

Hingham Center for Active Living (HCAL)

FY2027 Goals and Priorities

The following goals reflect feedback received from HCAL members, staff, the Council on Aging (COA), Friends of the Center for Active Living (FOCAL), and the broader community during the Annual Town Meeting/Discussions. These priorities focus on improving existing facilities, expanding programming, increasing accessibility, strengthening community engagement, and addressing immediate needs while continuing to plan for HCAL's long-term future.

Goal 1: Increase Space and Improve Facilities

-Renovate the Former Police Department Offices and Entry Areas

Repurpose the former Police Department space to address HCAL's growing need for programming, meeting, and administrative space.

Initiatives

- Convert the former main office into a flexible multi-purpose room for art classes, workshops, and small group programs.
- Create a dedicated meeting room in the rear office for committees, support groups, and community organizations.
- Utilize the former entrance area and display case to showcase member artwork, community information, and HCAL programming.

-Increase Dedicated Parking for HCAL Members

Work with Town Administration to designate additional parking spaces for HCAL members.

Benefits

- Improve accessibility and convenience for members.
- Reduce parking congestion during peak programming hours.
- Better accommodate individuals with mobility limitations.

-Expand and Refresh the Outdoor Patio Area

Enhance the patio and surrounding grounds to create additional functional space for wellness, recreation, and social activities.

Improvements

- Trim/remove overgrown shrubs and trees.
- Install an awning or shade structure and add additional tables and seating.
- Construct raised gardening beds for member use.

-Continue Planning for a New HCAL Facility

Continue advancing planning efforts and building community support for a new Center for Active Living that meets the current and future needs of Hingham's older adults.

Goal 2: Expand Programs and Increase Utilization

-Increase Utilization of Outdoor Spaces

Take advantage of enhanced outdoor areas to expand seasonal programming.

Initiatives

- Offer additional wellness, educational, and social programs outdoors.
- Introduce recreational activities such as bocce, cornhole, and lawn games.
- Utilize Town Hall lawn and patio areas for events.

- Restore HCAL Operations to Five Days per Week

Responding directly to member and community feedback, restore Friday operating hours.

To Support Expanded Hours

- Obtain necessary approvals for additional staffing.
- Hire two part-time employees to support Friday operations and programming.
- Evaluate staffing models used successfully by the Recreation Department.

Benefits

- Increase access to programs and services.
- Better align operating hours with member preferences.
- Expand opportunities for social engagement.
- Improve utilization of the facility throughout the week.

-Support *Hingham Rewired*

Partner with Hingham Rewired by hosting educational presentations and speaker series at HCAL.

Benefits

- Broaden engagement among members and non-members.
 - Attract residents in the 50-65 age group.
 - Strengthen HCAL's role as a community learning center.
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Goal 3: Enhance Food Offerings and Social Opportunities

Provide additional food-related activities that encourage members to remain at HCAL before and after programs, fostering greater social interaction and community building.

Potential Initiatives

- Summer patio cookouts.
 - Food truck visits offering convenient lunch options.
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Goal 4: Increase Community Outreach and Education

Continue expanding awareness of HCAL programs, services, volunteer opportunities, and long-term facility needs.

Strategies

- Participate in community events such as the Farmers Market and Arts Walk.
- Submit regular articles highlighting programs, volunteers, and member success stories to *The Anchor*, *Discover Hingham*, and other local publications.
- Expand HCAL's social media presence.
- Strengthen partnerships with local businesses and community organizations.

Educate the Community About Unmet Needs

Continue informing residents and Town leadership about programs and services that cannot currently be accommodated because of space limitations.

Examples Include

- Tax preparation assistance
 - Adult social day programming and Health and wellness services
 - Expanded educational programming
 - Additional fitness and recreation opportunities
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Goal 5: Funding and Partnerships

Strengthen collaboration with the Friends of the Center for Active Living (FOCAL) to support programming, facility improvements, and future expansion.

Potential Initiatives

- Community fundraising events.
- Grant opportunities.
- Donor recognition programs.
- Capital campaign planning for future facility improvements.