

# Public Info Session

## Rt. 108 Corridor Study Committee

September 25 and 29, 2018

## Where we're going

- The Committee is pursuing a two-pronged strategy, including:
  - This survey, to learn what the town wants with regard to infrastructure investment and development
  - A new, highly focused economic model designed to predict the tax impact of proceeding with infrastructure investment

# Stratham Gateway Community Review

Survey Data and Analysis as of 12 September, 2018

# Introduction

- The Stratham Gateway Community Review is a survey authorized by the Rt. 108 Corridor Study Committee in service of the Committee's new focus on **transparency** and **listening** to residents. It was distributed via Surveymonkey.com, using town mailing lists, social media and the town website.
- **Response Rate:**
  - Total responses indicating residency in Stratham: **611** or **11.3%** of the town's population aged 20+
  - Complete responses (all questions answered) indicating residency in Stratham: **587** or **10.9% of adult population**
  - 14 responses (2.2%) indicate non-residency in Stratham
    - Note: percentages based on demographics from [Economic & Labor Market Information Bureau](#) – citing 5,395 residents 20 years or older

# Objectives





- **Assess opinions of residents on:**
  - Disposition toward investment in water and sewer infrastructure
  - Sufficiency of town businesses to meet their needs
  - Town tax rate and affordability
  - Additional features desirable for the town
- **Correlate these opinions to:**
  - Level of knowledge of the Rt. 108 Commercial Zoning Project
  - Shopping and commuting habits
  - Basic demographic factors, including school-aged children in household and age
  - Participation in town government
  - Type of residency (home owner vs. tenant)
  - Length of residency, and plans to stay in Stratham
  - Features attracting/retaining residents to Stratham

# Key Findings

- The survey was successfully targeted to residents (98% of responses)
- A majority of respondents agreed with all statements suggesting positive disposition toward infrastructure investment.
  - Strongest support is for the statement “So long as developers pay their share, some investment from the town makes sense” (74%).
  - A **65%** majority respond that “Taxpayers will benefit in the long term from town infrastructure investment”
- A majority of respondents (**60%**) report no school-aged children in the household
- More than **68%** of respondents have lived in Stratham for 10 years or more
- Top features attracting residents:
  - Location – close to work/family (58%)
  - Rural character (57%)
  - Quality of schools (49%)
- Tax rate and Housing cost/availability ranked far lower, at **16%** and **11%** respectively

# Key Findings

- Impact of school-aged children
  - While there is broad-based support for statements favorable to infrastructure investment, those respondents with school-aged children show significantly stronger support than those reporting no school aged children in the household

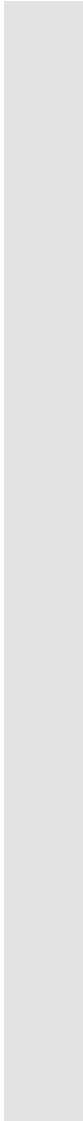

| Question  | School-Aged Children  | Agree/Strongly Agree |
|---|---|----------------------|
| Investment in water and sewer infrastructure will pay off over the next 10-15 years |    | 70%                  |
|   | No Children   | 51%                  |
| Taxpayers will benefit in the long term from town infrastructure investment         |    | 76%                  |
|   | No Children   | 56%                  |
| So long as developers pay their share, some investment from the town makes sense    |   | 80%                  |
|   | No Children   | 69%                  |
| No town funds should go toward water and sewer infrastructure                       |  | 33%                  |
|   | No Children   | 43%                  |

# Key Findings

- Active Voters
  - Those who report that they vote in Town Meeting express majority support for positive statements on infrastructure, but support is slightly weaker than the survey sample as a whole.

| Question  | Total Survey Population<br>(agree/strongly agree) | Town Meeting Voters<br>(agree/strongly agree) |
|---|---|---|
| Investment in water and sewer infrastructure will pay off over the next 10-15 years | 59%   | 57%   |
| Taxpayers will benefit in the long term from town infrastructure investment         | 65%   | 58%   |
| So long as developers pay their share, some investment from the town makes sense    | 74%   | 68%   |
| No town funds should go toward water and sewer infrastructure                       | 39%   | 44%   |

