

Rochester Master Plan Public Survey Results

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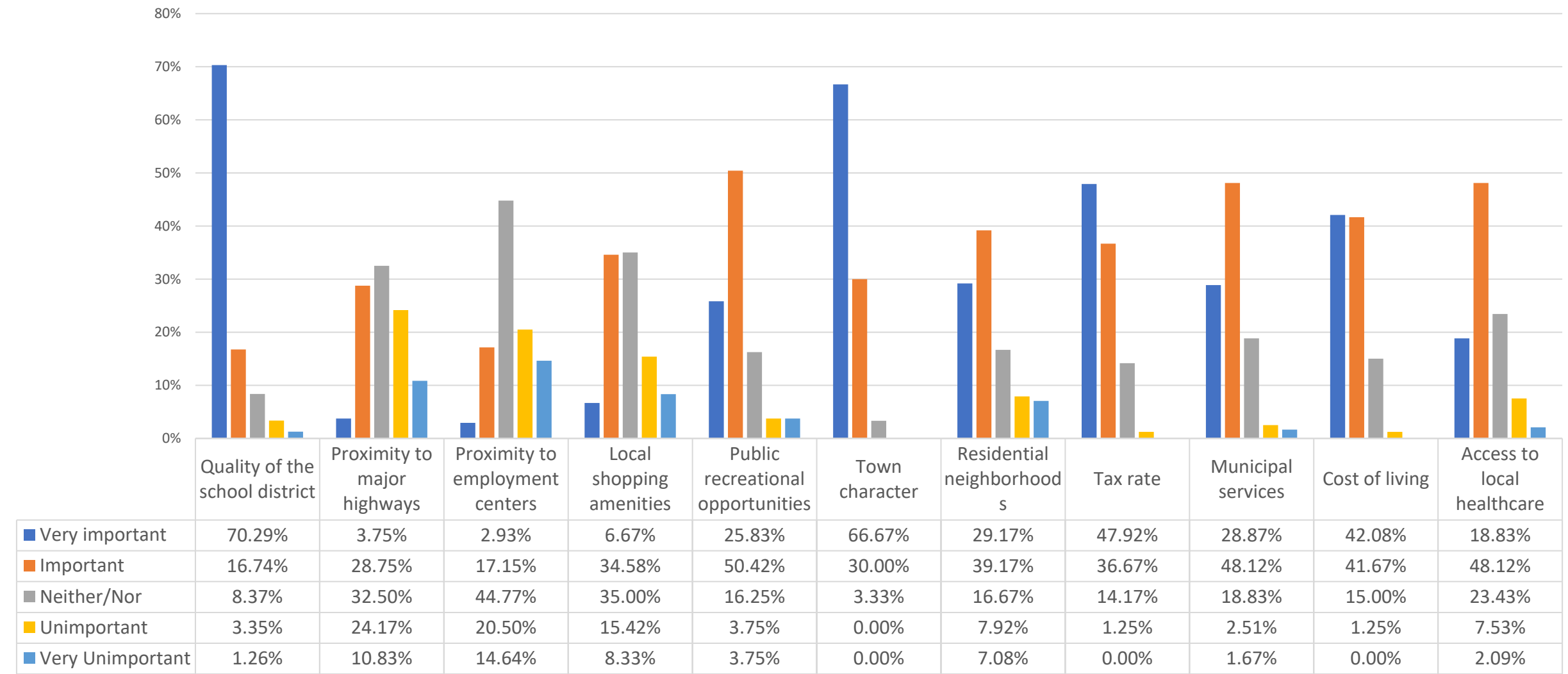


Rochester Master Plan

Vision Section

A thick, hand-drawn style orange line that underlines the text "Vision Section". It starts at the left edge of the text and extends to the right, ending about halfway across the slide.

Q1. How important are each of the following in your decision to live in Rochester?



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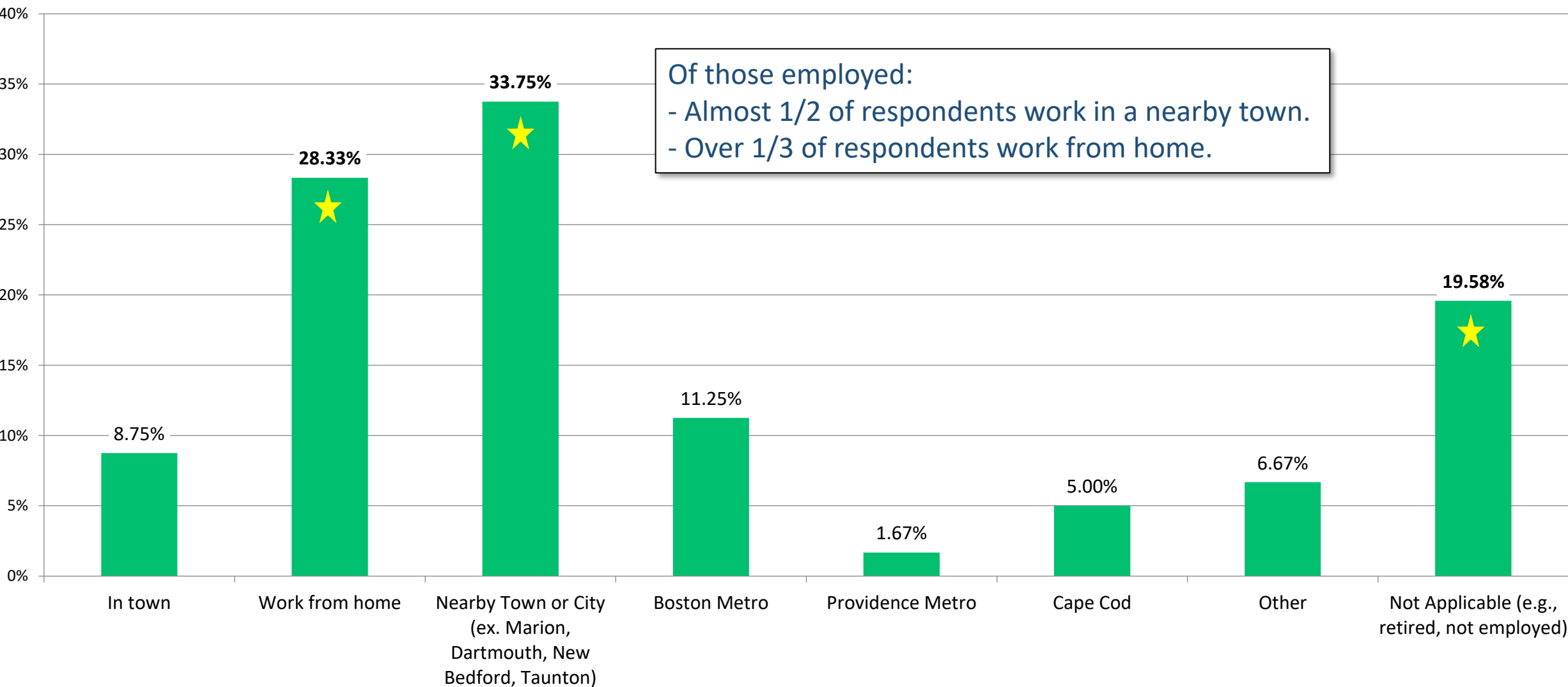
Most Important:

- Town character
- Quality of the school district
- Tax rate
- Cost of living
- Municipal services / Rec options

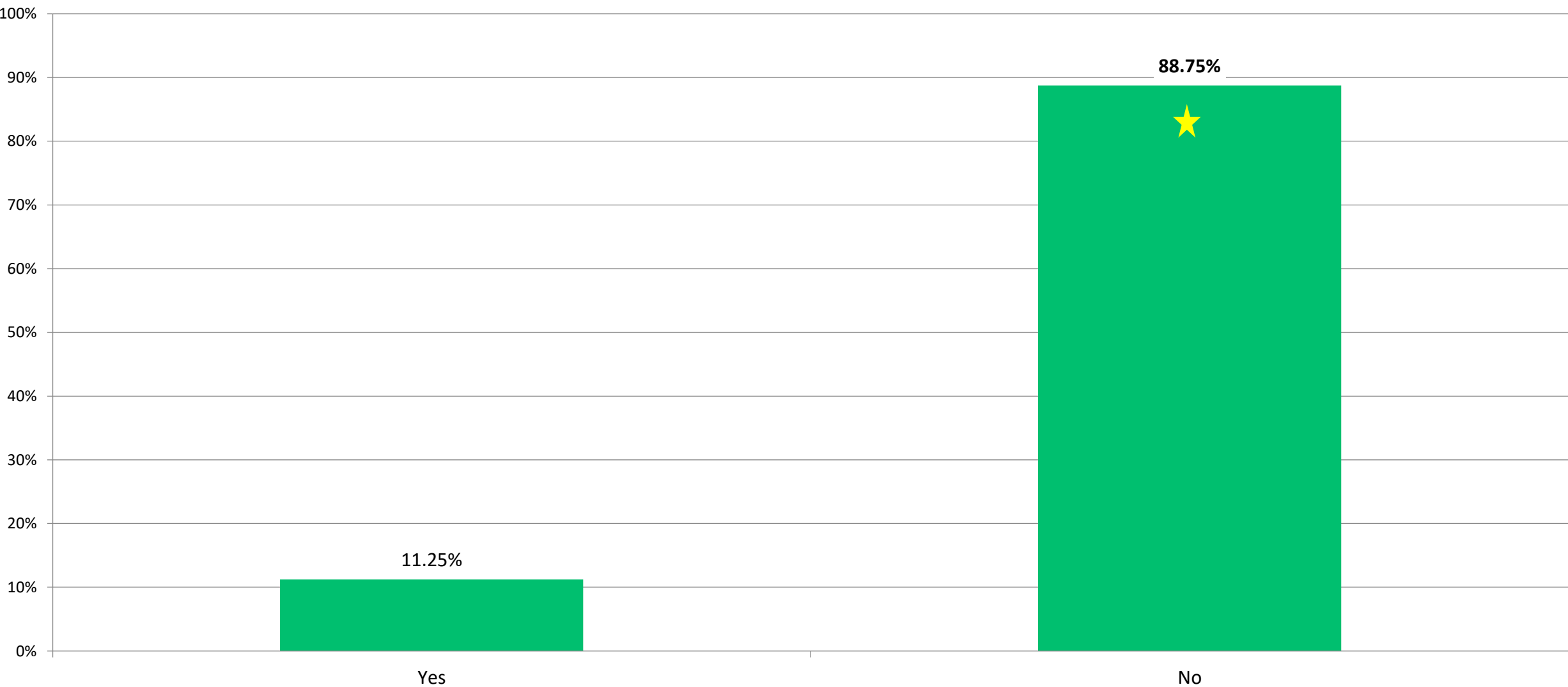
Least Important:

- Proximity to employment centers
- Proximity to major highways
- Local shopping amenities

Q2. Where do you work? (select all that apply)



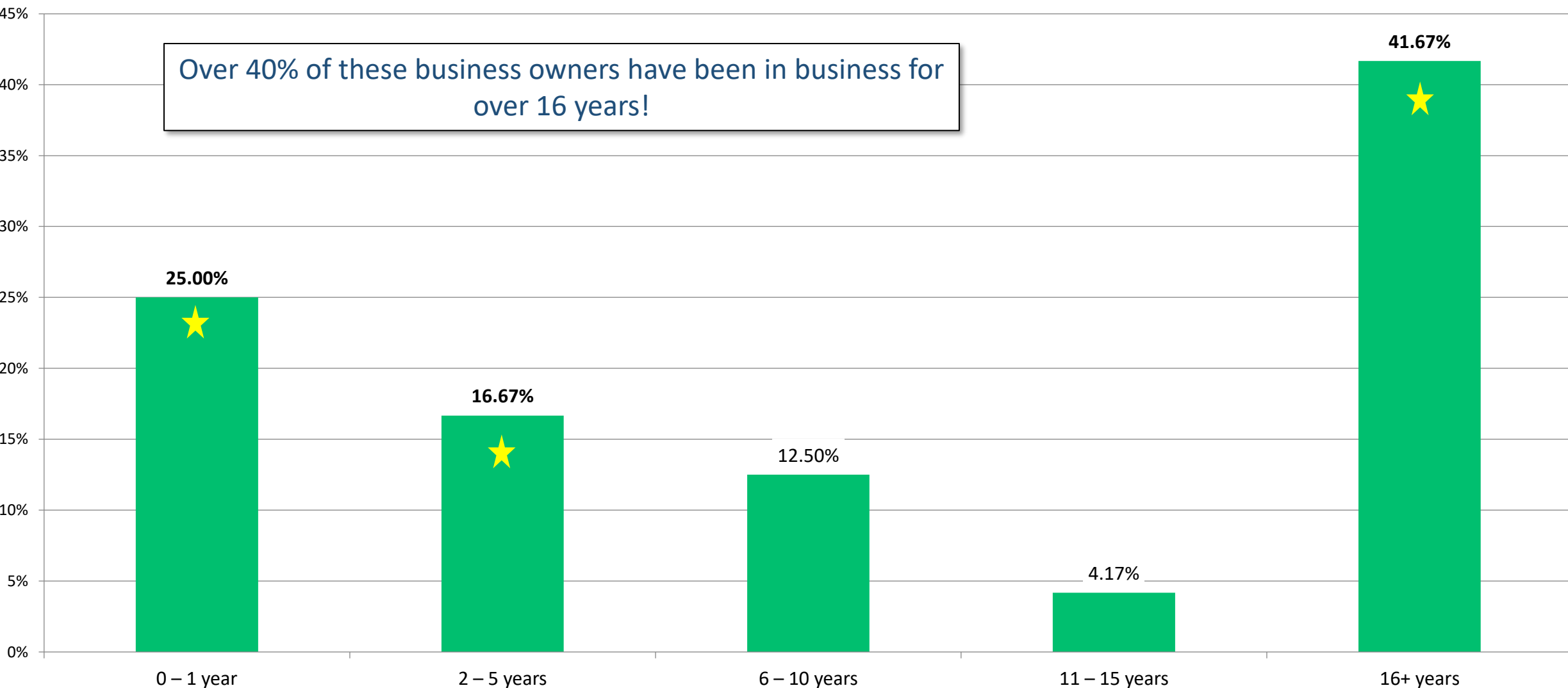
Q3. Do you own a business in Rochester?



