



# Willistown Township

## Comprehensive Plan 2020 Survey

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### TOP LINE REPORT

OPEN SPACE REVIEW BOARD 12/14/2020

PLANNING COMMISSION MEETING 10/21/2020

PARKS & RECREATION BOARD 10/20/2020

MARY N. HUNDT, DIRECTOR, WILLISTOWN PARKS & RECREATION

# First Comprehensive Plan Survey

## *A Home Run!*



- 92.8% of respondents are Willistowners
- 45% of total parcels responded
- 48% of residences responded



# *Willistowners* *Willistown!*



48% resident response rate!



668 Willistowners want more comp plan info (619 verifiable)  
30% of respondent households and businesses!



440 Willistowners want to volunteer (430 verifiable)  
20% of respondent households and businesses!

**3 major points of community engagement!**

# Statistical Success

## Market Research Firm Statistician Review



October 1, 2020

Mary

Congratulations on a nice survey! It is great for Willistown to have not one but 6 surveys: there is great insight for each Area with the number of completions that you attained. And, in many areas there is a good amount of different opinions to want to be sure about statistical reliability.

I wanted to confirm each Area, the Willistown: Area (each)

\* representation in wet-only parcels in sentiment of the



W. ha. em. you gin of

Total Respon. (%) -4%

I do think differences in statistical differences are most important for the To. deeper dive.

I would estimate that creating would range between \$400 and \$475 per Area. Six comprehensive responses would range between \$1,750. I can also perform specific or custom analytics and would provide analytics rate based on hearing the specific need. Let me know how I can help you mine the data - its very rich! Best of luck to you!

*Rosemarie McElwee Console*  
Rosemarie McElwee Console

Boathouse Row Marketing | Philadelphia, PA | Malvern, PA  
BoathouseRowMarketing.com | 810.952.8067

### TOTAL RESPONDENTS

Confidence Level: 99%

The Township can be confident that the survey responses reflect every resident in Willistown. This is based on response statistics including:

- Rate of Response: 45% of total parcel owners and 48% of resident parcel owners, and
- Distribution of responses in each area

Margin of Error: 2%

Range of 4 points, +2% or -2% on each response.

# Statistical Success



## Statistician Review By Planning Area

### RESPONSES by AREA

% of total residential parcels by Planning Area compared to % of finished surveys

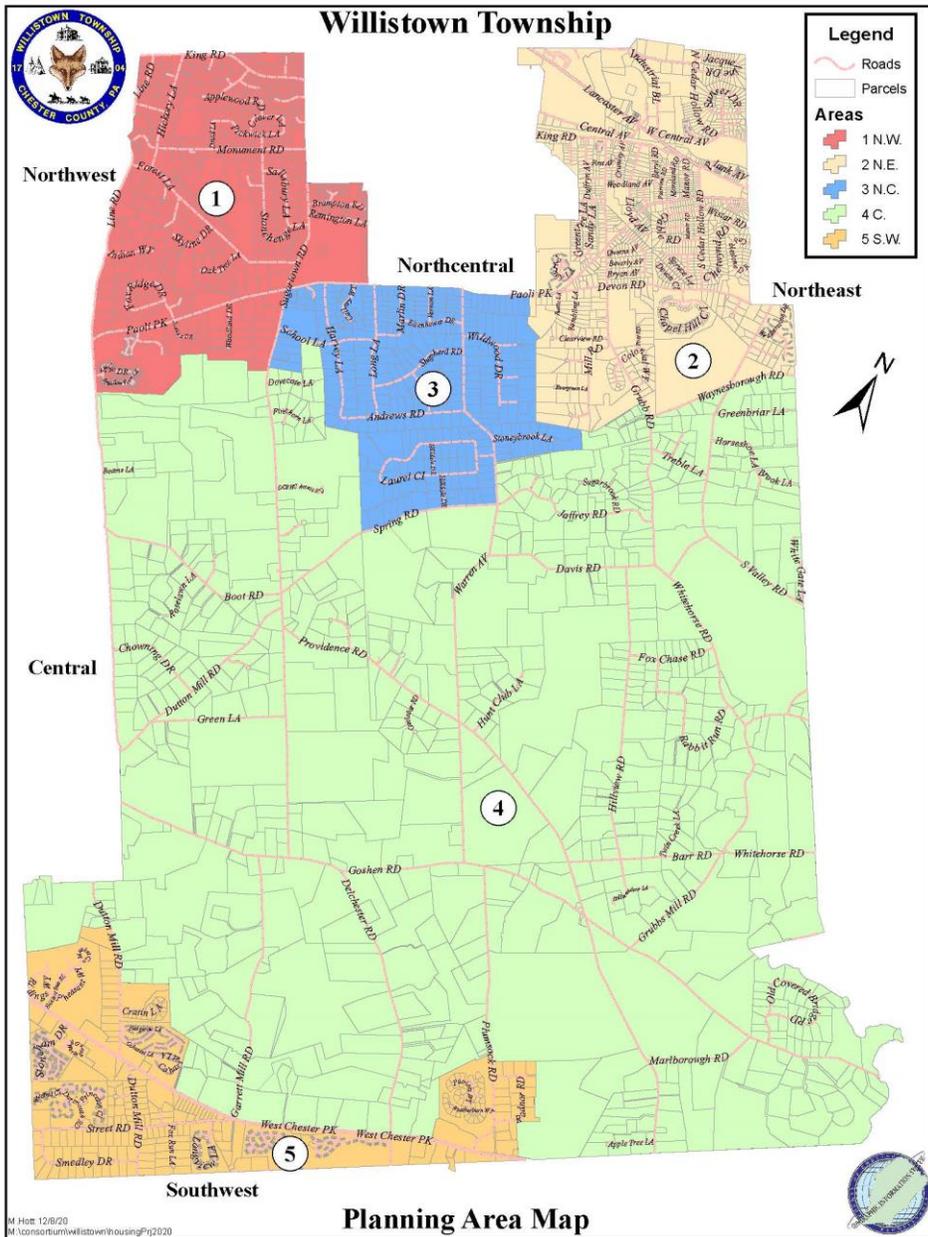
Area	% Resident Parcels	% Finished Surveys
Area 1	16	17
Area 2	35	27
Area 3	8	12
Area 4	16	20
Area 5	25	18
Other	NA	6

