

## How the questionnaire was created

At the first meeting of the New Brighton-Daugherty-Fallston-Pulaski Comprehensive Plan Steering Committee in November 2020, the group provided direction to plan consultant Pashek+MTR on potential key issues and questions that should be asked of the community to help inform direction for the New Brighton area's future.

Pashek+MTR then developed a draft questionnaire in SurveyMonkey. The Steering Committee and staff reviewed and provided feedback that was incorporated in the final version. The questionnaire was open from December through February 15, 2021.

## Distribution

The project's Steering Committee undertook concerted efforts to promote participation in the questionnaire, including outreach to local commissions, the ministerium and community groups; posting on four community social media accounts and larger area Facebook groups; distributing flyers to area businesses; arranging for information to be included in grocery bags at the local grocery store and with pizza boxes at a local restaurant; posting the project web address on area electronic signs; and printing and posting banners on Main Street. Finally, Steering Committee members appeared on Beaver County Radio to promote the project and encourage residents to complete the questionnaire.

## The results

The questionnaire received a total of 765 responses. This document contains Pashek+MTR's summarized key findings. For additional tabulations and much more detail in qualitative comments, see the full questionnaire printout.

### Q1 Which best describes you? (760 responses)

Age range	Respondents as %
I live in New Brighton Borough	46%
I live in Fallston Borough	3%
I live in Daugherty Township	33%
I live in Pulaski Township	12%
I live elsewhere but am interested in planning for this area's future	6%

**Q2 How important are each of these aspects of your community to you today? (761 responses)**

The highest-ranking five aspects were, in order:

1. Safe, healthy community to live in (84%)
2. Sense of community, people taking care of each other (65%)
3. Schools (64%)
4. Parks, recreation, things to do (53%)
5. Cost of housing/rent (53%)

Open-ended comments on this question identified additional factors, prominent among which were walkability and connections, gathering places for youth and adults, home ownership, blight, enhancing the New Brighton business district and future use of the Fallston Bridge.

**Q3 If you are a business owner in one of the communities, how important are each of these factors to you today. (145 responses)**

The highest-ranking five features were, in order:

1. Image of our communities (71%)
2. Opportunity for growth (60%)
3. Exposure to customers (57%)
4. Cost of building/rent (54%)
5. Parking (51%)

Open-ended comments on this question identified additional factors. Notable themes were parking, variety of businesses and presentation of the area, in terms of appropriate land uses and appearance.

**Q4 Please select two places or things you particularly value in New Brighton, Daugherty, Fallston and/or Pulaski. (749 responses)**

The highest-ranking five places were, in order:

1. Local businesses (50%)
2. Restaurants (33%)
3. Neighborhoods (29%)
4. Parks and trails (29%)
5. Schools (26%)

The lowest-ranking five places or things were, in order:

1. Sports programs (7%)
2. Special event (8%)
3. Library (11%)

4. Churches (16%)
5. Views of or access to Beaver River (22%)

“Other” responses (7%) included: historical places such as Big Rock Park, Fallston Bridge, Merrick Art Gallery, and pre-Civil War era buildings, as well as community events such as car shows/cruises and parades. The police and fire departments were also mentioned as valuable assets. These responses also included suggestions such as bringing more attractions (restaurants, walking tours, and playgrounds) and more activities for youth and children.

**Q5 How important to you are improvements in the following issues in the communities as we move forward (654 responses)**

Where respondents are asked to rank various options, SurveyMonkey provides an overall score for each option by weighting the responses. The highest score reflects the highest overall ranking across responses.