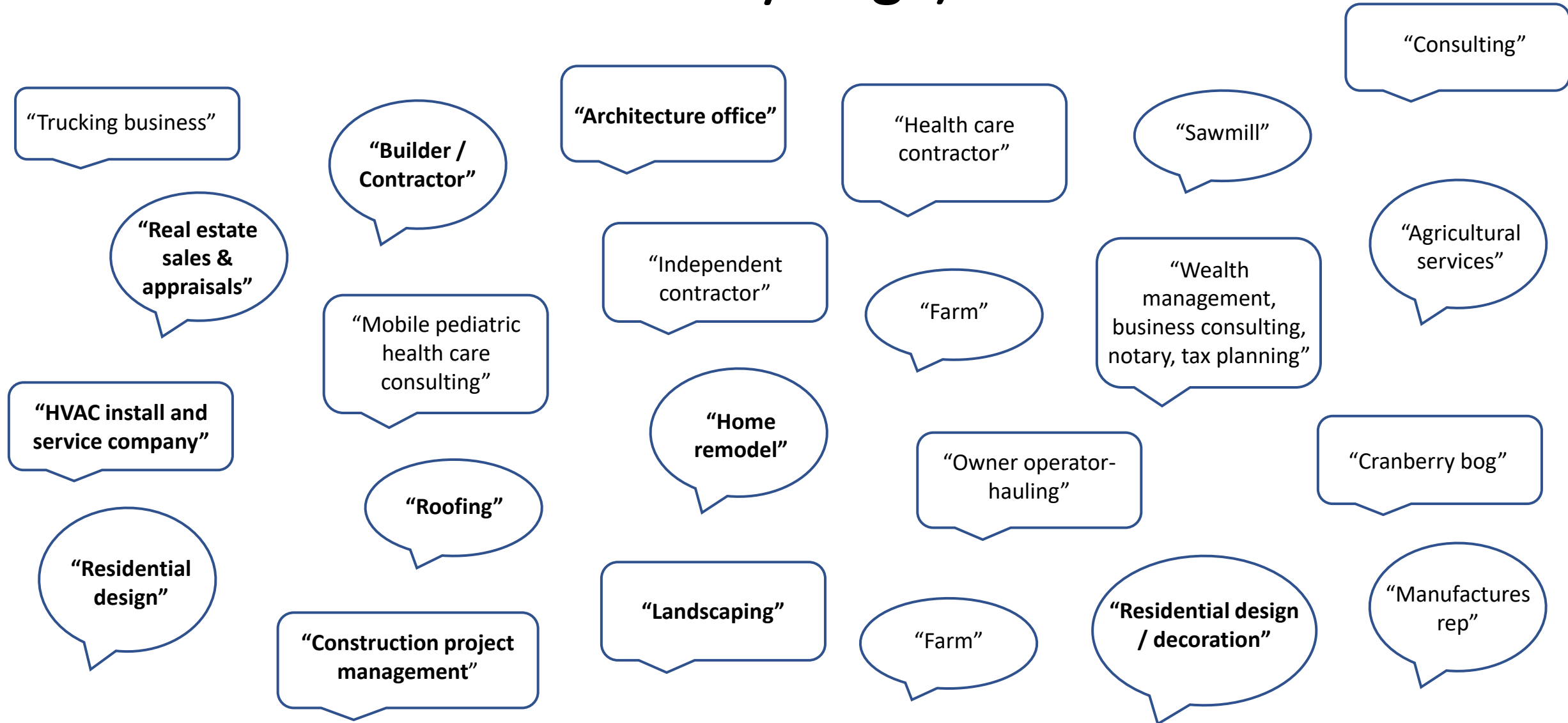
Total responses: 240

Business Owner Supplemental Section

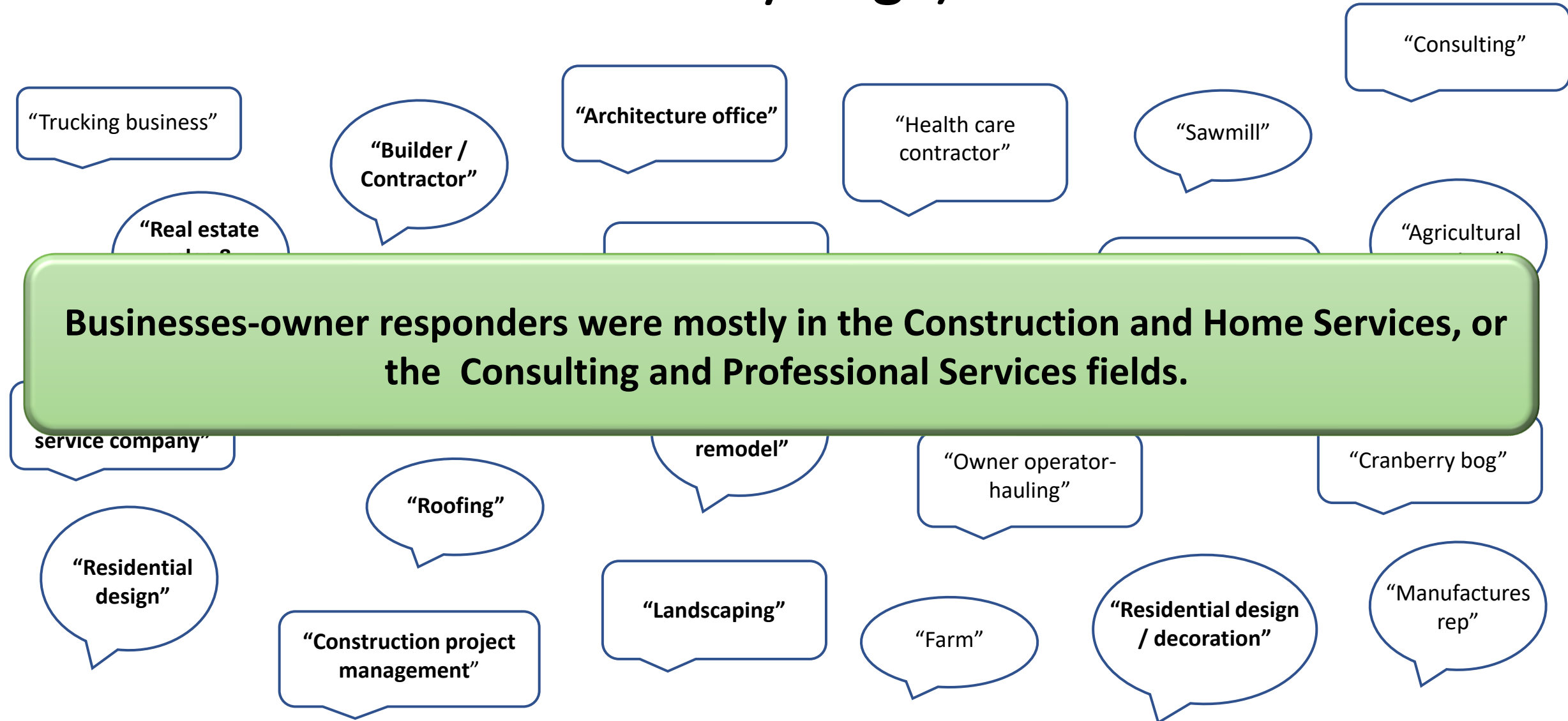
Q4. How long have you owned a business in Rochester?



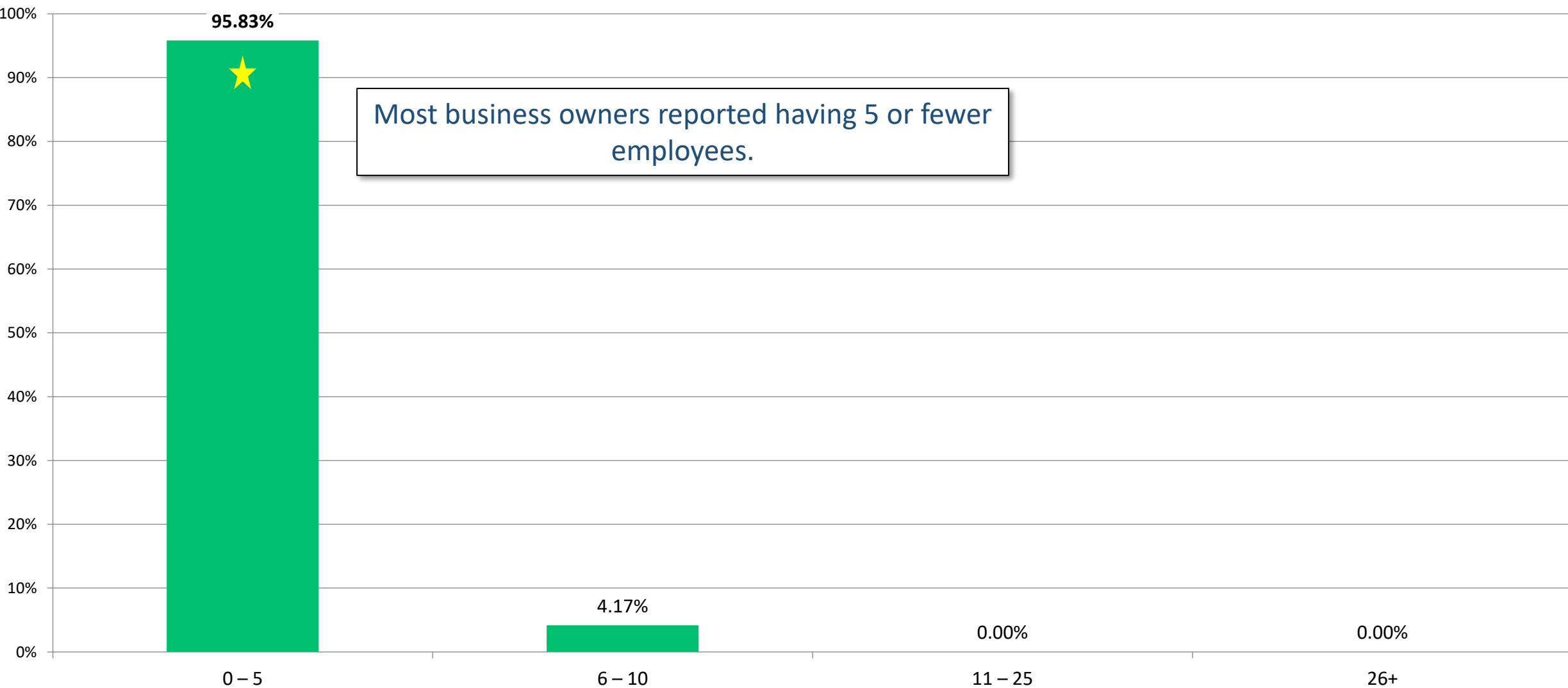
Q5. How would you describe your business? (ex. "Maintenance" or "Cranberry Bog")



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Q6. Roughly how many employees does your business employ?



Total responses: 24

Q7. What town improvements would help your business?

"Playground / parks maintenance and quality"

"New construction"

"Create more industrial / commercial development along Cranberry Highway, less residential"

"Remaining a right to farm community; limiting solar farms; increasing lot size; reducing tax rates"

"Zoning changes"

"Better tax rates"

"Strong internet"

"Town improvement will not affect my business"

"Pedestrian accessibility"

"Road maintenance / snow / storm access. Roads are usually more clear in the nearby town of Marion & Mattapoisett"

"Stop clearing all the woodlands. If you want to be Acushnet or New Bedford then move over there. "

"Faster / more reliable internet and cell phone reception"

Q7. What town improvements would help your business?

“Playground / parks maintenance and quality”

“New construction”

“Create more industrial /

“Remaining a right to farm community; limiting solar farms; increasing lot size; **reducing tax rates**”

The most sought-after improvements by businesses in Rochester are:

- **Infrastructure maintenance**
- **Better internet connections and cell reception**
- **Reduced tax rates**

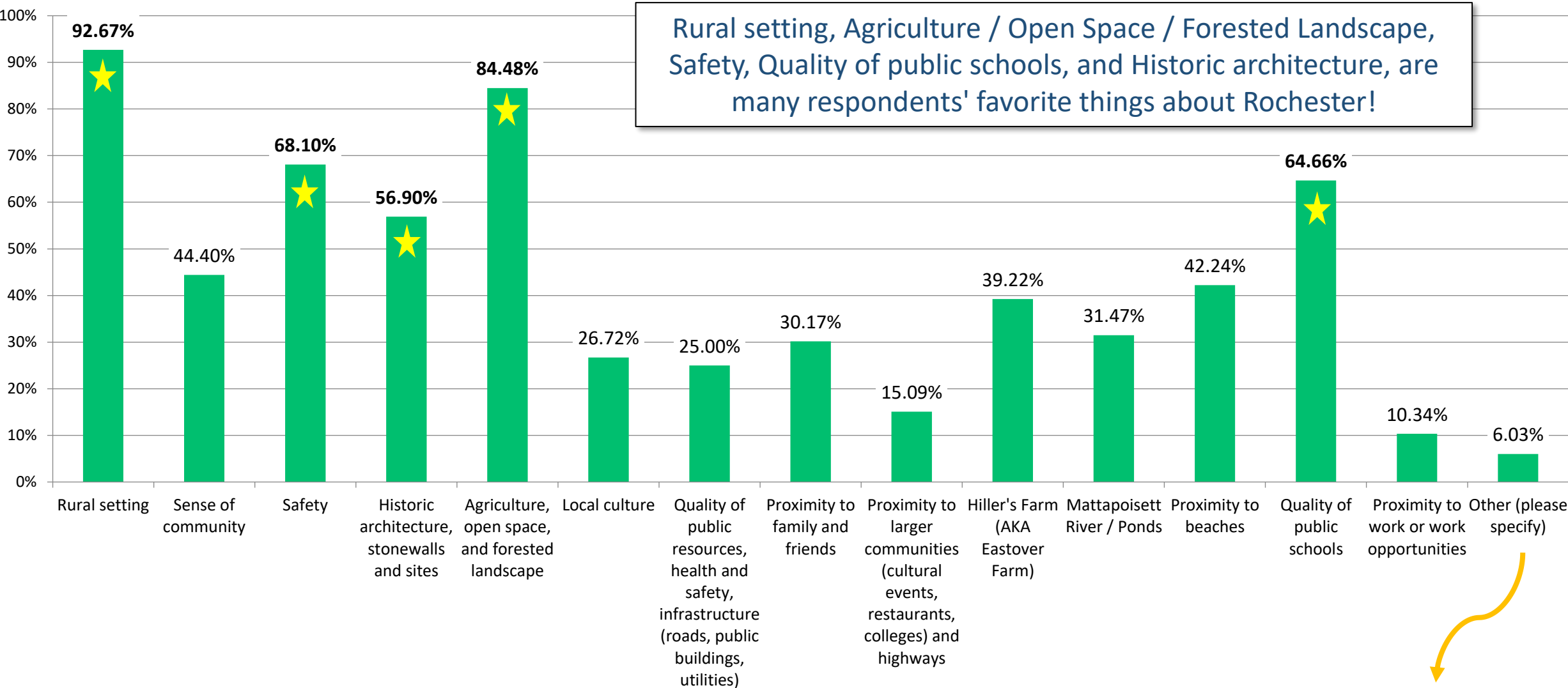
“Road maintenance / snow / storm access. Roads are usually more clear in the nearby town of Marion & Mattapoisett”

“Stop clearing all the woodlands. If you want to be Acushnet or New Bedford then move over there. ”

“Faster / more reliable internet and cell phone reception”

Vision Section Continued

Q8. What are your favorite characteristics of Rochester? (select all that apply)



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“Other” responses

“One of the last small Massachusetts towns that we can preserve”

“Right to farm”

“thus far we are not choking in by-laws; respect what we have”

“quiet back roads with very little traffic”

“Peace and quiet, natural environment, open space between homes”

“A vibrant, thriving Senior center”

“Protected lands and rural environment”

“Rural living”

“It's quiet. Peaceful”

“Nice citizens looking out for each other”

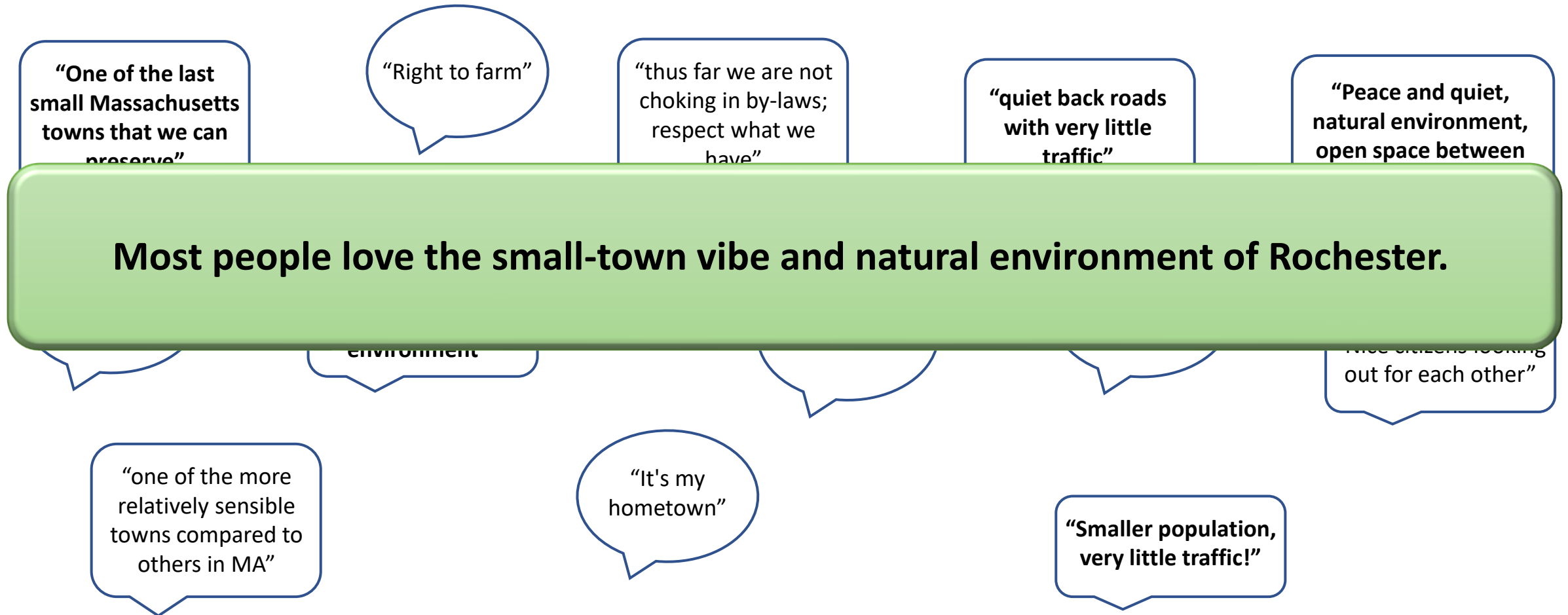
“one of the more relatively sensible towns compared to others in MA”

“It's my hometown”

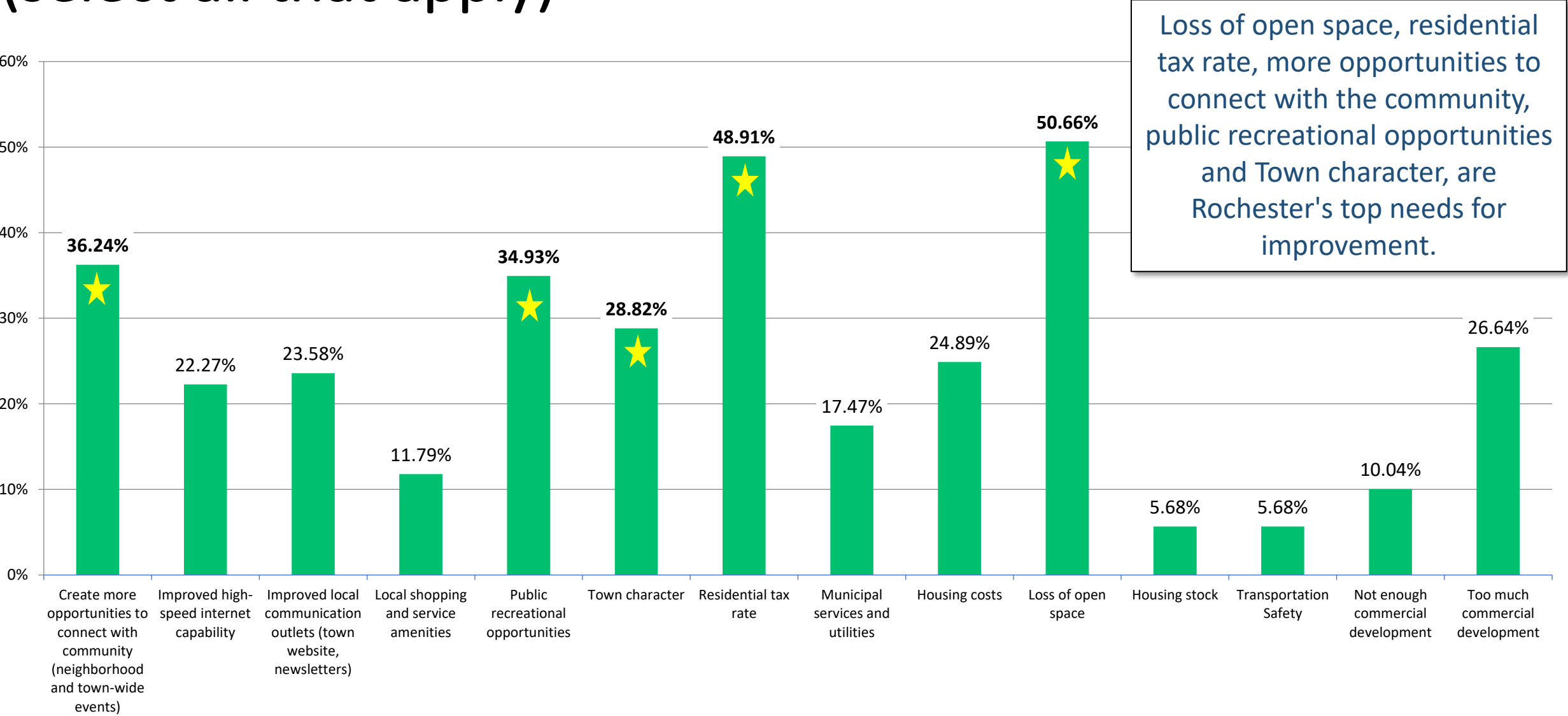
“Smaller population, very little traffic!”

