Master Plan Update Survey
Easton, New Hampshire

Tara Bamford, Community Planning Consultant
October 2018
Methodology

➢ Mailed to each address with property owners and/or voters
  ➢ Return envelope included

➢ Online option offered

➢ Duplication permitted
The Numbers

➢ 301 Surveys Delivered
➢ 120 Responses Received
  ➢ 29 on-line
  ➢ 91 mailed or hand delivered

➢ Response rate = 37% ***

***Estimated after accounting for 7% multiple responses
Q1: What is your relationship with the town of Easton? (Please check ALL that apply)

- a. I live in Easton year-round
- b. I vote in Easton
- c. I own or manage a business in Easton
- d. I live in Easton part of the year
- e. I vacation in Easton
- f. I retired to Easton
- g. I own undeveloped land in Easton
- h. Other
Q1 What is your relationship with the town of Easton? (Please check ALL that apply)

a. I live in Easton year-round 67%

b. I vote in Easton 52%

c. I own or manage a business in Easton 9%

d. I live in Easton part of the year 18%

e. I vacation in Easton 12%

f. I retired to Easton 18%

g. I own undeveloped land in Easton 24%

h. Other 3%

Answered 119

Skipped 1
Q2  ...please choose the response that most accurately reflects your opinion...

a. Current number of businesses in Easton is acceptable.
Q2 …please choose the response that most accurately reflects your opinion…

b. Encouraging more businesses would be an appropriate way to increase the tax base.
Q2 …please choose the response that most accurately reflects your opinion…

c. Current types of businesses in Easton are appropriate.
Q2 …please choose the response that most accurately reflects your opinion…

d. Additional types of businesses would be acceptable.
Q4: In the list below, please check off ALL of the types of businesses you feel should be allowed in Easton.

- a. Greenhouse
- b. Riding stable
- c. Bed and breakfast
- d. Cottages
- e. Antique shop
- f. Gift shop
- g. Book store
- h. Art studio/Gallery
- i. Small variety store
- j. Day care/Preschool
- k. Assisted living
- l. Eco-tourism
- m. Professional office
- n. Other
Q2 ...please choose the response that most accurately reflects your opinion...

- Strongly Agree
- Agree
- No Opinion
- Disagree
- Strongly Disagree

e. In general, the minimum lot size of 3 acres throughout town is appropriate.
Q2 …please choose the response that most accurately reflects your opinion…

f. Minimum lot size of greater than 3 acres would be desirable.
Q2 …please choose the response that most accurately reflects your opinion…

- e. In general, the minimum lot size of 3 acres throughout town is appropriate.
- f. Minimum lot size of greater than 3 acres would be desirable.
Q2 …please choose the response that most accurately reflects your opinion…

g. Minimum lot size of less than 3 acres would be desirable.
Q2 …please choose the response that most accurately reflects your opinion…

h. Different lot sizes are appropriate for different areas of town.
Q3: If you are in favor of changing minimum lot sizes, either throughout town or in certain areas, please explain why.

➢ Land suitability, e.g., soils, terrain, wetlands, wildlife
➢ Town center
➢ Benefits of clustering
➢ Housing affordability/options – seniors and young people
Q2 …please choose the response that most accurately reflects your opinion…

i. Preserving the rural character of Easton is important.

- Strongly Agree
- Agree
- No Opinion
- Disagree
- Strongly Disagree
Q5: What does “the rural character of Easton” mean to you?
Q5: What does “the rural character of Easton” mean to you?

“Low lighting, quiet, respect for natural environment”

“It means peace, beauty, natural environment - clean water and clean air”

“Open space ~ Low population density ~ Small government.”

“It's a haven from the problems of the city”

“Maintaining the country feeling, lots of trees, brooks and meadows without seeing your neighbor”

“Less traffic on town roads and more familiarity with your neighbors”

“It is the essence of Easton”

“Look out the window, sit on your porch, work in your garden. If you don't know the answer to this question, you don't live in Easton.”
Q2  …please choose the response that most accurately reflects your opinion…

j. The scenic value of the NH 116 corridor should be maintained, and should be given careful consideration when future improvements to the road are...
Q2 …please choose the response that most accurately reflects your opinion…

- k. Cell service in Easton is adequate.
- l. Internet access in Easton is adequate.

