

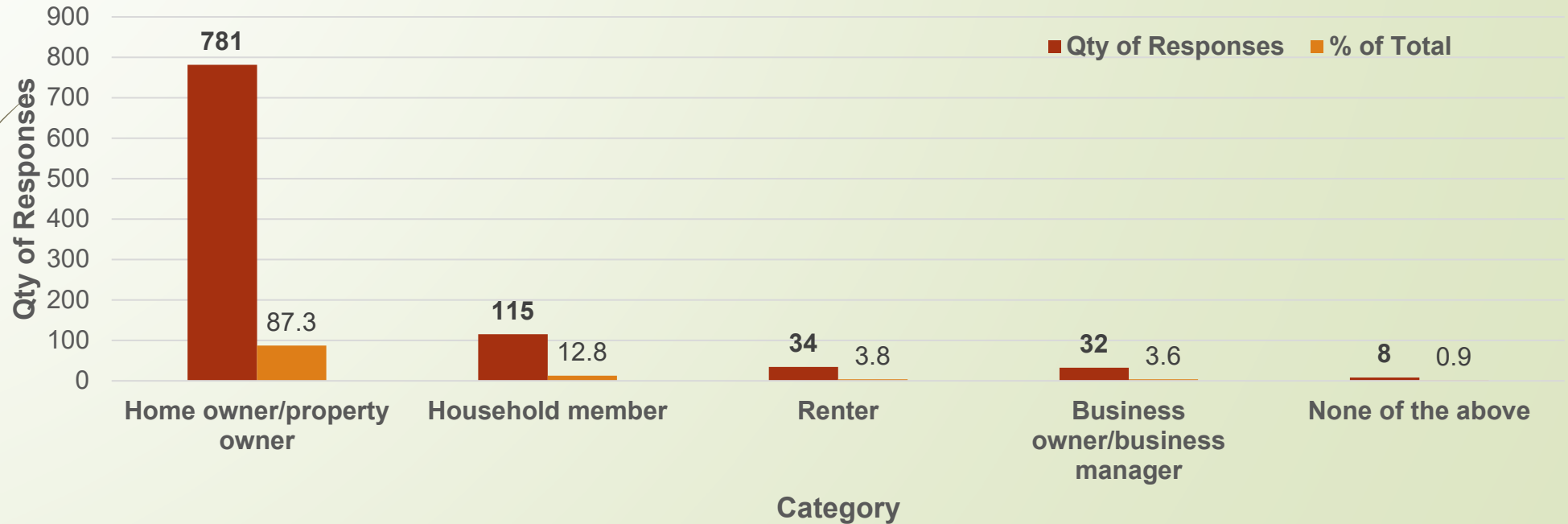
2022 Southwick, MA Master Plan Survey

PowerPoint Summary completed by the Master Plan Advisory Committee

Question 1. “I am responding to this survey as a... in Southwick, MA (check all that apply)”

- ☐ Homeowner/property owner
- ☐ Renter
- ☐ Household member
- ☐ Business owner/manager of business
- ☐ None of the above

Summary of Question 1 Responses



Question 2. “* Required: Southwick Address (Home/Business)”

There will not be a summary of this question

Question 4. "What is your age?"

____ under 19

____ 20-29

____ 30-39

____ 40-49

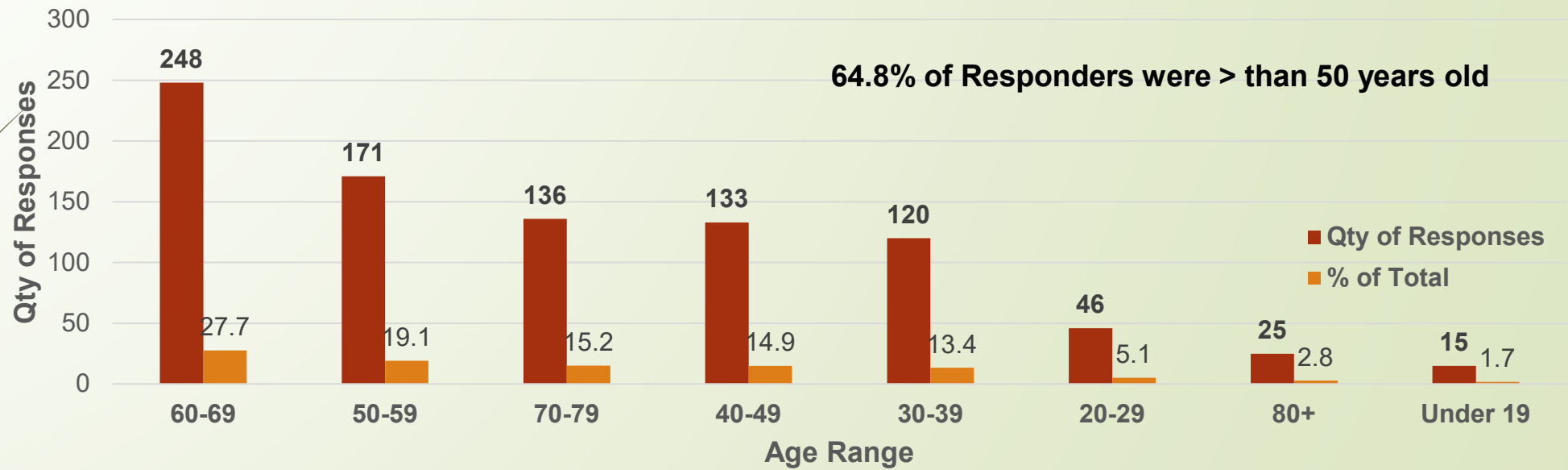
____ 50-59

____ 60-69

____ 70-79

____ 80+

Summary of the Question 4 Responses



Question 5. “Which of the following categories describes your employment status? (Select all that apply)”

___ Employed full-time

___ Not employed, looking for work

___ Parent and/or homemaker

___ Student

___ Other

___ Employed part-time

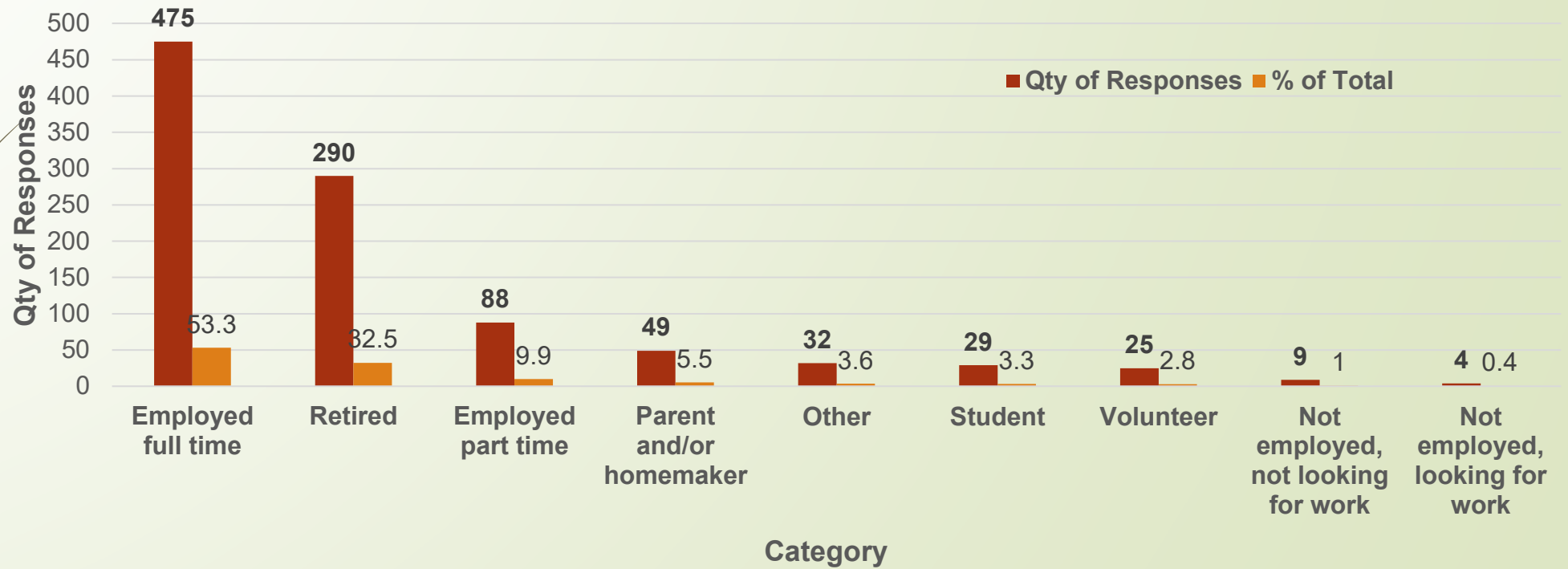
___ Not employed, not looking for work

___ Retired

___ Volunteer

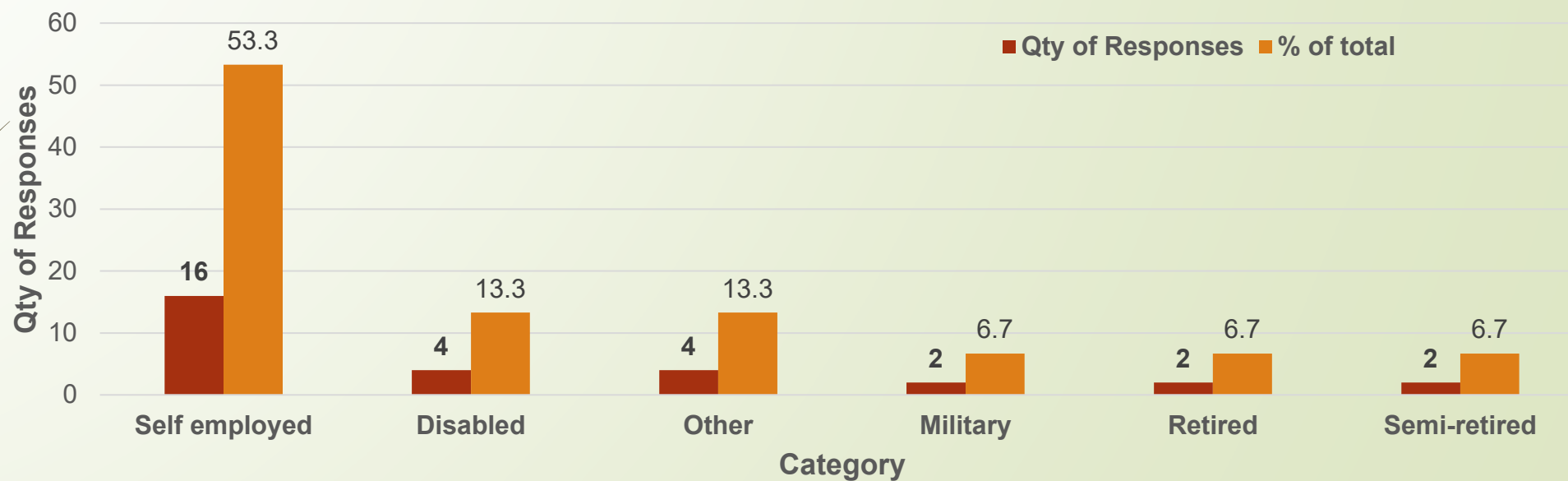
Summary of Question 5 Responses

Page 1 of 2



Summary of Question 5 Responses “Other or Freehand”

Page 2 of 2

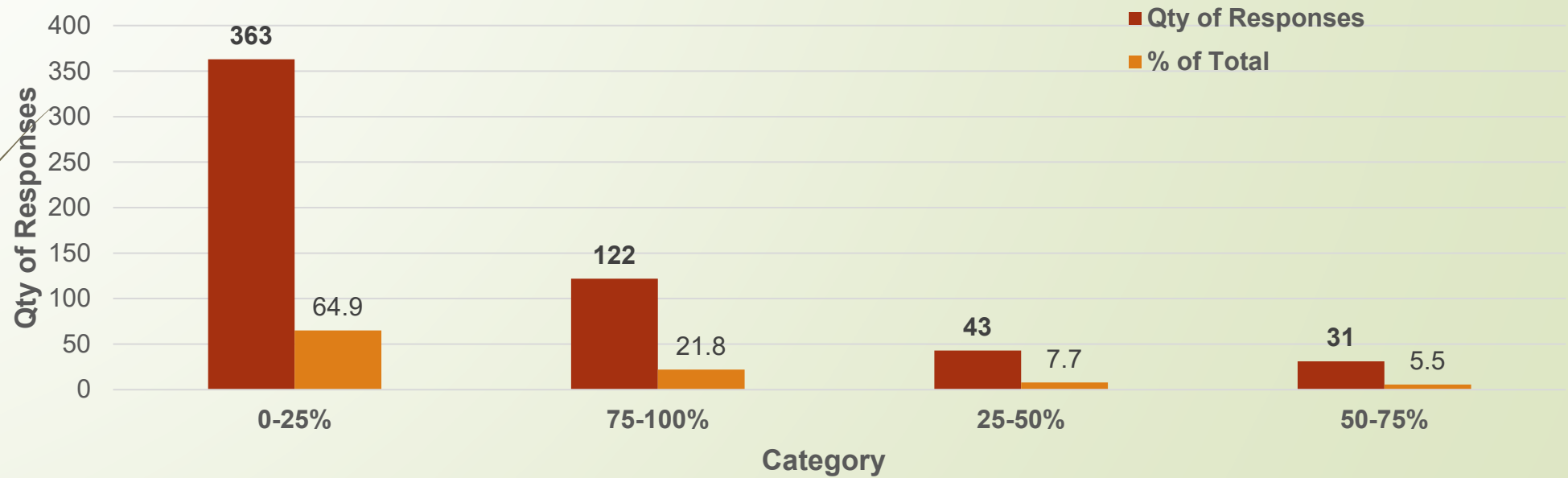


The specific “Other or Freehand” responses can be found in the survey “Appendix” file pages 7-9

Question 6. “If you are currently employed, what % of your working time do you spend working from home?”

- ___ 0-25%
- ___ 25-50%
- ___ 50-75
- ___ 75-100%

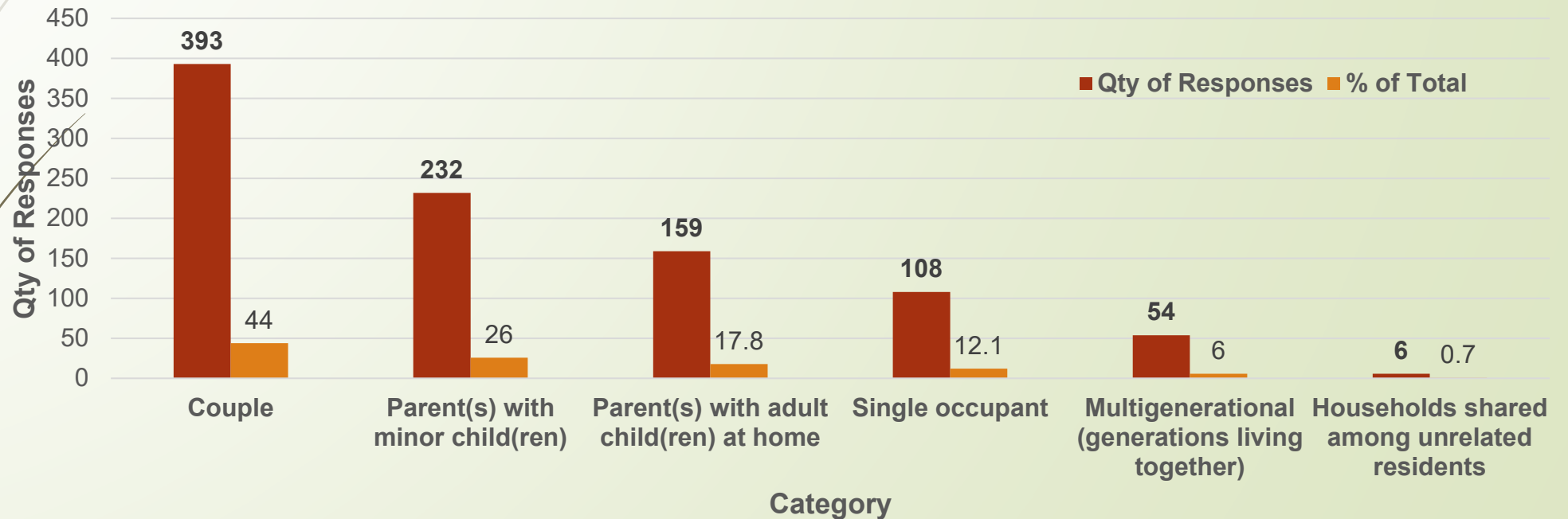
Summary of Question 6 Responses



Question 7. “Which best describes your household? (Select all that apply)”

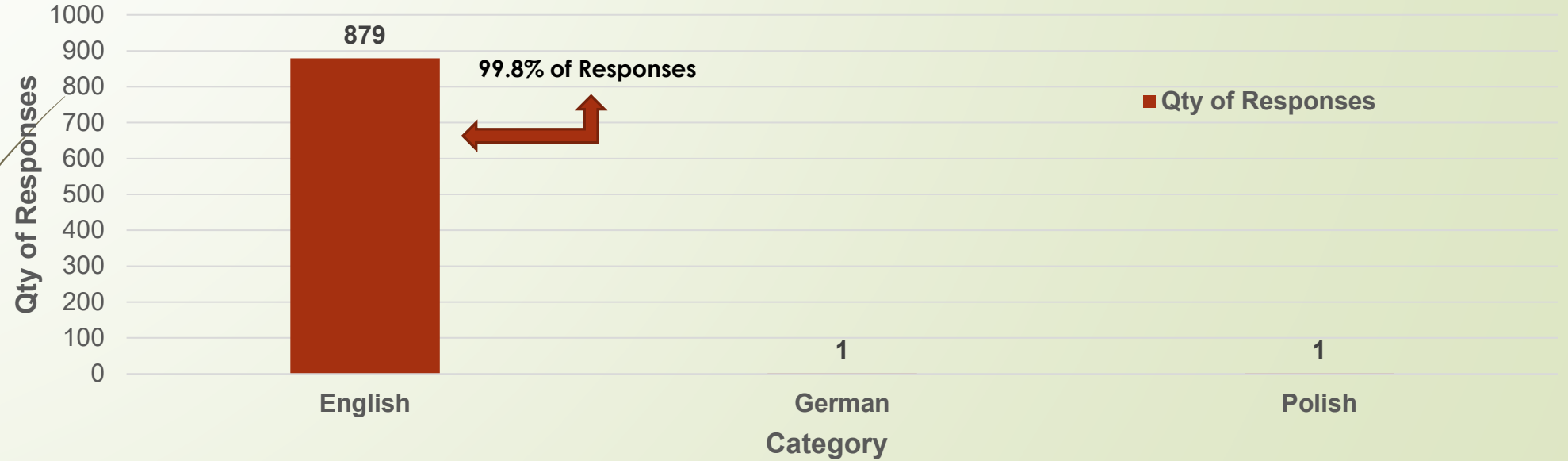
- ☐ Single occupant
- ☐ Couple
- ☐ Parent(s) with minor child(ren)
- ☐ Parent(s) with adult child(ren) at home
- ☐ Household shared among unrelated residents
- ☐ Multi-generational (generations living together)

Summary of Question 7 Responses



Question 8. “What is the primary language spoken in your household?”

Summary of Question 8 Responses



Question 9. “How many years have you been a resident of Southwick?”

___ 0-5

___ 31-40

___ 6-10

___ 41-50

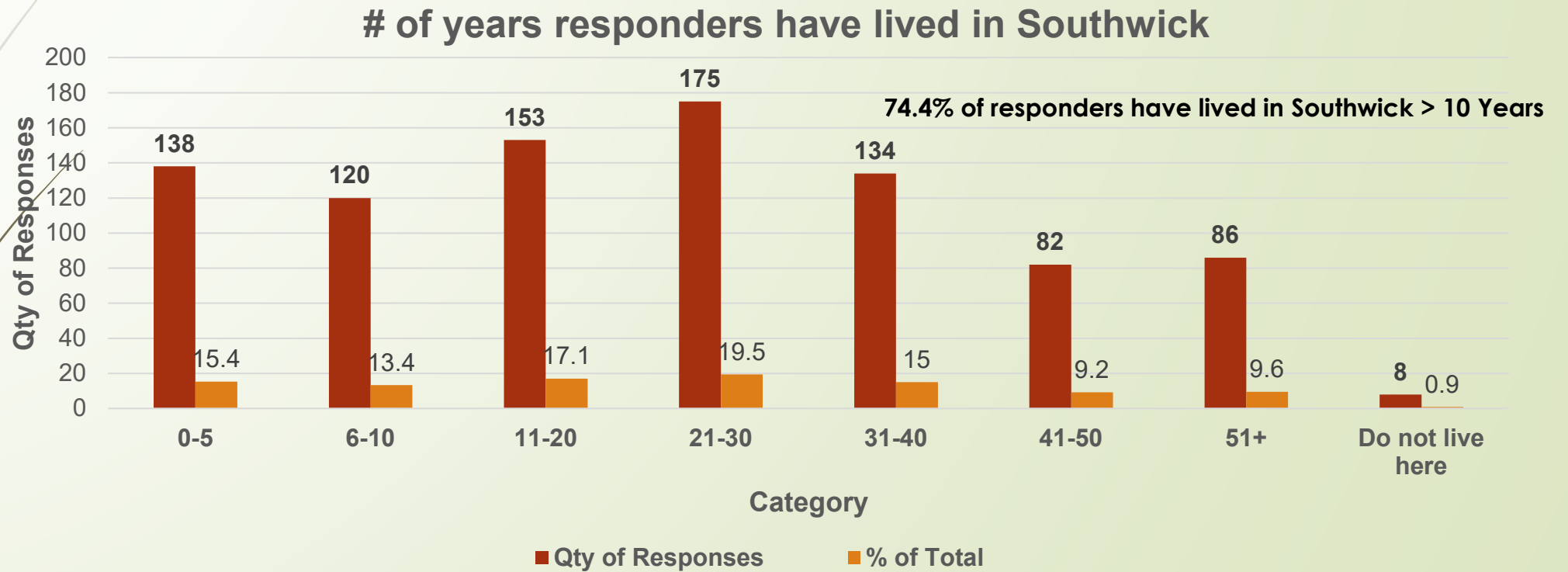
___ 11-20

___ 51+

___ 21-30

___ I don't live in Southwick

Summary of Question 9 Responses



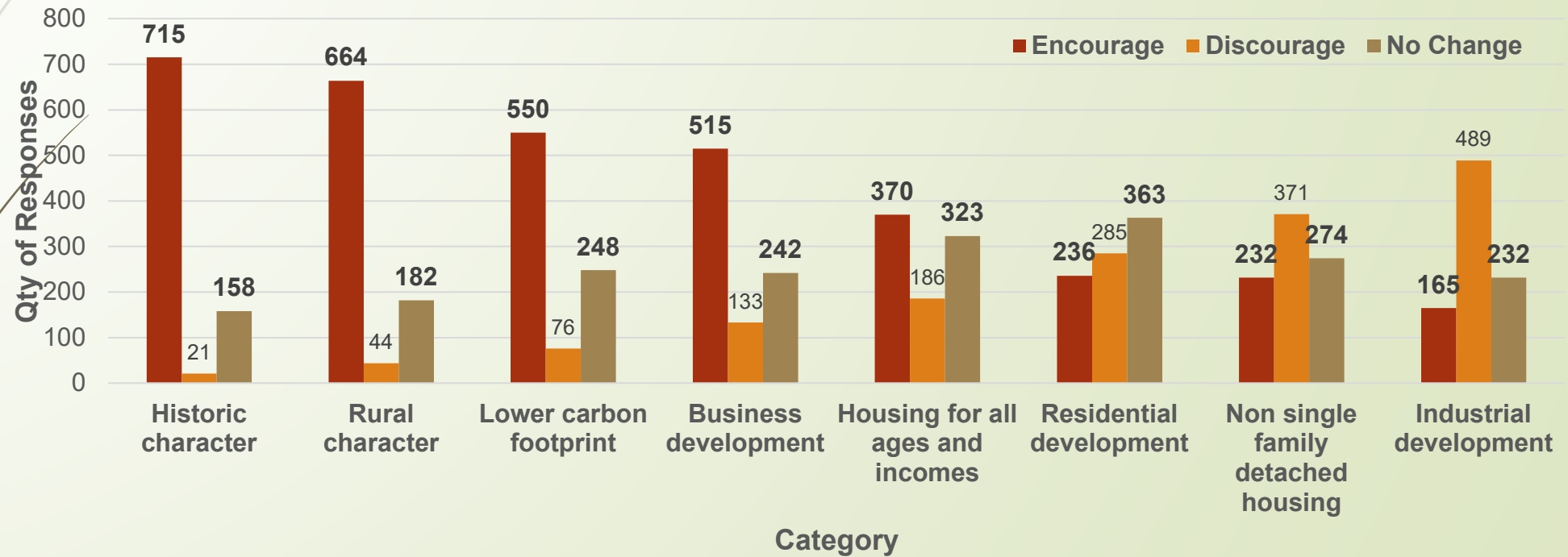
Question 10. “Over the next 20 years, the town should encourage, discourage, or make no change? (Please check the answer you agree with)”

Category	Encourage	Discourage	No Change
Rural character and feeling of Southwick			
Residential development within Southwick			
Business development within Southwick			
Industrial development within Southwick			
Housing for all ages and income levels			
Housing that is not only single-family detached homes			
Historical character of Southwick			
Lowering our carbon footprint within Southwick (commercial, public, and residential)			
Other – write in			

Summary of Question 10 Responses

Page 1 of 4

This chart demonstrates how each category rated with all three options.

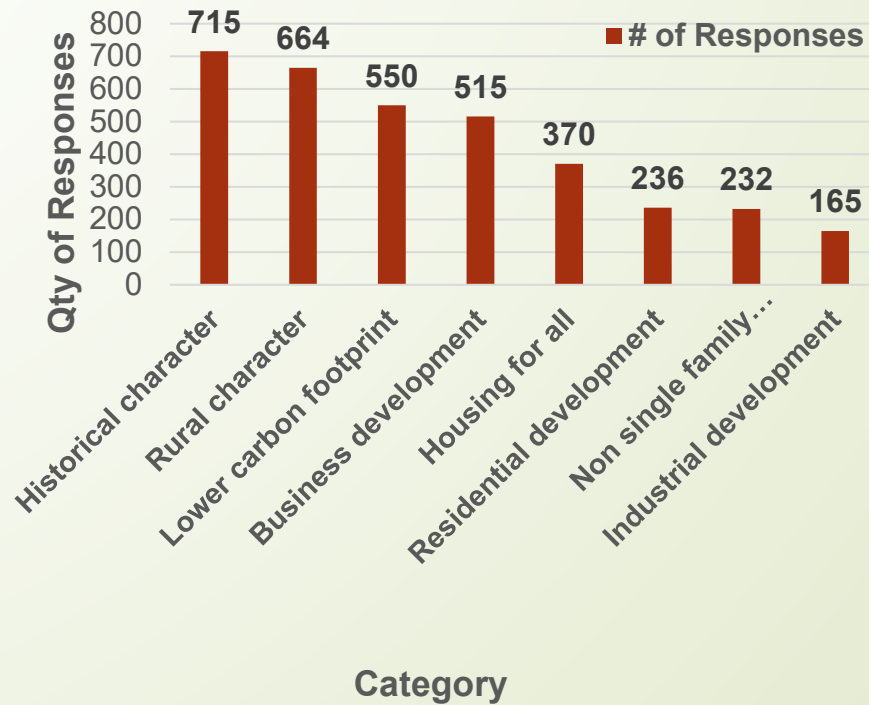


Summary of Question 10 Responses

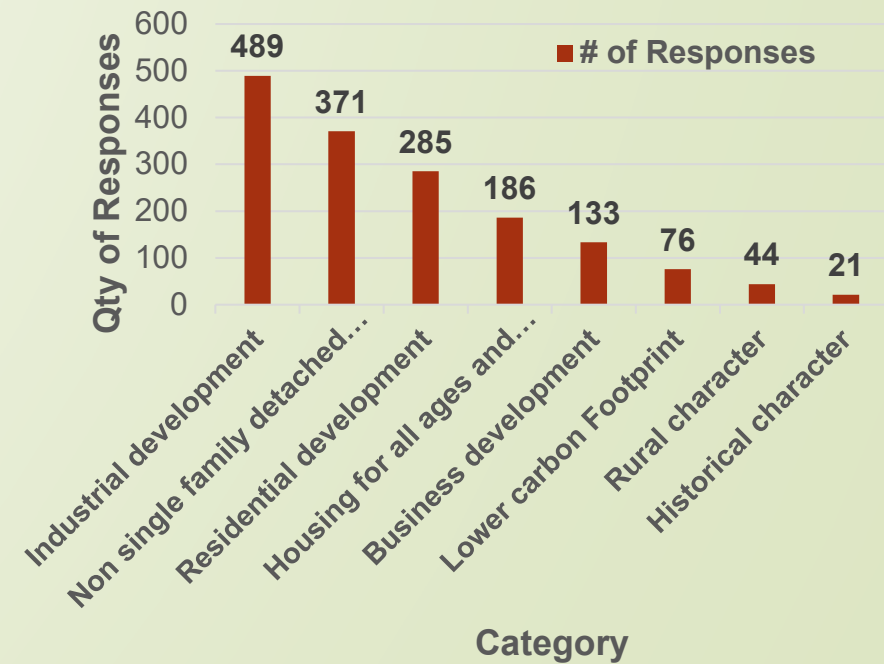
Page 2 of 4

These charts demonstrate how each category rated against all categories

Encourage



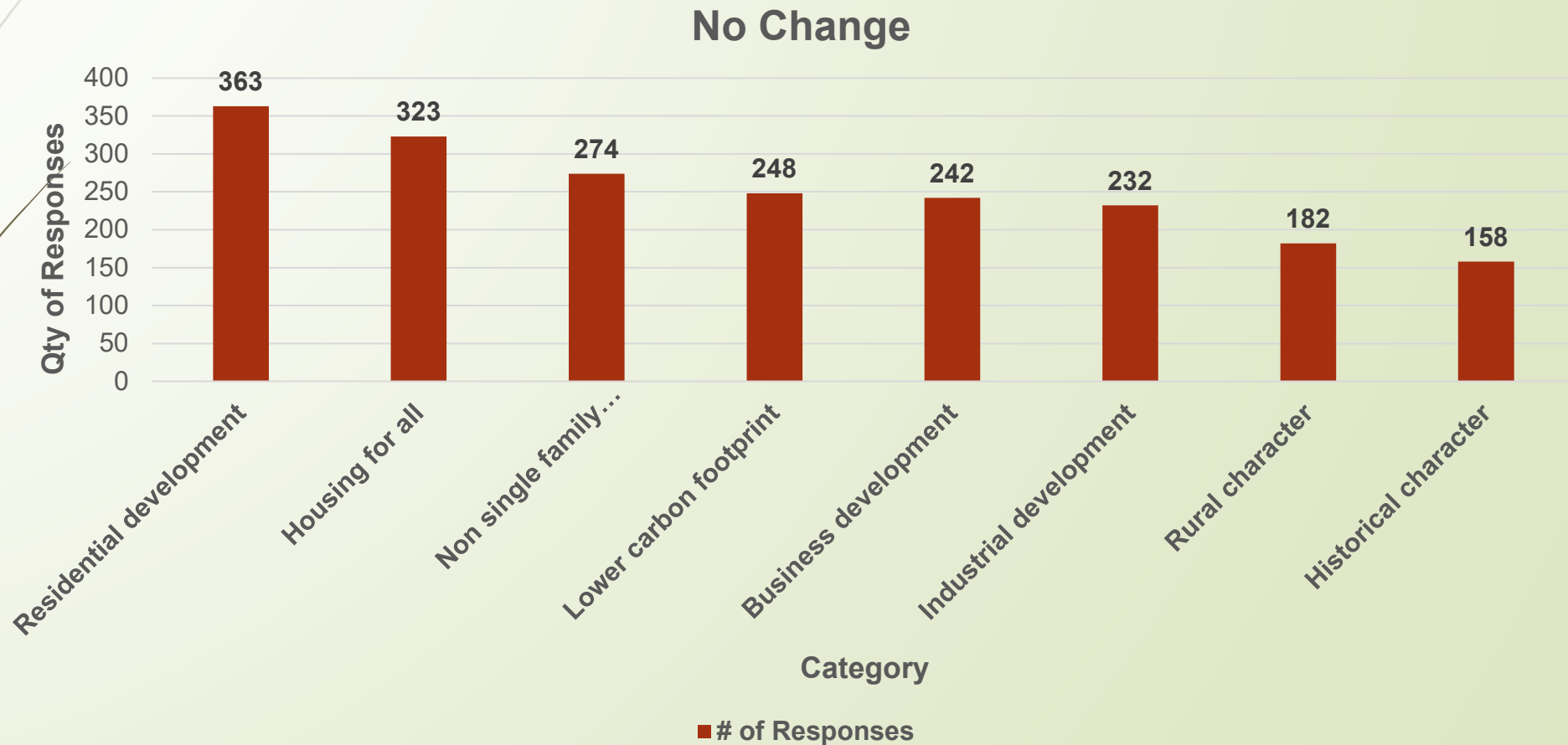
Discourage



Summary of Question 10 Responses

Page 3 of 4

This chart demonstrates how each category rated against all categories.