Q8. What are your favorite characteristics of Rochester?

“Other” responses

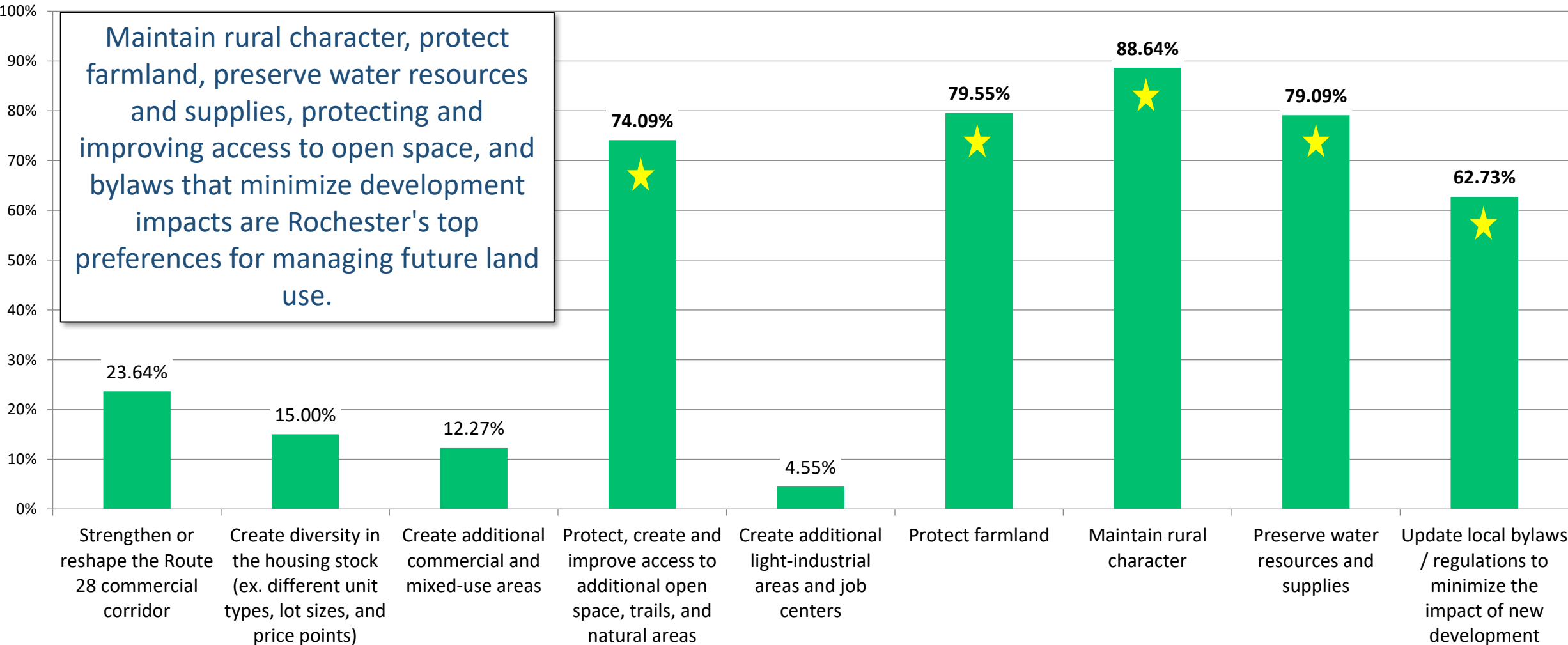


Q9. What are Rochester's top needs for improvement? (select all that apply)

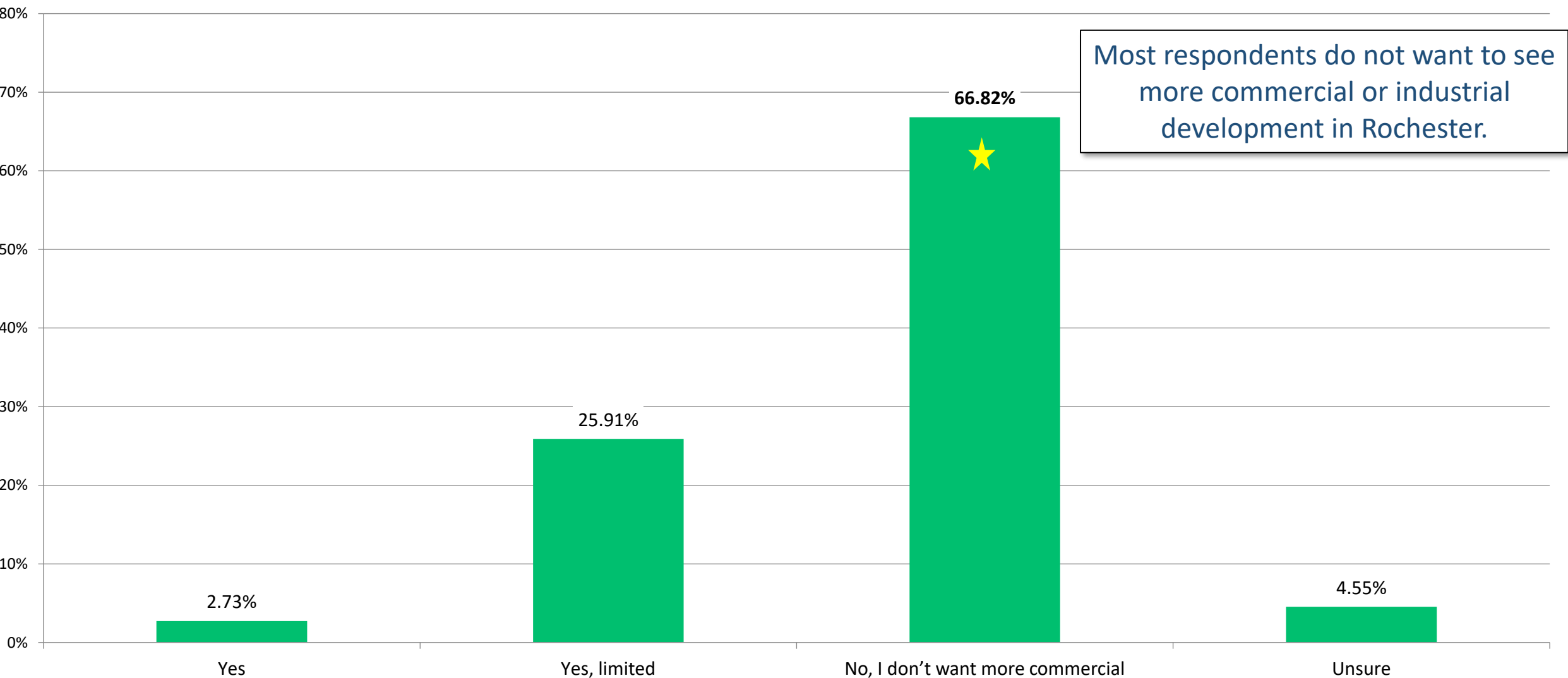


Land Use, Economic Development, and Housing Section

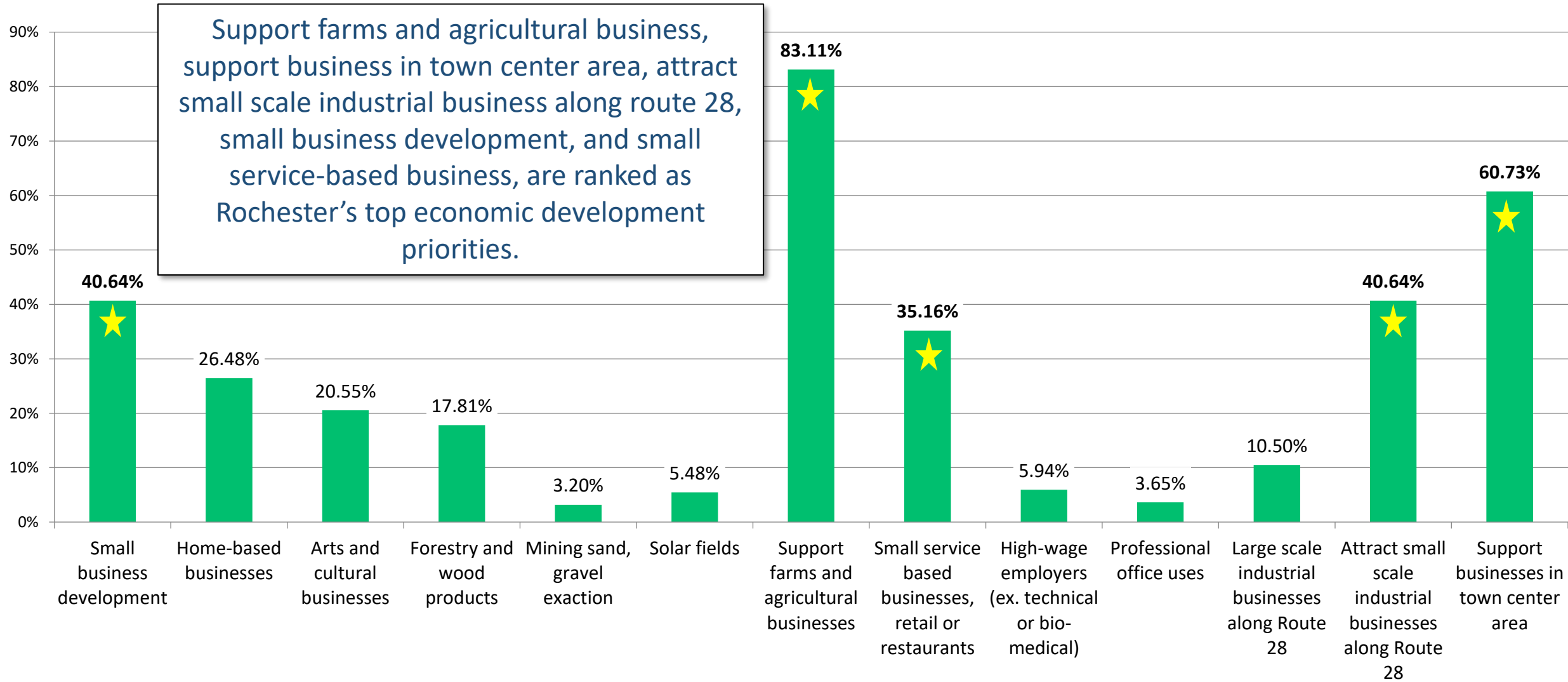
Q10. Please indicate your preferences on the following approaches to managing land use and future development patterns in town (Select all that apply)



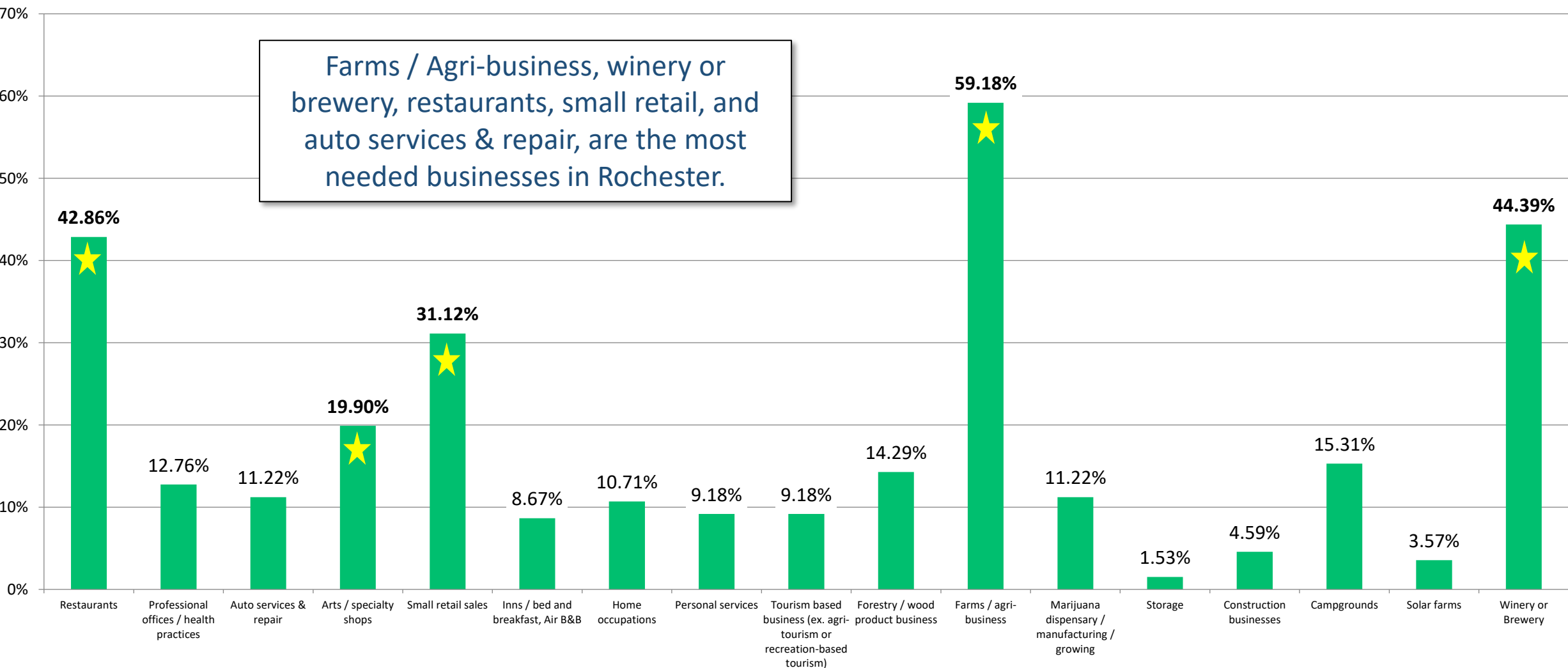
Q11. Would you like to see more commercial / industrial development in Rochester?



