

Executive Summary of the Report on the 2002 Citizen Survey

Recently, the Town conducted a citizen survey in order to obtain citizen input on a variety of services and programs. Based on the information gleaned from the questions and comments on the 2002 Citizen Survey, it can be assumed that the citizens of Broadway are satisfied with almost every aspect of the Town and the services that are provided.

A questionnaire was developed and mailed to individuals with the quarterly newsletter. The survey was also available in an on-line format via the Town's web page. A total of 164 useable responses were received from the original mailing, which yields a response rate of about 17%. This response rate falls within the accepted norm for this type of survey methodology.

In terms of overall demographics, there is lack of correlation between the survey respondent's demographics and data collected from the 2000 U.S. Census. There was some discrepancy between the reported census data and the respondent population. The Citizen Survey had larger than normal amounts of homeowners, males, and older population for a generalization. Even though, the citizen survey is able to provide valuable information on the average pulse of the community at-large. The feedback came from some of the most concerned and informed citizens.

The issues that are most prevalent in terms of the responses are development and water supply. Many residents are concerned about properly planning and implementing new development so not to lose the small town atmosphere of Broadway. Respondents also voiced that ensuring a continued water supply for current residences and future growth is a high level priority.

Through the process of this survey very effective feedback was gathered from Town residents. By improving and continued distribution of the survey, over the years, trends in efficiency and effectiveness of the Town of Broadway's services can be considered. By analyzing the responses, a valuable resource is available for Town officials to utilize in the formulation of policies to continue providing a high level of quality public services and programs to the residents of Broadway.

This report summarizes all of the major highlights of the survey and draws some conclusions from the data. The appendices contain a sample survey and results from all questions and comments.

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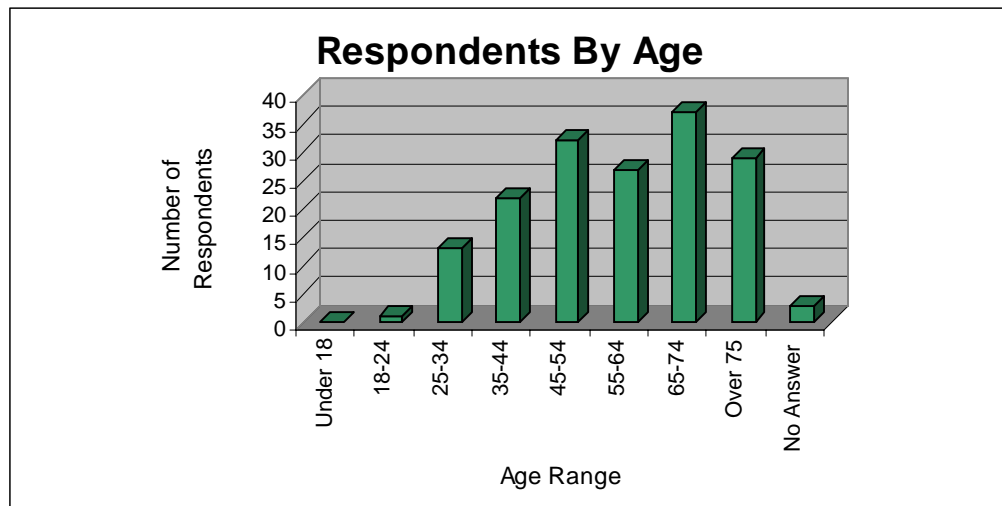
2002 Citizen Survey Report

Introduction

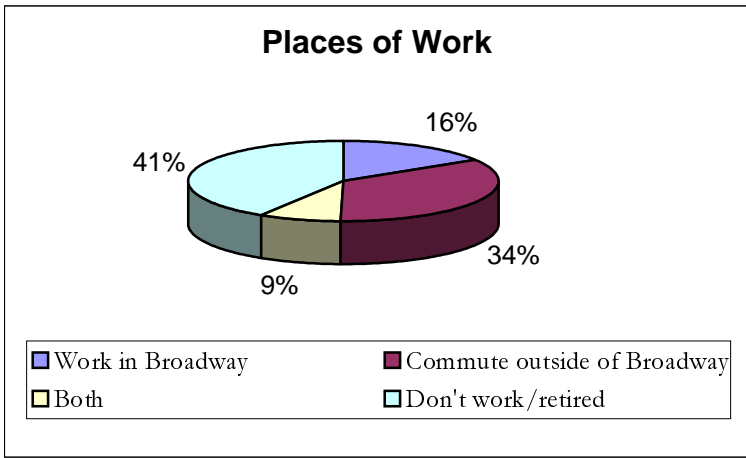
The Town would like to thank everyone who took the time to fill -out and return the 2002 Citizen Survey. Many insightful and interesting comments were made about Broadway and the services that the Town provides. The responses provided us with excellent information on what is important to Broadway's citizens. We will be utilizing this information to ensure a continued high level of quality service and to address comm on concerns.

Demographics

There were 164 completed surveys returned by the deadline, which as around 15% to 20% of the total mailed out. The response rate is somewhat higher then the last survey by the Town. This is the average amount of responses receive d in a survey of this type. Slightly more then half the respondents were male and most all were homeowners. Close to half of the returned surveys were from residents that have lived in Broadway for more then 15 years, 18.3% for 6 -10 years, 9.8% for 11-15 years, and 21.3% have lived here 5 years or less.



Over 76.3% of respondents were above the 2000 U.S. Census mean age of 36.9 for the Town of Broadway.



Places where people commute to:

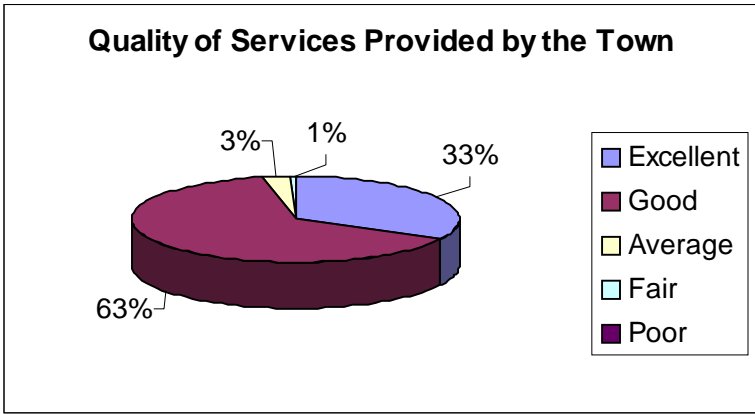
	Number of people
Harrisonburg	45
Timberville	8
Rockingham	7
New Market	5
Mt. Jackson	2
Shenandoah	2
Bridgewater	1
Mauzy	1
Edinburg	1
Wevers Cave	1

