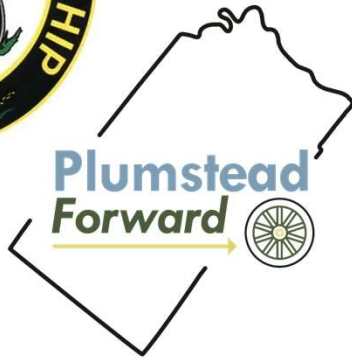




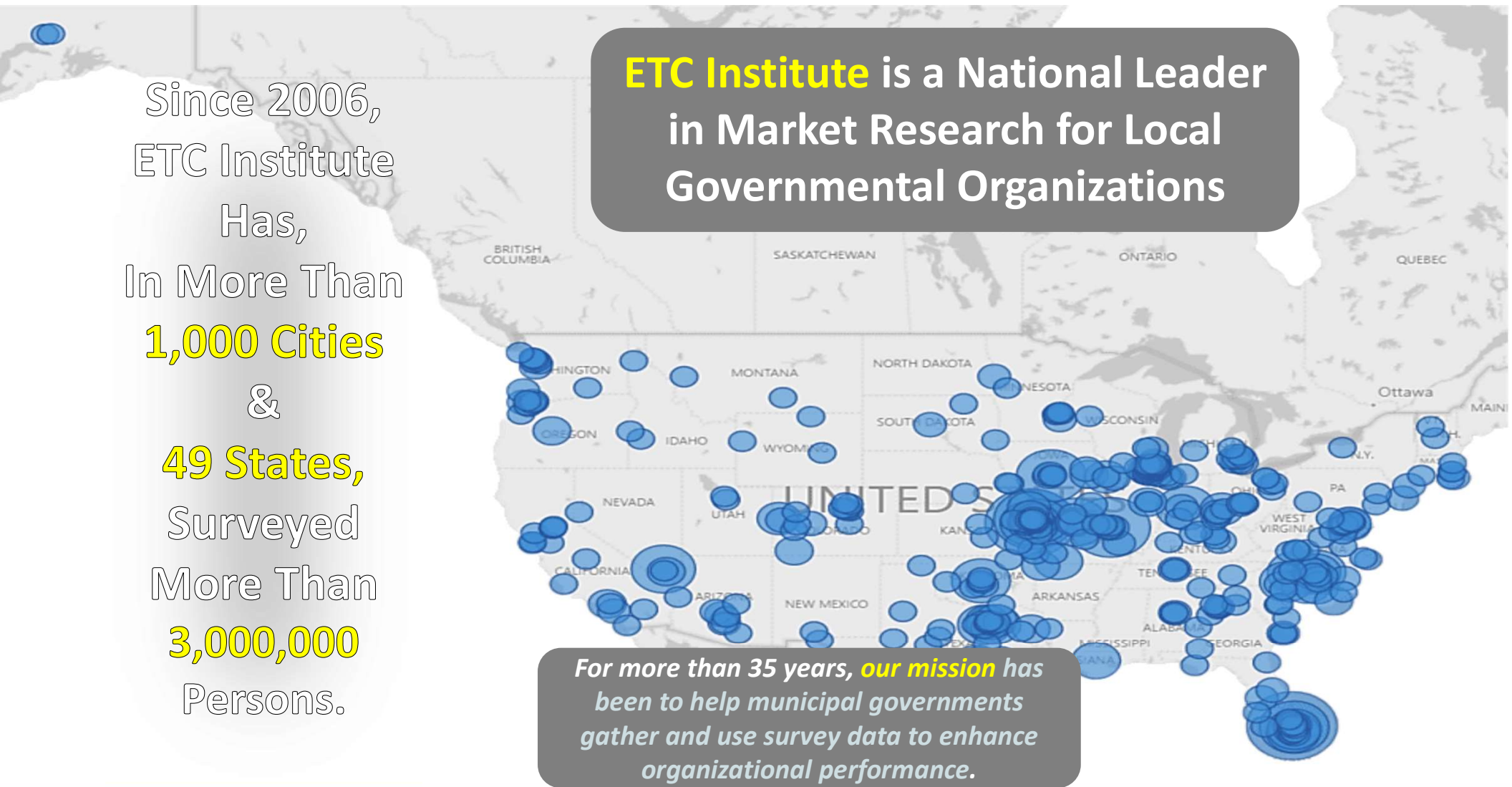
2022 Plumstead Township Resident Survey Results

PRESENTED BY ETC INSTITUTE

Since 2006,
ETC Institute
Has,
In More Than
1,000 Cities
&
49 States,
Surveyed
More Than
3,000,000
Persons.

ETC Institute is a National Leader
in Market Research for Local
Governmental Organizations

*For more than 35 years, **our mission** has
been to help municipal governments
gather and use survey data to enhance
organizational performance.*



Purpose

To objectively gather opinions and feedback for future planning efforts, programs, and services

To assist the Township in their Comprehensive Plan Update

To help determine priorities for the community using Importance-Satisfaction Analysis

Methodology

Survey Description

- 1st Resident Survey conducted for the Township by ETC Institute

Method of Administration

- By mail and online to a random sample of households in the Township
- Each survey took approximately 15-20 minutes to complete

Sample Size

- 504 completed surveys

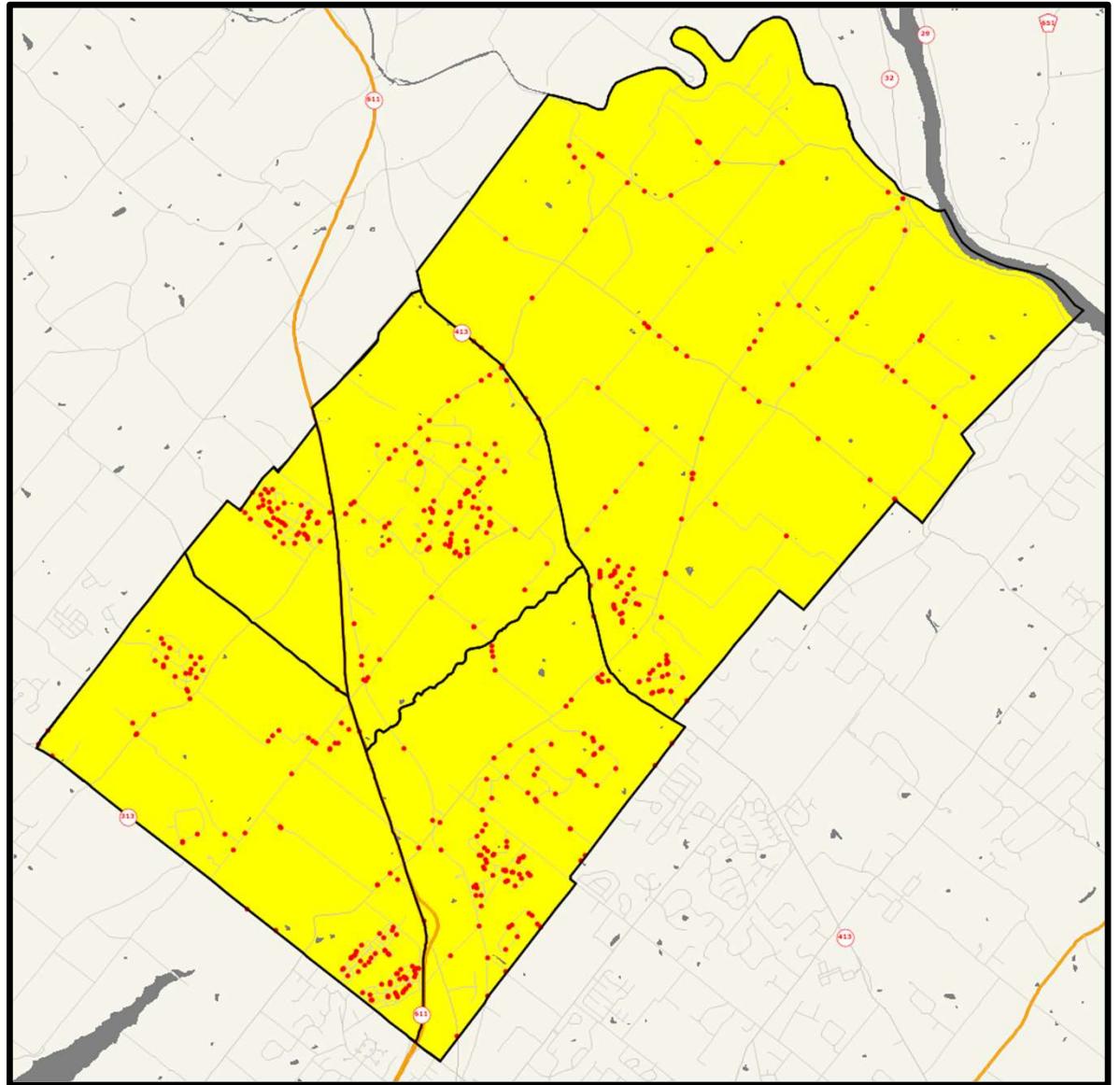
Margin of Error

- +/-4.1% at the 95% level of confidence

Location of Survey Respondents

Good representation of responses throughout the Township

Home address of all respondents are geocoded to the block level



Bottom Line Up Front

Residents Have a Very Positive Perception of the Township

- 95% of respondents indicated they are either “very satisfied” or “satisfied” with the Township as a place to live
- 93% of respondents indicated they are either “very satisfied” or “satisfied” with the Township as a place to raise children

Satisfaction with Services is Much Higher in the Township Than Other Communities

- The Township rated above the National Average in 15 of the 26 areas assessed, and significantly above the average (5% or more) in 10 of the areas

