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CAPITOL QUARTER COMMUNITY BUILDING REPORT PREPARED FOR

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# DISTRICT OF COLUMBIA HOUSING AUTHORITY

JUNE 2014

FINAL REPORT

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# 1.0 – PREFACE

In February of 2014, Brailsford & Dunlavey, Inc. (“B&D”) was retained by the District of Columbia Housing Authority (“DCHA”) to conduct a planning study for the Capitol Quarter Community Building (“Study”). The community building was once part of the 23-acre Capper/Carrollsborg public housing project, but will become a key element of a new mixed-income community. According to JD Land, “DCHA sees the new community building being a multifaceted enrichment center, a hub for activities, and positive civic interaction, as well as serving the community-building process.”

The new building is intended to serve many functions such as fitness and cultural activities based upon an assessment of community needs detailed as part of this study. In addition to identifying the highest priority needs within the community, this study will be utilized to establish a recommended program and assist DCHA in the procurement of a private, 3<sup>rd</sup> party to operate the building.

The B&D project team (“Project Team”) that produced this Study included the following individuals:

- ◆ Jay Brinson, Regional Vice President
- ◆ Bryan Slater, Project Manager
- ◆ Nikkia Martin, Assistant Project Manager
- ◆ Abdul Kader Kabbani, Project Analyst
- ◆ Tyler Specht, Project Analyst

Throughout this Study, B&D coordinated its efforts with the Justice & Sustainability Associates (“JSA”). The Project Team would like to give special thanks to the members and officials of JSA who helped coordinate the public engagement process.

The findings of this Study constitute the professional opinions of B&D personnel based on the assumptions and conditions detailed throughout this report. B&D conducted research using both primary and secondary sources that are deemed reliable, but whose accuracy cannot be guaranteed. B&D developed revenue projections based on the project concept defined herein. Should any alteration be made to the recommended program of spaces, the revenue projections are likely to differ and would require updating the financial model with the revised program. Furthermore, due to variations in market and other external factors, actual expenses and revenues may vary from projections, and these variances may be material.

## 2.0 – EXECUTIVE SUMMARY

### *Introduction*

In February 2014, Brailsford & Dunlavey, Inc. (“B&D”) was retained by the District of Columbia Housing Authority (“DCHA”) to conduct a planning study for the Capitol Quarter Community building (“Study”). The building will become part of a new mixed-income community that was once the 23-acre Capper/Carrollsburg public housing project. According to a quote provided on the JD Land blog, “DCHA sees the new Community building being a ‘multifaceted enrichment center,’ a ‘hub for activities and positive civic interaction,’ as well as ‘serving the community-building processes.’”

### *Background*

This report analyzes unmet market demands and programmatic options for a community building already planned for construction at 5<sup>th</sup> and L Streets in the southeast quadrant of Washington, D.C. Findings from market analyses and a community survey were used to establish utilization assumptions and corresponding projections for operating revenues and expenses. Various analyses are included in the Study’s sections and exhibits. Although the building has already been designed and permitted for construction, DCHA intends to utilize the Study to modify floor plans and assist with solicitation of a third-party operator.

### **SUMMARY OF FINDINGS**

The primary findings and conclusions from the Study are provided below and in the following sections and exhibits of this report.

### *Project Vision*

- ◆ DCHA strives to meet broad recreation and leisure interests and expects this building to serve as an enrichment center, a hub for neighborhood activities, and a place that facilitates positive civic interaction among all members of the local community.
- ◆ DCHA does not expect the building to receive operating subsidies from the District government and plans to procure a third party to operate the building. Therefore, programs and activities offered in the building should, to the greatest extent possible, be financially self-sustaining.

- ◆ The building should serve as a neighborhood gathering place and have spaces that support a variety of programs and services, including classes, meetings, group exercise, and child, youth, and adult programs.

## MARKET ANALYSIS

Below are the key finding with respect to the market analysis. A detailed write-up can be found in Section 3.0 of this report.

- ◆ The facility is expected to service a half-mile target market area that includes 6,000 residents as of 2013, a figure that is conservatively expected to grow to 7,500 by 2018 with development of several new housing properties. The half-mile target market area contains exceptionally strong household incomes and has a very favorable proportion of residents between the ages of 25 to 34. Although the facility will service a small population, the residents possess ideal characteristics for driving membership and class revenue.
- ◆ B&D analyzed participation trends provided by the National Sporting Goods Manufacturers Association to understand market potential. Analysis of the data revealed that the vast majority of users will be in the 25 to 34 age group and B&D suggests any marketing strategy should be tailored to this age demographic. Further, almost all activities have participation levels that escalate with household income levels. In consideration of the local target market household income profile, B&D believes there is opportunity to drive market-rate membership and class registration fees to patrons who value convenience and proximity to their homes.
- ◆ Based on a review of the competitive marketplace, the existing community and fitness centers do not adequately satisfy market demand for fitness activities and enrichment classes. As a result, B&D believe the Project contemplated herein can fill a market gap.

## COMMUNITY ENGAGEMENT

A significant effort was made to engage all neighbors living within the primary market area. DCHA utilized the services of Justice and Sustainability Associates (JSA) to direct the outreach activities. Over the four-month duration of the Study, Project team members from JSA, B&D, and DCHA conducted two large community meetings, met on three occasions with a working group, and engaged in numerous individual conversations with interested neighbors. Following is a summary of the feedback received:

- ◆ Facility programming should be responsive to the demands of persons in the primary market area (1/2-mile radius of the site) and include activities for all age groups.
- ◆ Spaces within the building should be designed with flexibility in mind to accommodate multiple types of community enrichment and fitness activities both now and in the future.
- ◆ The community supports a fee-based programming structure, but fees should be indexed based upon ability to pay and residency.
- ◆ Long-term funding for facility operations and maintenance is crucial to maintaining the building in good condition over time.

### *Survey Results*

A total of 473 responses were received over the course of a three-week survey collection period, resulting in statistically-reliable results with a 95% confidence level and a 4.8% margin of error. Detailed survey findings are available in Section 5.0. A summary of key findings follows:

- ◆ Participation levels in fitness and enrichment activities are closely linked to household income and a person's age.
- ◆ Respondents from the primary market area living in lower income households are significantly older than those from higher income ones.
- ◆ The five most demanded adult programs, in order, are yoga, group fitness, dance, cooking, and gardening classes.
- ◆ The five most demanded youth programs, in order, are outdoor playground areas, indoor soft play areas, music classes, gymnastics classes, and crafts.
- ◆ Regardless of income level, over 75% of survey respondents indicated a willingness to pay a fee in order to participate in fitness and enrichment activities at the new community building.
- ◆ Parents in the primary market area expressed overwhelming willingness to enroll their child or children in a day care at the new community building.

## **PROGRAM RECOMMENDATIONS**

B&D developed an outline program that reflects DCHA’s vision, community input, survey results data, and market analysis findings. The outline program is a list of all revenue-generating elements that are recommended for the new community building, including recreation spaces, specialized activity spaces, and community spaces. Other spaces, such as offices, a kitchen, and locker rooms, which are not contained in the table, are also included in the final recommendations.

Activity	Quantity	Total NASF	Typical Uses
Gym	2	7000	Sports leagues, camps, free play
Day Care	1	3600	Day Care
Multipurpose Fitness	3	3300	Aerobics, Yoga, Dance, Martial Arts
Multipurpose Classrooms	2	2200	Performing Arts, Music, Education, Tutoring
Fitness Individual	1	1200	Cardio machines or convert to multipurpose
Indoor Soft Play Area	1	700	Indoor soft play or convert to multipurpose

Figure 2.1: Program recommendation summary

## PROJECT ECONOMICS

In B&D’s experience, most publicly-operated community buildings like the one contemplated herein are seldom able to cover operating costs with facility revenues. They are viewed as public assets so market-rate memberships and fees are not charged. Cost recovery percentages typically range from 60% to 90%. B&D expects this Project to be on the high end of this range with revenues covering ninety-one percent (91%) of the building’s operating expenses.

Enrichment and fitness class admissions are the primary revenue source for the new community building, accounting for about fifty-six percent (56%) of the total revenue. Despite a cost-recovery assessment that does not break even, there is a strong opportunity for an experienced operator with a reputable set of programs to be successful in this location, particularly if it is able to draw members from the secondary market area, which is nearly five times larger than the primary one.

Revenues	2018
Pass Revenue	\$ 85,707
Multi Purpose Classes: fitness	\$ 341,760
Multi Purpose Classes: enrichment	\$ 230,421
Gym Rental	\$ 88,511
Indoor Soft Play Area	\$ 80,634
Other Revenue	\$ 16,154
Day Care	\$ 103,700
<b>Total Revenue</b>	<b>\$ 946,886</b>
Expenses	
Full-time salaries and benefits	\$ 255,100
part-time personnel	\$ 92,200
Multi Purpose Instructors: fitness	\$ 205,056
Multi Purpose Instructors: enrichment	\$ 162,603
Utilities	\$ 65,000
General administrative	\$ 111,000
Repairs and Maintenance	\$ 54,000
Contracted Services	\$ 75,000
Insurance	\$ 21,000
<b>Total Expenses</b>	<b>\$ 1,040,959</b>
<b>NOI</b>	<b>\$ (94,073)</b>
<b>Cost Recovery</b>	<b>91%</b>

## 3.0 – MARKET ANALYSIS

### INTRODUCTION

The market analysis is an in-depth examination of demographic and socioeconomic characteristics unique to the Washington D.C. marketplace with a particular emphasis on the southeast quadrant, the project site's location. Findings from this analysis are utilized for making programmatic recommendations and developing corresponding financial projections. Specific tasks in the market analysis included:

- ◆ A demographic analysis of the local and regional marketplaces to understand socioeconomic makeup;
- ◆ A participation analysis using data from the National Sporting Goods Manufacturers Association to inform a conceptual number of participants within a defined target market area; and
- ◆ An analysis of competitive facilities to understand potential market niches not being accommodated by the current supply of facilities.

### DEMOGRAPHIC ANALYSIS

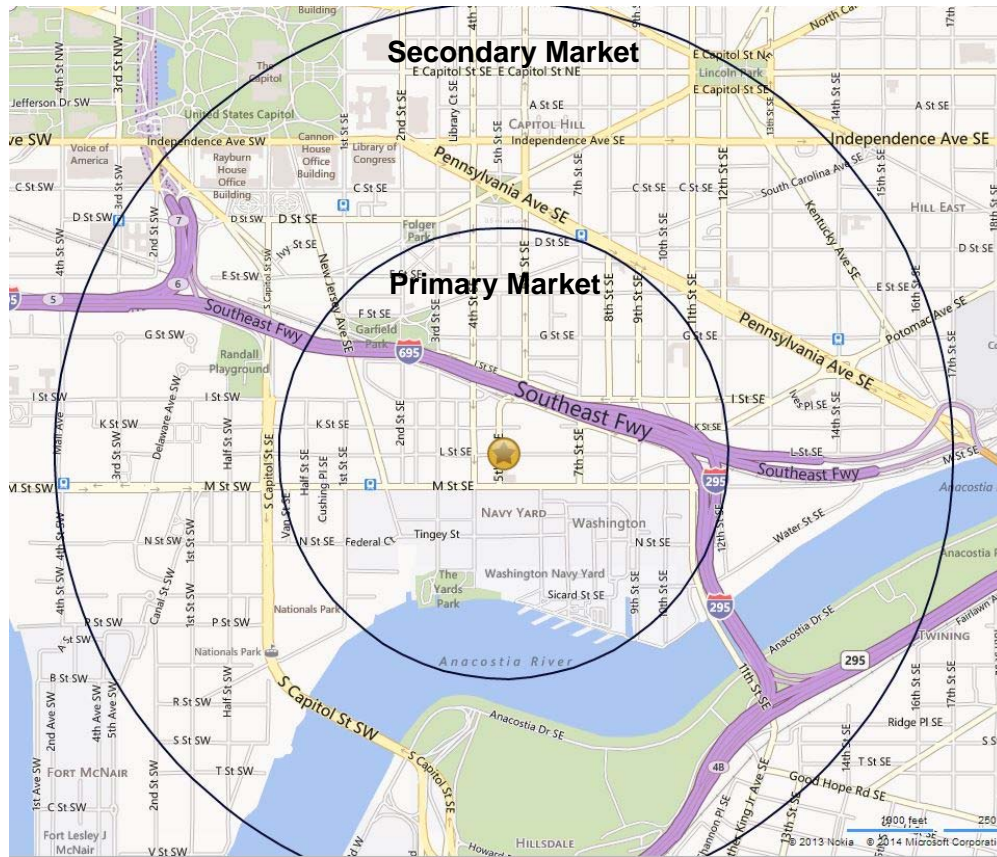
#### *Introduction & Methodology*

Brailsford & Dunlavey utilized both primary and secondary sources to gain a thorough understanding of the demographic and socioeconomic conditions of the Navy Yard area in the southeast quadrant of Washington, D.C. While many community-focused recreation projects serve a greater market area, D.C.'s dense urban makeup and high saturation of public and private facilities suggest that the primary market area will be no greater than one-half (.5) mile from the site, while the secondary market area is assumed to be one mile. The selection of a half-mile as the primary market area was also attributable to a lack of parking at the facility and programming directed at the neighbors of the project. These two factors limit the primary market to a reasonable walking distance of no greater than nine blocks, which is about one-half mile.

#### *Site Context*

The project site is three blocks east of Nationals Park, two blocks north of the Navy Yard government complex, and south of I-495. The primary market's radius surrounding the site

provides access to the area commonly known as the Navy Yard neighborhood while also encompassing a small portion of the Capitol Hill neighborhood, which is just to the north of the I-695 Southeast Freeway. The secondary market area has been established at a 1-mile radius from the project site and encompasses most of the Capitol Hill neighborhood and a small portion of the southwest quadrant of Washington D.C., which is west of South Capitol Street.



*Population Overview*

The primary market area has slightly over 6,000 residents as of 2013, while the secondary market area is nearly five times larger at slightly over 30,000 people. According to US Census projections, the primary market area will add 450 residents over the next five years while the secondary marketplace will add an estimated 2,400 during the same time. These growth projections do not take into account planned developments in the Navy Yard neighborhood, an area that has seen a significant increase in investment and development since the completion of nearby Nationals Park. After review of planned developments, B&D believes the population growth may actually

be closer to 11,000 by 2018. This growth is reflected in the table below under “Modified Projection.”

	[1] Census Projection			[2] Modified Projection		Average HH Size	Percent Owner Occupied
	Population (2013)	Population (2018)	Annual Growth	Households (2018)	Population (2018)		
Half-Mile Primary Market	6,157	6,622	1.51%	6,500	11,050	1.7	33.1%
One-Mile Secondary Market	30,411	32,831	1.59%	15,615	30,411	1.9	42.0%
Washington, DC Proper	631,516	680,026	1.54%	281,891	680,026	2.1	42.7%
Washington, DC MSA	5,803,606	6,128,795	1.12%	2,172,952	6,128,795	2.6	64.7%
United States	314,419,291	328,556,267	0.90%	118,845,620	328,556,267	2.6	65.1%

Source: SitesUSA 2013, US Census Bureau

[1] Census projections from SitesUSA 2013 data

[2] Modified projections based upon housing start data provided by DCHA and the Capitol Riverfront

Average household size provides a broad understanding of the extent to which a market contains households with children. The average household sizes within the primary and secondary markets are 1.7 and 1.9 people, respectively. These sizes are smaller than averages seen in D.C. proper (2.1) and both the MSA and national averages, each with 2.6 people per household. The market also contains comparatively fewer owner-occupied households, suggesting the project will be in direct competition with rental properties that offer significant on-site amenities such as weight and fitness areas, conferencing space, and other amenities.

### *Age*

The median age for the half-mile primary market is 31.7 years and nearly 34 for the one-mile secondary market. Each measurement is significantly lower than both the MSA and national averages. The percent of the primary market population that is nine years or younger is 7% and 10% for the two target markets, while the MSA and national average are at roughly 13%. The youth population, ages 10 to 19, is also much smaller than the national and metropolitan averages. Conversely, early adults aged 20 to 29 represent nearly 30% of the population in the half-mile target market, a figure nearly double both the national and MSA averages. In B&D’s experience, age is perhaps the most reliable indicator for predicting participation in certain activities while income is more important for understanding membership and class revenue potential

	Population	Median Age	Age: Percent of Total				
			Children (Infant to 9)	Youth (10 to 19)	Early Adult (20 to 29)	Adult (30 to 64)	Senior (65+)
Half-Mile Primary Market	6,157	31.7	6.7%	4.8%	29.8%	49.8%	8.9%
One-Mile Secondary Market	30,411	33.8	10.2%	7.1%	21.0%	51.3%	10.4%
Washington, DC Proper	631,516	33.3	11.2%	9.9%	19.8%	47.3%	11.8%
Washington, DC MSA	5,803,606	35.7	13.2%	12.7%	13.8%	49.0%	11.3%
United States	314,419,291	36.5	13.0%	13.5%	13.8%	46.0%	13.7%

Source: SitesUSA 2013

### Market Wealth

Market wealth is a critical measurement for determining spending on fitness memberships and classes. Typically, the more wealth in a market area, the more discretionary income there is for luxury items such as fitness center memberships. As seen in the table below, each of the target market income levels is comparable to the level seen in the MSA but significantly elevated over Washington D.C. proper and the national average. However, the each of the local market jurisdiction's cost of living index is 140, meaning that the area is 40% more expensive to live in than the average United States city. After adjusting for this difference, the two target markets and the D.C. MSA still have adjusted household incomes significantly higher than the national average of \$52,000.

The most notable measurement in this analysis is per capita income. The half-mile target market area has a per capita income of \$65,000, which is 240% higher than the national average of

	Population	Per Capita Income	Median HH Income	Adjusted HH Income	HH Net Worth
Half-Mile Primary Market	6,157	\$65,067	\$95,416	\$68,154	\$669,759
One-Mile Secondary Market	30,411	\$58,688	\$88,989	\$63,564	\$680,700
Washington, DC Proper	631,516	\$43,885	\$62,955	\$44,968	\$597,843
Washington, DC MSA	5,803,606	\$47,980	\$92,608	\$66,149	\$793,135
United States	314,419,291	\$27,068	\$51,803	\$51,803	\$502,529

Source: SitesUSA 2013

\$27,068. High per capita income and favorable age demographics in the target market are two important drivers for a successful project at the proposed site.

B&D also analyzed household wealth within the two target market areas and found an incredibly high percentage of households in upper income brackets. In B&D's experience, it is exceedingly rare for target market areas in the middle of a region's "urban core" to have income levels higher than those in the entire MSA.

	Household Wealth: Percent of Total						Percent over \$100,000
	Under \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 to \$149,999	\$150,000 to \$199,999	\$200,000 and Up	
Half-Mile Primary Market	29.1%	9.6%	12.4%	19.3%	14.3%	15.3%	48.9%
One-Mile Secondary Market	34.3%	13.0%	9.6%	16.2%	11.5%	15.5%	43.2%
Washington, DC Proper	41.8%	15.2%	10.0%	12.8%	8.3%	12.0%	33.1%
Washington, DC MSA	25.9%	15.7%	11.9%	10.5%	20.7%	15.3%	46.5%
United States	48.7%	17.8%	11.9%	11.8%	3.1%	6.7%	21.6%

Source: SitesUSA 2013

## PARTICIPATION TABLES

B&D obtained recreation and sports participation data from the National Sporting Goods Association (NSGA) to inform demand levels for the project. This data was reconciled with local demographics to understand demand for the following activities: aerobics, exercising with equipment, weight lifting, working out at a club, yoga, basketball, and volleyball, as well as those with no interest in participating. There are several limitations to the data, which are listed below:

- ◆ There will be significant cross-participation that is not taken into account in this analysis.
- ◆ This analysis quantifies conceptual gross participation levels and does not take into account either the competitive marketplace or the extent to which the project is able to capture the participants.
- ◆ Participation data for activities analyzed as part of this report is not available for those younger than seven years of age.

- ◆ The participation levels gauged in this analysis are for all activities within the NSGA report that are able to be reasonably accommodated by the anticipated program. The report does not take into account individual fitness activities except for a select few, such as yoga. B&D assumes that actives such as Zumba, body pump, etc. all fall under the “aerobics” participation category.
- ◆ Furthermore, this section only analyzes participation for recreation- and sport-oriented activities. A significant portion of the project’s programming and class revenue will be derived from educational and enrichment offerings, for which there is no reliable and credible national participation data available.

Despite these limitations, the data is insightful with regard to quantifying anticipated participation levels, particularly by various age groups.

#### *National Participation by Gender and Age*

Age and gender are perhaps the two greatest characteristics that determine participation in an activity type. The table below assigns a unique participation rate for each activity by gender and age. For instance, nearly 16% of all people over age seven are aerobics participants, suggesting there are approximately 45 million participants nationwide (the national population over age seven is 285 million.) The aerobics participants are divided further by gender with 73% (33 million) being female and 27% (12 million) being male. Gross participation is also quantified across various age groups. Participation for aerobics is greatest in the 25 to 34 year-old bracket, as 21% of all participants are within this group. A similar exercise was completed for all other activities.

Population	Gender		Ages									
	M	F	7-11	12-17	18-24	25-34	35-44	45-54	55-64	65-74	75+	
285533												
Aerobics	44,816 15.7%	12,192 27.2%	32,624 72.8%	1,342 3.0%	2,705 6.0%	5,456 12.2%	9,465 21.1%	7,500 16.7%	6,885 15.4%	6,080 13.6%	3,497 7.8%	1,886 4.2%
Basketball	25,579 9.0%	17,508 68.4%	8,071 31.6%	4,037 15.8%	5,436 21.3%	4,635 18.1%	4,656 18.2%	3,615 14.1%	2,212 8.6%	748 2.9%	229 0.9%	10 0.0%
Exercise Walking	102,142 35.8%	37,026 36.2%	65,116 63.8%	2,403 2.4%	4,322 4.2%	7,593 7.4%	14,423 14.1%	16,079 15.7%	19,066 18.7%	19,106 18.7%	11,710 11.5%	7,439 7.3%
Exercising w/ Equipment	57,738 20.2%	24,678 42.7%	33,061 57.3%	384 0.7%	3,025 5.2%	6,941 12.0%	10,348 17.9%	9,647 16.7%	10,282 17.8%	8,356 14.5%	5,590 9.7%	3,165 5.5%
Weight lifting	31,083 10.9%	19,169 61.7%	11,913 38.3%	158 0.5%	2,580 8.3%	5,648 18.2%	6,030 19.4%	5,725 18.4%	4,909 15.8%	3,413 11.0%	1,743 5.6%	878 2.8%
Working Out at a Club	35,241 12.3%	14,922 42.3%	20,319 57.7%	196 0.6%	1,628 4.6%	5,258 14.9%	5,802 16.5%	5,855 16.6%	6,125 17.4%	4,255 12.1%	3,750 10.6%	2,371 6.7%
Volleyball	10,250 3.6%	3,423 33.4%	6,827 66.6%	1,180 11.5%	2,554 24.9%	1,857 18.1%	1,958 19.1%	1,004 9.8%	1,044 10.2%	521 5.1%	81 0.8%	50 0.5%
Yoga	22,917 8.0%	3,843 16.8%	19,074 83.2%	485 2.1%	863 3.8%	3,345 14.6%	5,429 23.7%	4,335 18.9%	3,824 16.7%	2,466 10.8%	1,336 5.8%	833 3.6%
Not Participating	55,361 19.4%	25,705 46.4%	29,656 53.6%	3,163 5.7%	3,944 7.1%	6,263 11.3%	7,720 13.9%	6,722 12.1%	8,269 14.9%	7,321 13.2%	5,300 9.6%	6,659 12.0%

The green shading symbolizes the greatest participation in an age group for an activity while red signifies the lowest degree of participation. Unsurprisingly, high impact activities, such as volleyball and basketball, are dominated by younger participants and have low rates of participation by older age groups.

*National Participation by Income*

Income is also an indicator of potential participation in various activities since those with more discretionary income have a greater propensity to participate in fee-based activities at a community building. The table below analyzes activity participation by income bracket.

	Population		Income Bracket						
	285533	Under \$15,000	\$15,000 to \$24,999	\$25,000 to \$34,999	\$35,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 to \$149,999	\$150,000 and Up
<b>Aerobics</b>	44,816 15.7%	4,056	3,552	3,848	5,591	7,834	5,950	7,411	6,574
		9.1%	7.9%	8.6%	12.5%	17.5%	13.3%	16.5%	14.7%
<b>Basketball</b>	25,579 9.0%	3,652	2,068	2,218	3,265	4,316	3,305	3,564	3,191
		14.3%	8.1%	8.7%	12.8%	16.9%	12.9%	6.4%	5.8%
<b>Exercise Walking</b>	102,142 35.8%	4,870	4,844	4,897	7,210	10,632	8,020	9,163	8,103
		10.9%	10.8%	10.9%	16.1%	23.7%	17.9%	20.4%	18.1%
<b>Exercising w/ Equipment</b>	57,738 20.2%	4,870	4,844	4,897	7,210	10,632	8,020	9,163	8,103
		8.4%	8.4%	8.5%	12.5%	18.4%	13.9%	15.9%	14.0%
<b>Weight lifting</b>	31,083 10.9%	2,788	2,283	2,163	3,748	5,607	4,165	5,347	4,982
		9.0%	7.3%	7.0%	12.1%	18.0%	13.4%	17.2%	16.0%
<b>Working Out at a Club</b>	35,241 12.3%	2,419	2,387	2,528	4,098	6,408	5,257	6,340	5,805
		6.9%	6.8%	7.2%	11.6%	18.2%	14.9%	18.0%	16.5%
<b>Volleyball</b>	10,250 3.6%	1,515	974	896	1,195	1,596	1,018	1,524	1,534
		14.8%	9.5%	8.7%	11.7%	15.6%	9.9%	14.9%	15.0%
<b>Yoga</b>	22,917 8.0%	2,368	2,113	1,884	3,164	3,871	2,614	3,710	3,193
		10.3%	9.2%	8.2%	13.8%	16.9%	11.4%	16.2%	13.9%
<b>Not Participating</b>	55,361 19.4%	11,775	8,665	7,983	7,516	8,141	4,483	4,167	2,630
		21.3%	15.7%	14.4%	13.6%	14.7%	8.1%	7.5%	4.8%

Households with the greatest income levels have the lowest “not participating” rate, shown by the red shading, while the lowest income households have the highest “not participating” rate of 21%. The “not participating” segment quantifies those choosing not to participate in any of the activities considered in the NSGA report. Otherwise, participation is consistent across income levels with higher income households showing a significantly greater propensity to participate in various activities. The lone exception is for basketball and volleyball, where lower income households have a strong participation rate.

