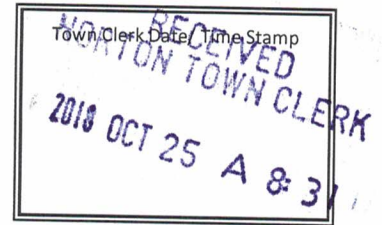




# MINUTES

## TOWN OF NORTON



Board/ Committee: Permanent Building Committee

Meeting Date: October 16, 2018 Time: 7:00 PM

Meeting Location: Break Room Town Hall, 70 East Main Street  
Norton, MA

Members & Staff Present: Lukasz Wasiak, James Slattery, Mark Gershman, Kevin  
O'Neil, Dinah O'Brien

Public: Beth Rossi, Joel Bargmann, Gloria Barker

The meeting was called to order at 7:00 PM and adjourned at 8:12 PM

Minutes from the

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*Meeting Motions / Actions and Summary of Discussions:*

### Discussion

#### Council on Aging Feasibility Study Update

Architect J. Bargmann, from Bargmann Hendrie + Archetype, Inc. (BHA), provided the Committee with a draft survey questionnaire for review. Questions were based on their survey sub-consultant and data / research conducted by UMass Amherst. The survey will be primarily on-line (Survey Monkey) with a link provided on the Town website, COA website and newsletter, social media, sign in front of Town Hall, Norton Cable News and the local newspaper(s). Hard copies will be available at the Library, Town Hall and COA.

The Committee provided some suggested edits to the survey questions; recommended eliminating as many fill in the blank options as possible to make summarization the results easier and quicker; suggested adding a question(s) about volunteering; and suggested where appropriate the facility be referred to as a Community / Senior Center as it is intended to serve all of the residents of Norton.

There was general discussion on the mechanics / process of inputting responses from hard copy surveys. D. O'Brien offered to assist residents wishing to complete the on-line survey at the Library.

Survey will go live the week of October 21<sup>st</sup> and end around November 18<sup>th</sup>. BHA to confirm with their survey sub-consultant regarding the amount of time required to summarize and analyze the results and adjust the November 18<sup>th</sup> date accordingly.

BHA also provided a Demographic Profile of Norton prepared by Ballard King & Associates LTD (attached).

Norton Food Pantry

G. Barker provided an overview of the Norton Food Pantry currently housed at the Town Hall. The services provided by the Panty are envisioned to be housed at the new Community / Senior Center.

Next Meeting(s):

October 22, 2018 (Monday), 7:00 PM

PBC Meeting Town Hall – Break Room  
70 East Main Street, Norton, MA

November 19, 2018 (Monday), 7:00 PM

PBC Meeting Town Hall – Break Room  
70 East Main Street, Norton, MA

December 3, 2018 (Monday), 7:00 PM

PBC Meeting Town Hall – Break Room  
70 East Main Street, Norton, MA

December 17, 2018 (Monday), 7:00 PM

PBC Meeting Town Hall – Break Room  
70 East Main Street, Norton, MA


Minutes respectfully submitted by:

Mark Gershman

Minutes Approved by Committee on:

10/22/18

Chairman Signature:

  
\_\_\_\_\_



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## **Section II – Market Assessment**

Ballard\*King & Associates (B\*K) was retained to provide a demographic profile for the Town of Norton. The following is a summary of the demographic characteristics within the Town.

B\*K accesses demographic information from Environmental Systems Research Institute (ESRI) who utilizes 2010 Census data and their demographers for 2018-2023 projections. In addition to demographics, ESRI also provides data on housings, recreation, and entertainment spending and adult participation in activities.

### **Service Areas:**

Service areas can flex or contract based upon a facility's proximity to major thoroughfares. Other factors impacting the use as it relates to driving distance are the presence of alternative service providers in the service area. Alternative service providers can influence membership, daily admissions and the associated penetration rates for programs and services.

Service areas can vary in size with the types of components in the facility.



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## Infographic:

### KEY FACTS

20,099  
Population

2.7  
Average  
Household Size

39.7  
Median Age

\$92,965  
Median Household  
Income

### EDUCATION

5%  
No High  
School  
Diploma

26%  
High School  
Graduate

28%  
Some College

41%  
Bachelor's/Grad/Prof  
Degree

### BUSINESS

549  
Total Businesses

5,318  
Total Employees

### EMPLOYMENT

68%  
White Collar

16%  
Blue Collar

16%  
Services

4.6%  
Unemployment  
Rate

### INCOME

\$92,965  
Median Household  
Income

\$39,416  
Per Capita Income

\$318,261  
Median Net Worth

### Households By Income

The largest group: \$100,000 - \$149,999 (22.9%)

The smallest group: \$25,000 - \$34,999 (3.9%)

Indicator ▲	Value	Difference	
<\$15,000	5.1%	-6.7%	
\$15,000 - \$24,999	5.4%	-3.6%	
\$25,000 - \$34,999	3.9%	-4.3%	
\$35,000 - \$49,999	9.0%	-2.6%	
\$50,000 - \$74,999	15.0%	-0.4%	
\$75,000 - \$99,999	14.9%	+2.3%	
\$100,000 - \$149,999	22.9%	+5.4%	
\$150,000 - \$199,999	13.6%	+5.9%	
\$200,000+	10.0%	+3.7%	

- Household by Income comparison uses the primary service area and compares it to Bristol County.