Top Priorities for Improvement

1. Maintenance of Township streets and utilities
2. Flow of motor vehicle traffic and congestion management on streets

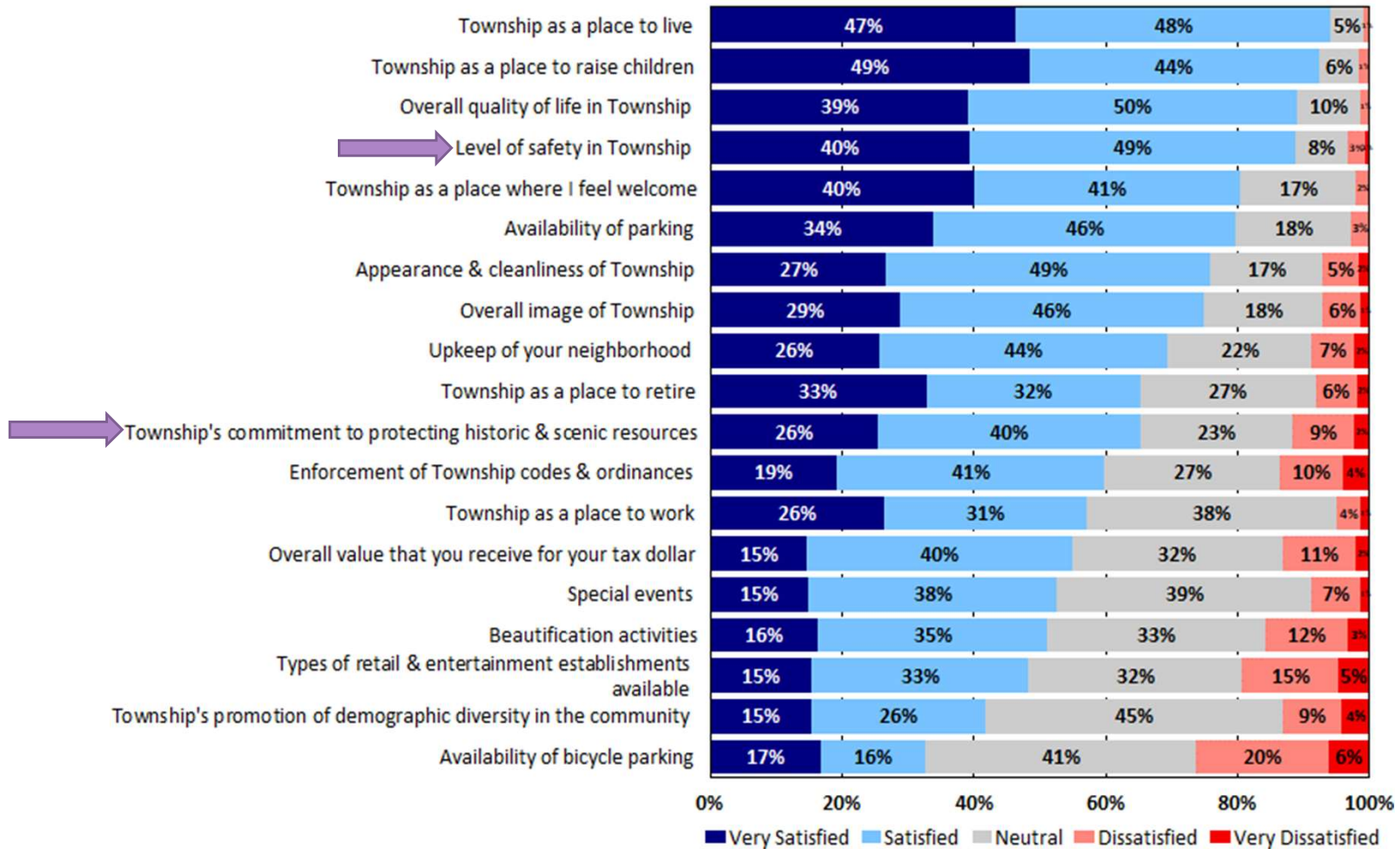
Major Findings

RESIDENTS HAVE A VERY POSITIVE PERCEPTION OF THE TOWNSHIP



Q1. Perceptions of the Township

by percentage of respondents (excluding "don't know")

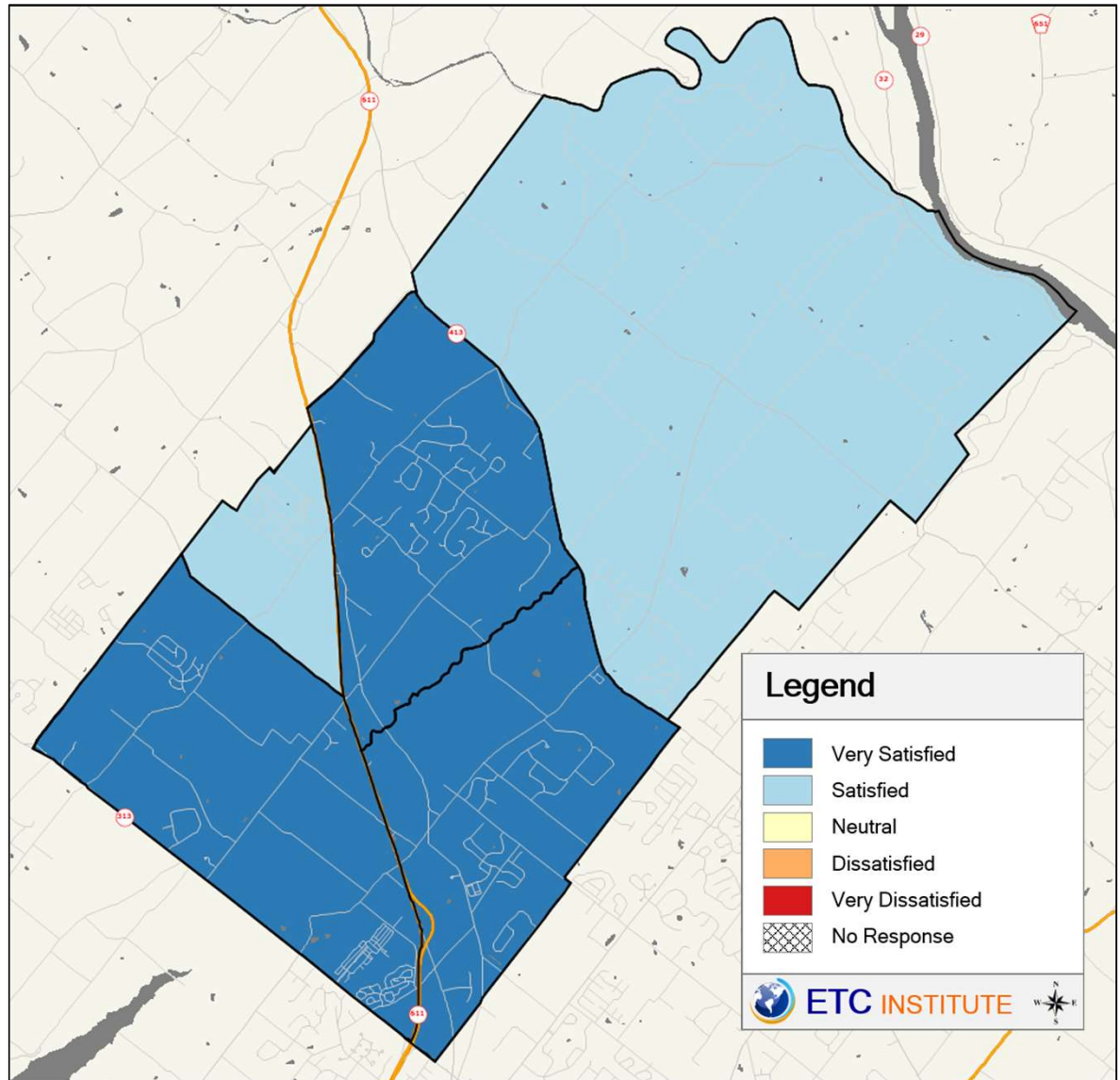


Arrows indicate the items respondents believe should receive the most emphasis from the Township

Overall Quality of Life in the Township

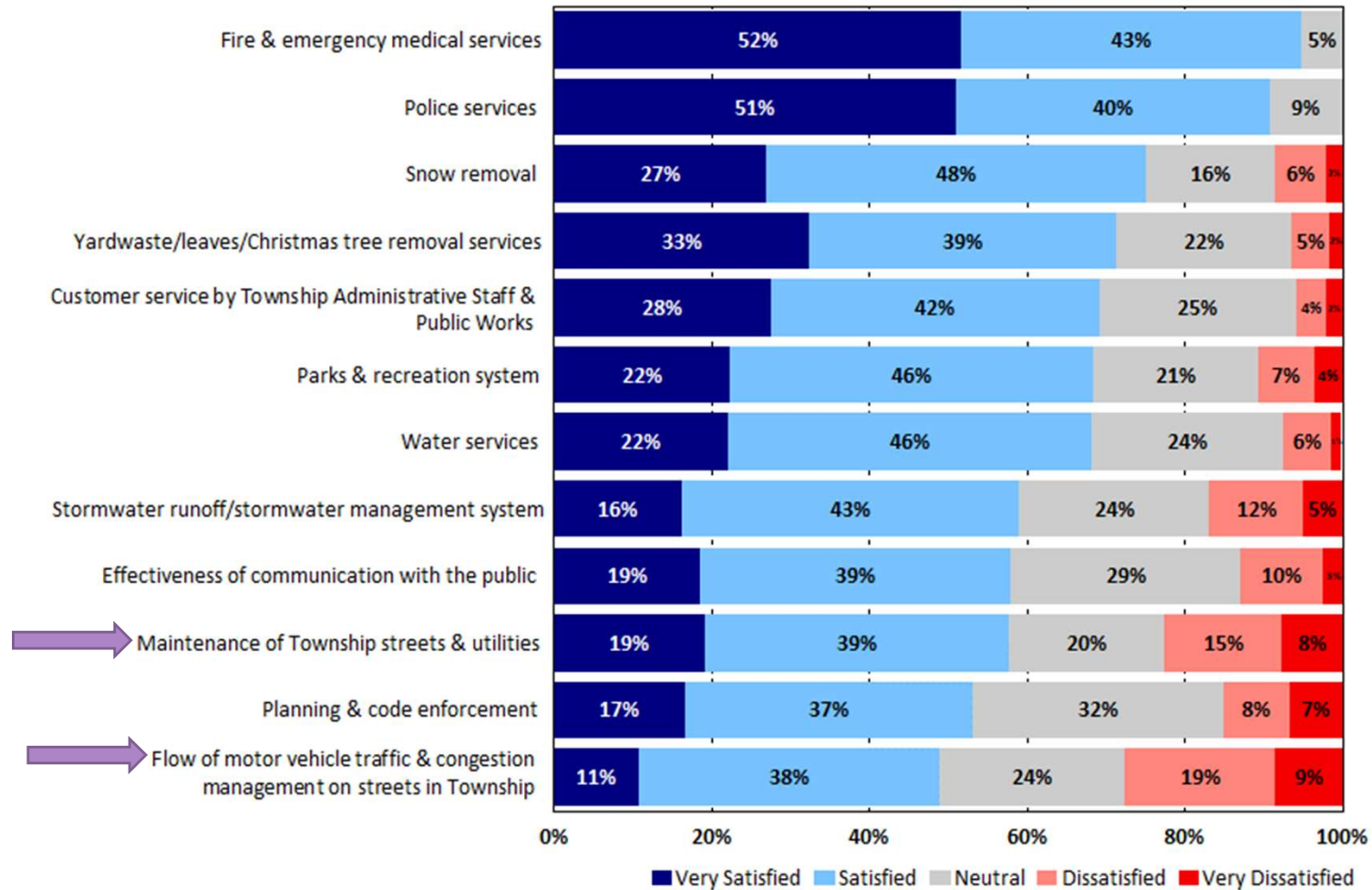
Areas in blue show high levels of positive ratings