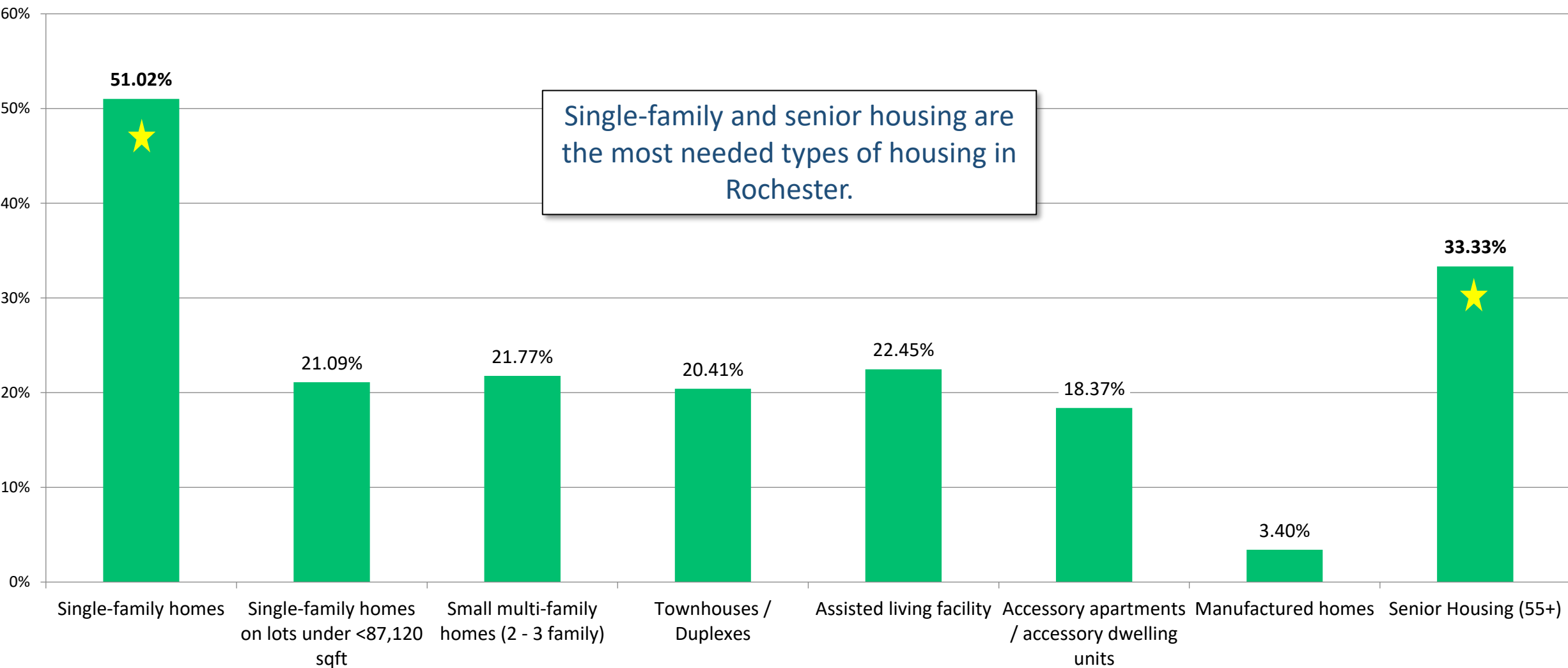
Q12. What should Rochester's top economic development priorities be? (select all that apply)



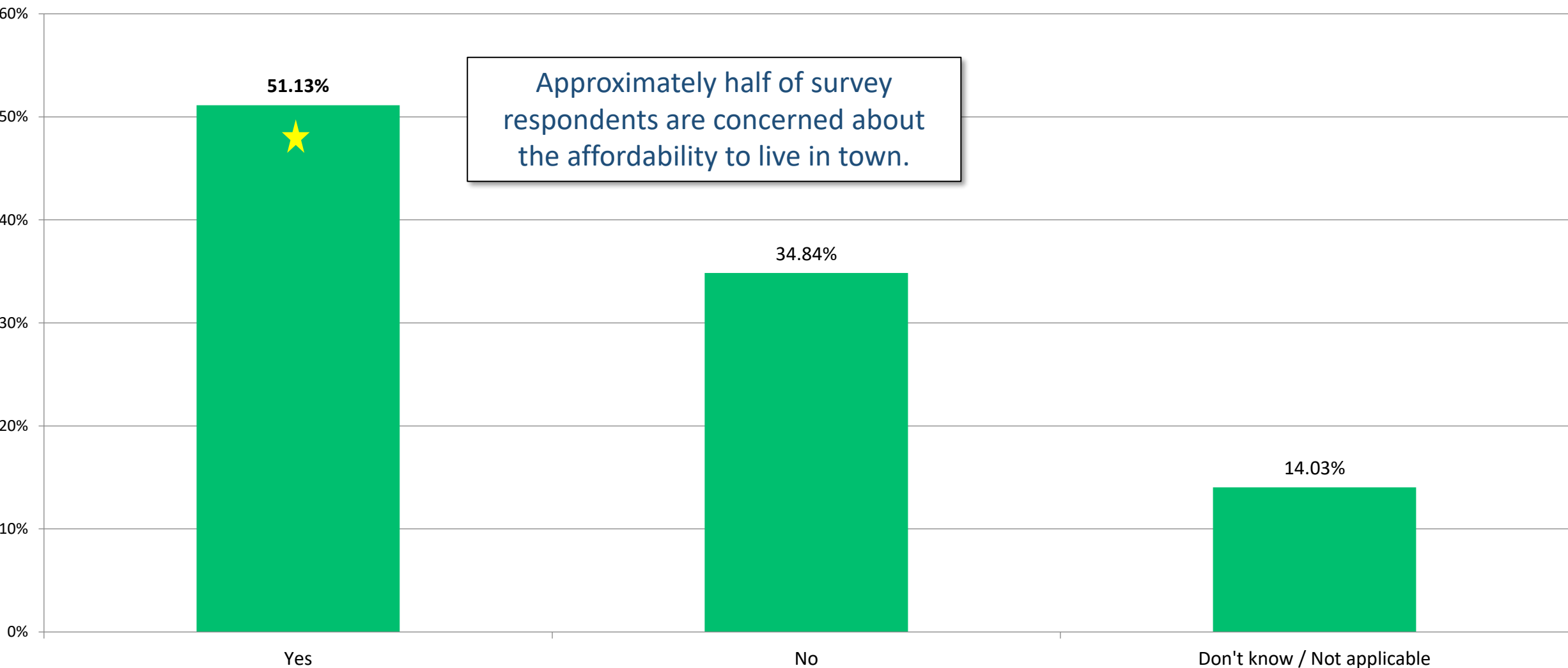
Q13. What businesses or services are most needed in Rochester? (select all that apply)



Q14. What types of housing options are lacking in Rochester that you would support having in the future? (select all that apply)

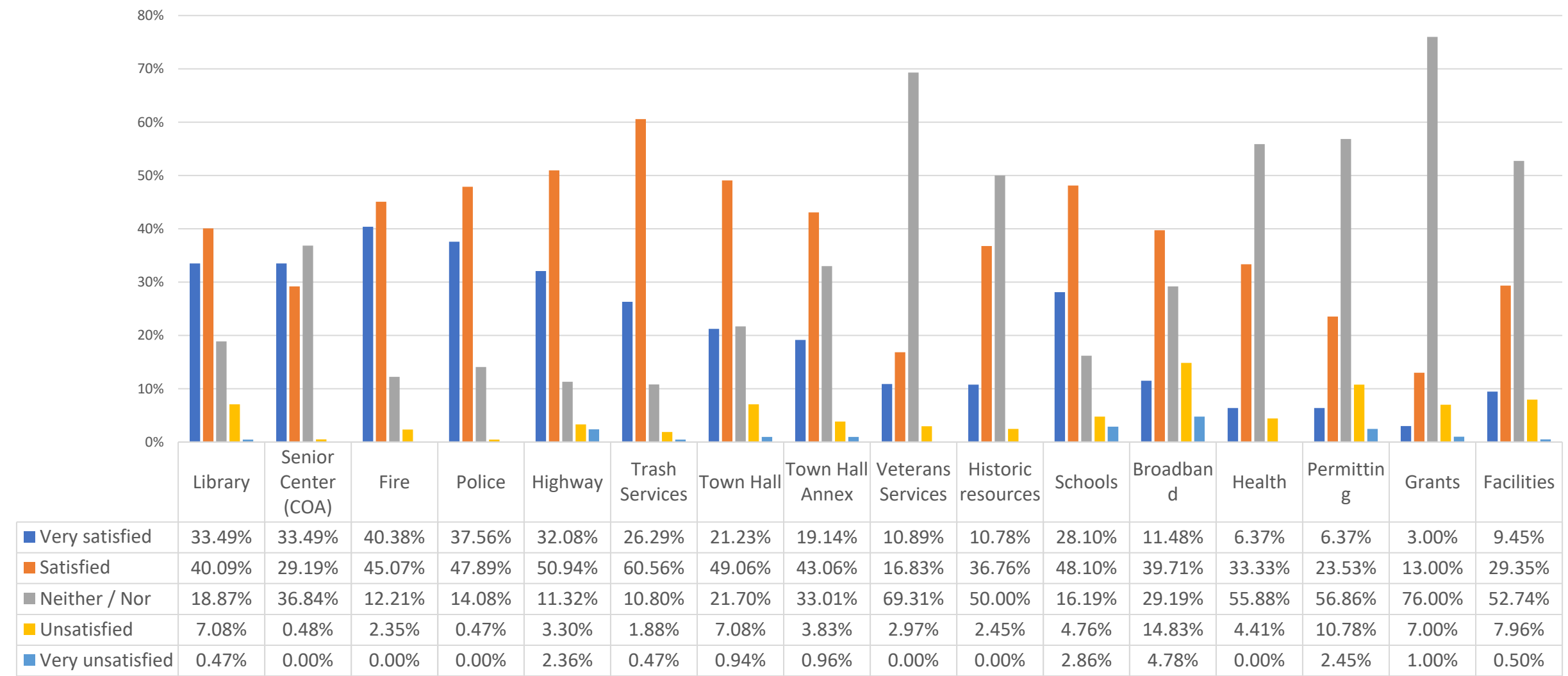


Q15. Are you concerned that you or someone you know will not be able to afford to live in Rochester, now or in the future?



Transportation, Town Services, and Facilities Section

Q16. Please rate how satisfied you are with the following town services and facilities:



Q16. Please rate how satisfied you are with the following town services and facilities:

Satisfied:

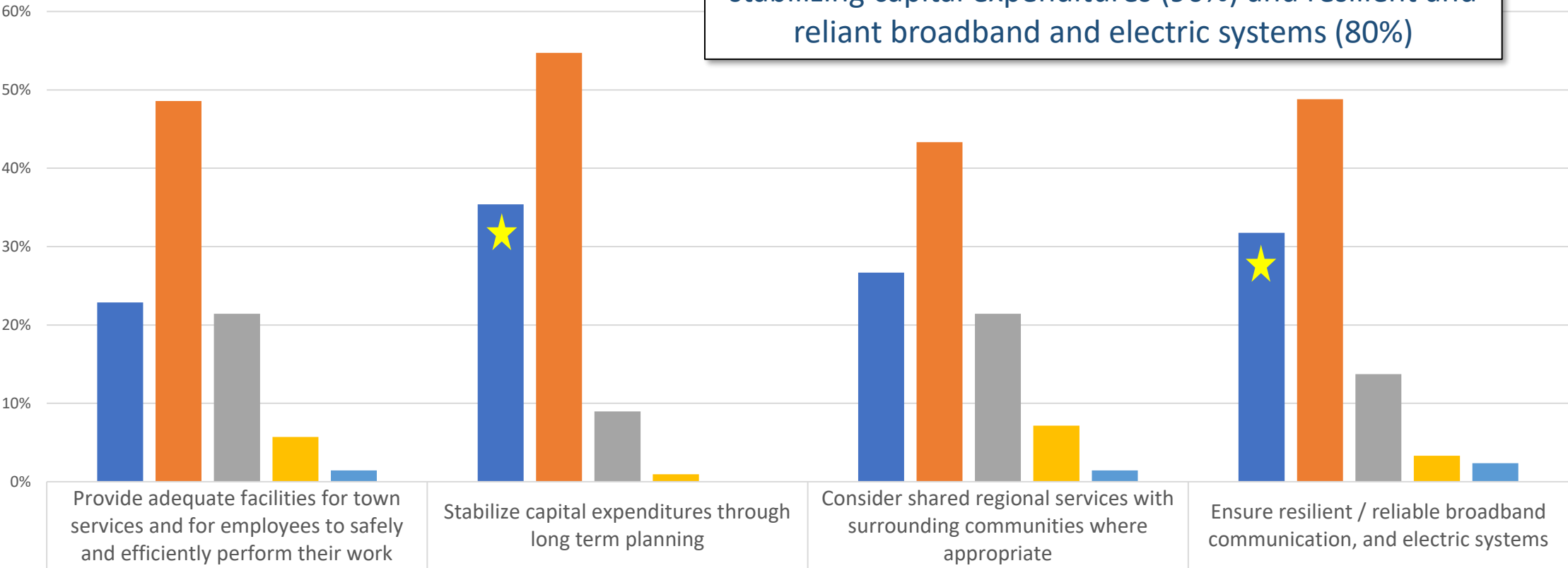
- Trash services
- Fire
- Police
- Highway
- Schools

Least Satisfied:

- Broadband
- Permitting
- Facilities
- Town Hall
- Grants

Q17. Rank your preferences for facilities, infrastructure, and energy goals in town?

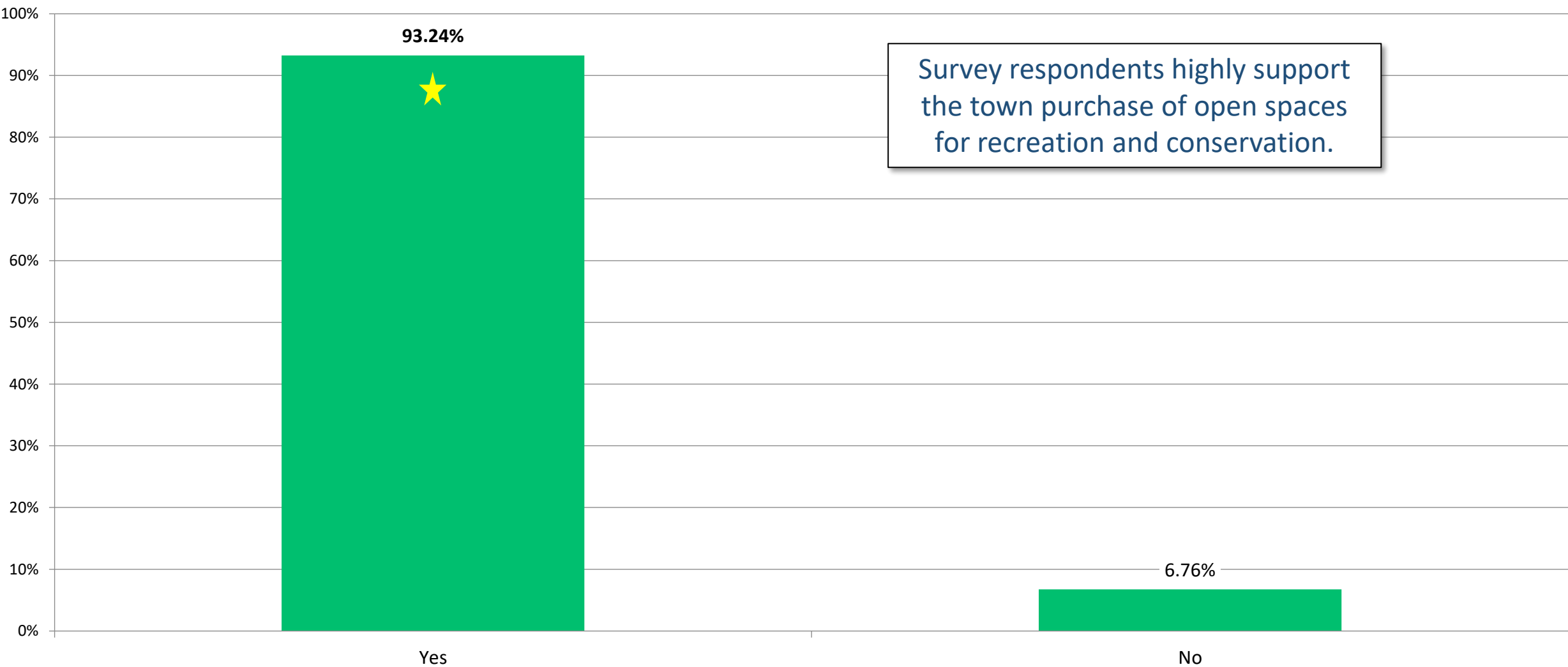
All four needs are important, but top priority went to stabilizing capital expenditures (90%) and resilient and reliant broadband and electric systems (80%)



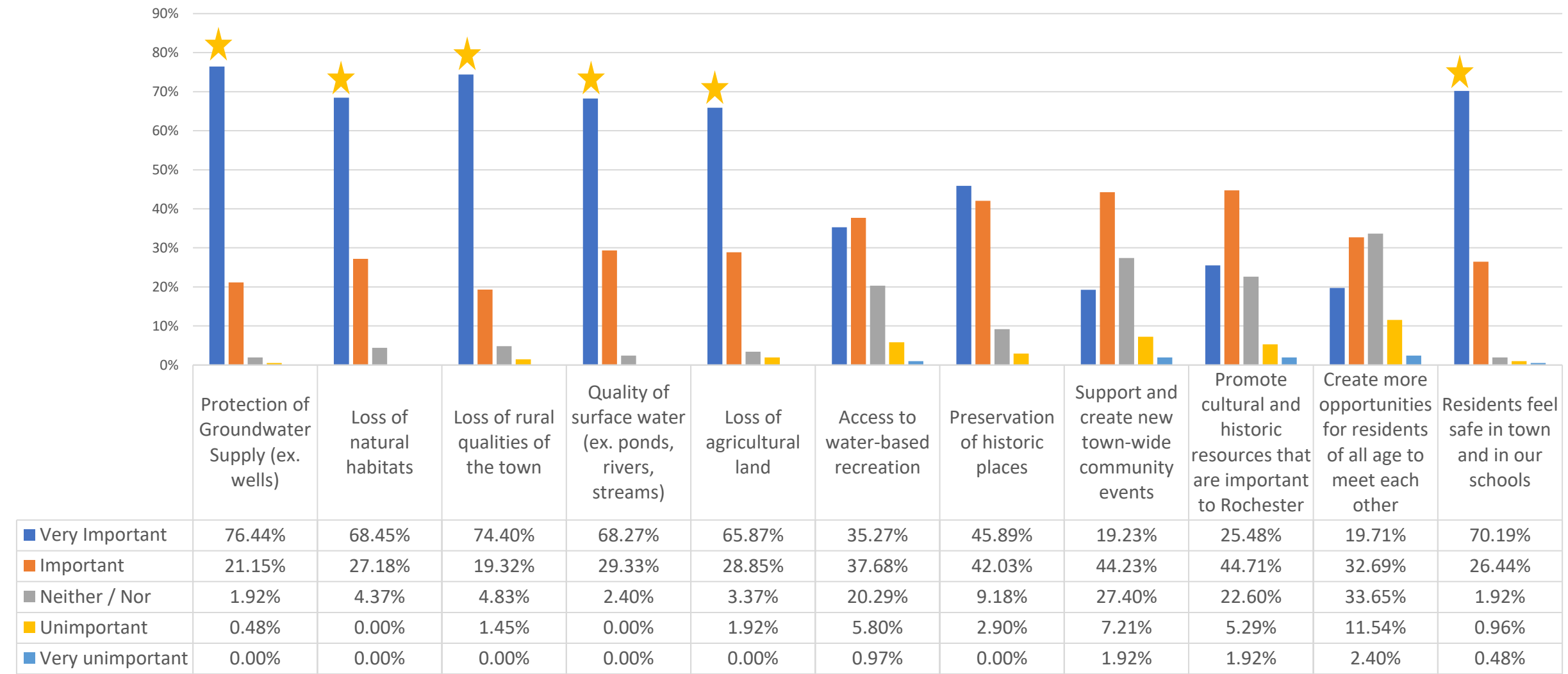
Very important	22.86%	35.38%	26.67%	31.75%
Important	48.57%	54.72%	43.33%	48.82%
Neither / Nor	21.43%	8.96%	21.43%	13.74%
Unimportant	5.71%	0.94%	7.14%	3.32%
Very unimportant	1.43%	0.00%	1.43%	2.37%

Natural & Cultural Resources and Open Space Section

Q18. Do you support the town purchase of open spaces for recreation and conservation?