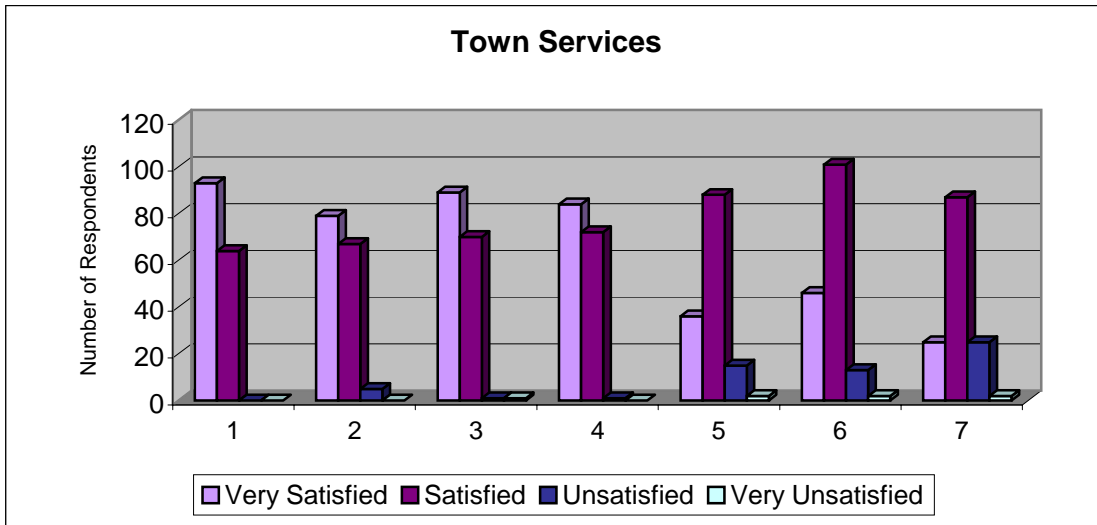
Generalizing

Due to the lack of correlation between survey respondents' demographics and data collected from the 2000 U.S. Census these results may not be generalized to the entire population of Broadway. There was a higher than normal amount of homeowners, males, and older population for a generalization. Even though, the citizen survey is able to provide valuable information on the average pulse of the community. The feedback came from some of the most concerned and informed citizens.

Town Services

Ninety-one percent of Broadway residents rate the overall services provided by the Town as good or excellent. The survey also found that the vast majority of residents are very satisfied with trash & recycling collection, water & sewer service, and police services. Respondents were somewhat less satisfied with the Town's recreational facilities, development, and traffic. On the whole, these are excellent marks received across the board on all services.





- | | |
|--|---|
| <ul style="list-style-type: none"> 1. Trash Collection 2. Recycling 3. Water & Sewer Service 4. Police Service | <ul style="list-style-type: none"> 5. Recreational Facilities 6. Way Downtown is Developing 7. Traffic in Town |
|--|---|

Written-in comments about the overall quality of Town services were all positive.

“Everything is always performed professionally.”
“We are fortunate to have such capable employees and leaders.”

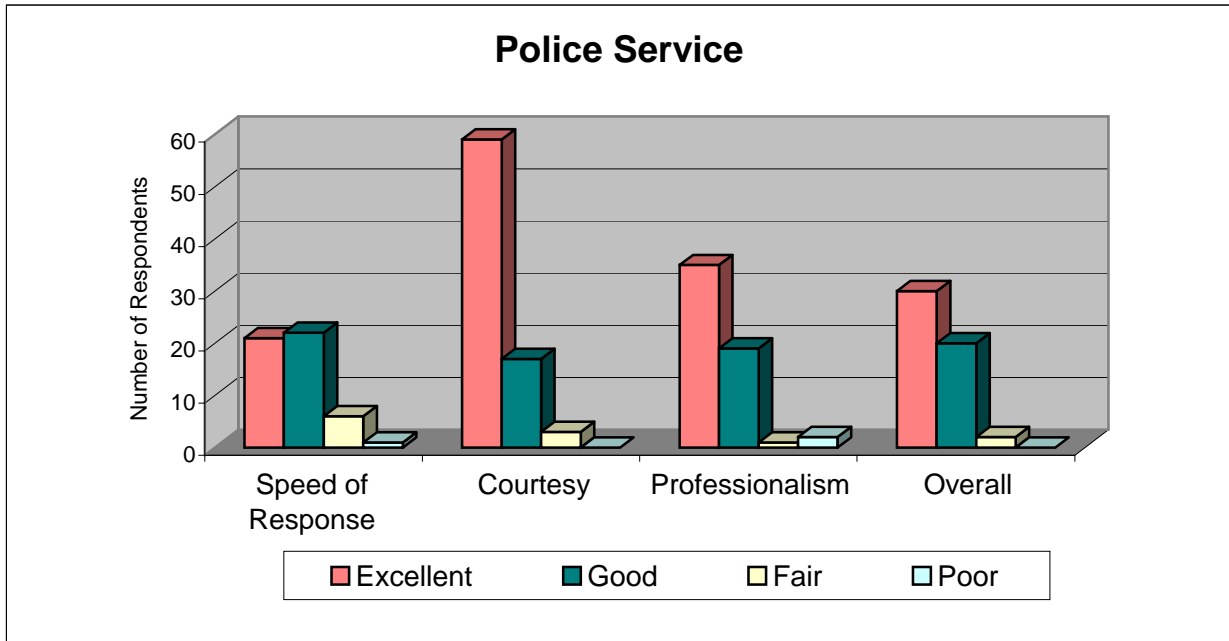
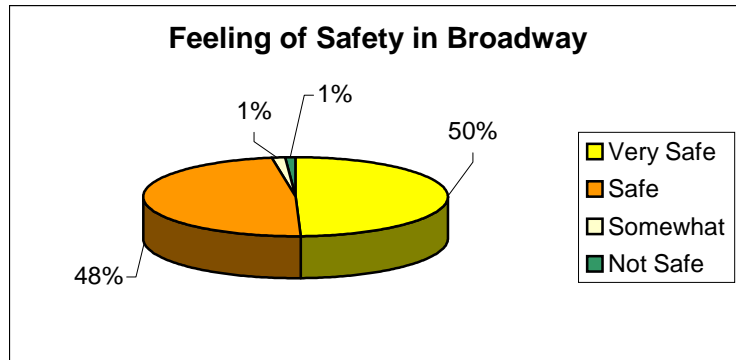
Residents replied with over forty suggests for additional services that the Town should provide. The largest amount of comments concerned traffic in Broadway and areas that people felt needed stop lights. There were various suggestions for improved recreational opportunities. A couple respondents wanted the recycling program expanded and something to do with leafs and yard waste.

“Expand the recycling program so more items are excepted.”
“More recreation facilities.”

Safety of Broadway

All most all residents said they felt very safe or safe in Broadway. When citizens were questioned about how they evaluated any contact with the Broadway Police over the past year, more then half said that there had been no association. Of those who had contact with the police the vast majority felt it was a positive experience. The few negative marks usually were accompanied by comments about an unsolved crime s.

“I have spoken with them several times and have always been impressed.”
“I like how they relate to folks on a personal level rather than solely professional.”
“We still have some small dog problems on our street.”



75% of the residents agreed that the Town adequately enforces property codes. The 18% that disagreed mostly stated dissatisfaction with overgrown grass & weeds and ‘junk’ vehicles. The major factor contributing to discontent tended to be one incident or problem they were worried about. Overall, this is an excellent rating and the public seems to agree that most the time Broadway effectively enforces codes.

“Don’t want the Town to be overly strict on this stuff, but address the worst.”

“Junk car enforcement is lax, but seems to be improving.”

