

# Vernon

## Plan of Conservation and Development

Survey Results

November 19, 2020

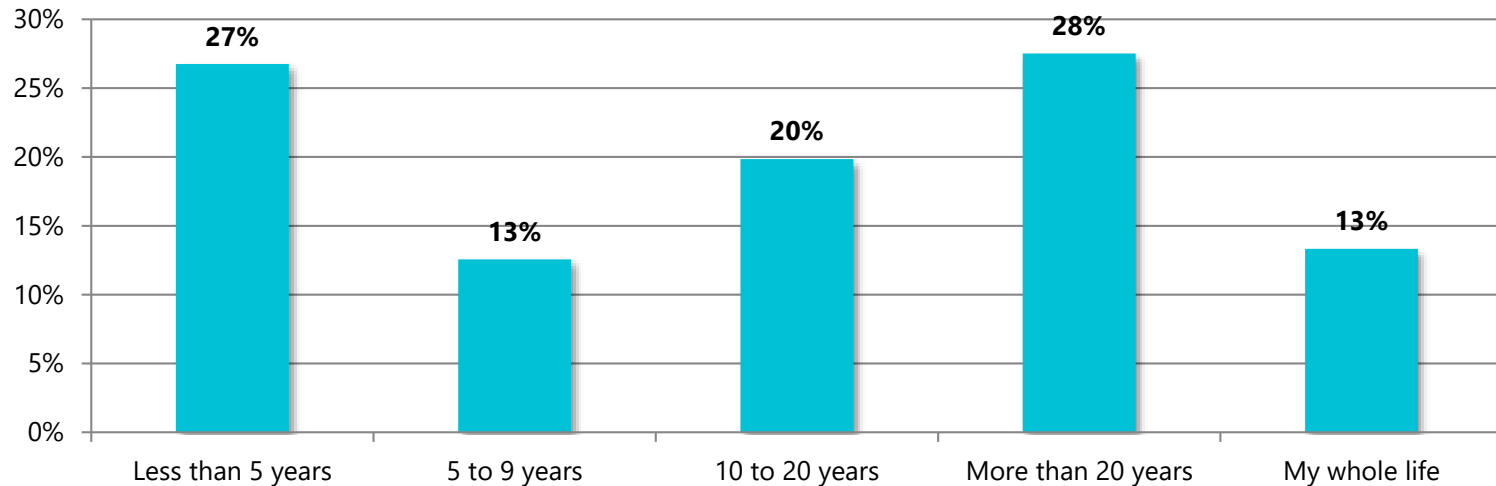


MILONE & MACBROOM

# RESPONDENTS

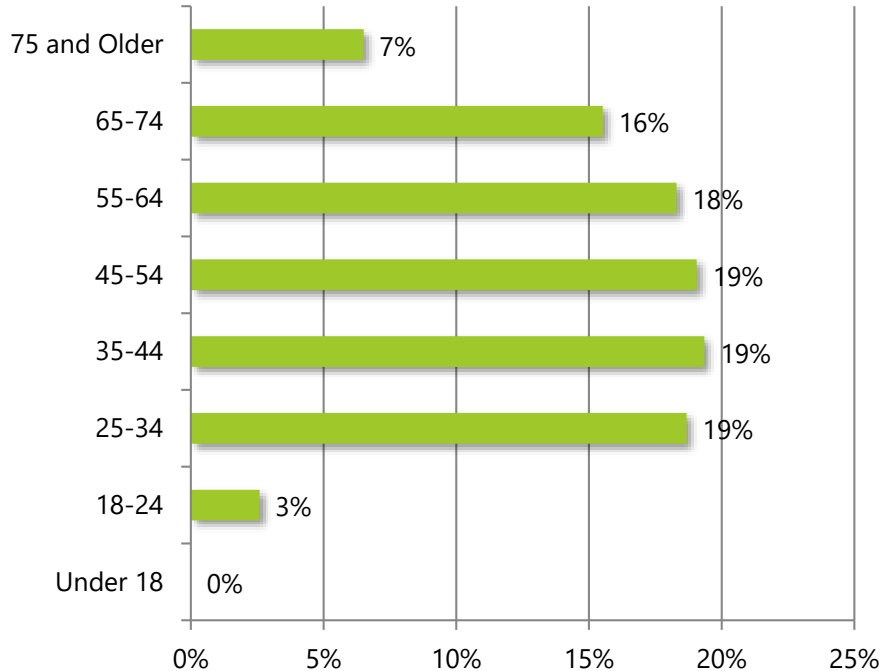
- Survey ran from September 30<sup>th</sup> – November 1<sup>st</sup>
- **1,057 responses**
  - 92% are residents
  - 27% have lived in town for 5 years or less
  - 28% have lived in town for more than 20 years
- 307 signed up for email alerts

How long have you lived, worked, or owned a business or property in Vernon?