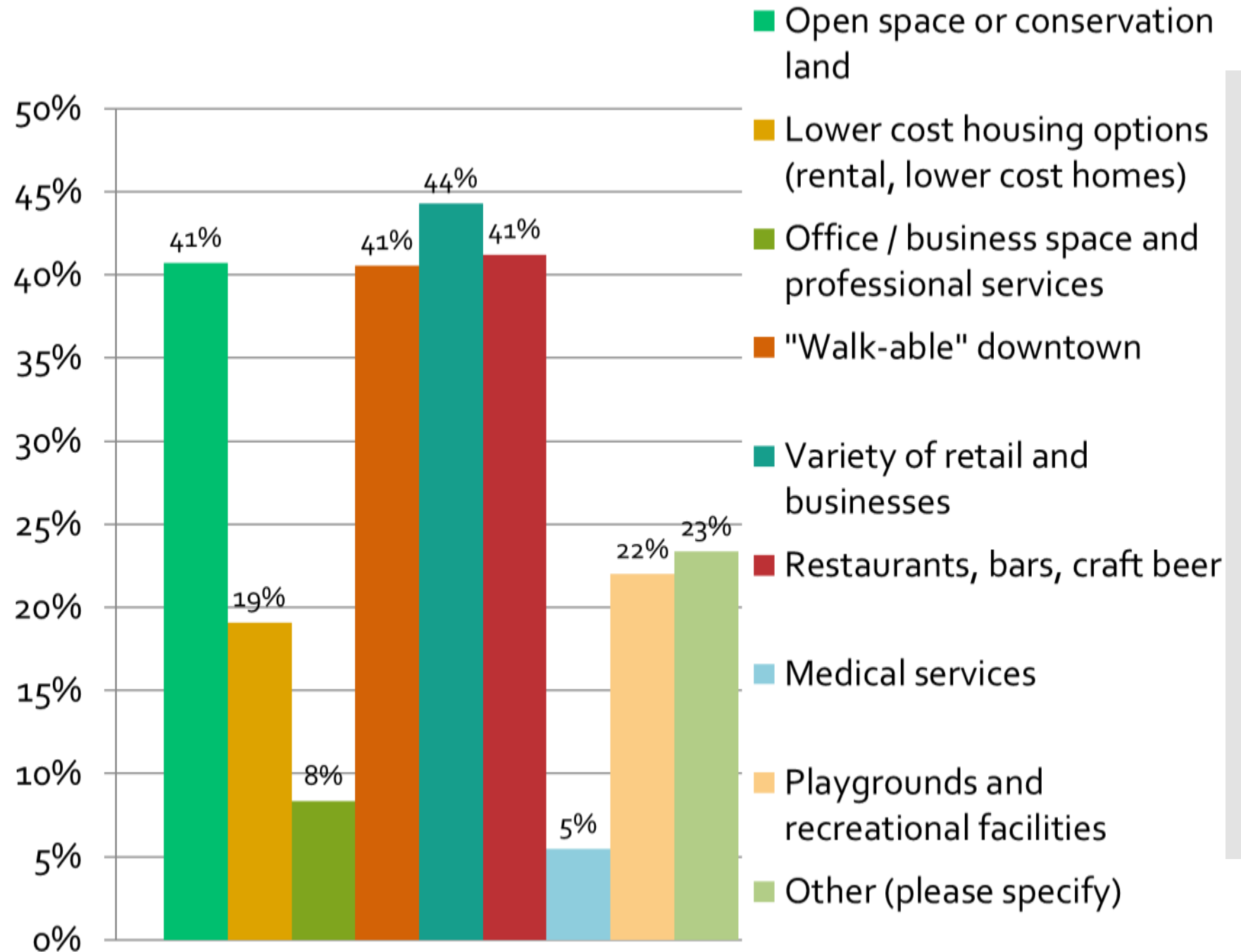




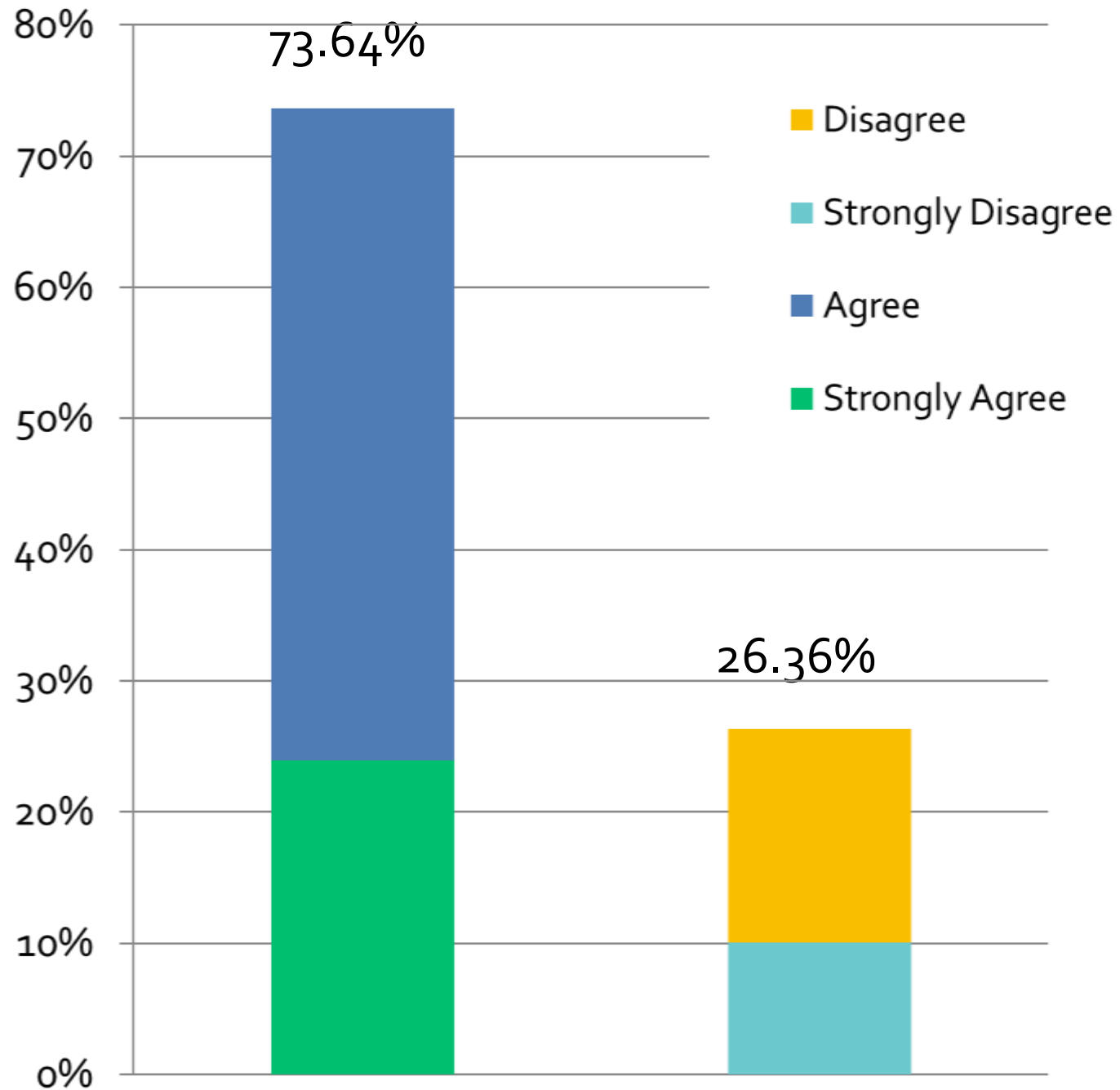
# Attitudes toward the Gateway District

(Portsmouth Avenue from Route 101 to Raeder Dr.)

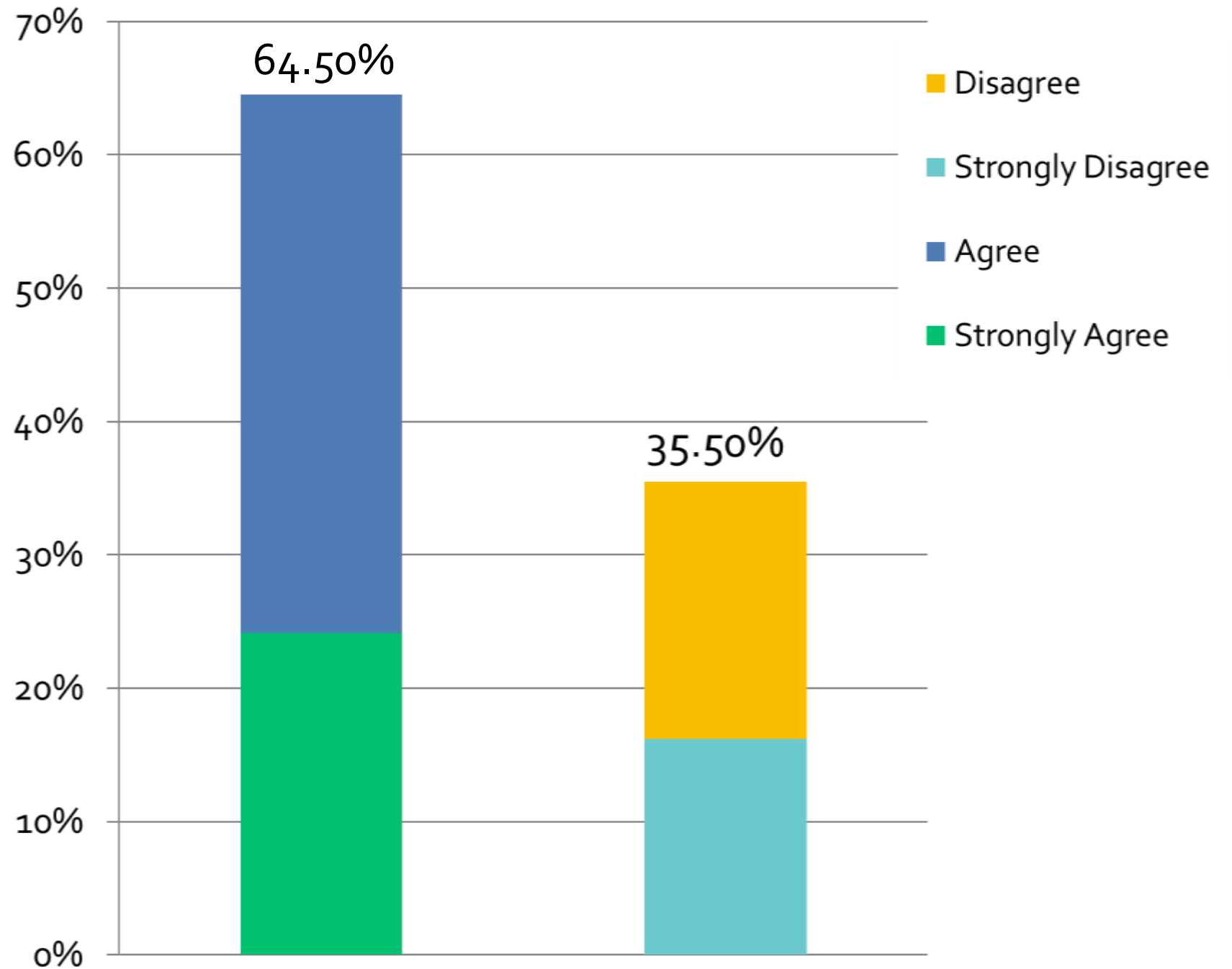
What does  
Stratham need  
more of to  
improve your  
quality of life?



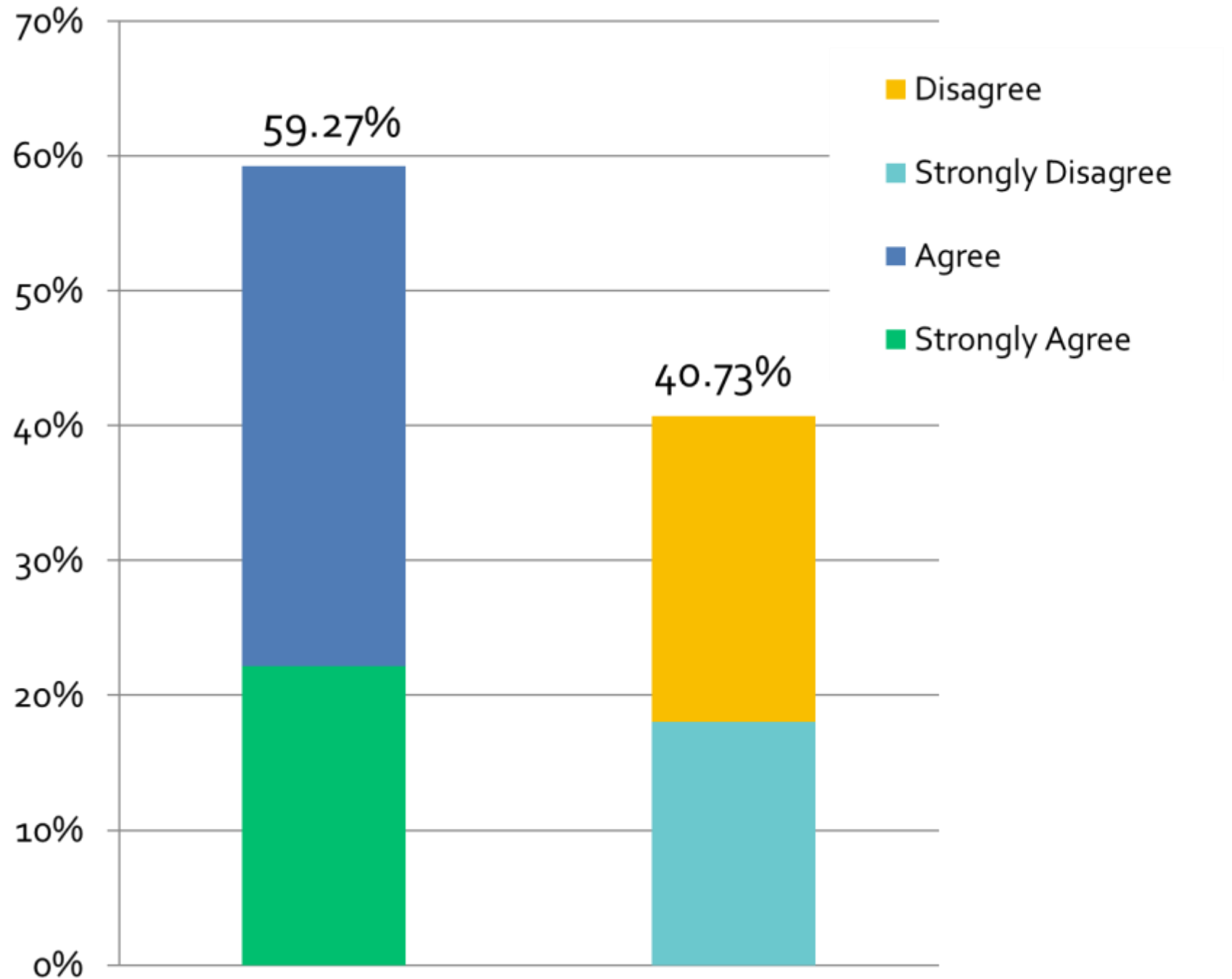
So long as  
developers pay  
their share,  
some  
investment  
from the town  
makes sense



