

### Town of Branford Vision Public Survey Results

**Branford is a place where I'd like my grandchildren to grow up.**

	(Strongly Agree)	(Agree)	(Disagree)	(Strongly Disagree)	Response Total
	47.5%	47.2%	5.3%	0%	<b>341</b>
	(162)	(161)	(18)	(0)	

Total # of respondents **347**. Statistics based on **341** respondents; **0** filtered; **6** skipped.

**My Children should be able to afford to live in Branford-today, in five years, in ten years, in twenty years.**

	(Strongly Agree)	(Agree)	(Disagree)	(Strongly Disagree)	Response Total
	60.1%	36.1%	2.9%	0.9%	<b>341</b>
	(205)	(123)	(10)	(3)	

Total # of respondents **347**. Statistics based on **341** respondents; **0** filtered; **6** skipped.

**With about 28,000 residents, I think branford should (choose one):**

	Response Percent	Response Total
Stay about the size it is.	82.7%	282
Grow to about 35,000 people.	17%	58
Grow to about 50,000 people.	0.3%	1

Total # of respondents **347**. Statistics based on **341** respondents; **0** filtered; **6** skipped.

**Good schools are critical to maintaining property values.**

	(Strongly Agree)	(Agree)	(Disagree)	(Strongly Disagree)	Response Total
	69.9%	27.8%	1.7%	0.6%	<b>345</b>
	(241)	(96)	(6)	(2)	

Total # of respondents **347**. Statistics based on **345** respondents; **0** filtered; **2** skipped.

**Alleviating traffic congestion is critical to giving Branford a brighter future.**

	(Strongly Agree)	(Agree)	(Disagree)	(Strongly Disagree)	Response Total
	68.3% (235)	27% (93)	3.8% (13)	0.9% (3)	<b>344</b>
Total # of respondents <b>347</b> . Statistics based on <b>344</b> respondents; <b>0</b> filtered; <b>3</b> skipped.					

**I feel safe in Branford.**








	(Strongly Agree)	(Agree)	(Disagree)	(Strongly Disagree)	Response Total
	48.3% (167)	49.7% (172)	1.7% (6)	0.3% (1)	<b>346</b>
Total # of respondents <b>347</b> . Statistics based on <b>346</b> respondents; <b>0</b> filtered; <b>1</b> skipped.					

**Public access to the Branford River and the shores of Long Island Sound is very important.**

	(Strongly Agree)	(Agree)	(Disagree)	(Strongly Disagree)	Response Total
	58.9% (202)	35% (120)	5.2% (18)	0.9% (3)	<b>343</b>
Total # of respondents <b>347</b> . Statistics based on <b>343</b> respondents; <b>0</b> filtered; <b>4</b> skipped.					

**Branford should do more to meet the needs of its aging population.**

	(Strongly Agree)	(Agree)	(Disagree)	(Strongly Disagree)	Response Total
	36.1% (122)	53.3% (180)	10.1% (34)	0.6% (2)	<b>338</b>
Total # of respondents <b>347</b> . Statistics based on <b>338</b> respondents; <b>0</b> filtered; <b>9</b> skipped.					

Branford should aspire to be more like-		Response Percent	Response Total
Cheshire		3.6%	12
Madison		17.5%	58
Orange		1.2%	4
Walligford		0.6%	2
Milford		1.8%	6
None of these-it should stay about the same.		48.6%	161
None of the above		26.6%	88
In ten words or fewer, why?			193
	Guilford, better control on property development		
	BRANFORD HAS ITS OWN CHARM		
	If I wanted to live in these towns, I would.		
	There is a high regard for excellence in education and a fiscal commitment to achieve it.		
	needs to leave RTM form of government		
	Peopel need to appreciate the diversity of our town		
	More cultural activities- need book store		
	Excellent schools, high property values, non corrupt government		
	Branford should aspire to be a model for each of these communities as a leader in an innovative approach to sustainable development.		
	Branford's mix is about right.		
	Guilford		
	Why mess with perfection!		
	I think that Branford should continue to be unique and diverse.		
	less development, more open space		
	Branford doesn't try to emulate another community		
	More like Guilford		
	I believe they adhere to stricter zoning regulations.		
	a more vibrant downtown with entertainment #1		
	Branford has unique style, we should focus on our history to enhance our image		
	Wallingford is open to business & realizes that its tax base comes from business & industry		
	strong town center, civic life, minimize rte1 corridor		
	We're a great community, build on our strengths		
	need to keep sense of community		
	lower utility bills		
	They seam to be able to keep that small town feel.		
	strong resident involvement/better schools		

