Jefferson Master Plan

Community Survey Results
June 9, 2020
Initial Mailing “The Survey”

588 EDDM  
(Jefferson Residents)

458 First Class  
(Out-of-Town Tax Payers)

December 1, 2019

Total: 1,016
Second Mailing
“The Reminder”

602 EDDM
(Jefferson Residents)

458 First Class
(Out-of-Town Tax Payers)

January 9, 2020
Completed Surveys

- **122** (45.5%)
  - *Online surveys completed*

- **146** (54.5%)
  - *Paper surveys returned*
  - **102 local & 44 out-of-town**

- **268**
  - *Total surveys returned*
# Rate of Return

<table>
<thead>
<tr>
<th>Description</th>
<th>Rate of Return</th>
</tr>
</thead>
<tbody>
<tr>
<td>Completed Paper Survey (146) vs. Total Mailed (1,106)</td>
<td>14.3%</td>
</tr>
<tr>
<td>Completed Online Survey (122) vs. Total Mailed (1,106)</td>
<td>11.0%</td>
</tr>
<tr>
<td>All Completed Surveys (268) vs. Total Mailed (1,106)</td>
<td>24.2%</td>
</tr>
<tr>
<td>All Completed Surveys (268) vs. *Housing Units (686)</td>
<td>39.1%</td>
</tr>
<tr>
<td>All Completed Surveys (268) vs. *Population (1,107)</td>
<td>24.2%</td>
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</tbody>
</table>

*Housing & Population from Census 2010

**Average Rate of Return**

- 10-15% (Survey Gizmo)
- 10-20% (Constant Contact)
The Survey - Promotion

- Initial Mailing & Reminder Mailing
- Deadline extended to January 30, 2020 for the return of the survey
- Promoted on the town's website, the Fire Department & Town Facebook pages, at the Jefferson Library, and in both the Coos County Democrat and the Northwoods Weekly
Paper & Online Combined

- On January 30, 2020, the online survey was closed for responses.
- After this date, the 146 paper survey results were entered by MAPS into the Google Forms platform.
- Resulting in 268 total responses.
Advantages of doing this…

- **Combined Results** *(online & paper)*
  - Paper surveys tended to be from older population
  - Online surveys tended to be from younger population
  - Combining the data enabled us to look at data from all demographics.
Combined Data in Google Sheets
(easily brought into Excel spreadsheet)

<table>
<thead>
<tr>
<th></th>
<th>A</th>
<th>B</th>
<th>C</th>
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<tbody>
<tr>
<td>1</td>
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<tr>
<td>2</td>
<td>11/24/2019 0:39:43</td>
<td>4=Very Important</td>
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<tr>
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<td>8</td>
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<td>2=Somewhat Important</td>
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<td>9</td>
<td>11/26/2019 20:38:16</td>
<td>4=Very Important</td>
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<tr>
<td>10</td>
<td>11/28/2019 9:15:57</td>
<td>3=Moderately Important</td>
<td></td>
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</tbody>
</table>
Goggle Forms to Excel

This presentation was prepared using summary charts and graphs provided by Google Forms and the download of extensive data results from the survey into an Excel spreadsheet and Word documents. More than 680 written comments were recorded for six questions; these are available as separate documents.

Now the results....
Question #1.A

Please rank the following according to their importance to you.

Architecture of the Village or Downtown...
97.7% answered this question (262/268)

1 = Not Important (28)
2 = Somewhat Important (43)
3 = Moderately Important (85)
4 = Very Important (60)
5 = Extremely Important (46)
Question #1.B

Please rank the following according to their importance to you.

Arts & Culture...

97.0% answered this question (260/268)

1 = Not Important (54)
2 = Somewhat Important (59)
3 = Moderately Important (81)
4 = Very Important (49)
5 = Extremely Important (17)
Question #1.C

Please rank the following according to their importance to you.

