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# Master Plan Update Survey

## Easton, New Hampshire

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OCTOBER 2018

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# Methodology

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- Mailed to each address with property owners and/or voters
  - Return envelope included
- Online option offered
- Duplication permitted

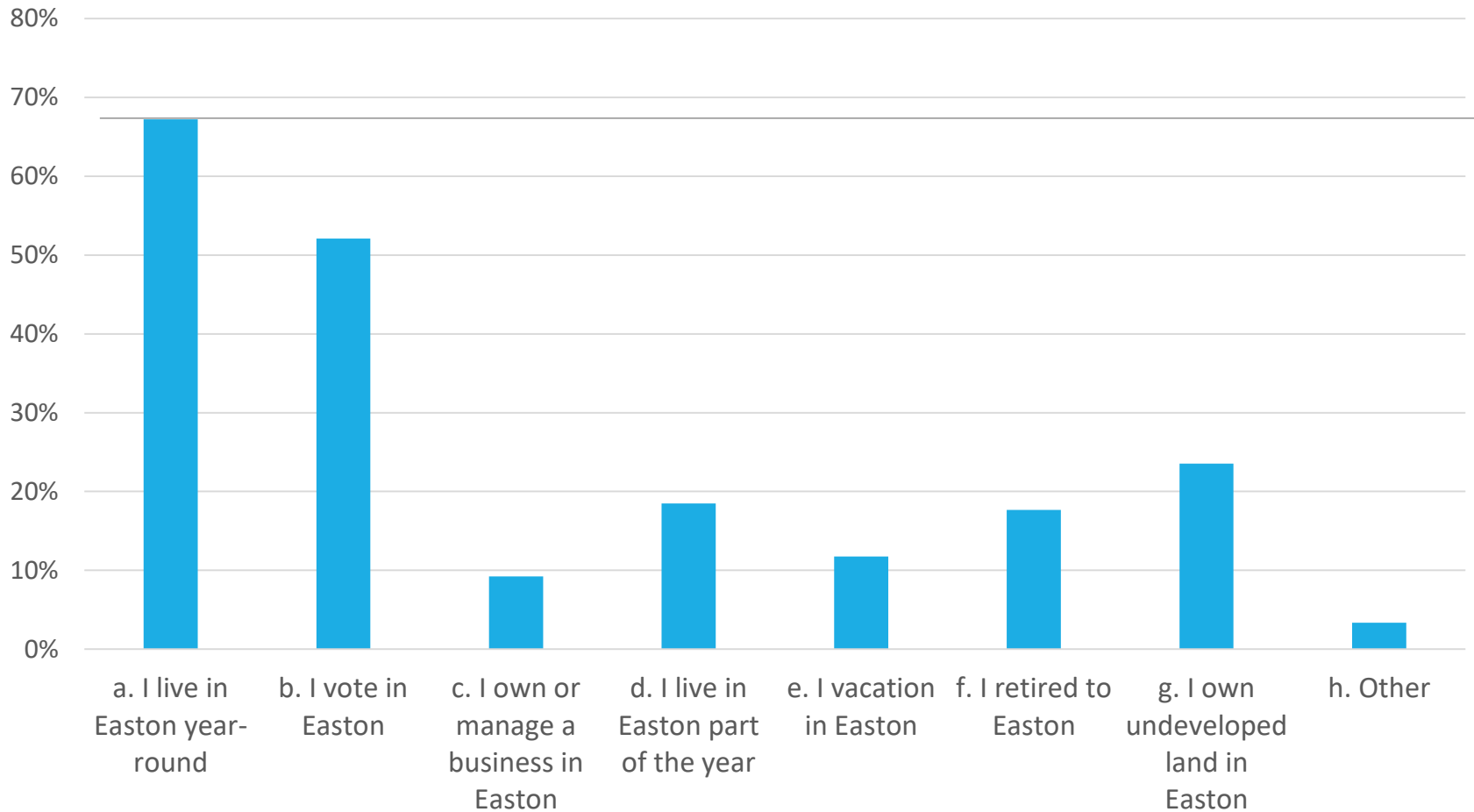
# The Numbers

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- 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)



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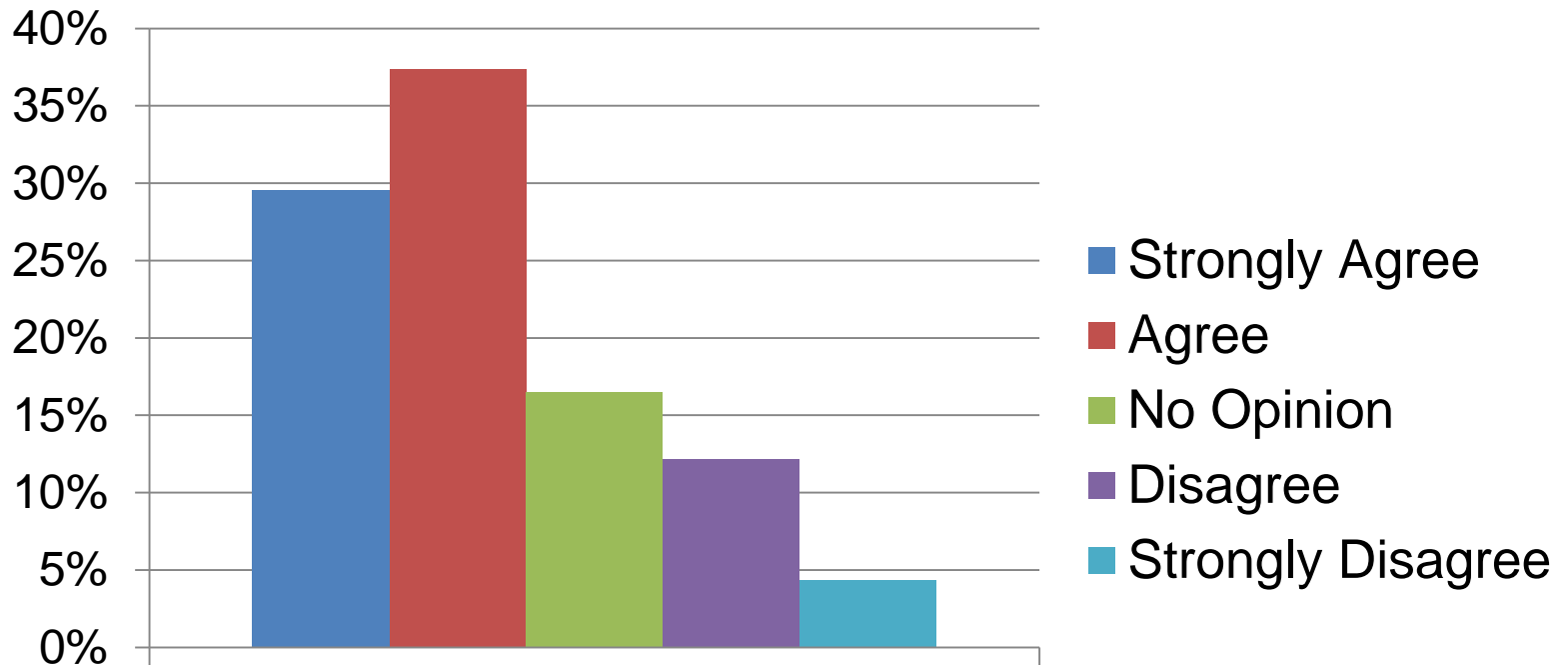
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a. I live in Easton year-round	67%
b. I vote in Easton	52%
c. I own or manage a business in Easton	9%
d. I live in Easton part of the year	18%
e. I vacation in Easton	12%
f. I retired to Easton	18%
g. I own undeveloped land in Easton	24%
h. Other	3%

