Interpret vs Analyze

• To Interpret:
  • Def: To understand the significance of
  • Committee’s Responsibility

• To Analyze:
  • Def: To examine methodically by separating into parts and studying their interrelations.
  • Intent of this presentation (MAPS)
The Numbers

• **Mailing**
  • 860
    • Mailed to out-of-towners
  • 1400
    • Delivered to every mailbox in Town
  • 2260
    • Total delivered or mailed
The Numbers (continued)

- **Survey Monkey**
  - 104
    - Surveys Completed
  - **331**
    - Total Surveys Returned

- **14.6% Return** (331/2260 = 0.1464)
- Average return rate 10-15% (SurveyGizmo); 10-20% (Constant Contact)
Methodology

• Each survey was numbered from 1 to 331
• Responses were entered in Geographic Information System
• 146 “fields” x 331 “records” = 48,326 separate entries
• Recorded answers for each using GIS
Methodology (continued)

<table>
<thead>
<tr>
<th>SM_NO</th>
<th>Id</th>
<th>Area</th>
<th>Age</th>
<th>Beth_Res</th>
<th>How_Long</th>
<th>Plan_Res</th>
<th>Housing</th>
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<td>20+ years</td>
<td>No</td>
<td>Single-Family &gt; 2 acres</td>
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<td>Area 6</td>
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<td>1-5 years</td>
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<td>Single-Family &lt;2 acres</td>
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<td>Area 4</td>
<td>46-65 Years</td>
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<td>11-20 years</td>
<td>Blank</td>
<td>Single-Family &lt;2 acres</td>
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<td>Yes</td>
<td>1-5 years</td>
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<td>Single-Family &lt;2 acres</td>
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<td>64</td>
<td>Blank</td>
<td>65+ Years</td>
<td>Yes</td>
<td>Lifelong</td>
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<td>Single-Family &lt;2 acres</td>
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<tr>
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<td>11-20 years</td>
<td>Blank</td>
<td>Single-Family &gt; 2 acres</td>
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<tr>
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<td>70</td>
<td>Area 3</td>
<td>46-65 Years</td>
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<td>20+ years</td>
<td>Blank</td>
<td>Single-Family &gt; 2 acres</td>
</tr>
<tr>
<td>NA</td>
<td>71</td>
<td>Area 9</td>
<td>46-65 Years</td>
<td>Yes</td>
<td>6-10 years</td>
<td>Blank</td>
<td>Apartment</td>
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<tr>
<td>NA</td>
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<td>46-65 Years</td>
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<td>20+ years</td>
<td>Blank</td>
<td>Single-Family &lt;2 acres</td>
</tr>
<tr>
<td>NA</td>
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<td>46-65 Years</td>
<td>Yes</td>
<td>1-5 years</td>
<td>Blank</td>
<td>Single-Family &gt; 2 acres</td>
</tr>
<tr>
<td>NA</td>
<td>97</td>
<td>Area 9</td>
<td>46-65 Years</td>
<td>Yes</td>
<td>20+ years</td>
<td>Blank</td>
<td>Single-Family &lt;2 acres</td>
</tr>
<tr>
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<td>95</td>
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<td>46-65 Years</td>
<td>Yes</td>
<td>11-20 years</td>
<td>Blank</td>
<td>Single-Family &lt;2 acres</td>
</tr>
</tbody>
</table>
Each location was plotted in GIS
Analysis

• Using GIS techniques that included sorting and grouping or “summarizing” each field was analyzed creating small sub tables for some fields.

• These tables later become the basis for the graphs you will see in this presentation.
Analysis (continued)

<table>
<thead>
<tr>
<th>OID</th>
<th>Area</th>
<th>Count_Area</th>
</tr>
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<tbody>
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<td>41</td>
</tr>
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<td>1</td>
<td>2</td>
<td>30</td>
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<td>7</td>
<td>9</td>
<td>13</td>
</tr>
<tr>
<td>8</td>
<td>Blank</td>
<td>50</td>
</tr>
</tbody>
</table>
Q1: Where do you live?
Q2: What is your age?
Q3 & 4: Is Bethlehem your primary residence?