No areas of the community are shaded in yellow/orange/red



Q3. Major Categories of Services

by percentage of respondents (excluding "don't know")



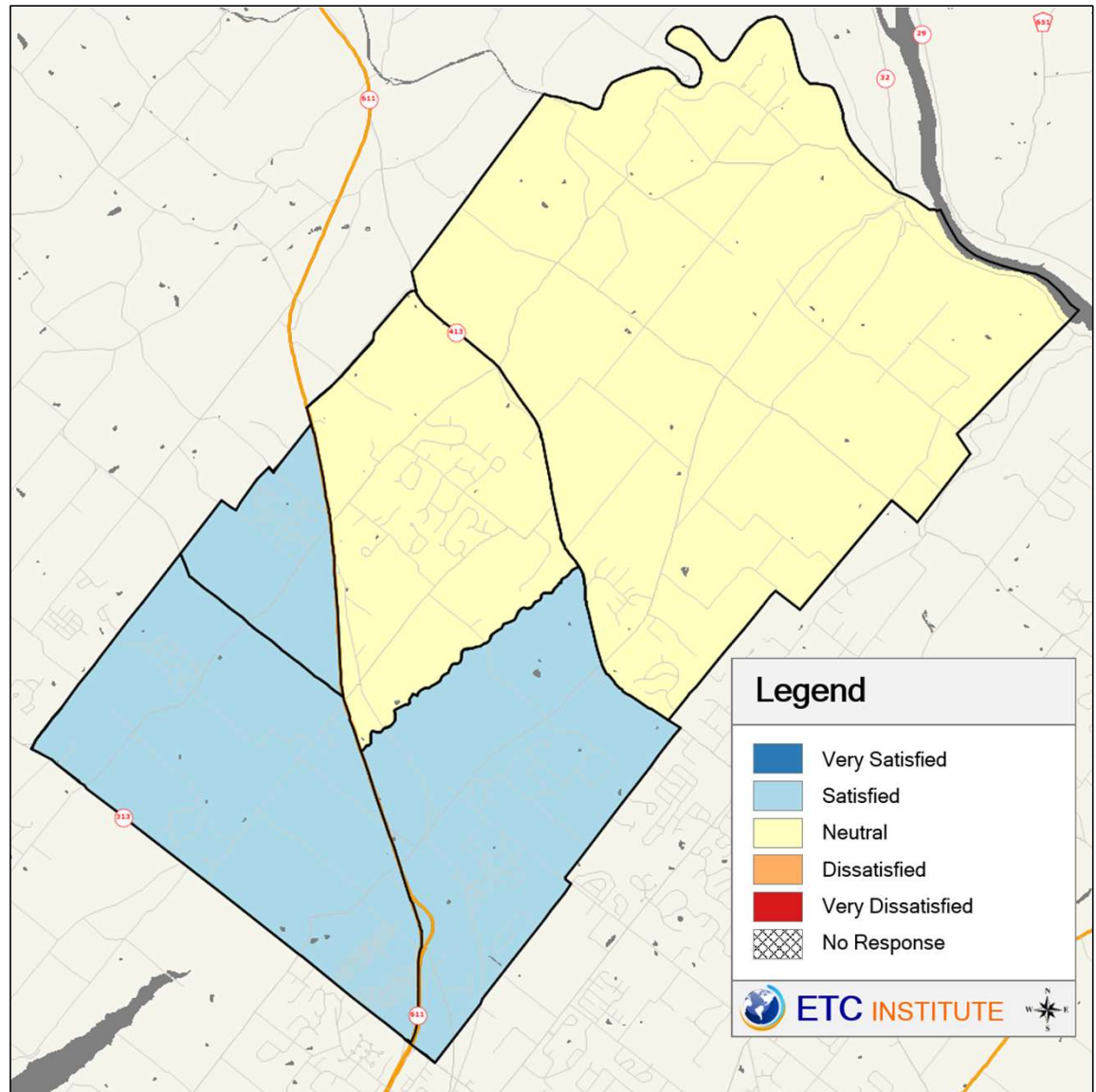
The two areas with highest dissatisfaction levels are the top priorities for improvement

Maintenance of Township Streets and Utilities

This area was determined to be the top overall priority for improvement

Areas in blue show high levels of positive ratings

Areas in yellow/orange/red are areas with larger numbers of dissatisfied responses

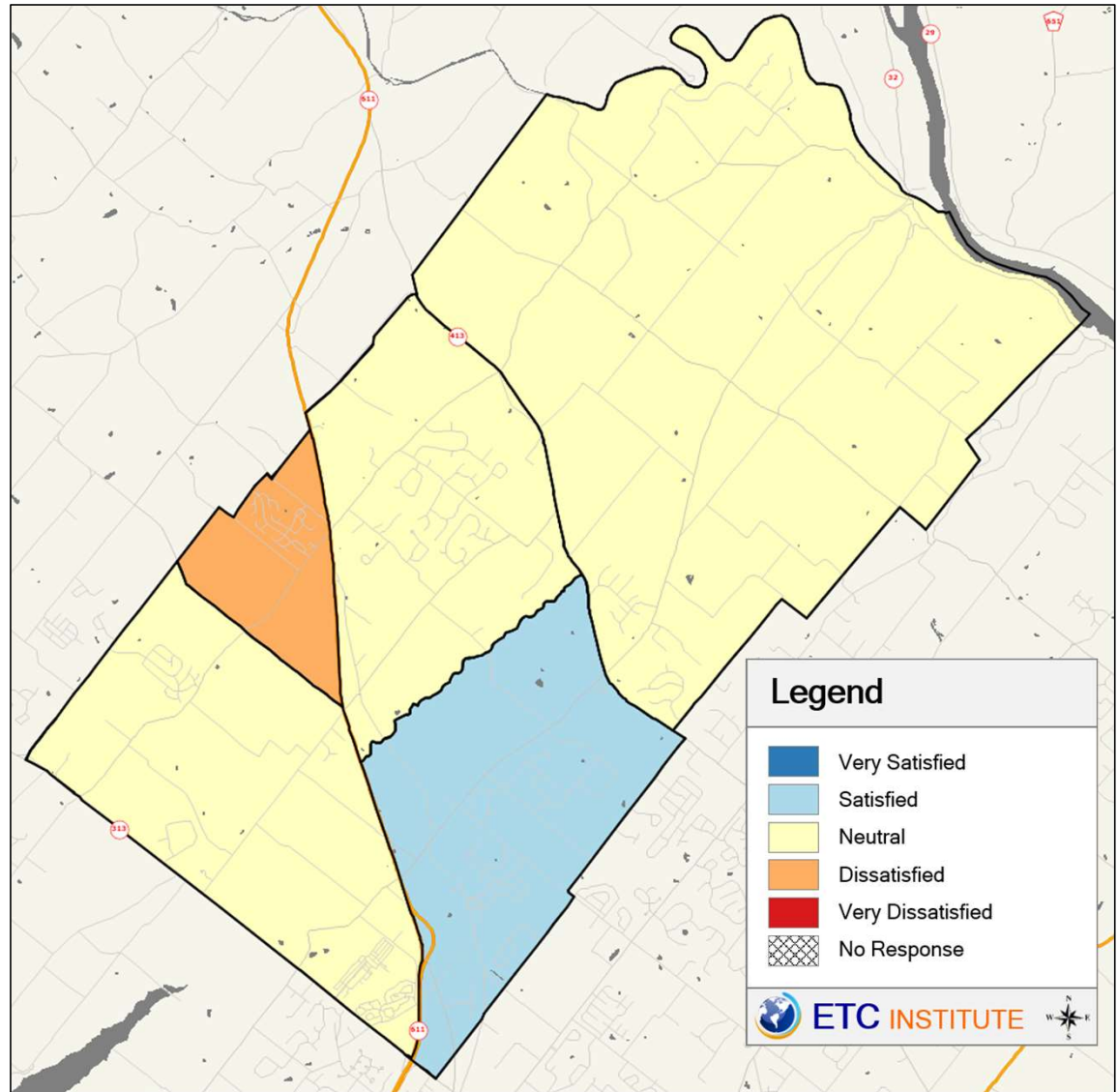


Flow of Motor Vehicle Traffic

This area was determined to be the second overall priority for improvement

Areas in blue show high levels of positive ratings

Areas in yellow/orange/red are areas with larger numbers of dissatisfied responses



