



Chester County Comprehensive Plan Update Public Survey Results



L3 Public Survey: **INTRODUCTION**



Between May 15 and July 5, 2017, an interactive, online public survey was conducted to help identify priorities for the future of Chester County as part of Landscapes3, the county's next long-range comprehensive plan.

The information gathered from the survey will serve as an important element in the development of Landscapes3.

L3 Public Survey: INTRODUCTION

- **5,978 individuals took the survey over the course of 51 days.**
- **The public was encouraged to participate through an aggressive marketing and awareness campaign.**
- **Screen one provided background information.**

Chester County Comprehensive Plan Public Survey

Progress

What is your Vision?

WELCOME

Your opinion matters!
Chester County needs your ideas at this critical time in balancing growth and preservation. Your input will shape the countywide vision for the future, Landscapes3.

Begin

IDENTIFY TOPICS

YOUR PREFERENCES

MAP PREFERENCES

STAY INVOLVED

Over the next 30 years in Chester County we anticipate:

- 145,000 additional residents
- 87,000 additional jobs
- 55,000 additional housing units

Landscapes3
VISION FOR LANDSCAPE SOLUTIONS FOR 2020

CHESTER COUNTY
Planning
COMMISSION

L3 Public Survey: COMMENTS ON SURVEY FORMAT

“ This is a great survey for residents to give their input rather than just board members. Chester County is so much more than just numbers and data on a planning spreadsheet. ”

“ Great survey! Vibrant colors and a simple, intuitive interface! ”

“ Worst designed and most difficult to use survey I have EVER seen! ”

L3 Public Survey: SCREEN TWO, PRIORITIES

Chester County Comprehensive Plan Public Survey

Progress 

2 Topics most important to you. What to do Next Task

WELCOME

IDENTIFY TOPICS

Order your top 5 items
↑ above this line ↑

- Healthy Lifestyles
- Sense of Place
- Vibrant Economy**
- Transportation Choice
- Modern Infrastructure
- Guiding Growth
- Open Space & Environment
- Housing Options

Vibrant Economy



Sustain a vital and diverse economy by promoting locally important industries and employment centers.

YOUR PREFERENCES

MAP PREFERENCES

STAY INVOLVED

3 4 5

- Participants were first asked to prioritize topics of most importance to them.
- They were provided eight topics, and could prioritize their top five.

L3 Public Survey: **SCREEN TWO, PRIORITIES**

The eight topics for consideration were:

- **Healthy Lifestyles**
- **Sense of Place**
- **Vibrant Economy**
- **Transportation Options**
- **Modern Infrastructure**
- **Guiding Growth**
- **Open Space & Environment**
- **Housing Options**

The images and accompanying descriptions for these eight topics are provided on the following slides.

L3 Public Survey: **SCREEN TWO, PRIORITIES**
Open Space & Environment



**Preserve woodlands and streams,
provide parks and trails, and protect
farmland.**

L3 Public Survey: **SCREEN TWO, PRIORITIES** Healthy Lifestyles



Enhance access to parks, trails, recreation, healthy food, community programs, and emergency services.

L3 Public Survey: **SCREEN TWO, PRIORITIES** Guiding Growth



Direct development to our towns while protecting open space, farmland, and community character.

L3 Public Survey: **SCREEN TWO, PRIORITIES** Sense of Place



Preserve the county's legacy and cultural heritage by protecting historic resources and distinctive scenic, cultural, and natural features.

L3 Public Survey: **SCREEN TWO, PRIORITIES** **Vibrant Economy**



Sustain a vital and diverse economy by promoting locally important industries and employment centers.

L3 Public Survey: **SCREEN TWO, PRIORITIES** Housing Options



Create a broad range of housing choices for all residents, including affordable opportunities and senior living options.

L3 Public Survey: **SCREEN TWO, PRIORITIES** Transportation Choice



Promote a diversity of transportation options, such as bicycle and pedestrian, public transit, and congestion management strategies.

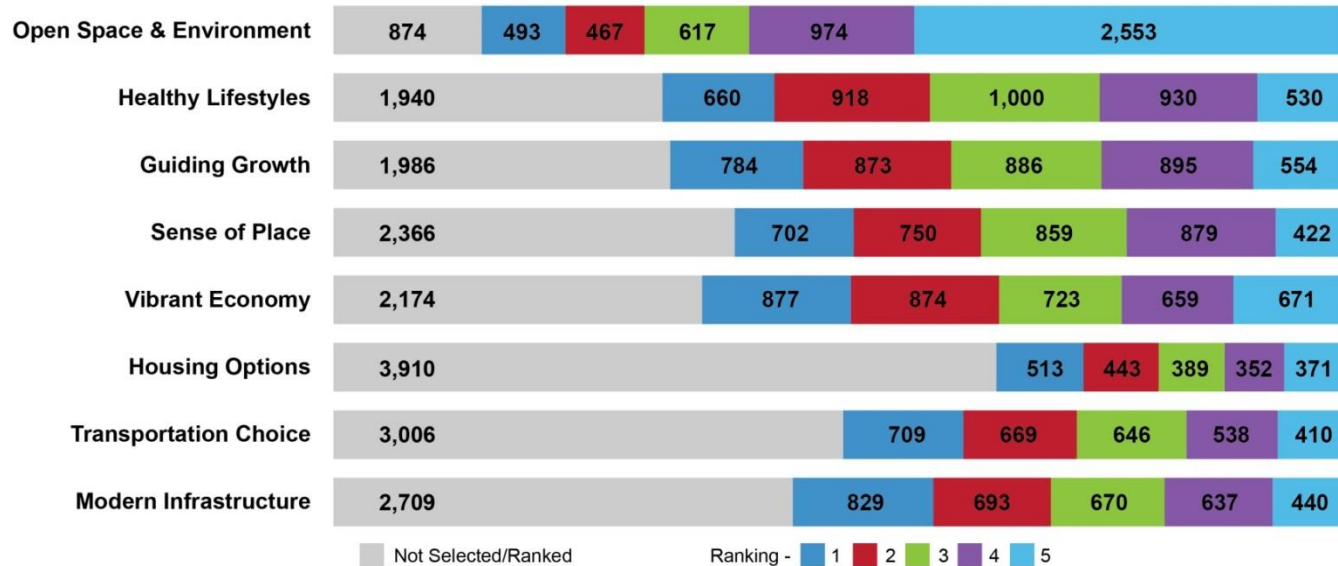
L3 Public Survey: **SCREEN TWO, PRIORITIES** Modern Infrastructure



Ensure public utilities and infrastructure, such as sewer, water, and telecommunications, serve current and future demand.