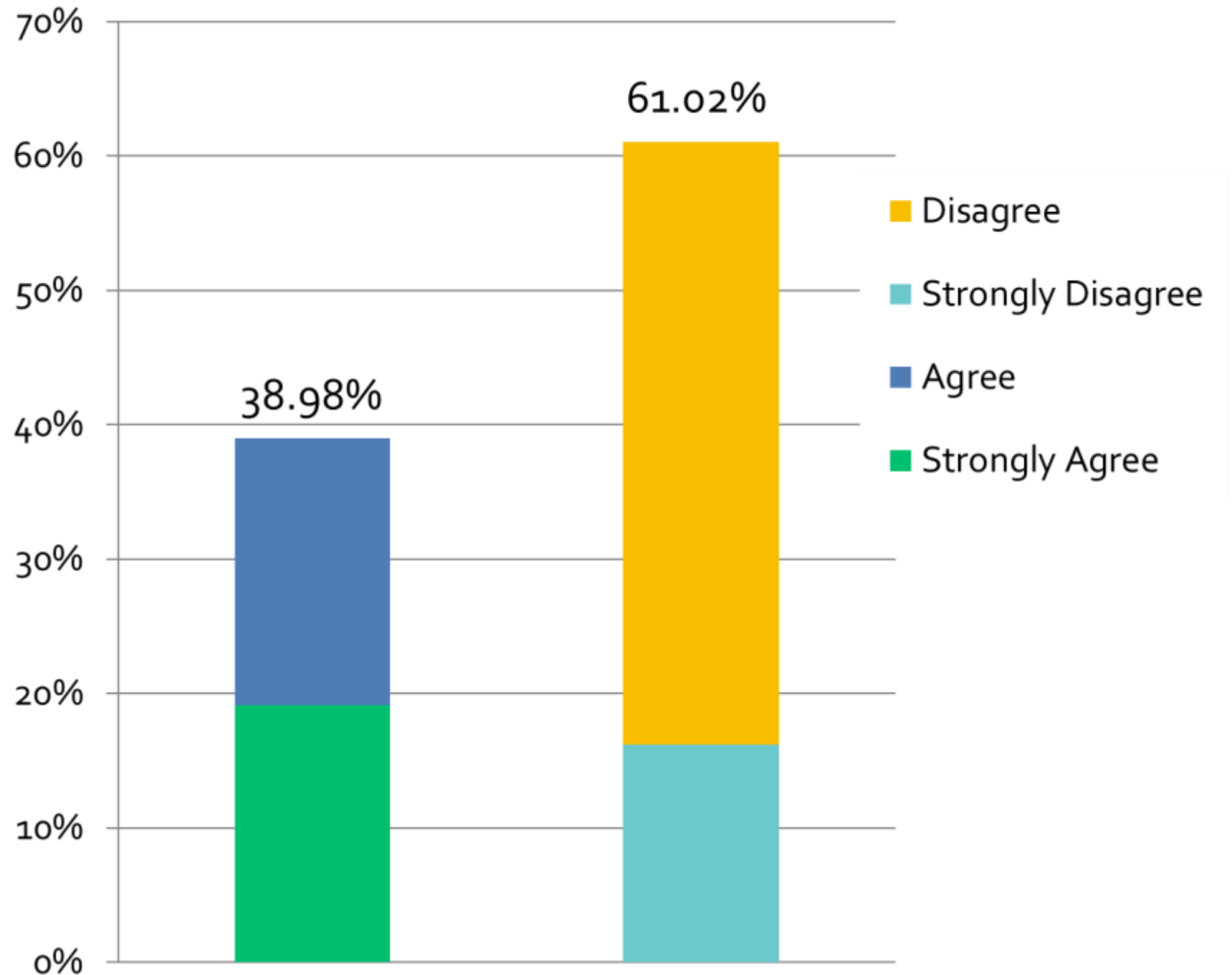
Taxpayers will  
benefit in the  
long term from  
town  
infrastructure  
investment



Investment in  
water and  
sewer  
infrastructure  
will pay off  
over the next  
10-15 years



