

# QUALITY OF LIFE SUB-COMMITTEE PRESENTATION

February 22, 2011



# AGENDA

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1. Purpose
2. Background
3. Definition
4. Quality of Life Components
5. Activities
6. Recommendations

# QUALITY OF LIFE SUB-COMMITTEE

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**RODNEY GUSHARD – CHAIR**

**JENNIE AYRES**

**JAMES KERRIGAN**

**LANA BAUMGARTNER**

**JOHN KURTZ**

**MARIA EUBANKS**

**JOSEPH MATTIA**

**ASSOCIATES:**

ROBERTA BONEY

CHERYL FETTY

HECTOR RIVERA

**TOWNSHIP COMMITTEE LIAISONS:**

TOM PALMENTIERI

AMY GATTO

LISA HEDRICK, SECRETARY

# BACKGROUND

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## FINANCIAL ENVIRONMENT

- Need to identify Essential Services AND the level of services to be provided.
- Goal of not degrading but of improving Services and Environment wherever possible.

## STRATEGIC PLANNING COMMITTEE FORMED

- Identified key Township characteristics:  
**Strengths ❖ Weaknesses ❖ Threats ❖ Opportunities**
- Identified four major focus areas:  
**Safety ❖ Fiscal Vitality ❖  
Smart Growth ❖ And...**



# BACKGROUND

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**Repeated expression of intangible but desirable community characteristics:**

- Environment
- Community Spirit
- Beauty
- Heritage
- Community Attributes
- People
- Diversity

**Collectively referred to as**  
***“QUALITY OF LIFE”***

- The fourth Major Focus Area



# EXAMPLES OF "QUALITY OF LIFE" ELEMENTS IN A MODERN TOWN

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- **Microcosm of America**
- **Downtown Area**
- **Community Run**
- **Community Size**
- **Schools**
- **Transportation**
- **Employment**
- **Open Space**
- **Mall**
- **Varied Architecture**
- **Consistent themes within Neighborhoods**



# DEFINITION

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As used in this context, “**Quality of Life**” is:

**A Township stakeholder’s assessment of how well the Township provides an environment which affords the opportunity for personal and family satisfaction and growth.**

**This environment consists of man-made, natural and social components that may include: roads, parks, trees, the availability of educational, recreational and leisure time activities and the feeling of community pride and social belonging, etc.**

# HAMILTON TOWNSHIP EXPERIENCE/CHALLENGE

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- What is Appropriate for Government
- Catalyst; No Cost or, at most, Nominal Cost
  - Leadership, Catalyst
- Relationship to other subcommittees and Township Government
- Goal: To make a significant Quality of Life contribution



# KEY QUALITY OF LIFE ELEMENTS

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## ENVIRONMENT

- ✓ Natural
- ✓ Man-made
- ✓ Physical
- ✓ Social
- ✓ Cultural

## COMMUNITY SPIRIT

- ✓ Enthusiasm
- ✓ Feeling of Belonging
- ✓ Pride
- ✓ Community Trust
- ✓ Comfort Level

## COMMUNICATIONS

- ✓ Residents ↔ Residents
- ✓ Stakeholders ↔ Government
- ✓ Government ↔ Stakeholders

# ENVIRONMENT - ACTIVITIES

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## Combined Events Committee

- Center point to launch events and activities
- Community Coordinator
  - Community Education, Recreation & Advisory Committee Lead
- Community Meeting Place – static or mobile



# ENVIRONMENT - ACTIVITIES

## Optimum Utilization of Township Facilities

- Identify facilities that could be utilized
  - Example: Duberson School – how to use to benefit quality of life
- Available Grants
- Identify funding sources outside of grants

## Fully Utilize properties within the Township

- Farmers' Market
- Be Inviting/Friendly to Businesses
- Encourage development of neglected private property



# ENVIRONMENT - ACTIVITIES

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## Enhance/Develop HT Directory/Booklet

- Description – Compilation of Township Amenities
  - Serve as a “snapshot” of the community and “advertisement” for the Township
  - Example: Township Map
  - Shopping; Educational; Recreational; Environmental/Recycling; Social Services; Senior Services; EMS; Government Services
  - Welcome package to new residents
- Could be funded by advertisements
  - Updated every 2-3 years
- Distribution
  - Businesses, Colleges, Library, Town Hall, etc.