L3 Public Survey: SCREEN TWO, PRIORITIES

The graph below identifies the number of times each topic was not selected as important for ranking, and the number of times each topic was ranked as a one through five value in importance (5 being most important). Participants could prioritize five of the eight topics.



L3 Public Survey: SCREEN THREE, PREFERENCES

Chester County Comprehensive Plan Public Survey

Progress

3 Rate your preferences

What to do Next Task

4 5

WELCOME

IDENTIFY TOPICS

YOUR PREFERENCES

MAP PREFERENCES


STAY INVOLVED

Vibrant Economy Transportation Choice Housing Options **Healthy Lifestyles** Open Space & Environment

Preference for supporting healthy lifestyles

Multi-Use Trails

Linking communities through recreation and transportation options



Multi-Use Trails

Fresh Healthy Food

Emergency Services

Accessibility for All

Supportive Services

Please rate this concept from 1 star (least preferred) to 5 stars (most preferred)

★ ★ ★ ★ ★

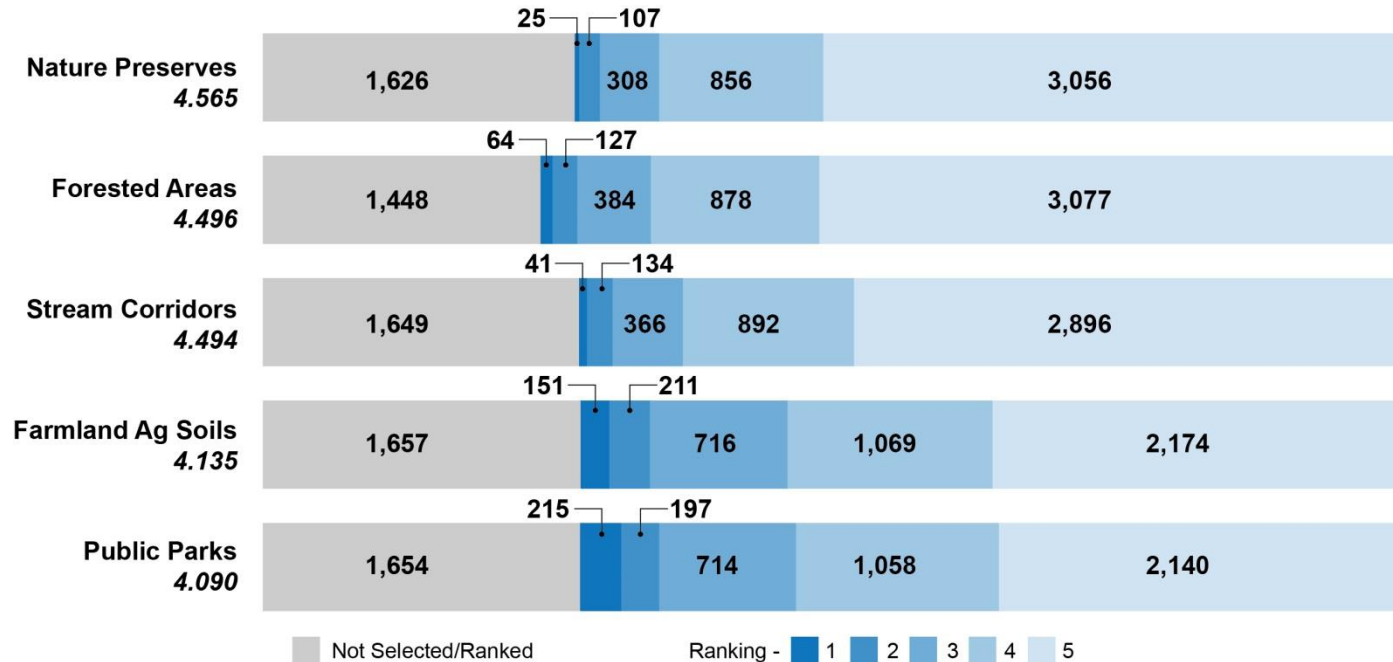
Previous Optional Comment Next

- After prioritizing topics, participants were asked to rank concepts within their top five topics through a visual preference exercise.
- This consisted of a series of images that participants rated one through five with one being the least preferred and five being the most preferred.