Q19. How important are the following issues to you?

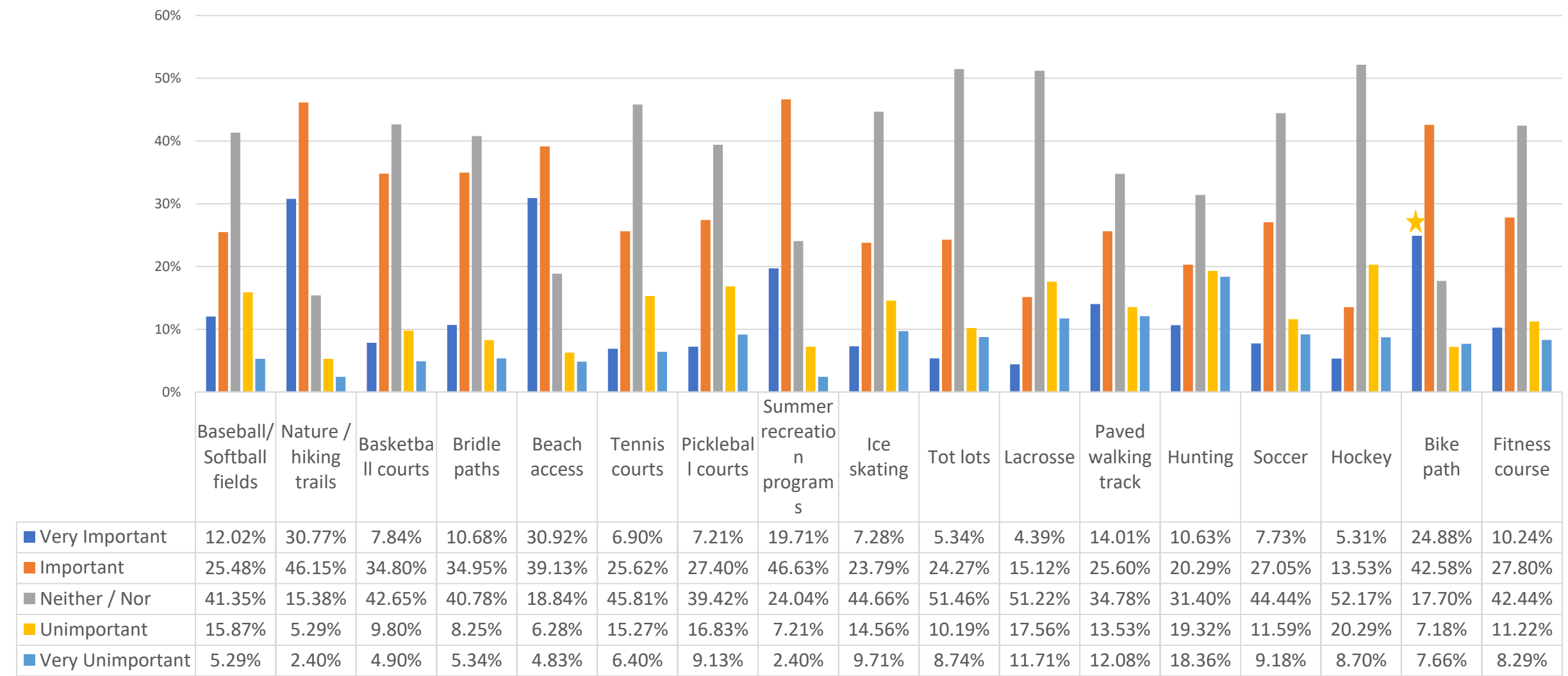


Q19. How important are the following issues to you?

Most Important (Over 90% very important or important):

- Quality of surface water (ex. ponds, rivers, streams)
- Protection of Groundwater Supply (ex. wells)
- Residents feel safe in town and in our schools
- Loss of natural habitat
- Loss of agricultural land
- Loss of rural qualities
- (preservation of historical places 87%)

Q20. Do you think it is important that Rochester expand or develop the following? (select all that apply)



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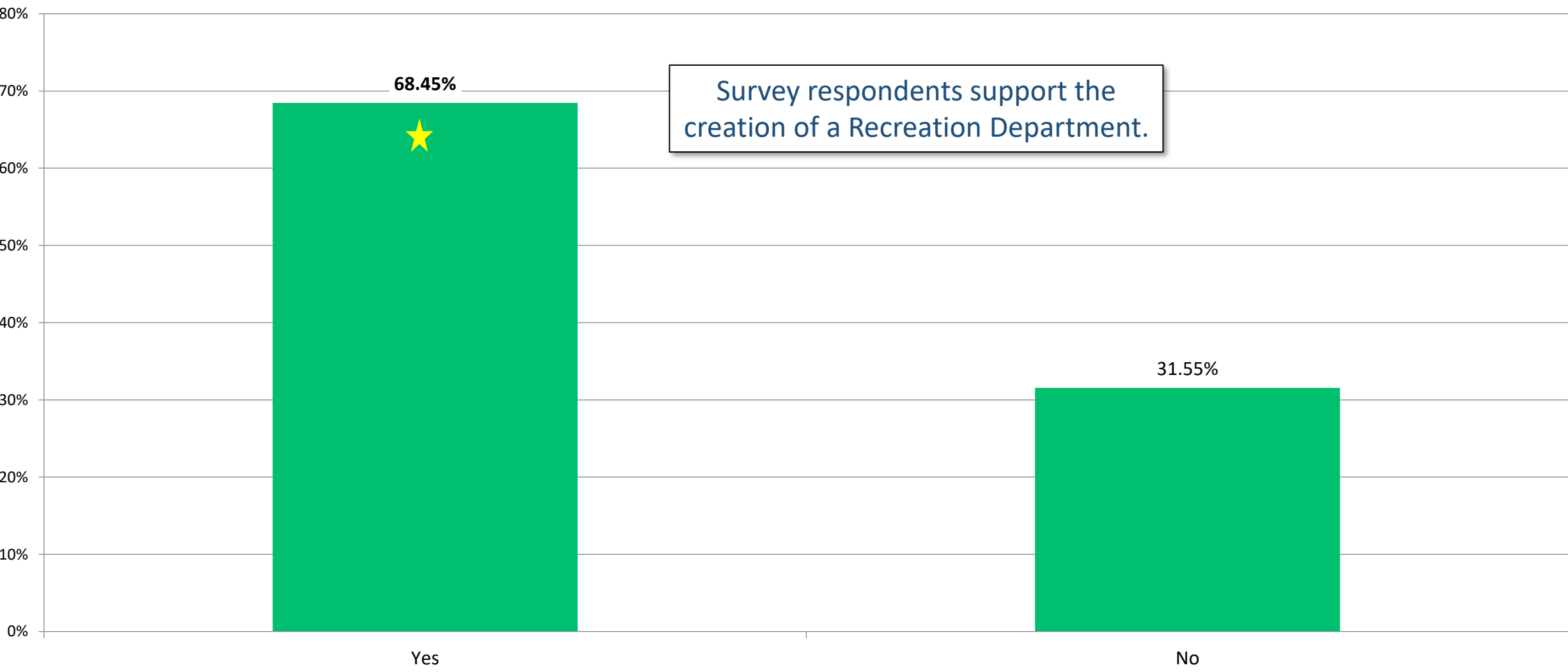
Most Important (Over 50% very important or important):

- Nature / hiking trails
- Beach access
- Bike path
- Summer Recreation Programs

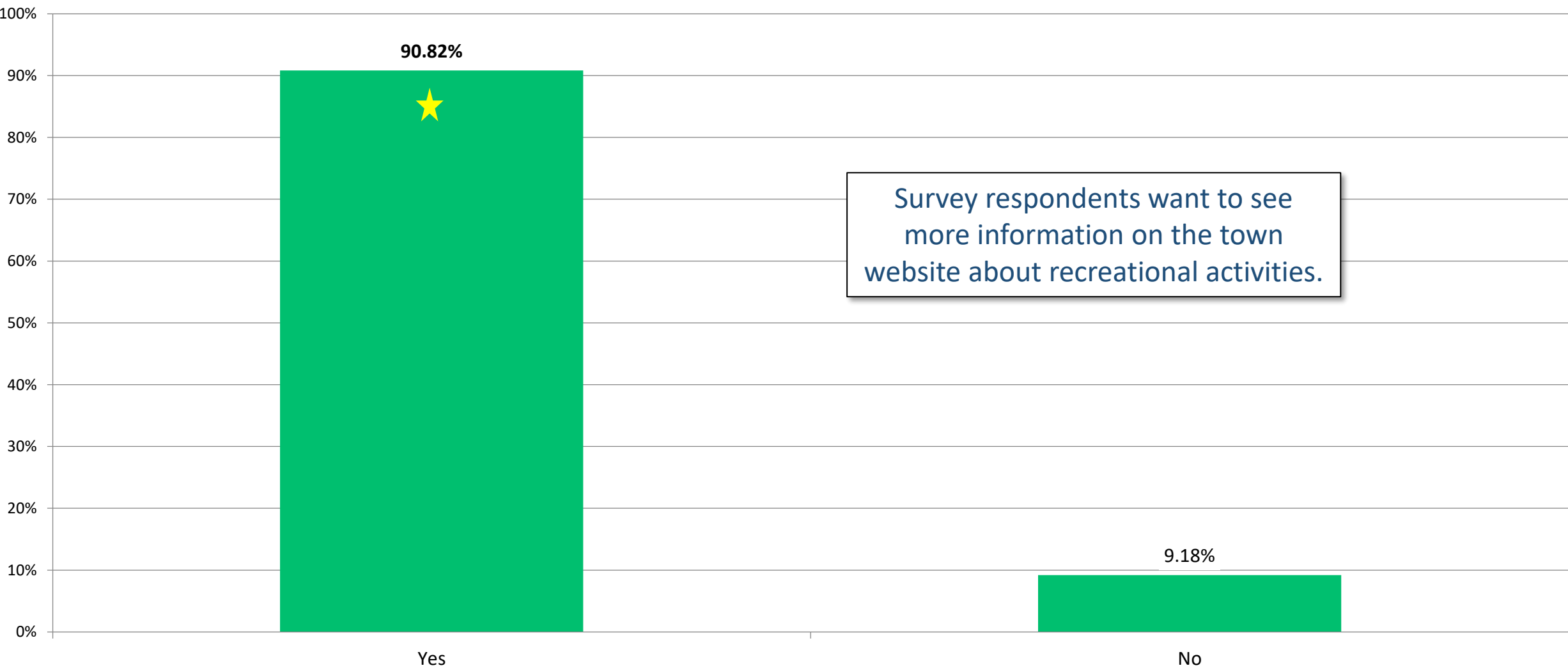
Least Important:

- Hunting
- Lacrosse
- Hockey

Q21. Should the town create a Recreation Department to support the above activities?



Q22. Should the town website have online information about recreational activities in Rochester?

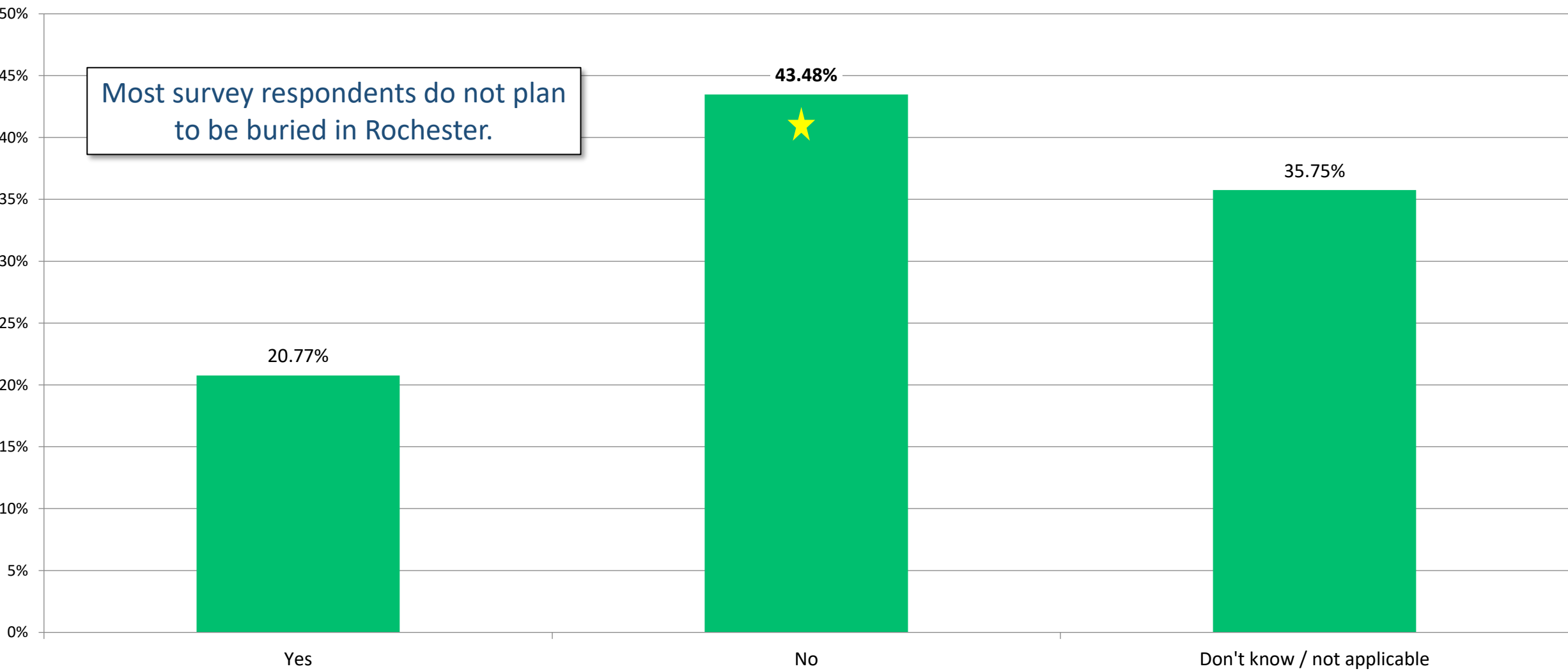


Q23. What suggested improvements do you have for any parks and recreational facilities now available? (ex. Raynor Gifford Park or Dexter Lane Recreational Area)

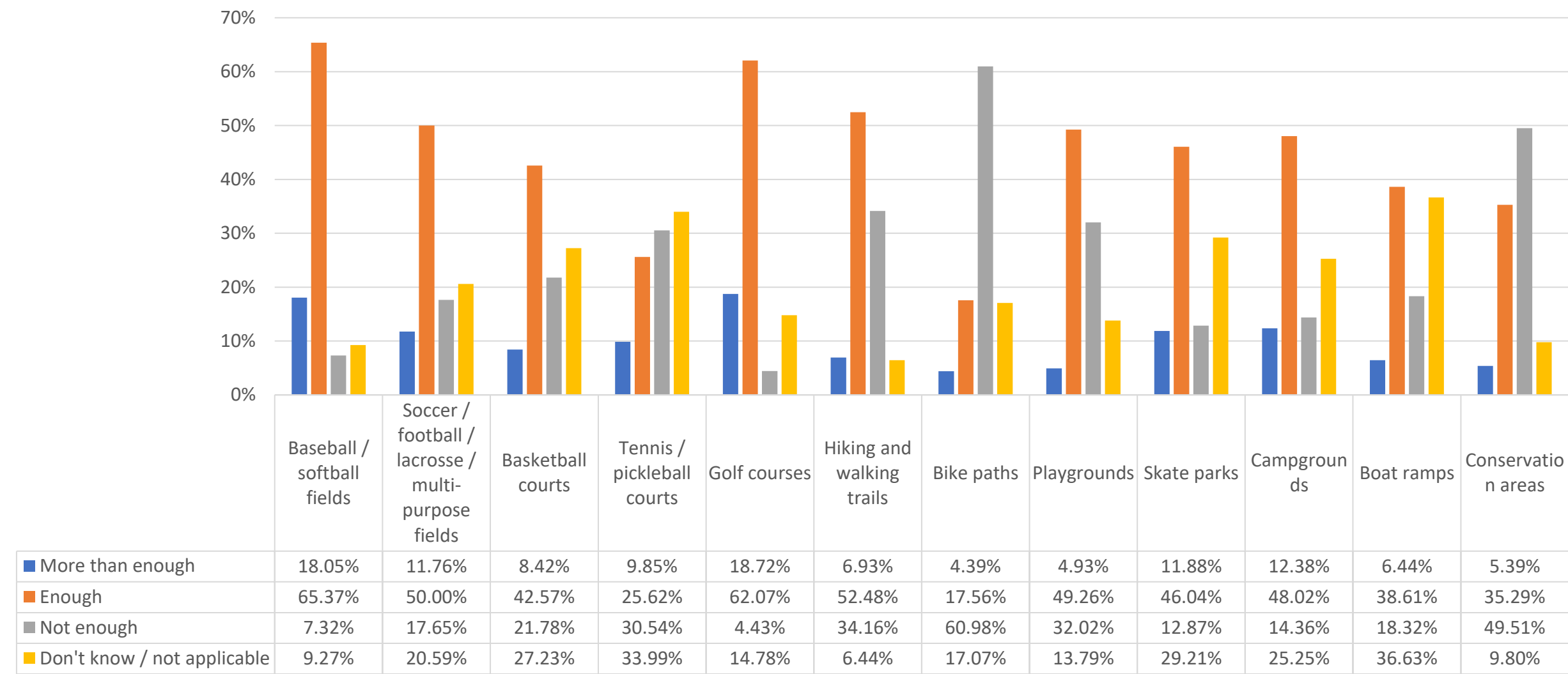
Top Themes

- Better Upkeep and Maintenance
- New Amenities, such as a town pool or splash pad, pickleball courts, or a volleyball court
- Safety and Accessibility, including signage and sidewalks
- Management and Collaboration, such as working with neighboring towns to share facilities

Q24. Rochester currently has limited cemetery space; do you, or members of your household, expect to be buried in Rochester?



