

**Town of South Bethany
April 2011 Comprehensive Plan
Community Survey**

Results Report – July 2011

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Town of South Bethany

April 2011 Comprehensive Plan Community Survey

Results Report – July 2011

Executive Summary

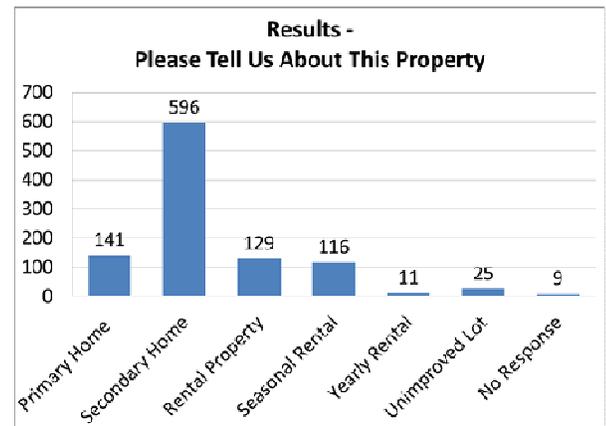
The Town of South Bethany received a total of 860 responses to its recent *2011 Comprehensive Plan Community Survey* that was mailed to over 1300 South Bethany property owners. Survey results indicate that the needs of the Town are being met. Overall, homeowners are satisfied with how things are going, and they are very satisfied with the Beach Patrol, the Police Department Staff and the Trash Removal. Collectively however, homeowners voiced their dissatisfaction with Mediacom TV, as it is the only service that received an “Unsatisfied” rating. When looking ahead to the future, the survey found that South Bethany property owners are in agreement that the Town’s priority areas of focus should be on maintaining dredged canals and maintaining a replenished beach. The survey’s overall scores and comments indicate that the citizens of South Bethany are satisfied with the Town the way it is, but also suggest there are some areas that require future attention.

Background

This survey was initially drafted by the Town of South Bethany’s Planning Commission during the Fall of 2010. The draft survey was sent to Martin Wollaston, a policy scientist from the University of Delaware Institute for Public Administration, for a professional review. He provided a few comments to the draft survey that he conveyed to South Bethany. His comments are attached to the minutes of the Town of South Bethany Town Council Workshop Meeting held on January 27, 2011. The draft survey, along with the comments by Martin Wollaston, were reviewed at the January Workshop Meeting. During the February 24, 2011, Workshop Meeting the survey was reviewed in detail and discussed line by line, resulting in the document that was submitted for approval at the March 11, 2011, Town Council Meeting. The survey was approved at the March 11th meeting subsequent to a few more modifications. The survey, with a self-addressed stamped envelope, was then sent to 1,317 property owners on March 22, 2011, with a return due date of May 2, 2011. A copy of the survey is attached in Appendix A.

People Who Responded

As of May 13, 2011, 860 completed survey forms were received at Town Hall. This was a very good response rate of 65%. The last survey by the town was in 1999, which had just over a 50% response rate. At one time it was discussed that the survey should be an online survey. This idea was rejected in favor of the paper survey. One local town just completed an online survey with only a 23%



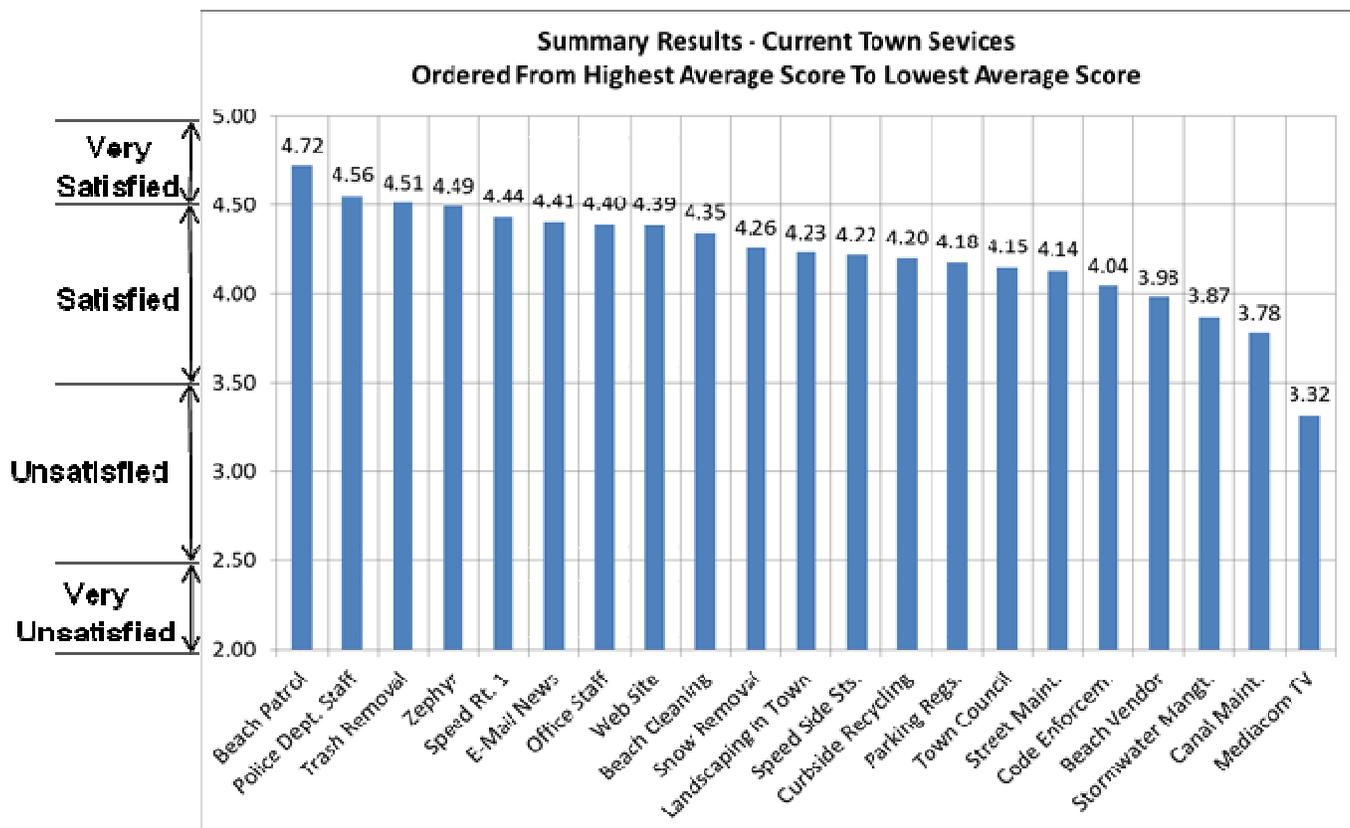
response rate. Although analyzing the data from the paper survey was very time consuming, it is believed that the high response rate was probably due to the fact that it was a paper survey and a stamped, self-addressed envelope was supplied with the survey, instead of using an online survey.

The chart on the previous page shows the distribution of responders among the different types of property owners. The numbers add to more than the total responses of 860 because some homes are secondary homes and also rental property and some people were responding for more than one property. Seasonal rental plus yearly rental do not add to the total number of rental properties since some choices were left blank.

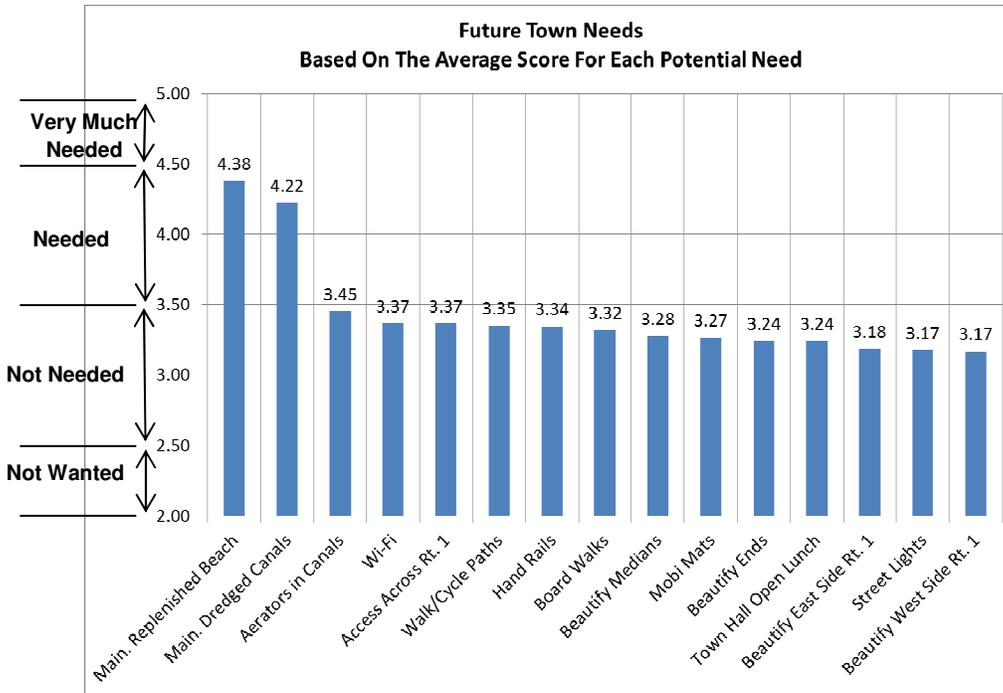
Summary of Results – Current Town Services

The average score of the 21 Town Services was 4.22. This put the responders’ satisfaction with the Current Town Services solidly in the “Satisfied” category. There were three services; the Beach Patrol, the Police Department Staff and the Trash Removal, in the “Very Satisfied” category. There was one service, Mediacom TV, in the “Unsatisfied” category. The remaining services were all in the “Satisfied” category.

The detail summaries of the Current Town Services, later in this report, document the number of responders in each category for each service. Also provided is the number of received written comments. The numerical scores and the written comments will help in exploring potential adjustments that can improve the satisfaction of the Town Services.

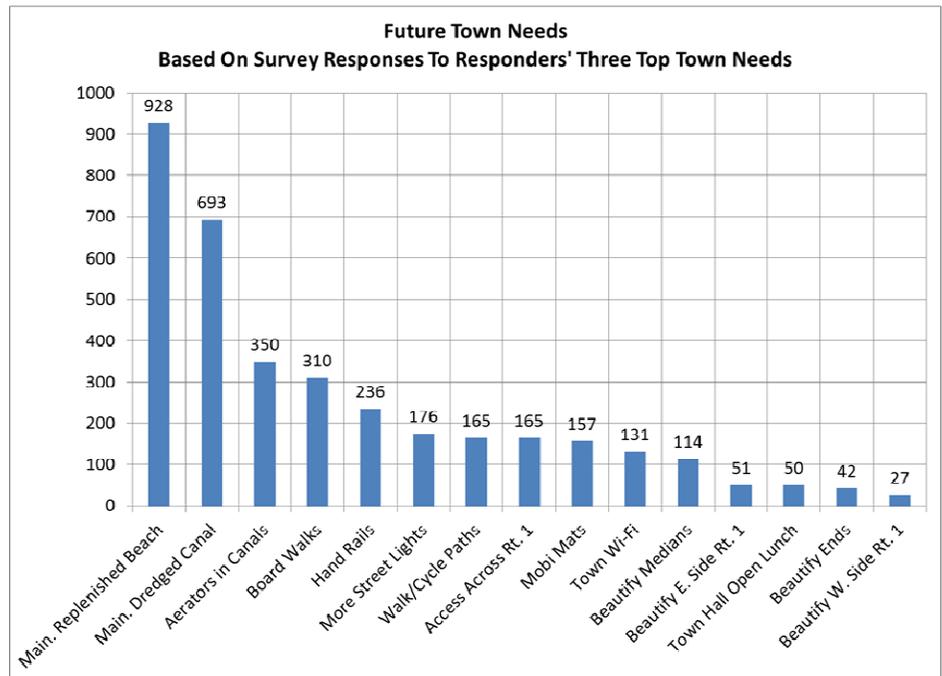


Summary of Results – Future Town Needs



The results show that the responders were satisfied with the way the Town is now. Of the 15 needs listed in the survey only two were said to be “Needed.” These two were the continued maintenance of two important assets, the Beach and the Canals. The other 13 needs all fell just below the “Needed” category. They had essentially the same score, having a separation of only 0.28 points among their averages.

When the responders were asked to select only their three top Town needs, it became clearer what their priorities were. Some slight changes in the needs’ relative standing occurred. For example, when based on average, the Town Wi-Fi came in 4th but when the top three choices were tabulated (*three points were given to the responder’s first choice, two points to the second choice and one point to the third choice*) the Town Wi-Fi came in 10th.



The detail summary of the Future Town Needs, later in this report, documents the number of responders in each category for each service. Also provided is the number of received written comments. All comments, together with the scores, will help in establishing priorities which address Future Town Needs.