Answered	119
Skipped	1

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

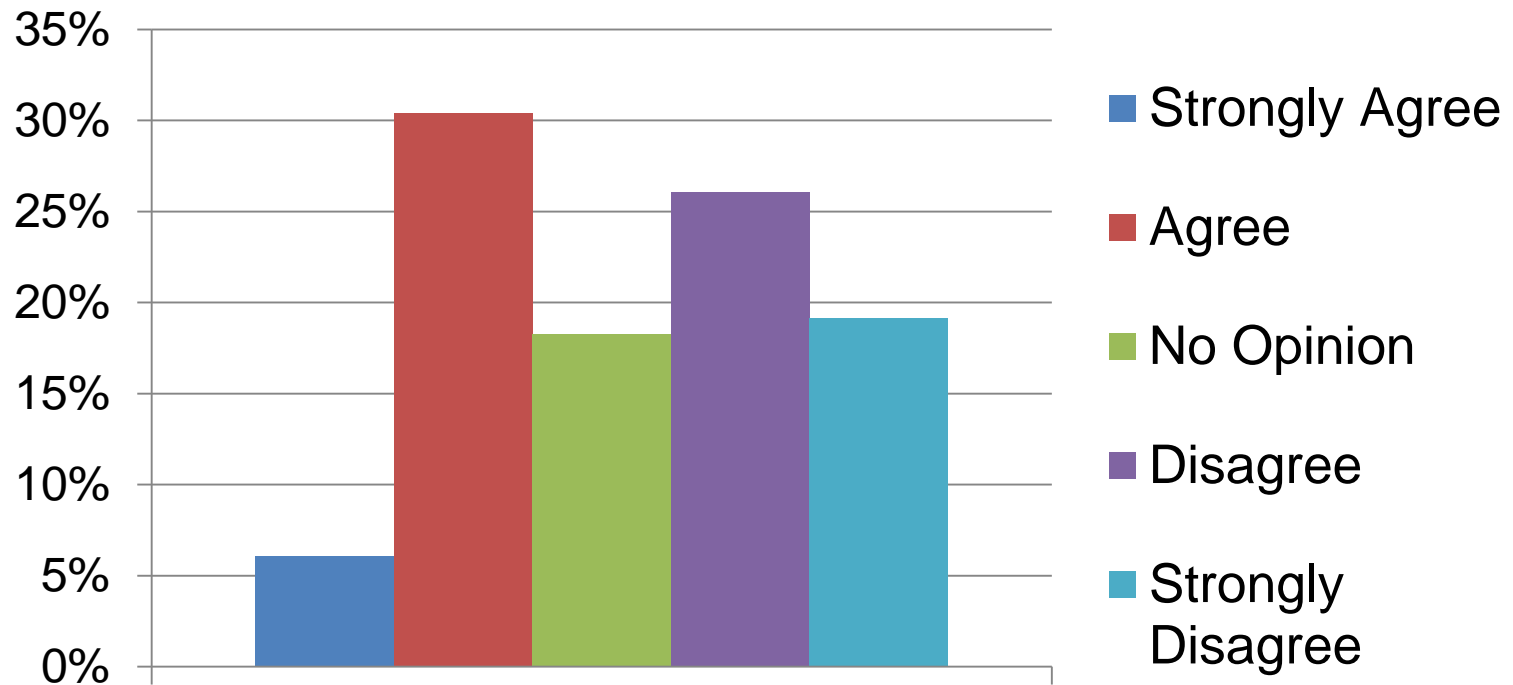
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a. Current number of businesses in Easton is acceptable.

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

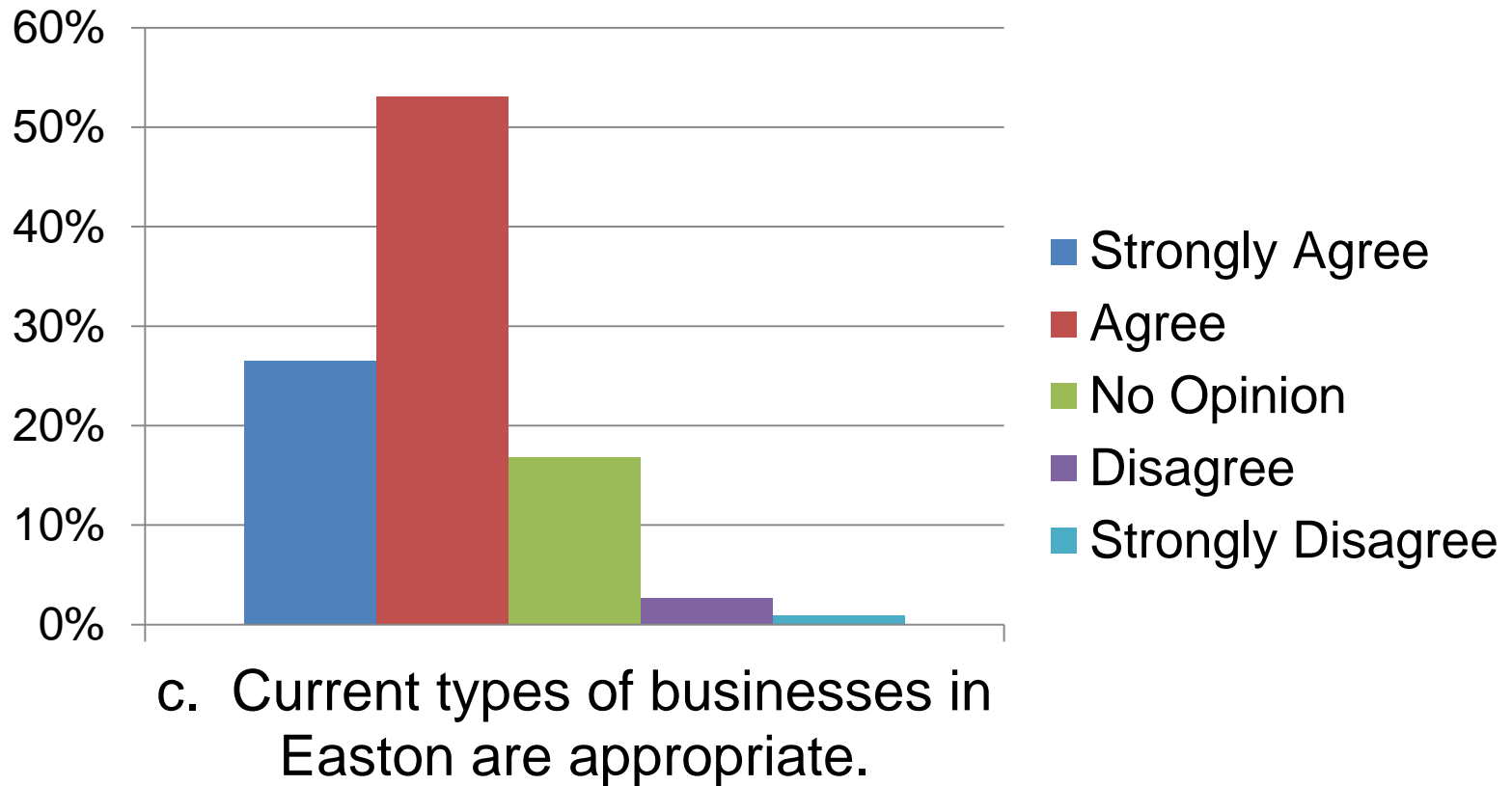
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b. Encouraging more businesses would be an appropriate way to increase the tax base.