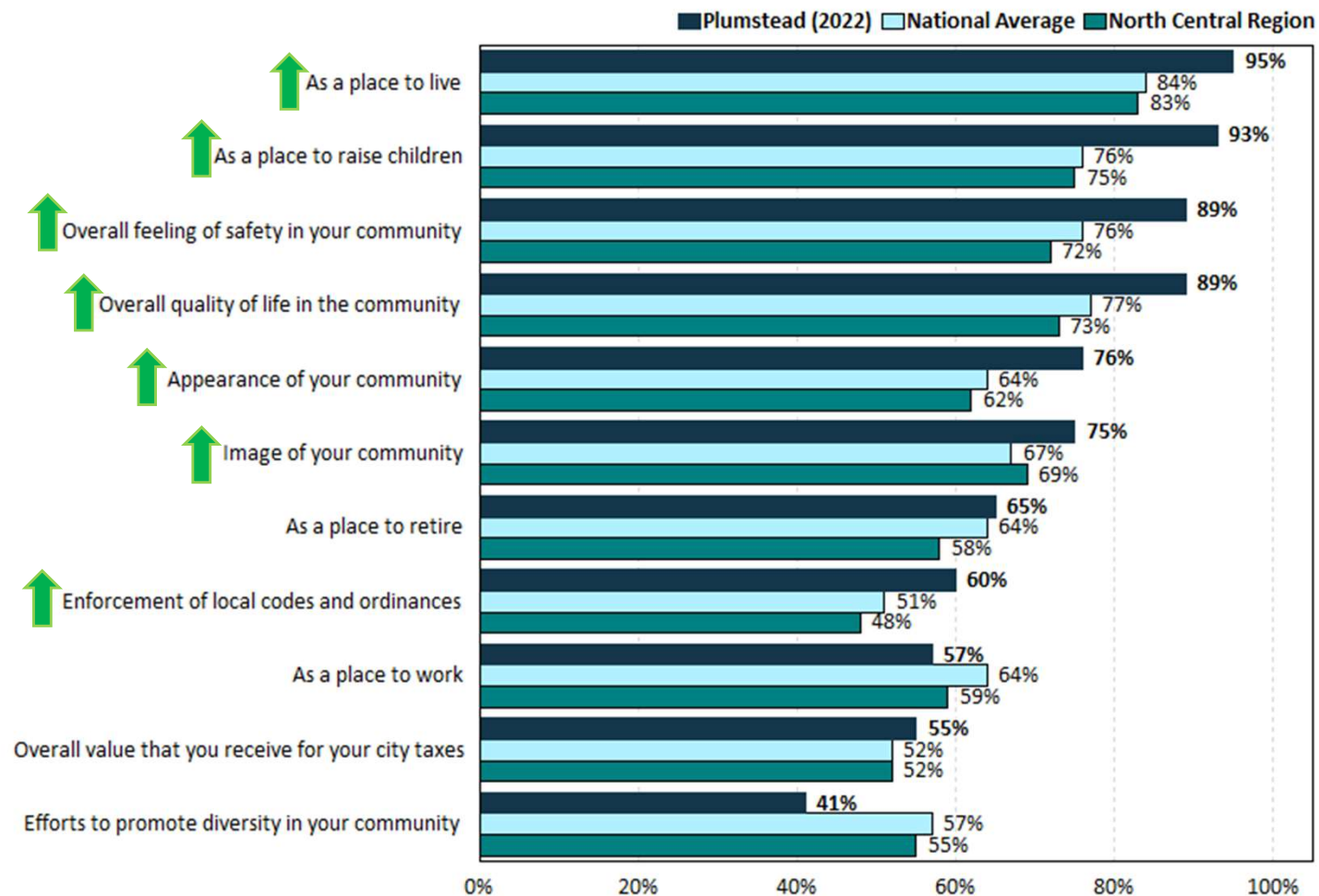
Benchmarks

THE TOWNSHIP PERFORMS VERY WELL COMPARATIVELY – BUT ALSO SHOWS US OPPORTUNITIES FOR IMPROVEMENT



Satisfaction with Perceptions

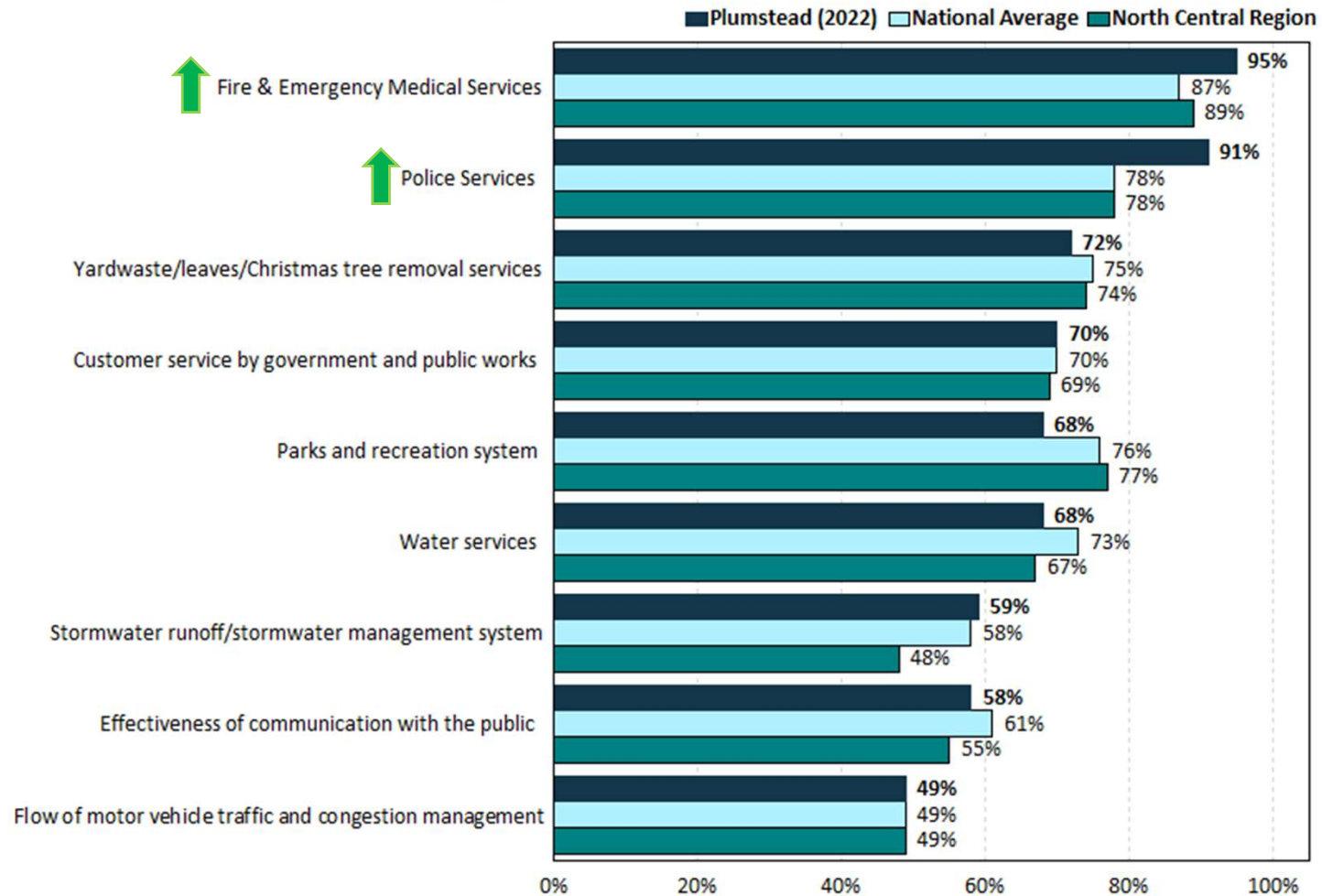
by percentage of respondents who said they were "satisfied" or "very satisfied"



Significantly Higher Than U.S. Average: ↑

Major Categories of Services

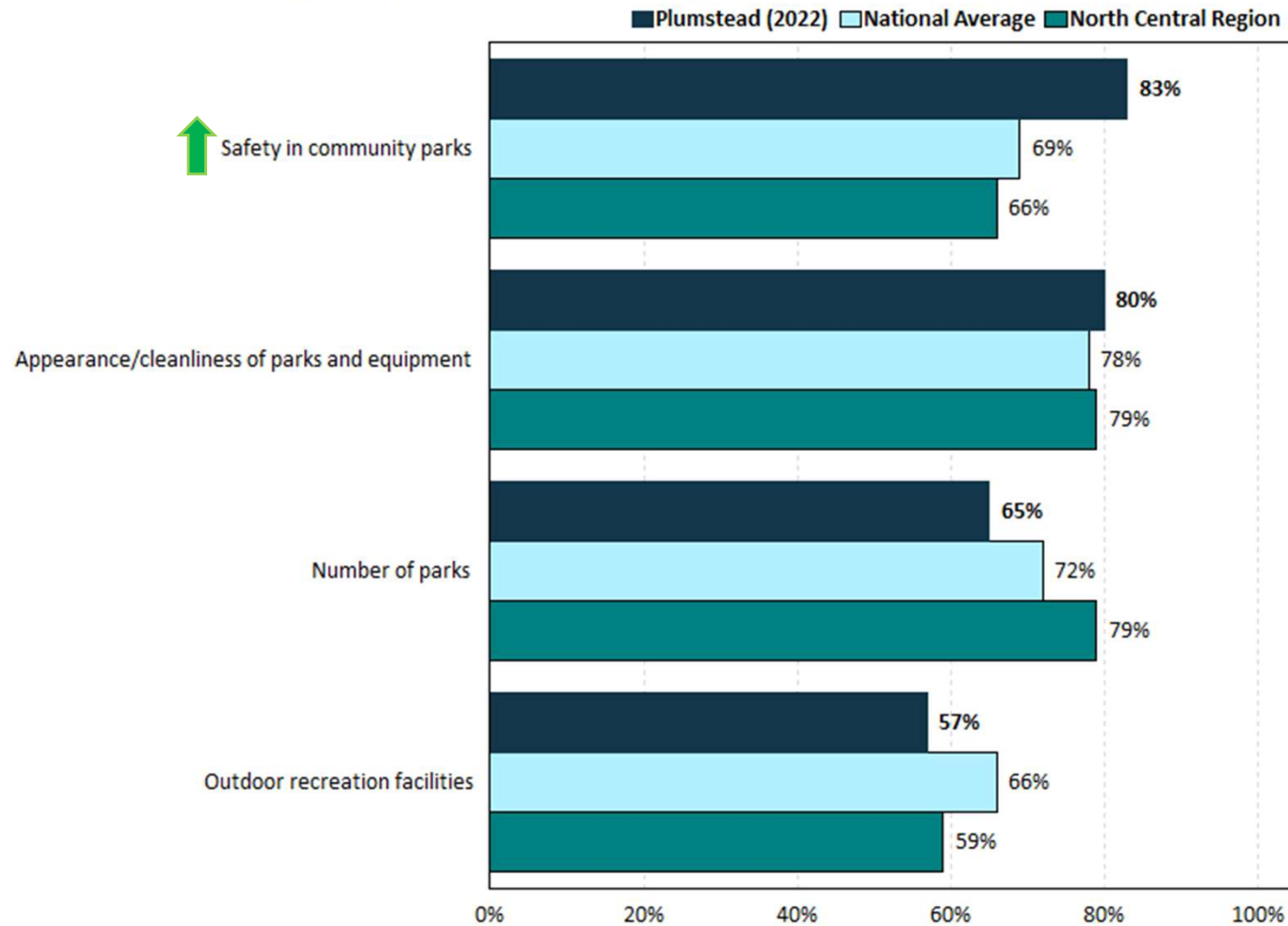
by percentage of respondents who said they were "satisfied" or "very satisfied"



Significantly Higher Than U.S. Average: ↑

Parks and Recreation

by percentage of respondents who said they were "satisfied" or "very satisfied"