- **10**
  - Did not respond, did not indicate number of years and did not indicate a desire to become a resident

- **77**
  - Said they were not residents and of those, 26 said they would not become a resident; 2 did not respond

- **244**
  - Said “Yes” to being a resident
    - 32 = 1-5 years
    - 22 = 6-10 years
    - 36 = 11-20 years
    - 55 = 20 + years
    - 19 = Lifelong
    - 80 = No Response
Q5: In which type of housing do you currently live?

- 1 Rooming House (.30%)
- 1 Subsidized Housing (.30%)
- 7 Multi-Family (2.11%)
- 7 Farm (2.11%)
- 9 Mobile Home (2.72%)
- 9 Other (2.72%)
Q5: In which type of housing do you currently live? (continued)

- 11 Apartments (3.32%)
- 11 No response (3.32%)
- 17 Condominium (5.14%)
- 122 Single Family < 2 acres (36.86%)
- 136 Single Family > 2 acres (41.09%)
Q6: Highest Level of Education?
Q7: Employment Status

<table>
<thead>
<tr>
<th>Type of Employment</th>
<th>Numbers Employed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Employed Seasonal (6)</td>
<td></td>
</tr>
<tr>
<td>No Response (8)</td>
<td></td>
</tr>
<tr>
<td>Unemployed (11)</td>
<td></td>
</tr>
<tr>
<td>Self-Employed (34)</td>
<td></td>
</tr>
<tr>
<td>Employed Part-time (37)</td>
<td></td>
</tr>
<tr>
<td>Retired (98)</td>
<td></td>
</tr>
<tr>
<td>Employed Full-time (137)</td>
<td></td>
</tr>
</tbody>
</table>

- Employed Seasonal: 41.39%
- No Response: 29.61%
- Unemployed: 10.27%
- Self-Employed: 11.18%
- Employed Part-time: 3.32%
- Retired: 2.42%
- Employed Full-time: 1.81%
Q7: Occupation?

- Educator/Teacher (9)
- Nurse/RN (4)
- Architect & IT Manager
- Retail/Clerk (3)
- Attorney/Lawyer (3)
- Inn Keeper (2)
- Artist & Message Therapist
- Artist/teacher
- Auto Dealer
- Bartender
- Building supplies sales
- Captain Delta Airlines
- Chef
- Consultant
- Contractor
- Deputy Sheriff
- Digital Commerce Manager
- Director of Engineering
- Director, S.P.N.H.F
- Disabled
- Disabled veteran
- Engineer & Research Nurse
- Engineer
- Executive
- Financial Services
- Floor Mechanic Engine Mechanic
- Housewife RN
- HVAC Tech
- Land surveyor / sculptor
- Manager Solid Waste
- Medical Professional
- Nuclear Med Tech
- Office
- Plumber
- Pottery Teacher
- Professor
- Regional Office Manager
- Restaurant Manager
- Retired
- Sales P&H
- School Counselor
- Senior van driver
- Ski Instructor - BW
- Structural Engineer
- Sub in SAU 35 & 84
- System Administrator
- USAF-Chief Master Sargent
- Roofing Estimate Manager
Q8: Where do you work?

- 59 Bethlehem
- 38 Littleton
- 15 Carroll (Twin/BW)
- 14 Whitefield
- 12 Franconia
- 3 Lincoln/Woodstock
- 190 No Response
### Q8: Work Other (locations)?

