
SECTION 5

Public Input Results

5.1 PUBLIC QUESTIONNAIRE RESULTS

One of the most effective means to gather valid information regarding the disposition of citizens regarding matters of public concern is to send out a questionnaire which citizens can fill out and then return to those making decisions on said matters. The obvious drawback to using such a method is expense. The obvious advantage is that questionnaires encourage participation from the widest possible audience. The CAC constructed an information sheet describing the four options proposed for the 3rd Street Project (Appendix A). The questionnaire (Appendix B) asked respondents to identify themselves by:

- identity
- address
- age
- preferences regarding the four proposed options for the project

A person's identity could be recorded under multiple categories in this questionnaire. Respondents were asked to identify themselves as a:

- Borough resident
- Borough Property Owner
- Borough Business Owner
- Borough Business Patron
- Borough Commuter
- Glen Providence Park User
- Broomall's Lake Country Club Member

There were 3708 mailings sent out to Borough residents and businesses, and there were 651 respondents. This is a response rate of 17.6%. The return rate is actually greater than the 17.6% noted above. However, the actual return rate cannot be calculated, because the total number of questionnaires delivered is not known. The CAC recognizes that the return of responses could have potentially been greater, had there not been issues regarding the delivery of the questionnaire to Borough residents and businesses. There were numerous reports of people with Borough addresses not receiving their questionnaires. The response given by the United States Postal Service to questions regarding delivery discrepancies was that all questionnaires were delivered, however there is no way to verify this. It should be noted that members of the CAC were among those who did not receive their questionnaires.

The unexplained failed delivery of the questionnaire is a problem, but not a problem that can be addressed by the CAC. The issues regarding the delivery of all questionnaires should not be considered a problem in relation to the validity of the 651 responses that were received. Every response received describes the true preferences of a member of the Borough Community. The information sheet and questionnaire provide the most far reaching method of gathering public sentiment completed by the CAC as is exhibited by the 651 responses to it.

The technical designation of this questionnaire is a census questionnaire. This means that it was a set of questions sent by mail to every tax parcel address in the Borough. As a census questionnaire, there is no need to examine for statistical significance. Every questionnaire collected contains valid information for consideration.

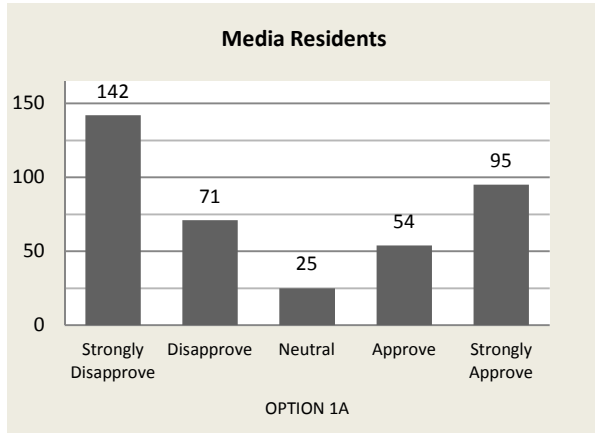
The questionnaire should not be considered a referendum, nor was it intended to be used as a referendum. It was designed to ask respondents their preferences regarding the four proposed options. As distinct from voting for one favorite option, a respondent could in fact give a high approval rating to all four proposed options or a low approval rating to all four options. The purpose of constructing and distributing this questionnaire was to determine respondent's preferences regarding the four proposed options, nothing more.

The following analysis represents the CAC's tally of public questionnaire feedback on the four options. The final determination on the results of the questionnaire will be the responsibility of Borough Council. The results of the questionnaire were recorded and tabulated by Borough staff. The data and the instructions to the Borough staff are included as Appendix G. The technical term for the analysis used is cross-tabulation, which presents the preferences given by questionnaire respondents based on their identities. The identities found to be most useful were Borough Residents (as a whole and by district) and Borough Business Owners. Results of the survey are also provided for respondents who identified themselves as Broomall's Lake Country Club Members and Glen Providence Park users. Please note that some surveys returned were completed with responses for all four options, while others were only completed with responses for one or a subset of the options.

