

MAJOR FINDINGS:

- Protecting Durham's natural amenities and water resources, including Great Bay, is a high priority for respondents.
- At the same time, respondents support policies to stabilize or reduce the property tax rate, including expanding commercial development outside of the downtown core.
- Respondents overall support policies to make the downtown more pedestrian-friendly, including improving bike lanes, sidewalks, and crosswalks.
- Overall, respondents support a diverse mix of housing, to include affordable options for working individuals and families, young families and seniors.

COMMUNITY FACILITIES /INFRASTRUCTURE:

- 83% of respondents indicated that the quality of Oyster River schools is very important or somewhat important to making Durham a place where they want to live.
- 74%, 73% and 68%, respectively, strongly agree or somewhat agree that improving bike lanes, sidewalks, and crosswalks are important to improving the downtown.
- 70% rated the Town's transfer station as excellent or good.
- 52% of respondents agreed or strongly agreed that the town should shift to single-stream recycling.
- 40% of respondents said the Town Hall facility is adequate, with an additional 40% indicating it is good to excellent.
- Fewer than half the respondents indicated that two-way traffic patterns and better lighting were very important or somewhat important to improving the downtown.
- Two-thirds of respondents indicated that transportation to the downtown from where they live is **not at all important** or **not very important**.
- Only 33% of respondents rated the Town's athletic playing fields as excellent or good, while only 12% rated indoor recreation facilities as excellent or good.

COMMUNITY CHARACTER:

- 93% of respondents indicated that having an attractive natural setting was very important or somewhat important to making Durham a place where they want to live.
- 92% indicated that access to the Seacoast was very important or somewhat important.
- 91% indicated that sense of community was somewhat important or very important.
- 84% strongly agree or somewhat agree the town should do more to preserve historic structures, but only 41% want to see the Historic District Boundary expanded.

ECONOMIC VITALITY:

- 91% of respondents indicated that they strongly agree or somewhat agree that joint UNH-Durham projects to promote economic Development should be pursued.
- 91% strongly agree or somewhat agree that they would spend more money downtown if more retail and professional services were available
- 89% strongly agree or somewhat agree that Durham should continue to facilitate the re-development of existing structures, and 85% strongly or somewhat agreed that Durham should facilitate new construction.
- 84% strongly agree or somewhat agree that economic development options outside of the downtown should be pursued (e.g. office parks, light industry, etc.).
- 71% strongly support or somewhat support making more land available for commercial development.
- 71% strongly agree or somewhat agree that a downtown performing arts center would benefit economic development.
- 61% **strongly disagree** or **somewhat disagree** that a tax rate with similar rates as the past is acceptable.

NATURAL, HISTORIC, CULTURAL, AND RECREATIONAL RESOURCES

- 96% of respondents indicated protecting drinking water sources was very important or somewhat important.
- 96% indicated that protecting coastal streams and water bodies leading to Great Bay was very important or somewhat important, while over 90% indicated that protecting the watershed for recreational and ecological purposes was very important to somewhat important.
- 92% of respondents strongly agree or somewhat agree that the Town should take action to implement additional energy conservation measures for municipal facilities and 85% said the Town should develop alternative energy sources for municipal facilities.
- 91% and 89% of respondents strongly agree or somewhat agree the Town should support homeowner gardens and community gardens.
- 88% strongly agree or somewhat agree the town should support the production and sale of local agricultural products while 82% feel the town should adopt policies to protect ag lands for current or future food production.
- 69% indicated that a recreational center for people of all ages would enhance Durham residents' quality of life.
- 55 respondents id'd the intersection of Madbury Road and Main St. as a hazard to pedestrian safety, and 31 id'd the intersection of Main St. and Mill Rd. as a hazard.
- 35 respondents id'd Newmarket Rd. (Rt. 108) as hazardous with respect to bicycle safety, while 25 respondents id'd Durham Point Road as a hazard.
- Protecting drinking water is less of a priority for people 24 years and under than it is for individuals 55 and over – 50% of respondents under 24 said it was not a priority, whereas 95.8% of respondents 75 and over agreed or strongly agreed that it was a priority. This general positive correlation is statistically significant using Pearson's chi square test.



Master Plan Survey Summary May 2011

A Brief Overview:

- 467 individuals responded to the survey (397 full responses and 70 partial responses).
- The following is a breakdown of respondents by age:
 - 63% ages 35-64
 - 29% ages 65 and over
 - 6 % ages 18 – 34
 - 2% of respondents under age 18
- Respondents represented 22 of the Town's 23 tax maps, with 22% residing in map 6 ('Faculty Neighborhood') and 18 (Rt. 108 South).
- 52% of respondents were female; 48% were male
- 41% of respondents are employed full time; 27% retired; 12% self-employed, 6% homemakers, 8% employed part time, 2% students; 3% other and 1% unemployed
- 42% travel less than 5 mi to work (including those who work from home)
- 60% use car or truck to travel to work, while 12% use alternative means (walk, bike, bus, or train).