## Demographic Summary

	Town of Norton
<b>Population:</b>	
2010 Census	19,031 <sup>1</sup>
2018 Estimate	20,099
2023 Estimate	20,675
<b>Households:</b>	
2010 Census	6,416
2018 Estimate	6,778
2023 Estimate	6,981
<b>Families:</b>	
2010 Census	4,683
2018 Estimate	4,928
2023 Estimate	5,068
<b>Average Household Size:</b>	
2010 Census	2.69
2018 Estimate	2.69
2023 Estimate	2.70
<b>Ethnicity (2018 Estimate):</b>	
Hispanic	3.0%
White	91.9%
Black	2.6%
American Indian	0.1%
Asian	2.4%
Pacific Islander	0.1%
Other	0.9%
Multiple	2.1%
<b>Median Age:</b>	
2010 Census	38.0
2018 Estimate	39.7
2023 Estimate	40.5
<b>Median Income:</b>	
2018 Estimate	\$92,965
2023 Estimate	\$102,764

<sup>1</sup> From the 2000-2010 Census, the Primary Service Area, experienced a 6.5% increase in population.

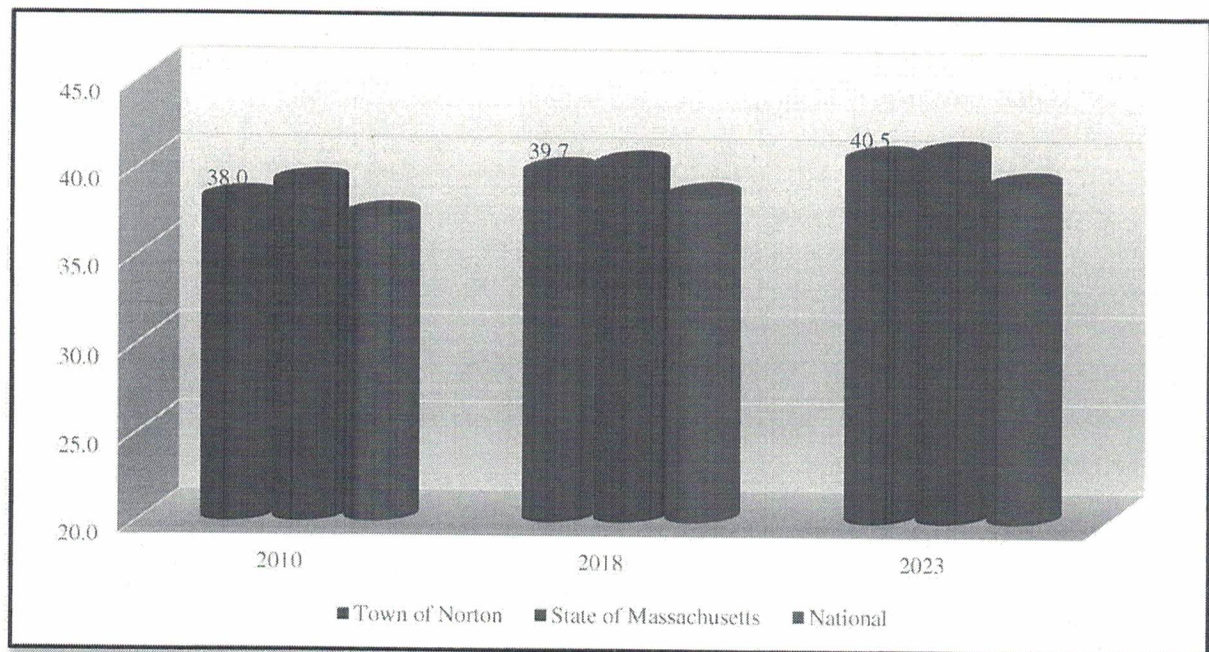


**Age and Income:** The median age and household income levels are compared with the national number as both factors are secondary determiners of participation in recreation activities. The lower the median age, the higher the participation rates are for most activities. The level of participation also increases as the median income level goes up.

**Table A – Median Age:**

	2010 Census	2018 Projection	2023 Projection
Town of Norton	38.0	39.7	40.5
State of Massachusetts	39.0	40.1	40.8
Nationally	37.1	38.3	39.0

**Chart A – Median Age:**



The median age in the Town of Norton is less than the State of Massachusetts and greater than the National number. The median age points to the presence of families with children and older individuals and retirees. B\*K sees more facilities across the country that are developed as multigenerational facilities that serve the needs of seniors and retirees during the day and families with children in the afternoon, evening and weekends.



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The following chart provides the number of households and percentage of households in Primary Service Area with children.