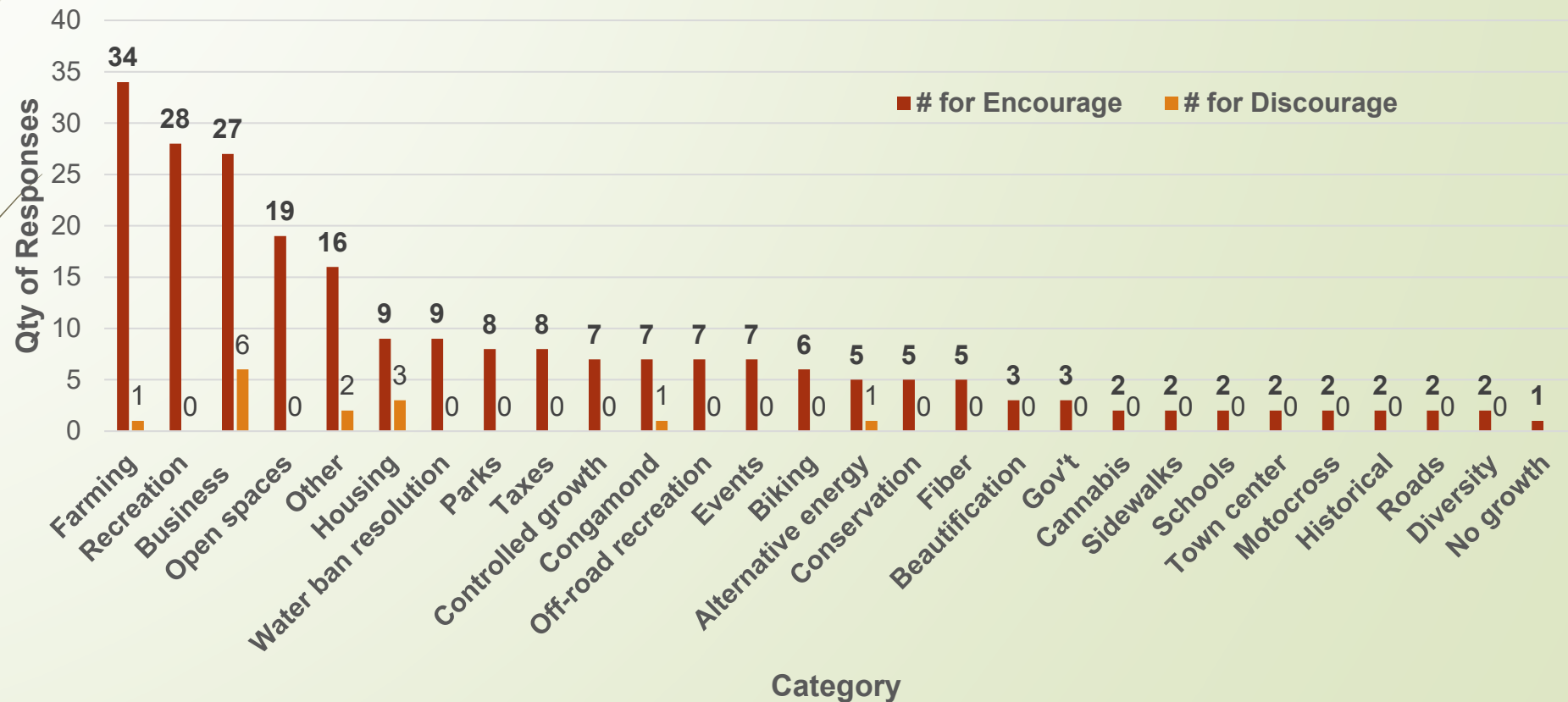


Summary of Question 10 Response

“Other – Write in” Summary

Page 4 of 4

Only 5 “No Change” Responses: Other 2; Farming 1; Housing 1; No Growth 1



The exact “Other or Freehand” responses for the above items may be found in the “Appendix” file pages 10-42

Question 11. “Over the next 20 years, which type of development should be encouraged? Please check all that apply and fill in with the types of development you would prefer in Southwick that supports future trends.

A future trends report can be found at www.Southwick2040.com

Some examples of various development include: **Business** – ranging from retail and hospitality to robotics and high-tech; **Industrial** – ranging from manufacturing to processing to robotics; **Office** – ranging from professional and medical offices to shared office and business start-up spaces; **Agriculture** – ranging from sustainable farming and year-round greenhouses to agritourism and cannabis

____ **Residential:** _____

____ **Business:** _____

____ **Industrial:** _____

____ **Office:** _____

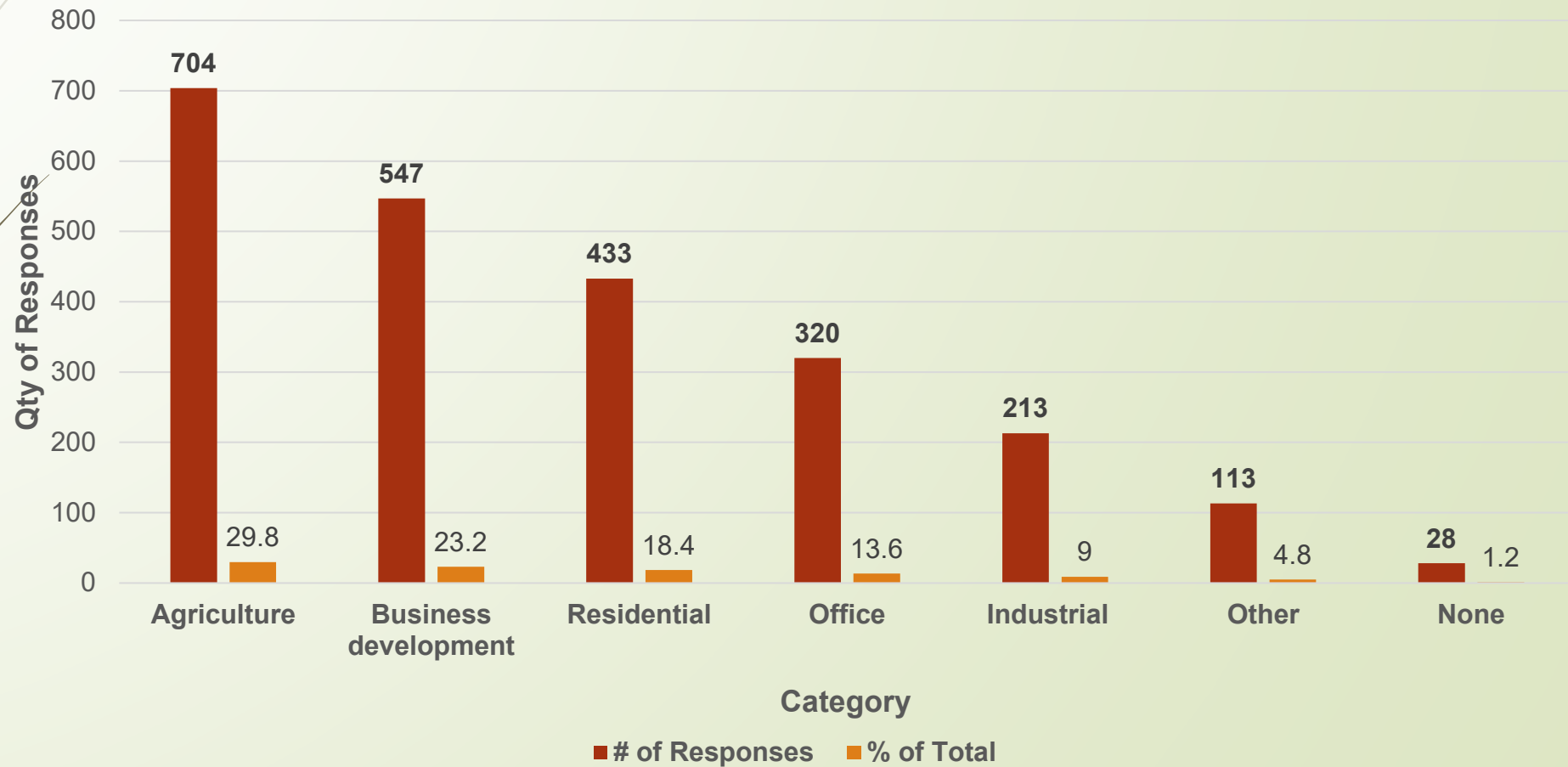
____ **Agriculture:** _____

____ **Other:** _____

____ **None:** _____

Summary of Question 11 Response

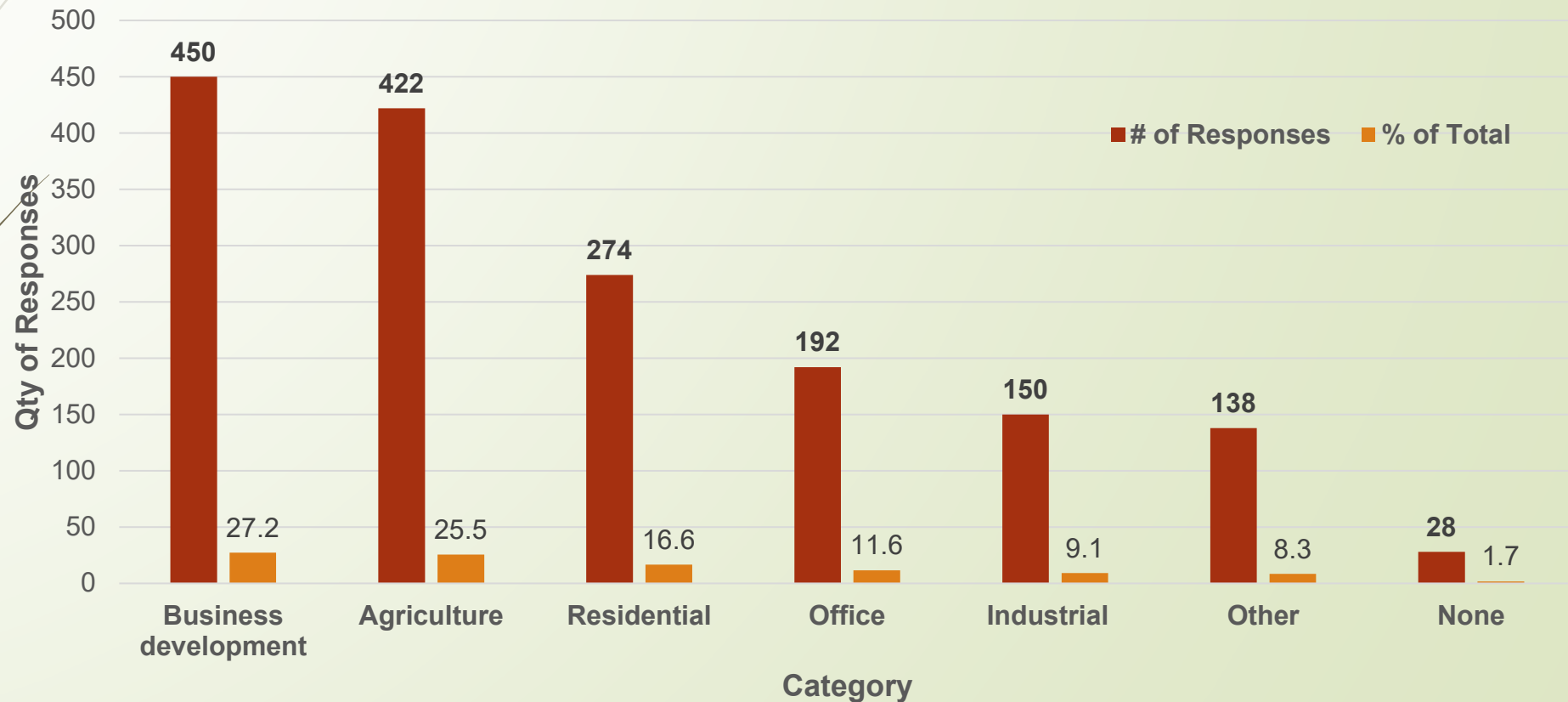
Page 1 of 7



Question 11 Summary of Responses

“Other - Write in”

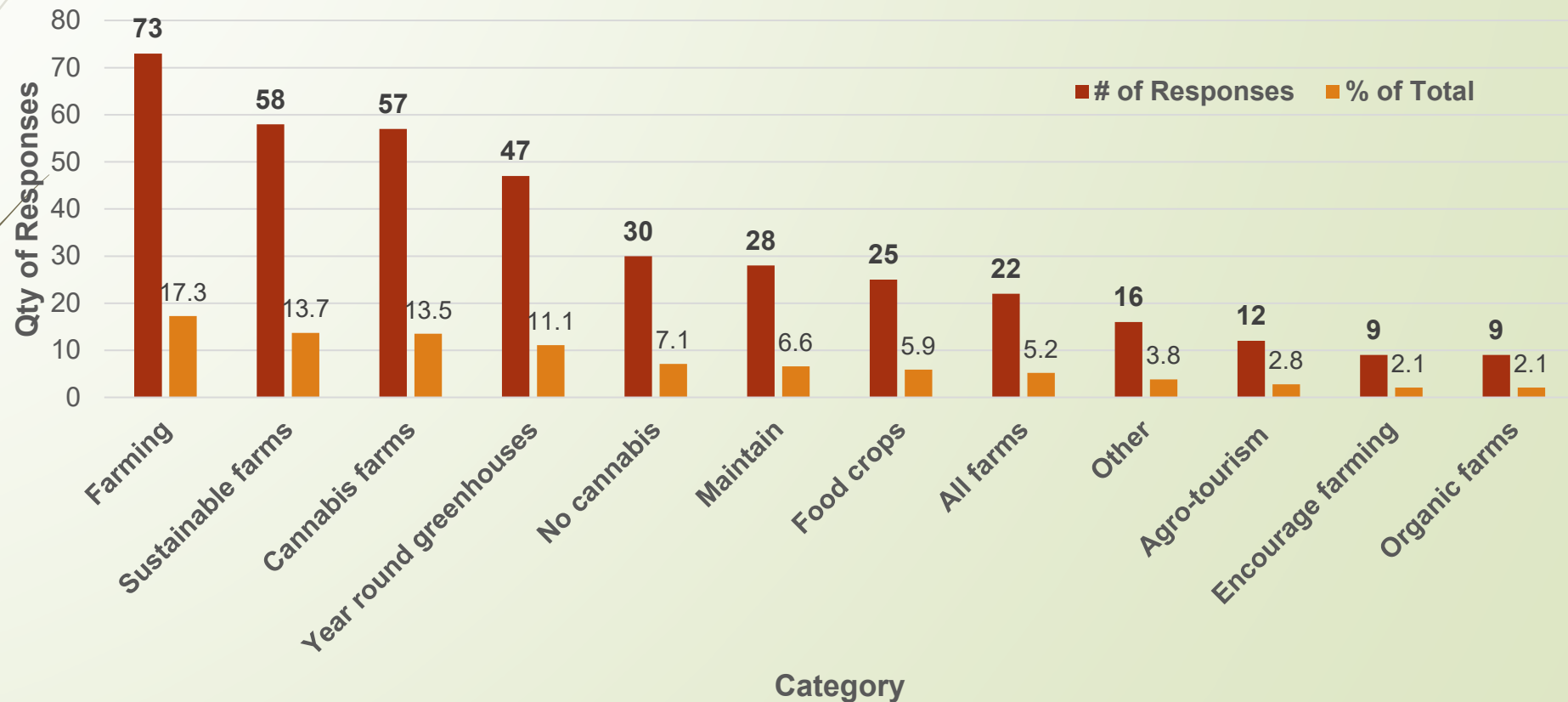
Page 2 of 7



The exact “Other or Freehand” responses for the above items may be found in the “Appendix” file pages 43-109.

Question 11 Summary of Responses(Other Write in)Here Are the Top 12 Agriculture Responses

Page 3 of 7

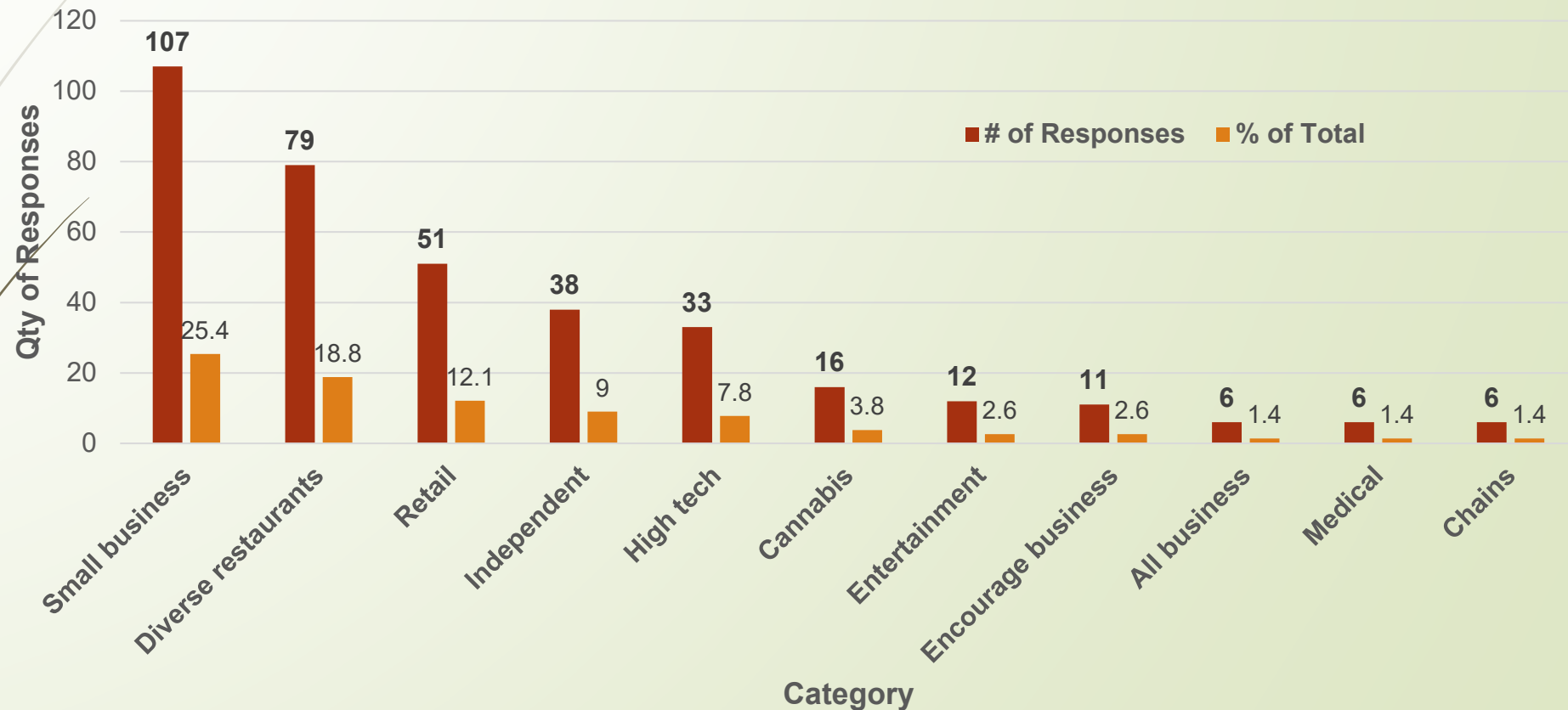


The exact "Other or Freehand" responses for the above items may be found in the "Appendix" file pages 43-109.

Question 11 Summary of Responses (Other - Write in)

Here Are the Top 11 Business Responses

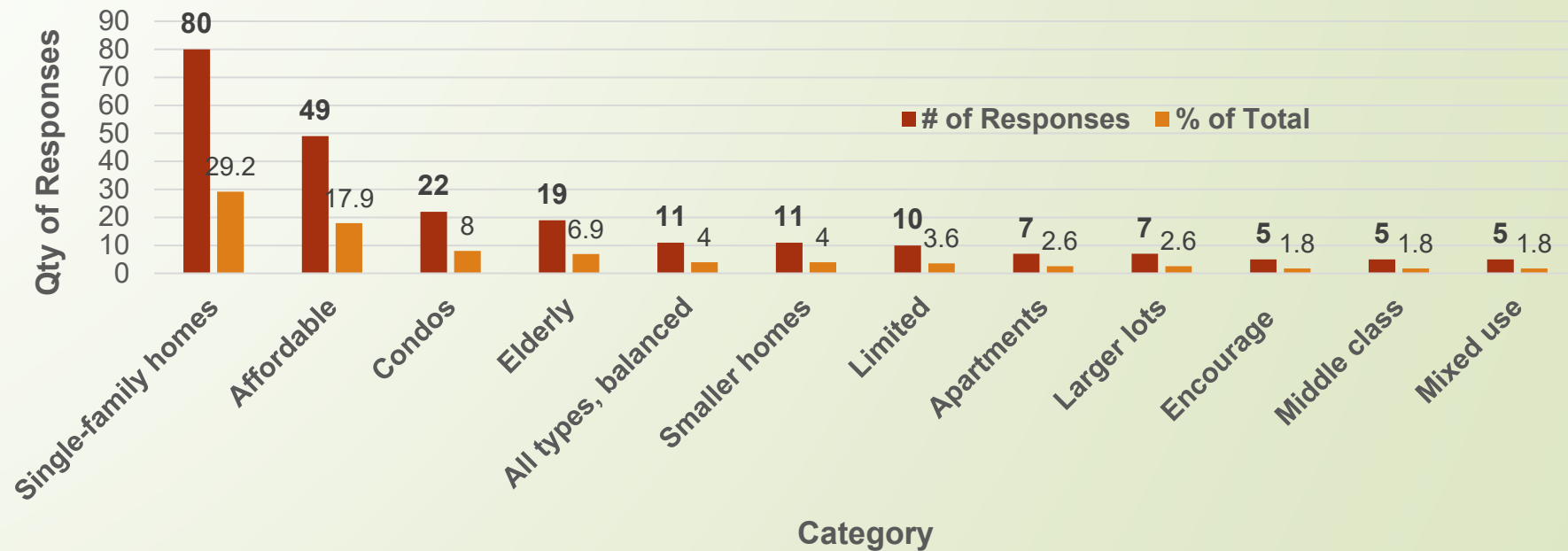
Page 4 of 7



The exact "Other or Freehand" responses for the above items may be found in the "Appendix" file pages 43-109

Question 11 Summary of Responses (Other - Write in) Here Are the Top 12 Residential Responses

Page 5 of 7



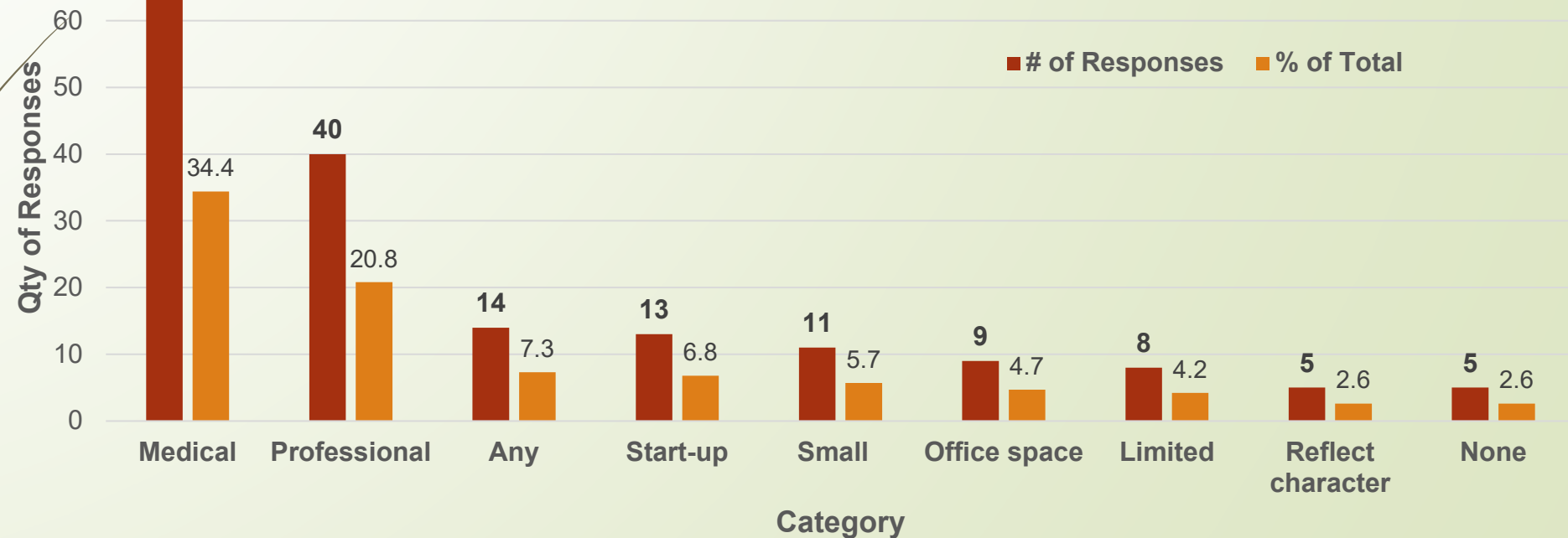
The exact "Other or Freehand" responses for the above items may be found in the "Appendix" file pages 43-109

Question 11 Summary of Responses (Other - Write in)

Here Are the Top 9 Office Responses

Page 6 of 7

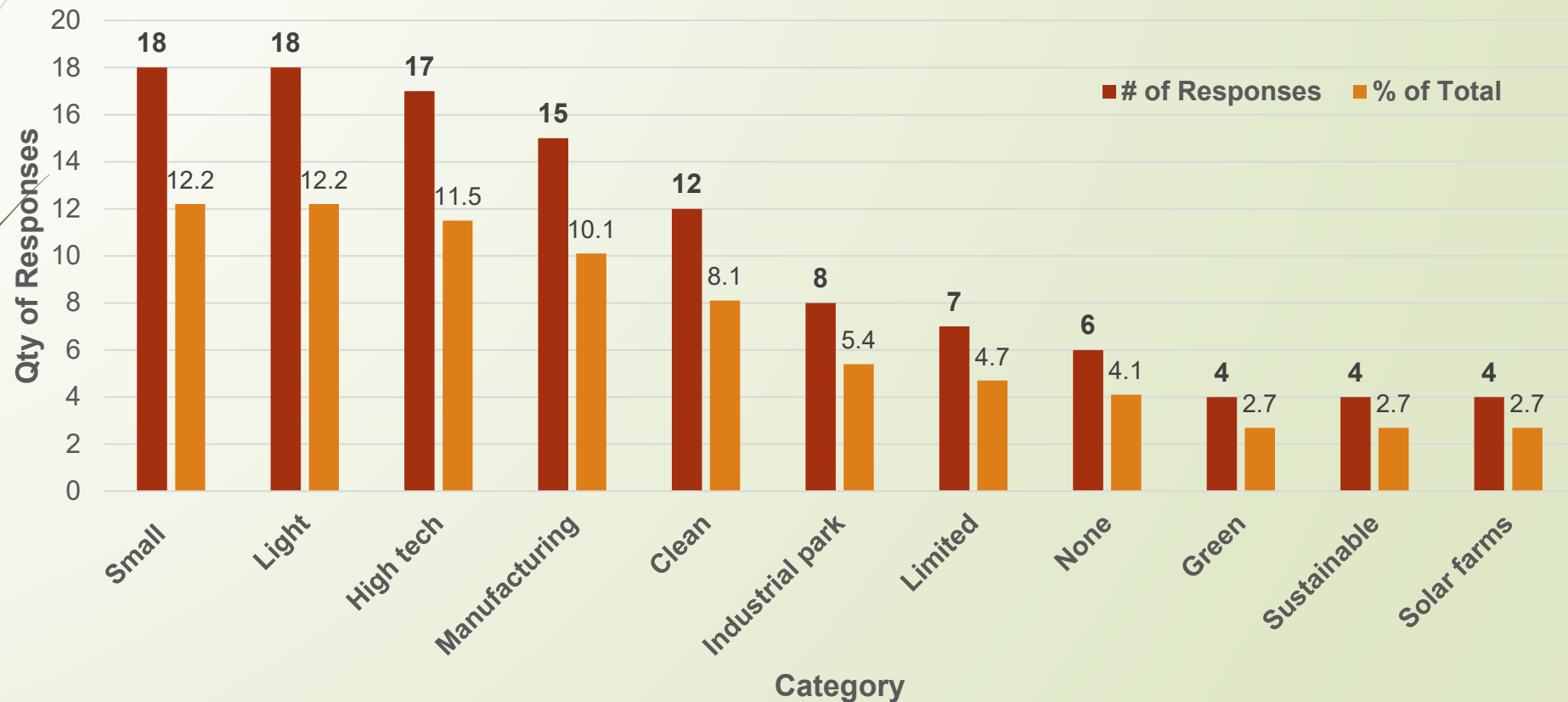
The exact "Other or Freehand" responses for the above items may be found in the "Appendix" file pages 31-103.



Question 11 Summary of Responses (Other - Write in)

Here Are the Top 11 Industrial Responses

Page 7 of 7

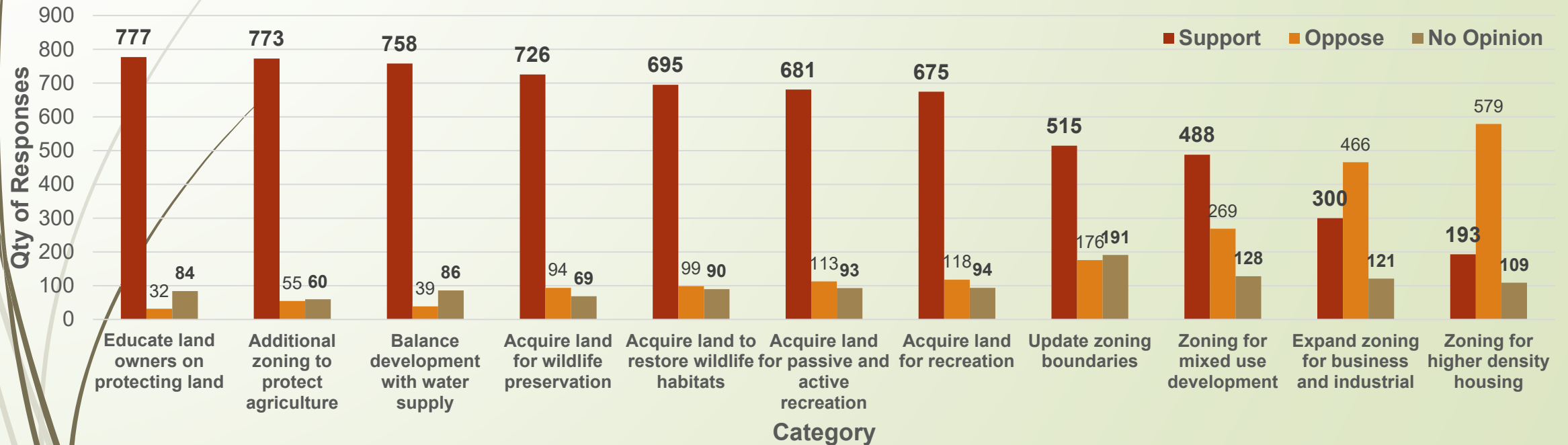


Question 12. “Do you oppose or support these land use strategies to address future growth over the next 20 years?”

Land Use Strategy	Oppose	Support	No Opinion
Update boundaries of existing districts that currently designate residential, business, and industrial uses for development			
Identify areas appropriate for mixed-use development, where housing and business development could be found on the same structure or land parcel			
Expand land zoned for business use and for light industrial use			
Adopt additional zoning for higher density residential development			
Balance development to the Town's water supply			
Adopt additional zoning to protect agricultural lands			
Educate landowners about options for permanently protecting their own land			
Acquire public lands for recreation			
Acquire public lands for wildlife preservation			
Acquire open space for passive and active recreation			
Acquire open space to create and restore wildlife habitats			
Other – Write in			

Summary of Question 12 Responses

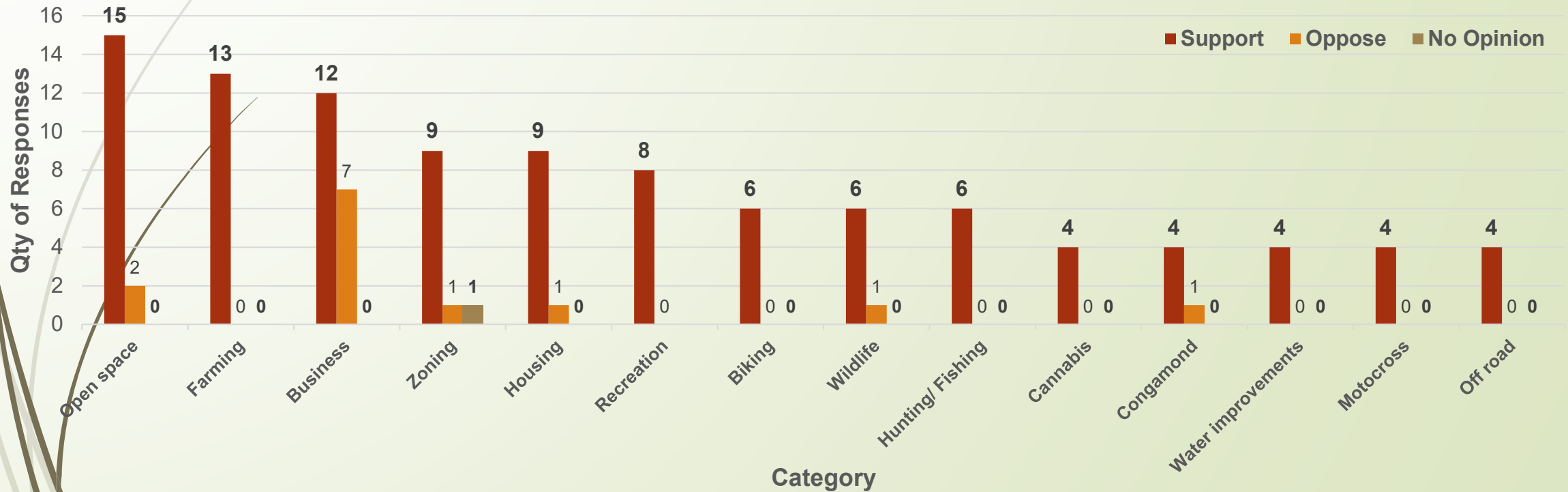
Page 1 of 3



Summary of Question 12 Responses

“Other – Write in”

Page 2 of 3

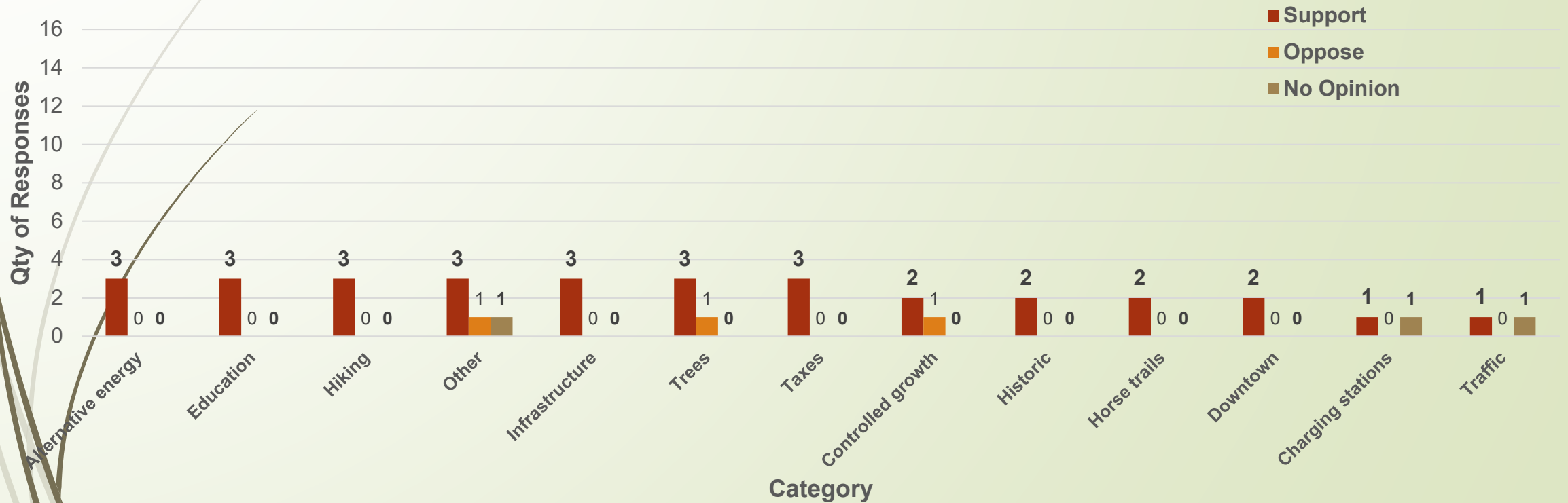


The exact “Other or Freehand” responses for the above items may be found in the “Appendix” file pages 110-142

Summary of Question 12 Responses

“Other – Write in”

Page 3 of 3 (This is a continuation of page 2.)



