Development of Survey

• Evaluation of Municipal Surveys – reviewing samples from rural, suburban and urban communities throughout the country
• Incorporating request to include questions from the Police Department
• Reviewing items of importance with Township Committee Members, input provided by:
  • Shirley Kocher
  • Ron Hayes
  • Desiree Dillon
Survey information was organized to collect information on:

- Demographics
- Overall Township Services
- Township Information
- Community Safety
- Recreation Services and Facilities
- Community Communication
- Community and Economic Development

**Note:** The complete survey questionnaire is included later in this document for reference.
283 Total Responses

Response Analysis

- Online survey hosted on SurveyMonkey.com
- 283 total responses
  - 76% completion rate
  - 22 duplicate IP addresses
- Time spent – 12 minute average
- Results should be considered the opinions of the participants and not generalized to entire population
## Responses by Collector Type

<table>
<thead>
<tr>
<th>Collector</th>
<th>Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tax Newsletter</td>
<td>42</td>
</tr>
<tr>
<td>Social Media Recreation Facebook</td>
<td>38</td>
</tr>
<tr>
<td>MT Police Dept Google Alert (Email)</td>
<td>82</td>
</tr>
<tr>
<td>Social Media MTPD Facebook</td>
<td>57</td>
</tr>
<tr>
<td>Township News Blog/Story Link Posting to Facebook</td>
<td>64</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>283</strong></td>
</tr>
</tbody>
</table>
Survey Participants

Demographics
- 98% - residents
- Males (41%) vs. Females (59%)
- 87% own their home
- 83% live in a single home residence
- 56% plan to live here 5-10 years or greater than 10 years, (30% did not know)
- 7% claimed to own farm-assessed property

Age Distribution by Filter

Male vs. Female

Farm Assessed vs. All Other
Overall Township
Municipal Government's Overall Performance
(Responses: Very Good, Good, Average, Poor, Very Poor, No Opinion)

- Weighted Average: the Lower the Number the Better the Performance
- Senior Group – 183 answered “No Opinion”

Township Information
Mansfield Township's performance in: INFORMING CITIZENS

• 71% rated Mansfield Township as satisfactory in informing citizens
• 35% rated as good or very good at informing citizens

Answered: 243   Skipped: 40
Frequency in using sources for information about news, services, and programs

- **Weighted Average**: The higher the number the more likely to use the source.
- **Highest rated sources**:
  - Word of Mouth
  - Police Facebook
  - Email/Google Alert
  - Township Website
- **Lowest rated sources**:
  - Meeting Audio
  - Township Twitter

**Answered**: 243  **Skipped**: 40

**Sources Used (in order of rating)**: Word of Mouth, Police Facebook Page, Email (Google Alerts), Municipal Website, Radio, Newsletters/Flyers from Depts/Committees, Recreation Website, Recreation Facebook Page, Meeting Minutes, Classified Ads (i.e.Public Notices/Bids), Meeting Audio Recordings, Township Twitter Account
Community Safety
Feeling of Safety

- Weighted averages, the lower the number the safer participants feel in different areas of township.
  - Orange – Mansfield during the day
  - Purple – Mansfield during the evening
- Males were significantly higher in rating “Always Safe” in Parks, Trails, Mansfield During the Day and Mansfield During the Evening
- Males were significantly lower selecting “usually safe” when rating Recreational Facilities
- No opinion: Trails - 26%, School – 24%, Parks – 19%, Recational Facilities – 18%

How safe you feel in each of the following areas of Mansfield Township:

Weighted averages: the lower the number the safer participants feel.
Selections: Always Safe, Usually Safe, Sometimes Safe/Unsafe, Always Unsafe, No Opinion
Quality of each of the following in Mansfield Township

% of Respondents rating Average, Good, or Very Good:

- 92% - Police services overall
- 90% - Police patrol
- 90% - Police visibility
- 86% - Traffic enforcement
- 74% - Police response time
- 60% - Nuisance enforcement
- 49% - Animal control
- 46% - Code enforcement

Weighted Average: The lower the number the higher the quality.
Residential Perceptions of Crime including Drugs/Dealing the Same or Increasing

• Overall, residents feel crime is staying the same or increasing and that drug use and dealing are more likely to be increasing
• No significant differences in perceptions by gender, however, residents with farm-assessed property did not report a decrease in crime or drug dealing

Q15: Would you say crime in Mansfield Township is...
Answered: 242    Skipped: 41

Q16: Would you say drug use and dealing in Mansfield Township is...
Answered: 242    Skipped: 41
Relationship Between Police Department And The Broader Community Is A Positive One

Answered: 242  Skipped: 41
Recreation Services and Facilities
52% Stated that Mansfield Township Facilities And Recreational Programs DO NOT Meet Needs

Answered: 234  Skipped: 49

Meets Needs

- Yes: 52%
- No: 48%
Participants Prioritized Recreational Facilities

- Park Pavilion #1 Requested Improvement (101 votes, 30% more than any other amenity)
  - Amenities were randomly presented to minimize bias
  - Park Pavilion had 30% more votes than the next option selection
- “Passive Recreation” amenities more often favored over organized or team sports facilities
  - Sports Fields #7
  - Basketball Courts #10

Which of the following would you like to see more of in Mansfield Township? (Choose up to 3 items)
Community Communication
Digital Communication Channels Preferred for Sending Information

• #1 - Online surveys nearly tied with Emails - both more favored in providing input to Township
• #2 – Distant second - Speaking during Public Session of Township Committee Meeting
• #3 - Telephone communications
Digital Communication Channels

**PREFERRED**
For Receiving Information

- Top 3 Pics nearly equally preferred:
  - Email
  - Social Media
  - Website

Best Ways For The Municipality To Share Public Information (Select Up To 3 Items)
Newer Service Could Use Support In Building Awareness and Overcoming Barriers to Use

Awareness of Online Tax Payment Tool

Interest in Using Online Tax Payment Tool

Yes

No

Maybe
Important Items That Mansfield Township Committee Should Address (Select Up To 3)

- Top 3 items Participants want to see Committee Address:
  - INCREASED communications to keep citizens informed
  - ADDITIONS/IMPROVEMENTS to the Municipal Park (aka: Hector A. Cafferata, Jr. Memorial Park)
  - Road Repair and/or Drainage Issues
Community and Economic Development
Majority of Community Support Festivals and Events to Increase Tourism to Mansfield