No town funds  
should go  
toward water  
and sewer  
infrastructure

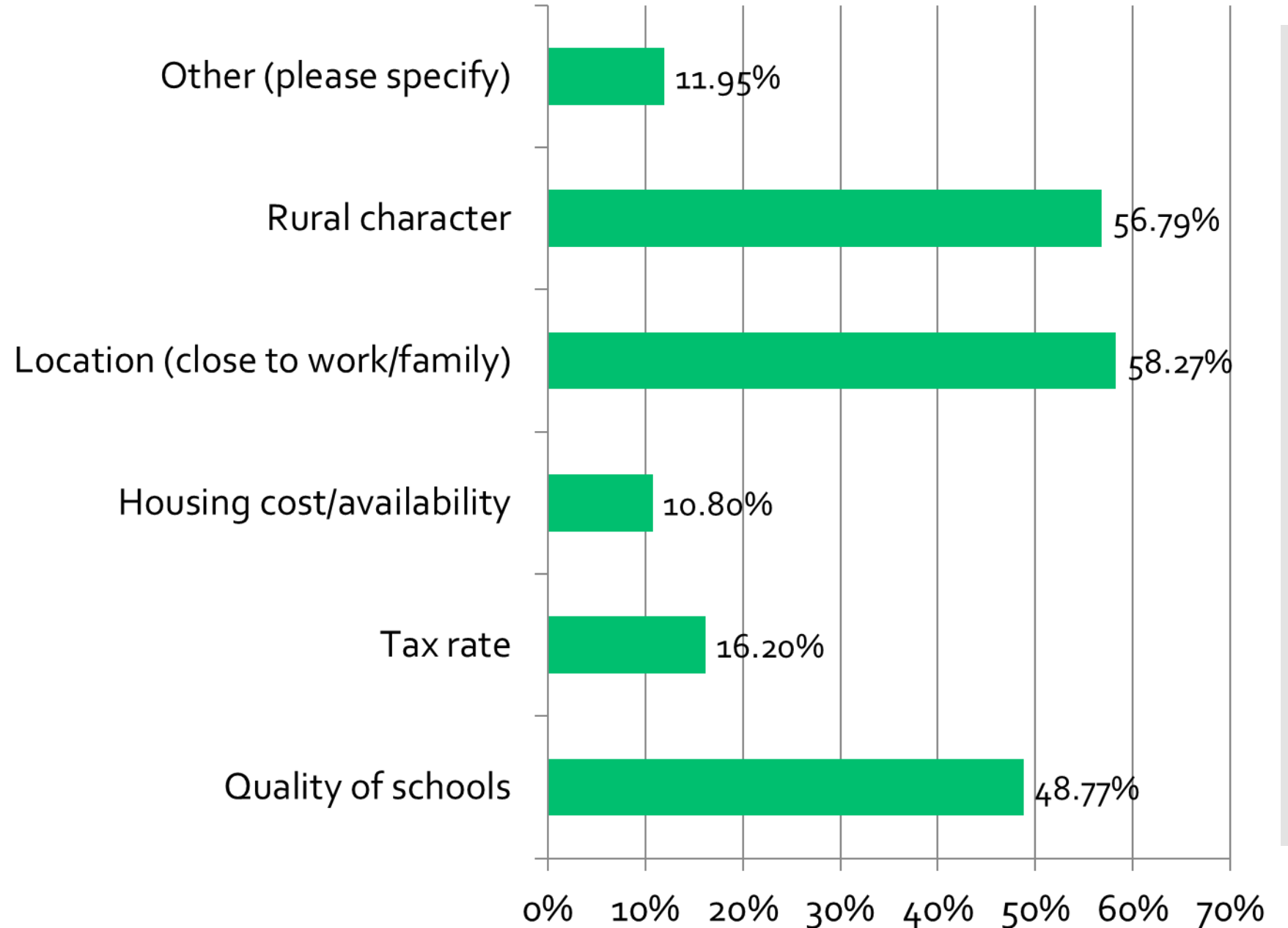




# Demographics

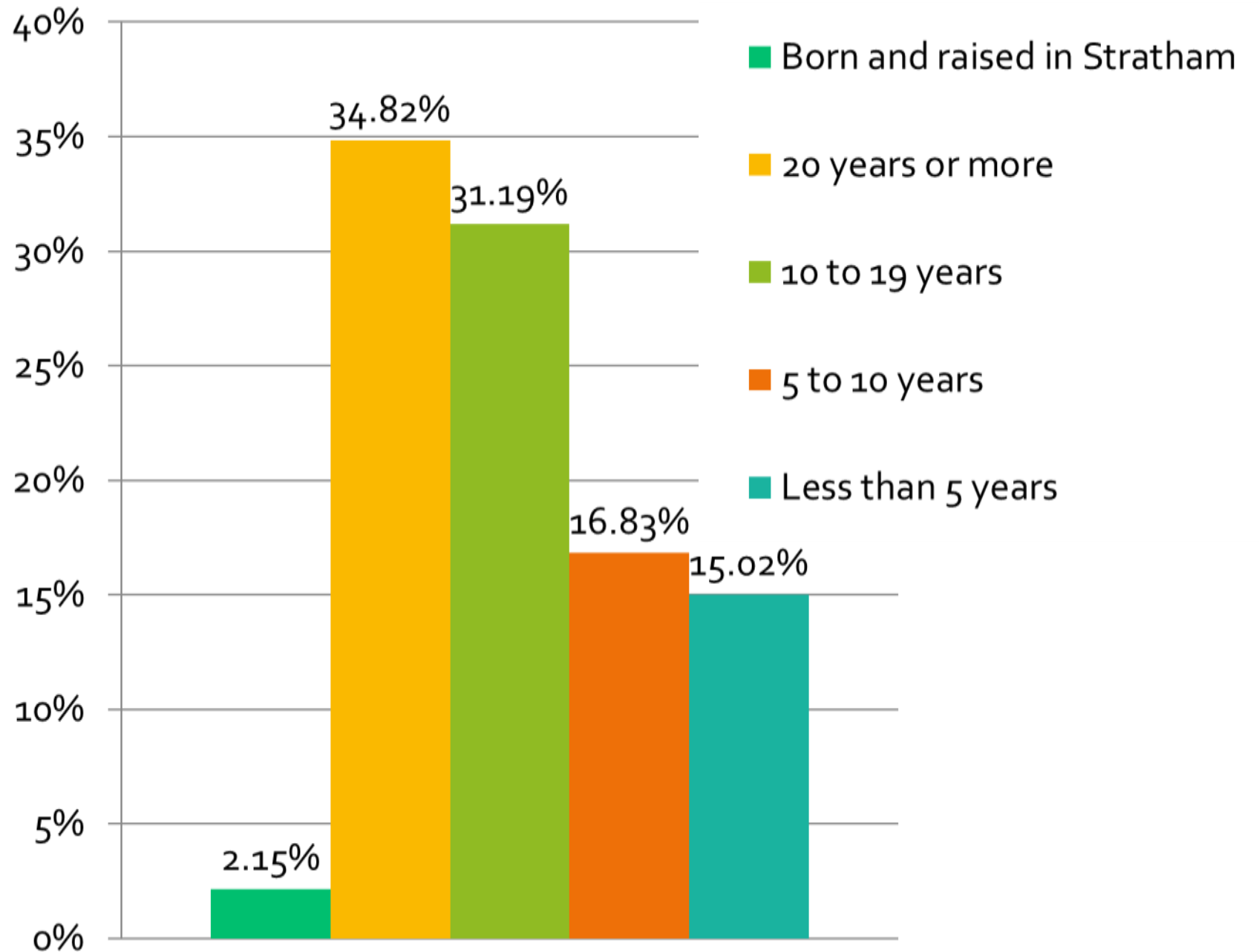
Understanding the survey participants

What are the most important features attracting you to Stratham?

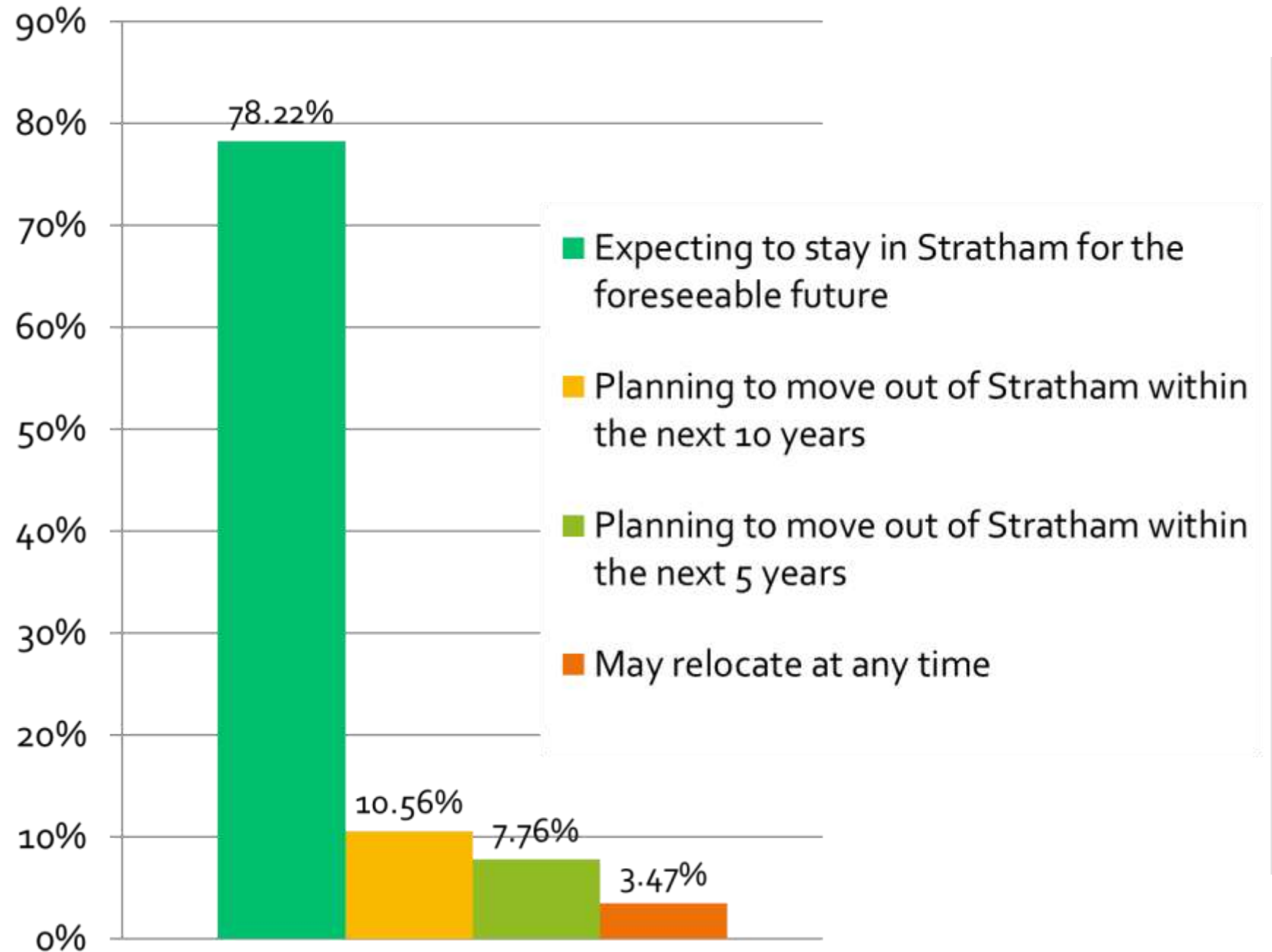




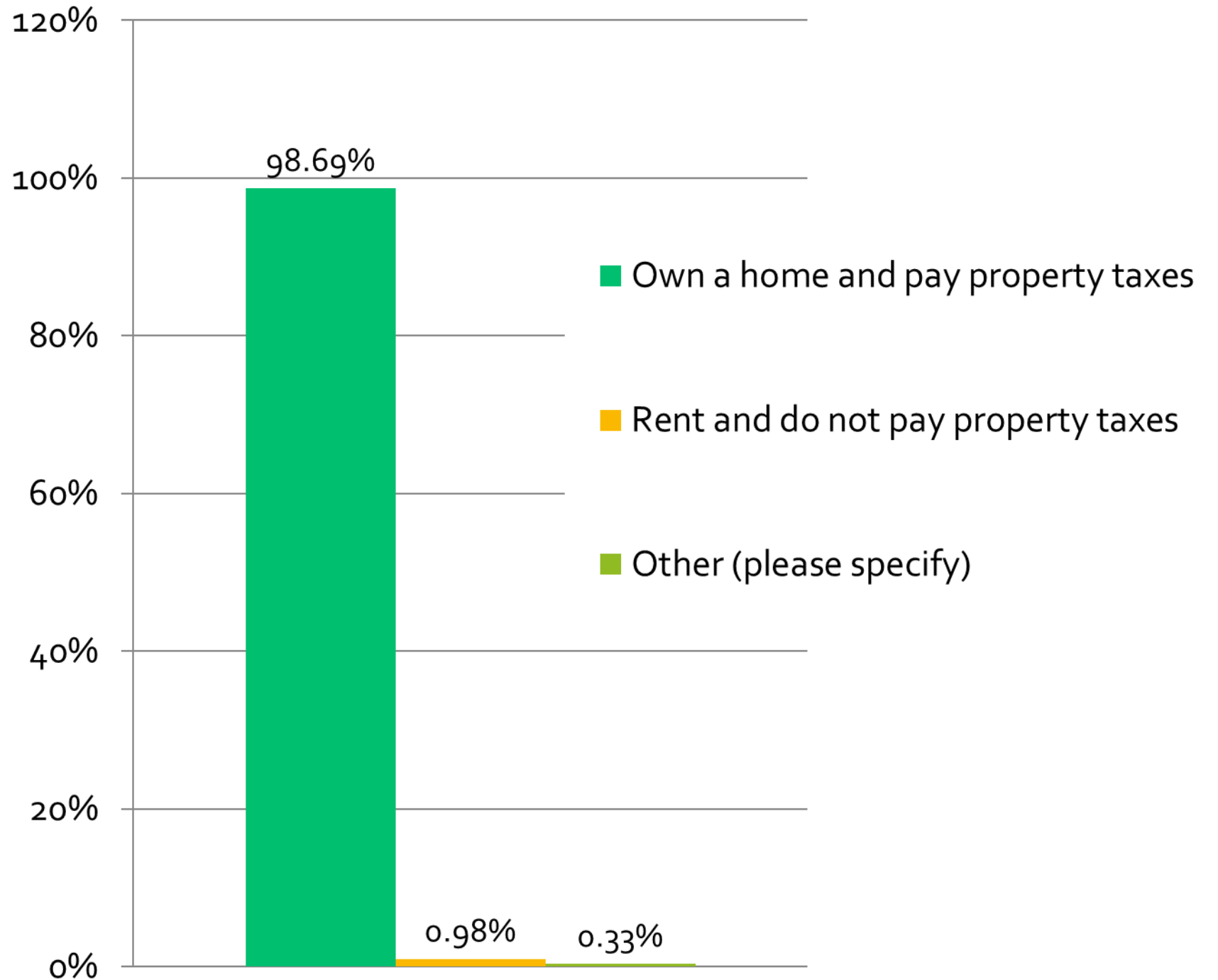
# How long have you lived in Stratham?



