a SNAPSHOT in TIME



Arts and culture are important to

QUALITY OF LIFE,

stated 83% of survey respondents.

OPPORTUNITIES TO VOLUNTEER

and participate in my community are important, stated 83% of survey respondents.

90% of survey respondents were

PROUD TO BE A MEMBER OF THE DUNELLEN COMMUNITY.

Sponsored by:





Intro Background: Survey Design, Distribution Methods and Outcome

Survey Design

On behalf of the Dunellen Arts and Culture Commission, Julie Grof and Autumn Barbato created the **2017 DUNELLEN Community Survey** to capture meaningful data for *three main purposes*:

- Gather general information about community members' perspectives on arts and culture in our community;
- Capture preferences and interests in activities, events and programs; and
- Collect data to help DACC meet the needs of potential patrons and audiences.

Input which influenced the final survey questions was collected from DACC commissioners, the Honorable Mayor Seader, Councilman Jason Cilento, former Councilman Kevin Bachorick and a select group of "test" survey takers.

Distribution Methods

Time Frame: The survey was released on October 8, 2017 at HarvestFest and was originally set to close on December 1, 2017. The deadline was extended until December 31, 2017. Given the online survey remained available to the public, responses were gathered until January 25, 2018 as data was still being inputted until that time. Below is the breakdown showing when online survey responses were submitted:

- 131 online responses were received by 12/1/17 (original close date);
- 49 online responses were received between 12/2 and 12/31/17 (extended close date); and
- 11 online responses were received between 1/1 and 1/25/18 (final data input date).

Location: The survey was distributed at the following locations and events and was posted online in a print version and a paperless online version. Flyers about the survey were posted in Dunellen bus shelters, in laundromats and at Borough Hall. Random community organizations, houses of worship and businesses were invited to share the survey with their participants/members/customers. A select few accepted and are listed below.

- Melanie's Hair Salon, via Melanie
- · Ponti's Petals
- Dunellen Public Library, via Jazz
- Dunellen Borough Hall, via Bill Robins
- Senior Center, via Tom Davis
- Online
- St. John The Evangelist Church, via Father Jay Siceloff
- St. Francis' Church, via Rev. Jack Zamboni
- Recreation Department 2 email blasts
- Dunellen 411 Facebook posts, via Heidi Heleniak
- DACC Facebook posts, via Heidi Heleniak
- Board of Education email blast to staff, via Superintendent Gene Mosley
- Lincoln Middle School 6, 7 & 8 graders, via Mr. Alberto Ruiz (6th grade civics teacher)
- HarvestFest, via DACC
- Founders' Day, via DACC
- Maggie Murray's Pub House, via Peg Lockwood

Outcome

DACC received a total of 502 survey responses, the breakdowns of which are listed in Tables 1 & 2.

TABLE 1: BREAKDOWN OF SURVEY RESPONSES

Number of Survey Responses	Groups
274	General Community
228	Lincoln Middle School, 6-8th graders
502	Total Surveys Collected

TABLE 2: BREAKDOWN OF SURVEY RESPONSES FROM THE GENERAL COMMUNITY

Number of Survey Responses	Location
24	HarvestFest on October 8, 2017
5	Councilman Jason Cilento
5	Founders' Day on October 28, 2017
13	Dunellen Recreation Department
7	Dunellen Public Library
27	Maggie Murray's Pub House
2	Lincoln Middle School
191	Online survey
274	Total "General Community" Surveys Collected

Level of Confidence: According to Survey Monkey's Sample Size Calculator, utilizing the 2016 5-Year American Community Survey Dunellen population of 7,355 persons and a sample size of 274 (figure does not include surveys from Lincoln Middle School) at a 95% confidence level, there will be a 6% margin of error. (Source: https://www.surveymonkey.com/mp/sample-size-calculator/?ut_source=help_center.)

Following is a description of what that means:

For example, if the researcher used a margin of error of 6 and 60% of the participants in the survey sample answered "Would recommend to friends," he could be sure that between 54% and 66% of the members of the entire target population would also say "Would recommend to friends" when asked the same question. The margin of error, in this case, is +/-6. (Source: https://www.thebalance.com/surveys-research-confidence-intervals-2297097.)

The reader should note a few caveats with the methodology of this survey. First, the survey design and analysis was limited to the expertise of the Commissioners and not performed by experts in the field. Second, when calculating the level of confidence and margin of error, using a sample size of 7,355 persons is not entirely accurate. While the 2016 population size of Dunellen is 7,355, the population of 9 years and under consists of approximately 1,000 persons who most likely would not take this survey. However, Dunellen's community is not defined by the Borough's municipal boundaries and shoppers, employees, and visitors may have participated in the survey.