Each Town is special and unique and should be		
Branford is what a small Town should be it is quite pretty		
Guilford: Somewhat better education, more civic involvement, more resources for children and low income families.		
It has nice small town qualities and is near cultural influences of big city life		
It is unique and affordable for the most part.		
Madison has less traffic / congestion, fewer condos, trailer parks, is less commercial		
it's diverse, economically and socially.		
Less traffic congestion, fewer low income housing projects		
We have a good mix of people here.		
Branford is a nicer more inclusive town than any of the above		
better education		
good leadership should provide sound and current education policies.		
Focus on excellent schools, family.		
They appear to maintain the quality of small town life		
Why NOT!?? Why is "growth" so imperative?		
Branford should continue to improve in its own way		
branford is unique in it's mix of commercial and residential areas.		
PLEASE bring shopping closer; bonus= lower taxes		
provide good value of service for tax dollars collected.		
It's fine the way it is.		
Bfd is unique in of itself		
Branford is unique and charming. I see no reason for it to change.		
Less development, less industry, less traffic		
Branford has become an overwhelming place to exist		
Branford is a great town and has no need to emulate any other place.		
what the citizens of branford want it to be!		
None of them are preferable, but B can improve.		
A quiet shoreline town		
since it's not broken, don't try to fix it		
Still has small town feel even though it has grown		
Preserves its town - no huge stores, dealerships etc		
It's a great town the way it is!		
should be like it used to be		
I like it this way		
not too snooty, not too trashy		
premium on education shows community recognizes economic future depends on today's youth		

it should be and stay like itself		
small town charm, somewhat affordable, family centered		
Stop promoting big businesses and developments		
I don't think any of these towns have anything worth aspiring to!		
it is great as it is I don't live in the other towns because I don't like them.		
What a ridiculous question!		
it doesn't need to copy any other town		
It is		
We should do what is good for our town.		
All of the above towns are far too congested; Madison has problems in the schools, high taxes and Route 1 runs through the middle of town.		
Distinct approach to unique town character.		
Branford is unique, affordable, welcoming without the overdevelopment issues of some of the above.		
Be Unique, watch taxes, cut education cost too top heavy,		
It's unique onto itself and should stay that way.		
keep our independent character		
nice the way it is		
Bfd is a unique town unlike the others listed		
those towns should aspire to be like us!		
Branford is unique in it's self.		
already right mix of commercial & residential		
has unique history/character/population, etc.		
Branford is unique and should aspire to be itself.		
It has personality without stuffiness		
Look within to find identity and vision, not outside!		
why not develop the unique qualities of Branford and create a town worth emulating?		
Stay diverse in population, keep green, no more development		
Unique diversity is excellent - it should stay unique.		
I don't know enough about the other communities		
Guilford, because it protects its historic structures		
Guilford: they have done an excellent job of planning/lots of open space		
Orange Milford ugly commercialization, Madison too uniform		
better schools		
branford should be a trend setter and keep the property taxes on the shore affordable for !!		
Branford is the model		
Branford should strive to be it's own unique community.		
sophisticated "New England" small town with charm		