Summary of Results – Barricade at Black Gum Drive in Cat Hill

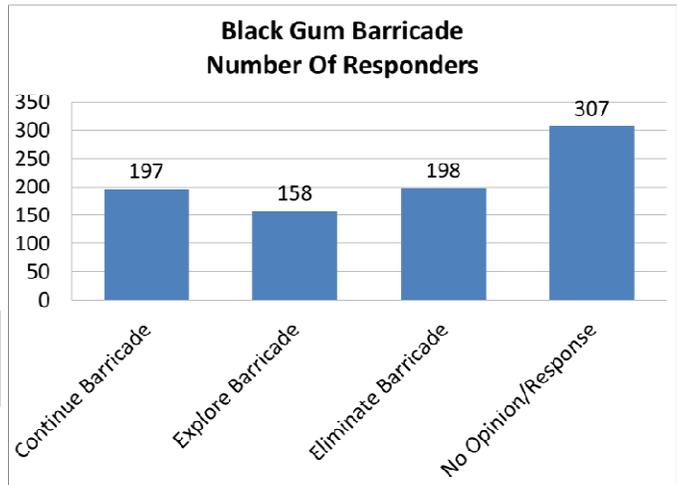
Numerical Results for those who had an opinion:

- 35.6 % were for continuing the Barricade.
- 35.8 % were for eliminating the Barricade
- 28.6 % were in favor of exploring options

There were 114 written comments.

To view comments click here:

www.southbethany.org/survey/Barricade.at.Black.Gum.Drive.pdf



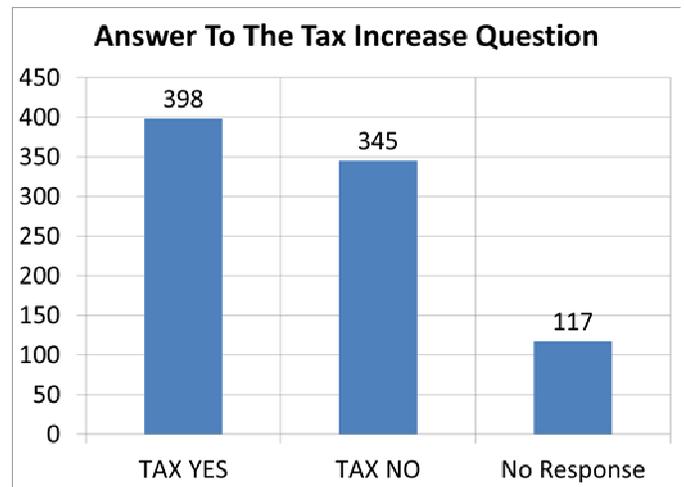
Summary of Results – Tax Question

“Are you willing to have taxes increased, if required to implement your three selections for the three top Town needs?”

54% of those who responded to the question said “YES” to the question. There were 102 written comments related to taxes and financial issues.

To view comments click here:

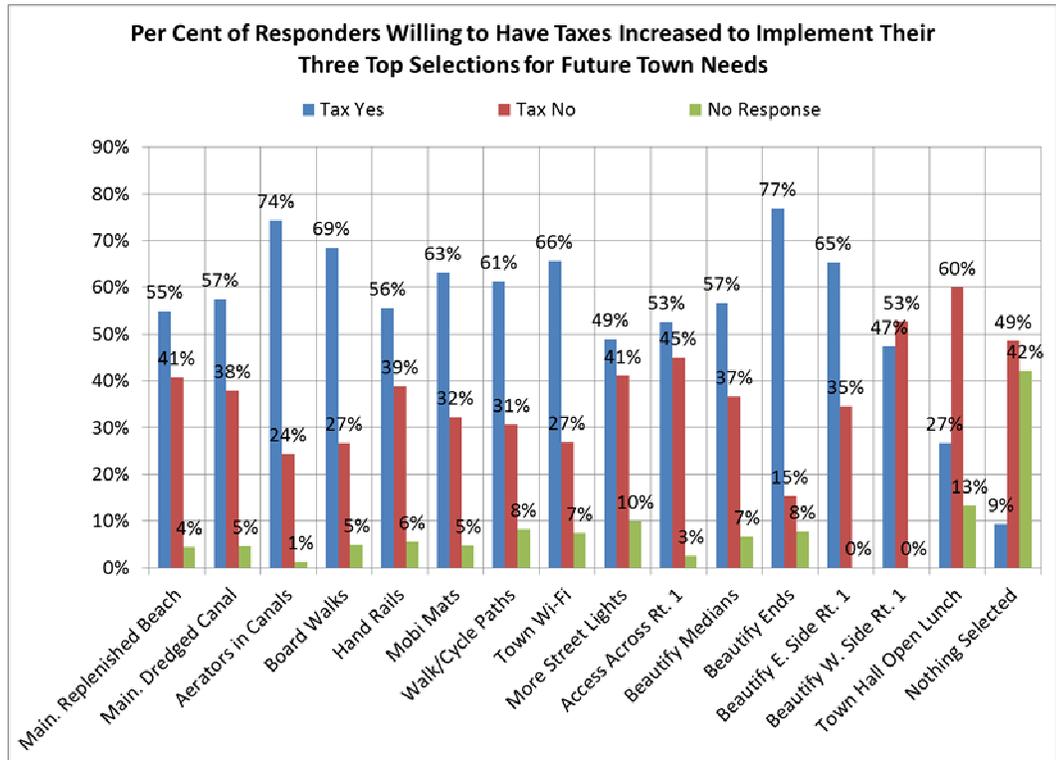
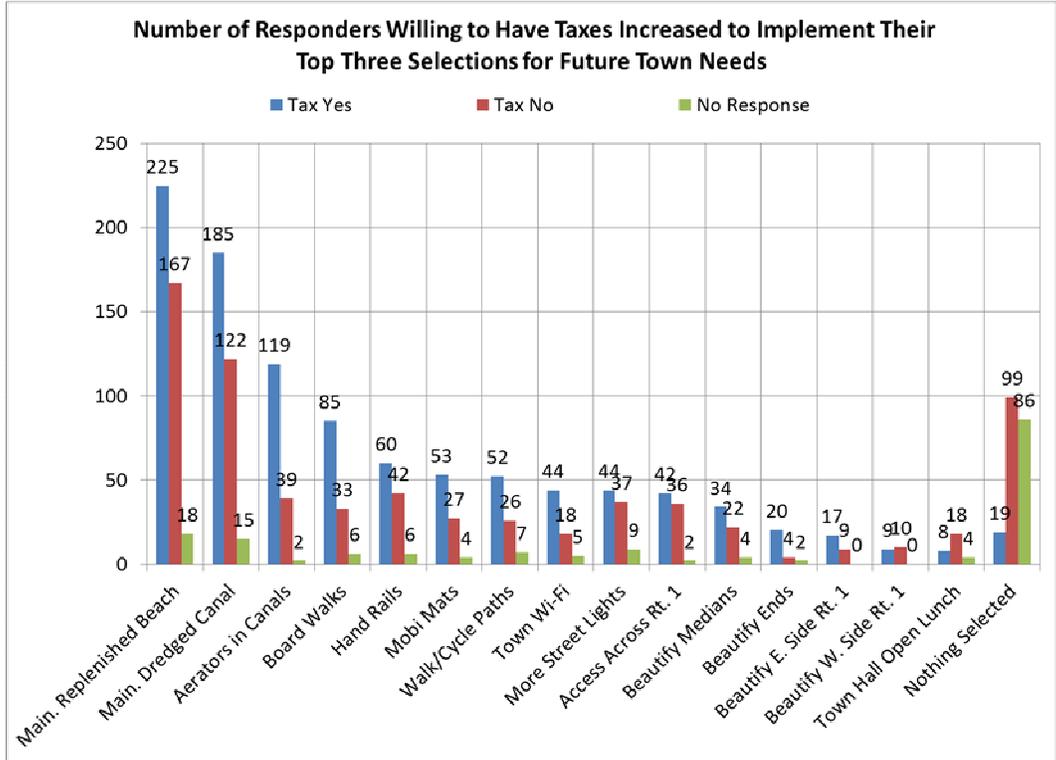
www.southbethany.org/survey/Tax.Question.pdf



Responders were willing to have taxes increased, if required to support their three top selections for Future Town Needs, as shown by the two charts that follow on the next page.

As an example, there were 225+167+18 = 410 responders who selected “Maintain Replenished Beach” as one of their three top choices. 225 (55%) were willing to have taxes increased to implement their selection. 167 (41%) were not willing to have taxes increased to implement their selection. 18 (4%) did not answer the question.

There were 19+99+86 = 204 responders who did not select any of the 15 Future Town Needs that were presented. Of those 204 responders 19 (9%) said that they were willing to have taxes increased. 4 of the 19 had selected their own personal recommendations that they would want implemented. However, 15 made no selection for the top three Future Town Needs. 99 (49%) were not willing to see taxes increased and 86 (42%) did not answer the question.



Detail Results - Current Town Services –

This section shows the distribution of responses among the five different potential selections of 1 through 5. The averages were calculated based on responses that were 2, 3, 4 or 5. Responses of 1, “No Opinion,” were not used in the calculation.

Responders were asked to provide written comments if they had marked 2 or 3 (“Very Unsatisfied” or “Unsatisfied”). Although quite often positive comments and suggestions were provided, most of the written comments tended to be negative. All comments, together with the scores, will help in exploring potential adjustments that can improve the satisfaction of the Town Services.

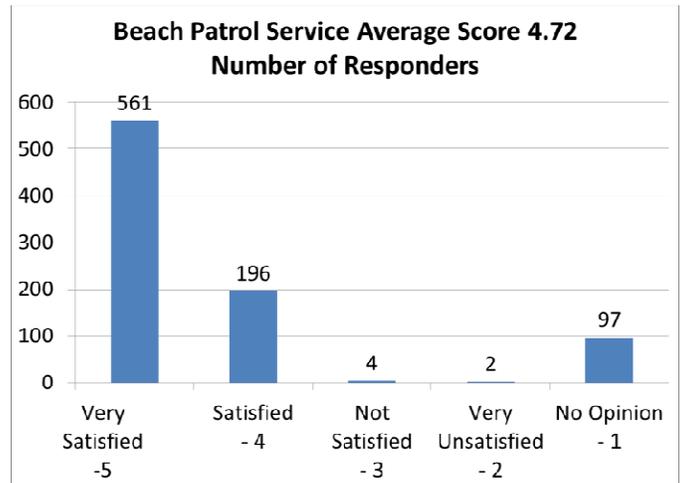
Detail Results - BEACH SERVICES –

A. Beach Patrol (Lifeguards)

The average score of 4.72 puts the Beach Patrol Services well into the “Very Satisfied” category. 99% of those who had an opinion were satisfied or very satisfied with the Beach Patrol. Some of the “No Opinion” came from responders who indicated that they do not go to the beach. There were 12 written comments.

To view comments click here:

www.southbethany.org/survey/Beach.Patrol.pdf

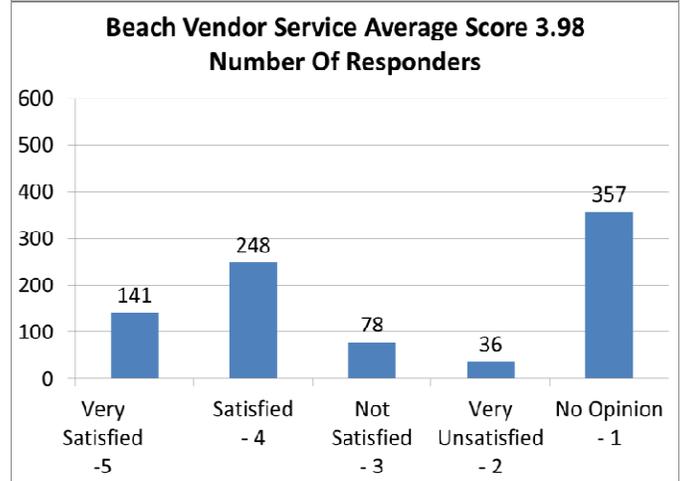


B. Beach Vendor

The average score of 3.98 puts the Beach Vendor Services in the middle of the “Satisfied” category. 77% of those who had an opinion were satisfied or very satisfied with the Beach Vendor. 42 % of the responders had no opinion. There were 62 written comments.

