. Staff also uses Community Pass to collect statistical data such as participants genders, ages, grades, and where they are a resident of. This data helps to better understand the scope of the community and what programs need to be a priority for the Township.

5.4 Scope of Program Opportunities

The Department of Lower Makefield updated a Program and Service Matrix in 2022 of all program opportunities. Using Community Pass to generate reports of all programming offered within the Township through Parks and Recreation and manually entering the data by program level into a report to share the total community offerings. This matrix helps to gauge the Townships programming offerings and set the standard of where they should be in the future. It helps to identify what is missing in the catalog of services and how to make improvements. *(See Appendix D)*

Each column in the matrix’s demonstrates how the Department program provides opportunities for a broad scope of proficiency levels, socioeconomic levels, racial and ethnic back grounds, ages, genders, and more. The matrix helps the Program Manager identify where a program is lacking in each section.

5.5 Outreach to Diverse and Underserved Populations

Lower Makefield Township works to provide recreation opportunities for the whole population no matter what the ability, interests, or skill level is. The department encourages participation in programming and utilizes the underserved population to meet their needs. Below are examples of how the Township works to address barriers that exists within the community when it comes to participation in recreation and may limit certain populations from participating in programming. However, the staff works to break these barriers and offer activities for these groups.

Tween Adventures-

The recent data from the 2022 Lower Makefield Township Needs Assessment shows that teenage students within the Township are underserved. Due to the Pennsbury School District having a population size of approximately 10,072 students and limited number of spots on their school teams and after school activities students have very little room to participate in after school recreation activities. The park and recreation department at Lower Makefield learned that so many students in the community are not engaging in activities or having a place to go when school lets out. To try and aid this underserved population the department launched their first Tween Adventures Day Camp in Lower Makefield for children ages 11-13. The goal is to give tweens a place to go in the summer yet also allowing them to feel more independence than if they were just at the regular summer camp. The tweens will get to socialize with their peers, go on field trips geared toward their age group, and participate in physical activity.



Senior Activity Bags-

The Needs Assessment shows that the population of Lower Makefield is aging. The demographics proves that residents ages 55 years and older make up 33 percent of the Township’s population. To meet the needs of the senior population the department initiates ways to make the seniors feel wanted and involved in the community. The parks and recreation department made weekly phone calls to the seniors of Lower Makefield to check on their well-being and to brighten their day with a simple phone call. The calls started

March of 2020 when COVID-19 had first begun and ended March of 2021. The department, with the help of 3 sponsors, put together St. Patrick’s Day themed activity bags. The bags were filled

with treats, cards, puzzles, crafts, books, and other games. They were hand delivered to each seniors' door by our Park and Recreation Interns. After the delivery of the bag one final phone call was made to each senior to make sure they were okay and did not need any further assistance. The seniors were so happy and said the handmade cards that were put into the bags meant so much to them.

5K Any Way Color Fun Run for Accessibility-

Lower Makefield Parks and Recreation is actively aiming to better their parks and programming to make them more accessible for those who need it in the community. With the understanding that this is a diverse underserved population the department works to ensure there is opportunities for children and adults with disabilities to participate in recreation and leisure activities throughout Lower Makefield. The Parks and Recreation department hosted their first “5K Any Way & Color Fun Run for Accessibility” The race was designed for every type



of person in mind and had accommodations for those who may need them. The money raised and donated from this event will be going right into our parks to continue our goal of making them more accessible. The race was a successful first race, with 212 participants, 5 sponsors, and over \$3,000.00 raised for the Community Fund to go toward projects in our Disability Transition Plan to help make the Township more accessible for all.

5.6 Health and Wellness Promotion

Promoting health and wellness is very important to the Parks and Recreation Department. The Township partners with various hospital and health groups to promote healthy living. Listed below are health care partners who help to promote health and wellness within the Lower Makefield community.

- Capital Health
- Saint Mary Medical Center
- Manor Care

Once a month the LMT Senior President schedules a lecture for a health organization to come in and share information about a different health topic relating to their stage of life. The Township also promotes physical activity, healthy food and beverage offerings, nutrition education, and substance abuse prevention.

Physical activity-

To promote physical activity within the Township the Park and Recreation Interns started a walking challenge called “Stepping Into Summer” the idea is to walk 10K steps a day for 6-weeks. There are numerous studies that find humans who walk 10K steps a day are overall healthier physically and mentally. The department is looking for ways to improve the

community's health while also aiming to get members out to the Townships different parks. Each week a new Lower Makefield park or walking trail was emailed out to the participants in hopes they would visit all the parks suggested. By the end of the 6-weeks participants should develop a healthier habit of walking 10K steps a day.