*Primary Target Market Area Participation*

The half-mile target market area is projected to have roughly 11,000 people by 2018. However, given that some of the proposed development is both speculative and still subject to approvals, B&D has conservatively utilized 7,500 as the half-mile target market population for both demand-based programming and participation analyses. The following table details the number of conceptual participants by activity and age group. The greatest number of participants for every activity analyzed is in the 25 to 34 year-old age group, which is a direct result of the population distribution. Due to the local market’s unique age distribution, the greatest number of participants by activity is for yoga (1,206), aerobics (1,112), and weight lifting (1,105).

	Population		Ages							Total Users		
	7,500		7-11	12-17	18-24	25-34	35-44	45-54	55-64		65-74	75+
<b>Aerobics</b>			185	180	804	2722	1162	644	637	434	232	
			6	11	98	574	194	99	87	34	10	1,112
			3.0%	6.0%	12.2%	21.1%	16.7%	15.4%	13.6%	7.8%	4.2%	
<b>Basketball</b>			29	38	145	493	163	55	19	4	0	947
			16%	21%	18%	18%	14%	9%	3%	1%	0%	
<b>Exercise Walking</b>			4	8	60	384	183	120	119	50	17	944
			2.4%	4.2%	7.4%	14.1%	15.7%	18.7%	18.7%	11.5%	7.3%	
<b>Exercising w/ Equipment</b>			1	9	97	488	194	115	92	42	13	1,052
			1%	5%	12%	18%	17%	18%	14%	10%	5%	
<b>Weight lifting</b>			1	15	146	527	214	102	70	24	7	1,105
			1%	8%	18%	19%	18%	16%	11%	6%	3%	
<b>Working Out at a Club</b>			1	8	120	450	194	112	77	46	16	1,025
			1%	5%	15%	17%	17%	17%	12%	11%	7%	
<b>Volleyball</b>			21	45	145	518	113	65	32	3	1	945
			11%	25%	18%	19%	10%	10%	5%	1%	0%	
<b>Yoga</b>			4	7	118	647	221	108	69	25	8	1,206
			2%	4%	15%	24%	19%	17%	11%	6%	4%	
<b>Not Participating</b>			11	13	91	380	141	96	84	42	28	885
			6%	7%	11%	14%	12%	15%	13%	10%	12%	

B&D further divided the anticipated participation levels by age group into frequent, occasional, infrequent users. For the purpose of driving membership and programming revenue, the most likely targets are frequent and occasional users; infrequent users are typically more passive

participants and, consequently, are considerably less likely to make measurable expenditures on such activities. Annual participation frequency is logically greatest in the frequent category and lower for both the occasional and infrequent groups. Interestingly, a comparatively greater percent of both basketball and volleyball participants are occasional and infrequent users, suggesting revenue generated out of non-league play in the gymnasium may be a challenge.

	Participant Type	Participation Frequency	Male	Female	Total Users	Type Distribution
Aerobics	Frequent	110+	38	271	308	32%
	Occasional	25 to 109	41	280	321	33%
	Infrequent	6 to 24	50	290	340	35%
Exercise Walking	Frequent	110+	57	163	220	30%
	Occasional	25 to 109	60	194	254	34%
	Infrequent	6 to 24	77	194	271	36%
Exercising w/ Equipment	Frequent	110+	104	147	251	32%
	Occasional	25 to 109	98	170	267	34%
	Infrequent	6 to 24	97	174	271	34%
Weight Lifting	Frequent	110+	251	66	316	35%
	Occasional	25 to 109	213	82	295	33%
	Infrequent	6 to 24	198	87	285	32%
Working out at a Club	Frequent	110+	105	125	229	34%
	Occasional	25 to 109	91	108	199	30%
	Infrequent	6 to 24	109	130	240	36%
Yoga	Frequent	50+	73	412	485	33%
	Occasional	10 to 49	129	382	510	34%
	Infrequent	2 to 9	125	361	486	33%
Basketball	Frequent	50+	188	14	202	25%
	Occasional	10 to 49	244	39	283	35%
	Infrequent	2 to 9	257	70	326	40%
Volleyball	Frequent	20+	40	152	192	25%
	Occasional	5 to 19	69	159	228	29%
	Infrequent	2 to 4	87	270	357	46%

Source: NSGA Sports Participation in the U.S. 2013

Note: Numbers may vary as result of rounding errors

The participation analyses are most instructive for markets with unique demographics characteristics – in this instance, it shows that the 25 to 34 age demographic will ultimately represent the vast majority of users and the marketing and programming strategy should be

tailored accordingly. The participation analysis also suggests yoga constitute a major portion of facility programming due to the high composition of frequent and occasional users. Lastly, the high percentage of passive involvement in basketball and volleyball suggest extracting annual and drop-in pass revenue could be a challenge as constituents may choose to patronize nearby school gymnasiums, community centers, or black top areas where usage may be free of charge.

## COMPETITIVE CONTEXT

### *Introduction & Methodology*

The competitive context analysis evaluated whether a community building at the project's proposed site can be competitive in the existing environment. B&D collected information on various recreational, community, fitness, educational, and daycare facilities in the area, including their locations in relation to the site, facility program elements, and on-site amenities. This analysis is restricted to municipal and private facilities and does not include any outdoor or seasonal spaces.

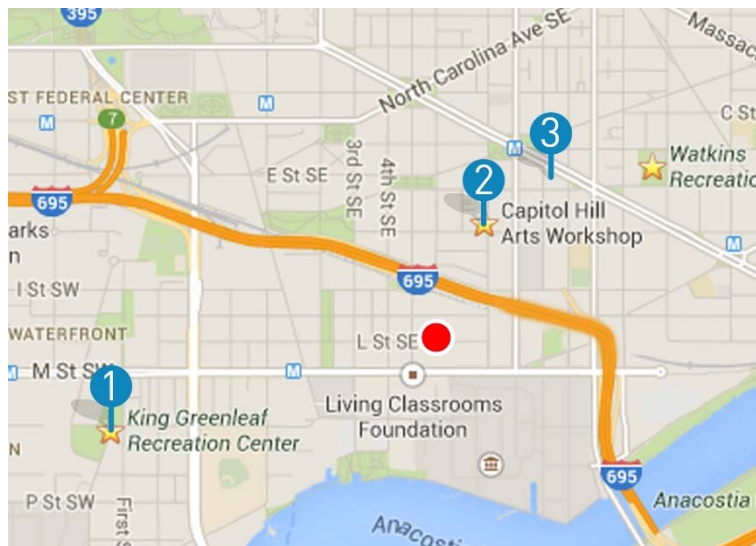
### *Competitive Set*

There are 18 facilities within a one-mile radius of the project site that will offer some form of competition. The facilities are comprised of three publicly-operated community and recreation centers, nine private fitness centers, and six daycare facilities. Each type of facility has different orientations, target markets, and operating structures. A review of each type of facility by category and composition is provided below.

### *Recreation/Community Centers*

B&D identified three public recreation or community centers within a one-mile radius of the project site. King Greenleaf Center is operated by the District of Columbia Parks and Recreation Department and is positioned as "public assets." Facilities that are positioned as public assets are most often subsidized and viewed as community amenities. In this instance, this public facility offers little programming, but has a low monthly membership fee that allow easy access. An individual monthly pass is 25 dollars, 16 dollars for a family, or 12 dollars for seniors. Programming is limited to cardio and weight training, gymnasium activities, and multi-purpose room use.

Facility	Distance From Site miles	Address
<b>Recreation/Community Center</b>		
1 King Greenleaf Center	1	201 N Street, SW
2 Capitol Hill Arts Workshop	0.4	545 7th Street, SE
3 The Hill Center	0.9	921 Pennsylvania Ave, SE



There are two similar, privately-operated facilities located within the primary market radius – Capitol Hill Arts Workshop and The Hill Center. The Capitol Hill Arts Workshop is primarily an education center offering a variety of art, music, dance, and leadership courses to all ages and experience levels. Courses are typically packaged in sessions with each session ranging between 1 and 10 classes. On average, the hourly rate to attend a Capitol Hill Arts Workshop is between 17 and 28 dollars. Additionally, the facility offers camps throughout the year at a rate of 450 dollars per week.

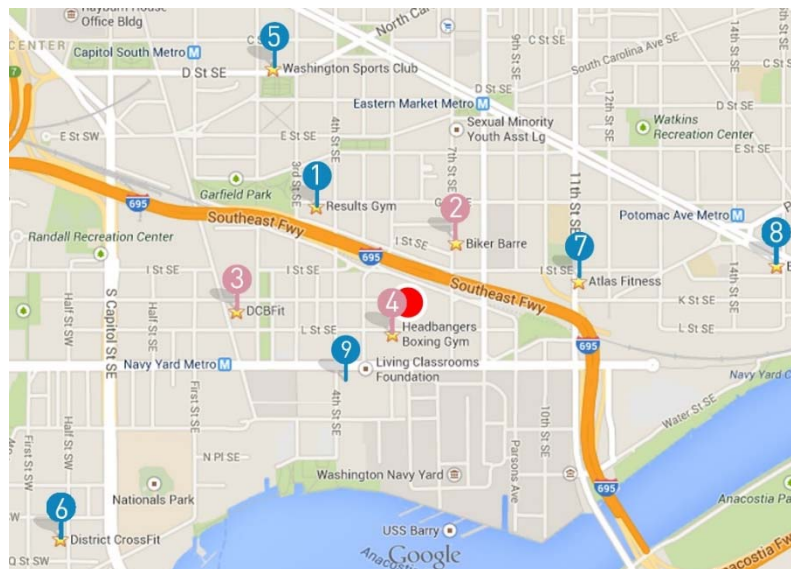
The Hill Center, a 501 3C non-profit facility, partners with various independent for profit and non-profit groups to offer educational courses in performing arts, language studies, health and fitness. Other courses include computer, math, and science training for all age groups. On average, courses are typically packaged in sessions of five classes at an hourly rate of 20 dollars. The facility also offers a robust, free lecture series of authors, musicians, and guest speakers. Occasionally musicians will host small audience concerts at a cost of 10 to 20 dollars a ticket. Additionally, the facility is available for full and partial rental every day of the week.

A complete listing of program offerings and facility fees is included in Exhibit A.

*Fitness Centers*

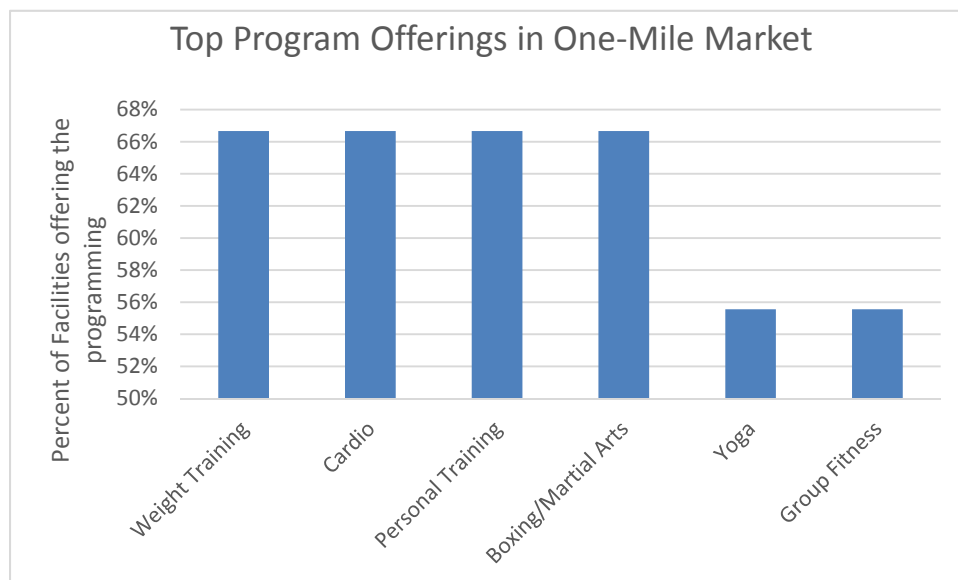
B&D identified nine fitness centers within a one-mile radius of the Capitol Quarter Community building. In contrast to publicly operated community centers, these facilities are profit-driven enterprises that will compete aggressively with the project for market rate memberships and class patrons. Based on B&D’s review of the programs and services offered at each facility, Results Gym, Washington Sports Club, and Vida Fitness will likely offer the greatest amount of competition to the project.

Facility	Distance From Site miles	Address
<b>Fitness Center</b>		
1 Results Gym	0.4	315 G Street, SE
2 Biker Barre	0.3	738 7th Street, SE
3 DC Boxing and Fitness	0.4	1000 New Jersey Ave, SE
4 Headbangers Boxing Gym	0	555 L Street, SE
5 Washington Sports Club	0.8	214 D Street, SE
6 District Crossfit	1.1	1525 Half Street, SW
7 Atlas Fitness	0.5	920 11th Street, SE
8 Bmarchai Studios	1.1	1451 Pennsylvania Ave, SE
9 Vida Fitness	0.2	1212 4th St SE,



Adult membership rates range from a low of \$70 per month at Washington Sports Club to a high of \$250 per month at Bmarchai Studios. The average adult membership for the facilities studied is \$120 per month. One-time enrollment fees range from \$39 to \$180. Most of these facilities offer a youth/teen membership option, while only one, Results Gym, offers a “couples” membership option. In consideration of the local target market demographics, B&D believes a slightly discounted “couples” membership could have strong appeal in the marketplace.

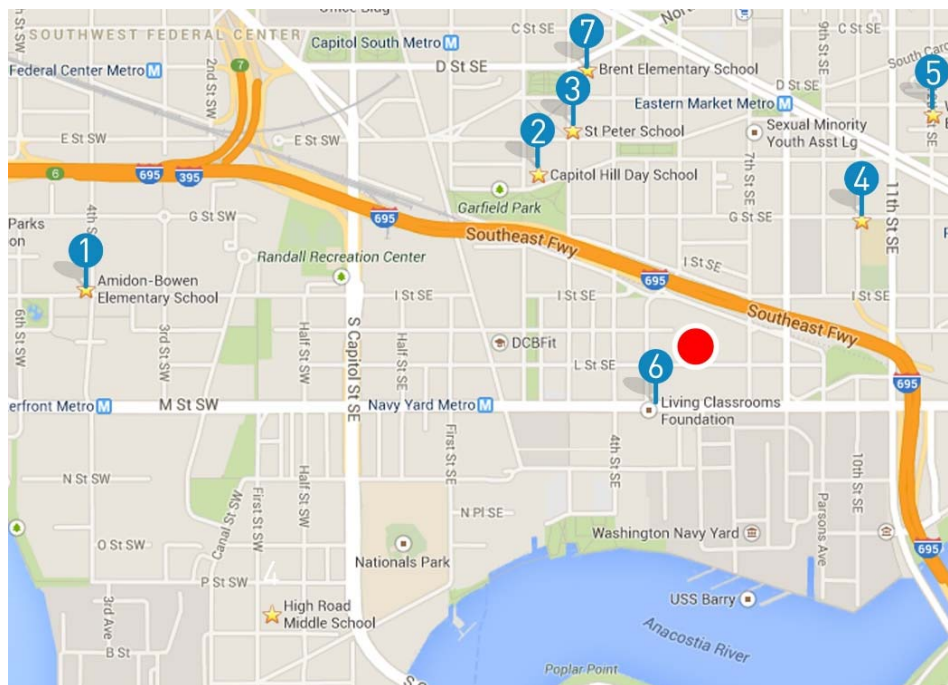
B&D conducted a detailed analysis of amenities and programs offered at each facility. The findings reveal that the most common program offerings are weight training, cardio fitness, personal training, boxing, martial arts, yoga, and group fitness. Within these nine centers, B&D identified three as specialized facilities that do not offer the breadth of programming of other primary competitors. DC Boxing and Fitness and Headbangers Boxing Gym specialize in martial arts and boxing training, while Biker Barre is a barre and cycling-oriented fitness center. The average adult membership at the specialized facilities is \$175 per month. A complete list of competitive facilities, along with their pricing and program offerings, is provided in Exhibit A.



*Educational Facilities*

B&D identified seven educational facilities within a one-mile radius of the project site. Excluding Van Ness Elementary School, which is set to re-open in the fall of 2015, the facilities identified are a half mile or more away from the project site.

Facility	Distance From Site miles	Address	Gym Yes/No
<b>Educational Facilities</b>			
1 Amidon-Bowen Elementary	1.1	401 I Street, SW	yes
2 Capitol Hill Day School	0.6	210 South Carolina Ave, SE	
3 St. Peter School	0.6	422 3rd Street, SE	
4 Tyler Elementary School	0.6	1001 G Street, SE	yes
5 Watkins Elementary School	0.9	420 12th Street, SE	
6 Van Ness Elementary School	0.1	1150 5th Street, SE	
7 Brent Elementary School	0.7	301 North Caroline Ave, SE	

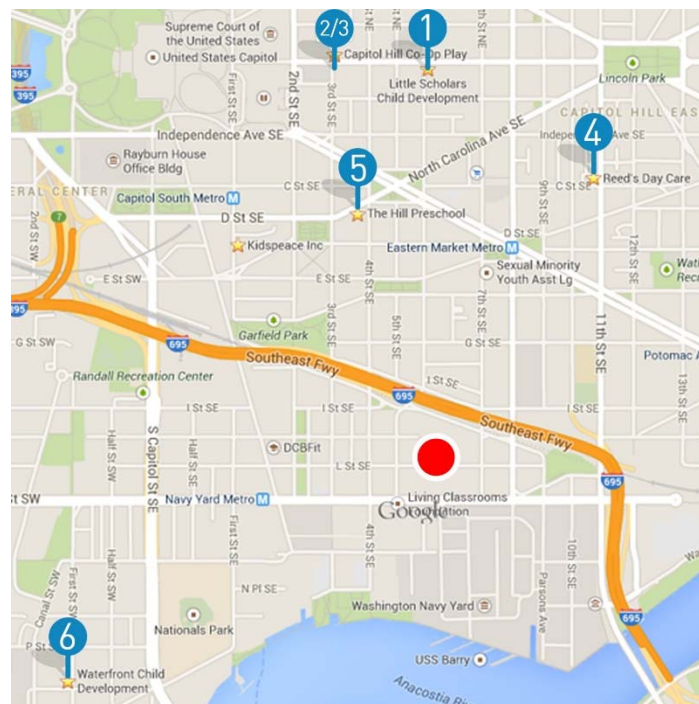


While educational facilities do not represent competition per se, the number of gymnasiums within the competitive marketplace must be known to evaluate the extent to which potential users may value the space within the target market area. Only two educational facilities, Amidon-Bown and Tyler Elementary schools, in this market area have gymnasiums and both offer them as rental spaces after school hours. Additionally, B&D believes some schools without gymnasiums may represent potential partners for the purpose of leasing gymnasium time.

*Child Care Facilities*

B&D identified six child care facilities within a 1.2 mile radius of the project site.

Facility	Distance From Site miles	Address
<b>Child Care</b>		
1 Little Scholars Child Development	1.1	601 6th Street, SE
2 Capitol Hill Co-Op Play	1	222 East Capitol Street, SE
3 River Park Nursery	1	212 East Capitol Street, SE
4 Reed's Daycare	1	251 11th Street, SE
5 The Hill Preschool	0.7	337 N. Carolina Ave, SE
6 HHS/ED Children's Center	1.2	1547 1st Street, SW



Operators interviewed by B&D indicated that their current programs are full and most often had active waitlists. The average cost per child per month, age three to four, is \$1,082, while the median cost per child per month is \$1,302. The large variation is attributable to Capitol Hill Co-Op Play and River Park Nursery, each of which offers below-market fees.

Daycare		3-4 Year Olds
1	Little Scholars Child Development	\$ 1,420.00
2	Capitol Hill Co-Op Play	\$ 600.00
3	River Park Nursery	\$ 700.00
4	Reed's Daycare	N/A
5	The Hill Preschool	\$ 1,302.00
6	HHS/ED Children's Center	\$ 1,390.00
<b>Competing Facility Average</b>		<b>\$ 1,082.40</b>

**Summary of Key Findings:**

- ◆ The facility is expected to service a half-mile target market area with 6,000 residents as of 2013, a figure that is conservatively expected to grow to 7,500 by 2018 with development of several new housing properties. The half-mile target market area contains exceptionally strong household income measurements and contains a comparatively greater portion of residents between the ages of 25 to 34. Although the facility will service a small population, the population exhibits ideal characteristics for driving membership and class revenue.
- ◆ B&D analyzed participation trends provided by the National Sporting Goods Manufacturers Association to understand market potential. Analysis of the data revealed that the vast majority of users will be in the 25 to 34 age group and B&D suggests any marketing strategy should be tailored to the age demographic accordingly. Further, almost all activities have participation levels that escalate with household income levels. In consideration of the local target market household income profile, B&D believes there is opportunity to drive market-rate membership and class registration fees to patrons that value convenience and proximity to their household.
- ◆ Based on a review of the competitive marketplace, the existing allotment of community and fitness center is insufficient to satisfy market demand for activities such as fitness and enrichment classes. As a result, B&D believe there is a small market niche the project could fill.

## 4.0 – COMMUNITY ENGAGEMENT

### PROCESS OVERVIEW

Justice and Sustainability Associates (JSA) directed all community engagement activities between March and June, 2014, for the purpose of ensuring that all outreach activities and project communications were well coordinated among the Project Team (B&D, JSA, and DCHA). In addition to leading all communication and outreach activities, JSA also organized three working group meetings and two large community meetings. Both the working group and community meetings were attended by representatives from each of the Project Team organizations.

Working group meetings were conducted to engage community members and ensure appropriate information exchange between all parties. Working group members also facilitated the community survey process and improved attendance at community meetings by volunteering their time to conduct outreach efforts.

In addition to the community and working group meetings, B&D conducted a community survey, which is described in detail in section 5.0 of this report. The survey provided respondents with the opportunity to offer comments about the community center project. A summary of the feedback is included below.

### SUMMARY OF FINDINGS

DCHA's stated goal for the community building project is to provide residents of Capitol Quarter with a facility that encourages and supports neighborhood activities that enrich the community environment. The building should become a center of civic interaction for the area. DCHA does not expect to receive operating subsidies from the District government so the facility must be financially self-sustaining. B&D found throughout this process that residents of the Capitol Quarter want this facility to function as a neighborhood asset that will build community and serve their local needs. The residents desire a space that will provide a safe location for their children to play that can also support adult education and enrichment.

Based upon feedback received during community meetings it is clear that residents support fee-based programming although they do not believe any patron should be turned away due to an inability to pay. The facility should support a variety of programs for all ages and be flexible to accommodate various uses, both now and in the future. There is strong community interest in the long-term success of this building but there are significant fears that the building will be programmed in a manner that excludes portions of this economically diverse neighborhood.

Detailed findings of the community engagement process are provided in the following sections and exhibits.

## DETAILED FINDINGS

### Community Meeting 1: April 21, 2014

The first community meeting was attended by approximately 65 participants and, based upon the polling exercise conducted, the majority of whom live within a three-block radius of the project site and were over age 60. During the meeting, participants engaged in a visioning exercise designed to help the Project Team align programming recommendations with community expectations related to issues such as revenue generation, equitable access, and demand for particularly activities. Following the visioning exercise, B&D divided the group into tables of 8-10 attendees and moderated roundtable discussions to solicit opinions about the new building. The results of these two exercises are summarized below.

#### *Community Visioning*

Brailsford & Dunlavey developed a short visioning session that asked six demographic and nine program-related questions to the 65 community and stakeholder participants in attendance. Participants responded to the questions utilizing electronic key pads. The key findings from the exercise are summarized below.

- ◆ The majority of participants indicated that on-site programs should predominantly accommodate the residents living within two or three blocks of the building site.
- ◆ No person should be turned away because of his/her inability to pay.
- ◆ Popular programs that can serve large numbers should be offered, but the facility should also support a variety of unique programs and serve as a gathering place for residents in the neighborhood.
- ◆ The longer a participant had lived in the area, the more likely he or she was to be in favor of the building acting primarily as a community center designed to encourage communication and collaboration within the neighborhood rather than as a recreation center focused on athletic and fitness activities.
- ◆ Flexibility is important so spaces should be designed to accommodate a variety of program offerings.

Detailed results are included as Exhibit B.

#### *Roundtable Discussions*

Moderators from B&D and JSA orchestrated the discussions through a series of questions, intentionally open-ended in nature, and permitted individuals to discuss tangential issues and

engage in dynamic conversation. While the moderators were predisposed to obtaining answers to the questions asked, they also paid close attention to other issues raised during the interviews.

Overall, most participants had similar opinions about how and by whom the new community building should be used. While most attendees stated the facility should support the needs of the immediate community, some voiced interest in welcoming users from other neighborhoods. Paying facility usage fees was an important topic in all groups. Community members felt the facility should be free, but if fees are needed, residents in the immediate neighborhood should pay less than other users. In terms of programs and offerings, community members indicated a desire for activities they cannot currently access within the neighborhood or their own homes. The community building was described as an extension of the home by many.

Detailed findings from the April 21<sup>st</sup> roundtable discussions are included as Exhibit C.

### **Community Meeting 2: June 11, 2014.**

During the second community meeting, B&D presented results from the community survey and its preliminary recommendations for a building program. There was an extensive Q&A period and participants were encouraged to make comments in response to the proposed program. Below is a summary of the comments collected. A complete list of the feedback received is provided as Exhibit D.

#### *Summary of Meeting 2 Feedback:*

- ◆ Participants were concerned about the lack of activity space for older children. There were multiple comments expressing a lack of programming for this age group.
- ◆ Participants would like two kitchens, one for the daycare and one for cooking classes.
- ◆ Participants were concerned about the quality of the designed spaces. Many comments mentioned the column obstructions and the desire for appropriate flooring for activities.
- ◆ Many participants mentioned the desire for more outdoor spaces, including a playground dedicated to the community and not simply the daycare, and a green roof.