Business & Employment Opportunities...
97.3% answered this question (261/268)

- 1 = Not Important (29)
- 2 = Somewhat Important (50)
- 3 = Moderately Important (78)
- 4 = Very Important (65)
- 5 = Extremely Important (39)
Question #1.D

Please rank the following according to their importance to you.

Community Spirit & Civic Organizations...

98.5% answered this question (264/268)

1 = Not Important (18)
2 = Somewhat Important (32)
3 = Moderately Important (84)
4 = Very Important (77)
5 = Extremely Important (53)
Question #1.E

Please rank the following according to their importance to you.

Outdoor Recreation...
97.0% answered this question (260/268)

- 1 = Not Important (10)
- 2 = Somewhat Important (20)
- 3 = Moderately Important (45)
- 4 = Very Important (79)
- 5 = Extremely Important (106)
Question #1.F
Please rank the following according to their importance to you.

Public School System... 96.2% answered this question (258/268)
Question #1.G

Please rank the following according to their importance to you.

Communications Infrastructure...
98.1% answered this question (263/268)
Question #1.H
Please rank the following according to their importance to you.

Real Estate Values...
97.8% answered this question (262/268)
Question #1.1

Please rank the following according to their importance to you.

The Scenic Natural Environment...

97.8% answered this question (262/268)
Question #1.J

Please rank the following according to their importance to you.

Small Town Atmosphere...

97.0% answered this question (260/268)
Question #1.K
Please rank the following according to their importance to you.

Internet Access...
97.0% answered this question (260/268)
Question #1.L

Please rank the following according to their importance to you.

Proximity to Major Transportation Routes...

92.1% answered this question (247/268)
**Question #2**

*Why do you live in Jefferson? (check all that apply)*

98.1% answered this question (263/268)

- Housing affordability: 54 (20.5%)
- Privacy: 176 (66.9%)
- Convenient location: 47 (17.9%)
- Recreation opportunities: 140 (53.2%)
- Economic opportunities: 14 (5.3%)
- Low taxes: 65 (24.7%)
- Natural resources: 154 (58.6%)
- Quality of public schools: 22 (8.4%)
- Small-town atmosphere: 216 (82.1%)
- Other: 44 (16.7%)
Question #3

What are your greatest concerns for the future? (check all that apply)

98.5% answered this question (264/268)
Question #4
Are you familiar with the town’s Subdivision, Zoning & Building Regulations?

94.7% answered this question (254/268)
Question #4.A

Do you think the town’s Subdivision, Zoning & Building Regulations are...?

97.0% answered this question (260/268)
Question #5

*Are there any types of zoning you would support? (click all that apply)*

86.5% answered this question (232/268)
Question #6
Are you satisfied with the current minimum lot size of 2 acres for single-family homes?

96.2% answered this question (258/268)
Question #7
What is the general condition of town-owned roads?

97.7% answered this question (262/268)
Question #8
What is the general condition of state-owned roads?

98.5% answered this question (264/268)

![Pie chart showing the condition of state-owned roads]

- **Excellent**: 38
- **Good**: 164
- **Fair**: 55
- **Poor**: 7
Question #9

What aspects of the transportation system are concerns? (check all that apply)

91.4% answered this question (245/268)
Question #10

Please indicate the three (3) most concerning problems and locations in the transportation system.

50.3% answered this question (135/268)

Common Threads

- Pedestrian crossing at Santa’s Village
- Bicycle Safety
- Lighting (several roads)
- US Route 2 (speed, trucks, heavy traffic)
- Truck traffic & speed (multiple roads)
- Speed limit from Old Corner Store to Santa’s
- Road Maintenance (multiple roads)

See separate document for full list.
Question #11

Is parking adequate at or near town facilities?

96.2% answered this question (258/268)
Question #12

Is handicap parking adequate at or near town facilities?