Q25. What do you think of Rochester’s current recreational amenities for the following types of activities?



Q25. What do you think of Rochester's current recreational amenities for the following types of activities?

More than enough:

- Golf courses
- Baseball / softball fields
- Campgrounds

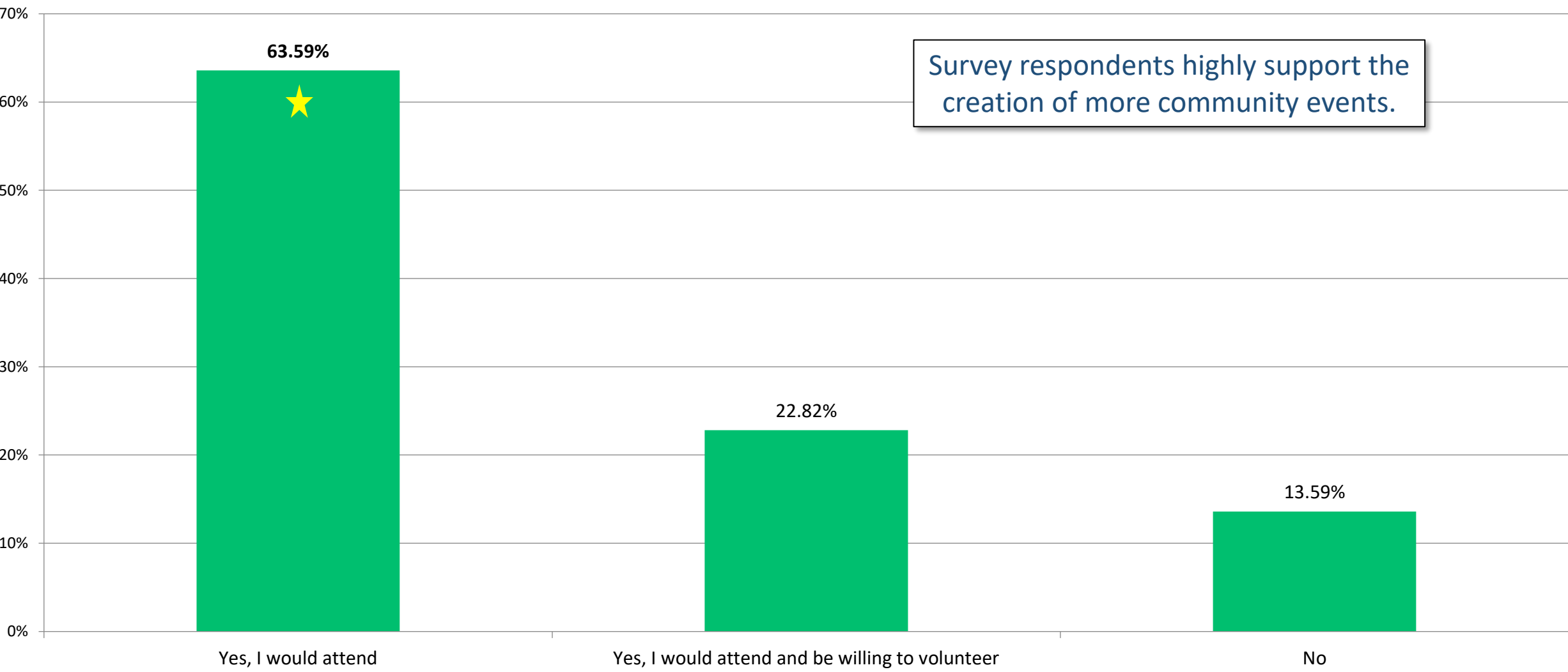
On the Fence:

- Tennis / Pickleball
- Conservation areas
- Playgrounds
- Hiking and walking trails

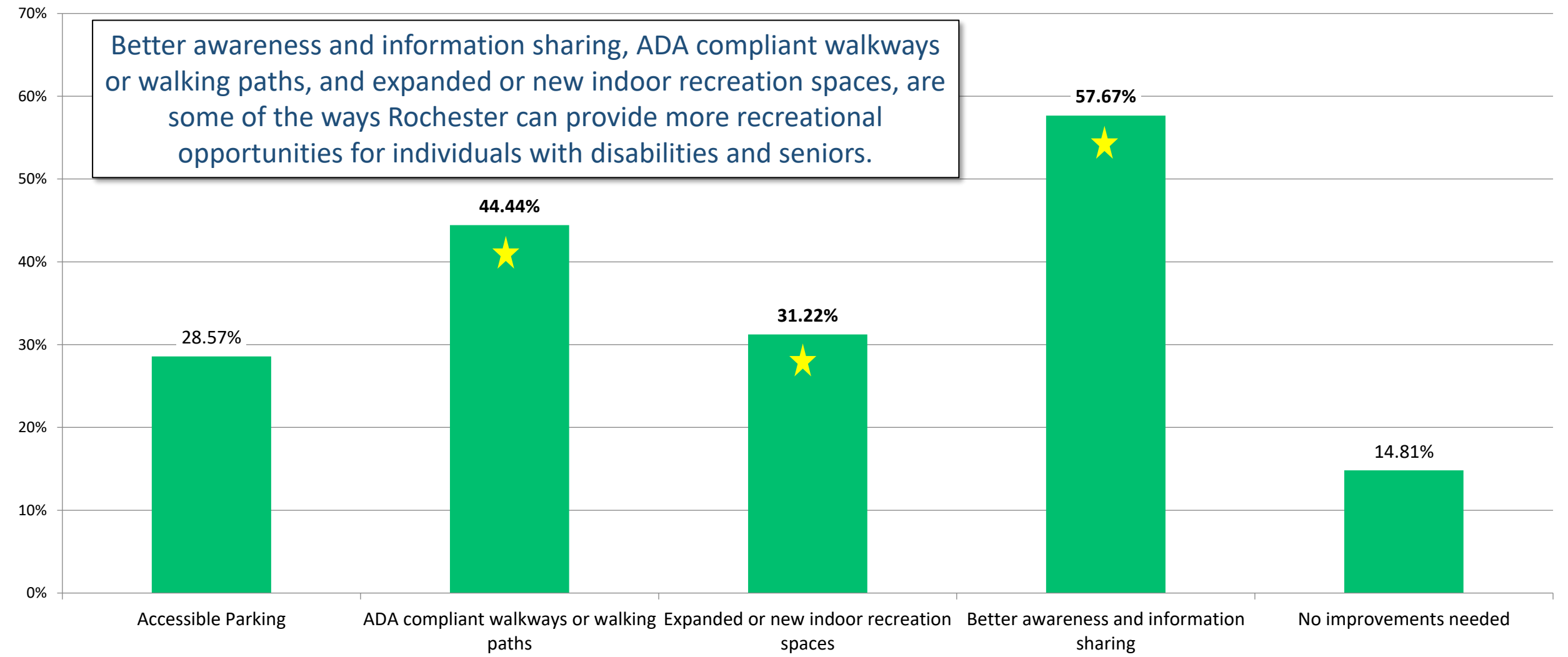
Not enough:

- Bike paths

Q26. Should there be more community related activities (ex. 4-H, fireworks, food trucks, or fairs)

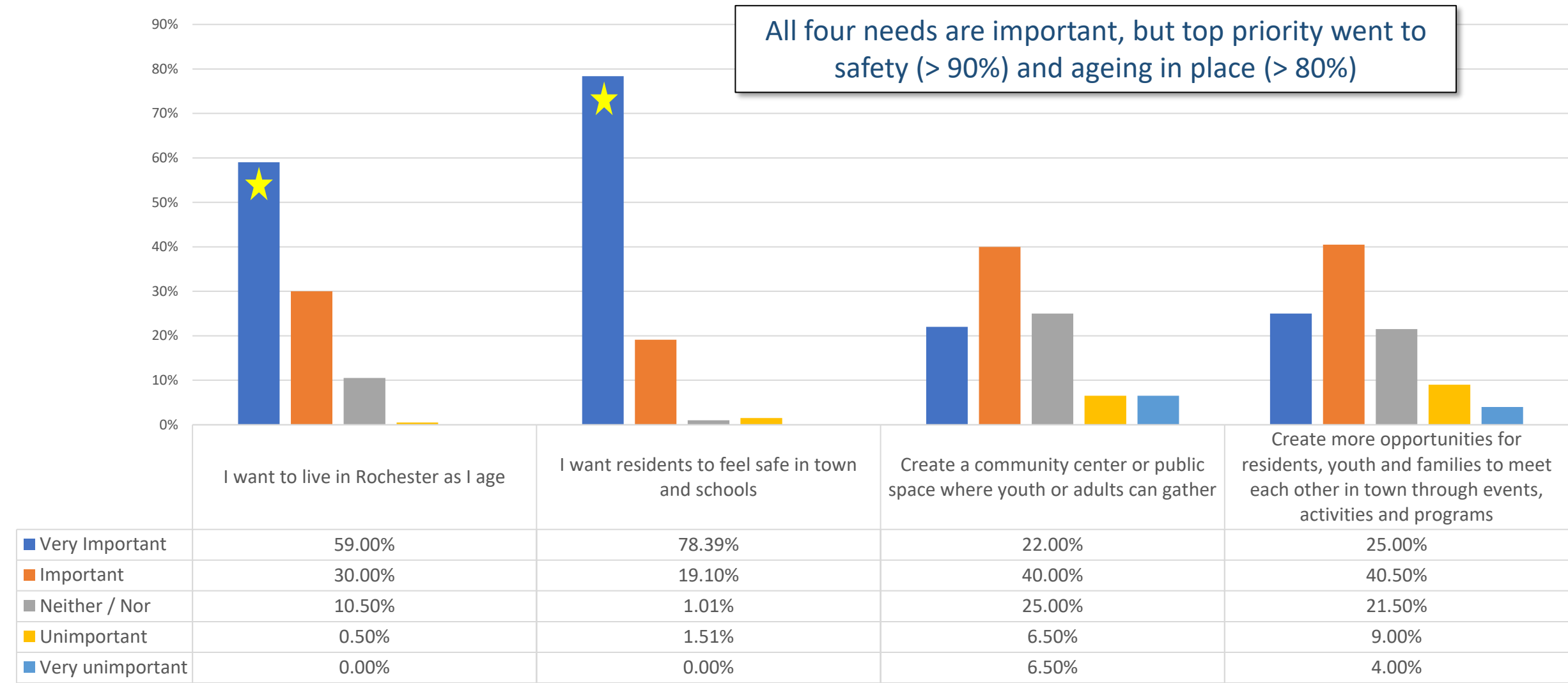


Q27. What can be done to provide more recreational opportunities for individuals with disabilities and seniors?

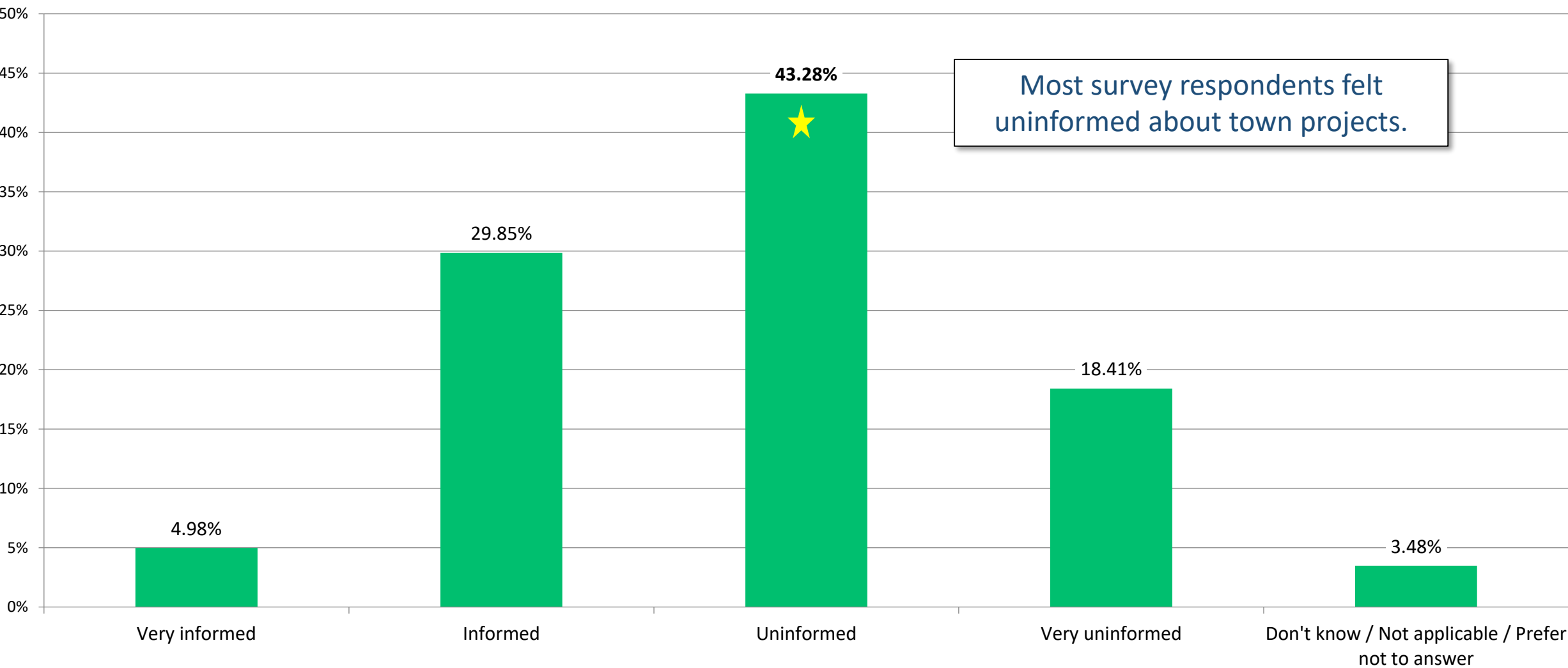


Community Building and Public Engagement Section

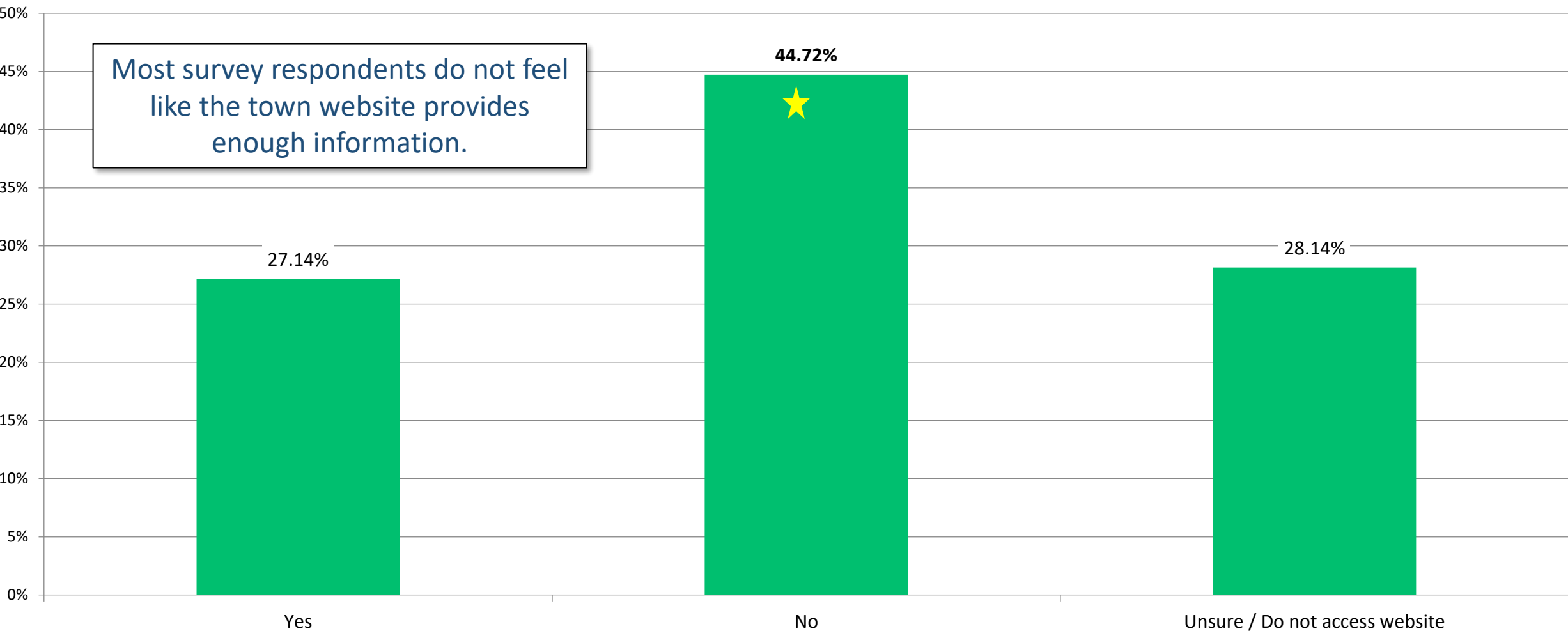
Q28. Please select the option that most aligns with your opinion regarding social and community building goals in town:



Q29. How informed do you feel about town government projects?