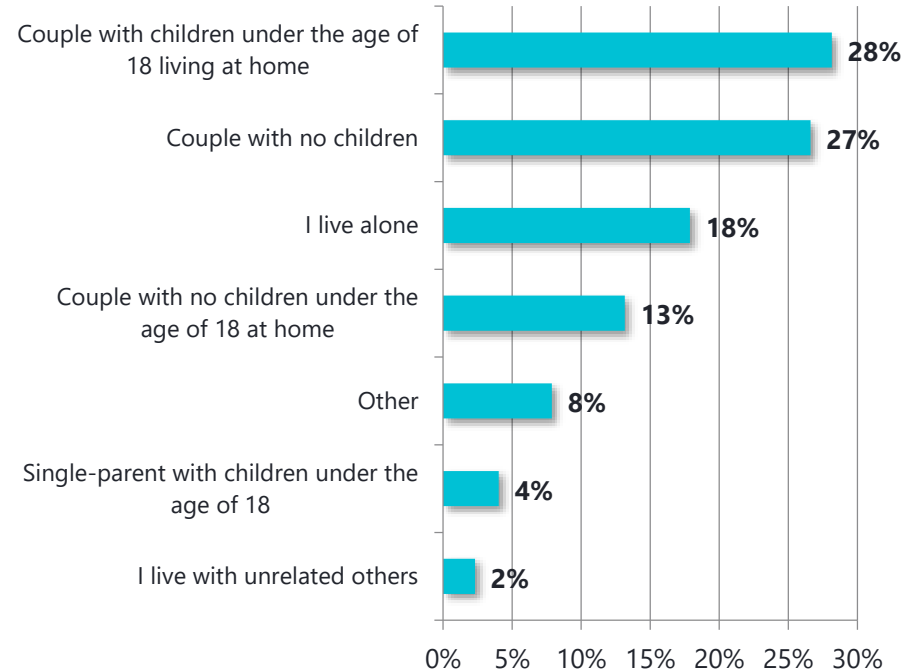


# ABOUT YOU

## What is your age?



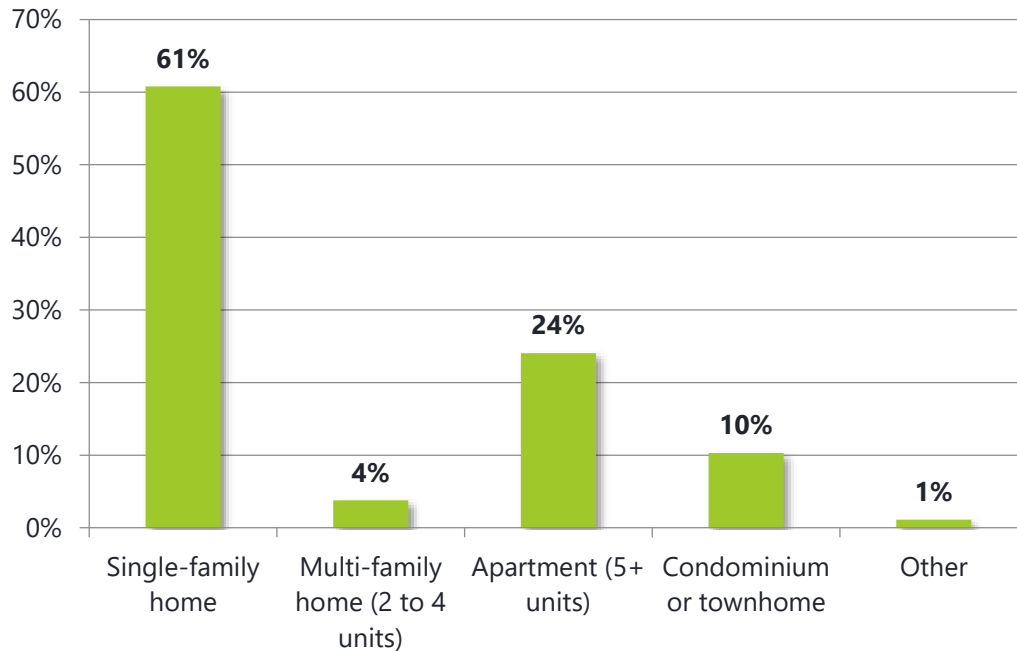
## Household Composition



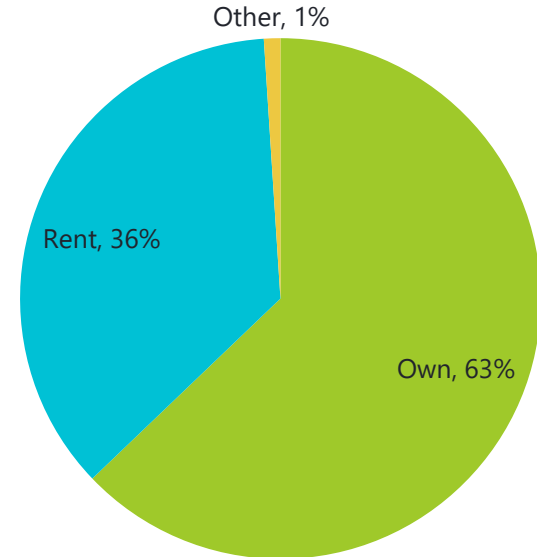
- Sample represents most adult age groups well – however low response rate from young adults
- Large number of responses from couples with and without children

# HOUSING

Which type of housing do you currently live in?

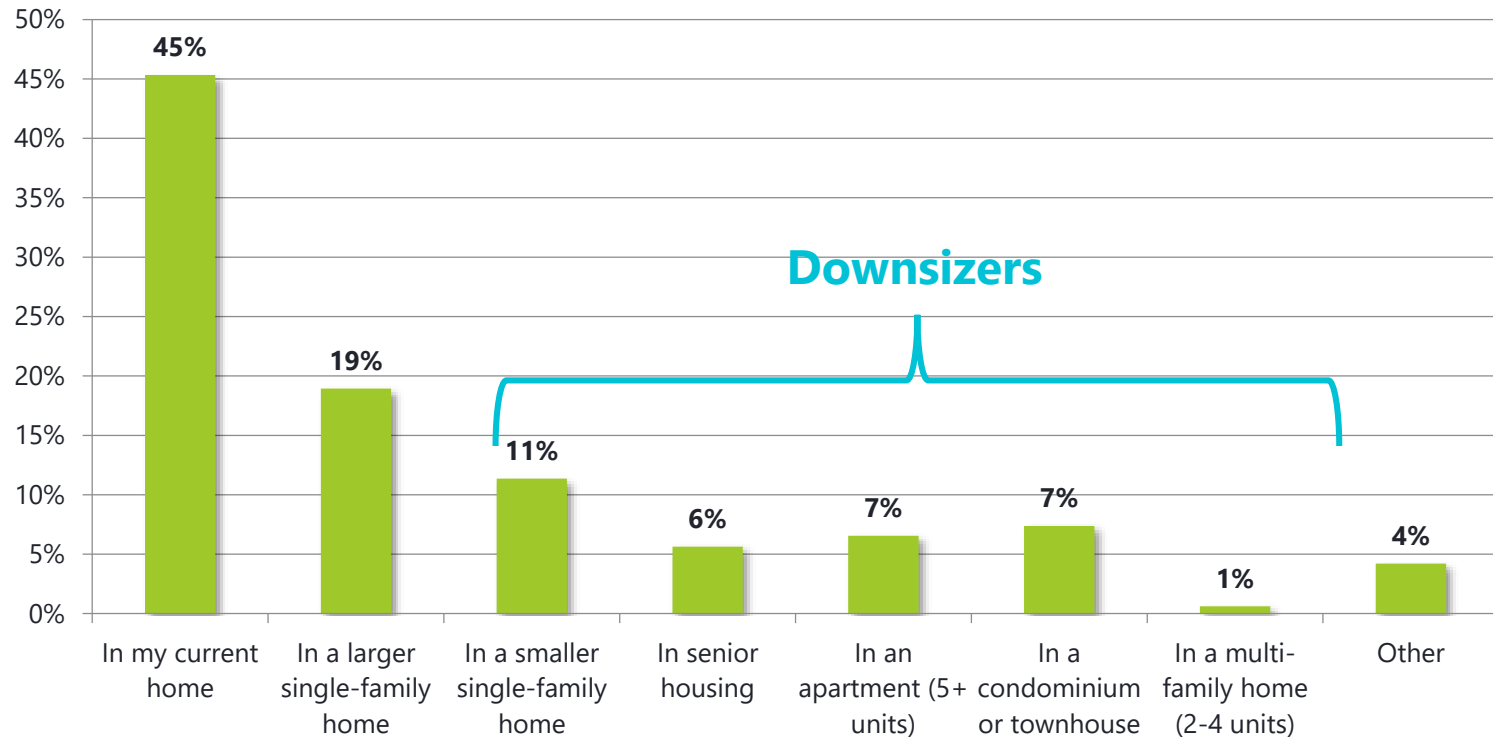


Do you own or rent your current home?