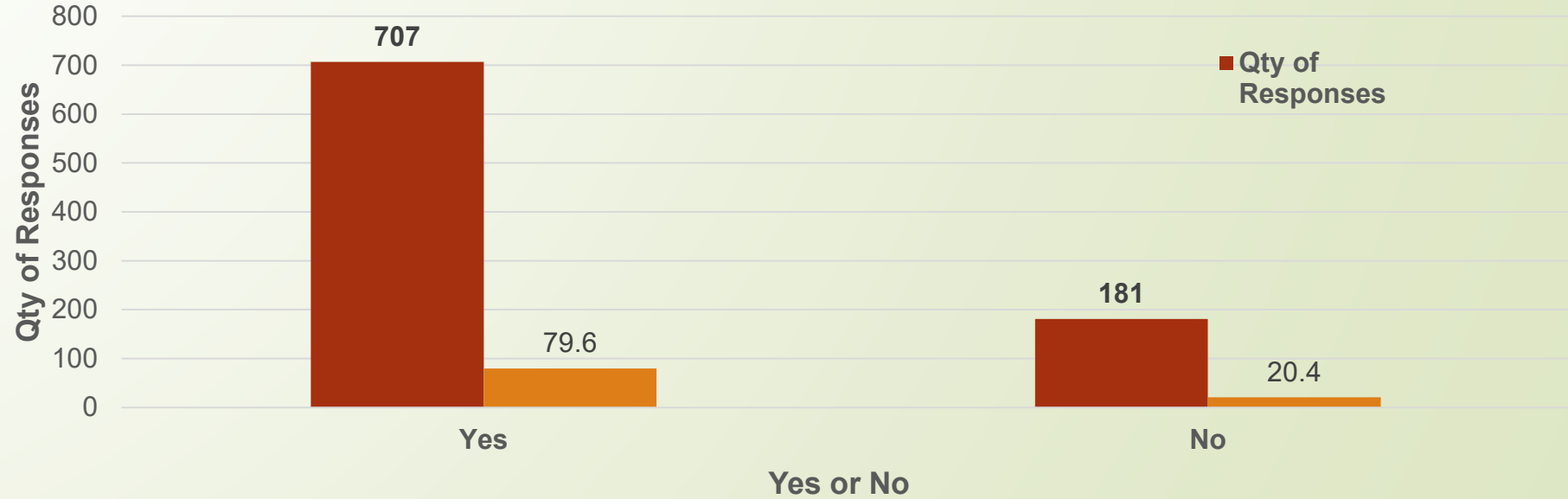
The exact “Other or Freehand” responses for the above items may be found in the “Appendix” file pages 110-142

Question 13. “Would you be in favor of limiting the maximum square footage for a new building?”

____ Yes

____ No

Summary of Question 13 Responses

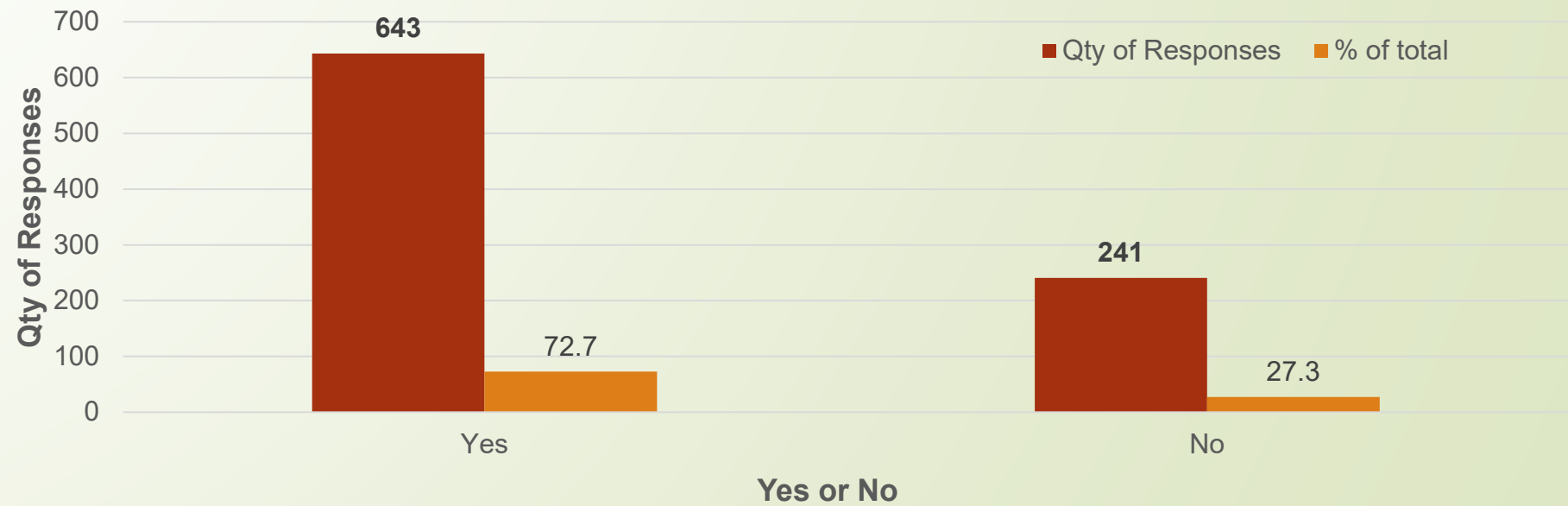


Question 14. “Would you be in favor of adopting a maximum expansion size for an existing building?”

____ Yes

____ No

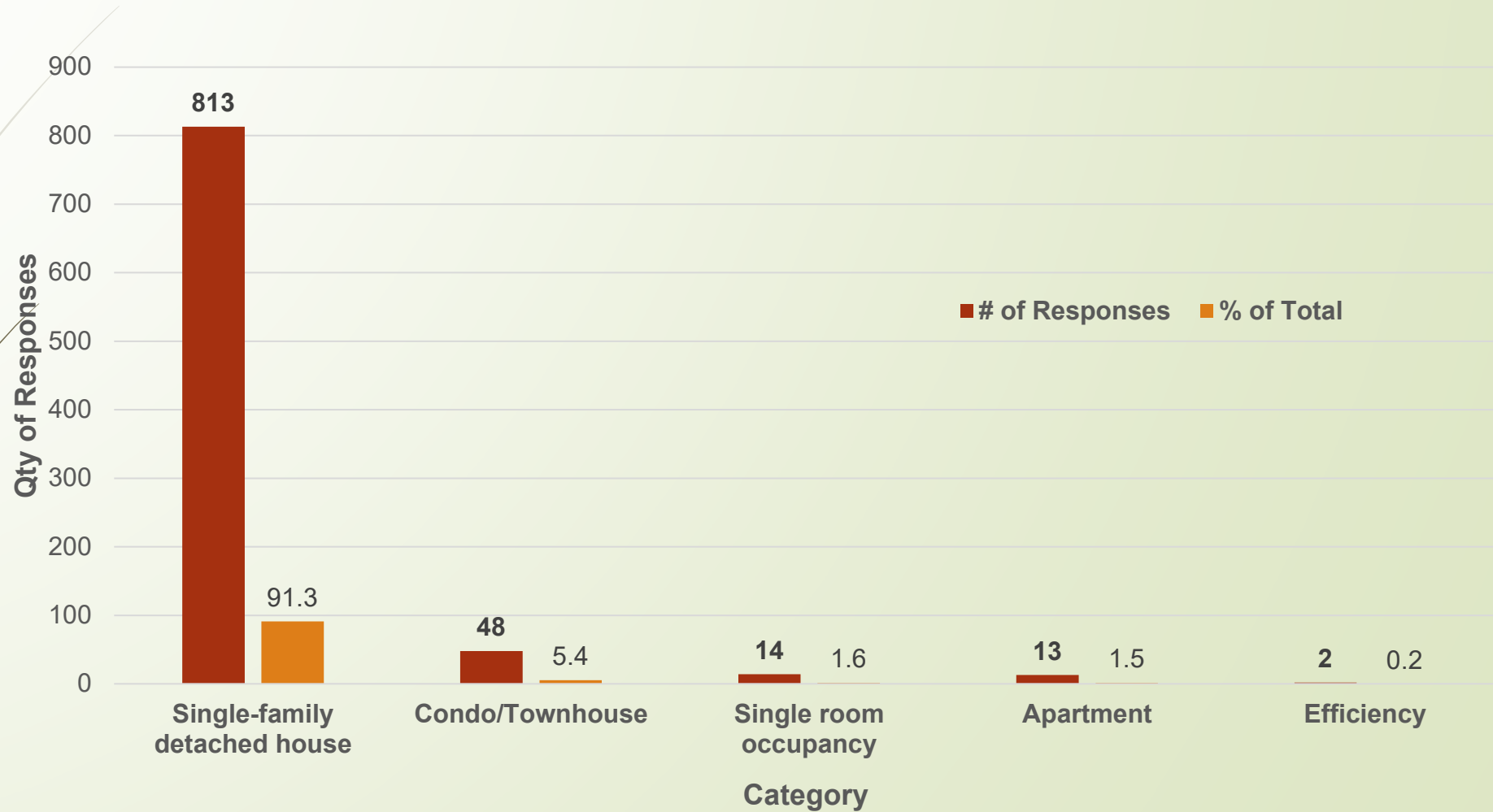
Summary of Question 14 Responses



Question 15. "I live in:"

- ☐ An efficiency/studio
- ☐ A condo/townhouse
- ☐ A detached single-family house
- ☐ A single room occupancy (SRO)
- ☐ An apartment

Summary of Question 15 Responses



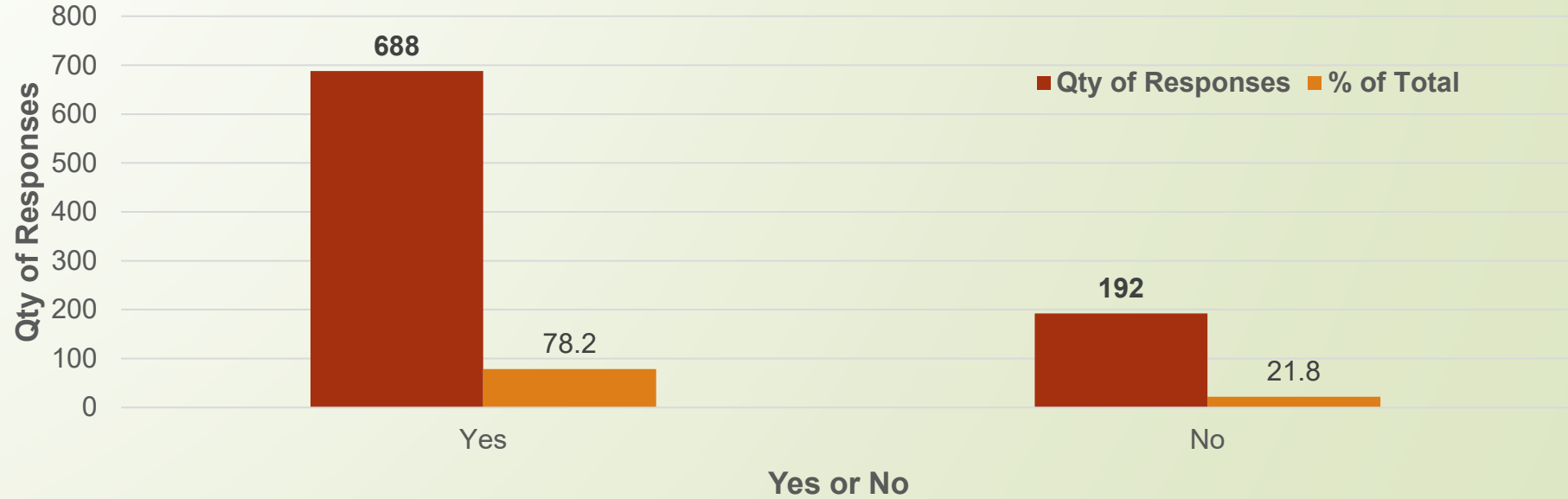
Question 16. “Do you believe there are sufficient housing options for you and your family in Southwick? Please provide any additional comments if you wish

____ Yes

____ No

Summary of Question 16 Responses

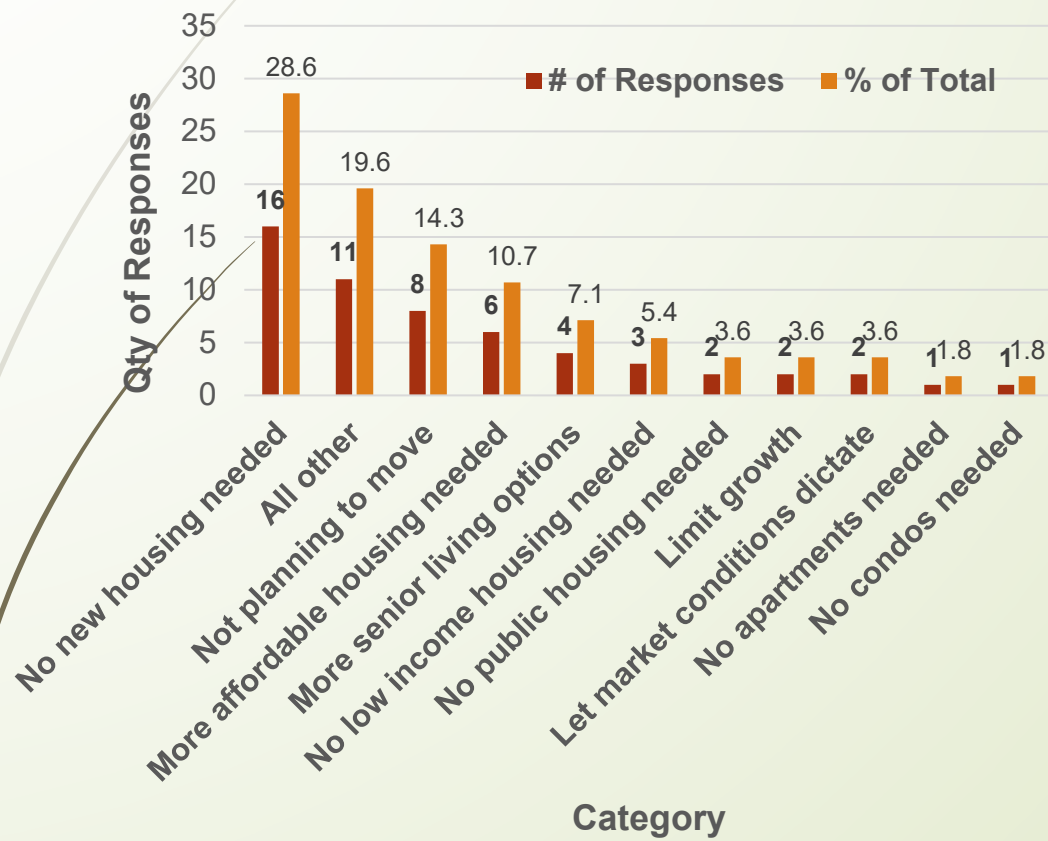
Page 1 of 2



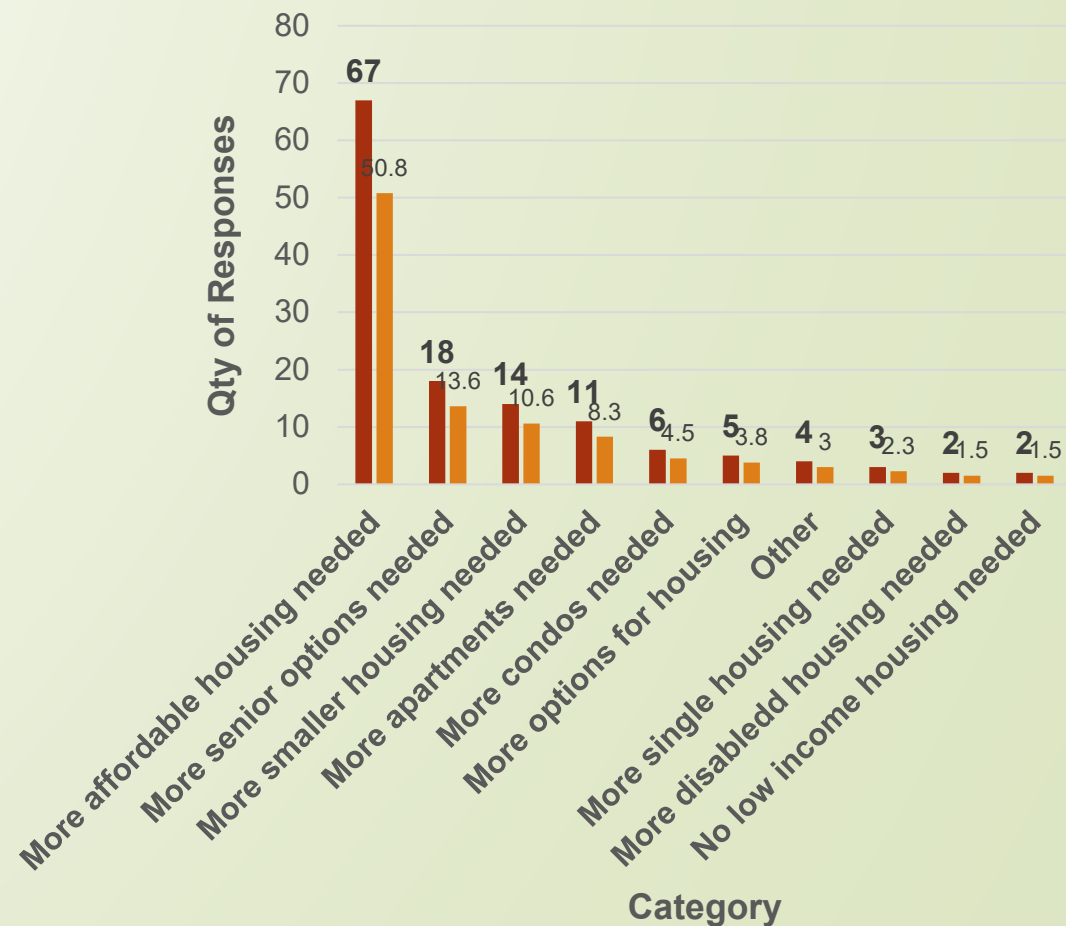
Summary of Question 16 “Freehand Responses”

Page 2 of 2

Comments from responders who said
“Yes”



Comments from responders who said
“No”



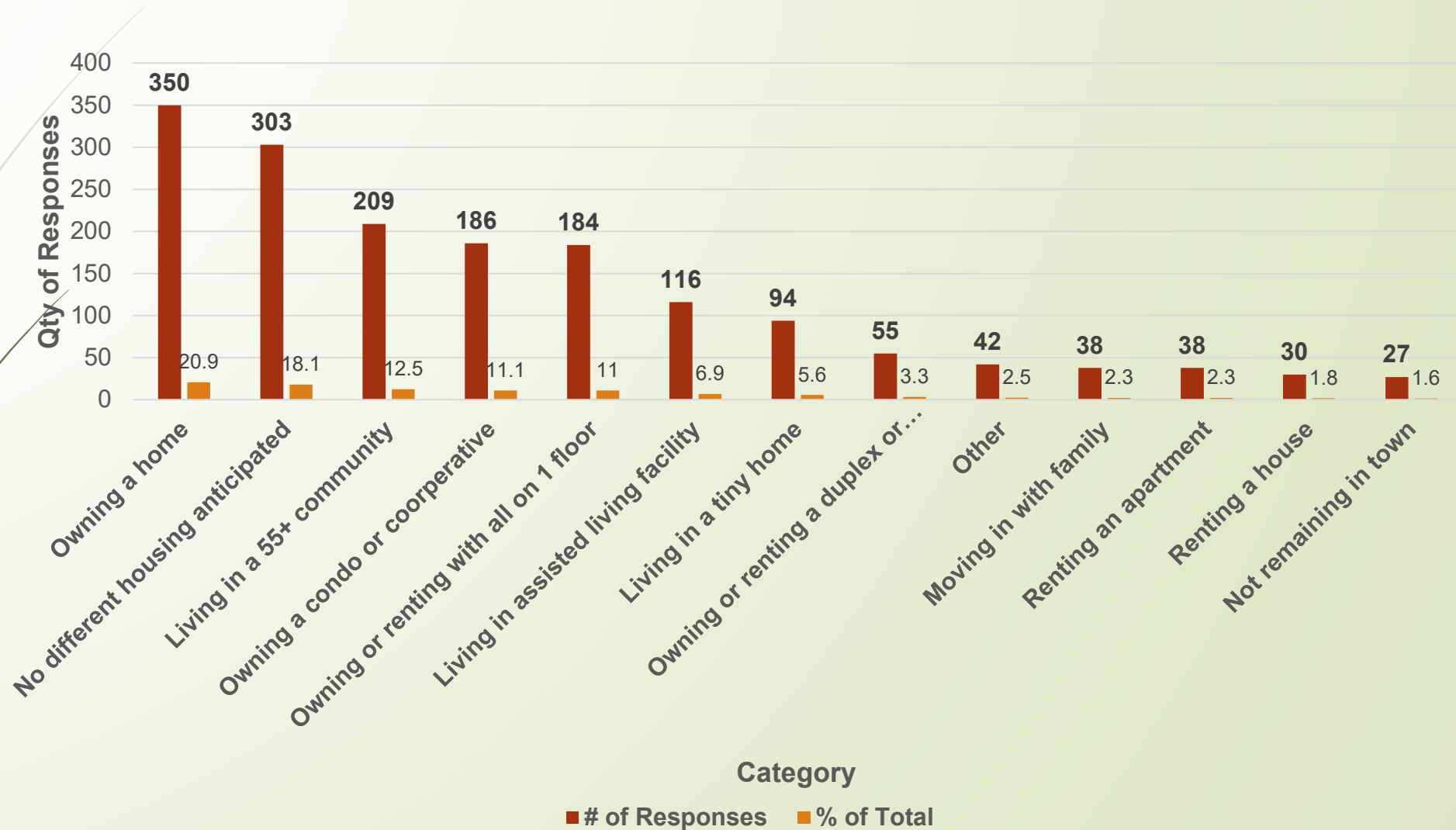
The exact “Other or Freehand” responses for the above items may be found in the “Appendix” file pages 143-171.

Question 17. “If you were to move to another living situation in Southwick within the next 20 years, what type of housing do you anticipate would meet your future needs? Choose all that apply”

- ☐ Renting a home
- ☐ Renting an apartment
- ☐ Owning a home
- ☐ Owning a condo or cooperative unit
- ☐ Owning or renting a unit in a duplex or townhouse
- ☐ Owning or renting a dwelling with everything on 1 floor
- ☐ Living in a tiny home
- ☐ Living in an assisted living/senior facility
- ☐ Living in a 55+ independent community
- ☐ Moving in with family/relative
- ☐ I don't anticipate a different housing situation
- ☐ Not interested in remaining in town
- ☐ Other

Summary of Question 17 Responses

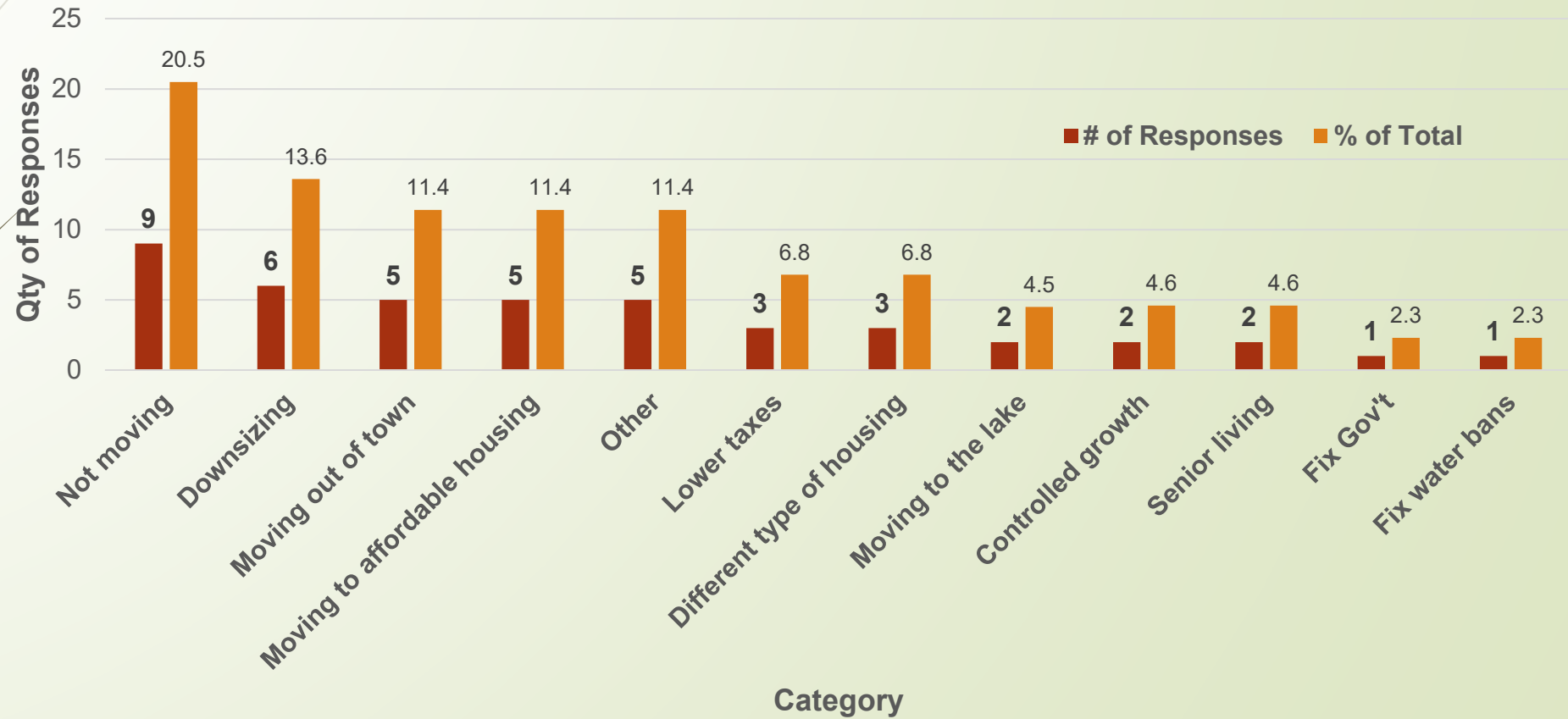
Page 1 of 2



Summary of Question 17 Responses

“Other – Write in”

Page 2 of 2 (This is a continuation of page 1.)



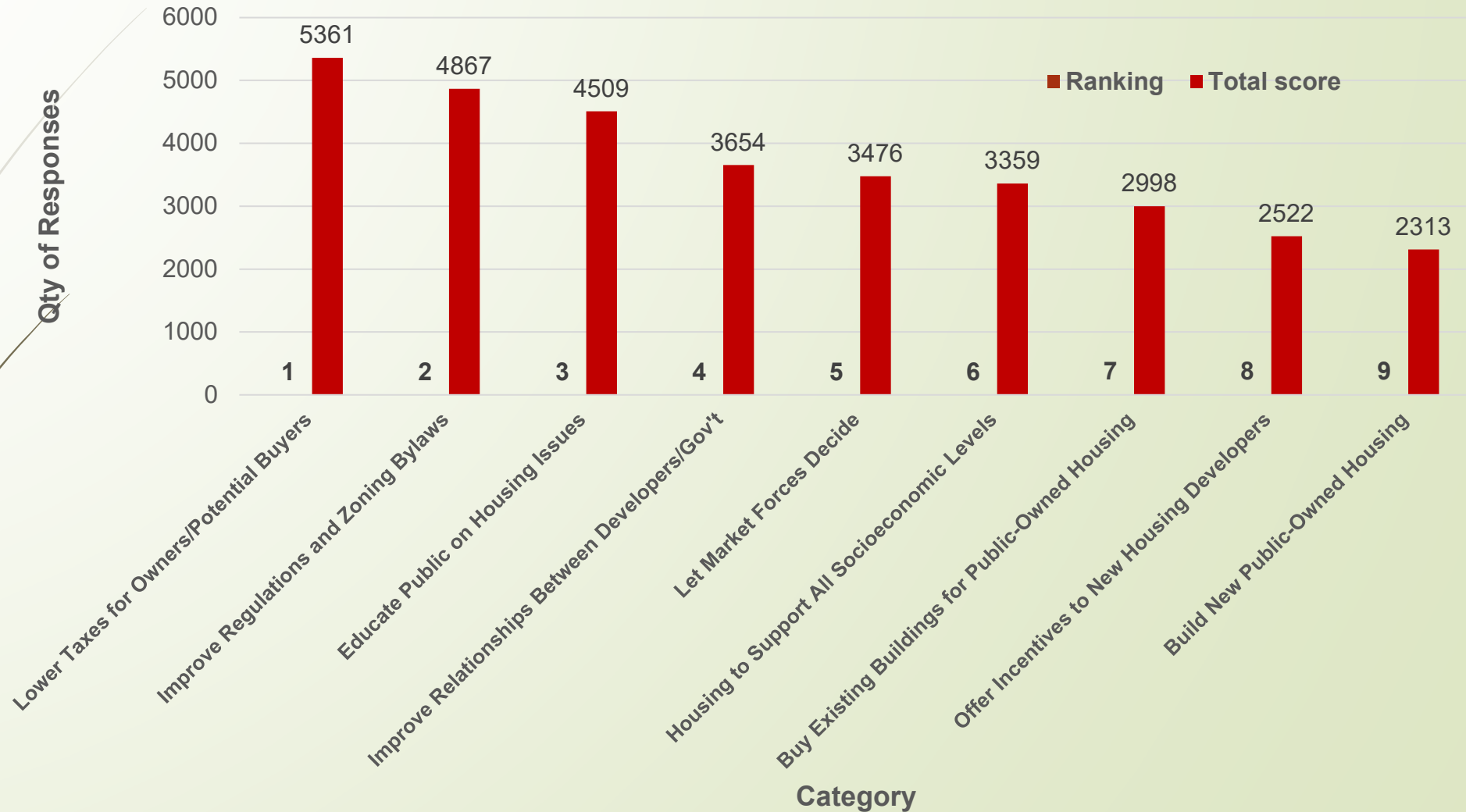
The exact “Other or Freehand” responses for the above items may be found in the “Appendix” file pages 172-184.

Question 18. “Please rank what the priorities should be in ensuring housing for all, using all numbers 1 through 9 only once, with number 1 being the most important and 9 being least important?”

- ___ **Help build cooperative relationships between developers and government**
- ___ **Improve regulations and zoning bylaws**
- ___ **Educate the public on housing issues**
- ___ **Buy existing buildings for public-owned housing**
- ___ **Lower taxes for owners, potential buyers**
- ___ **Offer incentives, like tax breaks, to new housing developers**
- ___ **Build new public-owned housing**
- ___ **Let market forces decide**
- ___ **Housing to support all socio-economic levels**

Summary of Question 18 Responses

#1 is the most important and #9 is the least important to all responders.

