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135 RESHAPING REPORT



▶ 135 & Beyond: Mid-Project Report #2



Project Overview

In 2026, the YMCA of Northern Rock County will celebrate its 135th anniversary with 135 & Beyond. This strategic initiative bridges our rich history with future-focused facility and program enhancements at the Janesville and Parker YMCAs. During the over 13 targeted in-person Reshaping Sessions from May 20 through June 26, more than 150 residents, members, and partner stakeholders contributed ideas on amenities, accessibility, and community connections.

*"It feels good to be involved in
helping shape 'our' future"*

Santo Carfora, Member

Background & Objectives

The 135 & Beyond Project launched in May 2025 to engage our community in determining updates that reflect evolving membership needs and local priorities. Phase One focused on facilitated, face-to-face workshops to surface facility improvements, program innovations, and partnership opportunities. In Phase Two, we will broaden participation through an online feedback period to refine concepts and recruit the 135 Community Team of ambassadors and advocates.



Complete Reshaping Session Summary

Date	Location	Attendance	Key Topics
May 20, 2025	Downtown Janesville YMCA	12	Gardens, family programming, faith offerings
May 21, 2025	Parker YMCA (Milton)	3	Program improvements, space repurposing, pool at Parker
May 28, 2025	Downtown Janesville YMCA	7	Personal Y stories, partnerships
Jul 3, 2025	Downtown Janesville YMCA	6	Aquatics, accessibility
Jun 3, 2025	Parker YMCA (Milton)	6	Youth spaces, senior housing
Jun 5, 2025	Milton Public Library	6	Nutrition programs, community meals
Jun 10, 2025	Downtown Janesville YMCA	3	ADA upgrades, tours, and retention strategies
Jun 11, 2025	Downtown Janesville YMCA	10	Financial structure, facility acquisitions
Jun 13, 2025	Downtown Janesville YMCA	3	Y as a community asset and resource, expansion opportunities in Milton
Jun 17, 2025	Past & Present Board, Janesville	6	Y footprint, expanding program options
Jun 17, 2025	Hedberg Public Library, Janesville	7	Youth spaces/opportunities, pool at Parker
Jun 26, 2025	Past Board, Janesville	4	Adult programming, partnerships, adapting to current needs and trends
May-June	Additional Engagements (below)	79	Possible partnerships, additional programming, adult learning spaces
TOTAL		152	

Additional Engagements:

- Lions Club – 14
- Janesville Morning Rotary Club – 40
- Downtown Janesville, Inc. – 15
- Individual Meetings with Community Leaders – 8
- Janesville School District leadership – 2

Weren't able to make it to a session?

Take an online Survey!



Key Insights & Themes

Community Needs

- Year-round food programs: greenhouse, community garden, industrial kitchen
- Expanded autism services via school partnerships
- Combating loneliness: Sunday services and peer support
- Youth inclusion: multi-age sports, ninja courses, gymnastics spaces
- Accessibility: ADA upgrades, elevators, parking solutions

Excitement & Innovation

- Inclusion Coffee: café operated by autistic participants
- Senior housing partnerships on Y properties
- Data-driven storytelling: meals served, participation metrics

Concerns & Priorities

- Retaining Special Olympics access at B&G Club
- Consistent, comprehensive facility tours
- Stable funding for childcare and program quality
- Preservation of historic Y signage and spaces

Essential Facilities & Additions

- Aquatic upgrades in Janesville: lap, deep-water, zero-depth entry
- Family-friendly scheduling: simultaneous child programming
- Community hubs: meeting rooms, teen adventure spaces
- Pool at Parker YMCA

Stakeholders & Partner Opportunities

- Public Health & Safety: Rock County Health Dept., local Police
- Nonprofits: Project 16:49, HealthNet, ECHO
- Youth Sports: Football, swim, homeschool groups & families, high school coach coalition
- Corporate & YMCA leadership sponsors

Participant Questions

- Property acquisition: Boys & Girls Club, adjacent sites
- Financial metrics: \$600K estimate, operating budgets, funding gaps
- Member retention: pool, tour enhancements
- Program growth: winter markets, Parker café, transportation solutions

Get Involved

Visit ymcanrc.org/135years for more information and updates.



Questions or additional feedback? Contact Johanna Adams at jadams@ymcanrc.org or 608-754-9622 ext. 1107.

In this Report

This mid-project report shares key insights and progress to date, lays the groundwork for Phase Two's online feedback period (July 16–August 8), and precedes a project feasibility analysis scheduled for Fall 2026.



Moving forward

Our community engagement will center on continued listening, organizing the 135 Y Community Team, and identifying ambassadors who will help champion the initiative and connect neighbors to our work. We'll continue to share meaningful impact data across our Y community channels. Alongside these tools, we'll continue to host individual reshaping sessions with local leaders, dive deeper into project priorities and timelines, and ensure every voice helps shape the future of our Y.