- 61% of respondents live in single-family homes, compared to 45% of households overall
- 63% of respondents own their home, compared to 51% of households overall

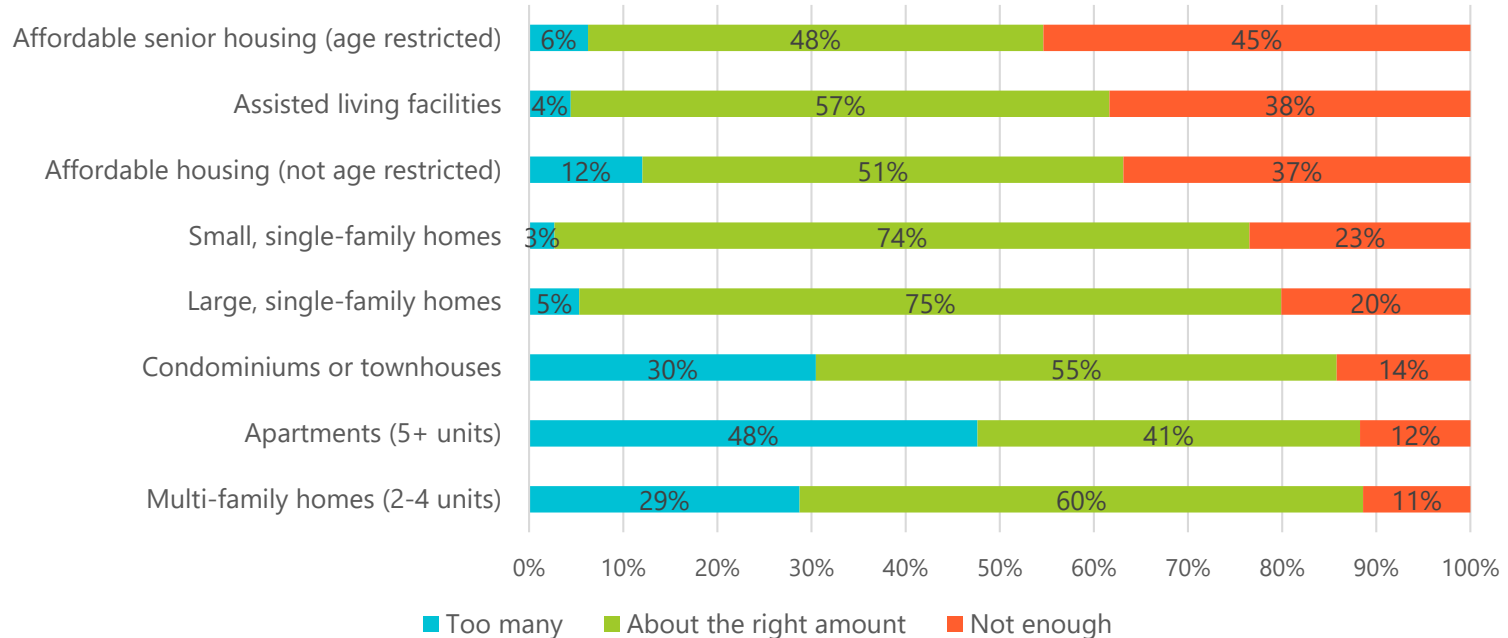
# WHAT TYPE OF HOUSING DO YOU SEE YOURSELF LIVING IN 10 YEARS FROM NOW?



- Nearly half of respondents see themselves in their current home
- 19% are looking to upsize
- 32% likely looking to downsize

# HOUSING IN VERNON

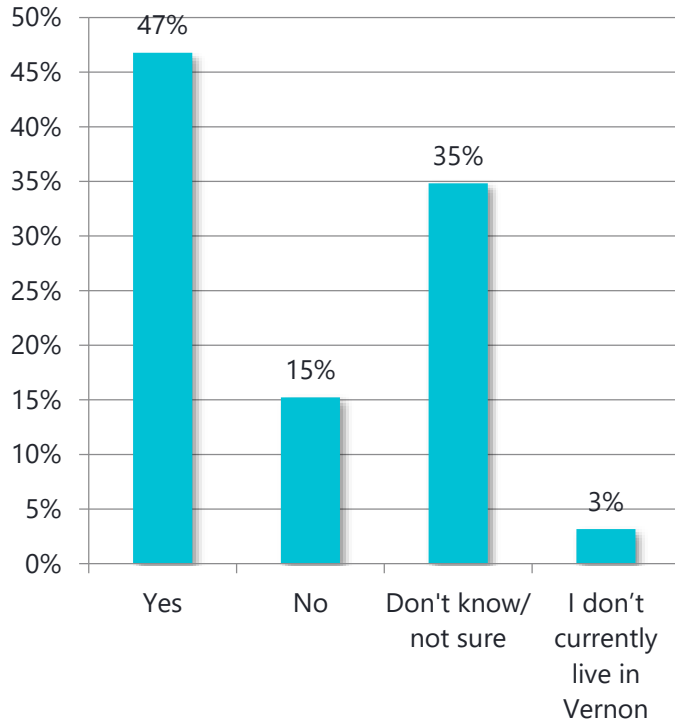
**Does Vernon have too many, about the right amount, or not enough of the following housing types:**



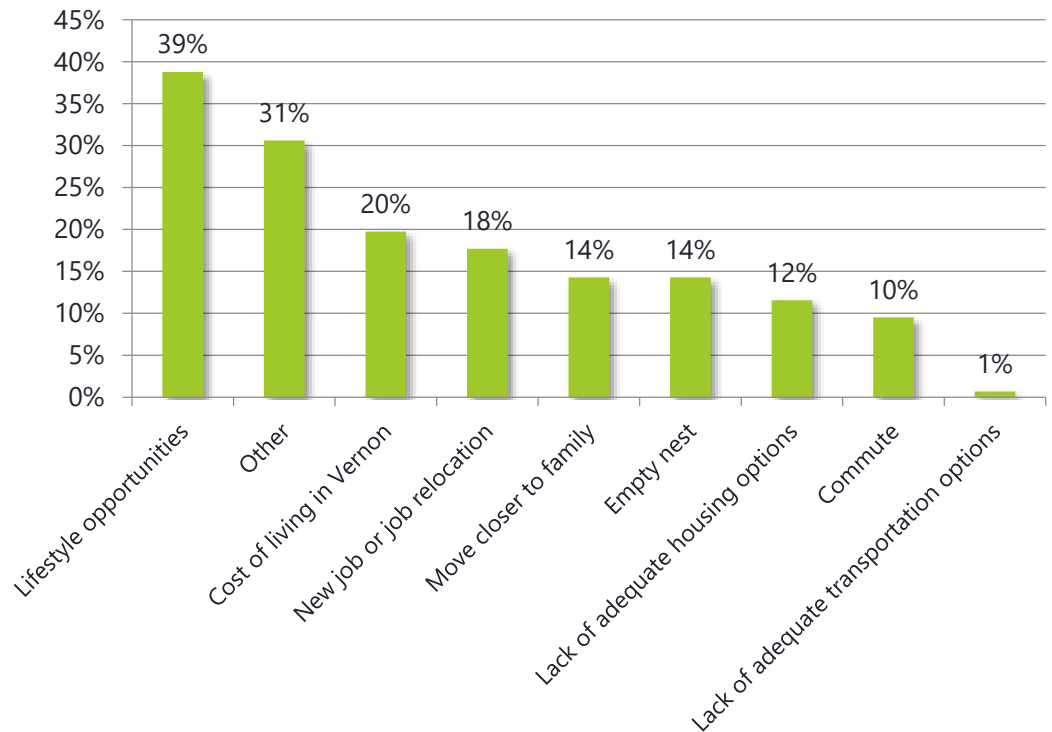
- Respondents most frequently cited Vernon as not having enough affordable housing (both age-restricted and not age-restricted) and assisted living facilities
- About the right amount of single-family homes of all sizes
- Community is split on apartments – about half of respondents feel there are too many and about 41% the right amount

# HOUSING

Do you see yourself living in Vernon 10 years from now?



