

Envision Concord Survey Results



Full Survey Responses

***Note – Results include partially completed surveys;
%’s based on # of responses per question**

- 458 Responses
- About 94% (430) are Residents
- Almost 92% (393) identify as Home-Owners;
about 5% rent (22 – either apartment, home or room)
- 78 respondents are Business Owners/
68 have Home-Based Businesses
- 40% of respondents have children under 18 at home

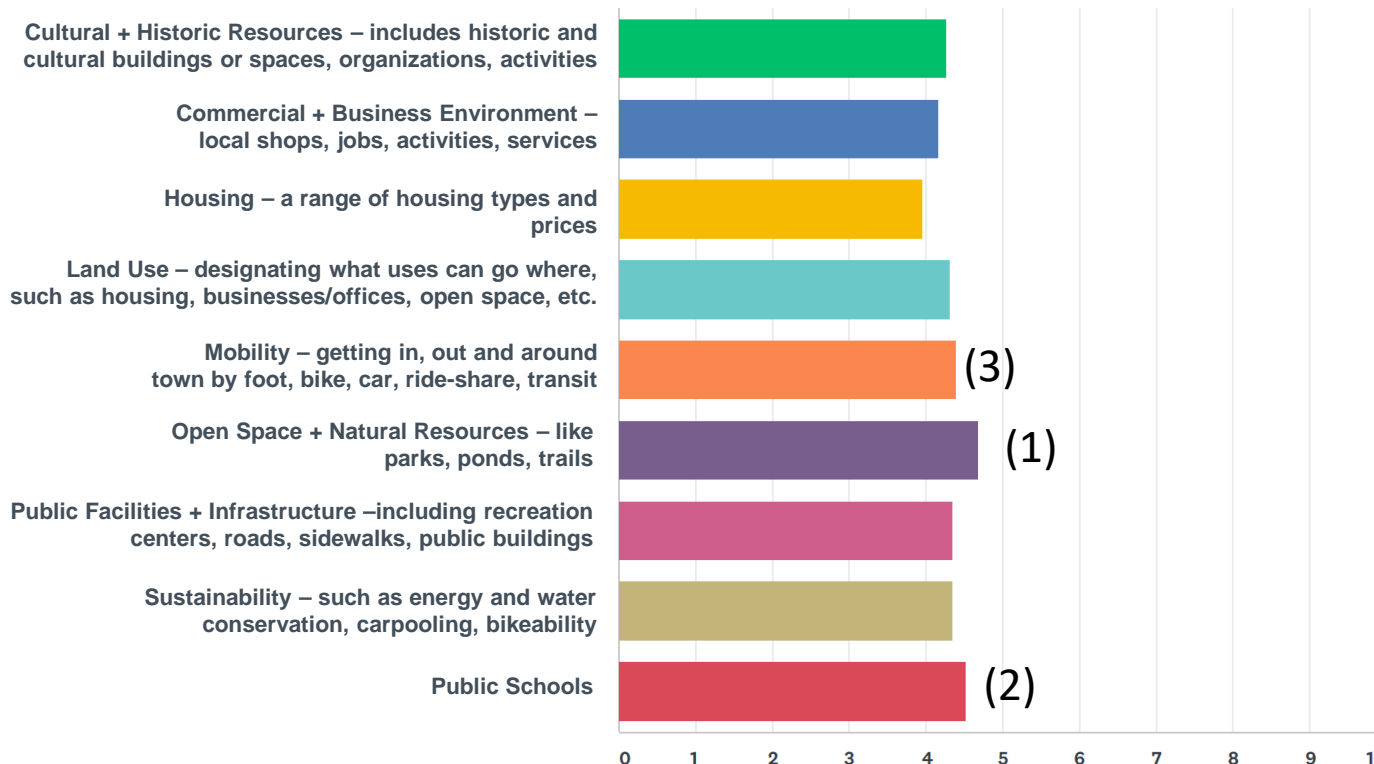
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Highlights from Envision Concord Survey

(Q1) How important is each category to the quality of life and the health of Concord?

Top 3 weighted average: Open Space + Natural Resources, Public Schools, and Mobility (Transportation)

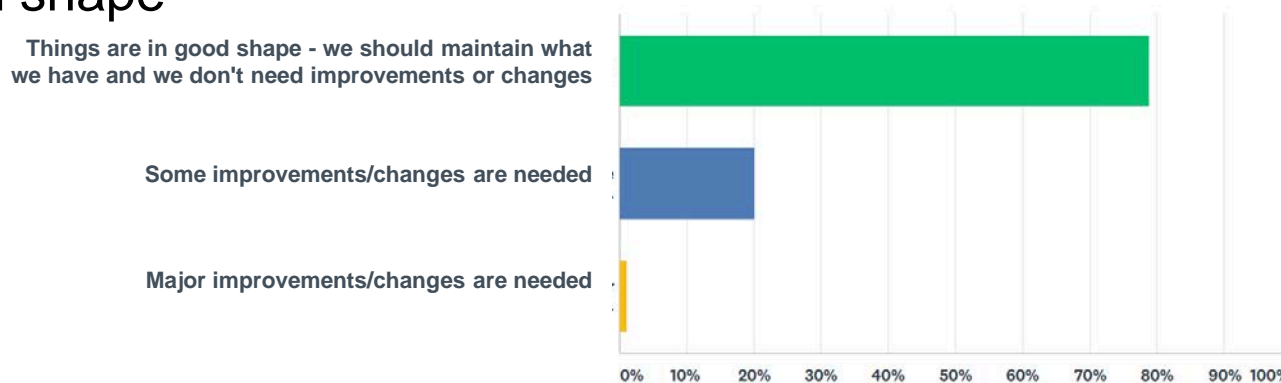


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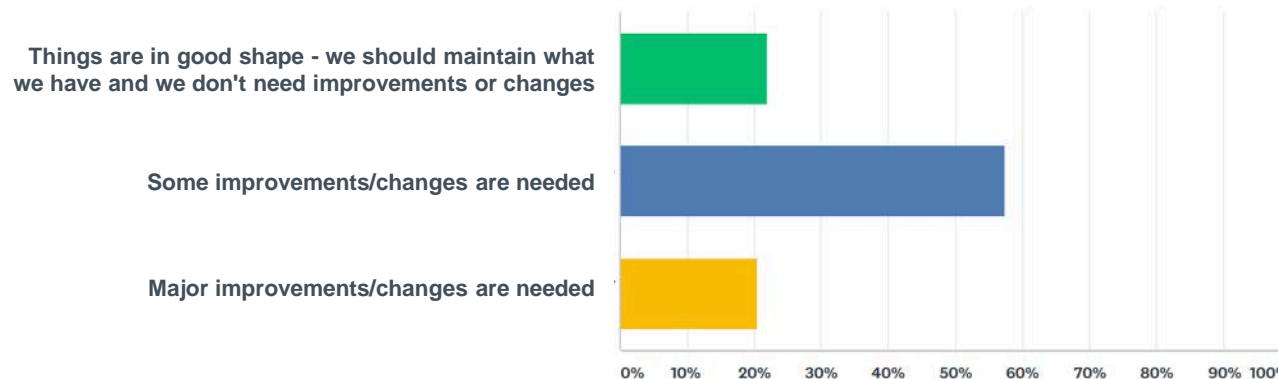


Highlights from Envision Concord Survey

(Q4) Almost 79% think the town's cultural and historic resources are in good shape



(Q6) About 78% think the town's commercial centers/business areas need Some or Major improvement

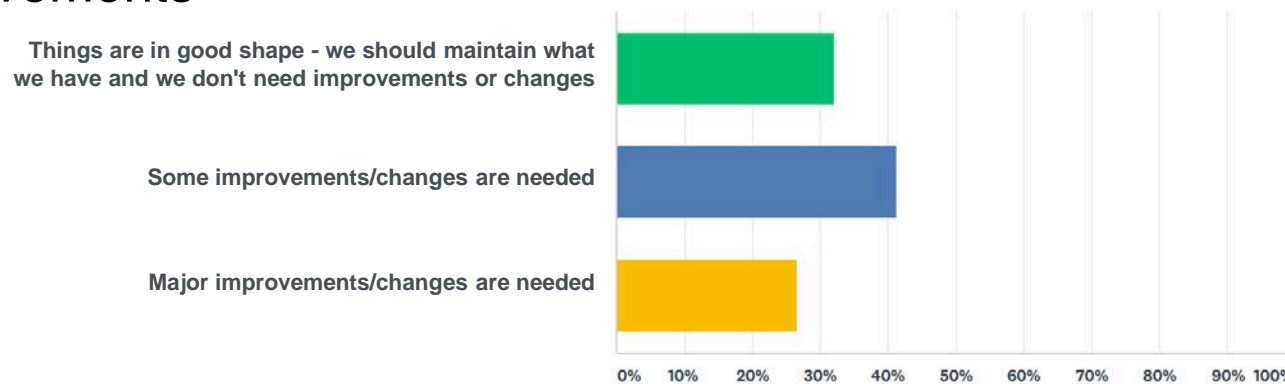


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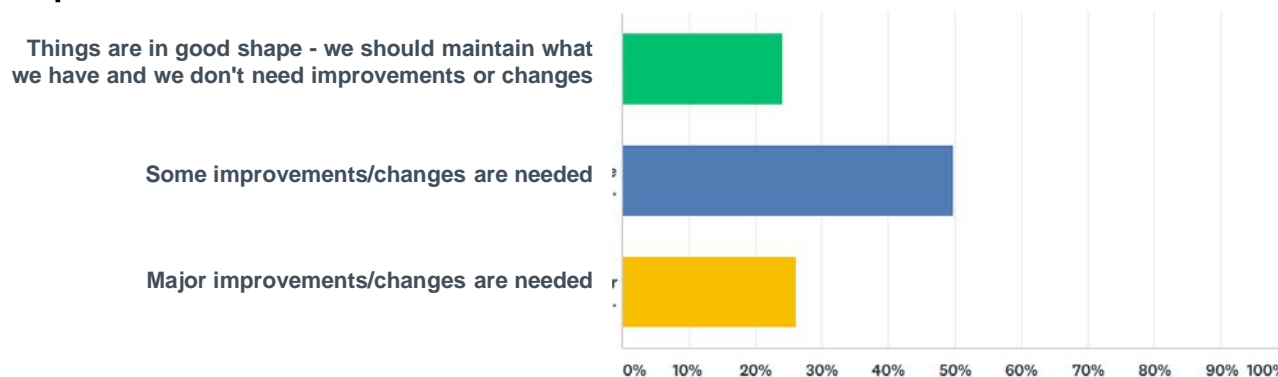


Highlights from Envision Concord Survey

(Q9) About 41% think the range of housing choices need Some improvements



(Q17) Almost 50% think Concord's mobility/transportation options need Some improvements

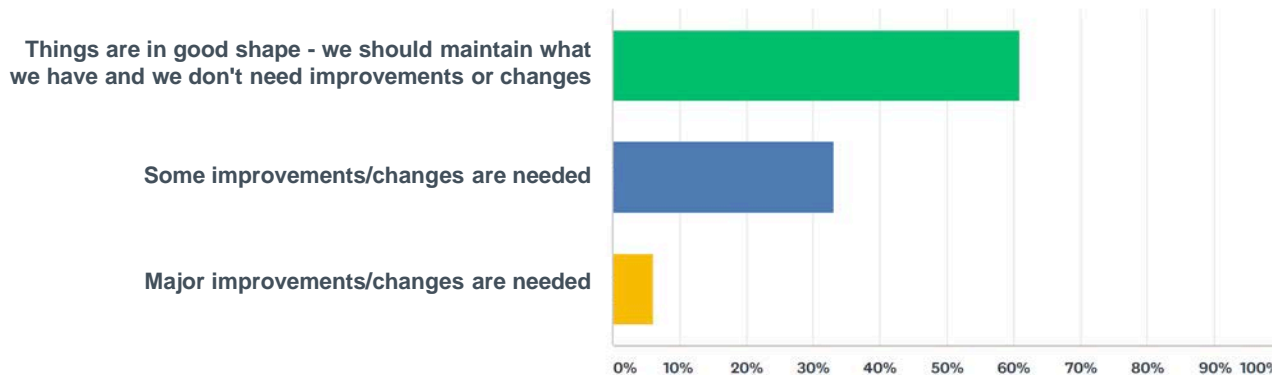


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Highlights from Envision Concord Survey

(Q21) About 61% think the current open space and natural resources are in good shape

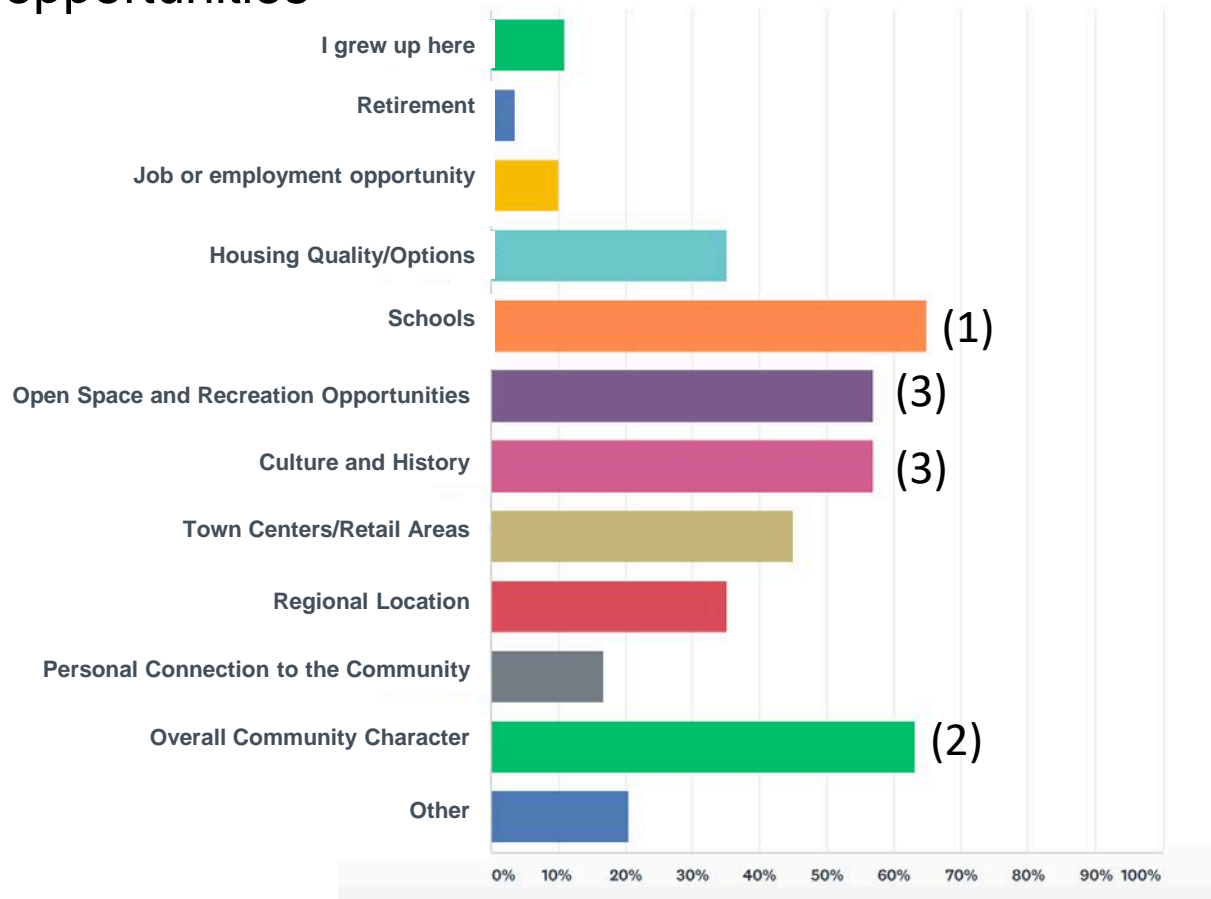


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Highlights from Envision Concord Survey

(Q31) Top 3 responses to what motivated you to live in Concord: Schools; Overall community character; (tie) Culture and history and Open space + recreation opportunities

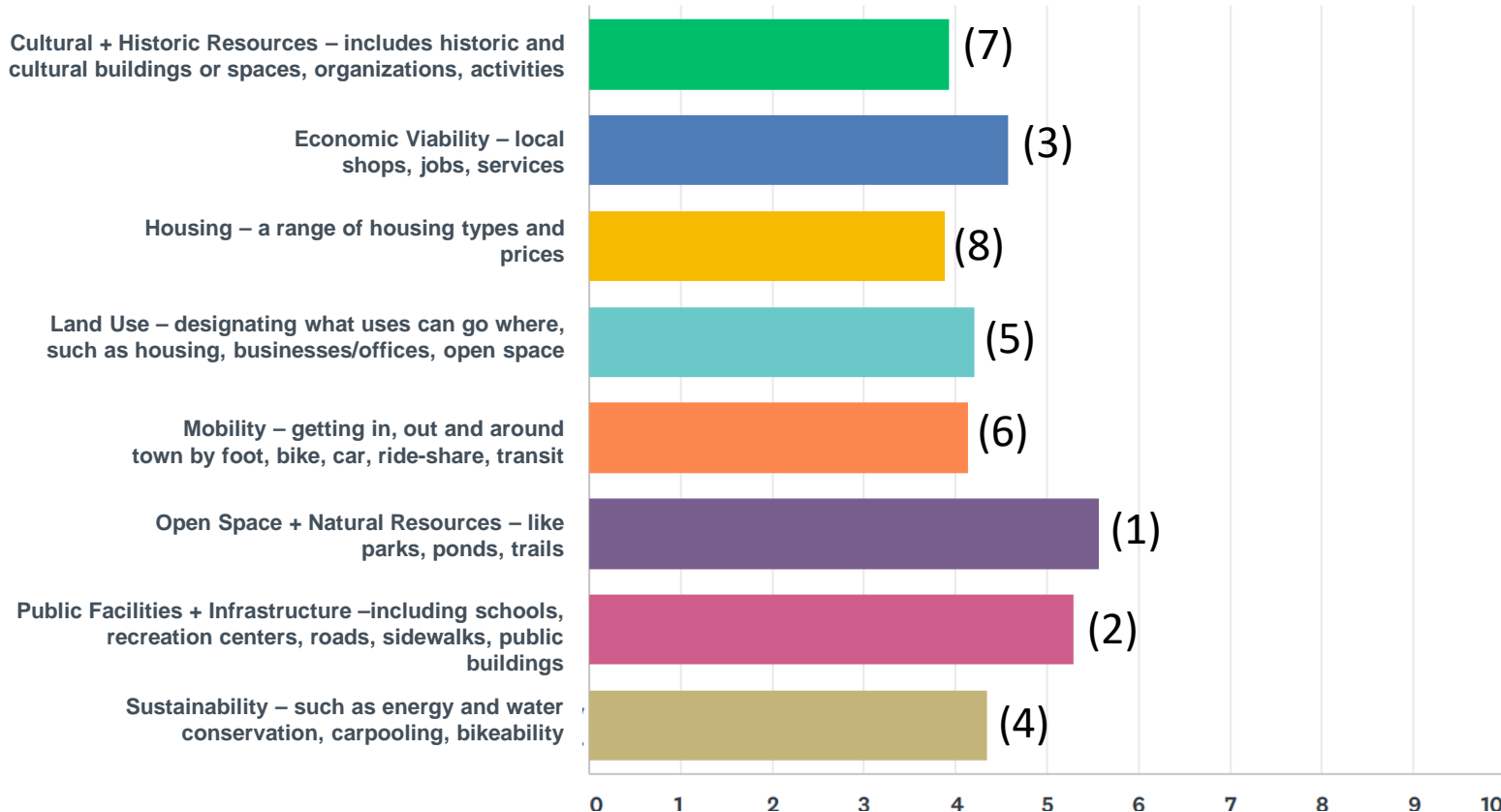


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Responses to Priority Questions

(Q2) How important the following qualities are to Concord's future as a desirable community to live/work, ranked from (1) most to (8) least important.

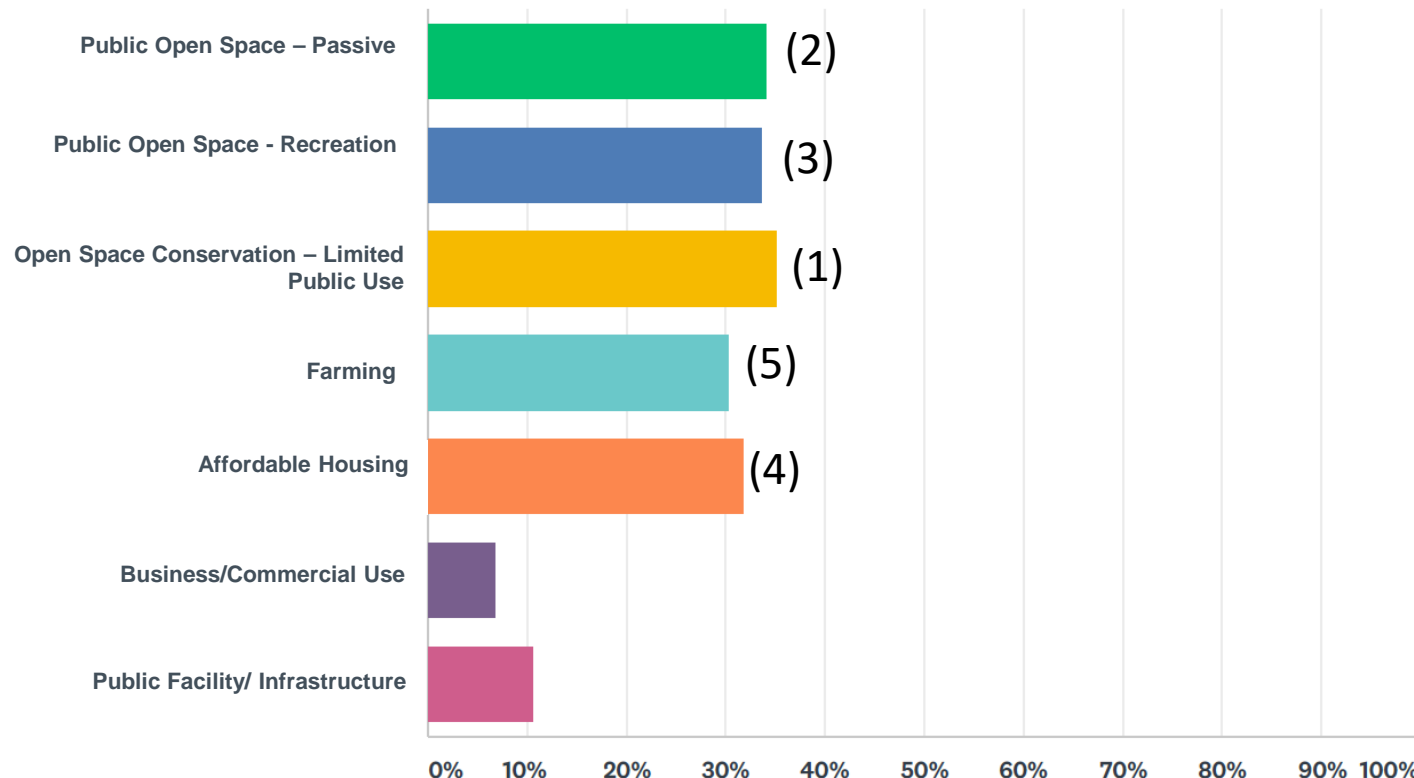


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Responses to Priority Questions

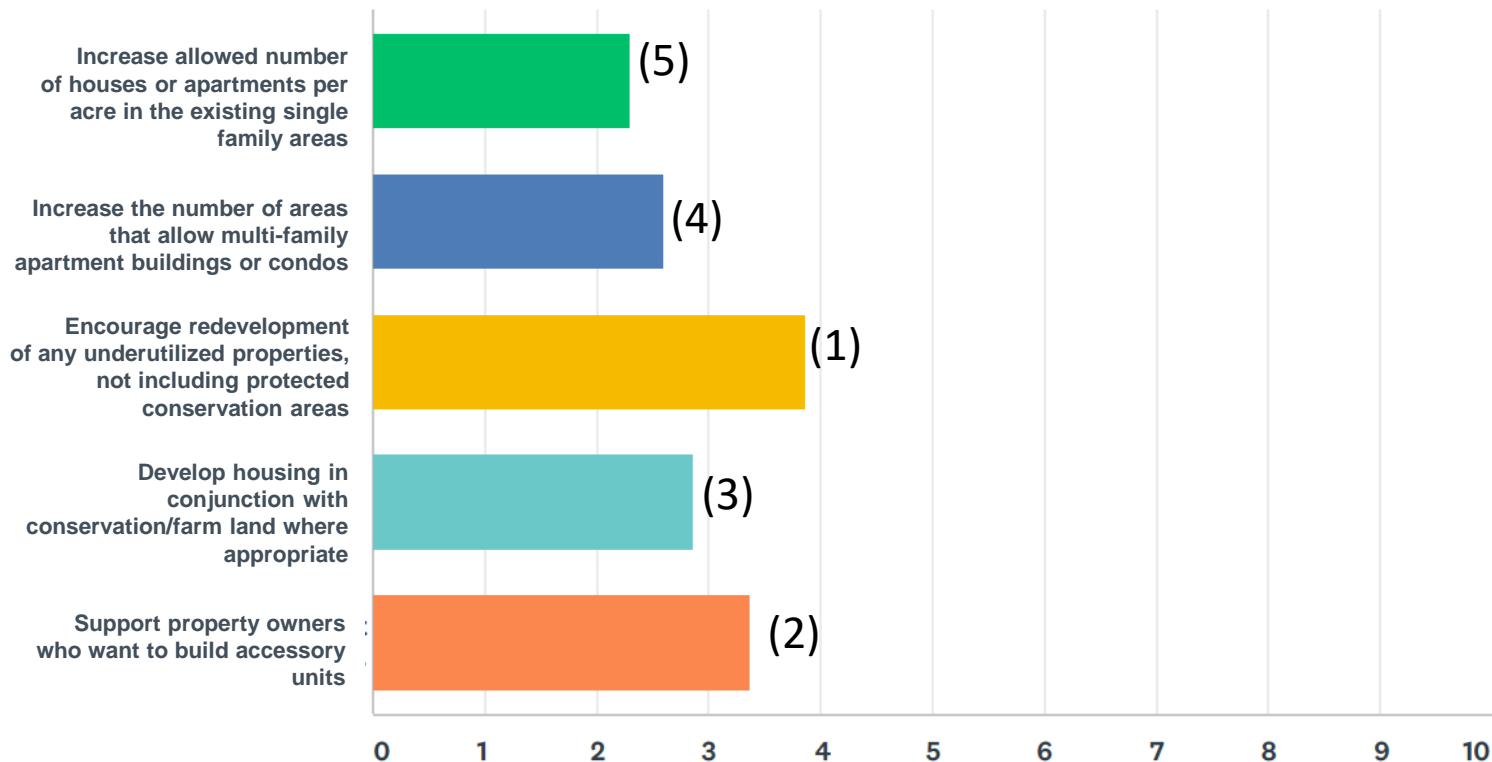
(Q13) Top 5 responses to what uses should go on land if the Town could acquire undeveloped land for any use: Open space conservation; Public open space-passive; Public open space-recreation; Affordable Housing; Farming



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Responses to Priority Questions

(Q15) Rank Preference to accommodate any new affordable housing developed over the next 20 years, ranked from (1) most to (5) least preferred.

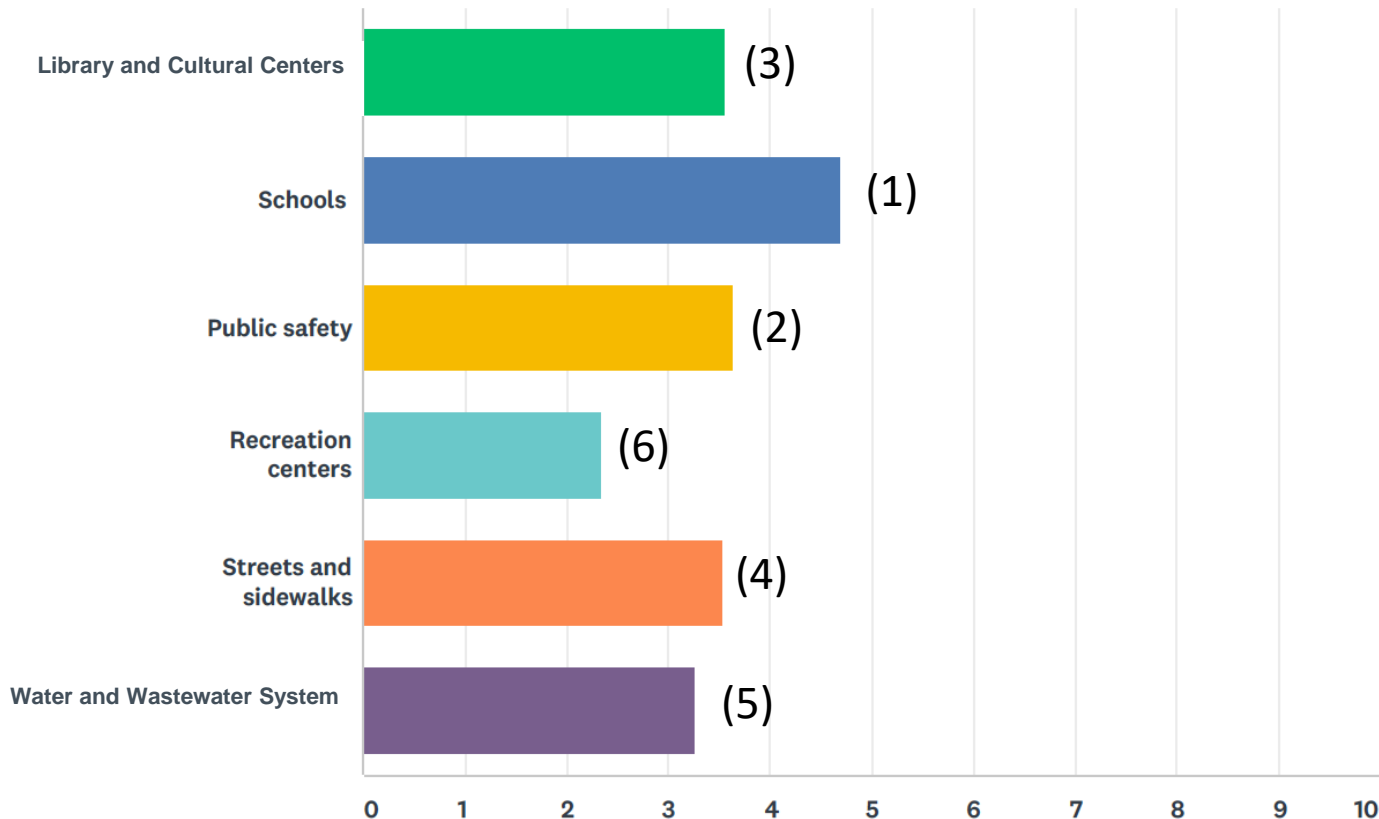


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Responses to Priority Questions

(Q24) How important each of the public facilities and infrastructure are to quality of life and health of the town, ranked from (1) most to (8) least important.

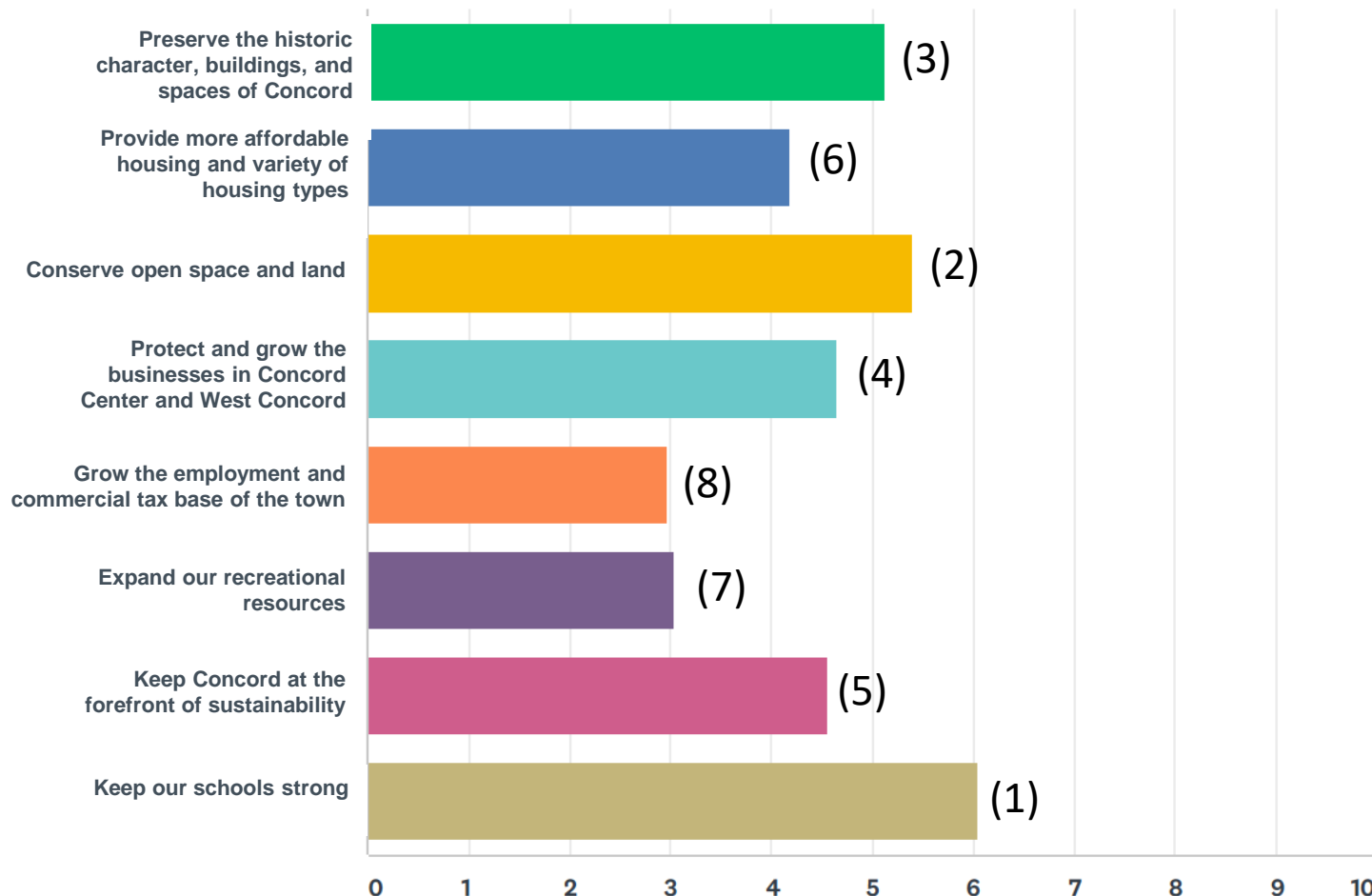


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Responses to Priority Questions

(Q28) Possible priorities for the comprehensive planning process, ranked from (1) highest to (8) lowest priority.



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Results from here are in numerical order unless already shown as a “Highlight” or “Priority” question

(Q3) Is there a topic or quality missing from the above?
(Referring to the eight categories in Q2)

63% No

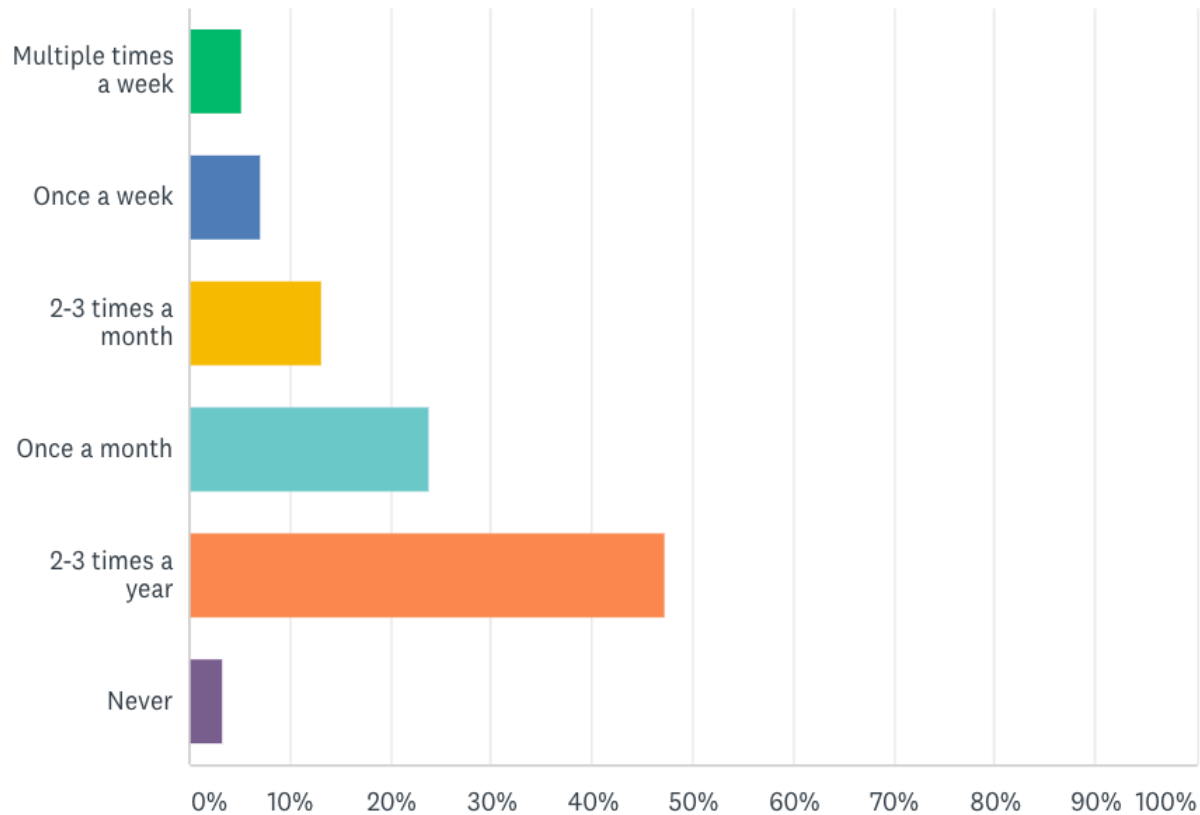
37% Yes

Of the 170 “Yes” responses, 21 mentioned school or education, and 16 mentioned diversity as missing.

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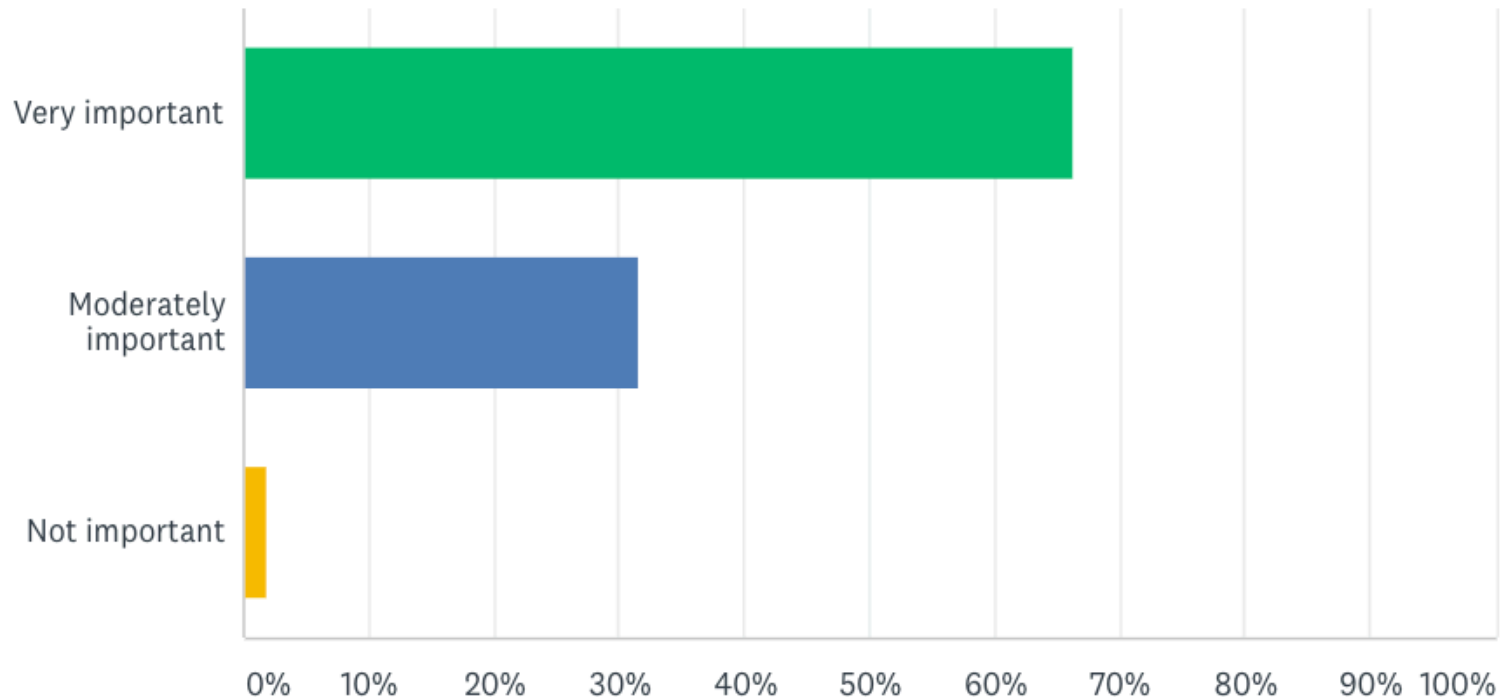
(Q5) How often do you visit historic buildings or cultural destinations in the town?



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(Q7) How critical is the health of Concord's commercial districts to the overall health of the town?



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(Q8) Do you have any ideas for supporting or improving Concord's commercial centers? Please specify.

- Many of you proposed great ideas for supporting or improving Concord's Commercial Center. Of the 331 respondents on this question, 98 mentioned the word **parking** in their response.

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(Q10) Concord's housing stock is approximately 77% single family (with approximately 140 accessory dwelling units), 12% 2-9 unit multi-family, 11% 10+ unit multi-family. How would you like to see Concord's housing mix shift over the next 10-15 years from new development?

- 68% of respondents wanted to see the same amount of Single Family Housing around Concord
- 51% of respondents wanted to see the same amount of 10+ unit multiple family housing around Concord
- 48% of people wanted to see more 2-9 unit multi-family housing around Concord
- 46% of respondents wanted to see the same amount of accessory dwelling units in town

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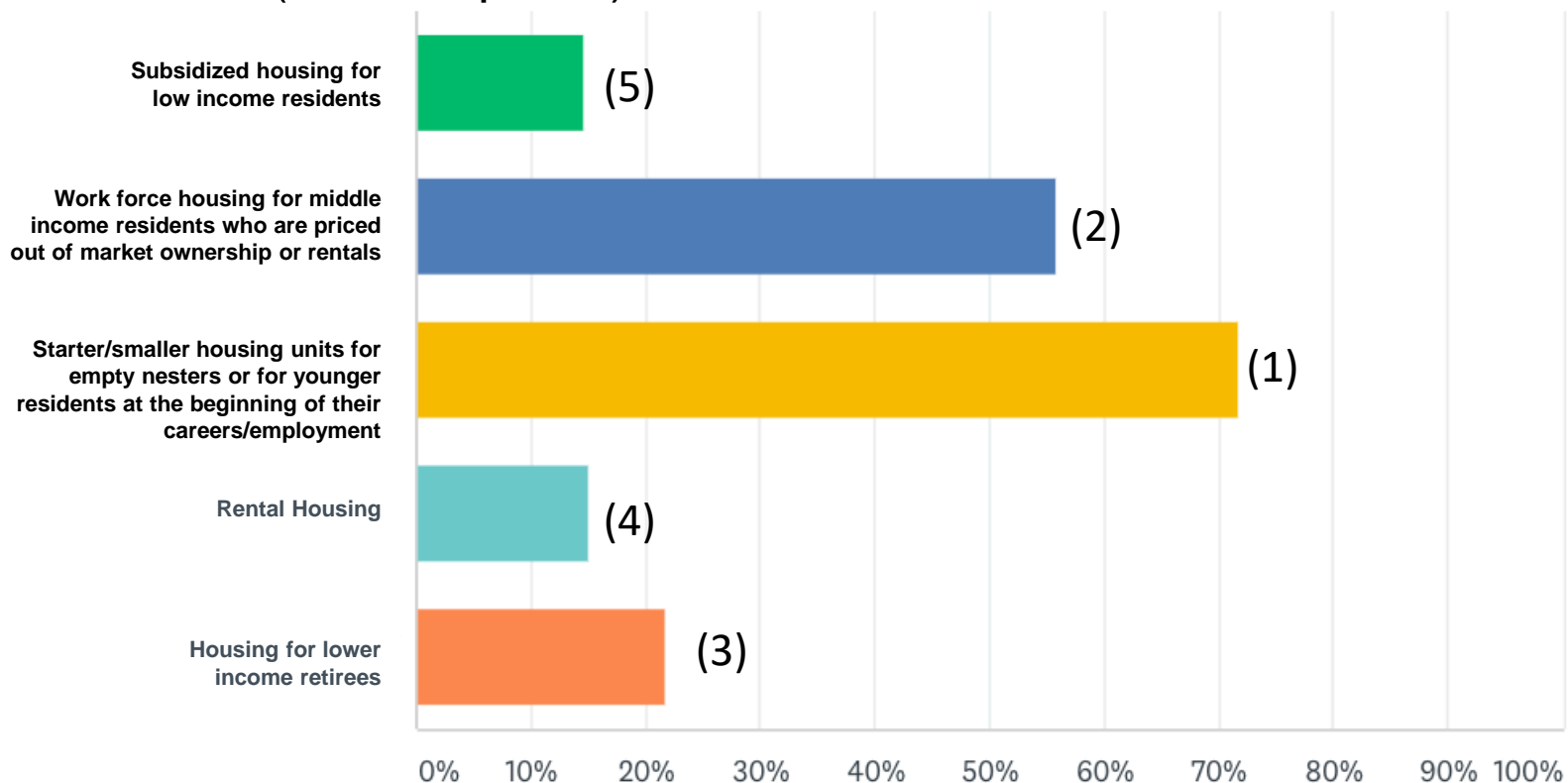
(Q11) In the next 10-15 years, how would you like to see the choices of housing shift in Concord?

- 58% of respondents wanted to see more affordable housing ownership (condos and single family)
- 47% of respondents wanted to see more affordable housing rental opportunities but 41% wanted these opportunities to stay the same
- 50% of respondents wanted to see the same amount of retirement (age 55 +) housing ownership (condos and single family) while 42% wanted to see more
- 50% of respondents wanted to see the same amount of retirement (age 55+) housing rental opportunities, while 41% wants to see more

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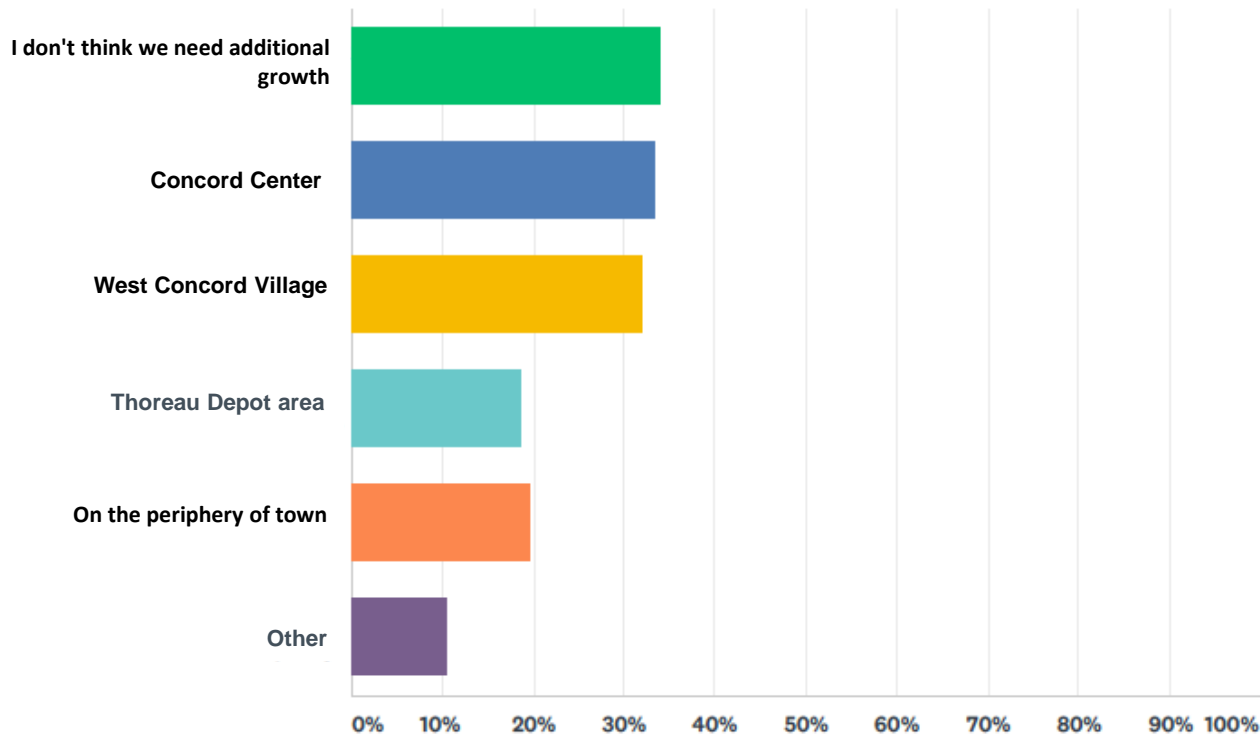
(Q12) What are the most important types of affordable housing needed in Concord? (Select up to 2)



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(Q14) Where in town would you prefer to see additional commercial and job growth? (Choose up to 2)



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(Q16) Do you have other ideas for accommodating affordable housing development over the next 20 years? Please specify.

- Of the 255 respondents who answered this question 82 said no, they did not have any other ideas

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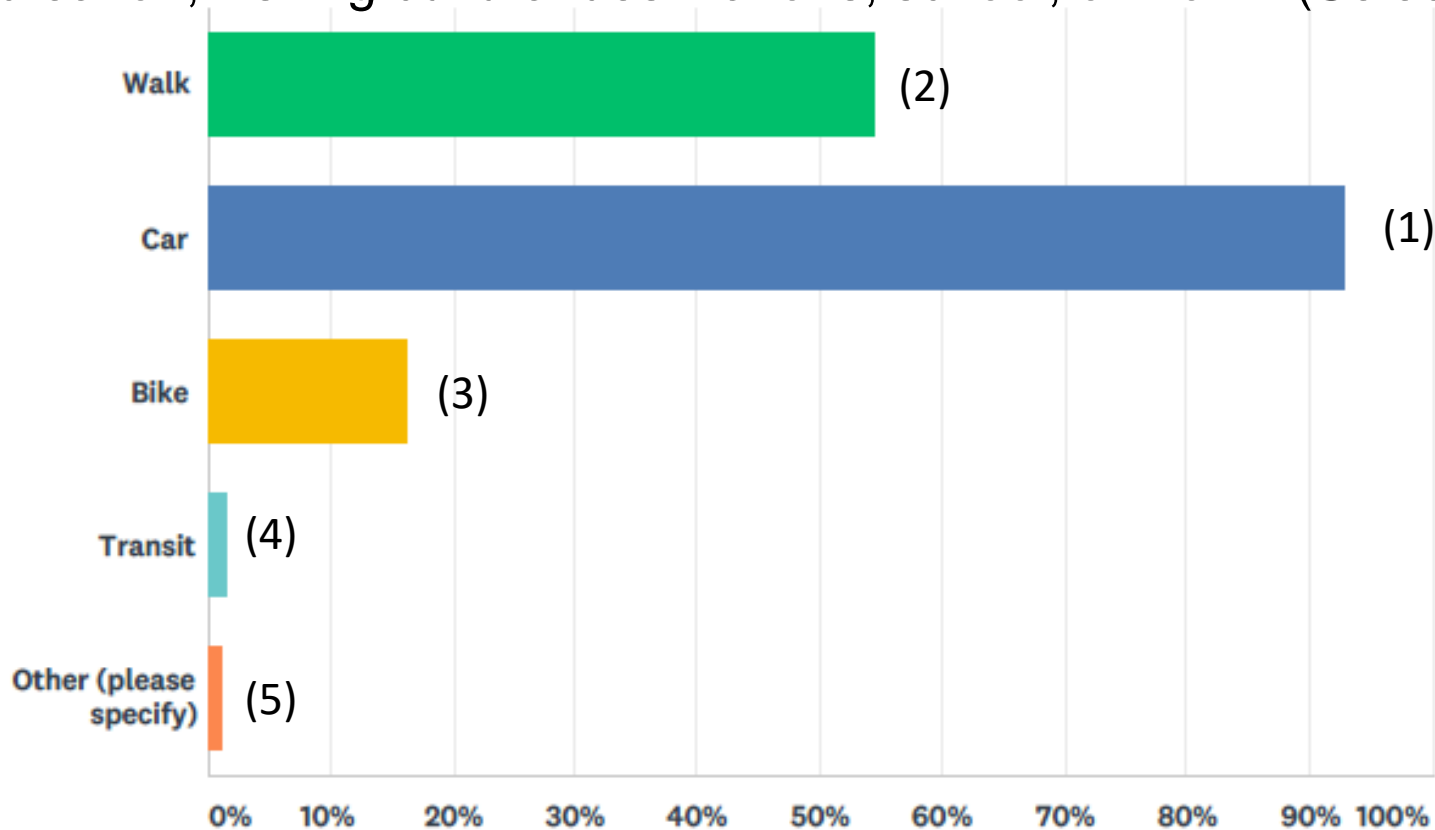


(Q18) What do you see as Concord's most pressing mobility/ transportation problems? (Select up to 3)

ANSWER CHOICES		RESPONSES	
(3)	Lack of sidewalks and crosswalks outside of Concord Center and West Concord	30.13%	138
(4)	Level of Service/adequate schedule of commuter rail service to the town	26.20%	120
(5)	Lack of transportation options for the short distance between your location/destination and the nearest commuter rail station (first-and-last mile options)	25.11%	115
(7)	Inadequate parking at Concord's commuter rail stations	20.31%	93
(1)	Traffic in Concord Center and/or West Concord Center	43.89%	201
(8)	Pedestrian safety throughout town	18.78%	86
(2)	Bicyclist safety throughout the town	41.92%	192
(9)	Lack of parking in the commercial centers	17.47%	80
(7)	Lack of transportation options for seniors	20.31%	93
(6)	Lack of transportation options for youth and teens	21.62%	99

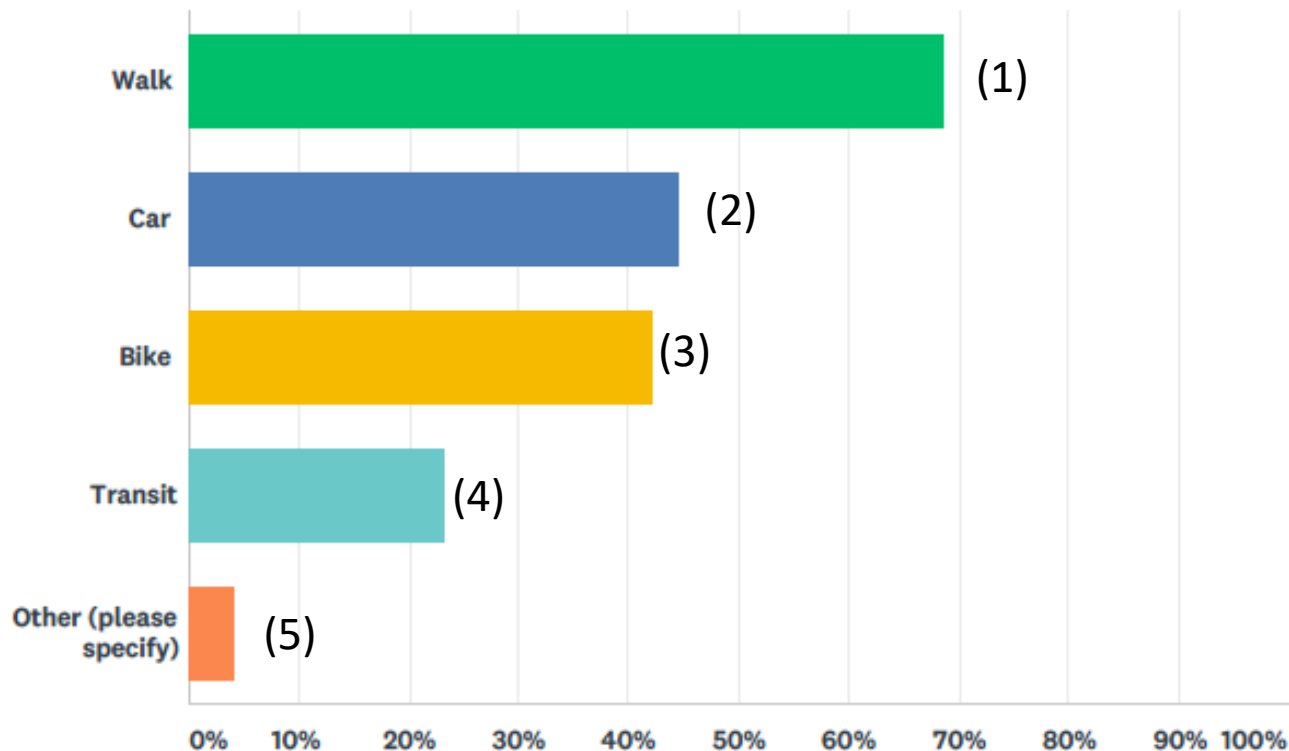
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(Q19) How do you typically get around Concord for shopping, dining, recreation, visiting cultural destinations, school, or work? (Select up to 2)



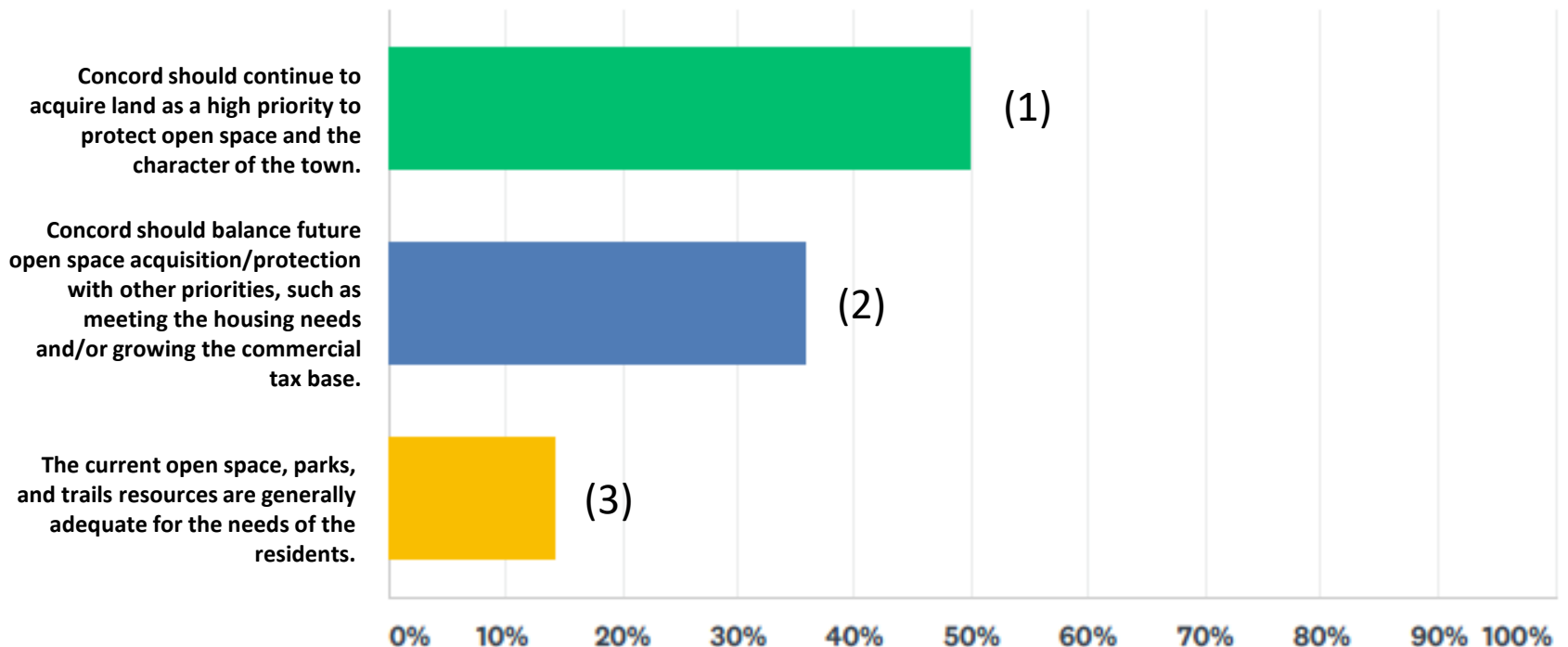
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(Q20) How would you LIKE to typically get around Concord for shopping, dining, recreation, visiting cultural destinations, school, or work? (Select up to 2)



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(Q22) Which statement do you agree with most?



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(Q23) How often do you visit Concord's parks or trails?

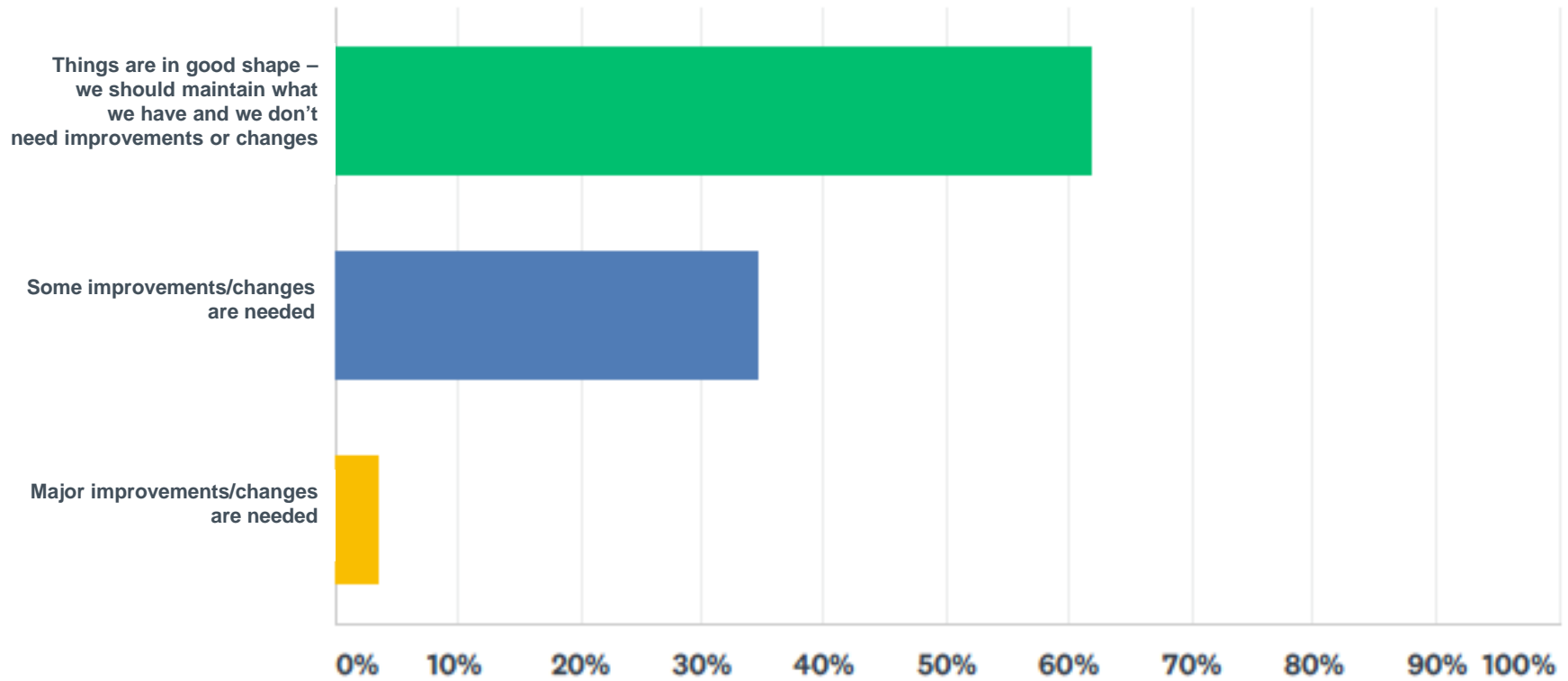
- 40% of respondents visit Concord's parks or trails multiple times a week
- 17% once per week
- 17% 2-3 times a month
- 13% once per month
- 12% 2-3 times a year
- Less than 1% of respondents have never visited a Concord park or trail

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(Q25) Do Concord's current public facilities need improvements?

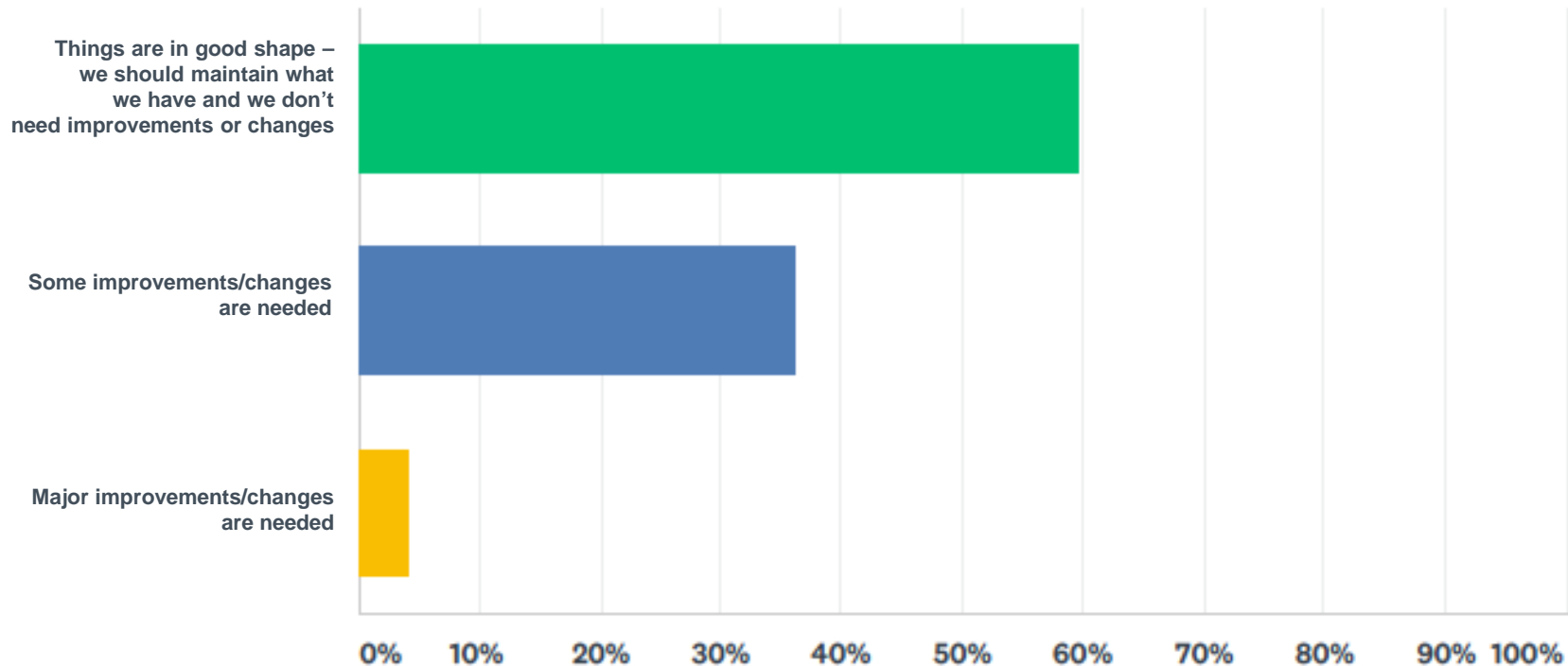
62% think things are in good shape



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(Q26) Do the town's water and sewer facilities and infrastructure need improvement?

60% think things are in good shape

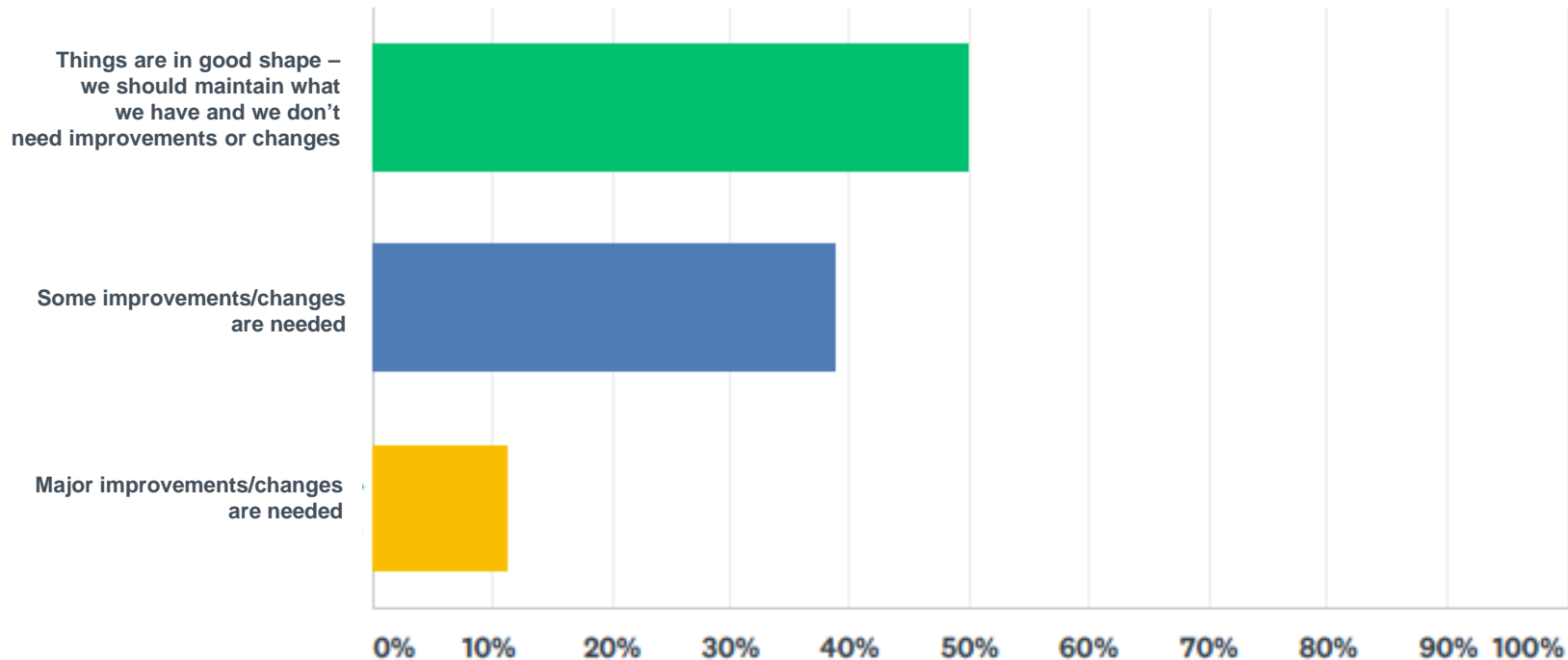


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(Q27) Are the Town's efforts to reduce environmental impacts through policy and practice in need of improvements?

50% think things are in good shape



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(Q29) Tell us where you live:

94% of respondents live in Concord

6% of respondents live elsewhere

(Q30) Living Situation:

92% of respondents live in their own home

5% rent a home or apartment

2% live with their parents

Less than 1% rent in a retirement community or rent a single room somewhere

Almost 1% own their own place in a retirement community

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(Q32) How long have you lived in Concord?

0– 4 years	15% of respondents
5 – 9 years	19% of respondents
10 - 14 years	10% of respondents
15 – 19 years	11% of respondents
20 – 24 years	10% of respondents
25 years or more	35% of respondents

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(Q33) Do you currently have children under age 18 living at home?

60% of respondents **do not** have children under the age of 18 living at home

(Q34) Do you plan to live in Concord when you retire?

35% Are not sure, retirement is too far away to know

32% Yes

27% Are currently retired and living in Concord

6% No

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(Q35) Of those who responded no, can you tell us why you will not live in Concord after you retire? (select 2)

ANSWER CHOICES		RESPONSES	
(4)	My family lives elsewhere	8.00%	2
(1)	Housing is too expensive	52.00%	13
(5)	I can't find the right type of housing	4.00%	1
(T2)	Cost of living is too high	44.00%	11
(T2)	I want to be in a different climate, location, etc.	44.00%	11
(3)	Other (please specify)	24.00%	6
Total Respondents: 25			

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(Q36) What is your age?

ANSWER CHOICES	RESPONSES	
18 years or younger	1.54%	7
19-24 years	0.88%	4
25-34 years	2.85%	13
35-44 years	16.45%	75
45-54 years	23.25%	106
55-64 years	24.34%	111
65 and over	30.70%	140

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(Q37) Do you own a business in Concord (including home-based business)?

83% **do not** own a business in Concord

Questions 38 – 48 are for home-based business owners

(Q38) Of the 17% (78) who own a business in Concord, are you self-employed or operating a home-based business in Concord?

83% (68) are self-employed or operating a home-based business

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(Q39) Of those who own a business in Concord, what type of business or self-enterprise do you own?

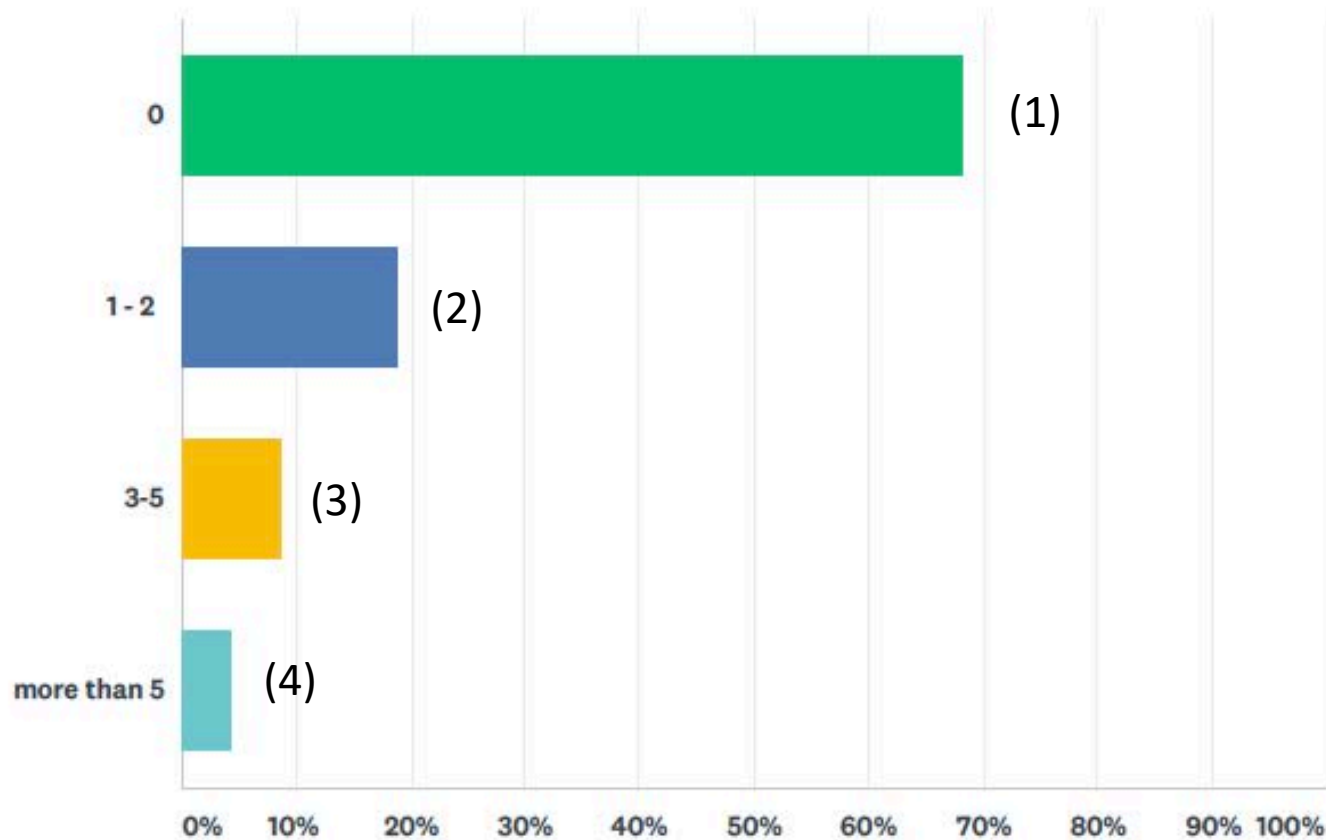
- 46% Responded "Other"
- 10% Media communications services
- 7% Real estate development or other services
- 9% Health care services
- 13% Account for other business types with less than 5% response rate

(Q40) How long have you been self-employed or operated your homebased business?

	ANSWER CHOICES	RESPONSES	
(2)	0-4 years	26.09%	18
(3)	5-9 years	23.19%	16
(4)	10-14 years	14.49%	10
(1)	15 or more years	36.23%	25
	TOTAL		69

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(Q41) How many employees (other than yourself) do you employ?



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(Q42) Do you plan to expand your business beyond your home in the next 5 to 10 years?

77% No

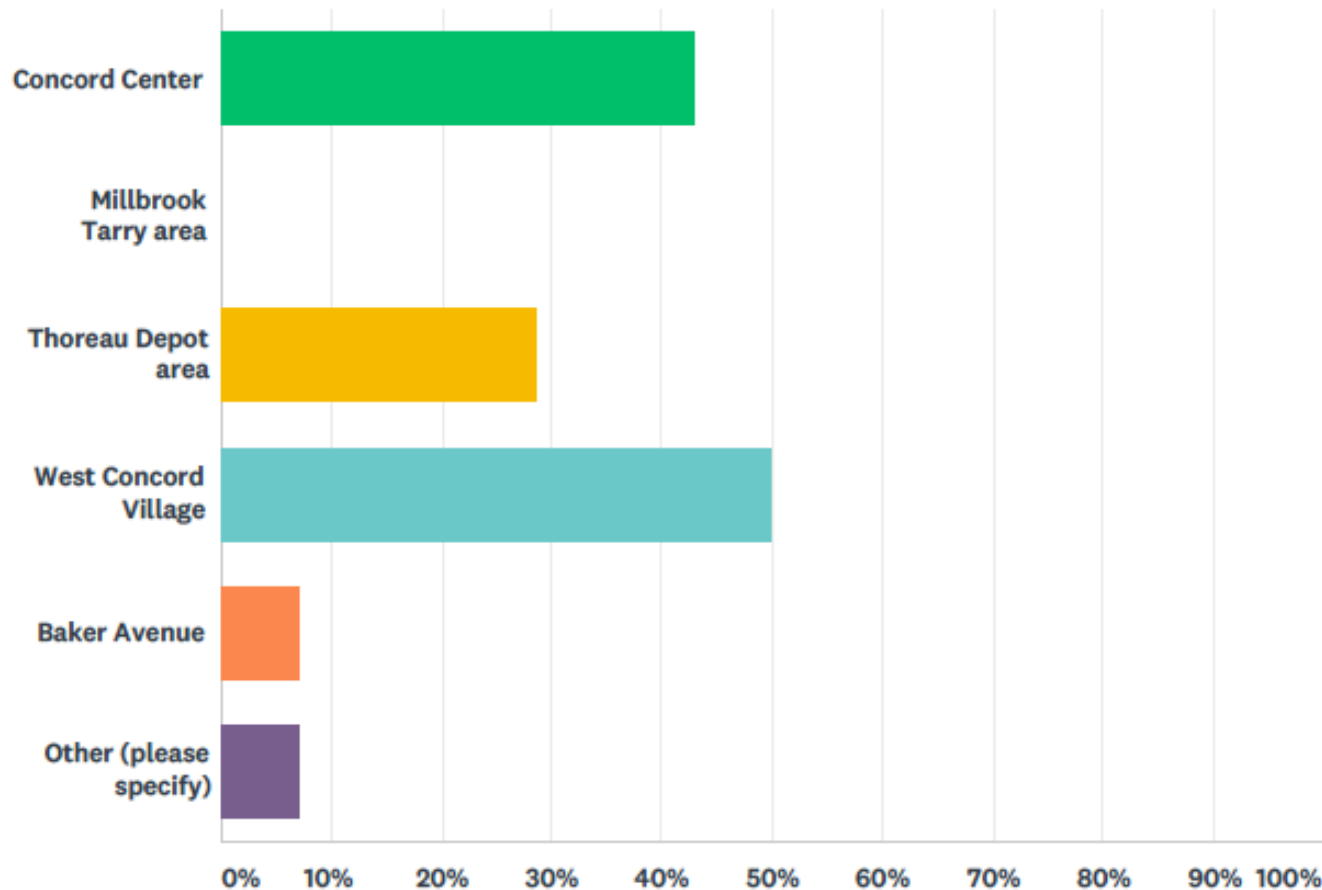
13% Yes

(Q43) Of the 13% of respondents who responded yes, how likely are you to locate your expanded business in Concord?

ANSWER CHOICES	RESPONSES
Very likely	21.43%
Probably	14.29%
Not sure	42.86%
Probably not	14.29%
Very Unlikely	7.14%

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(Q44) Of the 13% of respondents who responded yes to expansion, where in Concord would you prefer to relocate?



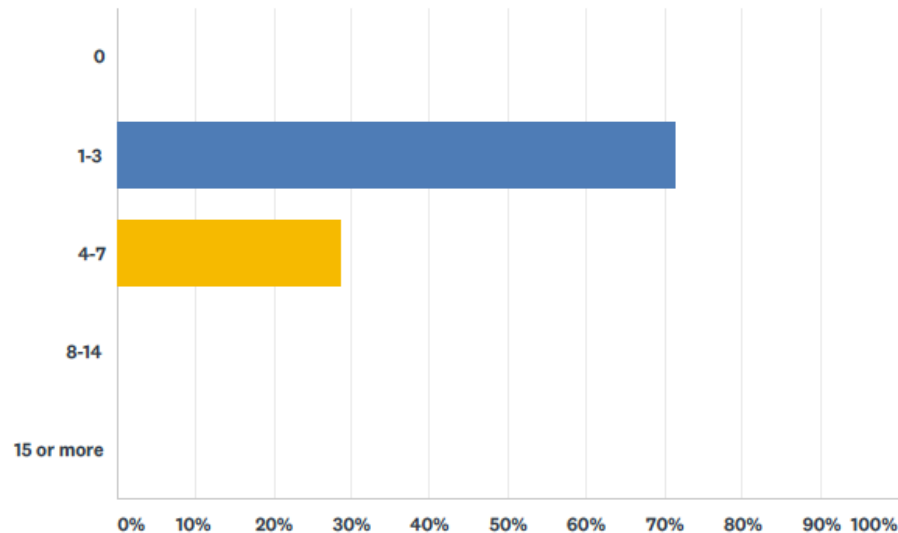
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(Q45) How much space do you expect to need for your expansion?

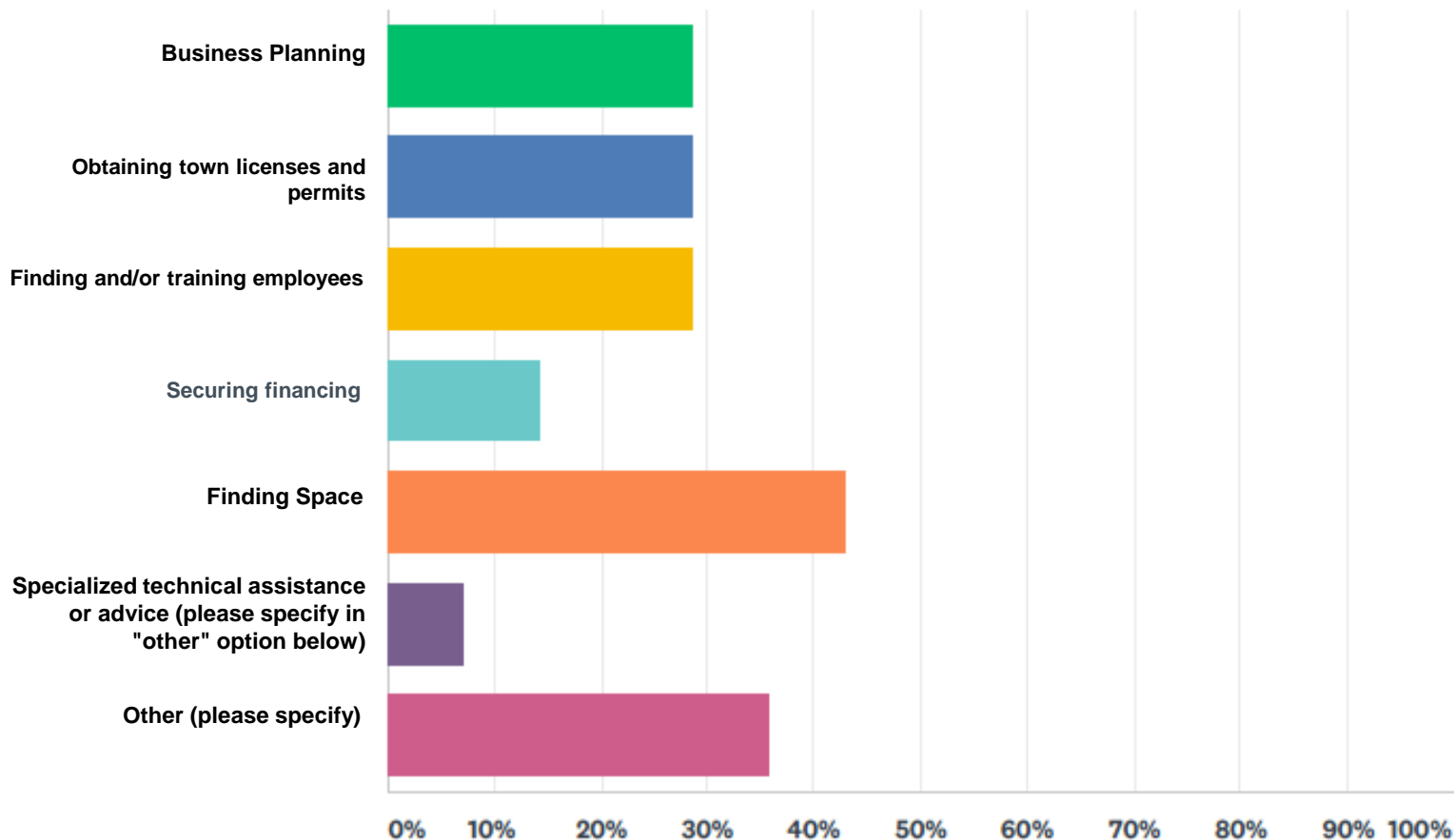
Answers ranged from 500 SF to 2,000 SF, while 4 of the 14 respondents were unsure of the amount of space they would need

(Q46) Over the next 5 to 10 years, how many additional employees do you expect to hire for your business?



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(Q47) What type of assistance would be most helpful to you in growing your business in town? (Check up to 3)



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(Q48) How could the Town better support your business in Concord?

Of the 66 respondents almost 40% responded they are in a good place and do not need additional support

Questions 49 – 58 are for businesses not based from home

(Q49) What type of business do you own? (not home-based business)

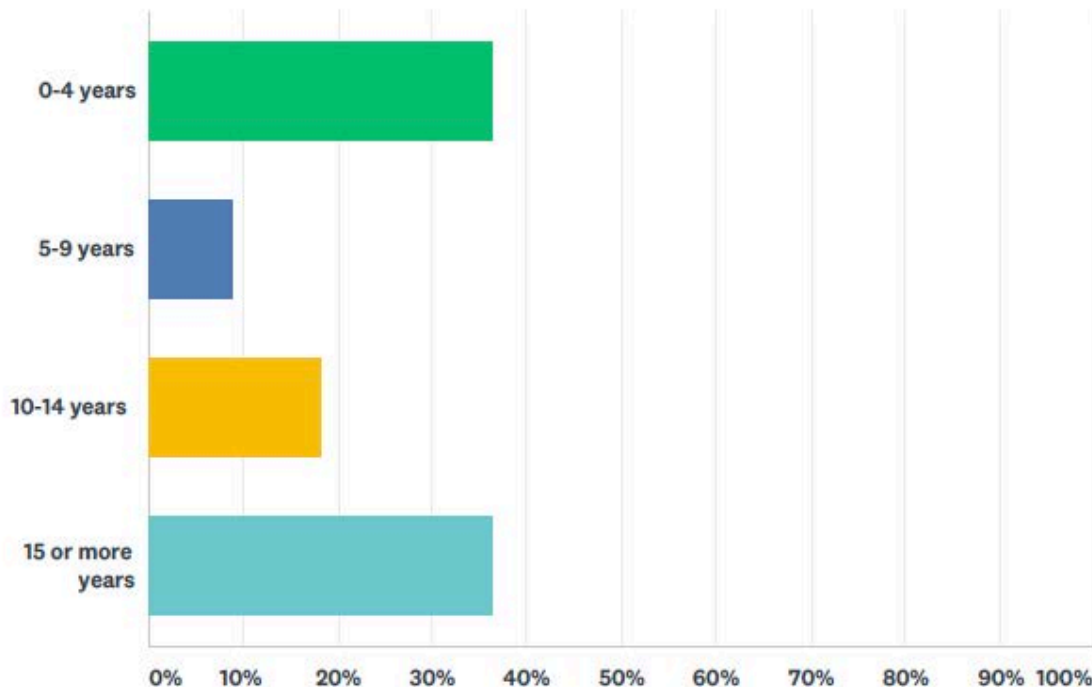
ANSWER CHOICES	RESPONSES	
Construction	0.00%	0
Retail sales	9.09%	1
Craft production	0.00%	0
Food production	0.00%	0
Other production/ manufacturing	0.00%	0
Financial services	18.18%	2
Education services	0.00%	0
Health care services	0.00%	0
Real estate development or services	0.00%	0
Architectural/ engineering services	9.09%	1
Information technology	9.09%	1
Media/ communications services	0.00%	0
Other professional services	36.36%	4
Other (please specify)	18.18%	2
TOTAL		11

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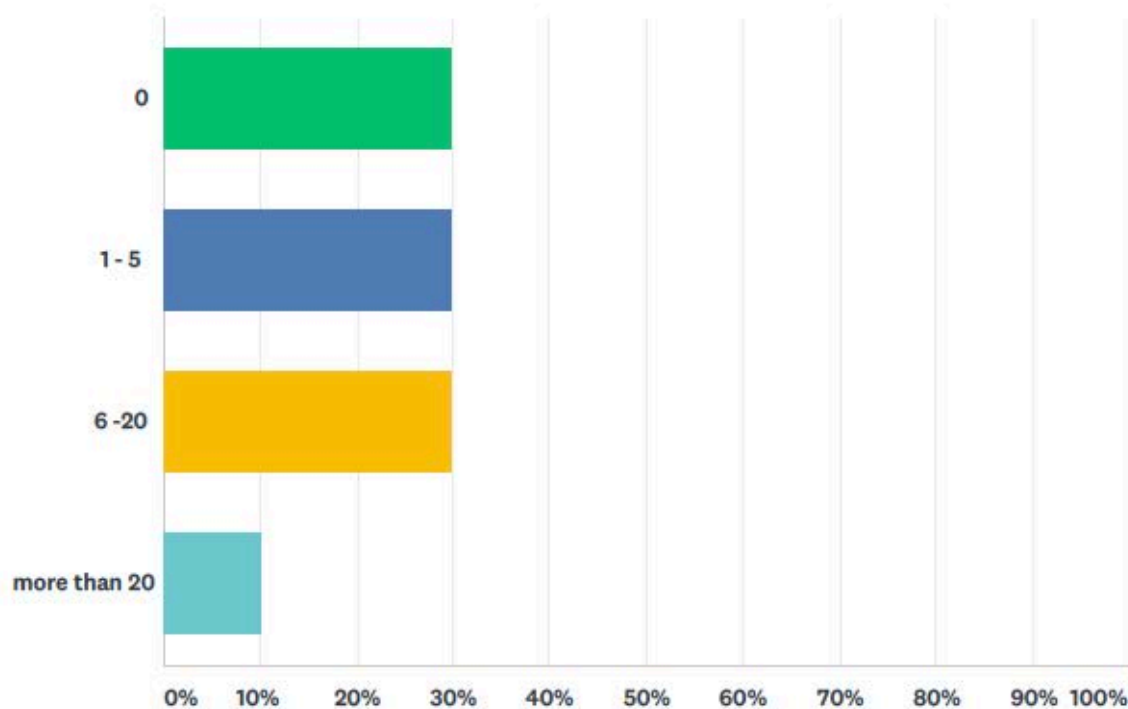
Questions 49 – 58 are for businesses not based from home

(Q50) How old is your business?



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(Q51) How many employees do you have other than yourself?



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(Q52) Do you plan to expand your business within the next 5 to 10 years?

70% Yes

30% No

(Q53) How likely are you to locate your expanded business in Concord?

72% Not sure

14% Very likely

14% Very unlikely

(Q54) Where in Concord would you prefer to relocate?

ANSWER CHOICES	RESPONSES
Concord Center	14.29%
Millbrook Tarry area	0.00%
Thoreau Depot area	14.29%
West Concord Village	42.86%
Baker Avenue	14.29%
Other (please specify)	14.29%

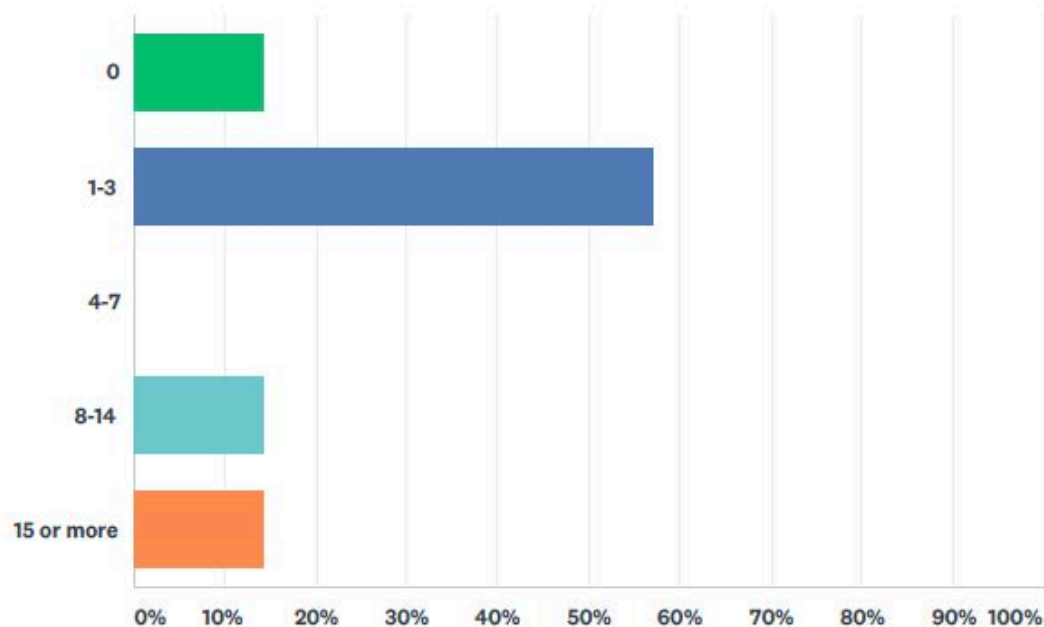
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(Q55) How much space do you expect to need for your expansion?

Responses ranged from 1,200 to 10,000 SF

(Q56) Over the next 5 to 10 years, how many additional employees do you expect to hire for your business?



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(Q57) What type of assistance would be most helpful to you in growing your business in town? (Check up to 3)

ANSWER CHOICES	RESPONSES
Business planning	0.00%
Obtaining town licenses and permits	14.29%
Finding and/or training employees	14.29%
Securing financing	14.29%
Finding space	71.43%
Specialized technical assistance or advice (please specify in "other" option below)	14.29%
Other (please specify)	28.57%

(Q58) How could the Town of Concord better support your business in Concord?

Of the 10 respondents 5 said they were unsure or do not need additional help

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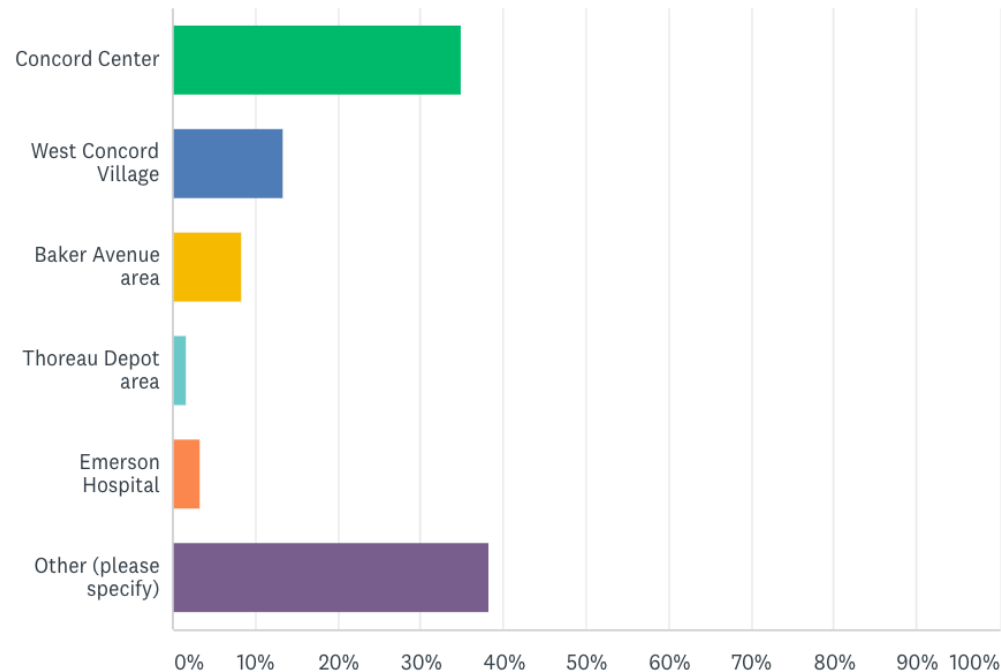


(Q59) Do you work in Concord outside the home?

15% Yes

85% No

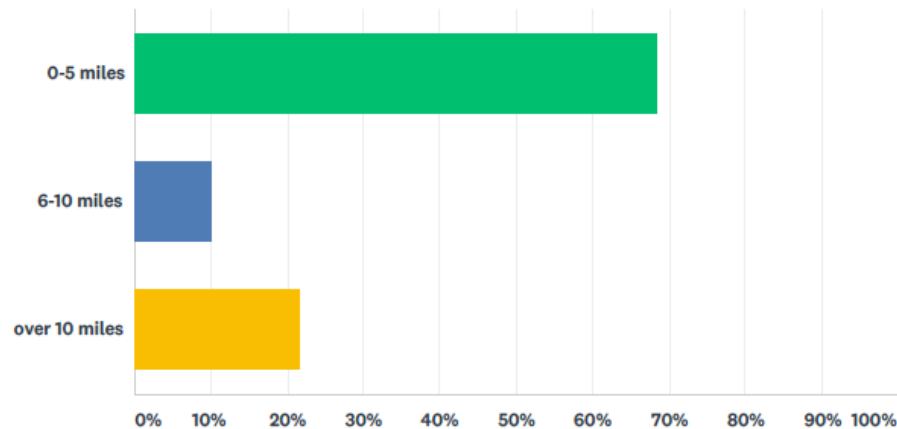
(Q60) Of those who responded yes, where do you work?



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(Q61) Of those who responded yes, how long is your commute to work?



(Q62) How do you get to work on most days?

ANSWER CHOICES	RESPONSES
Walk	3.33%
Drive Alone	86.67%
Car Pool	0.00%
Bike	6.67%
Public Transit - Bus	0.00%
Public Transit - Commuter rail	3.33%
Taxi or ride share (such as Uber, Lyft)	0.00%
More than one mode, i.e., walk to commuter rail station	1.67%
Other (please specify)	6.67%

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(Q63) How would you like to participate in this comprehensive planning initiative? (Check all that apply)