- Area Director
- At home
- At home
- Bedford, NH
- Berlin
- Boston (10)
- Burlington, MA
- Campton
- Carroll (Twin/BW) (2)
- Concord, NH (2)
- Connecticut (2)
- Crawford Notch
- Danbury, CT
- Disabled veteran
- Exeter, NH
- Freelance nationally
- Gorham, NH (3)
- Hanover, MA
- Hanover, NH (2)
- In and out of State
- Lake City, FL
- Lancaster (6)
- Littleton (2)
- MA (5)
- Manchester, NH (4)
- Massena, NY
- Milton, MA
- Mobile
- N. Haverhill
- Nashua, NH (2)
- New Hampton
- New Jersey
- NH / VT
- NJ & PA
- North Country Region
- Northeastern US
- Norwich, VT
- NYC
- Online and NE
- Out of State
- Pennsylvania
- Pinkham Notch, NH
- Plymouth
- Retired (12)
- Rhode Island
- San Francisco, CA
- Several towns
- Shrewsbury, MA
- St. J, VT & Bristol
- Sugar Hill
- Torrington, CT
- Travel
- Vermont
- Waterford, VT
- Westford, MA
- Whitefield
- Woodsville (3)
Q9: Familiar with Bethlehem Zoning Ordinances?

- **161**
  - Yes (48.64%)

- **150**
  - No (45.32%)

- **20**
  - No response (6.04%)
Q9: Familiar with Bethlehem Zoning Ordinances?

- Of the 161 who said Yes
  - 47 = Inadequate (29.19%)
  - 67 = Adequate (41.61%)
  - 44 = Excessive (27.33%)
  - 3 = No Response (1.86%)
Q11: Do you agree with mobile / manufactured subdivision regulations?

- 234 = Yes (70.69%)
- 75 = No (22.66%)
- 22 = No Response (6.65%)
Q12: Would you like to see more commercial development...?
Q13: How do you feel the Town can entice business to come here?

- 206 separate answers (125 No Response)
- Tax breaks or tax incentives…most common
- Other Common threads…
  - Cleaning up the downtown/Main Street area
  - A suggestion to stop “discouraging” new businesses
  - Be more open & receptive to all businesses interests
  - Close the landfill.

A complete list of these comments is available in Appendix: Survey_Q13
Q14: What businesses or services would like to see, or see more of?

The Top Five

1. Restaurants
2. Tourism/Recreation
3. Professional Offices/Healthcare
4. Motels/Inns/B&Bs
5. Cottage & Home Industries
Q14: What businesses or services would like to see, or see more of? (continued)

The Bottom Five

1. Big Box Chain
2. Fast Food
3. Gambling
4. Storage Units
5. Heavy Industry
Top 12 Businesses

- Restaurants (248) 74.92%
- Tourism/Rec (227) 68.38%
- Prof Offc/Health (213) 64.15%
- Motel/Inns/BB (196) 59.21%
- Cottage/Home (192) 58.01%
- Farms (184) 55.36%
- Small Retail (170) 51.36%
- Campgrounds (169) 51.06%
- Personal Services (158) 47.73%
- Light Industry (148) 44.71%
- Arts/Crafts/Gallery (123) 37.16%
- Forestry/Wood Products (119) 35.95%
Bottom 11 Businesses

- Auto Service/Repair (103) 31.12%
- Construction Business (96) 29.00%
- Industrial Park (86) 26.59%
- Major Grocery Chain (78) 23.56%
- Gas Stations (72) 21.75%
- Shopping Cntrs/Outlets (63) 19.03%
- Big Box Chain (50) 15.11%
- Fast Food (44) 13.29%
- Gambling Facilities (43) 12.99%
- Storage Units (41) 12.39%
- Heavy Industry (41) 12.39%
Q14: What other businesses or services would like to see, or see more of?

- 3 - businesses to reduce taxes
- 2 - hardware store
- 2 - medical marijuana growing/dispensary
- 2 - Dunkin Donuts
- 2 - Industrial Park on Route 116
- 11 small retail stores/variety of types

* A complete list of these comments is available in Appendix Survey_Q14
Q15: The Town should actively promote more conserved land for...
Q15: Natural Resources Other…

- Large Variety of answers
- Most Common Thread…
  - We have enough protected land
- Samples…
  - Plenty of land!
  - Protected drinking water
  - Protecting the environment
  - This can all be done and still develop land
- Too much property owned by town, state and fed
  - A complete list of these comments is available in Appendix Survey_Q15
Q16: What is the general condition of town roads in Bethlehem?