**Table B – Households w/ Children**

	Number of Households w/ Children	Percentage of Households w/ Children
Primary Service Area	2,463	38.4%

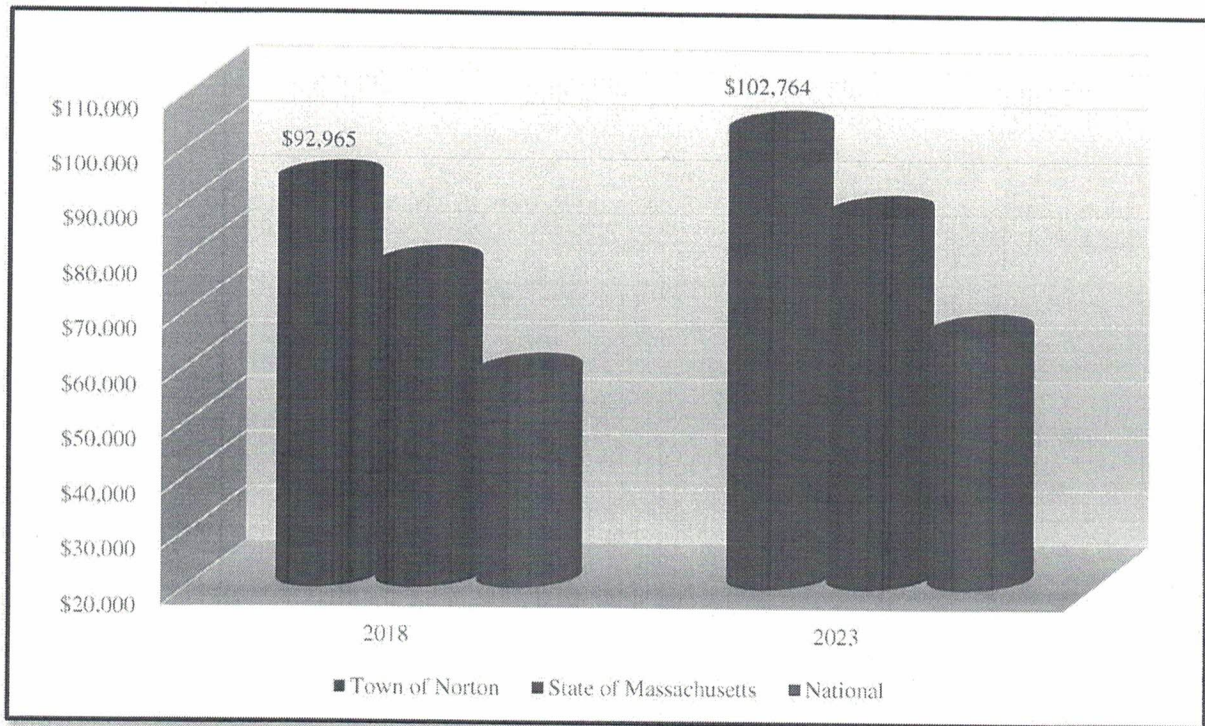
The information contained in Table-B helps further outline the presence of families with children. As a point of comparison in the 2010 Census, 30.8% of households in Massachusetts and 33.4% of households nationally had children present.



**Table C – Median Household Income:**

	2018 Projection	2023 Projection
Town of Norton	\$92,965	\$102,764
State of Massachusetts	\$77,518	\$87,301
Nationally	\$58,100	\$65,727