The survey received a total of 502 responses from 2 groups:

GEN(ERAL) RESPONDENTS This survey was administered to the general community at community events, online, library, churches, local employees, local businesses, etc.; received 274 responses.

LMS RESPONDENTS The survey was administered to grades 6-8 at Lincoln Middle School, which is the only public middle school in the borough; received 228 responses.

The survey results for both groups were analyzed separately but presented together for comparison.







61% | 49%

49% | 29%

WHAT DOES THIS MEAN?

63% | 55%

63% of the survey Gen Respondents
said they visited downtown Dunellen on
weekends; compared to 55% of the
LMS Respondents who said they visited
downtown Dunellen on weekends.

Visiting Downtown Dunellen

More Gen Respondents visit Downtown Dunellen, which was an undefined area in the survey, on weekends (63%) and weekdays (61%), as opposed to evenings (49%).

The results were similar for the LMS Respondents, 55%, 49% and 29%, respectively.

* Note: Blue text indicates responses from Gen Respondents. Red text indicates responses from LMS Respondents.



Cafe: 60% | 41%

Demand for Retailers & Services

There was great demand by Gen Respondents for retailers/services offering meeting and gathering places (café @ 60%, book store @ 34%, brewery @ 29%); and LMS Respondents desired family fun (64%) and a pet store (46%).

Retailers/services catering to a more arts and cultural customer-base were less in-demand by Gen Respondents: museums (14%), music store (14%), art gallery (11%), incubator spaces (11%), glass blowing workshop (9%), garden specialties (8%), fabric/sewing store (5%) and jeweler (5%). LMS Respondents revealed a similar sentiment, except for music store which had a 28% demand.

Pet Shop: 16% | 46%







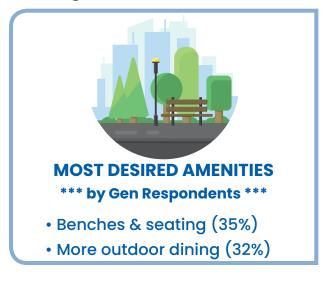






4 Amenities

Again, Gen Respondents desired amenities that offer meeting & gathering spaces – benches & seating (35%) and more outdoor dining options (32%). The two greatest desires of LMS Responders were a dog park (51%) and bicycle lanes & bicycle racks (40%). Four amenities that received noticeable response rates from both groups were: safer crosswalks, Gen Responders @ 19% and LMS Responders @ 26%; improved streetscaping, 30% and 25%, respectively; improved lighting around the train station, 25% and 12%; and drive through mailbox, 24% and 9%. Amenities catering to a more arts and cultural base were less in demand by Gen Responders: open air market @ 21%, public art @ 21%, mini-amphitheater @15%, take back the streets @ 9% and painted streets @ 7%.





6

Lifestyle Influences

Responses for this category were fairly evenly split over numerous categories, with the top two being **outdoors/recreation** (38%) and **education and learning** (37%) for Gen Responders. The other popular responses were: community involvement (28%), music (24%), travel and adventure (24%), animals and pets (22%), nature/environment (22%), healthy foods and fitness (19%) and home and gardening (18%). For LMS Responders, the top three are animals and pets (50%), music (40%), and gaming (39%).

THE TOP 14 INFLUENC

S

LIFESTYLE INFLUENCES	GEN RESPONDENTS	LMS RESPONDENTS
Outdoors/recreation	38% ★	18%
Education and learning	37% ★	33%
Community involvement	28%	3%
Music	24%	40% ★
Travel and adventure	24%	20%
Animals and pets	22%	50% ★
Nature/environment	22%	10%
Healthy foods and fitness	19%	13%
Home and gardening	18%	4%
Culinary arts	13%	4%
Religion	13%	12%
Literary	8%	2%
Technology	7%	33%
Gaming	6%	39%

Influences in everyday life
varied greatly;
the community has a
diverse set of interests.