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

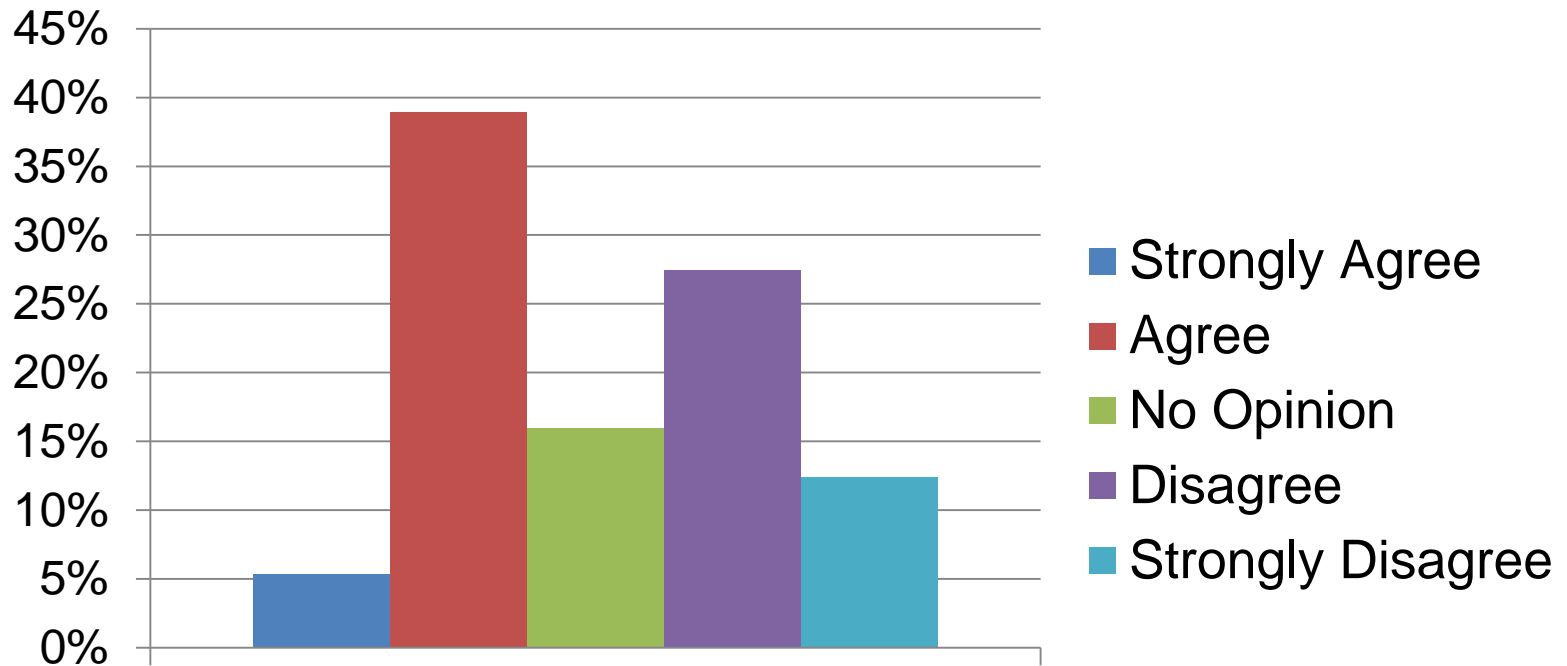
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Q2 ...please choose the response that most accurately reflects your opinion...