**Chart B – Median Household Income:**



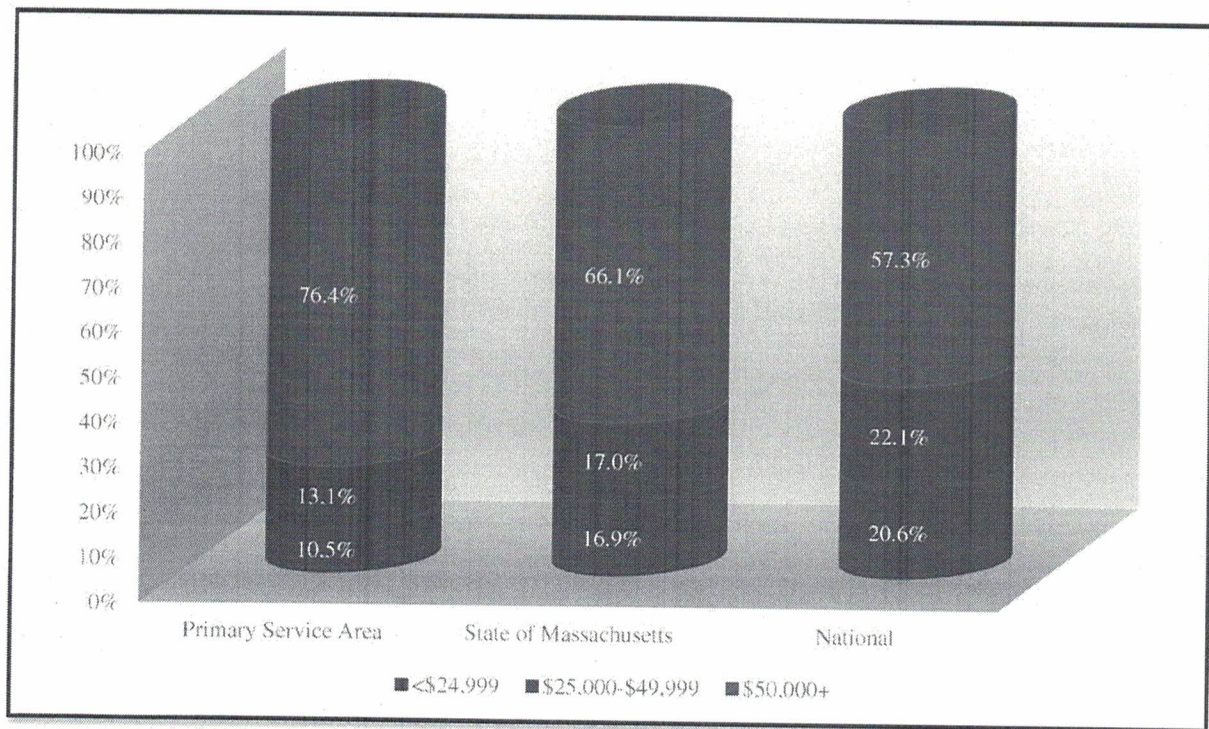


Based on 2018 projections for median household income the following narrative describes the service areas:

In the Town of Norton, the percentage of households with median income over \$50,000 per year is 76.4% compared to 57.2% on a national level. Furthermore, the percentage of the households in the service area with median income less than \$25,000 per year is 10.5% compared to a level of 20.6% nationally.

While there is no perfect indicator of use of an indoor community center, the percentage of households with more than \$50,000 median income is a key indicator. Therefore, those numbers are significant and should be balanced with the overall cost of living.

**Chart C – Median Household Income Distribution**





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In addition to looking at Median Age and Median Income, it is important to examine Household Budget Expenditures. In particular, reviewing housing information; shelter, utilities, fuel and public services along with entertainment & recreation can provide a snapshot into the cost of living and spending patterns in the services areas. The table below looks at that information and compares the service areas.

**Table D – Household Budget Expenditures<sup>2</sup>:**

<b>Town of Norton</b>	<b>SPI</b>	<b>Average Amount Spent</b>	<b>Percent</b>
Housing	129	\$28,007.15	30.2%
<i>Shelter</i>	130	\$21,852.89	23.6%
<i>Utilities, Fuel, Public Service</i>	124	\$6,154.26	6.6%
Entertainment & Recreation	130	\$4,184.51	4.5%

<b>State of Massachusetts</b>	<b>SPI</b>	<b>Average Amount Spent</b>	<b>Percent</b>
Housing	128	\$27,867.96	31.2%
<i>Shelter</i>	130	\$21,891.39	24.5%
<i>Utilities, Fuel, Public Service</i>	121	\$5,976.57	6.7%
Entertainment & Recreation	123	\$3,975.02	4.4%

**SPI:**

Spending Potential Index as compared to the National number of 100.

**Average Amount Spent:**

The average amount spent per household.

**Percent:**

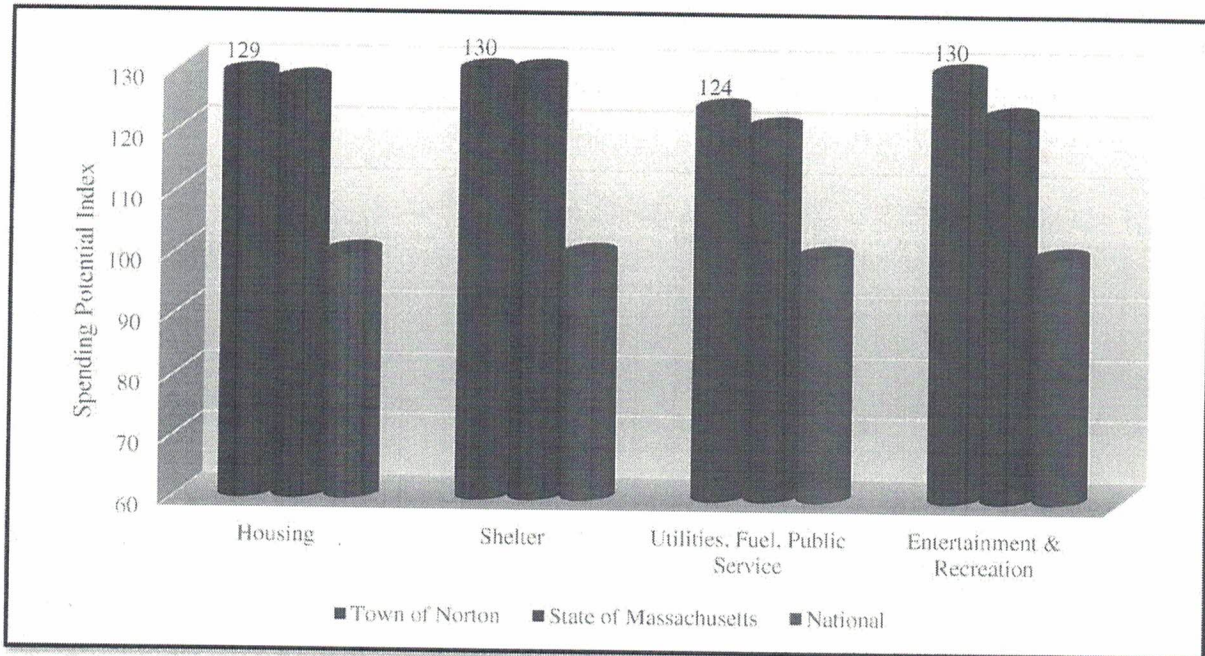
Percent of the total 100% of household expenditures.