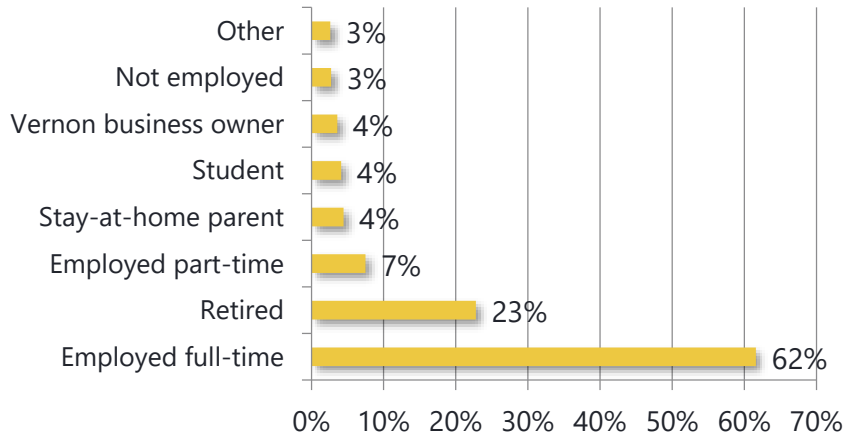
Why are you planning to move out of Vernon?



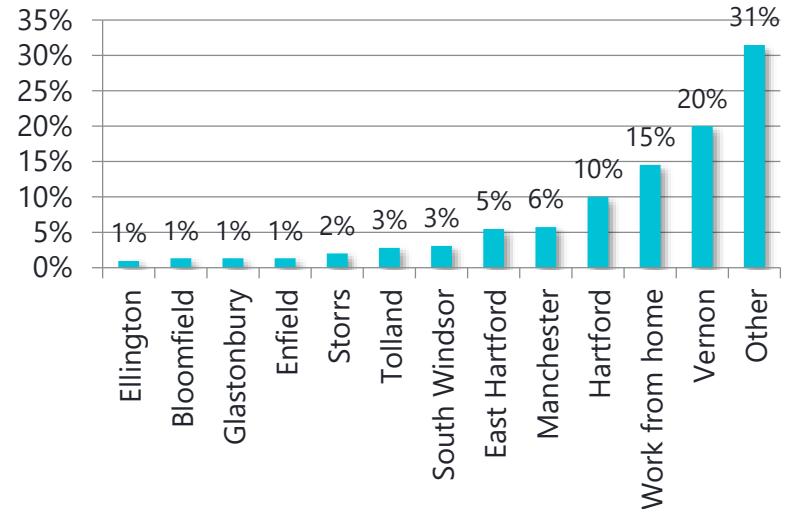
- Nearly half of respondents see themselves living in Vernon in 10 years – sizeable number not sure
- Only 147 answered about why they would move – 39% said lifestyle opportunities
- Many “other” answers mentioned moving for better schools

# ECONOMY

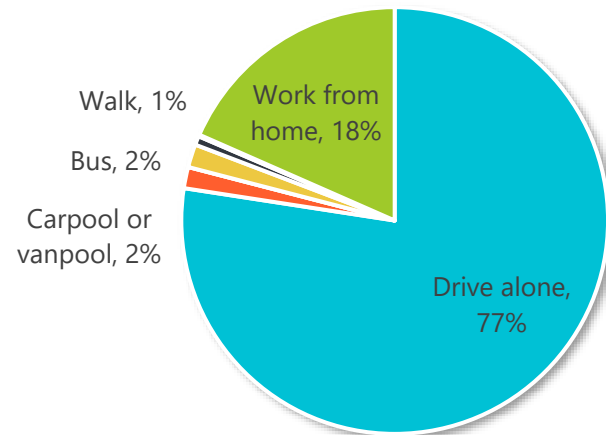
## What is your current employment status?



## Where do you work?



## What is your primary mode of travel to work?

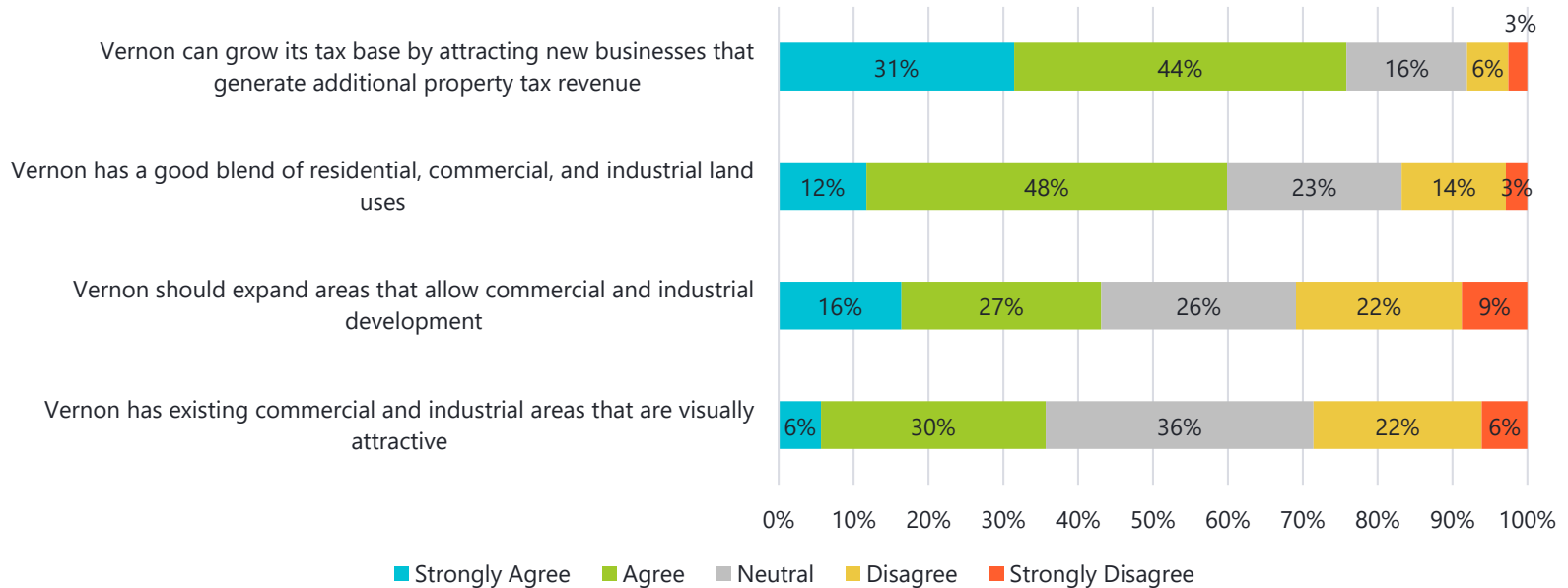


- Nearly two-third pf respondents are employed full time
- 20% work in Vernon
- Large contingent of work from home – likely due to the pandemic