### Confidence Level: 95%

All Planning Areas have enough respondents for reliability of each area's representation.

### Margin of Error: 4%

Range of 8 points, +4% or -4% on each response.



# 2020 Survey

## Approach

➤ **Township as a Whole**

➤ **5 Planning Areas**

Delineation from historical Willistown Parks & Recreation surveys based on:

- Land use/zoning
- Geography
- Neighborhood planning
- Major roads

➤ **3 regions**

Further regional delineation is possible

- North (Areas 1, 2, &3)
- Central
- South





# Analysis Opportunities

Global to Granular

➤ **Township as a Whole (*Top Line Report*)**

- Top Line Report (*this one*)
- Drill Down Reports

➤ **5 Planning Areas**

- Top Line Report (*coming soon*)
- Drill Down Reports
  - ✓ Assess similarities, differences, and priorities by Planning Area
  - ✓ Customize to specific interest areas, e.g. Township Services, Open Space, Parks & Recreation, etc.

# 6 surveys in one!

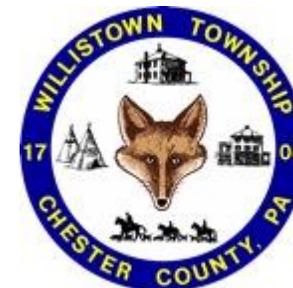
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Very Powerful  
Global and Targeted Community Information



Short-term mobilization of resources  
Long-term planning feedback

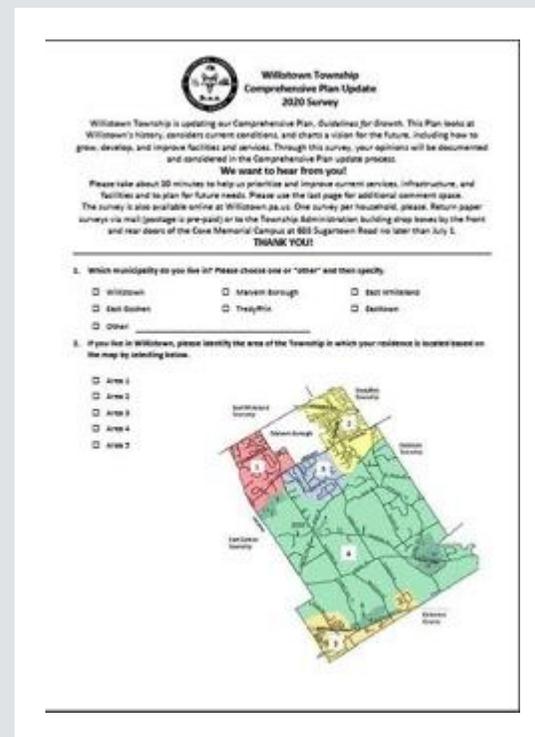


# Survey Instrument

Survey Monkey online survey development, deployment, and analysis tool

Paper surveys to every tax parcel including households, businesses, etc.