L3 Public Survey: SCREEN THREE, PREFERENCES



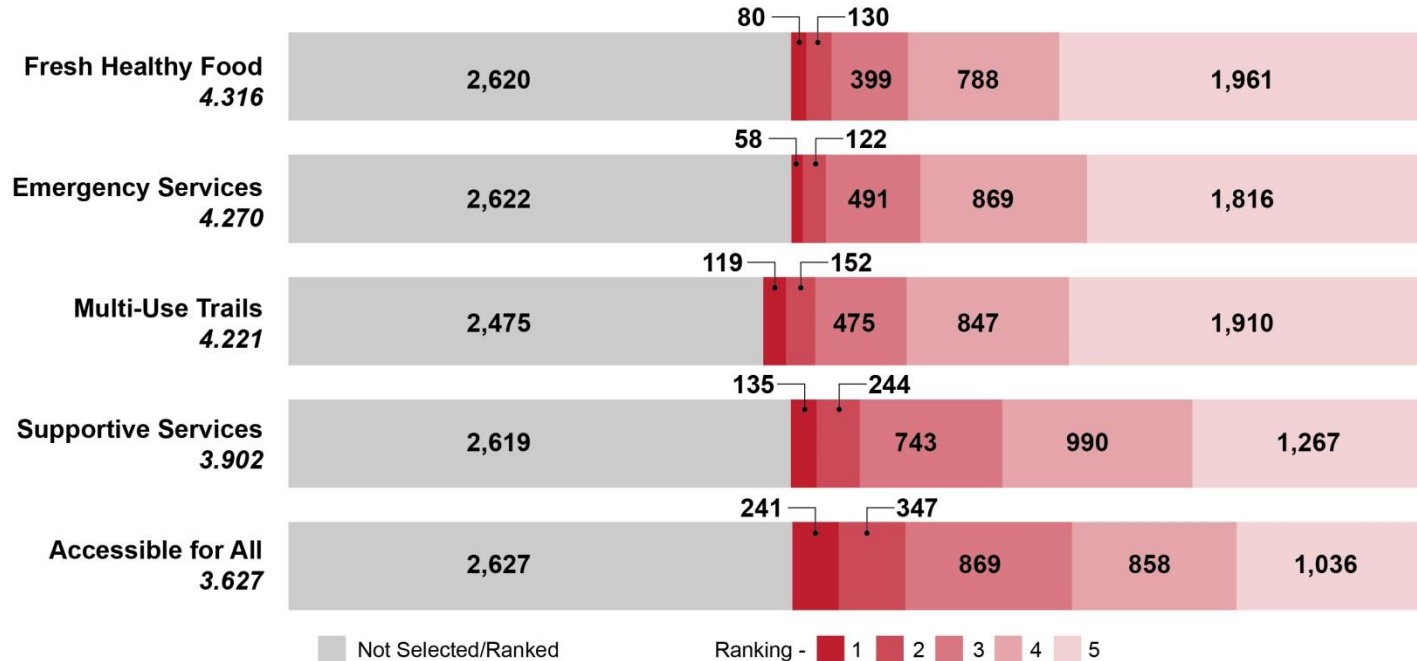
Below are the five *Open Space & Environment* concepts, their *average ranking*, and the number of times ranked 1 to 5, as well as the number of times not selected/ranked.



L3 Public Survey: SCREEN THREE, PREFERENCES



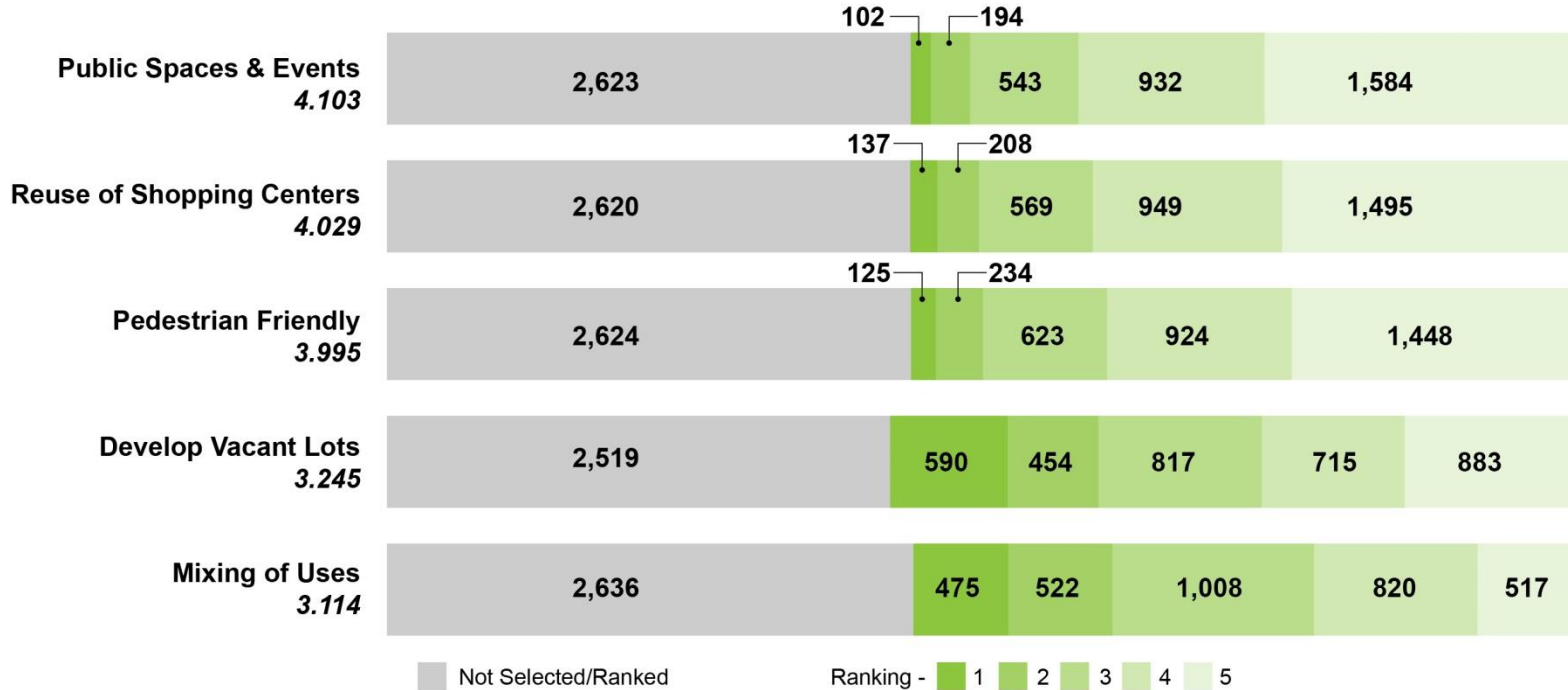
Below are the five *Healthy Lifestyles* concepts, their *average ranking*, and the number of times ranked 1 to 5, as well as the number of times not selected/ranked.