Responses
- Excellent (19)
- No Response (20)
- Poor (32)
- Fair (94)
- Good (165)

- 49.85%
- 28.4%
- 9.67%
- 6.34%
- 5.74%
Q16.1: Are any of the following traffic conditions a problem...truck traffic?

- **The Majority**
  - Truck traffic on Route 302 and “Main Street”

- **Sample Responses**...
  - (17) Route 302
  - 302 Jake breaks

- **302. 142. Trudeau**
  - Trucks and campers on 302
  - Near School
  - Long Hill

- A full list of Comments is in Appendix Survey_Q16.1
Q16.2: Are any of the following traffic conditions a problem...traffic speed?

- The Majority
  - Main Street, Route 302 & the Downtown area.

- Other problems
  - Lewis Hill Road, Agassiz Street and Route 142.

- For a complete list of comments, please see Appendix Survey_Q16.2
Q16.3: Are any of the following traffic conditions a problem...traffic noise?

- The Majority
  - Main Street & Route 302
- Mainly
  - “Truck” noise
  - Use of “Jake Brakes”.

For a complete list of the comments that Appendix: Suvey_16.3.
Q16.4: Are any of the following traffic conditions a problem...traffic turning & entering?

• Major areas of concern are...
  • Route 302 & 142
  • Route 302 & Trudeau Road
  • Post Office/Coffee Shop/School

  *For a complete list of comments, please see Appendix Survey_Q16.4*
Q16.5: Are any of the following traffic conditions a problem...inadequate street lighting?

- 67 Written Responses
- 36 That lighting is “ok”, “fine” or “no problem”, etc.
- 6 Think there are already too many
- 21 Think lighting is inadequate in some places

For a complete list of comments, please see Appendix Survey_Q16.5
Q17: Are there areas where parking is inadequate?

- 171 Written Responses/160 No Response
- Majority
  - Post Office
  - Main Street
  - Bethlehem Elementary School
  - Town Hall

*For a complete list of comments, please see Appendix Survey_Q17*
Q18: Are there areas where handicap parking is inadequate?

- 106 Written Responses/225 No Response
- 65 No problem or similar comment
- Majority
  - Post Office
  - Main Street
  - Bethlehem Elementary School
  - Town Hall

*For a complete list of comments, please see Appendix Survey_Q18*
Q19.1: Do you think improvements are needed such as...better roadway shoulders?

- 159 Written Responses / 272 No Response
- 17 No problem or similar comment
- Majority
  - Long Hill
  - Route 142
  - River Road
  - Brook Road

For a complete list of comments, please see Appendix Survey_Q19.1
Q19.2: Do you think any roads need improvements such as... better signage?

- 36 Written Responses/295 No Response
- 21 No problem or similar comment
- Samples (no majority)
  - 116 to 142
  - Banner over 302 for events
  - Too much signage – eye sore
  - Everywhere

For a complete list of comments, please see Appendix Survey_Q19.2
Q19.3: Do you think any roads need improvements such as...unpaved to paved?

- 35 Written Responses/296 No Response
- 20 No problem or other similar comment
- Samples (no majority)
  - All private roads need to be paved
  - Beaver Pond and River Road
  - Pave Prospect to the bridge
  - When money allows

For a complete list of comments, please see Appendix Survey_Q19.3
Q19.4: Do you think any roads need improvements such as...other?

- 102 Written Responses/239 No Response
- 9 No problem or similar comment
- Common Threads
  - At least 22 ...“paving & resurfacing”
  - At least 5 ...regarding “drainage”
  - Work on Trudeau/Brook...more than others

For a complete list of comments, please see Appendix Survey_Q19.4
Q20: Should there be more bicycle paths and/or lanes through the Town?

- Yes (188): 56.8%
- No (106): 32.02%
- No Response (37): 11.18%
Q21: Should there be more sidewalks?

- Yes (127): 47.73%
- No (158): 38.37%
- response (46): 13.9%

Total responses: 331
Q22: Should there be more linked trails (snowmobile & hiking) through Town?

Responses
- Yes (210)
- No (80)
- No Response (41)
Q23: Should the Town allow ATV accessibility on the Town’s roads?

