#### Town of Irvington, Virginia Joint Town Council and Planning Commission Special Called Meeting, March 15, 2022

**Irvington Methodist Church, 26 King Carter Drive, Irvington, VA Summary Minutes from the March 15 Special Called Meeting**

1. **Call To Order** – Julie Harris, Mayor 5:00 PM

#### Roll Call to Determine Quorum – Planning Commission

Fuller Absent

Chapman Present

Robinson Present

Taylor Present

Capps Absent

Forrester Present

Pollard Present

#### Chairman of the Planning Commission Determines Quorum is Present

**Roll Call to Determine Quorum – Town Council**

Harris Present

Schaschek Present

Nunnally Absent

Brown Present

Penniman Present

Marchetti Absent

Patteson Present

#### The Mayor Determines Quorum of the Town Council is Present

1. **Old Business** – None

#### New Business

* 1. **Review of the first draft of the Town of Irvington Comprehensive Plan Survey**
     1. Mr. Will Cockrell of EPR-PC, went through the first draft of the Town of Irvington Comprehensive Plan Survey. (Attached)
     2. Various Commissioners and Council Members asked various general and specific questions about the proposed survey content, to include:
        1. Mayor Harris and Commissioner Chapman noted the tone of some of the questions sometimes reversed, starting out as being positive, and then becoming negative.
        2. Commissioner Pollard questioned the relevance of demographic and length of residence questions.
        3. Councilmember Schaschek noted that in the previous survey, the “other comments” section had a heavy response.
        4. There was significant discussion on Question 14, ranking or approving the use of funds for various capital initiatives. Councilmember Brown asked that the question include the costs that citizens would or would not be willing to pay.
        5. Councilmember Patteson asked why there was no reference to a Town Master Plan, and no reference to the fragility and environmental impact of the current septic infrastructure.
        6. Commissioner Chapman requested that the vision statement of the town be included in the survey. Mr. Cockrell agreed to put these questions together and send to the Planning Commission for review.
        7. Commissioner Robinson noted that there was no mention of Irvington’s communications infrastructure as a topic. Other members agreed that this was an important issue to explore.
     3. Commissioner Chapman suggested, and members of the joint meeting agreed, that all questions be provided to the Planning Commission ahead of the April 5 Planning Commission meeting. At the April meeting, the Planning Commission will review and consolidate all comments from the Town Council, the Planning Commission, and the public. All in attendance agreed.
     4. Some of the members in attendance thought that more work needed to be done to bring the survey into line with Council and Commission expectations. Others thought that only “tweaks” were needed.

#### Adjournment

**Motion to Adjourn: Robinson Second: Pollard**

Fuller Absent

Chapman Approve

Robinson Approve

Taylor Approve

Capps Absent

Forrester Approve

Pollard Approve

Schaschek Approve

Nunnally Absent

Brown Approve

Penniman Approve

Marchetti Absent

Patteson Approve Total: Yes= 9 No = 0 **Motion Approved**

#### Meeting Adjourned at 5:59 PM

Respectfully Submitted - Philip A. Robinson, Secretary

Attachments:

1) Town of Irvington Comprehensive Plan Survey Draft



Town of Irvington: Comprehensive Plan Survey

Report on Survey Methodology

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| EPR, P.C. | 3/10/22 | Town of Irvington |

Town of Irvington: Comprehensive Plan Survey

Report on Survey Methodology

In January 2022, the Town of Irvington contracted with EPR to develop a community survey that would help to guide a comprehensive plan update and audit of the Town’s zoning code. Over six years ago, the Town initiated a similar survey, which received 235 responses. However, some local officials disagreed with the past effort’s methodology and conclusions. Since 2016, significant events, such as the COVID-19 pandemic have reshaped how and where people live and work. For these reasons, the Town decided to initiate a new outreach effort to collect public opinions on various questions.