L3 Public Survey: SCREEN THREE, PREFERENCES



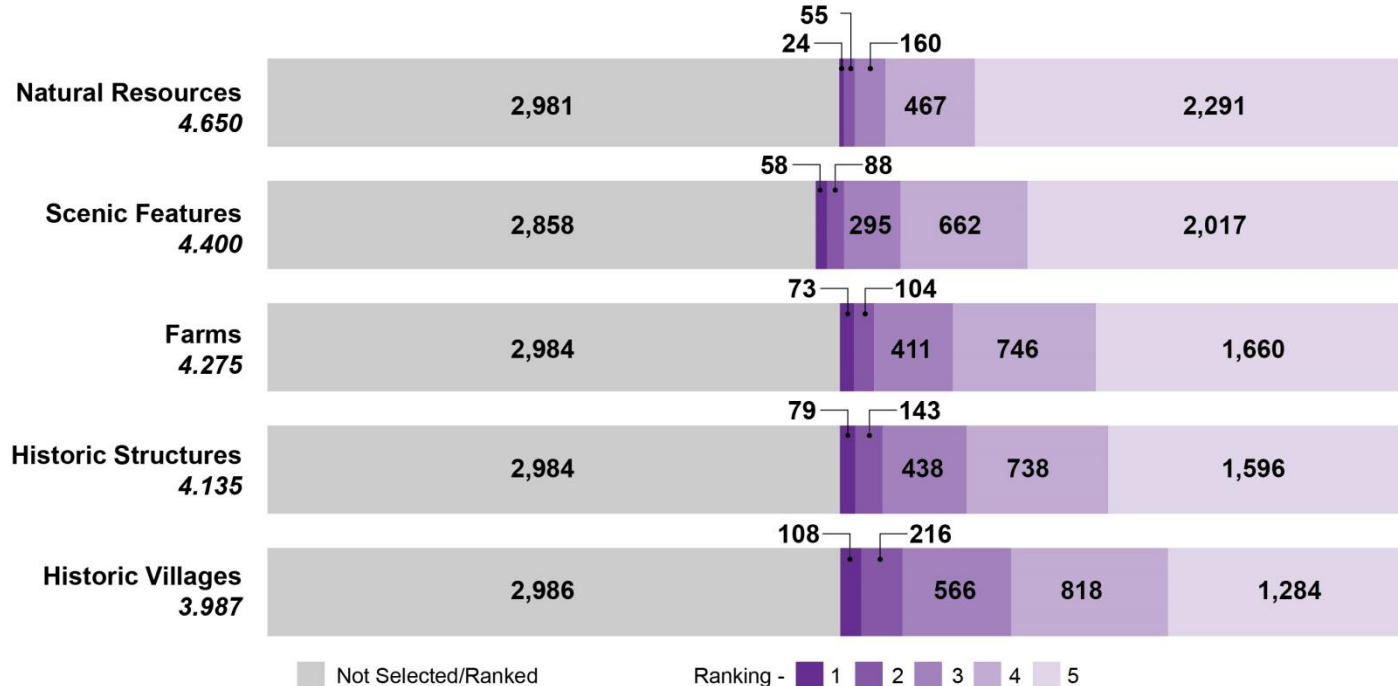
Below are the five *Guiding Growth* concepts, their *average ranking*, and the number of times ranked 1 to 5, as well as the number of times not selected/ranked.