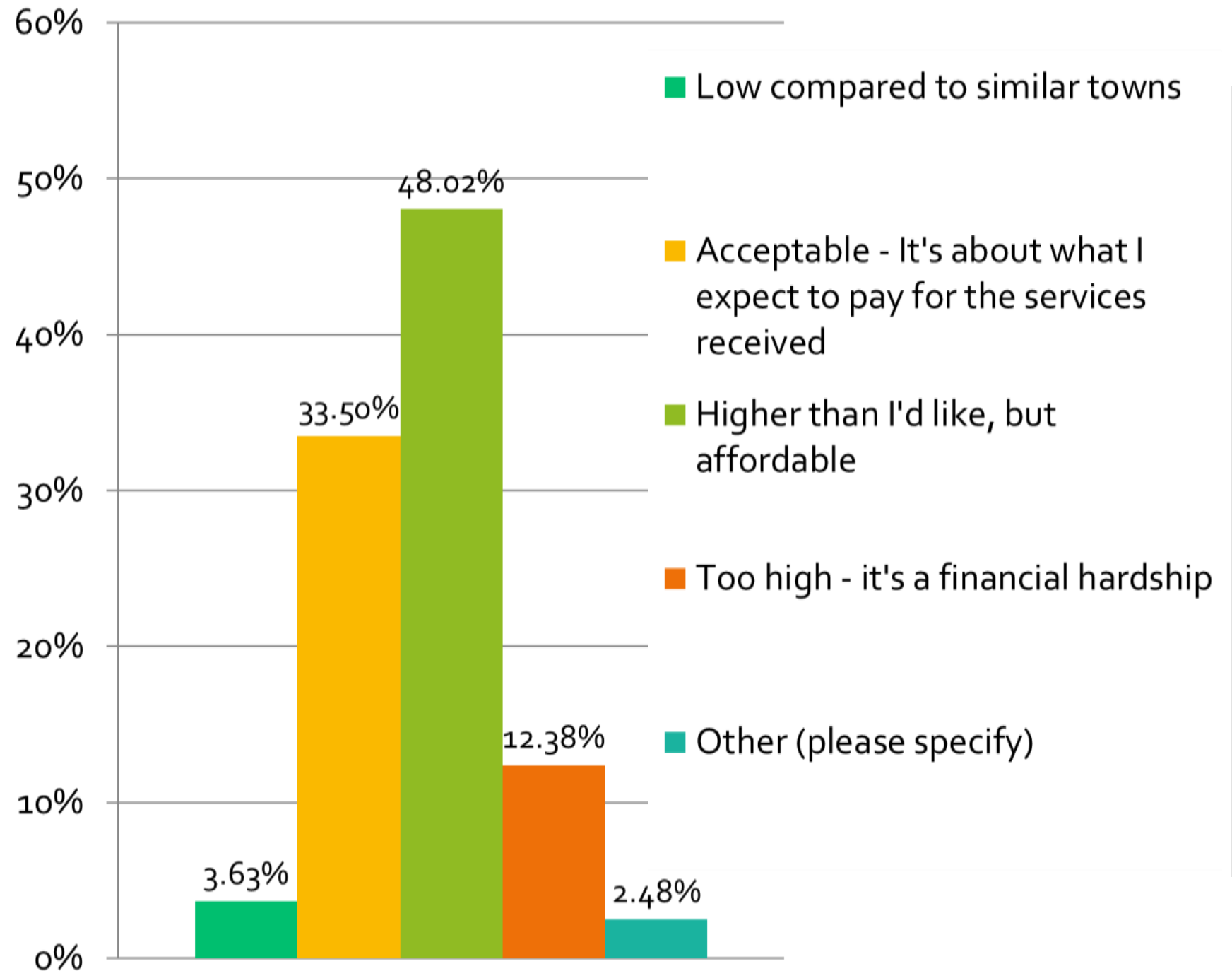
# Plans for remaining in Stratham



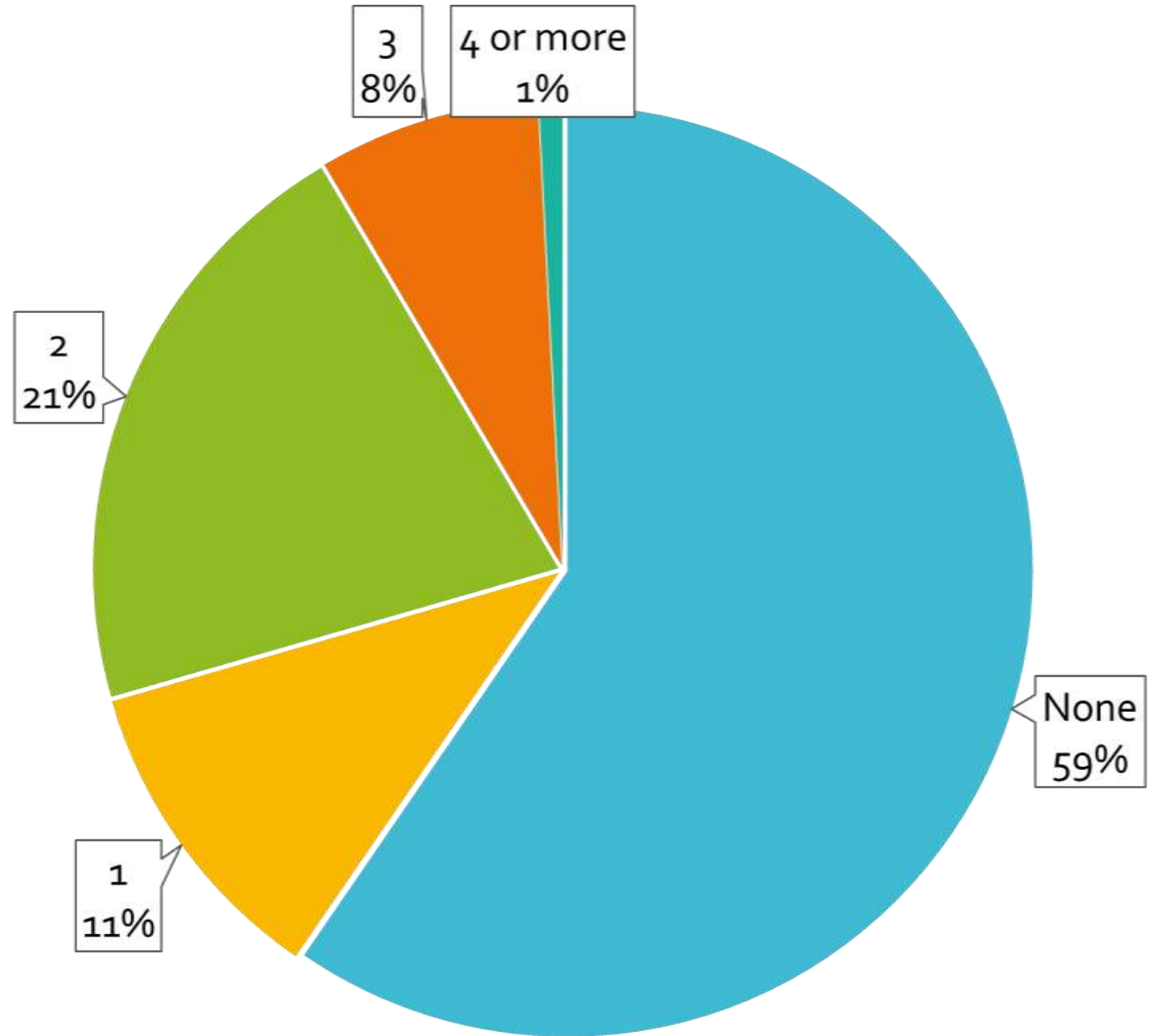
Please  
describe your  
home  
ownership



The Stratham  
tax rate is:



How many children under the age of 18 are in your household?