To view comments click here:

www.southbethany.org/survey/Beach.Vendor.pdf

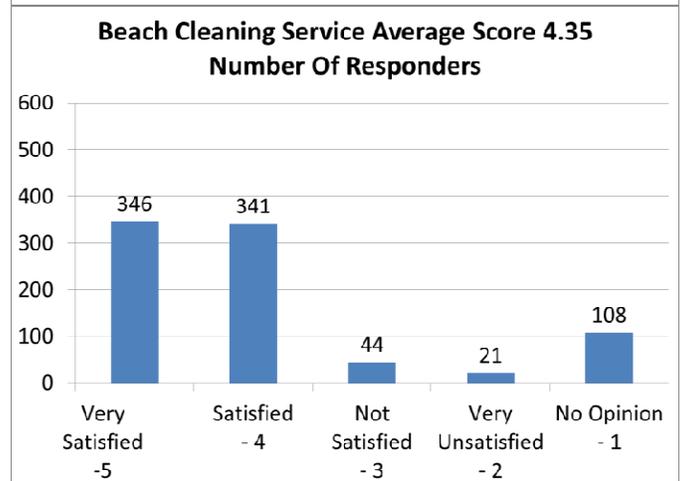


C. Beach Cleaning

The average score of 4.35 puts the Beach Cleaning Services very close to the “Very Satisfied” category. 91% of those who had an opinion were satisfied or very satisfied with the Beach Cleaning. There were 62 written comments.

To view comments click here:

www.southbethany.org/survey/Beach.Cleaning.pdf

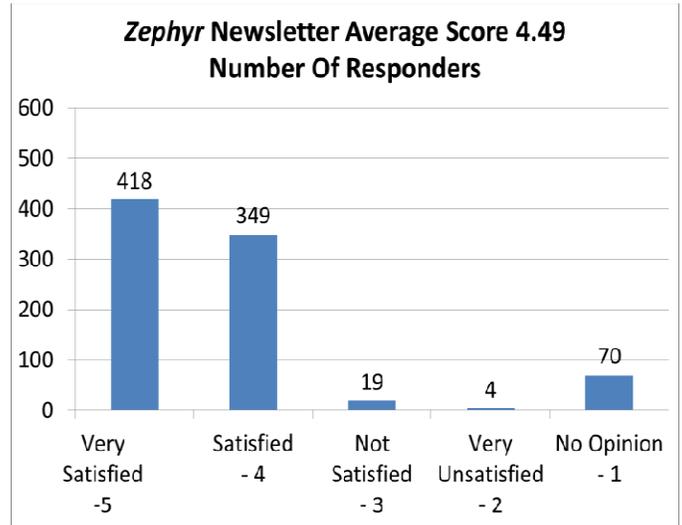


Detail Results - COMMUNICATION SERVICES –

D. Communications – The Zephyr Newsletter

The *Zephyr* average score of 4.49 was within 0.01 point of being rated “Very Satisfied.” 97% of those who had an opinion were satisfied or very satisfied with the *Zephyr*. There were 8 written comments.

To view comments click here:
www.southbethany.org/survey/Zephyr.Newsletter.pdf

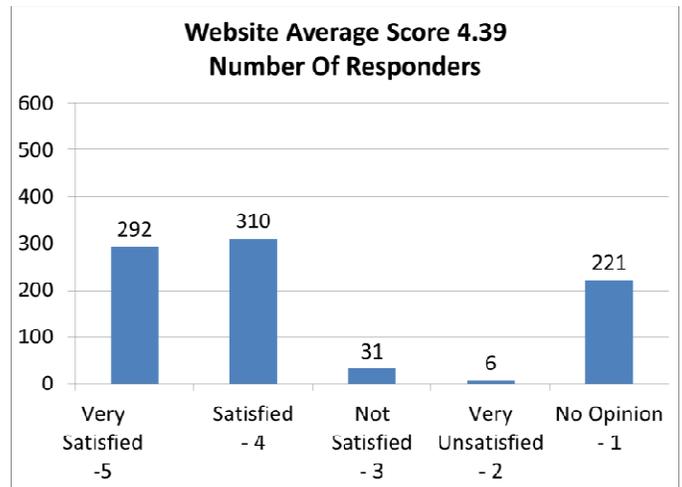


E. Communications – Town Website

<http://www.southbethany.org>

The Website average score of 4.39 placed it very solidly in the “Satisfied” category. 94% of those who had an opinion were satisfied or very satisfied with the Website. There were 5 written comments.

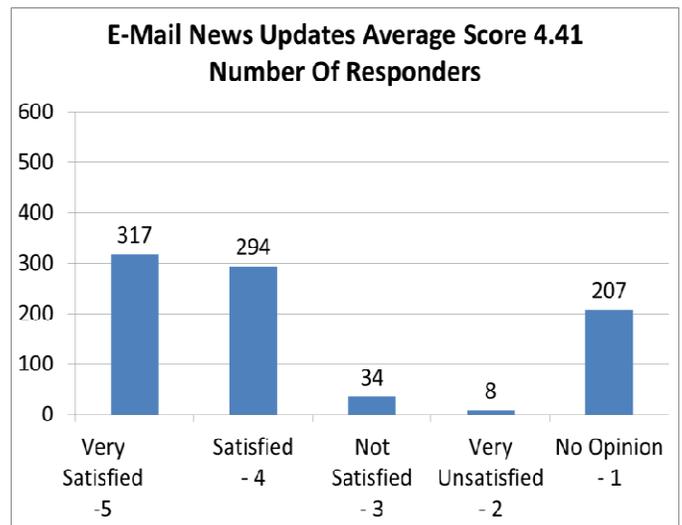
To view comments click here:
www.southbethany.org/survey/Town.Website.pdf



F. Communications – Email News Updates

The E-Mail News Update average score of 4.41 placed it very solidly in the “Satisfied” category. 94% of those who had an opinion were satisfied or very satisfied with the E-Mail News Update. There were 17 written comments.

To view comments click here:
www.southbethany.org/survey/Email.News.Updates.pdf



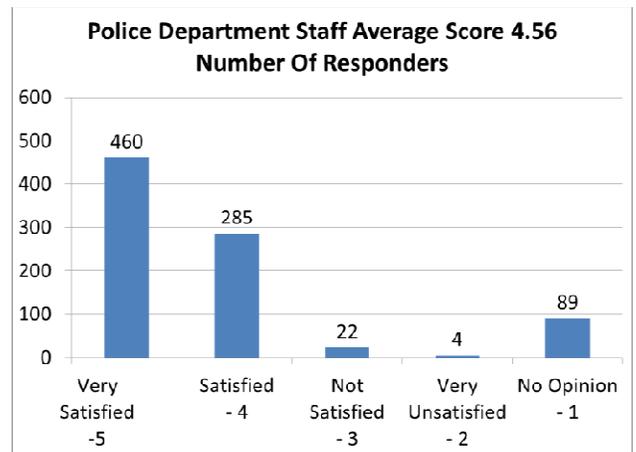
Detail Results - POLICE DEPARTMENT –

G. Police Department Staff

The Police Department Staff average score of 4.56 placed it in the “Very Satisfied” category. 97% of those who had an opinion were satisfied or very satisfied with the Police Department Staff. There were 25 written comments.

To view comments click here:

www.southbethany.org/survey/Police.Department.Staff.pdf

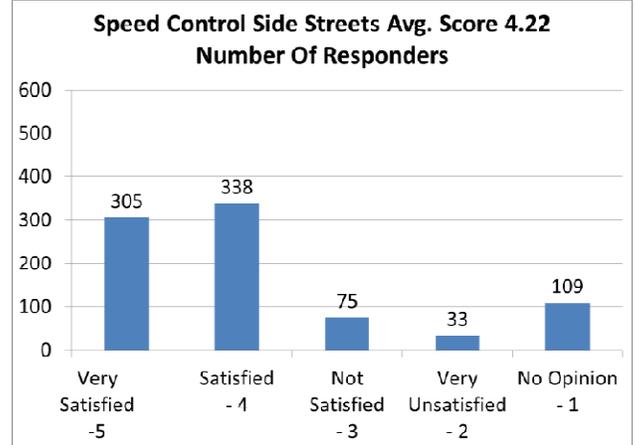


H. Speed Control on Side Streets

The Speed Control on Side Streets average score of 4.22 placed it in the "Satisfied" category. 86% of those who had an opinion were satisfied or very satisfied with the Speed Control on Side Streets. There were 67 written comments.

To view comments click here:

www.southbethany.org/survey/Speed.Control.on.Side.Streets.pdf

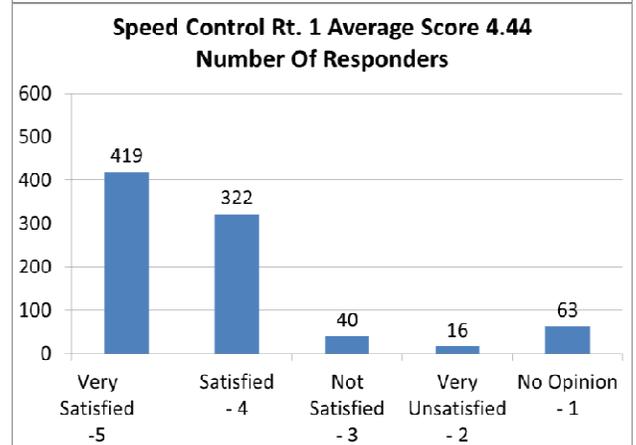


I. Speed Control on Route 1

The Speed Control on Route 1 average score of 4.44 placed it strongly in the “Satisfied” category. 93% of those who had an opinion were satisfied or very satisfied with the Speed Control on Route 1. There were 54 written comments.

To view comments click here:

www.southbethany.org/survey/Speed.Control.on.Route.1.pdf

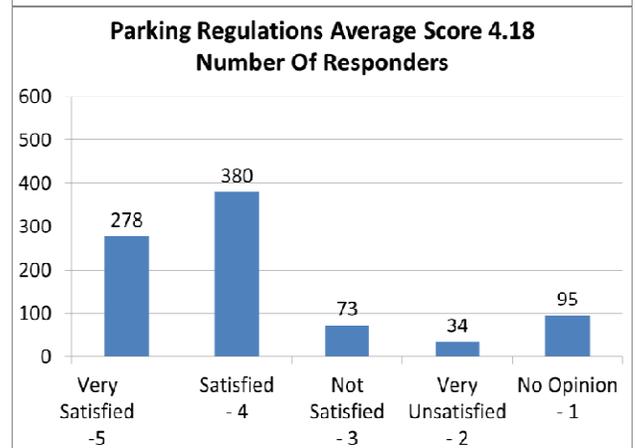


J. Parking Regulations

The Parking Regulations average score of 4.18 placed it in the “Satisfied” category. 86% of those who had an opinion were satisfied or very satisfied with the Parking Regulations. There were 70 written comments.

To view comments click here:

www.southbethany.org/survey/Parking.Regulations.pdf

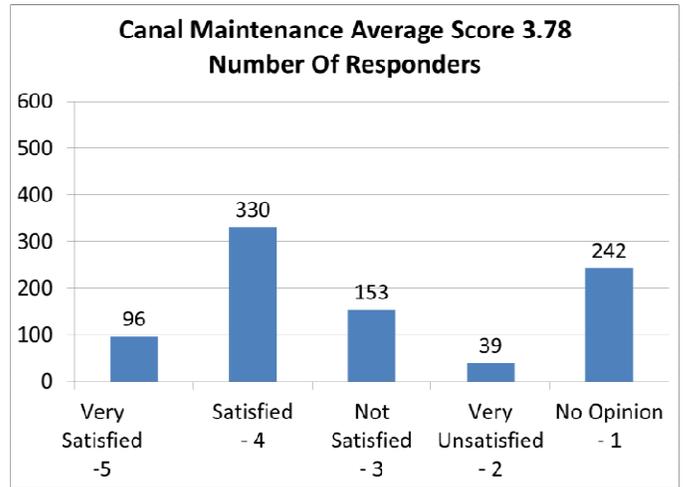


Detail Results - TOWN SERVICES –

K. Canal Maintenance

The Canal Maintenance average score of 3.78 placed it in the “Satisfied” category. 69% of those who had an opinion were satisfied or very satisfied with the Canal Maintenance. There were 79 written comments.

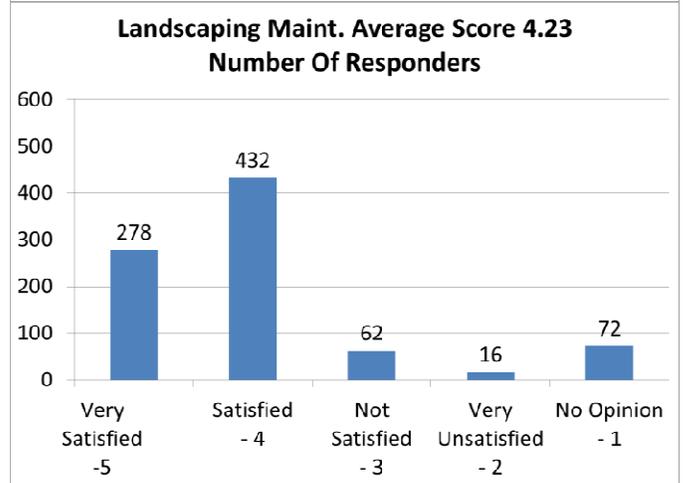
To view comments click here:
www.southbethany.org/survey/Canal.Maintenance.pdf



L. Landscaping Maintenance Throughout The Town

The Landscaping Maintenance Throughout The Town average score of 4.23 placed it solidly in the “Satisfied” category. 90% of those who had an opinion were satisfied or very satisfied with the Landscaping Maintenance Throughout The Town. There were 28 written comments.

