

QUALITY OF LIFE SUB-COMMITTEE PRESENTATION

February 22, 2011



AGENDA



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

QUALITY OF LIFE SUB-COMMITTEE

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

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

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

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



DEFINITION

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

- 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

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

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

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.

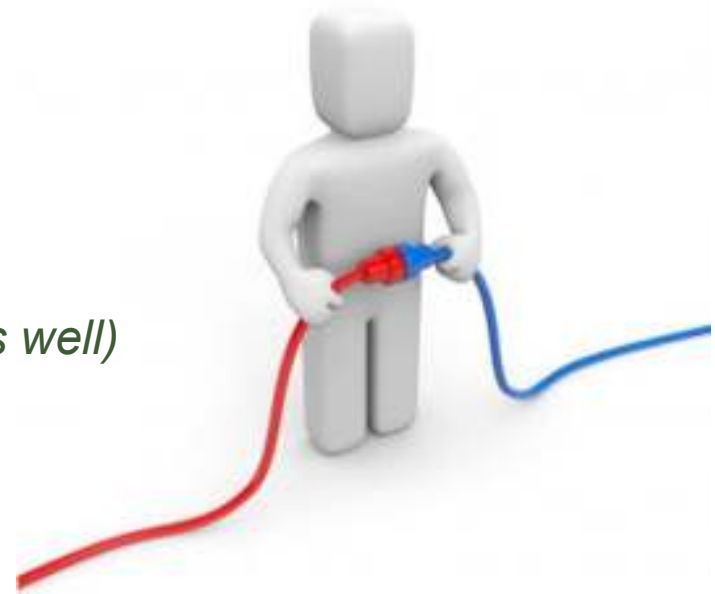


ENVIRONMENT - ACTIVITIES

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

- **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

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

- **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

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

Establish Community Meetings

- Solve problems
- Address specific projects
- Socialize



COMMUNICATIONS - ACTIVITIES

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

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*

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

CONTACT:

RODNEY GUSHARD

(609) 625-3605