Activities

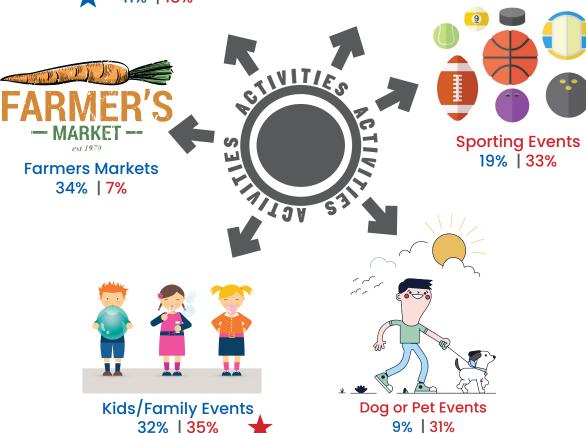
Gen Responders most enjoy attending live music events (41%) and street fairs (39%), with farmers markets (34%) and kids/family events (32%) trailing not far behind. LMS Responders enjoy street fairs (38%), sporting events (33%) and dog/pet events (31%). Arts and culture slanted activities were less desired by Gen Responders, except for craft fairs (26%) and performing arts (26%). Following is a list of arts and cultural-type activities, which were selected by less than 20% of Gen Responders: cultural festivals (18%), art fairs/exhibits (12%), museums (11%), arts education activities (9%), garden/nature activities (7%), walking tours (6%), visual arts (4%), book clubs (2%) and poetry/literary events (2%).

The 6 most popular arts and cultural activities are:











Causes to Attend Arts and Cultural Activities More Often



The majority of Gen Responders noted more information about events (59%) and more interesting or relevant events (55%) would cause them to attend arts and cultural events more often. Results were similar by LMS Responders at 41% and 48%, respectively.

Respondents want:

- More info about events (59% | 41%) &
- More interesting or relevant events (55% | 48%)

9 Communication

Facebook (64%), community print publications (57%) and email blasts (52%) were the most popular forms of desired communication by Gen Responders. Instagram (53%) was the most popular form of communication by LMS Responders, followed by mail (31%) and email blasts (26%).

57% of Gen Responders
feel they are not well
informed about matters
and news regarding
Borough government and
organizations.

Facebook (64% 121%)

About Our

TOWN

COMMUNICATION
IN SPANISH

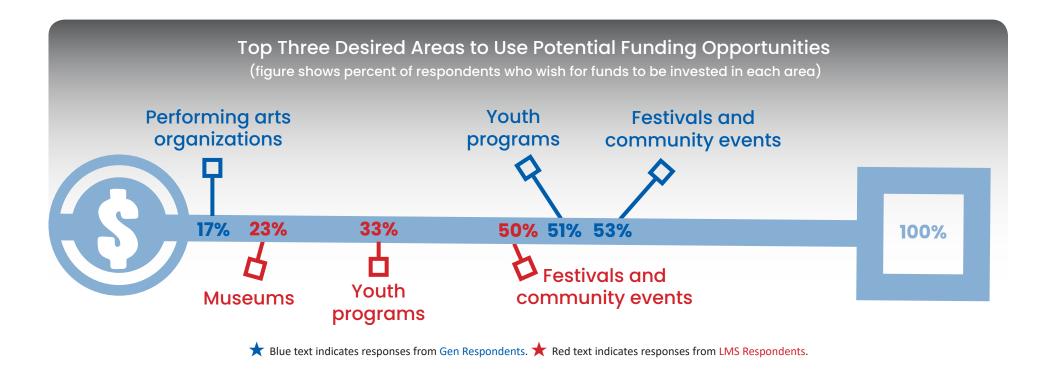
🖈 A blue star indicates categories which received the largest responses from Gen Respondents. ★ A red star indicates categories which received the largest response from LMS Respondents.



What to Invest In Financially

You can learn a lot by asking people where they are willing to spend money. While there was no dedicated funding stream (e.g. taxes, donations, grants, etc.) attached to this survey question, DACC asked where funds should be invested for Dunellen's arts and cultural efforts. Gen Responders selected **festivals and community events** (53%) and **youth programs** (51%) as efforts which should receive priority consideration for financial support. LMS Responders echoed these results with 50% and 33%, respectively. Notably, the third most selected activity by Gen Responders was **performing arts organizations** at 17%, although it received less than half the votes than the top two options.

55% of Gen Responders say networking opportunities for artists and art enthusiasts are important.





Forms of Transportation

Significant differences were shown with transportation modes between the Gen Responders and the LMS Responders in the following categories: pedestrian, NJ TRANSIT train, bicycle and skateboard/scooter. More (24% and 40% more, respectively) Gen Responders traveled via pedestrian and train modes. More (29% and 24%, respectively) LMS Responders traveled via bicycle and skateboard/scooter modes. While automobile travel was dominant in both groups, results show the need for adequate and safe circulation networks for non-automobile transportation modes. While efforts were made to reach out to the train and bus users through the posting of flyers, the survey results show that minimal feedback from those riders was received. Future efforts for feedback should incorporate a more effective outreach campaign to the train and bus users in the Dunellen's community.