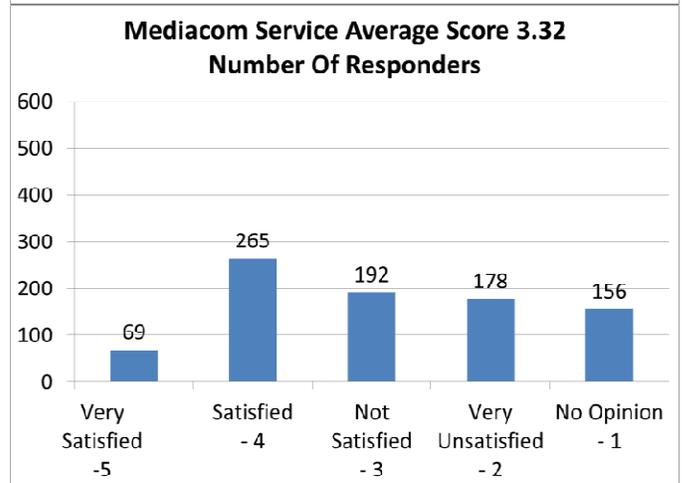
To view comments click here:
www.southbethany.org/survey/Landscaping.Maintenance.Throughout.Town.pdf



M. Mediacom TV

Although 69 responses were “Very Satisfied” and 265 were “Satisfied,” Mediacom’s average score was 3.32 which put it in the “Not Satisfied” category. This was due to the 370 (53%) responses that were either “Not Satisfied” or “Very Unsatisfied.” Mediacom was the service that received the most written comments. There were 230 written comments. The scores and written comments will be presented to Mediacom.

To view comments click here:
www.southbethany.org/survey/Mediacom.TV.pdf

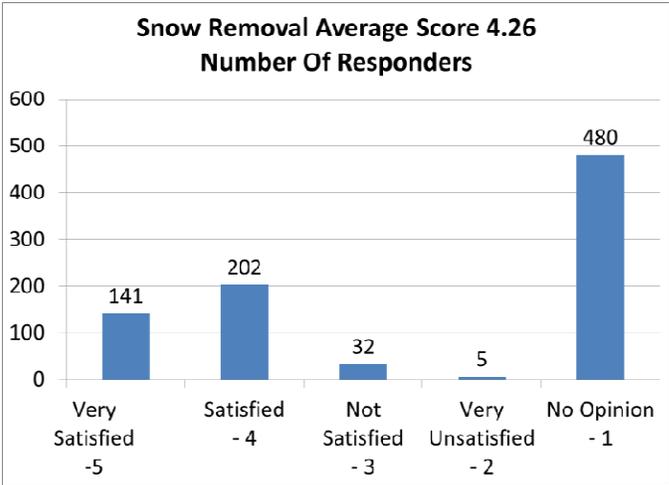


Detail Results - TOWN SERVICES – Continued

N. Snow Removal

The Snow Removal average score of 4.26 placed it solidly in the “Satisfied” category. 90% of those who had an opinion were satisfied or very satisfied with the snow removal. There were 15 written comments. The “No Opinion” selections were the result of numerous people not being present in South Bethany during the snow events.

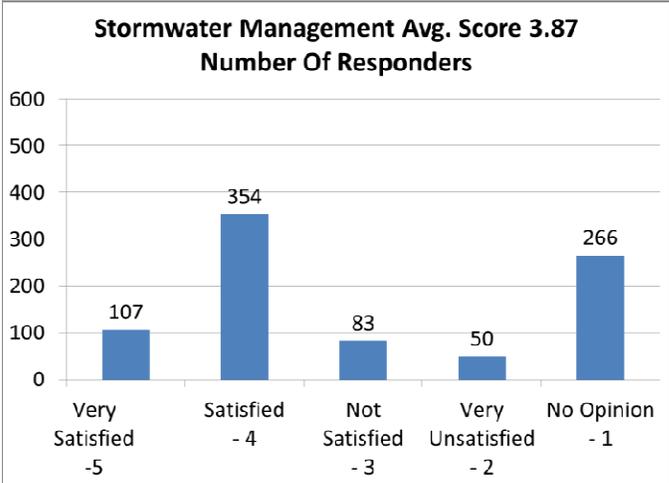
To view comments click here:
www.southbethany.org/survey/Snow.Removal.pdf



O. Storm Water Management

The Storm Water Management average score of 3.87 placed it in the “Satisfied” category. 78% of those who had an opinion were satisfied or very satisfied with the storm water management. There were 68 written comments.

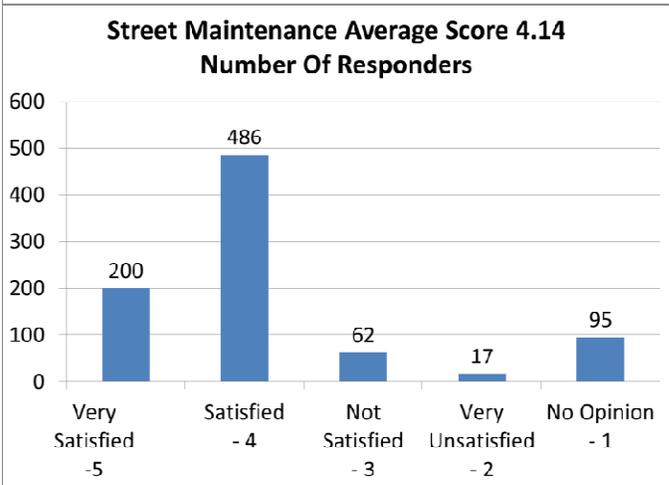
To view comments click here:
www.southbethany.org/survey/Storm.Water.Management.pdf



P. Street Maintenance

The Street Maintenance average score of 4.14 placed it solidly in the “Satisfied” category. 90% of those who had an opinion were satisfied or very satisfied with the street maintenance. There were 34 written comments.

To view comments click here:
www.southbethany.org/survey/Street.Maintenance.pdf

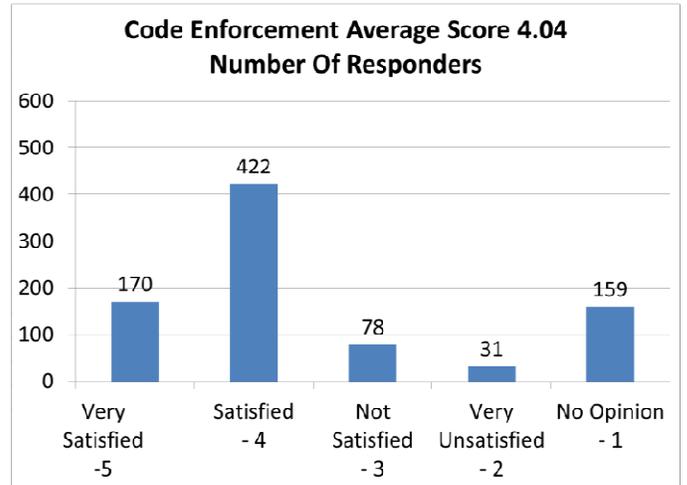


Detail Results - TOWN SERVICES – Continued

Q. Town Code Enforcement

The Town Code Enforcement average score of 4.04 placed it solidly in the “Satisfied” category. 84% of those who had an opinion were satisfied or very satisfied with the Town Code Enforcement. There were 63 written comments.

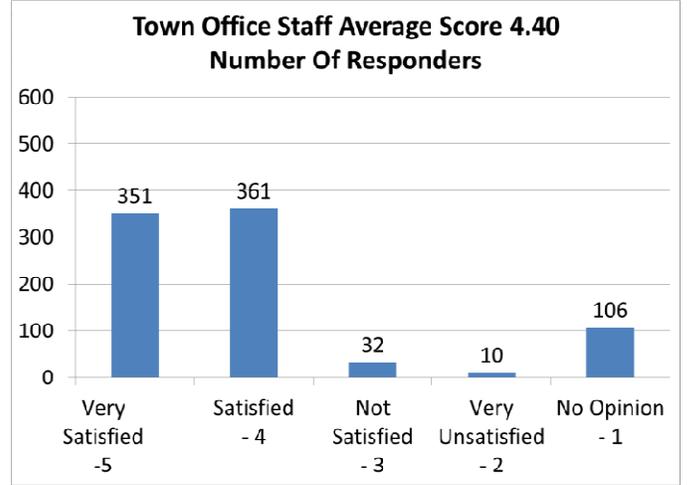
To view comments click here:
www.southbethany.org/survey/Town.Code.Enforcement.pdf



R. Town Office Staff

The Town Office Staff average score of 4.40 placed it solidly in the “Satisfied” category. 94% of those who had an opinion were satisfied or very satisfied with the Town Office Staff. There were 25 written comments.

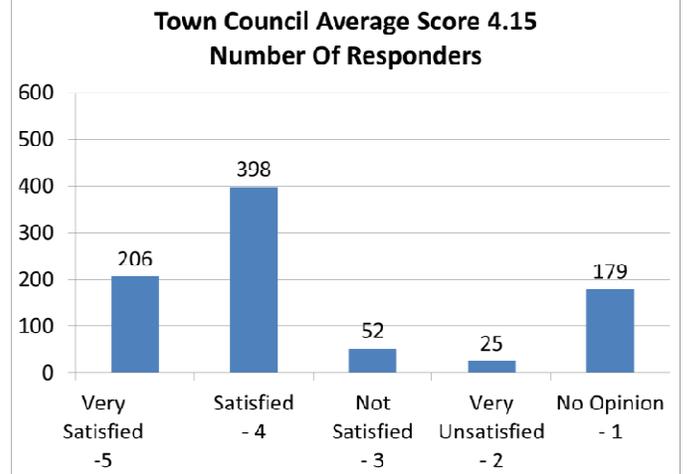
To view comments click here:
www.southbethany.org/survey/Town.Office.Staff.pdf



S. Town Council

The Town Council average score of 4.15 placed it solidly in the “Satisfied” category. 89% of those who had an opinion were satisfied or very satisfied with the Town Council. There were 37 written comments.

To view comments click here:
www.southbethany.org/survey/Town.Council.pdf



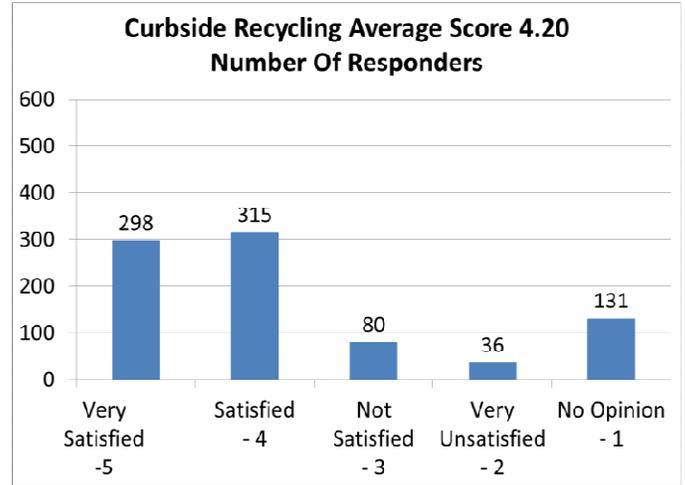
Detail Results - WASTE SERVICES

T. Curbside Recycling

The Curbside Recycling average score of 4.20 placed it solidly in the “Satisfied” category. 84% of those who had an opinion were satisfied or very satisfied with the Curbside Recycling. There were 87 written comments.

To view comments click here:

www.southbethany.org/survey/Curbside.Recycling.pdf

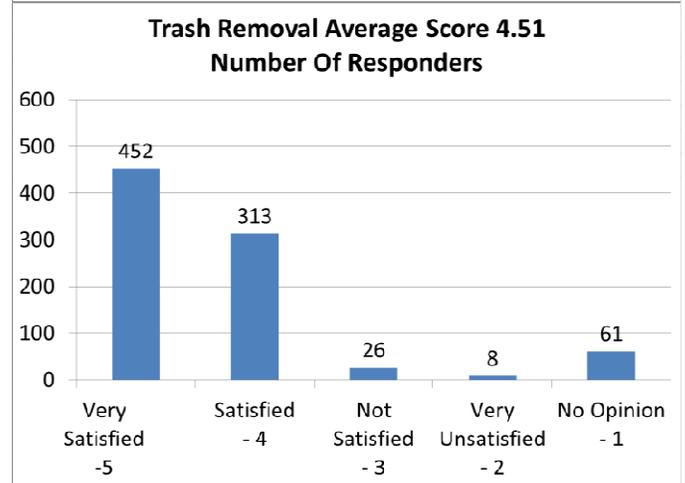


U. Trash Removal

The Trash Removal average score of 4.51 placed it in the “Very Satisfied” category by 0.01 points. 96% of those who had an opinion were satisfied or very satisfied with the Trash Removal. There were 16 written comments.