A complete list of the feedback received is provided in Exhibit D.

### **Summary of Open Comments from the Community Survey:**

Below are the most common themes presented in the survey comments:

- ◆ There is a lack of available amenities and activities for neighborhood children.
- ◆ Safety in and around the facility is a major concern. Respondents would like the building monitored by a security officer.
- ◆ The facility must be welcoming to all persons, regardless of age, gender, economic status, orientation, or ability.
- ◆ Ground floor retail to create a small neighborhood main street and an aquatics addition would be desired elements.
- ◆ After school and full-day childcare programs that accepting DC vouchers would be important to many of residents.
- ◆ Long-term funding for maintenance and operations of the facility is important, not just money for construction.

A complete list of responses is included in Exhibit E.

### Summary of Key Findings:

- ◆ Facility programming should be responsive to the demands of persons in the primary market area (1/2-mile radius of the site) and include activities for all age groups.
- ◆ Spaces within the building should be designed with flexibility in mind to accommodate multiple types of community enrichment and fitness activities both now and in the future.
- ◆ The community supports a fee-based programming structure but fees should be indexed based upon ability to pay and residency.
- ◆ Long-term funding for facility operations and maintenance is crucial to maintaining the building in good condition over time.

## 5.0 – SURVEY ANALYSIS

### OBJECTIVES

B&D developed a web-based survey to quantitatively test the primary market area's demand for specific program options. Response options were structured to maximize information about facility usage patterns, inform economic model assumptions, and better understand community members' desires for the new building.

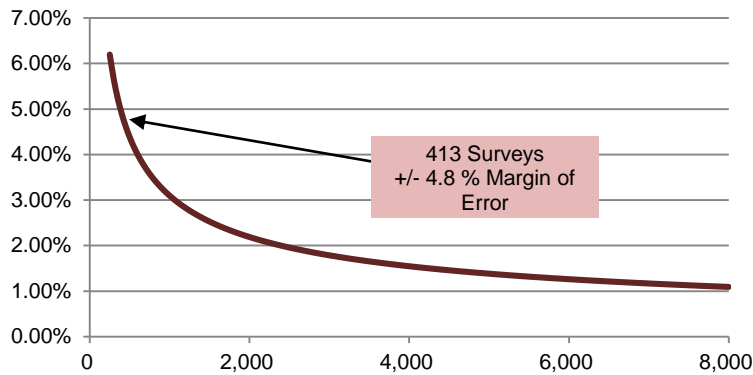
### METHODOLOGY

B&D distributed the electronic version of the survey to community members via e-mail, list-serves, and various website postings. Additionally, volunteers and DCHA employees hand delivered over 1,000 paper surveys to residents of DCHA buildings. A total of 473 responses were received during the May 1-18, 2014, collection period. Electronic responses outnumbered paper ones by a 3 to 1 margin.

To ensure a reliable sample and credible data, B&D made every attempt to reduce non-response bias and minimize margin of error by developing a consistent survey methodology that encouraged participants to respond to the survey. Upon completion of the survey collection process, results and projections were sorted by various demographics characteristics to make refinements to the demand results. Detailed survey results can be found in Exhibit F of this report.

### MARGIN OF ERROR

Based upon the 413 responses received from within the primary market area, which is about seven percent of the primary market area population, the margin of error for the survey is +/- 4.8 percent based on a 95% confidence level.



**DEMOGRAPHIC COMPARISON**

B&D compared the demographics of the survey respondents living within the primary market area to the 2010 Census information to identify any variances between the two populations. Survey response demographics were generally consistent with the Census data with three notable exceptions. As shown in Figure 5.0, below, the average household size in the survey sample was .5 persons larger than the Census size. This difference is driven predominantly by an overrepresentation of households with children under age seven. Additionally, owner-occupied households responded to the survey at a rate 12% higher than the Census average.

Category	Census	Survey
Avg Household Size	1.70	2.20
Owner Occupancy	33.1%	45.2%

Figure 5.0: Survey sample characteristics compared to census data

Households earning less than \$15,000 annually are overrepresented by nearly 10%; however, it is important to note that nearly 15% of respondents elected not to disclose household income.

Household Income Distribution	Census	Survey
Under \$15,000	11.9%	21.0%
\$15,000 - \$24,999	3.5%	6.7%
\$25,000 to \$34,999	3.3%	3.3%
\$35,000 to \$49,999	10.4%	1.8%
\$50,000 to \$74,999	9.6%	2.8%
\$75,000 to \$99,999	12.4%	5.4%
\$100,000 to \$149,999	19.3%	15.9%
Over \$150,000	29.6%	27.9%

Figure 5.1: Survey sample characteristics compared to census data

Slight skewing of survey data is not unusual. To ensure that no single group was grossly over- or under-represented, however, B&D isolates demographic subgroups to determine their responses to any single question.

## SUMMARY OF FINDINGS

Similar to the qualitative data gleaned from focus groups, the community survey results reveal strong interest in various fitness-related activities, such as yoga or aerobics, and enrichment programs, such as cooking classes and gardening. The data also demonstrates the growing need in the primary market area for youth-based programs and activities. Much of the area's population is willing to pay for such activities and has the discretionary income to do so.

The vast majority of respondents expressed a willingness to volunteer their time to help make the new community building a success. The civic spirit demonstrated by this response validates many of the comments received and strong participation witnessed throughout the community engagement process.

## DETAILED FINDINGS

Survey respondents were asked questions about current and projected participation levels by all adult and youth household members in a variety of fitness activities, educational classes, and other enrichment activities. Questions were designed to determine the overall breadth of demand for the activities listed and establish programmatic prioritizations based upon the relative strength, or depth, of demand for each.

In addition to the program demand and demographic questions, the survey also requested information to help clarify market sensitivity to program fees and the potential impact of respondents' housing type on demand for particular activities. Respondents were also given an

opportunity to expand the list of program offerings and offer opinions on elements not directly asked in the survey via a series of open-ended questions.

Survey respondents were asked to indicate the fitness activities they or members of their household currently participate in on a regular basis. Walking/jogging overwhelmingly received the greatest number of responses followed by exercising with equipment (treadmills, etc.), yoga or Pilates, and weightlifting. Responses were significantly lower for the other five categories tested. Swimming was the most common write-in response at just under two percent of the total responses.

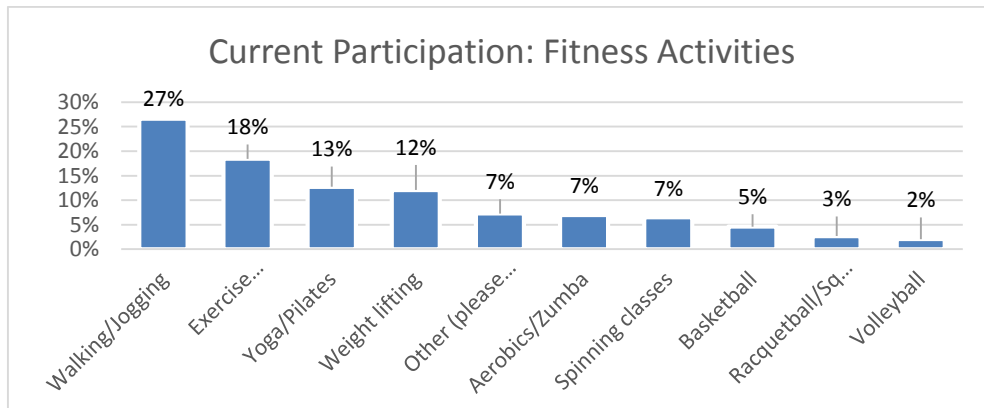


Figure 5.2: Percentage of total responses to Current Participation in Fitness Activities

The survey also asked about participation in enrichment activities. Respondents chose educational classes, performing arts, and dance as their top interests; however, there was also support for bingo and crafts. Nearly 30 write-in answers were received, ranging from Ikebana to needlepoint, but no activity received even a one percent (1%) response.

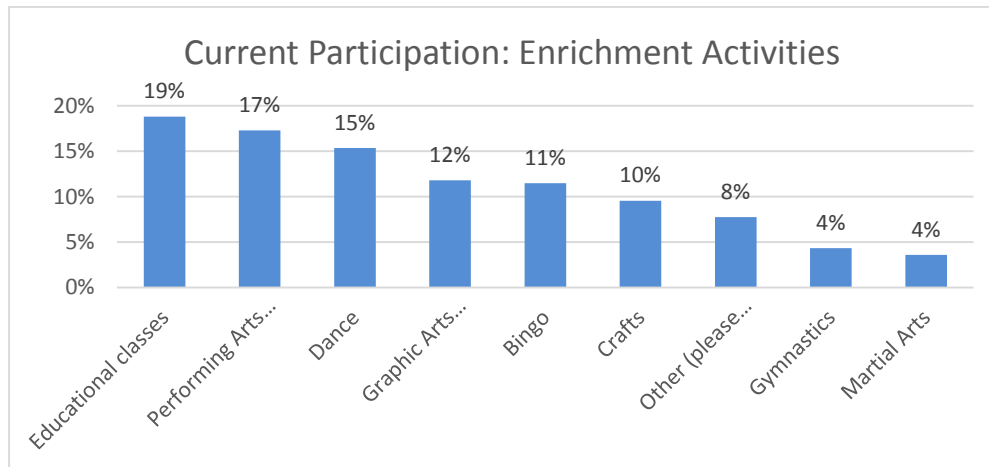


Figure 5.3: Percentage of total responses to Current Participation in Enrichment Activities

B&D’s analysis of participation in fitness activities based upon annual household income reveals that respondents earning under \$50,000 annually significantly favor walking/jogging to any other activity type. Respondents earning over \$100,000 have generally higher participation

levels in a wide variety of fitness activities. The survey reveals that overall participation levels increase in correlation with annual household earnings. It is important to point out that just under 50% of persons living in surveyed households earning under \$50,000 are age 65 or older and that nearly 40% of persons living in households earning over \$100,000 are between the ages of 25 and 44.

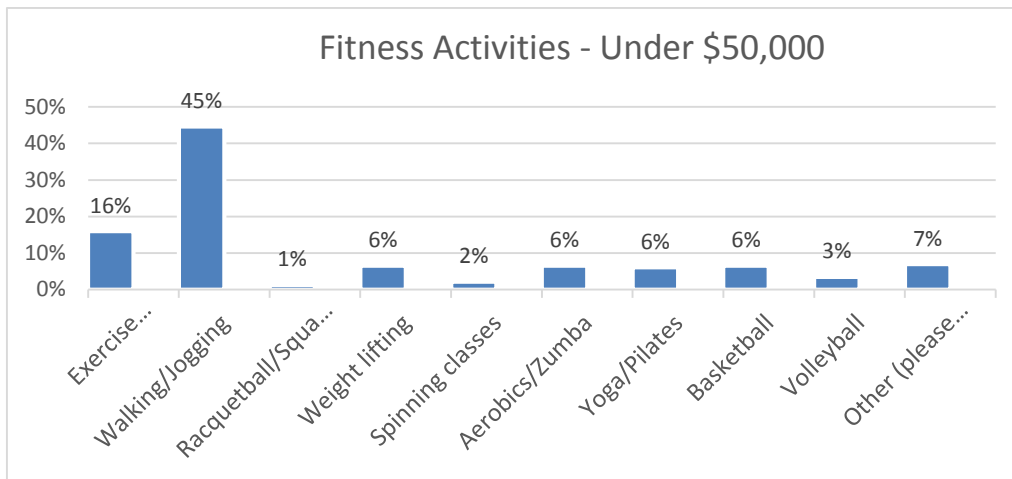


Figure 5.4: Participation in fitness activities by households earning under \$50,000 annually

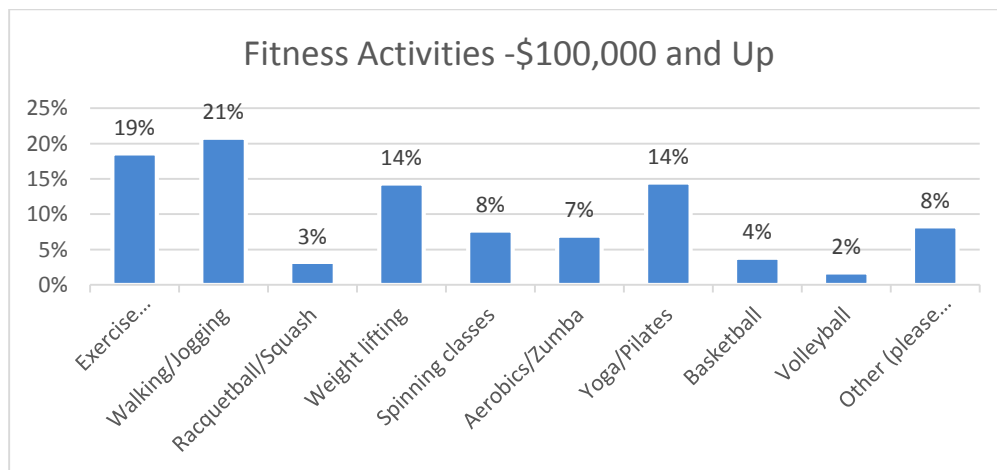


Figure 5.5: Participation in fitness activities by households earning over \$100,000 annually

A comparison of participation in enrichment activities based upon earnings reveals a slightly higher level of overlap between the highest and lowest income categories as both groups indicate significant participation in educational classes and dance. Bingo is by far the most popular activity among households in the lower income level while the higher income households demonstrate a more even distribution of participation across activities, with performing arts exhibiting the strongest response.

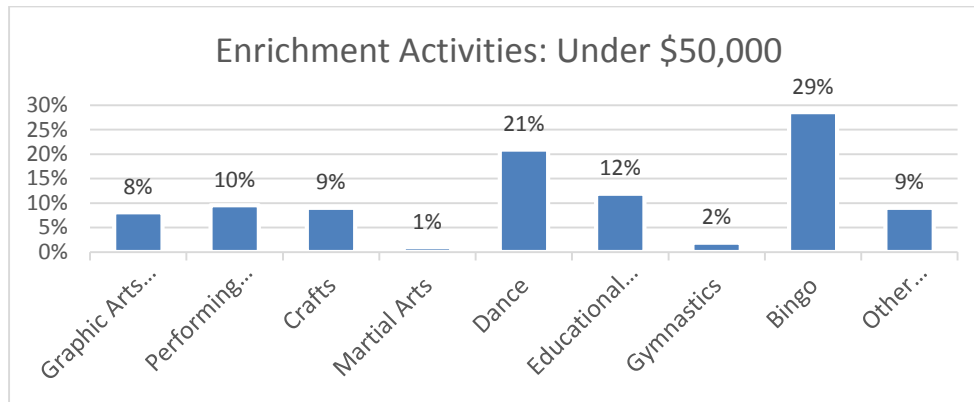


Figure 5.6: Participation in enrichment activities by households earning under \$50,000 annually

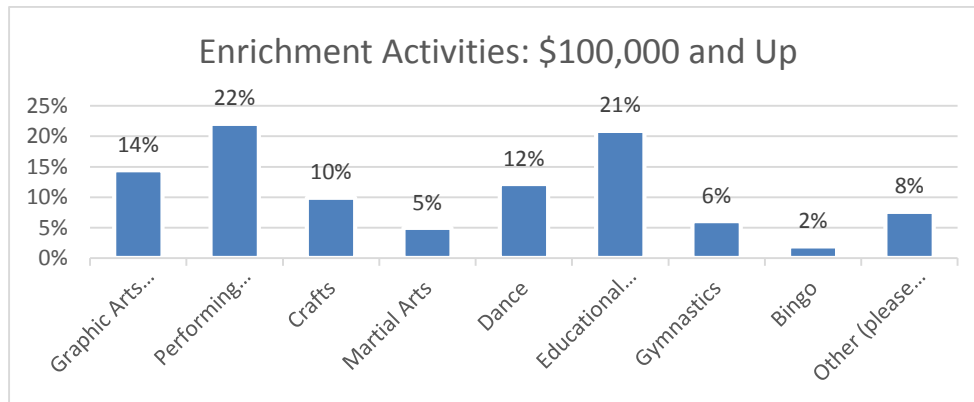


Figure 5.7: Participation in fitness activities by households earning over \$100,000 annually

Survey participants were then asked to indicate the frequency with which they would participate in specific fitness and enrichment activities if offered at the new community building. Results from these questions are utilized to establish programmatic prioritizations for spaces based upon projected frequency of use. Activities with the greatest expressed demand should be given priority when programming the center.

The top five adult and youth activities based upon the percentage of regular users are shown in Figures 5.9 and 5.10 below. Tables with the complete results of all activities included in the survey are provided in Exhibit G.

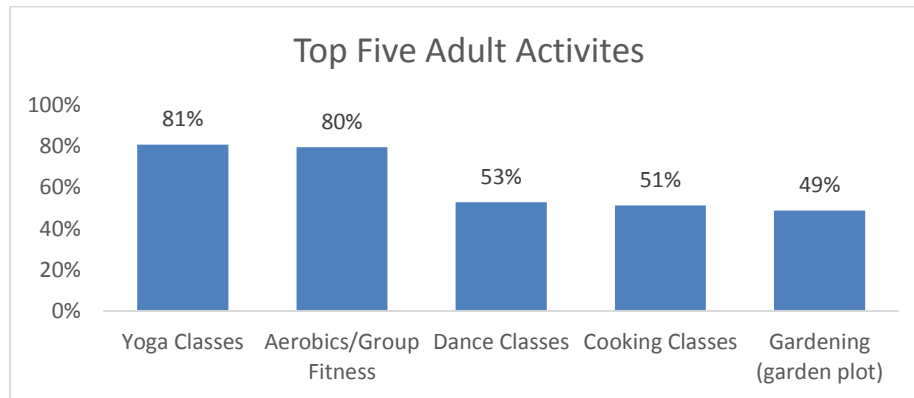


Figure 5.8: Top 5 Adult Activities based upon percentage of regular users (1-2/month or more)

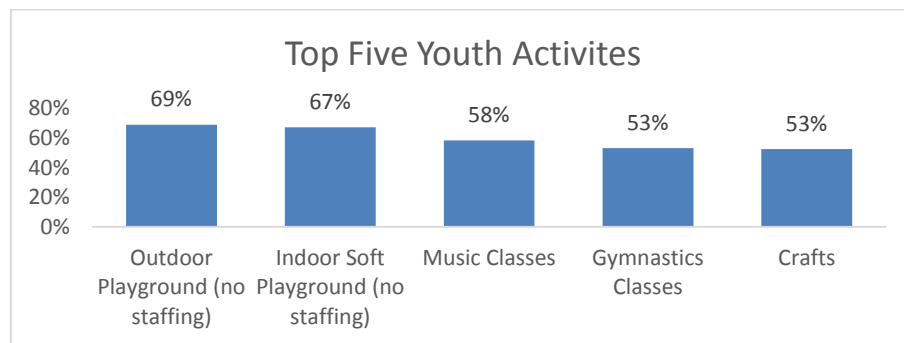


Figure 5.9: Top 5 Youth Activities based upon percentage of regular users (1-2/month or more)

Although the regular use of space for meetings or party rentals ranks at or near the bottom of the lists, over 50% of people responding to those questions indicated that they would rent space at least one time per year. This is an important consideration for the design and programming of spaces because it demonstrates demand for room rentals.

Over 75% of survey respondents indicated a willingness to pay a fee in order to participate in fitness and enrichment activities at the new community building. There is no substantial difference in responses to this question when income levels are taken into account. Although willingness to pay levels are high, only about 40% of survey respondents in the primary market area currently have memberships to private fitness clubs and over 30% indicate that they have never belonged to a club.

Income is a significant factor in fitness club membership as respondents earning over \$100,000 annually are nearly six times as likely to have a membership as those earning less than \$50,000. Furthermore, the vast majority of people who have never belonged to a club are age 65 or older and have a household income of \$50,000 or less.

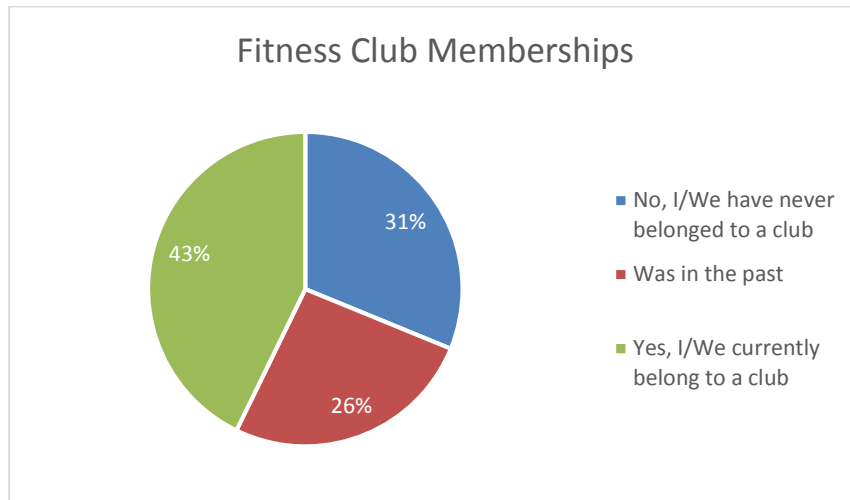


Figure 5.10: Percentage of Fitness Club Memberships

Respondents were asked if they currently have or within the next five years plan to have children enrolled in a private day care facility. If respondents answered yes, they were then asked if they would consider enrolling their children in a licensed, competitively-priced day care program in the new community building. Results show that over 30% of survey respondents have children enrolled in a private day care facility and of that group nearly 90% are willing to consider enrollment of their child(ren) in a licensed program at the new community building. Although over two-thirds (2/3) of the surveyed population do not have children enrolled in private day care, nearly 70% of the children enrolled in such care come from households earning \$100,000 or more annually.

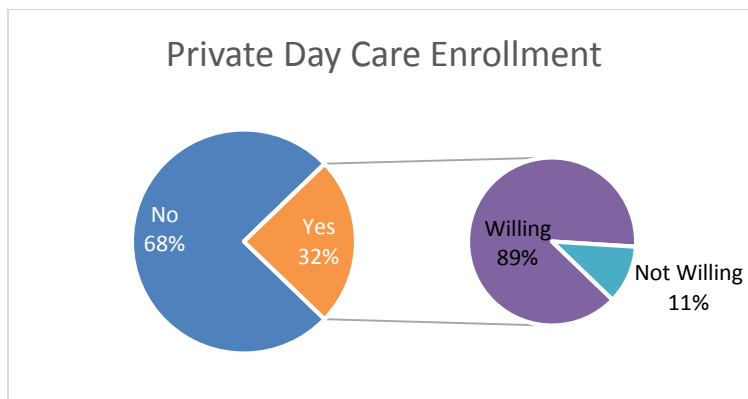


Figure 5.11: Percentage of respondents with children enrolled in private day care

### Summary of Key Findings:

- ◆ Participation levels in fitness and enrichment activities are closely linked to household income and a person's age.
- ◆ Respondents from the primary market area living in lower income households are significantly older than those from higher income households.
- ◆ The five most demanded adult programs, in order, are yoga, group fitness, dance, cooking, and gardening classes.
- ◆ The five most demanded youth programs, in order, are outdoor playground areas, indoor soft play areas, music classes, gymnastics classes, and crafts.
- ◆ Regardless of income level, over 75% of survey respondents indicated a willingness to pay a fee in order to participate in fitness and enrichment activities at the new community building.
- ◆ Parents in the primary market area expressed overwhelming willingness to enroll their child or children in a day care at the new community building.

## 6.0-PROGRAMMATIC RECOMMENDATIONS

### OBJECTIVE

B&D developed an outline program to respond to market analysis findings, survey data, and community input, while also addressing the project's vision of finding a broad range of recreation and community interests to fill an already planned and approved community building.

### METHODOLOGY

B&D conducted a demand-based programming analysis (DBP) from the survey results to determine the amount of space required to satisfy peak demand for specific program activities. The analysis is used to define which activities should have adequate space for frequent, regular use by a large number of participants, and which should be provided in small quantities to allow for occasional use for unique or "variety" elements. The DBP process determines the following:

- ◆ Specific square footage recommendations and space prioritizations based on projected utilization rates,
- ◆ Total demand for space during peak hours, and
- ◆ Activities that can utilize the same type of space.

The analysis was further refined by considering the existing supply of spaces in the primary market area and input from community members to ensure that each program element reflects user preferences. Finally, B&D's recommendations were carefully evaluated to ensure flexibility, thus allowing an operator to maximize programming and revenue opportunities.

Because certain building permit approvals were in place prior to the commissioning of this Study, the overall building footprint was already defined. Consequently, certain physical elements, such as the gymnasium and core building systems, could not be adjusted.

## SUMMARY OF FINDINGS

Based upon survey data, community feedback, and its market analysis, B&D identified yoga classes, aerobic/group fitness, and dance classes as the most desired indoor program elements. B&D also recommends a full-service, market-rate day care facility, a child soft play area, and an individual fitness room with exercise equipment. The provision of a regulation-sized gymnasium is included in the outline program because it is the most cost-effective way to utilize the building's defined footprint and create a space that can be utilized by multiple activities concurrently. A summary of the key recommended program elements is included in Figure 6.1 below.

Activity	Units	Quantity	Unit NASF	Total NASF
<b>Gym</b>	Court	2	3500	7000
<b>Day Care</b>	Square Feet	1	3600	3600
<b>Multipurpose Fitness</b>	Square Feet	3	1100	3300
<b>Multipurpose Classrooms</b>	Square Feet	2	1100	2200
<b>Fitness Individual</b>	Square Feet	1	1200	1200
<b>Indoor Soft Play Area</b>	Square Feet	1	700	700

Figure 6.1: Program Outline

## PROGRAM ELEMENTS

### *Multipurpose Fitness*

B&D recommends that the base building program include three multipurpose fitness rooms of at least 1,100 square feet, each of which can accommodate up to 24 users. At least two of the rooms should be conjoined with an operable partition separating them to create one larger room capable of accommodating peak demand for any single activity.



This recommended space allocation will accommodate the adult and youth-based fitness activities listed in Figure 6.2, which were among the highest-demanded elements based upon survey results. The architect should be careful to incorporate appropriate flooring, finishes, and equipment to accommodate these multiple uses.