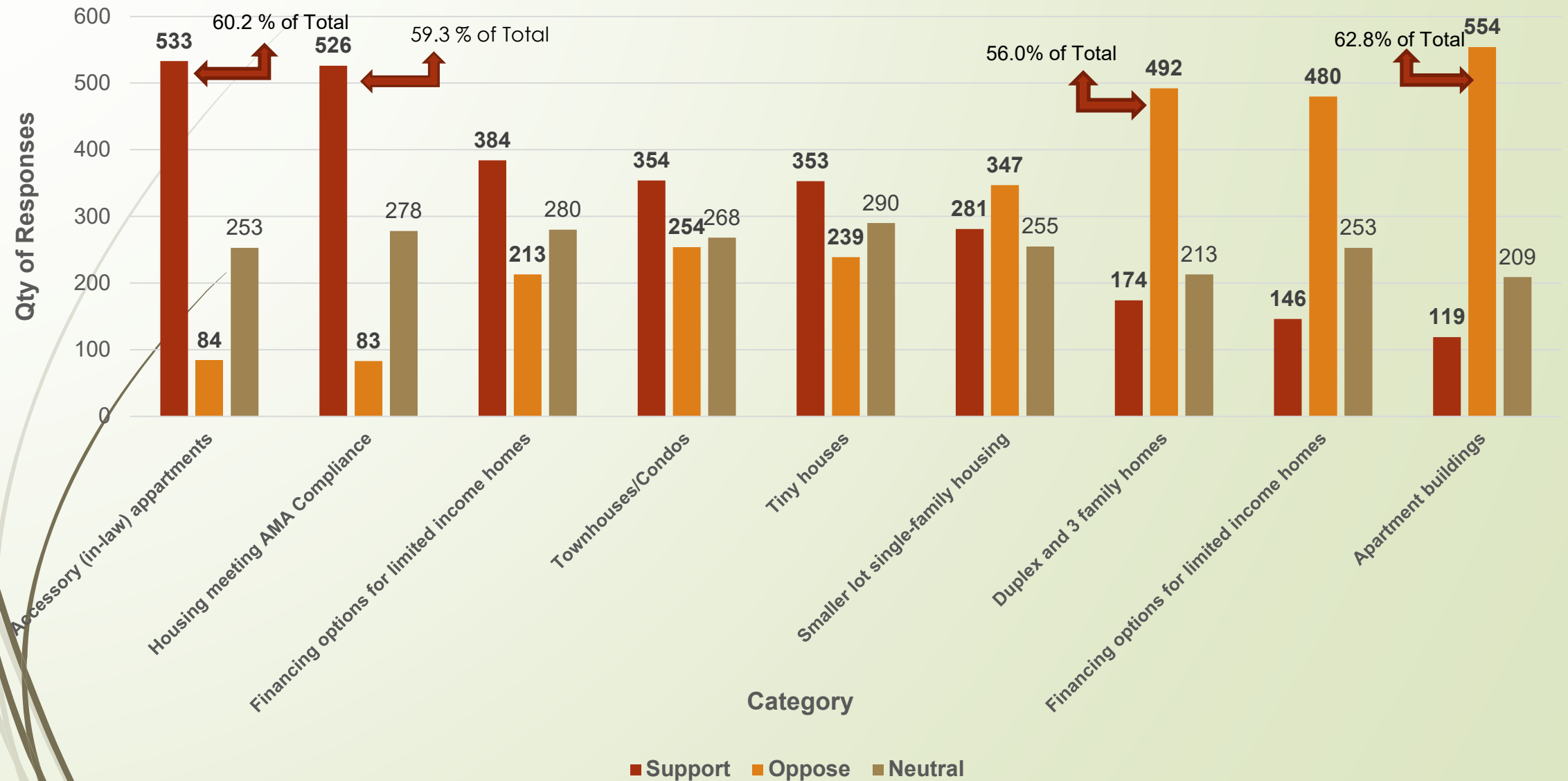


Question 19. “Over the next 20 years, I would oppose, be neutral, or support the town providing affordable and accessible housing options through development of:

Land Use Strategy	Oppose	Support	No Opinion
Detached single-family home in compact neighborhoods with smaller yards (approx. $\frac{1}{4}$ acre), adjacent open space			
Duplexes and three-family homes			
Townhouses/condos			
Accessory (in-law) apartments			
Conversion of single-family to multi-family housing units			
Tiny homes			
Apartment buildings			
Housing meeting Americans with Disabilities Act compliance			
Financing options for rehabilitation of limited-income homes			
Other-Write in			

Summary of Question 19 Responses

Page 1 of 4

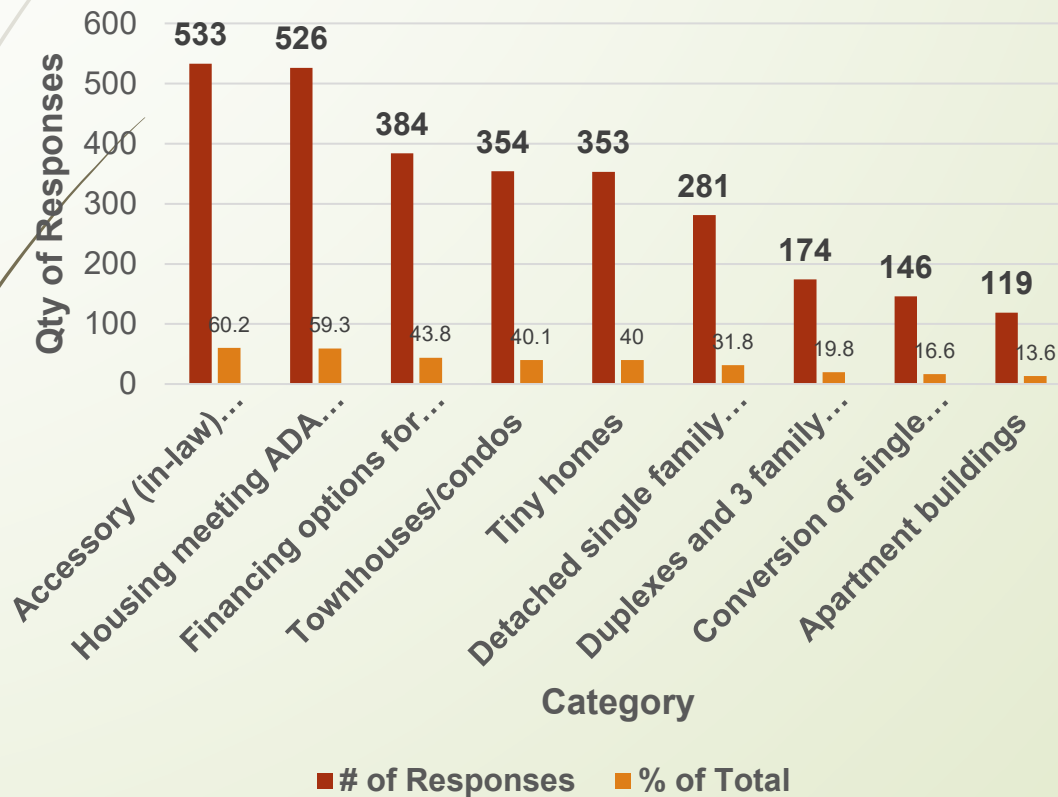


Summary of Question 19 Responses

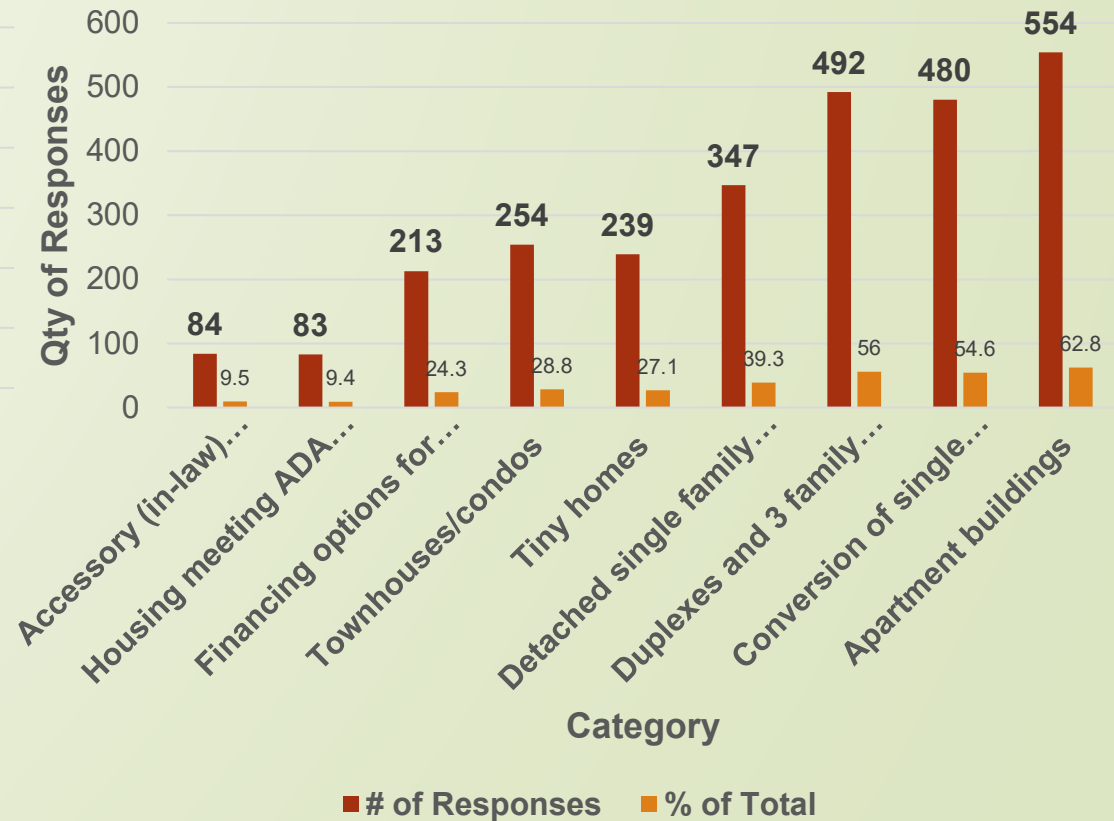
Page 2 of 4

These charts demonstrate how each category rated against all categories.

Support



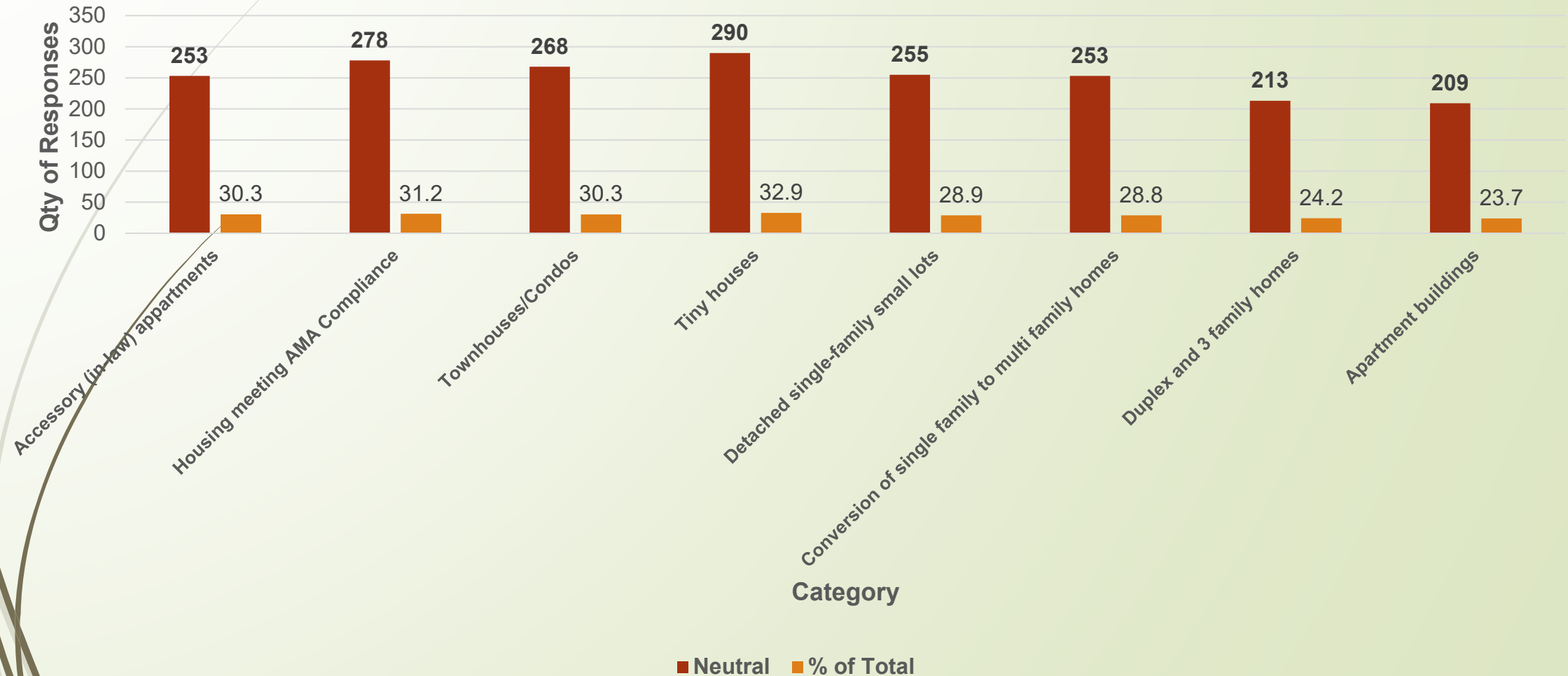
Oppose



Summary of Question 19 Responses

Page 3 of 4

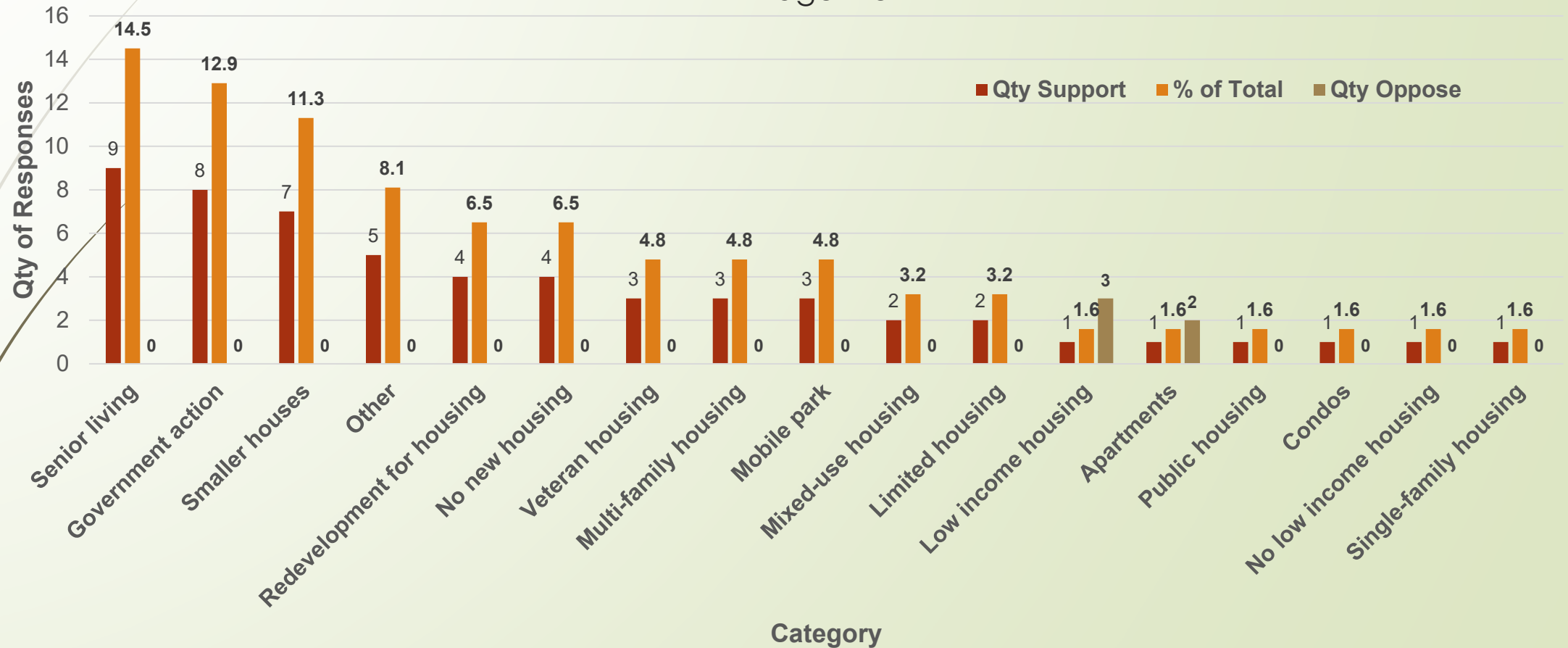
Neutral



Summary of Question 19 Responses

“Other”

Page 4 of 4



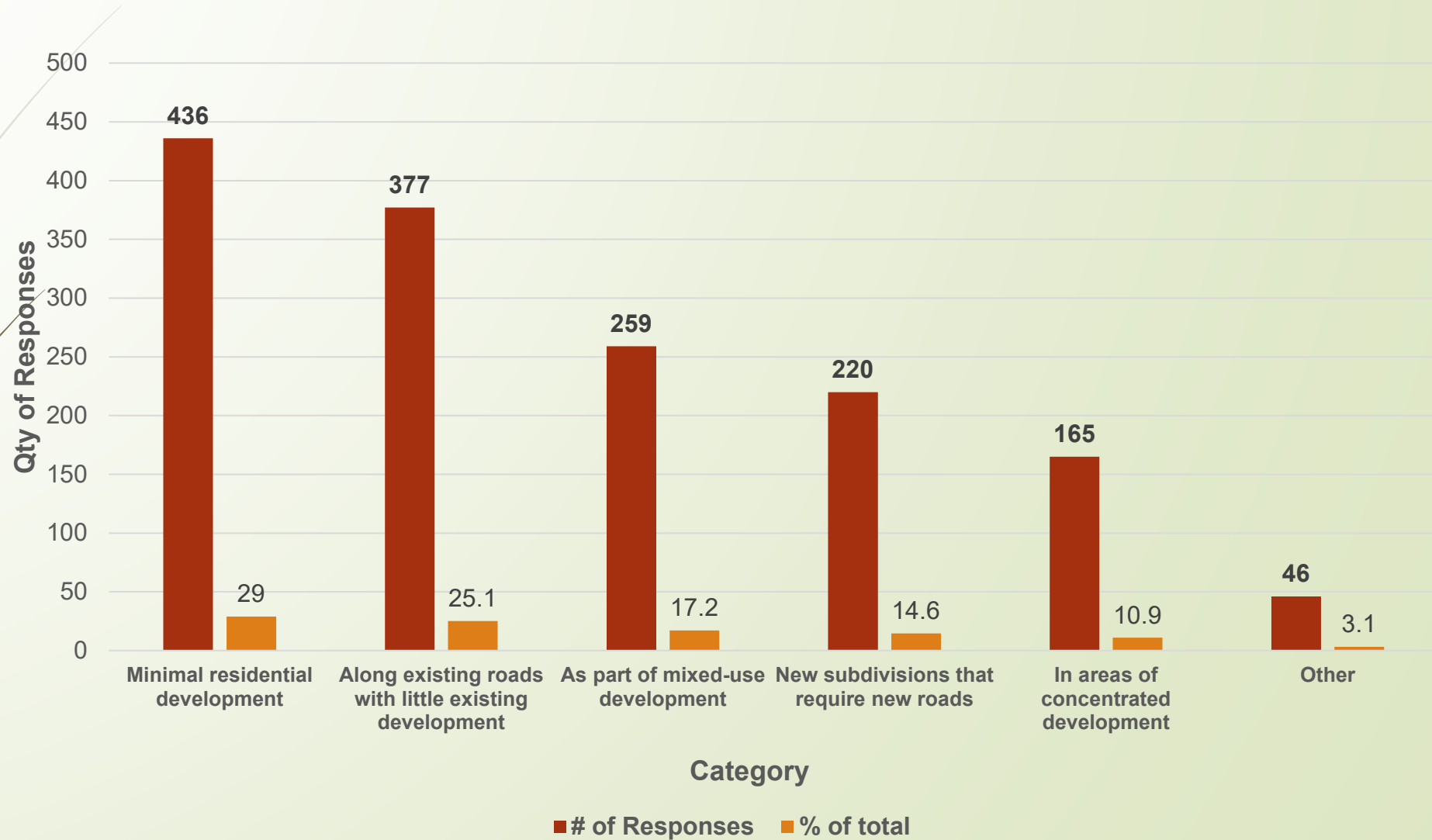
The exact “Other or Freehand” responses for the above items may be found in the “Appendix” file pages 185-202

Question 20. “Over the next 20 years, where would you like to see new housing built? Select all that apply”

- ☐ New subdivisions that require roads
- ☐ Along existing roads with little existing development
- ☐ In areas of concentrated development
- ☐ As part of mixed-use commercial/residential development
- ☐ Minimal residential development
- ☐ Other (please specify)

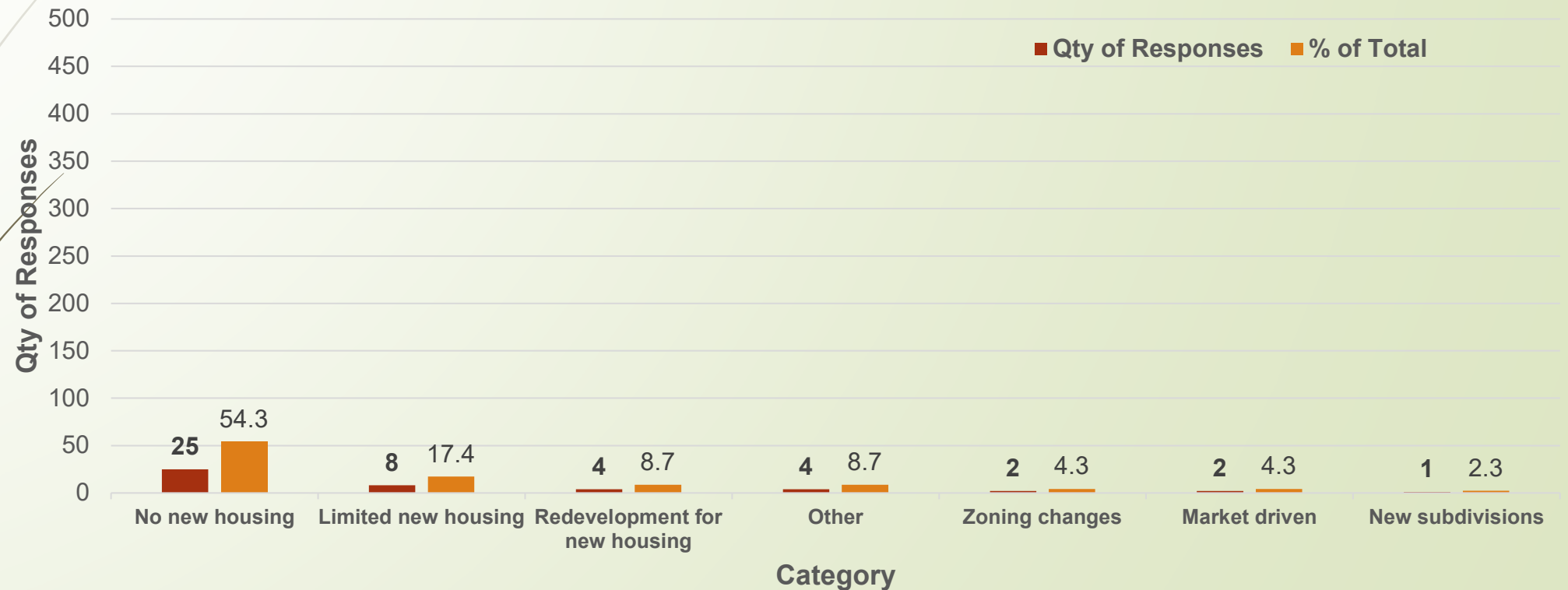
Summary of Question 20 Responses

1 of 2 pages



Summary of Question 20 “Other or Freehand” Responses

2 of 2 pages



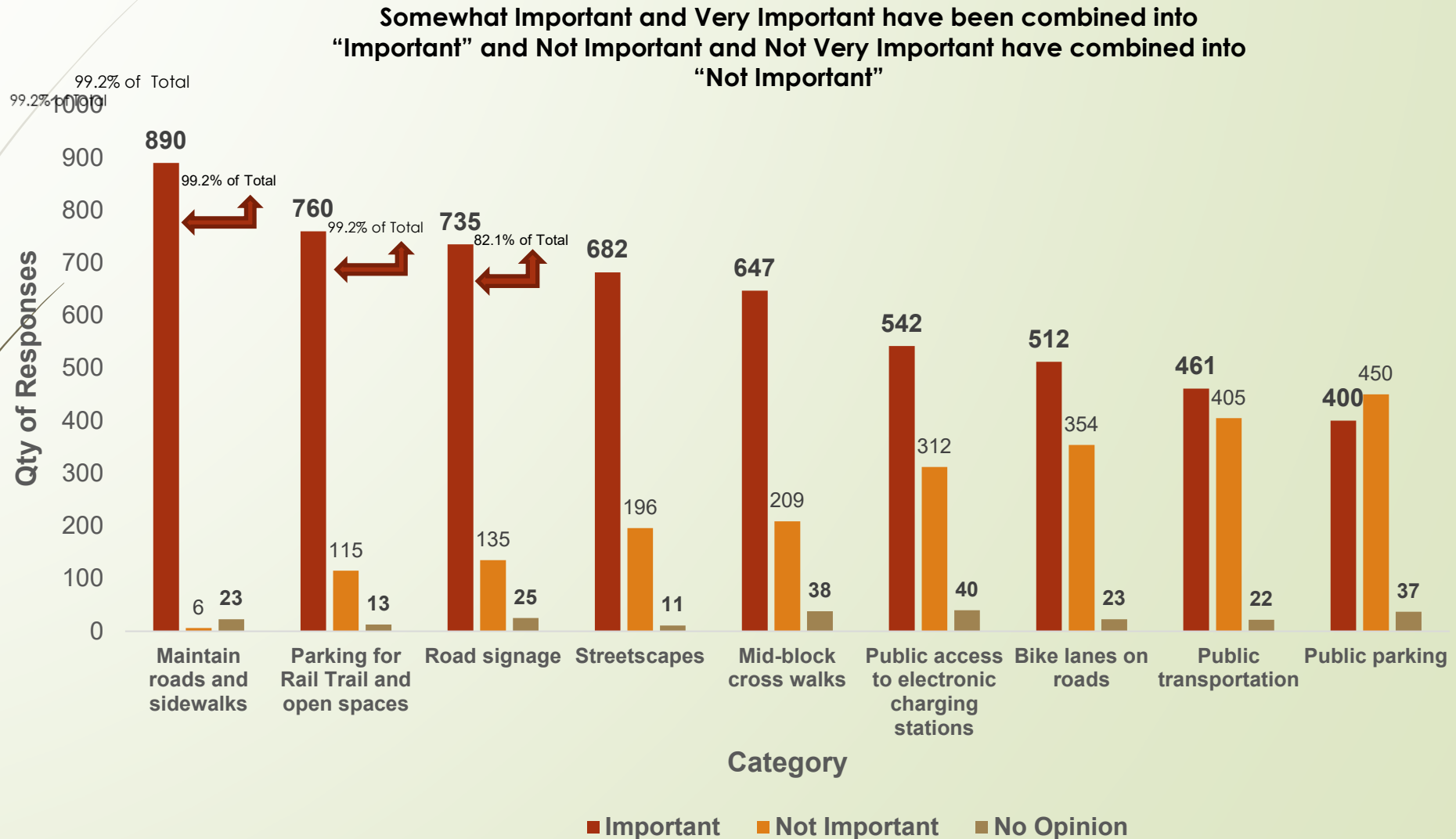
The exact “Other or Freehand” responses for the above items may be found in the “Appendix” file pages 203-210.

Question 21. “In your opinion, how important are the following transportation-related items over the next 20 years ?”

Category	Not Important † At All	Not Very Important	Somewhat † Important	Very Important	No Opinion
Bike lanes on roads					
Maintenance for existing roads and sidewalks					
Road signage					
Mid-block crosswalks along major roads					
Public parking					
Public transportation options (bus, taxi, ride-sharing)					
Streetscapes (street trees, landscaping, street furnishings) in business areas					
Public access to electronic vehicle charging stations					
Parking availability at rail trail and other accessible open spaces					
Other- Write in					

Summary of Question 21 Responses

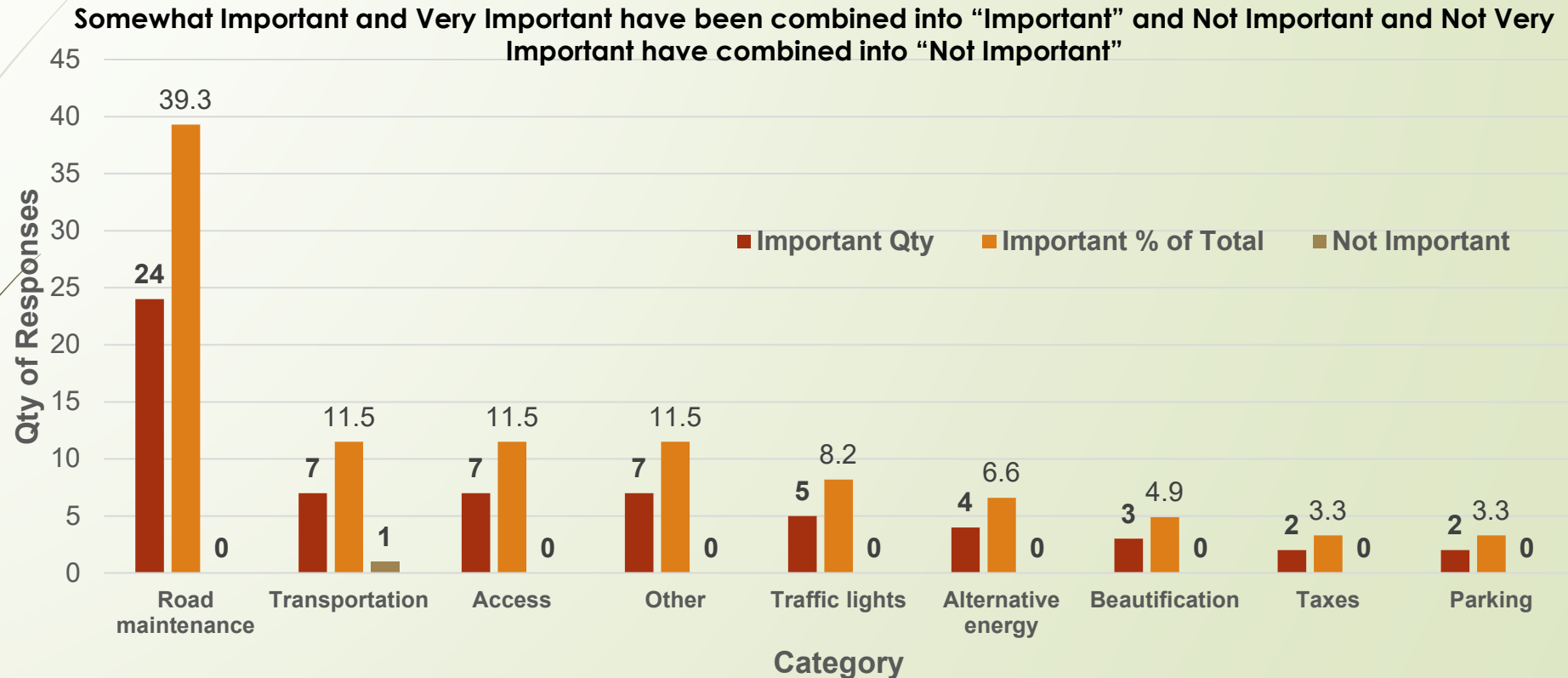
Page 1 of 2



Summary of Question 21 Responses

“Other – Write in” Summary

Page 2 of 2



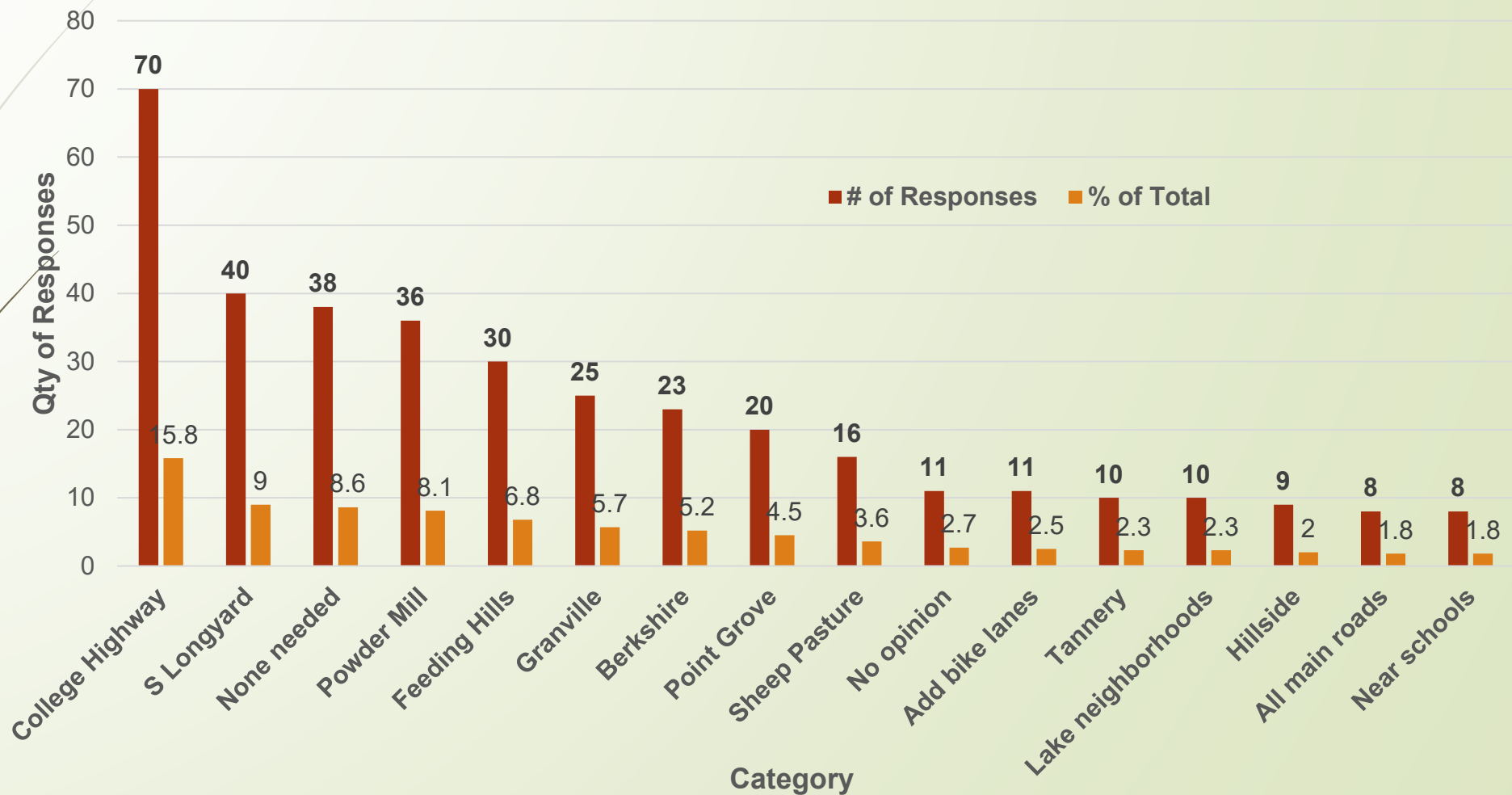
The exact “Other or Freehand” responses for the above items may be found in the “Appendix” file pages 211-221.

Question 22. “List streets and/or parts of town where sidewalks and additional parking capacity should be installed or extended over the next 20 years?”