Let Branford aspire to serve its population in its own way		
Less development, less traffice, less strip malls		
More access to beaches, good business base.		
Mayor and having a balance between open space and development.		
Industrial mix,formof government-Mayoral, good redrestion facilities		
It should be better than any town in CT		
Madison is well maintained, while Branford's appearance has deteriorated over the years		
New England charm		
Small town feel, not Rt 1 in Orange feel		
a walkable, vibrant downtown area with great library		
a more beautiful Route 1		
Stony Creek in Branford is unique and ALL efforts should be made to preserve its uniqueness,not permitting large development/condos or spoiling its unique setting and population of artists etc.		
refie its own character		
Improve itself in it's own unique way		
the town I most admire is Lyme		
we are unique, completely unlike any of those towns		
Guilford - quieter, less commercial, better quality of life for residents		
branford is branford, not "which ever-city" kind of copy		
be more fiscally conservative		
It should promote more local food production / fishing		
Branford should have better schools.		
We have a good balance of offerings now		
learn how to spell Wallingford		
It's already good here!		
I like its current distinctive character		
We already have a very nice town		
Grow, but retain it's own character.		
to keep a small town atmosphere and tight knit community		
planning and zoning visions are strong and consistant		
Branford is just fine		
Branford should set the standard for others!		
It is a good combo of all those towns!		
maintain New England atmosphere w/o heavy commercialism		
Stay as is....don't ruin a good thing.		
diversity is great, shoreline wonderful, cultural opportunities too		
branford should remain diverse yet with contelled growth		

Each town should be unique in its own way.		
variety of good stores is very convenient		
Town Image, Resources, Frugal, Education		
It should retain its own character.		
Branford will grow, but with tighter zoning enforcement Route 1 would give a less cluttered look.		
Branford is unique and we should stay that way.		
STABILIZE GROWTH KEEP THE SMALL TOWN FEEL		
Need to keep downtown feel of green plus route 1 conveniences -- these other towns do not have both.		
unique mix of people and communities, economic diversity		
I hate those communities and would not live in them, no shoreline or too congested		
none are diverse in population and also beautiful and progressive.		
Shoreline, New England feel, abundance of svcs we have = good		
a good mix of services and opportunities		
It is unique, partly because it is a shoreline town and is a relatively diverse town, economically and socially.		
comfortable, quiet, minimal low income housing		
each town is unique why copy		
We are different from the others and should maintain our own character.		
Bette3r Education, Enforce Education Stds.		
Madison 1st selectman leads public in support for schools, knows education is town's strength now & in future		
Too many options in ea twn to make general comparison. poor survey.		
They should aspire to be more like us.		
Like the mix of people, socio-econ mix, growing ethnic mix		
Guilford		
Love the small town feel w/ big town amenities		
should maintain its own unique identity		
just better ecs funding		
Branford is already superior to these other towns,		
North Haven		
retains rural character with small industrial base		
Incorporate the best features of all		
Each town is unique. Branford should protect theirs.		
Nice New England Town		
maintain open space		
free public shuttle service throughout the town		
Has true N. E. charm and blends white/blue collar		

keep the special blend of populous		
maintain its unique character and charm		
Branford should maintain its unique shoreline community Historically and culturally		
Branford should stay it's unique self, but not become like Milford or Orange, too many large retail stores, etc.		
Branford has its own unique quality.		
Branford was fine before this administration. AND Stony Creek is a gem and must be protected from condos, and big buildings and development not tuned into its current ambiance.		
branford is still real people, so far		
I like Bfd. the best now		
I love the diversity of Branford. It is just right!		
Remain Unique		
Branford should strive for it's own unique identity.		
we have a pretty good mix of people here		
We don't need to be like any other town.		
Needs to be more diverse and better planned		
Branford has unique qualities;it should enhance them.		
Orange & Milford have too much commercial development.		
Guilford would be a better aspiration ... more realistic.		
Branford has a unique identity, and none of these is better.		
Just do things better, more professional		
Branford has a uniqueness all it's own.		
Branford is now and should remain more welcoming.		
Branford has the right balance of services and home town feel		
invest in education		
more like Guilford re:control of commercial development, signage etc.		

Total # of respondents **347**. Statistics based on **336** respondents; **0** filtered; **11** skipped.