Responses:
- No Response: 36 (10.88%)
- Yes: 108 (32.63%)
- No: 187 (56.5%)
Q24: Should the Town establish Town Historic Districts?

Responses:
- No Response (54)
- No (124)
- Yes (153)

- Yes: 46.22%
- No: 37.46%
- No Response: 16.31%
Q25: Are there historic sites in Town that should be protected now?

- Common Threads
- Colonial Theatre
- Railroad Station at Maplewood
- Maplewood
- Ivie Church & other churches
- Victorian Homes
- Town Building

*Complete list in Appendix: Survy_Q25*
Q26: Would like to see more or less of the following types of housing?

<table>
<thead>
<tr>
<th>Housing Type</th>
<th>More</th>
<th>Same</th>
<th>Less</th>
<th>No Opinion</th>
<th>No Response</th>
<th>No Opinion &amp; No Response</th>
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<tbody>
<tr>
<td>Single family</td>
<td>170</td>
<td>77</td>
<td>3</td>
<td>35</td>
<td>46</td>
<td>81</td>
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<tr>
<td>Two-family/duplex</td>
<td>57</td>
<td>98</td>
<td>53</td>
<td>58</td>
<td>65</td>
<td>123</td>
</tr>
<tr>
<td>Multi-unit (3-4 units)</td>
<td>34</td>
<td>61</td>
<td>125</td>
<td>47</td>
<td>64</td>
<td>111</td>
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<td>Condominiums/town houses</td>
<td>84</td>
<td>89</td>
<td>64</td>
<td>39</td>
<td>55</td>
<td>94</td>
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<tr>
<td>Apartment buildings</td>
<td>31</td>
<td>70</td>
<td>139</td>
<td>32</td>
<td>59</td>
<td>91</td>
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<tr>
<td>Elderly housing</td>
<td>138</td>
<td>105</td>
<td>6</td>
<td>36</td>
<td>46</td>
<td>82</td>
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<tr>
<td>Affordable housing</td>
<td>80</td>
<td>97</td>
<td>63</td>
<td>34</td>
<td>57</td>
<td>91</td>
</tr>
<tr>
<td>Conversion of large homes into apartments</td>
<td>41</td>
<td>55</td>
<td>131</td>
<td>46</td>
<td>58</td>
<td>104</td>
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<tr>
<td>Mobile homes</td>
<td>15</td>
<td>84</td>
<td>132</td>
<td>41</td>
<td>59</td>
<td>100</td>
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<td>Cluster developments</td>
<td>56</td>
<td>62</td>
<td>109</td>
<td>45</td>
<td>59</td>
<td>104</td>
</tr>
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Q27: Are you interested in the development of alternative energy projects?

<table>
<thead>
<tr>
<th>RANKING</th>
<th>Very Interested</th>
<th>Moderately Interested</th>
<th>Not Interested</th>
<th>Do not have enough information</th>
<th>No Response</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gas to Energy Projects</td>
<td>71</td>
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<td>Hydro Power</td>
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<td>Solar Energy</td>
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<td>Wind Farms</td>
<td>108</td>
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<td>72</td>
<td>40</td>
<td>44</td>
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<tr>
<td>Geo Thermal Projects</td>
<td>115</td>
<td>73</td>
<td>27</td>
<td>67</td>
<td>49</td>
</tr>
</tbody>
</table>
Q28: Do you have additional comments about alternative energy projects?

- 89 Written Responses/242 No Response
- 6 No comments
- Wide variety of comments...a few small common groups
  - At least nine comments about Wind Farms...most against
  - At least 10 comments about Landfill gas...most for harnessing it
  - At least 7 comments about the River...hydro power

For a complete list of comments, please see Appendix Survey_Q28
Q29: Community Services...Please rate these services?

- These had a high “no opinion” and “no response rate”

- Animal Control
- Day Care
- Welfare Administration
- Public Meeting Rooms
- Cemetery Care
Q29: Community Services...Please rate these services? (continued)

- Ranked excellent more often than good
  - Gazebo Concerts
  - Library
- Ranked good more often than poor
  - All other departments
- Ranked poor
  - High-speed internet
- Many respondents skipped

For a complete list of comments, please see Appendix Survey Q29
Q29: Overall rating of Community Services analyzing the total possible responses (7282)
Q30: Town spending for this Community Services should be...