Third party data entry service transcribed the paper surveys into Survey Monkey

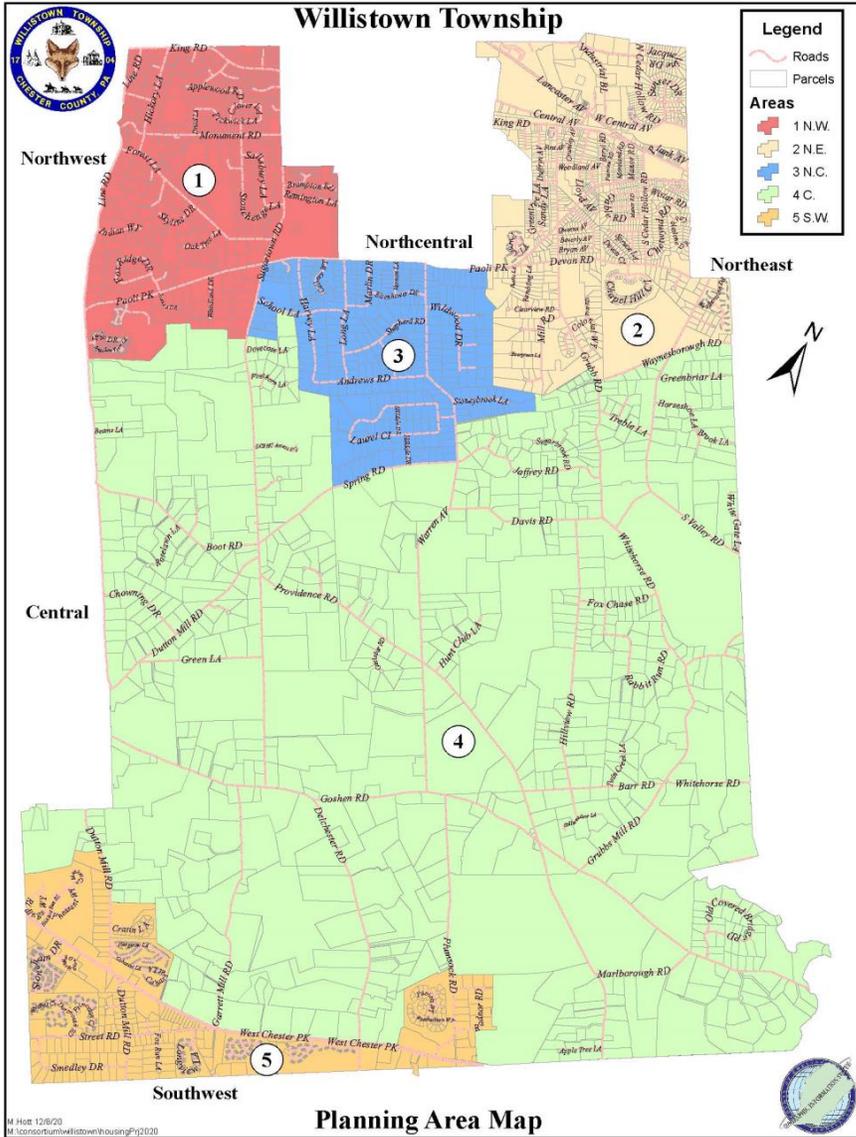


# Marketing & Outreach

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- ✓ WillisTowne Crier newsletter
- ✓ Township website
- ✓ In Great Valley Magazine
- ✓ Township social media
- ✓ Township Notify Me
- ✓ Willistown Parks & Recreation Enews
- ✓ Malvern and Willistown Community Facebook pages
- ✓ Malvern Patch
- ✓ Township memo boards