“Grass & weed ordinance is not enforced, grass should be 10” and extended till November 1st to avoid going to seed.”

Service by Town Employees

Respondents were asked to rate Town employees who they had contact with during the past 12 months. There were three separate categories for rating:

helpfulness, courtesy, and professionalism. An overall rating was also assigned. The vast majority of responses overwhelmingly said the service provided by Town employees was excellent or good. This shows that residents have a good relationship with the Town and are very satisfied when dealing with its employees.

“Very capable employees.”

“The Town staff is always nice and helpful.”

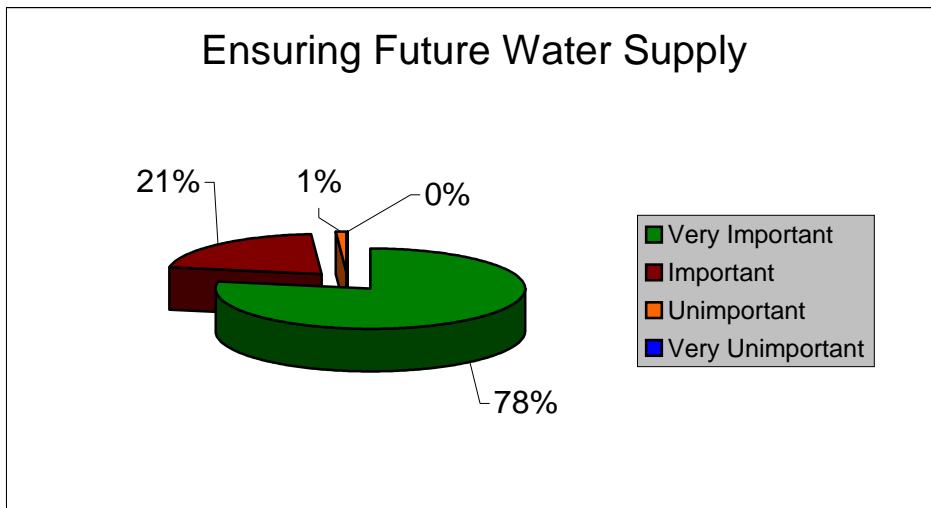
“I actually enjoy paying my bills when I come into the office.”



91.9% of respondents said they had not experienced any problems with their water & sewer billing in the past 12 months. Of the five people who did have trouble, they all reported that it was satisfactorily resolved.

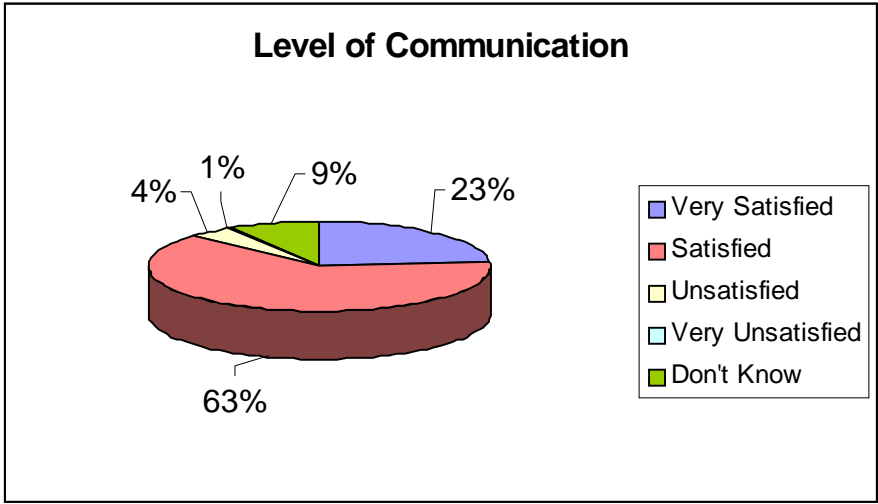
Water Resources

When asked to rate the quality of the Town’s drinking water using criteria like taste and odor, half the respondents replied that it was good. 20% said the water was excellent, 13% average, 8% fair, 3% thought it was poor. The availability of drinking for the future was described as very important for the outlook of Broadway. Overwhelmingly, citizens supported investing resources now to ensure future water supply.



Community Communication

The most useful forms of communicating, according to survey respondents, are the *North Fork Journal* and the Town Newsletter. Both of these news sources rated equally high when citizens were asked to rank a list of six sources. The *Daily News Record* was the third most useful followed by the Town Office and website. Neighbors and word of mouth were the most popular write-ins. The majority of respondents were either satisfied or very satisfied with the level of communication they received from the Town government regarding services and other community issues.



“Newsletter is attractive and very well done”
“You have made great strides in communications.”

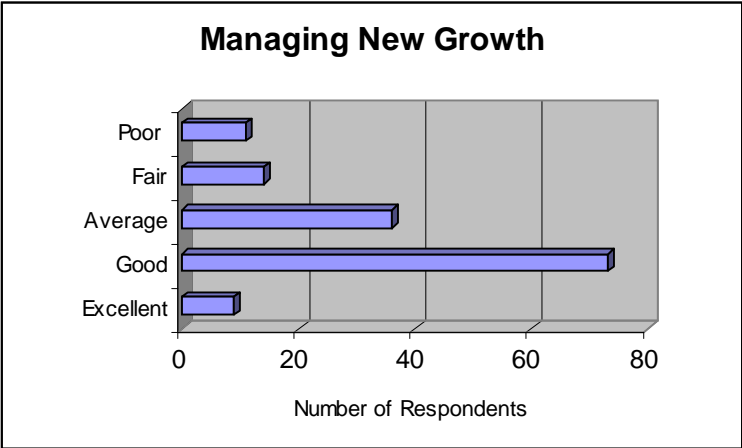
The majority of respondents had not visited the Town’s website. The large percentage of older adults in the sample may have been a factor in the low

internet usage. Those who had visited the site rated it as good. The suggestions for improvements included more updates and better publicizing of the website.

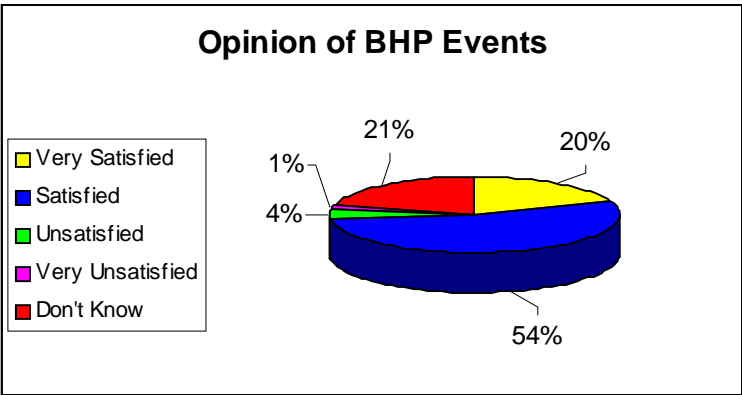
Development

The residents feel the Town does a good to average job managing new development. The majority of the complaints stated that water resources needed to be able to keep growth with any new development. Respondents agreed that the Town should be spending time and money promoting the development of the downtown area. There was a minority that was strongly opposed to any increased development in Broadway.

