

Town of Vernon POCD Resident Survey

DRAFT: October 20, 2010

INTRO: Hello, my name is [INTERVIEWER NAME], and I'm calling on behalf of the Town to conduct a survey on issues facing the Town of Vernon. May I please speak with the YOUNGEST MALE at home right now that is 18 years of age or older? [IF NO MALE AT HOME: "May I please speak with the YOUNGEST FEMALE that is 18 years of age or older and at home right now?"]

BACKGROUND: The Town of Vernon is updating its Plan of Conservation and Development. The Plan is a long range strategy for land use in Vernon and will address topics such as open space, housing, business development, transportation and community facilities. As part of this project, the Town is seeking input from residents.

INTERVIEWER NOTE: If respondent asks for a way to verify the legitimacy of this survey, please give them the following information:

Len Tundermann (PRONOUNCE: TON-der-man)
Town Planner, Town of Vernon
(860) 870-3640

SC1: Before we start, in what city or town do you live? (ASK OPEN-ENDED)

(PROBE: If Vernon, follow-up with "In which section of Vernon do you consider yourself to live - Rockville, Talcottville or another section of Vernon?")

Vernon	1
Rockville	2
Talcottville	3
Other city or town	4 → THANK & CLOSE
Don't know (vol.)	98 → THANK & CLOSE
Refused (vol.)	99 → THANK & CLOSE

Q2. What is THE BEST thing about the Town of Vernon? (PROBE: If you have to choose ONE thing, what is the best?) (ASK OPEN ENDED)

RECORD VERBATIM	80
Don't know (vol.)	98
Refused (vol.)	99

IQ3: There are a number of types of potential projects that could be pursued by a town. For each, there may be tax benefits, traffic changes, and other effects. I am going to read you a list of these types of development and for each I would like you to tell me if you favor or oppose that type of development in Vernon?

(PROBE: FAVOR/OPPOSE SOMEWHAT/STRONGLY)

PROGRAMMER NOTE: Randomize Q3-Q8

Q3. Preserving additional undeveloped land as open space?

Q4. Additional large retail businesses?

Q5. Additional light industry such as Hi-tech?

Q6. Redevelopment of historical buildings in the Rockville section of Vernon for RESIDENTIAL use?

Q7. Redevelopment of historical buildings in the Rockville section of Vernon for OFFICE use?

Q8. Building sidewalks in areas like Route 30, Route 83, or Vernon Circle?

Strongly favor	5
Somewhat favor	4
Neither favor nor oppose (vol.)	3
Somewhat oppose	2
Strongly oppose	1
Don't know (vol.)	98
Refused (vol.)	99

IQ9: For each of the following potential projects that could be pursued by the town, please tell me if you would support an increase to your local property taxes to support this project?

(PROBE: FAVOR/OPPOSE SOMEWHAT/STRONGLY)

PROGRAMMER NOTE: Randomize Q9-Q11

Q9. Preserving additional undeveloped land as open space?

Q10: Building a community center?

Q11. Building sidewalks in areas like Route 30, Route 83, or Vernon Circle?

Strongly favor	5
Somewhat favor	4
Neither favor nor oppose (vol.)	3
Somewhat oppose	2
Strongly oppose	1
Don't know (vol.)	98
Refused (vol.)	99

PROGRAMMER NOTE: Randomize IQ12-Q22 in block (IQ12-Q17; IQ18-Q22)

IQ12. Thinking about the area of Exit 66 in Vernon, which includes parts of Tunnel Road and Bolton Road right near interstate 84 along with South Frontage Road and Ferguson Road, if landowners decide to develop or redevelop their properties in this area, would you favor or oppose any of the following uses:
(PROBE: FAVOR/OPPOSE SOMEWHAT/STRONGLY)

PROGRAMMER NOTE: Randomize Q13-Q17; Q13-14 Randomize in a block; Q15-16 Randomize in a block

- Q13.** Large Retail shops
- Q14.** Small retail shops
- Q15.** Single-family residential
- Q16.** Multi-family residential
- Q17.** Light industry

Strongly favor	5
Somewhat favor	4
Neither favor nor oppose (vol.)	3
Somewhat oppose	2
Strongly oppose	1
Don't know (vol.)	98
Refused (vol.)	99

IQ18. Thinking about the area of exit 67 in Vernon which includes parts of Route 31 on both sides of interstate 84, if landowners decide to develop or redevelop their properties in this area, would you favor or oppose any of the following uses?
(PROBE: FAVOR/OPPOSE SOMEWHAT/STRONGLY)

PROGRAMMER NOTE: Randomize Q18-Q22; Q18-19 Randomize in a block; Q20-21 Randomize in a block

- Q18.** Large Retail shops
- Q19.** Small retail Shops
- Q20.** Single-family residential
- Q21.** Multi-family residential
- Q22.** Light Industry

Strongly favor	5
Somewhat favor	4
Neither favor nor oppose (vol.)	3
Somewhat oppose	2
Strongly oppose	1
Don't know (vol.)	98
Refused (vol.)	99

Q23: There are numerous public parks, playgrounds, and trails located throughout Town. How often do you visit these areas?