To avoid some of the concerns from the 2016 survey, EPR developed this report that details lessons learned from the Town’s past engagement, best practices, and methodology for the 2022 effort. The following pages also document a discussion between the Town Council and Planning Commission, which occurred on Wednesday, February 16th. To prepare this document, EPR adopted a systematic process that included:

* Reviewing the Town’s Comprehensive Plan and other past documents,
* Thoroughly evaluating the 2016 community survey and methodology,
* Touring the community on February 16th,
* Collecting comments from the Town Council and Planning Commission on February 16th, and
* Reviewing public comments from a March 10th meeting.

# PURPOSE

Any surveying effort should have a clear and coherent purpose to be successful. The Town of Irvington expressed this purpose in the Request for Proposal (RFP) for this project. The document reads, “The Comprehensive Plan Survey will assist the Town Council and the Planning Commission in **identifying a common direction** identified by residents, business owners, stakeholders, and the community. The Survey output can then **inform** an update to the existing Comprehensive Plan to **establish a shared vision** for the future and an **action plan** to achieve it.”

The RFP further explains the survey’s role, and local officials provided additional insight at the February 16th meeting. From these sources, EPR draft the following objectives:

* **Collect Input on Community Goals** – The RFP states that the survey should “seek valuable public input toward the creation of new community goals and objectives.” This statement implies that the survey should have a “goals-driven” purpose to refine a vision.
* **Evaluate and Prioritize Actions –** At the February 16th meeting, local officials wanted respondents to choose between different actions or investments. This purpose calls for an “opportunities-driven” approach to select actions.

While many surveys aim to identify concerns or needs, that purpose did not explicitly arise from the joint discussion with the Council and Planning Commission. The RFP also excluded any language on “issue-driven” topics.

## Survey Limitations

While a survey is an effective way to reach a larger group of people, it should be part of a more holistic engagement process to be most valuable. In this case, Irvington will use the survey as a strategy to guide an upcoming review of the Comprehensive Plan, which may include additional interaction with the public later in the process.

While surveys are broadly accepted as an effective and efficient way to collect feedback on defined questions, there are limitations. The Town should take into account these restrictions when considering results and guiding potential changes to the Comprehensive Plan review. In general, surveys are:

* **Not referendums.** In planning, surveys collect opinions on goals, opportunities, community needs, and other topics. Local officials should consider responses as one piece of information that brings additional insight into decision-making.
* **Not statistically significant.** While some surveys aim to have a statistically significant community sample, most efforts accept that it is unreasonable to secure that response rate. Survey results are still meaningful, however. Again, respondents provide valuable information that helps to guide local decisions.
* **Not able to collect “deep” data.** While interviews allow for deeper discussions that explore complicated concepts, surveys must be simple. Because clarifying or follow-up questions are impossible with a survey, the questions will need to be simple and clear. There could be deeper discussions with the community during the Comprehensive Plan review.
* **Not tools for making technical decisions.** The Town expressed a need to have survey respondents select budget items, considering costs. Generally, surveys are tools for evaluating opinions on more general topics. Budget expenses require a technical dialogue that considers additional datasets on need, financial costs, alternatives, legal requirements, and other information beyond a survey's scope.

# METHODOLOGY

EPR used a systematic approach to drafting the 2022 Comprehensive Plan Survey. The following summary informs local officials and offers insight into the question selection and exact wording. Consequently, the subsequent text should help local officials review the survey and provide better feedback on revisions.

## Comprehensive Plan

The Town adopted its existing Comprehensive Plan in 2017, after the last 2016 survey. The Council amended this plan two years later, removing a goal and objectives involving planned unit developments (PUDs). While reviewing this document, EPR identified several themes that the survey could cover.

Despite the 2016 survey and a subsequent public meeting, there appear to be several questions unanswered.