“Too much housing, it has ruined the landscape and small town feel.”
“Have concerns about the water resource to support new development.”



75% of respondents were familiar with Broadway Hometown Partnership (BHP). Residents have an excellent opinion of the special events that BHP has held in the past. Most citizens agree that BHP is contributing to the positive growth in Broadway.



Citizen Comments

The citizen survey elicited some insightful and valuable comments and suggestions. A question was asked about what services or businesses respondents would like to see in Broadway in the future and 53 people said more restaurants and fast-food. Expanded shopping selection and dry cleaners were also popular suggestions. Additional recreational or cultural activities residents said they would enjoy included more youth events, sidewalks & trails, and more festivals. The most mentioned main issue facing the Town, with over a third of the respondents mentioning it, was the water supply and ensuring that new development did not endanger it. Broadway's growth and keeping the small town atmosphere were also considered main issues.

Future Surveys

If citizen surveys became regular with similar formats and questions, then a valuable database could be compiled of trends over time. The feedback could show any changes in the needs and opinions of the community. Overall, the methodology and format of the survey were satisfactory and worked well. Improvements could be made in clarifying the format by adding subheadings and enhancing the flow of joint questions. Efforts should be made to determine if subsequent surveys could be shortened. Ensuring an easy to follow and combined delivery of future surveys is important. Sending out the surveys a little before water bills were due increased the response rate since citizens already had to contact the Town Office to pay their bills.

Conclusion

Through the process of this survey very effective feedback was gathered from Town residents. There seemed to be a consensus that the Town of Broadway is doing an excellent job. By analyzing the responses, a valuable resource is available for Town officials to utilize in the formulation of policies to continue providing a high level of quality public services and programs to the residents of Broadway.

Appendix A

Sample of 2002 Citizen Survey



Town of Broadway, Virginia 2002 Citizen Survey

For the Town of Broadway to effectively serve you, it is important to receive your evaluation and input. This survey allows us to gather feedback so we can get a pulse on the needs of the community; as well, it gives us the tools to improve our services to you. We hope you will take the time to complete this survey and return it to us so we may compile the information and continue working towards providing the best service.

Please, complete and return the survey by **November 12**. The survey may be returned in person to the Town Office or faxed to (540) 896-6460. Surveys may be mailed to the Town Office at P.O. Box 156 Broadway, VA 22815 or left in the drop box located at the rear of the Municipal Building.

If you have any questions contact the Town Office at (540) 896-5152.

Fill out the appropriate sections of the survey and add any comments you wish to offer.

- ♦ Overall, how would you rate the quality of services performed or provided by the Town of Broadway?

Excellent
 Good
 Average
 Fair
 Poor
 Don't know

Comment: _____

- ♦ Please rate how satisfied you are with the following subjects:

	Very Satisfied	Satisfied	Unsatisfied	Very Unsatisfied	Don't Know
Trash Collection	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Recycling	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Water & Sewer Service.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Police Services.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Recreational Facilities.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Way Downtown is Developing...	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Traffic in Town.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

- ♦ What public services, if any, should the Town provide, that are not already available?

No Additions
 Additional service *(describe)*: _____

- ♦ How do you rate the Town's efforts in improving the overall appearance of Broadway through banners, entranceway signs, flower pots, etc...

Excellent
 Good
 Average
 Fair
 Poor
 Don't know

Comment: _____

- ♦ How safe do you feel in Broadway?

Very Safe
 Safe
 Somewhat Safe
 Not Safe

- ♦ If you have been in contact with the Broadway Police in the *past 12 months*, please rate the service:

	Excellent	Good	Fair	Poor	Don't Know	Didn't Apply
Speed of Response	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Courtesy.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Professionalism.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Overall.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

Comment: _____

- ♦ Do you agree that the Town adequately enforces property codes such as parking of junk cars, grass & weed ordinance, vehicle decals, etc. ?

Agree Disagree

Comment: _____

- ♦ When coming in contact with Town employees in the *past 12 months*, other than police officers, rate their service:

	Excellent	Good	Fair	Poor	Don't Know
Helpfulness.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Courtesy.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Professionalism.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Overall.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Problem resolved? Yes No Does not apply Don't know

Comment: _____

- ♦ Have you experienced a problem with your water & sewer billing in the last 12 months?

Yes No Don't know

If yes, was the problem resolved to your satisfaction?

Yes No Don't know

- ♦ How would you rate the quality of the Town's drinking water, taking into consideration taste, odor, etc. ?

Excellent Good Average Fair Poor Don't Know

- ♦ How important do you think it is for the Town to invest resources now to ensure the availability of drinking water in the future?

Very important Important Unimportant Very Unimportant Don't know

- ♦ How do you get most your information about Town services and programs? Please, rank the following sources that you use, in order of usefulness. *(1 most useful ... 6 least useful)*

Daily News Record.....	1	2	3	4	5	6	Don't use
North Fork Journal.....	1	2	3	4	5	6	Don't use
Town Newsletter.....	1	2	3	4	5	6	Don't use
Town Office.....	1	2	3	4	5	6	Don't use
Town Website.....	1	2	3	4	5	6	Don't use
Other: _____		1	2	3	4	5	6

- ♦ Are you satisfied with the level of communication you have received from the Town government regarding services and other community issues?
 - Very Satisfied Satisfied Dissatisfied Very Dissatisfied Don't know
 - Comment: _____
- ♦ Have you visited the Town's website? (www.town.broadway.va.us)
 - Yes No, I don't have internet access No, I did not know of it No
- ♦ If you have visited the website, how would you rate it?
 - Excellent Good Average Fair Poor Have not visited
- ♦ Suggestions for improvements to the website.
 - None Suggestion: _____
- ♦ Generally, how do you feel the Town does in managing new development?
 - Excellent Good Average Fair Poor Don't know
 - Comment: _____
- ♦ Do you agree or disagree that the Town government should be spending time and money promoting the development of the down town area?
 - Strongly agree Agree Disagree Strongly disagree Don't know
- ♦ Are you familiar with Broadway Hometown Partnership (BHP)?
 - Yes No Don't know
- ♦ What is your opinion of previous events organized by BHP like the Broadway Music Festival, Halloween Fest, and Easter Egg Hunt?
 - Very Satisfied Satisfied Dissatisfied Very Dissatisfied Don't know
- ♦ Do you feel BHP is positively contributing to the general growth of Broadway?
 - Strongly agree Agree Disagree Strongly disagree Don't know

- ♦ Are there any services or businesses you would like Broadway to have in the future?
 No Yes (*explain*): _____

- ♦ Are there any recreational or cultural opportunities you would like Broadway to have in the future?
 No Yes (*explain*): _____

- ♦ What do you feel is the main issue facing the Town of Broadway?

- ♦ Gender:
 Male Female

- ♦ Which age group applies to you:
 Under 18 18-24 25-34 35-44 45-54 55-64 65-74 Over 75

- ♦ How long have you lived in Broadway?
 Under 1 year 1-2 years 3-5 years 6-10 years 11-15 years Over 15 years

- ♦ Do you or a family member own or rent your home?
 Own Rent

- ♦ Do you: Work in Broadway, Commute outside of Broadway, Both, Don't work

- ♦ If you commute outside of Broadway, where do you work?
(What county, city, or town): _____

- ♦ Any additional comments and/or questions you have about this survey or the Town of Broadway?