Significantly Higher Than U.S. Average: ↑

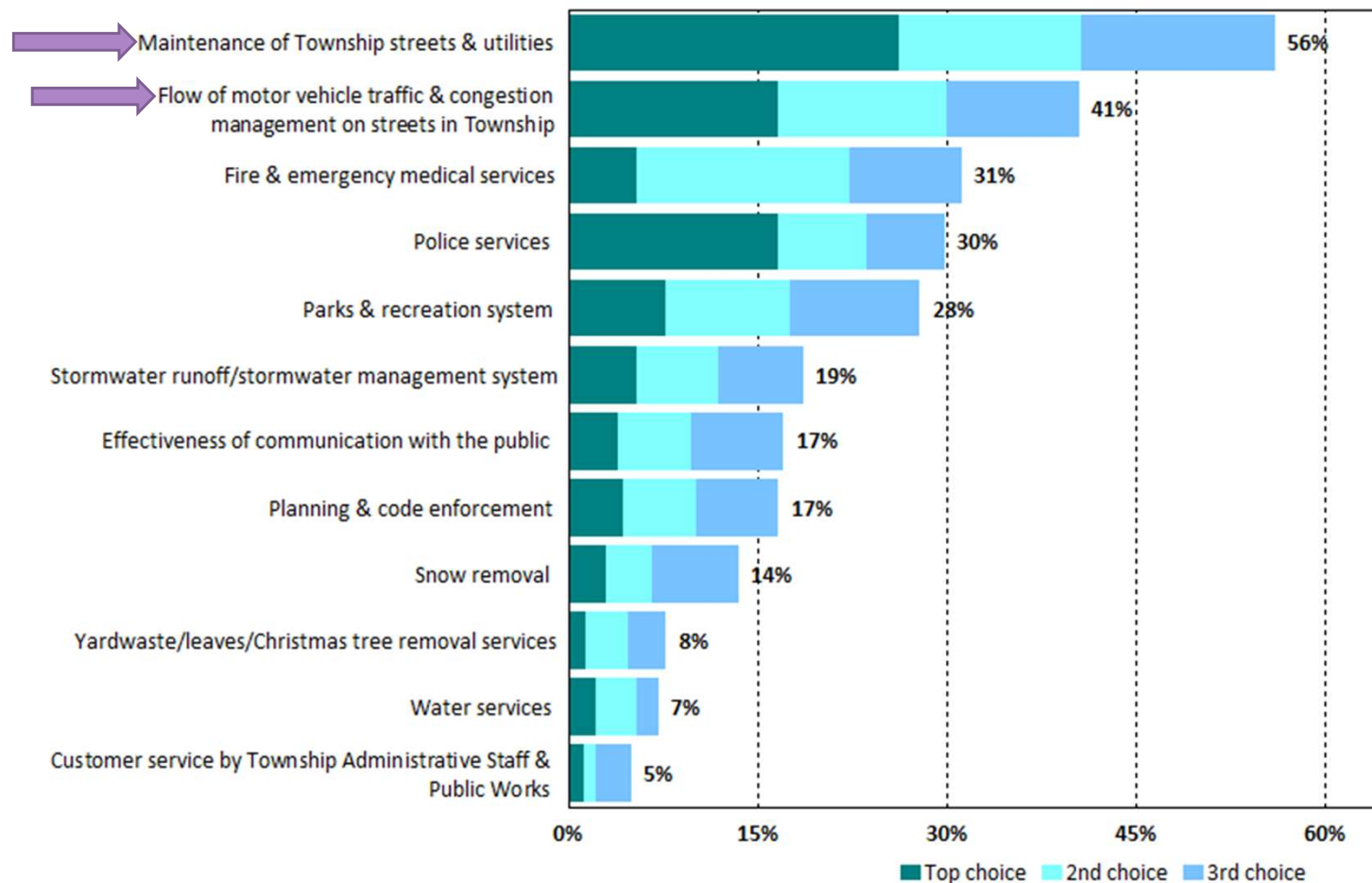
Priorities for Investment

IMPORTANCE-SATISFACTION ANALYSIS



Q4. Which THREE of the major services listed in Question 3 do you think should receive the MOST EMPHASIS from Township leaders over the next several years?

by percentage of respondents who selected the items as one of their top three choices



The Importance-Satisfaction Analysis relies on both satisfaction and importance ratings to determine priorities

2022 Importance-Satisfaction Rating

Plumstead Township

Major Categories of Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Maintenance of Township streets & utilities	56%	1	58%	10	0.2369	1
Flow of motor vehicle traffic & congestion management on streets in Township	41%	2	49%	12	0.2070	2
Parks & recreation system	28%	5	68%	6	0.0885	3
Planning & code enforcement	17%	8	53%	11	0.0782	4
Stormwater runoff/stormwater management system	19%	6	59%	8	0.0765	5
Effectiveness of communication with the public	17%	7	58%	9	0.0720	6
Snow removal	14%	9	75%	3	0.0335	7
Police services	30%	4	91%	2	0.0276	8
Water services	7%	11	68%	7	0.0226	9
Yardwaste/leaves/Christmas tree removal services	8%	10	71%	4	0.0220	10
Fire & emergency medical services	31%	3	95%	1	0.0162	11
Customer service by Township Administrative Staff & Public Works	5%	12	69%	5	0.0154	12

I-S Ratings .1000 or Greater Are Considered a High Priority for Investment Over the Next Two Years

2022 Importance-Satisfaction Rating

Plumstead Township

Parks and Recreation

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Availability of walking & biking trails	48%	11	49%	10	0.2477	1
Availability of information about parks & recreation programs	21%	7	47%	11	0.1134	2
Variety of recreational programs & options for participation	19%	6	52%	7	0.0914	3
Number of Township parks	24%	8	64%	4	0.0857	4
Appearance/cleanliness of Township parks & equipment	38%	10	80%	2	0.0769	5
Quality of recreation programs offered by Township	14%	3	49%	9	0.0690	6
Township's outdoor recreation facilities	15%	5	57%	6	0.0658	7
Cost of parks/recreation programs & services offered by Township	11%	2	52%	8	0.0547	8
Locations of Township parks	15%	4	64%	3	0.0532	9
Safety within Township parks	29%	9	83%	1	0.0509	10
Availability & variety of sports fields in Township	11%	1	63%	5	0.0396	11

I-S Ratings .1000 or Greater Are Considered a High Priority for Investment Over the Next Two Years

2022 Importance-Satisfaction Rating

Plumstead Township

Transportation

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Availability of pedestrian paths & sidewalks	30%	2	26%	3	0.2217	1
Level of safety for those traveling on foot	22%	4	24%	5	0.1674	2
Availability & connectivity of bicycle lanes	18%	5	16%	9	0.1520	3
Level of safety for those traveling by bicycle	18%	6	14%	10	0.1519	4
Traffic signal coordination on major streets	25%	3	45%	2	0.1366	5
Availability of safe routes for children to walk or bicycle to school	16%	7	22%	6	0.1249	6
Connectivity of pedestrian paths & sidewalks	16%	8	25%	4	0.1188	7
Ease of vehicular travel in Township	30%	1	63%	1	0.1094	8
Number of destinations served by public transit	7%	9	21%	8	0.0514	9
Frequency of transit service	2%	10	21%	7	0.0189	10

I-S Ratings .1000 or Greater Are Considered a High Priority for Investment Over the Next Two Years