FORMS OF	GEN	LMS
TRANSPORTATION	RESPONDENTS	RESPONDENTS
Automobile	91% ★	76% ★
Pedestrian	67% ★	43%
NJ TRANSIT train	50%	11%
Bicycle	31%	60% ★
Taxi/Uber/Lyft	14%	12%
NJ TRANSIT bus	5%	5%
Skateboard	4%	28%
Motorcycle	2%	4%

🖈 A blue star indicates categories which received the largest responses from Gen Respondents.

★ A red star indicates categories which received the largest responses from LMS Respondents.

62% of Gen Responders &
92% of LMS Responders
noted **TRAIN** use of
only 0 to 3 times per year
AND

92% of Gen Responders &
91% of LMS Responders
noted **BUS** use of
only 0 to 3 times per year

Future efforts for community feedback should incorporate a more effective outreach campaign to the train and bus users in the Dunellen.

12

A Little Bit About the Respondents Themselves

Most Gen Responders were between ages 20 and 49 (60%). The second greatest response came from ages 55 and over (27%). LMS Responders were ages 19 and younger.

Irish (21%) and Italian (18%) consisted of the largest backgrounds of Gen Responders; Hispanic/Latino (49%) and Irish (17%) and Italian (17%) consisted of the largest backgrounds of LMS Responders.

Fifty percent of the Gen Responders had families with children living at home; 29% were adults without children, or with no children living at home. Senior citizens comprised 12% of Gen Responders, teenagers comprised 5%.

81% were Dunellen residents, 13% were members of a Dunellen organization and 12% were shoppers in town.

Gen Responders	Ethnicity/Race (as per the 2016 ACS*)	LMS Responders
21%	Irish (9%)	17%
18%	Italian (13%)	17%
15%	German (11%)	11%
9%	Polish (9%)	8%
3%	African American (15%)	12%
3%	Asian (6%)	6%
16%	Other (17%)	12%
8%	Hispanic/L <mark>atino (32%)</mark>	49%

^{16%} of Gen Responders

consider themselves artists;

39% of LMS Respondents

consider themselves artists.



Based on the Gen Responders data from the demographic questions:

50% had families with children

29% were adults with no children, or no children living at home



12% were Senior Citizens





^{*} Source: 2016 5-Year American Community Survey, US Census Bureau.

13

TOP 10

MOST FREQUENTED SERVICES AND RETAILERS

in Dunellen:

• Restaurants (63% | 57%) \star 🛨



- Post office (58% | 29%)
- Convenience store (56% | 33%)
- Gas station (46% | 54%)
- Bank (44% | 40%)
- Food market (43% | 52%)
- Bakery, sweet shop (39% | 46%)
- Library (38% | 51%)
- Theater (38% | 47%)
- Pharmacy (27% | 28%)



TOP 10

FAVORITE DESTINATIONS

for date night or family activity for arts and cultural events:

- Somerville (39% | 14%)
- New Brunswick (35% | 11%)
- New York City (34% | 61%)
- Dunellen (19% | 36%)
- Westfield (26% | 8%)
- Asbury Park (13% | 17%)
- Jersey City (4% | 17%)
- Morristown (15% | 4%)
- Hoboken (10% | 5%)
- Newark (5% | 10%)

FAVORITE DESTINATIONS F ARTS AND CULTURAL ACTIV









15 Recommendations

- Identify DACC goals which address the desire for gathering places, spaces, seating and other related amenities.
- Determine methods to incorporate arts and culture into more practical amenities/services/needs of the community.
- Partner with local organizations & groups to provide desired events/programs, such as street fairs and live music events.
- Offer opportunities for the community to be involved, collaborate and volunteer in DACC projects.
- Create program for the arts & culture community for networking opportunities and resource exchanges.
- Based on input from respondents, assess marketing and promotional methods.
- Be mindful of place and Dunellen's best assets, according to respondents:
 "small town atmosphere", "bus and train access" and "schools".
- Identify policies
 which could help move forward DACC's mission.