Thank you for sharing your time and thoughts. We are constantly striving to improve our service to the Broadway community and your response has aided us in these efforts. Survey results will be included in the next issue of the newsletter; as well as, on the Town's website.

Remember to return by **November 12**.

Appendix B

Multiple Choice Results

Below are the percentages out of the 164 surveys that were returned.

- Overall, how would you rate the quality of services performed or provided by the Town of Broadway?

31.1% -Excellent 60.9% -Good 2.5% -Average
0.6% -Fair 0% -Poor 0% -Don't know 5% -No Answer

- Please rate how satisfied you are with the following subjects:

	Very Satisfied	Satisfied	Unsatisfied	Very Unsatisfied	Don't Know	No Answer
Trash Collection	57.1%	38.5%	0%	0%	1.9%	2.5%
Recycling	48.4	40.4	3.1	0	1.2	5
Water & Sewer Service.....	54.7	42.2	0.6	0.6	0.6	1.2
Police Services.....	51.6	43.5	0.6	0	1.9	2.5
Recreational Facilities.....	22.4	52.8	9.3	1.2	9.3	5
Way Downtown is Developing	28.6	53.4	7.5	1.2	5.6	3.7
Traffic in Town.....	15.5	61.5	14.9	1.2	1.2	5.6

- What public services, if any, should the Town provide, that are not already available?

52.8% -No Additions 19.3% -Additional service 28% -No Answer

- How do you rate the Town's efforts in improving the overall appearance of Broadway through banners, entranceway signs, flower pots, etc...

34.2% -Excellent 50.9% -Good 11.2% -Average 1.9% -Fair
0.6% -Poor 0.6% -Don't know 0.6% -No Answer

- How safe do you feel in Broadway?

49.7% -Very Safe 47.8% -Safe 1.2% -Somewhat Safe 1.2% -Not Safe

- If you have been in contact with the Broadway Police in the *past 12 months*, please rate the service:

	Excellent	Good	Fair	Poor	Don't Know	No Answer
Speed of Response	13%	13.7%	3.7%	0.6%	1.2%	67.7%
Courtesy.....	23.2	10.6	3.7	0	0.6	63.4
Professionalism.....	21.7	11.8	0.6	1.2	1.2	63.4
Overall.....	18.6	12.4	1.2	0	1.2	65.8

- Do you agree that the Town adequately enforces property codes such as parking of junk cars, grass & weed ordinance, vehicle decals, etc. ?

75.2% -Agree 18.6% -Disagree 6.2% -No Answer

- When coming in contact with Town employees in the *past 12 months*, other than police officers, rate their service:

	Excellent	Good	Fair	Poor	Don't Know	No Answer
Helpfulness.....	49.1%	36.6%	0.6%	0%	1.9%	11.8%
Courtesy.....	54	30.4	0.6	0	1.2	13.7
Professionalism.....	49.7	31.7	1.9	0	1.2	15.5
Overall.....	49.7	30.4	0.6	0	1.2	18
Problem resolved?	29.8% -Yes	0.6% -No	46% -Does not apply			
	1.9% -Don't know	21.7% -No Answer				

- Have you experienced a problem with your water & sewer billing in the last 12 months?
3.7% -Yes 91.9% -No 3.7% -Don't know 0.6% -No Answer
If yes, was the problem resolved to your satisfaction?
3.1% -Yes 0% -No 3.1% -Don't know 93.8% -No Answer

- How would you rate the quality of the Town's drinking water, taking into consideration taste, odor, etc. ?
19.9% -Excellent 53.4% -Good 13.7% -Average 8.1% -Fair
3.1% -Poor 1.2% -Don't Know 0.6% -No Answer

- How important do you think it is for the Town to invest resources now to ensure the availability of drinking water in the future?
78.3% -Very important 19.9% -Important 1.2% -Unimportant
0% -Very Unimportant 0.6% -Don't know 0% -No Answer

- How do you get most your information about Town services and programs? Please, rank the following sources that you use, in order of usefulness. (*1 most useful ... 6 least useful*)

Daily News Record.....	26.7% -1	14.9% -2	19.9% -3	11.8% -4
	3.7% -5	4.3% -6	3.7% -Don't use	14.9% -No Answer
North Fork Journal.....	57.1% -1	21.1% -2	10.6% -3	3.7% -4
	0.6% -5	1.2% -6	0% -Don't use	5.6% -No Answer
Town Newsletter.....	54% -1	19.9% -2	10.6% -3	1.9% -4
	1.2% -5	1.2% -6	1.2% -Don't use	9.9% -No Answer
Town Office.....	16.1% -1	9.3% -2	9.9% -3	6.2% -4
	6.8% -5	5% -6	15.5% -Don't use	31.1% -No Answer
Town Website.....	3.7% -1	4.3% -2	1.9% -3	3.1% -4
	6.2% -5	6.8% -6	40.4% -Don't use	33.5% -No Answer
Other: _____	1.9% -1	2.5% -2	1.9% -3	0.6% -4
	0.6% -5	0.6% -6	91.3% -No Answer	

- ♦ Are you satisfied with the level of communication you have received from the Town government regarding services and other community issues?
23.6% -Very Satisfied 63.4% -Satisfied 4.3% -Dissatisfied
0.6% -Very Dissatisfied 3.1% -Don't know 5% -No Answer
- ♦ Have you visited the Town's website? (www.town.broadway.va.us)
19.3% -Yes 36.6% -No, I don't have internet access 18.6% -No, I did not know of it
21.7% -No 3.7% -No Answer
- ♦ If you have visited the website, how would you rate it?
6.2% -Excellent 7.5% -Good 5% -Average 0.6% -Fair
0% -Poor 36% -Have not visited 44.7% -No Answer
- ♦ Generally, how do you feel the Town does in managing new development?
5.6% -Excellent 44.1% -Good 22.4% -Average 8.1% -Fair
6.8% -Poor 6.2% -Don't know 6.8% -No Answer
- ♦ Do you agree or disagree that the Town government should be spending time and money promoting the development of the downtown area?
28.6% -Strongly agree 52.2% -Agree 6.8% -Disagree
2.5% -Strongly disagree 3.7% -Don't know 6.2% -No Answer
- ♦ Are you familiar with Broadway Hometown Partnership (BHP)?
74.5% -Yes 14.3% -No 7.5% -Don't know 3.7% -No Answer
- ♦ What is your opinion of previous events organized by BHP like the Broadway Music Festival, Halloween Fest, and Easter Egg Hunt?
19.9% -Very Satisfied 54% -Satisfied 4.3% -Dissatisfied
1.2% -Very Dissatisfied 14.9% -Don't know 5.6% -No Answer
- ♦ Do you feel BHP is positively contributing to the general growth of Broadway?
18.6% -Strongly agree 52.8% -Agree 3.7% -Disagree
1.9% -Strongly disagree 16.1% -Don't know 6.8% -No Answer
- ♦ Are there any services or businesses you would like Broadway to have in the future?
49.7% -No 50.3% -Yes (*explain*): _____
- ♦ Are there any recreational or cultural opportunities you would like Broadway to have in the future?
67.8% -No 32.2% -Yes (*explain*): _____
- ♦ Gender:
54.7% -Male 42.2% -Female 3.1% -No Answer