Group Fitness
Aerobics/Group Fitness
Adult Yoga
Adult Dance Classes
Adult Martial Arts
Youth Fitness
Youth Martial Arts
Youth Dance

Figure 6.2: Group Fitness Activities

*Multipurpose Classrooms*

The base program recommendation includes two multipurpose class rooms of 1,100 square feet each, with each accommodating up to 24 users at one time. These spaces are sized to accommodate the activities listed in Figure 6.3 below, which were the enrichment components that received the highest demand response in the survey. The architect should include finishes and equipment to accommodate the activities noted below. B&D recommends that the rooms be separated by an operable partition wall to create a larger room for meetings, parties, or receptions.

Given the lack of similar space in the primary market, the facility could benefit from more than 2,200 square feet, but the pre-defined building footprint and even stronger demand for fitness activities limit justification for further expansion.

The ultimate operator may wish to expand enrichment class offerings, particularly if they benefit from grant funding, and it is recommended that all spaces be designed multiple uses in mind. It is recommended that at least one of the multipurpose classrooms be outfitted with a kitchenette to support meetings, parties, class activities that may utilize a sink.

Enrichment Classes
Adult Education Classes
Wellness Classes
Youth Wellness
Youth Tutoring
Youth Theater
Youth Graphic Arts
Adult Music Class
Adult Performing Arts

Figure 6.3: Enrichment Classes List

*Individual Fitness*

Provided mostly as an amenity/ancillary use to the building for pass holders, the base program recommendation includes 1,200 square feet of weight and fitness equipment to be used for self-directed fitness activities. The space must be large enough so participants do not feel crowded since that might detract from the experience. Flooring and finishes should be designed for programmatic flexibility in order to support the possibility that a future operator may wish to utilize this space for enrichment classes.



*Gym*

A gymnasium is a required element in the community building. The gym, totaling 7,000 square feet, includes one regulation high school basketball court that can be divided into two smaller courts with the capacity to serve several sports, including basketball, volleyball, and indoor soccer. A mobile partition or curtain should be provided to separate the spaces and maximize scheduling flexibility. As a large-volume space, the gymnasium may also function as a space to host various community events and youth summer camp activities, in addition to multiple youth and adult sports leagues. The building operator may also decide to utilize the gymnasium to support overflow demand for group fitness and enrichment activities, such as Zumba or performing arts.

Gym
Day Care
Free Play
Youth Leagues
Adult League

Figure 6.4: Gymnasium Activities



*Indoor Soft Play*

The indoor soft play area was not included in the DBP analysis, but survey responses indicate high demand for this type of youth-oriented space. B&D recommends 700 square feet of soft

play area, which should accommodate about 15-20 children. This space is justified for two reasons: 1.) survey results that indicated over 50% of households with children under age seven would utilize the area at least once per week, and 2.) the absence of similar spaces in the primary market area.

The soft play area should be viewed as an amenity for adult pass holders whose children will utilize the space while they engage in fitness activities on site. As mentioned earlier in this Study, the vast majority of households in the primary market with children under age seven are comprised of persons between the ages of 25-44 earning over \$100,000 annually. This age group is also the most likely to participate regularly in fitness activities. Usage fees and party rentals are potential revenue sources for this area.



As with the other spaces, building designers should be careful to incorporate flooring, finishes, and equipment that allow for maximum flexibility in the event a future building operator elects to utilize the room for other programs.

### *Day Care*

On-site day care is strongly supported by survey results and the lack of similar care in the primary market. The 3,600 SF program recommendation will accommodate approximately 60 children between the ages of 0 and 4 years of age, which constitutes an approximate 15% capture rate of children in this age group in the primary market area.

B&D recommends that DCHA lease the space to a licensed provider. The area should be on the ground floor and provide access to an office, kitchen, and storage. The day care must be designed in compliance with all local licensing and building code requirements, including the provision of age-appropriate bathroom spaces. DCHA should also strongly consider providing the day care operator with access to other spaces within the building, particularly the gym and soft play area.

### *Other Considerations*

Support spaces will be needed for office staff and management. Based upon the program recommendations and the assumptions contained within the financial analysis it is recommended that the building include at least two offices of at least 150 square feet to support three full-time staff, two of whom can share one office. A front desk or check-in area should also be provided in addition to locker rooms and storage areas for each of the assigned spaces.

The day care area should be located on the ground floor and incorporate office, restroom, and kitchen facilities as needed to support a licensed program. Significant community feedback was received regarding access to kitchen facilities and it is recommended that the kitchen area provided to the day care program be made available for use by other building occupants when not being utilized by the day care.

## 7.0 – FINANCIAL ANALYSIS

### INTRODUCTION

The objective of the financial analysis is to model the financial performance for the proposed community building based upon programmatic recommendations made by B&D and the market analyses contained herein. The financial analysis includes a 10-year operational pro forma that estimates the center's likely financial performance. The pro forma is also presented in three scenarios to project a range of financial outcomes.

### METHODOLOGY

The financial model developed by B&D integrates the facility program and program schedules, revenue calculations, and operating expense calculations to generate an annual net operating income. All of the underlying calculations are dependent on established assumptions so that any change in one condition automatically triggers an adjustment to all other affected financial elements. Changes to the Project can be analyzed quickly while maintaining the internal balance of the model.

### REVENUE ASSUMPTIONS

Revenues from a facility of this type are typically derived from several sources that correlate to the scope and capacity of the program elements. Typical revenue opportunities include pass revenue, a share of program registration fees, facility rentals, long-term leases, and other associated opportunities (i.e., locker rental, retail, etc.). The model assumes 2016 as the first full year of operation and incorporates a two-year ramp-up period with 2018 being the first year of stabilized operations. Each of the revenue categories is explored in further detail below.

#### *Pass Revenue*

A significant revenue source for recreation facilities is captured through a menu of admission opportunities. A pass will grant users access to basic building amenities, including the individual fitness area and gymnasium, as well as discounts on fitness classes, enrichment classes, and admissions to the soft play area.

Admission structures are developed to maximize pass revenue by offering various price points. For the purpose of this analysis, B&D assumes that a standard pass is offered at a rate of \$15 per month and a discount pass is offered at \$5 per month.

The financial model assumes the sale of approximately 200 standard passes every month resulting in stabilized annual revenues of about \$38,000. The 200 standard passes represent a 10 percent (10%) share of residents in the primary market area who, based upon survey data, currently belong to a private fitness club and have expressed a willingness to pay for activities at the new community building. The \$15 monthly fee is far lower than other fitness facilities in either the primary or secondary market areas primarily because of the limited offerings provided.

B&D projects the sale of approximately 600 discounted passes on a monthly basis, which represents a 40% share of the primary market residents who have never belonged to a private fitness club, but have expressed a willingness to pay for activities at the new community building. The discounted passes are designed to capture the low-income senior residents who primarily reside within a 3-block radius of the proposed site, as well as the households with the lowest incomes. Discounted pass sales account for an additional \$38,000 in stabilized annual revenues.

## Class Revenue

Classes offered are divided into two categories: group fitness and enrichment classes. Participation assumptions are based on data taken from the survey and analyzed through B&D's demand-based programming model. Pricing and market share are based on data from the market analysis.

### *Group Fitness*

The model assumes that all group fitness classes will require the additional fees shown below. The following is an average blended rate for group fitness and specialty classes such as martial arts and dance:

- ◆ Group Fitness Drop-in Rate: \$12 per class
- ◆ Group Fitness Youth Drop-in: \$ 8 per class
- ◆ Group Fitness Pass Holder Rate: \$ 6 per class
- ◆ Group Fitness Discounted Pass Holder Rate: \$ 2.50 per class

Revenue generated from group fitness accounts for approximately \$248,000 annually, or 33%, of the building's total revenue. About 60% of group fitness revenue comes from the 200 standard pass holders and just under 40% is generated by participation in youth-based activities.

The model assumes the 200 standard pass holders will participate in fitness classes three times per week on average. According to survey data, this represents a capture rate of less than 10% of primary market area residents who currently have a fitness club membership and are willing to pay for activities at the new building. Based on the \$6 per class rate, the standard pass holder

who participates in three classes per week will pay a total of about \$87 per month, which is in line with similar offerings provided at nearby fitness facilities, such as those described in Exhibit A. Importantly, the participation levels in the model are aligned with survey demand for classes, such as yoga and dance, which the competitive context data show to be lacking in the primary market area.

Youth-based fitness class revenues are based upon 45 percent of all children ages 4 to 19 in the primary market area coming from households expressing a willingness to pay for activities in the new building will take at least one fitness-oriented class per week throughout the year. The \$8 per class average rate is well below similar offerings provided at nearby facilities, such as the Hill center, as shown in Exhibit A. Participation levels are further justified by the absence of similar offerings in the primary market area and the fact that the majority of children in the primary market area come from households earning over \$100,000 annually. Youth participation levels in the model are aligned with survey demand for activities, such as dance, gymnastics, and martial arts.

#### *Enrichment Classes*

A variety of enrichment classes will be offered in the two (2) multipurpose rooms. The model assumes that all enrichment classes will require an additional fee based on the nature and complexity of the course; however, discounted rates will be offered to seniors, DCHA residents, and standard pass holders.

- ◆ Enrichment Class Drop-in Rate: \$12 per class
- ◆ Enrichment Class Youth Drop-in: \$ 8 per class
- ◆ Enrichment Class Pass Holder Rate: \$ 8 per class
- ◆ Enrichment Class Discounted Pass Holder Rate: \$ 2.50 per class

Revenue generated from multipurpose enrichment classes accounts for about \$167,000 annually, or 22%, of the total revenue. Approximately 50% of enrichment class revenues are generated by adult drop-in (non-pass holder) users and just over 30% is from youth-based activities. The remaining 20% of revenues is the result of participation by discounted pass holders.

Revenues from adult drop-in participants is dependent on a five percent (5%) capture of residents in the primary market area who are not currently members at another fitness facility, but who have expressed a willingness to pay for activities in the new building. Importantly, this capture rate does not include any overlap with the 200 standard pass holders. The model assumes this group will participate in at least one class per week throughout the year and is aligned with survey

demand for music, education, performing arts, craft, and cooking classes that are not offered in facilities south of I-695.

Revenues from youth-based participants are based upon the assumption that just under 25 percent (25%) of all children ages 4 to 19 in the primary market area coming from households willing to pay for activities in the new building will take at least one enrichment-oriented class per week throughout the year. Participation assumptions are aligned with survey demand for youth arts and music classes, and are further justified by the lack of similar offerings within walking distance of the primary market area. The \$8 per class average rate is well below similar offerings provided at nearby facilities, such as the Hill center, as shown in Exhibit A.

#### *Gymnasium Rental*

The gymnasium is divided into two courts that are available for rent throughout the day to nearby schools, the day care provider located in the building, or adult and youth sports leagues. The number of courts available for rent, as well as the rental rates, varies throughout the day based on demand during a specific time period. Stabilized annual gross revenues from gymnasium rentals are \$80,000 and are based on the following assumptions:

- ◆ One court will be rented to the on-site day care provider or a nearby school at a rate of \$25 per hour from 8 a.m. to 12 p.m. and again from 1 p.m. to 4 p.m. five days per week. As shown in the market analysis, there are several schools within the primary and secondary market areas that do not have gymnasiums. During summer months, the assumption is that a youth-based summer camp program will account for at least one of the rental slots.
- ◆ One court will be rented to youth-based after-school programs between the hours of 4 p.m. and 6 p.m. at a rate of \$50 per hour. Conversations with the director of Sports on the Hill, a provider of youth and adult sports leagues, revealed a lack of available space in the primary and secondary market areas to operate these types of programs.
- ◆ Free play for open pass holders will take place on at least one court between the hours of 6 a.m. and 9 p.m.
- ◆ One court will be rented to adult leagues for a prime rate of \$50 per court per hour between the hours of 6 p.m. and 9 p.m. four nights a week. As mentioned above, there is a lack of available space in the primary and secondary market areas to operate these types of programs. There is also the ability to fill gym space after 9 p.m. Monday through Thursday and on weekends if late operating hours are acceptable to the neighbors and DCHA. In addition, participation table references, demographic data, and survey results

all point to the ability to run adult leagues at least four nights per week throughout the year.

#### *Indoor Soft Play*

Indoor soft play will be offered to pass holders at a rate of \$2.50 per child for each half hour and at \$5 per half hour for non-pass holders. The soft play area will be supervised during prime hours in order to allow pass holders to drop off their children while they are using the facility. The stabilized annual gross revenue generated from the indoor soft play room is just over \$80,000, which is just over eight percent of total revenues.

The revenue calculations detailed above are based on census data, which indicates that 6.7% of the population is between the ages of 0 and 9, (502 children). Forty-eight percent (48%) of respondents with children indicated they would use the soft play facility at least once per week, which is just under 250 users. The model expects about 25%, about 60, to be children of standard pass holders who will use the room about three times per week and the remaining 75% to be children of non-pass holders who will utilize it about once per week.

#### *Other Revenue*

The facility will have the capacity to derive roughly \$12,000 in the first stabilized year in "other revenue" from activities such as meeting space rentals, birthday parties, locker rentals, and vending.

#### *Day Care Rental Income*

The Capitol Quarter Community building will include a day care component, which will be leased and operated by a third-party day care operator at an annual rate of just over \$100,000. This income is based upon a lease rate of \$25 per square foot in addition to roughly \$2 per square foot for utility costs. The \$25/sf rental rate is comparable to the NNN (triple net) lease rates for similar retail spaces in the local business improvement district.

Daycare lease revenue is justified by the lack of available daycare options in the primary market areas as noted in the market analysis, combined with the strong demand for this option noted in the survey results. Because of these favorable demand indicators, B&D's model assumes 100% occupancy in the first operating year and throughout the life of the building. B&D recommends that DCHA reach out to local daycare providers to ensure the building design incorporates all necessary elements to mitigate the risk of the building not being attractive to a provider.

## OPERATING EXPENSES

The facility will incur significant operating expenses. The expense assumptions utilized in the model are based, where appropriate, on the market analysis portion of this study, comparisons to similar projects, the use of industry standards, and B&D's industry expertise. All expenses are normalized and represented on an annual basis. Each expense category is discussed in greater depth below.

### *Full-Time Salaries & Benefits*

Based on the building program and the significant amount of anticipated programming, B&D assumes the Project will require five full-time positions to operate the facility. These positions will include a facility manager, two recreation coordinators, a maintenance position, and an administrative assistant. Collectively, wages for these positions amount to \$241,000 in 2016, inclusive of a 30% benefit rate.

### *Part-Time Salaries & Benefits*

The facility will require a limited number of part-time positions to supplement the full-time staff. B&D assumes that a front desk attendant, building attendant, and an additional person who oversees the soft play area will be required. Fitness and class instructors are not included in this line item and are assumed to be independent contractors who receive the majority of revenue from incoming classes. Based on these assumptions, part-time salary and benefit obligations are \$101,000 in 2016, inclusive of a 10% benefit rate.

### *Instructor Wages*

Given the relatively small full-time facility staff, B&D recommends contracting with class instructors in place of retaining a roster of part-time fitness and enrichment instructors. Under this model, class instructors are independent contractors who provide services to the building in return for a share of registration proceeds. The instructors are responsible for coordinating with building management to schedule classes and are solely responsible for determining the appropriate curriculum. Instructors are also expected to assist with marketing their programs. Under a typical arrangement, the instructor retains anywhere from 60% to 70% of gross program registration revenues while the building receives the remainder. Accordingly, instructor wages vary in direct proportion with registration and class revenue, detailed in the revenue assumptions above. The anticipated instructor wages utilizing a 60%/40% split is \$167,000 in 2016.

### *Utilities*

Utility expenses include electricity, water, gas, and sewer. For this analysis, B&D relied on client input and information from the utilities company to arrive at a utilities expense assumption of \$2.20 per square foot, equating to \$62,000 in year one of operation (2016).

### *General and Administrative Costs*

General and administrative costs are incurred from daily operation of the facility and its administrative office. Several expense categories included under this line item include supplies, marketing, communications, and other miscellaneous items. Security and janitorial/custodial are not included under the general administrative line item and instead are included below under “contracted services.” Based on comparable facility benchmarks, B&D assumes general and administrative costs of \$2.35 per square foot, equating to slightly over \$70,000 in expenses for 2016, the first year of operation.

### *Repairs and Maintenance*

Repairs and maintenance expenditures will be required to maintain the functionality and appearance of the building. This category encompasses both supplies and labor and is estimated at slightly over \$50,000 in year one of operations. The estimate is subject to significant variation depending upon the extent of utilization and the overall quality of materials selected up front.

### *Contracted Services*

Contracted services include expenditures on technology services, miscellaneous building systems, security, and janitorial/custodial, among others. Contracted services are required to maintain the safety, cleanliness, and functionality of the building. Based on comparable facility operating budgets, B&D assumes \$2.70 per square foot in contracted service expenditures for 2016.

### *Insurance*

Insurance expenses are for annual property and liability premiums. B&D assumes insurance premiums will be \$.70 per square foot, generating a first-year premium of nearly \$20,000.

**OPERATING PROFORMA**

The pro forma shown below incorporates revenues and expenses for the facility on an annual basis. The cost recovery percentage, 64% in year one, measures the extent to which operating revenues can meet anticipated expenses. In the first stabilized year, annual operations are projected to yield a net operating loss of about \$94,000 before interest, taxes, depreciation, amortization, and capital reserve contributions. Annual capital reserves in the amount of approximately \$30,000 are recommended as a set aside for major equipment replacements and building improvements. The annual amount is based upon reserving a full building replacement value of approximately \$10 million over a 30-year period.

<b>Revenues</b>	2016	2017	2018	2019	2020	2025
Pass Revenue	\$ 43,200	\$ 62,300	\$ 85,707	\$ 88,300	\$ 90,900	\$ 105,400
Multipurpose Classes: Fitness	\$ 172,339	\$ 248,500	\$ 341,760	\$ 352,000	\$ 362,600	\$ 420,300
Multipurpose Classes: Enrichment	\$ 116,203	\$ 167,580	\$ 230,421	\$ 237,300	\$ 244,400	\$ 283,400
Gym Rental	\$ 44,700	\$ 64,400	\$ 88,511	\$ 91,200	\$ 93,900	\$ 108,900
Indoor Soft Play Area	\$ 40,650	\$ 58,660	\$ 80,634	\$ 83,100	\$ 85,600	\$ 99,200
Other Revenue	\$ 8,160	\$ 11,760	\$ 16,154	\$ 16,600	\$ 17,100	\$ 19,800
Day Care	\$ 97,800	\$ 100,700	\$ 103,700	\$ 106,800	\$ 110,000	\$ 127,500
<b>Total Revenue</b>	<b>\$ 523,052</b>	<b>\$ 713,900</b>	<b>\$ 946,886</b>	<b>\$ 975,300</b>	<b>\$ 1,004,500</b>	<b>\$ 1,164,500</b>
<b>Expenses</b>						
Full-time Salaries and Benefits	\$ 240,500	\$ 247,700	\$ 255,100	\$ 262,800	\$ 270,700	\$ 313,800
Part-time Personnel	\$ 86,900	\$ 89,500	\$ 92,200	\$ 95,000	\$ 97,900	\$ 113,400
Multipurpose Instructors: Fitness	\$ 103,380	\$ 149,100	\$ 205,056	\$ 211,200	\$ 217,500	\$ 252,000
Multipurpose Instructors: Enrichment	\$ 82,024	\$ 118,300	\$ 162,603	\$ 167,500	\$ 172,500	\$ 200,000
Utilities	\$ 61,300	\$ 63,100	\$ 65,000	\$ 67,000	\$ 69,000	\$ 80,000
General Administrative	\$ 104,700	\$ 107,800	\$ 111,000	\$ 114,300	\$ 117,700	\$ 136,400
Repairs and Maintenance	\$ 50,900	\$ 52,400	\$ 54,000	\$ 55,600	\$ 57,300	\$ 66,400
Contracted Services	\$ 70,700	\$ 72,800	\$ 75,000	\$ 77,300	\$ 79,600	\$ 92,300
Insurance	\$ 19,800	\$ 20,400	\$ 21,000	\$ 21,600	\$ 22,200	\$ 25,800
<b>Total Expenses</b>	<b>\$ 820,204</b>	<b>\$ 921,100</b>	<b>\$ 1,040,959</b>	<b>\$ 1,072,300</b>	<b>\$ 1,104,400</b>	<b>\$ 1,280,100</b>
<b>NOI</b>	<b>\$ (297,152)</b>	<b>\$ (207,200)</b>	<b>\$ (94,073)</b>	<b>\$ (97,000)</b>	<b>\$ (99,900)</b>	<b>\$ (115,600)</b>
<b>Cost Recovery</b>	64%	78%	91%	91%	91%	91%
Capital Reserves <sup>1</sup>	\$ 30,000	\$ 30,000	\$ 30,000	\$ 30,000	\$ 30,000	\$ 30,000
Cumulative Capital Reserves	\$ 30,000	\$ 60,000	\$ 90,000	\$ 120,000	\$ 150,000	\$ 300,000

1) The capital reserve fund correlates to a percentage of available funds after expenses, however since the Community building has a negative net operating income capital reserve funds, roughly \$30,000 per year, will have to be paid through another source.

**SENSITIVITY ANALYSIS AND SUMMARY OF FINDINGS**

In B&D's experience, most publicly-operated community buildings seldom cover their operating costs with facility revenues. Since most community centers do not aggressively pursue market-rate memberships, they typically recover between 60% and 90% of their operating costs. These

facilities are instead operated as public assets that have less emphasis on financial performance. The projected stabilized cost recovery for this building is 91 percent.

Enrichment and fitness class admissions are the primary revenue source for the new community building, accounting for about 56 percent (56%) of the total revenue. Fluctuations in the assumed participation rates for the various classroom activities represent the biggest potential risk to Project revenue.

B&D presents the Project’s likely financial scenarios in figure 7.2 below. . The model assumes that approximately 25 percent (25%) of the primary market area population is willing to pay a fee to take at least one class per week throughout the year. The table also shows that as market share increases the cost recovery ratio improves at an accelerated rate. This is the result of an increase in the ratio of participation by drop-in users to that of participation by pass holders, which will not increase as quickly. As a reminder, drop-in users pay a higher fee for classes than do pass holders.

	<b>Worst Case</b>	<b>Likely Case</b>	<b>Best Case</b>
<b>Total Weekly Participants</b>	1097	1386	1700
<b>Market Share<sup>1</sup></b>	20%	25%	30%
<b>Revenues</b>	\$ 842,489	\$ 946,886	\$ 1,136,723
<b>Expenses</b>	\$ 978,214	\$ 1,040,959	\$ 1,154,835
<b>NOI</b>	\$ (135,725)	\$ (94,073)	\$ (18,112)
<b>Cost Recovery</b>	86%	91%	98%
1. % of primary market residents expressing willingness to pay participating in a class at least once per week			

Figure 7.2: Cost Recovery Sensitivity to Changes in % Market Share of all Fitness and Enrichment Classes

The ability to capture more drop-in users at the higher fee rates will be largely dependent upon the quality of programs and instructors made available by the operator. Despite the conservative cost-recovery assessment, there is a strong opportunity for an experienced operator with a reputable set of programs to be successful in this location – particularly if the operator is able to draw from the population in the secondary market area, which is nearly five times larger than that of the primary market area.