*Note: Shelter along with Utilities, Fuel, Public Service are a portion of the Housing percentage.*

<sup>2</sup> Consumer Spending data are derived from the 2014 and 2015 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2018 and 2023.



**Chart D – Household Budget Expenditures Spending Potential Index:**



The consistency between the median household income and the household budget expenditures is important. It also points to the fact that compared to a State level the dollars available, and that are being spent in the Primary Service Area are almost identical.

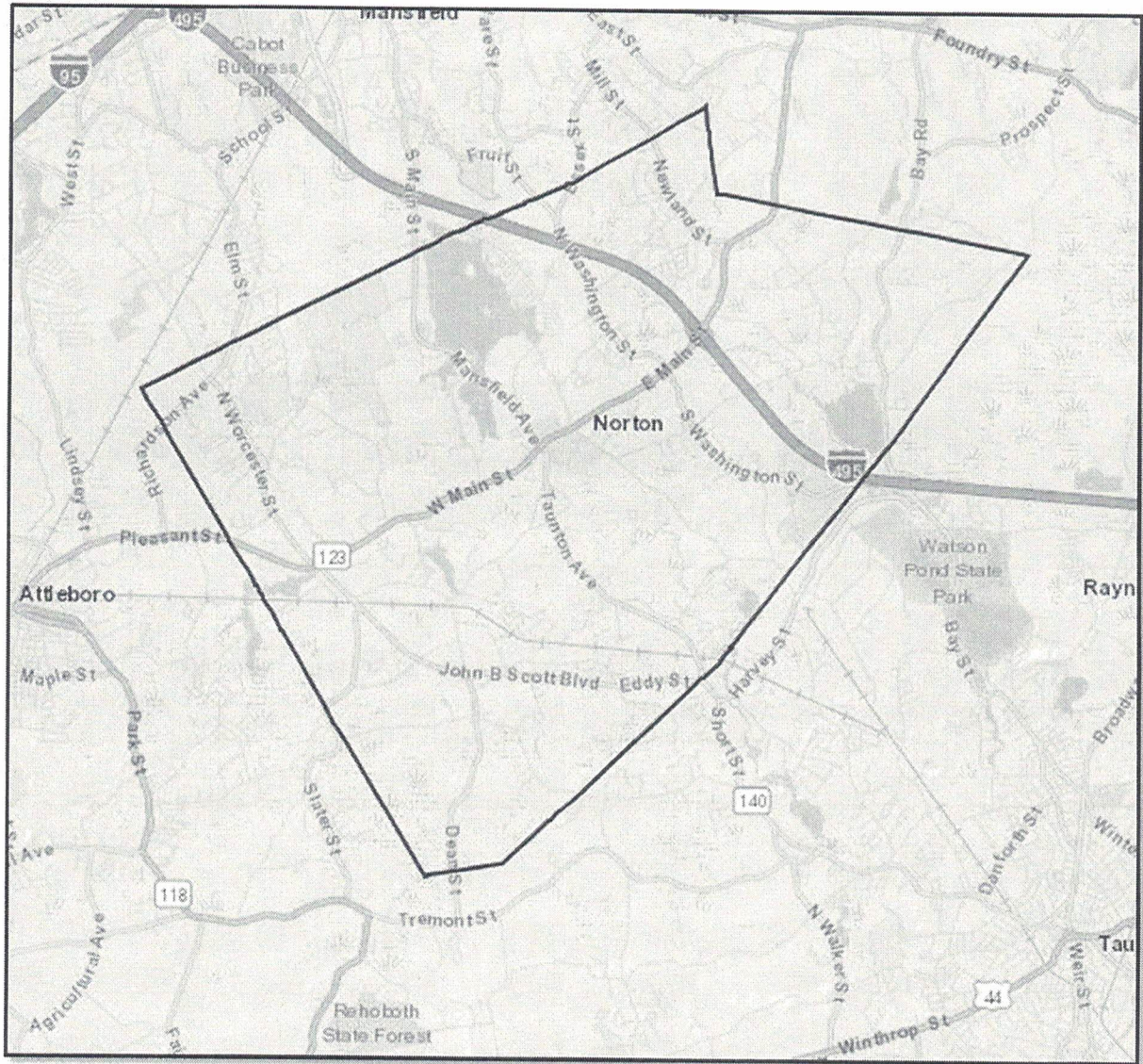
The total number of housing units in the Primary Service Area is 6,741 and 95.2% are occupied, or 6,416 housing units. The total vacancy rate for the service area is 4.8%. Of the available housing units:

- For Rent 1.8%
- Rented, not Occupied 0.0%
- For Sale 1.2%
- Sold, not Occupied 0.3%
- For Seasonal Use 0.5%
- Other Vacant 0.9%



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**Map A – Primary Service Area**