# ECONOMIC DEVELOPMENT

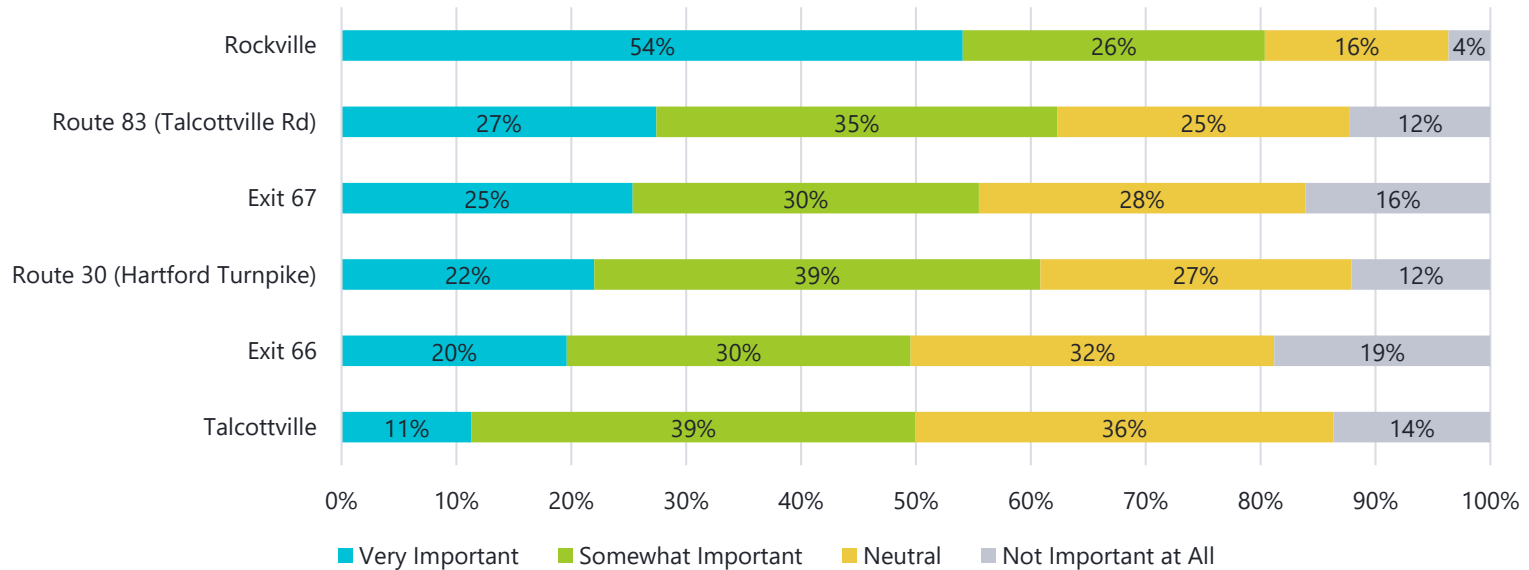
## Do you agree or disagree that....



- 75% of respondents agree or strongly agree that the Town should attract new businesses to grow the tax base.
- 60% of respondents agree that the town has a good blend of land uses
- Respondents are split on the expansion of commercial and industrial zones – theme to explore further

# ECONOMIC DEVELOPMENT

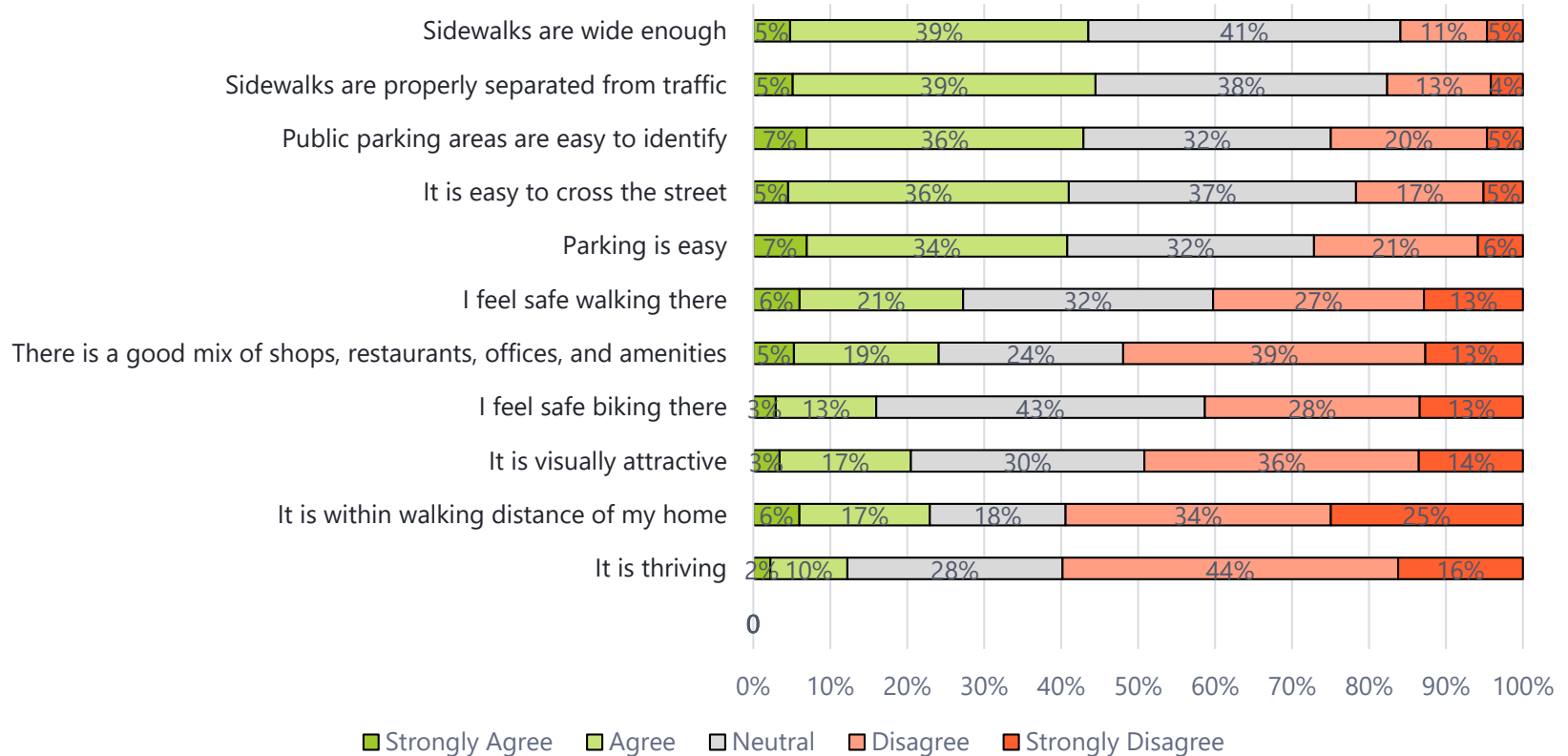
**Are there areas of Vernon that should be prioritized for economic development over the next 10 years?**



- All areas were generally supported. Demonstrates desire for revitalizing existing commercial areas.
- Rockville was the highest priority location for economic development with 54% rating it as very important.
- Route 83, Route 30, and Exit 67 were also rated highly.

# ECONOMIC DEVELOPMENT - ROCKVILLE

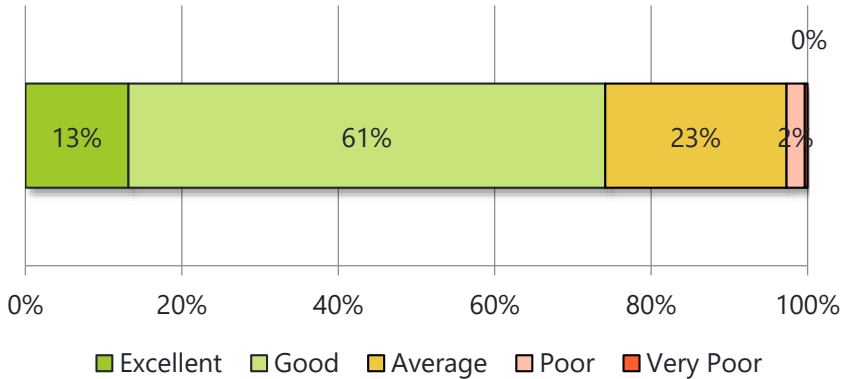
## Do you agree or disagree?



