



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

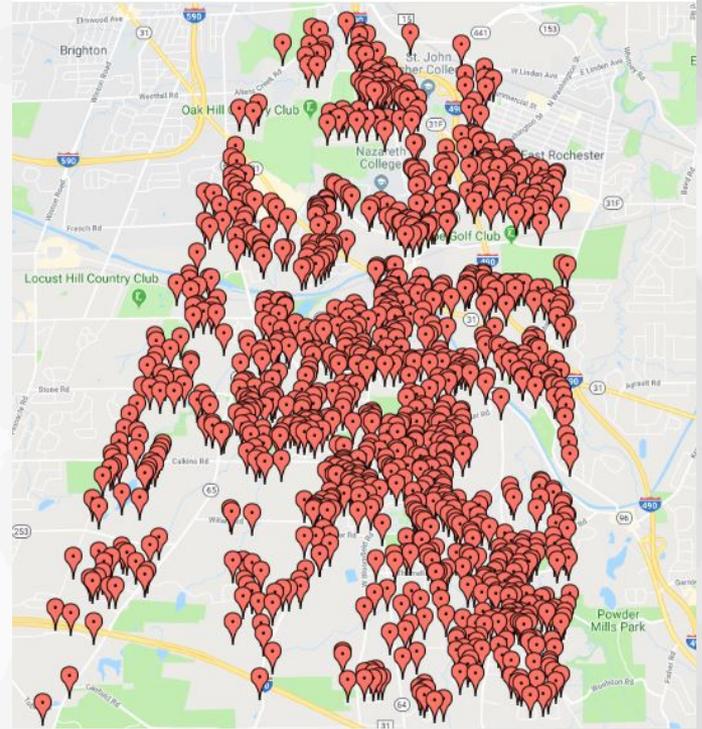
- Housing/Development
- Sustainability
- Town Services
- Parks and Recreation
- Library
- Aging in Place/Senior Services

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

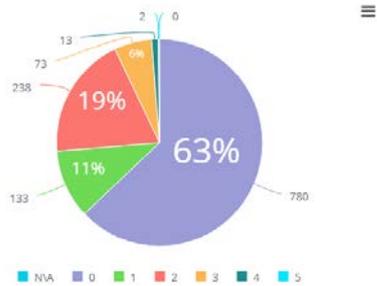
Where

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

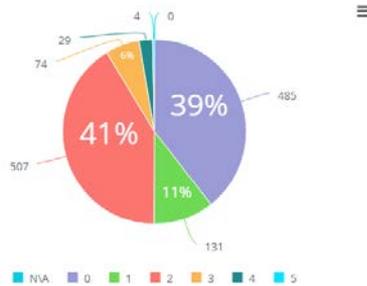


Demographics

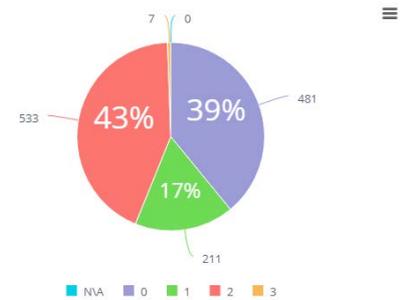
D1_Number of Children



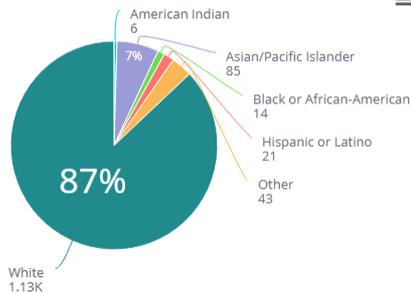
D2_Number of Adults age 18-55



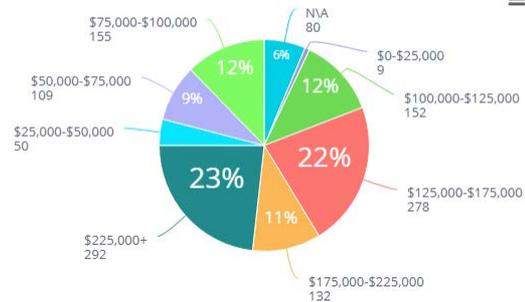
D3_Number of Residents age 55+



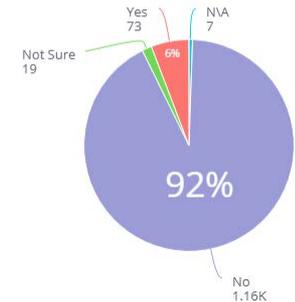
D6_Race/Ethnicity



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

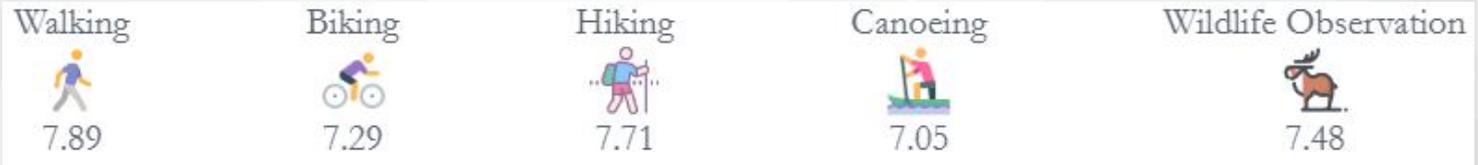
- 70% believe that the town should continue sustainability efforts to “go green”
- There was significant uncertainty as it relates to the CCA (Community Choice Aggregation) and any initiative regarding this would need to include heavy community education
- Significant support to replace street lighting 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