



# Survey Review

# Survey Development

## Objective

- Obtain residents' opinions on various issues related to living in the Town of Pittsford, including opinions about municipal services and issues of priority

## Issue Identification

- Working with the Town, 27 community members were identified, and 16 interviewed, with their recommendations for issues to address incorporated into the survey
  - Ensuring that topics of concern across the Town were addressed

# Execution

## Survey Topics

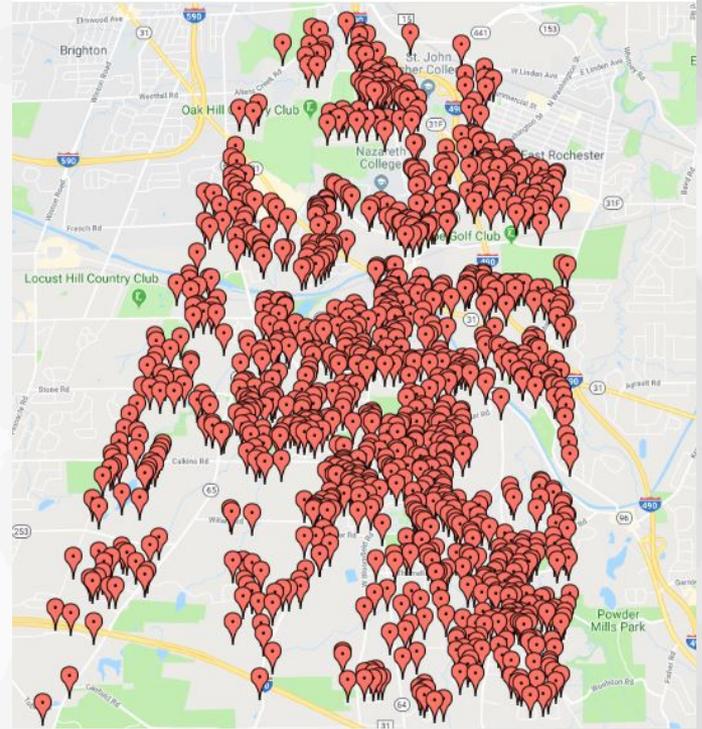
- Housing/Development
- Sustainability
- Town Services
- Parks and Recreation
- Library
- Aging in Place/Senior Services

## Outreach

- 10,934 Unique home codes were created so that the surveys could remain anonymous
- Digital, postal, and social campaigns were created along with signage placed in public facilities
- Individuals could sign up in advance so that they were notified of the survey start time
- Printed surveys were delivered to all senior facilities and the library to collect additional information from individuals who preferred a more traditional survey

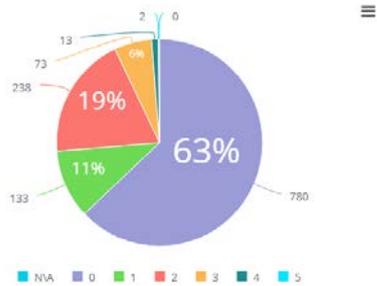
# Where

- This is a representative map of all of the homes that successfully completed at least one survey