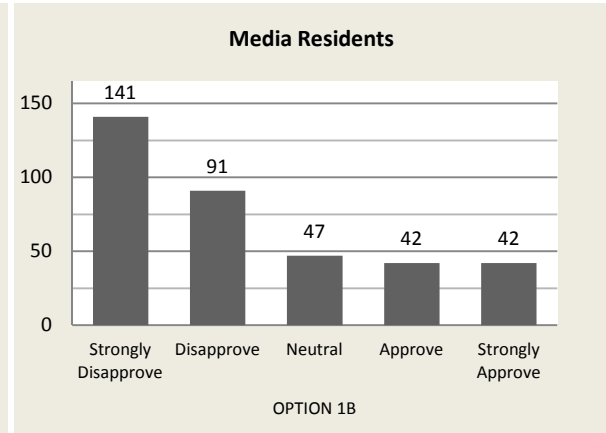
Survey Findings: Media Residents

The following indicates the response of Media Borough residents to the four options presented.

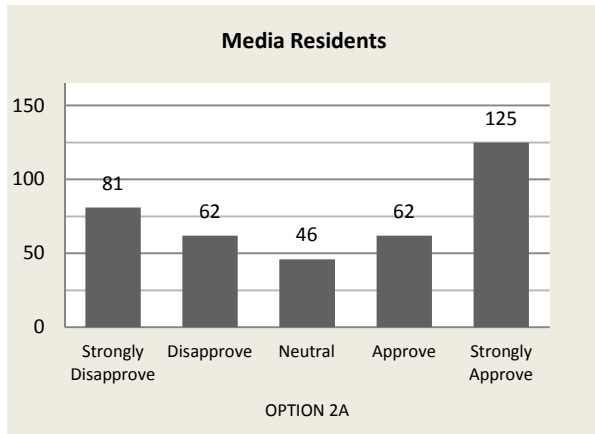
1A: Replace Dam/Auto, Bicycle, Pedestrian



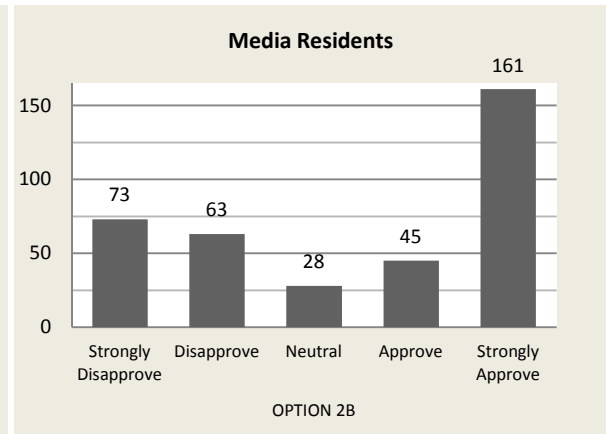
1B: Replace Dam/Bicycle, Pedestrian Only



2A: Remove Dam/Auto, Bicycle, Pedestrian



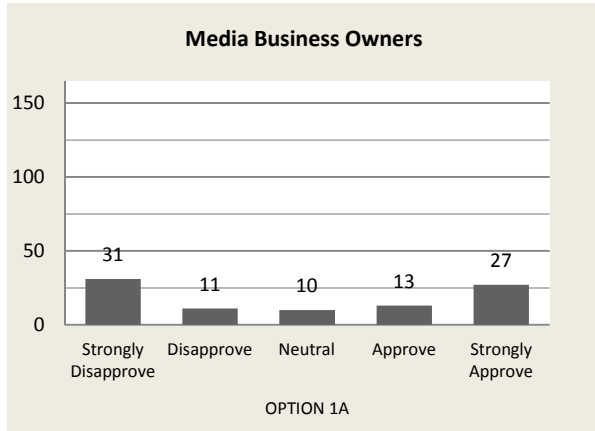
2B: Remove Dam/Bicycle, Pedestrian Only



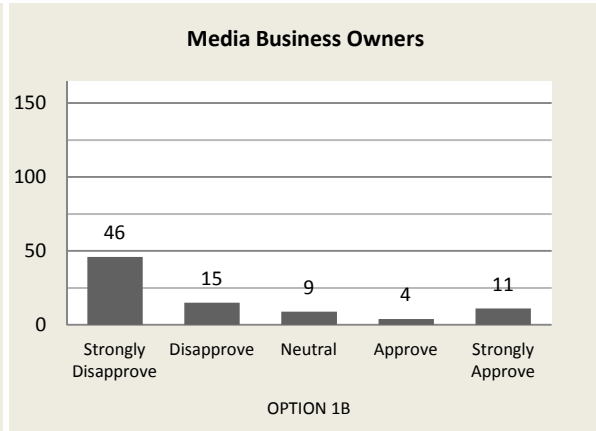
Survey Findings: Media Businesses

The following indicates the response of Media Borough business owners to the four options presented.