L3 Public Survey: SCREEN THREE, PREFERENCES

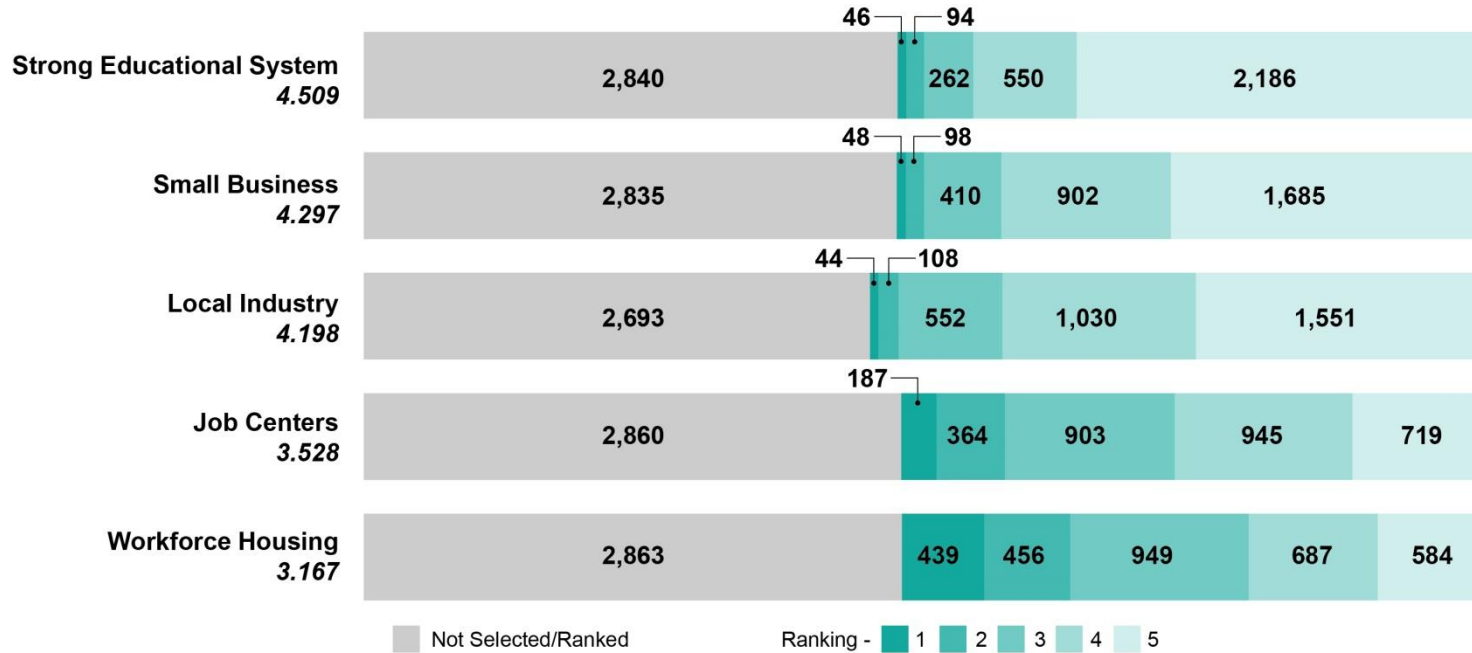


Below are the five *Sense of Place* concepts, their *average ranking*, and the number of times ranked 1 to 5, as well as the number of times not selected/ranked.



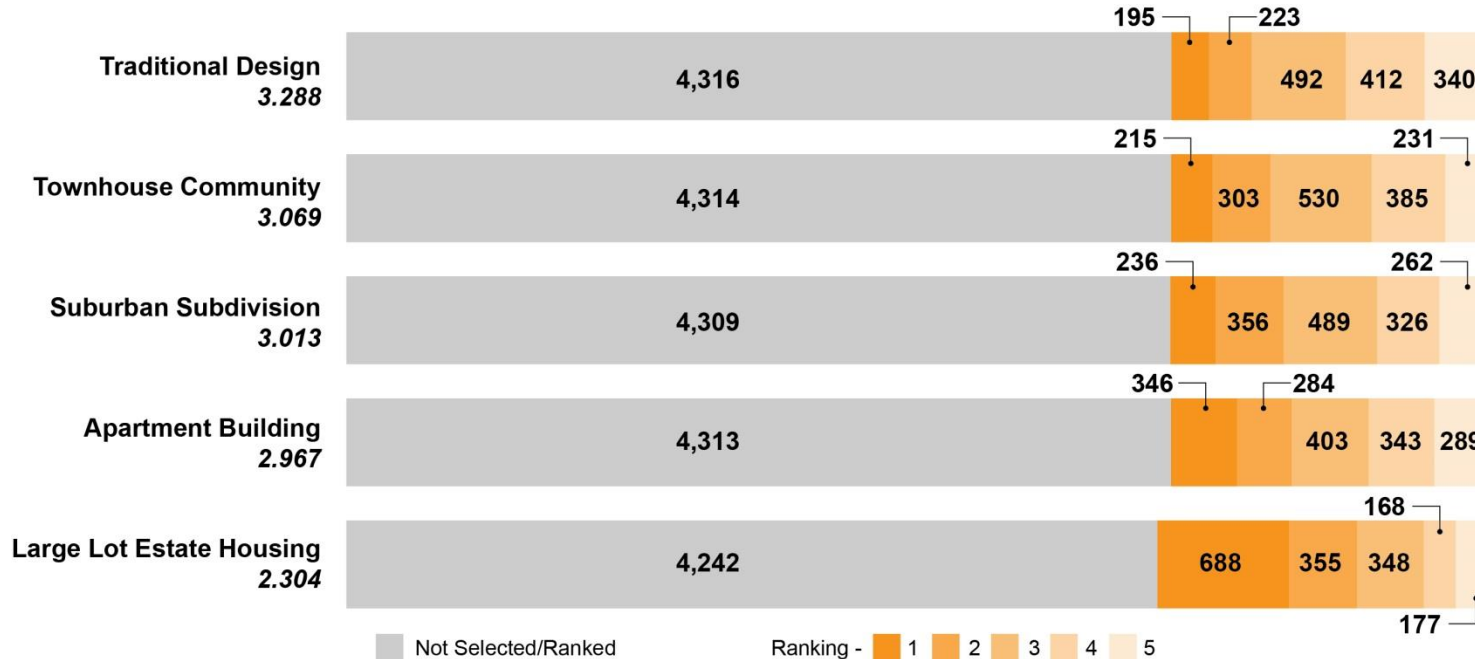
L3 Public Survey: SCREEN THREE, PREFERENCES

Below are the five *Vibrant Economy* concepts, their average ranking, and the number of times ranked 1 to 5, as well as the number of times not selected/ranked.