- Set realistic goals based on DACC's resources and capacity; determine if DACC should assess internal organizational procedures.
- Create a matrix
 for varying demographic sectors (e.g. age, race),
 varying arts styles (e.g. music, visual art, sculpture dance), varying cultural opportunities (e.g. walking tours, landmark plaques, festivals) and other characteristics yet to be identified.
- Empower the community's youth artists to help move forward DACC's mission and assess appropriate communication platforms in which to engage them.
- Determine **next steps** to this survey:
 - o Community engagement in identifying Dunellen's cultural identity;
 - o Further develop Dunellen's arts and cultural assets inventory; and
 - Outreach to the community's Hispanic/Latino population to assess how DACC can move forward their mission in this important sector of our community.
 - o Ask for input from governing body, other organizations and businesses.

16 Demographic Picture

Category	2010	2016
Population	7,227	7,355
White	74%	59%
Black or African American	9%	15%
Asian	5%	6%
Some Other Race	10%	17%
Hispanic or Latino	27%	32%
Median Age	37.1	36.3
62 years and older	13%	15%
Under 18 years	24%	26%
# of Housing Units	2,919	2,522
Single-family detached	63%	53%
Two units	16%	23%
3-4 units	7%	10%
Single-family attached	8%	9%
Owner-occupied units	69%	72%
Renter-occupied units	31%	28%
Median value of owner-occupied units	\$329,100	\$285,200
Owners pay 30% or more of income on housing costs	41%	43%
Median monthly rent	\$1,082	\$1,213
Renters pay 30% or more of income on housing costs	52%	74%
Median household income	\$74,375	\$76,333
Unemployment rate	5.5%	6.5%
Poverty rate	8.3%	9.7%
Took public transit or walked to work	10%	11%

Figures in categories with red font decreased from 2010 to 2016.

Source: 2010 US Census Bureau and 2016 5-Year American Community Survey.

T

DACC Goals for 2018 and 2019

PROGRAMS AND EVENTS

2018 & 2019: Music in the Park

Determine # of concerts, range of genres, targeted dates, targeted audience demographics, inclement weather venue location, establish a marketing/promo plan (materials/info in English and Spanish?), timeline for implementation, create and record the methodology for planning the music series and recording the audience data, and identify subcommittee members and staff for the event – DACC table and designated photographer to take pictures for future promo efforts. Identify lighting and sound needs. Possible Outcomes: increase number of attendees by 25%; during series provide employment for one Dunellen musician; and increase diversity of attendees - age, race, etc.

2018 & 2019: Happy Birthday DACC (2nd year in 2018)

To be determined.

• 2018 & 2019: Summer Art Camp for ages 6-12

Hire assistant teacher, preferably fluent in Spanish; collect donated art supplies; develop curriculum; marketing/promo plan for student registrations; host Spring workshop to promote summer program; and prepare timeline for implementation. Possible Outcomes: increase enrollment by 25%, increase diversity of students, refer to Middlesex County arts grant application for other possible desired outcomes; provide employment for one lead teacher and one assistant teacher

2018 & 2019: Develop summer programming for more outdoor theater experiences

Organize diverse-genre theatrical events at the Washington Memorial Park gazebo.

Possible Outcomes: provide community with a range of theater experiences; and provide artists exposure and a venue in which to perform.

• 2018 & 2019: Founders' Day

Develop ideas. Possible Outcomes: cultural experience for the community; fundraising opportunity

2019: Expand Art Program

Develop Senior Art Program and Youth Theater Camp. Possible Outcomes: establish a new program; provide employment for artists; provide various demographic populations exposure to a range of arts and cultural programming

• 2019: Additional Programming

Identify another program or event such as (1) dog/pet event, (2) additional youth events/projects, (3) other community gathering-type events such as yoga in the park, a wine event or dinner potluck in the streets, and/or (4) event or project celebrating the Hispanic/Latino Dunellen community.

• 2019: Film Festival

To be determined.

PROJECTS

- 2018: Prospect Ave Railing Painting Project. Prepare a plan and team for implementation; select workshop date; strip and prep the railings; acquire painting supplies; young artists collaborate and paint the railings. Possible Outcomes: public exposure to an art experience and arts education for participants.
- 2019: Dunellen's first mural. Possible Outcomes: public exposure to an art experience and employment for an artist.
- 2019: Identify another arts/culture project in town. Ideas such as the yarn bombs/knit wraps, etc.

POLICIES

- 2018: Mural initiative. Develop a plan to present to council for a mural ordinance; identify possible mural locations; identify possible mural themes; identify funds for the creation of a mural; determine a process to solicit proposals, review and select submissions. Create a model for a request for proposal to mural artists. Possible Outcomes: work for an artist and public exposure to the arts.
- 2018: Benches Initiative. Perform an observational study of seating in the downtown corridor. Make recommendations and present findings to Mayor and Council.