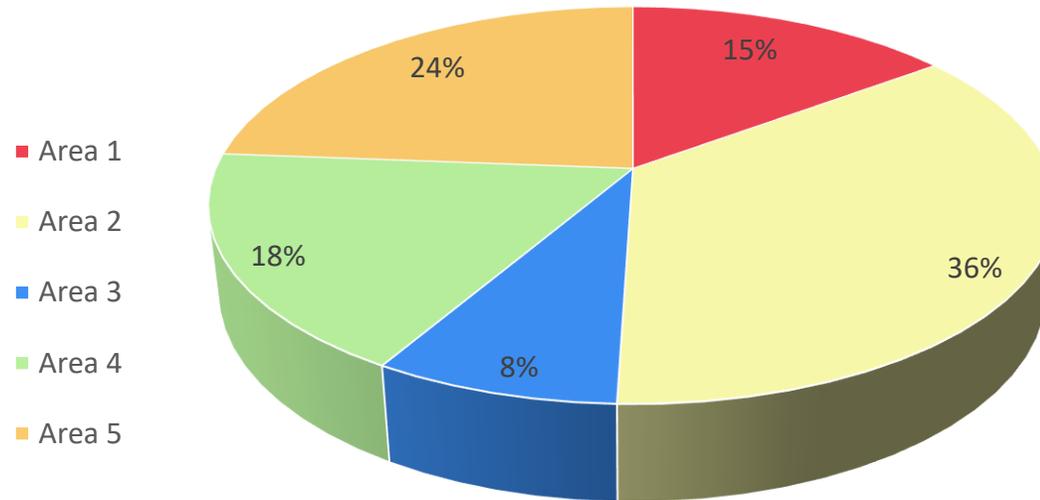


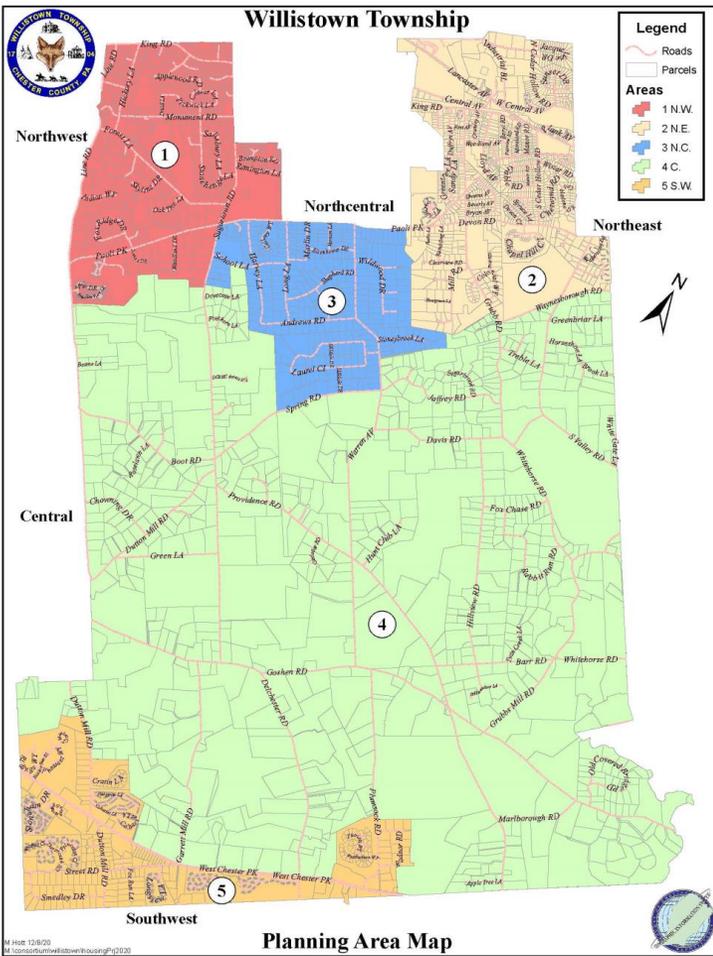
# Planning Areas by Land Use

## Baseline Data



Tax Parcels by Planning Area





Twp Planning Area	Units
<b>Area 1 Northwest</b>	<b>684</b>
Commercial	7
Exempt	11
Farm	3
Residential	663
<b>Area 2 Northeast</b>	<b>1,630</b>
Apartment	2
Commercial	93
Exempt	21
Farm	1
Industrial	4
Residential	1,509
<b>Area 3 Northcentral</b>	<b>352</b>
Commercial	2
Exempt	2
Residential	348
<b>Area 4 Central</b>	<b>802</b>
Commercial	13
Exempt	48
Farm	79
Residential	662
<b>Area 5 Southwest</b>	<b>1,103</b>
Apartment	2
Commercial	7
Exempt	6
Farm	1
Industrial	1
Residential	1,085
Utilities	1
<b>Grand Total</b>	<b>4,571</b>

Land Use Type	Total #
Residential	4267
Commercial	122
Exempt	88
Farm	84
Industrial	5
Apartment	4
Utilities	1
<b>Total</b>	<b>4571</b>