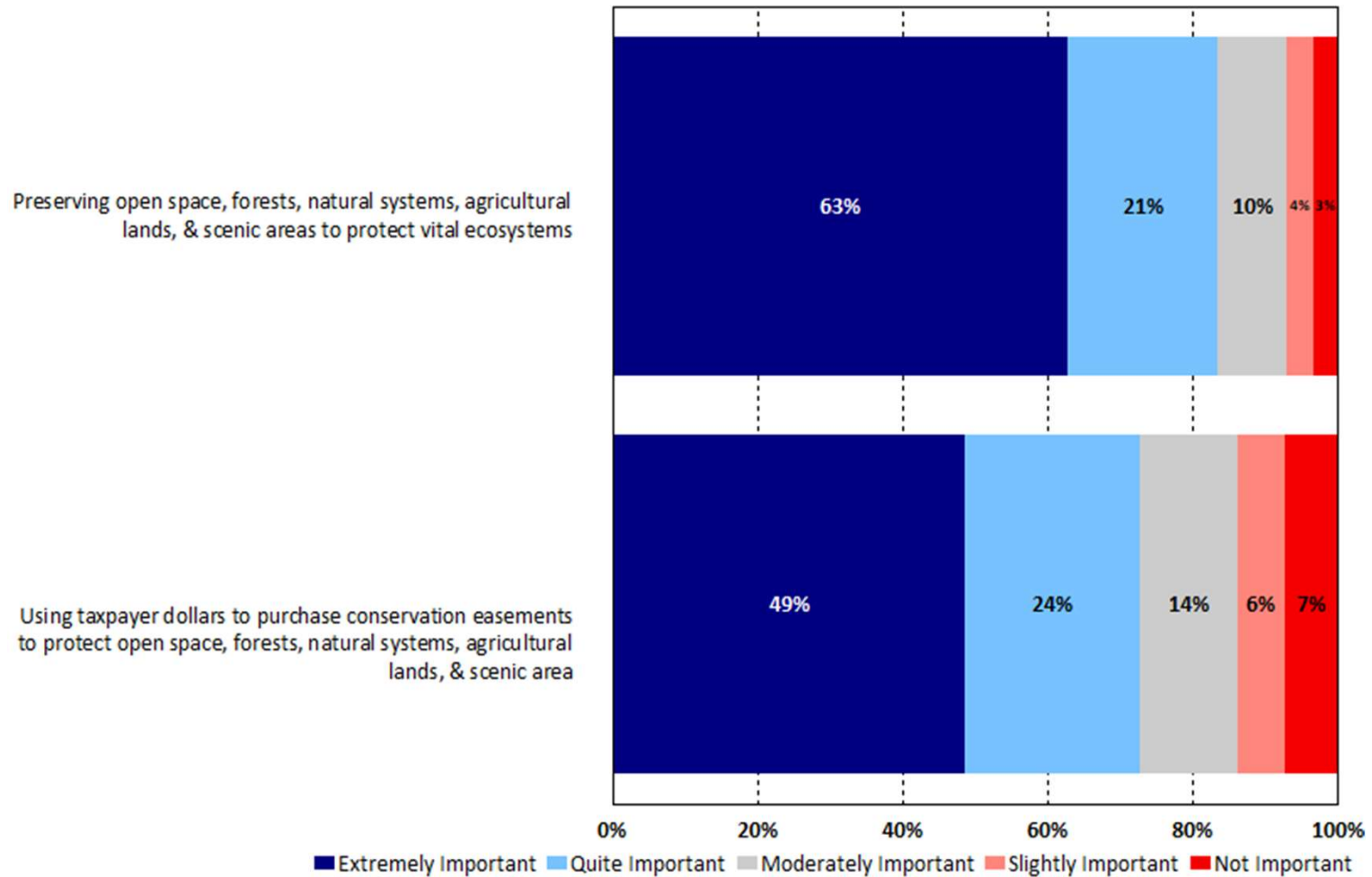
Land Preservation

LAND PRESERVATION AND AGRICULTURE



Q5. Land Preservation and Agriculture

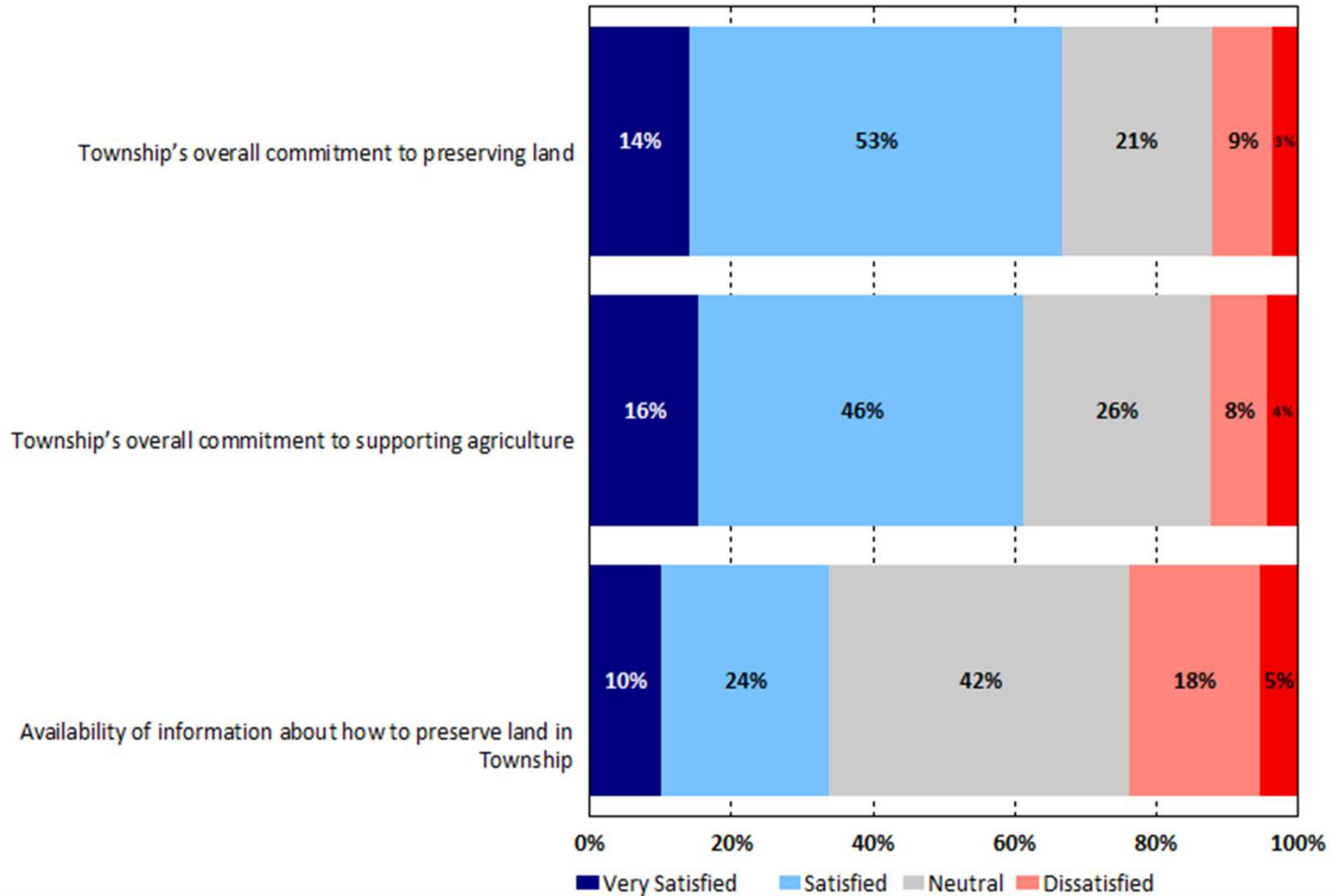
by percentage of respondents (excluding "don't know")



Most respondents understand the importance of land preservation and agriculture in the Township

Q6. Land Preservation and Agriculture

by percentage of respondents (excluding "don't know")



Respondents think the Township could communicate more, but are doing a good job preserving land and supporting agriculture

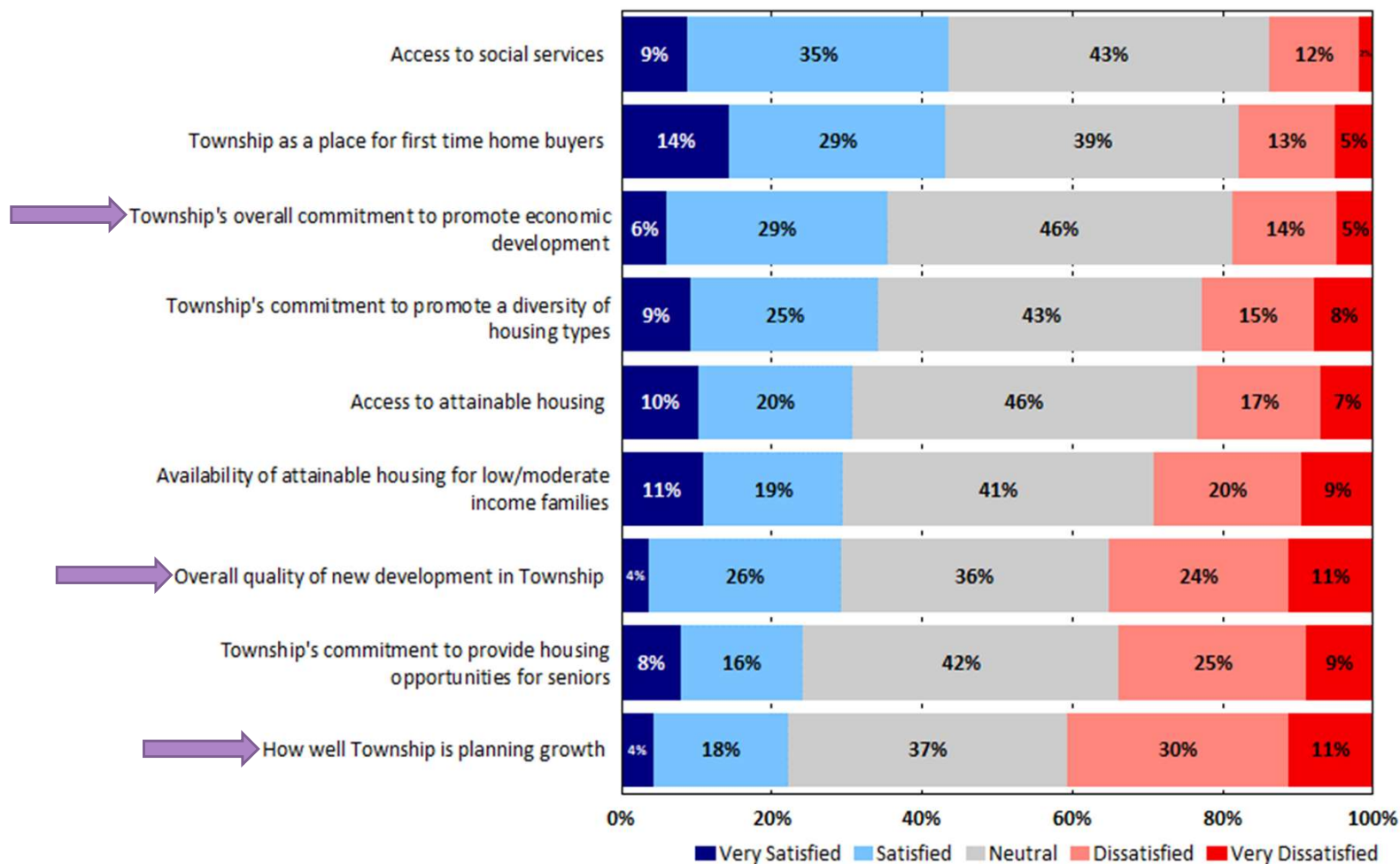
Economic Growth

ECONOMIC GROWTH AND SUSTAINABILITY



Q7. Economic Growth and Housing

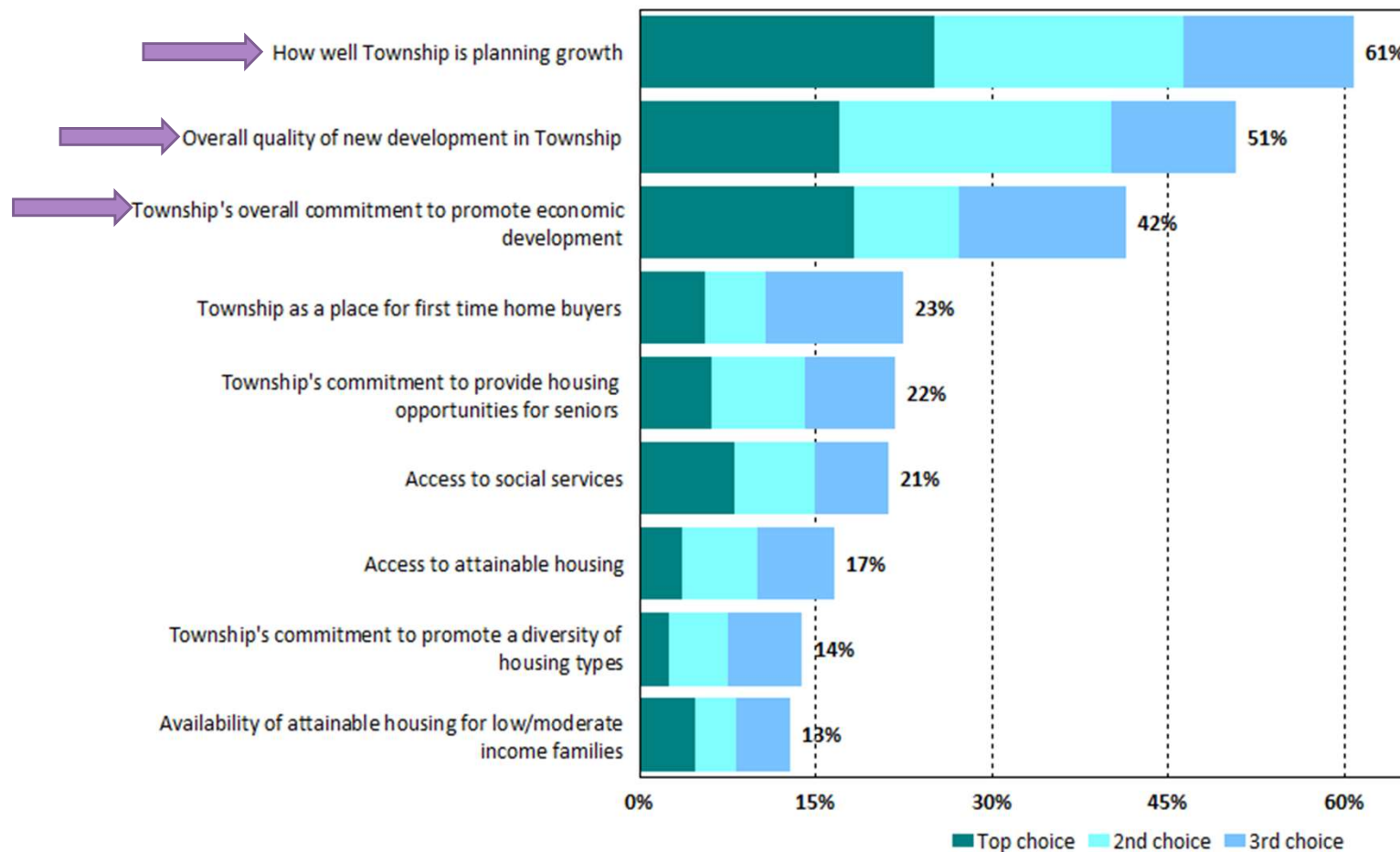
by percentage of respondents (excluding "don't know")