- Overall...Spending should stay the “same”

- The following departments received high “no opinion” marks possibly indicating little knowledge of these departments
  - Day Care
  - Welfare Administration
  - High Speed Internet
Q30: Town spending for this Community Services should be…(continued)

• High Speed Internet was indicated as needing “more” spending

• Like Q29, many respondents skipped this entire section or left the question “blank”.

For a complete list of comments, please see Appendix Survey_Q30
Q30: Overall “spending” results for Community Services analyzing the total possible responses (7282)
Q31: What is your opinion about the landfill?

- 55 People did not respond
- Positive & negative responses nearly equal
- Common Threads…
  - Shut it Down
  - Very well managed…excellent operation
  - Here so we must deal with it
  - Trash must go somewhere…necessary evil
  - Issue solved…get over it
  - Hurts the environment
  - Eyesore
  - No expansion
  - Serving community well

For a complete list of comments, please see Appendix Survey_Q31
Q32: What is your opinion about the Northern Pass?

- 48 people did not respond
- Mostly negative responses
- Common Threads
  - Bury it
  - Do not allow
  - No, No, No
  - Let it fly

For a complete list of comments, please see Appendix Survey_Q32
Q33: What changes do you think would improve Bethlehem?

- 73 people did not respond
- Common threads
  - Lower taxes
  - More businesses
  - Close the dump
  - Clean up downtown
  - Clean up old or dilapidated buildings
  - Improve town water

For a complete list of comments, please see Appendix Survey_Q33
Q34: What is your biggest concern about the present and future of Bethlehem?

- 70 people did not respond
- Common threads…
  - Increasing tax rate
  - Not enough business /businesses not coming
  - Over development
  - Safe water
  - Young people leaving
  - Affordability
  - Cleaning up Main Street buildings/appearance

For a complete list of comments, please see Appendix Survey_Q34
Q35: What do you consider the best thing about living/owning property in Bethlehem?

- 75 people did not respond
- Common Threads…
  - Quiet
  - Friendly/Neighbors
  - Privacy & Simple life
  - Closeness to Littleton
  - Scenic & natural beauty
  - Quality of life
  - Small town feel

For a complete list of comments, please see Appendix Survey_Q35
Q36: What service (or services) is NOT being provided that should be?

• 75 people did not respond
• Common Threads...
  • Services for young adults/more to do
  • High speed internet
  • Drug store
  • Hardware Store
  • More shops & restaurants
  • Road repair/maintenance
  • Transportation links (BW, Littleton, Portland)

For a complete list of comments, please see Appendix Survey_Q36
Q37: Please describe your vision of what Bethlehem should be like twenty years from now?

- 107 people did not respond
- Common Threads...
  - Busy small town with low taxes
  - A quaint and vibrant downtown/Main Street
  - More basic services
  - Events/lectures/cultural/historic
  - A town thriving with jobs, tourism and recreation
  - More businesses in appropriate locations/business incentives

For a complete list of comments, please see Appendix Survey_Q37
Q38: Please rank the following according to their importance to you...Architecture
Q38: ...Business /Employment
Q38: …Community Spirit / Civic Organizations

Responses:
- Not Important (16)
- Somewhat (19)
- No Response (38)
- Moderately (47)
- Very (104)
- Extremely (107)

Count:
- Not Important: 4.83%
- Somewhat: 5.74%
- No Response: 11.48%
- Moderately: 14.2%
- Very: 31.42%
- Extremely: 32.33%
Q38: …Outdoor Recreation
Q38: …Public School System
Q38: …Real Estate Values
Q38: …Scenic natural environment & proximity to the National Forest
Q38: …Small Town Atmosphere
Digital Copies

- Digital Copies of this presentation and Appendix that includes lists of all comments made by respondents is available by signing up tonight or emailing:

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