L3 Public Survey: SCREEN THREE, PREFERENCES

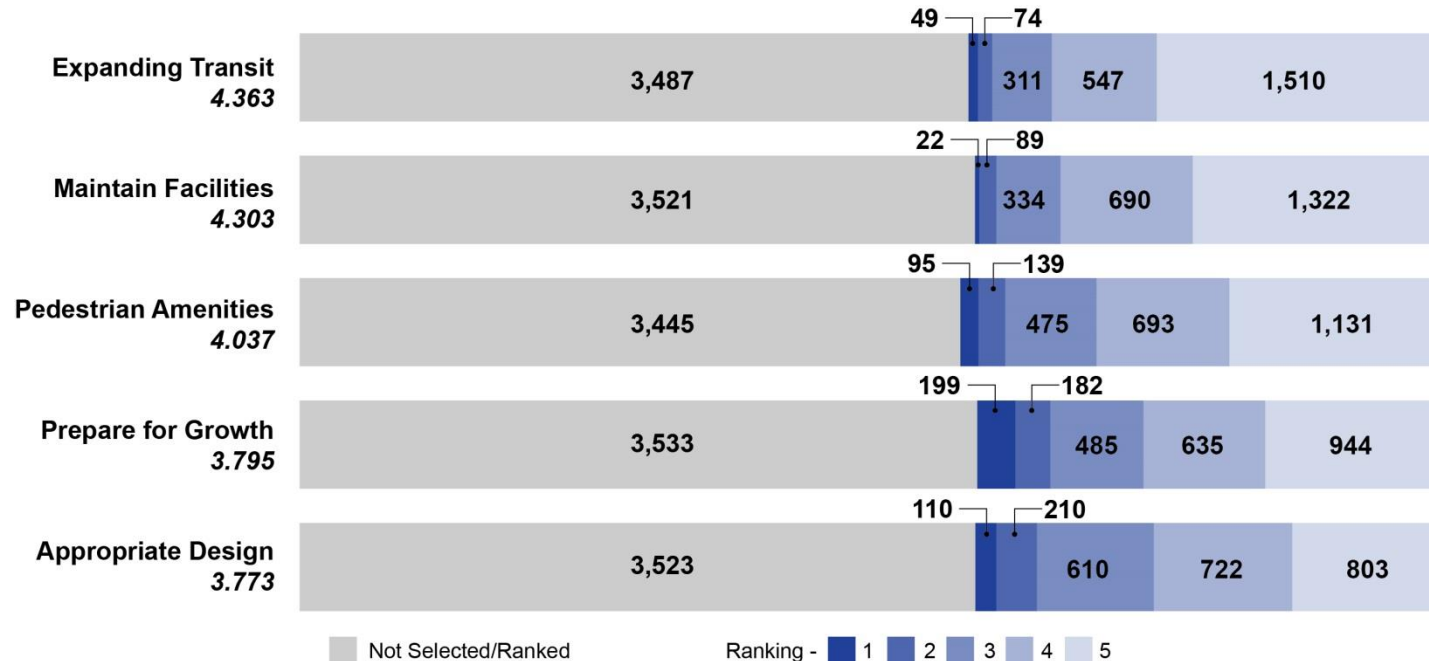
Below are the five *Housing Options* concepts, their average ranking, and the number of times ranked 1 to 5, as well as the number of times not selected/ranked.



L3 Public Survey: SCREEN THREE, PREFERENCES



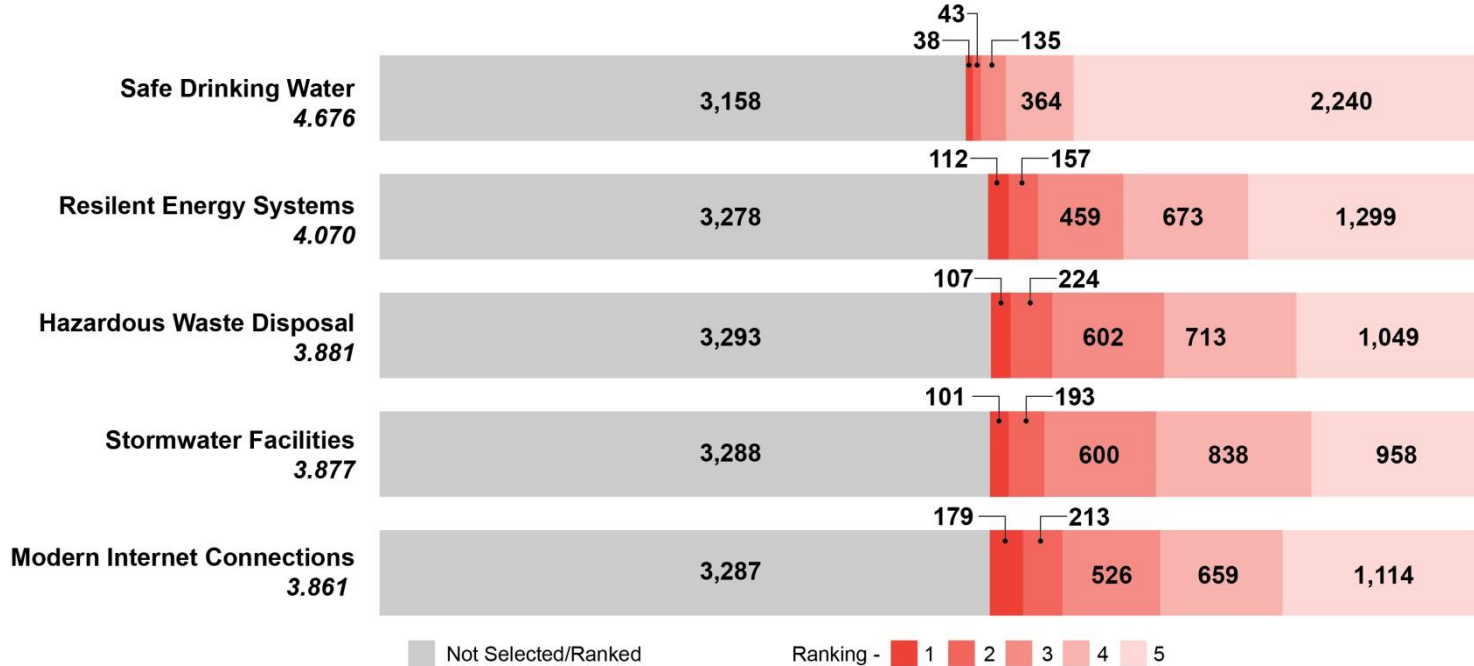
Below are the five *Transportation Choice* concepts, their average ranking, and the number of times ranked 1 to 5, as well as the number of times not selected/ranked.