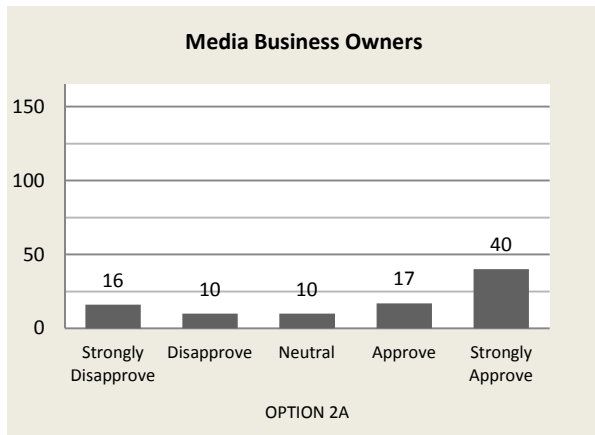
1A: Replace Dam/Auto, Bicycle, Pedestrian



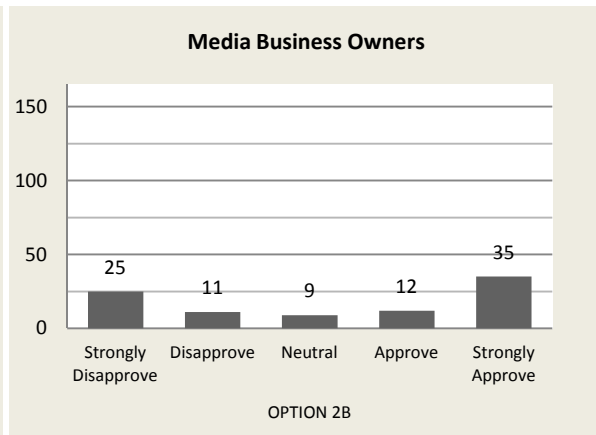
1B: Replace Dam/Bicycle, Pedestrian Only



2A: Remove Dam/Auto, Bicycle, Pedestrian



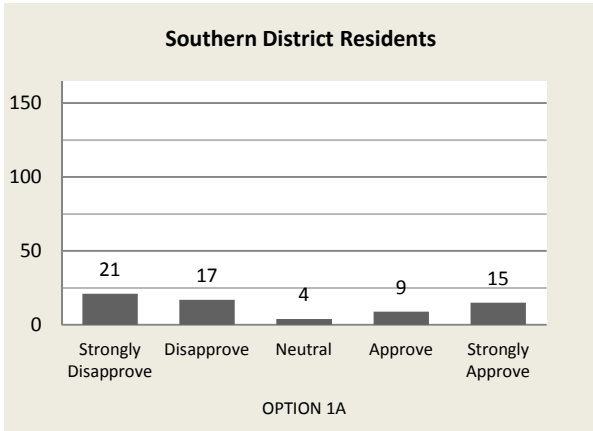
2B: Remove Dam/Bicycle, Pedestrian Only



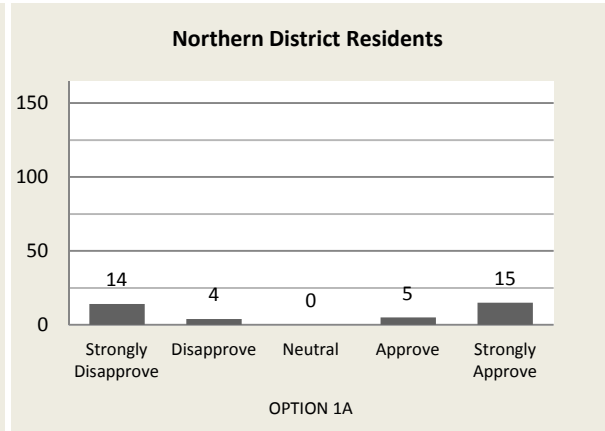
Survey Findings: Media Residents – Option 1A by District

The following indicates the response of Media Borough residents to Option 1A (Replace Dam/ Auto, Bicycle, Pedestrian) presented by district.