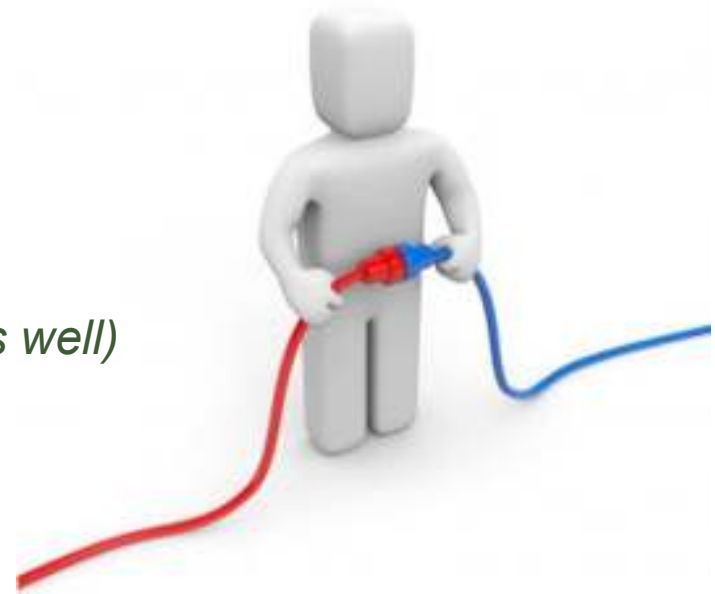
# ENVIRONMENT - ACTIVITIES

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## Small Business Advocate

- Serves as Mentor and Advocate for prospective small businesses to help them:
  - Acclimate to the Township; and
  - “Navigate the Waters” through the Township’s Rules & Regulations

*(May be a topic best suited for the Smart Growth Subcommittee, but it is important to Quality of Life as well)*



# COMMUNITY SPIRIT - ACTIVITIES

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- **Neighborhoods and Neighborhood Associations**
  - Establish Core Group to:
    - Identify and explore candidate new neighborhoods
    - Facilitate and partner new and existing associations
      - Consider: Planning Committee, Neighborhood Watch, etc. as part of Neighborhood Association structure



# COMMUNITY SPIRIT - ACTIVITIES

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## Spruce Up the Township

- ✓ **Beautification Program**
  - **Community Clean-up**
    - Benefits include Community Pride, Aesthetics, reduced crime, etc.
  
- ✓ **Signage to denote communities**
  - Laureldale
  - Mizpah
  - Cologne
  - Weymouth
  - Mays Landing
  - Etc.



# COMMUNITY SPIRIT - ACTIVITIES

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- **Establish Citizen Service Points**

- Consistent way to document Community Service
- Used by individuals as personal achievement
- Could be used by Government and other entities to recognize community contributions



- **Establish Committee to create Framework:**

- **Recognizable activities**
  - Voluntary: not associated with paid job or elected office
  - Contributes to the Community
- **Establish points**
- **Validate point claims**
- **Etc.**



- **Utilization of Service Points:**

- Awards, Resumes, Job/College Applications



# COMMUNICATIONS - ACTIVITIES

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## Community Website

- Comprehensive Township Website
- Community Events, Township projects that allow for direct community input

## Social Networking/Internet

- Take advantage of Facebook, MySpace, blogs, Channel 2, etc.



## Opportunity for Shared Service or Partnerships

- Atlantic City Institute of Technology, Oakcrest High School and Local Colleges, etc.

# COMMUNICATIONS - ACTIVITIES

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## Establish Community Meetings

- Solve problems
- Address specific projects
- Socialize



# COMMUNICATIONS - ACTIVITIES

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## Community Advocate

- Serves as Township Government-to-Community communications intermediary who assures that questions, suggestions, recommendations, complaints are answered and addressed



# COMMUNITY QUALITY OF LIFE SURVEY

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## Create a stakeholders' Quality of Life survey

- Initial survey that is reasonably comprehensive
- Consider “segmenting” to keep it manageable
- Incentives
- Distribution
  - Online
  - Local Businesses
  - Surveys after Community events



# RECOMMENDATIONS\*

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## RECOMMEND INITIAL ACTION ON:

- ✓ **Community Quality of Life Survey**
- ✓ **Combined Events Committee**
- ✓ **Township Directory/Booklet**
- ✓ **Neighborhood Associations**
- ✓ **Website**
- ✓ **Community Advocate**
- ✓ **Community Service Points**
- ✓ **Small Business Advocate**



*\*QOL Recommendations Only; Not Township Commitments*

# VOLUNTEERS

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**CONTACT:**

**RODNEY GUSHARD**

**(609) 625-3605**