The highlighted items are top priorities are improvement

Q8. Which THREE of the items listed in Question 7 do you think should receive the MOST EMPHASIS from Township leaders over the next several years?

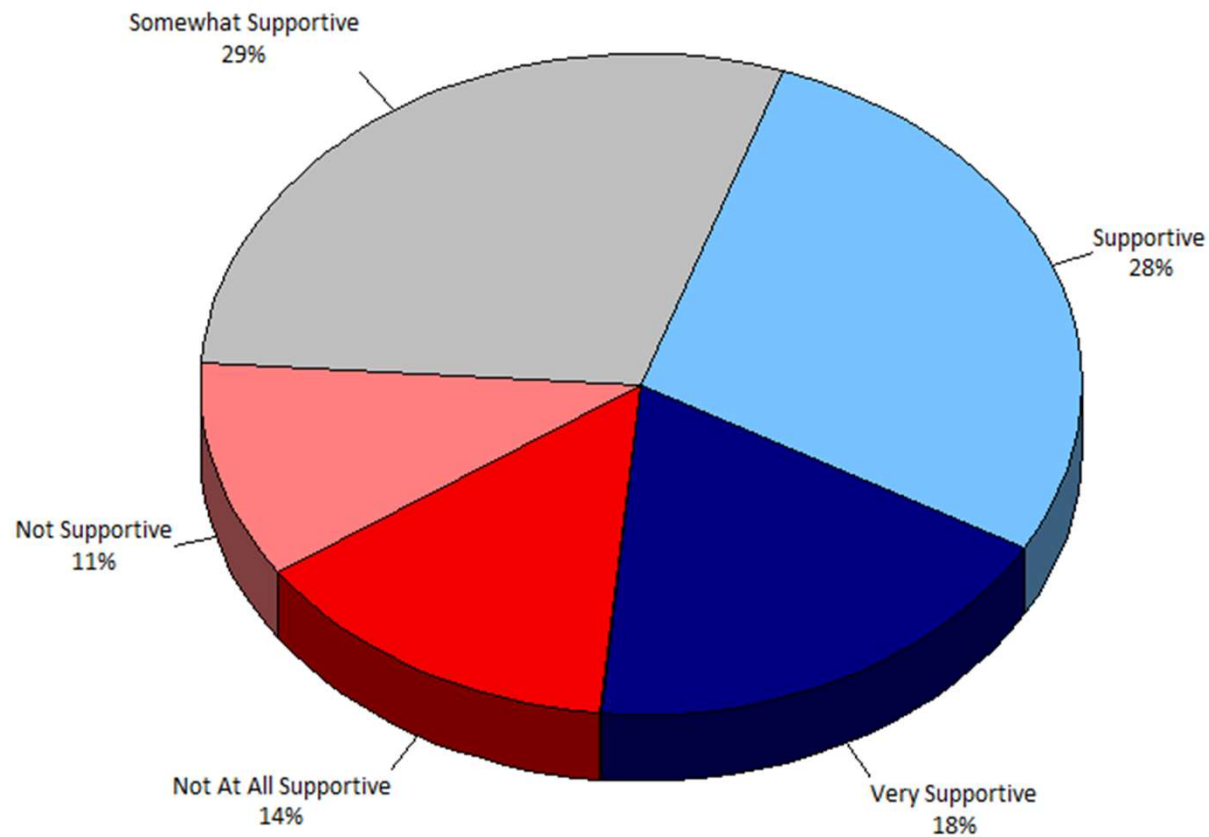
by percentage of respondents who selected the items as one of their top three choices



The highlighted items are top priorities are improvement

Q9. Support for revising zoning regulations to support revitalization in areas of the Township that do not meet residents' overall vision for that area

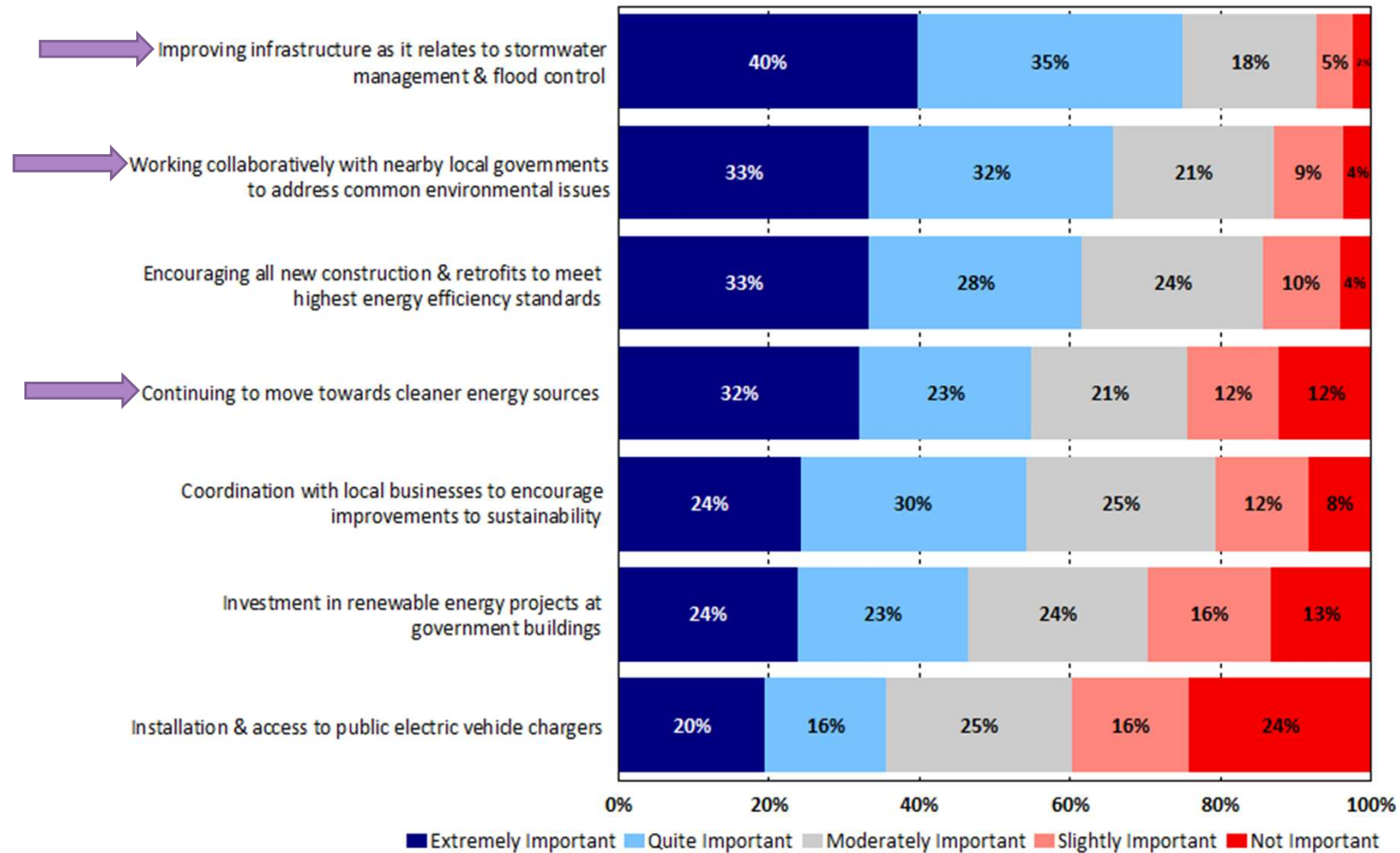
by percentage of respondents (excluding "don't know")



Most respondents are relatively supportive of revised zoning regulations, more education and outreach can help

Q19. Clean Energy and Sustainability

by percentage of respondents (excluding "don't know")



Focusing economic growth in the areas that are important to respondents can be a way to ensure success