### Finetuning the Balance with Growth

The Comprehensive Plan explains how the Town can “orchestrate growth" on its opening page. The plan also says, “As the Town looks to the future, it will need to strike a balance between preserving the village feel and promoting and facilitating the development of its remaining undeveloped land.” Yet, the Town’s plan does not finetune what that balance entails.

### Finetuning the Role as a Seasonal Community

The Comprehensive Plan states that “Irvington needs to find a balance between being a premier vacation and seasonal destination and positioning itself to attract younger generations and family households that prefer quaint small-town living.” There needs to be clarity on how much the Town should embrace its role as a place for second homes. Conversely, should the Town try to attract more full-time residents?

### Refining the Stances on Attracting Young Families

The plan’s Vision Statement raises this topic, stating that Irvington should recognize “our attraction for retirement and resort living as well as our appeal to young families seeking a close-knit community.” If the Town would like to attract younger families, it would need to invest in specific amenities and strategies desirable to those potential residents. Conversely, existing residents may want Irvington to remain a destination for retirees and second homes. The survey can help to answer that question.

### Defining Economic Development Objectives

The existing plan discusses economic development and local businesses. The Vision Statement asserts that the Irvington will “support local small businesses.” This topic also centers on a downtown. “The planned improvements for the central business district of Irvington, in conjunction with the long-term plans for improvements at the Tides Inn, should bring much-needed business activity to the Town of Irvington in 2018 and beyond.” The survey should include questions on clarifying these statements.

### Finetuning the Waterfront Question

Under the Vision Statement, the plan states that the Town supports “redevelopment of a working waterfront and innovative efforts to expand public access to the water.” While the 2016 survey touched on this topic, it did not find a clear answer. There may be a need to define “working waterfront,” as well.

### Clarifying Stances on Housing Types

The 2016 survey asked questions about housing types but avoided the core issues on need. The Comprehensive Plan discusses the limited diversity of housing types. “Of the 379 units, 371 or 98%, are single-family homes. The only other housing type delineated in the data from 2014 is one multifamily building with two units.” This topic touches on “aging-in-place” issues. “Coupled with an aging population that loves living in Irvington and would like to continue living in Town as their life situation changes, more housing options for older adults is an idea that seems to be rising to the top.”

### Refining the Role of Affordable Housing Options

The plan mentions housing affordability. This issue touches on many different questions, including aging-in-place, employees housing, and attracting younger families. There could be further refinement into the role of affordable housing options.

### Defining Irvington’s Role in the Region

Irvington draws visitors to its various events and festivals. This may make the Town a social or cultural center. The Comprehensive Plan has an objective, “To boost visitation and interest in Irvington through having a venue for regular outdoor concerts and other special events.” Otherwise, the vision is not clear on how Irvington should fit into the Northern Neck’s economic, social, or cultural landscape.

### Finalizing Opinions on Infrastructure

The opinions on infrastructure investments are complicated. There appears to be disagreement and a lack of clarity on the implications of those investments. Infrastructure is tightly engrained with other questions, including growth and economic development. The Comprehensive Plan states, “The lack of a central sanitary sewer system has often been cited as a reason that new development in Irvington has been very slow.” The plan also indicates “a need for better internet service to promote the ability to work at home.”

### Determining Opinions on Transportation

The Comprehensive Plan discusses the lack of “formal bicycle infrastructure, such as shared lane markings and/or protected bicycle lanes… This lack of infrastructure is a safety concern that must be mitigated.” However, the plan does not offer a more detailed vision. The survey could bring clarity to what and where these improvements are needed.

## Past Engagement

For the previous Comprehensive Plan update, the Town hosted a public meeting on September 15, 2016. About 65 people attended, plus the Planning Commission. Local officials presented ten questions and the Community Survey to spur discussion. Because of the “non-scheduled” dialogue and time constraints, participants only addressed two of the questions. However, the two questions generated significant feedback.