To view comments click here:

www.southbethany.org/survey/Trash.Removal.pdf



Yard Waste

This was not a service included in the survey since it was instituted after the survey was developed. However, there were 26 written comments relative to yard waste.

To view comments click here:

www.southbethany.org/survey/Yard.Waste.pdf

Detail Results - Future Town Needs

This section shows the distribution of responses among the five different potential selections of 1 through 5. The averages were calculated based on responses that were 2, 3, 4 or 5. Responses of 1, "No Opinion," were not used in the calculation.

Responders were asked to provide written comments if they had anything to add relative to Future Town Needs. All comments together with the scores will help in establishing priorities which address Future Town Needs.

A. Improve Beach Walkways across the dune

To view comments click here:

www.southbethany.org/survey/Improve.Beach.Walkways.pdf

A.1. Two additional Handicap Boardwalks similar to the one at S. 3rd St. (Estimated Cost \$70,000 per crossing)

The average score of 3.32, based on those who had an opinion, says that the responders do not believe Boardwalks are needed. 59% of those who had an opinion said that the Boardwalks were not needed or not wanted. However, when the responders prioritized the future needs the Boardwalks scored 4th out of 15. There were 57 written comments.

To view comments click here:

www.southbethany.org/survey/Handicap.Boardwalks.pdf

A.2. Hand Rails; up, over and down the dune (Estimated Cost \$1,200 per crossing)

The average score of 3.34, based on those who had an opinion, says that the responders do not believe Hand Rails are needed. 59% of those who had an opinion said that the Hand Rails were not needed or not wanted. However, when the responders prioritized the future needs the Hand Rails scored 5th out of 15. There were 18 written comments.

To view comments click here:

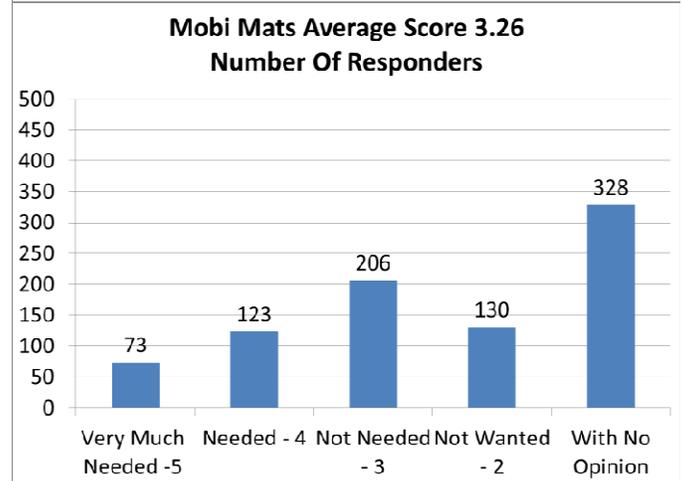
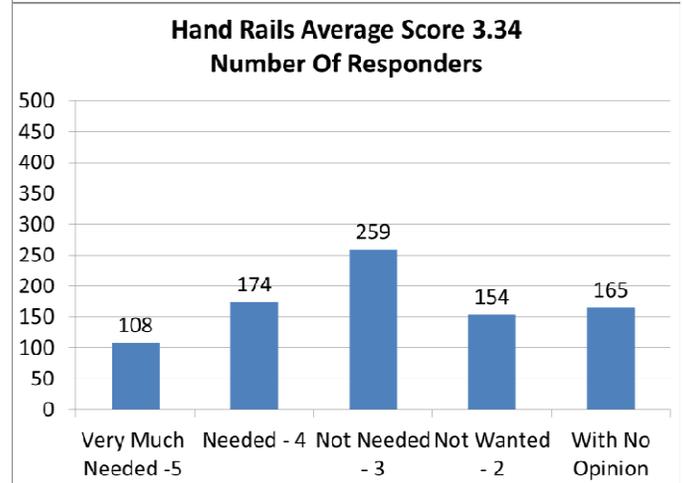
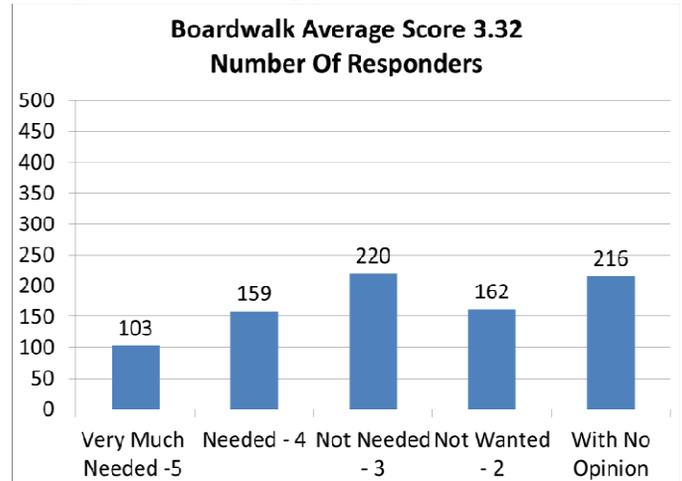
www.southbethany.org/survey/Hand.Rails.pdf

A.3. Mobi Mats, as demonstrated last year at S. 3rd St. (Estimated Cost \$4,200 for mat (5' X 50') on one side of dune as demonstrated)

The average score of 3.26, based on those who had an opinion, says that the responders do not believe Mobi-Mats are needed. 63% of those who had an opinion said that the Mobi-Mats were not needed or not wanted. When the responders prioritized the future needs the Mobi-Mats scored 9th out of 15. There were 25 written comments.

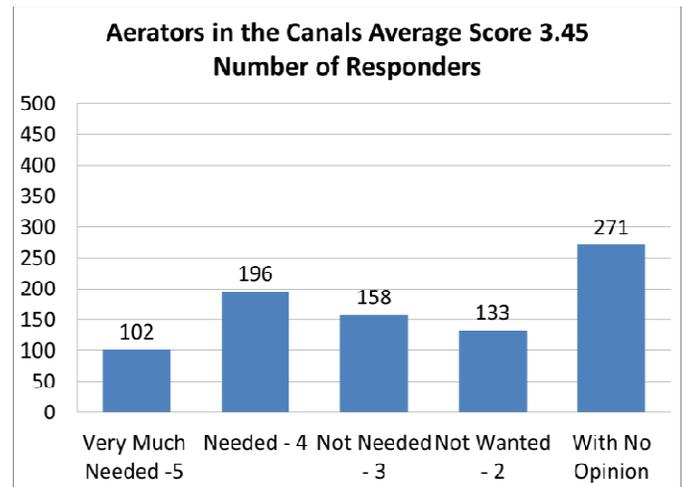
To view comments click here:

www.southbethany.org/survey/Mobi-Mats.pdf



B.1. Aerators in Canal (Estimated Cost \$20,000 per canal for installation, \$150/month for electrical usage.)

The average score of 3.45, based on those who had an opinion, says that the responders believe Aerators are right on the line between being needed and not needed. 49% of those who had an opinion said that the Aerators were not needed or not wanted. 51% of those who had an opinion said that the Aerators were in fact needed. When the responders prioritized the future needs the Aerators scored 3rd out of 15. There were 47 written comments.

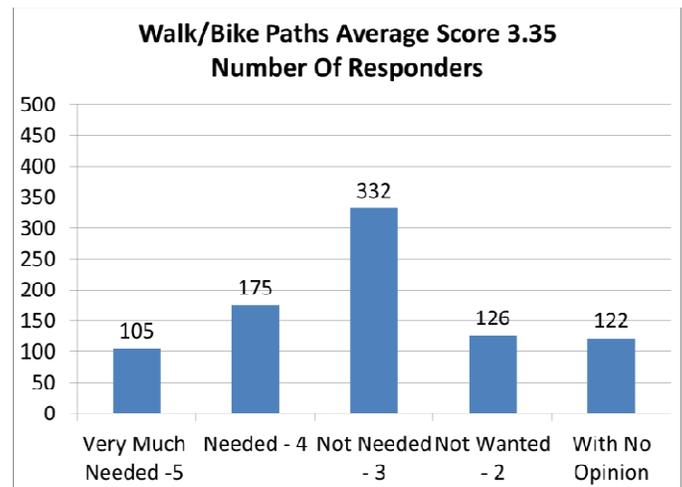


To view comments click here:

www.southbethany.org/survey/Aerators.in.Canal.pdf

C. Additional Walking and Bicycle Paths

The average score of 3.35, based on those who had an opinion, says that the responders do not believe additional Walking and Bicycle Paths are needed. 62% of those who had an opinion said that the additional Walking and Bicycle Paths were not needed or not wanted. When the responders prioritized the future needs the paths scored 7th out of 15. There were 9 written comments.



To view comments click here:

www.southbethany.org/survey/Additional.Walking.Bicycle.Paths.pdf

D. Improved Beautification to center island along Route 1

The average score of 3.28, based on those who had an opinion, says that the responders do not believe additional Beautification of the medians is needed. 66% of those who had an opinion said that additional Beautification of the medians was not needed or not wanted. When the responders prioritized the future needs the medians scored 11th out of 15. There were 34 written comments.

To view comments click here:

www.southbethany.org/survey/Center.Island.pdf

E. Improved Beautification along the east side of Route 1

The average score of 3.18, based on those who had an opinion, says that the responders do not believe additional Beautification of the east side is needed. 72% of those who had an opinion said that additional Beautification of the east side was not needed or not wanted. When the responders prioritized the future needs the Beautification of the east side scored 12th out of 15. There were 2 written comments.

To view comments click here:

www.southbethany.org/survey/East.Side.pdf

F. Improved Beautification on walkway along west side of Route 1

The average score of 3.17, based on those who had an opinion, says that the responders do not believe additional Beautification of the west side is needed. 73% of those who had an opinion said that additional Beautification of the west side was not needed or not wanted. When the responders prioritized the future needs Beautification of the west side scored 15th out of 15. There were 2 written comments.

To view comments click here:

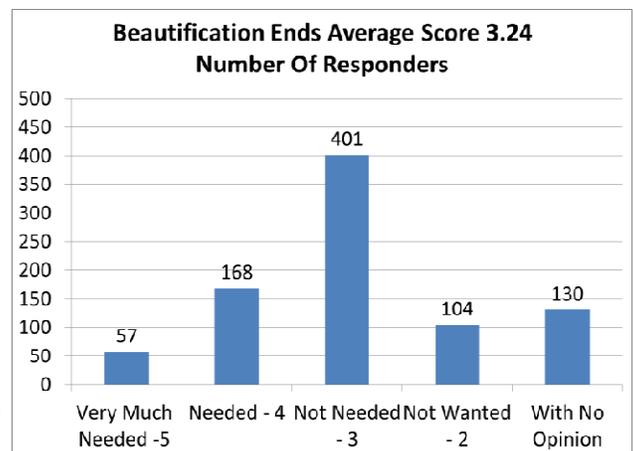
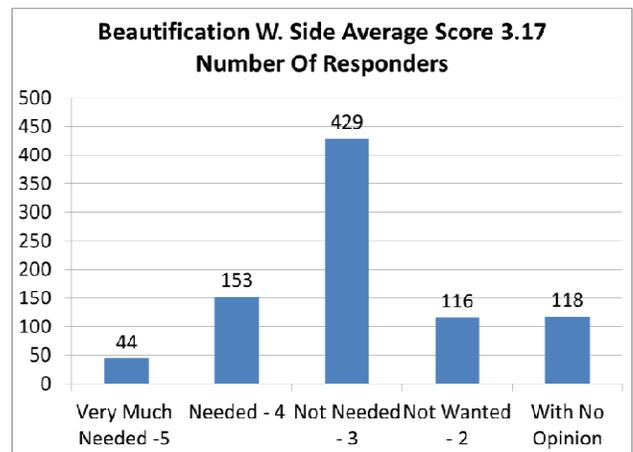
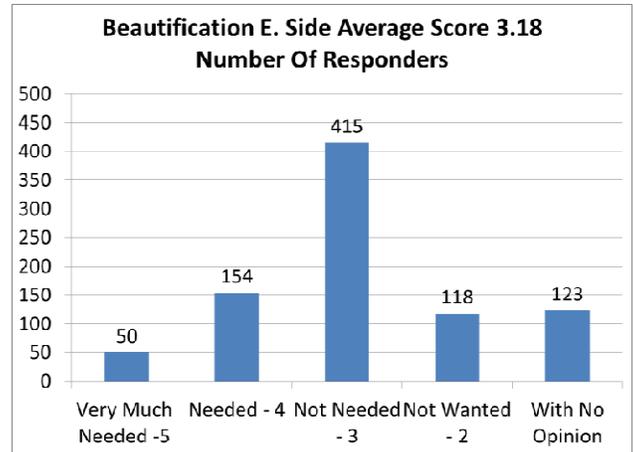
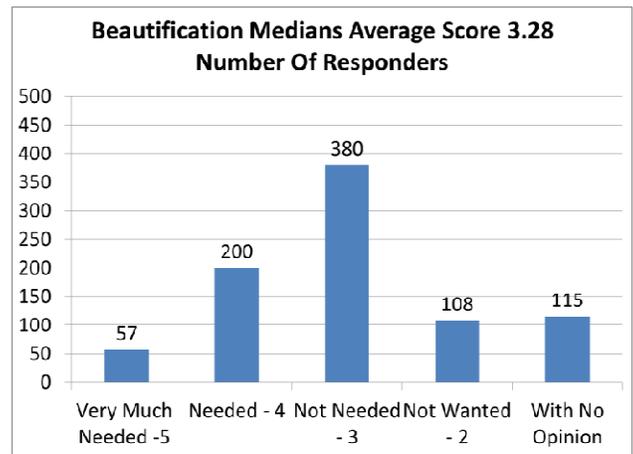
www.southbethany.org/survey/West.Side.pdf

G. Improved Beautification of canal ends and street ends

The average score of 3.24, based on those who had an opinion, says that the responders do not believe additional Beautification of the canal ends is needed. 69% of those who had an opinion said that additional Beautification of the canal ends was not needed or not wanted. When the responders prioritized the future needs Beautification of the canal ends scored 14th out of 15. There were 4 written comments.