86.9% answered this question (233/268)
Question #13

Do any of these departments and/or facilities need additional funding? (check all that apply)

77.2% answered this question (207/268)

- Board of Selectmen: 13 (6.3%)
- Planning/Zoning Board: 15 (7.2%)
- Town Clerk: 29 (14%)
- Tax Collector: 21 (10.1%)
- Conservation Commission: 36 (17.4%)
- Police Coverage: 61 (29.5%)
- Animal Control: 16 (7.7%)
- Fire Department/Rescue: 79 (38.2%)
- Ambulance Coverage: 65 (31.4%)
- Highway Department: 52 (25.1%)
- Library: 58 (28%)
- Public Meeting Rooms: 42 (20.3%)
- Cemetery Care: 22 (10.6%)
- Recreation facilities & programs: 55 (26.6%)
- High-speed internet: 127 (61.4%)
- Handicap accessibility: 20 (9.7%)
- Child Care: 13 (6.3%)
- SAU 36: 13 (6.3%)
- Welfare Administration: 8 (3.9%)
- Cell Service: 116 (56%)
Question #14
Would you be in favor of a town Code Enforcement Officer / Building Inspector?

91.4% answered this question (245/268)

- Yes (73)
- No (172)
Question #15
What addition services would you like to see the town provide?

31.7% answered this question (85/268)

Common Threads

- Internet coverage
- Cell coverage
- Better cable services
- Improved road maintenance
- Senior center & activities
- More robust (full-time) Police & Fire Depts.
- Community activities
- Sidewalks

See separate document for full list.
Question #16.A

Would you support these types of projects in town?

Transmission Power Lines...

91.8% answered this question (246/268)
Question #16.B
Would you support these types of projects in town?

Gas to Energy Projects...

89.2% answered this question (239/268)

- 1 = Yes (20)
- 2 = No (112)
- 3 = Maybe (42)
- 4 = Not enough information (65)
Question #16.C
Would you support these types of projects in town?

Large-scale solar farms...

92.9% answered this question (249/268)

1 = Yes (54)
2 = No (117)
3 = Maybe (56)
4 = Not enough information (22)
Question #16.D

Would you support these types of projects in town?

Small-scale residential solar panels...

97.0% answered this question (260/268)
Question #16.E

Would you support these types of projects in town?

Large-scale wind farms...  

92.2% answered this question (247/268)

1 = Yes (31)  
2 = No (147)  
3 = Maybe (51)  
4 = Not enough information (18)
Question #16.F
Would you support these types of projects in town?

Small-scale residential wind power...

94.4% answered this question (253/268)

1 = Yes (115)
2 = No (54)
3 = Maybe (68)
4 = Not enough information (16)
Question #16.G

Would you support these types of projects in town?

Large-scale power production by biomass...

88.4% answered this question (237/268)
Question #16.H

Would you support these types of projects in town?

Additional wireless cell towers...

95.5% answered this question (256/268)

1 = Yes (139)
2 = No (50)
3 = Maybe (51)
4 = Not enough information (16)
Question #16.I

Would you support these types of projects in town?

Geo-thermal projects...

91.8% answered this question (246/268)
Question #16.J

Would you support these types of projects in town?

Hydro power...

91.4% answered this question (245/268)
Question #16.K
Would you support these types of projects in town?

Additional pipelines...

91.8% answered this question (246/268)

1 = Yes (13)
2 = No (148)
3 = Maybe (43)
4 = Not enough information (42)
Question #17.A
What is your opinion of how well these departments, services and/or facilities are serving the town?

Board of Selectmen...
92.2% answered this question (247/268)

1 = Excellent (34)
2 = Good (124)
3 = Poor (12)
4 = No opinion (77)
Question #17.B

What is your opinion of how well these departments, services and/or facilities are serving the town?

Planning Board...  

92.2% answered this question (247/268)
Question #17.C

What is your opinion of how well these departments, services and/or facilities are serving the town?

Zoning Board...