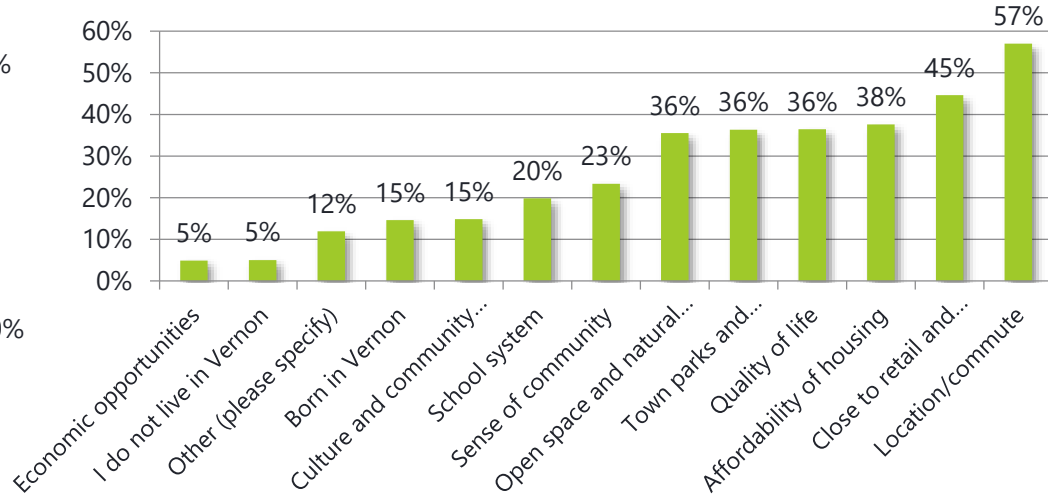
- Generally respondents feel positive about the walking environment and parking in Rockville.
- Business mix, visual appeal, amenities, and biking infrastructure were identified as areas in need of improvement.

# QUALITY OF LIFE

How would you rate the overall quality of life in Vernon?

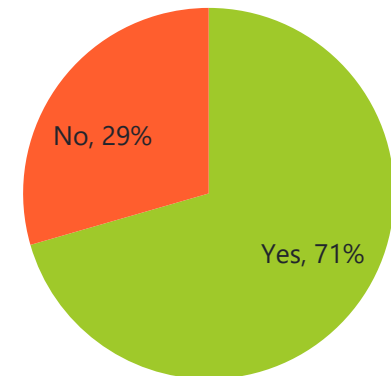


Select the reasons you chose to live and continue to live in Vernon



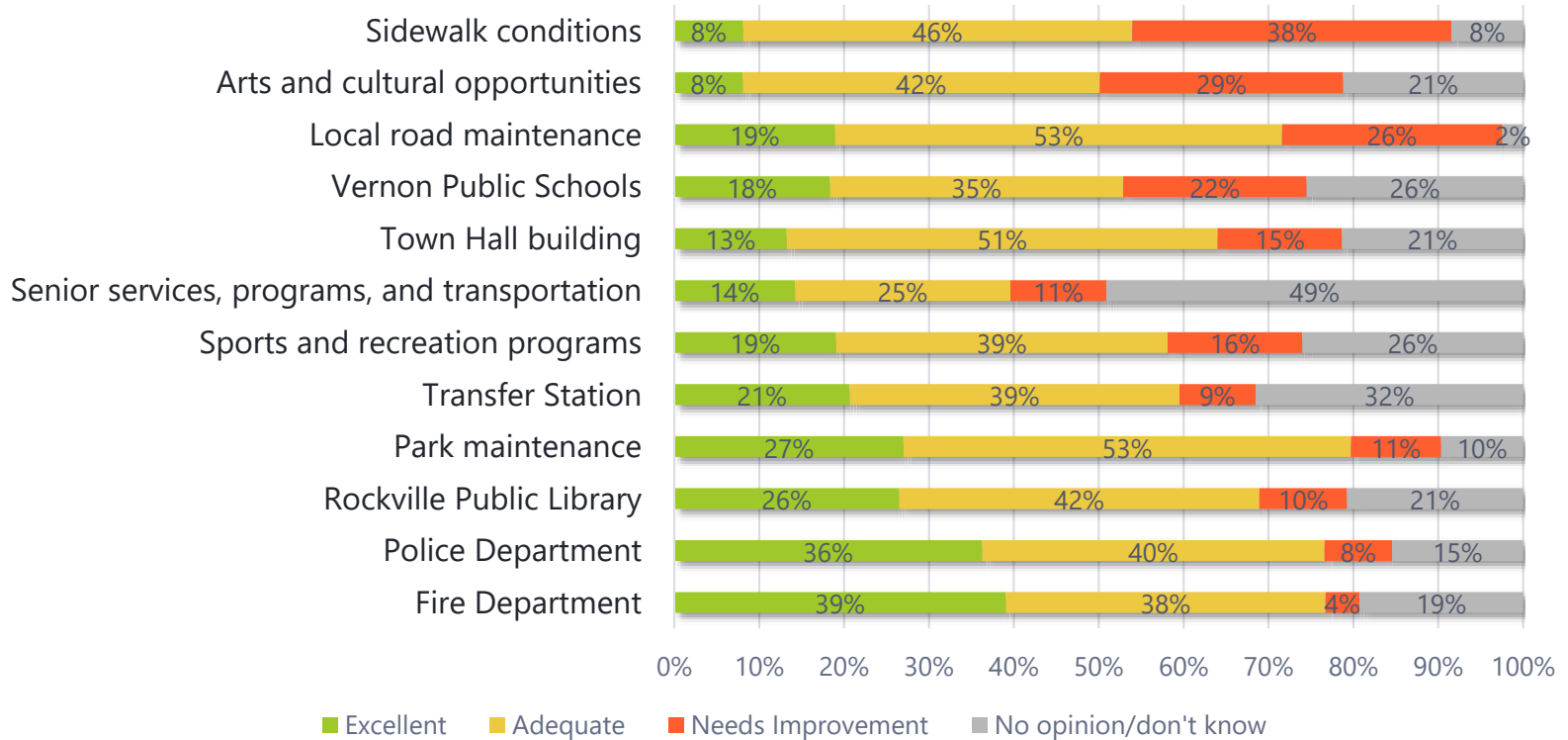
- Location, affordability of housing, and amenities (retail, entertainment) rated as the most frequent reasons respondents live in Vernon.
- 74% of respondents rated quality of life as good or excellent.
- 71% of respondents feel a sense of community in Vernon.

Do you feel a "Sense of Community" in Vernon?



# QUALITY OF LIFE

How would you rate the quality of each of the following Town facilities or services?