To view comments click here:

www.southbethany.org/survey/Canal.and.Street.Ends.pdf

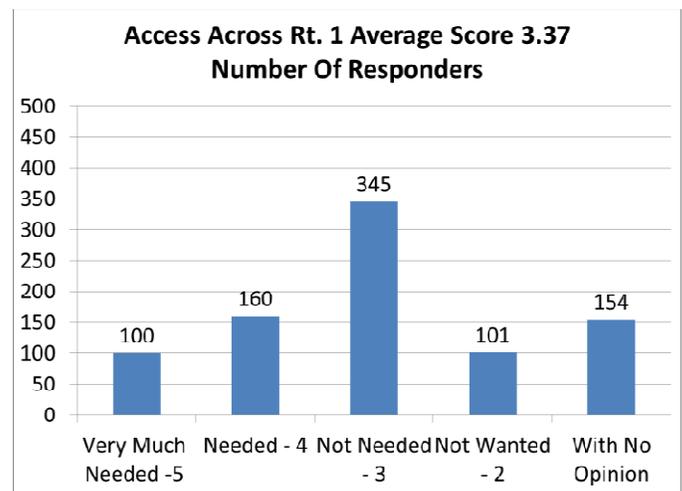


H. Improved east-west Access across Route 1

The average score of 3.37, based on those who had an opinion, says that the responders do not believe Improved east-west Access across Route 1 is needed. 63% of those who had an opinion said that Improved east-west Access across Route 1 was not needed or not wanted. When the responders prioritized the future needs the Improved Access scored 7th out of 15. There were 20 written comments.

To view comments click here:

www.southbethany.org/survey/East-West.Access.Route.1.pdf

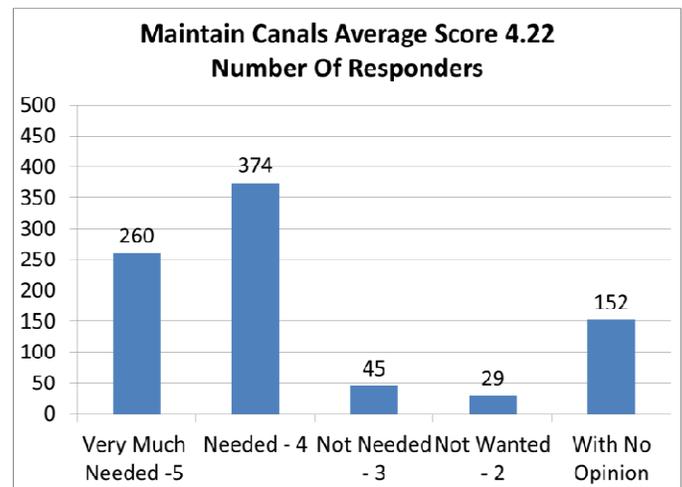


I. Maintain Dredged Canals

The average score of 4.22, based on those who had an opinion, puts Maintain Dredged Canals solidly in the “Needed” category. 37% of those who had an opinion said that Maintain Dredged Canals was “Very Much Needed,” 53% said Maintain Dredged Canals was “Needed.” This results in **90%** being in favor of maintaining one of our greatest assets. When the responders prioritized the future needs Maintain Dredged Canals scored 2nd out of 15, only behind Maintain Replenished Beach. There were 18 written comments relative to Maintain Dredged Canals in addition to the 79 written comments.

To view comments click here:

www.southbethany.org/survey/Maintain.Dredged.Canals.pdf

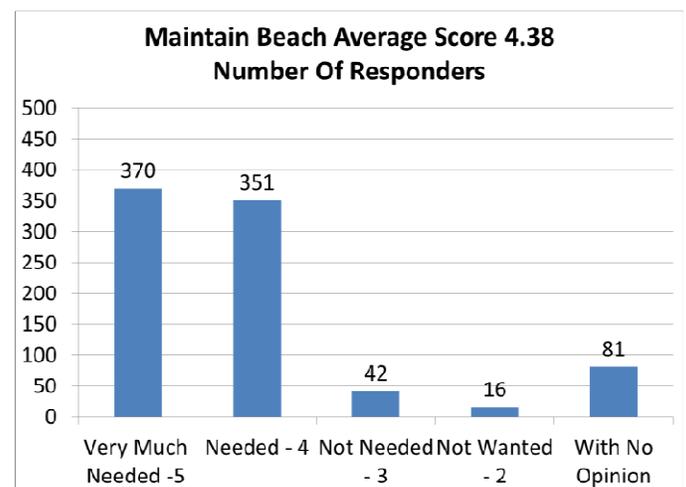


J. Maintain Replenished Beach

The average score of 4.38, based on those who had an opinion, puts Maintain Replenished Beach very solidly in the “Needed” category. 48% of those who had an opinion said that Maintain Replenished Beach was “Very Much Needed,” 45% said Maintain Replenished Beach was “Needed.” This results in **93%** being in favor of maintaining our greatest asset. When the responders prioritized the future needs, Maintain Replenished Beach scored 1st out of 15. There were 14 written comments.

To view comments click here:

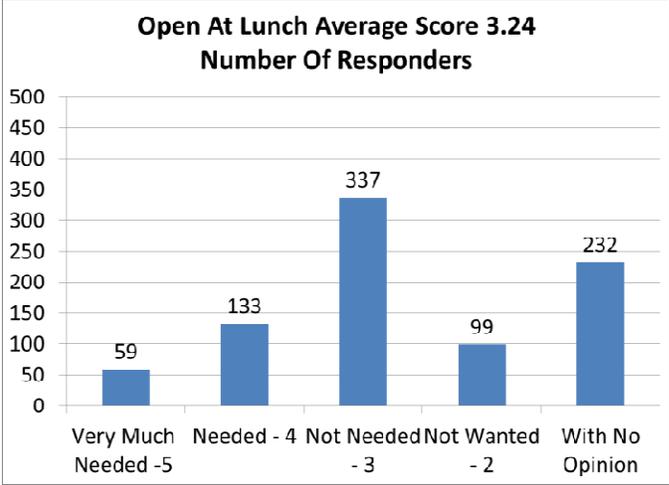
www.southbethany.org/survey/Maintain.Replenished.Beach.pdf



K. Town Hall Open During Lunch time in the summer

The average score of 3.24, based on those who had an opinion, says that the responders do not believe having Town Hall Open During Lunch is needed. 69% of those who had an opinion said that having Town Hall Open During Lunch was not needed or not wanted. When the responders prioritized the future needs this scored 13th out of 15. There were 11 written comments.

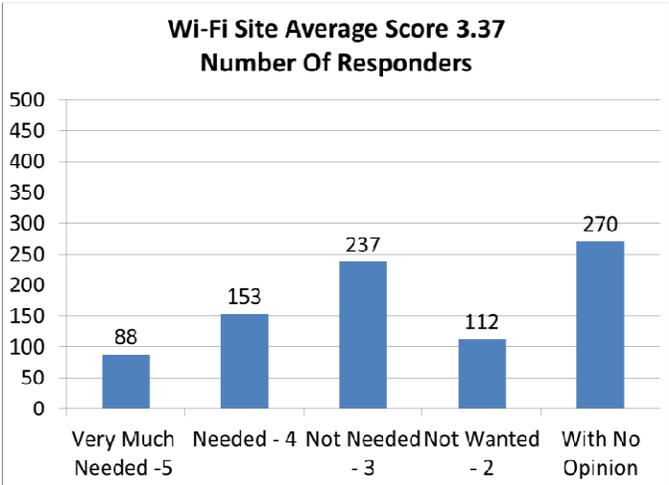
To view comments click here:
www.southbethany.org/survey/Town.Hall.Lunch.pdf



L. Town Operated, password-protected Wi-Fi site

The average score of 3.37, based on those who had an opinion, says that the responders do not believe having Town Operated Wi-Fi is needed. 59% of those who had an opinion said that having Town Operated Wi-Fi was not needed or not wanted. When the responders prioritized the future needs this scored 10th out of 15. There were 28 written comments.

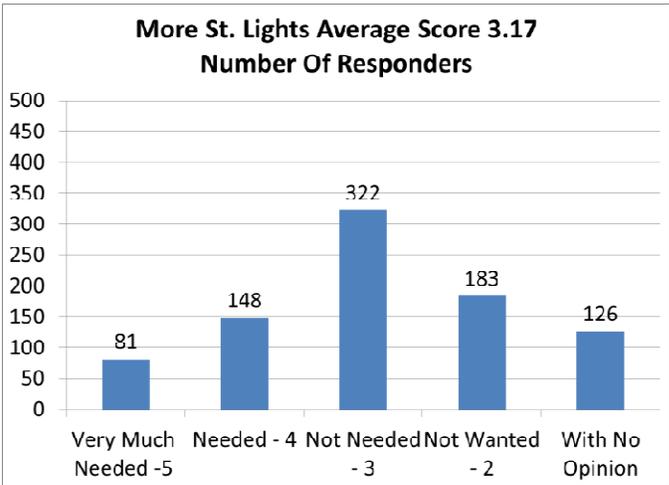
To view comments click here:
www.southbethany.org/survey/Wi-Fi.Site.pdf



M. More Street Lights

The average score of 3.17, based on those who had an opinion, says that the responders do not believe having More Street Lights is needed. 69% of those who had an opinion said that having More Street Lights was not needed or not wanted. When the responders prioritized the future needs this scored 6th out of 15. There were 37 written comments.

To view comments click here:
www.southbethany.org/survey/More.Street.Lights.pdf



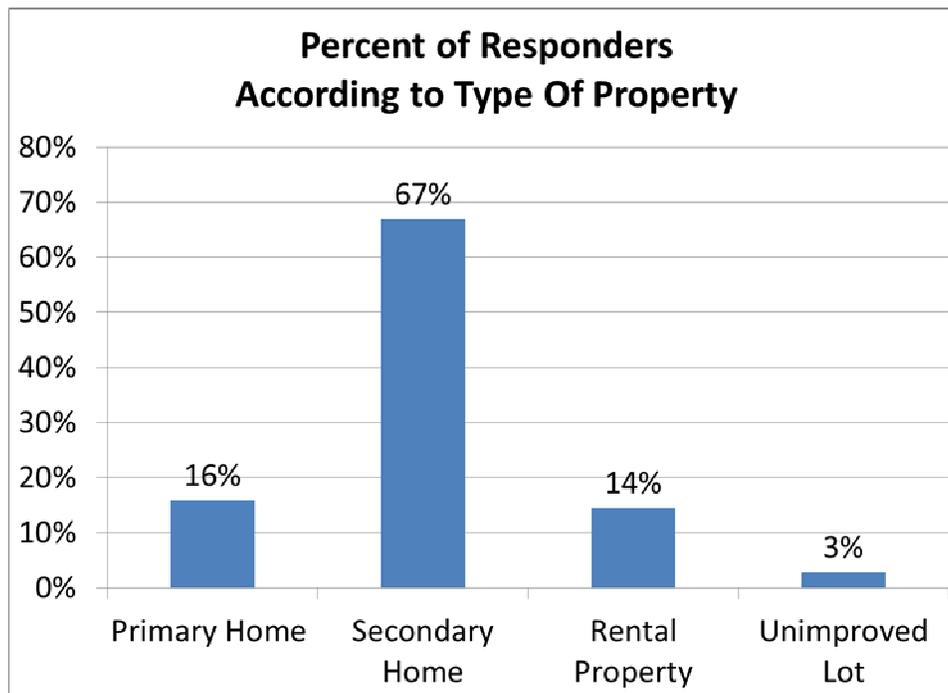
To view the Add Your Suggestion comments (Future Town Needs Item N) click here:
www.southbethany.org/survey/Future.Town.Needs.Add.Your.Suggestion.pdf

