

Millbury Master Plan Survey 2018

Report Prepared by: Dr. Melinda R. Tarsi, Corey Ahonen, Kate Ashworth, Ama Bray, Matthew Cobb, Debora Coelho, Anthony Hebert, Keith Lane, Sean Peters, Tyler Sanford, Upahar Shah, Nicole Skyleson, Femi Stoltz, Andrew Sukeforth, Sabat Tejada, Azra Tukic; Bridgewater State University Master of Public Administration Program.

Methodology: The survey was administered via a web link to Qualtrics, as well as a paper survey mailed to all households within the town of Millbury. The survey ran from March 23, 2018 to April 13, 2018. The sample size is 971, inclusive of both modes, though the N for each question does not equal the sample size due to respondent omission. There are not sufficient demographic variables to calculate margin of error. Percentages are reported as whole numbers (and due to rounding may not sum to 100); frequency counts are in parentheses.

Sample Demographics:

Age

17 - 25 years old	1% (9)
26 - 40 years old	17% (134)
41 - 55 years old	27% (216)
56 – 70 years old	32% (257)
71 and older	22% (175)

Gender

Male	47% (366)
Female	49% (384)
Other	1% (9)

Residency in Millbury

Less than 5 years	19% (151)
5 to 10 years	10% (77)
10 to 20 years	17% (135)
More than 20 years	53% (426)

Current Living Situation

Single adult living alone	19% (143)
Single adult – shared quarters	5% (36)
Single parent with children at home	3% (25)
Couple without children	18% (134)
Couple with children at home	28% (212)
Couple with adult children not at home	24% (184)
Other	4% (27)

Neighbor Interaction – How well do you know the neighbor you know best?

I don't know any of my neighbors	3% (24)
Prefer not to know my neighbors	15% (118)
Say hello from a distance	13% (99)
Feel comfortable asking a favor	22% (174)
Visit socially on occasion	24% (189)
Socialize frequently	22% (175)

2017 Town Meeting Attendance

Yes	22% (172)
No	77% (598)

In your opinion, what are Millbury's three most important assets? *(Respondents could select up to 3 choices)*

Location	35% (739)
Natural Features/Open Spaces	15% (313)
Affordable Housing	14% (286)
Historic Buildings	12% (256)
Schools	9% (187)
Commerce/Business	8% (177)
Other	6% (133)

Do you think Millbury should encourage more of the following businesses?

	Yes	No	Unsure
Retail Services	69% (536)	20% (155)	11% (84)
Hospitality/Restaurant	76% (596)	16% (126)	8% (63)
Personal & Professional Services	72% (561)	13% (99)	14% (112)
Construction/Building Trades	43% (326)	34% (247)	23% (174)
High Tech & Emerging Industries	71% (545)	18% (136)	11% (85)
Light Manufacturing & Warehousing	50% (385)	34% (258)	16% (121)
Truck Terminals	11% (86)	78% (586)	11% (80)
Farming (Agri-business)	68% (521)	15% (112)	17% (132)
Remote/Telecommuting Business	48% (359)	20% (150)	30% (224)

When it comes to Millbury's local economy, what are the Town's greatest challenges?
(Respondents could select up to 3 choices)

Empty Storefronts and/or Underutilized Buildings	26% (493)
Lack of Job Opportunities	13% (251)
Lack of Qualified Work Force	3% (62)
Inadequate Public Sewer/Water along Rt. 146	7% (138)
Inadequate Transportation Facilities	12% (232)
Inadequate Technological Infrastructure	7% (130)
Lack of Suitable Land for Commercial/Industrial Dev.	7% (126)
Lack of Adequate Tax Incentives for Business	11% (204)
Town Regulations too Restrictive to Business	6% (112)
Other	6% (116)

How should the Town and Aquarion Water Company fund sewer/water line extensions along Route 146?