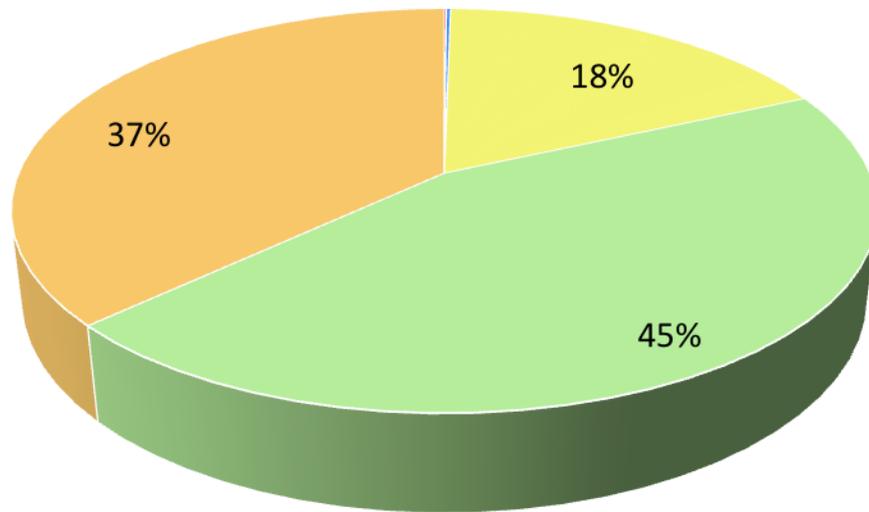
# Planning Area Land Use Detail

## Baseline Data

# Respondent Age & Years in Township

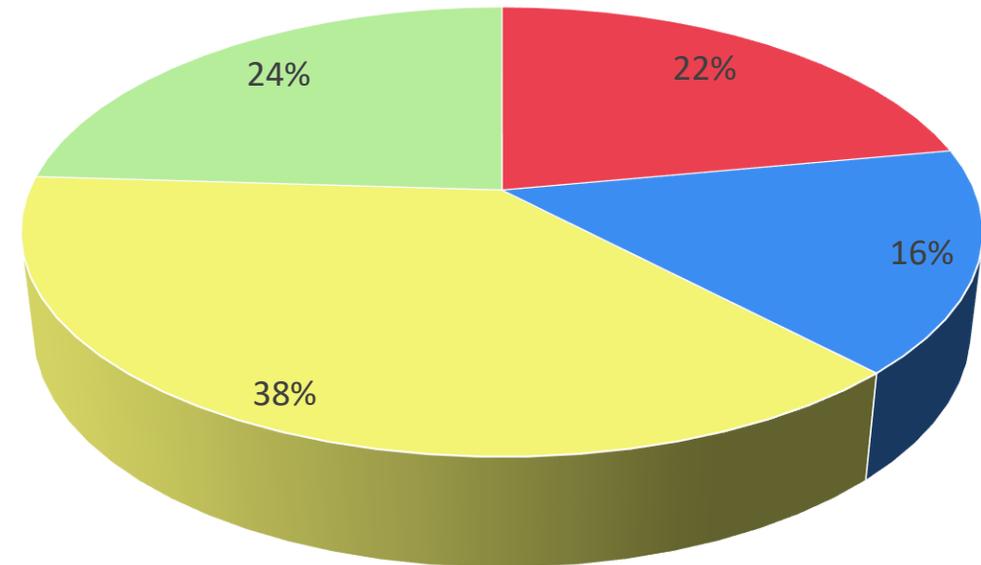


Respondent Age



■ 13-18 ■ 19-24 ■ 25-44 ■ 45-65 ■ 65+

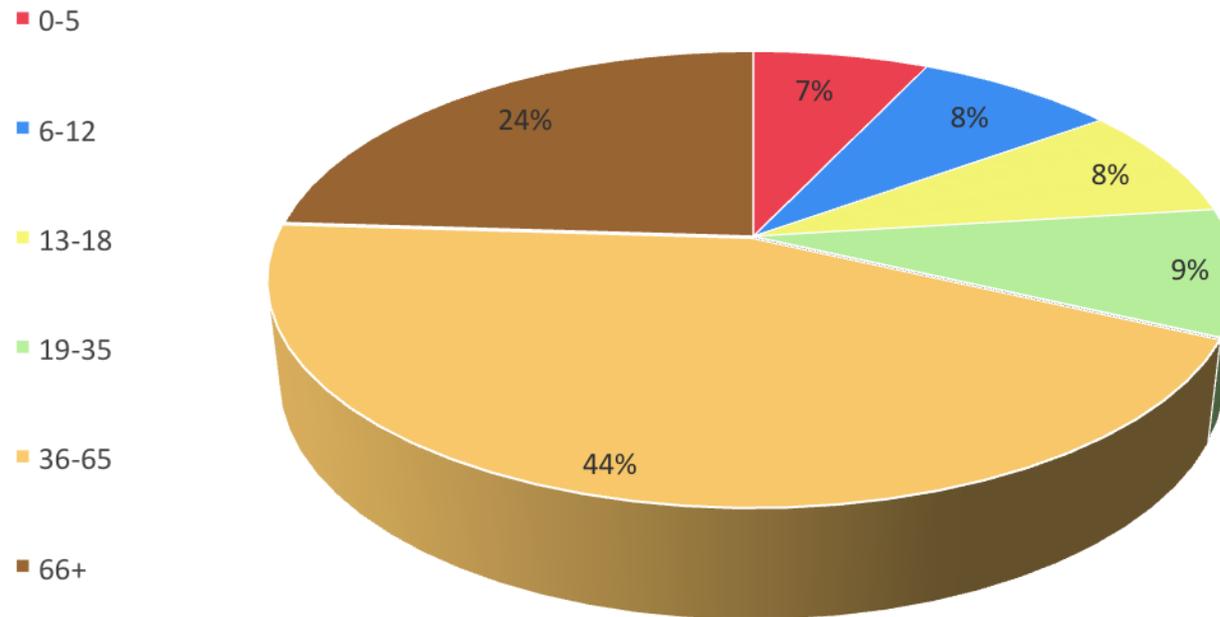
Years in Township



■ 0-5 ■ 6-10 ■ 11-29 ■ 30+

# Represented Population Age

Persons in Household July – September 2020



Note: Numbers are likely skewed due to the COVID-19 pandemic.

# Township Services

## Top 6 Highest Rated



Top 6 Highest Rated Services In the Township		%
1	General appearance of Township	91.1
2	Police Service	86.5
3	Snow removal	80.9
4	Parks and recreation facilities condition	79.8
5	Fire Service	77.1
6	Parks and recreation programs	74.8

# Township Services

## Top 6 Priorities for Improvement



Rank	Top 6 Service Priorities for Improvement	%
1	Traffic management/circulation	67.6
2	Pedestrian circulation: Paths and trails	66.7
3	Road condition/maintenance	62.3
4	Stormwater management	48.9
5	Pedestrian circulation: Sidewalks	41.4
6	Bicycle circulation	35.3

833 people, or 37% of total respondents left comments when asked for specific suggestions for improvement.