- ♦ Which age group applies to you:
 0% -Under 18 0.6% -18-24 7.5% -25-34 13% -35-44 19.9% -45-54
 16.8% -55-64 23% -65-74 17.4% -Over 75 1.9% -No Answer

- ♦ How long have you lived in Broadway?
 2.5% -Under 1 year 7.5% -1-2 years 11.2% -3-5 years 17.4% -6-10 years
 9.9% -11-15 years 49.7% -Over 15 years 1.9% -No Answer

- ♦ Do you or a family member own or rent your home?
 93.2% -Own 5% -Rent 1.9% -No Answer

- ♦ Do you: 15.5% -Work in Broadway, 34.2% -Commute outside of Broadway,
 8.1% -Both, 40.4% -Don't work/Retired 1.9% -No Answer

Appendix C

Responses and Comments

Comments on the overall quality of service provided by the Town:

1. Everything is always performed professionally.
2. Keep-up the good work!
3. Town looks great.
4. Snow removal is great!
5. We are fortunate to have such capable employees and leaders.
6. Need more input at meetings. Get the agenda out so public knows what is coming up.
7. Need to provide high-speed internet access to all residents – Town needs to look into a provider.
8. Keep-up the good work.
9. Doing a good job!
10. Have not had any problems in five years.

What public services, if any, should the Town provide, that are not already available:

Traffic and road/sidewalk issues

1. Police directing traffic during Homecoming parade.
2. There are times when it is very congested. At other times, entering Main St. from Turner Ave is difficult partly due to lights on both ends of Main St. cause cars to come through town in groups. Please, no more lights for a while.
3. Traffic at end of Broadway Ave.
4. We have a problem with speeding on South Sunset Dr. buses and cars. There are more young children riding a bus this year. Would be nice to have a sign posted making motorists more aware of the presence of children playing.
5. Traffic is bad at Broadway Ave. & Main St. and Main St. & Turner Ave. Major one-way sign needed in front of Whitmore's Grocery.
6. Big trucks need to avoid town when possible and use new road to access Rt. 42.
7. Traffic lights at: Broadway Ave & Main St., Turner Ave. & Main St., and Springbrook at Rt. 242.
8. Watch traffic when children get off school buses.
9. Crosswalks
10. Sidewalks desperately needed along Rt. 259 & Holly Hill for middle school walkers.
11. Needs to be wider road through Broadway
12. Put a stoplight at East Ave. & Springbrook. Since there are no sidewalks the people leaving events at high school have to walk on the street and when driving at night at that corner it is too dark to see anyone, the streetlight is two houses up.

Recreational

13. A nice new swing set at Broadway Park by the kid's castle, with toddler swings also. Improve and clean Broadway Park bathrooms.
14. Expand library.
15. Park benches on sidewalks for walkers.

16. Expand Broadway Days.
17. Soccer fields at park.
18. Should have one day for seniors at the pool.
19. More recreation facilities.
20. Nice, good wood-chip jogging trail.
21. More recreation, possibly a skate park.
22. Covered pool, nightlife, music venues.

Recycling and trash

23. Recycling accept a wider variety of items.
24. Expand the recycling program so more items are accepted.
25. Street cleaning every month.
26. Fall curbside leaf vacuum.
27. Very satisfied with the Town clean -up week.
28. Sometime loose trash is left on my driveway from trash pick -up.
29. More recycling options.
30. A place where town residents could put their leafs and tree limbs.
31. More trash receptacles in all parts of town.
32. More items for curbside recycling.

Others

33. Extend sewer outside of town.
34. Daily News-Record early.
35. A good restaurant, buffet style .
36. Opposed to a “bar”
37. Bus service to Harrisonburg.
38. Transportation for the elderly
39. Online payments for water, sewer, and taxes.
40. Satisfied!
41. Town Council meetings broadcast on TV.
42. Cab service
43. Disaster notification - What to do? Natural or man -made?

Comments on Broadway Police:

Praise

1. They are doing a great job
2. Great police department.
3. We are fortunate to have them.
4. I have spoken with them several times and have always been impressed.
5. I like the fact that they drive through the neighborhood.
6. No contact other than friendly waves.
7. Jay is doing an excellent job!
8. We have a friendly and responsive police department.
9. Always happy to talk with these gentlemen.
10. Always very helpful.
11. I like how they relate to folks on a personal level rather than solely professional.
12. Good!

Suggestions for improvement

13. We still have some small dog problems on our street.
14. We have lived in Broadway for 14 years and this year three others and me had property stolen out of buildings and no one was caught.
15. Storage buildings have been broken in to – but no responded from police department, Morningside Dr.
16. Never can be reached by phone.
17. We would like the police offers to occasionally be physically present in the area, town businesses, bank, etc.
18. Publish their phone number in the Town newsletter and list emergency medical service numbers.
19. We live on West Springbrook Road and the traffic speeds excessively particularly around the hours of 8 & 5.

Comment on whether respondent agrees that the Town adequately enforces property codes such as parking of junk cars, grass & weed ordinance, vehicle decals, etc.

General

1. The Town looks good
2. Great job!
3. Neutral – have not really noticed
4. Could be improved
5. It seems that some people get by and others don't
6. Don't want the Town to be overly strict on this stuff, but address the worst.

Grass & Weeds

7. Weeds were not cut on Broadway South development, behind Cornerstone Church, and at the Heritage Hills
8. Only certain people have to abide by this grass & weed ordinance. Check entrance to Walnut Ridge and other lots in Town.
9. Corner of Atlantic and Lee
10. Grass & weed ordinance is not enforced, grass should be 10" and extended till November 1st to avoid going to seed. Example: Gap View subdivision
11. Do subdivisions under construction need to mow their fields?
12. Lots on West Springbrook Rd. only mowed once this year needs mowing now!
13. Various areas are still weedy, need to get rid of weeds on streets and sidewalks
14. Weeds in vacant lots in Broadway South this summer
15. Lot at end of 2nd St. always needs mowing
16. Disagree only with some are as being "overgrown" in summer and some buildings, apartments on Main St. in poor shape.
17. Disagree during mowing season. Thistles at Trumbo Electrical 6' tall, entrance to Walnut Ridge.

Junk Vehicles

18. There are two junk vehicles I see daily and I must call police to get mowing done this is not acceptable.
19. Some instances of junk cars is evident

20. Too many junk cars around
21. I still think there are still lots of junky cars and trucks around
22. Parked cars on Elm St.
23. Junk car enforcement is lax, but seems to be improving

Other

24. Lots of barking dogs
25. Agree with except for barking dogs at night
26. Would like to see all the alleys in Broadway closed. The one near us causes great inconvenience to our neighbors.
27. Some properties could be improved (junk around house). Example: Le e St. & just east of Park Ave.
28. Need to enforce “junk” laws on businesses
29. It is taking too long to “clean-up” the area near Paul Reids old garage

Comments on Broadway employees:

1. All Town employees are excellent
2. Excellent service and courtesy
3. Very capable employees
4. Depends on the employee. Secretaries are great. Mr. O’Brien tends to seem a little defensive, not particularly courteous.
5. The Town staff is always nice and helpful
6. The Mayor responds to my problems immediately
7. Will listen to you
8. I actually enjoy paying my bills when I come into the office
9. Secretary in municipal building is extremely friendly
10. Ladies in office are courteous and very helpful

Comments on the level of communication received from the Town government:

Successes

1. The newsletter keeps us well informed
2. Newsletter is attractive and very well done
3. The newsletter and website keep me well informed, some newspaper articles seem to be misleading
4. Like the newsletter
5. I prefer to read about Town issues in the newsletter (facts in print).
6. The newsletter is wonderful; I would like to see it more often. The website is good, just keep updating it.
7. You have made great strides in communications.