While the community survey indicated a particular bias toward the status quo, the public meeting and subsequent comments indicated a stronger willingness to see change come to Irvington. Participants commented on:

* Attracting younger people and families,
* Having additional and more affordable housing options,
* Allowing clustered development,
* Promoting more businesses downtown,
* Providing more pedestrian and bicycle facilities,
* Creating public water access, and
* Constructing a public sewer system.

At the same time, every speaker and respondent wanted to maintain the village atmosphere of Irvington. They survey should make clear that this goal is not in questions.

In 2018, the Commons Development Committee launched a survey and focus group to gather current, detailed information on what residents would like to see on the Town Commons. The goal was to learn what residents wanted at the site. There were 221 valid responses to the survey. The Committee presented data in PowerPoint slides from a Town Hall Meeting on Monday, June 25, 2018. Additionally, the Committee developed a table that summarized the data by item.

## Joint Meeting of the Planning Commission and Town Council

At the joint meeting on February 16th, 2022, the Council and Planning Commission discussed the upcoming survey with EPR consultants. Local officials described their expectations and opinions on the target audience (the sample frame). Those at the meeting indicated that the survey should focus on:

* Engaging residents, property owners, and local business owners,
* Prioritizing capital projects,
* Clarifying ambiguities in the Comprehensive Plan,
* Correcting issues and gaps from the 2016 survey,
* Gathering opinions on:
  + Public safety services,
  + Water and sewer investments,
  + Traffic calming,
  + Quality of life,
  + Business amenities,
  + Bike and pedestrian amenities,
  + Golf cart access and connections,
  + Options for waterfront developments,
  + Appropriate revenues,
  + Internet services, and
  + What people like most about the Town.

The survey will not be able to address all these items, partly because of available space for an appropriate number of questions. Other inquiries are more suitable for focus group or stakeholder discussions, which could occur during the Comprehensive Plan review.

## March 10, 2022, Meeting and Public Comments

On Thursday, March 10, the Town held a public session to collect feedback on topics that the survey should address. Residents came to the podium and suggested various questions that they would like addressed in this effort. The Town also collected comments through email. The following is a complete list of all suggested questions that arose from this discussion. EPR reviewed these suggestions when drafting the survey but was unable to include every question, to maintain an appropriate length.

### Vision

* What is the vision for where we want to Town to go?
* What brought you to the Town and what are reasons why you would leave?

### Sewer System Investments

* Is your septic system working properly under normal circumstances?”
* During seasonal periods of wet weather, do you have difficulties with your septic system functioning correctly?
* Do we want or need sewer?
* Are you interested in a new village-wide sewer system?

### Traffic

* Would you support a traffic circle in the intersection between Windswept and the gas station?
* Are you interested in enforcing the 25 mph speed limit throughout the Village (not just in the Irvington Road business district)?
* Would you approve of speed bumps being placed in strategic areas to slow traffic?
* Would you like to see more speed limit signs and/or flashing speed limit indicators?
* Do you want to see through truck traffic rerouted away from the Village of Irvington?
* Do you want to reduce large vehicles traffic on Rt 200 through Irvington?

### Bike or Pedestrian

* In order to slow the speed of vehicles flying through the village’s shopping district and allow for pedestrians to safely cross the street, would you be in favor of three-way stop signs at the intersection of Irvington and King Carter roads?
* Should we have a flashing light crosswalk from Chesapeake Drive (next to The Office Bistro) across Irvington Road, much like the crosswalk at the post office?

### Law Enforcement

* Do we want more law enforcement and traffic control in town?
* Would you approve of having a village police officer manage speeding infractions?

### Short-Term Rentals

* Do we want to build a new town office or just keep renting space?
* Do we want to have short-term rental property as our next-door neighbor?
* Do you feel it necessary to restrict the number of short-term rentals in Irvington?
* Should housing in Irvington be used for Residents or Short-Term Rentals?
* Should Short Term Rentals be limited in number?

### Town Hall

* Do you want to build a Town Office on the North Commons?
* Do you feel the need for the Town to spend money on a new town hall building?