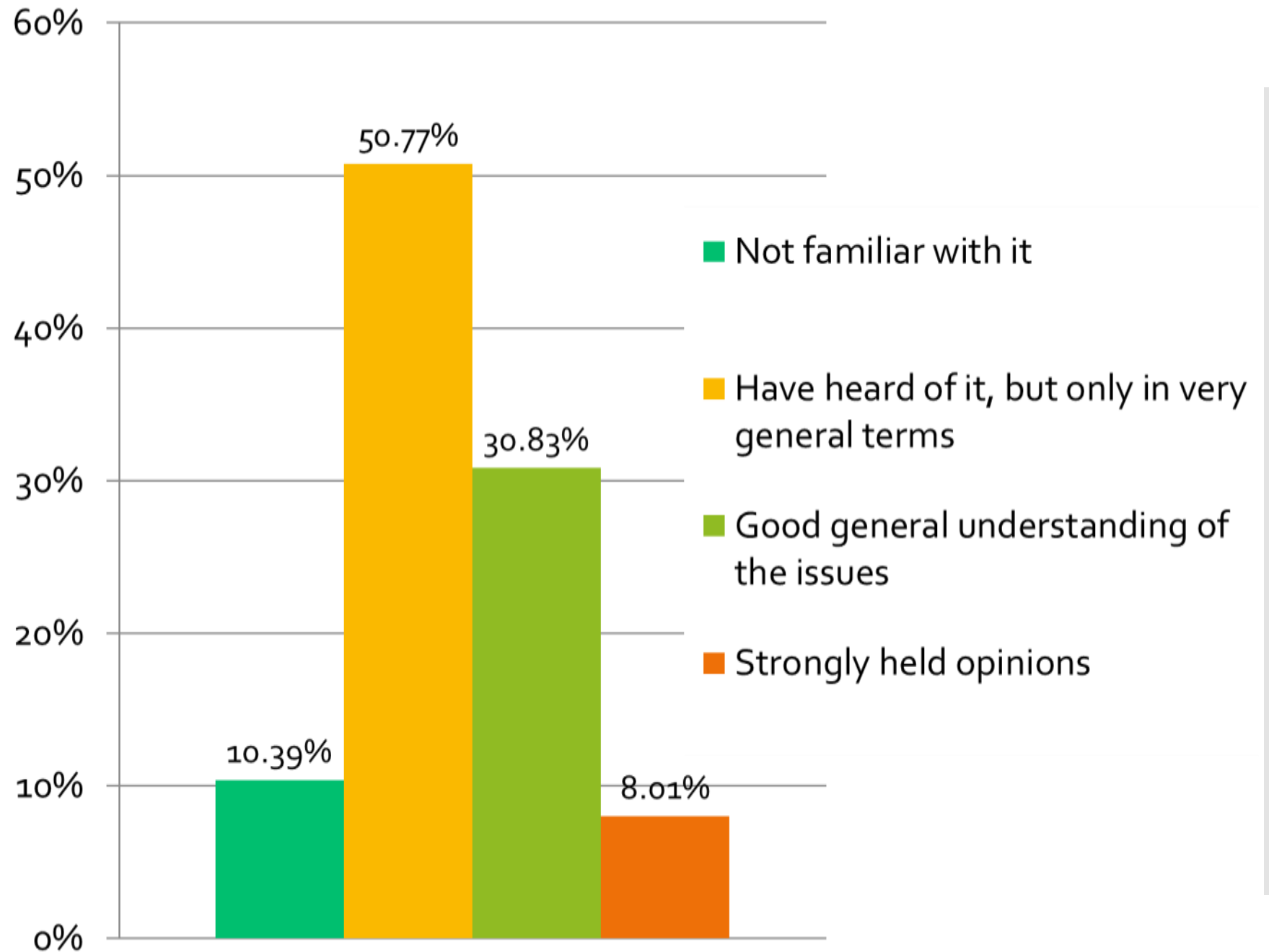




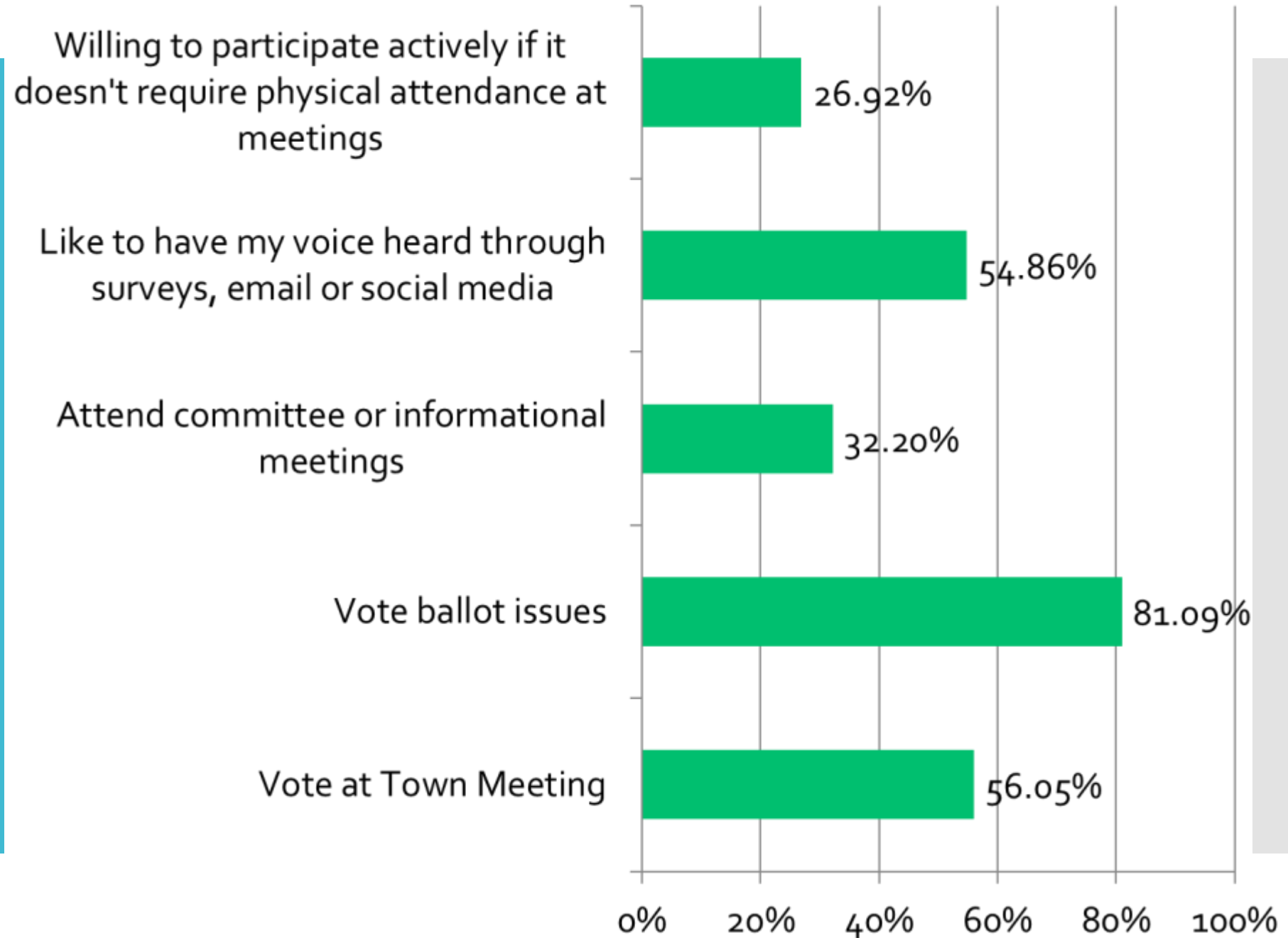
# Awareness & Participation

Gauging involvement with Town Government

# Level of knowledge about the Route 108 Commercial Zoning Project



# Participation in town government





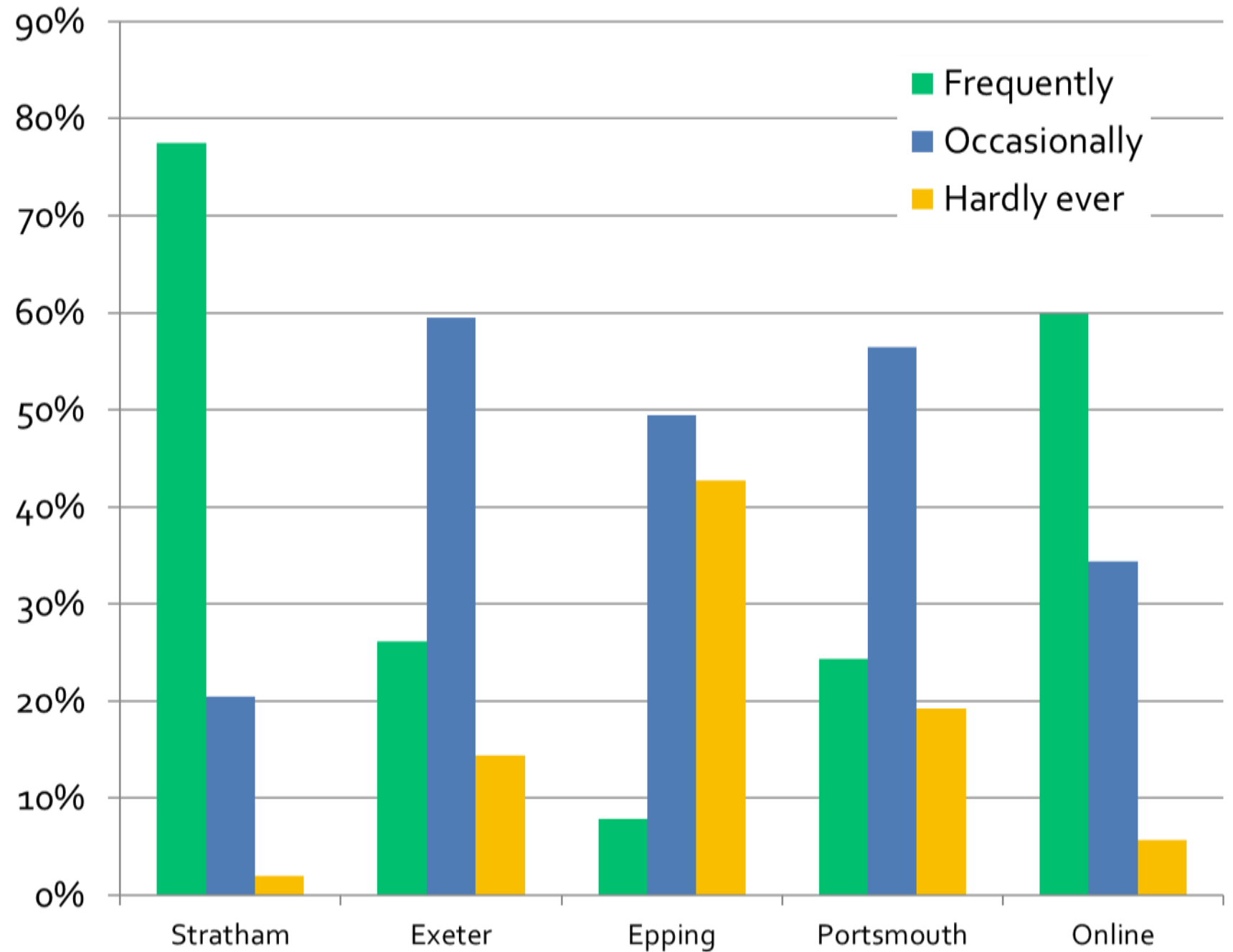


# Interacting with Local Businesses

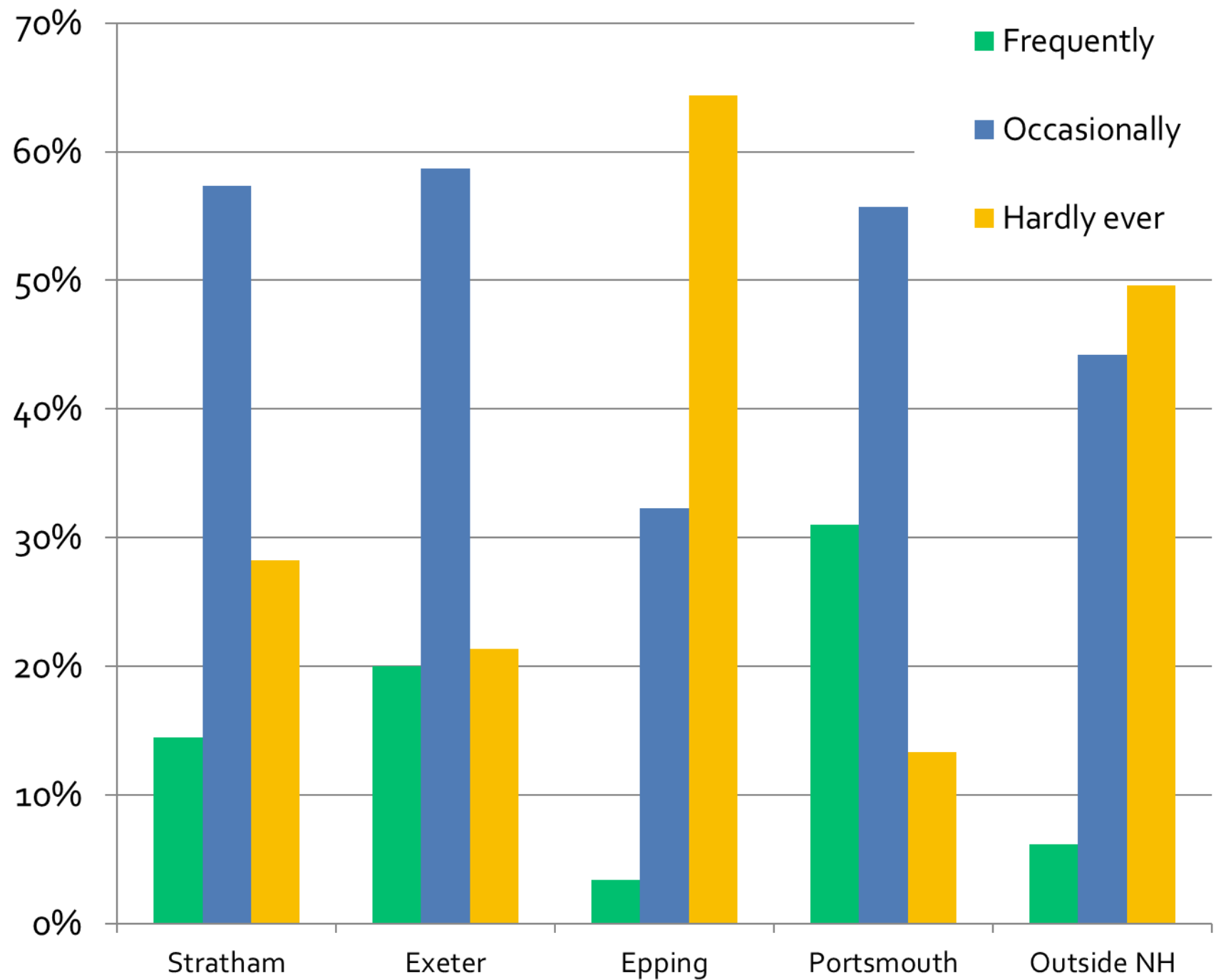
The following questions are designed to understand the respondents' interactions with businesses in Stratham, nearby towns, and online merchants



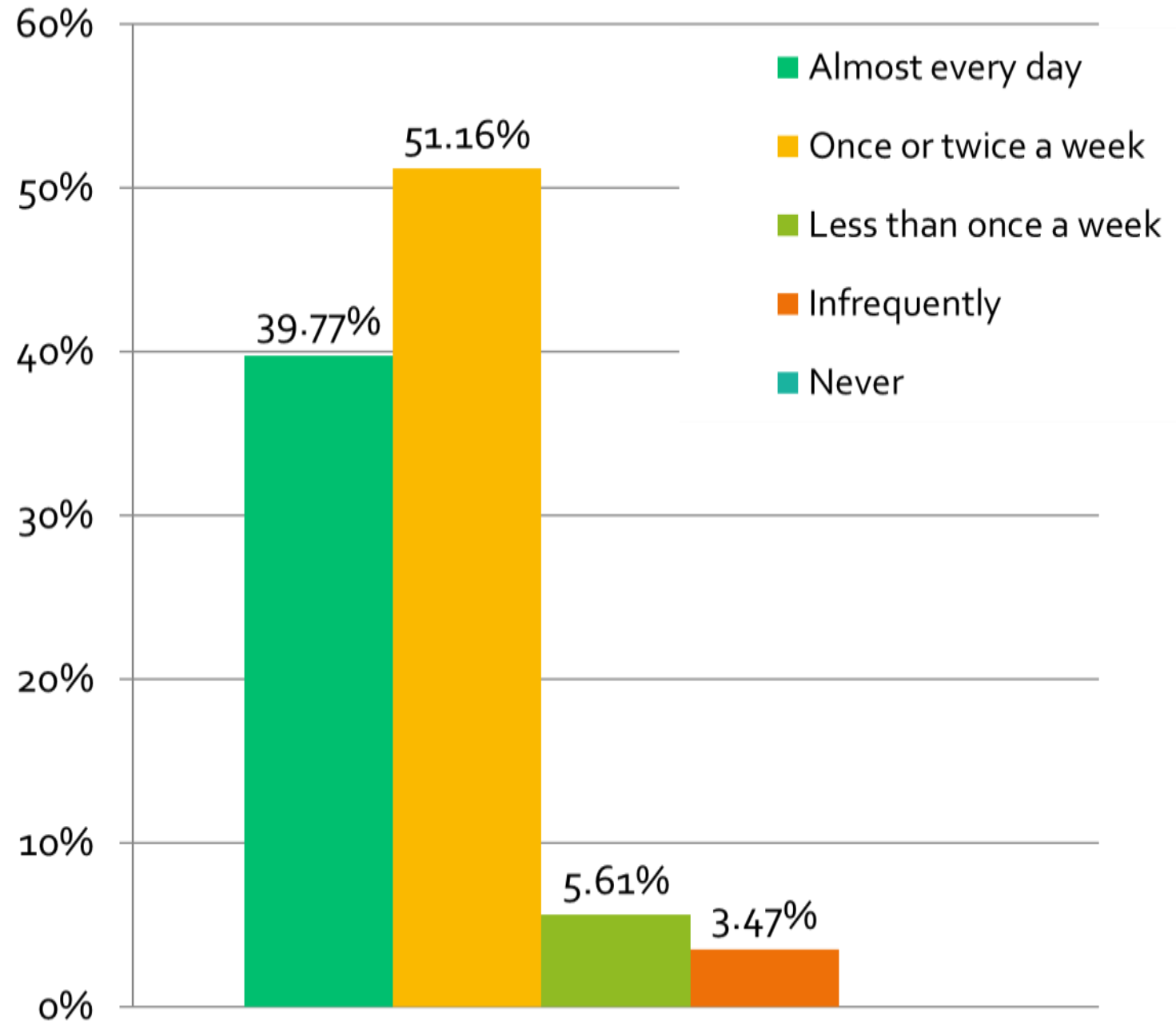
Where are you  
most likely to  
shop?



Where are you  
most likely to  
go out to eat?



How frequently do you shop or visit businesses within Stratham?



Questions?

## Stratham Gateway Community Review

### Q1. Are you currently a Stratham resident?

| Answer Choices  | Responses |            |
|-----------------|-----------|------------|
| Yes             | 97.82%    | 628        |
| No              | 2.18%     | 14         |
| <b>Answered</b> |           | <b>642</b> |
| <b>Skipped</b>  |           | <b>0</b>   |

### Q2. What are the most important features attracting you to Stratham?

| Answer Choices                  | Responses |            |
|---------------------------------|-----------|------------|
| Quality of schools              | 49.84%    | 320        |
| Tax rate                        | 16.36%    | 105        |
| Housing cost/availability       | 11.21%    | 72         |
| Location (close to work/family) | 58.41%    | 375        |
| Rural character                 | 55.92%    | 359        |
