

## EXECUTIVE SUMMARY

### Background:

The Windham Economic Development Committee (WEDC) Opinion Survey was made possible through a grant from the Department of Transportation Community Technical Assistance Program (CTAP). The CTAP grant was authorized by the Board of Selectmen and the Planning Board.

The Survey was created and monitored by a Sub-Committee of the WEDC with oversight from the full Committee, with support from Ms. Laura Scott, Windham Community Development Director and her Department and Mr. Eric DeLong, Windham's Information Technology Director. Members of the WEDC Survey Sub-Committee are Ms. Sally D'Angelo, Mr. Paul Gosselin, Mr. Al Letizio and Mr. Robert Young.

The survey was created with the guidance of a highly engaged group of resident volunteers who participated in the October 28, 2010 Survey focus group meeting. The volunteers were recruited randomly from a diverse geographic area of Windham.

### Survey Validity And Integrity:

Completed responses to the Survey totaled 520. Using the Office of Energy & Planning's most recent population estimate of 12,993, the total response number provides a 95% level of confidence with a confidence interval of  $\pm 4.212\%$ .

The WEDC and Ms. Laura Scott, Community Development Director, monitored the Survey process closely and stand behind the integrity of the data. This report represents a summary of the Survey data and the full data extract is available for public viewing at the Community Development Department.

### Survey Creation and Implementation Process:

The Survey Sub-Committee was responsible for monitoring the survey, and then compiling the raw data into a format which was presented to the full WEDC. The majority of the format simply fell out of the software program we used for the survey. The Sub-Committee was responsible for the initial presentation format, which was reviewed by the full WEDC. There was some discussion about how well or not well responses were being presented and some minor changes were made to the Sub-Committee's format.

One of the questions discussed was # 3, which read: In which 3 of the areas on Map #1 would you like to see Windham's business development focused? The map showed 9 areas labeled A through I. Respondents chose 3 of the 9 areas and ranked them 1, 2 and 3. The responses were compiled and then weighted. The top three areas, starting with the highest ranking were G, H and E. As a result of further discussion, a map was drawn which shows the 3 highest ranking areas, with the highest ranking area presented as the largest area. This new map did not match the map in the survey, but it merely showed the results of the rankings.

A resident was concerned about the new map, concerned about what message or impression it might send, so the new map was removed and the original map re-instated in the survey presentation.

### Summary of Results:

- To the Question of How much more business growth, more than 50 % favored more growth.
- To the Question of how satisfied with how the community has developed, slightly more than half are satisfied.
- To the Question of location of business growth, highest ranked was the southern end of Rte 28, Second was the middle to northern section of Rte 28 and third was Rte 93/111 intersection.
- To the Question of what factors are most important when considering business growth, the 3 most important, in order of importance, were Impact on Property Value, Community Preservation, and Location.
- To the Question of what type of business development, Business, Professional and Office was first and Arts, Entertainment and Recreation was second.
- To the Question of support of mixed use development, there were more no's and maybes than yeses.
- To the Question of sewer expansion, 46 % supported sewer, 27 % were not sure or had no opinion, and the balance were opposed.
- To the Question of Water expansion, 42 % support it, almost 30 % were not sure or had no opinion, and the rest were opposed.
- To the Question "A fully developed and built out Windham looks most like what community..." Andover ranked first and Bedford second.
- To the Question "A fully developed and built out Windham looks least like what community..." the Town of Salem received the most votes.

Some questions did receive hand written answers, for instance, the two questions mentioned last were supplemented with the question “why”. While those answers don’t fit neatly in a pie chart or bar graph so they are not included with the presentation, all of those answers as well as the full data extract are available at the Community Development Department.

The full Survey report is available to the public on the Town website on the Community Development Department page under the CTAP link.

In conclusion we would like to thank the 520 residents who responded to the survey and shared their voice on how they want our Town developed.