Comparison of Results Based on Type of Property

Distribution of Responders among Types of Property

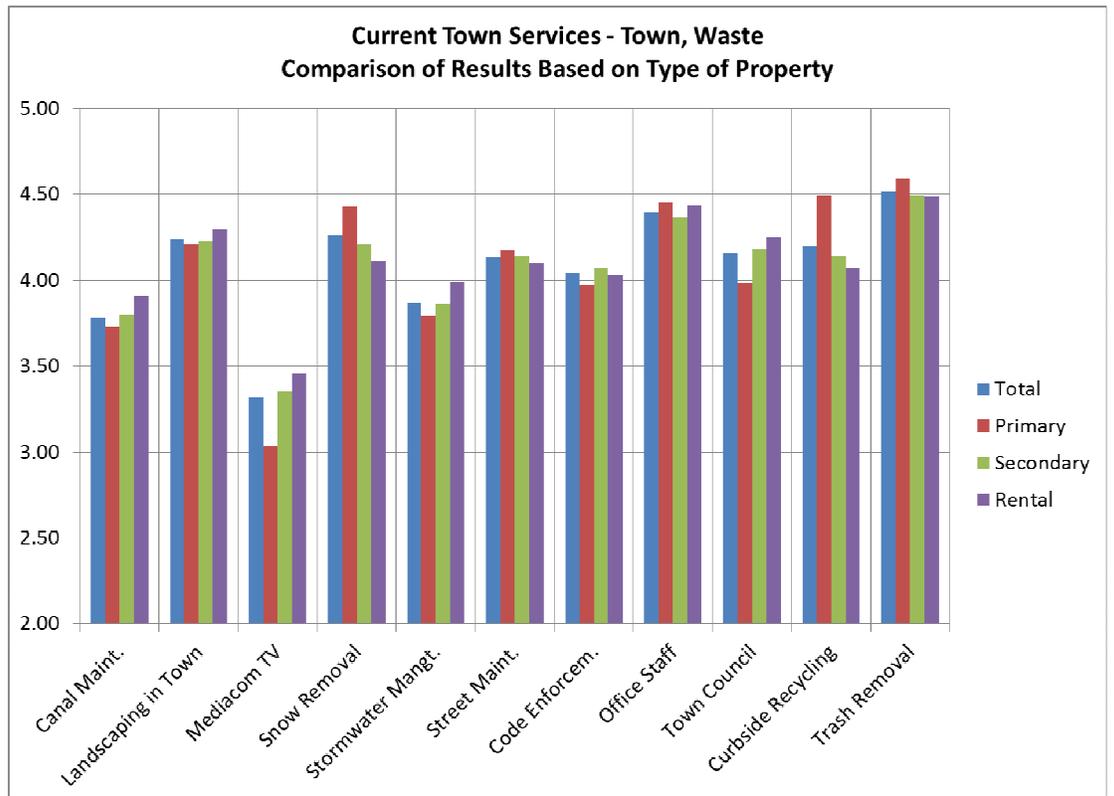
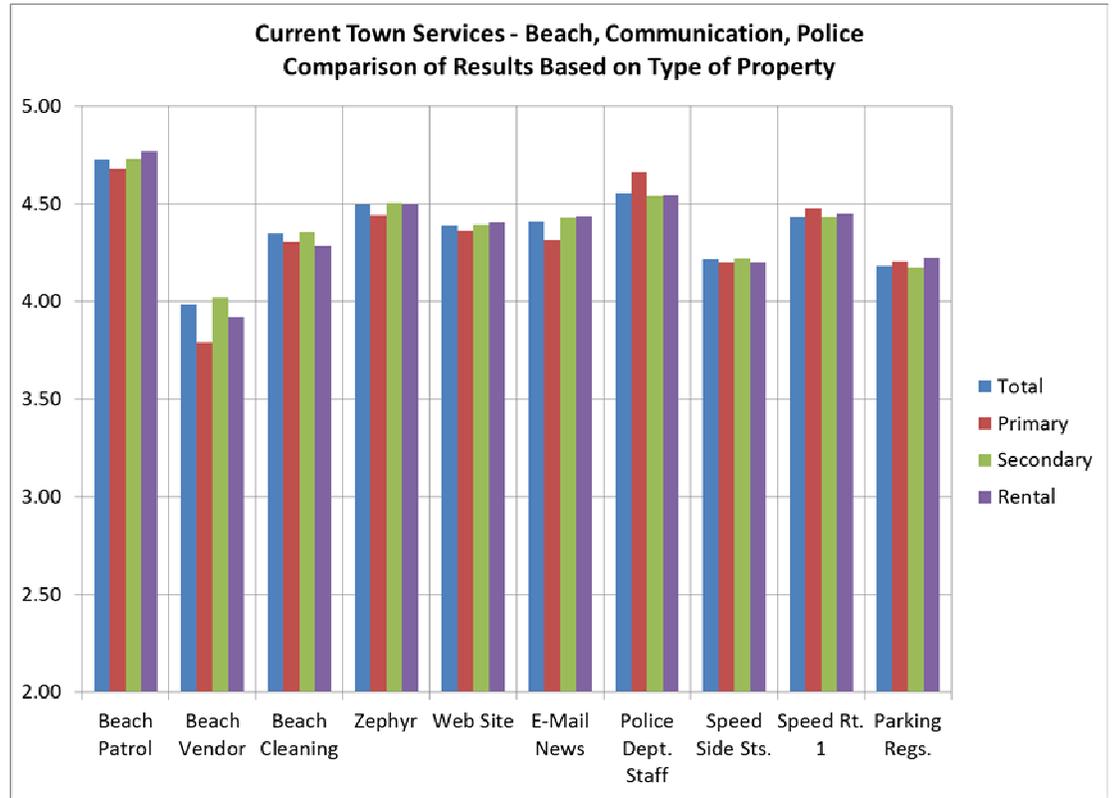
If there is a variation in responses caused by a difference of priorities or opinions among responders with different property types, the survey will be driven by the responses from those whose property is a secondary home. This is due to the fact that those who use the property as a secondary home comprise 67% of the responders, as shown by the chart below.

The following charts in this comparison section will show that in some areas the responses across property types are similar and in some cases the responses are different.



Current Town Services

The next two charts show, that in some cases, there are slight differences in the opinions of homeowners relative to the quality of Current Town Services based on the type of property that the responder owns.

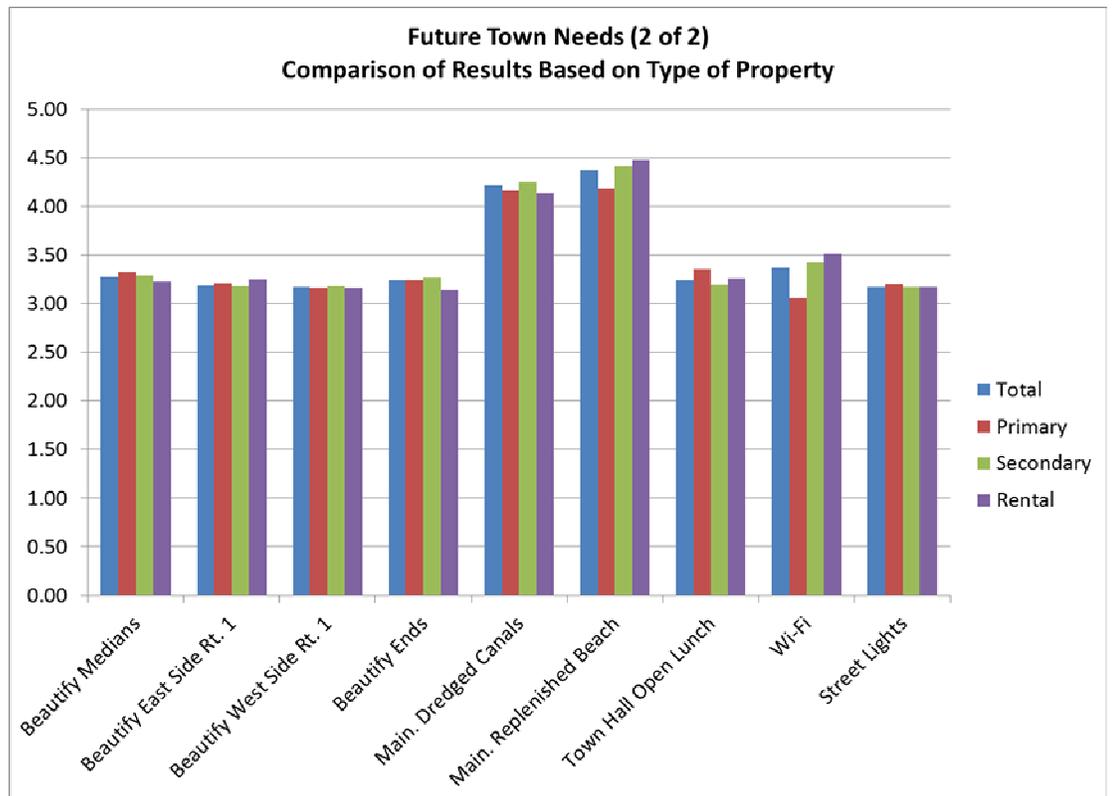
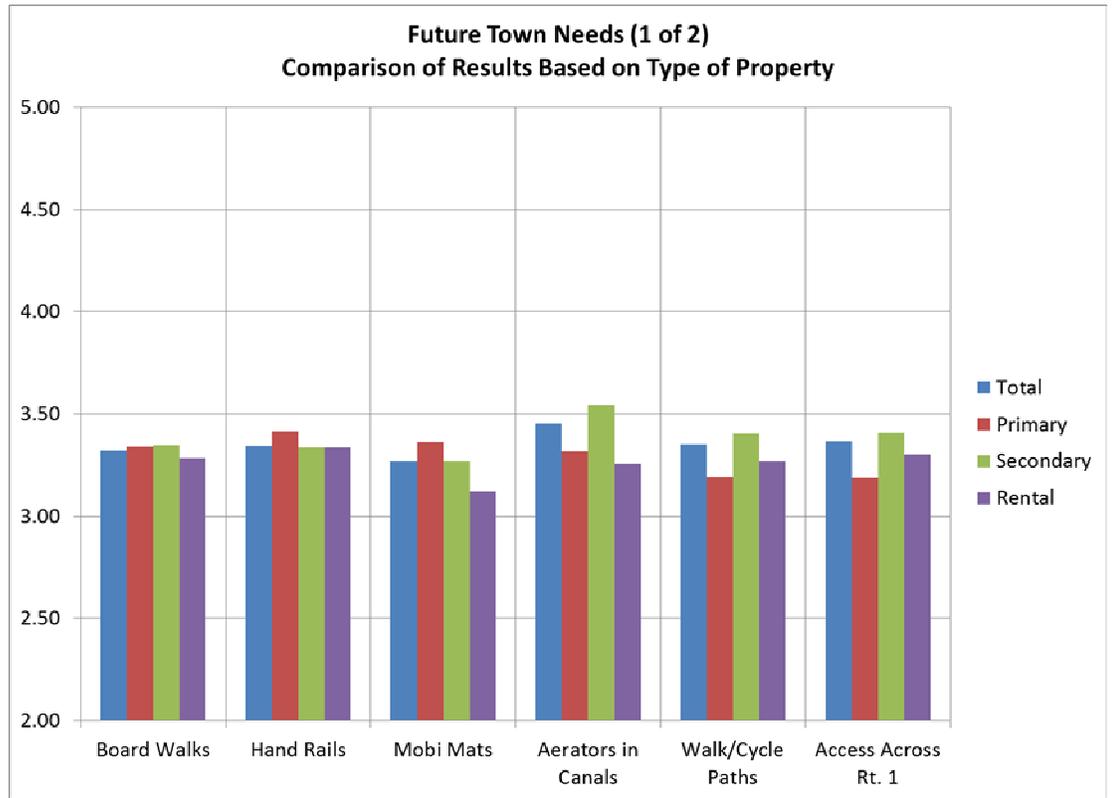


Even though the average scores in the previous two charts show variances among property types, some of the variances are not as pronounced when the services are viewed in order of their scores, as in the chart shown below. All three groups rated the Beach Patrol and the Police Department Staff with satisfaction levels of 1st and 2nd, highlighted in blue. All three groups rated the Code Enforcement, Beach Vendor, Stormwater Management, Canal Maintenance and Mediacom with satisfaction levels of 17th through 21st, highlighted in pink. In between the two top scores and the five bottom scores some variance is seen in the ratings. The colors highlight the ones that are different by at least 4 positions.

