

The Purpose of this Workshop – March 2

- 1. To outline the two community surveys that will be part of the Strategic Action Plan process this Spring**
- 2. To give examples of possible survey question formats**
- 3. To emphasize that value of surveys is greater the more specific we are about what we want public's input on**
- 4. For each Council member and dept head to suggest an area for questioning, please**
- 5. To preview the use of feedback groups later in the process**

Public Surveys

Two Surveys

- 1. Random Sample by-invitation Household Survey**
 - mailed out; mail-back or on-line response
 - Random, e.g. every 6th Res entry on Assessment roll
- 2. Open, self-selected individual Survey**
 - same questions
 - anyone can respond
 - on-line access and response, or
 - access and response at drop-off locations

Public Surveys

Both Surveys

1. Limitations:
 - time to complete (10 minute maximum)
 - so, limited # questions (suggestion: 10-12 questions)
 - not too technical (must be understandable)
2. Questions you want public's response to
 - the more specific the better value you get
 - can also serve a public information function
 - minimize write-in questions

Public Surveys

Minimizing Duplication

Brockton has made good use of public surveys in the past:

- **Pre-budget surveys**
- **Brockton Branding program**
- **Community safety and wellness report**
- **And others**

Ideally, we will minimize duplication with recent surveys, so as not to try people's patience unduly

Public Surveys

Most valuable write-in question...

If there was
JUST ONE THING
that the Municipality could do
RIGHT NOW
to improve Brockton,
what would that **ONE THING** be?

(i.e., What issues are “Top of Mind” for the public)

Potential Survey Formats

Respondents' Assessment of listed Community Issues,
allowing comparison among Action priorities

Importance

1= Not at all

2 = Not Very

3 = Only 'so-so'

4 = Moderately

5 = Very

6 = Extremely

Satisfaction

1= Not at all

2 = Not Very

3 = Only 'so-so'

4 = Moderately

5 = Very

6 = Extremely

Spending

1 = no increase; freeze

2 = an increase for rate of inflation (typically 1-3% per year) only would be acceptable

3 = an increase of up to 5% would be acceptable

4 = an increase in the 5-7% range would be acceptable

5 = an increase in the 7-10% range would be acceptable

S A M P L E

Potential Survey Formats

Respondents' Assessment of listed Proposed Initiatives,
allowing comparison among Action priorities

Importance

1= Not at all

2 = Not Very

3 = Only 'so-so'

4 = Moderately

5 = Very

6 = Extremely

Satisfaction

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S A M P L E

Priority Matrix Example

	IMPORTANCE			
		High	Medium	Low
SATISFACTION	High	Build New Hospital Keep Small town feel Support Community orgs	Promote Fire safety Promote tourism Expand Festival/ tourist events	
	Medium	Improve Roads Ensure Well-planned growth Ensure Efficient Operations Replace Bridges Ensure Growth pays for growth	Support Farms/agribusiness Expand Water supply Improve Traffic movement Expand Sidewalks/ trails Revitalize Downtown Enhance Customer service	Build Sports facilities Support Arts/culture activities Preserve Heritage bldgs
	Low		Expedite Hotel Enforce property standards Create Business Park	Build Bypass Provide compost pickup
S A M P L E				

POTENTIAL SURVEY FORMATS

Respondents rate potential concerns

In the last few years, our town seems to have been “discovered” for new development, and more has already been approved for the next few years.

What would be your TWO greatest potential concerns about future residential development?

1	2	3	4	5	6	7	8	9	10
Loss of wetlands	Not enough lots in rural area	Traffic congestion	A commuter population	Excessive density	Pressure for "city" services	Not enough attainably-priced housing	Nothing suitable for seniors	Lack of housing choice	A change in the "feel" of the town
S A M P L E									

POTENTIAL SURVEY FORMATS

Respondents rate potential solutions

Our town has some definite unique advantages of things for visitors to see and do. What ONE THING do you think would be most effective at bolstering the number of tourists here with money to spend?

1	2	3	4	5	6	7	8	9	10
More festivals and celebrations	Attracting a hotel developer	Waterfront boardwalk	Downtown shoppes	heritage and culture	tranquility	Museum	Theatre	Boating	Cycling
S A M P L E									

POTENTIAL SURVEY FORMATS

Respondents react to real policy choices

- A) Our arena is outdated in design, has reached the end of its useful lifecycle, and requires \$2.4 million in repairs over the next 5 years to keep the facility operational. Building a new arena would serve the town longer and provide more efficient operations. The construction cost of a new arena would be about \$10 million.

Is dealing with the arena a concern of yours?				
1	2	3	4	5
Not at all	Not particularly	To some extent	Yes it is	Very much so

- B) Either option would require the Town to borrow and very probably repay the loan in part from future tax revenue.

How much of a tax increase on the average home would you think reasonable?				
1	2	3	4	5
None at all	Up to \$10 but no more	Up to \$25 but no more	Up to \$50 but no more	No idea

S
A
M
P
L
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POTENTIAL SURVEY FORMATS

Respondents rate real policy choices

A sustainable balance between taxes on the one hand and projects and services on the other hand, is and has always been a concern of Council. Even in a small town like ours, we want good services, well-maintained assets, and signs of progress and pride, but within a sustainable tax range.

What is the sustainable balance for our municipality at this time?

1	Do whatever it takes to reduce taxes, even if it means cutting services and letting infrastructure deteriorate	S A
2	Keep my taxes where they are; try to keep the services we have but don't do anything that would increase taxes. Show us what you are doing to keep costs down	M
3	My taxes could increase by inflation; we want to keep our services and infrastructure in good condition, recognizing that the cost of materials and wages increases, but show us what you are doing to keep costs down	P
4	Any increase beyond inflation must be clearly identified and used for a specific community priority and not for anything else. Show us what you've done with the extra \$\$, and show us what you are doing to keep other costs down	L
5	We can't afford NOT to increase taxes by 5 or 10%. We have opportunities that may not last. If we don't invest in progress and up-to-date services and facilities, we won't attract more people, more business, more private investment.	E

PROPOSED TIMING

Random Sample Household Survey

- Mailed out by March 15
- Mail-back deadline April 5
- Deadline for receipt April 12

Open Individual Response Survey

- Posted on-line March 15
- Available drop-off locations March 15
- Response deadline (on-line or drop-off)
April 5

NEXT STEPS

**Consultant and CAO
will “wordsmith” the survey questions,
using a variety of formats**

**Aiming for 10-12 questions
(i.e. taking less than 10 minutes for most respondents)**

BUT

**This is a significant (and not inexpensive) opportunity
to get guidance from the public**

SO

We want to make sure we ask the most useful questions

TODAY'S REQUEST

**May I please ask
each member of Council and Department Head
to suggest**

-
- **an area of public concern, or**
 - **an upcoming policy choice (i.e., within next few years) or**
 - **a potential new initiative, or**
 - **an existing program in question**

**about which public feedback
would be particularly useful**

THANK YOU

Feedback Group Meetings

When:

- **Two weeks after circulation of “Preliminary Action Proposals”**
- **mid-May**

Why:

- **To get input on feasibility, priority, community support for Preliminary action proposals**
- **To hear possible well-supported new action proposals**

Who:

- **10 +- reps of community org in each of:**
 - **Arts/culture/heritage**
 - **Environment/natural resources/planning**
 - **Health, wellness, recreation, age groups**
 - **Business and farm communities (with added consultation re ec dev action)**