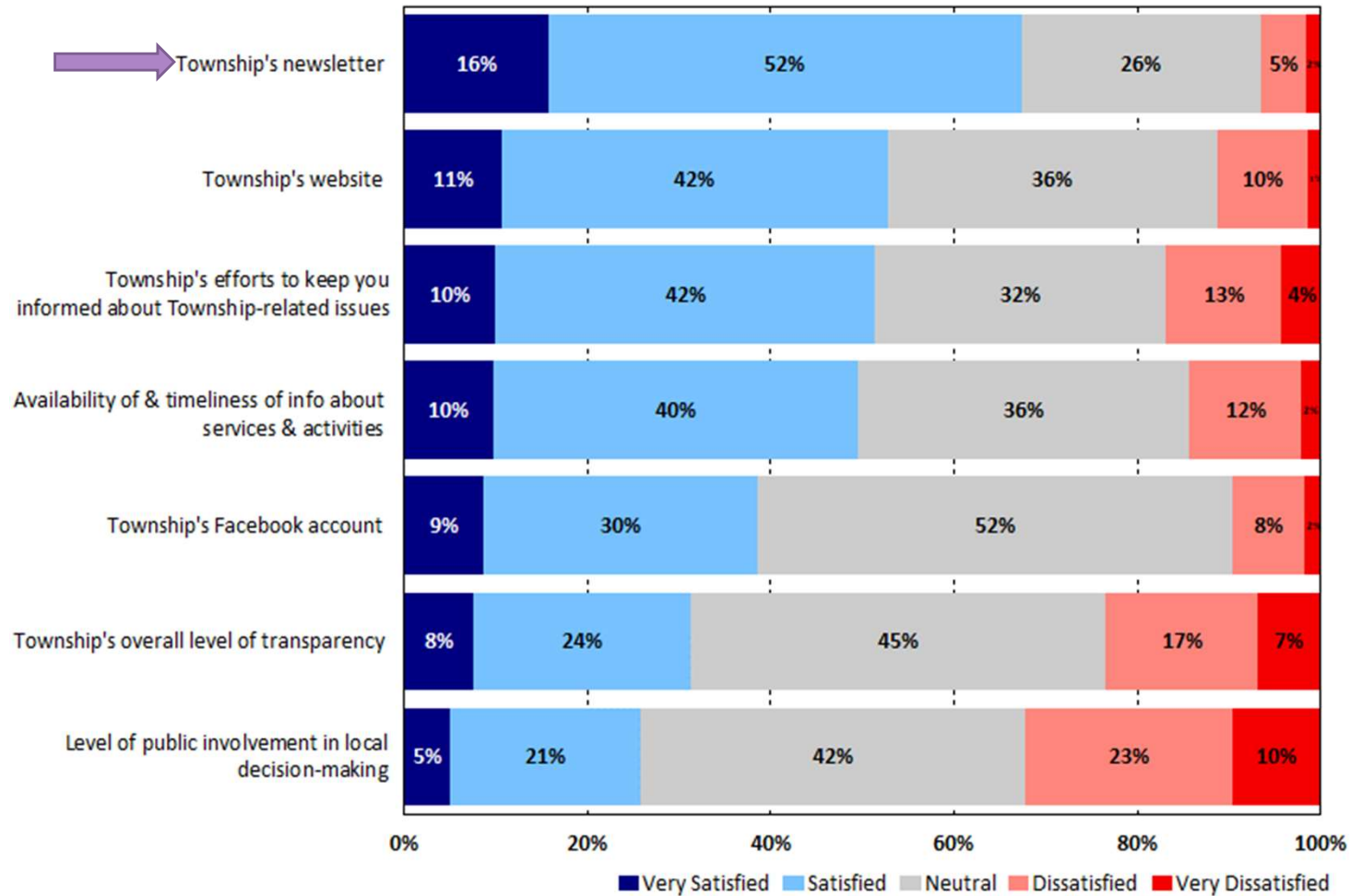
Communication

COMMUNICATION IS KEY TO CONTINUED SUCCESS



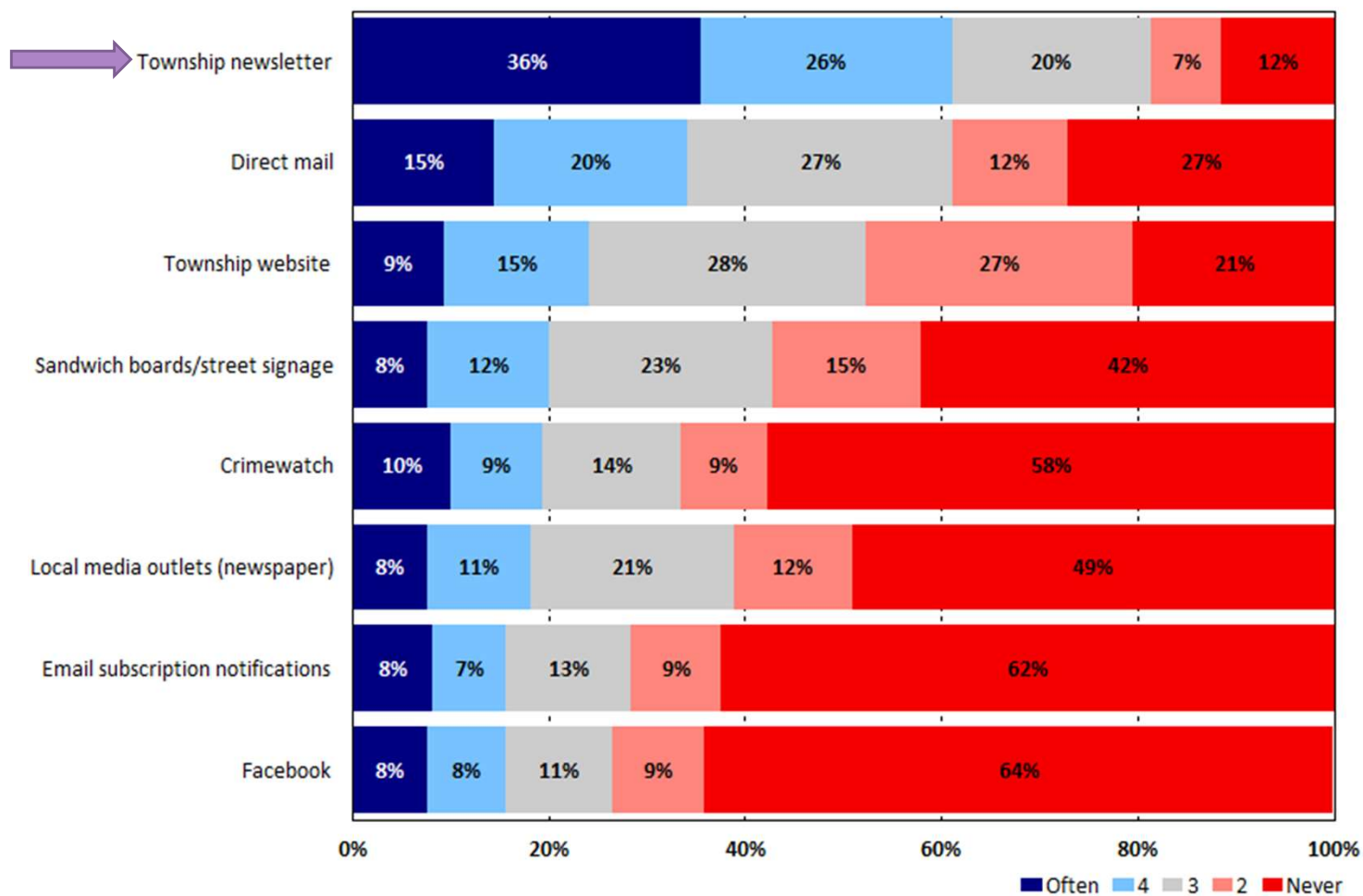
Q16. Public Engagement and Communication

by percentage of respondents (excluding "don't know")



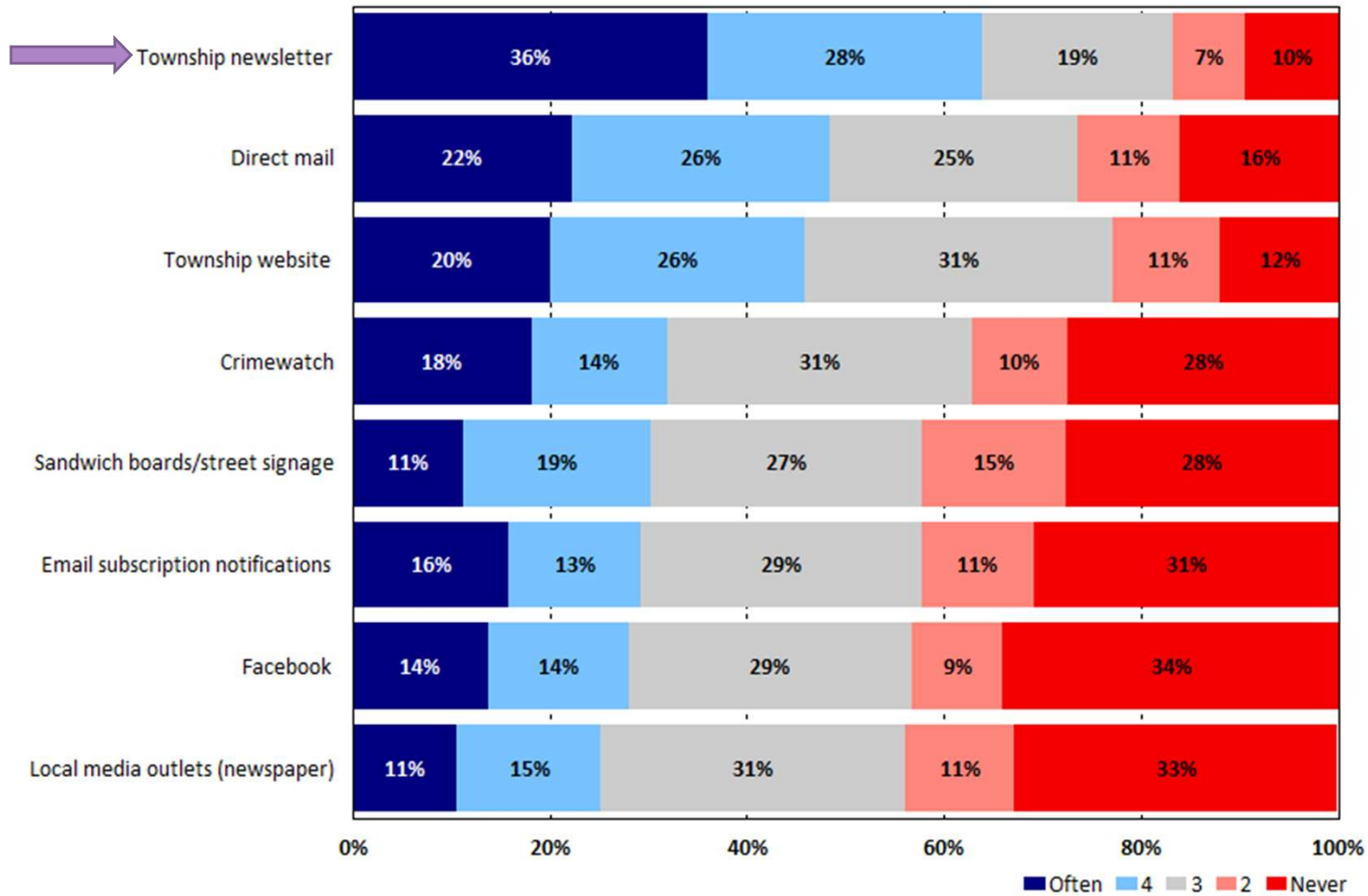
Q16. Usage of Township Communications

by percentage of respondents (excluding "don't know")



Q16. Effectiveness of Township Communications

by percentage of respondents (excluding "don't know")



Township newsletter remains a constant and should be a primary communication source moving forward

Questions?

THANK YOU