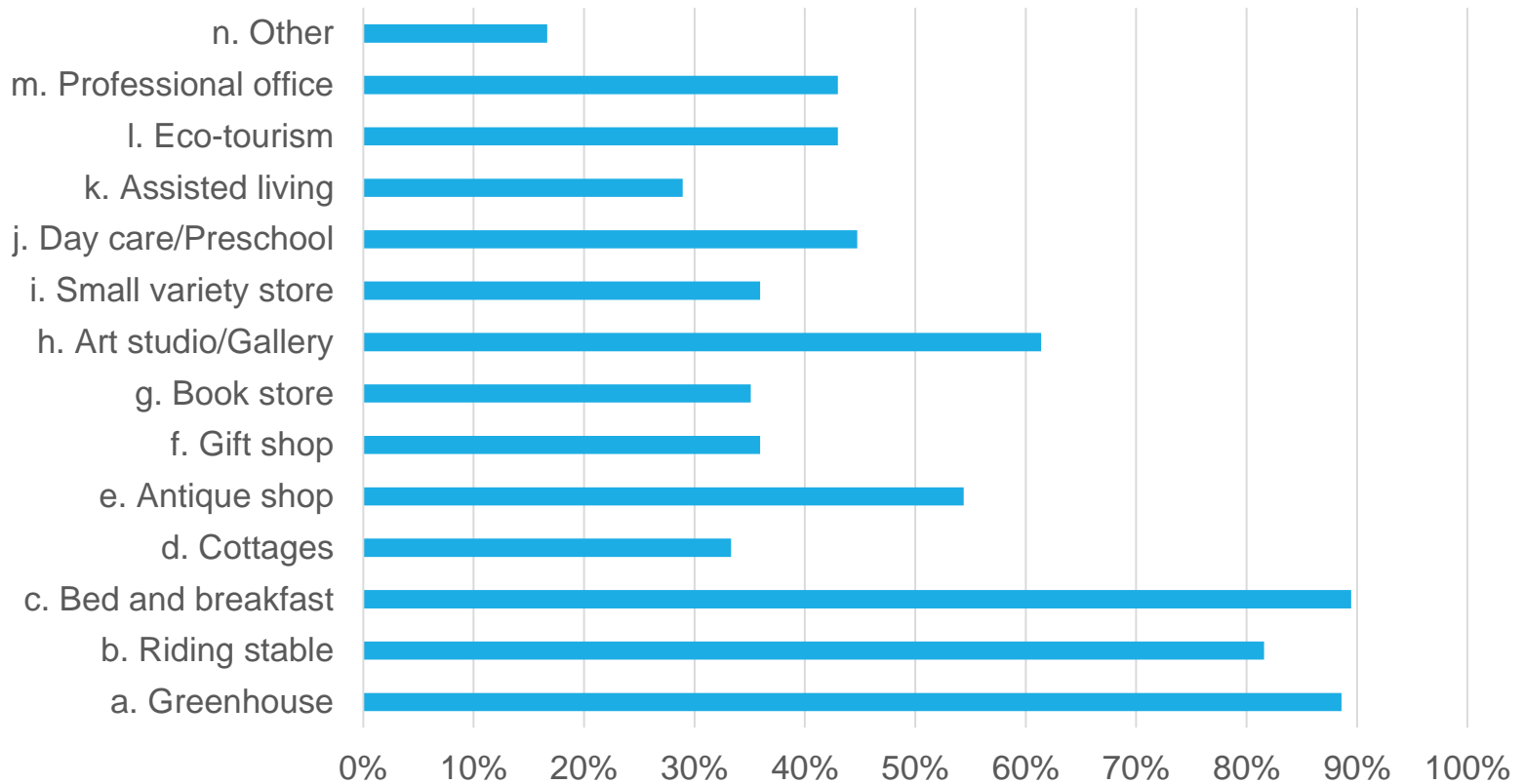
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d. Additional types of businesses would be acceptable.

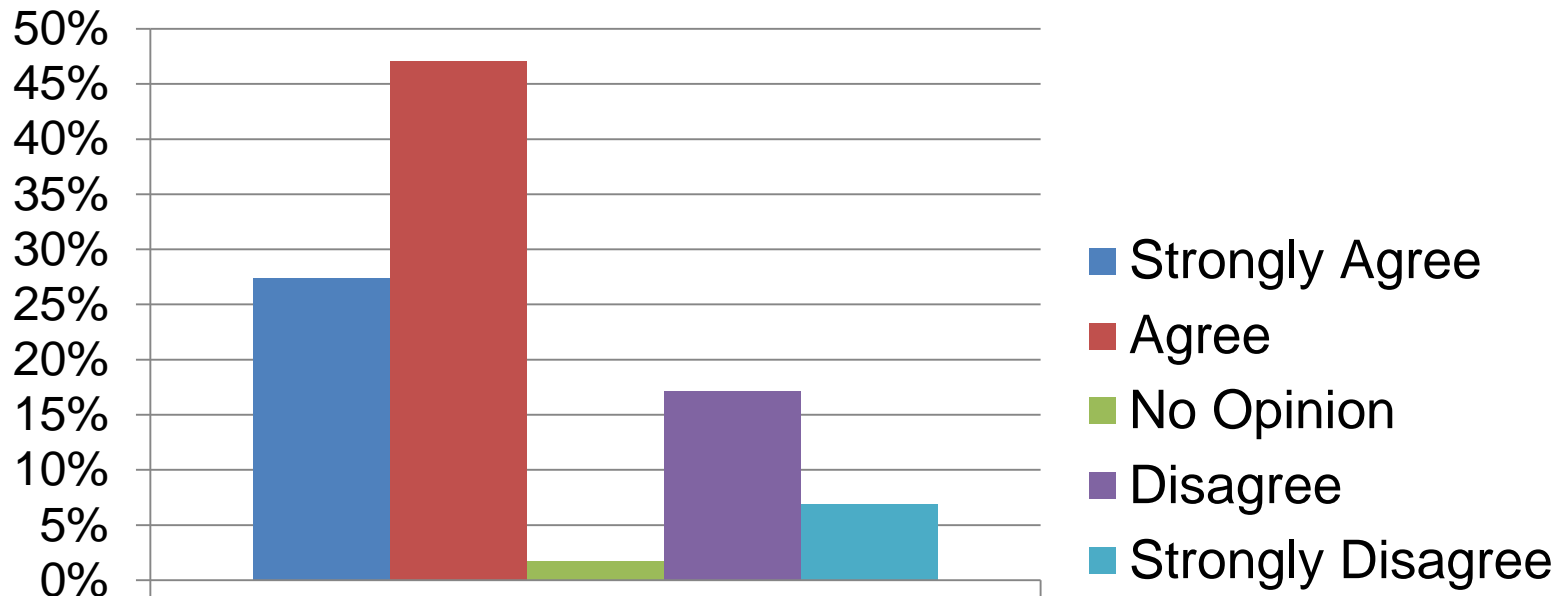
Q4: In the list below, please check off ALL of the types of businesses you feel should be allowed in Easton.

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

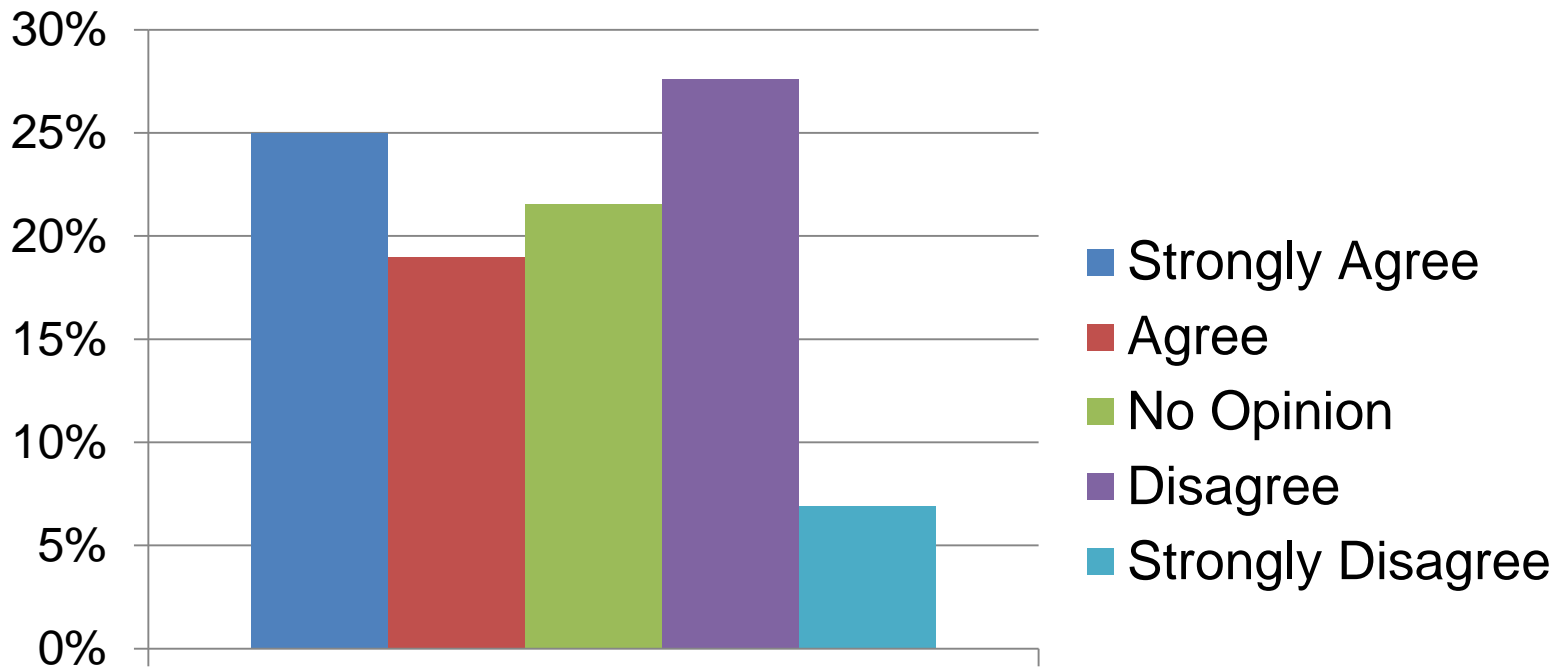
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e. In general, the minimum lot size of 3 acres throughout town is appropriate.

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

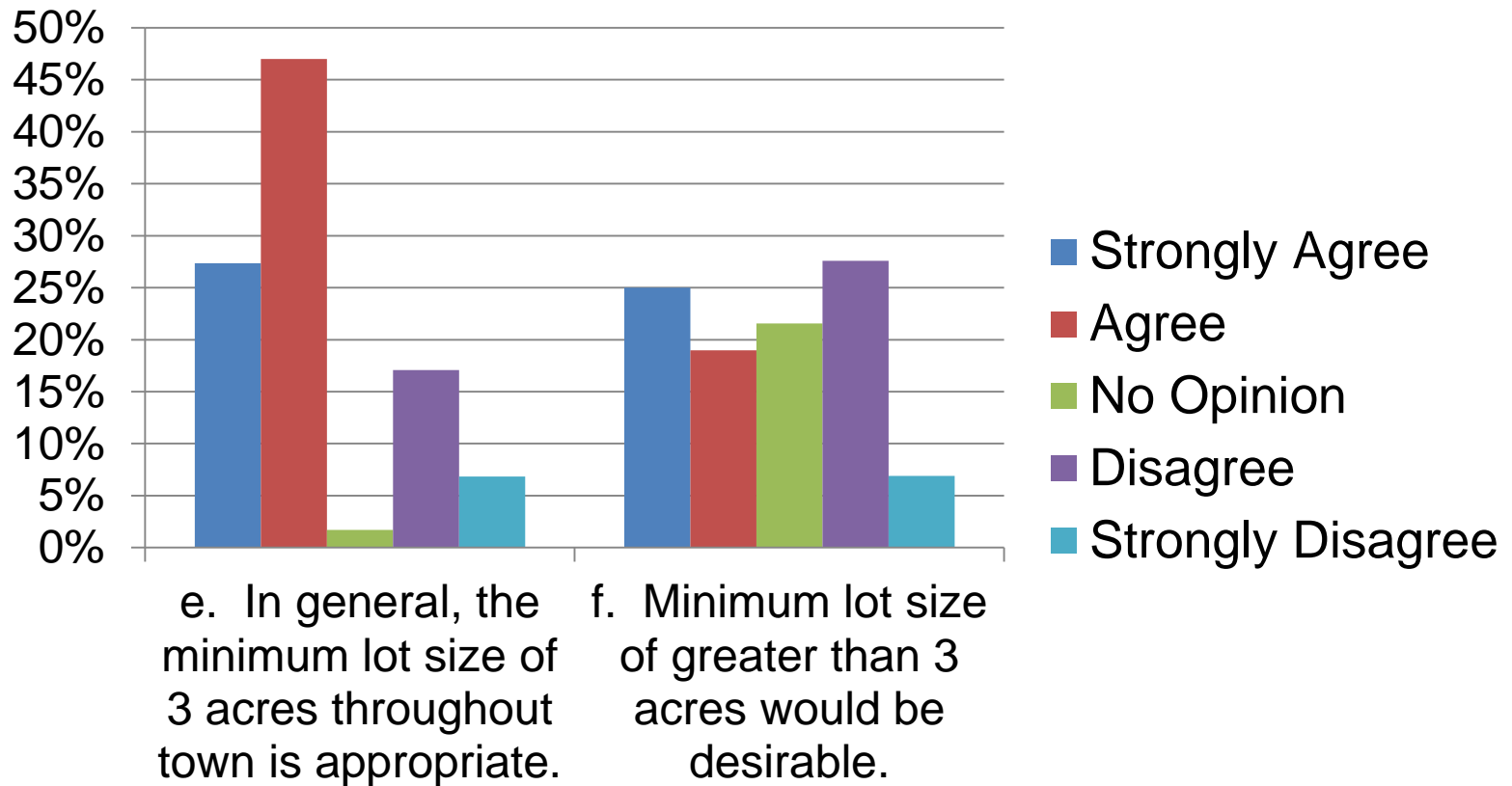
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f. Minimum lot size of greater than 3 acres would be desirable.

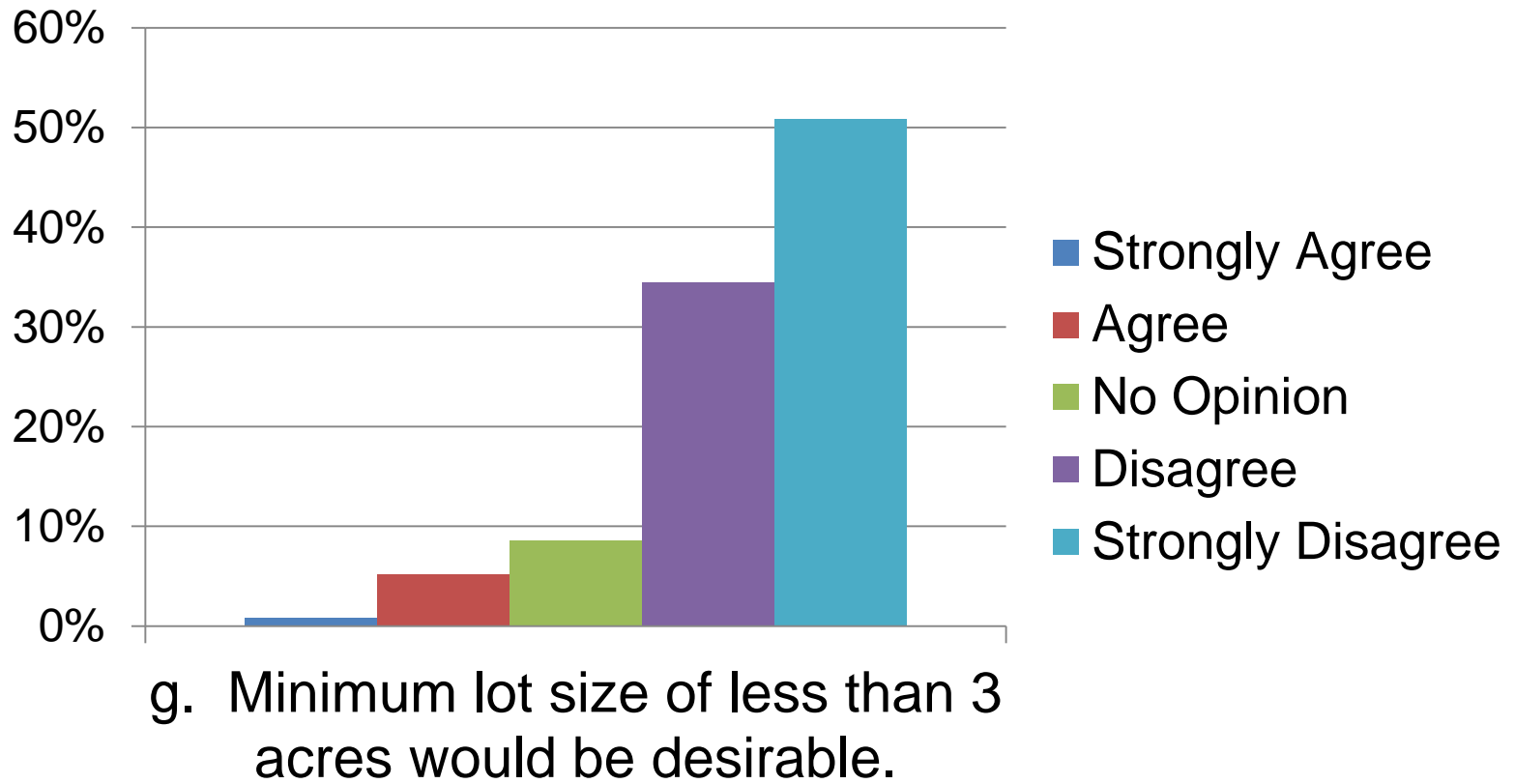
Q2 ...please choose the response that most accurately reflects your opinion...

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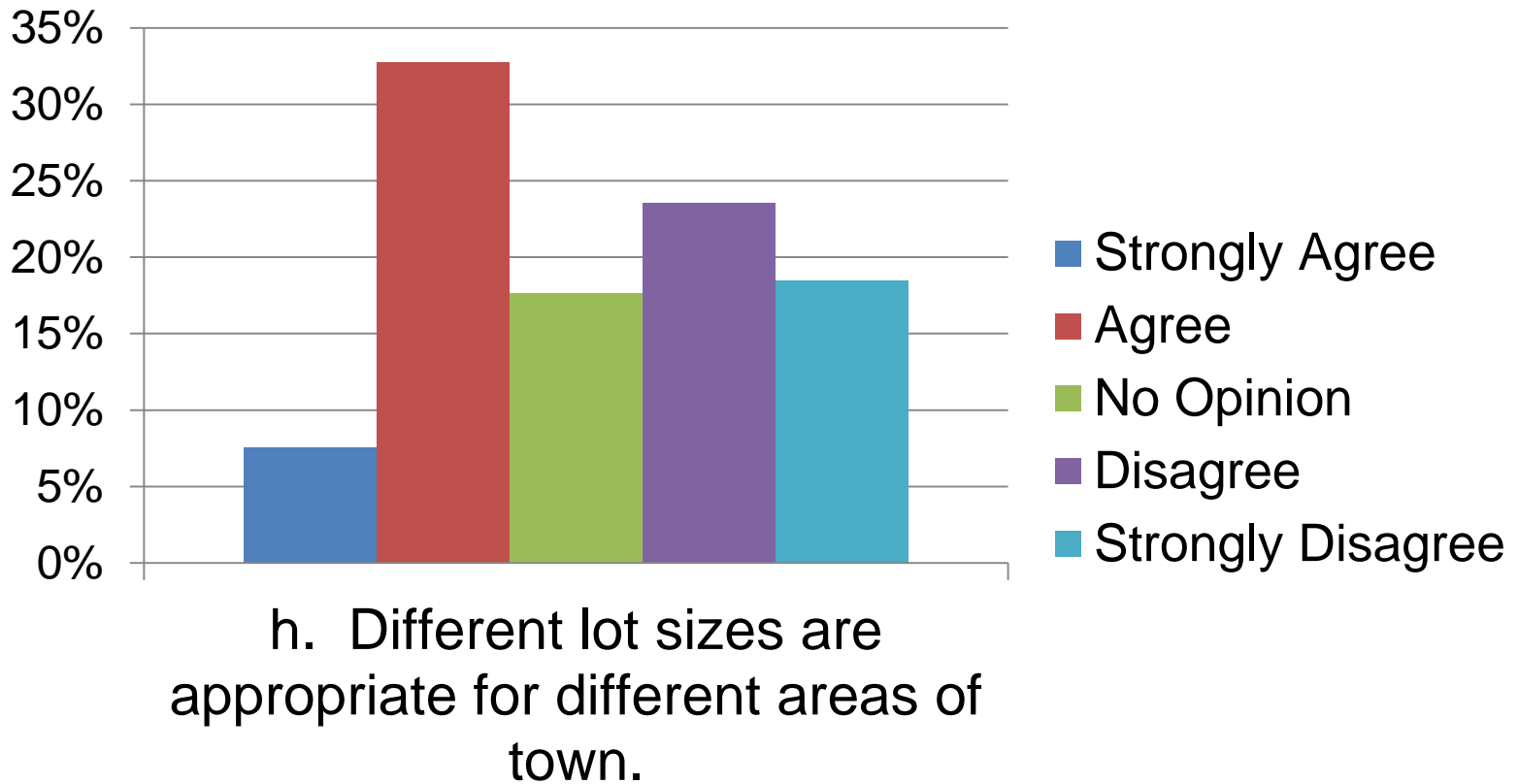
Q2 ...please choose the response that most accurately reflects your opinion...

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

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

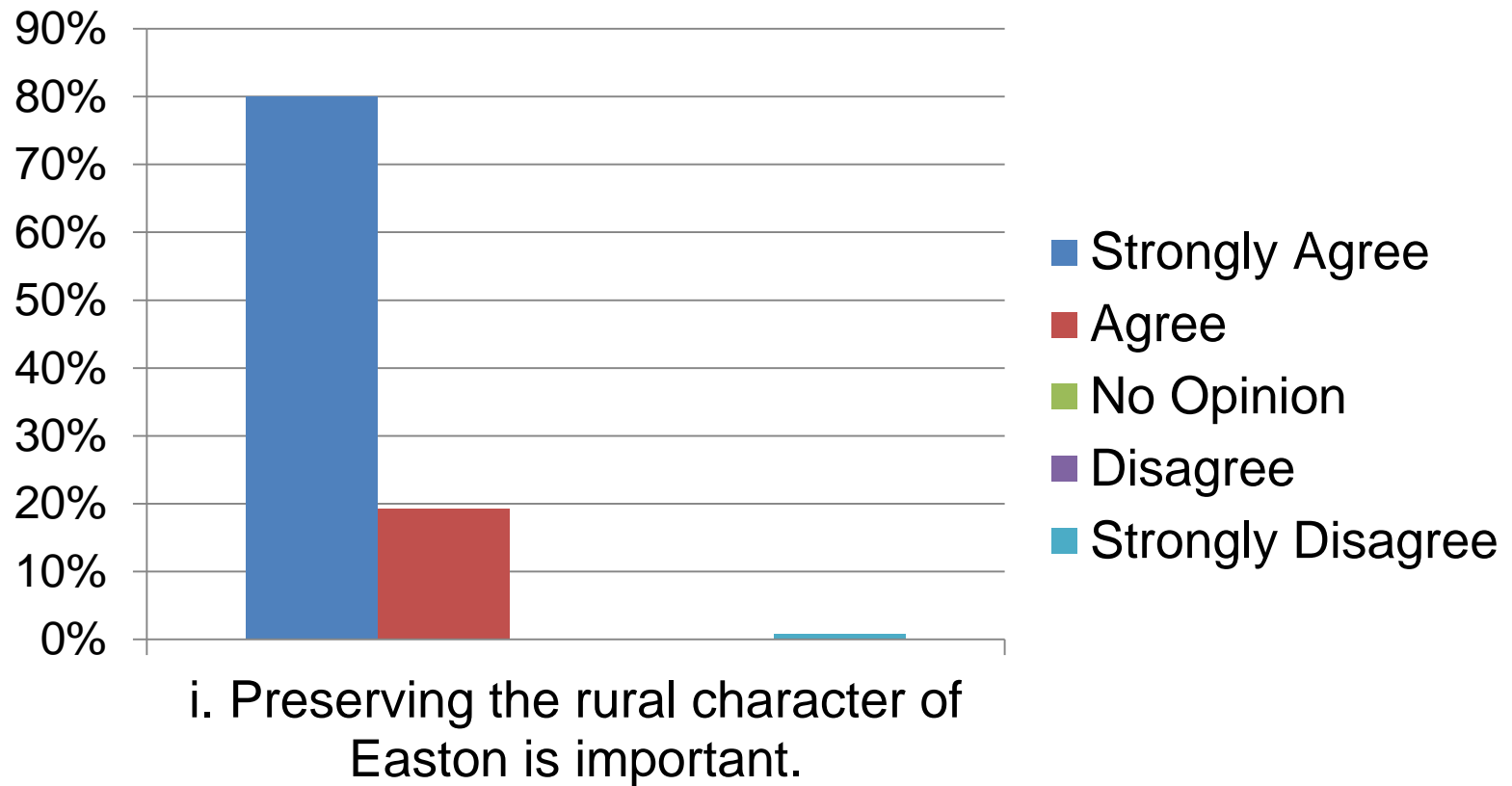
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- Land suitability, e.g., soils, terrain, wetlands, wildlife
- Town center
- Benefits of clustering
- Housing affordability/options – seniors and young people



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

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Q5: What does “the rural character of Easton” mean to you?

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## Q5: What does “the rural character of Easton” mean to you?

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“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”

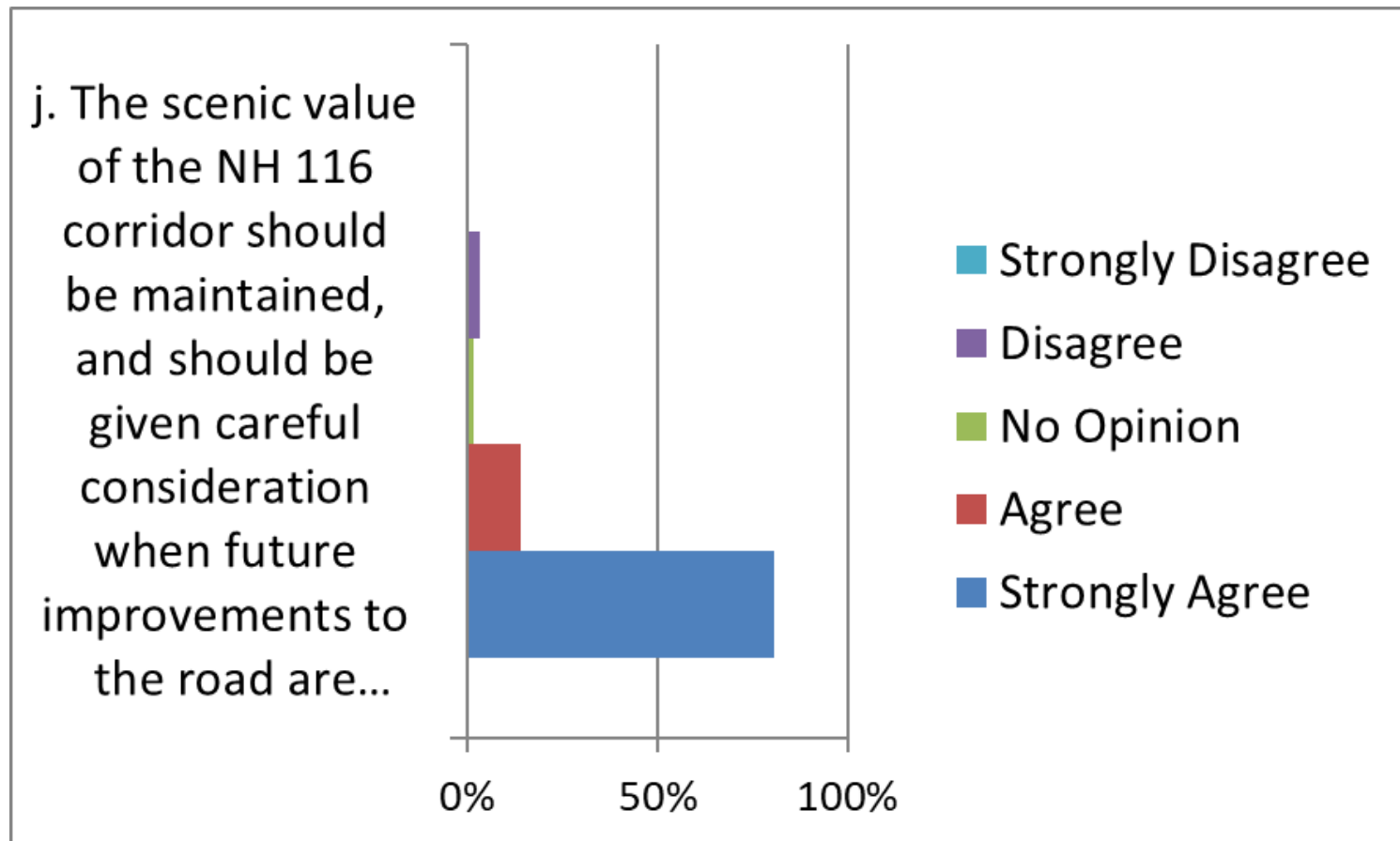
“Maintaining the country feeling, lots of trees, brooks and meadows without seeing your neighbor”