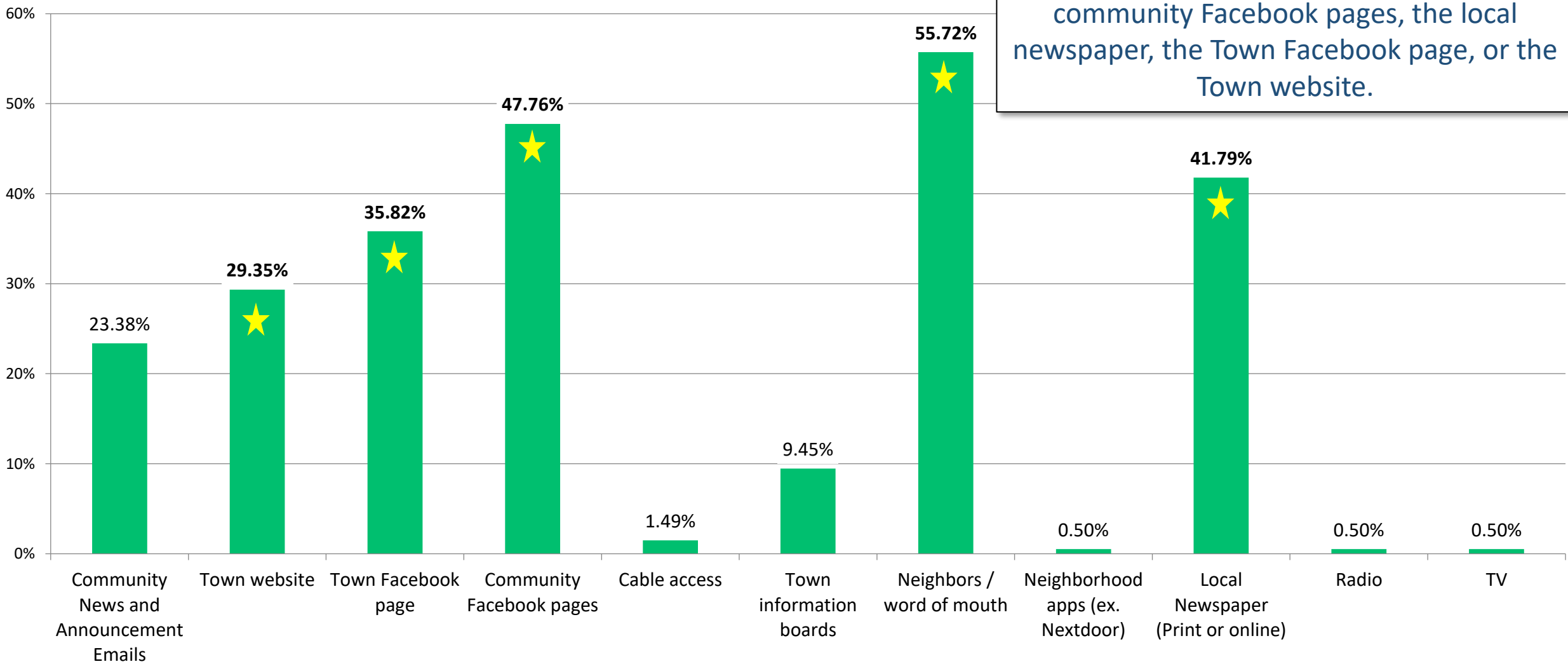


Q30. Do you find that the town website provides a satisfactory amount of information about town services, events, and meetings?

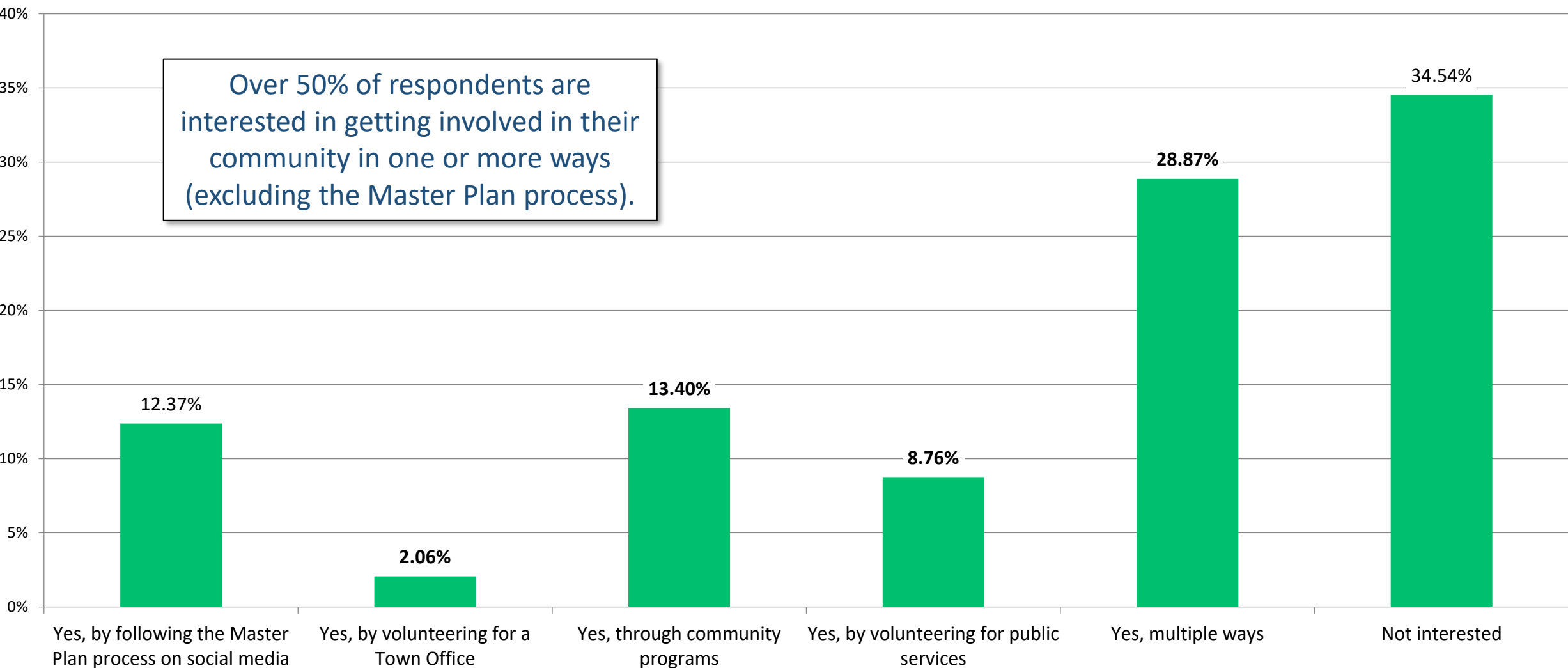


Q31. How do you get information about what is going on in town? (Select all that apply)

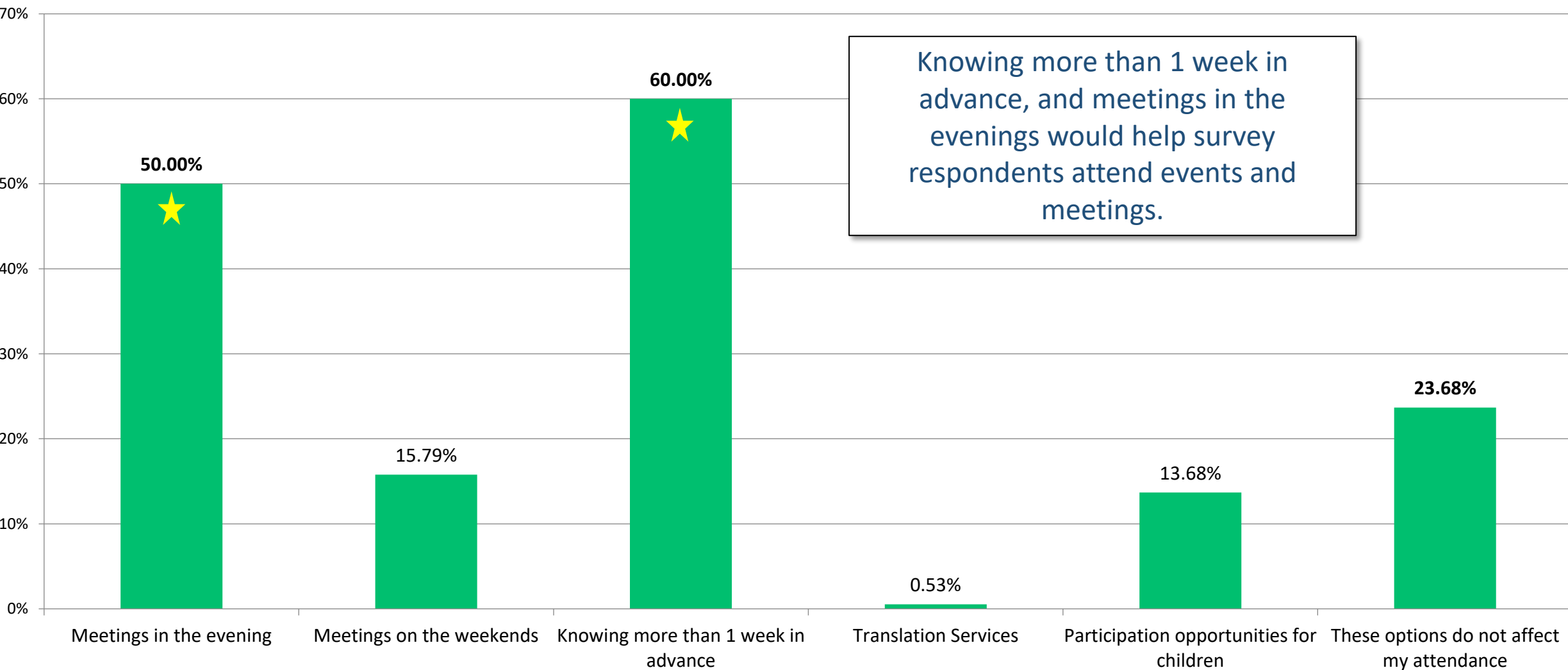
Most survey respondents get information from their neighbors / word of mouth, community Facebook pages, the local newspaper, the Town Facebook page, or the Town website.



Q32. Would you like volunteer and / or to get more involved?



Q33. What would help you attend events or meetings regarding the Master Plan?



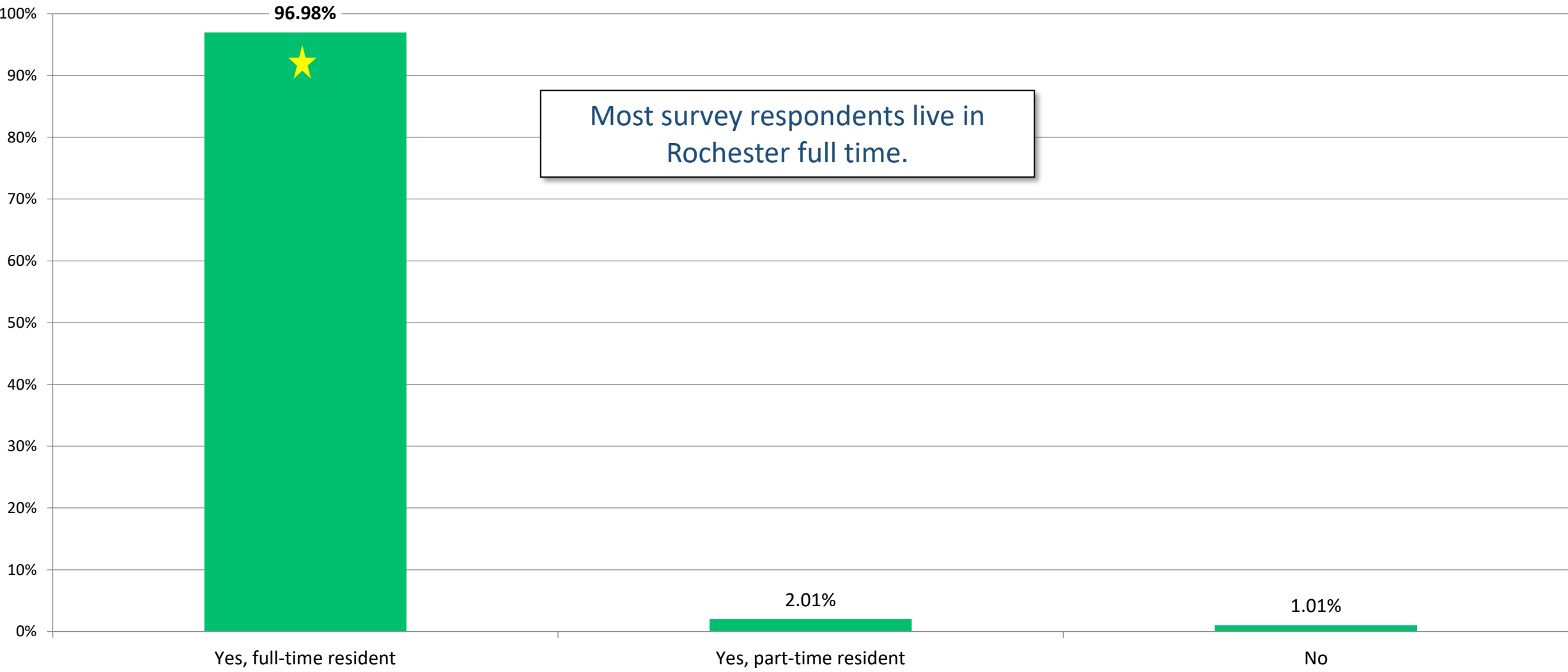
Q34. Is there anything that you want to share with us that you did not feel was covered by this survey?

Top Themes

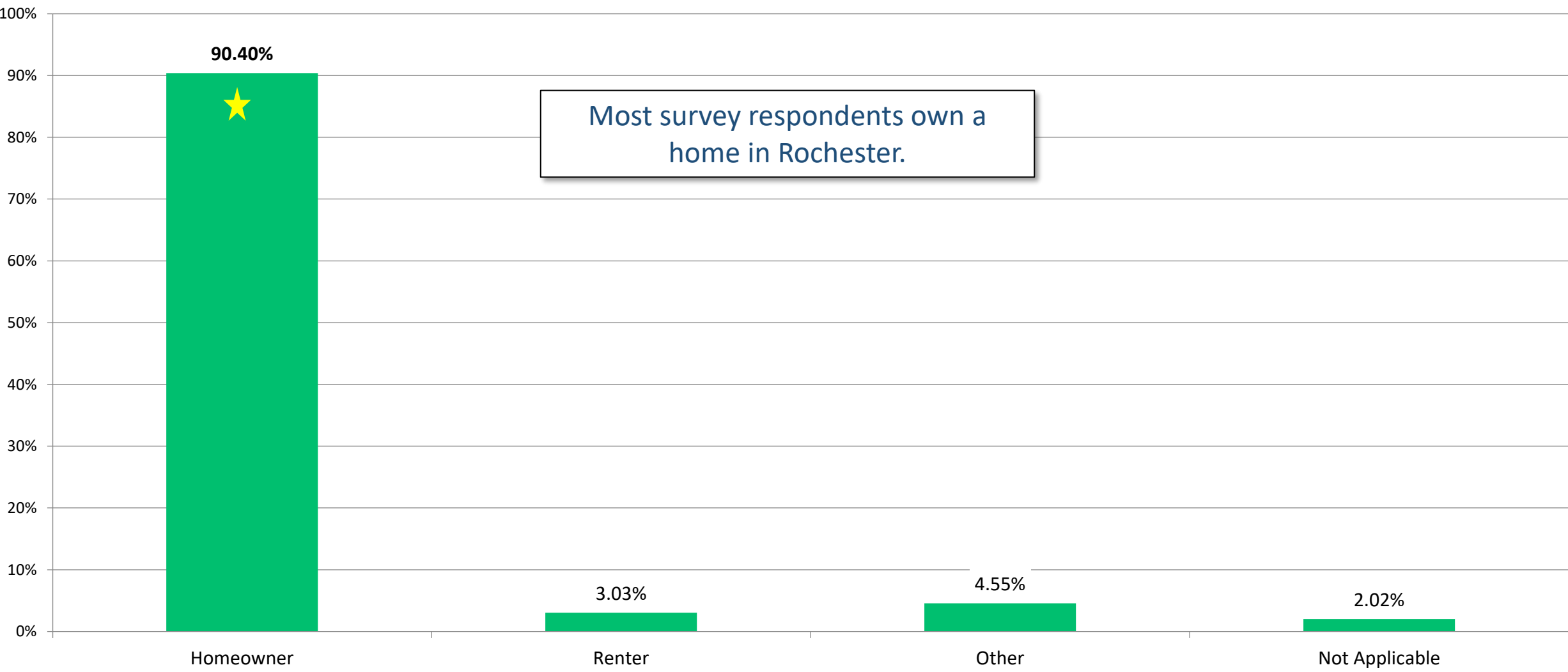
- Minimizing the number of trees being cut down in town
- Creating a safe and welcoming environment for all residents, new and old
- Keeping quality education in schools a priority
- Recognizing affordable housing needs for long-time residents and seniors
- Better enforcement of safe driving throughout town