Suggestions

8. Notices should appear more than once, at least a week in advance and the day before
9. Do not just call meetings, include the topic.

10. Information on elections is inadequate. Advertisement of special event such as Broadway Music Festival needs improvement. Town calendar should be in newsletter as well as website.
11. Sending out mass emails might be nice and an easy way to keep us informed
12. Recent Cole concert was sprung on community way too fast
13. I feel the Town should be notified via mail of issues that are out of the norm

Comments on how the Town manages development

Too Much

1. Too much housing, it has ruined the landscape and small town feel.
2. Need to limit new construction
3. We feel there is too much housing going up
4. Need to slow down, there are too many new houses being built.
5. Too much crowding
6. Development of multi-family housing should stop now! Broadway is large enough.
7. Too many new housing developments – soon Broadway will not be a small town any more.

Water Supply

8. Growth is poor when approved without consideration of drain on city resources like water and roads.
9. We need more emphasis on water supply.
10. Are we over taxing our water & sewer capacity by taking on more housing subdivisions & townhouse complexes?
11. I wonder about the water supply in the future.
12. Incomplete infrastructure (water & sewer)
13. First, need to be sure of water supply.
14. If we are having water problems, we need not to consider new developments.
15. Have concerns about water resource to support new development.
16. Developers build and could care less whether the people have water & sewer.

Other

17. Looks O.K. but I have heard talk of drug and other happenings in the Alger Lane development.
18. We need more retail stores, particularly clothing.
19. Tend to be too conservative to allow business to succeed without major restrictions, need to be more aware of what is going on in the whole Town.
20. Should concentrate on developing some of the older sections of Town.
21. *Does the Town have a 20-year development plan? It seems like we will need forward planning.*
22. Why was Leona's Restaurant built in the flood plain?
23. Should concentrate on finding uses for old buildings, not just new ones.
24. Using very little common sense.
25. With continued development on Turner Ave. may need stoplight at Main St.

Services or businesses for Broadway in the future:

Restaurants

1. Fast Food Restaurant- 12
2. McDonalds- 6
3. Burger King- 4
4. Wendy's- 3
5. KFC- 2
6. Arby's
7. Olive Garden
8. Mexican Restaurant
9. Pizza Hut- 3
10. Pizza shop/delivery- 6
11. Restaurant that delivers
12. Deli
13. Seafood restaurant
14. More restaurants that are nicer and attract new businesses to Main St.
15. Nice Restaurants- 4
16. Family restaurant- 3
17. Still need a good restaurant
18. More places to eat on Sundays
19. Restaurant serving very good and tasty food at reasonable prices (Leona's was very disappointing)

Shopping & Services

20. Retail/department stores - 10
21. Clothing store- 10
22. Auto alignment
23. We need a store that one can pick -up items such as clothing, etc. without driving to Harrisonburg
24. A department store – If you need socks, shoes, shirts, pants, etc. you have to go to Harrisonburg. This area is growing, including people from West Virginia or other areas who would like to shop in Broad way.
25. Anything but, second-hand stores
26. Jewelry store
27. Gift shop
28. Sheetz
29. Broadway desperately needs a place to shop. All these people and no stores.
30. Wal-Mart
31. Book store
32. Dollar Store- 2
33. Flea Market
34. Downtown coffee shop- 3
35. Dry cleaners- 13
36. Cheap gas station
37. Shoe repair- 2
38. Attorney
39. Antique shops
40. Auto parts store- 2

41. High speed internet access

Entertainment

42. Movie theater
43. More music venues/nightlife - 2
44. Entertainment
45. Something for the kids to do in winter like turning the old Sellers building back into skating rink
46. Put-Put golf or something families can do
47. Bowling alley

Other

48. Traffic controls on Main St.
49. Public transportation between Broadway & Harrisonburg
50. Morning newspaper delivery
51. Affirm growth of private enterprise; great to have the necessary service here – Whitmore's, Broadway Drug, etc.
52. Add cardboard to recycling
53. More lighting on Elm St.
54. All people riding bikes are wearing helmets
55. Would like to see owners paint their homes or buildings, would improve looks in Town
56. Losing Auto Krafers seems like a big loss, must seek more employment opportunities, computer, not really small businesses but larger companies
57. Be certain dogs are not out on the streets unattended. Clean hanging limbs from trees on sidewalks and sweep them more often
58. Broadway Dinner needs to improved parking

Recreational or cultural opportunities wanted in Broadway:

Recreation and Youth Activities

1. Recreation for youth - 5
2. Skateboard area - 3
3. A recreation center (basketball, volleyball, racquetball) with a required yearly fee. Open gym night for kids to play ball or even a basketball or volleyball league. - 3
4. Exercise
5. Lighted sandpit volleyball court
6. YMCA or center such as in Christiansburg or Strasburg
7. A cover for the pool (like Westover) for year-round use
8. A softball tournament, lawn party, and some kind of plays or musicals (other than just BHS)
9. Rec center with bowling, miniature golf and video games
10. Bike racks installed throughout the Town; more crushed stone on walking path at park
11. Soccer fields

Sidewalks & Trails

12. Broadway does not have any jogging trails – the park is O.K. but it gets old after awhile – need a forested woodchip trail that is easy on the legs.
13. More sidewalks and trails - 2
14. Sidewalks for walkers, keep increasing safe access for walkers and bikers as family activities
15. Indoor walking track
16. Sidewalks on S. Sunset & W. Springbrook for safe walking to park and school

Festivals

17. A summer or spring festival with crafts, create areas of interest to attract visitors
18. We really enjoyed the Music Festival in July despite the rain. Please make this an annual event.
19. There are plenty already here if you attend school functions, churches, etc. High school plays are excellent.
20. Concerts, festivals - 3
21. Outdoor drama, concerts, lectures at the Village Library
22. More craft, town festivals - 2

Other

23. Revive the Opera House
24. Broadway museum
25. Nothing specific but keep looking for new ideas
26. Fourth of July fireworks
27. More cultural events
28. Tree lined streets, planters with flowers, driving range -golf, tennis courts, and volleyball
29. Open high school facilities to the public
30. Things for the elderly
31. Something for senior citizens, like adult evening programs. Some evening library services for adults.