### Tourism Promotion

* Do we want to keep donating our tax money to websites that promote tourism?
* Do you want Irvington to be further developed as a retail and tourism location?
* Do residents want to encourage more tourism in the town?

### Town Character and Growth

* Do we want to change Irvington or keep it the way it is?
* Do residents want increased density and development in the town?
* The charm of Irvington’s streets and its 2 “Commons” need a master plan

### The Town Commons

* Would you like to see new playground equipment in the Town Commons?
* Do you want exercise facilities on the Commons?

### Housing

* Do you want increased housing density?
* What are resident housing-type preferences for the community?

### Other Suggested Questions

* If you have a school-age child, where do they attend school? Public/Private?
* Would you like to see placement of dog waste stations (i.e. poop bag dispensers and receptacles) in a few areas around Irvington?
* Should there be a leash law in Irvington for dogs?
* Do you feel the need for age restrictions for drivers of golf carts and penalties for those disobeying?
* What future capital projects would command community support if cost estimates are attached to them?
* Do you want an Irvington Environmental Policy that addresses issues such as: single use plastics by businesses and at events?
* Do you want tax money to be collected without a designated purpose for that money?

# PREVIOUS COMMUNITY SURVEY

The 2022 survey should acknowledge the 2016 effort, even though the community appeared to disagree with its methodology, results, or interpretation. Over six years later, the latest questions can help track changes in public opinion while addressing gaps or shortcomings from the previous process. The following is a summary and commentary on the 2016 approach.

## Sample Frame and Distribution from the Previous Survey

The Town assembled and distributed the Community Survey by mail to every property owner within Irvington’s municipal limits. The Planning Commission received 235 survey responses, a significant result for a town this size. It is important to note that both full-time and part-time residents had a chance to respond. Non-resident property owners had the same opportunity to respond.

## Previous Survey Questions

Overall, the 2016 survey asked essential questions that focused on the Town’s core issues. Responses tended to support a status quo approach. The question design could have introduced some bias, given the wording and structure. The survey had repetitive elements that could cause potential confusion. Other questions had poor formatting that may skew results. Refer to **Appendix A** for a copy of the 2016 survey.

*Categorical Questions*

The first six questions were “categorical,” identifying characteristics of the respondents. Many of these items are not meaningful because they do not provide additional insight into the responses. EPR recommends deleting elements that do not provide insight into the public’s opinions.

*Close-Ended Questions on Values*

The next two questions focused on values. Both hinted at characteristics that respondents liked most about Irvington and those qualities they liked least. According to best practices, there are too many options (14 to 16) for both questions. This design can skew and invalidate results. Respondents are more likely to select options at the top or bottom of a long list, while ignoring options in the middle. The current design can also reduce response rates.

*Matrix Questions on Services and Facilities*

The last section consists of matrix questions that present a range of options indicating the level of agreement. There are potential issues with these questions. First, matrix questions tend to decrease response rates. Second, the wording for each statement can introduce bias. Third, the questions are

repetitive on some topics, potentially confusing respondents. Fourth, the question structure changes unexpectedly, from matrix to multiple choice. This format can cause additional confusion.

## Commentary on the Past Survey

The 2016 survey had several shortcomings, according to industry standards. It might have missed some core questions or fallen short of offering more refined conclusions. The distribution methodology might have undercounted specific cohorts, further skewing results. The final report on survey results was more subjective and appeared to have spurred disagreement with local officials. However, while the 2016 survey breaks from best practices, it may still yield valid responses. In the following section, EPR presents draft questions and processes to fill these gaps.

**PROPOSED 2022 SURVEY**

The 2022 Comprehensive Plan Survey consists of the following questions and will serve the objectives listed in this report. Town Council and the Planning Commission will review this draft and provide feedback to EPR. The preliminary timeline involves an April 1st launch date, including an online and printed version of the survey.