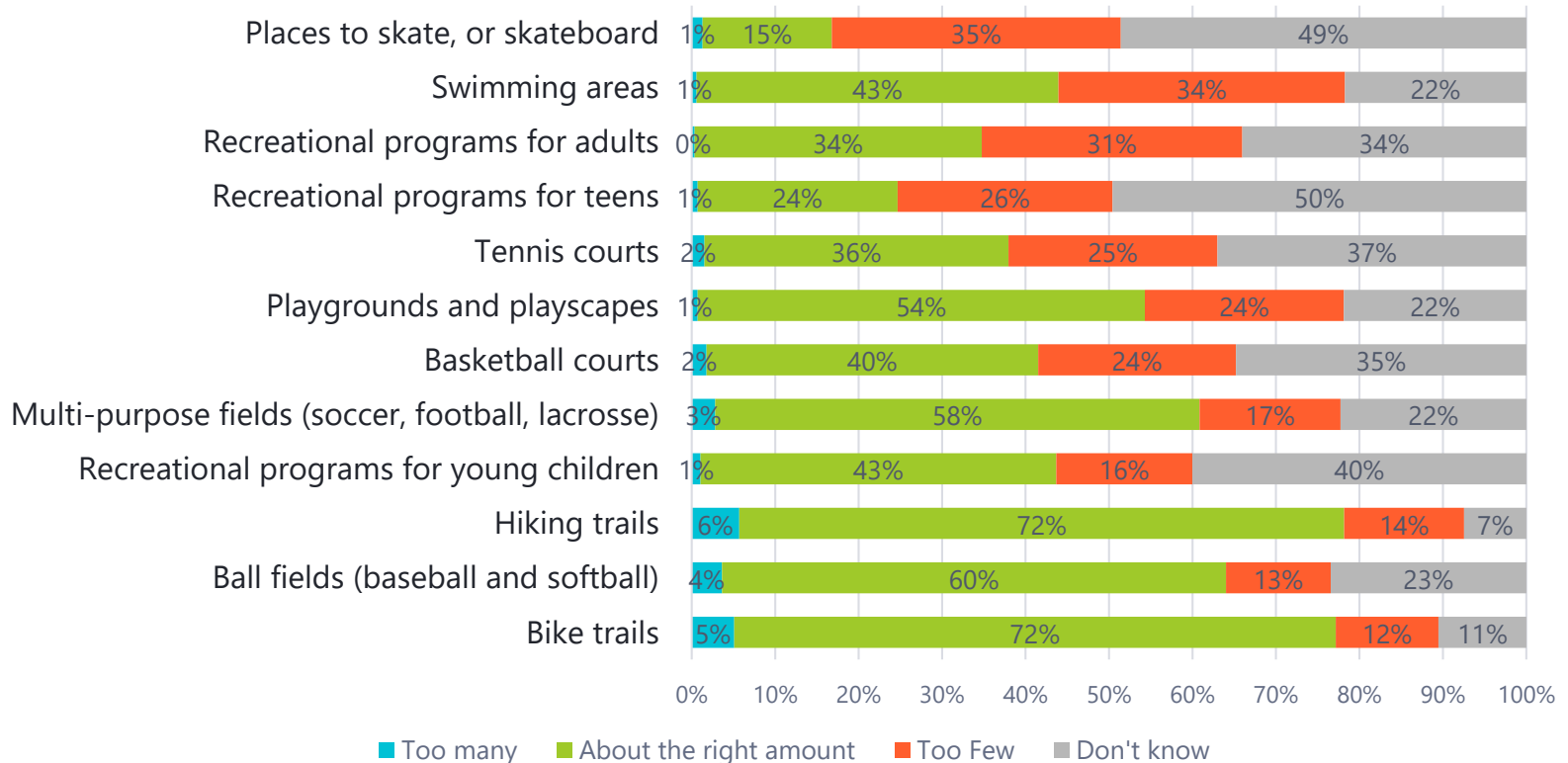


- **General satisfaction with most town facilities and services.**
- Sidewalk conditions, arts and cultural opportunities, and local road maintenance most frequently cited as “needing improvement.”



# RECREATION

Does Vernon have too many, about the right amount, or too few of the following:



- General satisfaction with recreational facilities and programs
- Between one-quarter and one-third of respondents believe there are too few recreational programs, swimming areas, and places to skateboard
- Respondents generally feel Vernon has the right amount of hiking trails, ball fields, and bike trails