# EXHIBIT A

## Competitive Context Analysis

**Competitive Context Analysis**

Program offerings by facility : Hill Center

Program	Cost	Term	Number of classes	Class length	Cost per hour	Enrolment Fee
<b>Arts and Performance</b>						
Concerts	\$ -	Event	1	1.5	\$ -	
Concert	\$ 15.00	Event	1	2	\$ 7.50	
Concert	\$ 20.00	Event	1	2	\$ 10.00	
Concert	\$ 10.00	Event	1	1.5	\$ 6.67	
Concert	\$ 15.00	Event	1	1.5	\$ 10.00	
Photography	\$ 95.00	Class	1	3	\$ 31.67	
Jazz Lessons	\$ 12.00	Class	1	1.5	\$ 8.00	
Jazz Lessons	\$ 40.00	Series	4	1.5	\$ 6.67	
Music Lessons	Not Listed					
Cartoon Art	\$ 30.00	Class	1	5	\$ 6.00	
Drawing/Painting	\$ 35.00	Class	1	5	\$ 7.00	
Guest Speakers	Free	Class	1	2	\$ -	
Average without free events					\$ 10.39	

Children, Teen, and Families	Cost	Term	Number of classes	Class length	Cost per hour	Enrolment Fee
Baby Yoga	\$ 84.00	Series	6	1	\$ 14.00	
Java/Computer Coding	\$ 149.00	Series	6	1	\$ 24.83	
Java/Computer Coding	\$ 275.00	Series	6	3	\$ 15.28	
Java/Computer Coding	\$ 275.00	Series	6	2	\$ 22.92	
Child Martial Arts	\$ 460.00	Series	23	2	\$ 10.00	
Science Camp	\$ 315.00	Camp	1	7	\$ 45.00	
Science Class	\$ 129.00	Series	5	0.75	\$ 34.40	
Math Camp	\$ 420.00	Camp	10	3.5	\$ 12.00	
Math Camp	\$ 465.00	Camp	10	3.5	\$ 13.29	
P.A.C.E. Program	\$ 300.00	Series	7	2	\$ 21.43	
Adult Yoga	\$ 112.00	Series	8	1.25	\$ 11.20	
Adult Yoga	\$ 20.00	Class	1	1.25	\$ 16.00	
Ballet/Tap/Jazz	\$ 75.00	Monthly	4	0.75	\$ 25.00	\$ 30.00
Ballet/Tap/Jazz	\$ 187.50	Series	10	0.75	\$ 25.00	
Dance Camp	\$ 275.00	Series	5	3	\$ 18.33	
Average without free events					\$ 20.74	\$ 30.00

Computers and Technology	Cost	Term	Number of classes	Class length	Cost per hour	Enrolment Fee
PC for beginners	Free to low income	Series	36	2		

Food and Garden	Cost	Term	Number of classes	Class length	Cost per hour	Enrolment Fee
Beer Appreciation	0	Class	1	2	\$ -	
Cooking	85	Class	1	3	\$ 28.33	
Guest Speakers	0	Event	1	2	\$ -	
Cooking	85	Class	1	1.5	\$ 56.67	
Beer Class	25	Class	1	2	\$ 12.50	
Cooking	40	Class	1	2	\$ 20.00	
Baking	65	Class	1	2.5	\$ 26.00	
Baking	85	Class	2	1.5	\$ 28.33	
Cooking	65	Class	1	2	\$ 32.50	
Food Training	75	Class	1	4	\$ 18.75	
Cooking	85	Class	1	2.5	\$ 34.00	
Average without Free events					\$ 25.71	

**Competitive Context Analysis**

Program offerings by facility : Hill Center

Language and Humanities	Cost	Term	Number of classes	Class length	Cost per hour	Enrolment Fee
French	270	Series	8	2	\$ 16.88	
Sign Language	0	Class	1	1	\$ -	
Spanish	330	Series	11	2	\$ 15.00	
Speech	575	Series	5	2	\$ 57.50	
Writing Class	195	Series	4	2.5	\$ 19.50	
Writing Class	50	Class	1	3	\$ 16.67	
Writing Class	80	Class	1	4	\$ 20.00	
Writing Class	100	Class	1	2.5	\$ 40.00	
Average			4	3	\$ 26.51	

Mindful Motion and Health	Cost	Term	Number of classes	Class length	Cost per hour	Enrolment Fee
Movement Awareness	120	Series	8	2	\$ 7.50	
Movement Awareness	100	Series	6	2	\$ 8.33	
Movement Awareness	20	Class	1	2	\$ 10.00	
Fitness Boot Camp + Personal Trainer	175	Series	16	1	\$ 10.94	
Boot Camp Only	145	Series	16	1	\$ 9.06	
8 Boot Camp Classes	100	Series	8	1	\$ 12.50	
Yoga	98	Series	7	1	\$ 14.00	
Swing Class (Dance)	110	Series	8	1	\$ 13.75	
Yoga Preview	18	Class	1	1.25	\$ 14.40	
Tai Chi Chuan	150	Month	3	1.5	\$ 33.33	
Average			5	2	\$ 13.38	

Summer Camps offered off site through Corcoran Gallery of Art

**Competitive Context Analysis**

Space Rental by facility : Hill Center

Saturday Evenings - Individual rooms on the Second Floor may only be booked two weeks out  
 Special Events (Second Floor)

Entire Second Floor (includes all spaces listed below)*						M-T-W
				Half	Day	\$1,400.00
				Full	Day	\$1,800.00
				Evening	Only	\$1,800.00
Abraham Lincoln Hall						
				Half	Day	\$900.00
				Full	Day	\$1,400.00
				Evening	Only	\$1,400.00
John Philip Sousa Hall						
				Half	Day	\$650.00
				Full	Day	\$900.00
				Evening	Only	\$900.00
Mathew Brady Gallery						
				Half	Day	\$400.00
				Full	Day	\$500.00
				Evening	Only	\$500.00
Sister Beatrice Hall & Constantino Brumidi Gallery						
				Half	Day	\$550.00
				Full	Day	\$750.00
				Evening	Only	\$750.00
COMBINED SPACES						
Entire Building						
				Evening	Only	
Entire Campus						
				Evening	Only	
Indoor Spaces						
Ground Floor						
Annie Etheridge Hook Demonstration Kitchen (4 hours)						300
Michael Weller Computer Lab (4 Hours)						300
Music Room (4 Hours)						200
First Floor						
				Half Day		1000
				Full Day		1500
				Evening only		1500
East Wing						
				Half Day		750
				Full Day		1200
				Evening Only		1200
Benjamin Drummond Hall						
				Half Day		650
				Full Day		900
				Evening Only		900
Elizabeth Haines Room						
				Half Day		450
				Full Day		550
				Evening Only		550
Harriet Jacobs Room (4 hour)						200
Benjamin Henry Latrobe Board Room (4 hours)						300

**Competitive Context Analysis**

Program offerings by facility : Capitol Hill Arts Workshop

Program	Cost	Term	Number of classes	Class length	Cost per hour	Enrolment Fee
Jazzercise 12 month	\$ 40.00	Monthly	8	1 hour	\$ 5.00	\$ 50.00
Jazzercise 6 month	\$ 45.00	Monthly	8	1 hour	\$ 5.63	\$ 60.00
Jazzercise 3 month	\$ 60.00	Monthly	8	1 hour	\$ 7.50	\$ 70.00
Jazzercise single session	\$ 15.00	Session	1	1 hour	\$ 15.00	
Photography	\$ 238.00	Session	5	2.25	\$ 21.16	
Photography	\$ 332.00	Session	7	2.25	\$ 21.08	
Photography	\$ 190.00	Session	4	2.25	\$ 21.11	
Photography	\$ 228.00	Session	4	3	\$ 19.00	
Photography	\$ 152.00	Session	4	2	\$ 19.00	
Photography	\$ 228.00	Session	8	2	\$ 14.25	
Songwriting	\$ 25.00	Session	1	2	\$ 12.50	
Music and Theatre	\$ 190.00	Session	8	0.8	\$ 28.50	
Music and Theatre	\$ 190.00	Session	8	0.8	\$ 28.50	
Music and Theatre	\$ 152.00	Session	4	0.8	\$ 45.60	
Visual Arts	\$ 228.00	Session	6	2.0	\$ 19.00	
Visual Arts	\$ 152.00	Session	4	2.0	\$ 19.00	
Visual Arts	\$ 152.00	Session	4	2.0	\$ 19.00	
Visual Arts	\$ 152.00	Session	4	2.0	\$ 19.00	
Visual Arts	\$ 152.00	Session	4	2.0	\$ 19.00	
Visual Arts	\$ 152.00	Session	4	2.0	\$ 19.00	
Visual Arts	\$ 152.00	Session	4	2.0	\$ 19.00	
Visual Arts	\$ 228.00	Session	6	2.0	\$ 19.00	
Visual Arts	\$ 20.00	Session	1	3.0	\$ 6.67	
Visual Arts	\$ 76.00	Session	4	3	\$ 6.33	
Dance	\$ 133.00	Session	7	0.9	\$ 20.73	
Dance	\$ 133.00	Session	7	0.9	\$ 21.11	
Dance	\$ 152.00	Session	7	0.9	\$ 24.13	
Dance	\$ 152.00	Session	8	0.8	\$ 23.75	
Dance	\$ 152.00	Session	8	0.9	\$ 21.11	
Dance	\$ 228.00	Session	8	1.5	\$ 19.00	
Dance	\$ 152.00	Session	8	0.9	\$ 21.11	
Dance	\$ 152.00	Session	8	0.8	\$ 23.75	
Arts Adventure Summer Camp	\$ 450.00	Week	5	8	\$ 11.25	
Arts Adventure Summer Camp	\$ 360.00	Week	5	8	\$ 9.00	
Arts Adventure Summer Camp	\$ 900.00	Week	10	8	\$ 11.25	
Arts Adventure Summer Camp	\$ 375.00	Week	5	8	\$ 9.38	
Arts Adventure Summer Camp	\$ 200.00	Week	5	3	\$ 13.33	
Arts Adventure Summer Camp	\$ 225.00	Week	5	3	\$ 15.00	
Arts Adventure Summer Camp	\$ 650.00	Week	10	5	\$ 13.00	
Specialty Camp (K-5)	\$ 360.00	Week	5	8	\$ 9.00	
Specialty Camp (K-5)	\$ 900.00	Week	10	8	\$ 11.25	
Specialty Camp (K-5)	\$ 450.00	Week	5	8	\$ 11.25	
Specialty Camp (K-5)	\$ 375.00	Week	5	5	\$ 15.00	
Fashion Design	\$ 225.00	Session	5	3	\$ 15.00	
Young Leaders	\$ 450.00	Week	5	8	\$ 11.25	
Ceramics Class	\$ 900.00	Week	10	8	\$ 11.25	
Ballet and Tap Dance	\$ 133.00	Session	6	0.9	\$ 24.63	
Ballet and Tap Dance	\$ 133.00	Session	6	1	\$ 22.17	
High School Acting	\$ 750.00	Session	15	6.3	\$ 7.93	
Photography Camp	\$ 900.00	Week	10	8	\$ 11.25	
Ceramics Camp	\$ 900.00	Week	10	8	\$ 11.25	
Arts Camp (Pk-5)	\$ 200.00	Week	5	3	\$ 13.33	
Applied Arts	\$ 285.00	Session	5	3	\$ 19.00	
Applied Arts	\$ 152.00	Session	4	2	\$ 19.00	
Fashion Design	\$ 45.00	Class	1	2	\$ 22.50	
Step Dance	\$ 152.00	Session	8	1	\$ 19.00	
Music Together (0-5 with caregiver)	\$ 192.00	Session	8	0.75	\$ 32.00	
Ceramics Summer Camp	\$ 650.00	Session	10	5	\$ 13.00	
Family Film Workshop	\$ 55.00	Class	1	4	\$ 13.75	
String Fling Summer Camp	\$ 375.00	Session	5	4	\$ 18.75	
	Cost	Term	Number of classes	Class length	Cost per hour	Enrolment Fee
Avg Total					\$ 16.95	\$ 60.00
Dance					\$ 18.24	\$ 60.00
Art					\$ 16.73	
Photography					\$ 18.12	
Music					\$ 27.64	

**Competitive Context Analysis**

Membership rate by facility

Monthly Membership Rates		Adult	Youth/Teen	Couple	Senior	Class Fee	Enrollment Fee
<b><u>Fitness Center</u></b>							
1	Results Gym	\$ 111.00	\$85.00	\$ 212.00	\$85.00	\$ 4.00	\$ 39.99
2	Biker Barre	\$ 250.00	\$ 250.00				
3	Gold's Gym	\$ 38.97	\$ 38.97				\$ 49.99
4	DC Boxing and Fitness	\$ 95.00	\$ 95.00				
5	Headbangers Boxing Gym						
6	Washington Sports Club		\$ 49.99				\$ 179.99
6	Washington Sports Club	\$ 69.99					\$ 79.99
7	District Cross fit	\$ 165.00	\$ 165.00				
8	Atlas Fitness	\$ 55.00	\$ 55.00				
9	Bmarchai Studios	\$ 120.00	\$ 120.00				
10	Vida Fitness	\$ 86.00					\$ 49.99
10	Vida Fitness and Pool	\$ 118.00					\$ 49.99
<b>Competing Facility Average</b>		\$ 110.90	\$ 107.37	\$ 212.00	\$ 85.00	\$ 4.00	\$ 74.99

Source: Internal Research

**Competitive Context Analysis**  
Program offerings by facility

Competitive Context Analysis		Aquatics		Therapy			Fitness															Extra Amenities																	
Facility		Competition Pool	Lap Pool	Splashpad	Spa	Sauna	Chiropractor Clinic	Physical Therapy Clinic	Multi-Purpose Room	Weight Training	Zumba	Cardio	Spinning Room	Group Fitness/Training	Yoga	Martial Arts	Personal Training	Barre	Rockwall	Running track	Boxing	Racquetball	Half-Court Gymnasium	Gymnasium	Pilates	Basketball League	Dance Fitness	Silver Sneakers	Café/Juice Bar	Child care	Art Classes	Computer Lab	Senior Area	Pro Shop	Tanning				
<b>Recreation/Community Center</b>																																							
1	King Greenleaf Center								x	x		x												x	x										x				
2	Capitol Hill Arts Workshop								x		x	x		x	x	x	x											x				x	x						
3	Hill Center DC								x			x		x	x	x	x											x			x	x	x						
		0	0	0	0	0	0	0	3	1	1	3	0	2	2	2	2	0	0	0	0	0	0	1	1	0	0	2	0	0	2	2	2	2	0	0	0		
Competitive Context Analysis		Aquatics		Therapy			Fitness															Extra Amenities																	
Facility		Competition Pool	Lap Pool	Splashpad	Spa	Sauna	Chiropractor Clinic	Physical Therapy Clinic	Multi-Purpose Room	Weight Training	Zumba	Cardio	Spinning Room	Group Fitness/Training	Yoga	Martial Arts	Personal Training	Barre	Rockwall	Running track	Boxing	Racquetball	Half-Court Gymnasium	Gymnasium	Pilates	Basketball League	Dance Fitness	Silver Sneakers	Café/Juice Bar	Child care	Art Classes	Computer Lab	Senior Area	Pro Shop	Tanning				
1	Results Gym								x	x	x	x	x	x		x	x					x		x	x					x									
2	Biker Barre												x				x																						
3	DC Boxing and Fitness															x					x																		
4	Headbangers Boxing Gym															x						x																	
5	Washington Sports Club				x	x				x	x	x	x	x	x	x	x								x			x											
6	District Cross fit									x		x		x	x		x																						
7	Atlas Fitness									x		x		x			x																						
8	Bmarchai Studios							x		x		x		x	x	x	x																						
9	Vida Fitness and Pool	x			x	x			x	x	x	x	x	x	x	x	x								x														
<b>Competitive Set (Out of 9)</b>		0	1	0	2	2	0	1	1	6	3	6	4	6	5	5	6	2	0	0	6	1	0	1	3	0	0	1	0	1	0	0	0	0	0	0	0		

# EXHIBIT B

## Community Meeting Polling Results

Q #	Choice	Choice Text	Response Count	Response Pct
9	a		1	1.7%
10		Any fees charged should be like similar programs offered in the area.	5	8.3%
			N	60
<b>12</b>	<b>Operating Expense Management -</b>			
1		Operating expenses should be kept as low as possible even if that results in limited services and restricted hours of use.	11	18.0%
2	a		2	3.3%
3	a		6	9.8%
4	a		5	8.2%
5	a		19	31.1%
6	a		3	4.9%
7	a		1	1.6%
8	a		4	6.6%
9	a		1	1.6%
10		The highest quality of service and professional standards should be pursued even if high fees and charges must be passed on to patrons.	9	14.8%
			N	61

Q #	Choice	Choice Text	Response Count	Response Pct
1		The primary purpose of the building is a community center that supports a variety of programs and services and serves as a gathering place for residents in the neighborhood.	14	35.0%
2	a		3	7.5%
3	a		2	5.0%
4	a		2	5.0%
5	a		10	25.0%
6	a		3	7.5%
7	a		1	2.5%
8	a		0	0.0%
9	a		0	0.0%
10		The primary purpose of the building is a recreation center that supports fitness activities and athletic-based programs	5	12.5%
N			40	
<b>10</b>	<b>Revenue Generation:</b>			
1		The on-site programs and meeting spaces in the building should be open to anyone in the community. There shouldn't be any charges to use the space.	27	44.3%
2	a		1	1.6%
3	a		6	9.8%
4	a		3	4.9%
5	a		12	19.7%
6	a		0	0.0%
7	a		2	3.3%
8	a		3	4.9%
9	a		1	1.6%
10		The building should have to raise money from its programs and services.	6	9.8%
N			61	
<b>11</b>	<b>Fee Schedule/Equitable Access -</b>			
1		No person should be turned away from the building's services because they cannot pay.	35	58.3%
2	a		3	5.0%
3	a		6	10.0%
4	a		2	3.3%
5	a		4	6.7%
6	a		1	1.7%
7	a		3	5.0%
8	a		0	0.0%

Q #	Choice	Choice Text	Response Count	Response Pct
2	a		1	1.8%
3	a		3	5.5%
4	a		2	3.6%
5	a		26	47.3%
6	a		4	7.3%
7	a		1	1.8%
8	a		6	10.9%
9	a		0	0.0%
10		The team should focus primarily on improving hitting	11	20.0%
			N	55
<b>7</b>	<b>Responsiveness to community interest:</b>			
1		The on-site programs should be mostly for residents living in the 2-3 blocks surrounding the building.	15	24.6%
2	a		5	8.2%
3	a		8	13.1%
4	a		4	6.6%
5	a		15	24.6%
6	a		1	1.6%
7	a		1	1.6%
8	a		6	9.8%
9	a		1	1.6%
10		The on-site programs should be whatever has the most popularity.	5	8.2%
			N	61
<b>8</b>	<b>Market Responsiveness:</b>			
1		The rooms within the building should be able to support a wide variety of programs and services.	21	33.9%
2	a		4	6.5%
3	a		8	12.9%
4	a		4	6.5%
5	a		11	17.7%
6	a		6	9.7%
7	a		2	3.2%
8	a		2	3.2%
9	a		1	1.6%
10		The rooms in the building should be designed only to support the services a majority of the people want. Flexibility is not important.	3	4.8%
			N	62
<b>9</b>	<b>Building focus:</b>			

## Community Meeting Polling Results

Q #	Choice	Choice Text	Response Count	Response Pct
<b>1</b> <b>Approximately how far do you live from the future community building site?</b>				
	1	3 blocks or less	38	70.4%
	2	4-6 blocks	5	9.3%
	3	7-10 blocks	3	5.6%
	4	More than 10 blocks	8	14.8%
		N	54	
<b>2</b> <b>Do you currently rent or own your residence?</b>				
	1	Rent	34	58.6%
	2	Own	24	41.4%
		N	58	
<b>3</b> <b>For how long have you lived in this neighborhood?</b>				
	1	Less than 1 year	1	1.7%
	2	1-3 years	12	20.7%
	3	4-6 years	15	25.9%
	4	7-10 years	12	20.7%
	5	More than 10 years	13	22.4%
	6	I don't live here but plan to relocate here	1	1.7%
	7	I don't live here and don't plan to relocate here	4	6.9%
		N	58	
<b>4</b> <b>Please indicate your gender</b>				
	1	Male	23	39.0%
	2	Female	36	61.0%
		N	59	
<b>5</b> <b>What is your age?</b>				
	1	19 or younger	0	0.0%
	2	20- 29	2	3.4%
	3	30-39	7	12.1%
	4	40-49	9	15.5%
	5	50-59	4	6.9%
	6	60-69	14	24.1%
	7	70 or older	22	37.9%
		N	58	
<b>6</b> <b>Washington Nationals baseball strategy -</b>				
	1	The team should focus primarily on improving pitching	1	1.8%

# EXHIBIT C

## Community Meeting Round Table Discussion

## CAPITOL QUARTER COMMUNITY BUILDING DETAILED FINDINGS

What are your hopes or expectations for this new building?

Community members, in general, desire for the community building to be an extension of the home that brings pride to the neighborhood and empowers the community. They desire for the space to be a high-quality, multipurpose facility for all ages. Specific expectations include:

- ◆ Open to neighborhood residents and non-neighborhood residents
- ◆ Free to Neighborhood Residents
- ◆ Multifunctional spaces with the ability to support a robust demand.
- ◆ Safe place in the community for children, youth, and adults.
- ◆ Active planning and coordination of community activity.
- ◆ A facility that builds community through cross-generation appeal.

What type of programs, services, or activities are needed in the neighborhood that should be offered in the building?

Nearly all participants desire some type of activity that requires the use of a multipurpose space for programs like arts, crafts, training, or education. Generally, the participant's desire activities they cannot be obtain within their own homes currently. Listed here is a non-exhaustive list of the various programs requested:

- ◆ Fitness center with a weight room, trainers, lockers, and showers.
- ◆ Entertainment spaces for music, live theatre, and art.
- ◆ Outdoor spaces for movie screening and community gardening.
- ◆ Educational style rooms for youth and adult education.
- ◆ Computer room, computer training, and job training.
- ◆ Quiet rooms for tutoring, reading, and studying.
- ◆ Kitchen and cooking Classes
- ◆ GED course offerings
- ◆ Daycare facility
- ◆ Rental ballrooms and meeting rooms for celebrations and community meetings.
- ◆ Gymnastics, Zumba, yoga, massage, art, and second language class offerings.

What service programs or activities will you be willing to pay for?

Overall, the attending members felt the facility should be free to the immediate neighborhood. However, the groups did indicate their willingness to pay for the following program activities:

- ◆ Fitness Classes
- ◆ Educational Classes
- ◆ Daycare
- ◆ Rental workspace
- ◆ Party Spaces

- ◆ Art Classes
- ◆ Veteran Clubs
- ◆ Live art performances
- ◆ Cooking Classes
- ◆ Wellness services
- ◆ Dancing Class

What groups or organizations will be interested in renting space in the building?

Facilitators asked community members for group or organization suggestions that may have an interest in renting space within the new facility. Listed below is a list of the organizations mentioned:

- |                                                                                                                                                                                                                                                                                                                                                                                                           |                                                                                                                                                                                                                                                                                                                                                         |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> <li>◆ Adult Social Leagues           <ul style="list-style-type: none"> <li>◆ Personal Trainers</li> <li>◆ Shining Starts Gymnastics Group</li> <li>◆ Great River – Tai Chi</li> <li>◆ Toddlers on the Hill</li> <li>◆ YMCA satellite</li> <li>◆ Charter Schools</li> <li>◆ Family Strengthening Collaboration group</li> <li>◆ Office of Aging</li> </ul> </li> </ul> | <ul style="list-style-type: none"> <li>◆ Girl/Boy Scouts</li> <li>◆ Theatre Productions</li> <li>◆ Fundraising Groups</li> <li>◆ Capitol Hill Day School</li> <li>◆ Capitol Hill Arts</li> <li>◆ Saint Peter’s Day School</li> <li>◆ Results Gym satellite</li> <li>◆ Academy of Hope</li> <li>◆ DC Central Kitchen</li> <li>◆ 100 Black Men</li> </ul> |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

Other topics to consider?

At the end of the discussion, Facilitators encouraged community members to address any additional topics that were not previously addressed. Listed below are those topics:

- ◆ Access to Capitol Bike Share
- ◆ Robust operating hours 6am – 9pm
- ◆ Go beyond ADA requirements
- ◆ Showcase green technology for community education.
- ◆ Provide a community bulletin posting location.
- ◆ Partnerships with DC agencies is desired
- ◆ Provide adequate security.

# EXHIBIT D

## Survey Open Questions

## CAPITOL QUARTER COMMUNITY BUILDING COMMUNITY MEETING 2: JUNE 11, 2014 COMMENTS/RESPONSES

- ◆ It would be a real wasted opportunity if the roof is inaccessible – it is the Perfect place for community garden space – which would be well-used. Please don't waste the roof. Huge public opportunity. (sic)
- ◆ How has the arts been integrated at all? (sic)
- ◆ Yoga rooms should not have columns.
- ◆ Public art/murals on interior and exterior? (sic)
- ◆ What is the landscape plan? Educational? Sustainable? (sic)
- ◆ Seems like a lot of fitness, not enough arts and culture and education space. (sic)
- ◆ Too much like a rec center, would like to see it more like The Arc or The Hill Center. (sic)
- ◆ Parking for employees of Community Centre? (sic)
- ◆ Locker Rooms as described are not needed since most users will be coming from their homes located 1-6 blocks away. (sic)
- ◆ Sr. Center next door – space for their use should be on the 1<sup>st</sup> floor providing them easy access. (sic)
- ◆ Please put in a Capital Bike share. Maybe swe (sic) column placement (realize fixed) is appropriate to room purpose. (sic).
- ◆ I'm not sure how daycare/shared kitchen is feasible given security concerns of daycare. Hope kitchen is capable of holding cooking classes. (sic)
- ◆ Nice clear presentation. Please make "conceptual floor plans" available at 900 5<sup>th</sup> St and 400 M St in the lobby, and by request at DCHA Office of Planning. Also, please alert folks about how to submit comments for those unable to attend tonight. Please! Rooftop garden! (sic) Also input into RFP?
- ◆ If the playground is for the daycare then it will not be for community use during daycare hours. Is there any outside space for the community not in the daycare?
- ◆ Build separate kitchens for daycare and multipurpose rooms. Put quieter uses above daycare.
- ◆ A kitchen upstairs would allow for cooking classes (very popular at Hill Center,) event rentals, and adult daycare.
- ◆ Adult daycare can be profitable, since Medicaid will reimburse for it. And CACFP provides federal funding for meals at adult care – having at least a heating kitchen upstairs will make that easier. (sic)
- ◆ Think about interior design – do we have mirrors & spring floor in rooms where yoga/dance class might happened? (sic)
- ◆ BUILD A GARDEN ON THE ROOF. (sic) The roof needs to be strong enough, but DC Greenworks can advise.
- ◆ Roof should be maximized – that's space lost that would be awesome! For gardening/party space. (sic)

- ◆ Have we considered an indoor track above the gym area on the 2<sup>nd</sup> floor?
- ◆ Lots of comments on “operators” which gives them a lot of power to fail.
- ◆ Can’t the gym be transformed into a theater or add a stage towards the back?
- ◆ Why is basement out? (sic)
- ◆ No computer Labs?
- ◆ Is there parking? Where is the manager’s space? Other parking?
- ◆ Suggest outdoor space for older children.
- ◆ Kitchen on first floor should be for daycare only, if that is the intent, and not shared during non-daycare hours.
- ◆ For cooking classes and rentals – have a separate kitchen on second floor. (sic)
- ◆ Green space on roof. (sic)
- ◆ Will DCHA provide security for the building? Suggest there be security. (sic)
- ◆ No need for locker rooms.
- ◆ Column line shown middle of multi-purpose rooms? Also through daycare? Seem problematic. (sic)
- ◆ Need more emphasis in activities for older kids. Huge gap in services for kids of that age group in this neighborhood (missed in survey). (sic)
- ◆ Will gym be multi-functional? (Theater/performance space as well?) – Lot of space for single use. (sic)
- ◆ There is a need for spaces for seniors – activities + programs like computers, games – things to stay busy. (sic)
- ◆ The design looks like a yoga studio/fitness center for people to come to exercise that provides daycare. These residents deserve a “good community center.” The children should have a space to call their own with books. There aren’t any tools in this center to help the low income residents. People who want fitness activities like yoga will usually pay for them. Our community has been waiting on this community center for years. It could be much more than this little “rinky dink” design. Give these residents a space that really gives them a chance to come together as a community. I recommend you’ll go visit the Rosedale Rec Campus in NE!! (sic)

# EXHIBIT E

## Survey Feedback

**Exhibit -**

Q127. Please write down anything else you feel we should know about your household's needs or your views concerning the new Capper Community Building. This data will be reported separately from the survey data.			
<b>Count</b>	<b>Percent</b>		
159	100.00%		
<b>Count</b>	<b>Percent</b>		
<b>Demographics / Access / Safety</b>			
8	5.03%	Emphasis on services / activities for older kids - particularly ages 7-15 / 5-19, including after-school care, weekend classes, summer programs	
8	5.03%	Provide a safe environment: Maximize security ("24-hr on-site guard") and upkeep; Limit access to be open to only members of the community; Minimize loitering; New/safe equipment	
6	3.77%	A place for people of all ages / economic status / sexual orientation in the community (inclusiveness) - "We support a Community Center that will truly serve the youth's needs in our community, as well as those of the Senior Arthur Capper Building. We feel that any activities that are driven by the community, should be reviewed by the community, and re-evaluated regularly to be sure that it does not get out of touch with the needs of the community."	Inclusiveness / Oversight
6	3.77%	Affordable / no-fee access	
3	1.89%	The survey seemed to be skewed to weekday preferences, but it should have been separated between weekday v. weekend participation. I think the composition of usage (and time needs) will vary between those two day types; We both work downtown with office hours until 6 PM, so any programming would have to happen after 6:30 on weekdays or on the weekend to attend.	Preference for weekend / evening programming.
2	1.26%	ADA accessible path of travel from the Senior building into the community center	
2	1.26%	Concerned about parking ("add even just 10 spaces")	
2	1.26%	Please add a Capital Bikeshare station / ample bicycle parking & infrastructure	
1	0.63%	"White" is not a race. Caucasian is a race.	
1	0.63%	Certain members of the community think they are entitled to more input as to the future of the community center than others. Please ensure that the voices of one or two people aren't given more consideration than the majority of residences in the community.	Inclusiveness
1	0.63%	When I was at the last meeting at 200 I St SE for the rec. there were a good number of people 60 and over, I feel that the seniors should have a specific area just to meet their wants and needs. The needs of seniors will hopefully be met. but the wishes of the senior community should be met (some of it) a garden area, where they can plant and care for their plants and flowers. A Green house, maybe on the roof top, a quiet area, maybe with a couple of rockers or swings, roof top area, or terrace. If dogs can be considered for dog parks, then seniors can be considered too.	Separate dedicated area for senior activities
1	0.63%	Available for use by employees of DCHA and other local employers, not just residents.	
1	0.63%	I think it's very important to cater not only to families with children, but also to the growing demo of 20/30 somethings.	
1	0.63%	You need to have programs for handicap people both old and young	
1	0.63%	Transportation provided?	
1	0.63%	Employment opportunities	
<b>Activities / Amenities</b>			
15	9.43%	Breakfast place IHOP or Denny's - would generate revenue and provide employment	Mini main street
15	9.43%	Nail shop / hair shop - would generate revenue and provide employment	Mini main street
8	5.03%	Swimming pool / indoor pool / water aerobics ["Twenty meter outdoor heated pool open year around from 05:00 to 10 p.m. would accommodate needs of considerable popular of more senior residents (55 and above - and who pay generous portion of their incomes to taxes) who must avoid low/med/hi impact aerobics or activities."]	