*Note: Open ended responses will be sorted by keyword and summarized in the follow up reports.*

# Land Use Rankings

In Order of Encouragement



	Encouragement Ranking of Land Uses	%
1	Large lot single-family housing	62.6
2	Small lot single-family housing	47.8
3	Variety of housing types	43.3
4	Compact residential development with open space	36.2
5	Affordable housing	31.6
6	Multi-family (Eg. townhomes, twins, condos, apartments)	21.1
7	Airbnb or VRBO-type rentals	9.8

252 respondents left comments.

# Land Use Rankings

In Order of Discouragement

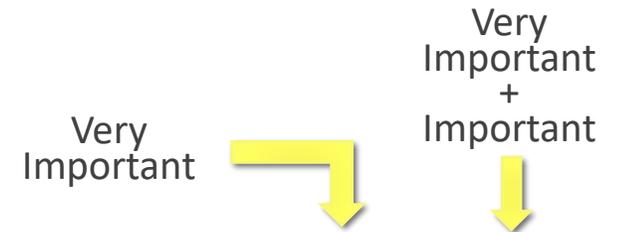


	Discouragement Ranking of Land Uses	%
1	Airbnb or VRBO-type rentals	69.9
2	Multi-family (Eg. townhomes, twins, condos, apartments)	68.4
3	Affordable housing	51.4
4	Compact residential development with open space	49.2
5	Variety of housing types	40.4
6	Small lot single-family housing	39.5
7	Large lot single-family housing	24

252 respondents left comments.

# Preservation Priorities

Respondents could identify the preservation efforts as Very Important (VI), Important (I), Not Important, and Don't Know.



In order of "Very Important" Preservation Efforts		VI %	VI + I %
1	Environmental (water, wetlands, woodlands, wildlife habitat, etc.)	78.4	96.9
2	Open space	78.1	97.2
3	Scenic landscapes, roads, and views	74.5	96.3
4	Trails	71.3	94.3
5	Parkland for passive recreation	67.9	93.8
6	Historic buildings and settings	65.2	93.8
7	Farmland	62.6	91.2
8	Parkland for active recreation	62.6	89.9

125 respondents left additional comments.

# Township Needs More?

Regarding circulation, recreation, transportation, and activities.



	<b>What, if anything, does the TWP need more of?</b>	<b>%</b>
<b>1</b>	Hiking/walking trails	48.1
<b>2</b>	Bike Paths	48
<b>3</b>	Sidewalks	41.9
<b>4</b>	Passive/low impact preserves	29.1
<b>5</b>	Neighborhood parks/playgrounds	21.3

194 respondents left additional comments.

# Favored Activities



How important the availability of these activities are to residents



Rank	Activities	VI + I %
1	Hiking/nature walking	92.5
2	Sidewalks	74
3	Dog walking	70.5
4	Gardening	63.4
5	Bicycling	61.4
6	Jogging	54.1
7	Bird watching	48.9
8	Horseback riding	38.9
9	Picnicking	37.4
10	Soccer	32.3
11	Baseball	30.9
12	Basketball	24.6



120 respondents made additional comments.

# Preservation, Recreation, & Circulation



## Top Initiatives for Willistowners



Rank	Respondents are "Very Supportive" of:	%
1	Secure land to preserve open space, protect the environment, and provide passive recreation	77.4
2	Secure land for preservation and development of walking/hiking trails	74.1
3	Develop a Township-wide trail/sidewalk circulation plan	49.1
4	Develop a traffic calming and improvement plan	46.9
5	Develop a trail connection along Paoli Pike to the East Goshen Trail	45.3
6	Develop sidewalk connections to Malvern Borough	44.1
7	Secure land for developing into neighborhood parks	42.6
8	Develop sidewalk connections to Paoli	38.2
9	Develop an off-leash, fenced-in dog park	25.3

182 respondents made additional comments.

# Preservation, Recreation, & Circulation



## Top 5 Focus Areas & Initiatives

### Top 5 Focus Areas

1. Open Space
2. Trails
3. Trail/Sidewalk Circulation Plan
4. Traffic Plan
5. Neighborhood Parks



### Of Note:

- 28.8% of respondents selected Dog Park Development
- 19.28% selected Multi-Purpose Sports Court

Rank	Top 5 Initiatives	%
1	Secure land to preserve open space, protect the environment, and provide passive recreation	83.8
2	Secure land for preservation and development of walking/hiking trails	83.1
3	Develop a Township-wide trail/sidewalk circulation plan (including connections to Malvern, Paoli, etc.)	67.7
4	Develop a traffic calming and improvement plan	59
5	Secure land for developing into neighborhood parks	52

230 respondents made additional comments.

# Communication Tool Analysis



## Top 5 Best Ways to Communicate

1. Willistown TowneCrier Newsletter
2. Willistown Township Notify Me Emails
3. Willistown Parks & Recreation Enews
4. Willistown Website: [Willistown.pa.us](http://Willistown.pa.us)
5. Malvern Community Forum Facebook



58 respondents made additional comments.