Summary of Question 22 Responses

“Sidewalks”

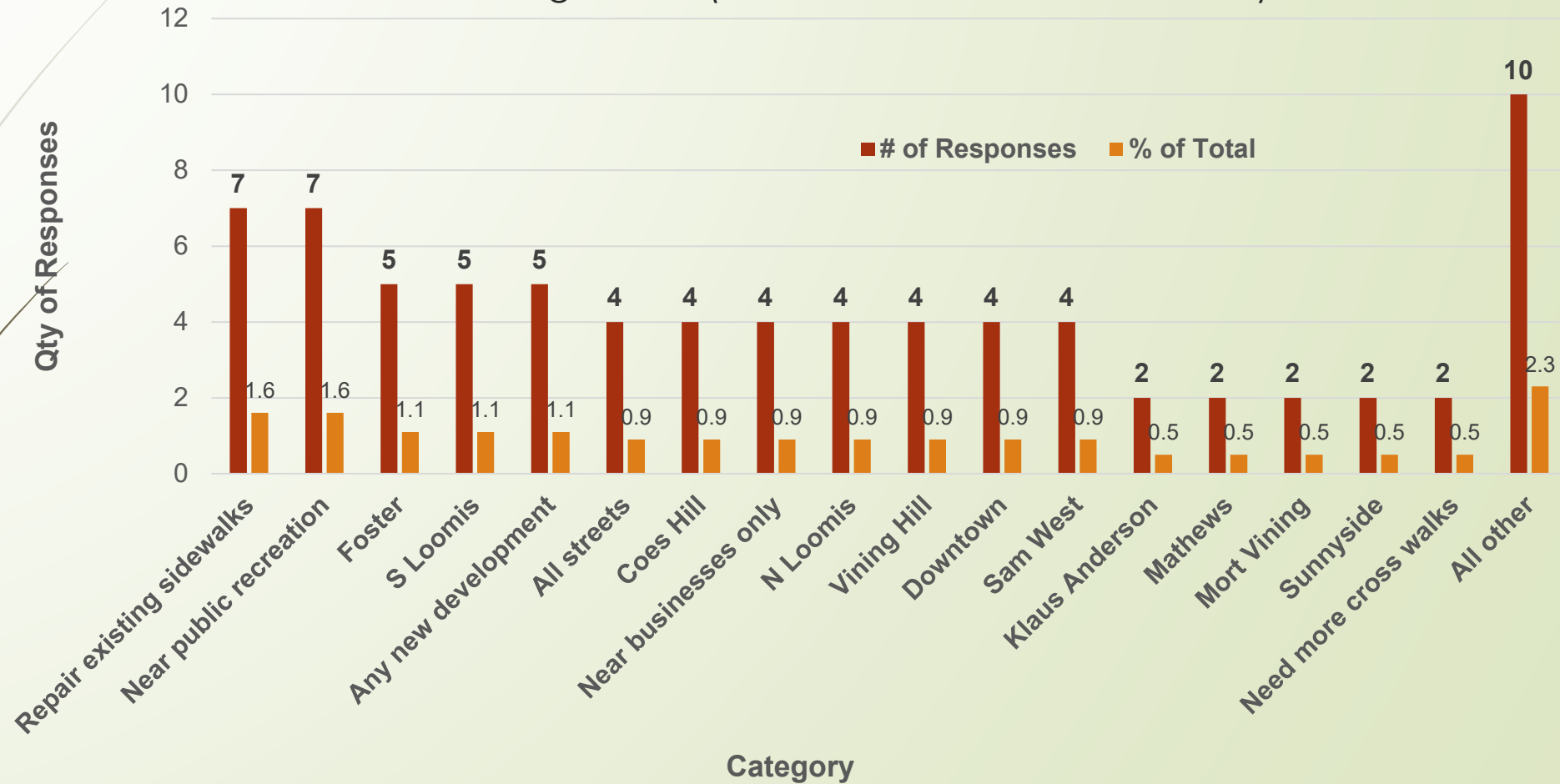
Page 1 of 3



The exact “Other or Freehand responses for the above items may be found in the “Appendix” file on pages 222-262

Summary of Question 22 Responses “Sidewalks”

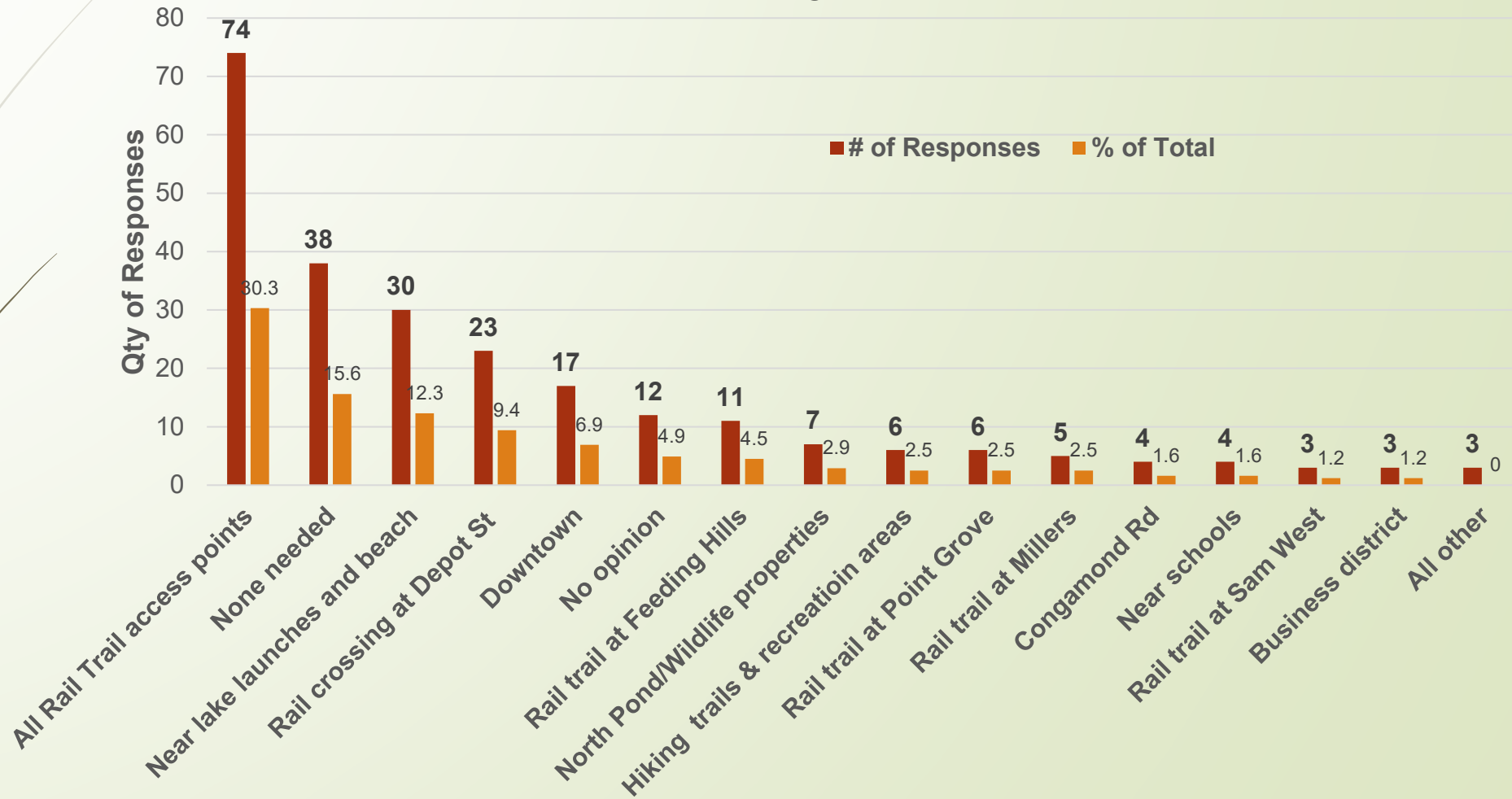
Page 2 of 3 (This is a continuation of chart 1.)



Summary of Question 22 Responses

“Parking”

Page 3 of 3



The exact “Other or Freehand” responses for the above items may be found in the “Appendix” file on pages 263-284

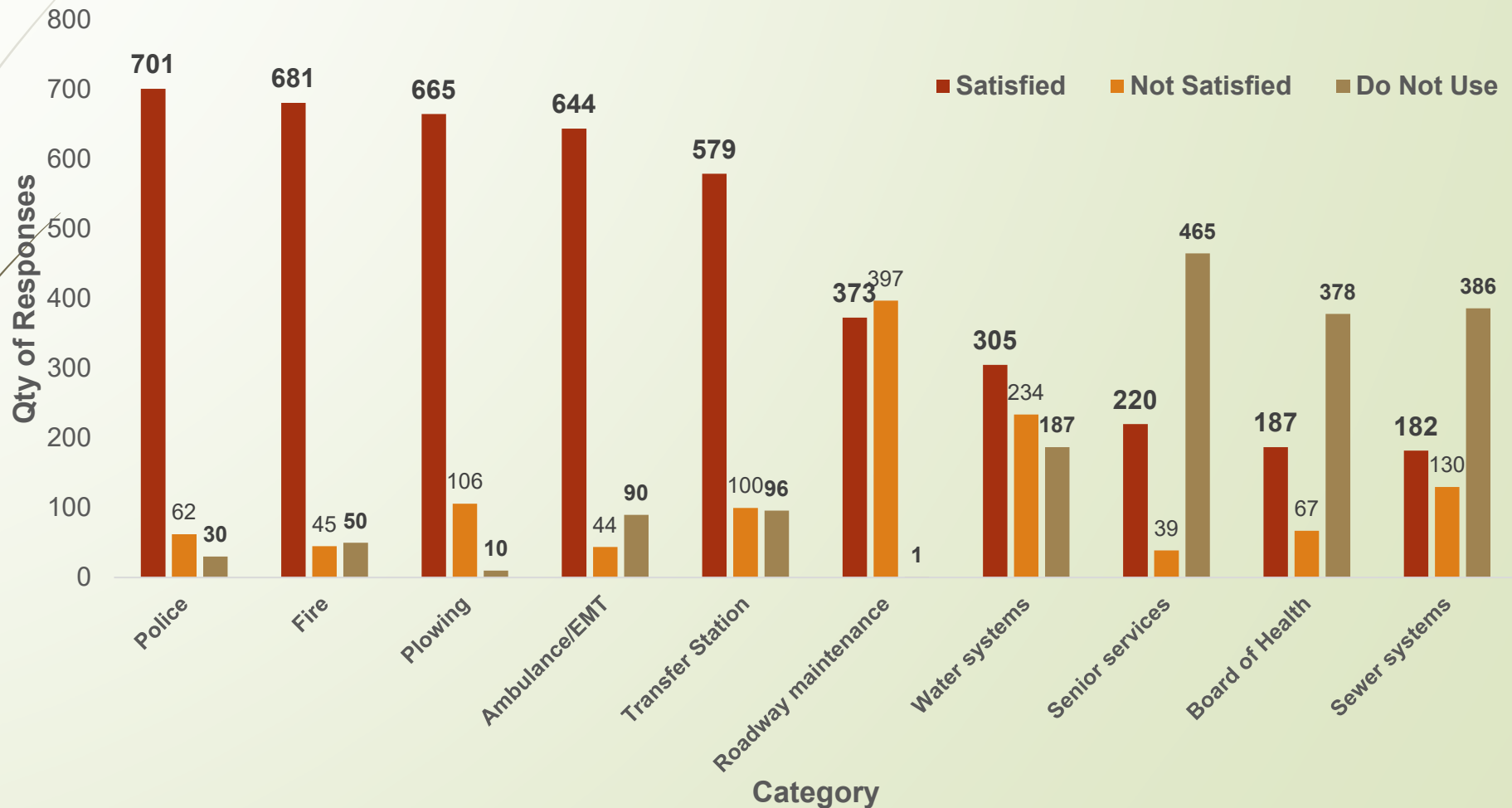
Question 23. “Rate your satisfaction level for each of the following services that are currently provided by the Town of Southwick.”

Category	Extremely Unsatisfied	Somewhat Unsatisfied	Neutral	Somewhat Satisfied	Extremely Satisfied	Do Not Use
Police						
Fire						
Ambulance/EMT						
Roadway maintenance						
Plowing						
Water systems						
Sewer systems						
Transfer station/dump						
Senior services						
Board of Health						
Other – Write in						

Summary of Question 23 Responses

Page 1 of 2

Somewhat Satisfied and Very Satisfied have been combined into "Satisfied"
and Extremely Unsatisfied and Somewhat Unsatisfied have combined into
"Not Satisfied"

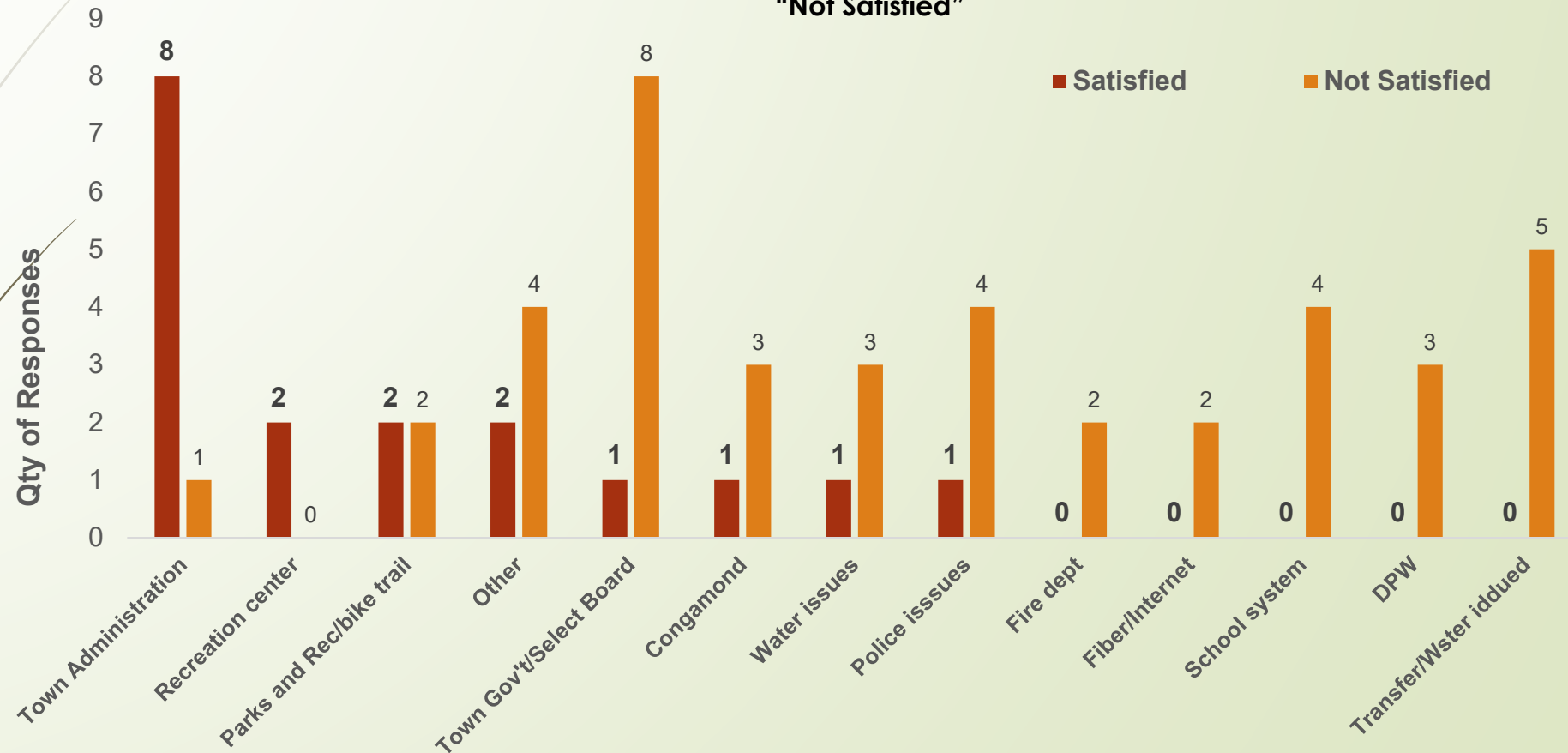


Summary of Question 23 Responses

“Other – Write in” Responses

Page 2 of 2

Somewhat Satisfied and Very Satisfied have been combined into “Satisfied”
and Extremely Unsatisfied and Somewhat Unsatisfied have combined into
“Not Satisfied”

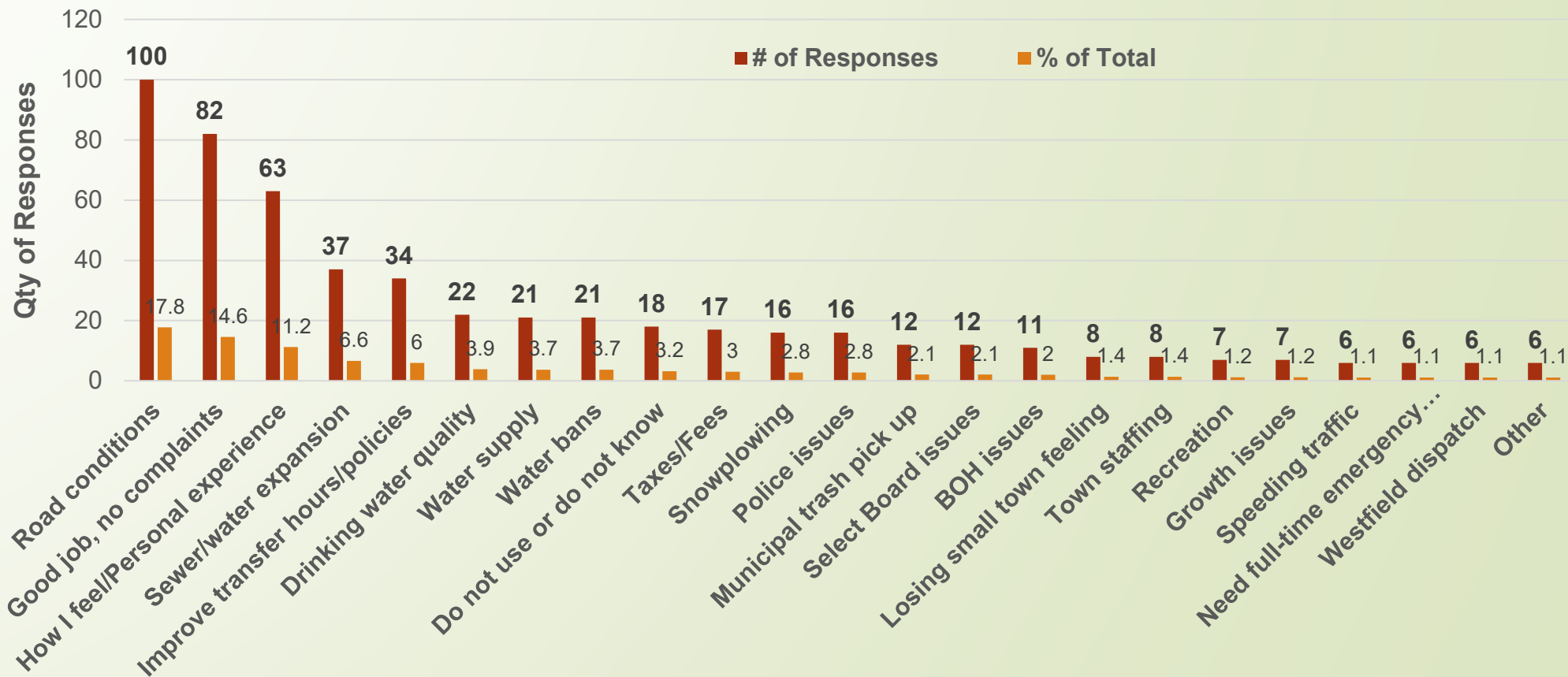


The exact “Other or Freehand” responses for the above items may be found in the “Appendix” file pages 285-299

Question 24. “Optional: Why did you answer the way you did for the above question?”

Question 24. Why did you answer the way you did for Question 23: Rate your satisfaction for the following services that are currently provided by the Town of Southwick. This is the “Other- Write in” response.

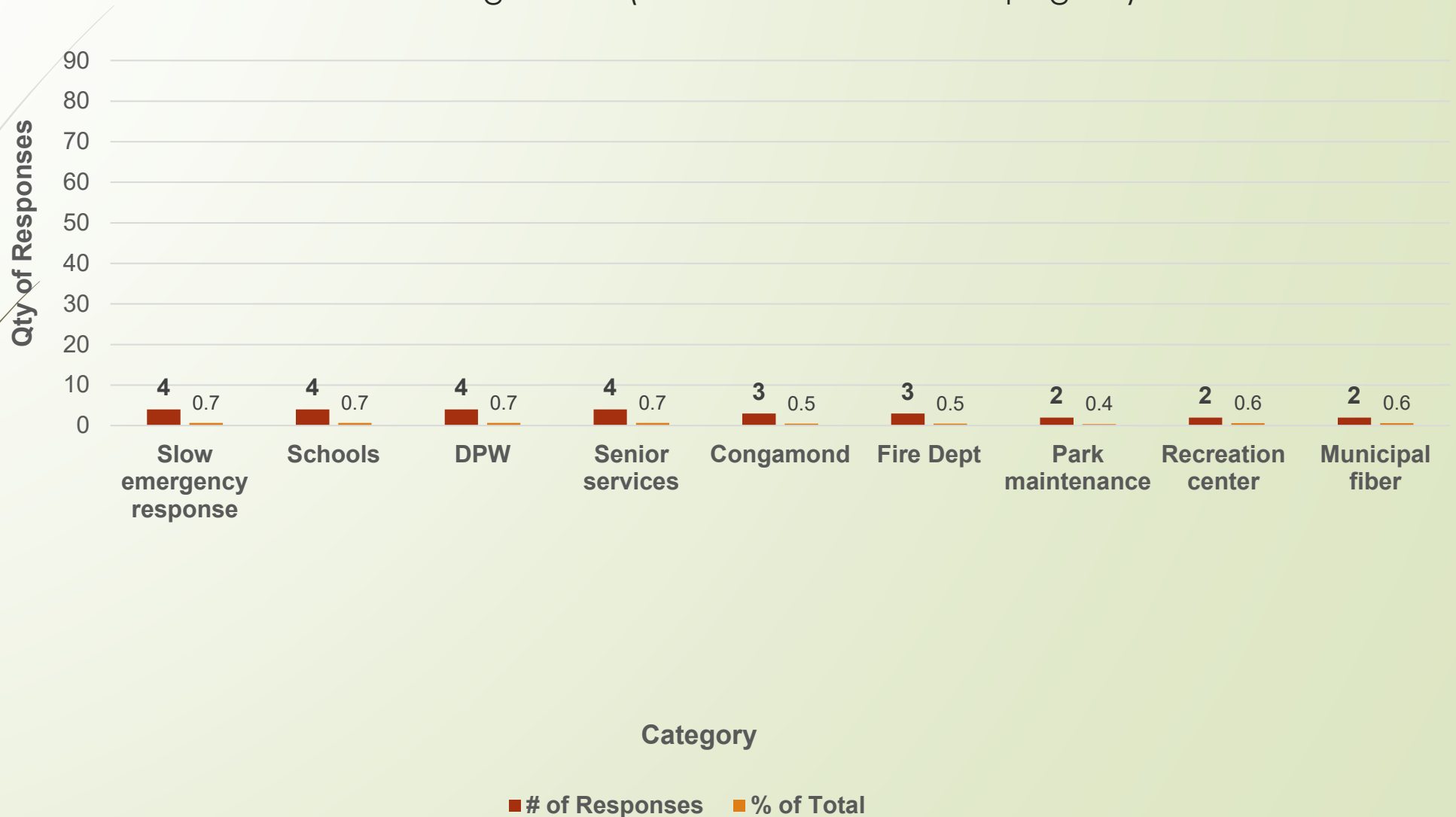
Page 1 of 2



The exact “Other or Freehand” responses for the above items may be found in the “Appendix” file pages 300-354

Question 24. Why did you answer the way you did for Question 23: Rate your satisfaction for the following services that are currently provided by the Town of Southwick. This is the “Other-Write in” response.

Page 2 of 2 (This is a continuation of page 1.)



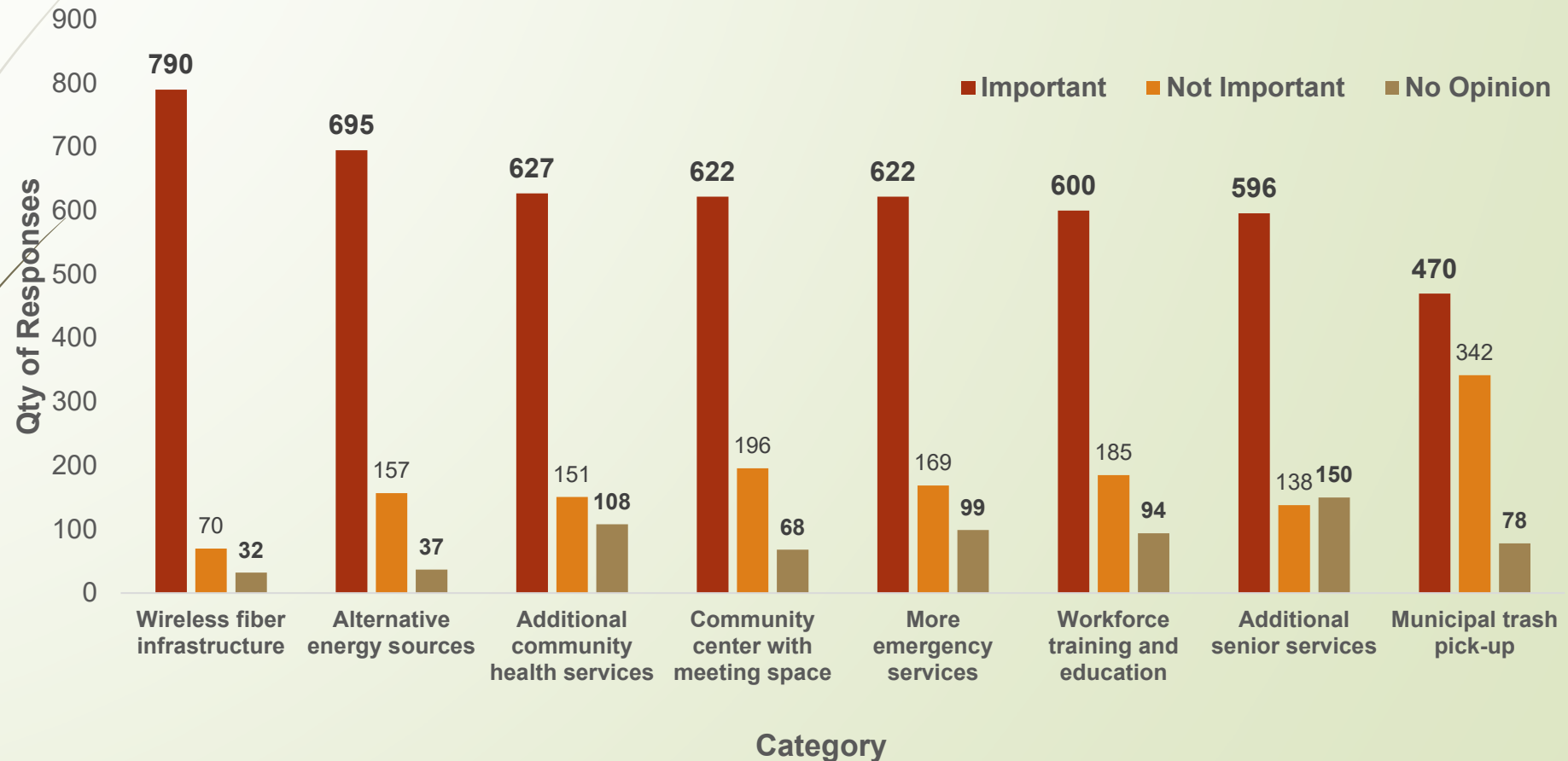
Question 25. “How important are the following services and amenities that could be provided by the Town of Southwick over the next 20 years.”

Category	Not Important At All	Not Very Important	Somewhat Important	Very Important	No Opinion
Community center with meeting space					
Additional community health services					
More emergency services					
Additional senior services					
Municipal trash pick-up service					
Wireless/fiber infrastructure					
Alternative energy sources					
Workforce training and continuing education					
Other – Write in					

Summary of Question 25 Responses

Page 1 of 2

Not Important at All and Not Very Important have been combined into "Not Important" and Somewhat Important and Very Important have been combined into "Important"



Summary of Question 25 Responses

“Other – Write in” Summary

Page 2 of 2



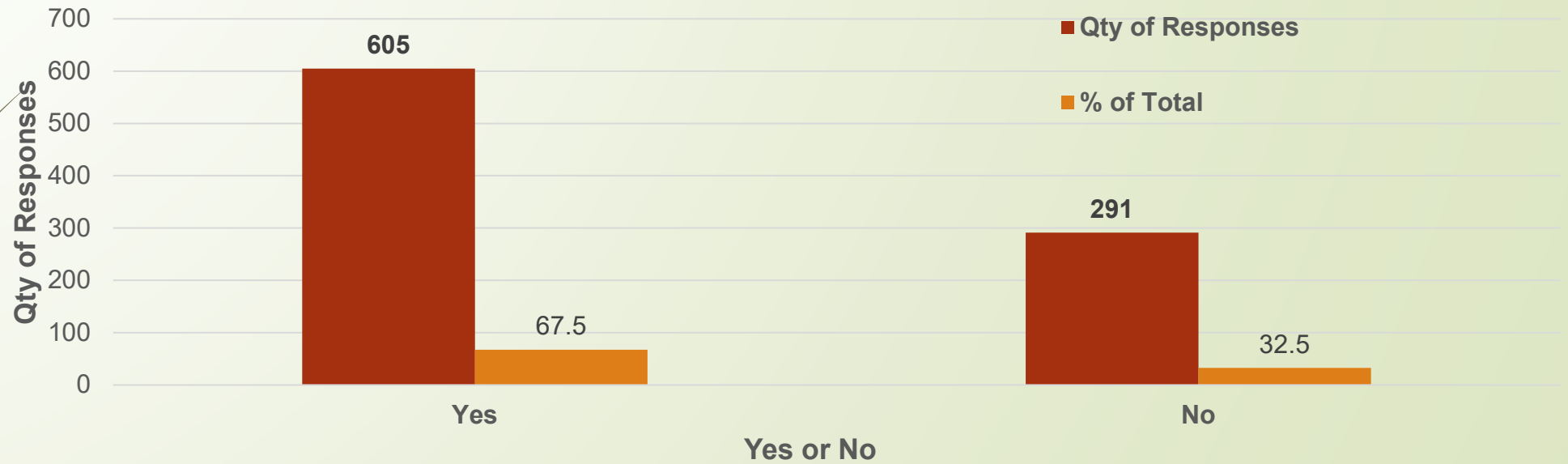
The exact “Other or Freehand” responses for the above items may be found in the “Appendix” file pages 355-365

Question 26. “Do you use public drinking water?”

____ Yes

____ No

Summary of Question 26 Responses

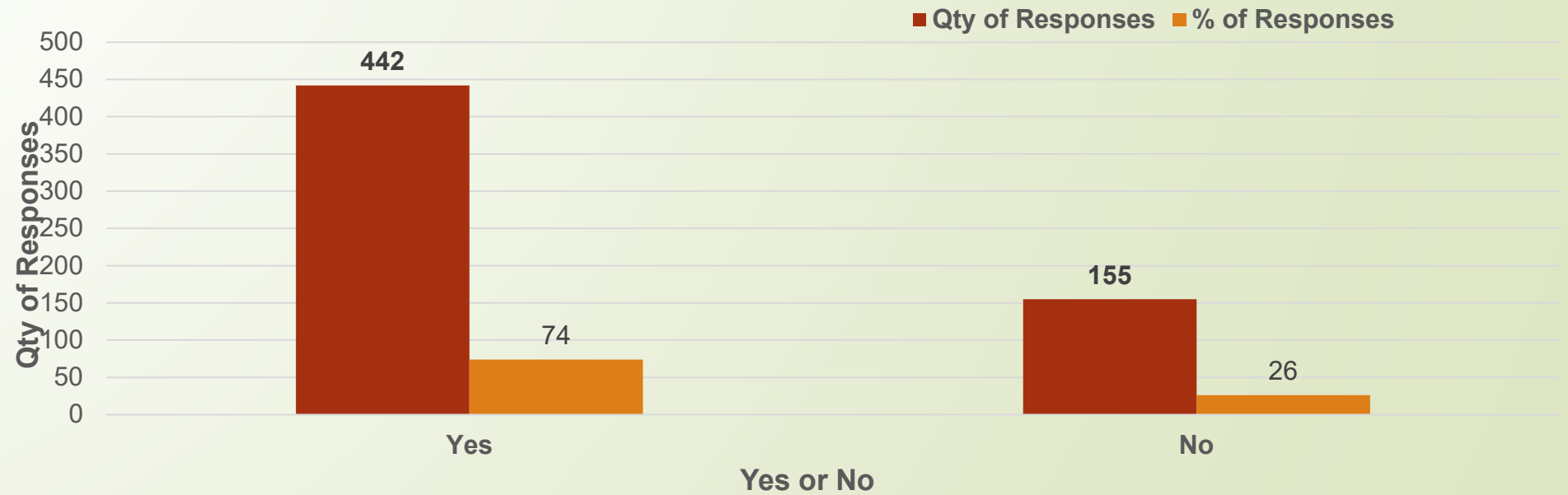


Question 27. “If you answered Yes to Question 26 (you use public drinking water), is the quality of the town public drinking water acceptable?”

____ Yes

____ No

Summary of Question 27 Responses



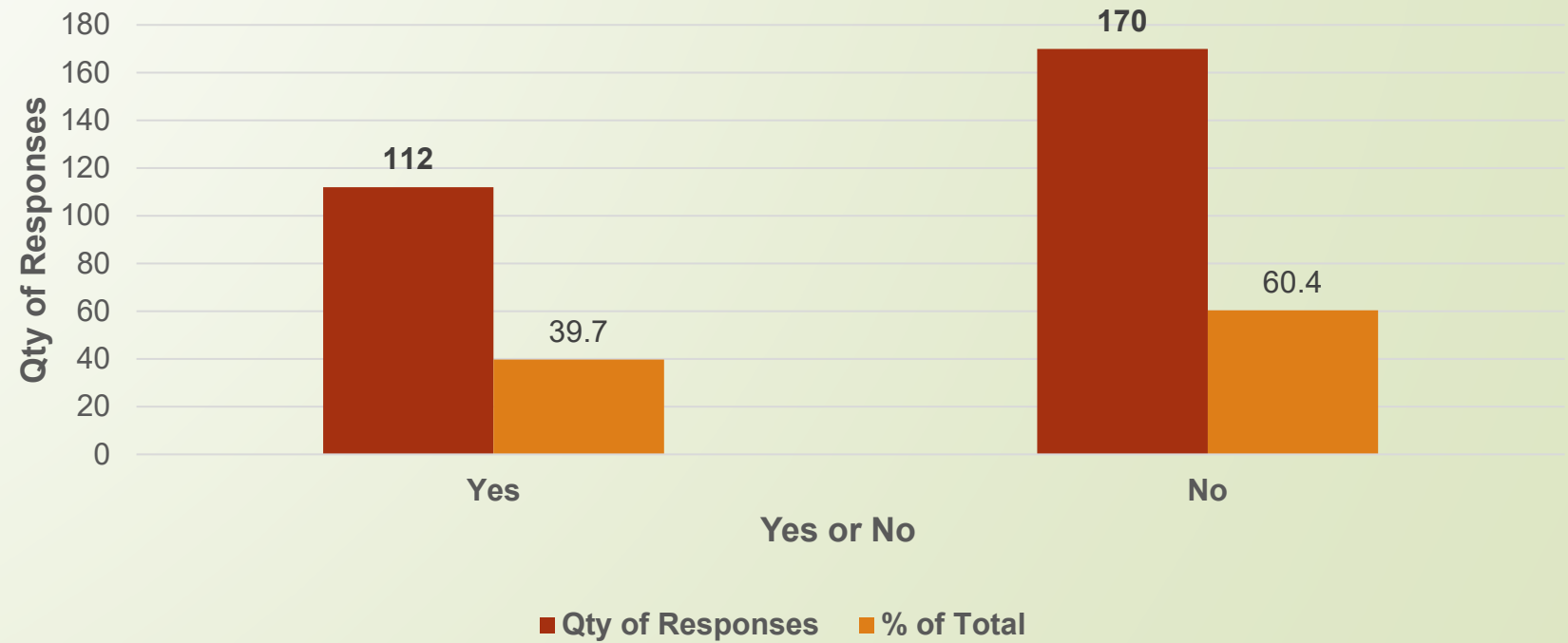
Question 28. “If you answered No to Question 26 (you don’t use public drinking water), would you use public drinking water if it was available to your home?”