8	5.03%	Educational child day care; needs to accept DC childcare vouchers / be priced competitively	
5	3.14%	Fitness classes / sport & exercise facilities	
4	2.52%	Educational classes / Summer courses for adults	
3	1.89%	We need racquetball courts! There is nowhere in DC to go to play racquetball that doesn't charge a monthly fee	
3	1.89%	Computer classes / computer room / free internet and wifi	
3	1.89%	Pool table / game room (pool tables, foosball, table tennis, etc.) - a "living room" for kids	
2	1.26%	It would be great to have dance studio space that could be rented or reserved by private instructors or groups; Would be very interested in Baby Ballet classes (ages 2-5).	
2	1.26%	I am convinced that a gymnastics program for toddlers on up would draw families from all over the Hill (who currently have to go out to Silver Spring to find one).	
2	1.26%	Performance space/music recital hall / movie theater	
2	1.26%	Rooftop community garden / active spaces. Don't waste the roof!	
2	1.26%	Adult/senior day care very important	
2	1.26%	Survey the market: CHAW and the Hill Center should be models; You should examine what existing nearby community center such as the Townhomes on Capitol Hill offer so as to not duplicate.	
1	0.63%	Exercise class for seniors	
1	0.63%	Yoga would be a huge hit since there are no studios in the area -- there were always big crowds at the Yards Park's outdoor version last year.	
1	0.63%	Would love tennis or squash	
1	0.63%	Basketball court	
1	0.63%	Active outdoor spaces. (Access to Marine Corps field?)	
1	0.63%	Cooking classes	
1	0.63%	Area to hold meetings and events	
1	0.63%	We would pay to have a community garden!!!	
1	0.63%	Visible sustainability features like solar panels and rainwater harvesting. Don't waste the roof! Also, please consider native landscaping around the center.	
1	0.63%	In addition to classes, things that would get people out in the community. Planned bikerides, walks, etc.	
1	0.63%	Both full-day daycare and half-day toddler school (different missions, different spaces)	
1	0.63%	We would LOVE lots of activities for little kids - martial arts, language enrichment, soft playground, outdoor playground, soccer, etc.	
1	0.63%	Card playing	
1	0.63%	Maybe they need a holding room to hold packages for people who are not home.	
1	0.63%	The interior should be flexible to hold both large and small community meetings as space is scarce.	
1	0.63%	Dog-friendly spaces & activities	
1	0.63%	I think it would be a great way to tie the community together. I run a restaurant and would love to do food tasting and beer events etc for the community!	Mini main street: Multi-purpose kitchen - events/meetings and café
<b>Construction Concerns</b>			
1	0.63%	I hope you have better contractors to build the community center than the contractors that built 900 and 400	Construction quality
1	0.63%	we're close to the build site so would appreciate having a contact person for the project in case there are noise violations/traffic concerns to report. Thanks!	Construction issues
<b>General Comments (no program impact)</b>			
1	0.63%	I am happy :)	
2	1.26%	I would like for the building to hurry up and open so we could have something to do.	
1	0.63%	While we live in SW DC, we shop, eat, play in SE often.	
1	0.63%	Children attend school nearby, family is Washington Nationals fans and attend games often, ice skate at Canal Park often, use bikeshare, ride bikes in neighborhood often	

1	0.63%	three purpose start up with daily prayer with love, educational and activities programs in/out door.You get a smile with your expression with people brighten their morning tell them so that community is recognized him of her distributor flyer to welcome them in the building.	Educational activities; Indoor/outdoor programs; Morning prayer
1	0.63%	I am willing to support the New Capper Community Building in any way I can. I am a social worker by profession and have consistently built quality and effective programs and established and maintained positive and productive relationships with community members, businesses, organizations and community leaders. I currently run a DC Department of Parks and Recreation facility and would be able to be an asset to the planning, development, and running of the Capper Community Building.	
<b>Survey Comments</b>			
1	0.63%	Please keep in mind the residents who live in the high rises. I have lived in CHT since July 2006 and care about our community. Please circulate these surveys more often	
1	0.63%	Should go door to door for the DCHA renters to fill out this survey	
<b>Concerns</b>			
1	0.63%	Too often, DCHA tries to do too much with what it has. Budgets are exceeded, maintenance is not performed, and the property becomes an eyesore. Keep the community center simple and small with only the necessary expenses to operate.	
1	0.63%	The fact that an operator hasn't been identified yet, is concerning.	
1	0.63%	No building simply for sake of having a building; concerned about lack of operator / operating funds	
1	0.63%	If there is no plan to transition the management, and we mean a real plan not a wish, then the center should not be built.	
1	0.63%	Everything about the building is appalling. Government funds should not be wasted on the construction of this project. Too many people need jobs, training, and education, and we're building an unneeded building for bingo (play bingo in your lobby, seniors). Particularly appalling? Approved construction funds with no continuing long term operations funds authorized. Silly. By definition, this cannot be fee-for-service at the operational phase, based on the constituents to be served. It should have been funded properly for the long term or not built at all.	
1	0.63%	I think it is outrageous that this center is being built with no one to run it after our tax dollars are spent to built it. DCHA proves yet again that it is completely incompetent and irresponsible.	
<b>Housing (not pertinent to Community Center uses)</b>			
1	0.63%	Please make sure that when you are screening new applicants for the building that they are well mannered and have appreciation and a sense of class for the building. For a lack of words, not ghetto acting. I can tell that some of the people in my building now the are not used to having anything or maintainng anything nice. I would like to be considered for the new building, as a resident. I hope the ywill have a balcony.	Housing
1	0.63%	I thought it would be 1 bedroom units so I could get invited back.	Housing
1	0.63%	I want to be a tenant in this area. I used to live at Cappers and I loved it.	Housing
1	0.63%	Housing	Housing

# EXHIBIT F

## Survey Data

# DCHA - Capper Community Building

**Description:** - we will be printing and hand entering some surveys - I'd like to assistance deciding between distribution format (generic link vs. email distribution). I have need for a hybrid situation.

**Date Created:** 4/17/2014 10:01:31 AM


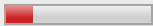

**Date Range:** 4/28/2014 12:00:00 AM - 5/19/2014 11:59:00 PM

**Total Respondents:** 473

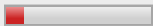
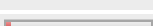
Q1. Please enter your five-digit zip code:

Count	Percent	
462	100.00%	
462	Respondents	

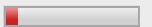
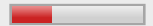



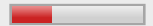



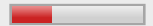



















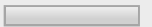
Q2. The new Capper Community Building will be located at the corner of 5th and L Streets in SE Washington DC. Based upon the map below, how far is your home from the new building?

Count	Percent		
241	65.31%		0-3 blocks
68	18.43%		4-6 blocks
60	16.26%		10 blocks or more
369	Respondents		

Q3. Please choose the item below that best describes the type of residence you live in:

Count	Percent		
71	16.14%		High rise (5+ story) apartment or condominium building 5 years old or newer
56	12.73%		High rise (5+ story) apartment or condominium building more than 5 years old
36	8.18%		Low rise (2-4 story) apartment or condominium building 5 years old or newer
77	17.50%		Low rise (2-4 story) apartment or condominium building more than 5 years old
127	28.86%		Townhome 5 years old or newer
56	12.73%		Townhome more than 5 years old
2	0.45%		Single family detached home 5 years old or newer
15	3.41%		Single family detached home more than 5 years old
440	Respondents		

Q4. Including yourself, how many members of your household are in each of the following age groups?

Count	Respondent %	Response %																									
161	36.76%	17.41%	 0 - 7 years old																								
<table border="1"> <thead> <tr> <th>Count</th> <th>Percent</th> <th></th> <th></th> </tr> </thead> <tbody> <tr> <td>60</td> <td>37.27%</td> <td></td> <td>0</td> </tr> <tr> <td>58</td> <td>36.02%</td> <td></td> <td>1</td> </tr> <tr> <td>31</td> <td>19.25%</td> <td></td> <td>2</td> </tr> <tr> <td>12</td> <td>7.45%</td> <td></td> <td>3</td> </tr> </tbody> </table>				Count	Percent			60	37.27%		0	58	36.02%		1	31	19.25%		2	12	7.45%		3				
Count	Percent																										
60	37.27%		0																								
58	36.02%		1																								
31	19.25%		2																								
12	7.45%		3																								
86	19.63%	9.30%	 8 - 17 years old																								
<table border="1"> <thead> <tr> <th>Count</th> <th>Percent</th> <th></th> <th></th> </tr> </thead> <tbody> <tr> <td>60</td> <td>69.77%</td> <td></td> <td>0</td> </tr> <tr> <td>17</td> <td>19.77%</td> <td></td> <td>1</td> </tr> <tr> <td>1</td> <td>1.16%</td> <td></td> <td>10</td> </tr> <tr> <td>7</td> <td>8.14%</td> <td></td> <td>2</td> </tr> <tr> <td>1</td> <td>1.16%</td> <td></td> <td>3</td> </tr> </tbody> </table>				Count	Percent			60	69.77%		0	17	19.77%		1	1	1.16%		10	7	8.14%		2	1	1.16%		3
Count	Percent																										
60	69.77%		0																								
17	19.77%		1																								
1	1.16%		10																								
7	8.14%		2																								
1	1.16%		3																								
88	20.09%	9.51%	 18 - 24 years old																								

Count	Percent		
1	1.14%		0
60	68.18%		0
20	22.73%		1
6	6.82%		2
1	1.14%		3

274 62.56% 29.62% 25 - 44 years old

Count	Percent		
15	5.47%		0
74	27.01%		1
175	63.87%		2
7	2.55%		3
2	0.73%		4
1	0.36%		5

150 34.25% 16.22% 45 - 64 years old

Count	Percent		
50	33.33%		0
61	40.67%		1
35	23.33%		2
1	0.67%		3
1	0.67%		8
2	1.33%		one

166 37.90% 17.95% 65 and older

Count	Percent		
62	37.35%		0
101	60.84%		1
3	1.81%		2

438 Respondents

925 Responses

Q5. Which of the following fitness activities do you and members of your household currently participate in regularly? (Check all that apply)

Count	Respondent %	Response %		
261	61.41%	18.45%		Exercise w/equipment (treadmill, stairmaster, etc.)
377	88.71%	26.64%		Walking/Jogging
38	8.94%	2.69%		Racquetball/Squash
171	40.24%	12.08%		Weight lifting
92	21.65%	6.50%		Spinning classes
99	23.29%	7.00%		Aerobics/Zumba
180	42.35%	12.72%		Yoga/Pilates
65	15.29%	4.59%		Basketball
29	6.82%	2.05%		Volleyball
103	24.24%	7.28%		Other (please specify)

425 Respondents

1415 Responses

Q6. On average, how many times per month do members of your household participate in fitness activities like those listed in the previous question? (Please select one response for each applicable age group.) - 0 - 7 years old

Count	Percent		
72	56.25%		None
14	10.94%		1-4 times/mo.
16	12.50%		5-8 times/mo.
12	9.38%		9-12 times/mo.
14	10.94%		13+ times/mo.
128	Respondents		

Q7. On average, how many times per month do members of your household participate in fitness activities like those listed in the previous question? (Please select one response for each applicable age group.) - 8 - 17 years old

Count	Percent		
34	57.63%		None
5	8.47%		1-4 times/mo.
4	6.78%		5-8 times/mo.
4	6.78%		9-12 times/mo.
12	20.34%		13+ times/mo.
59	Respondents		

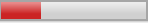
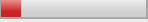
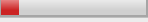
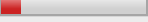
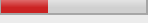
Q8. On average, how many times per month do members of your household participate in fitness activities like those listed in the previous question? (Please select one response for each applicable age group.) - 18 - 24 years old

Count	Percent		
36	62.07%		None
5	8.62%		1-4 times/mo.
1	1.72%		5-8 times/mo.
7	12.07%		9-12 times/mo.
9	15.52%		13+ times/mo.
58	Respondents		

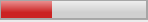
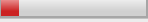
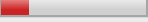
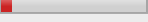
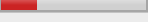
Q9. On average, how many times per month do members of your household participate in fitness activities like those listed in the previous question? (Please select one response for each applicable age group.) - 25 - 44 years old

Count	Percent		
16	6.08%		None
22	8.37%		1-4 times/mo.
33	12.55%		5-8 times/mo.
52	19.77%		9-12 times/mo.
140	53.23%		13+ times/mo.
263	Respondents		

Q10. On average, how many times per month do members of your household participate in fitness activities like those listed in the previous question? (Please select one response for each applicable age group.) - 45 - 64 years old

Count	Percent		
35	27.78%		None
17	13.49%		1-4 times/mo.
16	12.70%		5-8 times/mo.
17	13.49%		9-12 times/mo.
41	32.54%		13+ times/mo.
126	Respondents		


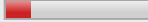
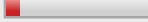
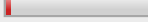
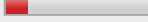
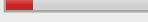
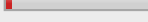
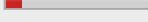
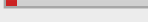
Q11. On average, how many times per month do members of your household participate in fitness activities like those listed in the previous question? (Please select one response for each applicable age group.) - 65 or older

Count	Percent		
45	35.16%		None
16	12.50%		1-4 times/mo.
25	19.53%		5-8 times/mo.
10	7.81%		9-12 times/mo.
32	25.00%		13+ times/mo.
128	Respondents		


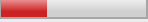
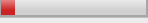
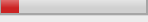
Q12. Approximately how much does your household spend monthly to participate in fitness activities like those listed previously? (Choose the closest answer.)

Count	Percent		
172	39.54%		\$0
55	12.64%		\$25
46	10.57%		\$50
61	14.02%		\$75
101	23.22%		\$100 or more
435	Respondents		

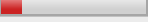
Q13. Which of the following classes, enrichment, or other activities do you and members of your household currently participate in regularly? (Check all that apply)

Count	Respondent %	Response %	
79	25.08%	11.79%	 Graphic Arts (painting, photography, sculpture)
116	36.83%	17.31%	 Performing Arts (theater, music)
64	20.32%	9.55%	 Crafts
24	7.62%	3.58%	 Martial Arts
103	32.70%	15.37%	 Dance
126	40.00%	18.81%	 Educational classes
29	9.21%	4.33%	 Gymnastics
77	24.44%	11.49%	 Bingo
52	16.51%	7.76%	 Other (please specify)
315	Respondents		
670	Responses		

Q14. On average, how many times per month do members of your household participate in activities like those listed in the previous question? (Please select one response for each applicable age group.) - 0 - 7 years old

Count	Percent		
38	46.34%		1-4 times/mo.
26	31.71%		5-8 times/mo.
8	9.76%		9-12 times/mo.
10	12.20%		13+ times/mo.
82	Respondents		

Q15. On average, how many times per month do members of your household participate in activities like those listed in the previous question? (Please select one response for each applicable age group.) - 8 - 17 years old

Count	Percent		
16	57.14%		1-4 times/mo.
3	10.71%		5-8 times/mo.
4	14.29%		9-12 times/mo.
5	17.86%		13+ times/mo.
28	Respondents		

Q16. On average, how many times per month do members of your household participate in activities like those listed in the previous question? (Please select one response for each applicable age group.) - 18 - 24 years old

Count	Percent		
14	63.64%		1-4 times/mo.
4	18.18%		5-8 times/mo.
2	9.09%		9-12 times/mo.
2	9.09%		13+ times/mo.
22	Respondents		


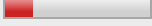
Q17. On average, how many times per month do members of your household participate in activities like those listed in the previous question? (Please select one response for each applicable age group.) - 25 - 44 years old

Count	Percent		
82	55.78%		1-4 times/mo.
39	26.53%		5-8 times/mo.
15	10.20%		9-12 times/mo.
11	7.48%		13+ times/mo.
147	Respondents		

Q18. On average, how many times per month do members of your household participate in activities like those listed in the previous question? (Please select one response for each applicable age group.) - 45 to 64 years old

Count	Percent		
41	55.41%		1-4 times/mo.
19	25.68%		5-8 times/mo.
6	8.11%		9-12 times/mo.
8	10.81%		13+ times/mo.
74	Respondents		

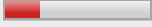
Q19. On average, how many times per month do members of your household participate in activities like those listed in the previous question? (Please select one response for each applicable age group.) - 65 or older

Count	Percent		
56	59.57%		1-4 times/mo.
18	19.15%		5-8 times/mo.
7	7.45%		9-12 times/mo.
13	13.83%		13+ times/mo.
94	Respondents		

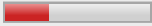
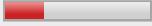

Q20. Approximately how much does your household spend monthly to participate in classes, enrichment, or other activities like those listed previously? (Choose the closest answer.)

Count	Percent		
186	48.06%		\$0
45	11.63%		\$25
52	13.44%		\$50
34	8.79%		\$75
70	18.09%		\$100 or more
387	Respondents		

Q21. If any of the activities or programs listed in the above questions were offered at the new Capper Community Building would you be willing to pay a fee or buy a pass in order to participate?

Count	Percent		
322	76.12%		Yes
101	23.88%		No
423	Respondents		

Q22. Does a member of your household belong to a private fitness club?

Count	Percent		
132	30.48%		No, I/We have never belonged to a club
118	27.25%		No, I/We used to belong to a club
183	42.26%		Yes, I/We currently belong to a club
433	Respondents		

Q23. Please mark how often any member(s) of your household aged 18 or over would participate in any of the following activities if offered at the new community building. (Only mark one box per activity.)Adult Classes and Leagues (18 and older) - Aerobics/Group Fitness

Count	Percent		
40	13.61%		Never
20	6.80%		1-2 times annually
59	20.07%		1-2 times monthly
130	44.22%		1-2 times weekly
45	15.31%		Daily
294	Respondents		

Q24. Please mark how often any member(s) of your household aged 18 or over would participate in any of the following activities if offered at the new community building. (Only mark one box per activity.)Adult Classes and Leagues (18 and older) - Dance Classes

Count	Percent		
77	32.35%		Never
35	14.71%		1-2 times annually
45	18.91%		1-2 times monthly
67	28.15%		1-2 times weekly
14	5.88%		Daily
238	Respondents		

Q25. Please mark how often any member(s) of your household aged 18 or over would participate in any of the following activities if offered at the new community building. (Only mark one box per activity.)Adult Classes and Leagues (18 and older) - Martial Arts Classes

Count	Percent		
121	60.80%		Never
18	9.05%		1-2 times annually
20	10.05%		1-2 times monthly
33	16.58%		1-2 times weekly
7	3.52%		Daily
199	Respondents		

Q26. Please mark how often any member(s) of your household aged 18 or over would participate in any of the following activities if offered at the new community building. (Only mark one box per activity.)Adult Classes and Leagues (18 and older) - Golf Instruction

Count	Percent		
94	45.85%		Never
49	23.90%		1-2 times annually
33	16.10%		1-2 times monthly
23	11.22%		1-2 times weekly
6	2.93%		Daily
205	Respondents		

Q27. Please mark how often any member(s) of your household aged 18 or over would participate in any of the following activities if offered at the new community building. (Only mark one box per activity.)Adult Classes and Leagues (18 and older) - Yoga Classes

Count	Percent		
32	12.26%		Never
18	6.90%		1-2 times annually
80	30.65%		1-2 times monthly
108	41.38%		1-2 times weekly
23	8.81%		Daily
261	Respondents		

Q28. Please mark how often any member(s) of your household aged 18 or over would participate in any of the following activities if offered at the new community building. (Only mark one box per activity.)Adult Classes and Leagues (18 and older) - Adult Education Classes

Count	Percent		
69	31.36%		Never
56	25.45%		1-2 times annually
40	18.18%		1-2 times monthly
37	16.82%		1-2 times weekly
18	8.18%		Daily
220	Respondents		

Q29. Please mark how often any member(s) of your household aged 18 or over would participate in any of the following activities if offered at the new community building. (Only mark one box per activity.)Adult Classes and Leagues (18 and older) - Wellness Classes

Count	Percent		
84	39.25%		Never
42	19.63%		1-2 times annually
39	18.22%		1-2 times monthly
35	16.36%		1-2 times weekly
14	6.54%		Daily
214	Respondents		

Q30. Please mark how often any member(s) of your household aged 18 or over would participate in any of the following activities if offered at the new community building. (Only mark one box per activity.)Adult Classes and Leagues (18 and older) - Cooking Classes

Count	Percent		
28	10.33%		Never
104	38.38%		1-2 times annually
85	31.37%		1-2 times monthly
43	15.87%		1-2 times weekly
11	4.06%		Daily
271	Respondents		

Q31. Please mark how often any member(s) of your household aged 18 or over would participate in any of the following activities if offered at the new community building. (Only mark one box per activity.)Adult Classes and Leagues (18 and older) - Music Classes

Count	Percent		
92	44.44%		Never
37	17.87%		1-2 times annually
41	19.81%		1-2 times monthly
29	14.01%		1-2 times weekly
8	3.86%		Daily
207	Respondents		

Q32. Please mark how often any member(s) of your household aged 18 or over would participate in any of the following activities if offered at the new community building. (Only mark one box per activity.)Adult Classes and Leagues (18 and older) - Graphic Arts Classes

Count	Percent		
95	50.00%		Never
44	23.16%		1-2 times annually
29	15.26%		1-2 times monthly
19	10.00%		1-2 times weekly
3	1.58%		Daily
190	Respondents		

Q33. Please mark how often any member(s) of your household aged 18 or over would participate in any of the following activities if offered at the new community building. (Only mark one box per activity.)Adult Classes and Leagues (18 and older) - Theater/Performing Arts Classes

Count	Percent		
103	53.93%		Never
34	17.80%		1-2 times annually
30	15.71%		1-2 times monthly
20	10.47%		1-2 times weekly
4	2.09%		Daily
191	Respondents		

Q34. Please mark how often any member(s) of your household aged 18 or over would participate in any of the following activities if offered at the new community building. (Only mark one box per activity.)Adult Classes and Leagues (18 and older) - Basketball League

Count	Percent		
124	65.61%		Never
15	7.94%		1-2 times annually
16	8.47%		1-2 times monthly
25	13.23%		1-2 times weekly
9	4.76%		Daily
189	Respondents		

Q35. Please mark how often any member(s) of your household aged 18 or over would participate in any of the following activities if offered at the new community building. (Only mark one box per activity.)Adult Classes and Leagues (18 and older) - Volleyball League

Count	Percent		
119	66.85%		Never
16	8.99%		1-2 times annually
22	12.36%		1-2 times monthly
16	8.99%		1-2 times weekly
5	2.81%		Daily
178	Respondents		

Q36. Please mark how often any member(s) of your household aged 18 or over would participate in any of the following activities if offered at the new community building. (Only mark one box per activity.)Adult Classes and Leagues (18 and older) - Other Adult Sports League (dodgeball, Bocce Ball etc)

Count	Percent		
75	36.41%		Never
36	17.48%		1-2 times annually
52	25.24%		1-2 times monthly
39	18.93%		1-2 times weekly
4	1.94%		Daily
206	Respondents		

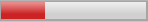
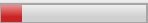
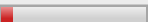



Q37. Please mark how often any member(s) of your household aged 18 or over would participate in any of the following activities if offered at the new community building. (Only mark one box per activity.)Adult Classes and Leagues (18 and older) - Other (please write in below)

Count	Percent		
41	43.16%		Never
4	4.21%		1-2 times annually
10	10.53%		1-2 times monthly
24	25.26%		1-2 times weekly
16	16.84%		Daily
95	Respondents		

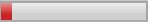

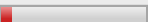



Q38. Please specify the "other" you indicated above:

Count	Percent	
68	100.00%	
68	Respondents	

Q39. Please indicate the most likely time of day any member(s) of your household age 18 or over would participate in the following activities if offered at the new community building. (Only mark one box per activity.)Adult Classes and Leagues (18 and older) - Aerobics/Group Fitness