89.9% answered this question (241/268)

1 = Excellent (24)
2 = Good (101)
3 = Poor (11)
4 = No opinion (105)
Question #17.D

What is your opinion of how well these departments, services and/or facilities are serving the town?

Town Clerk...

93.3% answered this question (250/268)
Question #17.E

What is your opinion of how well these departments, services and/or facilities are serving the town?

Tax Collector...

92.2% answered this question (247/268)

[Bar chart showing responses]

- 1 = Excellent (77)
- 2 = Good (120)
- 3 = Poor (3)
- 4 = No opinion (47)
Question #17.F

What is your opinion of how well these departments, services and/or facilities are serving the town?

Conservation Commission...

90.7% answered this question (243/268)

1 = Excellent (27)
2 = Good (100)
3 = Poor (3)
4 = No opinion (113)
Question #17.G
What is your opinion of how well these departments, services and/or facilities are serving the town?

Police Coverage...
91.0% answered this question (244/268)

Diagram: 1 = Excellent (12), 2 = Good (94), 3 = Poor (54), 4 = No opinion (84)
Question #17.H
What is your opinion of how well these departments, services and/or facilities are serving the town?

Animal Control...
90.3% answered this question (242/268)

1 = Excellent (7)
2 = Good (67)
3 = Poor (22)
4 = No opinion (146)
Question #17.I

What is your opinion of how well these departments, services and/or facilities are serving the town?

Fire Department / Rescue...

91.8% answered this question (246/268)
Question #17.J
What is your opinion of how well these departments, services and/or facilities are serving the town?

Ambulance Coverage...
91.4% answered this question (245/268)

1 = Excellent (43)
2 = Good (123)
3 = Poor (10)
4 = No opinion (69)
Question #17.K

What is your opinion of how well these departments, services and/or facilities are serving the town?

School Administrative Unit (SAU 36)...

88.8% answered this question (238/268)
Question #17.L
What is your opinion of how well these departments, services and/or facilities are serving the town?

Highway Department...
93.7% answered this question (251/268)

1 = Excellent (67)
2 = Good (129)
3 = Poor (14)
4 = No opinion (41)
Question #17.M

What is your opinion of how well these departments, services and/or facilities are serving the town?

Welfare Administration...

89.6% answered this question (240/268)

1 = Excellent (7)
2 = Good (44)
3 = Poor (8)
4 = No opinion (181)
Question #17.N

What is your opinion of how well these departments, services and/or facilities are serving the town?

Library...

91.8% answered this question (246/268)
Question #17.O

What is your opinion of how well these departments, services and/or facilities are serving the town?

Public Meeting Rooms...

88.8% answered this question (238/268)

- 1 = Excellent (18)
- 2 = Good (104)
- 3 = Poor (34)
- 4 = No opinion (82)
Question #17.P

What is your opinion of how well these departments, services and/or facilities are serving the town?

Cemetery Care...

90.7% answered this question (243/268)

![Bar chart for Cemetery Care opinions]

- 1 = Excellent (56)
- 2 = Good (112)
- 3 = Poor (4)
- 4 = No opinion (71)
Question #17.Q

What is your opinion of how well these departments, services and/or facilities are serving the town?

Cell Service...

92.9% answered this question (249/268)
Question #17.R
What is your opinion of how well these departments, services and/or facilities are serving the town?

Recreation Facilities & Programs...
90.3% answered this question (242/268)

1 = Excellent (11)
2 = Good (110)
3 = Poor (30)
4 = No opinion (91)
Question #17.S
What is your opinion of how well these departments, services and/or facilities are serving the town?

High Speed Internet Services...
93.3% answered this question (250/268)

1 = Excellent (6)
2 = Good (50)
3 = Poor (147)
4 = No opinion (47)
Question #18

*Should the town do more to protect...? (check all that apply)*

83.6% answered this question (244/268)
Question #19

*Should the town actively promote more conserved land protected for...? (check all that apply)*

78.7% answered this question (211/268)
Question #20
Are you concerned with climate change?