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

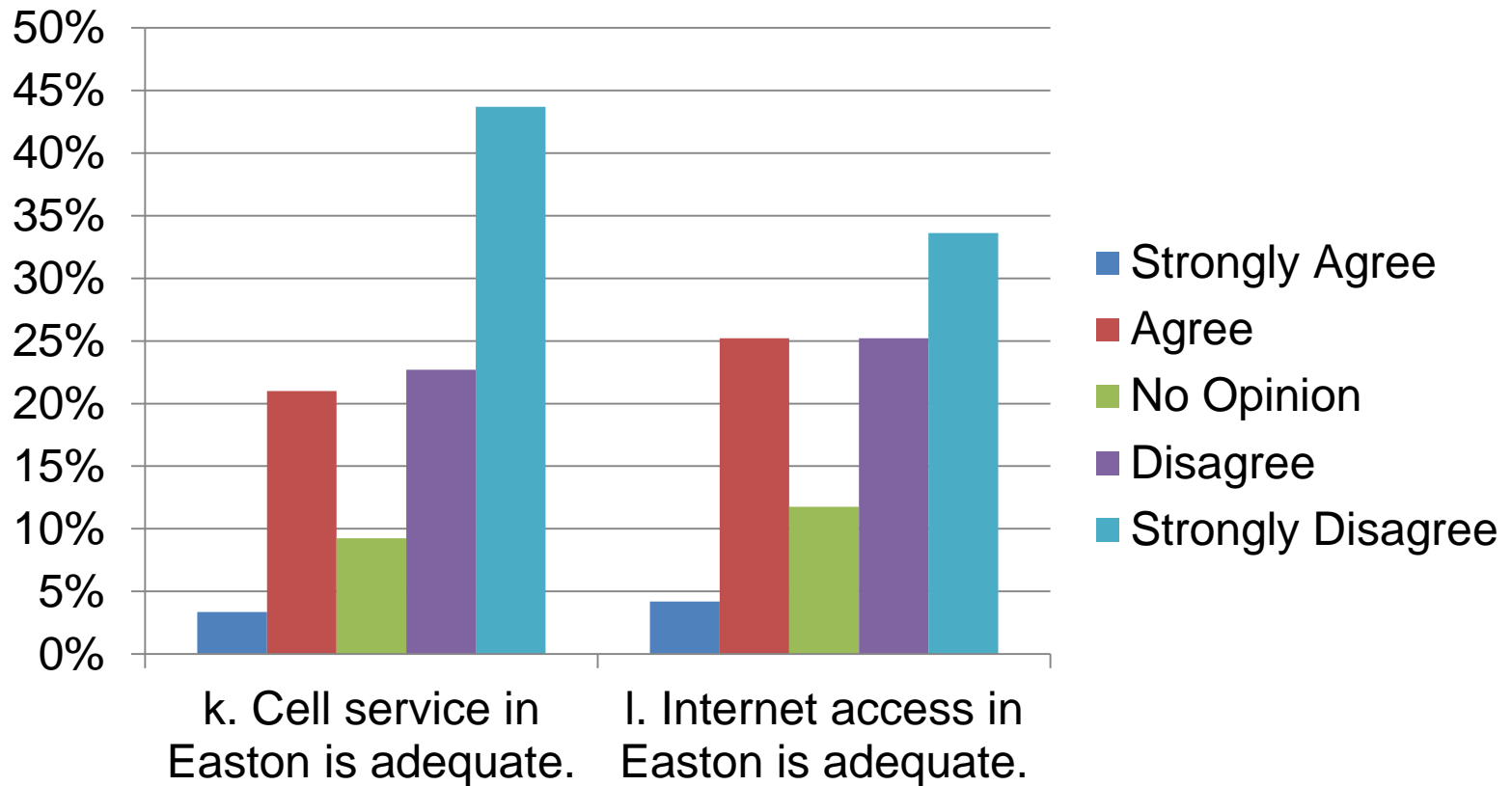
“It is the essence of Easton”

“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...



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



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.

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a. Scenic value of ridges and hillsides	93%
b. Scenic value of open fields by roadsides	86%
c. Water quality	84%
d. Wild Ammonoosuc River	75%
e. Ham Branch	73%
f. Old homes and barns	63%
g. Energy conservation	63%
h. Other	14%

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.

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a. Purchase property	51%
b. Purchase conservation easements	74%
c. Accept gifts of property	85%
d. Regulate the location and design of development	82%
e. Other	15%

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.

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a. Purchase the development rights	36%
b. Adopt regulations	53%
c. Educate landowners	98%
Other	9%

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.)

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a. Yes, to both Layfayette 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?

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- 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)

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➤ Average 8.7

➤ Median 10

➤ 64% of respondents rated Easton a 9 or 10

b. Why did you give Easton that rating?

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## c. What needs to change to increase your rating?

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- 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.

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# Has our vision as a community changed?

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# Next Steps

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- 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