Count	Percent		
78	30.35%		5 a.m. - 8 a.m.
37	14.40%		8 a.m. - 12 p.m.
22	8.56%		12-1 p.m.
15	5.84%		1-4 p.m.
21	8.17%		4-6 p.m.
84	32.68%		6-9 p.m.
257	Respondents		

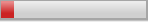
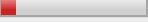
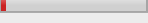
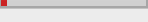
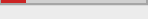
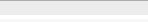
Q40. Please indicate the most likely time of day any member(s) of your household age 18 or over would participate in the following activities if offered at the new community building. (Only mark one box per activity.)Adult Classes and Leagues (18 and older) - Dance Classes

Count	Percent		
12	7.23%		5 a.m. - 8 a.m.
14	8.43%		8 a.m. - 12 p.m.
12	7.23%		12-1 p.m.
15	9.04%		1-4 p.m.
37	22.29%		4-6 p.m.
76	45.78%		6-9 p.m.
166	Respondents		

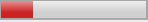
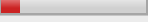
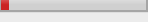
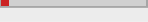
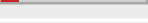
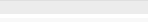
Q41. Please indicate the most likely time of day any member(s) of your household age 18 or over would participate in the following activities if offered at the new community building. (Only mark one box per activity.) Adult Classes and Leagues (18 and older) - Martial Arts Classes

Count	Percent		
15	13.89%		5 a.m. - 8 a.m.
7	6.48%		8 a.m. - 12 p.m.
9	8.33%		12-1 p.m.
8	7.41%		1-4 p.m.
19	17.59%		4-6 p.m.
50	46.30%		6-9 p.m.
108	Respondents		

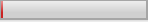
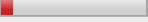
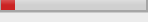
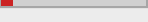
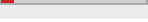
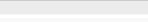
Q42. Please indicate the most likely time of day any member(s) of your household age 18 or over would participate in the following activities if offered at the new community building. (Only mark one box per activity.) Adult Classes and Leagues (18 and older) - Golf Instruction

Count	Percent		
11	8.73%		5 a.m. - 8 a.m.
13	10.32%		8 a.m. - 12 p.m.
4	3.17%		12-1 p.m.
5	3.97%		1-4 p.m.
22	17.46%		4-6 p.m.
71	56.35%		6-9 p.m.
126	Respondents		

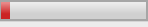
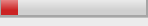

Q43. Please indicate the most likely time of day any member(s) of your household age 18 or over would participate in the following activities if offered at the new community building. (Only mark one box per activity.) Adult Classes and Leagues (18 and older) - Yoga Classes

Count	Percent		
47	22.07%		5 a.m. - 8 a.m.
28	13.15%		8 a.m. - 12 p.m.
12	5.63%		12-1 p.m.
11	5.16%		1-4 p.m.
27	12.68%		4-6 p.m.
88	41.31%		6-9 p.m.
213	Respondents		

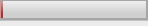
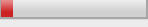
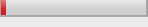
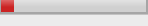
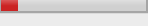

Q44. Please indicate the most likely time of day any member(s) of your household age 18 or over would participate in the following activities if offered at the new community building. (Only mark one box per activity.) Adult Classes and Leagues (18 and older) - Adult Education Classes

Count	Percent		
2	1.30%		5 a.m. - 8 a.m.
13	8.44%		8 a.m. - 12 p.m.
15	9.74%		12-1 p.m.
13	8.44%		1-4 p.m.
14	9.09%		4-6 p.m.
97	62.99%		6-9 p.m.
154	Respondents		

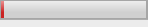
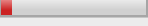
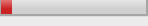
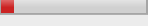
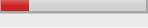

Q45. Please indicate the most likely time of day any member(s) of your household age 18 or over would participate in the following activities if offered at the new community building. (Only mark one box per activity.) Adult Classes and Leagues (18 and older) - Wellness Classes

Count	Percent		
9	5.81%		5 a.m. - 8 a.m.
18	11.61%		8 a.m. - 12 p.m.
18	11.61%		12-1 p.m.
11	7.10%		1-4 p.m.
21	13.55%		4-6 p.m.
78	50.32%		6-9 p.m.
155	Respondents		

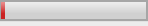
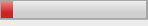
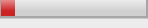
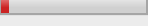
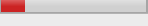

Q46. Please indicate the most likely time of day any member(s) of your household age 18 or over would participate in the following activities if offered at the new community building. (Only mark one box per activity.) Adult Classes and Leagues (18 and older) - Cooking Classes

Count	Percent		
2	0.93%		5 a.m. - 8 a.m.
18	8.41%		8 a.m. - 12 p.m.
7	3.27%		12-1 p.m.
19	8.88%		1-4 p.m.
25	11.68%		4-6 p.m.
143	66.82%		6-9 p.m.
214	Respondents		

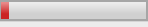
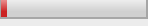
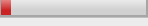
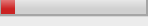

Q47. Please indicate the most likely time of day any member(s) of your household age 18 or over would participate in the following activities if offered at the new community building. (Only mark one box per activity.) Adult Classes and Leagues (18 and older) - Music Classes

Count	Percent		
3	2.24%		5 a.m. - 8 a.m.
10	7.46%		8 a.m. - 12 p.m.
10	7.46%		12-1 p.m.
12	8.96%		1-4 p.m.
26	19.40%		4-6 p.m.
73	54.48%		6-9 p.m.
134	Respondents		

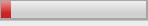
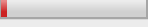
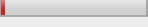
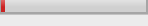
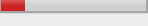

Q48. Please indicate the most likely time of day any member(s) of your household age 18 or over would participate in the following activities if offered at the new community building. (Only mark one box per activity.) Adult Classes and Leagues (18 and older) - Graphic Arts Classes

Count	Percent		
3	2.78%		5 a.m. - 8 a.m.
9	8.33%		8 a.m. - 12 p.m.
10	9.26%		12-1 p.m.
6	5.56%		1-4 p.m.
18	16.67%		4-6 p.m.
62	57.41%		6-9 p.m.
108	Respondents		

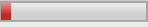
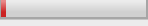
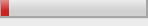
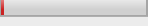
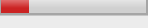

Q49. Please indicate the most likely time of day any member(s) of your household age 18 or over would participate in the following activities if offered at the new community building. (Only mark one box per activity.) Adult Classes and Leagues (18 and older) - Theater/Performing Arts Classes

Count	Percent		
6	5.56%		5 a.m. - 8 a.m.
4	3.70%		8 a.m. - 12 p.m.
7	6.48%		12-1 p.m.
10	9.26%		1-4 p.m.
20	18.52%		4-6 p.m.
61	56.48%		6-9 p.m.
108	Respondents		

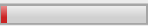
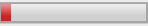
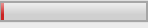
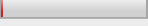
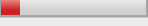

Q50. Please indicate the most likely time of day any member(s) of your household age 18 or over would participate in the following activities if offered at the new community building. (Only mark one box per activity.) Adult Classes and Leagues (18 and older) - Basketball League

Count	Percent		
7	6.86%		5 a.m. - 8 a.m.
4	3.92%		8 a.m. - 12 p.m.
3	2.94%		12-1 p.m.
3	2.94%		1-4 p.m.
17	16.67%		4-6 p.m.
68	66.67%		6-9 p.m.
102	Respondents		

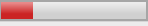
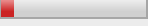
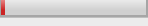
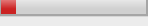
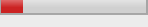
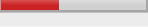
Q51. Please indicate the most likely time of day any member(s) of your household age 18 or over would participate in the following activities if offered at the new community building. (Only mark one box per activity.) Adult Classes and Leagues (18 and older) - Volleyball League

Count	Percent		
6	6.74%		5 a.m. - 8 a.m.
3	3.37%		8 a.m. - 12 p.m.
5	5.62%		12-1 p.m.
2	2.25%		1-4 p.m.
17	19.10%		4-6 p.m.
56	62.92%		6-9 p.m.
89	Respondents		


Q52. Please indicate the most likely time of day any member(s) of your household age 18 or over would participate in the following activities if offered at the new community building. (Only mark one box per activity.) Adult Classes and Leagues (18 and older) - Other Adult Sports League (dodgeball, Bocce Ball etc)

Count	Percent		
5	3.85%		5 a.m. - 8 a.m.
9	6.92%		8 a.m. - 12 p.m.
3	2.31%		12-1 p.m.
2	1.54%		1-4 p.m.
17	13.08%		4-6 p.m.
94	72.31%		6-9 p.m.
130	Respondents		

Q53. Please indicate the most likely time of day any member(s) of your household age 18 or over would participate in the following activities if offered at the new community building. (Only mark one box per activity.) Adult Classes and Leagues (18 and older) - Other (please write in below)

Count	Percent		
15	22.39%		5 a.m. - 8 a.m.
6	8.96%		8 a.m. - 12 p.m.
2	2.99%		12-1 p.m.
7	10.45%		1-4 p.m.
10	14.93%		4-6 p.m.
27	40.30%		6-9 p.m.
67	Respondents		

Q54. Please specify the "other" you indicated above:

Count	Percent	
52	100.00%	
52	Respondents	

Q55. Please mark how often any member(s) of your household age 18 or Older would participate in the following activities if offered at the new community building. (Only mark one box per activity.) Specialized Adult (18+) & Senior Programs - Computer Education

Count	Percent		
129	53.09%		Never
27	11.11%		1-2 times annually
28	11.52%		1-2 times monthly
28	11.52%		1-2 times weekly
31	12.76%		Daily
243	Respondents		

Q56. Please mark how often any member(s) of your household age 18 or Older would participate in the following activities if offered at the new community building. (Only mark one box per activity.) Specialized Adult (18+) & Senior Programs - Crafts

Count	Percent		
105	48.84%		Never
52	24.19%		1-2 times annually
33	15.35%		1-2 times monthly
17	7.91%		1-2 times weekly
8	3.72%		Daily
215	Respondents		

Q57. Please mark how often any member(s) of your household age 18 or Older would participate in the following activities if offered at the new community building. (Only mark one box per activity.) Specialized Adult (18+) & Senior Programs - Bingo

Count	Percent		
133	53.20%		Never
30	12.00%		1-2 times annually
34	13.60%		1-2 times monthly
36	14.40%		1-2 times weekly
17	6.80%		Daily
250	Respondents		

Q58. Please mark how often any member(s) of your household age 18 or Older would participate in the following activities if offered at the new community building. (Only mark one box per activity.) Specialized Adult (18+) & Senior Programs - Room Rental for Meetings

Count	Percent		
107	49.77%		Never
80	37.21%		1-2 times annually
20	9.30%		1-2 times monthly
4	1.86%		1-2 times weekly
4	1.86%		Daily
215 Respondents			

Q59. Please mark how often any member(s) of your household age 18 or Older would participate in the following activities if offered at the new community building. (Only mark one box per activity.) Specialized Adult (18+) & Senior Programs - Room Rental for Parties/receptions

Count	Percent		
80	35.24%		Never
121	53.30%		1-2 times annually
18	7.93%		1-2 times monthly
2	0.88%		1-2 times weekly
6	2.64%		Daily
227 Respondents			

Q60. Please mark how often any member(s) of your household age 18 or Older would participate in the following activities if offered at the new community building. (Only mark one box per activity.) Specialized Adult (18+) & Senior Programs - Adult Day Care

Count	Percent		
164	84.10%		Never
8	4.10%		1-2 times annually
3	1.54%		1-2 times monthly
3	1.54%		1-2 times weekly
17	8.72%		Daily
195 Respondents			

Q61. Please mark how often any member(s) of your household age 18 or Older would participate in the following activities if offered at the new community building. (Only mark one box per activity.) Specialized Adult (18+) & Senior Programs - Gardening (garden plot)

Count	Percent		
88	37.77%		Never
31	13.30%		1-2 times annually
34	14.59%		1-2 times monthly
51	21.89%		1-2 times weekly
29	12.45%		Daily
233 Respondents			

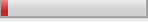
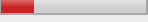
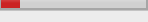
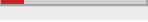
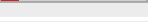
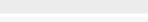
Q62. Please mark how often any member(s) of your household age 18 or Older would participate in the following activities if offered at the new community building. (Only mark one box per activity.) Specialized Adult (18+) & Senior Programs - Other (please indicate below)

Count	Percent		
58	71.60%		Never
1	1.23%		1-2 times annually
6	7.41%		1-2 times monthly
8	9.88%		1-2 times weekly
8	9.88%		Daily
81 Respondents			


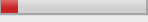
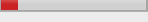
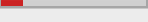
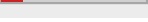
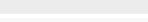
Q63. Please specify the "other" you indicated above:

Count	Percent	
22	100.00%	
22 Respondents		

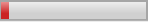
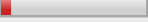
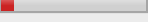
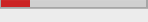
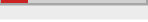
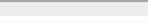
Q64. Please indicate the most likely time of day any member(s) of your household age 18 or older would participate in the following activities if offered at the new community building. (Only mark one box per activity.) Specialized Adult (18+) & Senior Programs - Computer Education

Count	Percent		
7	4.55%		5 a.m. - 8 a.m.
35	22.73%		8 a.m. - 12 p.m.
20	12.99%		12-1 p.m.
24	15.58%		1-4 p.m.
19	12.34%		4-6 p.m.
49	31.82%		6-9 p.m.
154 Respondents			

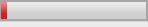
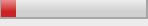
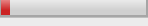
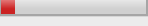
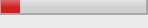
Q65. Please indicate the most likely time of day any member(s) of your household age 18 or older would participate in the following activities if offered at the new community building. (Only mark one box per activity.) Specialized Adult (18+) & Senior Programs - Crafts

Count	Percent		
7	5.34%		5 a.m. - 8 a.m.
15	11.45%		8 a.m. - 12 p.m.
15	11.45%		12-1 p.m.
20	15.27%		1-4 p.m.
20	15.27%		4-6 p.m.
54	41.22%		6-9 p.m.
131 Respondents			

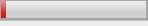
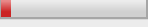
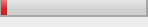
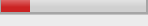
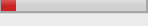

Q66. Please indicate the most likely time of day any member(s) of your household age 18 or older would participate in the following activities if offered at the new community building. (Only mark one box per activity.) Specialized Adult (18+) & Senior Programs - Bingo

Count	Percent		
8	5.67%		5 a.m. - 8 a.m.
10	7.09%		8 a.m. - 12 p.m.
13	9.22%		12-1 p.m.
28	19.86%		1-4 p.m.
26	18.44%		4-6 p.m.
56	39.72%		6-9 p.m.
141 Respondents			

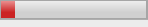
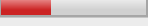
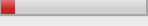
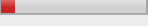
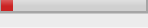
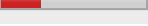
Q67. Please indicate the most likely time of day any member(s) of your household age 18 or older would participate in the following activities if offered at the new community building. (Only mark one box per activity.) Specialized Adult (18+) & Senior Programs - Room Rental for Meetings

Count	Percent		
5	3.94%		5 a.m. - 8 a.m.
13	10.24%		8 a.m. - 12 p.m.
8	6.30%		12-1 p.m.
12	9.45%		1-4 p.m.
17	13.39%		4-6 p.m.
72	56.69%		6-9 p.m.
127	Respondents		

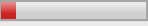
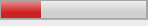
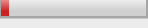
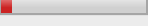
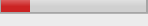
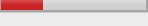
Q68. Please indicate the most likely time of day any member(s) of your household age 18 or older would participate in the following activities if offered at the new community building. (Only mark one box per activity.) Specialized Adult (18+) & Senior Programs - Room Rental for Parties/receptions

Count	Percent		
5	3.31%		5 a.m. - 8 a.m.
10	6.62%		8 a.m. - 12 p.m.
6	3.97%		12-1 p.m.
30	19.87%		1-4 p.m.
16	10.60%		4-6 p.m.
84	55.63%		6-9 p.m.
151	Respondents		

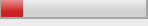
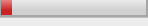
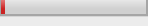
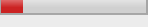
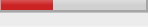
Q69. Please indicate the most likely time of day any member(s) of your household age 18 or older would participate in the following activities if offered at the new community building. (Only mark one box per activity.) Specialized Adult (18+) & Senior Programs - Adult Day Care

Count	Percent		
7	9.72%		5 a.m. - 8 a.m.
25	34.72%		8 a.m. - 12 p.m.
7	9.72%		12-1 p.m.
7	9.72%		1-4 p.m.
6	8.33%		4-6 p.m.
20	27.78%		6-9 p.m.
72	Respondents		


Q70. Please indicate the most likely time of day any member(s) of your household age 18 or older would participate in the following activities if offered at the new community building. (Only mark one box per activity.) Specialized Adult (18+) & Senior Programs - Gardening (garden plot)

Count	Percent		
16	10.32%		5 a.m. - 8 a.m.
43	27.74%		8 a.m. - 12 p.m.
8	5.16%		12-1 p.m.
12	7.74%		1-4 p.m.
31	20.00%		4-6 p.m.
45	29.03%		6-9 p.m.
155	Respondents		

Q71. Please indicate the most likely time of day any member(s) of your household age 18 or older would participate in the following activities if offered at the new community building. (Only mark one box per activity.) Specialized Adult (18+) & Senior Programs - Other (please indicate below)

Count	Percent		
9	23.08%		5 a.m. - 8 a.m.
6	15.38%		8 a.m. - 12 p.m.
3	7.69%		12-1 p.m.
1	2.56%		1-4 p.m.
6	15.38%		4-6 p.m.
14	35.90%		6-9 p.m.
39	Respondents		

Q72. Please specify the "other" you indicated above:

Count	Percent	
21	100.00%	
21	Respondents	

Q73. Please mark how often any member(s) of your household age 3-17 would participate in the following activities if offered at the new community building. (Only mark one box per activity.) Youth Classes & Leagues (children ages 3-17) - Martial Arts Classes

Count	Percent		
55	52.38%		Never
7	6.67%		1-2 times annually
10	9.52%		1-2 times monthly
26	24.76%		1-2 times weekly
7	6.67%		Daily
105	Respondents		

Q74. Please mark how often any member(s) of your household age 3-17 would participate in the following activities if offered at the new community building. (Only mark one box per activity.) Youth Classes & Leagues (children ages 3-17) - Fitness Classes

Count	Percent		
48	46.60%		Never
6	5.83%		1-2 times annually
19	18.45%		1-2 times monthly
18	17.48%		1-2 times weekly
12	11.65%		Daily
103	Respondents		

Q75. Please mark how often any member(s) of your household age 3-17 would participate in the following activities if offered at the new community building. (Only mark one box per activity.) Youth Classes & Leagues (children ages 3-17) - Educational Classes/Tutoring

Count	Percent		
47	49.47%		Never
11	11.58%		1-2 times annually
13	13.68%		1-2 times monthly
15	15.79%		1-2 times weekly
9	9.47%		Daily
95	Respondents		

Q76. Please mark how often any member(s) of your household age 3-17 would participate in the following activities if offered at the new community building. (Only mark one box per activity.) Youth Classes & Leagues (children ages 3-17) - Wellness Classes

Count	Percent		
56	61.54%		Never
7	7.69%		1-2 times annually
8	8.79%		1-2 times monthly
12	13.19%		1-2 times weekly
8	8.79%		Daily
91	Respondents		

Q77. Please mark how often any member(s) of your household age 3-17 would participate in the following activities if offered at the new community building. (Only mark one box per activity.) Youth Classes & Leagues (children ages 3-17) - Theater/Performing Arts Classes

Count	Percent		
41	45.05%		Never
9	9.89%		1-2 times annually
17	18.68%		1-2 times monthly
16	17.58%		1-2 times weekly
8	8.79%		Daily
91	Respondents		

Q78. Please mark how often any member(s) of your household age 3-17 would participate in the following activities if offered at the new community building. (Only mark one box per activity.) Youth Classes & Leagues (children ages 3-17) - Basketball League

Count	Percent		
55	61.11%		Never
4	4.44%		1-2 times annually
7	7.78%		1-2 times monthly
14	15.56%		1-2 times weekly
10	11.11%		Daily
90	Respondents		

Q79. Please mark how often any member(s) of your household age 3-17 would participate in the following activities if offered at the new community building. (Only mark one box per activity.) Youth Classes & Leagues (children ages 3-17) - Gymnastics Classes

Count	Percent		
46	42.99%		Never
4	3.74%		1-2 times annually
27	25.23%		1-2 times monthly
21	19.63%		1-2 times weekly
9	8.41%		Daily
107	Respondents		

Q80. Please mark how often any member(s) of your household age 3-17 would participate in the following activities if offered at the new community building. (Only mark one box per activity.) Youth Classes & Leagues (children ages 3-17) - Dance Classes

Count	Percent		
40	39.60%		Never
8	7.92%		1-2 times annually
19	18.81%		1-2 times monthly
24	23.76%		1-2 times weekly
10	9.90%		Daily
101	Respondents		

Q81. Please mark how often any member(s) of your household age 3-17 would participate in the following activities if offered at the new community building. (Only mark one box per activity.) Youth Classes & Leagues (children ages 3-17) - Graphic Arts Classes (Painting, etc)

Count	Percent		
39	41.05%		Never
10	10.53%		1-2 times annually
19	20.00%		1-2 times monthly
19	20.00%		1-2 times weekly
8	8.42%		Daily
95	Respondents		

Q82. Please mark how often any member(s) of your household age 3-17 would participate in the following activities if offered at the new community building. (Only mark one box per activity.) Youth Classes & Leagues (children ages 3-17) - Crafts

Count	Percent		
36	37.11%		Never
10	10.31%		1-2 times annually
25	25.77%		1-2 times monthly
17	17.53%		1-2 times weekly
9	9.28%		Daily
97	Respondents		

Q83. Please mark how often any member(s) of your household age 3-17 would participate in the following activities if offered at the new community building. (Only mark one box per activity.) Youth Classes & Leagues (children ages 3-17) - Music Classes

Count	Percent		
38	37.62%		Never
4	3.96%		1-2 times annually
28	27.72%		1-2 times monthly
21	20.79%		1-2 times weekly
10	9.90%		Daily
101	Respondents		

Q84. Please mark how often any member(s) of your household age 3-17 would participate in the following activities if offered at the new community building. (Only mark one box per activity.) Youth Classes & Leagues (children ages 3-17) - Volleyball League

Count	Percent		
53	62.35%		Never
7	8.24%		1-2 times annually
11	12.94%		1-2 times monthly
10	11.76%		1-2 times weekly
4	4.71%		Daily
85	Respondents		

Q85. Please mark how often any member(s) of your household age 3-17 would participate in the following activities if offered at the new community building. (Only mark one box per activity.) Youth Classes & Leagues (children ages 3-17) - Soccer (outdoor)

Count	Percent		
43	44.33%		Never
7	7.22%		1-2 times annually
15	15.46%		1-2 times monthly
24	24.74%		1-2 times weekly
8	8.25%		Daily
97	Respondents		

Q86. Please mark how often any member(s) of your household age 3-17 would participate in the following activities if offered at the new community building. (Only mark one box per activity.) Youth Classes & Leagues (children ages 3-17) - Soccer (indoor)

Count	Percent		
45	47.37%		Never
5	5.26%		1-2 times annually
13	13.68%		1-2 times monthly
24	25.26%		1-2 times weekly
8	8.42%		Daily
95	Respondents		

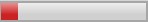

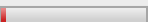

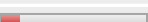
Q87. Please mark how often any member(s) of your household age 3-17 would participate in the following activities if offered at the new community building. (Only mark one box per activity.) Youth Classes & Leagues (children ages 3-17) - Other (please indicate below)

Count	Percent		
34	77.27%		Never
1	2.27%		1-2 times annually
1	2.27%		1-2 times monthly
6	13.64%		1-2 times weekly
2	4.55%		Daily
44	Respondents		

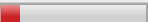



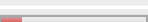
Q88. Please specify the "other" you indicated above:

Count	Percent	
14	100.00%	
14	Respondents	



Q89. Please indicate the most likely time of day any member(s) of your household age 3-17 would participate in the following activities if offered at the new community building. (Only mark one box per activity, leave blank if not applicable) Youth Classes & Leagues (children ages 3-17) - Martial Arts Classes

Count	Percent		
7	11.48%		5 a.m. - 8 a.m.
6	9.84%		8 a.m. - 12 p.m.
2	3.28%		12-1 p.m.
2	3.28%		1-4 p.m.
36	59.02%		4-6 p.m.
8	13.11%		6-9 p.m.
61	Respondents		



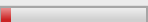


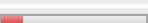
Q90. Please indicate the most likely time of day any member(s) of your household age 3-17 would participate in the following activities if offered at the new community building. (Only mark one box per activity, leave blank if not applicable) Youth Classes & Leagues (children ages 3-17) - Fitness Classes

Count	Percent		
8	13.11%		5 a.m. - 8 a.m.
7	11.48%		8 a.m. - 12 p.m.
5	8.20%		12-1 p.m.
5	8.20%		1-4 p.m.
27	44.26%		4-6 p.m.
9	14.75%		6-9 p.m.
61	Respondents		

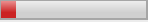





Q91. Please indicate the most likely time of day any member(s) of your household age 3-17 would participate in the following activities if offered at the new community building. (Only mark one box per activity, leave blank if not applicable) Youth Classes & Leagues (children ages 3-17) - Educational Classes/Tutoring

Count	Percent		
4	7.69%		5 a.m. - 8 a.m.
5	9.62%		8 a.m. - 12 p.m.
4	7.69%		12-1 p.m.
5	9.62%		1-4 p.m.
24	46.15%		4-6 p.m.
10	19.23%		6-9 p.m.
52	Respondents		

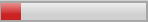
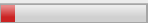
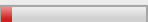


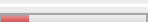
Q92. Please indicate the most likely time of day any member(s) of your household age 3-17 would participate in the following activities if offered at the new community building. (Only mark one box per activity, leave blank if not applicable) Youth Classes & Leagues (children ages 3-17) - Wellness Classes

Count	Percent		
6	13.04%		5 a.m. - 8 a.m.
5	10.87%		8 a.m. - 12 p.m.
3	6.52%		12-1 p.m.
4	8.70%		1-4 p.m.
21	45.65%		4-6 p.m.
7	15.22%		6-9 p.m.
46	Respondents		

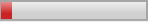




Q93. Please indicate the most likely time of day any member(s) of your household age 3-17 would participate in the following activities if offered at the new community building. (Only mark one box per activity, leave blank if not applicable) Youth Classes & Leagues (children ages 3-17) - Theater/Performing Arts Classes

Count	Percent		
6	10.34%		5 a.m. - 8 a.m.
6	10.34%		8 a.m. - 12 p.m.
3	5.17%		12-1 p.m.
3	5.17%		1-4 p.m.
33	56.90%		4-6 p.m.
7	12.07%		6-9 p.m.
58 Respondents			

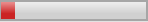
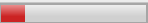