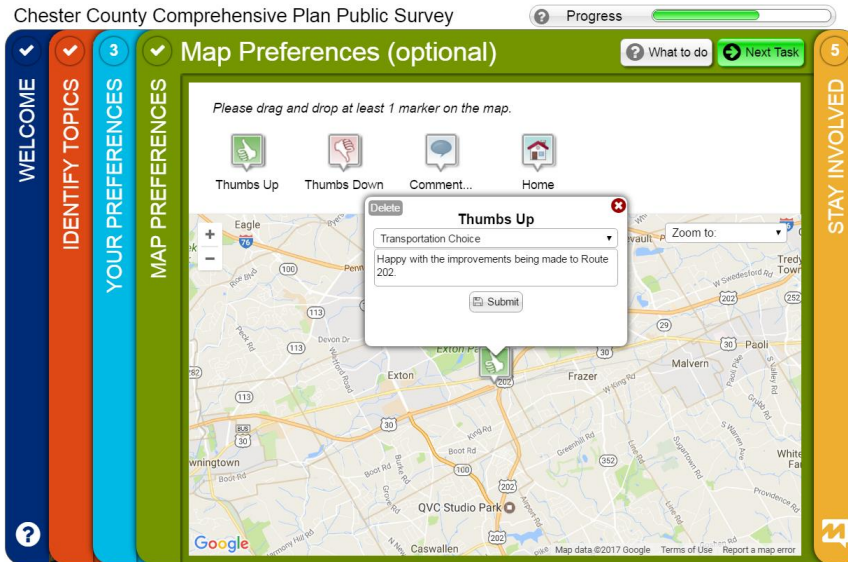
L3 Public Survey: SCREEN THREE, PREFERENCES



Below are the five *Modern Infrastructure* concepts, their average ranking, and the number of times ranked 1 to 5, as well as the number of times not selected/ranked.



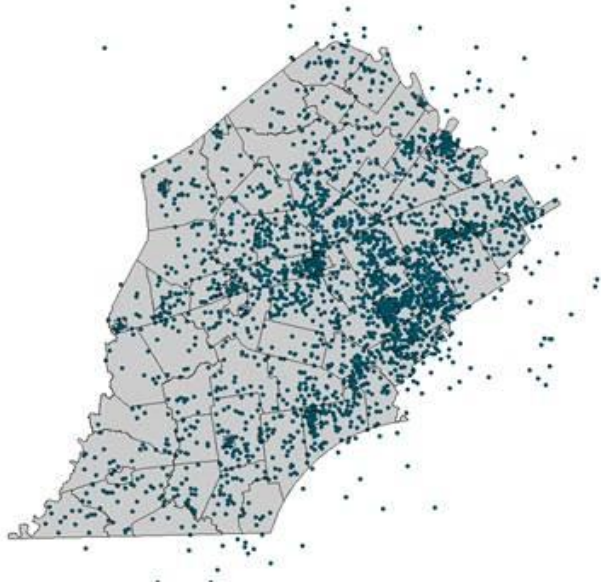
L3 Public Survey: SCREEN FOUR, MAP PREFERENCES



- Once complete with the visual preference exercise, participants were encouraged to mark on a map to indicate their home, locations that were a “thumbs up”, or locations that were a “thumbs down.”
- These pinpoints could further be categorized based on the previous topical areas (such as sense of place or transportation choice).
- Additional comments for pinpoints were permitted.

L3 Public Survey: **SCREEN FOUR, MAP PREFERENCES**

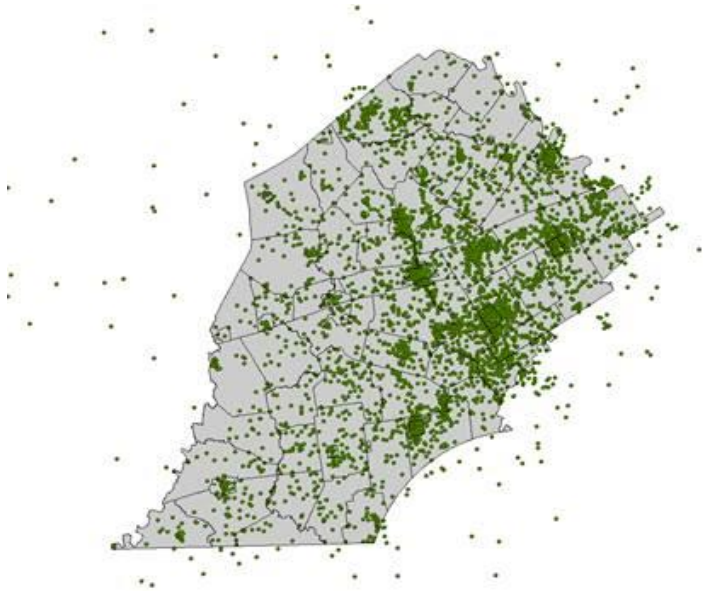
Home Pinpoints



- **49 percent (or 2,959 participants) of those who participated in the survey provided a pinpoint for their home.**
- **Home pinpoints were located in every township, borough and city in Chester County.**

L3 Public Survey: **SCREEN FOUR, MAP PREFERENCES**

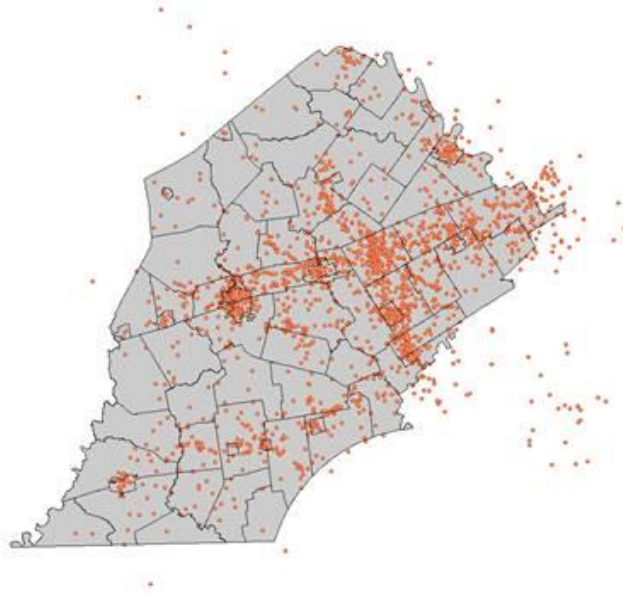
Thumbs Up Pinpoints



- **6,704 “thumbs up”** were noted, covering every township, borough and city in Chester County.
- Represented a wide array of places from streetscapes in boroughs to farms in the western portion of the county.