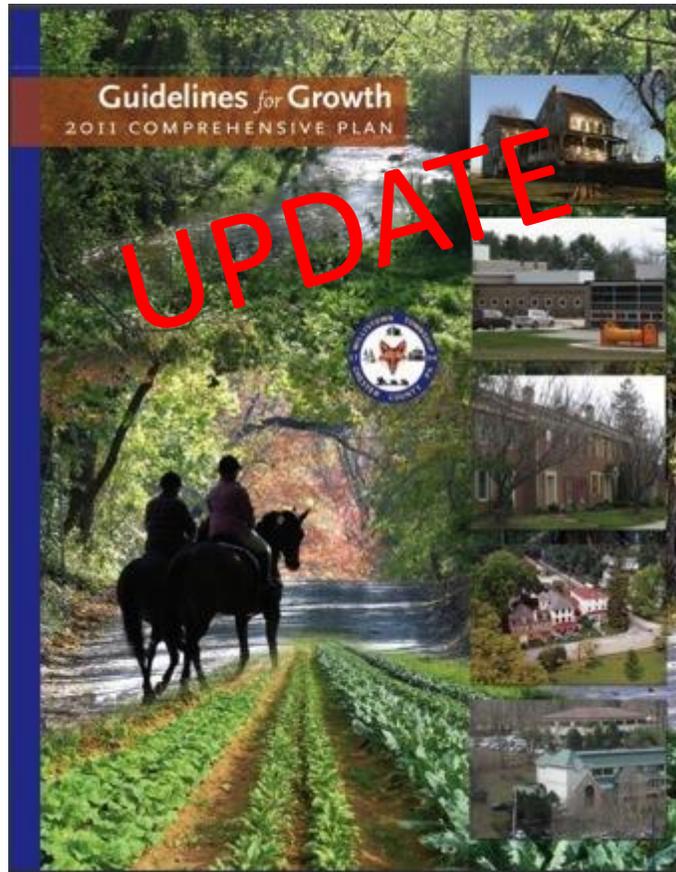
# Community Outreach

## Top Line Report Notification & Distribution



- **Public Meetings**
- **Website**
- **Notify Me**
  - ✓ **“More Info” Database**
  - ✓ **Parks & Rec Enews**
  - ✓ **Admin Announcements**
  - ✓ **Board & Commission Agendas**
- **Social Media**
- **Memo Boards**