Q94. Please indicate the most likely time of day any member(s) of your household age 3-17 would participate in the following activities if offered at the new community building. (Only mark one box per activity, leave blank if not applicable) Youth Classes & Leagues (children ages 3-17) - Basketball League

Count	Percent		
7	13.46%		5 a.m. - 8 a.m.
5	9.62%		8 a.m. - 12 p.m.
4	7.69%		12-1 p.m.
3	5.77%		1-4 p.m.
23	44.23%		4-6 p.m.
10	19.23%		6-9 p.m.
52 Respondents			

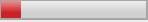





Q95. Please indicate the most likely time of day any member(s) of your household age 3-17 would participate in the following activities if offered at the new community building. (Only mark one box per activity, leave blank if not applicable) Youth Classes & Leagues (children ages 3-17) - Gymnastics Classes

Count	Percent		
5	7.46%		5 a.m. - 8 a.m.
13	19.40%		8 a.m. - 12 p.m.
3	4.48%		12-1 p.m.
4	5.97%		1-4 p.m.
33	49.25%		4-6 p.m.
9	13.43%		6-9 p.m.
67 Respondents			

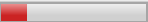

Q96. Please indicate the most likely time of day any member(s) of your household age 3-17 would participate in the following activities if offered at the new community building. (Only mark one box per activity, leave blank if not applicable) Youth Classes & Leagues (children ages 3-17) - Dance Classes

Count	Percent		
6	9.84%		5 a.m. - 8 a.m.
10	16.39%		8 a.m. - 12 p.m.
3	4.92%		12-1 p.m.
5	8.20%		1-4 p.m.
28	45.90%		4-6 p.m.
9	14.75%		6-9 p.m.
61 Respondents			


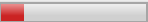
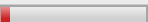


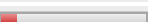
Q97. Please indicate the most likely time of day any member(s) of your household age 3-17 would participate in the following activities if offered at the new community building. (Only mark one box per activity, leave blank if not applicable) Youth Classes & Leagues (children ages 3-17) - Graphic Arts Classes (Painting, etc)

Count	Percent		
8	13.79%		5 a.m. - 8 a.m.
9	15.52%		8 a.m. - 12 p.m.
3	5.17%		12-1 p.m.
3	5.17%		1-4 p.m.
29	50.00%		4-6 p.m.
6	10.34%		6-9 p.m.
58	Respondents		


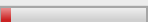



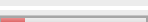
Q98. Please indicate the most likely time of day any member(s) of your household age 3-17 would participate in the following activities if offered at the new community building. (Only mark one box per activity, leave blank if not applicable) Youth Classes & Leagues (children ages 3-17) - Crafts

Count	Percent		
6	9.84%		5 a.m. - 8 a.m.
11	18.03%		8 a.m. - 12 p.m.
3	4.92%		12-1 p.m.
4	6.56%		1-4 p.m.
30	49.18%		4-6 p.m.
7	11.48%		6-9 p.m.
61	Respondents		

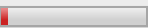



Q99. Please indicate the most likely time of day any member(s) of your household age 3-17 would participate in the following activities if offered at the new community building. (Only mark one box per activity, leave blank if not applicable) Youth Classes & Leagues (children ages 3-17) - Music Classes

Count	Percent		
6	9.68%		5 a.m. - 8 a.m.
10	16.13%		8 a.m. - 12 p.m.
4	6.45%		12-1 p.m.
3	4.84%		1-4 p.m.
32	51.61%		4-6 p.m.
7	11.29%		6-9 p.m.
62	Respondents		

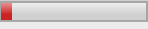
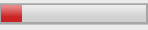
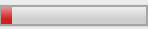



Q100. Please indicate the most likely time of day any member(s) of your household age 3-17 would participate in the following activities if offered at the new community building. (Only mark one box per activity, leave blank if not applicable) Youth Classes & Leagues (children ages 3-17) - Volleyball League

Count	Percent		
6	14.29%		5 a.m. - 8 a.m.
3	7.14%		8 a.m. - 12 p.m.
3	7.14%		12-1 p.m.
2	4.76%		1-4 p.m.
21	50.00%		4-6 p.m.
7	16.67%		6-9 p.m.
42	Respondents		

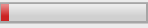


Q101. Please indicate the most likely time of day any member(s) of your household age 3-17 would participate in the following activities if offered at the new community building. (Only mark one box per activity, leave blank if not applicable) Youth Classes & Leagues (children ages 3-17) - Soccer (outdoor)

Count	Percent		
5	8.33%		5 a.m. - 8 a.m.
10	16.67%		8 a.m. - 12 p.m.
3	5.00%		12-1 p.m.
3	5.00%		1-4 p.m.
29	48.33%		4-6 p.m.
10	16.67%		6-9 p.m.
60	Respondents		

Q102. Please indicate the most likely time of day any member(s) of your household age 3-17 would participate in the following activities if offered at the new community building. (Only mark one box per activity, leave blank if not applicable) Youth Classes & Leagues (children ages 3-17) - Soccer (indoor)

Count	Percent		
4	7.27%		5 a.m. - 8 a.m.
8	14.55%		8 a.m. - 12 p.m.
4	7.27%		12-1 p.m.
5	9.09%		1-4 p.m.
27	49.09%		4-6 p.m.
7	12.73%		6-9 p.m.
55	Respondents		

Q103. Please indicate the most likely time of day any member(s) of your household age 3-17 would participate in the following activities if offered at the new community building. (Only mark one box per activity, leave blank if not applicable) Youth Classes & Leagues (children ages 3-17) - Other (please indicate below)

Count	Percent		
5	26.32%		5 a.m. - 8 a.m.
1	5.26%		8 a.m. - 12 p.m.
2	10.53%		12-1 p.m.
0	0.00%		1-4 p.m.
10	52.63%		4-6 p.m.
1	5.26%		6-9 p.m.
19	Respondents		

Q104. Please specify the "other" you indicated above:

Count	Percent	
15	100.00%	
15	Respondents	

Q105. Please mark how often any member(s) of your household age 0-17 would participate in the following activities if offered at the new community building. (Only mark one box per activity.) Specialized Youth Programs and Activities (Children Ages 0-17) - After School Programs

Count	Percent		
40	40.82%		Never
6	6.12%		1-2 times annually
13	13.27%		1-2 times monthly
16	16.33%		1-2 times weekly
23	23.47%		Daily
98	Respondents		

Q106. Please mark how often any member(s) of your household age 0-17 would participate in the following activities if offered at the new community building. (Only mark one box per activity.) Specialized Youth Programs and Activities (Children Ages 0-17) - Birthday Party Rental

Count	Percent		
34	32.38%		Never
58	55.24%		1-2 times annually
5	4.76%		1-2 times monthly
3	2.86%		1-2 times weekly
5	4.76%		Daily
105	Respondents		

Q107. Please mark how often any member(s) of your household age 0-17 would participate in the following activities if offered at the new community building. (Only mark one box per activity.) Specialized Youth Programs and Activities (Children Ages 0-17) - Summer Day Camp

Count	Percent		
30	29.13%		Never
18	17.48%		1-2 times annually
10	9.71%		1-2 times monthly
13	12.62%		1-2 times weekly
32	31.07%		Daily
103	Respondents		

Q108. Please mark how often any member(s) of your household age 0-17 would participate in the following activities if offered at the new community building. (Only mark one box per activity.) Specialized Youth Programs and Activities (Children Ages 0-17) - Baby-Sitting

Count	Percent		
43	45.26%		Never
9	9.47%		1-2 times annually
23	24.21%		1-2 times monthly
8	8.42%		1-2 times weekly
12	12.63%		Daily
95	Respondents		

Q109. Please mark how often any member(s) of your household age 0-17 would participate in the following activities if offered at the new community building. (Only mark one box per activity.) Specialized Youth Programs and Activities (Children Ages 0-17) - Indoor Soft Playground (no staffing)

Count	Percent		
32	28.32%		Never
5	4.42%		1-2 times annually
21	18.58%		1-2 times monthly
34	30.09%		1-2 times weekly
21	18.58%		Daily
113 Respondents			

Q110. Please mark how often any member(s) of your household age 0-17 would participate in the following activities if offered at the new community building. (Only mark one box per activity.) Specialized Youth Programs and Activities (Children Ages 0-17) - Outdoor Playground (no staffing)

Count	Percent		
30	26.55%		Never
5	4.42%		1-2 times annually
13	11.50%		1-2 times monthly
33	29.20%		1-2 times weekly
32	28.32%		Daily
113 Respondents			


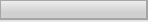
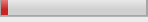
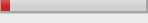

Q111. Please mark how often any member(s) of your household age 0-17 would participate in the following activities if offered at the new community building. (Only mark one box per activity.) Specialized Youth Programs and Activities (Children Ages 0-17) - Other (please indicate below)

Count	Percent		
30	76.92%		Never
1	2.56%		1-2 times annually
1	2.56%		1-2 times monthly
3	7.69%		1-2 times weekly
4	10.26%		Daily
39 Respondents			

Q112. Please specify the "other" you indicated above:

Count	Percent	
13	100.00%	
13 Respondents		


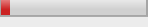
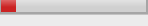
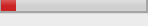
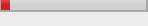
Q113. Please indicate the most likely time of day any member(s) of your household age 0-17 would participate in the following activities if offered at the new community building. (Only mark one box per activity) Specialized Youth Programs and Activities (Children Ages 0-17) - After School Programs

Count	Percent		
4	6.45%		5-8 a.m.
0	0.00%		8 a.m. - 12 p.m.
3	4.84%		12-1 p.m.
4	6.45%		1-4 p.m.
47	75.81%		4-6 p.m.
4	6.45%		6-9 p.m.
62 Respondents			

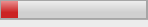
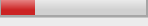
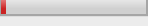
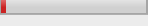
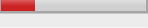
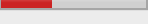
Q114. Please indicate the most likely time of day any member(s) of your household age 0-17 would participate in the following activities if offered at the new community building. (Only mark one box per activity) Specialized Youth Programs and Activities (Children Ages 0-17) - Birthday Party Rental

Count	Percent		
4	5.80%		5-8 a.m.
10	14.49%		8 a.m. - 12 p.m.
7	10.14%		12-1 p.m.
29	42.03%		1-4 p.m.
15	21.74%		4-6 p.m.
4	5.80%		6-9 p.m.
69 Respondents			

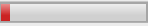
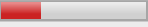
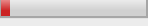
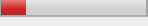
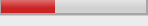
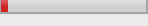
Q115. Please indicate the most likely time of day any member(s) of your household age 0-17 would participate in the following activities if offered at the new community building. (Only mark one box per activity) Specialized Youth Programs and Activities (Children Ages 0-17) - Summer Day Camp

Count	Percent		
5	7.35%		5-8 a.m.
41	60.29%		8 a.m. - 12 p.m.
4	5.88%		12-1 p.m.
7	10.29%		1-4 p.m.
7	10.29%		4-6 p.m.
4	5.88%		6-9 p.m.
68 Respondents			

Q116. Please indicate the most likely time of day any member(s) of your household age 0-17 would participate in the following activities if offered at the new community building. (Only mark one box per activity) Specialized Youth Programs and Activities (Children Ages 0-17) - Baby-Sitting

Count	Percent		
7	11.67%		5-8 a.m.
14	23.33%		8 a.m. - 12 p.m.
2	3.33%		12-1 p.m.
2	3.33%		1-4 p.m.
14	23.33%		4-6 p.m.
21	35.00%		6-9 p.m.
60 Respondents			

Q117. Please indicate the most likely time of day any member(s) of your household age 0-17 would participate in the following activities if offered at the new community building. (Only mark one box per activity) Specialized Youth Programs and Activities (Children Ages 0-17) - Indoor Soft Playground (no staffing)

Count	Percent		
5	6.25%		5-8 a.m.
22	27.50%		8 a.m. - 12 p.m.
5	6.25%		12-1 p.m.
14	17.50%		1-4 p.m.
30	37.50%		4-6 p.m.
4	5.00%		6-9 p.m.
80 Respondents			

Q118. Please indicate the most likely time of day any member(s) of your household age 0-17 would participate in the following activities if offered at the new community building. (Only mark one box per activity) Specialized Youth Programs and Activities (Children Ages 0-17) - Outdoor Playground (no staffing)

Count	Percent		
4	5.00%		5-8 a.m.
13	16.25%		8 a.m. - 12 p.m.
5	6.25%		12-1 p.m.
19	23.75%		1-4 p.m.
34	42.50%		4-6 p.m.
5	6.25%		6-9 p.m.
80	Respondents		

Q119. Please indicate the most likely time of day any member(s) of your household age 0-17 would participate in the following activities if offered at the new community building. (Only mark one box per activity) Specialized Youth Programs and Activities (Children Ages 0-17) - Other (please indicate below)

Count	Percent		
6	35.29%		5-8 a.m.
4	23.53%		8 a.m. - 12 p.m.
2	11.76%		12-1 p.m.
0	0.00%		1-4 p.m.
3	17.65%		4-6 p.m.
2	11.76%		6-9 p.m.
17	Respondents		

Q120. Please specify the "other" you indicated above:

Count	Percent	
12	100.00%	
12	Respondents	

Q121. Do you currently have, or within the next five years do you plan to have, children enrolled in a private day care facility?

Count	Percent		
120	32.35%		Yes
251	67.65%		No
371	Respondents		

Q122. Would you consider enrolling your children in licensed, competitively-priced day care program in the new Community Building?

Count	Percent		
103	88.79%		Yes
13	11.21%		No (please explain why not)
116	Respondents		

Q123. Would you be willing to volunteer your time or services to run a program or activity at the new community building?

Count	Percent		
141	38.21%		Yes (please specify your areas of interest)
228	61.79%		No
369	Respondents		

Q124. What is your household's race?

Count	Percent		
198	50.38%		White
135	34.35%		Black or African American
2	0.51%		American Indian, Alaskan Native
4	1.02%		Asian
9	2.29%		Hispanic or Latino
0	0.00%		Hawaiian or Pacific Islander
3	0.76%		Other
25	6.36%		More than one race
17	4.33%		Prefer not to answer
393	Respondents		

Q125. Do you rent or own your home?

Count	Percent		
176	45.24%		Rent
213	54.76%		Own
389	Respondents		

Q126. What is your approximate annual household income?

Count	Percent		
82	20.97%		Under \$15,000
26	6.65%		\$15,000 to \$24,999
13	3.32%		\$25,000 to \$34,999
7	1.79%		\$35,000 to \$49,999
11	2.81%		\$50,000 to \$74,999
21	5.37%		\$75,000 to \$99,999
62	15.86%		\$100,000 to \$149,999
109	27.88%		\$150,000 and up
60	15.35%		Prefer not to disclose
391	Respondents		

Q127. Please write down anything else you feel we should know about your household's needs or your views concerning the new Capper Community Building. This data will be reported separately from the survey data.

Count	Percent	
113	100.00%	
113	Respondents	

Q128. Thank you for taking our survey! You are now eligible to participate in a drawing for one of six \$50 gift cards. If you would like to be entered into the drawing, please provide your first name along with either a valid e-mail address or phone number. This information will only be used to contact the drawing winners.

Count	Respondent %	Response %		
278	93.60%	29.64%		First name:
231	77.78%	24.63%		Phone number:
206	69.36%	21.96%		E-mail address:
223	75.08%	23.77%		Home address:
297	Respondents			
938	Responses			

Q129. I would like to receive regular updates on the planning process for the Community Building.

Count	Percent		
219	68.44%		Yes
101	31.56%		No
320	Respondents		

# EXHIBIT G

## Participation Frequency Data

DCHA - Community Survey Results  
Participation Frequency Data

Activities: Adult	Never	1-2/ Year	1-2/ month	1-2/ week	Daily	N	Core User %	Regular User %
Yoga Classes	12.26%	6.90%	30.65%	41.38%	8.81%	261	50.19%	80.84%
Aerobics/Group Fitness	13.61%	6.80%	20.07%	44.22%	15.31%	294	59.53%	79.60%
Dance Classes	32.35%	14.71%	18.91%	28.15%	5.88%	238	34.03%	52.94%
Cooking Classes	10.33%	38.38%	31.37%	15.87%	4.06%	271	19.93%	51.30%
Gardening (garden plot)	37.77%	13.30%	14.59%	21.89%	12.45%	233	34.34%	48.93%
Other Adult Sports League (dodge)	36.41%	17.48%	25.24%	18.93%	1.94%	206	20.87%	46.11%
Adult Education Classes	31.36%	25.45%	18.18%	16.82%	8.18%	220	25.00%	43.18%
Wellness Classes	39.25%	19.63%	18.22%	16.36%	6.54%	214	22.90%	41.12%
Music Classes	44.44%	17.87%	19.81%	14.01%	3.86%	207	17.87%	37.68%
Computer Education	53.09%	11.11%	11.52%	11.52%	12.76%	243	24.28%	35.80%
Bingo	53.20%	12.00%	13.60%	14.40%	6.80%	250	21.20%	34.80%
Golf Instruction	45.85%	23.90%	16.10%	11.22%	2.93%	205	14.15%	30.25%
Martial Arts Classes	60.80%	9.05%	10.05%	16.58%	3.52%	199	20.10%	30.15%
Theater/Performing Arts Classes	53.93%	17.80%	15.71%	10.47%	2.09%	191	12.56%	28.27%
Crafts	48.84%	24.19%	15.35%	7.91%	3.72%	215	11.63%	26.98%
Graphic Arts Classes	50.00%	23.16%	15.26%	10.00%	1.58%	190	11.58%	26.84%
Basketball League	65.61%	7.94%	8.47%	13.23%	4.76%	189	17.99%	26.46%
Volleyball League	66.85%	8.99%	12.36%	8.99%	2.81%	178	11.80%	24.16%
Room Rental for Meetings	49.77%	37.21%	9.30%	1.86%	1.86%	215	3.72%	13.02%
Adult Day Care	84.10%	4.10%	1.54%	1.54%	8.72%	195	10.26%	11.80%
Room Rental for Parties/reception	35.24%	53.30%	7.93%	0.88%	2.64%	227	3.52%	11.45%

Activities: Youth	Never	1-2/ Year	1-2/ month	1-2/ week	Daily	N	Core User %	Regular User %
Outdoor Playground (no staffing)	26.55%	4.42%	11.50%	29.20%	28.32%	113	57.52%	69.02%
Indoor Soft Playground (no staffin	28.32%	4.42%	18.58%	30.09%	18.58%	113	48.67%	67.25%
Music Classes	37.62%	3.96%	27.72%	20.79%	9.90%	101	30.69%	58.41%
Gymnastics Classes	42.99%	3.74%	25.23%	19.63%	8.41%	107	28.04%	53.27%
Crafts	37.11%	10.31%	25.77%	17.53%	9.28%	97	26.81%	52.58%
Dance Classes	39.60%	7.92%	18.81%	23.76%	9.90%	101	33.66%	52.47%
Soccer (outdoor)	44.33%	7.22%	15.46%	24.74%	8.25%	97	32.99%	48.45%
Graphic Arts Classes (Painting, etc	41.05%	10.53%	20.00%	20.00%	8.42%	95	28.42%	48.42%
Fitness Classes	46.60%	5.83%	18.45%	17.48%	11.65%	103	29.13%	47.58%
Soccer (indoor)	47.37%	5.26%	13.68%	25.26%	8.42%	95	33.68%	47.36%
Baby-Sitting	45.26%	9.47%	24.21%	8.42%	12.63%	95	21.05%	45.26%
Theater/Performing Arts Classes	45.05%	9.89%	18.68%	17.58%	8.79%	91	26.37%	45.05%
Martial Arts Classes	52.38%	6.67%	9.52%	24.76%	6.67%	105	31.43%	40.95%
Educational Classes/Tutoring	49.47%	11.58%	13.68%	15.79%	9.47%	95	25.26%	38.94%
Basketball League	61.11%	4.44%	7.78%	15.56%	11.11%	90	26.67%	34.45%
Wellness Classes	61.54%	7.69%	8.79%	13.19%	8.79%	91	21.98%	30.77%
Volleyball League	62.35%	8.24%	12.94%	11.76%	4.71%	85	16.47%	29.41%
Birthday Party Rental	32.38%	55.24%	4.76%	2.86%	4.76%	105	7.62%	12.38%

# EXHIBIT H

## Market Share and Capture Rate

Market Share and Capture Rate

Classes per time period			5 - 8 AM	8 AM - Noon	Noon - 1 PM	1 - 4 PM	4 - 6 PM	6 - 9 PM	Total Classrooms
<b>Multi Purpose Enrichment Activities</b>									
Adult Cooking Classes	Classes	10%	85	451	451	669	539	2,911	5,106
Adult Craft Classes	Classes	10%	181	691	1,987	596	918	816	5,189
Adult Education Classes	Classes	5%	2	370	2,654	642	454	1,419	5,541
Adult Music Classes	Classes	10%	163	174	497	428	722	1,205	3,189
Adult Performing Arts Classes	Classes	10%	109	64	539	386	1,308	769	3,175
Adult Wellness Classes	Classes	5%	181	691	1,987	596	918	816	5,189
Youth Education and Tutoring	Classes	10%	0	124	55	21	1,313	408	1,921
Youth Graphic Arts	Classes	10%	230	320	9	6	2,444	192	3,201
Youth Theatre	Classes	10%	209	239	9	9	2,546	315	3,327
Youth Wellness	Classes	10%	0	175	9	27	1,551	380	2,142
<b>Multi Purpose Fitness Activities</b>									
Adult Dance Classess	Classes	15%	471	398	2,174	1,249	3,739	2,295	10,326
Adult Martial Arts	Classes	15%	516	144	1,520	524	835	996	4,535
Adult Yoga	Classes	10%	3,138	1,379	1,847	678	1,441	4,408	12,891
Aerobics/Group Fitness	Classes	5%	5,307	1,938	8,433	1,019	1,945	3,715	22,357
Youth Dance	Classes	15%	3	351	9	91	3,045	524	4,023
Youth Fitness	Classes	15%	209	267	80	88	1,834	819	3,297
Youth Gymnastics	Classes	15%	0	524	11	112	3,554	339	4,540
Youth Martial Arts	Classes	15%	0	301	9	24	3,027	589	3,950

Classes per time period			5 - 8 AM	8 AM - Noon	Noon - 1 PM	1 - 4 PM	4 - 6 PM	6 - 9 PM	Total Classrooms
<b>Multi Purpose Enrichment Activities</b>									
Adult Cooking Classes	Classes		0.01	0.04	0.04	0.06	0.05	0.26	0.5
Adult Craft Classes	Classes		0.02	0.06	0.18	0.05	0.08	0.07	0.5
Adult Education Classes	Classes		0.00	0.02	0.12	0.03	0.02	0.06	0.3
Adult Music Classes	Classes		0.01	0.02	0.05	0.04	0.07	0.11	0.3
Adult Performing Arts Classes	Classes		0.01	0.01	0.05	0.04	0.12	0.07	0.3
Adult Wellness Classes	Classes		0.01	0.03	0.09	0.03	0.04	0.04	0.2
Youth Education and Tutoring	Classes		0.00	0.01	0.01	0.00	0.12	0.04	0.2
Youth Graphic Arts	Classes		0.02	0.03	0.00	0.00	0.22	0.02	0.3
Youth Theatre	Classes		0.02	0.02	0.00	0.00	0.23	0.03	0.3
Youth Wellness	Classes		0.00	0.02	0.00	0.00	0.14	0.03	0.2
<b>Multi Purpose Fitness Activities</b>									
Adult Dance Classess			0.06	0.05	0.30	0.17	0.51	0.31	1.4
Adult Martial Arts	Classes		0.07	0.02	0.21	0.07	0.11	0.14	0.6
Adult Yoga	Classes		0.29	0.13	0.17	0.06	0.13	0.40	1.2
Aerobics/Group Fitness	Classes		0.24	0.09	0.38	0.05	0.09	0.17	1.0
Youth Dance	Classes		0.00	0.05	0.00	0.01	0.42	0.07	0.5
Youth Fitness	Classes		0.03	0.04	0.01	0.01	0.25	0.11	0.4
Youth Gymnastics	Classes		0.00	0.07	0.00	0.02	0.48	0.05	0.6
Youth Martial Arts	Classes		0.00	0.04	0.00	0.00	0.41	0.08	0.5

Users by Activity Per Time Period			5 - 8 AM	8 AM - Noon	Noon - 1 PM	1 - 4 PM	4 - 6 PM	6 - 9 PM	Total Users
<b>Multi Purpose Adult Enrichment Activities</b>									
Adult Cooking Classes	Users		0.24	1.29	1.29	1.91	1.54	8.32	15
Adult Craft Classes	Users		0.52	1.97	5.68	1.70	2.62	2.33	15
Adult Education Classes	Users		0.00	0.53	3.79	0.92	0.65	2.03	8
Adult Music Classes	Users		0.47	0.50	1.42	1.22	2.06	3.44	9
Adult Performing Arts Classes	Users		0.31	0.18	1.54	1.10	3.74	2.20	9
Adult Wellness Classes	Users		0.26	0.99	2.84	0.85	1.31	1.17	7
<b>Multi Purpose Youth Enrichment Activities</b>									
Youth Education and Tutoring	Users		0.00	0.35	0.16	0.06	3.75	1.17	5
Youth Graphic Arts	Users		0.66	0.91	0.03	0.02	6.98	0.55	9
Youth Theatre	Users		0.60	0.68	0.03	0.03	7.27	0.90	10
Youth Wellness	Users		0.00	0.50	0.03	0.08	4.43	1.09	6
<b>Multi Purpose Adult Fitness Activities</b>									
Adult Dance Classess	Users		1.57	1.33	7.25	4.16	12.46	7.65	34
Adult Martial Arts	Users		1.72	0.48	5.07	1.75	2.78	3.32	15
Adult Yoga	Users		6.97	3.06	4.10	1.51	3.20	9.80	29
Aerobics/Group Fitness	Users		5.90	2.15	9.37	1.13	2.16	4.13	25
<b>Multi Purpose Youth Fitness Activities</b>									
Youth Dance	Users		0.01	1.17	0.03	0.30	10.15	1.75	13
Youth Fitness	Users		0.70	0.89	0.27	0.29	6.11	2.73	11
Youth Gymnastics	Users		0.00	1.75	0.04	0.37	11.85	1.13	15
Youth Martial Arts	Users		0.00	1.00	0.03	0.08	10.09	1.96	13