## Sample Frame

The Survey will target three groups:

* **Residents:** The latest ACS indicated 453 residents over the age of 18 years old. These numbers indicate a potential uptick in population.
* **Town property owners:** According to the Lancaster County property records, there are approximately 490 property owners in the Town limits. EPR combed through the property owner list and attempted to create an accurate count from available data.
* **Business owners with locations in the Town:** EPR found records of 34 businesses within the town limits. They survey would target business owners. There may be overlap with current residents in this count.

EPR estimates that the total sample frame is about 700 people. Others who are not in these groups may respond to the survey. Categorical questions will identify who responded to the questions.

## Distribution

The Town should adopt a holistic approach to distribution. To increase response rates, people should see multiple reminders. EPR recommends an online format, along with printed copies. Distribution should include:

* Mailers to every property owner,
* A press release in the local paper(s),
* Flyers posted at local businesses,
* Flyers and hardcopies at local events and church services,
* Hardcopies available at businesses and other public locations,
* Information in local newsletters, and
* A phone tree to encourage people to take the survey.

## Reporting

EPR recommends that the Town consider the survey responses as one of multiple considerations. To develop policies, objectives, and actions, local officials should weigh various pieces of information. As such, EPR will assemble survey responses into a user-friendly format that has minimal analysis. Local officials can view the results and draw their own conclusions, while EPR’s consultants will offer common approaches on how to interpret results.

## Proposed Survey Questions

Welcome to the Town of Irvington’s Community Survey! If you are a Town resident, property owner, or business owner, we ask that you take a moment to answer the following questions. By providing your opinions and feedback, local officials will revise the Town’s Plan accordingly. This effort will guide Irvington’s vision of the future, goals, and investments. We welcome survey responses from each adult in your household. **We anticipate that your response time will be about 5 minutes.** An online version of the plan automatically sends responses to Town officials. For the hardcopy version, please return survey to the Town Office located at 235 Steamboat Road, or by mail to: P.O. Box 174, Irvington, VA 22480.

Note: The Town is committed to maintaining Irvington’s village character. For all questions, know that all questions assume this pledge to preserving the Town’s aesthetics, positive qualities, and feeling it evokes in its residents.

**Tell us more about you**

1. Please circle all that apply:
   1. I own property in town
   2. I am a seasonal town resident
   3. I am a full-time town resident
   4. I own or manage a business in town
   5. Other: [open response]
2. What is your year of birth? [open response]
3. If you would like to stay connected with this effort and receive updates, provide your email (optional)