What do you feel the main issue facing the Town of Broadway:

1. Water supply - 43
2. Controlling growth and development - 20
3. Securing sufficient amount of water for now and the future
4. Too many people!
5. Too much growth brings drugs and crime. Too many developers who cannot seem to stand seeing an open meadow/farmland go untouched.
6. Shortage of water during drought seasons. Development, you g uys and gals are trying to liven it up, you are on the right track.
7. Cleaning-up downtown
8. Water supply and quality
9. Continuing to attract businesses and eateries to the Town
10. Too many moving in?
11. Growth and water
12. Water – growing pains (growing without changing too much)
13. Growth should be thought of very carefully to maintain the small hometown effect.

14. To insure that any development is planned well and not to overdevelop.
15. Too much expansion, too little water. This is the fault of the Town Council approving too many requests for building permits. More thought should go into the water problem, not less!
16. I liked Broadway the way it was. Some changes are OK, but not to the extent now being pursued, after all the people make the town not the town office.
17. Controlled growth, utilities
18. Complimenting the businesses here with more sit down restaurants, retail, etc. Concentrate on being a good thriving bedroom community with retailers, services, culture and recreation. Don't try to be the next Harrisonburg in the Valley.
19. No employment and no shopping for a growing population, no transportation for an aging population.
20. Parking, Broadway Dinner blocks view at corner.
21. Growth and the Town's ability to provide the appropriate services
22. Traffic, growth, need more R-1 land available
23. To stay with the small town atmosphere. Growth is good, but we do not need to become "Harrisonburg" staying small but offer events and restaurants. Historical like New Market or Lexington is nice.
24. Downtown beautification (old mill & Williams well)
25. Parking
26. Over growth, housing
27. Planned growth
28. A Town Manager that does not live in our community
29. Continuing the sense of community togetherness and goodwill as the population grows
30. Growth and traffic in Springbrook area
31. Bring in business and bring Broadway into the future
32. I feel the emphasis on downtown clean up is appropriate. Town growth is also an important issue.
33. More sidewalks on side streets, brick sidewalks, iron lamp posts on Main St.
34. Traffic on Main St. Too much truck traffic, also 259 West traffic should not be compelled to use Main St. on the way to Harrisonburg, 75% don't stop.
35. Flood prone
36. Keep a nice clean little town
37. Maintaining peace, safety and security
38. We need changes, new things
39. Long range stable water supply
40. Traffic- during peak times traffic is heavy at intersections without lights, as the Town grows how will this work?
41. The old making way for the new
42. Keeping taxes low
43. Downtown "sprucing-up"
44. Wasting the taxpayers money
45. Concerned about the supposed drug traffic in the area. This will be a major concern for our law enforcement
46. Keeping-up with the growing population and having places to shop and eat past the hour of 6-7 pm
47. Continued business vitality, major industry decline, change to a bedroom community

48. Community support for businesses and the framers' market and the continuing revitalization of downtown
49. Need more single-family residences, curb and gutter side streets on all streets and more sidewalks

Additional comments:

1. Quite a few buildings and houses owned by people outside of Town that needs repainted and painted especially Main St.
2. It's always been a wonderful place to live, let's not mess it up now.
3. Best community I have ever lived in.
4. Two clean-ups, spring and fall, are not enough for junk items disposal. Mauzy does not take anything and Harrisburg and Bergton are too far in distance to drive for those types of bulky items. There should be at least four clean-ups a year instead of two.
5. I do not think it is fair we can pay to wash our cars, but not wash them at home.
6. Keep up the good work you are doing
7. Would like to see heavy truck traffic be reduced on Main St. with the completion of the new Springbrook "by-pass" could not some of these big bulk feed trailers use this as an alternate route.
8. Broadway is a super community to raise a family and an enjoy to live in.
9. The brush needs to be cut early and kept cut at the iron bridge on Springbrook Rd and fix the railroad crossing, too.
10. Certain buildings on Main St., worse is well drilling property, should be charmed -up and painted or torn down.
11. The Town needs improvements, not total changes. People have lived and loved in Broadway many years without changes! You will drive the longtime residents out.
12. Thanks for soliciting opinions. I think that this is an exciting time for Broadway. Keep up the good work!
13. Keep supporting Hometown initiative and pay Kyle more money. He deserves it and we need to keep him here!
14. More organization for fall festival and better quality booths. Advertise parade entry deadline if there is one, this is not the Rose Bowl parade.
15. I repeat we need employment in this area. Also shopping, think of the revenue your missing because people take their business elsewhere.
16. In reference to Broadway Police force Chief Jay Lantz, Sgt. Darren Jones, and Randy Collins are the most reliable, courteous, professional, likeable officers I've ever had the pleasure of meeting.
17. There is not sufficient lighting in the area where Elm St., Springbrook and Brethren Rd. meet. It is hard to see lines especially when wet at night. Please, no food tax or more used car lots.
18. Try to remember how the Town of Broadway got its name. We don't want to revert back to that type of town.
19. We enjoyed the Autumn festival on Main St. and the use of the shuttle service
20. I would like to see an adult soccer league or team in Broadway.
21. Need more women on council/staff, 3/19 not great! Keep Zach Roberts from having "non family related concerts". Sidewalks desperately needed for middle schoolers to walk on Holly Hill & 259. Thanks for the chance for input!

22. I don't like the way Broadway residents get by driving a vehicle with expired license, inspection stickers, and no town stickers.
23. Great place to live! Appreciate Broadway Baptist bells and hymns during the day.
24. I feel everyone is doing a great job. We also have excellent town employees!
25. Thanks for soliciting feedback!
26. This is a great place to live but too much growth brings problems. Let's keep the small town quality we now have.
27. Parking lot behind WBTX
28. I continue to be concerned that the train blocks Hwy 1421 at the bridge. I waited seven minutes today to pass through.
29. Merchants that use harness in front of their stores should have them hanging so they will not block the walk-way
30. Identification of location for events sponsored by the Town or by BHP needs to be improved both in advertising and in signaling.
31. Any new recycling bins should have holes on the lowest level in the bottom to facilitate the draining of water.
32. Information on elections
33. Some of the residential areas are very dark, would like to see more streetlights
34. It would be nice to have a place (like Seller's Furniture building) for civic things like exercise classes, meeting places, etc.
35. I hope efforts will be made to continue the farmers' market next year
36. I think the Town police need to patrol the parking area around the post office. People park on the wrong side of the street where there is no place to park.
37. I enjoyed this interactive part of the website, should do more things like this in the future. Giving citizens a chance to speak out is important.
38. I really like the newsletter. Also, I think Mr. Reamer is doing a great job. Hope the farmers' market gets more variety and stays open longer in the season, as Harrisonburg does.
39. Broadway has always been a special town and is just getting better.
40. I walk all over town and I have noticed an old sofa, tall grass, etc. in one yard. This looks terrible. Also, many of the sidewalks have shrubs growing over them and displays on the sidewalk. We love living in Broadway.
41. The Christmas lighting is great
42. Please, get the entrance to Town on Rt. 42 cleaned-up. Several businesses look awful; surely the owners can do something to improve it. Not a very impressive entrance to our community.
43. Discontinue on street parking at night on residential streets. Have homeowners park cars on property or in driveway
44. Too many apartments and not enough single family homes.
45. I feel very fortunate to live in a town that is run as smoothly as Broadway. Have been very satisfied with the services you provide.
46. The Fall Festival was great!