- 0%
- 5%
- 10%
- 15%
- 20%
- 25%
- 30%
- 35%
- 40%
- 45%
- 50%

Categories:
- Strongly Agree
- Agree
- No Opinion
- Disagree
- Strongly Disagree
Q6: In the following list, which do you feel should be the town’s conservation priorities for the next 10 years. Please check off ALL that apply.

<table>
<thead>
<tr>
<th>Priority</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>a. Scenic value of ridges and hillsides</td>
<td>93%</td>
</tr>
<tr>
<td>b. Scenic value of open fields by roadsides</td>
<td>86%</td>
</tr>
<tr>
<td>c. Water quality</td>
<td>84%</td>
</tr>
<tr>
<td>d. Wild Ammonoosuc River</td>
<td>75%</td>
</tr>
<tr>
<td>e. Ham Branch</td>
<td>73%</td>
</tr>
<tr>
<td>f. Old homes and barns</td>
<td>63%</td>
</tr>
<tr>
<td>g. Energy conservation</td>
<td>63%</td>
</tr>
<tr>
<td>h. Other</td>
<td>14%</td>
</tr>
</tbody>
</table>

Answered 118
Skipped 2
Q7: In the list below, please check off ALL of the tools you feel are appropriate for protecting the conservation value of high priority locations.

a. Purchase property
b. Purchase conservation easements
c. Accept gifts of property
d. Regulate the location and design of development
e. Other

Answered 115
Skipped 5
Q9: Keeping the shrubs and trees in place along brooks and rivers is known to be important for fish and wildlife, clean water and flood control purposes. Please check off ALL of the tools you feel are appropriate for maintaining this vegetated buffer in Easton.

<table>
<thead>
<tr>
<th>Tool</th>
<th>Response</th>
</tr>
</thead>
<tbody>
<tr>
<td>a. Purchase the development rights</td>
<td>36%</td>
</tr>
<tr>
<td>b. Adopt regulations</td>
<td>53%</td>
</tr>
<tr>
<td>c. Educate landowners</td>
<td>98%</td>
</tr>
<tr>
<td>Other</td>
<td>9%</td>
</tr>
</tbody>
</table>

Answered 118

Skipped 2
Q10: Should the town explore alternatives to Lafayette (K-6) and Profile (7-12) for schools? (Please check off ONE choice.)

a. Yes, to both Lafayette for K-6 and to Profile for 7-12 19%

b. Yes, to Lafayette for K-6 only 1%

c. Yes, to Profile for 7-12 only 15%

d. No, not to either Lafayette or Profile 36%

e. Not sure, depends on 29%
Q11: Do you have suggestions for school options to consider?

- No one approach received many responses
- Some considerations mentioned:
  - Demographics
  - Quality
  - Cost
- Examples:
  - School choice
  - The White Mountain School
  - St. Johnsbury Academy

“Education is expensive but not compared to ignorance“
Q12: On a scale of 1 to 10, how likely would you be to recommend Easton to friend or colleague as a town to call home? (1 is least likely, 10 is most likely)

- Average 8.7
- Median 10
- 64% of respondents rated Easton a 9 or 10
b. Why did you give Easton that rating?
c. What needs to change to increase your rating?

➢ No one category received many responses

➢ Some examples:
   ➢ Get along
   ➢ Enforce what you have
   ➢ Improve cell/internet/cable
   ➢ Manage noise
   ➢ Make it safer for bikes/walkers on Rte. 116
Q13: Please identify your greatest concern for the future of Easton.
Has our vision as a community changed?
Next Steps

➢ Utilize survey results along with other sources to update Master Plan
➢ Possible public meeting to discuss land use tools available to achieve community goals
➢ Public meeting to gather input on Draft update