Raise sewer/water user fees	3% (20)
Require property owners with frontage along Route 146 to cover extension costs through betterments	37% (278)
Split costs of extending sewer/water with developers	44% (329)
The Town and Aquarion Water Company should not help fund or extend water/sewer lines	14% (104)

Which of the following economic development strategies should the Town pursue regarding Millbury Center? *(Respondents could select up to 3 choices)*

Increase the number of parking spaces and/or the visibility of the municipal parking lot	18% (359)
Improve pedestrian and handicapped accessibility throughout Millbury Center	9% (190)
Make Millbury Center more attractive through streetscape improvements (i.e. landscaping, benches, public art)	24% (484)
Improve maintenance of public spaces (i.e. sidewalks, parking areas, the Town Common)	19% (379)
Adopt design guidelines for buildings, landscaping, parking, and signage	12% (231)
Increase the number of community events occurring in Millbury Center	14% (271)
Other	4% (89)

Which changes to the transportation system should occur in Millbury? *(Respondents could select up to 3 choices)*

Improve roadway maintenance	33% (659)
Improve pedestrian safety (sidewalks, ADA ramps, crosswalks, signals)	13% (270)
Expand bicycle accommodation (bike lanes, multi-purpose trails, etc.)	9% (177)
Improve directional signage	5% (93)
Install trees and landscaping along roadways	10% (206)
Expand public transportation by adding bus stops/bus routes	8% (156)
Expand transportation services (to medical appointments, shopping, rides to work) for the elderly & disabled	11% (216)
Limit cut-through traffic in neighborhoods	10% (194)
Other	3% (51)

Where should the Town accommodate new homes? *(Respondents could select all that apply)*

Evenly spread throughout town	38% (415)
Concentrated in village centers & established neighborhoods	11% (124)
Concentrated in undeveloped areas	22% (235)
Clustered on a portion of a parcel with remaining land protected open space	20% (212)
Other	8% (86)

What are the top housing needs in Millbury? *(Respondents could select up to 3 choices)*

Single-family homes on large lots	19% (297)
Single family homes on small lots	20% (314)
Townhouses	17% (273)
Garden-style apartments	13% (201)
In-law apartments	10% (160)
Assisted living, extended care and nursing facilities	16% (255)
Other	7% (105)

How important is it to preserve or protect the following?

	1 Least Important	2	3	4	5 Most Important
Buildings & sites of historic interest	6% (45)	6% (48)	17% (127)	23% (176)	48% (368)
Open spaces for recreation purposes	4% (32)	4% (33)	13% (97)	23% (176)	56% (427)
Farmland	6% (44)	6% (48)	18% (139)	23% (171)	47% (353)
Open spaces for conservation purposes	5% (38)	7% (56)	17% (126)	27% (204)	43% (327)
Open spaces to protect water quality/quantity	5% (35)	3% (23)	8% (60)	21% (160)	64% (489)
Scenic vistas	9% (63)	9% (67)	26% (186)	25% (176)	31% (225)
Other	17% (9)	N/A	4% (2)	2% (1)	76% (41)

To preserve open spaces, would you:

	Yes	No	Unsure
Support establishment of a surcharge on property taxes	15% (107)	61% (445)	24% (176)
Support town-sponsored land acquisition through appropriation	46% (337)	24% (177)	30% (223)

To preserve historic resources, would you:

	Yes	No	Unsure
Support establishment of a surcharge on property taxes	14% (100)	63% (458)	23% (163)
Support town-sponsored land acquisition through appropriation	42% (302)	26% (186)	33% (236)

Are you concerned about the following open space/historic resource-related issues in Millbury? *(Respondents could select up to 3 choices)*

Destruction of the town's character	13% (277)
Demolition of historic buildings	11% (225)
Disappearing wildlife habitat & forests	21% (427)
Disappearing farmland	12% (248)
Degradation of water bodies & wetlands	16% (319)
Degradation of drinking water supplies	16% (329)
Lack of adequate recreational facilities	10% (208)
Other	1% (19)

Should the Town promote the following measures to protect the environment?