____ Yes

____ No

Summary of Question 28 Responses

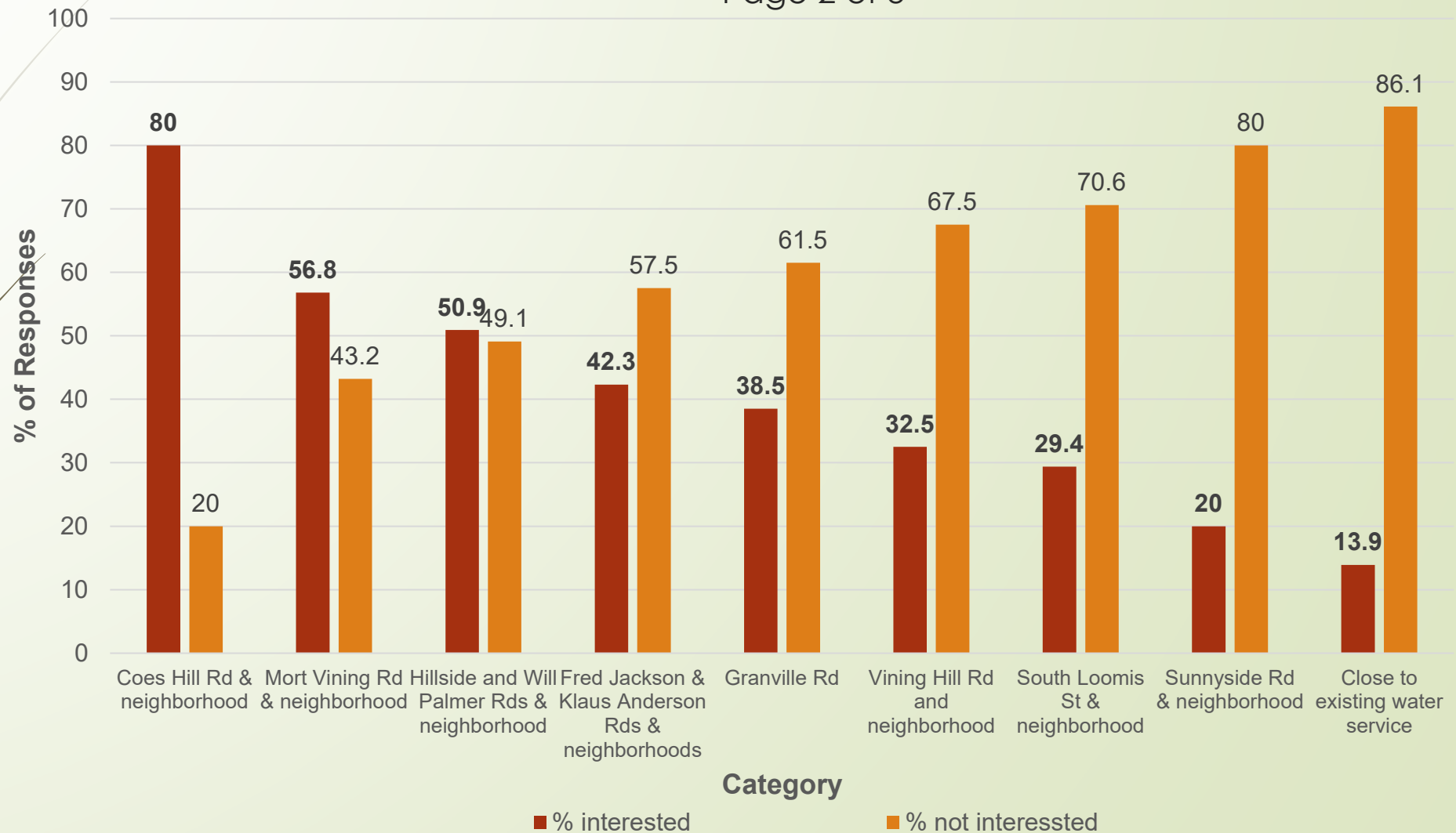
Page 1 of 3



Summary of Question 28 Responses

“Other – Write in” Summary

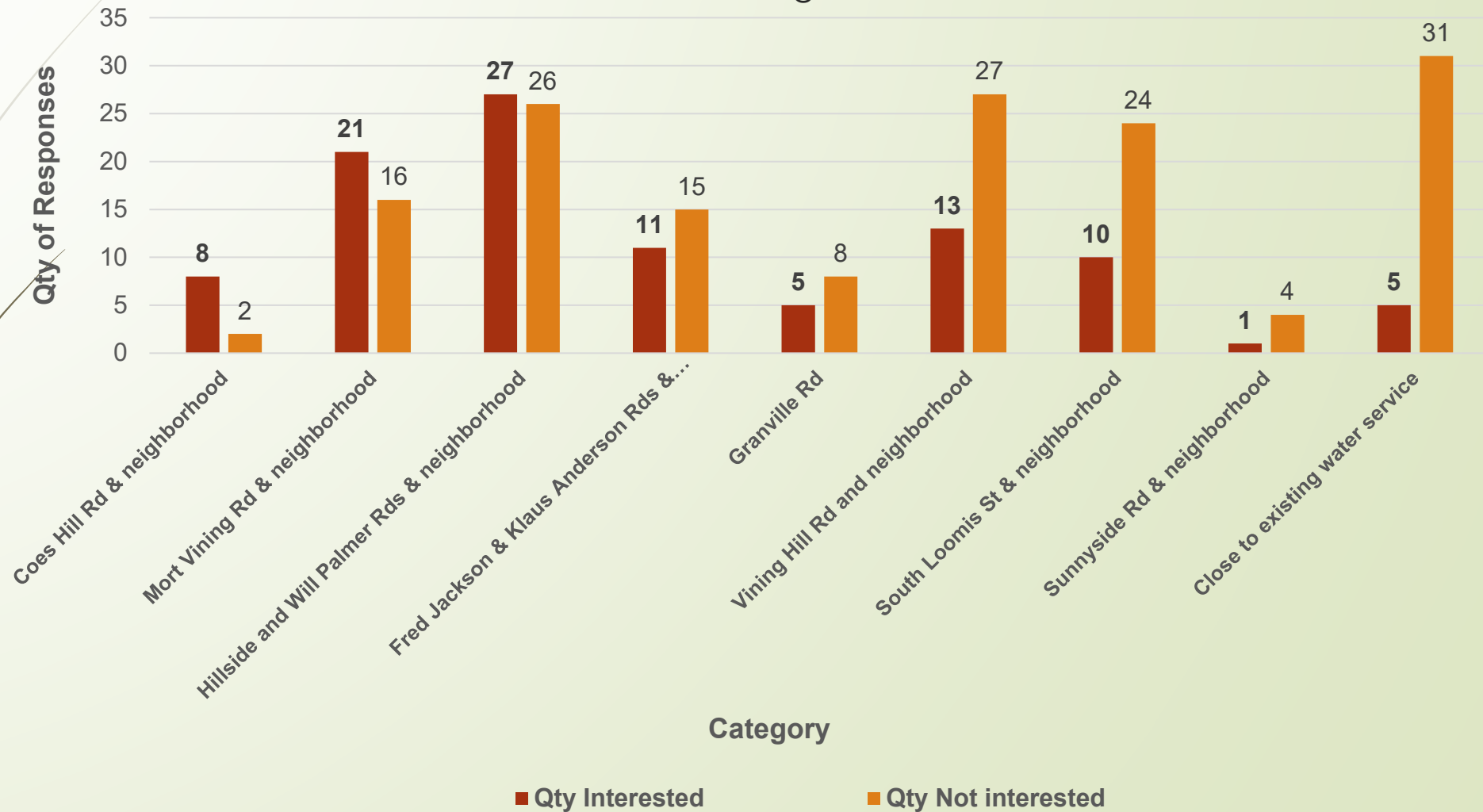
Page 2 of 3



Summary of Question 28 Responses

“Other – Write in” Summary

Page 3 of 3

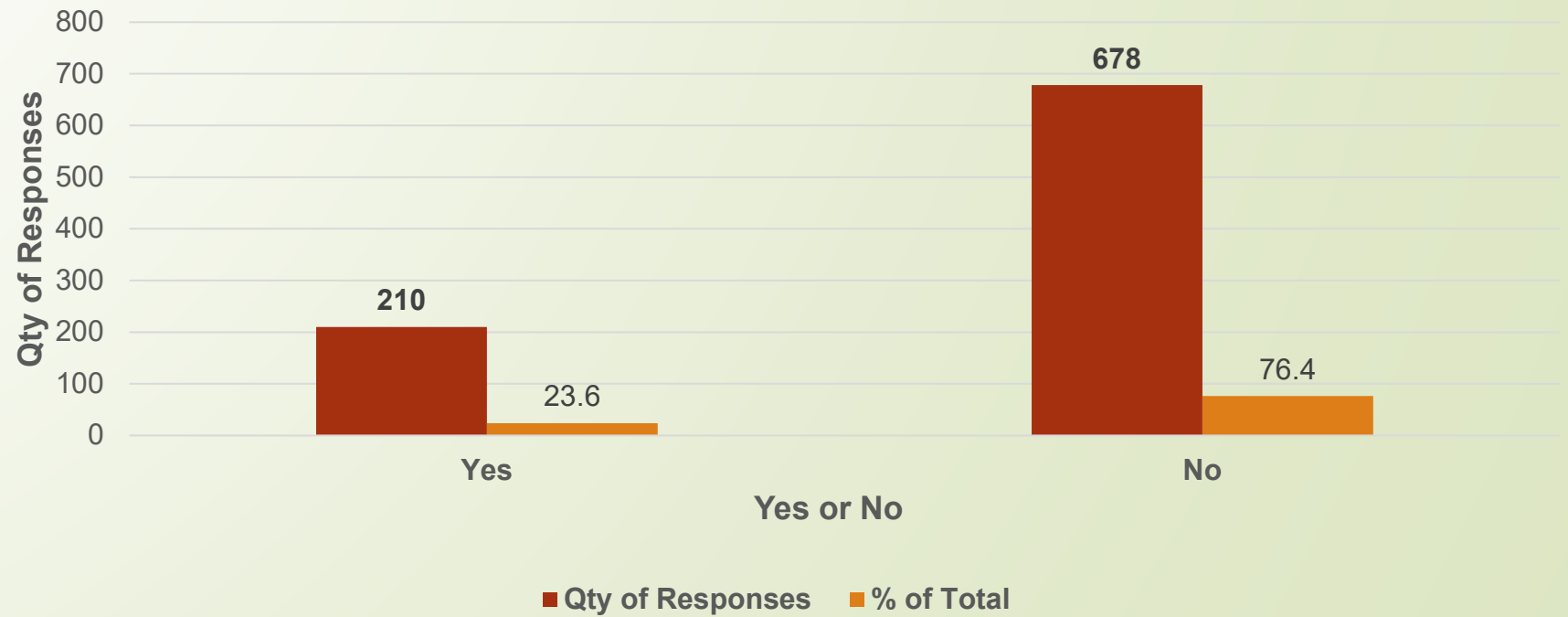


Question 29. “Are you connected to the town sewer system?”

____ Yes

____ No

Summary of Question 29 Responses



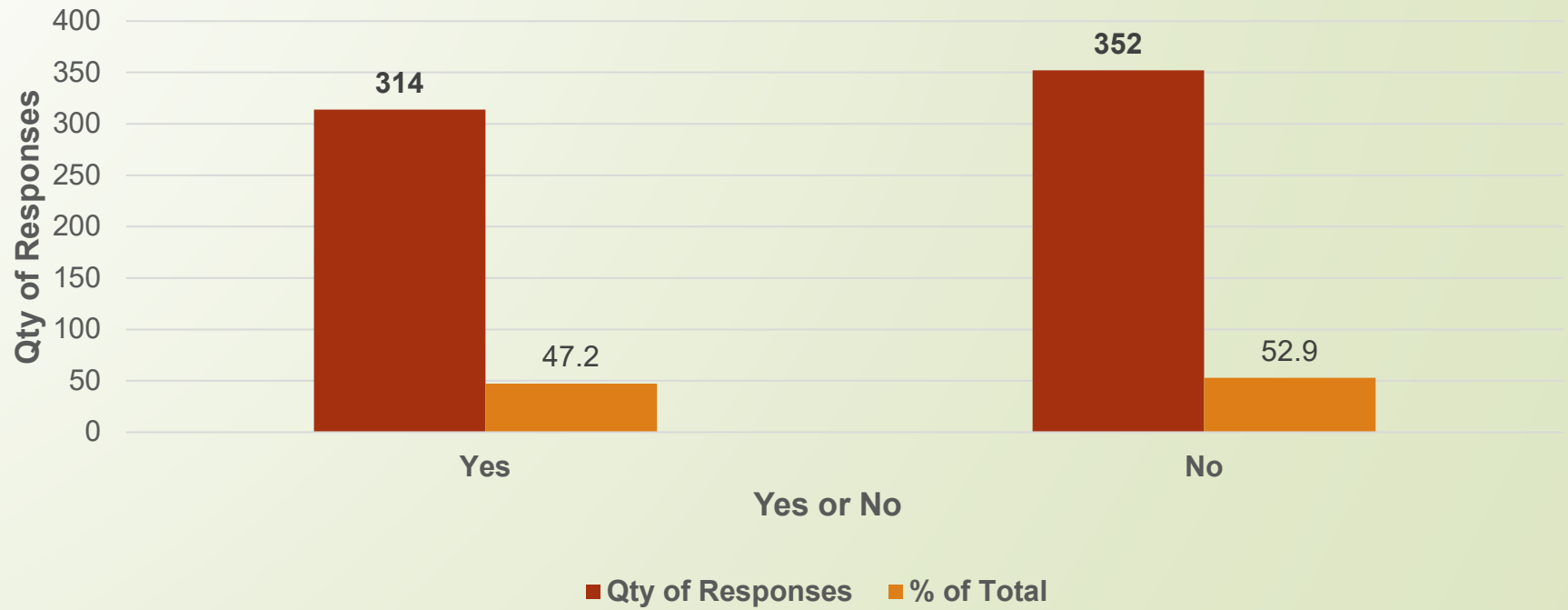
Question 30. “If No, are you interested in sewer expansion to your street?”

____ Yes

____ No

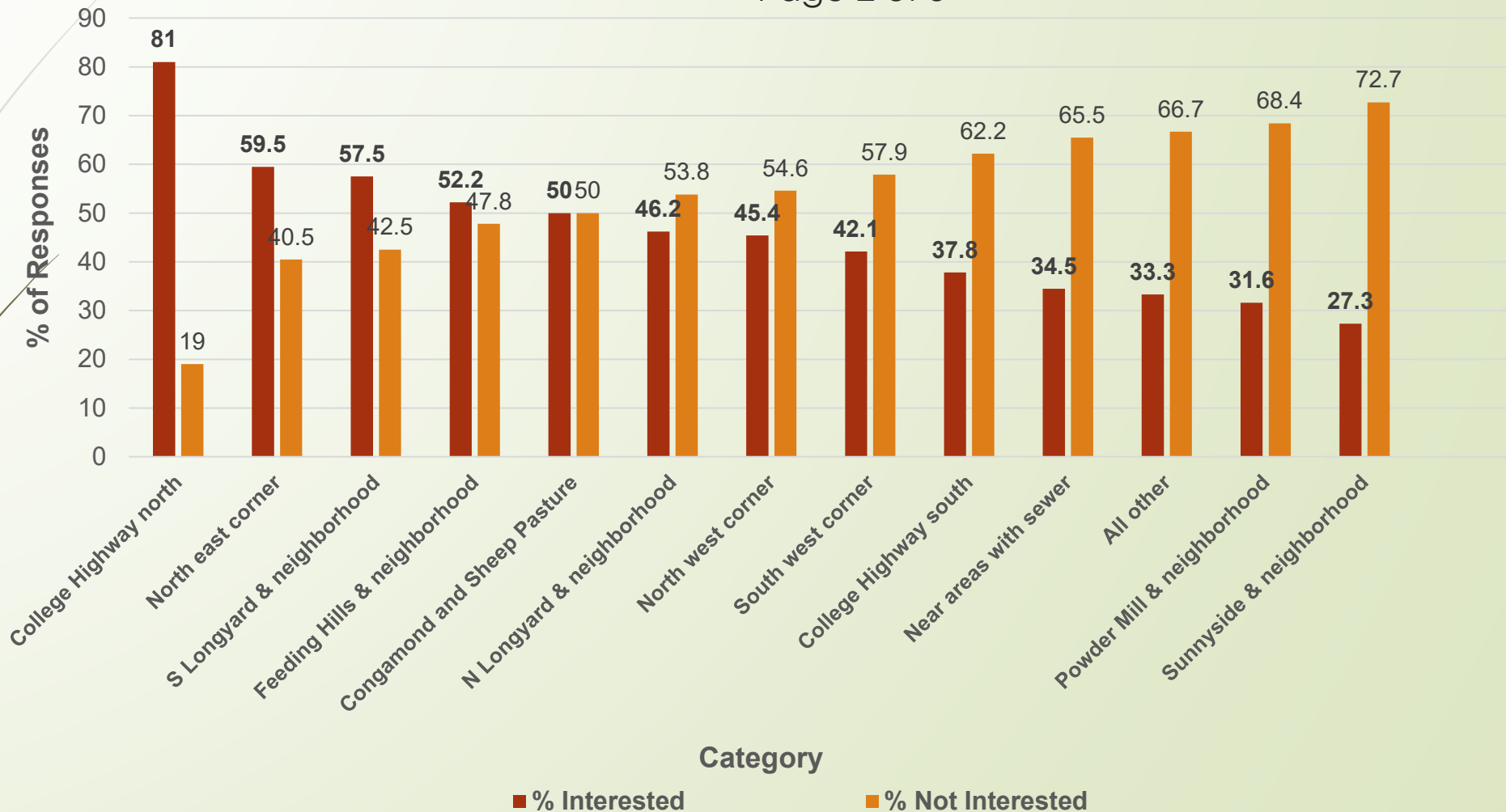
Summary of Question 30 Responses

Page 1 of 3



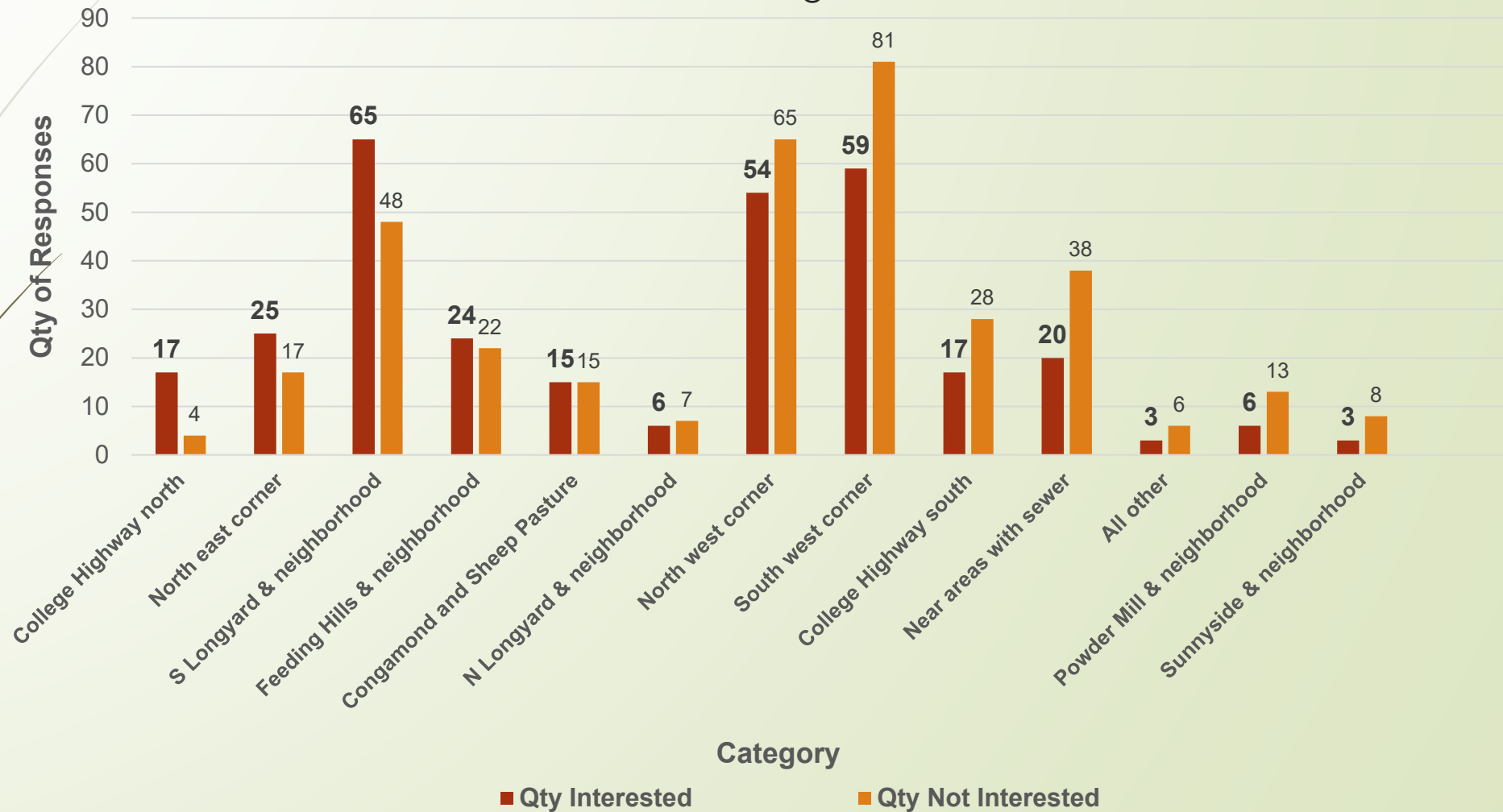
Summary of Question 30 Responses Sewer Expansion? "Other – Write in" Summary

Page 2 of 3



Summary of Question 30 Responses Sewer Expansion? “Other – Write in” Summary

Page 3 of 3



Question 31. “As Southwick evolves over the next 20 year and if the population increases, there is the potential to change the structure of government. Which form of government would you support? Choose one.”

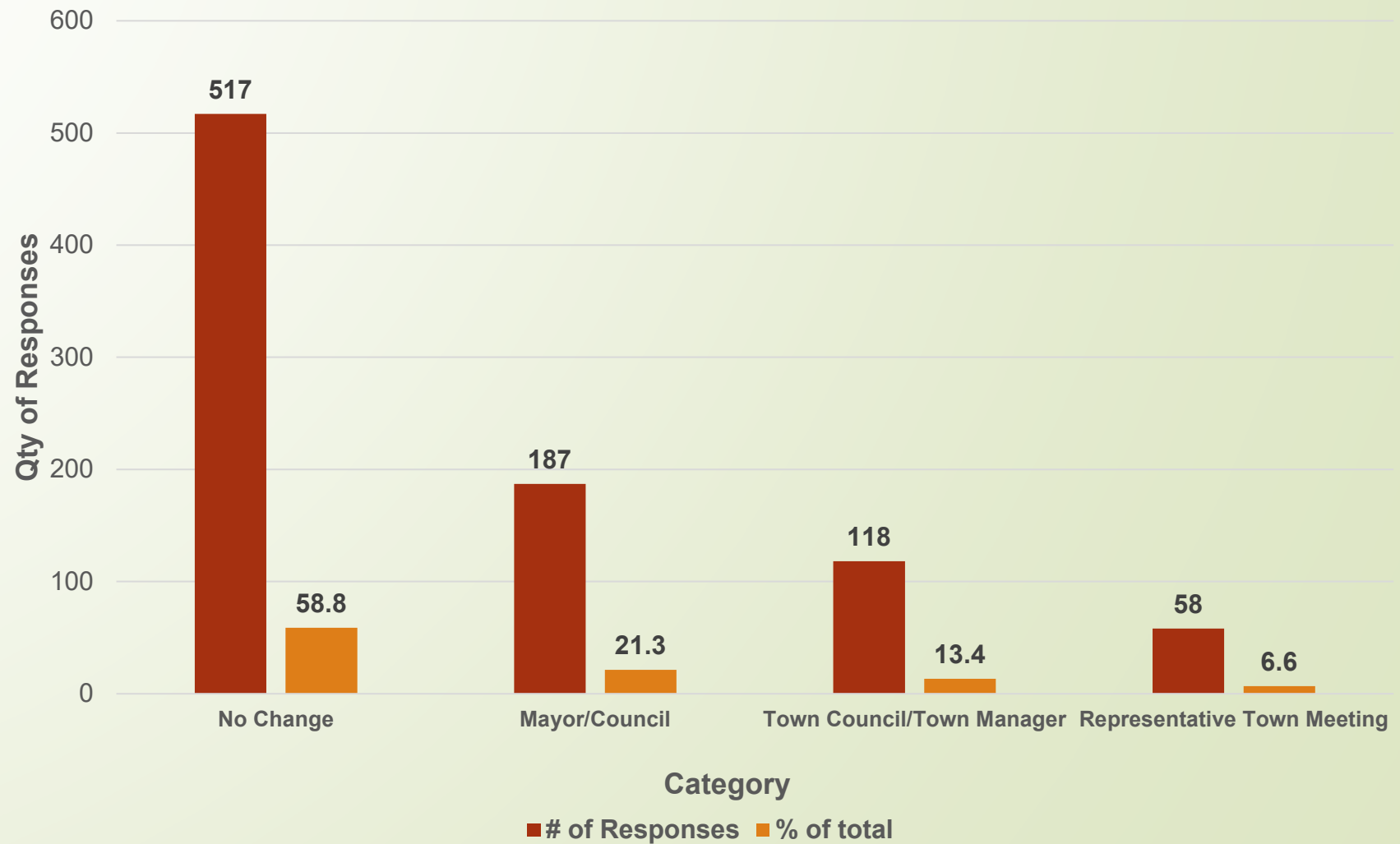
____ **No change** – Open Town Meeting – Town structure with all registered voters casting ballots at an annual town meeting, a select board, various other boards/committees, and an appointed town administrator

____ **Representative Town Meeting** – Town structure with limited number of voters elected to represent all voters in a representative town meeting, a select board, various other boards/committees, and an appointed town administrator/manager

____ **Town Council/Town Manager** – Voters elect Council and the Council appoints a Town Manager, various other boards and committees

____ **Mayor/Council** – Voters elect Mayor and Council

Summary of Question 31 Responses



Question 32. “What is your perception of Southwick Public Schools?”

For Question 32 “School Perception,” the words used in the responses were used to develop a rating

Page 1 of 3



Excellent: Excellent, Wonderful, Terrific, Very satisfied, Valuable asset, Outstanding, High quality and Awesome



Good: Good, Quality education, Positive, Pleased, Fine, Above average, Decent, Solid, Pretty good, Capable, Favorable and Well-respected



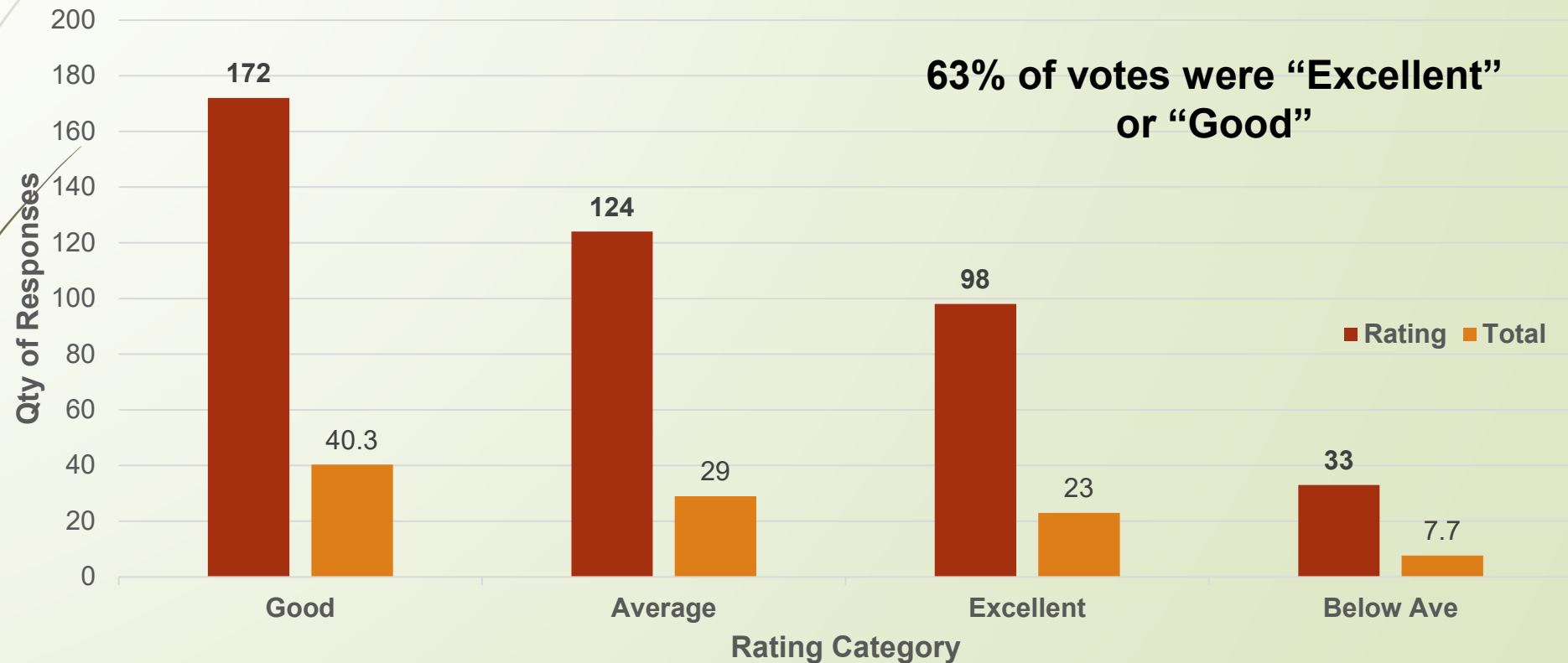
Average: Average, Adequate, Acceptable, On par, Neutral, Fair, Unexceptional, Could be better, Mediocre, Okay, Fairly-good, Not great, Not impressed, Alright, So-so and Not good



Below Average: Below average, Poor, Weak, Bad, Horrid, Deficient and Substandard

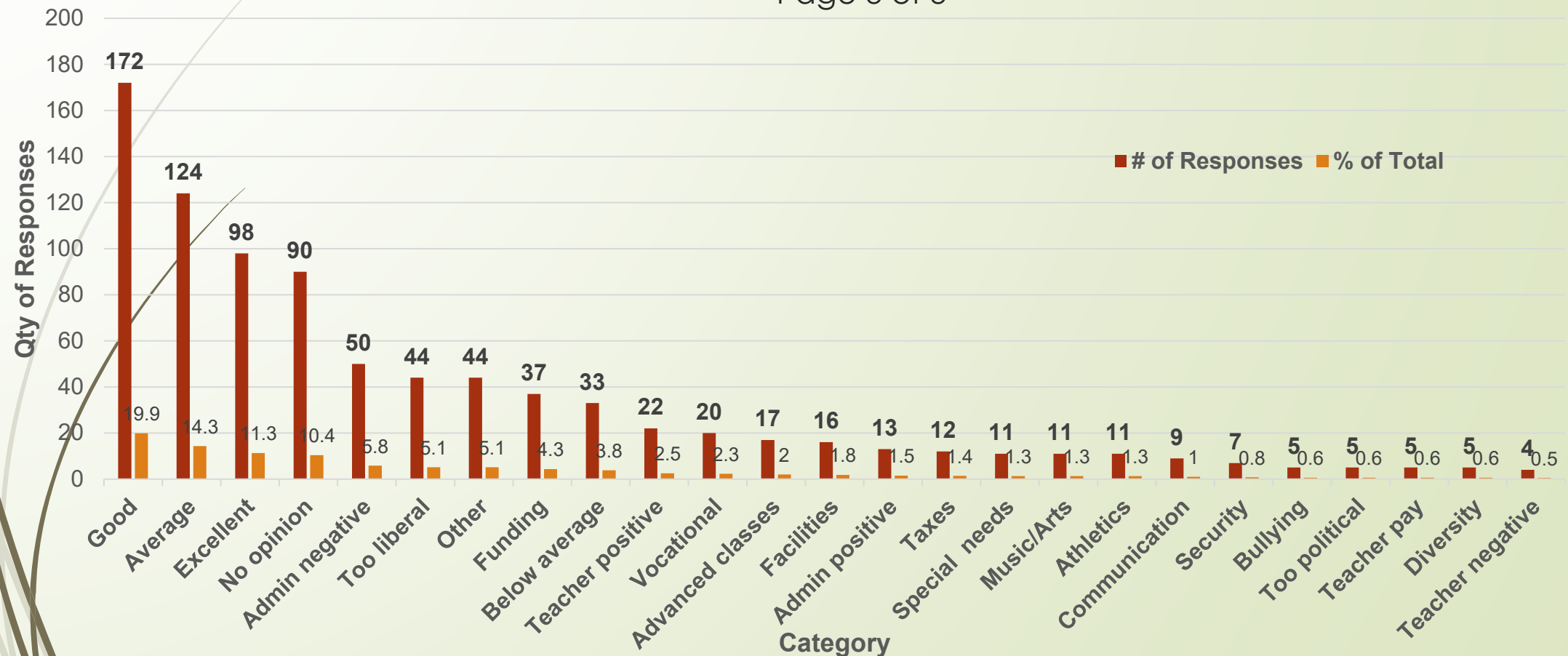
Summary of Question 32 Responses: How 427 Residents Rated Our Schools

Page 2 of 3



Question 32. Summary of “Write-in” Opinions of Residents: “Perception of Schools”