L3 Public Survey: **SCREEN FOUR, MAP PREFERENCES**

Thumbs Up Pinpoints



- **2,880 “thumbs down“ were noted, covering every township, borough and city in Chester County.**
- **Represented a wide array of concerns from roads needing repair to areas of potential overdevelopment.**

L3 Public Survey: SCREEN FIVE, STAY INVOLVED

Chester County Comprehensive Plan Public Survey

Progress

5 Stay Involved What to do

WELCOME

2 IDENTIFY TOPICS

3 YOUR PREFERENCES


4 MAP PREFERENCES

5 STAY INVOLVED

Thank You

Thanks for your input!

Click one of our logos below to learn more about the county's Comprehensive Plan update, Landscapes3, or the Planning Commission.



Final Questions (Optional)

Home ZIP Code

Work/School ZIP Code

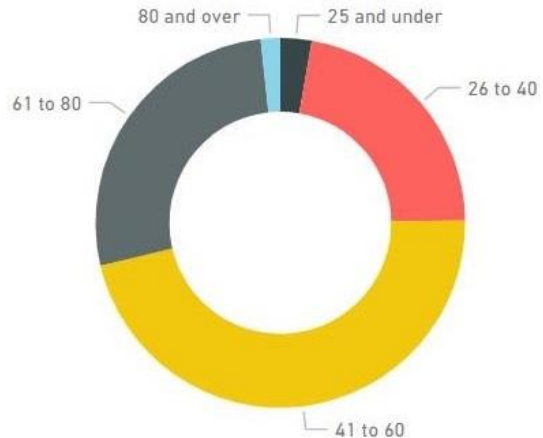
Age range
Select... ▼

Email address to receive updates

Please comment

- The last screen of the survey asked participants to provide basic demographic and location information. Providing this information was optional.
- Additional comments could also be left on this screen.
- Demographic and location information included:
 - Age range
 - Home zip code
 - Work/school zip code

L3 Public Survey: **SCREEN FIVE, STAY INVOLVED** Age Range

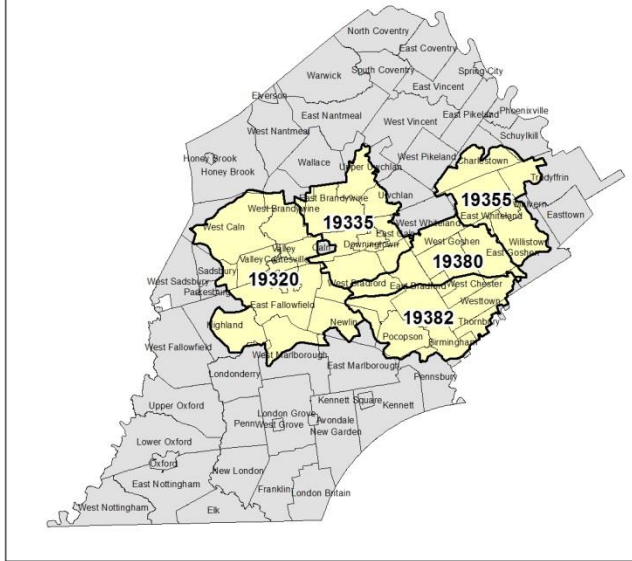


- **3,580 participants provided age range information, which represented 60 percent of all participants.**
- **Age range:**
 - 41 to 60 – 1,678 participants or 46.9 percent
 - 61 to 80 – 947 participants or 26.5 percent
 - 26 to 40 – 798 participants or 22.3 percent
 - 25 and under – 98 participants or 2.7 percent
 - 80 and over – 59 participants or 1.6 percent

L3 Public Survey: SCREEN FIVE, STAY INVOLVED

Home Zip Code

Landscapes3 - Public Survey
Top 5 Home Zip Code Locations



- Of those who provided their home zip code, the top five were:
 - 603 from 19380 – West Chester area
 - 506 from 19335 – Downingtown area
 - 474 from 19382 – West Chester area
 - 269 from 19320 – Coatesville area
 - 249 from 19355 – Malvern area
- 166 different home zip codes were provided overall



Landscapes3 Survey Responses

A variety of comments were provided throughout the survey.

Following is a sampling of comments.

“ Urban redevelopment is a sustainable (practice) that preserves open space, takes advantage of our existing infrastructure, supports technology, culture and the arts. ”

“ Planning is nice; implementation is even better. ”

“ Chester County is getting too crowded! The very things everyone comes to Chester County for are being destroyed by everyone coming to Chester County! ”

“ It is important that any development is diverse and that the economy include opportunity for innovation. ”

Landscapes3 Survey Responses

“ CC generally doing a good job of planning in a county with so many municipalities. The more we can consolidate, the less waste of our resources. It kills me that we are supporting 12 school administrations & 73 separate municipalities. Way too much duplication of effort. ”

“ The need for more affordable housing in Chester County is the top priority in my opinion. Many people are being ‘priced out’ of Chester County due to the majority of the housing being built (rental and for sale) is vastly over priced especially in Phoenixville and Kennett Square. ”

Landscapes3 Survey Responses

“ I am only a young college student but I care very much about my community and wish to see the wonderful things in it, such as parks and libraries, preserved for future generations. ”

“ Having a young family, we feel it's incredibly important to look ahead and plan for growth in our area. We live in a beautiful county and we need to keep it that way and initiatives such as this are imperative to providing a road map to preserving areas of the county while also making and planning for growth. ”

Landscapes3 Survey Responses

“ Expanding transit (rail or bus) is critical – as an employer, I have a very difficult time hiring local help due to transportation issues. Prepare for growth!”

“ Decent, affordable housing is necessary for a vibrant economy. Not everyone can afford a huge residence. We need more housing that is affordable for more modest incomes as well. ”

“ We are not the creator of these wonderful gifts, just caretakers. So we don't have the right to destroy nor change it. ”

Stay Involved!

Attend the public meeting:

October 26, 2017

West Whiteland Township Building

For details and to follow the Landscapes3 process visit:

www.chescoplanning.org