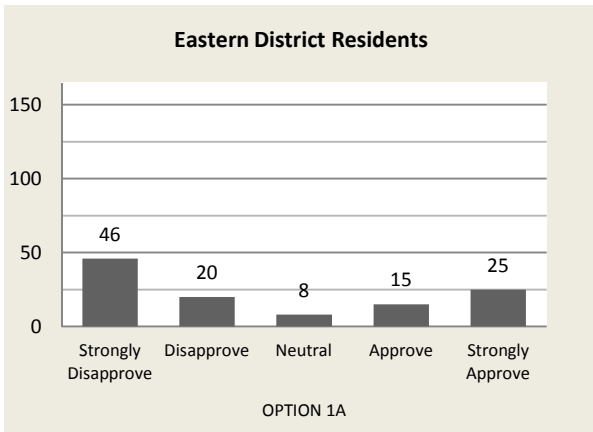
1A: Southern District



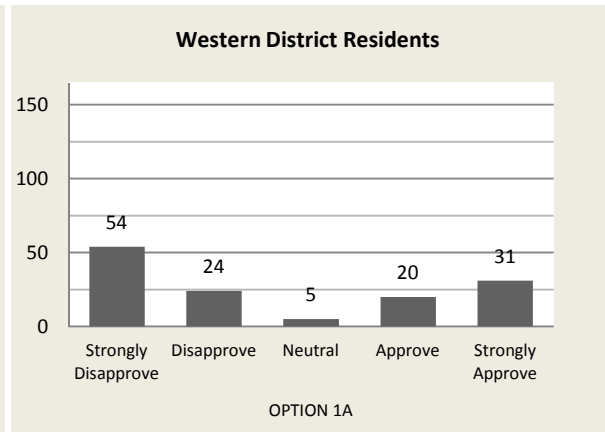
1A: Northern District



1A: Eastern District



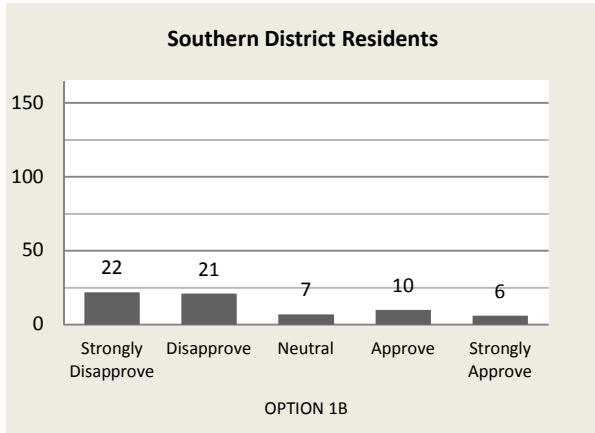
1A: Western District



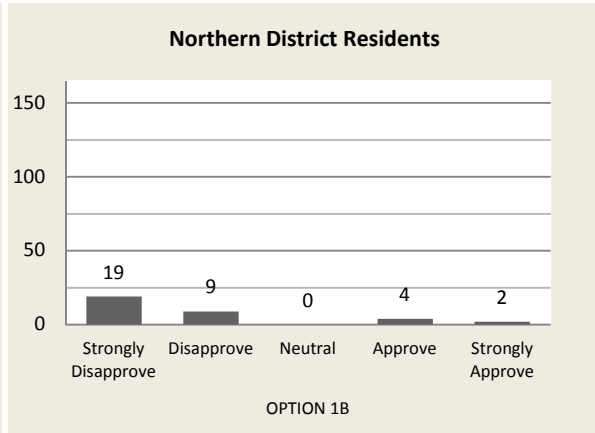
Survey Findings: Media Residents - Option 1B by District

The following indicates the response of Media Borough residents to Option 1B (Replace Dam/Bicycle, Pedestrian Only) presented by district.

