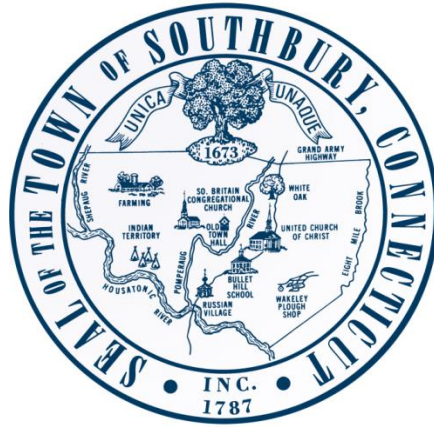


Town of Southbury

Strategic Planning Task Force

Southbury by Choice, Not Chance



COMMUNITY ASSESSMENT SURVEY PRESENTATION

By the Center for Research & Public Policy

April 26, 2018

Southbury Town Hall



Jerry



Brooke

SUMMARY: RESULTS OF THE COMMUNITY ASSESSMENT SURVEY

On the Southbury Strategic Planning Task Force...

Nearly one-third of all respondents, 29.6%, suggested they were following the activities of the Town's Strategic Planning Task Force either "very" (4.6%) or "somewhat closely" (25.0%). Another 69.9% noted they were following the process "not very closely" (38.1%) or "not at all" (31.8%).

On Quality of Life in Southbury...

Reasons for moving to or continuing to live (or own/manage a business) in Southbury centered mostly on (in declining order):

- community appearance,
- the school system,
- nice neighborhood,
- location, housing,
- community reputation,
- community amenities,
- birthplace or having family nearby.

Impressively, 99.0% indicated their overall quality of life in Southbury was very good (51.2%) or good (47.8%). Just 0.8% noted their quality of life was poor (0.7%) or very poor (0.1%).

On Town Services...

All respondents, with an opinion, were asked to rate ten different town services.

The highest positive ratings were recorded for

- library services (93.4%),
- public safety services (91.9%)
- services for seniors (80.5%).

The lowest positive ratings were recorded for

- road maintenance (71.7%),
- town zoning and planning practices (65.1%),
- services for youth (58.2%).

On Town Resources and Services...

In a section designed to identify community needs, respondents were asked if there were too few, enough or too many of 12 named services, options and venues.

Majorities, or near majorities with an opinion, reporting "too few" were recorded for

- public transportation (68.7%),
- upscale dining options (62.3%),
- access to public waterfront/lake recreation (55.4%),
- cultural or entertainment venues (50.8%)
- sufficient businesses in town to meet your everyday needs (47.5%).

On Issues in Southbury...

Agreement (somewhat or strongly) with four statements about Southbury ranged significantly from 94.2% to 30.6%.

- My perception off Southbury is very positive – 94.2% agree
- Protection of the aquifer as our drinking source should be a continuing aspiration of the town – 89.4% agree
- I'm in favor of and support a public Pomperaug River Greenway Corridor – 68.6% agree
- Southbury is doing enough to retain our youth and attracting young people to our town – 30.6% agree

On Taxes...

There exists majority willingness to pay more in taxes for the following...

- More recreation programs – 56.4%
- Additional senior transportation – 53.4%
- A larger municipal Community Center – 52.1%

There were somewhat fewer willing to pay more in taxes for the following...

- A larger senior center – 45.6%
- An Economic Resource personnel position – 33.6%

On Consolidation and Business Needs...

Nearly three-quarters (70.1%) of all respondents agreed strongly (36.6%) or somewhat (33.5%) combining the Zoning and Planning Commissions to streamline the application and approval process.

Importantly, two-thirds of all respondents (66.3%) indicated they were very (27.8%) or somewhat interested (38.5%) in seeing the Southbury Board of Selectmen write policies for and approve business tax incentives.

The survey was designed, conducted, compiled and will be presented by The Center for Research & Public Policy, Inc. (CRPP) headquartered in Grantham, NH. It is a full-service consulting firm specializing in market and social research and public opinion polling. CRPP has offices in NH and VT and has been around since 1979 working in all 50 states, Europe, Mexico, Canada, South America, Puerto Rico and Africa.

Jerry C. Lindsley

- President and founder of CRPP
- Master's degree from Fairfield University (CT)
- Teaches business management, research, marketing, polling, and public policy courses at area colleges
- Board member for area charities and associations
- Managed U.S. Congressional and Governor campaigns
- Selected by the U.S. State Department for an 8-member friendship delegation to Egypt and Israel
- During college, appointed by President Reagan to the UN International Year of Youth Commission
- Licensed Vermont Emergency Medical Technician and volunteer EMT

Matthew Bradstreet, Ph.D.

- Vice President at CRPP
- Oversees all CRPP client service from project initiation to presentation
- Ph.D. in Experimental Psychology from the University of Vermont specializing in neuroscience, behavioral pharmacology, financial decision making, and choice in human laboratory models
- Post-Doctoral Fellowship at Johns Hopkins University School of Medicine
- Teaching experience in cognitive psychology and behavioral pharmacology
- Avid hiker, snowboarder, and automotive enthusiast