

Introduction

These instructions will help you complete the “Community Profile Template” portion of the Vermont Town Forest Recreation Planning Toolkit. The Community Profile helps your local steering committee, municipal decision-makers, and town residents understand current social, economic and recreational trends in your community that can inform the community’s decisions about their town forest.

The Community Profile Template is a “fillable form PDF” which will let you enter your values for each of the Community Profile data points described in these instructions. Directions on how to obtain each data point are available below.

Demographics

- ❖ Data Points
 - Population
 - Median Age
 - # of School Age Children (sum of age groups from 5-19 years)
 - % Male
 - % Female
- ❖ Where to download
 - Source: US Census, American Factfinder, 2011-2015 American Community Survey 5-year estimates
 - Web Link: <https://factfinder.census.gov/faces/nav/jsf/pages/index.xhtml>
 - Type in your town name (i.e. Bradford, VT) in the community facts search box and click “Go”
 - Click the “Population Tab” on the left
 - Click “2015 American Community Survey Demographic and Housing Estimates”
 - Download the data as an excel spreadsheet for future reference and enter values into the Community Profile Template

Income and Poverty

- ❖ Data Points
 - Household Median Income
 - Percent of Population Living Below the Poverty Line (People)
- ❖ Where to download
 - Source: US Census, American Factfinder, 2011-2015 American Community Survey 5-year estimates
 - Web Link: <https://factfinder.census.gov/faces/nav/jsf/pages/index.xhtml>
 - Type in your town name (i.e. Bradford, VT) in the community facts search box and click “Go”
 - Click the “Income Tab” on the left
 - Click “Selected Economic Characteristics”
 - Download the data as an excel spreadsheet for future reference and enter values into the Community Profile Template

Economy and Tourism

- ❖ Data Points
 - Percent of Housing Units in Seasonal or Recreational Use
- ❖ Where to download
 - Source: US Census, 2010 Census
 - Web Link: <https://factfinder.census.gov/faces/nav/jsf/pages/index.xhtml>
 - Type in your town name (i.e. Bradford, VT) in the community facts search box and click “Go”
 - Click the “Housing Tab” on the left
 - Click “General Housing Characteristics” under 2010 Census
 - Download the data as an excel spreadsheet for future reference
 - Under Vacancy Status, take the number of homes in season, recreational, or occasional use. Divide that number by Total housing units (under Occupancy Status)

for the percent of the housing units under seasonal or recreational use. Record that value in the Community Profile Template.

- ❖ Data Points
 - Percent of county employment related to tourism
- ❖ Where to download
 - Source: Headwaters Economics Economic Profile System
 - Web Link: <https://headwaterseconomics.org/tools/economic-profile-system/about/>
 - Click create profiles, then tourism, then build report, then enter the county your town is in to get a separate tourism report (excel) for each county.
 - Then open them up, on page 1 grab the Percent of total, travel and tourism related value for each county and enter in Community Profile Template
- ❖ Grand List Values Total
 - Source: Vermont Department of Taxes – Division of Property Valuation and Review
 - Web Link: <http://tax.vermont.gov/sites/tax/files/documents/2017AnnualReportBasedon2016GrandList-FINAL.pdf>
 - See 2016 Statutory Exemptions, listed by county (beginning on page 50)
 - Record the town's Total Value, the far-right hand column, into the Community Profile Template
- ❖ Rooms & Meals Taxes
 - Source: Vermont Department of Taxes
 - Web Link: <http://tax.vermont.gov/research-and-reports/statistical-data/meals-and-rooms>
 - Select the previous year
 - Under multiple periods update, select Fiscal Year to download the spreadsheet
 - Save the spreadsheet
 - Select the Town tab
 - Scroll to your town and under Current Receipts, add the values listed for meals, rooms, and alcohol taxes. Enter that value into the Community Profile Template.

- Many towns will only have a star in one or more categories, note which categories are included in the sum.

Recreational Assets

- ❖ Data Points
 - Number of Parks and Open Space Parcels (not acres, but number of areas)
 - Miles of Trails
 - Number of Playgrounds
- ❖ Where to download
 - Browse local town websites, town plans, maps etc. and enter values for each county and enter in Community Profile Template