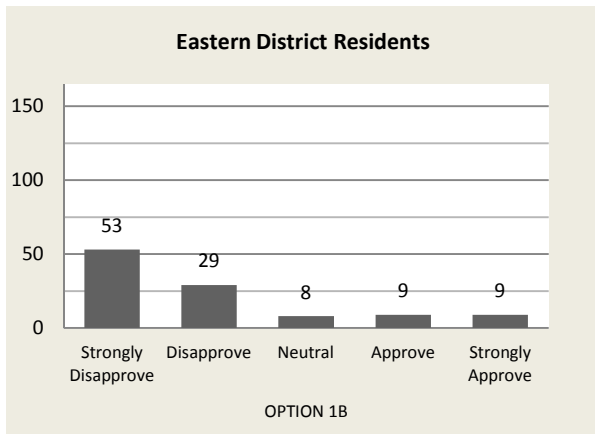
1B: Southern District



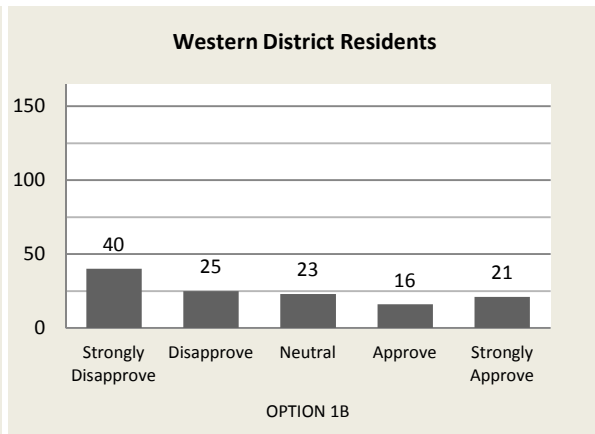
1B: Northern District



1B: Eastern District



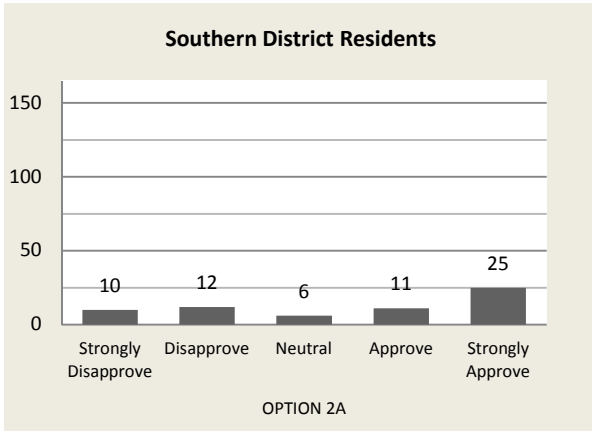
1B: Western District



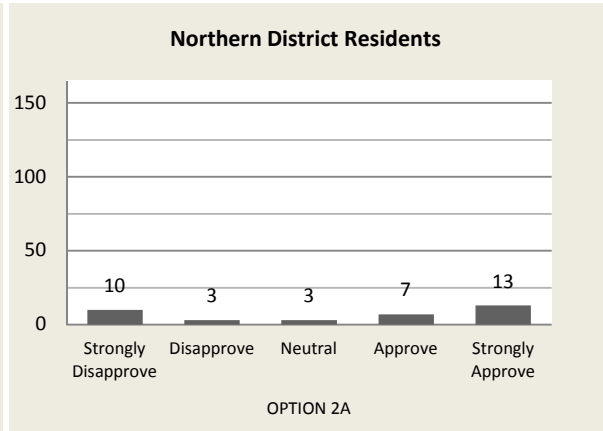
Survey Findings: Media Residents – Option 2A by District

The following indicates the response of Media Borough residents to Option 2A (Remove Dam/ Auto, Bicycle, Pedestrian) presented by district.