**Main Questions**

1. What are the top reasons that brought you to Irvington? (Circle all that apply)
   1. Small town atmosphere
   2. Waterfront lots
   3. Natural beauty
   4. Proximity to work
   5. Seclusion
   6. Family ties or raised here
   7. Other: [open response]
2. What are your opinions on new growth in the Town of Irvington? (Circle all that apply)
   1. I would welcome new homes that match the town’s character
   2. I would welcome new businesses and restaurants that match the town’s character
   3. I would oppose any new homes or businesses – keep the town as it is
   4. Other [clarify your opinion]:
3. What are your opinions on attracting young families and full-time residents to Irvington?
   1. I would like to see the town take actions and make investments to attract more full-time residents and young families
   2. I would like to see new young families and full-time residents, but do not think it is the Town’s role to encourage this
   3. I would prefer that the Town stay as it is – keep the town as it is
   4. Other [clarify your opinion]:
4. What are your opinions on town businesses? (Circle all that apply)
   1. I would like to see more tourist-related retail and commercial in town
   2. I would like to see more retail and commercial tailored to residents
   3. I would support more locally owned businesses
   4. I would welcome chain or national businesses
   5. I would like for the Town to have a more active downtown or main street
   6. I would prefer to keep the town as it is now
   7. Other [clarify your opinion]:
5. What are your opinions on the waterfront and public water access? (Circle all that apply)
   1. There should be a space on the waterfront that allows for public access
   2. There should be public boat access in the Town
   3. There should be a public dock for fishing
   4. There should be a public space for swimming
   5. There should be park or waterfront gathering spaces
   6. There is no need for public access beyond what is currently available
   7. Other [clarify your opinion]:
6. What are your opinions on Short-Term Rentals, like Airbnb. (Circle all that apply)
   1. I have no concerns about Short-Term Rentals
   2. I believe that Short-Term Rentals would help generate tourism and revenue
   3. I am concerned that Short-Term Rentals will change the Town’s character
   4. I am concerned that Short-Term Rentals will generate additional traffic
   5. Other [clarify your opinion]:
7. What are your opinions on housing types or mix? (Circle all that apply)
   1. I would support seeing more smaller homes that match the town’s character
   2. I would support laws that allowed homeowners to rent an apartment to a full-time resident (accessory apartments)
   3. I would support apartments at lower densities if they matched the town character
   4. I would prefer to keep the town as it is now
   5. Other [clarify your opinion]:
8. What are your opinions on Irvington’s role in the region? (Circle all that apply)
   1. Irvington should be a social center, with more community events
   2. Irvington should be a recreational center, with water access, trails, and parks
   3. Irvington should be a commercial center, with more retail and services
   4. Irvington should be a residential center, with additional housing
   5. Irvington should be a tourist center, with more tourism amenities
   6. There should be no changes
   7. Other [clarify your opinion]:
9. Are there any other opinions not reflected in these questions? [open response]

**Questions on Services and Facilities**

1. With water or sewer services, which of the following applies to you? (Circle all that apply)
   1. I have experienced difficulties with my septic system that required repair or service in the last 5 years
   2. Wet or rainy weather causes issues with my septic system
   3. I would connect to a public sewer system if it were available
   4. I would be willing to pay $12,000 to connect to a public sewer system
   5. The Town should not invest in a public sewer system
2. How would you prioritize the following services and investments? (optional) (ranking)
   1. Town police services
   2. A new Town Hall
   3. Trash or waste collection
   4. Playgrounds and recreation improvements
   5. Trails that connect to surrounding communities
3. What are your opinions on transportation in the town? (Circle all that apply)
   1. The Town should invest in sidewalks on neighborhood streets
   2. The Town should invest in crosswalks on Irvington Road or King Carter Drive
   3. The Town should invest in nature trails that connect to destinations
   4. The Town should invest in golf cart connections or paths to destinations
   5. There should be no changes – keep Irvington’s streets as they are
   6. Other [clarify your opinion]:

**APPENDIX A: 2016 COMMUNITY SURVEY**

If you live, work, or shop in Irvington and want to provide your input, please fill out the following survey. Limit 2 surveys per household. Surveys should be returned to the Town Office located at 235 Steamboat Road or by mail to P.O. Box 174, Irvington, VA 22480.

All responses will be treated anonymously.

1. Home Zip Code
2. Please circle all that apply:
   1. I (live) in Irvington.
   2. I (work) in Irvington.
   3. I (shop) in Irvington.
3. Are you a:
   1. Weekend resident
   2. Seasonal resident
   3. Year-round resident
4. Age:

a. (18-29)

b. (30-49)

c. (50-64)

d. (65+)