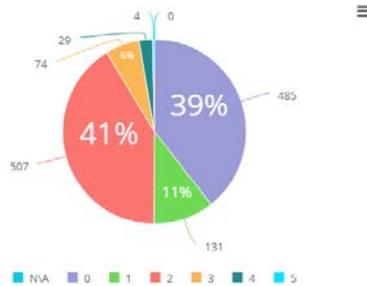


# Demographics

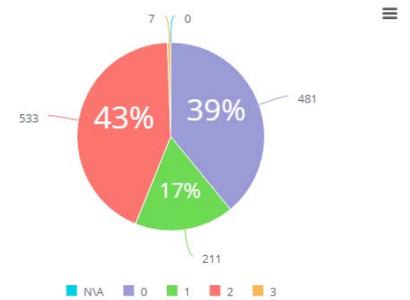
D1\_Number of Children



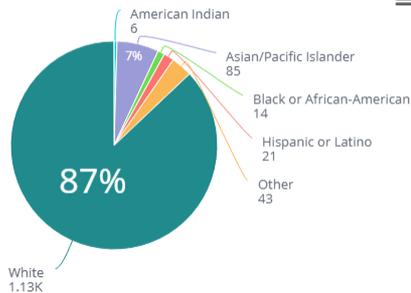
D2\_Number of Adults age 18-55



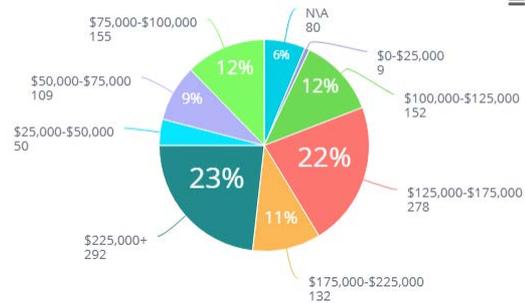
D3\_Number of Residents age 55+



D6\_Race/Ethnicity



D4\_Annual Household Income



D5\_Village Resident



# Highlights

Number of Surveys



1,257

Overall Happiness



8.61

All scores out of 10

## Satisfaction Scores

Housing



7.73

Sustainability



7.52

Town Service



6.99

Recreation and Parks



7.99

Library



8.94

Retirement



8.05

# Housing & Development

- 72% believe the Town has the right amount of housing
  - 61% believe that more 55+ housing and smaller single family homes (less than 2,500 sq. ft.) are areas of biggest need
- 31% of individuals believe there is too little commercial development
- 72% were familiar with the Greenprint initiative
  - 78% would potentially support extending the Greenprint initiative
- 62% would support cluster zoning while only 17% would not
- The majority, 75%, of residents would keep zoning for only single family homes.
- 63% would not approve of low income housing
- 62% would approve lower cost retirement housing

# Traffic

- 87% support continuing the active transportation plan
- 78% of individuals want traffic calming measures
  - However, 54% will not pay for them
- 78% are willing to increase their taxes to improve walkability
- Individuals are generally split on their perception of traffic law enforcement from Monroe County Sheriff's Office

# Sustainability

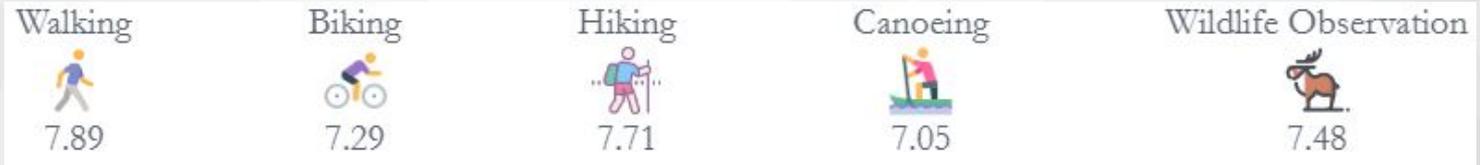
- 70% believe that the town should continue sustainability efforts to “go green”
- There was significant uncertainty as it relates to the CCA (Community Choice Aggregation) and any initiative regarding this would need to include heavy community education
- Significant support to replace street lighting with LED lights, 86% would back this initiative
- 88% support additional biodegradable initiatives as well
- Individuals would support more electric charging stations, but only if government grants paid for them
- The majority of individuals would support solar farms, however just under half of supporters of solar farms would want them out of sight

# Town Services

- Only 32% of individuals would support increasing the number of contracts between the Town and minority-owned and women-owned businesses if that would mean the Town paying more for those contracts.
- 81% of individuals feel the Town does enough to encourage more minority applicants for job openings or has no opinion on the topic
- The concern regarding crime is only 4.89 out of 10
  - just under average, implying people feel safe
- 52% of individuals believe that the Town receives adequate coverage and patrols from the Sheriff's Department regarding crime, with another 30% unsure
- 75% of individuals support legal action to prevent tree cutting along the canal
- 86% of individuals would support a refuse district depending on the details

# Parks and Recreation

- 77% of individuals have never participated in a recreation program, with most residents not seeing a need for more programs
- 72% of families have not made use of the new athletic fields
  - However, 86% plan to use them within the next year
- The average satisfaction score for recreation programs is 6 out of 10
- 54% of individuals do not wish to pay for additional recreation programs, or are unsure if they would be willing to pay more.
- 41% (515) have visited the community center after renovations, with 89% of them satisfied





# Aging in Place/Senior Services

- Only 73 respondents to the survey were active in the senior center, with an average satisfaction score of 8 out of 10
- 86% of those surveyed attend the senior lunch less than once a week
- 88% are aware of the Elderberry Express
  - 99% use this service less than once per week or not at all
- Only 16% of individuals plan to move out of Pittsford as part of their retirement plan
- Of those who plan on staying, 81% plan to stay in their current home
- 21% plan on changing residence upon retirement

# Key Learnings

- Individuals will pay for more active transportation: Walking, Hiking, Biking
- Support to limit housing while increasing the Greenprint initiative
  - Interested in solar power
- Only 26% of residents will pay more for green electricity
- CCA is an option only if there is a guarantee for energy price savings
- There is a desire for additional retail and restaurant development
- Refuse Districts enjoy wide popularity
- General satisfaction with the library
- Residents are aware of the offerings at the Community Center and strongly approve of the facility as renovated.
  - The Senior programs are used only by a small number of residents.



Thank you for your time