	Yes	No	Unsure
Provide education & incentives to residents & property owners	81% (608)	10% (73)	9% (69)
Increased opportunities for recycling	80% (614)	10% (79)	9% (70)
Energy conservation initiatives	81% (610)	7% (54)	11% (83)
Alternative energy production (solar panels, wind energy)	73% (550)	13% (96)	14% (104)
Safe disposal of hazardous wastes	95% (730)	2% (15)	3% (21)
Annual earth day cleanups	86% (655)	4% (34)	10% (73)
Planting of street trees along major roadways	63% (480)	19% (141)	18% (136)
Low glare and efficient lighting	72% (541)	11% (83)	17% (125)
Anti-idling policy/campaign at municipal facilities	52% (386)	20% (147)	28% (213)

How often did you use the following public facilities last year?

	Never	Rarely	Sometimes	Often
Senior Center	67% (539)	14% (115)	11% (91)	7% (52)
Youth Center	87% (687)	8% (66)	3% (23)	1% (10)
Public Library	30% (236)	24% (194)	27% (214)	19% (149)
Asa Waters Mansion	38% (302)	30% (239)	25% (201)	6% (50)
Blackstone River Bikeway	43% (335)	18% (144)	27% (213)	12% (92)
East Millbury Park	67% (528)	14% (107)	13% (105)	6% (45)
Greenwood Street Park	70% (547)	14% (106)	12% (93)	5% (37)
James Dorenzo Park	84% (654)	8% (66)	6% (43)	2% (12)
Washington St. Park (Woolie World)	59% (459)	13% (100)	18% (140)	10% (81)
W. Millbury Playground (Jacques)	77% (602)	11% (87)	9% (71)	2% (16)
Butler Farm	73% (567)	12% (92)	10% (80)	5% (37)
Dorothy Pond Rec. Area	70% (545)	14% (108)	11% (89)	5% (37)
Brierly Pond	73% (574)	13% (105)	10% (76)	4% (28)
Davidson Sanctuary	78% (606)	13% (100)	7% (55)	1% (10)
Town Common	39% (307)	28% (222)	28% (219)	5% (38)
School Grounds (inc. Windle)	42% (330)	20% (157)	23% (179)	15% (115)
Local Ponds/Boat Ramps	48% (370)	19% (146)	20% (157)	12% (91)

Which new public recreation facilities do you feel are most needed? *(Respondents could select up to 5 choices)*

No new facilities	3% (94)
Boat access points	11% (326)
Fishing access points	4% (117)
Municipal beach	6% (157)
Sprinkler pad	5% (136)
Community gardens	5% (143)
Conservation areas	10% (287)
Sidewalks	4% (101)
Indoor recreation centers	5% (136)
Trails	5% (130)
Playground	6% (174)
Outdoor play structure	2% (59)
Ballfield	7% (212)
Basketball court	4% (100)
Skateboarding facility	8% (229)
Tennis court	6% (161)
Picnic facility	8% (228)
Other	2% (58)

Which of the following special events, programs or efforts would you like to see in Millbury? *(Respondents could select all that apply)*

No new events/programs	2% (48)
Community festivals	9% (252)
Concerts	15% (418)
Dances	5% (147)
Drama productions	6% (159)
Farmers markets	20% (575)
Nature outings	9% (252)
Road races	5% (147)
Crafting activities	8% (234)
Youth programming/activities	9% (256)
Senior programming/activities	8% (242)
Other	1% (38)

Which of the following strategies should the Town pursue regarding its recreation opportunities? *(Respondents ranked their choices; average scores are reported, with 1 being the first choice and 5 being the last choice)*

Publicize recreation opportunities	2
Improve parking	3
Improve handicapped accessibility	3
Improve maintenance of existing recreational facilities	2
None of the above. Recreation opportunities in Millbury are adequate and well known to residents	4

If you had \$100 to spend on the following capital improvements projects, how would you spend it? *(Respondents indicated dollar amounts for each category; average amounts are reported)*

Roads maintenance	\$49
Construction of emergency services complex for police/fire/EMS	\$15
Renovation/expansion/replacement of Shaw School	\$16
Parks improvements	\$9
Streetscape improvements at Millbury Center	\$8
Extending sewer infrastructure to Route 146	\$4
Upgrading and expanding stormwater facilities	\$5
Expanding and improving municipal cemeteries	\$4
Replacing Brierly Pond Dam	\$5
Other	\$5