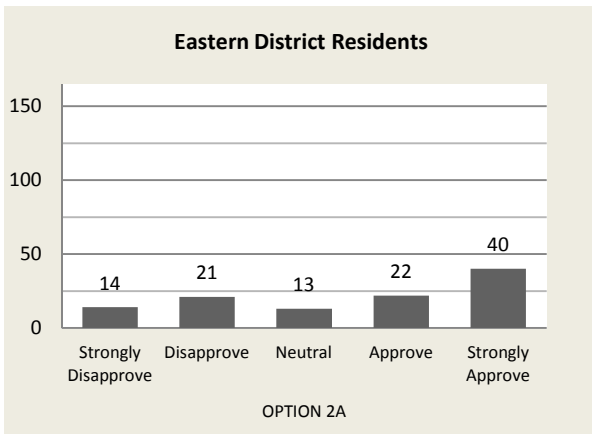
2A: Southern District



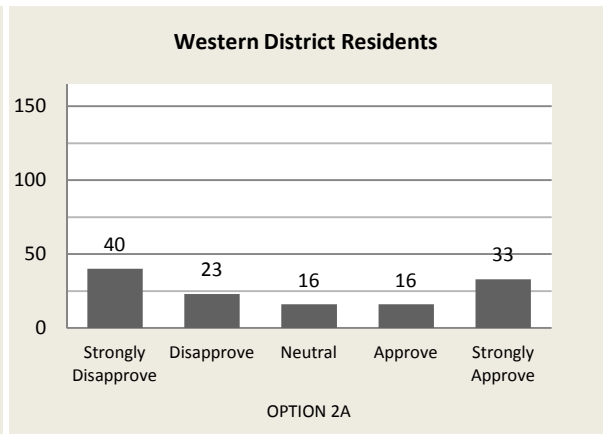
2A: Northern District



2A: Eastern District



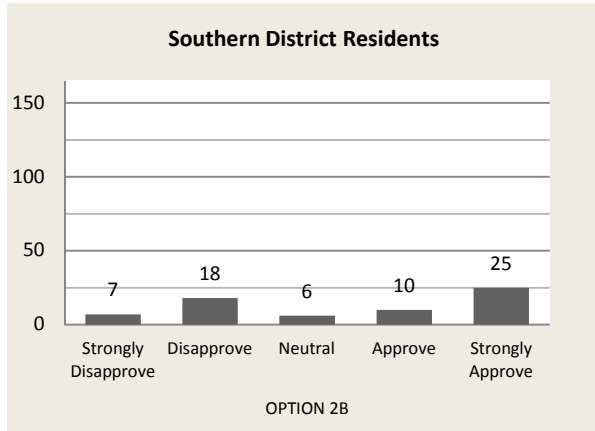
2A: Western District



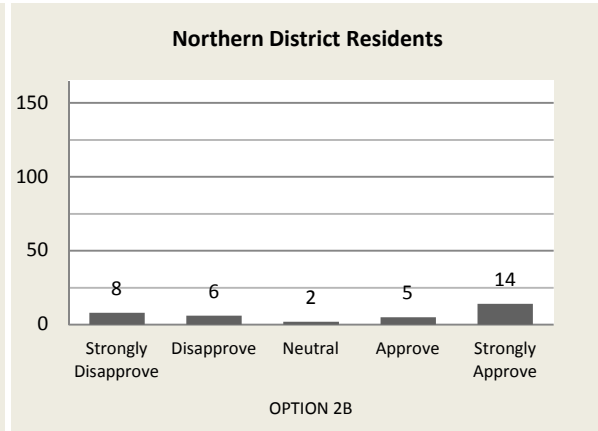
Survey Findings: Media Residents - Option 2B by District

The following indicates the response of Media Borough residents to Option 2B (Remove Dam/Bicycle, Pedestrian Only) presented by district.