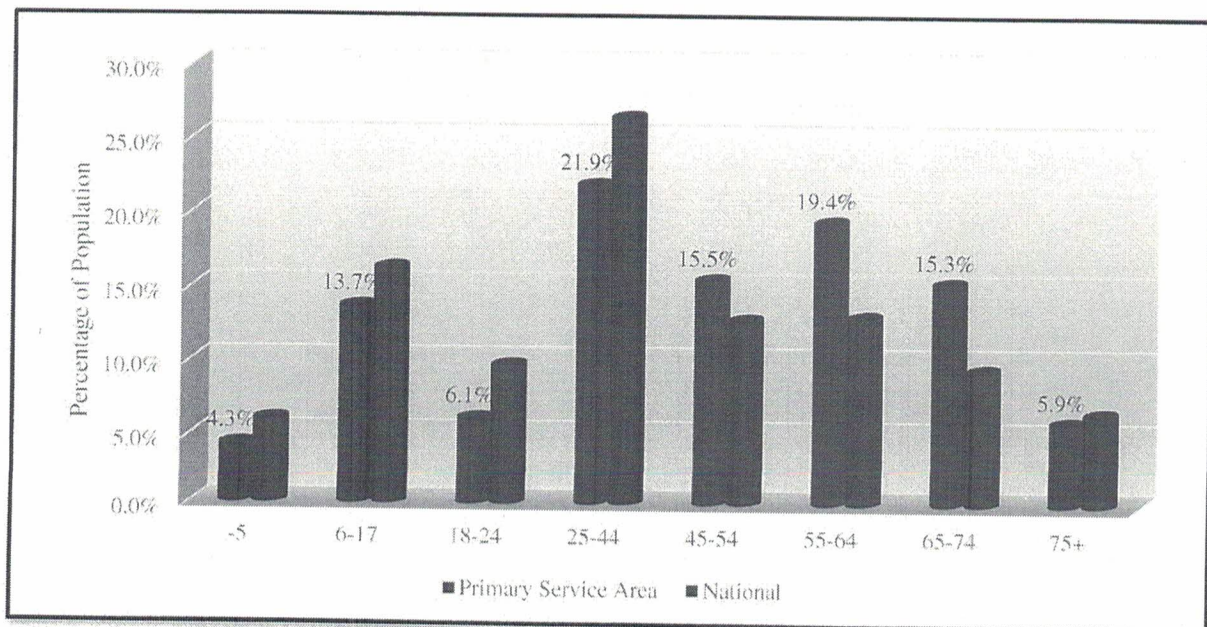
**Population Distribution by Age:** Utilizing census information for Primary Service Area the following comparisons are possible.

**Table E – 2018 Primary Service Area Age Distribution**  
 (ESRI estimates)

Ages	Population	% of Total	Nat. Population	Difference
0-5	928	4.6%	6.0%	-1.4%
5-17	3,059	15.3%	16.3%	-1.0%
18-24	2,865	14.3%	9.7%	+4.6%
25-44	4,411	22.0%	26.4%	-4.4%
45-54	2,990	14.9%	12.8%	+2.1%
55-64	2,841	14.2%	13.0%	+1.2%
65-74	1,875	9.4%	9.4%	+0.0%
75+	1,130	5.7%	6.5%	-0.8%

**Population:** 2018 census estimates in the different age groups in the Primary Service Area.  
**% of Total:** Percentage of the Primary Service Area population in the age group.  
**National Population:** Percentage of the national population in the age group.  
**Difference:** Percentage difference between the Primary Service Area population and the national population.

**Chart E – 2018 Primary Service Area Age Group Distribution**





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The demographic makeup of Primary Service Area, when compared to the characteristics of the national population, indicates that there are some differences with a larger population in the age groups of 18-24, 45-54, 55-64, and 65-74 and a smaller population in the age groups of -5, 5-17, 25-44 and 75+. The greatest positive variance is in the 18-24 age group with +4.6%, while the greatest negative variance is in the 25-44 age groups with -4.4%.

Again, this age distribution points to a significantly older population.



**Population Distribution Comparison by Age:** Utilizing census information from Primary Service Area the following comparisons are possible.

**Table F – 2018 Primary Service Area Population Estimates**  
 (U.S. Census Information and ESRI)

Ages	2010 Census	2018 Projection	2023 Projection	Percent Change	Percent Change Nat'l
-5	983	928	938	-4.6%	+2.5%
5-17	3,402	3,059	2,938	-13.6%	+0.9%
18-24	2,663	2,865	2,663	+0.0%	+0.7%
25-44	4,476	4,411	4,854	+8.4%	+12.5%
45-54	3,251	2,990	2,628	-19.2%	-9.5%
55-64	2,229	2,841	2,934	+31.6%	+17.2%
65-74	1,213	1,875	2,244	+85.0%	+65.8%
75+	814	1,130	1,475	+81.2%	+40.2%