Page 3 of 3



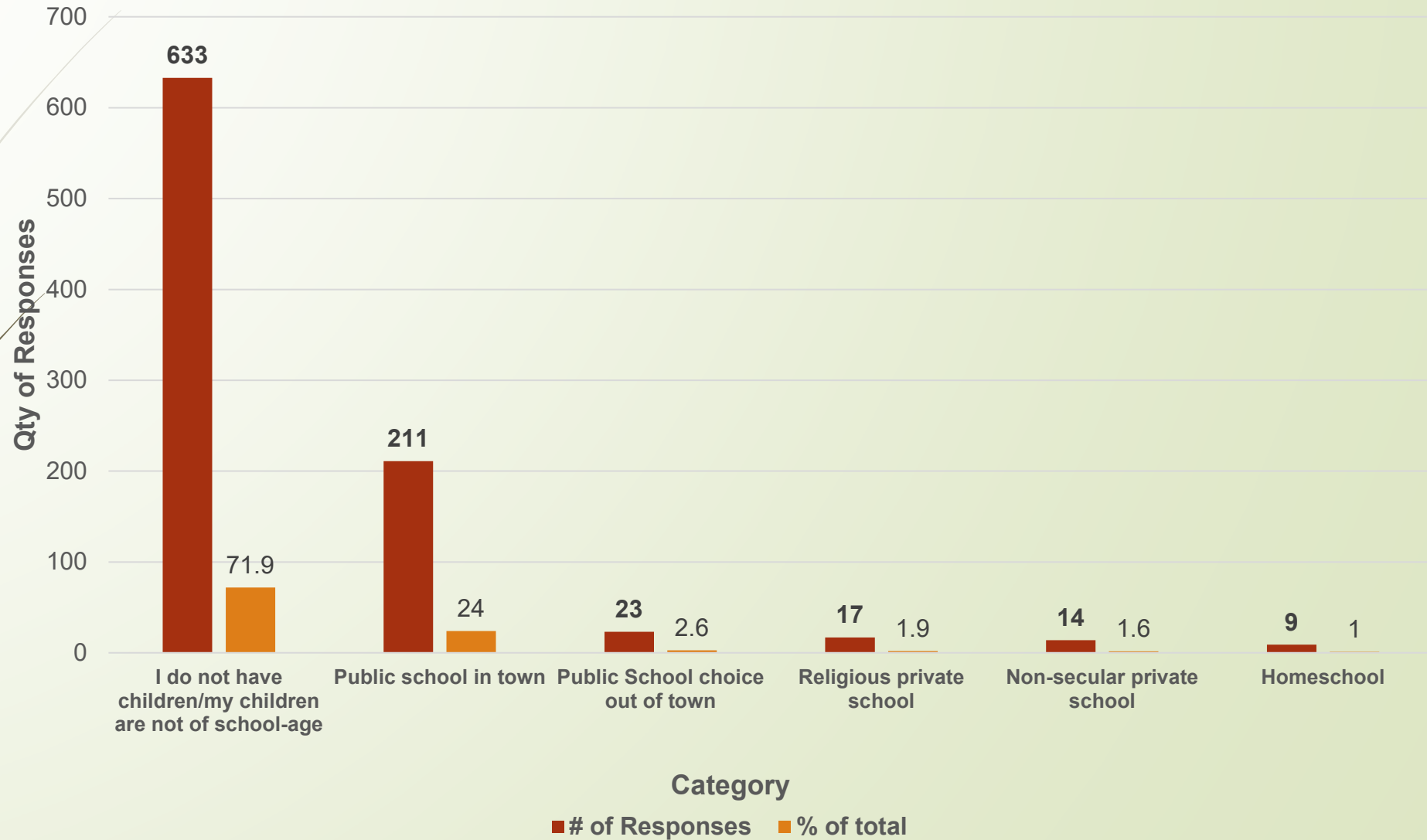
The exact “Other or Freehand” responses for the above items may be found in the “Appendix” file pages 366-434

Question 33. “Where does your child/do your children attend school? Select all that apply”

- ☐ I do not have children/my children are not school-aged
- ☐ Public school in town
- ☐ Public school choice out of town
- ☐ Home school
- ☐ Charter school
- ☐ Religious private school
- ☐ Non-secular private school

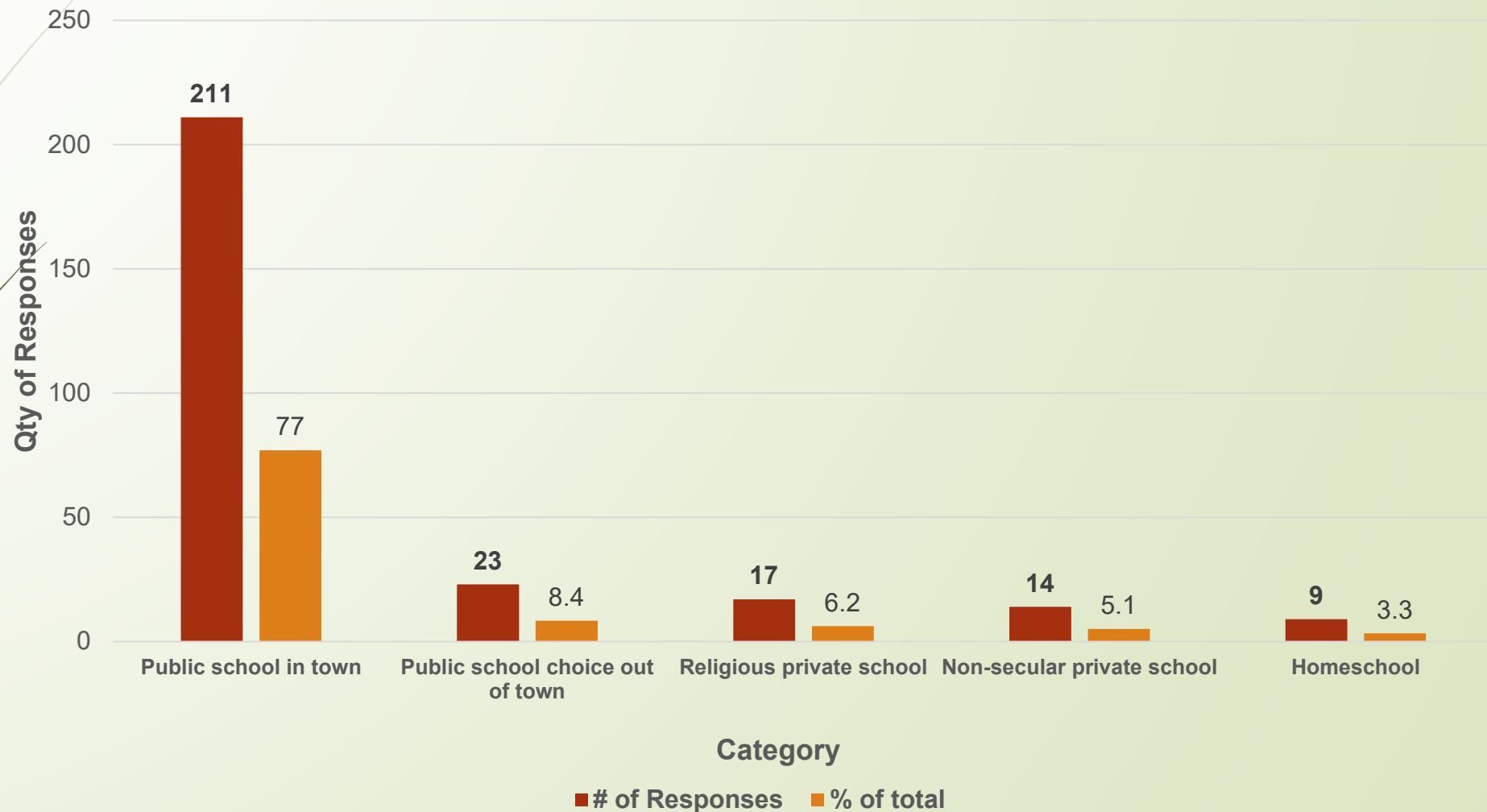
Summary of Question 33 Responses

Page 1 of 2



Summary of Question 33 Responses, but only looking at families with school-age children

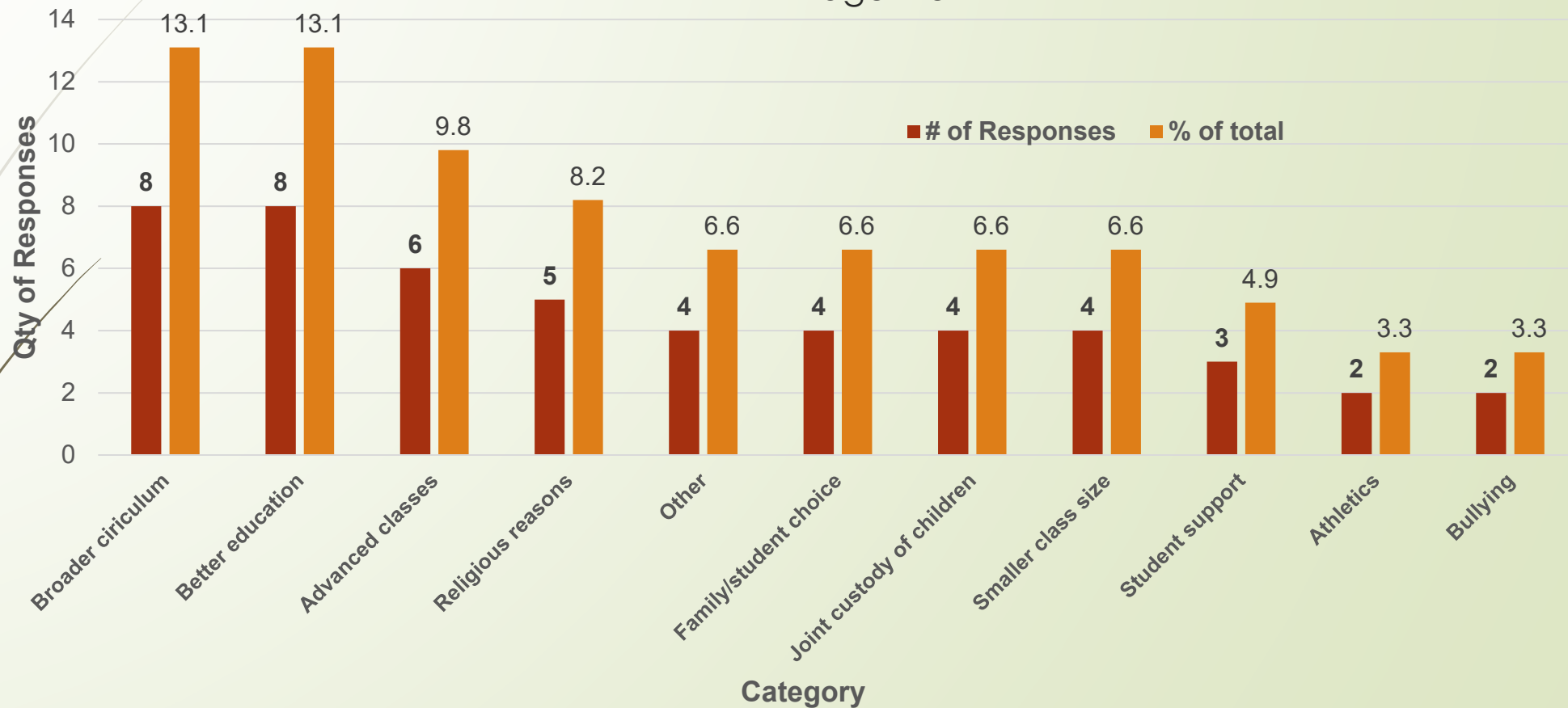
Page 2 of 2



Question 34. “If you have school-aged children that do not attend a Southwick Public School, please tell us why?”

Summary of Question 34 Responses, “Write-in or Freehand” Responses

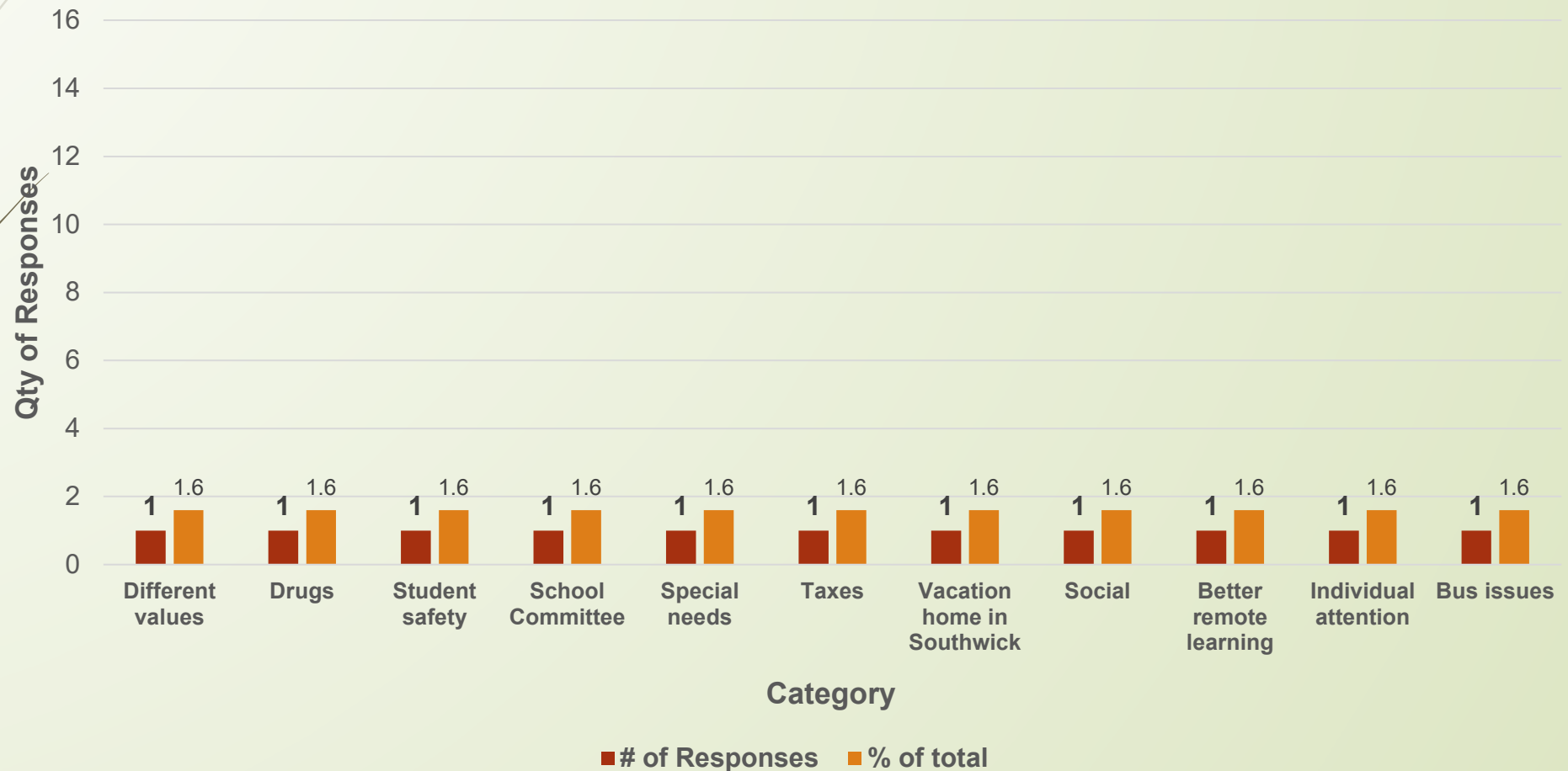
Page 1 of 2



The exact “Other or Freehand” responses for the above items may be found in the “Appendix” file pages 435-457

Summary of Question 34 Responses, “Write-in or Freehand” Responses

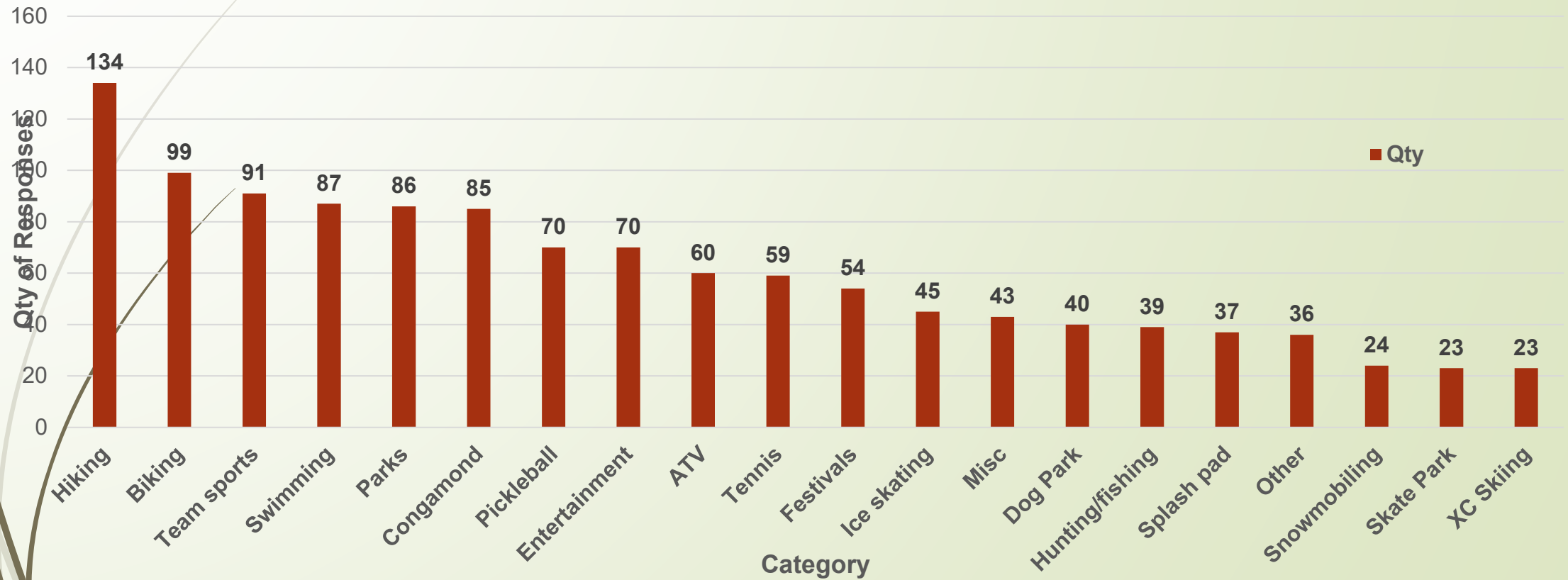
Page 2 of 2 (This is a continuation of page 1.)



Question 35. “List three recreational activities that you would like to see in Southwick over the next 20 years?”

Summary of Question 35 Responses

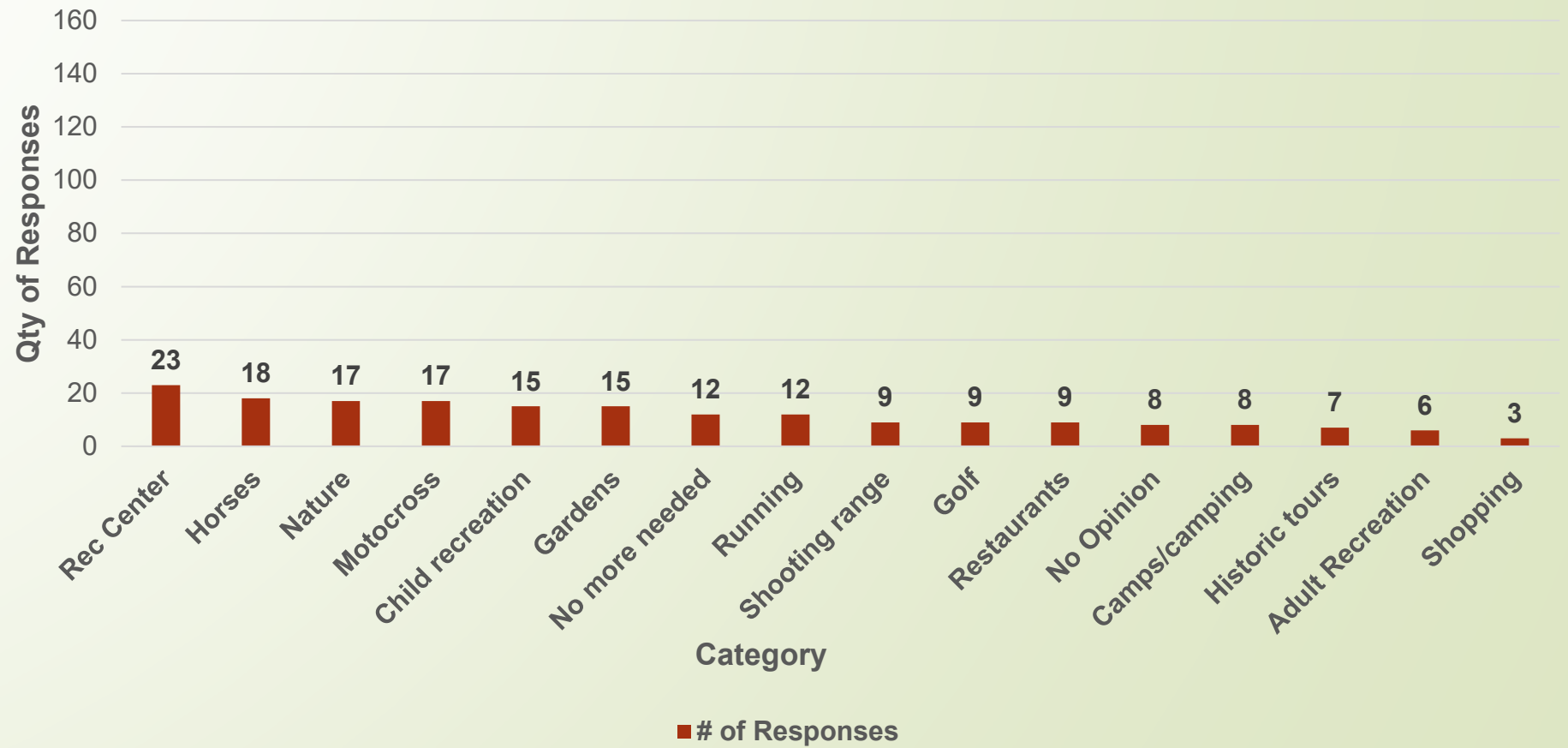
Page 1 of 6



The exact "Other or Freehand" responses for the above items may be found in the Appendix" file pages 458-525

Summary of Question 35 Responses

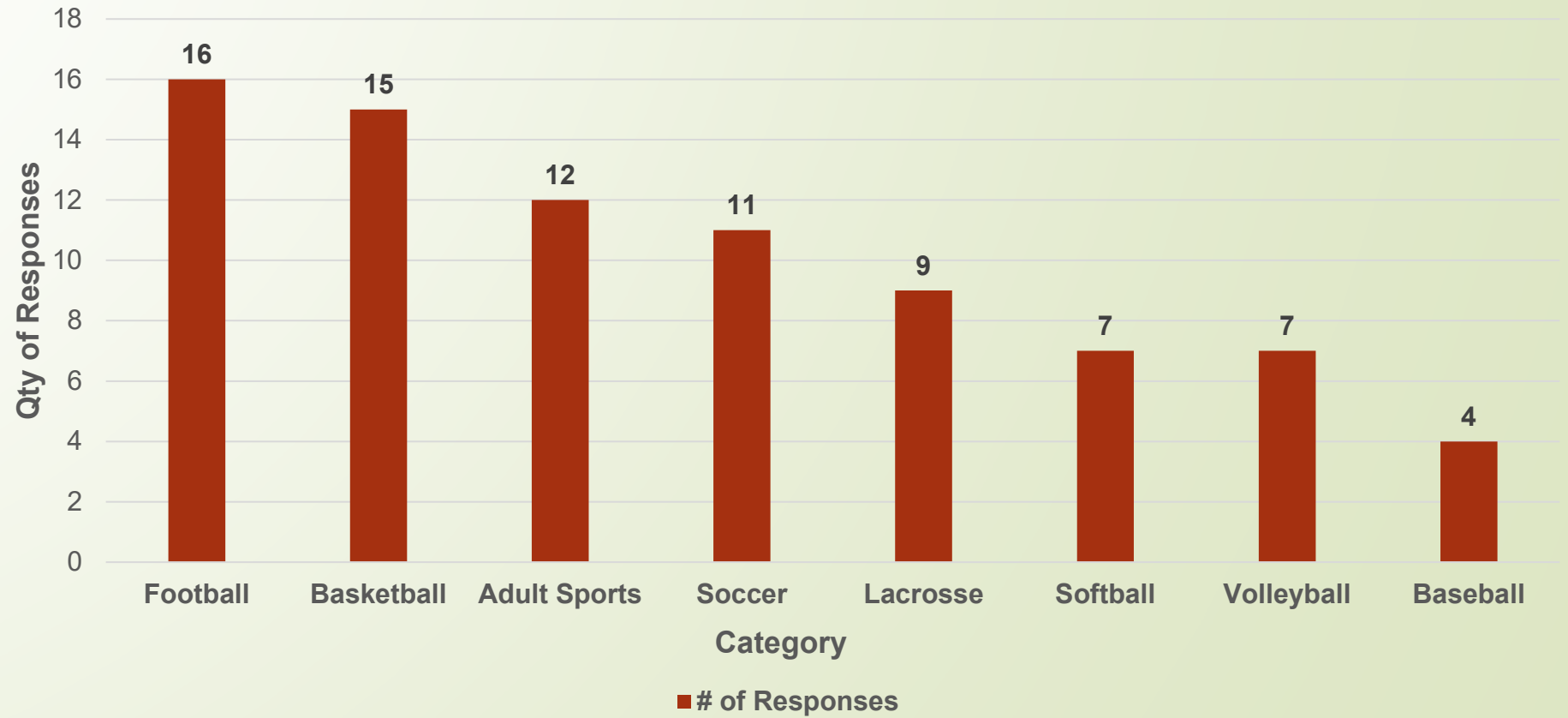
Page 2 of 6 (This is a continuation of page 1.)



Summary of Question 35 Responses

Page 3 of 6

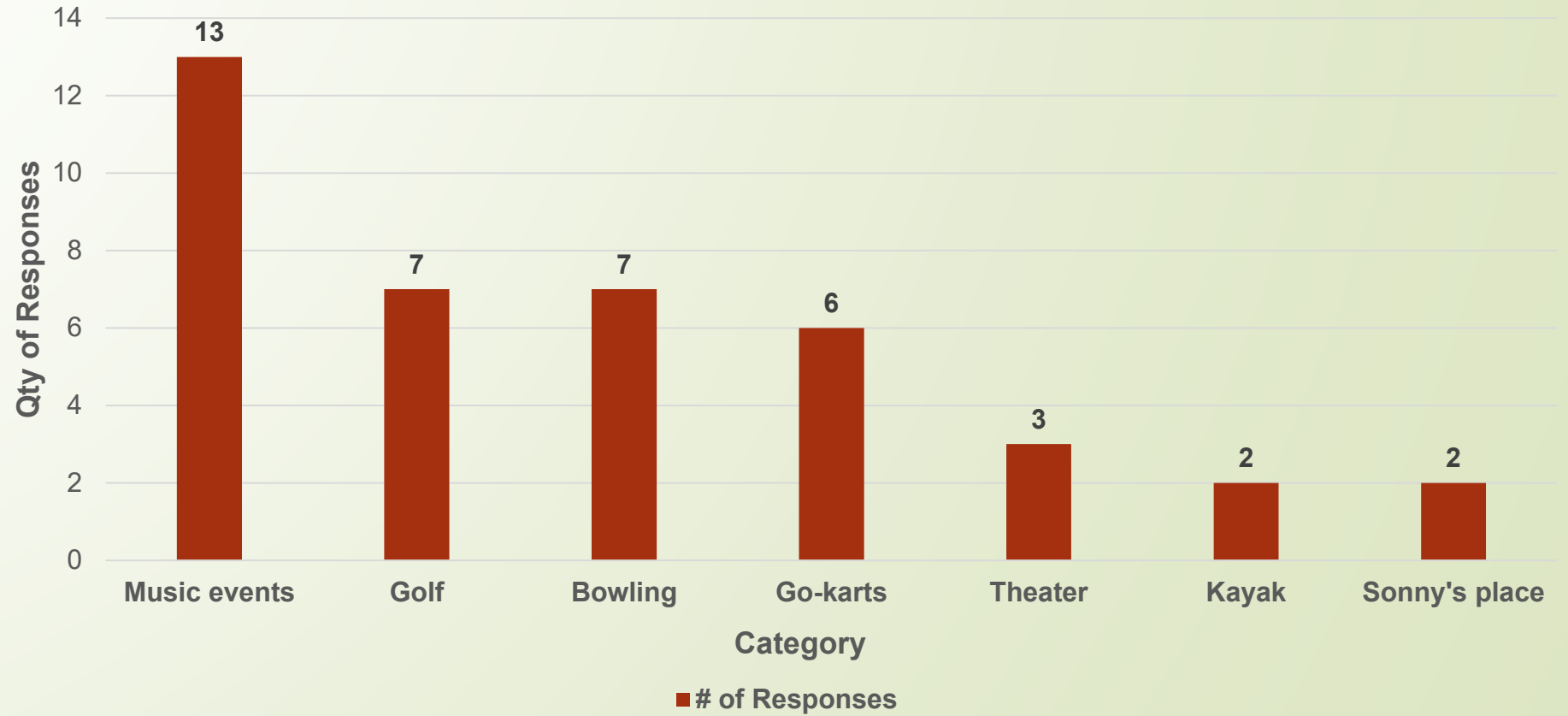
This is a further breakdown of the 91 "Team Sports" responses.



Summary of Question 35 Responses

Page 4 of 6

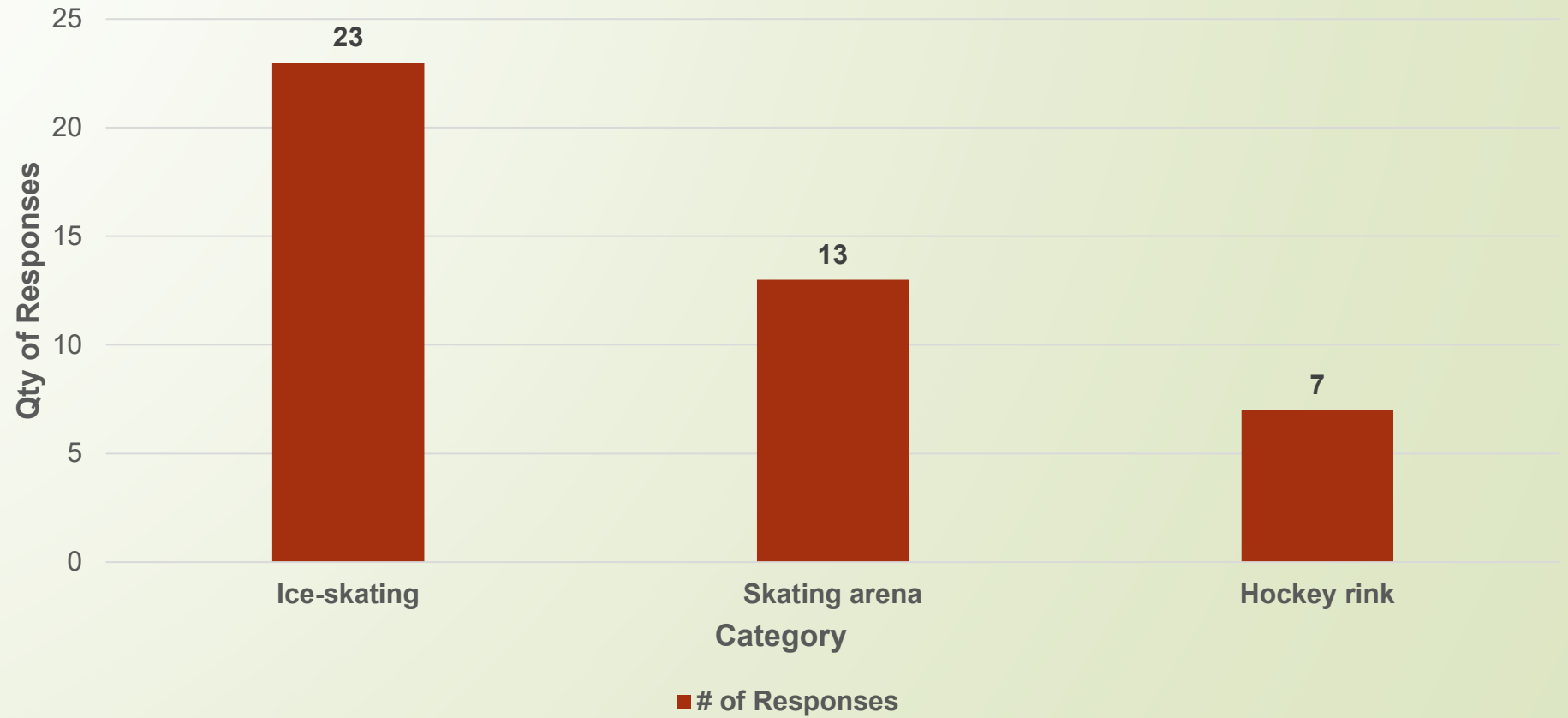
This is a further breakdown of 70 "Entertainment" responses.



Summary of Question 35 Responses

Page 5 of 6

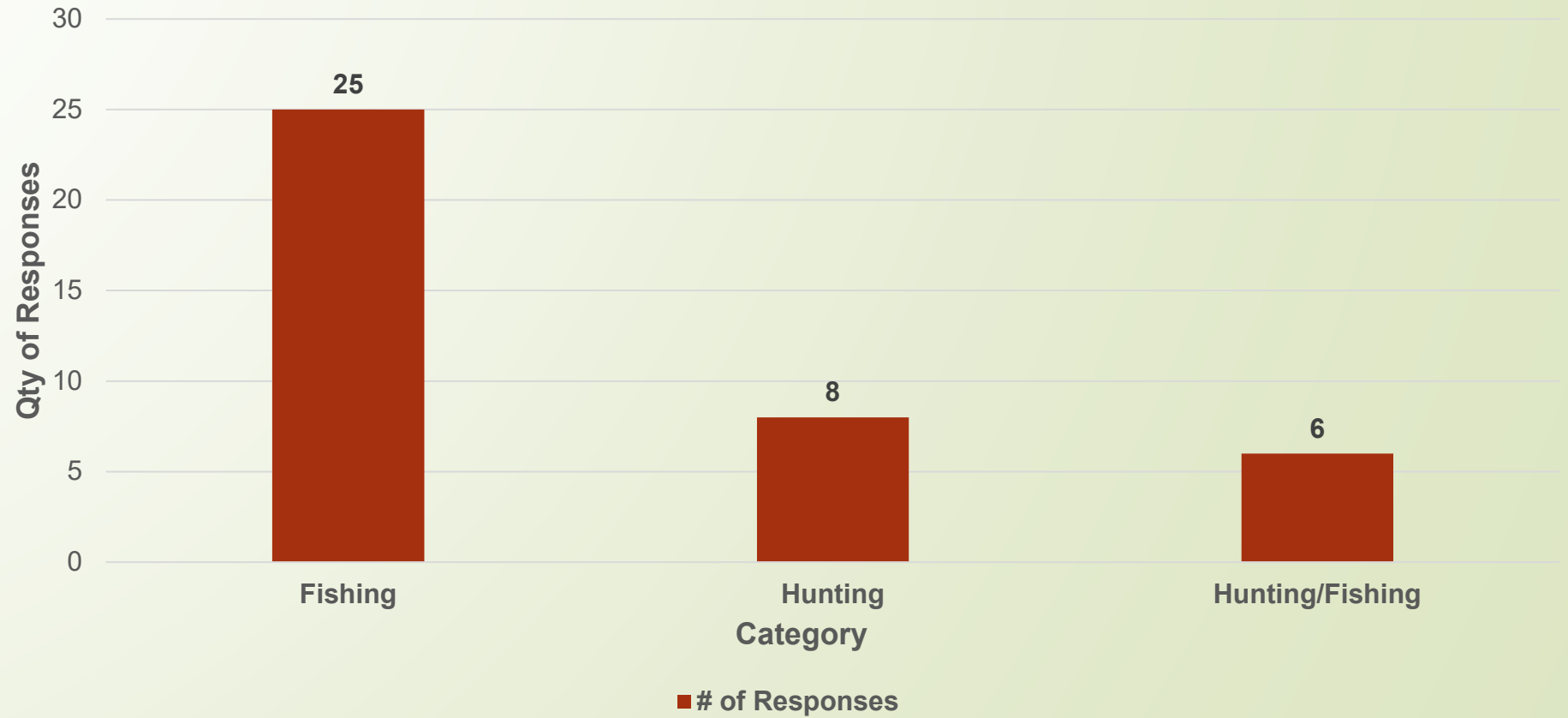
This is a further breakdown of 55 "Ice Skating" responses.