96.3% answered this question (258/268)
Question #21
Are you concerned about the worsening of natural hazards?

95.9% answered this question (257/268)
Question #22

Should there be more bicycle lanes on roadways?

94.0% answered this question (252/268)
Question #23

*Should there be more all-purpose trails throughout the town?*

91.8% answered this question (246/268)
Question #24

Should the town allow ATV accessibility on the town’s roads?

97.8% answered this question (262/268)
Question #25
Should there be more ATV trails in town?

94.0% answered this question (252/268)
Question #26

Should the town build or support a skate park?

92.9% answered this question (249/268)
Question #27
Should the history of the town be better promoted?

89.9% answered this question (241/268)

- Yes (186)
- No (55)
Question #28

*Are there historic sites in town that should be protected now?*

75.4% answered this question (202/268)
Question #28.A

*If yes, what historic sites would you like to see protected?*

28.7% answered this question (77/268)

Common Threads

- Archeological Dig Sites
- Waumbek Houses, Pool & Ruins
- Old Town Hall
- Methodist Church
- Stone Church
- Town Hall
- Historical Society

See separate document for full list.
Question #29
Are arts & culture important to your lifestyle?

92.2% answered this question (247/268)
Question #30

Does the town provide adequate arts & culture?

79.1% answered this question (212/268)
Question #31

*Should the town provide more opportunities for arts & culture?*

82.8% answered this question (222/268)
Question #31.A

What arts & culture would you like to see, or see more of, in town?

28.0% answered this question (75/268)

Common Threads

- Indoor & Outdoor Music Concerts
- Art Festivals & Shows
- Lecture Series (Nature, History & Agriculture)
- Community Theatre
- Children’s Programs
- Craft Shows & Programs

See separate document for full list.
Question #32
Would you like to see more commercial development in town?

97.8% answered this question (262/268)
Question #33
Would you like to see more industrial development in town?

96.3% answered this question (258/268)
Question #34

What businesses or services would you support? (check all that apply)

92.2% answered this question (247/268)
Question #35

Would businesses or services are most needed in town?

42.9% answered this question (115/268)

Common Threads

- Small businesses in general, including retail
- Restaurants & coffee shops
- Recreation & tourism based businesses
- Small grocery store
- Hardware store
- Pharmacy
- Auto repair garage
- Gas station

See separate document for full list.
**Question #36**

*What is your age?*

97.4% answered this question (261/268)
Question #37
What best describes you?

97.0% answered this question (260/268)

- Year-round resident: 1-5 years (34)
- Year-round resident: 6-10 years (19)
- Year-round resident: 11-20 years (42)
- Year-round resident: 20+ years (54)
- Year-round resident: Lifelong (34)
- Seasonal resident (40)
- Nonresident property-owner (33)
- Other (4)
Question #38
*Do you own or rent?*

82.8% answered this question (222/268)
Question #39
In which type of housing do you currently live?

93.3% answered this question (250/268)
Question #40
What is your highest level of completed education?

95.5% answered this question (256/268)

- Graduate school (71)
- 4-year college graduate (82)
- 2-year college graduate (34)
- High school graduate (64)
- GED (1)
- Less than high school (4)
Question #41

What is your employment status?

97.4% answered this question (261/268)
Question #42

Where do you work?

91.0% answered this question (244/268)
Question #43

What types of housing would you like the town to encourage? (check all that apply)

88.8% answered this question (238/268)
Question #44

In 24 words or less, please describe your “vision” of what the town should be like ten years from now.

70.1% answered this question (188/268)

Common Threads

- Keep it the “way it is”
- Keep the rural small town atmosphere
- Protect scenic beauty
- More business opportunities to keep youth
- Same as it is with a few more conveniences

Overall assessment – People Love Jefferson!

See separate document for full list.
Digital Copies

• Digital Copies of this presentation and written comments made by respondents are available upon request and with permission from the Planning Board.

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