1. Emergency services (4.51)
2. Other (responses listed below) (4.47)
3. Downtown businesses (4.46)
4. Dilapidated buildings, blight (4.39)
5. Streets and roads, traffic (4.33)
6. Developing/redeveloping targeted areas (4.27)
7. Things to do (4.25)
8. Parks and trails (4.07)
9. Streetscapes and corridor appearance (4.04)
10. Walkability, sidewalk and transit connections (3.95)

Other responses: Homeowners taking care of their property, renter vs. owner-occupied housing, bridge repairs (Cemetery Lane, Near Valley and Grove St. in Pulaski), better water, sewage, trash, and recycling services, drug issues and criminal activity. Additionally, zoning enforcement was mentioned.

**Q6 What is your view on the quality of these services in the community where you live, work or own a business? (645 responses)**

Respondents were asked to rank services (1 being poor services and 5 being excellent service)

The five highest-ranking services were, in order:

1. Fire

2. Police
3. EMS
4. Trash collection
5. Snow plowing

The five lowest-ranking services were, in order:

1. Code enforcement
2. Street maintenance
3. Recreation programs and opportunities
4. Utilities
5. Borough or township government

Comments include: A need for better water and sewer management, better road maintenance

#### **Q7 What do you like most about living here? (351 responses)**

**Comments frequently reflected the following:**

- Downtown businesses
- Sense of community/family
- Country/agricultural landscape
- Schools
- History
- Walkability
- Local restaurants/shops/places
- Proximity to the river/parks/wildlife
- Proximity to other towns/cities
- Safe communities
- Community events
- Good neighborhoods
- Low cost of living

#### **Q8 If you would like to add comments that would help us better understand issues, or suggest ways of improving the three communities, please add below. (150 responses)**

**Comments frequently reflected the following recommendations:**

- Increased public safety
  - Police
  - Speeding
  - Blighted buildings
- Property improvements and code enforcement
- More businesses/restaurants
- Improved main streets and downtown areas
- More parks, playgrounds, and other outdoor recreational facilities
- Improved walkability

- More affordable housing and homeownership
- More community events and engagement
- More inclusion for people with disabilities
- More connections between the communities of New Brighton, Pulaski, Daugherty, and Fallston

**Q9 Have you had any experience with the zoning ordinance or subdivision/land development ordinance in your community? If so, please comment to indicate what type of permit or other requirements you were looking into. (601 responses)**

	<b>Respondents as %</b>
No	75%
Yes	16%
Unsure	9%

**Q10 If your answer to Question 9 was yes, which best describes your experience using these regulations? (110 responses)**

	<b>Respondents as %</b>
Average. After reading a few times, I understood the requirements.	54%
Easy to understand	33%
Extremely difficult to understand.	14%

Comments include: More accessible information/education on various permits and ordinances, more code enforcement, and cost of improvements.

**Q11 Check all of the following features that you think are important for a local land use ordinance (506 responses)**

Respondents could select multiple options.

	<b>%</b>
Clearly explain when a permit is required	87%
More plain English, less jargon	68%
Explain the process more clearly	46%
More user-friendly organization	44%
More precise and updated definitions	49%

Present standards in a table rather than in long written descriptions	42%
More graphics, illustrations, diagrams	34%

Comments include: Equal enforcement of codes, better follow-up on permit decisions, and more accessibility to permit information.

**Q12 In what age range do you fall? (598 responses)**

	Respondents as %
Younger than 18	1%
19 to 30	10%
31 to 50	42%
51 to 64	28%
65 or older	19%

**Q13 How long have you lived in, worked in or had a business in the four communities? (597 responses)**

	Less than 5 years	6- 15 years	More than 15 years	Not Applicable
Lived here	8%	15%	75%	2%
Worked Here	12%	11%	18%	59%
Owned a business here	3%	4%	6%	87%

**Q14 What is one thing you would be willing to do to improve one or all of the communities? (545 responses)**

The five highest-ranking responses include:

1. Improve the appearance of my property (15%)
2. Volunteer with the schools or a non-profit organization (15%)
3. Donate to local causes (12%)
4. Work at clean-up day (11%)
5. Help to promote my community (10%)

Finally, 176 respondents provided contact information to be kept in the loop as the project continues to develop.