Summary of Question 35 Responses

Page 6 of 6

This is a further breakdown of the 39 “Hunting/Fishing” responses.

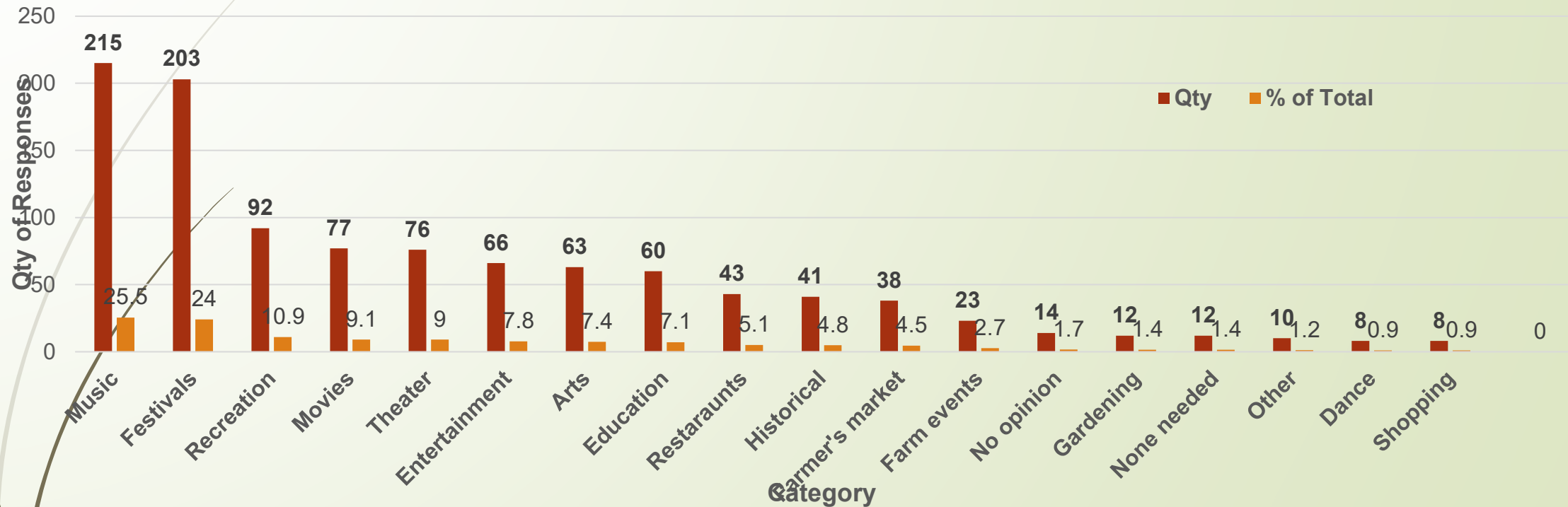


Question 36. “List three entertainment or cultural activities that you would like to see in Southwick over the next 20 years?”

Summary of Question 36 Responses

Page 1 of 3

Options 1, 2 and 3 have been combined in this chart.

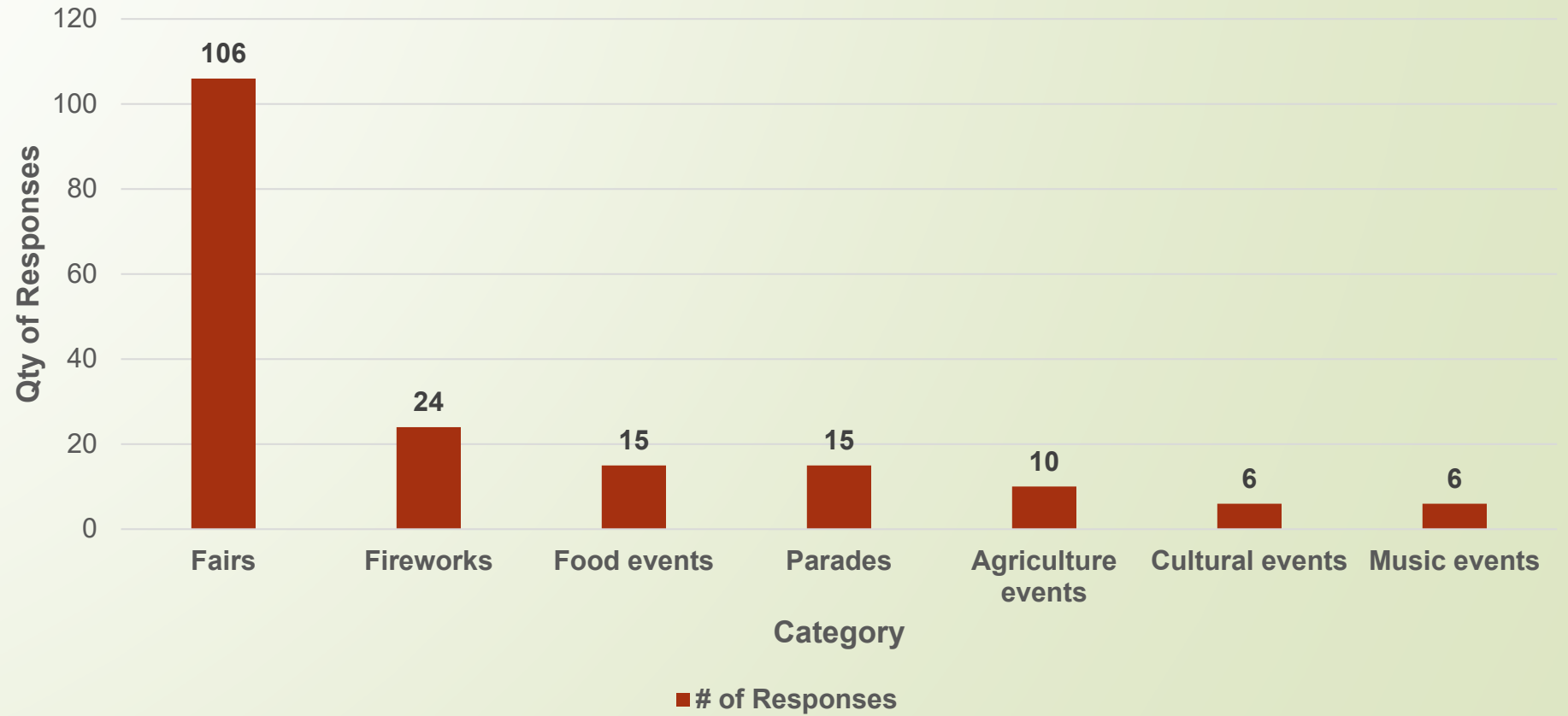


The exact "Other or Freehand" responses for the above items may be found in the "Appendix" pages 526-570

Summary of Question 36 Responses

Page 2 of 3

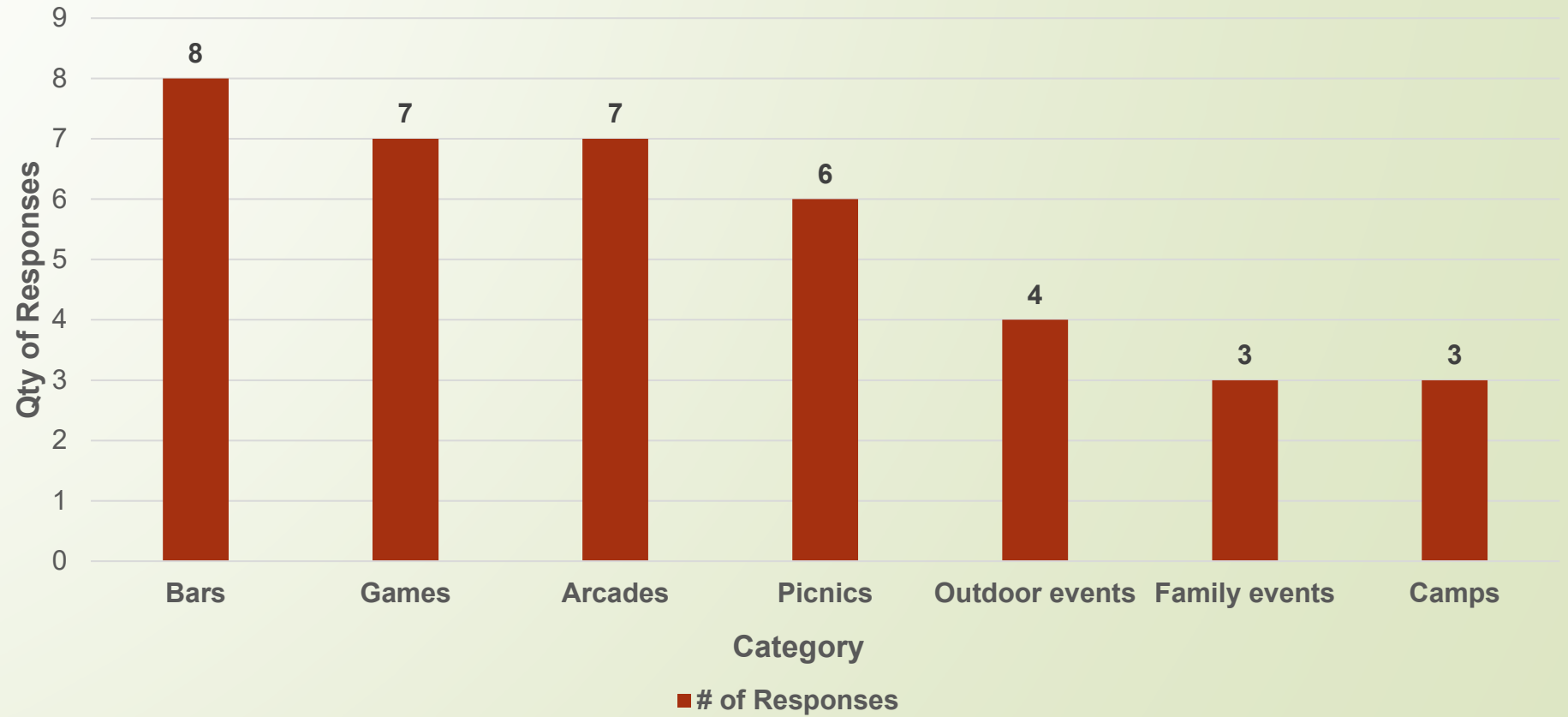
This is a further breakdown of 223 “Festivals” responses.



Summary of Question 36 Responses

Page 3 of 3

This is a further breakdown of 64 "Entertainment" responses.

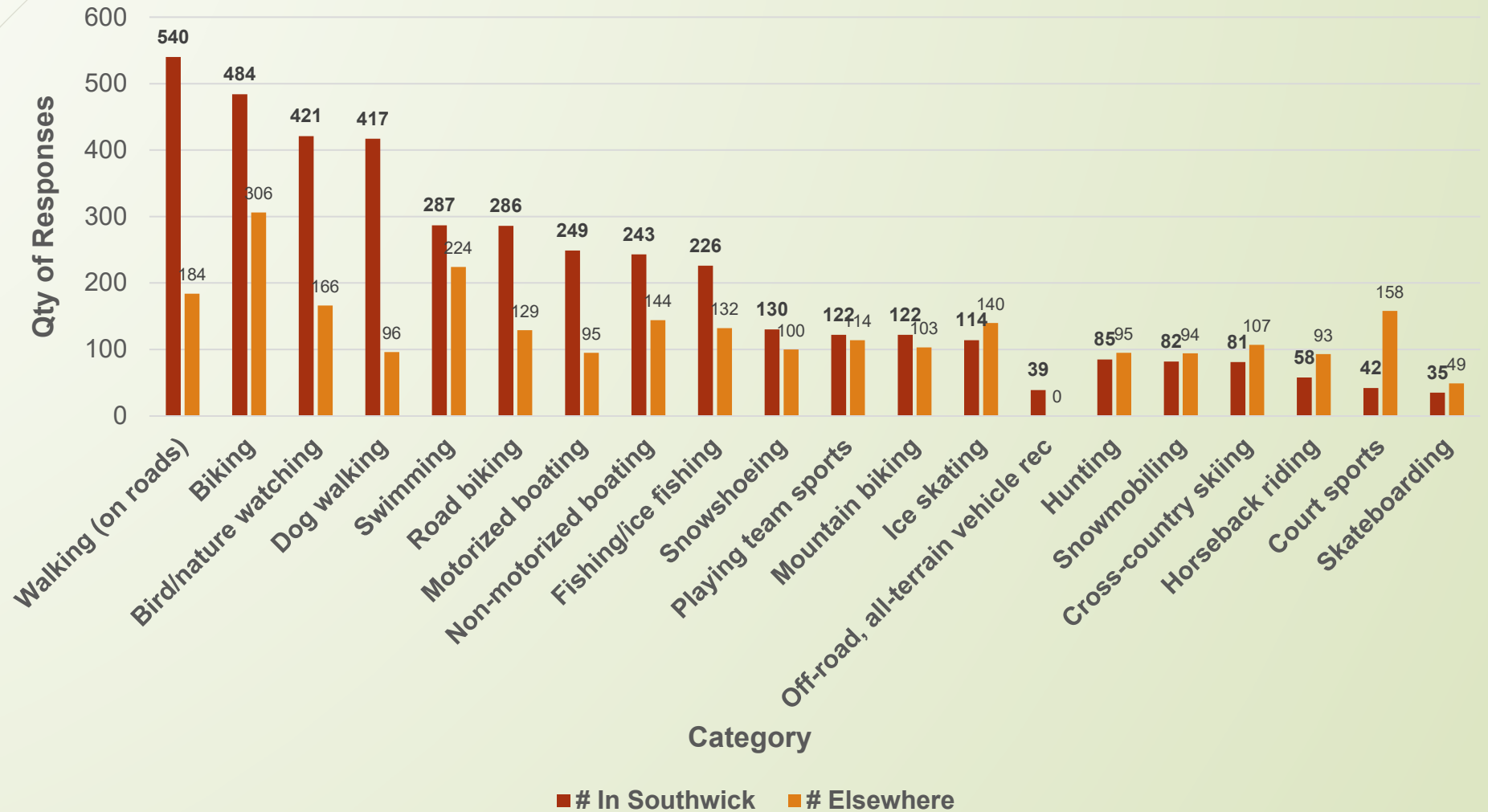


Question 37. “Please check all of the activities that you enjoy (in Southwick or elsewhere)?”

Activity	Participates Regularly In Southwick	Participates elsewhere
Walking (on roads)		
Hiking (on trails)		
Bird/nature watching		
Road biking		
Mountain biking		
Horseback riding		
Dog walking		
Hunting		
Fishing/ice fishing		
Motorized boating		
Non-motorized boating		
Swimming		
Court sports		
Playing team sports		
Snowshoeing		
Cross-country skiing		
Snowmobiling		
Ice skating		
Off-road all-terrain vehicle recreation		
Skateboarding		
Other – Write in		

Summary of Question 37

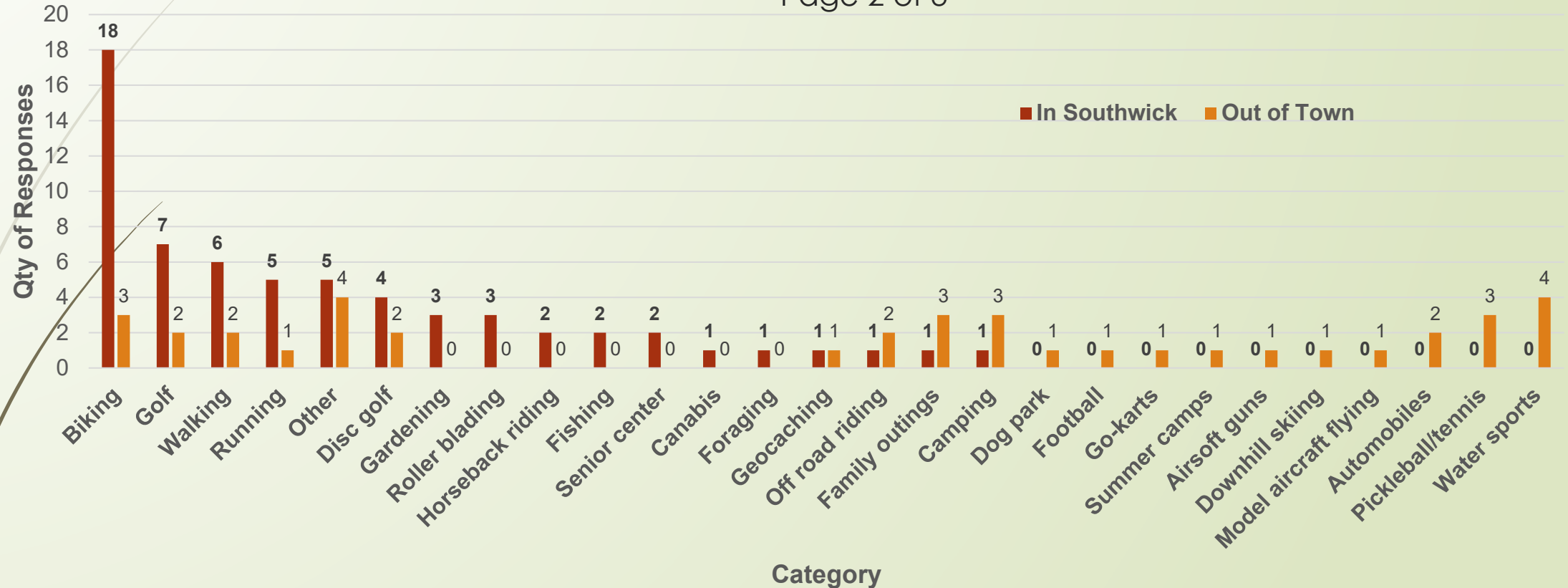
Page 1 of 3



Summary of Question 37 Responses

“Other – Write-in” Responses

Page 2 of 3



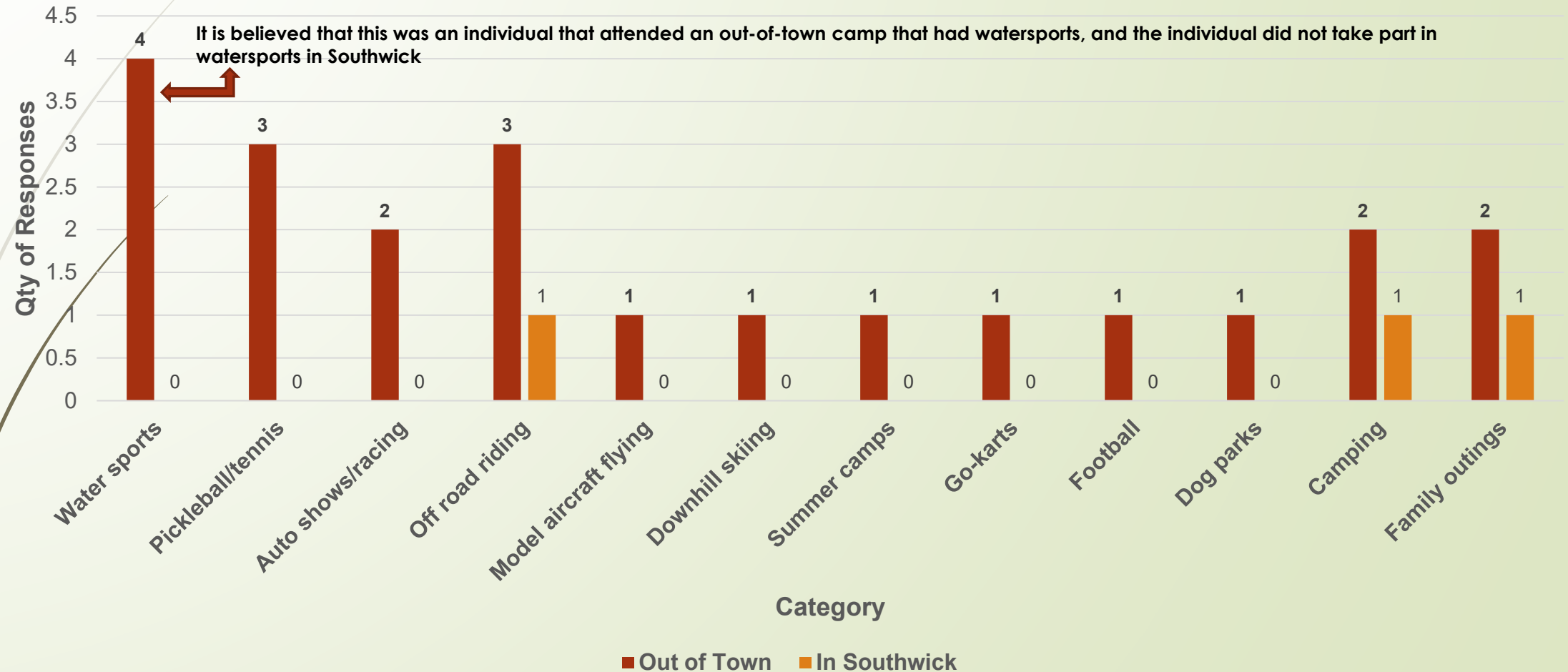
The exact “Other or Freehand” responses to the above items may be found in the “Appendix” file pages 571-598

Summary of Question 37 Responses

“Other – Write in” Responses

Page 3 of 3

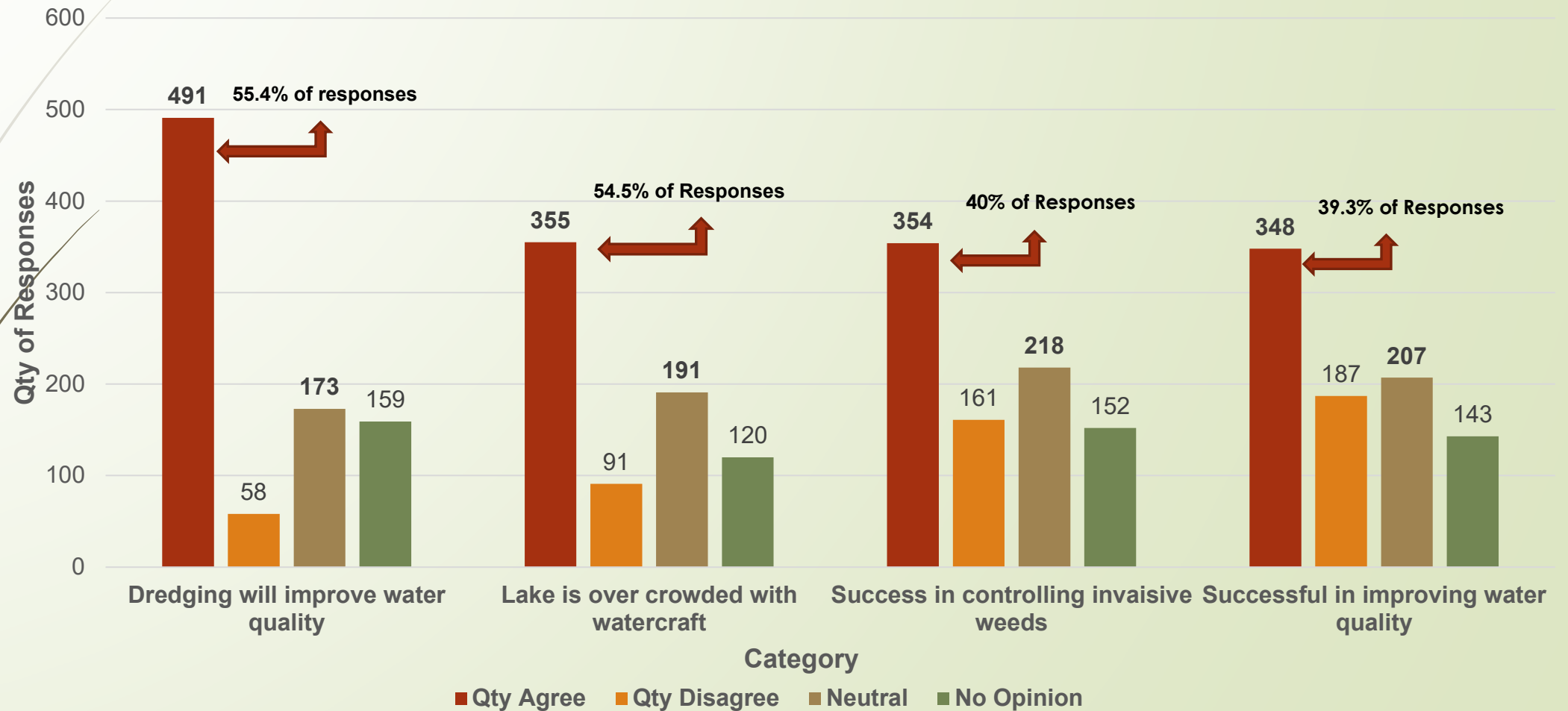
This chart only looks at the categories where the “Out of Town” frequency is greater than “In Town”.



Question 38. "To what extent do you agree with the following statements:"

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	No Opinion
The Town of Southwick has been successful in improving the water quality of Congamond Lake						
The Town of Southwick has been successful in controlling invasive weeds in Congamond Lake						
Measures, such as dredging, should be taken to improve the water quality and water flow around Congamond Lake						
Congamond Lake is overcrowded with watercraft						

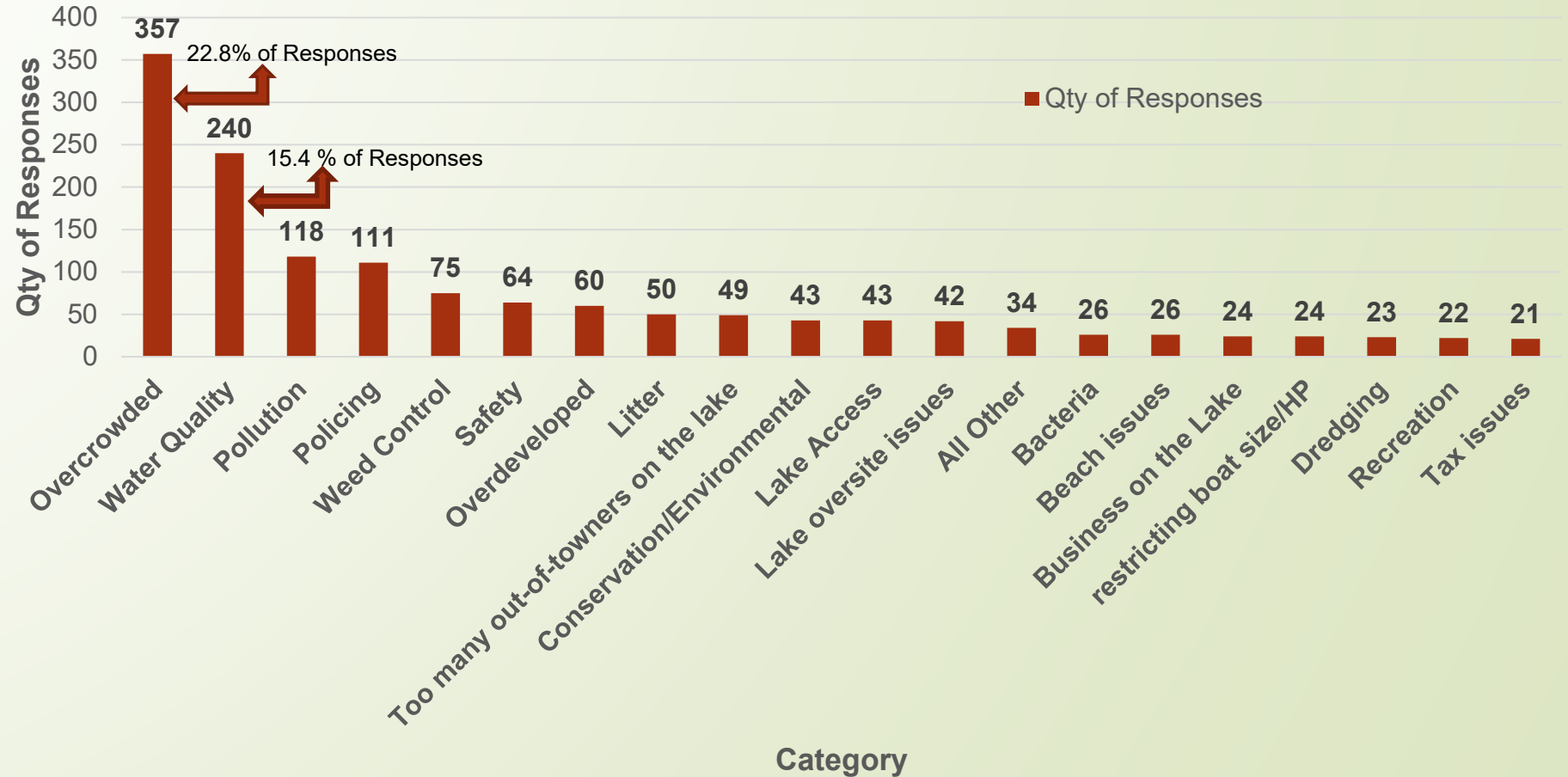
Summary of Question 38



Question 39. “Over the next 20 years, what do you believe are the Top 3 issues facing the Town of Southwick relative to Congamond Lake?”

Summary of Question 39 (Write-in Responses)

Page 1 of 2



The exact "Other or Freehand" responses for the above items may be found in the "Appendix" file pages 599-671

Summary of Question 39

Page 2 of 2 (This is a continuation of page 1.)



Question 40. “Please provide your email address if you’d like to learn more about the Master Plan process”

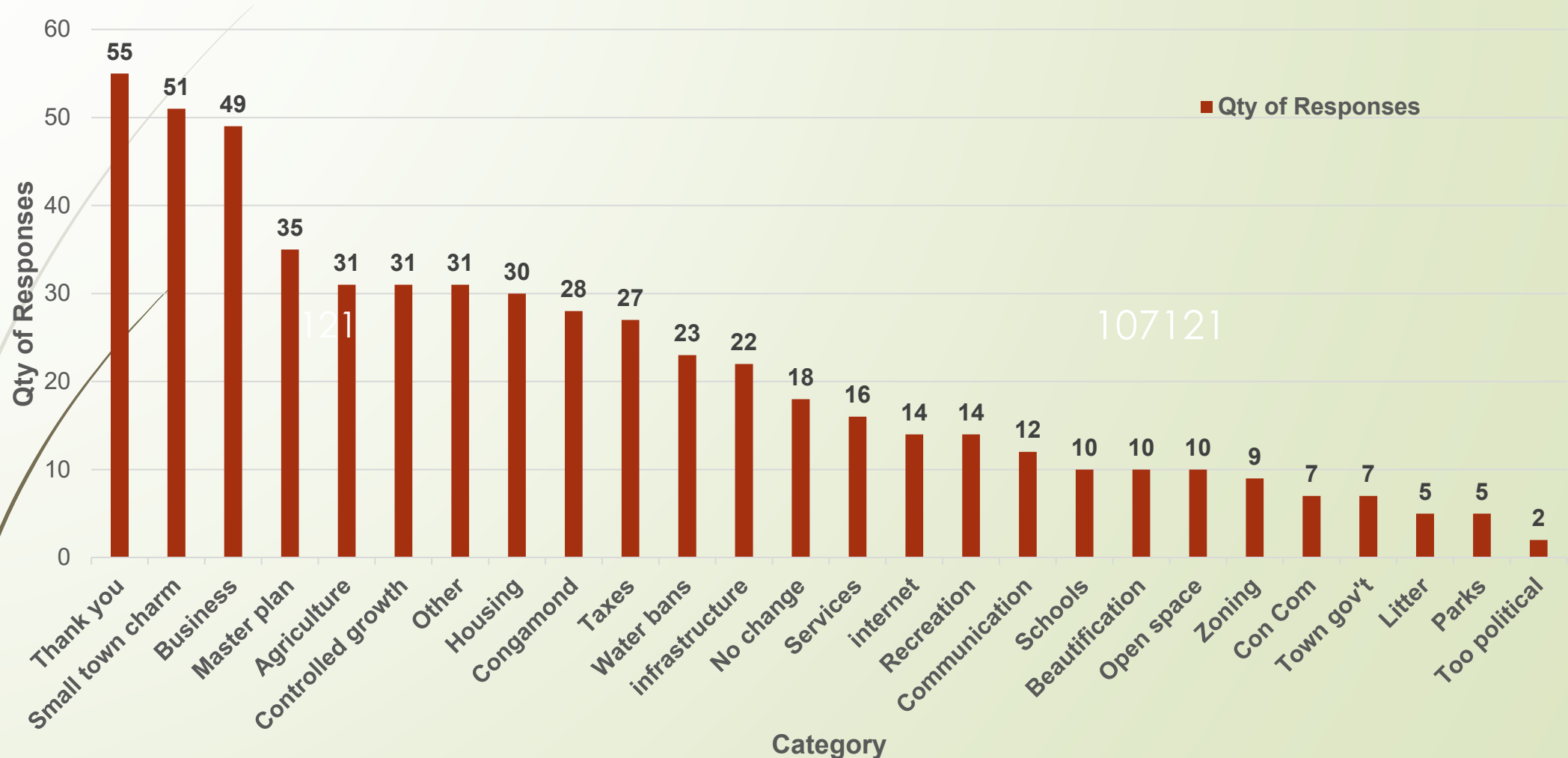
There will not be a summary of this question

Question 41. “Thank you for participating in the Master Plan Community Engagement Survey! Please provide any additional comments that you would like to share with the Master Plan Advisory Committee?”

Summary of Question 41 Opinions of 324 Residents

(a total of 553 opinions)

121



The exact "Other or Freehand" responses for the above items may be found in the "Appendix" file pages 671-751