Current Town Services Ordered by Level of Satisfaction		
Primary Home	Secondary Home	Rental Property
Beach Patrol	Beach Patrol	Beach Patrol
Police Dept. Staff	Police Dept. Staff	Police Dept. Staff
Trash Removal	<i>Zephyr</i>	<i>Zephyr</i>
Recycling	Trash Removal	Trash Removal
Speed Rt. 1	Speed Rt. 1	Speed Rt. 1
Office Staff	E-Mail News	E-Mail News
<i>Zephyr</i>	Web Site	Office Staff
Snow Removal	Office Staff	Web Site
Web Site	Beach Cleaning	Landscaping
E-Mail News	Landscaping	Beach Cleaning
Beach Cleaning	Speed Side Sts.	Town Council
Landscaping	Snow Removal	Parking Regs.
Parking Regs.	Town Council	Speed Side Sts.
Speed Side Sts.	Parking Regs.	Snow Removal
Street Maint.	Recycling	Street Maint.
Town Council	Street Maint.	Recycling
Code Enforcement	Code Enforcement	Code Enforcement
Beach Vendor	Beach Vendor	Stormwater Mangt.
Stormwater Mangt.	Stormwater Mangt.	Beach Vendor
Canal Maint.	Canal Maint.	Canal Maint.
Mediacom TV	Mediacom TV	Mediacom TV

Future Town Needs

The next two charts show, that in some cases, there are slight differences in the opinions of homeowners relative to Future Town Needs based on the type of property that the responder owns.



Again, more information is illustrated by ranking the scores to order the Future Town Needs. As can be seen in the first chart all three groups ranked Maintain the Replenished Beach and Maintain the Dredged Canals as their 1st and 2nd needs, as highlighted in blue. All the remaining needs varied widely. The colors highlight the ones that are different by at least 5 positions.

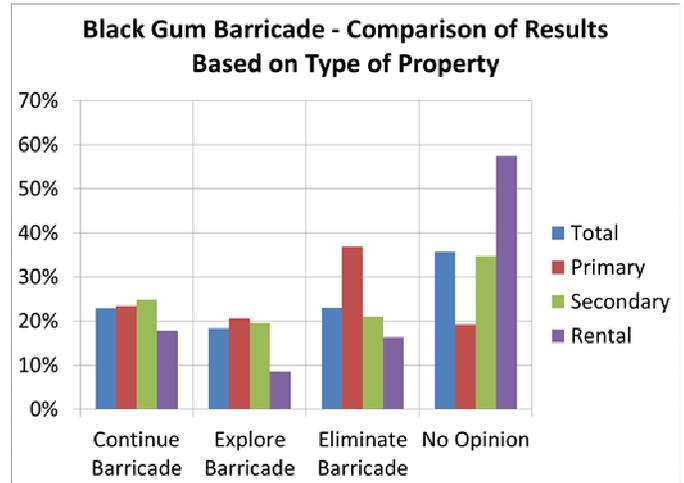
The second chart on this page reveals a different ranking when responders prioritize their top three Future Town Needs. The first and second needs stay the same, but now there is commonality in the 3rd and 4th needs, Aerators in Canals and Additional Boardwalks. The needs that were widely spread in the average score chart become less spread in the prioritized chart.

Future Town Needs Ordered by Average Score		
Primary Home	Secondary Home	Rental Property
Maint. Replen. Beach	Maint. Replen. Beach	Maint. Replen. Beach
Maint. Dredged Canals	Maint. Dredged Canals	Maint. Dredged Canals
Handrails	Aerators in Canals	Town Wi-Fi
Mobi-Mats	Town Wi-Fi	Handrails
Town Hall Open Lunch	Access Across Rt.1	Access Across Rt.1
Boardwalks	Walk/Cycle Paths	Boardwalks
Beautify Medians	Boardwalks	Walk/Cycle Paths
Aerators in Canals	Handrails	Town Hall Open Lunch
Beautify Ends	Beautify Medians	Aerators in Canals
Beautify E. Side Rt. 1	Mobi-Mats	Beautify E. Side Rt. 1
Street Lights	Beautify Ends	Beautify Medians
Walk/Cycle Paths	Town Hall Open Lunch	Street Lights
Access Across Rt.1	Beautify E. Side Rt. 1	Beautify W. Side Rt. 1
Beautify W. Side Rt. 1	Beautify W. Side Rt. 1	Beautify Ends
Town Wi-Fi	Street Lights	Mobi-Mats

Future Town Needs Prioritized by Selection of Top Three Needs		
Primary Home	Secondary Home	Rental Property
Maint. Replen. Beach	Maint. Replen. Beach	Maint. Replen. Beach
Maint. Dredged Canals	Maint. Dredged Canals	Maint. Dredged Canals
Aerators in Canals	Aerators in Canals	Boardwalks
Boardwalks	Boardwalks	Handrails
Street Lights	Handrails	Aerators in Canals
Handrails	Walk/Cycle Paths	Access Across Rt.1
Mobi-Mats	Mobi-Mats	Beautify Medians
Beautify Medians	Access Across Rt.1	Street Lights
Walk/Cycle Paths	Street Lights	Town Wi-Fi
Access Across Rt.1	Town Wi-Fi	Walk/Cycle Paths
Town Hall Open Lunch	Beautify Medians	Mobi-Mats
Beautify E. Side Rt. 1	Beautify Ends	Beautify E. Side Rt. 1
Beautify W. Side Rt. 1	Beautify E. Side Rt. 1	Town Hall Open Lunch
Town Wi-Fi	Town Hall Open Lunch	Beautify W. Side Rt. 1
Beautify Ends	Beautify W. Side Rt. 1	Beautify Ends

Barricade at Black Gum in Cat Hill

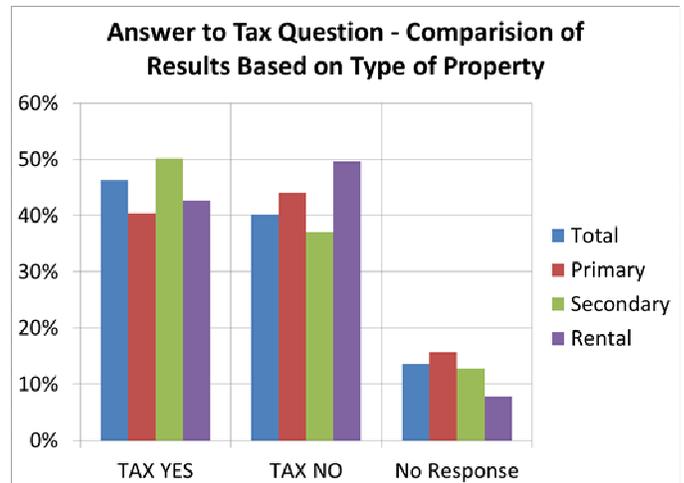
Homeowners who use their property as a primary residence seem to be more in favor of eliminating the Barricade at Black Gum.



Answer to the Tax Question

“Are you willing to have taxes increased, if required to implement your three selections for the three top Town needs?”

Homeowners who use their property as a secondary residence seem to be more agreeable to raising taxes for needs they want than those who use their property as a primary residence or as a rental property. Those who use their home as rental property indicate they are not in favor of having their taxes raised for needs that they may want in the future.



To view additional comments (the last item on the survey) click here:
www.southbethany.org/survey/Feel.Free.to.Add.Additional.Comments.pdf

Appendix – A
South Bethany Comprehensive Plan
Community Survey

Approved – March 11, 2011

Distributed to Homeowners – March 22, 2011

Return Due Date of May 2, 2011

**South Bethany Comprehensive Plan
Community Questionnaire**

As part of the Mayor's and Town Council's efforts to improve communication with our property owners, we wanted to create a Town survey that would obtain feedback from you on how we are currently doing and also ask your opinion regarding future Town needs.

The initial survey was developed by our Planning Commission, and the Council made modifications to their document. At the March 11, 2011, Town Council Meeting the Council voted to mail the survey to every property owner.

Please complete this survey and return it in the enclosed stamped envelope to Town Hall by **May 2, 2011**.

Thank you,

Joseph I. Headman, Jr.
Mayor

Please Tell Us About This Property:

Check the appropriate box. Do not write your name on the form. All responses are confidential and will not be attributed to any individual.

- This property is our primary residence.
- This is our secondary home.
- This property is a rental property. If this is a rental property, is it a
 - Seasonal rental?
 - Year-round rental?
- This property is an unimproved lot.

Current Town Services

The following are some services that are provided in South Bethany, either by the Town or by other providers. Please note your level of satisfaction with these services *during the past year*. **Circle no more than one choice per line.**

Very Satisfied	Satisfied	Unsatisfied	Very Unsatisfied	No Opinion
5	4	3	2	1

BEACH SERVICES	-	-	-	-	-
A. Beach patrol (Lifeguards)	5	4	3	2	1
B. Beach vendor	5	4	3	2	1
C. Beach cleaning	5	4	3	2	1
COMMUNICATION SERVICES	-	-	-	-	-
D. Communications – <i>The Zephyr</i> newsletter	5	4	3	2	1
E. Communications – Town web site (http://www.southbethany.org)	5	4	3	2	1
F. Communications – email news updates	5	4	3	2	1
POLICE DEPARTMENT	-	-	-	-	-
G. Police Department staff	5	4	3	2	1
H. Speed control on side streets	5	4	3	2	1
I. Speed control on Route 1	5	4	3	2	1
J. Parking Regulations	5	4	3	2	1
TOWN SERVICES	-	-	-	-	-
K. Canal maintenance	5	4	3	2	1
L. Landscaping maintenance throughout the Town	5	4	3	2	1
M. Mediacom TV	5	4	3	2	1
N. Snow removal	5	4	3	2	1
O. Storm water management	5	4	3	2	1
P. Street maintenance	5	4	3	2	1
Q. Town code enforcement	5	4	3	2	1
R. Town office staff	5	4	3	2	1
S. Town Council	5	4	3	2	1
WASTE SERVICES	-	-	-	-	-
T. Curbside recycling	5	4	3	2	1
U. Trash removal	5	4	3	2	1

If you marked 2 or 3 (“Very Unsatisfied” or “Unsatisfied”), please add the reason below. If you have any additional comments about any of the above services, please cite the letter of the service and include your comment(s) in the space below:

Future Town Needs

The following items are new services or developments that the residents of South Bethany may want for their Town. Please rate each item. **Circle no more than one choice per line.**

Very Much Needed	Needed	Not Needed	Not Wanted	No Opinion
5	4	3	2	1

A. Improve beach walkways across the dune	5	4	3	2	1
A.1. Two additional handicap boardwalks similar to the one at S. 3 rd St. (Estimated Cost \$70,000 per crossing)	5	4	3	2	1
A.2. Hand Rails; up, over and down the dune (Estimated Cost \$1,200 per crossing)	5	4	3	2	1
A.3. Mobi-Mats as demonstrated last year at S. 3 rd St. (Estimated Cost \$4,200 for mat (5' X 50') on one side of dune as demonstrated)	5	4	3	2	1
B. Expanded effort to improve water quality in the canals	5	4	3	2	1
B.1. Aerators in canal (Estimated Cost \$20,000 per canal for installation, \$150/month for electrical usage.)	5	4	3	2	1
C. Additional walking and bicycle paths	5	4	3	2	1
D. Improved beautification to center island along Route 1	5	4	3	2	1
E. Improved beautification along the east side of Route 1	5	4	3	2	1
F. Improved beautification on walkway along west side of Route 1	5	4	3	2	1
G. Improved beautification of canal ends and street ends	5	4	3	2	1
H. Improved east-west access across Route 1	5	4	3	2	1
I. Maintain dredged canals	5	4	3	2	1
J. Maintain replenished beach	5	4	3	2	1
K. Town Hall open during lunch time in the summer	5	4	3	2	1
L. Town operated, password-protected wi-fi site	5	4	3	2	1
M. More street lights	5	4	3	2	1
N. Add your Suggestion _____	5	4	3	2	1

If you have comments about any of the above possible future needs, please cite the letter/number of the need and include your comment(s) in the space below:

Please list, by letter/number, the top three (3) Town needs that you believe should be addressed in the near future in the order of need.

1. ____ 2. ____ 3. ____

Are you willing to have taxes increased, if required to implement your three selections at the left?

YES ____ NO ____

Other South Bethany Issues

Please check the category that best reflects your opinion. **Check only one box.**

Barricade at Black Gum Drive in Cat Hill

Background: In order to reduce “cut through” traffic and increase safety, the Town restricts traffic from entering Black Gum Drive from Kent Avenue between 7 AM and 10 AM during the summer months. This restriction has been in place since 2003.

We favor:

- Continuing the barricade at the entrance to Cat Hill between 7AM and 10AM during the summer months.
- Exploring the development of a process to eliminate “through traffic” to Cat Hill but allow entrance for home owners.
- Eliminating the barricade at the entrance to Cat Hill.
- No opinion

Feel free to add any additional comments:
