

Appendix 8:

**West Swanzey Visual Preference Survey and
Results**

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In order to better understand public opinion relative to potential transportation and land use interventions, SWRPC staff launched an online visual preference survey, which was advertised through the SWRPC webpage, newsletters and social media. The survey was opened on April 28, 2021 and closed on June 2, 2021. The survey utilized images of existing conditions along the NH 10 Corridor through Swanzey and presented a proposed alternative intervention focused on a specific topic area such as bicycle and pedestrian improvements, land use changes and signage using images selected by SWRPC staff from other locations in New Hampshire and Vermont. This memo summarizes key results including who responded and the general opinions presented on proposed interventions. The geographic focus of the survey was between North and South Winchester Streets, also known as the West Swanzey portion of the highway corridor. In total, 93 individuals responded to the survey. The number of respondents to each question is indicated by the letter *n*.

Respondent Overview

Respondents were asked to provide their household size, household income and their relationship with NH 10 and West Swanzey. An overview of responses to these demographic questions can be found below:

Question 11: What is your household size? (n = 68)

Household Size	Percent of Respondents	Number of Respondents
1	8.82%	6
2	50.00%	34
3	14.71%	10
4	11.76%	8
5	4.41%	3
6	7.35%	5
7	0.00%	0
8 or more	0.00%	0
Prefer not to say	2.94%	2

The overwhelming majority of respondents indicated a household size of two people, followed by three and four person households.

Question 12: What best describes your household income? (n=78)

Respondents indicated a fairly equal distribution of household income, with the majority of respondents that provided their income indicating an income above \$50,000. The most common

Household Income	Percent of Respondents	Number of Respondents
Under \$15,000	1.28%	1
Between \$15,000 and \$29,999	7.69%	6
Between \$30,000 and \$49,999	11.54%	9
Between \$50,000 and \$74,999	15.38%	12
Between \$75,000 and \$99,999	21.79%	17
Between \$100,000 and \$150,000	15.38%	12
Over \$150,000	1.28%	1
Prefer not to say	25.64%	20

income bracket reported was between \$75,000 and \$99,999. However, just over a quarter of respondents declined to provide their household income, which may hinder the representativeness of the data collected.

Question 9: What best describes your relationship with NH 10 and West Swanzey? (Please select all that apply) (n=78)

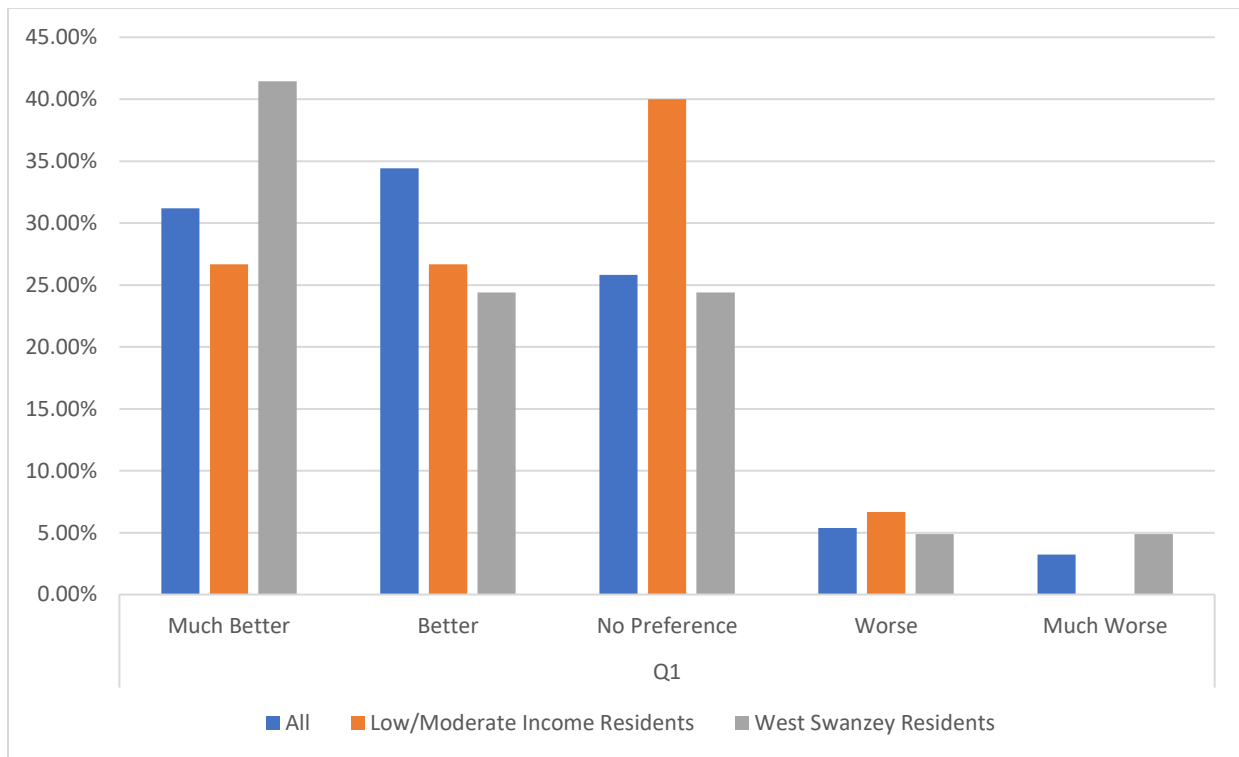
Relationship with NH 10 and West Swanzey	Percent of Respondents	Number of Respondents
None of the above	0.00%	0
I live in West Swanzey	52.56%	41
I work in West Swanzey	6.41%	5
I live in Swanzey	39.74%	31
I work in Swanzey	10.26%	8
I travel along NH 10 for my daily commute	35.90%	28
Other (please specify)	12.82%	10

Just over half of survey respondents indicated that they were West Swanzey residents and another 27 respondents, or 34%, indicated that they lived in Swanzey but did not live in West Swanzey. Just over 6%, or five respondents, indicated that they worked in West Swanzey and another six respondents or 7% indicated that they worked in the Town of Swanzey outside of West Swanzey. Just under 36% of all respondents indicated that they travelled along NH 10 for their daily commute. Other responses include those that walk or bike in West Swanzey (4 responses), travel through West Swanzey (4 responses) or those that shop or dine in West Swanzey (1 response).

Intervention Preferences

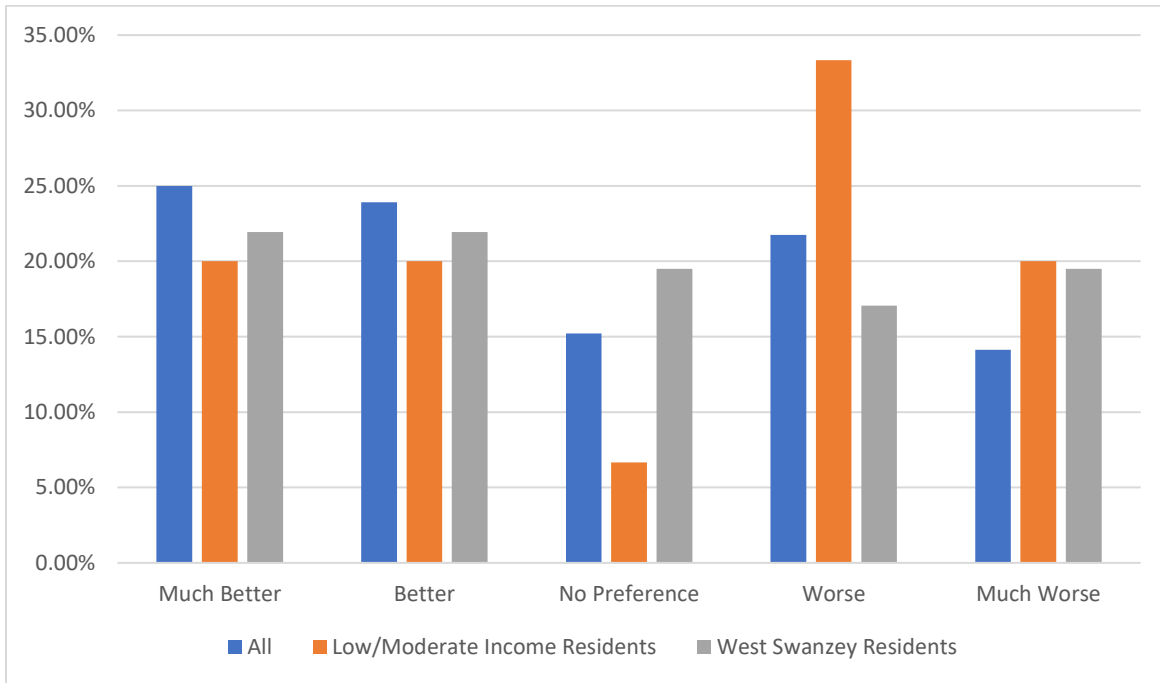
Question 1: How would you rate the sidewalk alternative in comparison to existing conditions?
(N = 93)

The first intervention proposed was for the construction of a 5-foot sidewalk on the western side of NH 10 as well as a fully compliant Americans with Disabilities Act compliant 5-foot sidewalk on the eastern side of the road between Cobble Hill Road and West Street. A reference image was used from Northfield, MA on Route 63. The majority of respondents (66%) believed that the intervention of constructing a sidewalk on both sides of NH 10 was either “Better” or “Much Better” than existing conditions. Respondents from West Swanzy were much more likely (41%) than respondents as a whole (31%) to indicate that the proposed sidewalk intervention was “Much Better” than current conditions. Respondents from West Swanzy were much more likely (41%) than respondents as a whole (31%) to indicate that the proposed sidewalk intervention was “Much Better” than current conditions. Just over a quarter of respondents had no preference in relation to the sidewalk alternative, and very few (9%) were opposed to the sidewalk intervention.



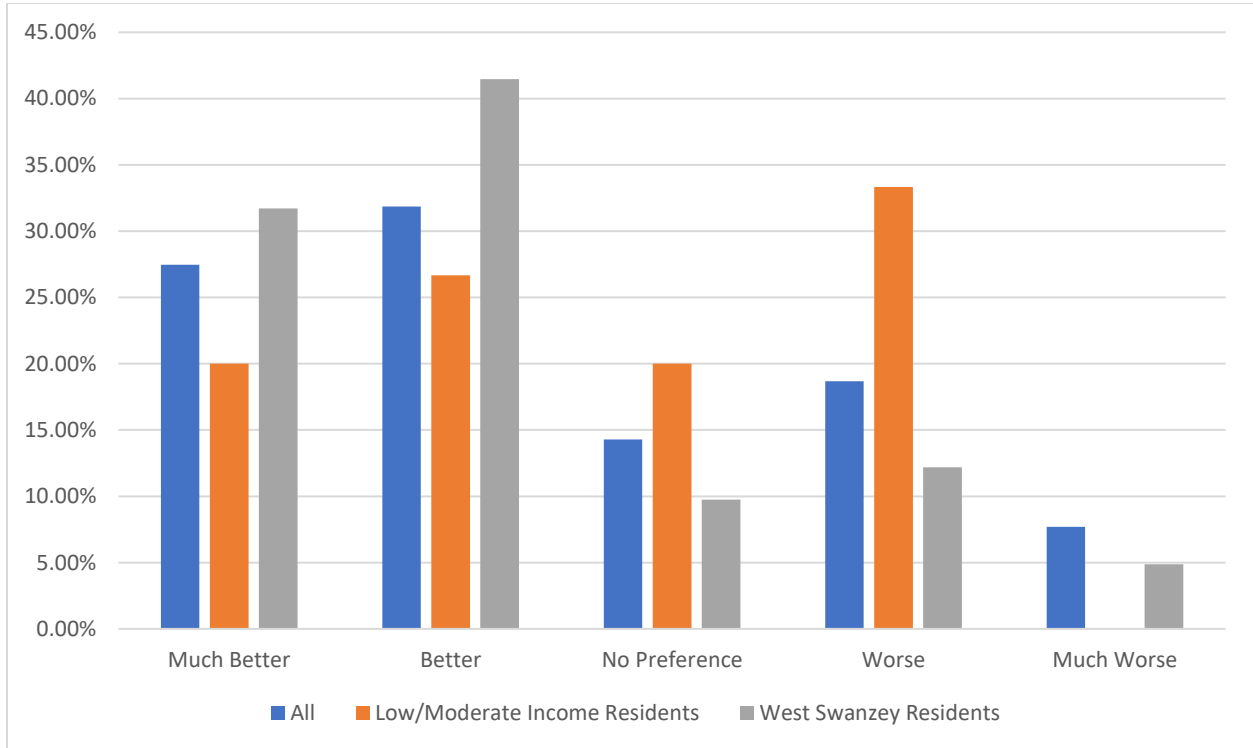
Question 2: How would you rate the bike lane alternative in comparison with existing conditions? (N = 92)

The bike lane alternative proposed the addition of bike lanes to both sides of NH 10 between North and South Winchester Street, and utilized a reference bike lane image from Vermont. Overall, respondents provided a more mixed response to the proposed bike lane intervention, with 49% indicating a favorable opinion of bike lanes and 36% indicating an opposition to the bike lane intervention. West Swanzey residents were slightly less likely than the average respondent to indicate that the bike lane intervention was “Much Better” or “Better” than existing conditions, and were more likely to indicate “No Preference” or “Much Worse”.



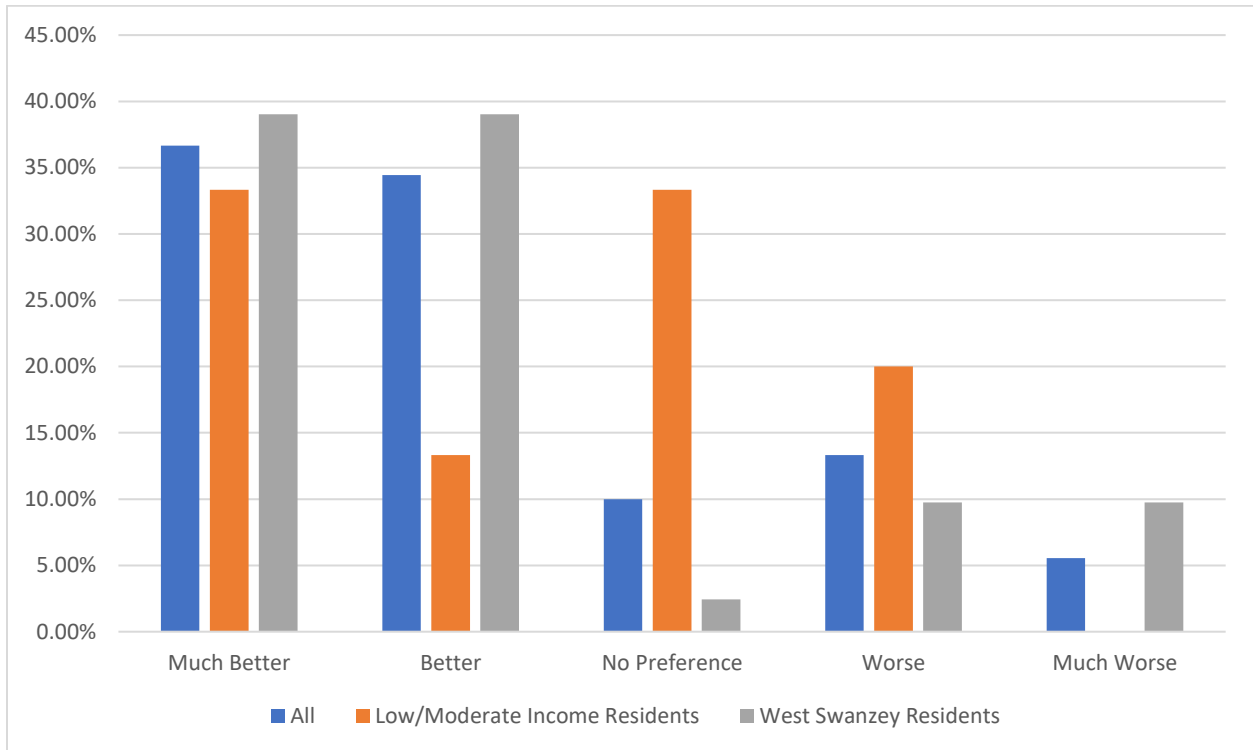
Question 3: How would you rate the pedestrian refuge alternative in comparison with existing conditions? (N = 91)

The potential alternative proposed for a pedestrian refuge was the construction of a refuge including signage, short raised median and crosswalk and utilized a reference image from Route 10 in Lebanon, NH. The pedestrian refuge intervention had strong support from respondents, with 59% reporting that the intervention was either “Better” or “Much Better”. West Swanzey residents were much more likely than the average respondent to indicate that the intervention was “Better” and slightly more likely to indicate that the intervention was “Much Better”.



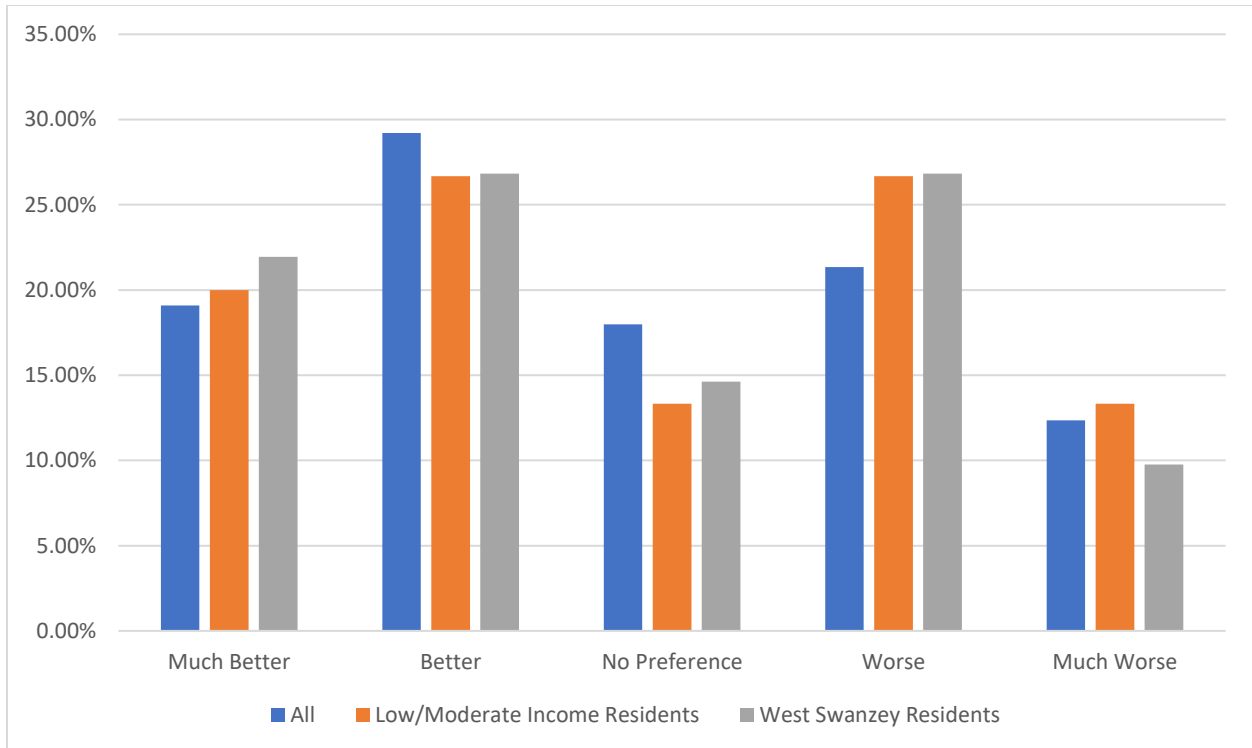
Question 4: How would you rate the crosswalk alternative in comparison with existing conditions?
(N = 90)

The crosswalk alternative proposed the construction of a crosswalk and Rectangular Rapid-Flashing Beacon (RRFB) at key intersections, and utilized a reference image from Hanover, NH. Respondents overwhelmingly indicated that the crosswalk intervention was either “Much Better” (36%) or “Better” (34%). West Swanzey residents were also slightly more likely than the average respondent to indicate that the intervention was “Much Better” or “Better”. This is in line with other pedestrian interventions which also received positive reactions from respondents.



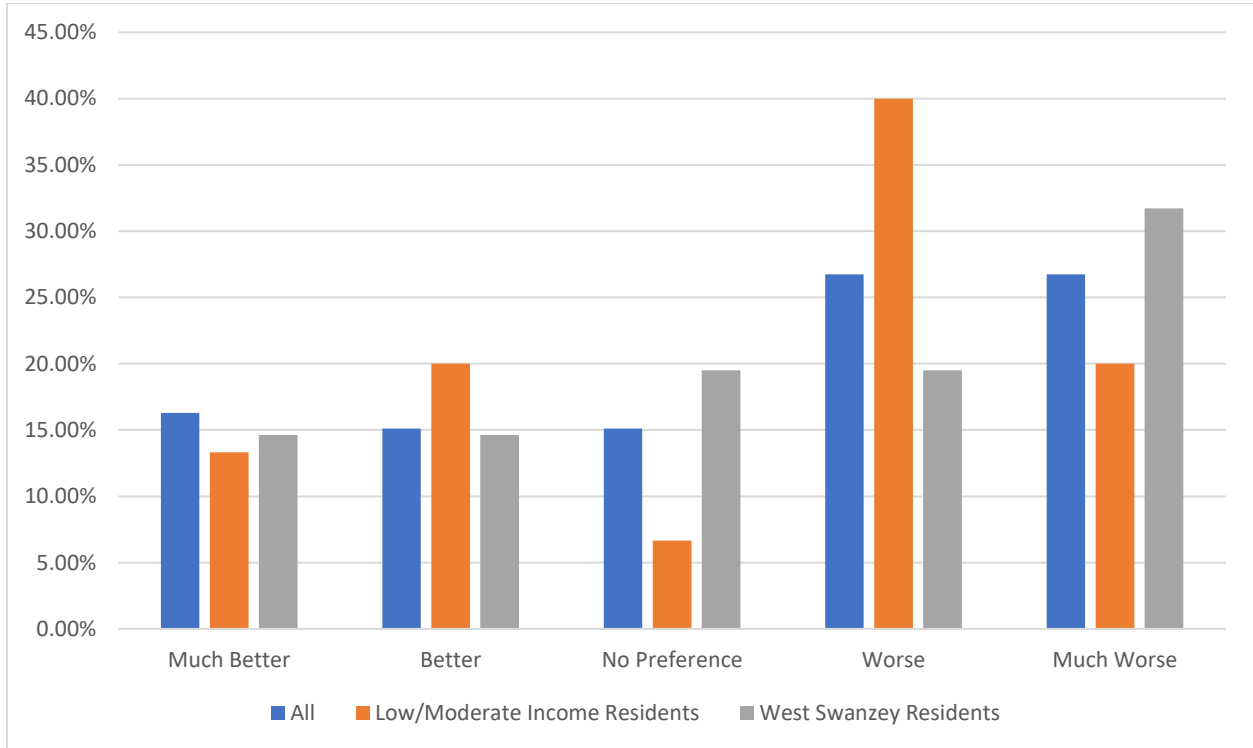
Question 5: How would you rate the commercial density alternative in comparison with existing conditions? (N = 89)

The commercial density intervention proposed the use of shared driveways, multistory buildings and increased connectivity as an alternative to current strip development. The reference image used was the Mad River Taste Place and surrounding neighborhood in Waitsfield, VT. Overall, respondents had mixed reactions to the commercial density intervention with 48% of respondents viewing the intervention favorably while 34% were opposed to the intervention. West Swanzezy residents responded similarly, with slightly higher support than opposition.



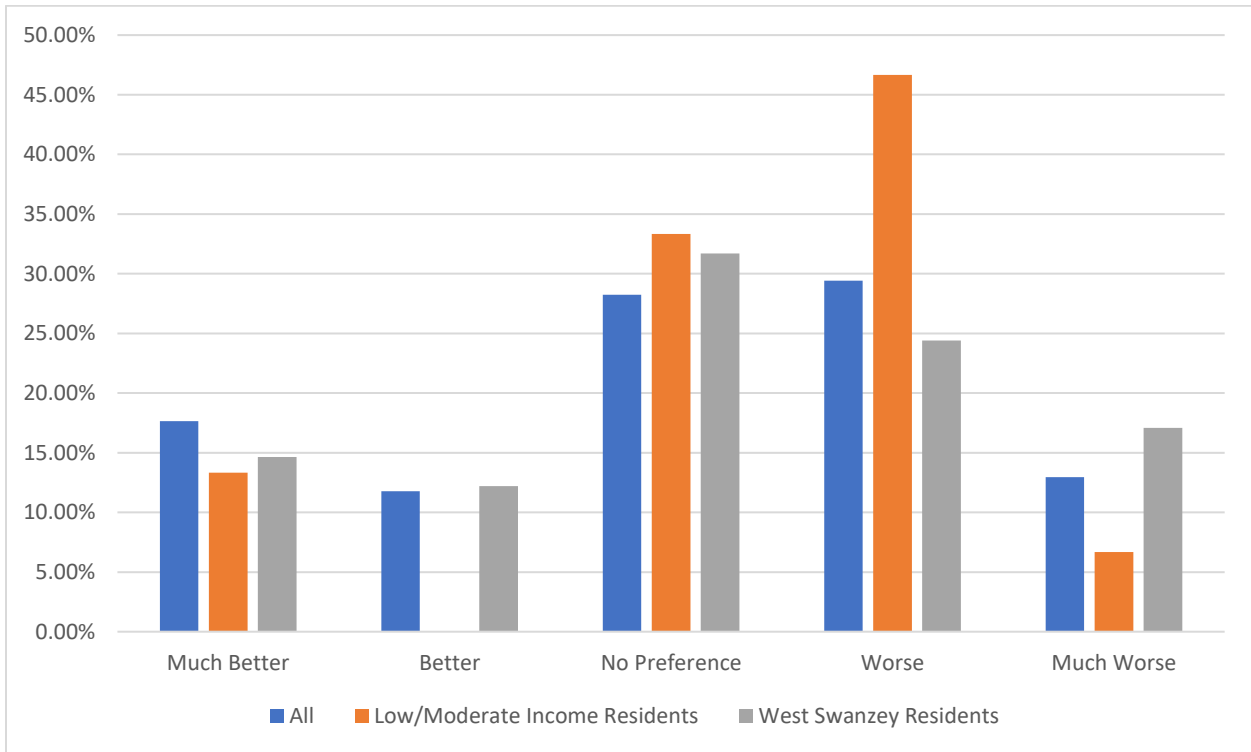
Question 6: How would you rate the setback alternative in comparison with existing conditions? (N = 86)

The setback intervention proposed the reduction in setback requirements to allow buildings to be constructed closer to the road, and included an example image from Woodstock, VT. The setback intervention is one of the two interventions where more respondents were in opposition than in support. Overall, 53% of respondents indicated that the proposed intervention was either “Worse” or “Much Worse”. Respondents who indicated they were West Swanzezy residents responded to the intervention similarly to all respondents as a whole.