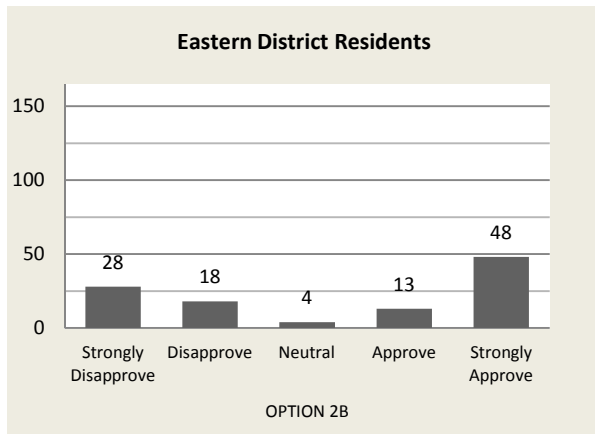
2B: Southern District



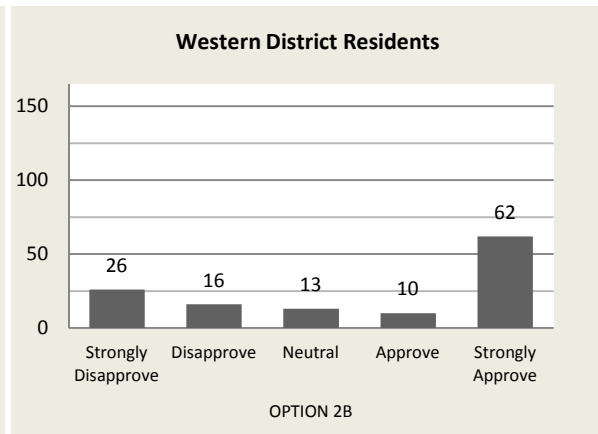
2B: Northern District



2B: Eastern District



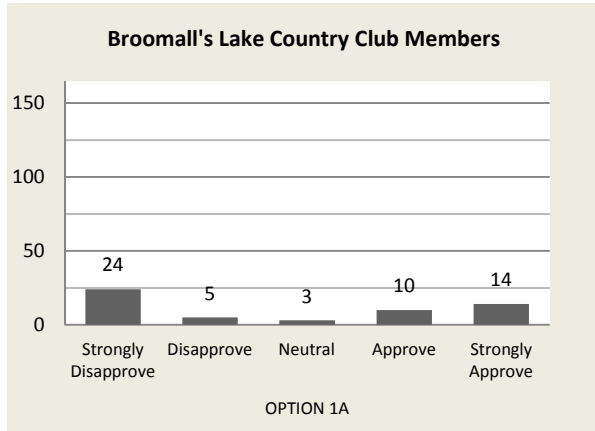
2B: Western District



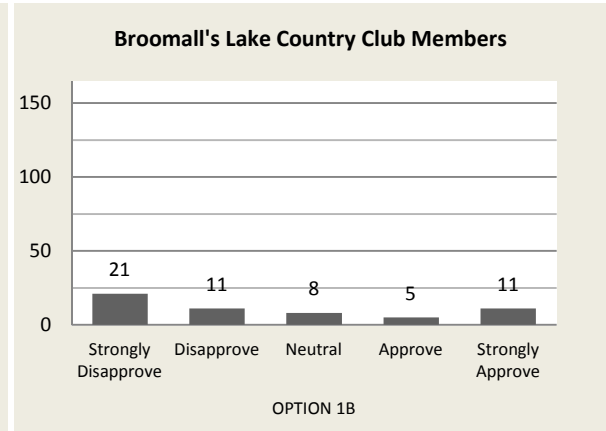
Survey Findings: Broomall's Lake Country Club Members

The following indicates the response of Broomall's Lake Country Club members to the four options presented.

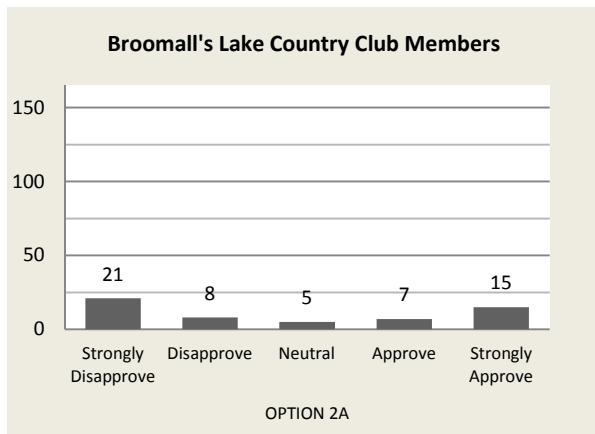
1A: Replace Dam/Auto, Bicycle, Pedestrian



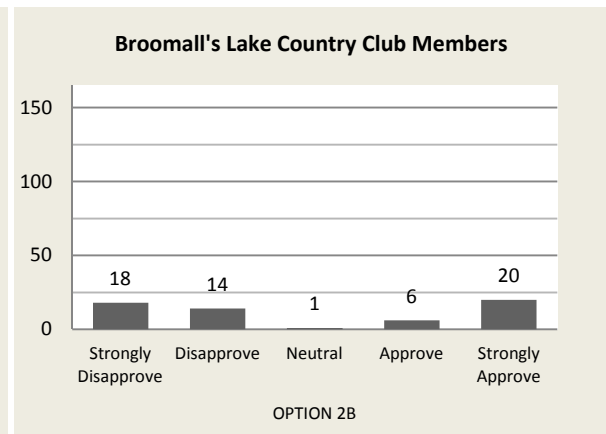
1B: Replace Dam/Bicycle, Pedestrian Only