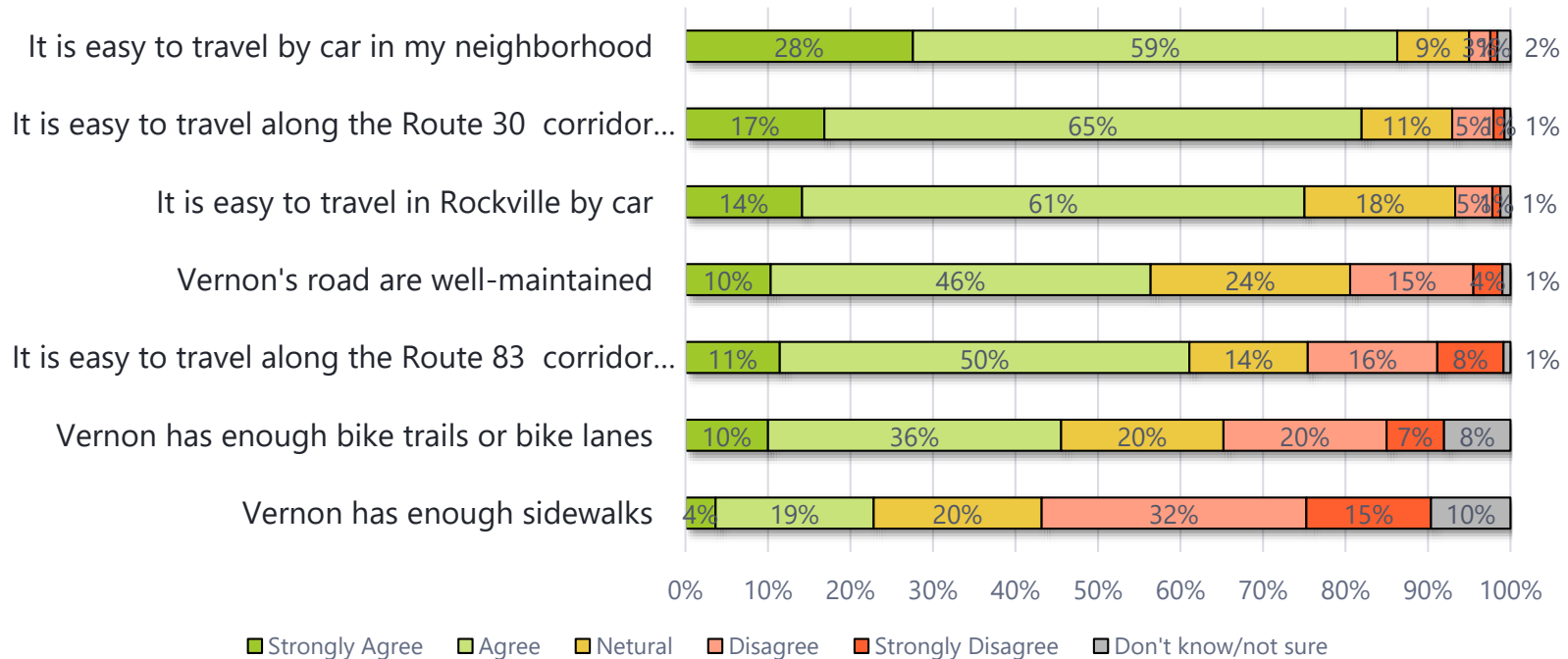






# TRANSPORTATION

**Do you agree or disagree with the following statements about Vernon's transportation system?**



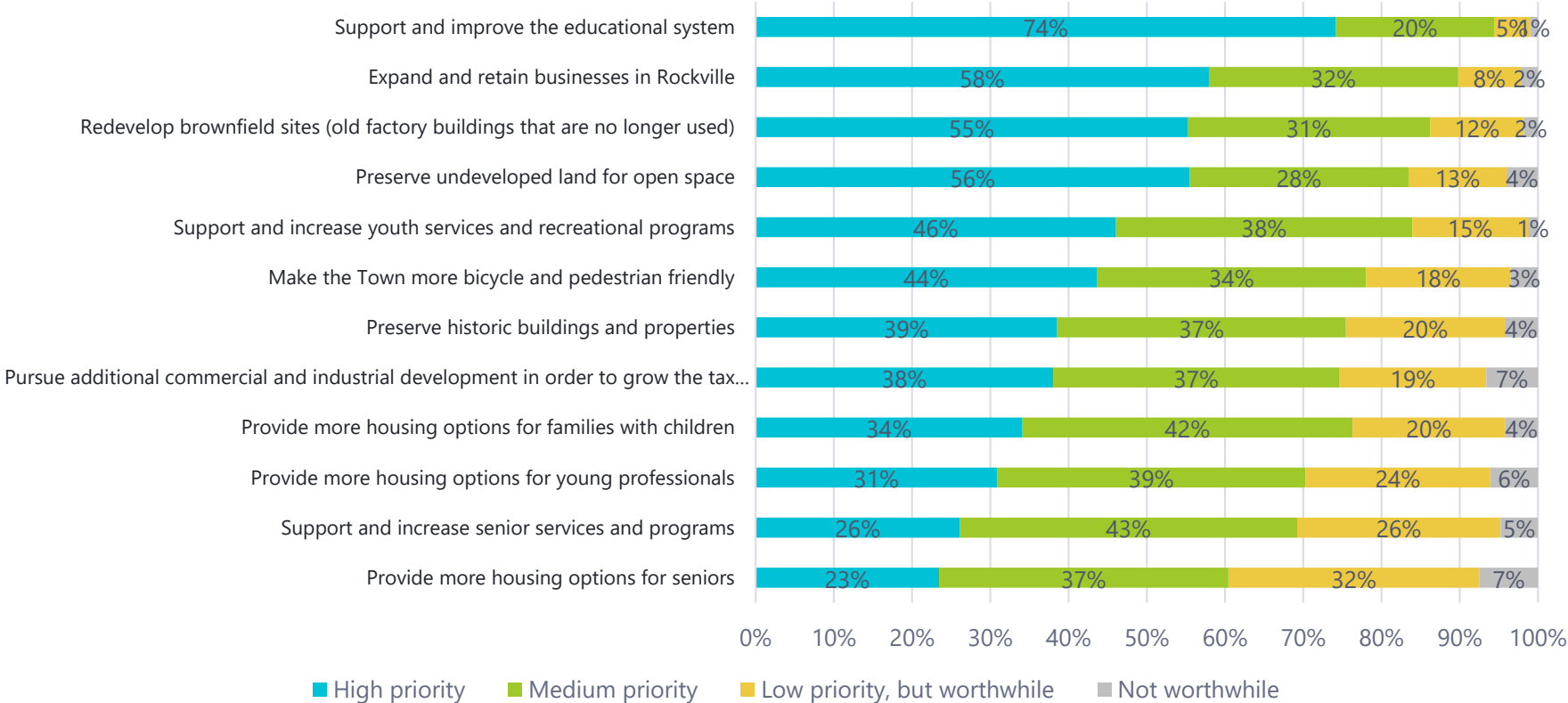
- Most respondents agree that it is easy to travel by car throughout Vernon.
- Although road maintenance was identified as needing improvement, many respondents agree that they are well maintained.
- Need for more sidewalks most frequently cited transportation issue.

# TRANSPORTATION

In which areas should Vernon prioritize sidewalk improvements over the next ten years?

1. Near schools
  2. In commercial areas (Routes 30 and 83)
  3. Near bus stops
  4. Near parks and playgrounds
  5. In Rockville
  6. In Talcottville
  7. In residential neighborhoods
- 
- Schools listed as the top location for sidewalk priorities – aligns with Safe Route to School initiative.
  - Route 30 and Route 83 also ranked highly – filling in the gaps in the existing sidewalk network.

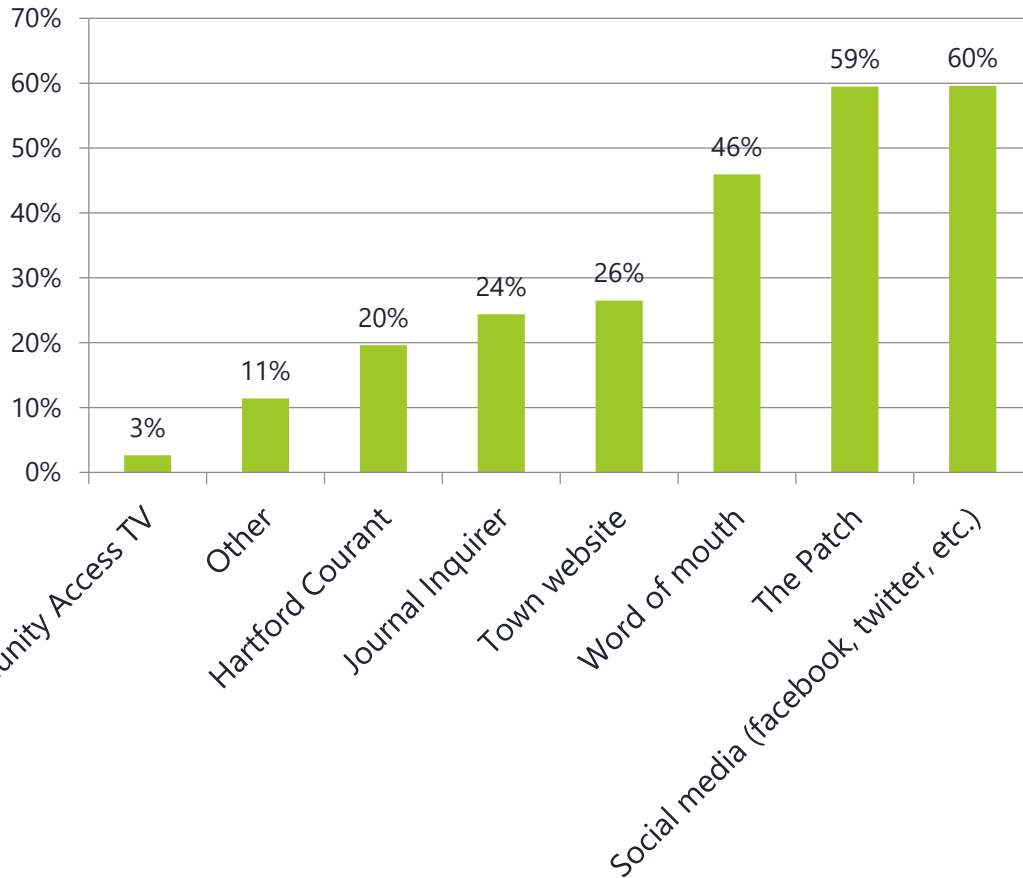
# PRIORITIES FOR THE FUTURE



- Support for and improvements to the education system are ranked highly by nearly all respondents
- Other highly ranked priorities include business expansion and retention in Rockville, brownfield redevelopment, and open space preservation
- Senior housing did not rank highly even though it was identified as a need – a theme to explore further

# OUTREACH

How do you find out about community events?



Would you be interested in participating in a public workshop related to the Town POCD?