Demographic Section

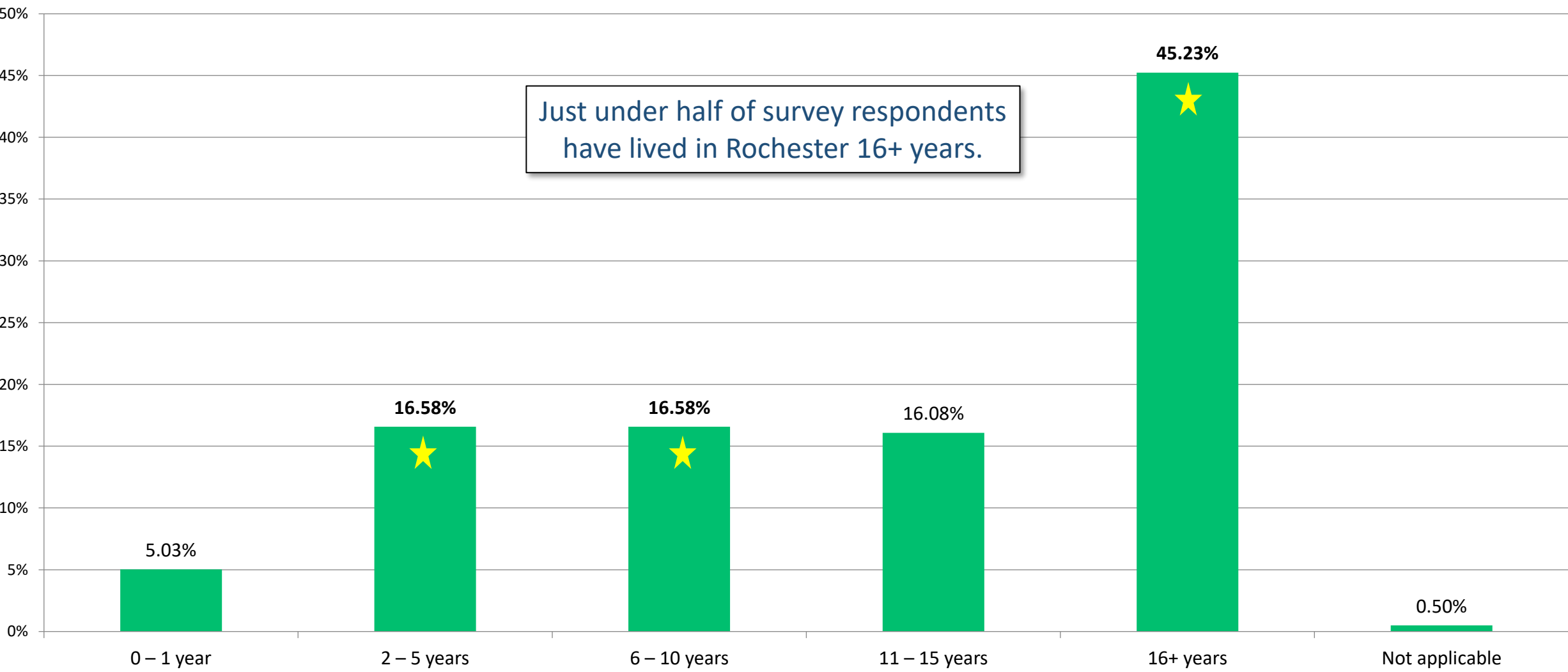
Q35. Are you a Rocester resident?



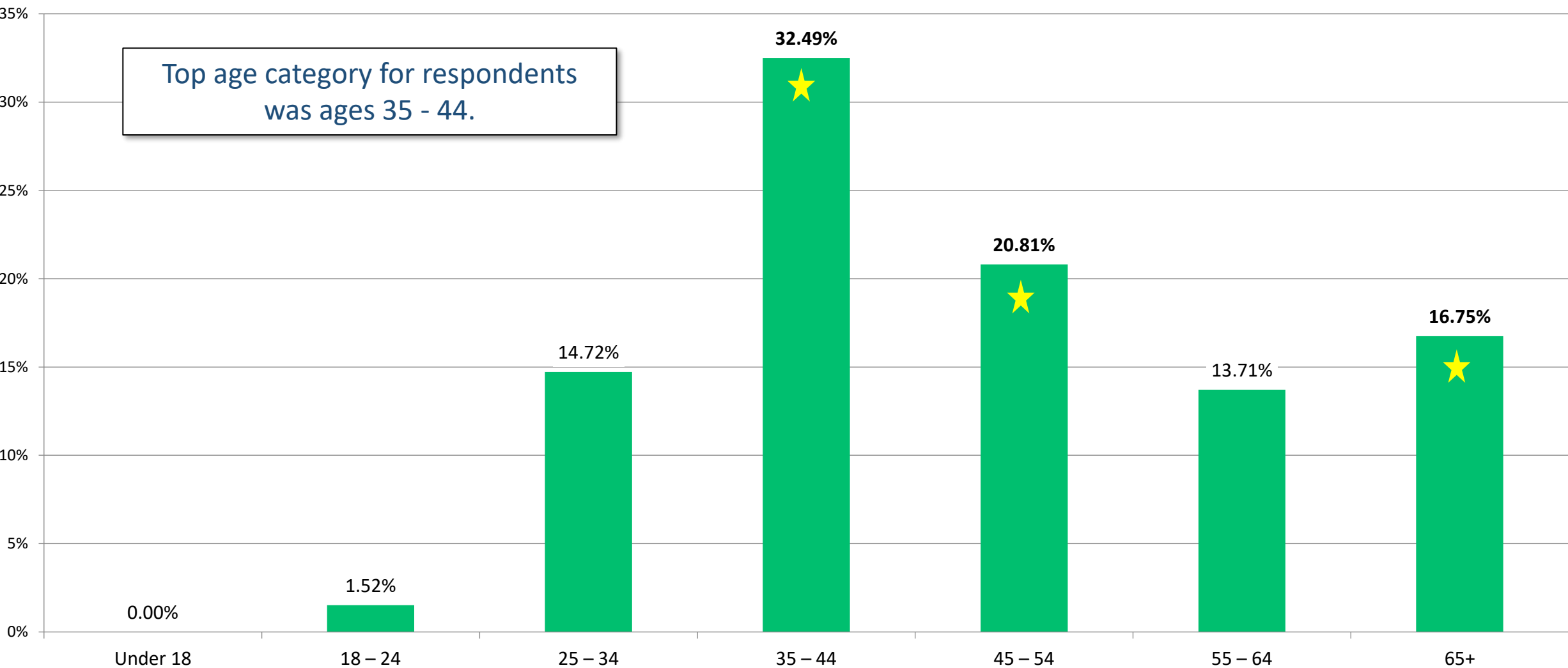
Q36. If you are a resident, do you own a home or rent?



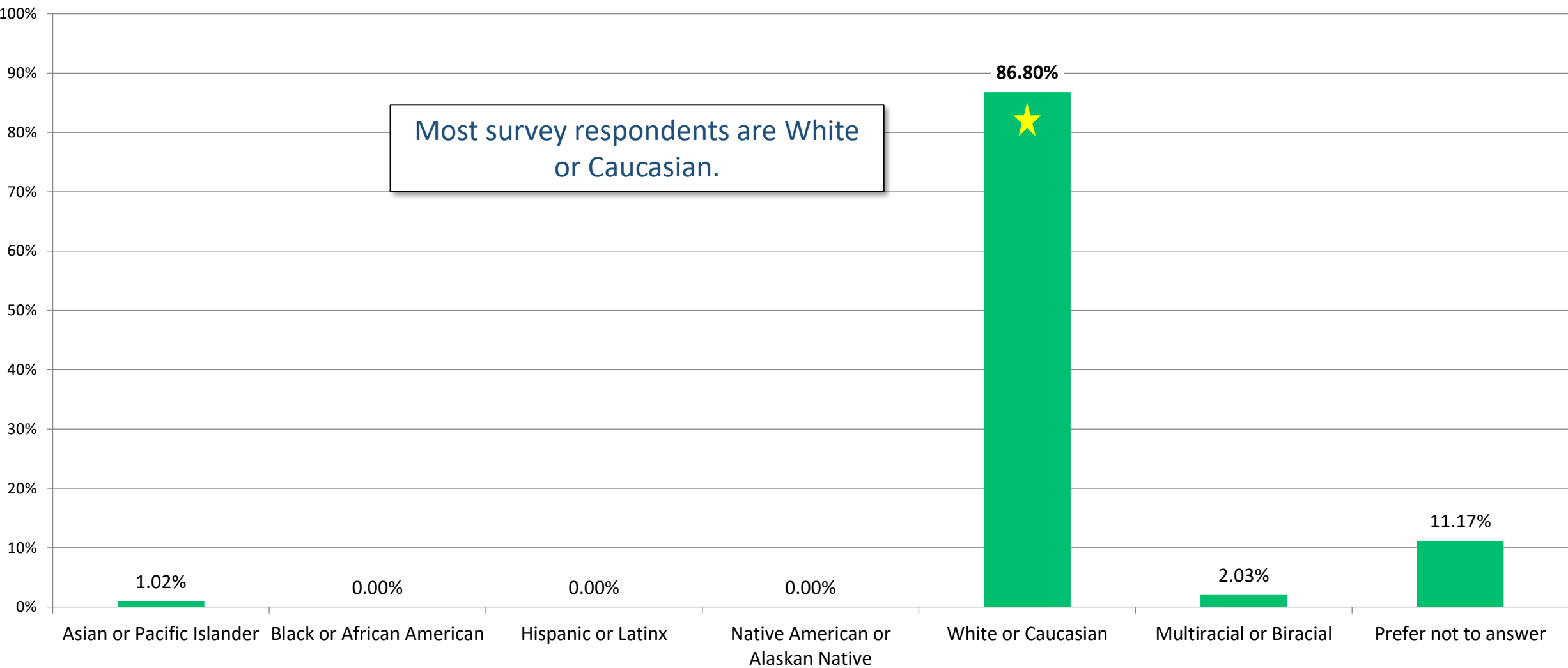
Q37. How long have you lived in Rocester?



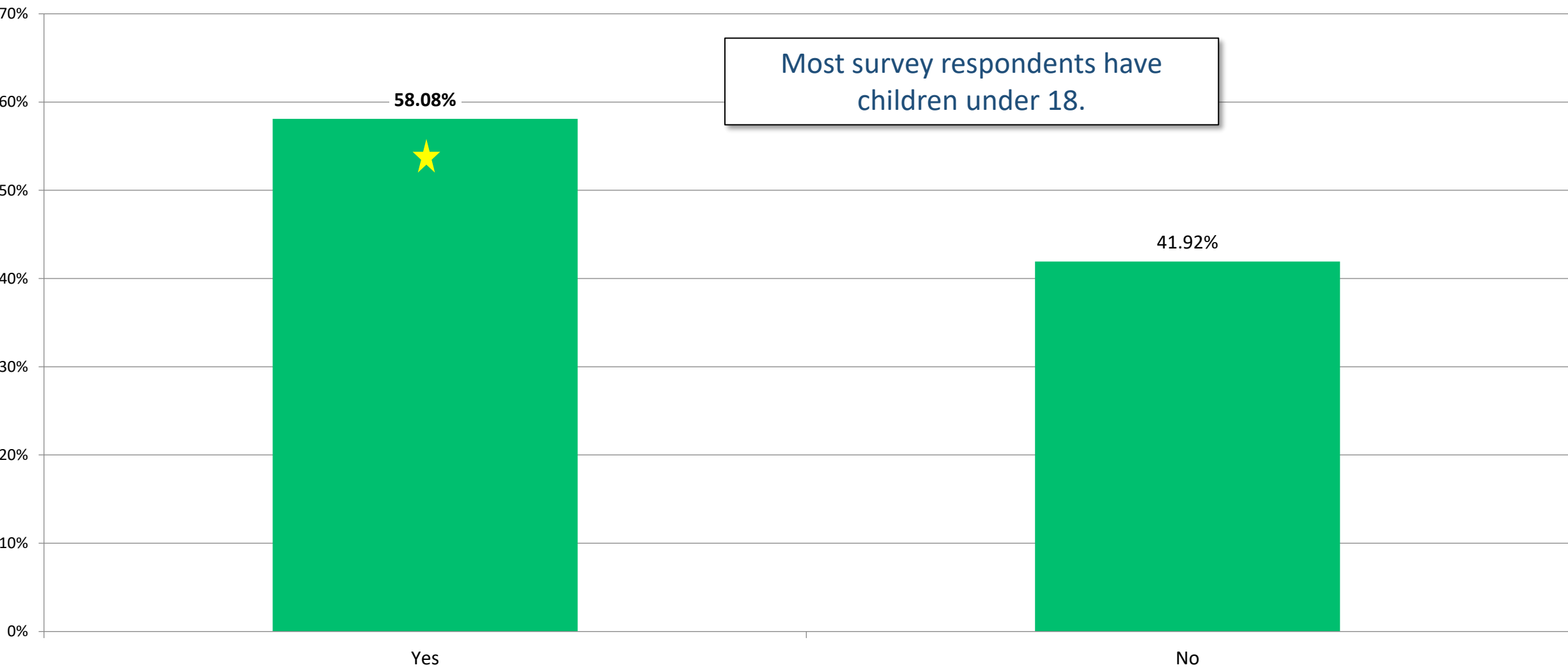
Q38. What age bracket are you in?



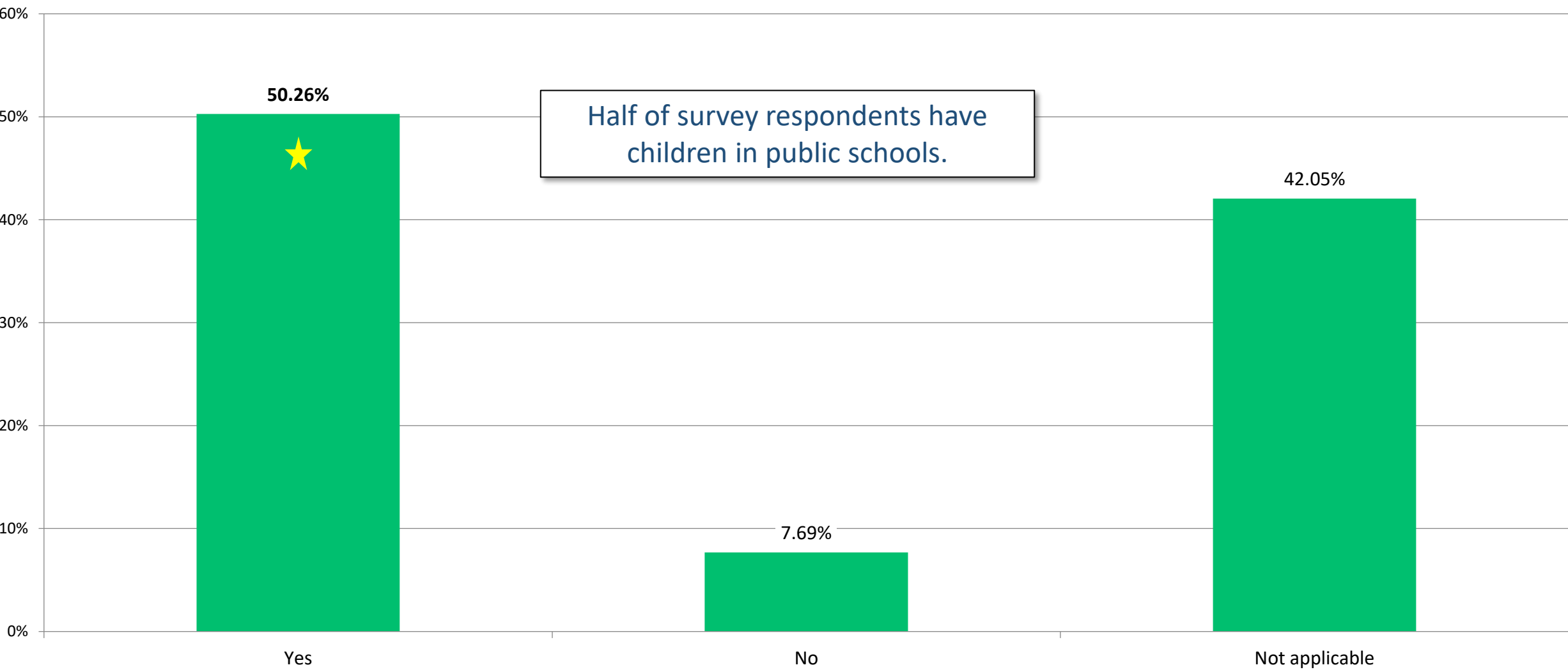
Q39. What is your race / ethnicity? (select all that apply)



Q40. Do you have children under 18?



Q41. If you have children who are school aged, do they attend public school?



End