**Chart F – Primary Service Area Population Growth**

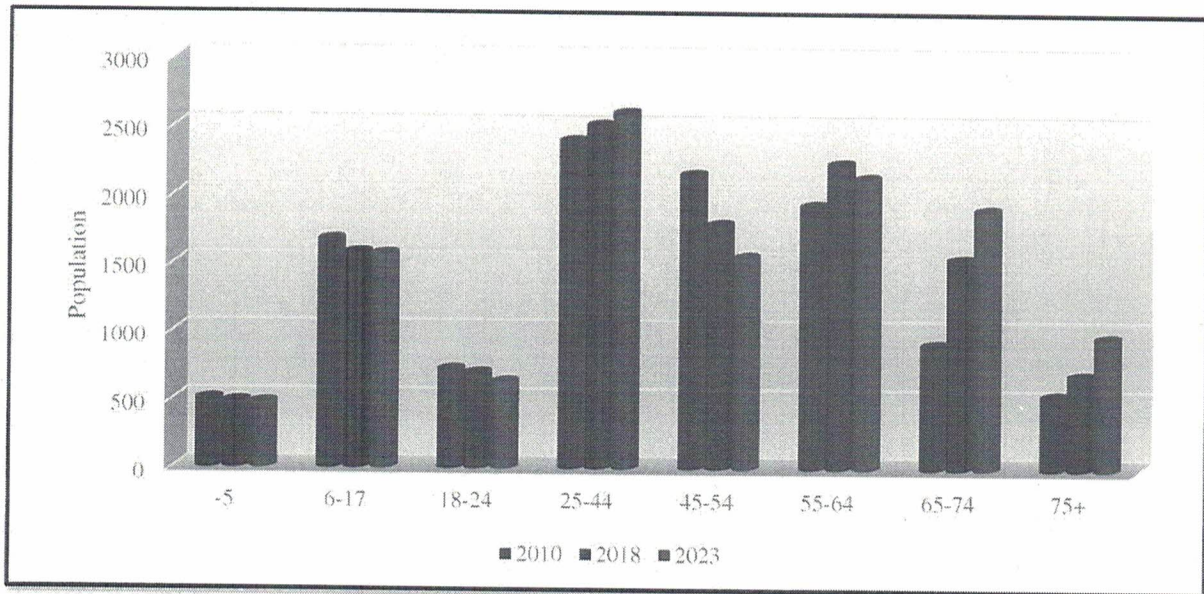


Table-F illustrates the growth or decline in age group numbers from the 2010 census until the year 2023. It is projected that all age categories, except -5, 5-17, 45-54 age groups, will see a decrease in population. The population of the United States is aging, and it is not unusual to find negative growth numbers in the younger age groups and significant net gains in the 45 plus age groupings in communities which are relatively stable in their population numbers.



Below is listed the distribution of the population by race and ethnicity for Primary Service Area for 2018 population projections. Those numbers were developed from 2010 Census Data.

**Table G – Primary Service Area Ethnic Population and Median Age 2018**  
 (Source – U.S. Census Bureau and ESRI)

Ethnicity	Total Population	Median Age	% of Population	% of MA Population
Hispanic	596	22.1	3.0%	12.2%

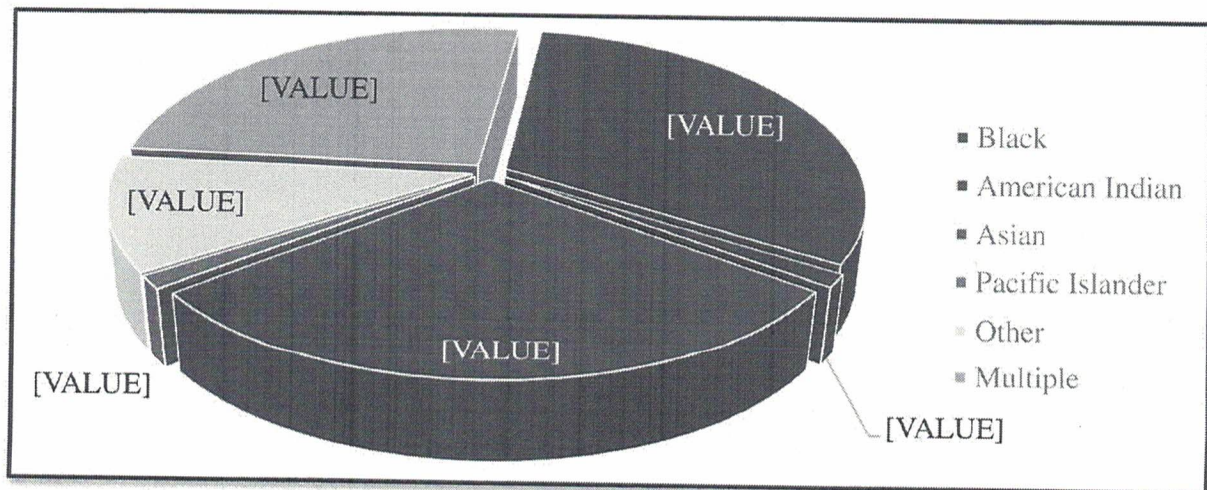
**Table H – Primary Service Area by Race and Median Age 2018**  
 (Source – U.S. Census Bureau and ESRI)

Race	Total Population	Median Age	% of Population	% of MA Population
White	18,467	41.1	91.9%	76.3%
Black	515	26.6	2.6%	7.6%
American Indian	30	37.5	0.1%	0.3%
Asian	480	33.3	2.4%	6.8%
Pacific Islander	18	20.0	0.1%	0.04%
Other	172	23.3	0.9%	5.7%
Multiple	417	17.9	2.1%	3.2%