# Comprehensive Plan Update

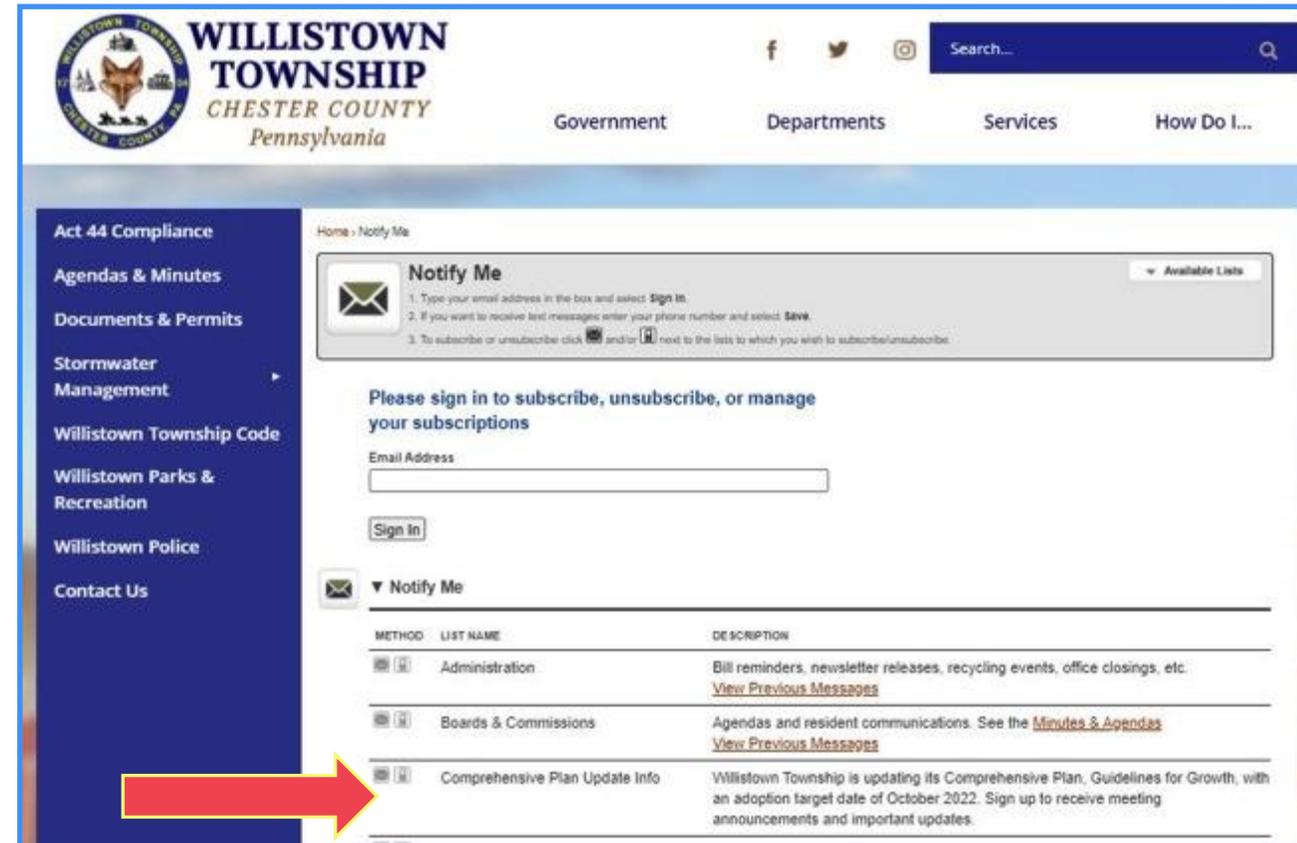
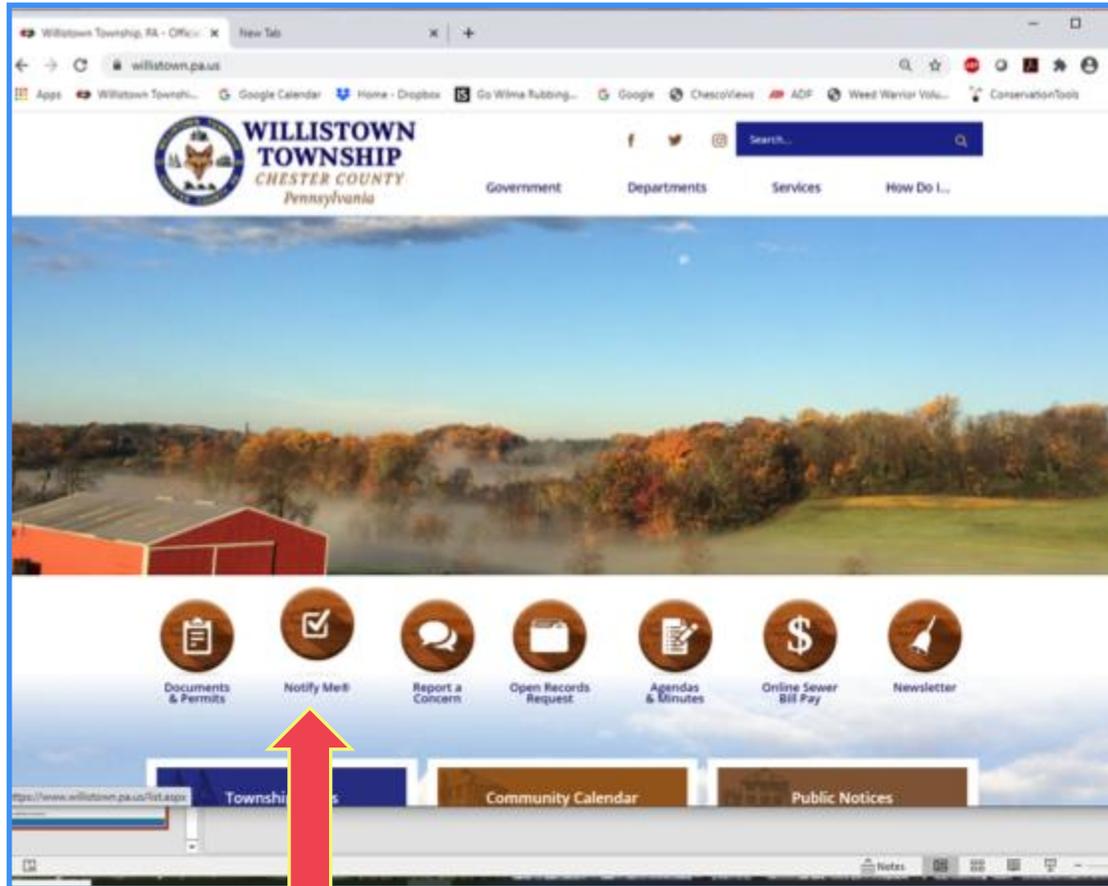


## Tentative Timeline

- **Spring 2020: Work Started**
  - ✓ Task Force established
  - ✓ Task Force review of 2011 Comprehensive Plan Goals and Policies
  - ✓ Comprehensive Plan Survey, Analysis, & Outreach
  - ✓ Notify Me database of residents interested in more info
- **February 2021: Public Meeting for Update Kickoff**
- **Interim Public Meetings & hearings TBD**
- **October 2022: Adoption**

# Comprehensive Plan Update

Stay Informed through Notify Me!





# Willistown Township

## Comprehensive Plan 2020 Survey

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### **FURTHER INFORMATION**

**PLEASE CONTACT MARY N. HUNDT**  
Director of Willistown Parks & Recreation  
610-647-5300 x224 or [mhundt@willistown.pa.us](mailto:mhundt@willistown.pa.us)