| Other (please specify)          | 12.15%    | 78         |
| <b>Answered</b>                 |           | <b>642</b> |
| <b>Skipped</b>                  |           | <b>0</b>   |

### Q3. How many children under the age of 18 are in your household?

| Answer Choices  | Responses |            |
|-----------------|-----------|------------|
| None            | 59.19%    | 380        |
| 1               | 11.21%    | 72         |
| 2               | 20.87%    | 134        |
| 3               | 7.94%     | 51         |
| 4 or more       | 0.78%     | 5          |
| <b>Answered</b> |           | <b>642</b> |
| <b>Skipped</b>  |           | <b>0</b>   |

### Q4. What is the age of the oldest member of your household?

| Answer Choices | Average Number | Total Number |
|----------------|----------------|--------------|
| (no label)     | 56.1199377     | 36029        |

### Q5. What is the age of the youngest member of your household?

| Answer Choices | Average Number | Total Number |
|----------------|----------------|--------------|
| (no label)     | 33.7570093     | 21672        |

### Q6. Please describe your home ownership

| Answer Choices | Responses |
|----------------|-----------|
|----------------|-----------|

|                                    |        |            |
|------------------------------------|--------|------------|
| Own a home and pay property taxes  | 98.13% | 630        |
| Rent and do not pay property taxes | 1.25%  | 8          |
| Other (please specify)             | 0.62%  | 4          |
| <b>Answered</b>                    |        | <b>642</b> |
| <b>Skipped</b>                     |        | <b>0</b>   |