Healthy Food and Beverage Offerings-

To promote healthy food and beverage offerings within the Parks and Recreation facilities and parks, the Lower Makefield Pool offers a variety of healthy options at the snack stand. The snack stand offers a variety of salads, wraps, paninis, and fruit. The summer camp also has a smoothie company come in during the summer to help the campers make their own smoothies or acai bowls.

Nutrition Education-

Lower Makefield understands the importance of nutrition education among children. With that understanding, the Township partners with a dietician to provide healthy eating classes for children 7 to 12 years old. The class is a hands-on approach to learn portion sizes and healthy food groups. Unfortunately, in 2021 when the department ran registration for this class COVID-19 was reaching a high again and parents were nervous about their child not wearing a mask when eating the food and the class was cancelled. The Township has intentions to run this class again next fall.

Eating Healthy Bite By Bite

REGISTER TODAY
4-week Nutrition Class!

- hands on approach for children to learn portion sizes and healthy food groups!

Ages 7-12

Resident- \$100 | Nonresident- \$115

October 7 | October 14
October 21 | October 28
4:30-5:30

LOWER MAKEFIELD TOWNSHIP
Parks & Recreation

Substance Abuse Prevention-

To prevent substance abuse in the community and in the Township the Department aims to keep programming active and busy for all age groups and interest. Keeping a busy schedule at the Community Center and Parks will show the community that they always have somewhere to go and take part in. The Department aims to stop abuse before it becomes abuse, by keeping youth involved in activities so they do not have time or want to be elsewhere to participate in illegal substances.

6.0 Appendices

Appendix A- Classes & Program Determinates Tool



LMT Classes and Programs Determinates Tool

Instructors Name: _____ Today's Date: _____

Proposed Class: _____

Staff member: _____

Determinants	Y/N
<i>Determinant 1: Conceptual foundations of play, recreation, and leisure</i>	
Does this program improve a person's quality of life when participating?	
Does this program improve one's social, psychical, and mental well-being?	
Is this program achieving a measurable goal?	
<i>Determinant 2: Organizational agency philosophy, mission and vision, and goals and objectives</i>	
Is this program cost effective for the community/participant?	
Does the program provide quality service that meets the needs of our residents?	
Is this program safe to all of its participants?	
Does this program include high quality engaged staff/instructors?	
<i>Determinant 3: Constituent interests and desired needs</i>	
Has the program or service been identified as a community need?	
Would the program or service be unique to what is already offered in the community?	
Are participants involved in evaluating the program?	
<i>Determinant 4: Creation of a constituent-centered culture</i>	
Does this program meet the needs of the targeted community members?	
Is this program or service accessible for various ability levels?	
Does this program or service reflect the differing characteristics of a community?	
Is this program economically achievable for all community members?	
<i>Determinant 5: Experiences desirable for clientele</i>	
Does this program or service promote a healthy lifestyle?	
Will this program provide an opportunity for participants to meet a personal goal?	
<i>Determinant 6: Community Opportunities</i>	
Does this program or service provide an opportunity for community members to come together for a common purpose?	
Does this program or service provide a positive and meaningful opportunity that encourages a sense of belonging and unity within a community?	

Elizabeth Lawson
 Program Manager
 1550 Oxford Valley Road, Yardley PA, 19067
 elawson@lmt.org
 267-274-1111



LMT Class Proposal Sheet

Instructors Name: _____ **Today's Date:** _____

Class Description:

<u>Class Information</u>	
Category:	
Price for Instructor:	
Price Advertised (+LMT 25%):	
Drop-in Class or Series:	
Start-End Dates:	
Number of Occurrences:	
Class Min of Participants:	
Class Max of Participants:	
<u>Personal Information</u>	
Company Name:	
Contact Number:	
Address:	
Email Address:	
Relevant Certification(s) (include expirations):	
Additional comments or support you may need from Parks and Recreation:	

Instructor Signature: _____

Program Manager Signature _____

Elizabeth Lawson
 Program Manager
 1550 Oxford Valley Road, Yardley, PA 19067
 elawson@lmt.org
 267-274-1111

SERVICES AGREEMENT

This **SERVICES AGREEMENT** is made the **7th** day of **March, 2022** by the **Township of Lower Makefield**, a political subdivision of the Commonwealth of Pennsylvania, maintaining a principal place of business at 1100 Edgewood Road, Yardley, Pennsylvania (hereinafter referred to as the Township), and [REDACTED] with a primary business address of [REDACTED] (hereinafter referred to as "Provider").