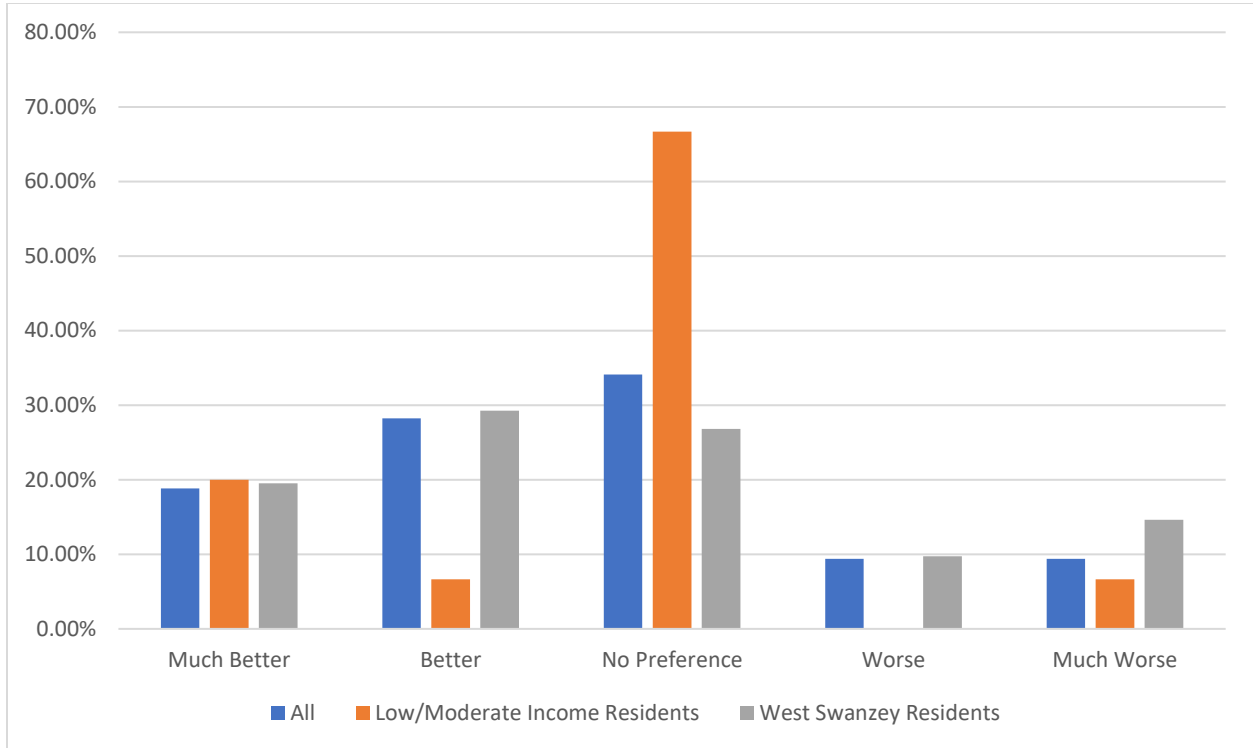
Question 7: How would you rate the parking alternative in comparison with existing conditions?
(N = 85)

The rear or side parking requirement intervention proposed the requirement for new development to situate parking facilities in places other than the front of the building, and included a reference image from a new urbanist development in Ames, Iowa. The parking intervention is the second proposed intervention that received greater opposition than support, with 42% of respondents indicating that the alternative was “Worse” or “Much Worse”. About equal numbers of respondents indicated that they had either “No Preference” (28%) or if they thought the intervention was “Better” or “Much Better” (29%).



Question 8: How would you rate the signage alternative in comparison with existing conditions? (N = 85)

The signage alternative proposed the construction of gateway signage on NH 10 indicating traffic is entering West Swanzezy to signal to motorists that they are entering a “place” while also promoting cultural, business and recreational amenities. SWRPC utilized a reference image from Northampton, MA. Overall, respondents were either in favor (47%) or neutral (34%) to the proposed signage alternative. West Swanzezy residents responded similarly to survey respondents as a whole.



Findings

- The strongest support amount respondents were for interventions that promoted a safer environment for pedestrians, including crosswalks, sidewalks and pedestrian refuges.
- West Swanzey Village residents indicated stronger support than respondents as a whole for pedestrian improvements.
- Bicycle improvements also garnered some support among respondents but was a polarizing intervention.
- Generally, land use interventions such as increased commercial density, rear/side parking requirements and reduced setbacks either received mixed or negative reactions in comparison to pedestrian safety interventions.
- The majority of respondents had household incomes of \$75,000 or above, represented a two-person household and lived in West Swanzey or Swanzey.