2A: Remove Dam/Auto, Bicycle, Pedestrian



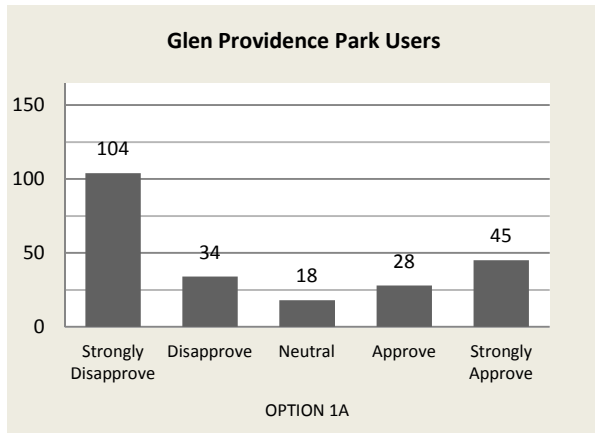
2B: Remove Dam/Bicycle, Pedestrian Only



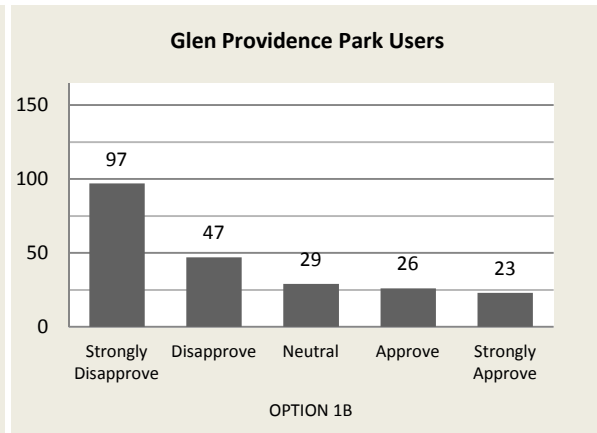
Survey Findings: Glen Providence Park Users

The following indicates the response of Glen Providence Park users to the four options presented.

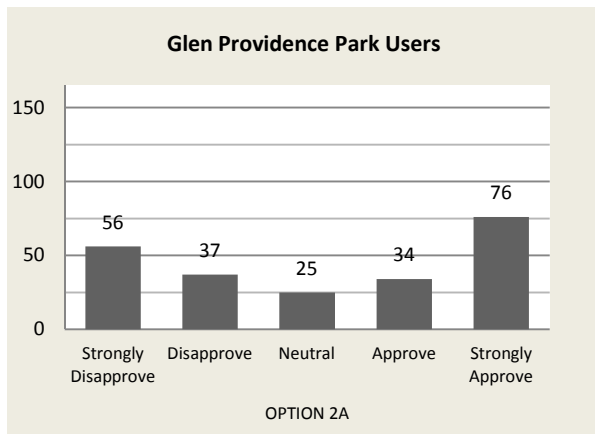
1A: Replace Dam/Auto, Bicycle, Pedestrian



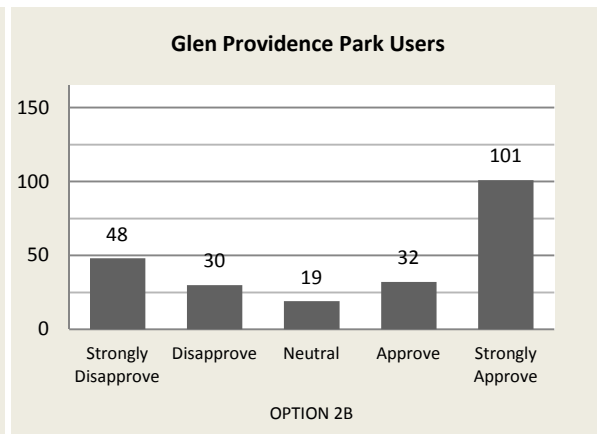
1B: Replace Dam/Bicycle, Pedestrian Only



2A: Remove Dam/Auto, Bicycle, Pedestrian



2B: Remove Dam/Bicycle, Pedestrian Only



5.2 PUBLIC MEETING FEEDBACK RESULTS

The compilation of the feedback from participants at the March 5, 2012 public meeting regarding the 3rd Street Project produced the collection of preferences listed below. The transcripts of public feedback from the public meeting are included as Appendix E. It is shown that Borough residents who participated in the groups favored the option of a bridge for only pedestrians and bicyclists. Residents of Upper Providence presented a varied collection of preferences.