At least once a week	6
Two or three times a month	5
About once a month	4
A few times a year	3
Less than once a year	2
Never	1
Don't know (vol.)	98
Refused (vol.)	99

IQ24: Please tell me how satisfied you are with each of the following public space areas...
(PROBE: SATISFIELD/DISSATISFIELD VERY/SOMEWHAT)

PROGRAMMER NOTE: Randomize Q24-Q27

Q24: Parks

Q25: Playgrounds

Q26: Trails, including hiking trails and rail trails

Q27: Athletic Fields

Very Satisfied	5
Somewhat Satisfied	4
Neither satisfied nor dissatisfied (vol.)	3
Somewhat dissatisfied	2
Very dissatisfied	1
Don't know (vol.)	98
Refused (vol.)	99

Q28. If a Community Center were established in Vernon, where would you prefer to see it located?

RECORD VERBATIM	80
Don't know (vol.)	98
Refused (vol.)	99

ROCKVILLE SECTION OF VERNON

Q29: How often do you visit the Rockville section of Vernon?

At least once a week	6
Two or three times a month	5
About once a month	4
A few times a year	3
Less than once a year	2
Never	1
Don't know (vol.)	98
Refused (vol.)	99

IQ30. Thinking about the Rockville section of Vernon, please rate each of the following characteristics on a scale from 1 to 10 where 10 means very good and 1 means very poor. First...

PROGRAMMER NOTE: Randomize Q30-Q31

Q30. Ease of getting to the Rockville section of Vernon

Q31. Availability of retail establishments such as shops, banks and restaurants

RECORD NUMBER 1-10

Don't know (vol.)	98
Refused (vol.)	99

Q32. When you go to the Rockville section of Vernon to access health-care, state or municipal services or churches, how often do you also frequent retail establishments such as shops, restaurants and retail services?

Always	4
Sometimes	3
Rarely	2
Never	1
Do not go to Rockville section of Vernon (vol.)	97
Don't know (vol.)	98
Refused (vol.)	99

Q33: If bus service were available throughout Town, how often would you use it?

At least once a week	6
Two or three times a month	5
About once a month	4
A few times a year	3
Less than once a year	2
Never	1
Don't know (vol.)	98
Refused (vol.)	99

Q34. Thinking about Route 83 in the commercial areas, which one issue do you think should be a priority?

PROGRAMMER NOTE: RANDOMIZE RESPONSE CHOICES 1-4

Better coordinating the number and location of business driveways	1
Improving landscaping along the road	2
Providing more traffic controls, such as signals	3
Having clearer traffic signs	4
Or something else (SPECIFY)	80
No changes to Route 83/none (vol.)	5
Don't know (vol.)	98
Refused (vol.)	99

DEMOGRAPHICS

ID35: Now we just have a few more questions for classification purposes only.

RECORD TWO-DIGIT NUMBER 1-96

D35: How many years have you lived in the Town of Vernon? (PROBE: Please give your best estimate)

Less than 1 year	00
More than 96 years	97
Don't know (vol.)	98
Refused (vol.)	99

D36: Do you rent or own your current residence?

Own	1
Rent	2
Live with parents (vol.)	3
Don't know (vol.)	98
Refused (vol.)	99

RECORD TWO-DIGIT NUMBER 0-15

D37: How many people living in your household are under the age of 18?

More than 15 (vol.)	16
Don't know (vol.)	98
Refused (vol.)	99

D38: Including income from all members of your household, is your total household income...

Less than \$35,000	1
\$35,000 to less than \$50,000	2
\$50,000 to less than \$75,000	3
\$75,000 to less than \$100,000	4
\$100,000 or more	5
Don't know (vol.)	98
Refused (vol.)	99

D39: Are you White, Black, Hispanic, Asian or something else?

White	1
Black	2
Hispanic	3
Asian	4
Something else (SPECIFY)	80
Multi-racial (vol.)	5
Don't know (vol.)	98
Refused (vol.)	99

RECORD FOUR-DIGIT YEAR 1900-1992

D40: In what year were you born?

Don't know (vol.)	9998
Refused (vol.)	9999

D41: (RECORD GENDER. DO NOT ASK.)

Male	1
Female	2

Those are all the questions I have for you today. Thank you for your time and cooperation.