

# **APPENDIX**

## **PUBLIC PARTICIPATION**

Input from municipal officials and other local residents and businesspersons was factored into the Boyertown Borough-Colebrookdale Township-Pike Township Joint Comprehensive Plan in the following ways.

- A Joint Planning Committee of representatives from the three municipalities, the Boyertown Area School District and the Berks County Planning Commission met regularly to oversee preparation of the plan.
- The consultant retained to assist the Joint Planning Committee conducted interviews with several key persons in the three municipalities, including police chiefs, volunteer fire personal, planning commission representatives, businesspersons, and farmers, among others.
- Well-advertised public meetings were held to present and discuss the draft plan prior to adopting it.
- A public survey questionnaire was sent to a sample of 1,000 households in the region's three municipalities. The results of the survey are summarized beginning on the following page.

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## **Boyertown-Colebrookdale-Pike Joint Comprehensive Plan Summary of Public Survey Results**

### **Survey distribution and return rate**

Public survey questionnaires were mailed to 1,000 households in the three municipalities. The surveys were distributed proportionately among the three municipalities based on the number of households in each municipality. The survey return rate was 30%, which is very high. Typical rates for direct mail surveys of this type are usually closer to 20%. Return rates were very similar in the three municipalities: 32% in Boyertown Borough; 30% in Colebrookdale Township; and 28% in Pike Township.

### **Who responded?**

People who have lived in the area 20 years or more responded in the greatest number in each of the three municipalities. They made up 51% of the replies in Boyertown; 55% in Colebrookdale; and 45% in Pike.

### **The current growth rate**

Almost six out ten people in Colebrookdale (59%) feel their town is growing too fast, compared to just over half who feel this way in Pike (52%). In Boyertown, the replies were more varied: 37% agreed that the Borough is growing too fast; 34% disagreed; and 28% were not sure.

### **Environmental preservation**

There is a strong consensus throughout the region on preserving the natural environment. Approximately 90% of the respondents in each of the three municipalities agree it is important to preserve natural and scenic resources.

### **Need for new business**

The three municipalities vary greatly in their attitudes towards business development. Over 85% of Boyertown respondents agree the Borough needs new businesses to generate jobs and tax revenues. Just over 61% agree that Colebrookdale needs business growth. Only 22% of the respondents in Pike share this view.

### **Historic preservation**

The residents of the three municipalities favor historic preservation but to varying degrees. More initiatives for preserving and restoring historic properties are supported by 79% of the respondents from Boyertown and 64% in Colebrookdale, as compared to only 56% in Pike.

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## **Traffic safety and congestion**

According to the survey, traffic safety and congestion is viewed as a problem in Boyertown and Colebrookdale but not in Pike. Over 81% of the respondents from Boyertown and 64% from Colebrookdale expressed concern with traffic. Only 18% of the respondents from Pike agreed that traffic safety and congestion is a problem in their community.

## **The pace of future growth**

People favoring either slow or moderate growth together accounted for 90% of all replies in Boyertown and 88% in Colebrookdale. In Pike, slow growth supporters comprised 46% of all respondents and people favoring no growth accounted for 43%.

## **New parkland**

About one-half of the people who answered the survey in each municipality favor more public parks: 50% in Boyertown, 52% in Colebrookdale, and 51% in Pike. Of those people who want more parks, most support either a passive park or a park that combines both passive and active elements.

## **Types of specific recreation facilities needed most**

In each of the three municipalities, trails were cited most often as the recreation facility most in need. Picnic areas also ranked highly in each of the three municipalities.

## **Tax dollars for open space**

Attitudes about spending tax money to preserve open space appear similar in each of the three municipalities. The following percentages of survey respondents support this idea: 53% in Boyertown; 54% in Colebrookdale; and 58% in Pike.

## **Streetscape improvements in downtown Boyertown**

Among those people who answered the survey, Boyertown residents are the strongest supporters of upgrading sidewalks, street lights and other streetscape elements in downtown Boyertown. Over 78% of Borough respondents favor this concept, compared to 54% in Colebrookdale and 56% in Pike.

## **Parking in downtown Boyertown**

Boyertown residents are also most likely to perceive downtown parking in the Borough as a problem. Over 53% believe parking in downtown Boyertown is inadequate. Among Colebrookdale respondents, 49% think Boyertown needs more parking downtown. Pike residents are not as certain: 35% identified Boyertown's downtown parking as inadequate; 35% as adequate; and 30% are not sure.