WITNESSETH:

WHEREAS, the Township owns and maintains a number of properties and facilities for use by the community;

WHEREAS, Provider wishes to increase its recognition among the residents of the Township and of Bucks County by providing certain Services as outlined in this Agreement, and any addendums or amendments thereto, at a Township owned property;

WHEREAS, the Township has agreed to permit Provider to provide certain Services as outlined in this Agreement at Township-owned property and/or facility on a periodic basis;

WHEREAS, Provider has agreed to provide said Services at Township-owned property and/or facility on a periodic basis;

NOW THEREFORE, in consideration of the mutual covenants and obligations set forth herein, the Township and Provider agree to the following terms:

1. **Services and Location(s)**. Provider agrees to provide certain Services at Township-owned Property and/or facilities. Said Services and location of service shall be set forth in an addendum to this Service Agreement.
2. **Payment**. Provider agrees to provide payment for the use of Township-owned Property or facilities. The terms of said payment shall be set forth in an addendum to this Service Agreement.
3. **Indemnification by Provider**. Except to the extent of the Township's gross negligence or willful misconduct, Provider shall indemnify and hold the Township and the Township's officers, administrators, members of its board of directors, employees, attorneys and agents (collectively, the "Township Indemnitees") harmless from and against any and all liabilities, injuries (including death), losses, damages, costs, including reasonable attorney fees, judgments, settlements, claims, actions, causes of action, penalties, awards or expenses of any nature to the extent arising out of Provider's, or its shareholders', members', partners', officers', directors', employees', personnel's, contractors', subcontractors', consultants', therapists' or agents' (collectively, the "Provider Indemnitors") performance or omission of performance pursuant hereto or in connection herewith from, including but not limited to, the following: (1) any and all

Appendix D- Program and Service Matrix

Program Name (Lower Makefield Township Park and Recreation)	Community Pass Activity Type (scope of opportunity)	Program Area (Goals and Objectives)	Gender	Life Stage (Preschool, ES Age, MS Age, HS Age, Adult, Senior, Multi, All)	Activity Type (Self, Leader)	Socioeconomic (All, Lower Income)	Activity Proficiency (Beginner, Intermediate, Advanced, All)	Racial/ Ethnic Background
Aqua Aerobics	Adult Fitness & Wellness	Health and Wellness	All	Adult	Leader	All	All	All
Aqua Zumba	Adult Fitness & Wellness	Health and Wellness	All	Adult	Leader	All	All	All
Chair Yoga	Adult Fitness & Wellness	Health and Wellness	All	Adult	Leader	All	Beginner	All
Deep Water Aerobics	Adult Fitness & Wellness	Health and Wellness	All	Adult	Leader	All	All	All
Creative Cartooning	Youth Art	Children and Youth	All	ES Age	Leader	All	All	All
Dog Park Membership	Dog Park	Special Interests	All	Adult	Self	All	All	All
Gentle Mat Yoga	Adult Fitness & Wellness	Health and Wellness	All	Adult	Leader	All	Beginner	All
Goat Yoga	Adult Fitness & Wellness	Special Interests	All	Multi	Leader	All	All	All
Hatha Flow Yoga	Adult Fitness & Wellness	Health and Wellness	All	Adult	Leader	All	All	All
Level 1 Swim Lesson	Youth Fitness & Wellness	Children and Youth	All	Preschool	Leader	All	Beginner	All
Level 2 Swim Lesson	Youth Fitness & Wellness	Children and Youth	All	ES Age	Leader	All	Beginner	All
Level 3 Swim Lesson	Youth Fitness & Wellness	Children and Youth	All	ES Age	Leader	All	Intermediate	All
Level 4 Swim Lesson	Youth Fitness & Wellness	Children and Youth	All	Multi	Leader	All	Intermediate	All
Level 5&6 Swim Lessons	Youth Fitness & Wellness	Children and Youth	All	Multi	Leader	All	Advanced	All
Lifeguard Certification Class	Youth Fitness & Wellness	Special Interests	All	HS Age	Leader	All	Advanced	All
Mad Science Workshop	STEM	Children and Youth	All	ES Age	Leader	All	All	All