 Possible Outcomes: create gathering spaces for the community to cultivate social capital; build artistic seating in the spirit of Dunellen.
- 2019: Parklets Initiative.

OTHER ORGANIZATIONAL GOALS

- 2018 & 2019: Hispanic/Latino Community. Outreach to the Hispanic/Latino Dunellen community to determine how DACC can move forward its mission to this sector of the community.
- 2018 & 2019: Cultivate Dunellen's Youth Artist Community. Identify efforts and communication methods which will engage Dunellen's youth.
- 2018 & 2019: Assist Arts-Related Organizations. Provide assistance for the Community Bible Church, and other arts-/cultural related organizations, to provide incubator space by being a liaison between artists and the facility.
- 2018 & 2019: Develop marketing and promotional methods which address survey responses. Continually monitor and update communication methods to reflect needs of the community; develop internal goals to increase Facebook followers, the email list, etc.; create promotional material to record DACC's efforts.
- 2018 & 2019: Arts and Culture Directory. Develop a networking resource for artists and cultural ambassadors where resources and knowledge can be more easily exchanged.
- 2018 & 2019: Develop outreach methods to facilitate volunteering by community members
- 2018 & 2019: Fundraising. Create a fundraiser to increase budget and search for grant opportunities.
- 2018 & 2019: Monitor breadth of DACC's Efforts. Develop a matrix indicating demographic sectors, art genres and cultural efforts in order to monitor the breadth of DACC's efforts to identify missing or lacking efforts in particular areas.

18 Arts and Cultural Assets Inventory: Person, Place or Thing

	8 on the Break
	30 Burgers
	Alma Montuno Dance Studio
	American Legion
	Art on the Green
	Arts Annex
	Art Color Building and Water Tower
	Avellino's Restaurant
	Cafe Nunes
	Chicken Holiday
	China Garden
	Churches
	Cilento, Jason - Councilman
	Columbia Park
	Devine's Pharmacy
	Downtown Liquor
	Dunellen 411
	Dunellen Arts and Culture Commission
	Dunellen Bagel
	Dunellen BBQ
	Dunellen Board of Education
	Dunellen Downtown Management Organization
	Dunellen Fire Department
	Dunellen High School
	Dunellen High School Drama Club
	Dunellen High School James Heard Auditorium
	Dunellen Hotel
_	

Dunellen Movie Theater
Dunellen Municipal Alliance
DPA
Dunellen PTO
Dunellen Public Library
Dunellen Recreation Commission
Dunellen Recreation Department
Dunellen Rescue Squad
Family Dollar
Farmers Market
First Presbyterian Church
Football games
Footprints
Founders' Day
Frank's Barber
Gavornik Park
Geiger, Karl (music teacher)
Glass shop
Halloween Parade
HarvestFest
Haunted Trail
John P. Faber Elementary School
Harry's Deli
Heleniak, Heidi
Knights of Columbus
Lincoln Middle School
Lockwood, Peg
continued

Arts and Cultural Assets Inventory: Person, Place or Thing (continued)

 ·
Lucky 7 Convenience Store
Maggie Murray's Pub House
Maurer Mansion
McCoy Park
Melanie's Hair Salon
Mis Amigos Restaurant
Morecraft Park
Music in the Park
Paint store
Panda Express
Parks
Planet Chicken
Plays
Quick Chek
Ratskeller
Retro Classics Video Games
Rocio's Beauty Salon
Rome's Pizzeria
Roscoe's Wrap It Up
Roxy & Duke's Roadhouse
School dances
Senior Center
Shade Tree Commission
Skylight Theater

Smith, Patrick
Soccer fields
St. Francis Church
St. John The Evangelist church
Street fairs
Tropical Supermarket
Uncle Louie G
Vetter, Kelly (Faber art teacher)
Warrior Martial Arts
Washington Memorial Park
Washington Mem. Park Gazebo
Yospin's Paint
Zupko's
Diversity
Local events
Amazing people
Inspire Art Gallery and Studio***
Rockstar! Studios***
Prospect Avenue railing artwork***

^{***} Indicates assets which have been added to the Arts and Cultural Assets inventory after the close of the survey.



ARTS & CULTURE

Questions, comments, ideas?
Email artsandculturecommission@dunellenborough.com.



