1. Gender:
   1. M
   2. F
2. Do you have children at home?
   1. Y
   2. N
3. What are the top three reasons you were drawn to Irvington? (circle the appropriate letter)
   1. Small town atmosphere
   2. Tides Inn/Hope & Glory Inn
   3. Waterfront location
   4. Sailing/boating/fishing
   5. Golf
   6. Nearness to work
   7. Job opportunities
   8. Safety
   9. Low tax rates
   10. Seclusion
   11. Town services
   12. Historic character
   13. Cultural activities n. Family ties
   14. Raised here
   15. Other:
4. What are the top three reasons you might leave and/or not recommend Irvington? (circle the appropriate letter)
   1. Lack of jobs
   2. Lack of restaurants, stores, services
   3. Lack of activities and events
   4. Housing costs
   5. Lack of medical services
   6. Quality of schools
   7. Lack of Town services
   8. Lack of public water access
   9. Town property tax
   10. Flooding
   11. Crime
   12. Roads
   13. Hard to get around without a car
   14. Other:
5. Retail, Services, & Employment Opportunities: (circle an option for each from “strongly agree” to “no opinion”)
   1. Retail, services, and employment are sufficient; there’s no need to add more or change anything.
      1. strongly agree
      2. agree
      3. disagree
      4. strongly disagree
      5. no opinion
   2. Retail, services, and employment are insufficient; more and better opportunities need to be added.
      1. strongly agree
      2. agree
      3. disagree
      4. strongly disagree
      5. no opinion
   3. Specific recommendations for retail, services, & employment (circle the appropriate number):
      1. More retail such as neighborhood retail, specialty stores
      2. More restaurants such as pubs, cafes, rest. with entertainment
      3. More services such as medical, personal care, home repair
      4. More offices including local and regional businesses
      5. Other, and additional detail:

As with question #9, for the remaining questions, where an opinion is asked for, circle an option for each from “strongly agree” to “no opinion.”

1. Town Services:
   1. I would like to have more public services (e.g. water, sewer, etc.). strongly agree, agree, disagree, strongly disagree, no opinion
   2. If you would like to have more public services, what specifically would you like to have (circle the appropriate number):
      1. Water
      2. Sewer
      3. Trash/recycling collection
      4. Police
      5. Other:
2. Recreational Facilities:
   1. I would like to see more recreation facilities (e.g. playgrounds, sports fields, etc.).
      1. strongly agree
      2. agree
      3. disagree
      4. strongly disagree
      5. no opinion
   2. If you would like to see more recreational facilities, what specifically would you like to see (circle the appropriate number):
      1. Tennis courts, basketball courts
      2. Fitness facilities, swimming facilities
      3. Playgrounds, picnic facilities
      4. Public water viewing area
      5. Hiking/biking/golf cart paths
      6. Public watercraft launch
      7. Kayak/canoe/blue-way trails
      8. A more fully landscaped Commons
      9. A more fully landscaped North Commons
      10. Community garden
      11. Dog park
      12. Other:
3. Other Town Facilities:
   1. I would like to see additional Town facilities, (e.g. meeting space, performance space, community center, etc.).
      1. strongly agree
      2. agree
      3. disagree
      4. strongly disagree
      5. no opinion
   2. If you would like to see additional Town facilities, what specifically would you like to see (circle the appropriate number):
      1. New town office
      2. Meeting space
      3. Community center
      4. Farmer’s market building
      5. Performance pavilion
      6. Other:
4. Housing:
   1. There should be more apartments to meet housing needs.
      1. strongly agree
      2. agree
      3. disagree
      4. strongly disagree
      5. no opinion
   2. There should be more single-family homes to meet housing needs.
      1. strongly agree
      2. agree
      3. disagree
      4. strongly disagree
      5. no opinion
   3. There should be more duplexes and town houses to meet housing needs.
      1. strongly agree
      2. agree, disagree
      3. strongly disagree
      4. no opinion
   4. There should be more mobile homes to meet housing needs.
      1. strongly agree
      2. agree
      3. disagree
      4. strongly disagree
      5. no opinion
   5. There should be more affordable housing for the elderly.
      1. strongly agree
      2. agree
      3. disagree
      4. strongly disagree
      5. no opinion
   6. There should be affordable housing for low- and moderate-income households.
      1. strongly agree
      2. agree
      3. disagree
      4. strongly disagree
      5. no opinion
   7. There should not be any new housing.
      1. strongly agree
      2. agree
      3. disagree
      4. strongly disagree
      5. no opinion
      6. Other: