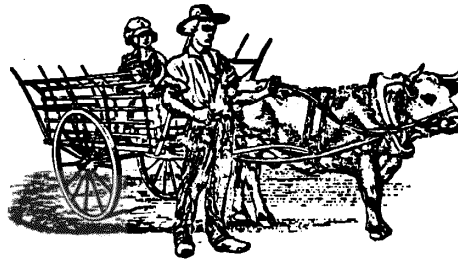


Recreation and Planning Resident Survey

TOWN OF
FARMINGTON



by BRX Global Research Services, Inc.

June 2009

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Executive Summary

- A survey was distributed by mail to 2,172 residents of the Town of Farmington in April 2009, with 875 responses received in time to be included in this report.
- The survey concerned recreational activities and the Town's comprehensive plan.
- Main findings regarding **recreation** include:
 - Participation in sports and recreation activities not including those sponsored by the Town were highest for soccer and baseball/softball leagues.
 - Satisfaction with activities was fairly high; dissatisfaction was low.
 - Among Town sponsored activities, Town parks and playgrounds, hiking trails, and the July 3 event were the most used.
 - Town Hall Park and Mertensia Road Park were the most used facilities.
 - Satisfaction with most of the Town's existing activities is high.
 - Residents are interested in additional programs being offered by the Town but the willingness to pay for them is more limited.
 - More respondents were against the hiring of a full time recreation director than were for it.

Executive Summary continued

- It was concluded that a case could be made for either maintaining the status quo or for aggressive sponsorship of more recreational activities by the Town. However, efforts should probably focus first on strengthening current activities (e.g. acquisition of trails) rather than offering newer ones.
- Main findings regarding the comprehensive plan include:
 - Most respondents were not aware of the update in 2003, nor are they familiar with the plan.
 - Full service (chain) restaurants are the most desired addition to route 332.
 - There is strong support for acquiring the abandoned railroad bed for trail purposes.
 - Respondents preferred that the town center stay in its current location.
- It was concluded that there is mixed feeling regarding future development, but probably the Town should (continue to) support the concepts of more businesses along the route 332/96 corridors, and maintenance of open spaces, while also supporting the concept of more senior housing.

Introduction

- The Town of Farmington has experienced rapid growth in recent years, as it offers a pleasant and affordable lifestyle with easy access to Rochester and surrounding areas.
- Recently the Town leaders have experienced differences of opinions among residents regarding the extent of recreational services offered by the Town. In order to determine the occurrence of such opinions among the overall Town population, it was decided to conduct a survey of Town residents.
- Additionally, the Town was interested in understanding to what extent its residents were aware of the latest update to the Town's Comprehensive Plan of 2003, and how they feel about current development efforts.
- As a consequence, the Town retained the services of BRX Global Research Services, Inc., to conduct a survey of Town residents in spring 2009 regarding recreational services and development. This report communicates the results of that survey.

Methodology

- It was determined that a *mail* survey would provide the most feasible method of reaching Town residents in a cost effective manner.
- Based on discussion with members of the Town Board and planning committee, a questionnaire designed to meet the study's information needs was developed BRX.
- A list of residents (mainly homeowners) was provided to BRX, which then selected a total of 2,172 unique names. The sample was designed to provide statistically valid results from each of the four school districts encompassing the Town. For Red Jacket and Pal-Mac, all available names were used. For Canandaigua and Victor, a random sample of names was used.

Methodology *continued*

- Materials were printed by the Town, and mailing activities were managed by BRX. The survey process consisted of:
 - An advance postcard notifying respondents that they would be receiving a survey questionnaire in the near future
 - A survey package consisting of a cover letter from the Town Supervisor, the questionnaire, and a postage paid BRX return envelope.
- The survey package was mailed on April 21, 2009, and recipients were told that the cut-off date for returns was May 7, 2009. Returns were actually accepted until May 14.
- By May 14, 875 questionnaires were received, a response rate of 40.3%.
- Approximately 50 questionnaires were received after the cut-off date and were not included in the processing of results.

Methodology *continued*

This table shows how the percent of respondents by school district compares with the percent of population, as indicated by the mailing list. As can be seen, Red Jacket was over-represented in the returned sample while Victor was under-represented. In the tabulation of survey results, responses were statistically weighted so that the results reflect the proper proportions by school district.

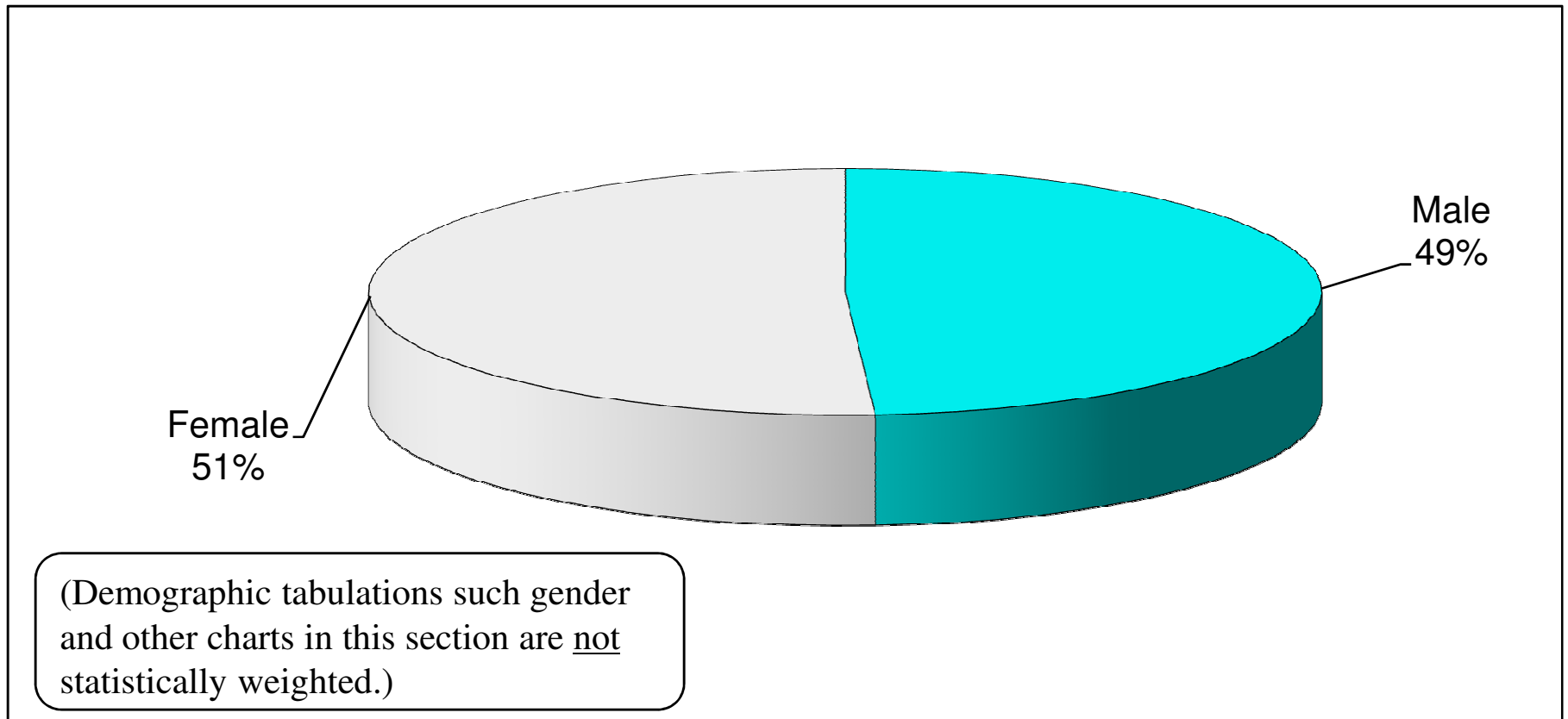
In almost all cases, weighting had a negligible impact on tabulations.

School district	% of List	% of Responses
Canandaigua	26.5%	27.9%
Pal-Mac	3.6%	4.4%
Red Jacket	8.9%	13.2%
Victor	61.1%	54.5%

Description of Respondents

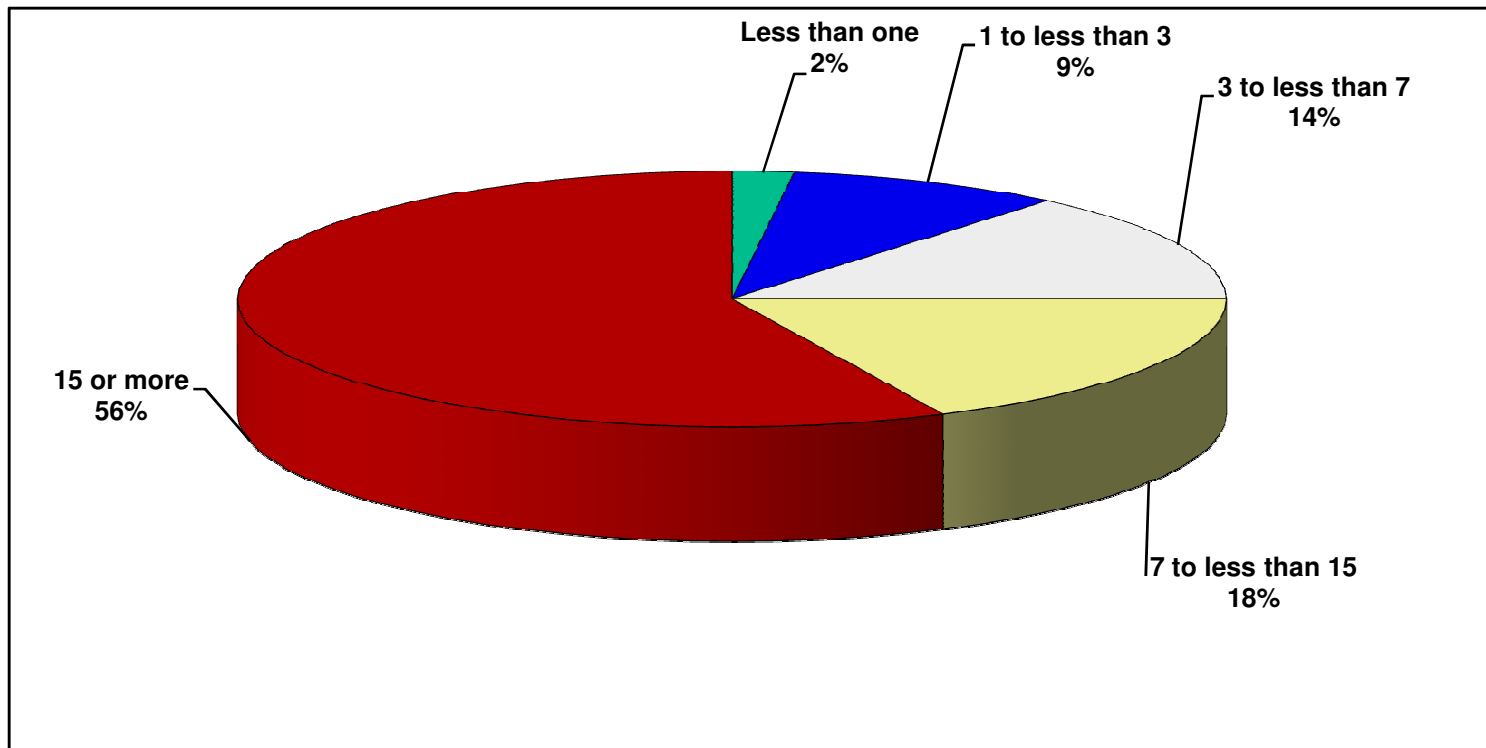
- A demographic description of respondents is presented on the following pages.
- The respondents were evenly divided between men and women; have mainly lived in the Town for seven or more years; and the majority are in the 35 to 64 age range. About 25% described their occupation as “retired”.
- In this and other sections of the questionnaire, not all questions were answered by every respondent.
- These variables were used in the analysis to explore answers to critical survey questions so as to better understand responses (e.g. to see if men have different attitudes than women).
- The actual statistical tables for each question (as well as answers to open-ended questions), are provided in a separate tabulation report.

Gender:



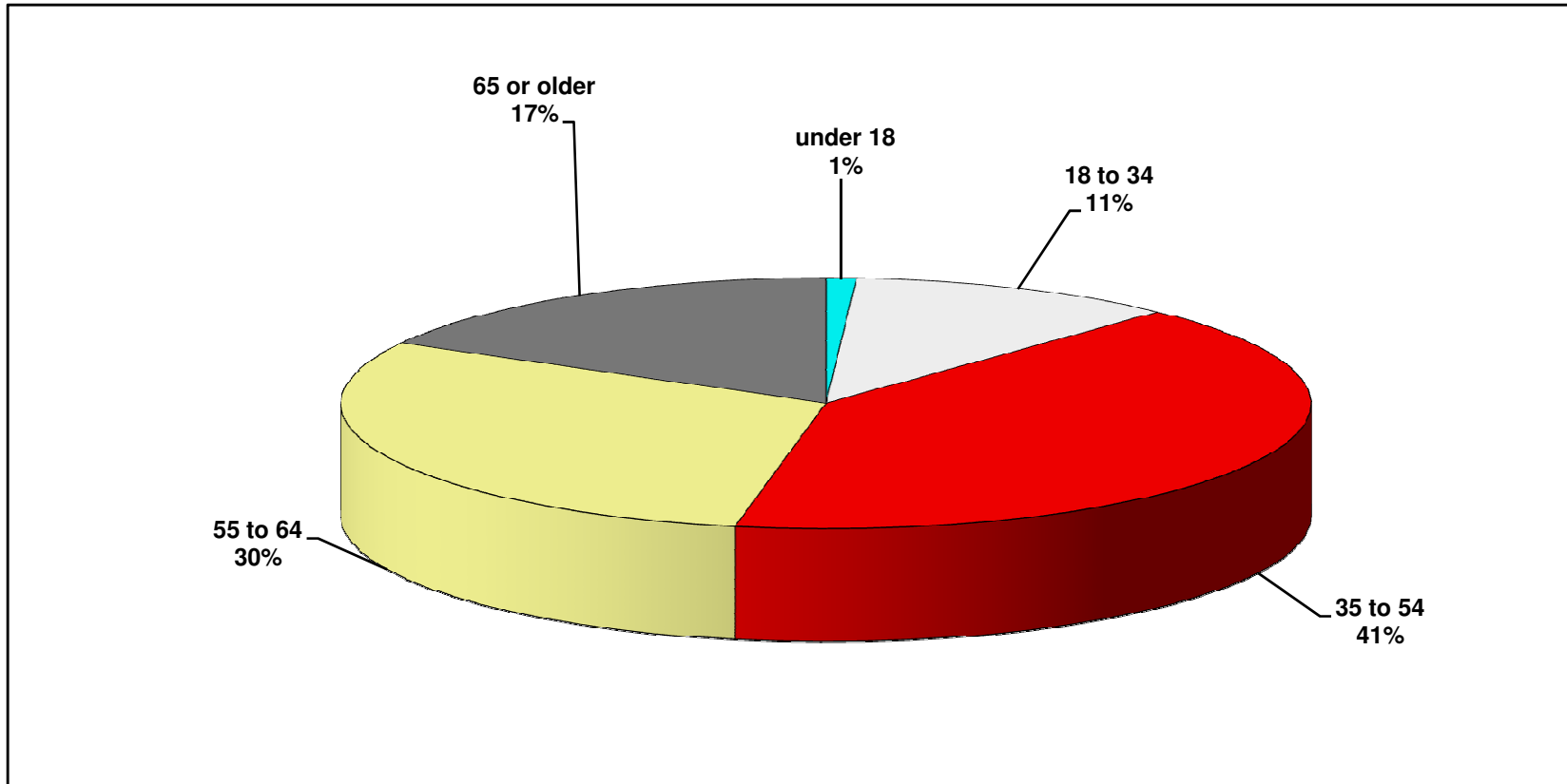
Gender was evenly mixed.

How many years in total have you lived in the Town of Farmington?



Most respondents were long-time residents of Farmington.

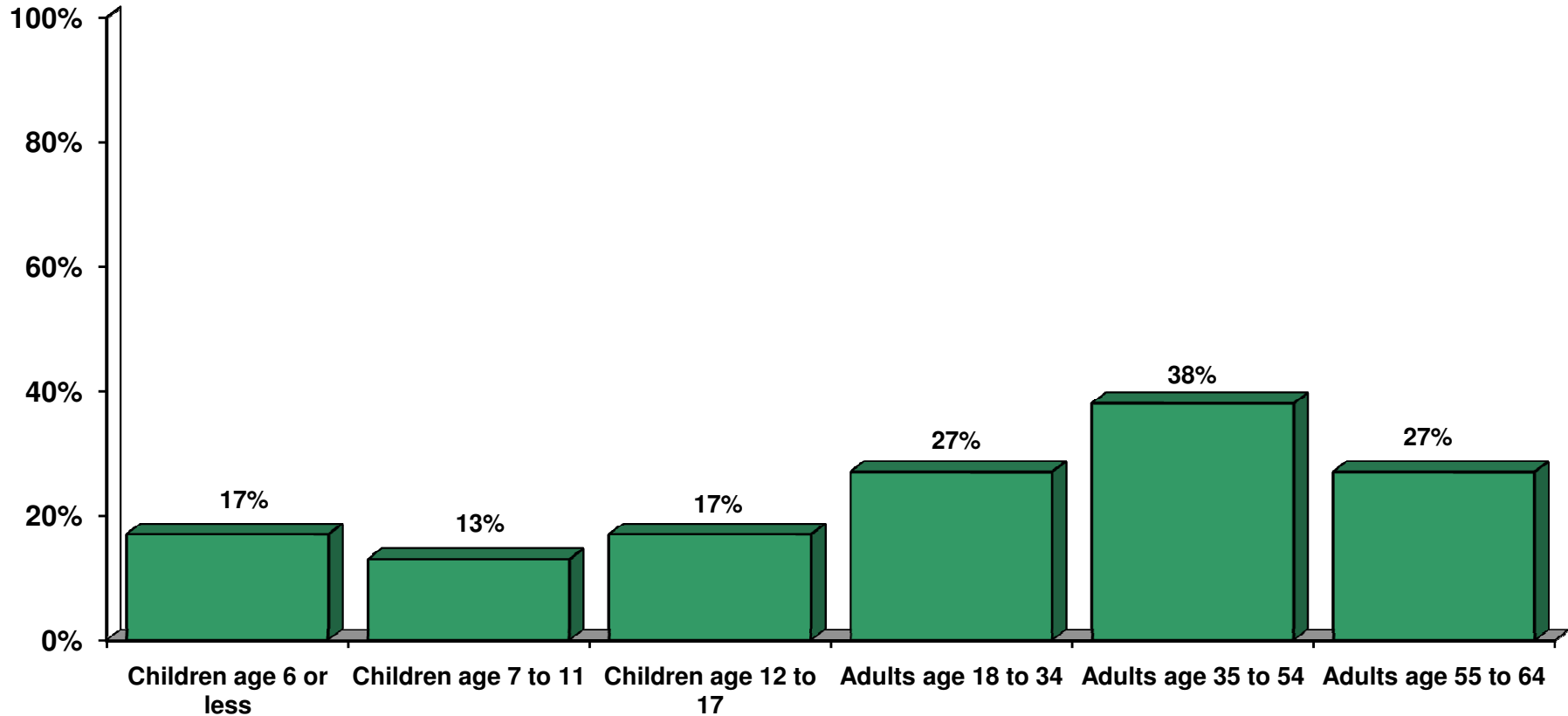
What is your age?



Most respondents were between 35 and 64 years of age.

Household Composition

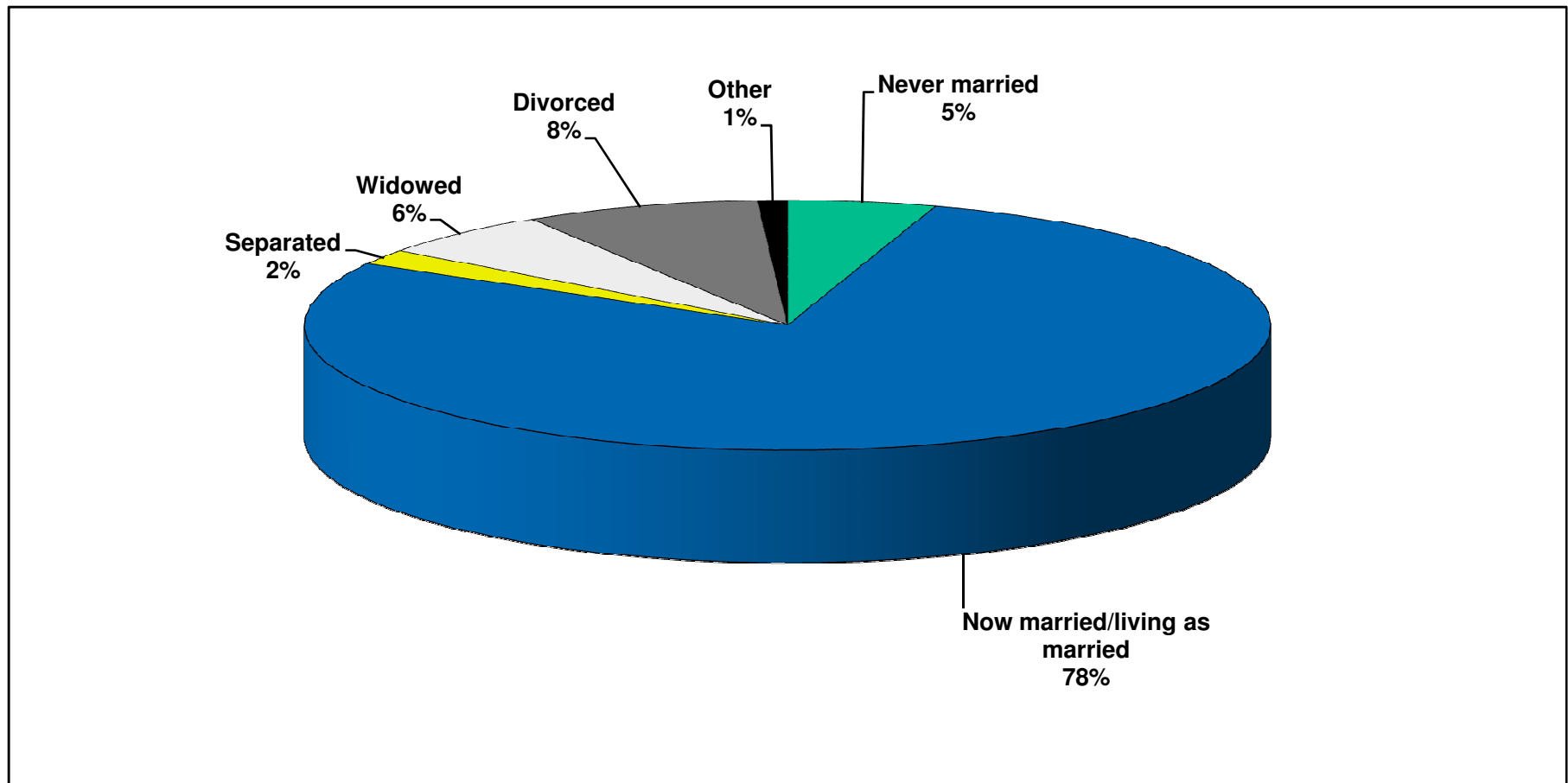
(shows percent with one or more household member in each age group)



A wide range of ages were represented.

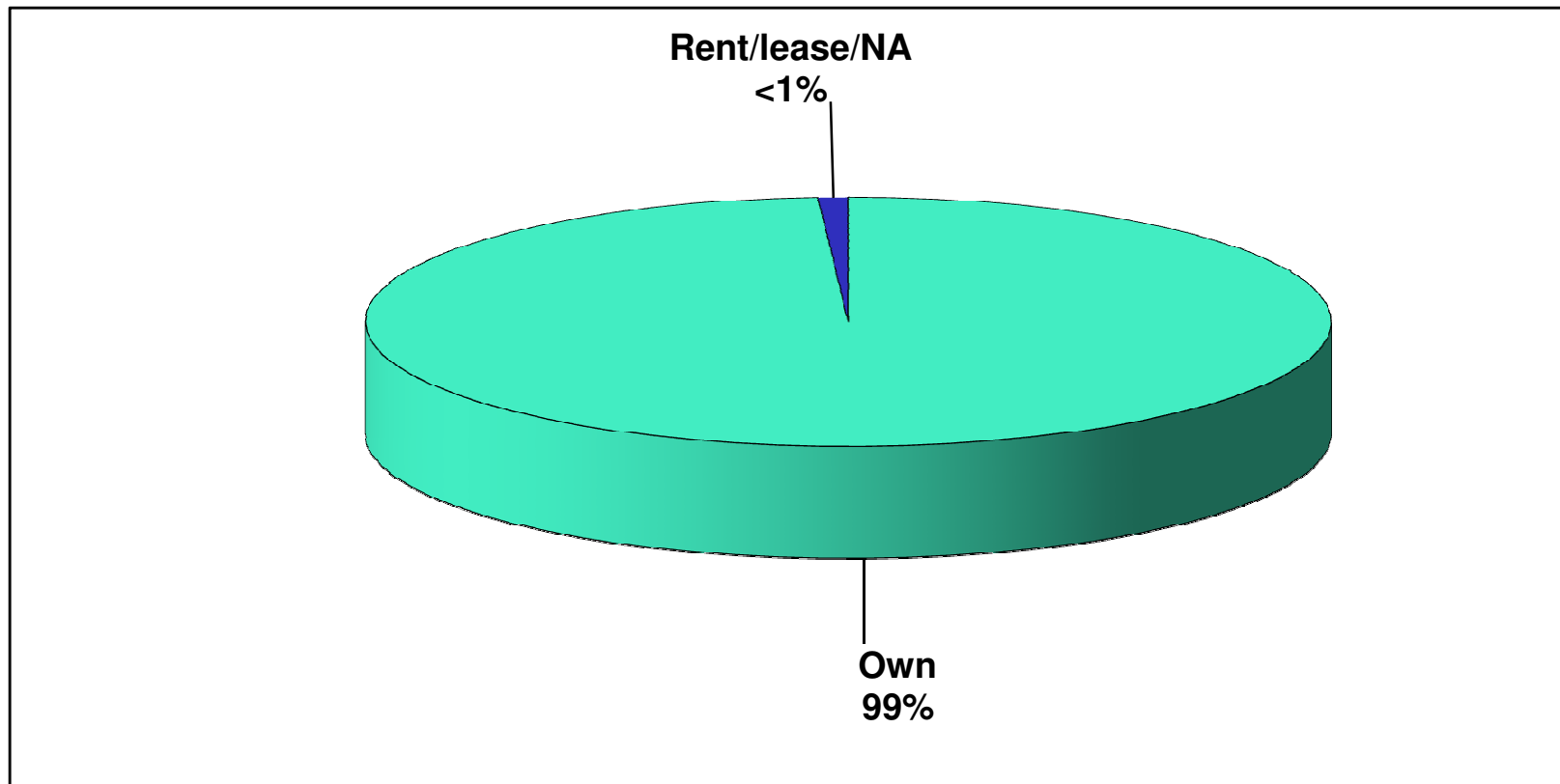
(Additional analysis showed that 35% of households had at least one child under the age of 18.)

Marital status:



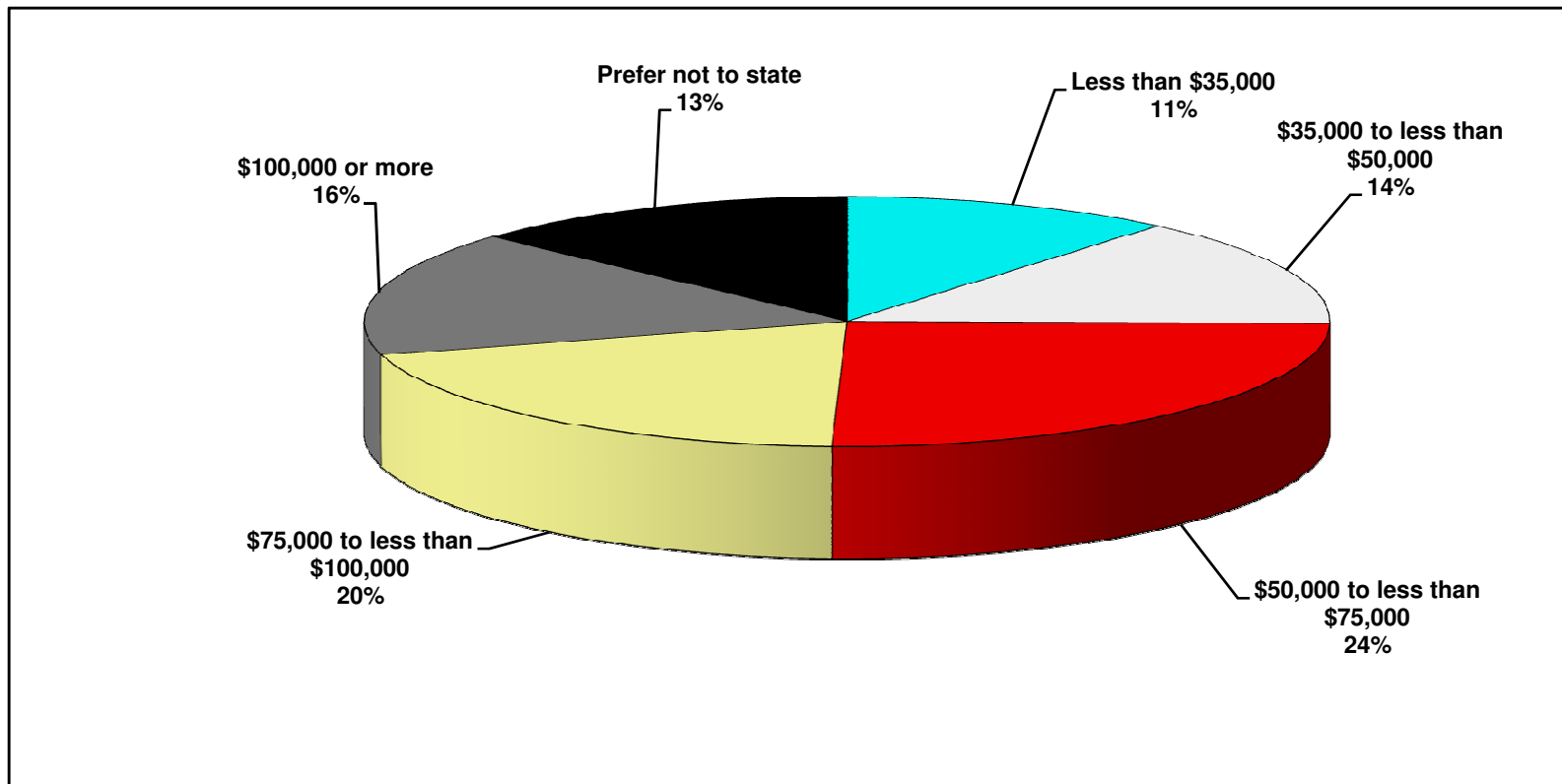
The majority of respondents reported being married.

Do you own or rent your residence?



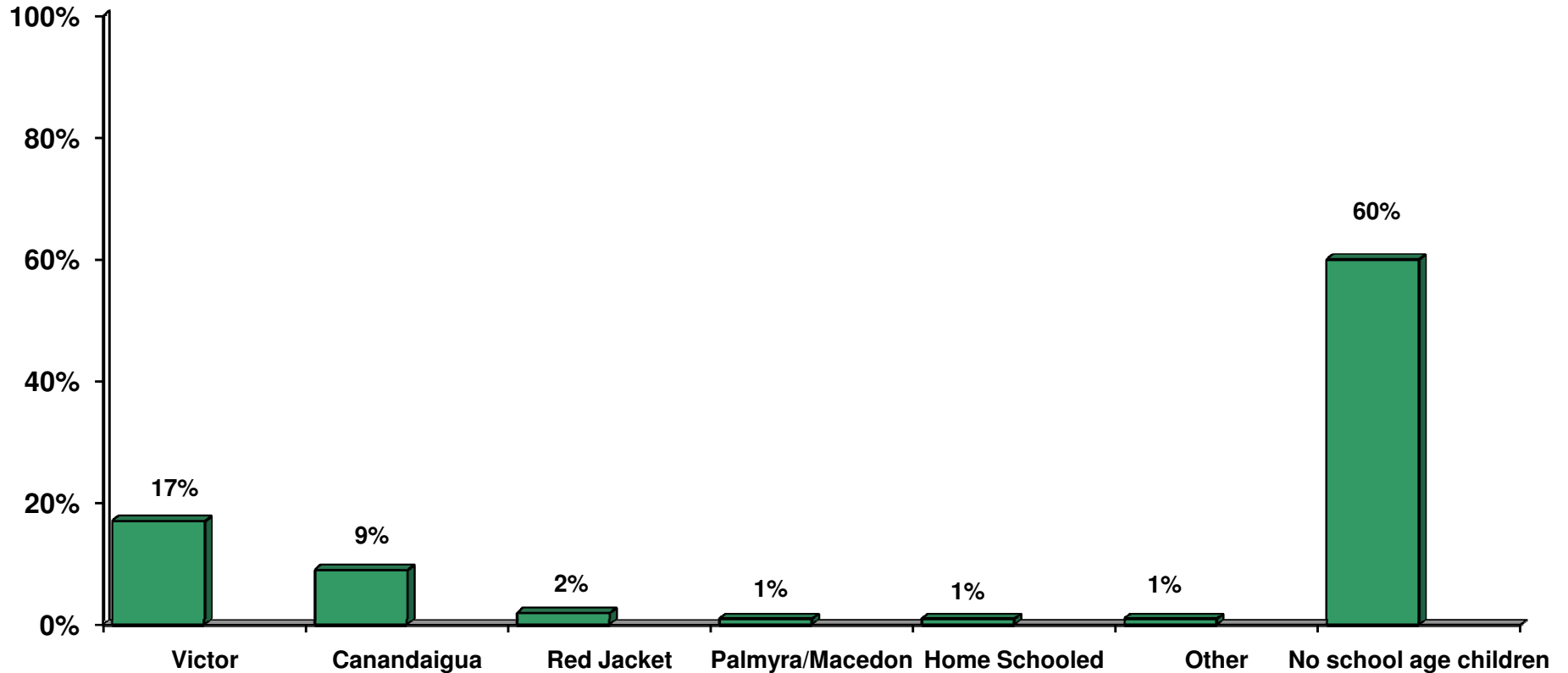
Due to the mailing list used, almost every respondent owned their residence.

Which of the following best describes your total annual household income before taxes and other deductions?



More than half reported their household as having over \$50,000 annual income.

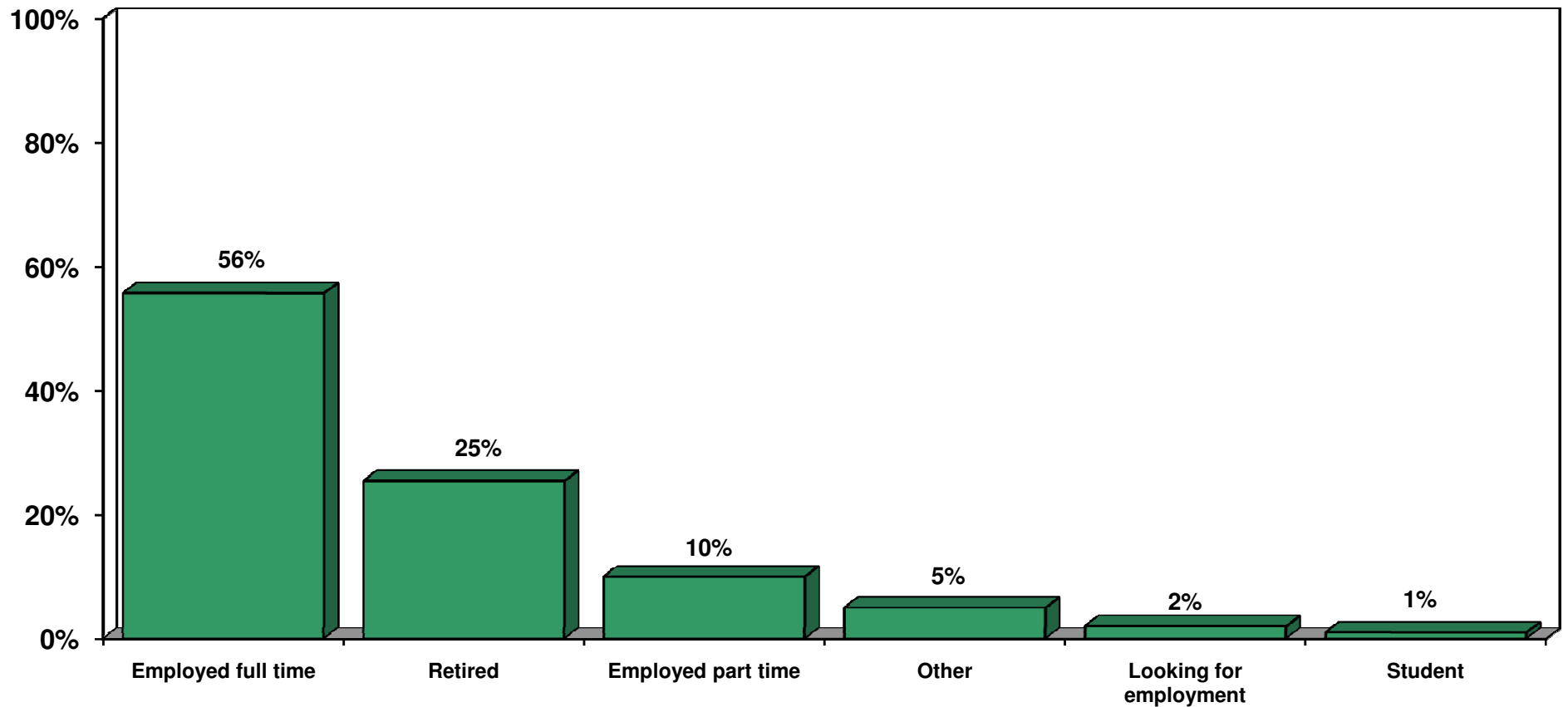
If you have school age children in your household, which school district(s) do they attend?



Victor and Canandaigua respondents represented the highest number of school children.

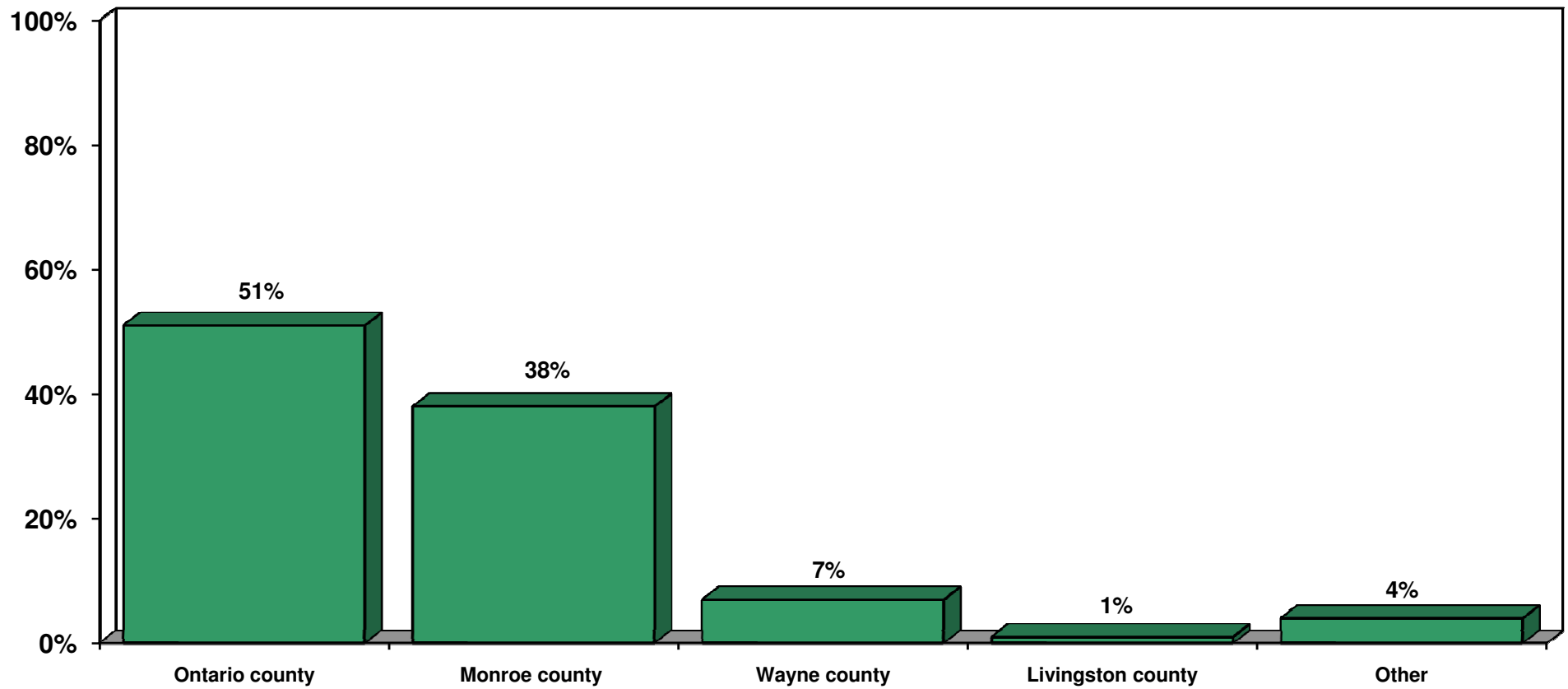
Most of the respondents did not have school age children.

Employment status:



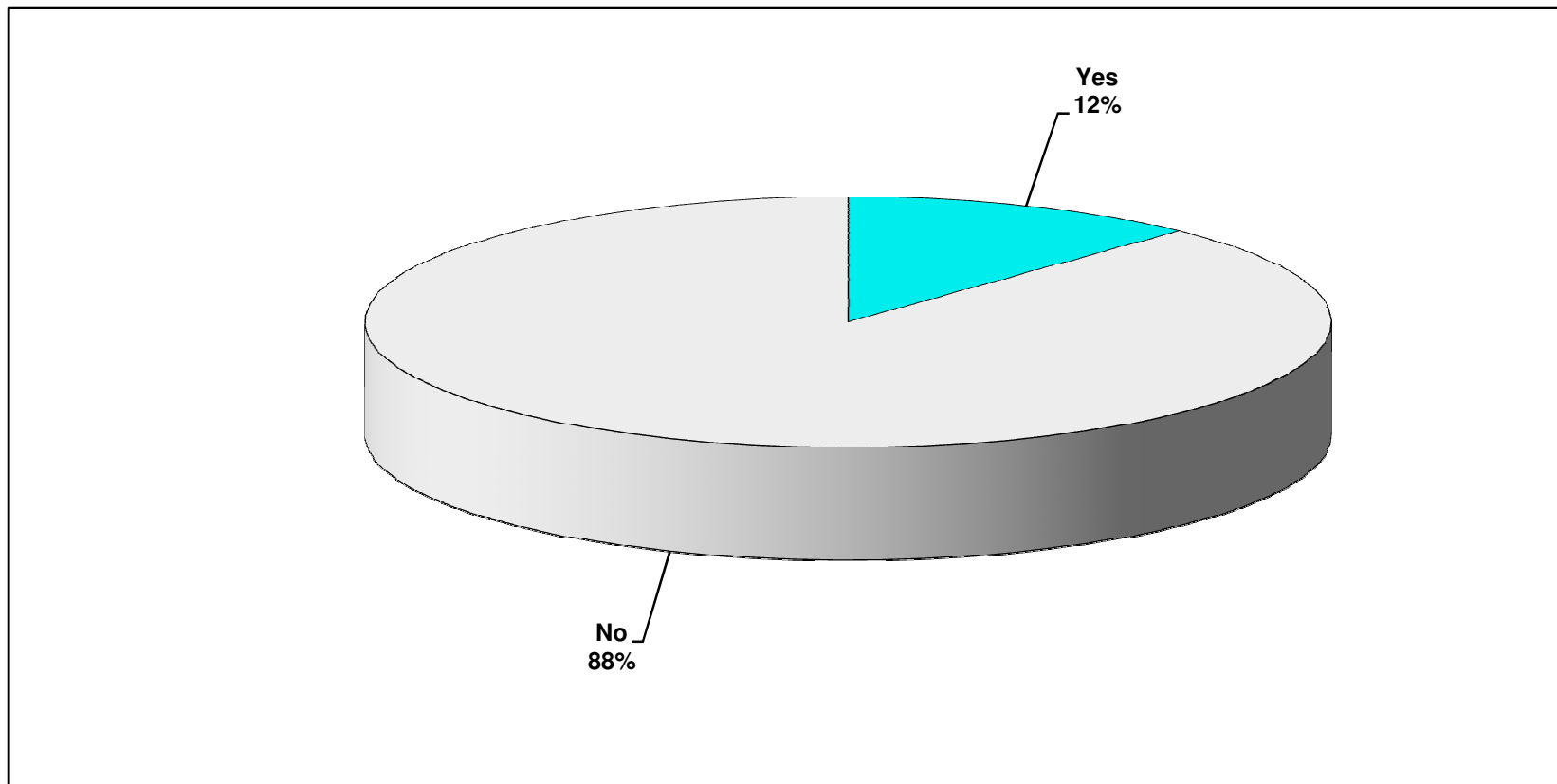
While the majority reported being employed full-time, a large percentage are retired.

In which counties do you and /or your spouse work?:



Most respondents who work do so in Ontario and Monroe counties.

Do you or any household member work in the Town of Farmington:



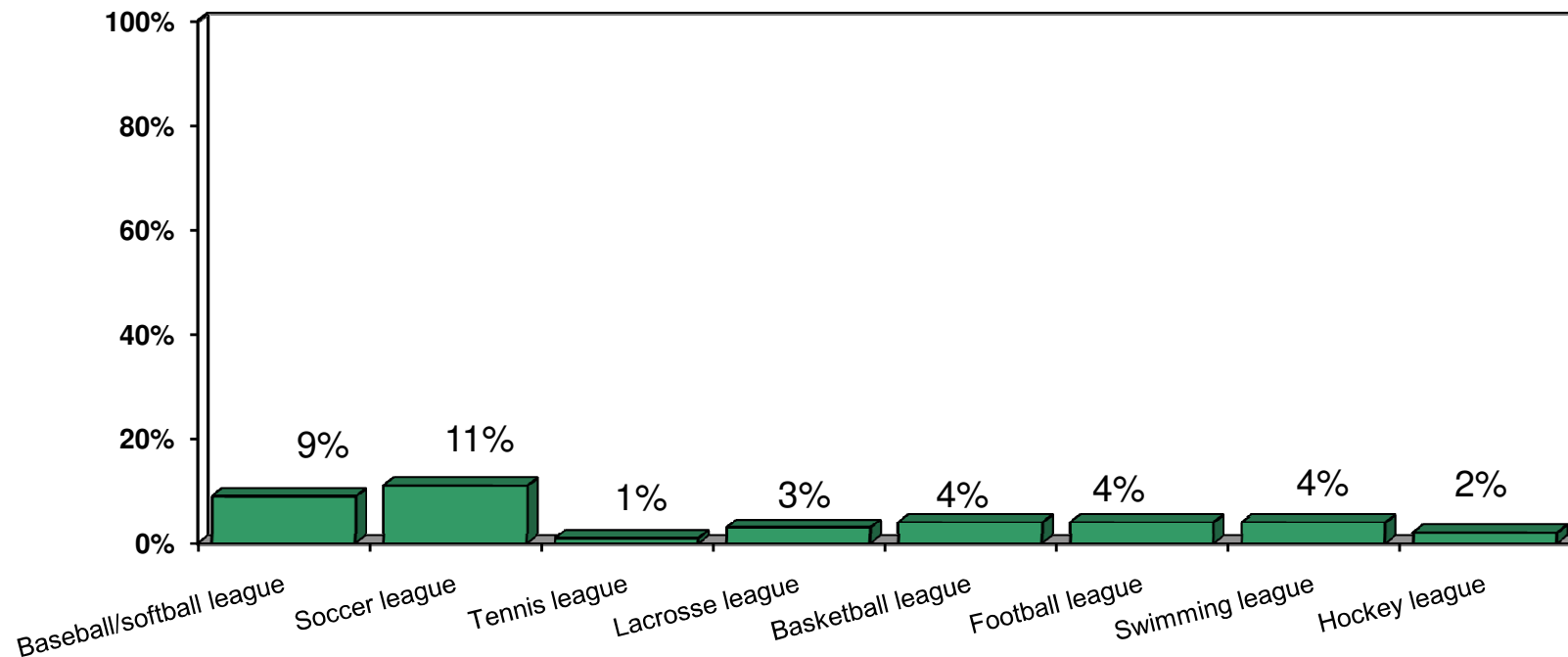
About one in ten of the respondents work in the town or live with someone who does.

Participation in Recreational Activities

The following pages present results to questions concerning participation in recreational activities. As noted earlier, the results are statistically weighted by school district, so as to reflect the proper number of respondents per each of the four districts.

Total household participation in 2008 in activities available through towns, school districts, etc.

Shows percentage of households who participated



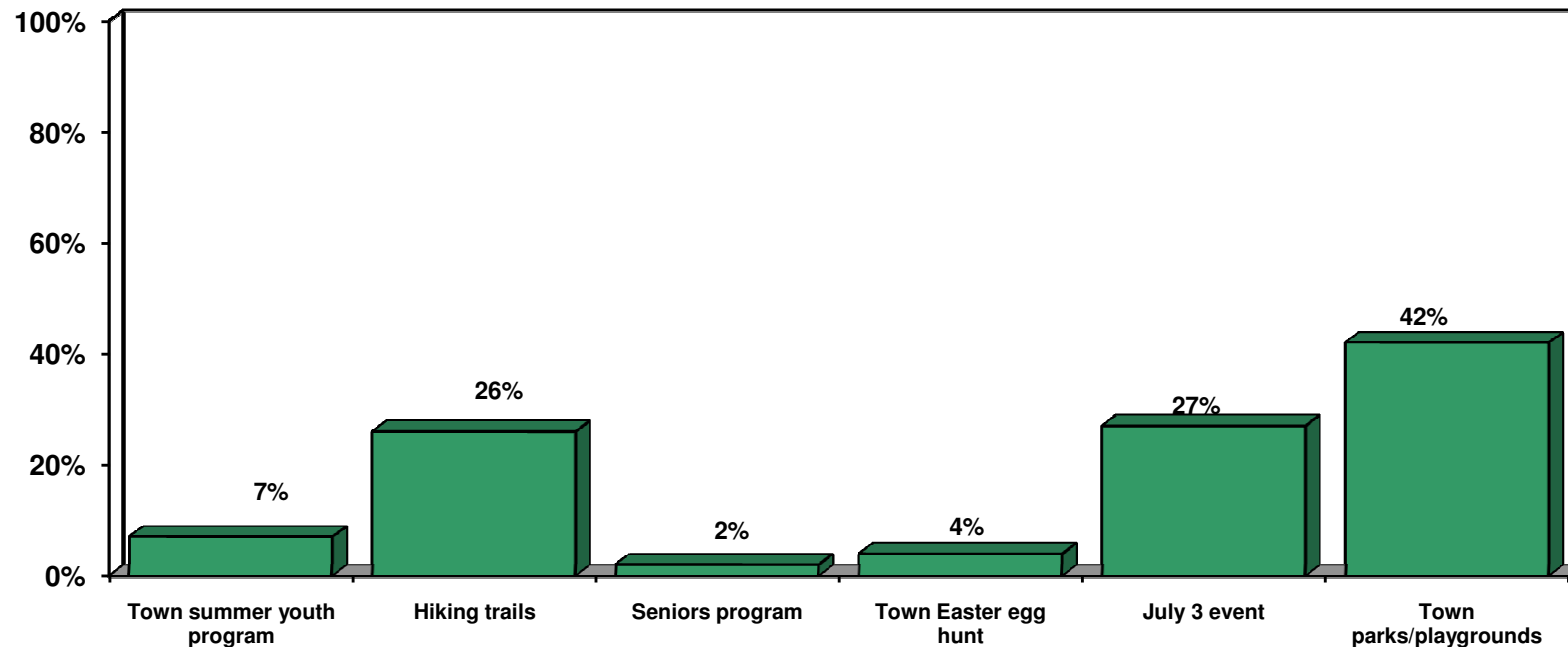
Household participation was not widespread. The largest level of participation was for soccer, where 11% of households had a soccer league participant.

(Additional analysis showed that 20% of all respondents reported a household member participating in at least one of these activities.)

(Additional analysis showed that most of the participation came from those in the 6 to 12 age group.)

Total household participation in activities available through the Town of Farmington in 2008

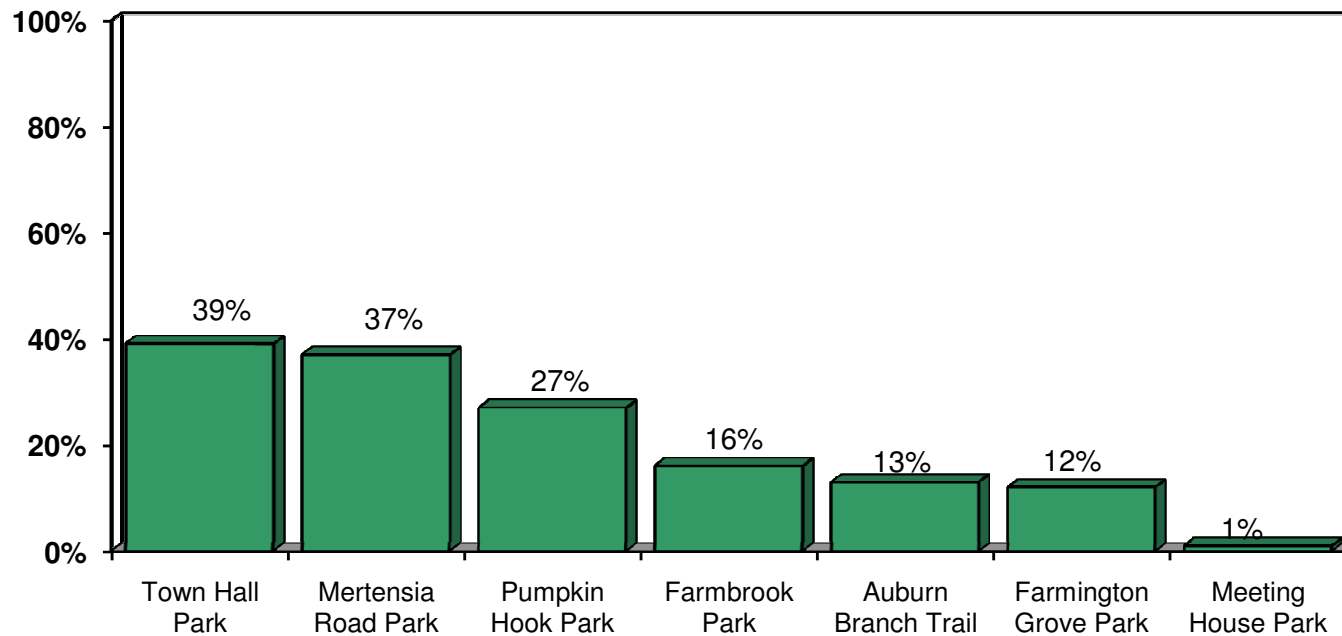
Shows percentage of households who participated.



Large numbers of respondents said they used town parks, hiking trails and attended the July 3 event.

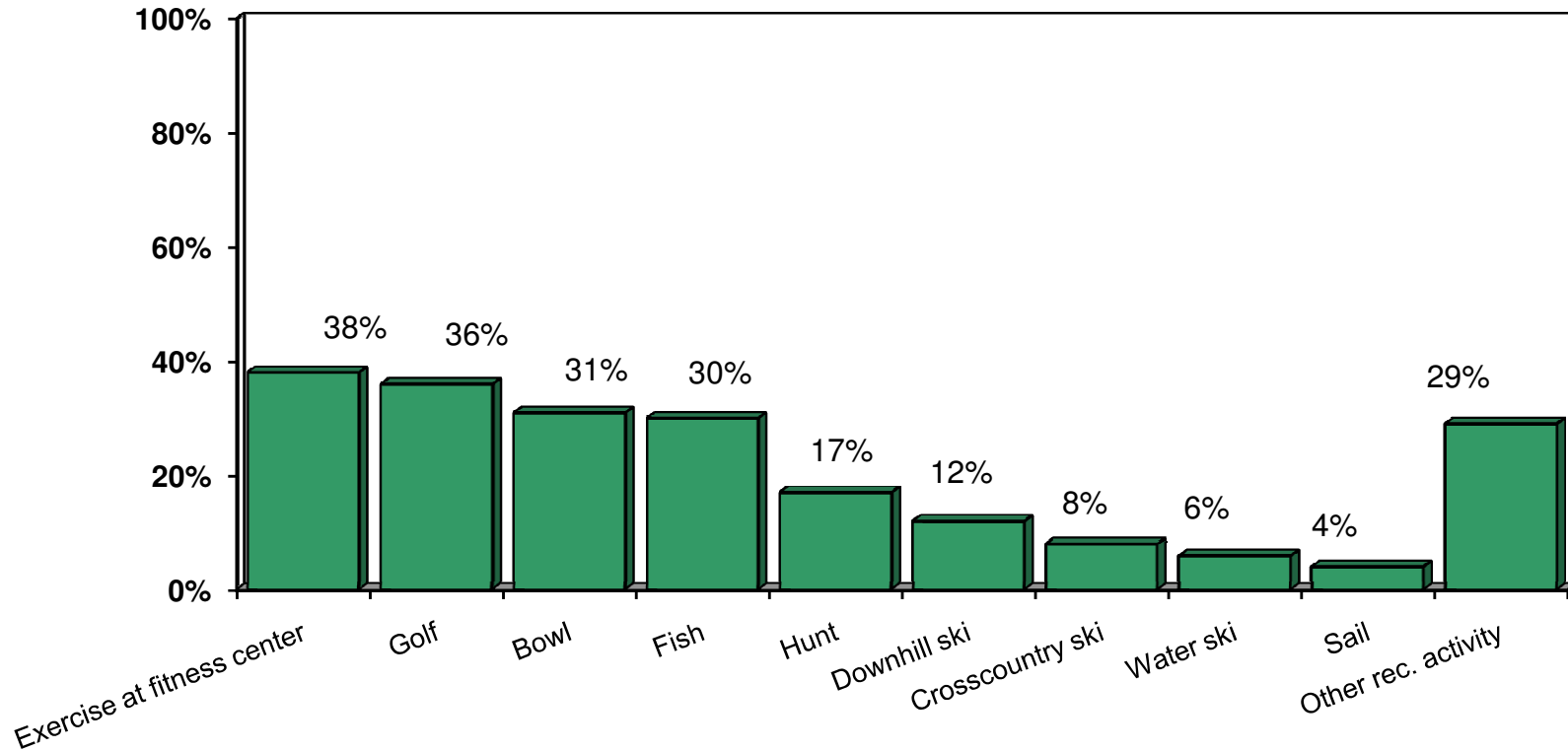
(Additional analysis showed that 52% of all respondents reported that their household participated in at least one of these six events/resources.)

During 2008, did you or any family members visit any of the following Town facilities?



The Town Hall Park and Mertensia Road Park were the most used town facilities during 2008.

Did you or any other members of your household do any of the following last year?



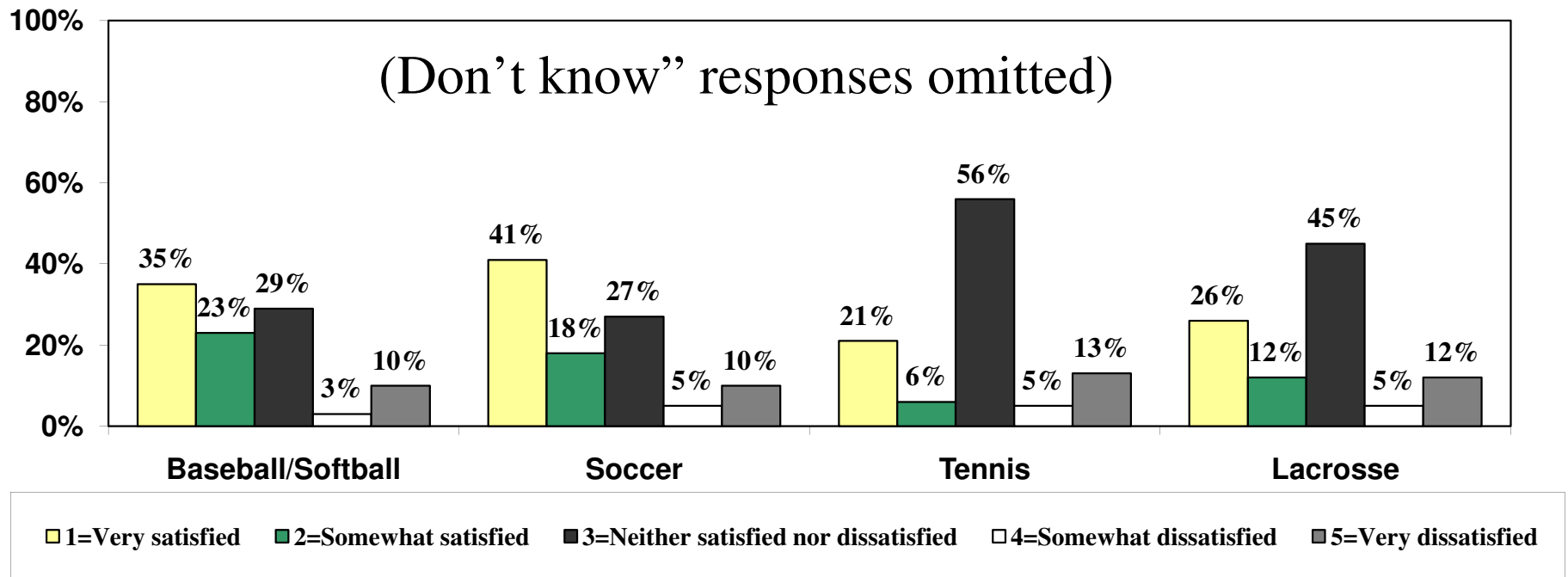
Residents were active in a variety of other sports and activities besides those described earlier.

Bicycling and hiking were the most commonly mentioned “Other” activities.

Satisfaction with Recreational Activities

This section presents the results to questions concerning *satisfaction* with the previously mentioned activities. Results have been statistically weighted, so as to reflect the proper number of respondents per each of the four districts.

Overall level of satisfaction with activities available through towns, school districts, etc.



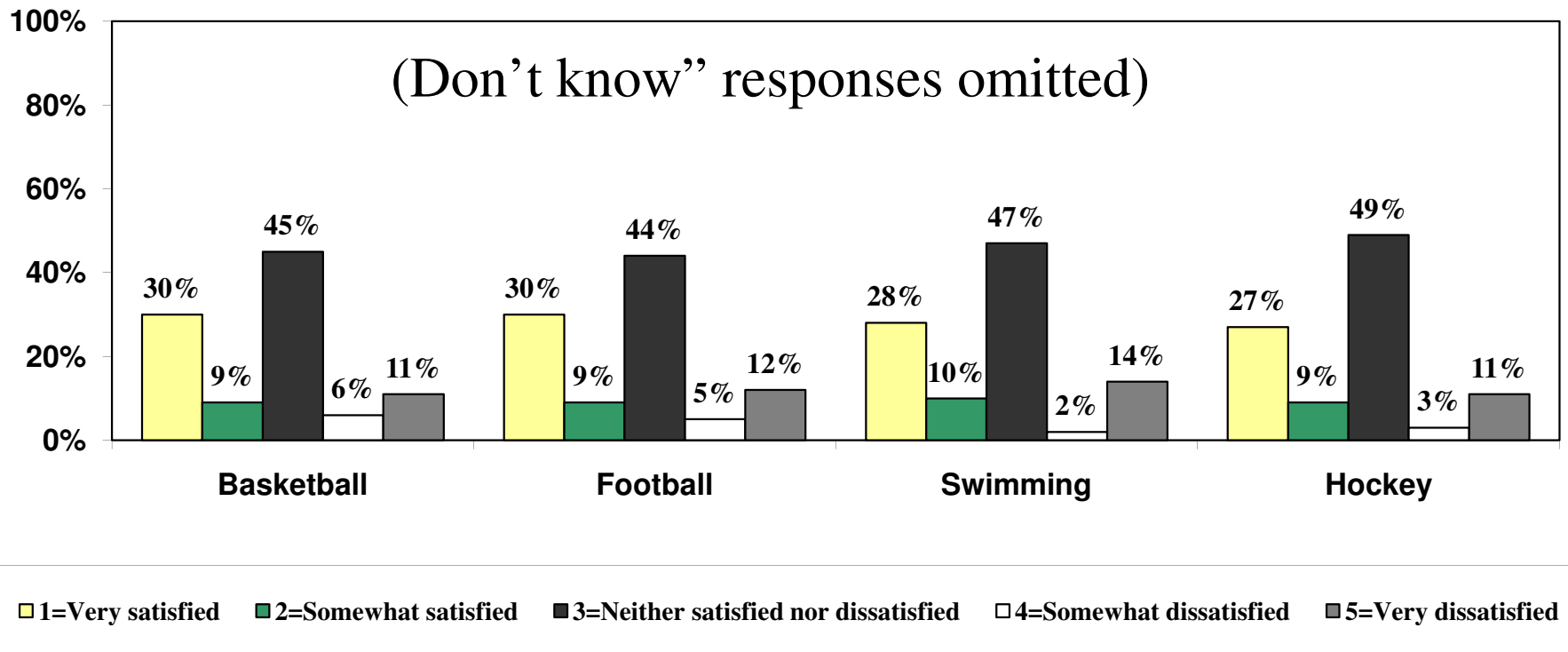
Levels of satisfaction are high, although not at extreme levels.

Levels of dissatisfaction are low, ranging from 13% to 18%

(Additional analysis of those who had a household member participating in the sport in 2008 showed that satisfaction among those respondents generally was much higher than the above ratings from all respondents.)

(Chart continues next page)

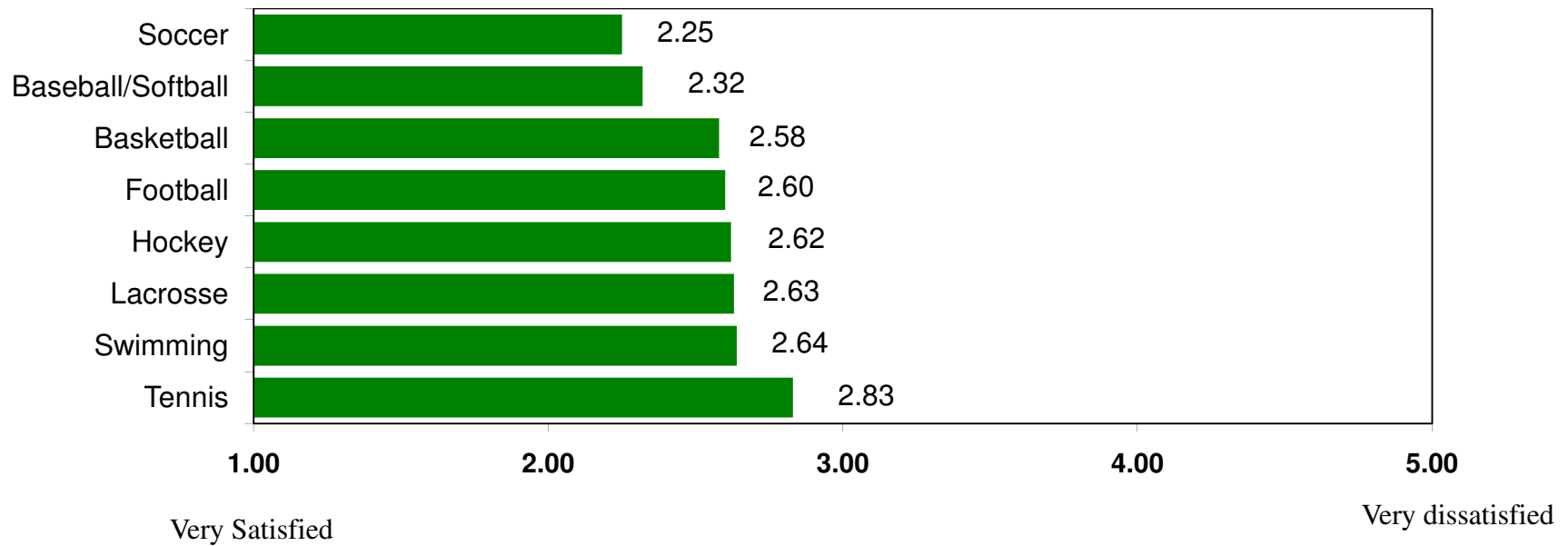
Overall level of satisfaction with activities available through towns, school districts, etc. continued



Reasons for dissatisfaction were quite diverse. There were only a few comments relating to Farmington not providing such activities. (See separate tabulation report for actual comments.)

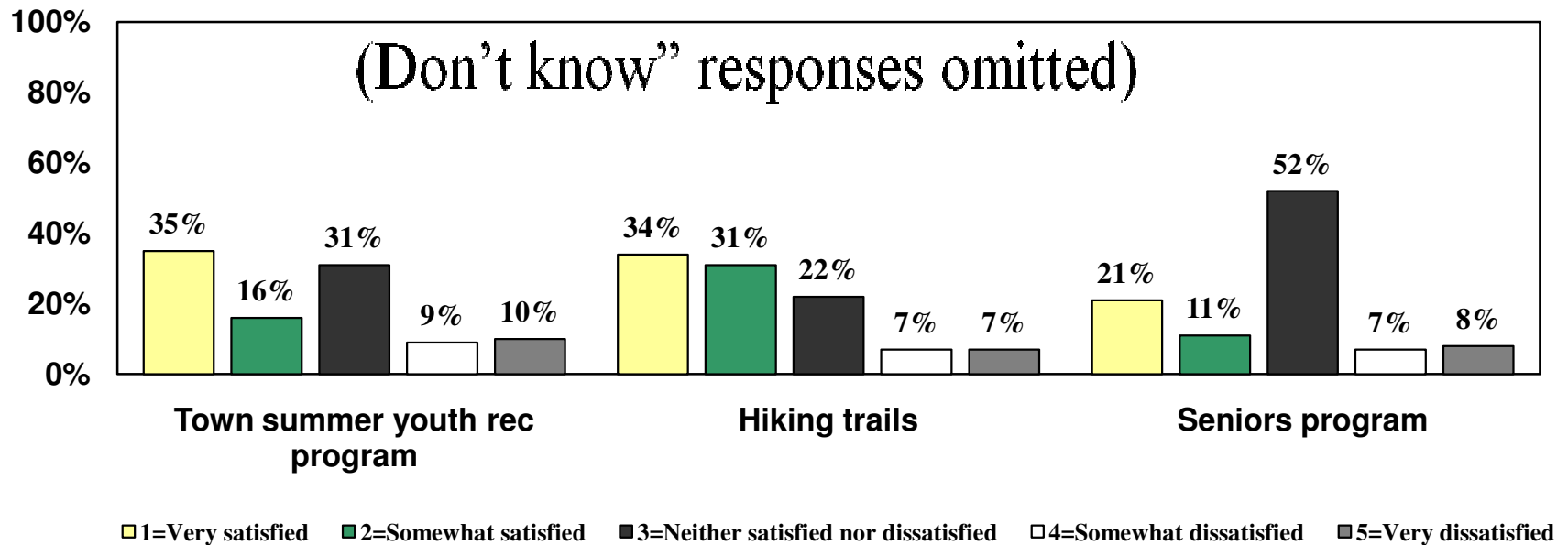
Overall level of satisfaction with activities available through towns, school districts,
etc.

AVERAGE SCORES – Lower score means higher satisfaction



Satisfaction was highest for soccer.

Overall level of satisfaction with activities available through Town of Farmington.

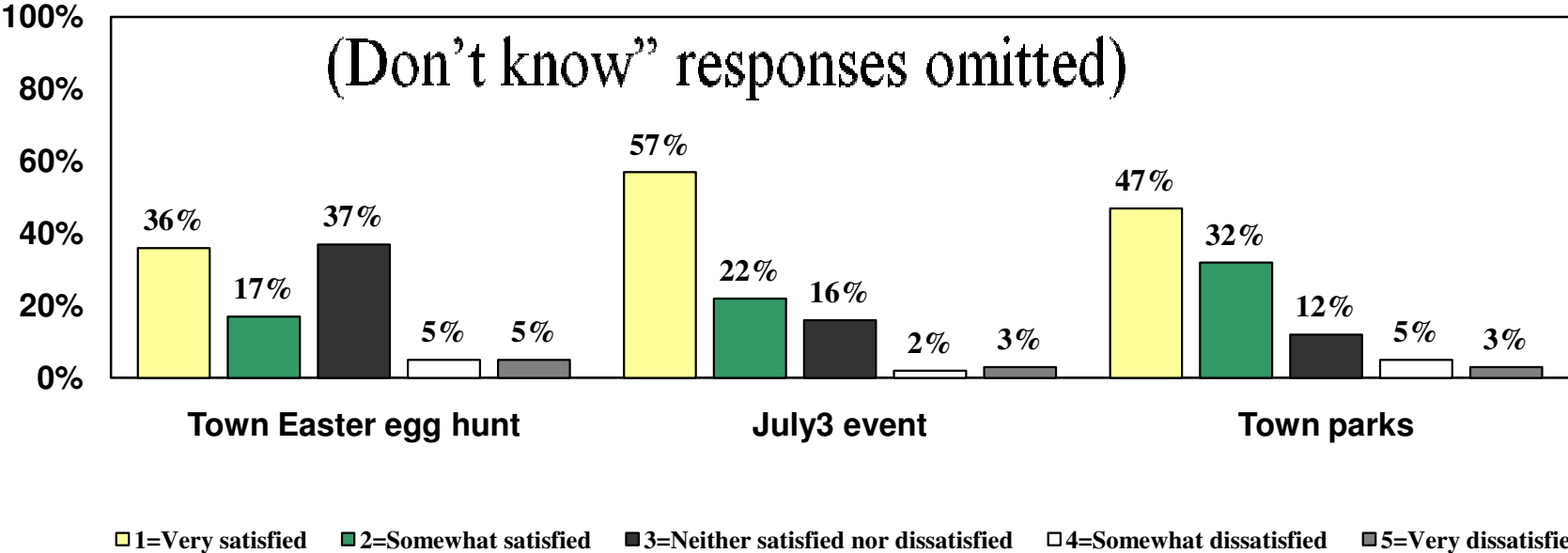


Levels of dissatisfaction range from 5% (July 3 event) to 19% (Summer youth rec program).

(Additional analysis showed that 2008 *participating households* in activity tended to give higher satisfaction ratings than all respondents)

(Chart continues next page)

Please indicate your overall level of satisfaction with activities available through Town of Farmington. continued

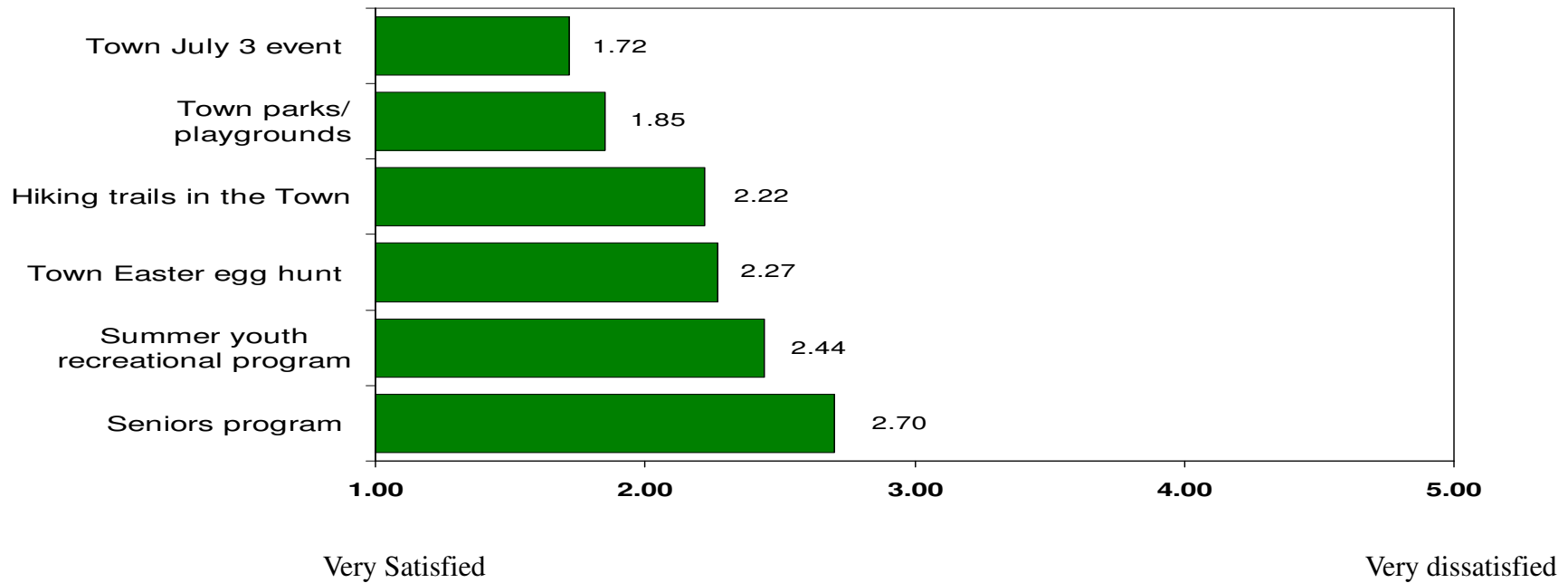


Reasons for dissatisfaction were varied.

Comments regarding reasons for dissatisfaction with the summer youth program were limited but tended to be around program hours.

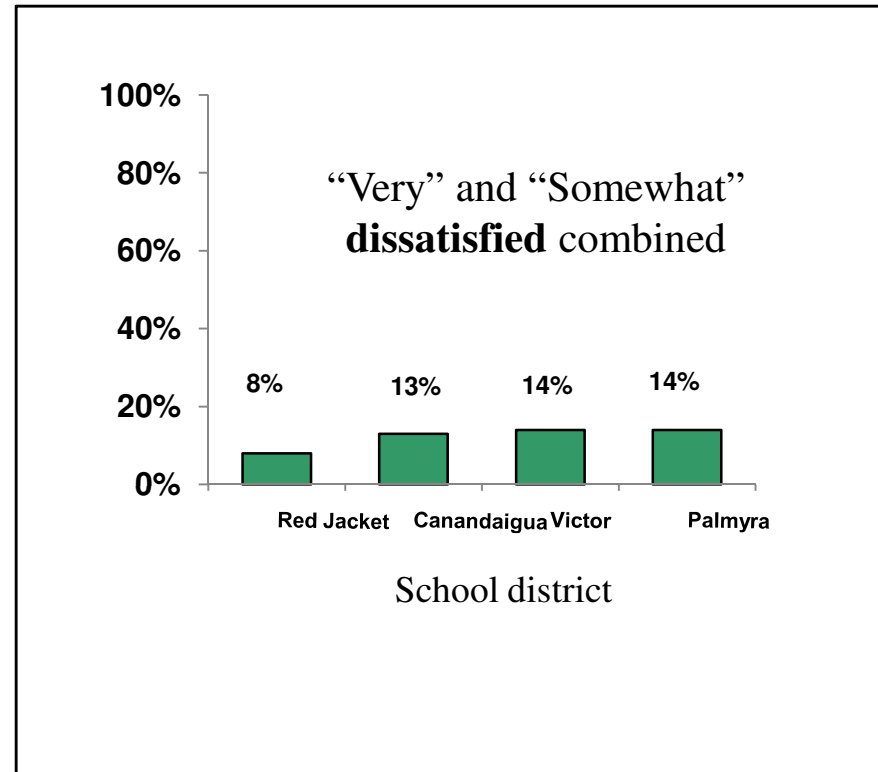
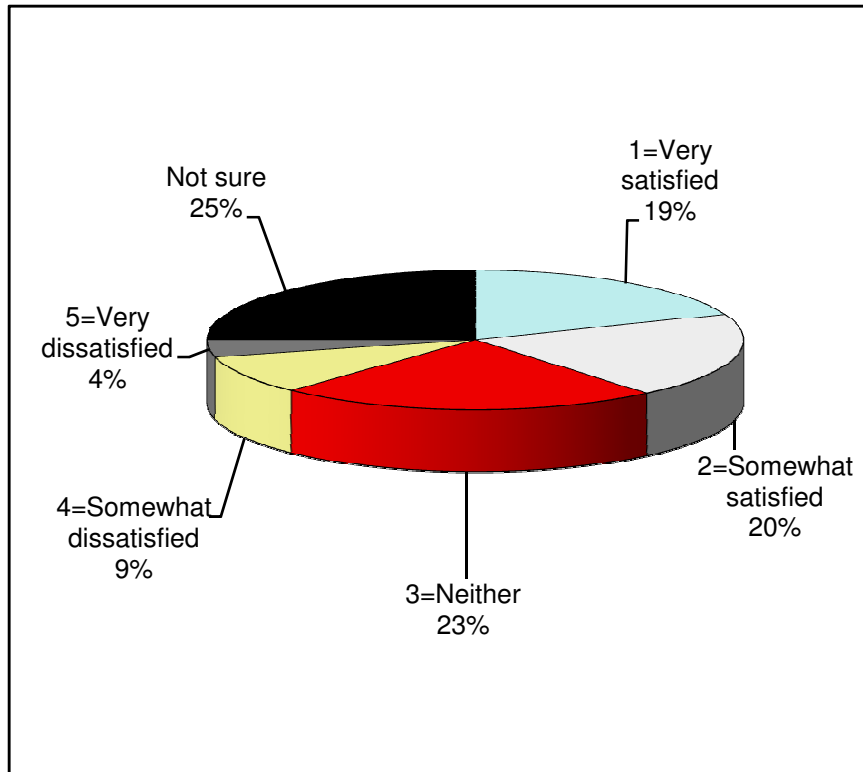
Overall level of satisfaction with the following activities available through
Town of Farmington

AVERAGE SCORES – Lower score means higher satisfaction



As noted earlier, the July 3 event had the highest satisfaction level.

Overall, how satisfied are you with the recreational opportunities available to residents of the Town of Farmington?



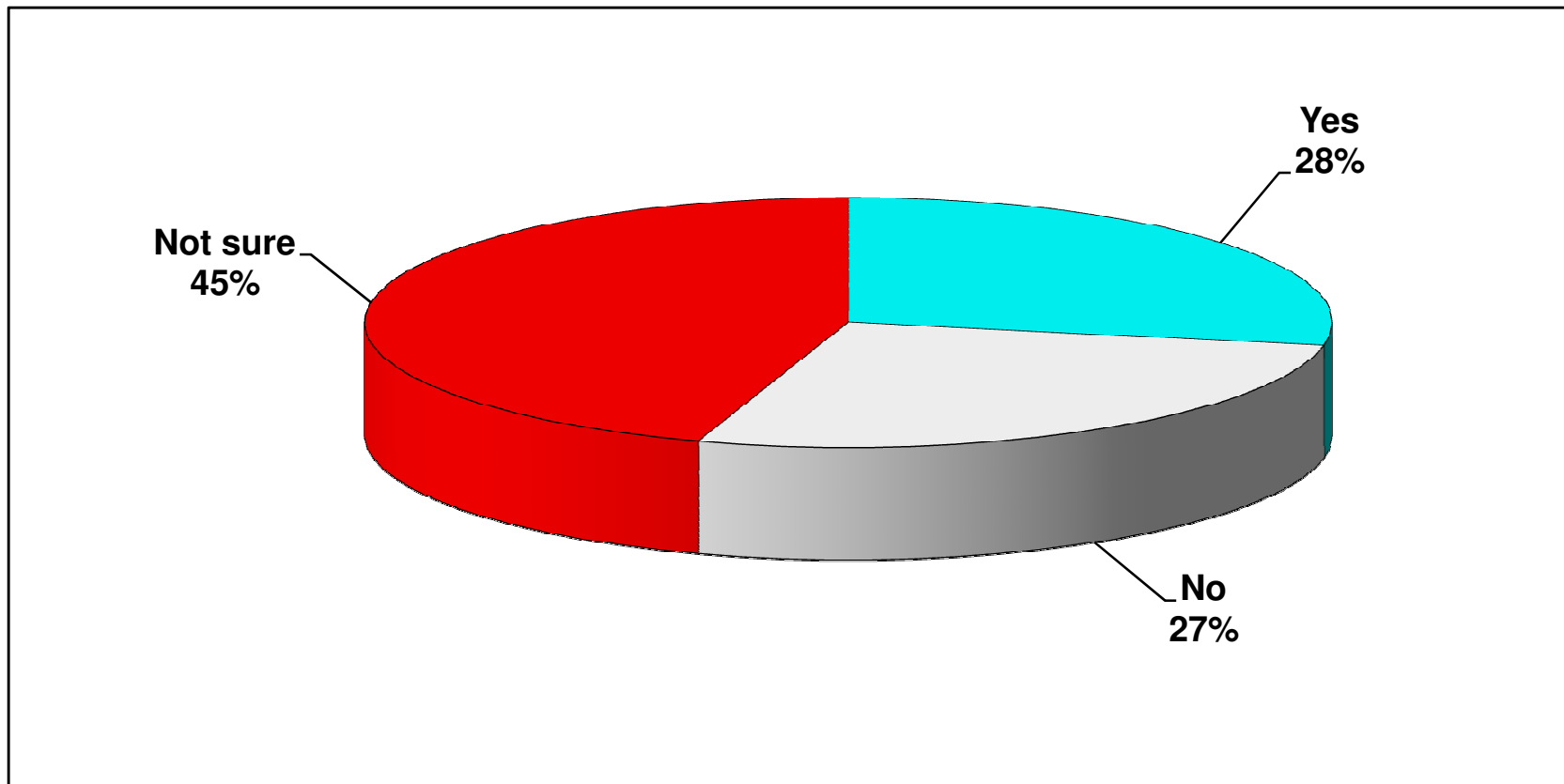
While satisfaction is not extremely high, dissatisfaction is low. Only 4% were very dissatisfied and another 9% somewhat dissatisfied. Those who were satisfied are far more prevalent. Satisfaction did not vary much by school district.

For the most part, demographic factors including age, gender, and length of living in Farmington did not significantly differentiate dissatisfaction. Those in the highest income category (\$100K +) were more likely than others to be dissatisfied (20% “very” and “somewhat” dissatisfied combined).

Attitudes about future recreational program development

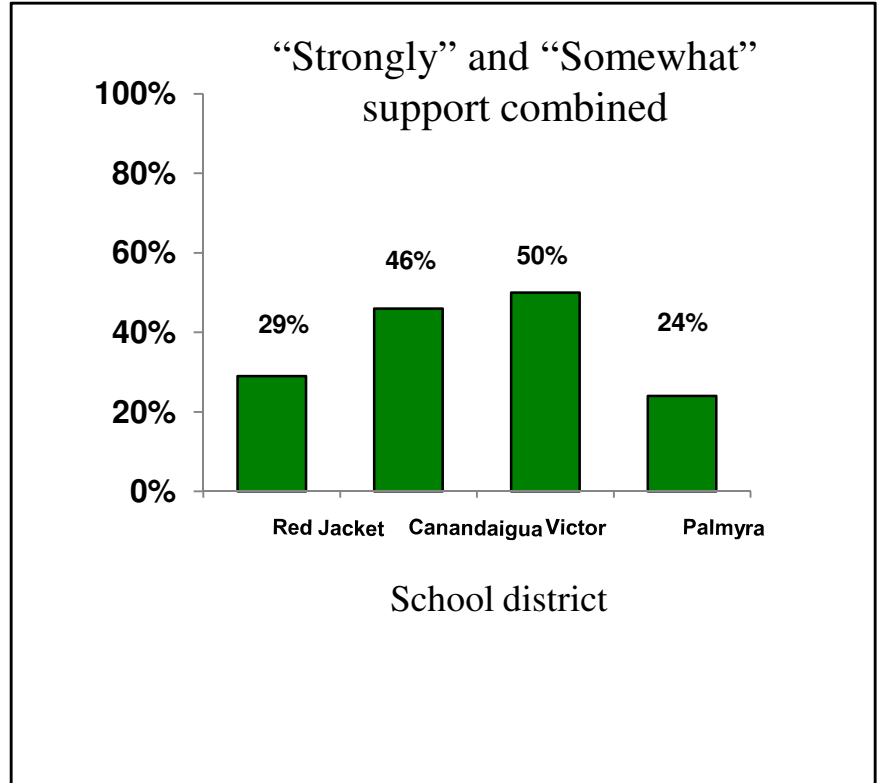
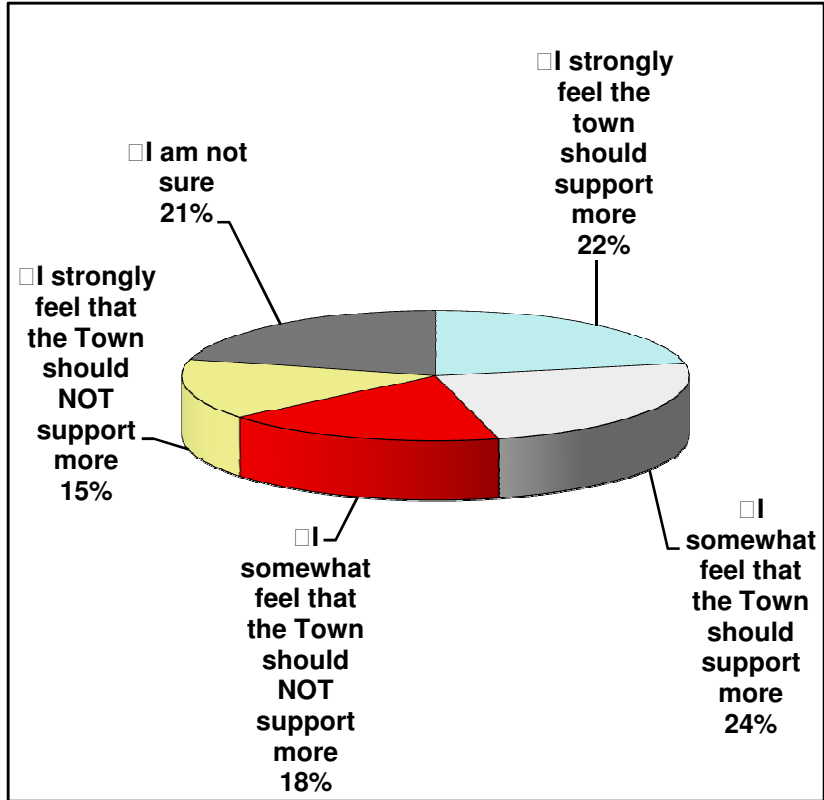
This section presents the results to questions concerning the possible support of other activities by the town, funding methods for such sources, and about the hiring of a parks director. Results have been statistically weighted, so as to reflect the proper number of respondents per each of the four districts.

Are there any organized sports or recreational activities that you would like to see made more easily available to residents of Farmington?



In a follow-up question about which activities they would like to see, “Swimming” was the most frequently mentioned other activity.

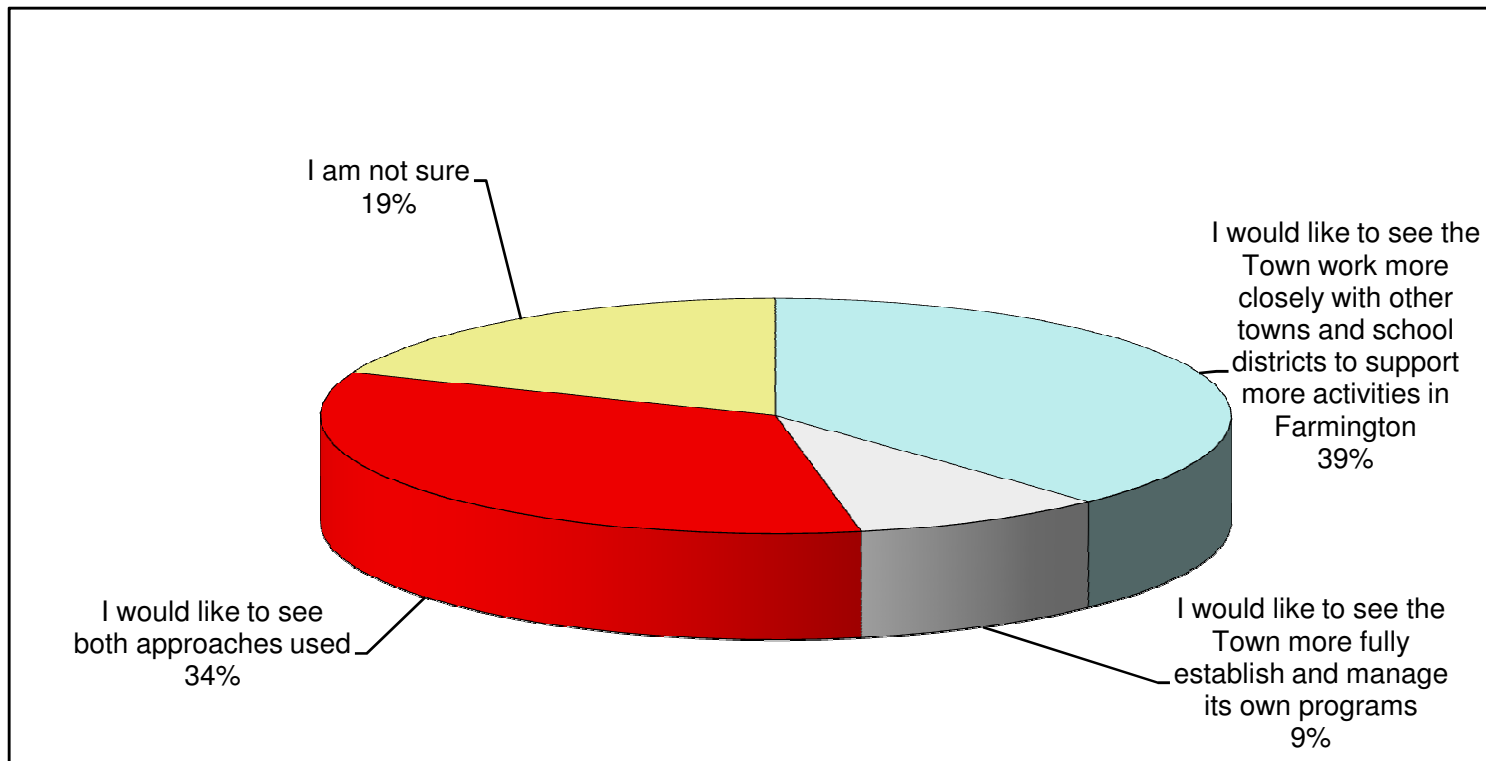
Overall, how do you feel about the support of **more** sports and recreational activities by the Town?



Respondents were somewhat in favor of the Town’s support of additional activities; more (46%) supported more support than did not (33%).

Support was much stronger from Victor and Canandaigua respondents.

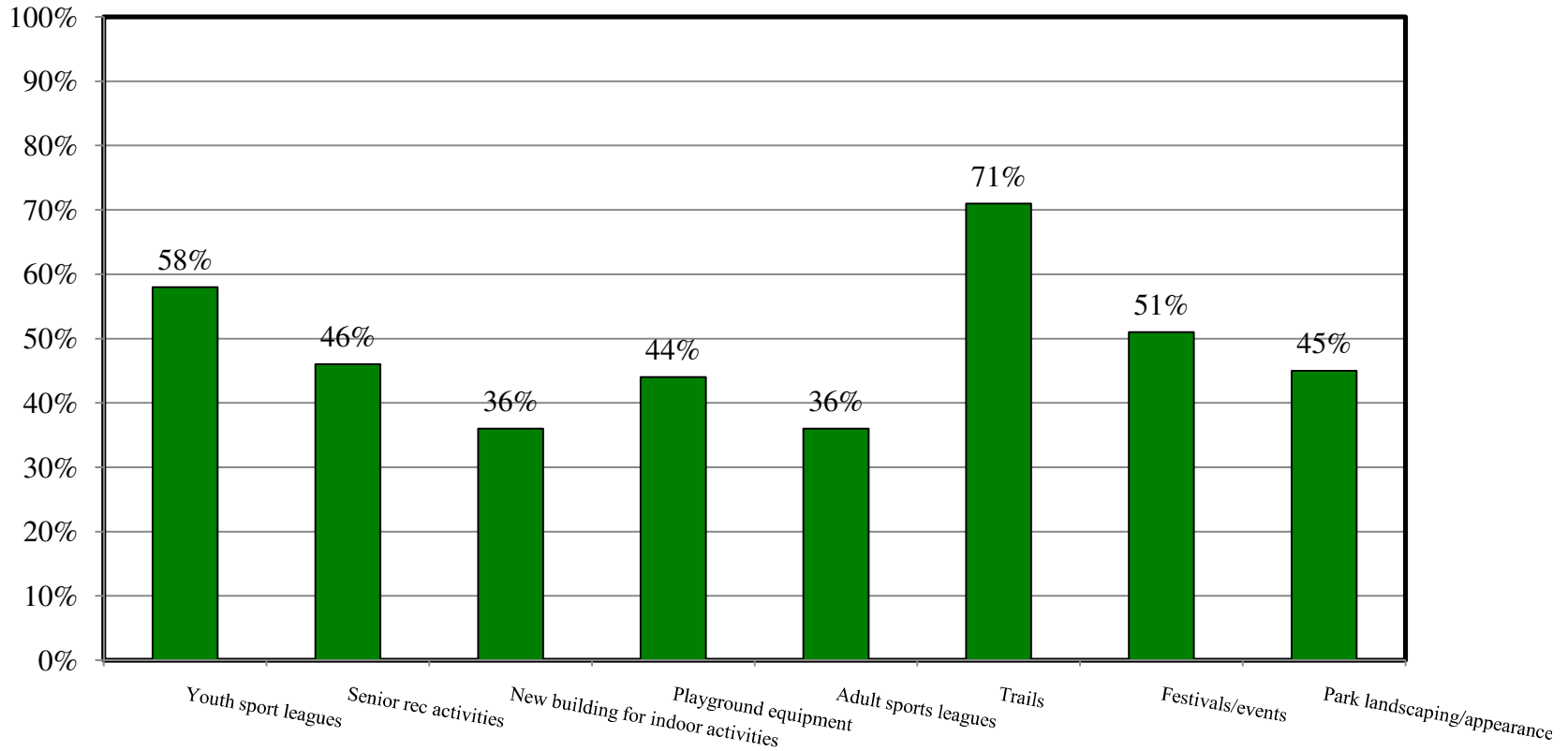
Which best describes your current attitude if the Town does decide to expand its recreational efforts?



Managing its own new programs entirely on its own is not a popular option for the Town, although there is some support for doing so along with working more closely with other entities to support more activities in Farmington.

Spending priorities

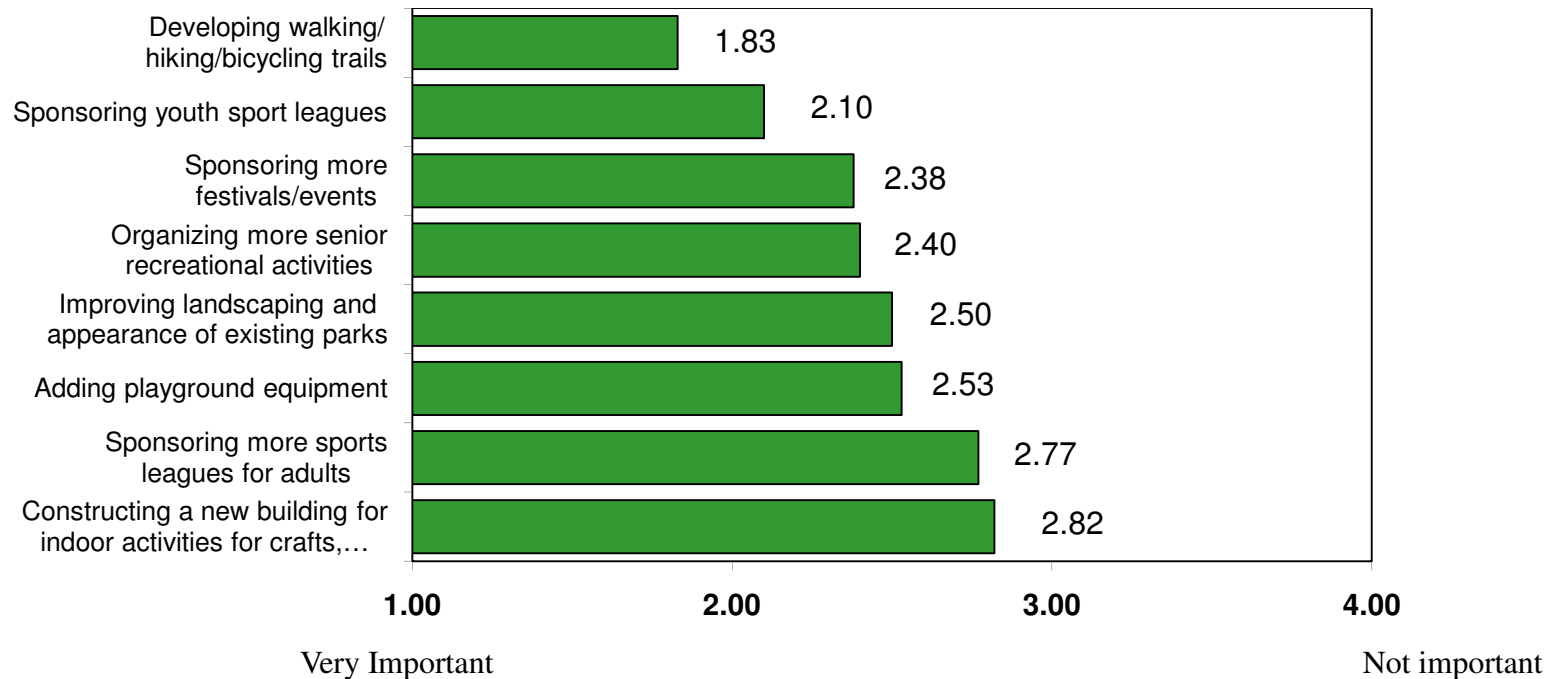
Shows percent stating item as “Somewhat important” or “Very important” combined



Developing walking/hiking/bicycle trails is by far the most important priority with regards to spending on recreational activities.

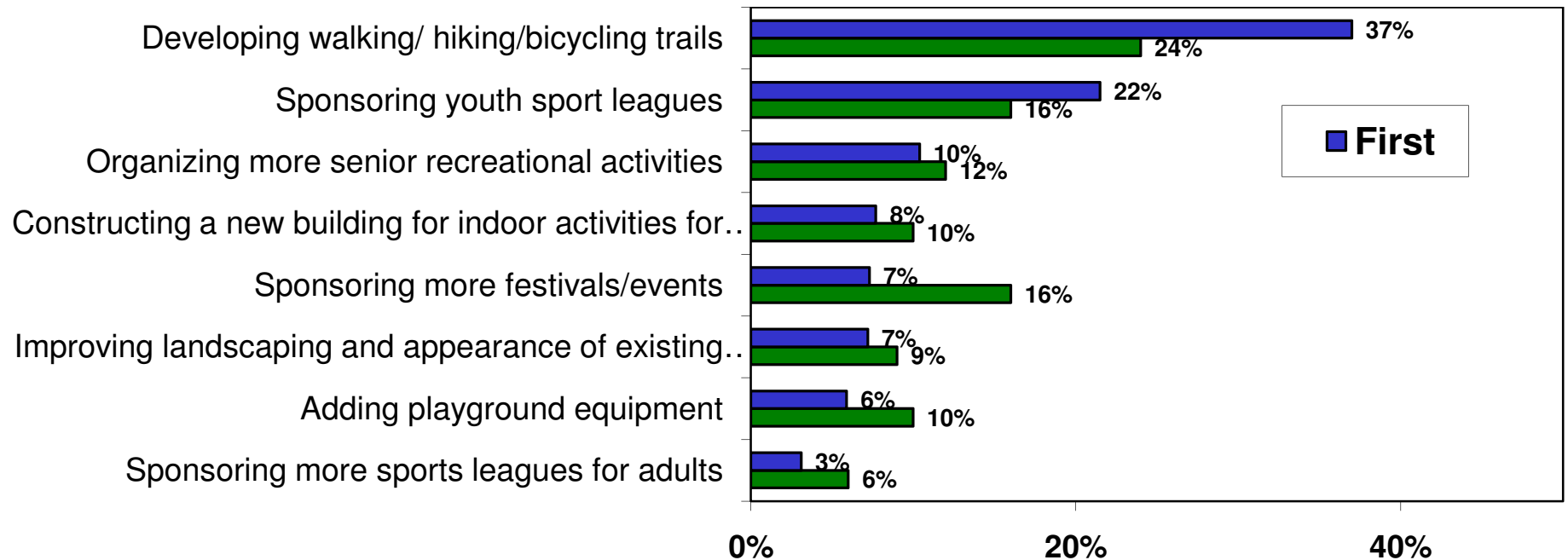
Spending priorities

AVERAGE SCORES – lower score means more importance



Again, developing walking/hiking/bicycle trails is by far the most important .

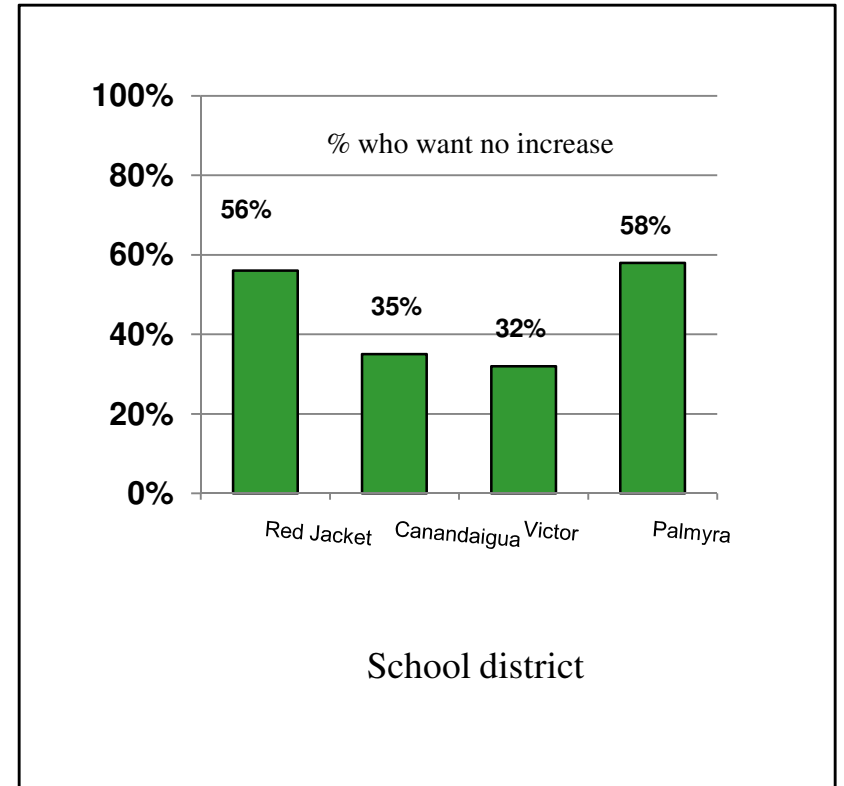
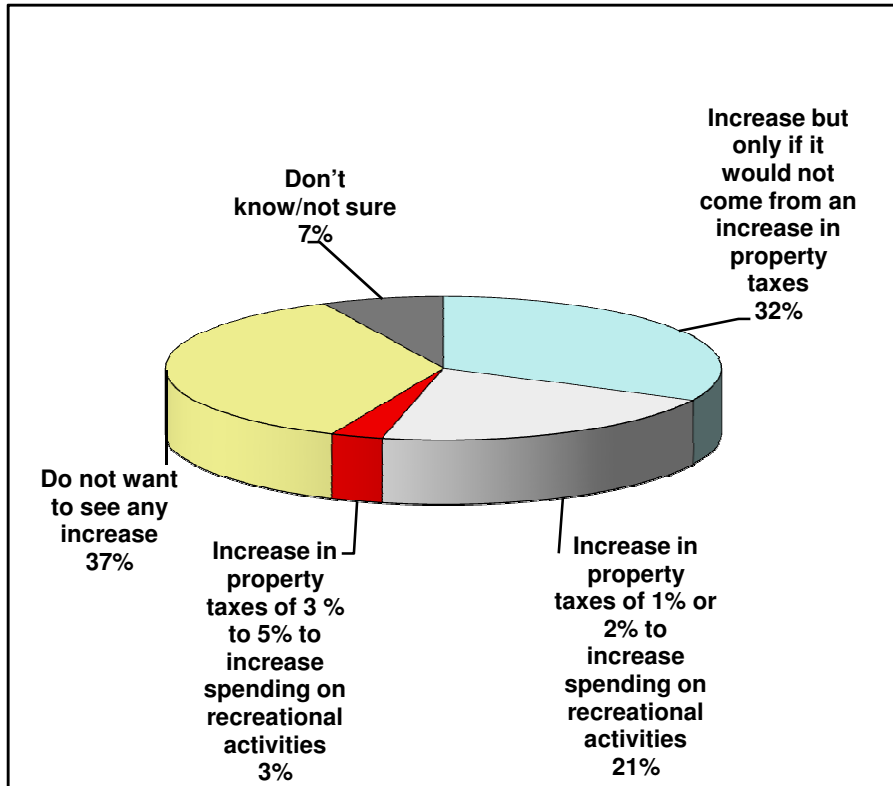
Which would be your top priorities for town spending?



This chart re-affirms the priority of developing trails.

It should be recognized, however, that each item was the most important one for at least some of the respondents.

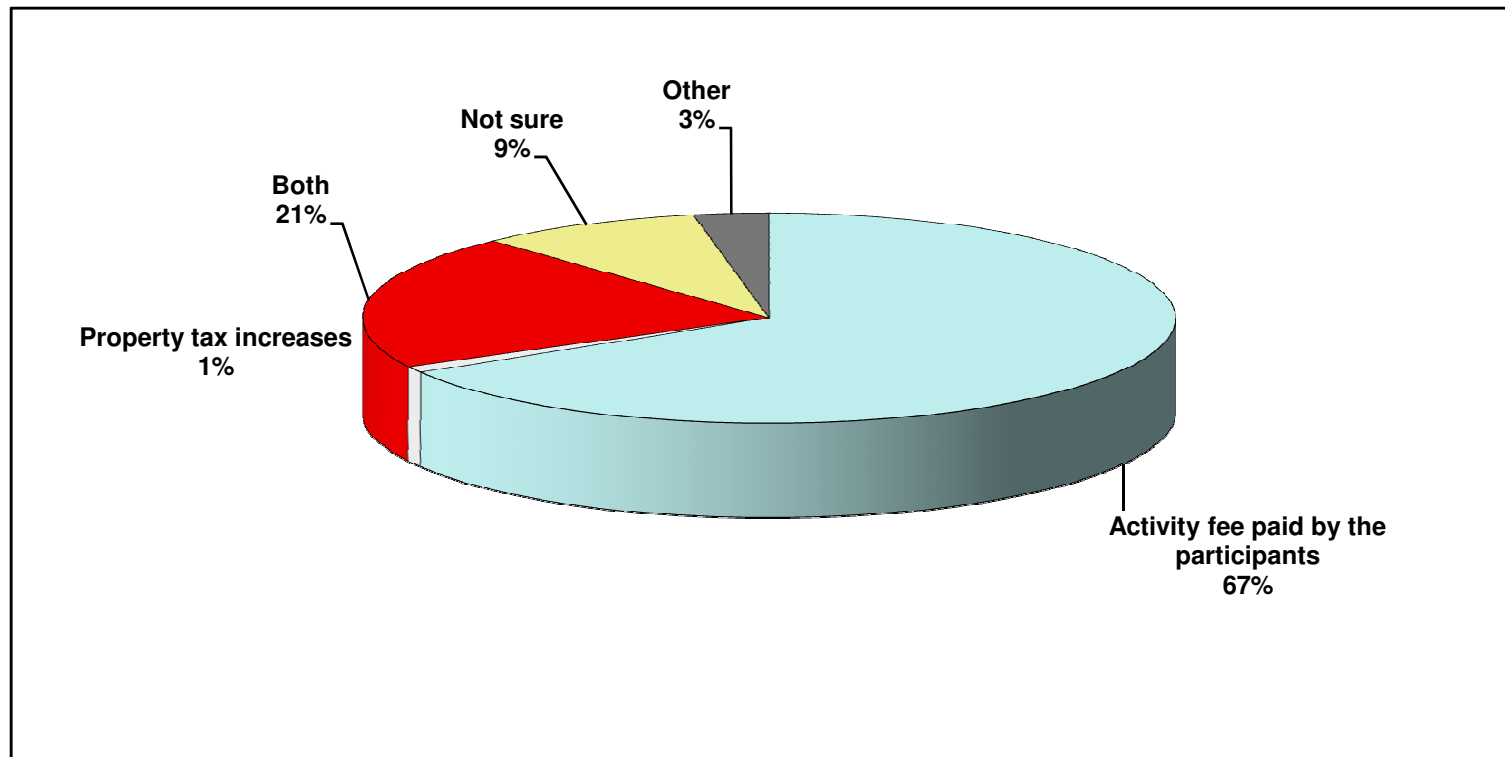
How do you feel about the Town increasing its recreational expenditures?



There is modest support for increasing expenditures. The 37% who desire no increases is similar to the number who said previously that the Town should not support more efforts (33%).

Canandaigua (13%) and Victor (28%) residents were most likely to support an increase in property taxes. However, as shown above, larger percentages from each school district would not want to see a property tax increase or any increase in expenditures at all.

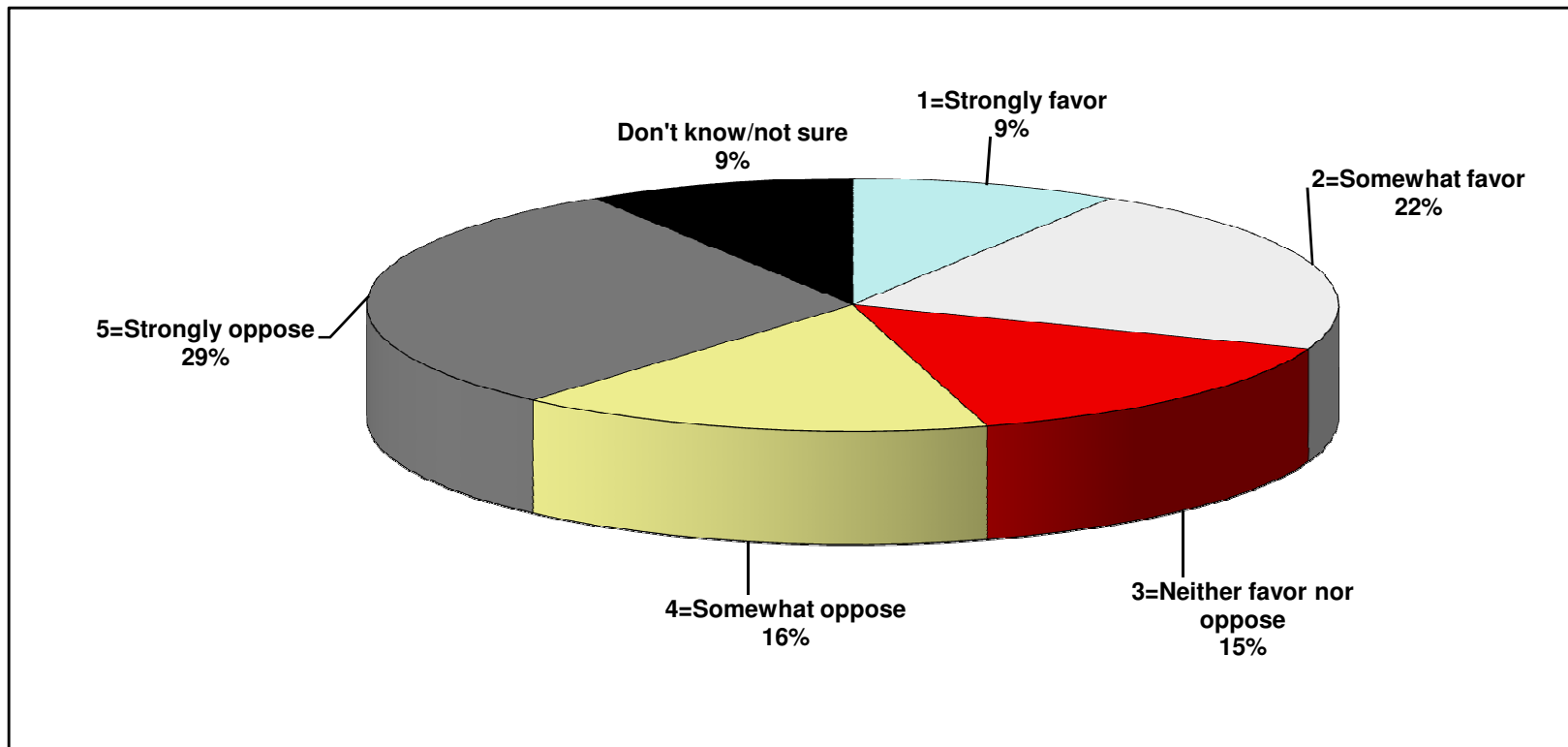
If the Town were to offer more recreational programs on its own, should they be funded mainly by:



Respondents definitely feel that recreational programs should be paid for by those who use them.

(Additional analysis showed that Canandaigua and Victor respondents were somewhat more likely than others to say “both” - but still strongly support user fees alone.)

What is your opinion about replacing a part-time recreation manager with a full-time director?



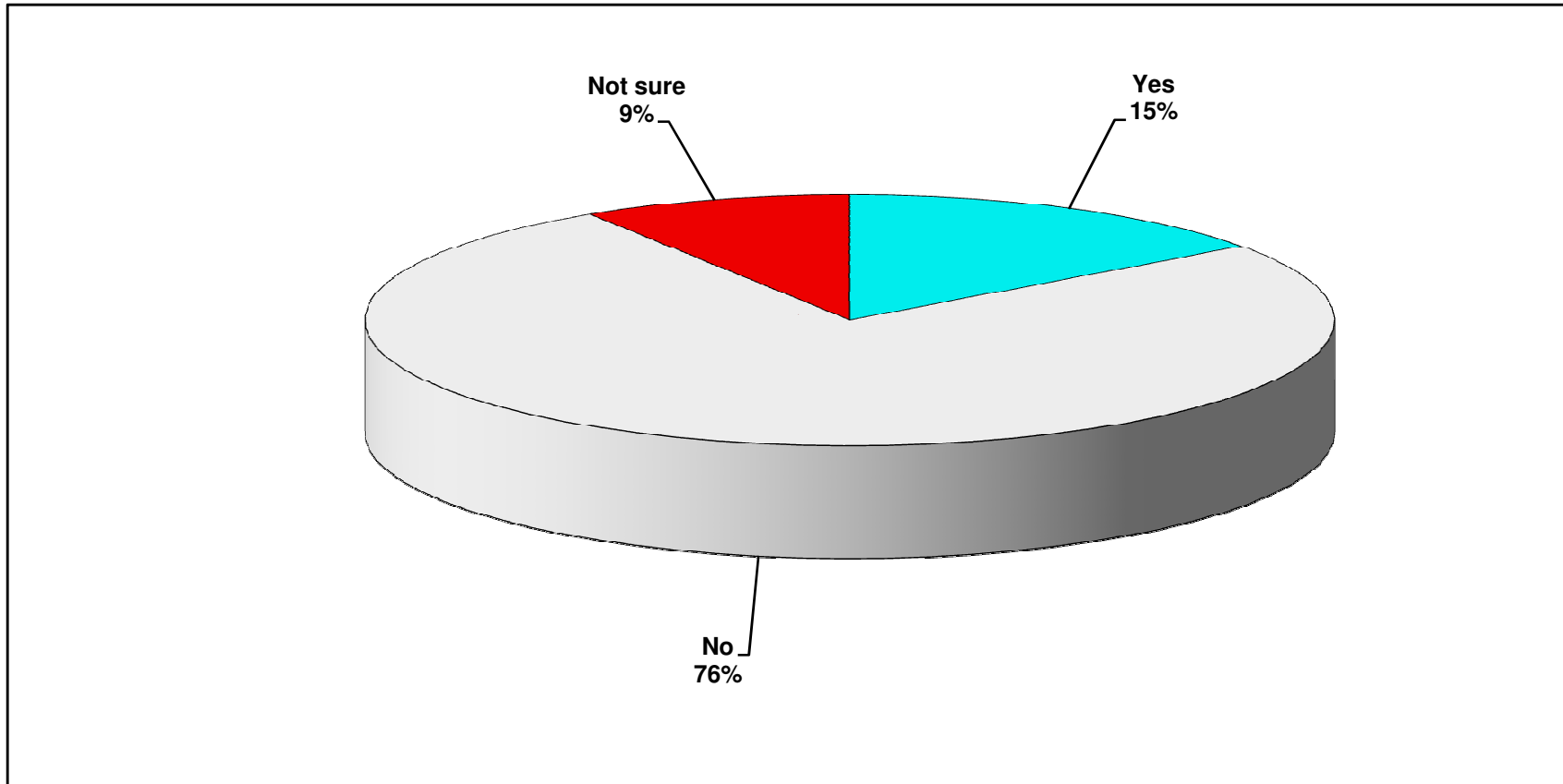
Opinions trend away from supporting a full-time director (45% total against), although there is some support for the position (31%).

Many comments were made about \$80,000 being too much for full-time director and/or \$30,000 is too much for a part-time director.

Comprehensive Plan

This section presents the results to questions concerning comprehensive plan and growth and developments issues. Results have been statistically weighted, so as to reflect the proper number of respondents per each of the four districts.

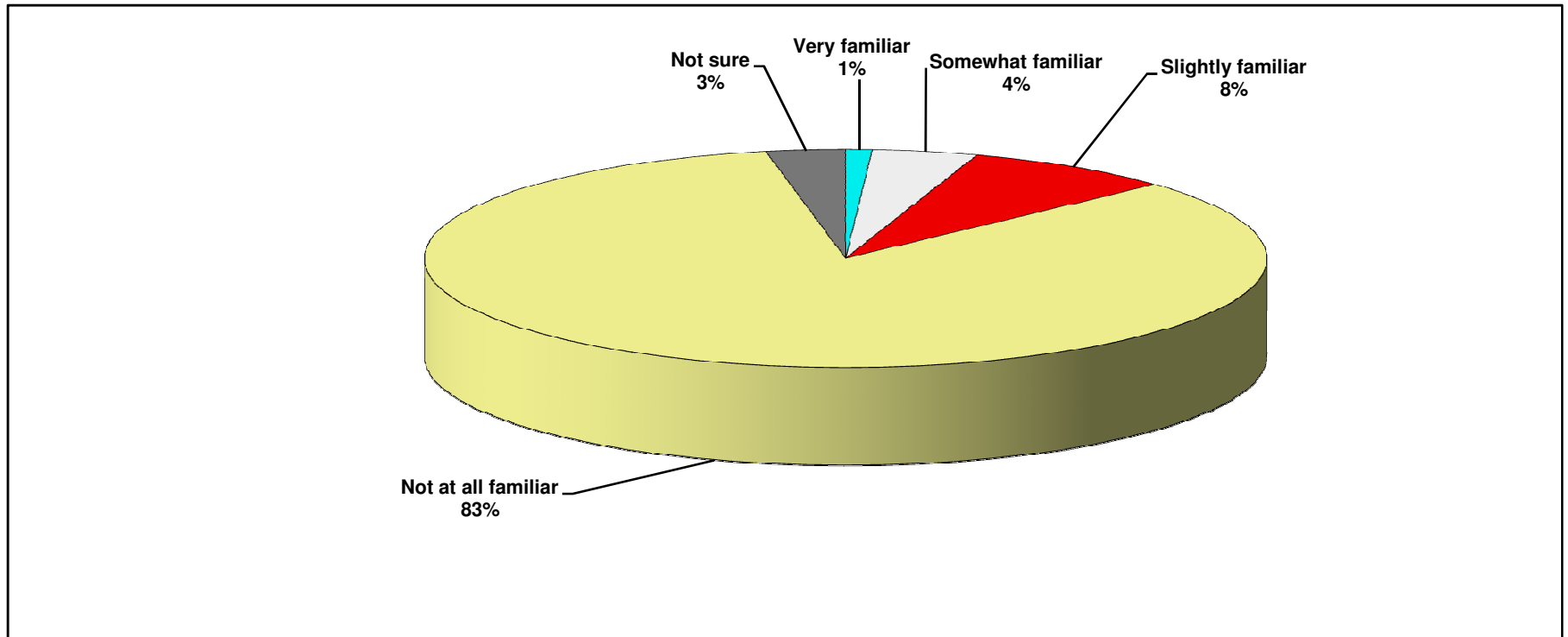
Are you aware that an update to the Town's Comprehensive Plan was approved in May 2003?



There is little awareness about the Town's Comprehensive Plan update.

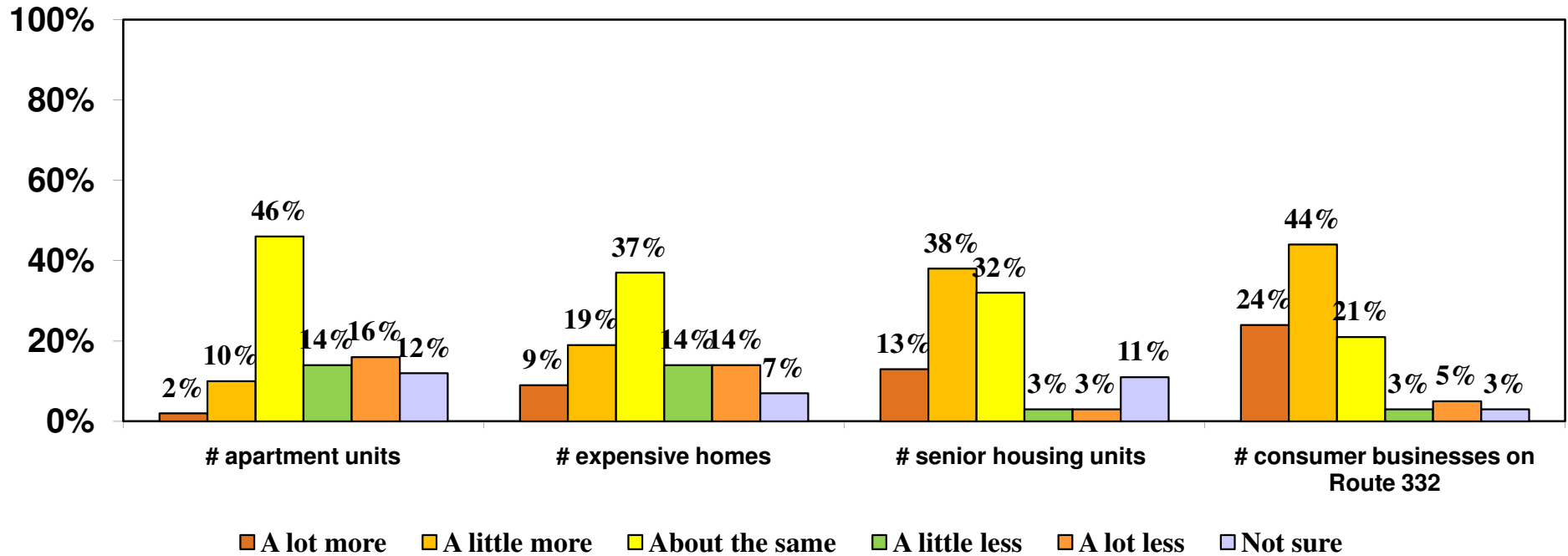
(Additional analysis showed that those living in Farmington seven or more years were more aware than others.)

How familiar are you with the plan?



There is little familiarity about the Town's Comprehensive Plan.

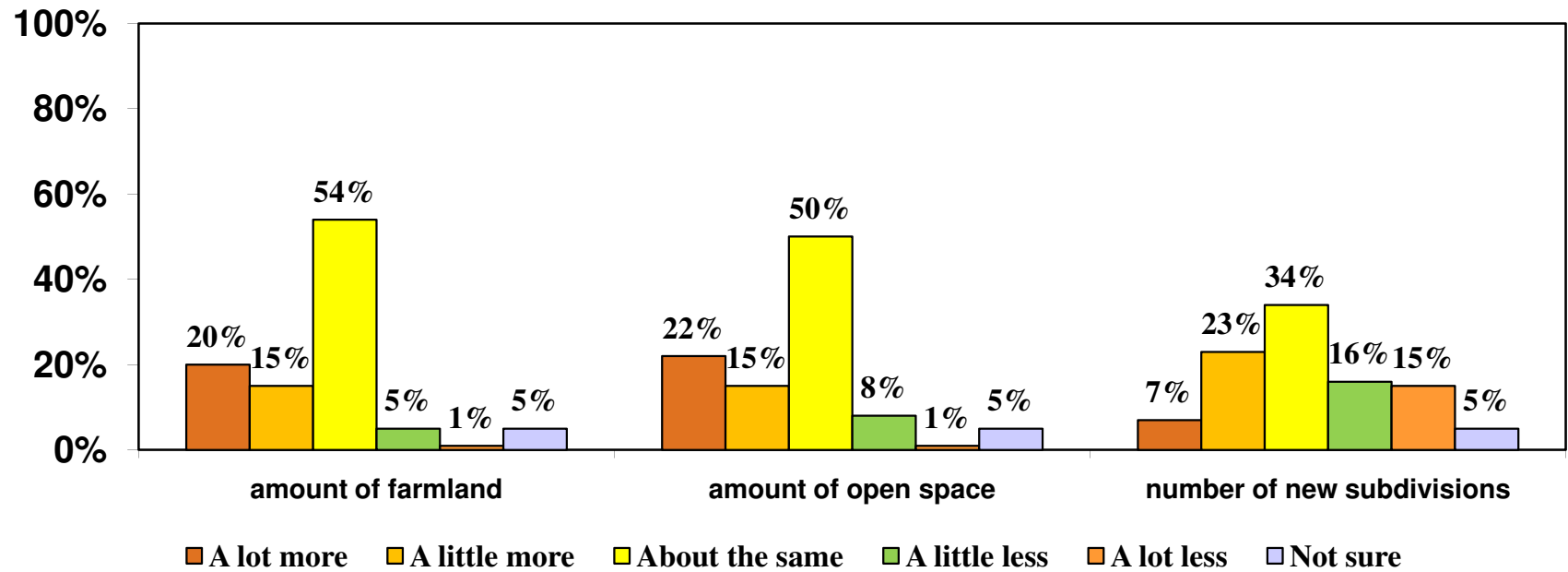
Would you like to see more or less of?



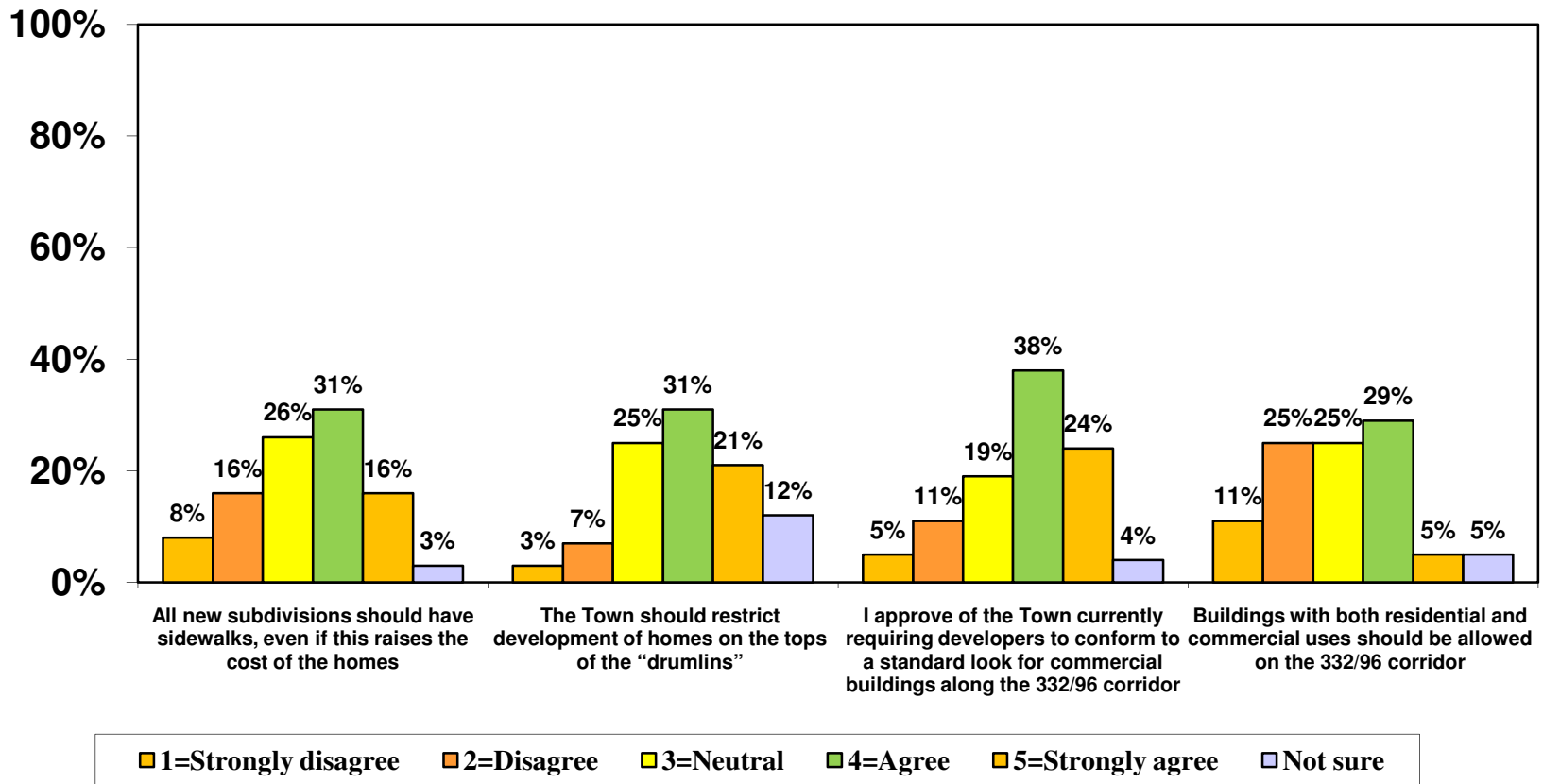
More consumer businesses and senior housing are desired, but few respondents indicated wanting more apartments.

(Continues next page)

Would you like to see more or less of?



Please indicate your overall level of agreement to the following:

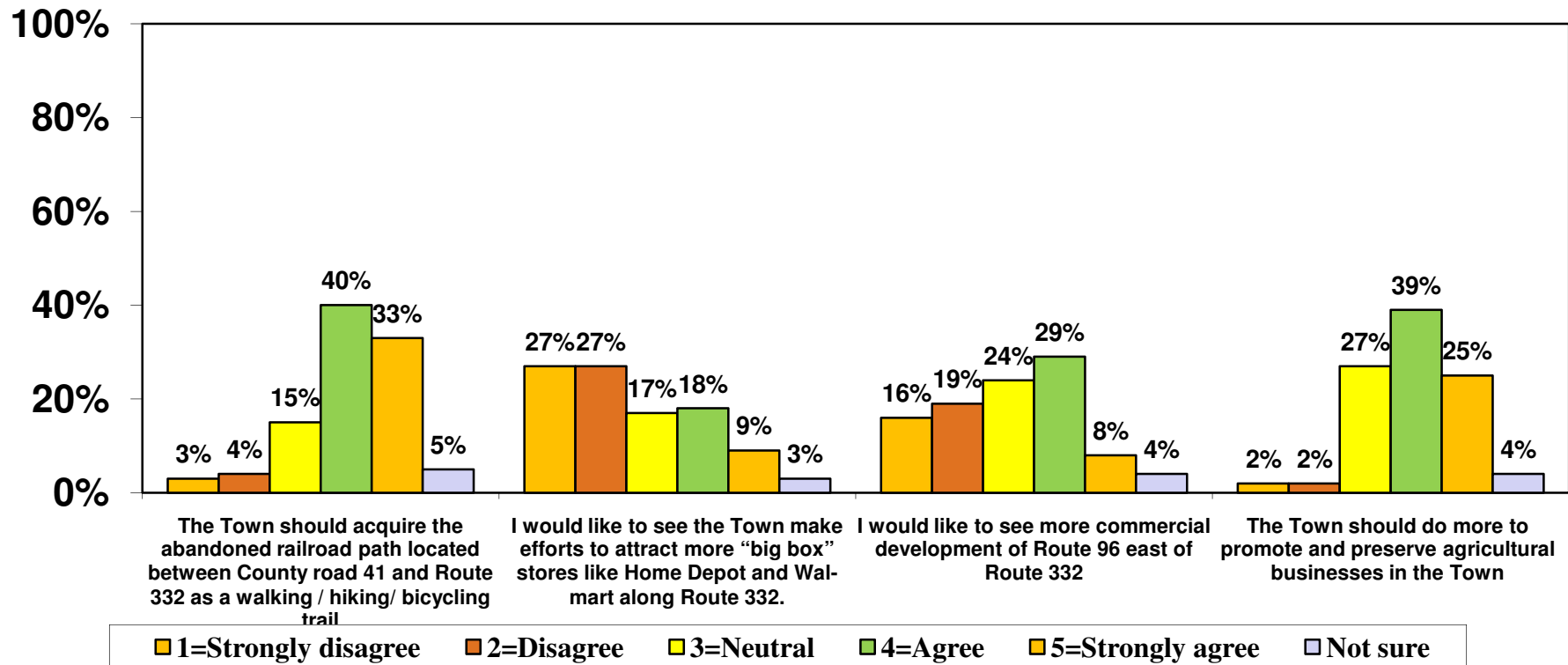


Respondents are most in agreement regarding the town acquiring the abandoned railroad path for a biking/hiking/bicycle trail, which was supported in previous questions as well.

(Continues next page)

Please indicate your overall level of agreement to the following:

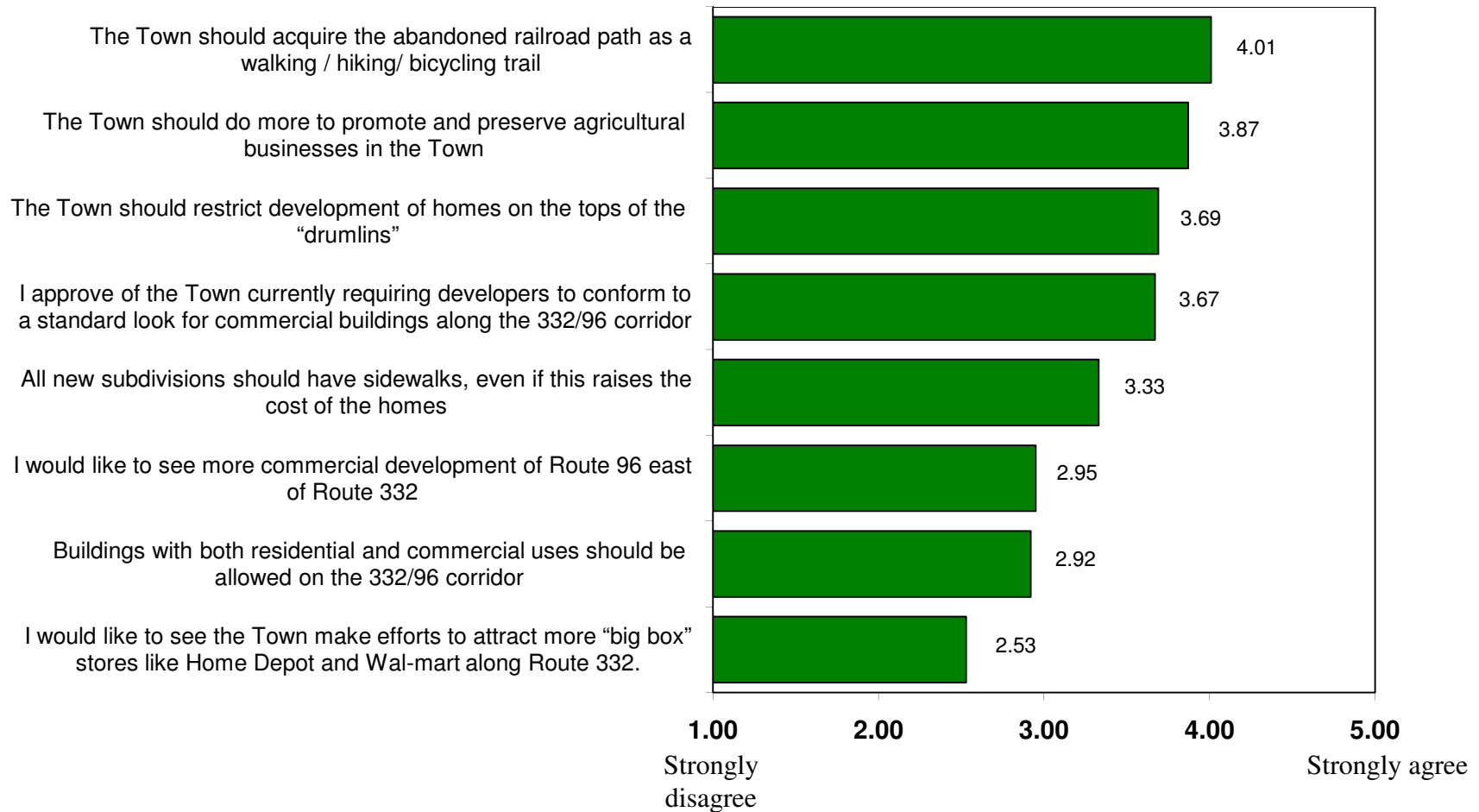
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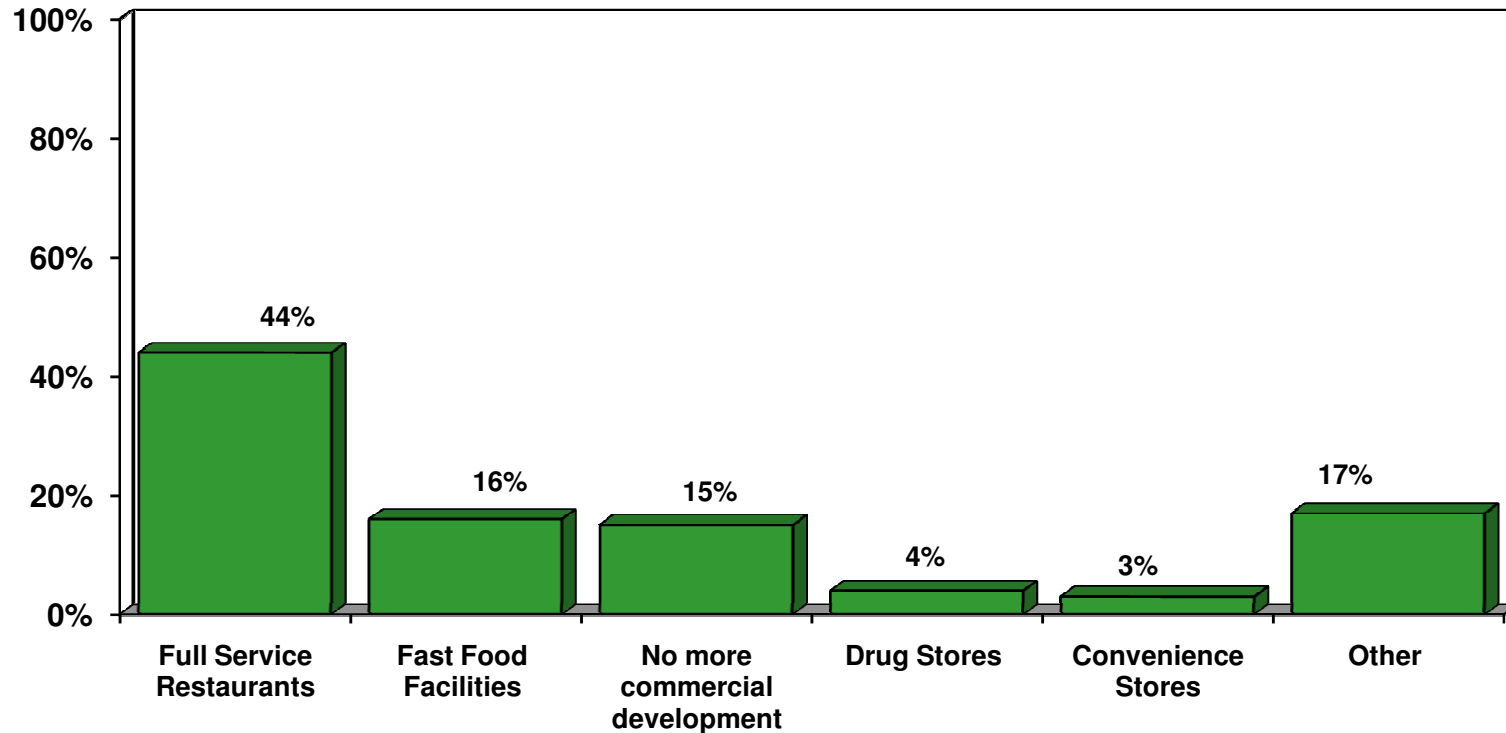
Standardizing the look of 332/96 businesses and preserving agricultural businesses also was well-supported.

Various development issues

AVERAGE SCORES — the higher the score the more the agreement



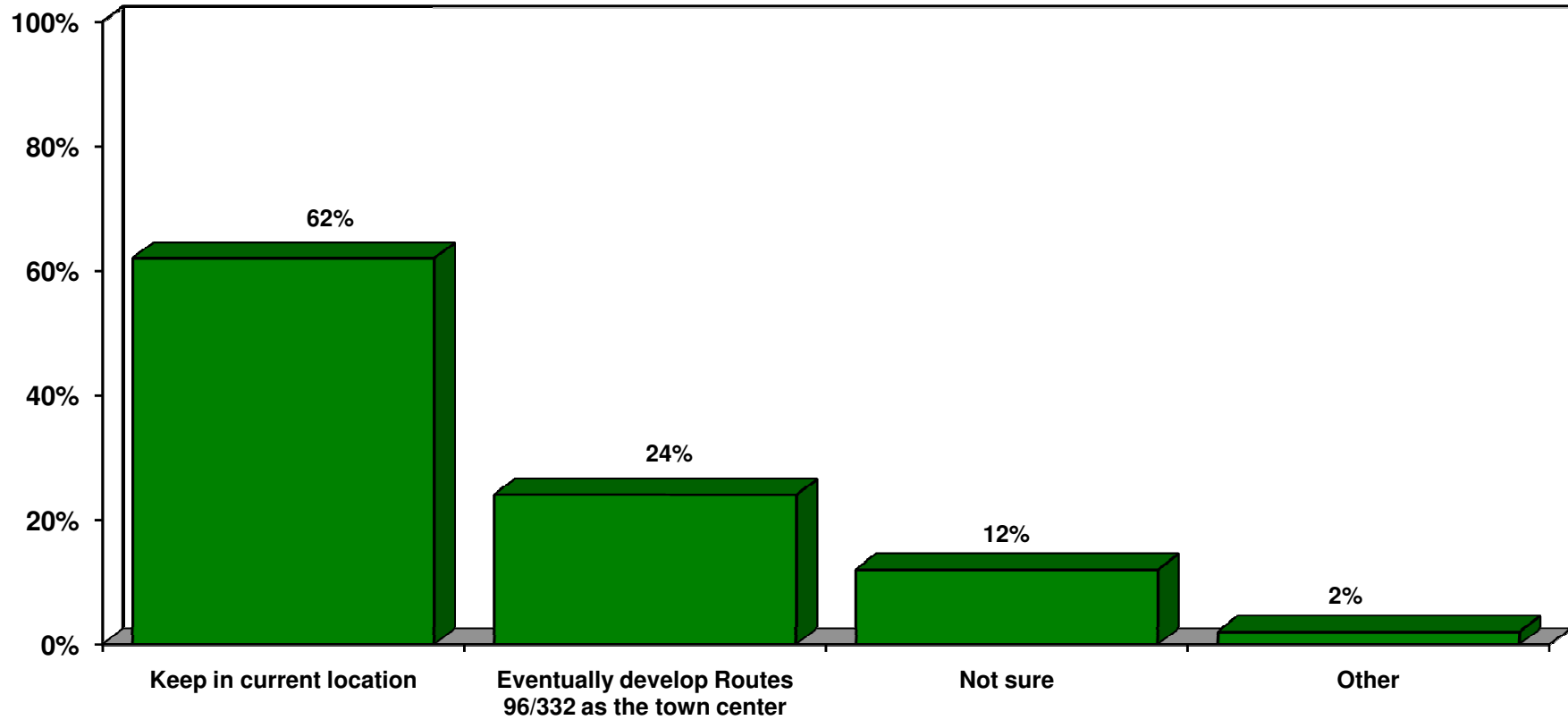
What types of commercial development would you MOST like to see along the Route 332 corridor (Top Three)



Respondents would most like to see more full service restaurants along the route 332 corridor.

Examples of “Other” include specific national chain stores (including “big box), restaurants, and grocery stores.

Should the “town center” be located closer to the Routes 96/Route 332 area?



Most respondents want the town offices to remain in their current location.

Conclusions

- Recreation
 - It was concluded that a case could be made for either maintenance of the current level of effort, or for more aggressive support of Town sponsored activities.
 - The idea of continuing at the current level is supported by the following findings:
 - The percentage of residents involved with recreational leagues and other organized sports is fairly small. We found that only 20% of households had any participation in non-Farmington sports leagues, and the highest percentage of participation in any one sport was no more than 11%.
 - There is not a large amount of dissatisfaction by current participants in their sports leagues.
 - Only 9% support the Town expanding programs entirely on its own.
 - There is a strong feeling that funding for more recreational programs should come from user fees.
 - Town parks and hiking trails have both high usage and satisfaction.

Conclusions continued

- However, a case could be made for more aggressive efforts:
 - More than half say that they want to see more town sponsorship of youth sport league.
 - Almost half say they want to see more support of Town sponsored sports and recreational efforts.
 - About one third are in favor of hiring a full time recreation director.
 - One fourth say they would pay a property tax increase.

- Development
 - There is mixed feeling regarding future development, but highly supported concepts include more senior housing, more businesses along the route 332/96 corridors, maintenance of open spaces, and fewer new apartment units.