## Q7. Your family's work

|                                | From home |    |
|--------------------------------|-----------|----|
| Your work                      | 13.66%    | 87 |
| Partner's work                 | 15.93%    | 90 |
| Other working household member | 3.80%     | 7  |

## Q8. Plans for remaining in Stratham

| Answer Choices  | Responses |            |
|---|-----------|------------|
| Expecting to stay in Stratham for the foreseeable future  | 77.41%    | 490        |
| Planning to move out of Stratham within the next 10 years | 10.43%    | 66         |
| Planning to move out of Stratham within the next 5 years  | 7.74%     | 49         |
| May relocate at any time                                  | 4.42%     | 28         |
| <b>Answered</b>   |           | <b>633</b> |
| <b>Skipped</b>  |           | <b>9</b>   |

## Q9. The Stratham tax rate is:

| Answer Choices   | Responses |            |
|--|-----------|------------|
| Low compared to similar towns  | 3.63%     | 23         |
| Acceptable - It's about what I expect to pay for the services received | 33.18%    | 210        |
| Higher than I'd like, but affordable                                   | 47.39%    | 300        |
| Too high - it's a financial hardship                                   | 12.64%    | 80         |
| Other (please specify)   | 3.16%     | 20         |
| <b>Answered</b>  |           | <b>633</b> |
| <b>Skipped</b>   |           | <b>9</b>   |

## Q10. How long have you lived in Stratham?

| Answer Choices              | Responses |            |
|-----------------------------|-----------|------------|
| Born and raised in Stratham | 2.69%     | 17         |
| 20 years or more            | 34.28%    | 217        |
| 10 to 19 years              | 30.65%    | 194        |
| 5 to 10 years               | 16.59%    | 105        |
| Less than 5 years           | 15.80%    | 100        |
| <b>Answered</b>             |           | <b>633</b> |
| <b>Skipped</b>              |           | <b>9</b>   |

Q11. Is Stratham more or less developed (number of homes and businesses

| Answer Choices          | Responses |            |
|-------------------------|-----------|------------|
| Far more developed      | 12.32%    | 78         |
| A little more developed | 10.90%    | 69         |
| About the same          | 15.80%    | 100        |
| Less developed          | 40.76%    | 258        |
| Much less developed     | 16.90%    | 107        |
| Other (please specify)  | 3.32%     | 21         |
| <b>Answered</b>         |           | <b>633</b> |
| <b>Skipped</b>          |           | <b>9</b>   |

Q12. How frequently do you shop or visit businesses within Stratham?

| Answer Choices        | Responses |            |
|-----------------------|-----------|------------|
| Almost every day      | 39.02%    | 247        |
| Once or twice a week  | 51.34%    | 325        |
| Less than once a week | 6.00%     | 38         |
| Infrequently          | 3.63%     | 23         |
| Never                 | 0.00%     | 0          |
| <b>Answered</b>       |           | <b>633</b> |
| <b>Skipped</b>        |           | <b>9</b>   |

Q13. Where are you most likely to shop?

|            | Frequently |     |
|------------|------------|-----|
| Stratham   | 76.66%     | 473 |
| Exeter     | 26.30%     | 157 |
| Epping     | 7.99%      | 46  |
| Portsmouth | 24.38%     | 147 |
| Online     | 59.66%     | 349 |

Q14. Where are you most likely to go out to eat?

|            | Frequently |     |
|------------|------------|-----|
| Stratham   | 14.36%     | 86  |
| Exeter     | 19.93%     | 120 |
| Epping     | 3.41%      | 19  |
| Portsmouth | 30.78%     | 189 |
| Outside NH | 5.92%      | 31  |

Q15. What does Stratham need more of to improve your quality of life?

| Answer Choices | Responses |  |
|----------------|-----------|--|
|----------------|-----------|--|



|   |        |            |
|---|--------|------------|
| Open space or conservation land                       | 40.13% | 246        |
| Lower cost housing options (rental, lower cost homes) | 18.92% | 116        |
| Office / business space and professional services     | 8.16%  | 50         |
| "Walk-able" downtown                                  | 40.62% | 249        |
| Variety of retail and businesses                      | 44.05% | 270        |
| Restaurants, bars, craft beer                         | 42.25% | 259        |
| Medical services                                      | 5.38%  | 33         |
| Playgrounds and recreational facilities               | 22.19% | 136        |
| Other (please specify)                                | 23.33% | 143        |
| <b>Answered</b>                                       |        | <b>613</b> |
| <b>Skipped</b>  |        | <b>29</b>  |

#### Q16. Level of knowledge about the Route 108 Commercial Zoning Project

| Answer Choices                                   | Responses |            |
|--|-----------|------------|
| Not familiar with it                             | 11.09%    | 68         |
| Have heard of it, but only in very general terms | 50.90%    | 312        |
| Good general understanding of the issues         | 30.18%    | 185        |
| Strongly held opinions                           | 7.83%     | 48         |
| Other (please specify)                           |           | 17         |
| <b>Answered</b>                                  |           | <b>613</b> |
| <b>Skipped</b>                                   |           | <b>29</b>  |

#### Q17. Position on development in the Stratham Gateway District (Portsmouth)

|   | Strongly agree |     |
|---|----------------|-----|
| I find most of what I need in this zone                               | 11.61%         | 67  |
| Would like to shop and do business locally if there were more options | 34.80%         | 205 |

#### Q18. Which statements best characterize your view on development in the C

|   | Strongly Agree |     |
|---|----------------|-----|
| Investment in water and sewer infrastructure will pay off over the next | 21.91%         | 126 |
| Taxpayers will benefit in the long term from town infrastructure invest | 23.92%         | 139 |
| So long as developers pay their share, some investment from the tow     | 24.03%         | 143 |
| No town funds should go toward water and sewer infrastructure           | 18.64%         | 107 |

#### Q19. Participation in town government

| Answer Choices                             | Responses |     |
|--|-----------|-----|
| Vote at Town Meeting                       | 54.98%    | 337 |
| Vote ballot issues                         | 80.42%    | 493 |
| Attend committee or informational meetings | 31.65%    | 194 |

|   |        |            |
|---|--------|------------|
| Like to have my voice heard through surveys, email or social media        | 55.63% | 341        |
| Willing to participate actively if it doesn't require physical attendance | 27.08% | 166        |
| <b>Answered</b>   |        | <b>613</b> |
| <b>Skipped</b>  |        | <b>29</b>  |

| Responses       |            |
|-----------------|------------|
| 100.00%         | 642        |
| <b>Answered</b> | <b>642</b> |
| <b>Skipped</b>  | <b>0</b>   |

| Responses       |            |
|-----------------|------------|
| 100.00%         | 642        |
| <b>Answered</b> | <b>642</b> |
| <b>Skipped</b>  | <b>0</b>   |

| Locally  | Commuter (more than 30 min) |        | Not working now |        | Total |     |
|----------|-----------------------------|--------|-----------------|--------|-------|-----|
| 38.62%   | 246                         | 15.70% | 100             | 32.03% | 204   | 637 |
| 36.46%   | 206                         | 18.05% | 102             | 29.56% | 167   | 565 |
| 39.13%   | 72                          | 13.59% | 25              | 43.48% | 80    | 184 |
| Answered |                             |        |                 |        |       | 639 |
| Skipped  |                             |        |                 |        |       | 3   |

s) than the last town in which you lived?

| Occasionally |     | Hardly ever |     | Total |
|--------------|-----|-------------|-----|-------|
| 21.39%       | 132 | 1.94%       | 12  | 617   |
| 59.30%       | 354 | 14.41%      | 86  | 597   |
| 48.78%       | 281 | 43.23%      | 249 | 576   |
| 56.05%       | 338 | 19.57%      | 118 | 603   |
| 34.70%       | 203 | 5.64%       | 33  | 585   |
| Answered     |     |             |     | 633   |
| Skipped      |     |             |     | 9     |

| Occasionally |     | Hardly ever |     | Total |
|--------------|-----|-------------|-----|-------|
| 57.26%       | 343 | 28.38%      | 170 | 599   |
| 58.80%       | 354 | 21.26%      | 128 | 602   |
| 31.60%       | 176 | 64.99%      | 362 | 557   |
| 55.54%       | 341 | 13.68%      | 84  | 614   |
| 44.08%       | 231 | 50.00%      | 262 | 524   |
| Answered     |     |             |     | 633   |
| Skipped      |     |             |     | 9     |

Portsmouth Avenue from Route 101 to Raeder Dr.)

| Agree           |     | Disagree |     | Strongly disagree |    | Total      |
|-----------------|-----|----------|-----|-------------------|----|------------|
| 44.19%          | 255 | 36.22%   | 209 | 7.97%             | 46 | 577        |
| 39.56%          | 233 | 15.62%   | 92  | 10.02%            | 59 | 589        |
| <b>Answered</b> |     |          |     |                   |    | <b>613</b> |
| <b>Skipped</b>  |     |          |     |                   |    | <b>29</b>  |

Gateway District (Portsmouth Avenue from Route 101 to Raeder Dr.)

| Agree           |     | Disagree |     | Strongly Disagree |     | Total      |
|-----------------|-----|----------|-----|-------------------|-----|------------|
| 37.74%          | 217 | 22.78%   | 131 | 17.57%            | 101 | 575        |
| 40.96%          | 238 | 19.28%   | 112 | 15.83%            | 92  | 581        |
| 50.25%          | 299 | 15.80%   | 94  | 9.92%             | 59  | 595        |
| 19.16%          | 110 | 45.47%   | 261 | 16.72%            | 96  | 574        |
| <b>Answered</b> |     |          |     |                   |     | <b>613</b> |
| <b>Skipped</b>  |     |          |     |                   |     | <b>29</b>  |