2018 Primary Service Area Total Population:

20,099 Residents

**Chart G – 2018 Primary Service Area Population by Non-White Race**





## Tapestry Segmentation

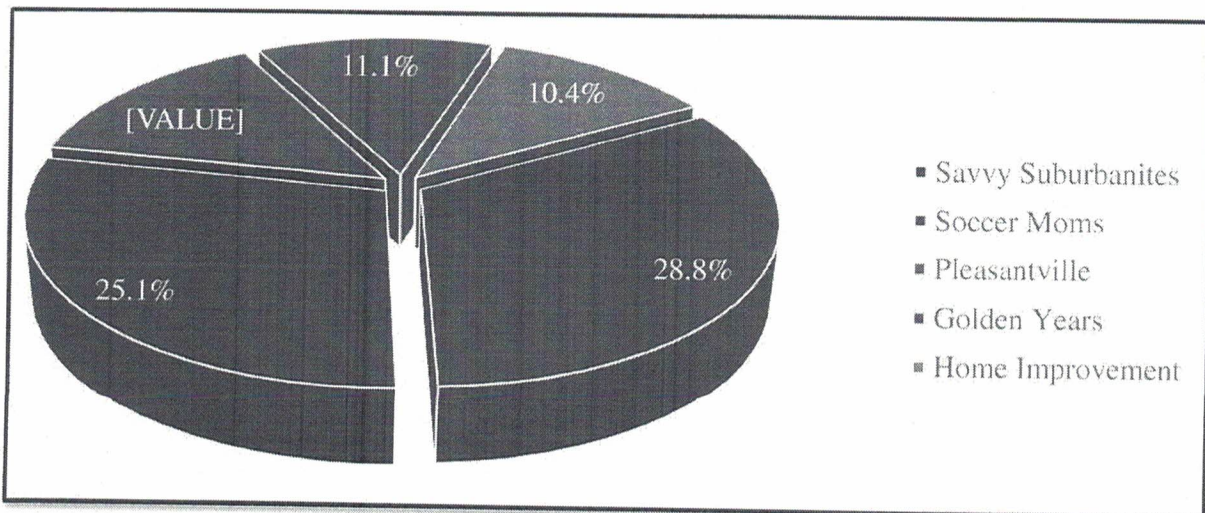
Tapestry segmentation represents the 4<sup>th</sup> generation of market segmentation systems that began 30 years ago. The 65-segment Tapestry Segmentation system classifies U.S. neighborhoods based on their socioeconomic and demographic compositions. While the demographic landscape of the U.S. has changed significantly since the 2000 Census, the tapestry segmentation has remained stable as neighborhoods have evolved.

There is value including this information for Primary Service Area. The data assists the organization in understanding the consumers/constituents in their service area and supply them with the right products and services.

**Table I – Primary Service Area Tapestry Segment Comparison**  
 (ESRI estimates)

	Primary Service Area		Demographics	
	Percent	Cumulative Percent	Median Age	Median HH Income
Savvy Suburbanites (1D)	28.8%	28.8%	44.1	\$104,000
Soccer Moms (4A)	25.1%	53.9%	36.6	\$84,000
Pleasantville (2B)	12.6%	66.5%	41.9	\$85,000
Golden Years (9B)	11.1%	77.6%	51.0	\$61,000
Home Improvement (4B)	10.4%	88.0%	37.0	\$67,000

**Chart H – Primary Service Area Tapestry Segment Representation by Percentage:**





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**Savvy Suburbanites (1D)** – These residents are well educated, well read, and well capitalized. Families include empty nesters and empty nester wannabes, who still have adult children at home. They enjoy good food and wine, plus the amenities of the city's cultural events. There is not significant diversity in this segment. Physically fit, residents actively pursue a number of sports, from skiing to golf, and invest heavily in sports gear and exercise equipment.

**Soccer Moms (4A)** – This an affluent, family-oriented market with a country flavor. Residents are partial to new housing away from the bustle of the city but close enough to commute to professional job centers. Life in this suburban wilderness offsets the hectic pace of two working parents with growing children. There is a significant Hispanic (11.2%) population in this segment.

**Pleasantville (2B)** – These residents are situated principally in older housing in suburban areas, these slightly older couples move less than any other market. Many couples have already transitioned to empty nesters; many are still home to adult children. These consumers have higher incomes and home values and much higher net worth. There is a significant Hispanic (16.4%) population in this segment.

**Golden Years (9B)** – Independent, active seniors nearing the end of their careers or already in retirement best describes this segment. This market is primarily singles living alone or empty nesters. These consumers are actively pursuing a variety of leisure interests – travel, sports, dining out, museums, and concerts. They are focused on physical fitness and enjoying their lives.

**Home Improvement (4B)** – Married-couple families occupy well over half of these suburban households. Education and diversity levels are similar to the US as a whole. These families spend a lot of time on the go and therefore tend to eat out regularly. These are low density suburban neighborhoods. There is a significant Hispanic (18.9%) population in this segment.



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