It is important to me that Branford be a diverse community, meaning the presence of several different levels of economic and social status as well as having many different races, religions and nationalities.

	(Strongly Agree)	(Agree)	(Disagree)	(Strongly Disagree)	Response Total
	37.8% (128)	45.7% (155)	13.6% (46)	2.9% (10)	<b>339</b>

Total # of respondents **347**. Statistics based on **339** respondents; **0** filtered; **8** skipped.

It is very important that Branford preserve the identities of its neighborhoods.

	(Strongly Agree)	(Agree)	(Disagree)	(Strongly Disagree)	Response Total
	47.8% (160)	42.7% (143)	9% (30)	0.6% (2)	<b>335</b>

Total # of respondents **347**. Statistics based on **335** respondents; **0** filtered; **12** skipped.

Branford should make a concerted effort to become as environmentally friendly ("green") as possible over the next 10-15 years, even if it costs taxpayers a little bit more.

	(Strongly Agree)	(Agree)	(Disagree)	(Strongly Disagree)	Response Total
	57.4% (195)	31.5% (107)	9.7% (33)	1.5% (5)	<b>340</b>

Total # of respondents **347**. Statistics based on **340** respondents; **0** filtered; **7** skipped.

I would regularly use a local jitney (mini-bus) service if the schedule and the routes met my needs and fares were reasonable.

	(Strongly Agree)	(Agree)	(Disagree)	(Strongly Disagree)	Response Total
	26.8% (90)	35.1% (118)	31.2% (105)	6.8% (23)	<b>336</b>

Total # of respondents **347**. Statistics based on **336** respondents; **0** filtered; **11** skipped.

Branford should have bicycle paths on its roads.

	(Strongly Agree)	(Agree)	(Disagree)	(Strongly Disagree)	Response Total
	42.5% (145)	44.3% (151)	12.6% (43)	0.6% (2)	<b>341</b>

Total # of respondents **347**. Statistics based on **341** respondents; **0** filtered; **6** skipped.

"Walkability" is important -- I think residents should be able to get almost anywhere in town via sidewalks or public walking paths.

	(Strongly Agree)	(Agree)	(Disagree)	(Strongly Disagree)	Response Total
	57.4% (195)	35% (119)	7.6% (26)	0% (0)	<b>340</b>

Total # of respondents **347**. Statistics based on **340** respondents; **0** filtered; **7** skipped.

**Branford public schools should be (choose one):**

	Among the best in Connecticut.	Above average.	Generally competitive with other systems.	It really doesn't matter to me.	Response Total
	56.6% (193)	27.3% (93)	13.5% (46)	2.6% (9)	<b>341</b>

Total # of respondents **347**. Statistics based on **341** respondents; **0** filtered; **6** skipped.

**There should be some sort of higher education located in Branford that serves the Shoreline, whether a Gateway campus or an extension campus from an accredited college or university.**

	(Strongly Agree)	(Agree)	(Disagree)	(Strongly Disagree)	Response Total
	14.3% (48)	31.3% (105)	45.1% (151)	9.3% (31)	<b>335</b>

Total # of respondents **347**. Statistics based on **335** respondents; **0** filtered; **12** skipped.

**Branford should become**

	(Strongly Agree)	(Agree)	(Disagree)	(Strongly Disagree)	Response Total
a. more of a 'destination" for day-visitors and vacationers.	8.1% (26)	47.5% (152)	34.7% (111)	9.7% (31)	<b>320</b>
b. the retail center for the entire shoreline.	2.2% (7)	10.8% (35)	48.5% (157)	38.6% (125)	<b>324</b>
c. an entertainment, nightlife and performing arts center for the Shoreline.	9.5% (31)	44.5% (146)	32.6% (107)	13.4% (44)	<b>328</b>
d. a center for continuing education and higher education.	10% (32)	40.6% (130)	36.9% (118)	12.5% (40)	<b>320</b>
e. a retirement community.	2.5% (8)	26.8% (84)	51% (160)	19.7% (62)	<b>314</b>
f. more of a center for high tech companies, both R & D and related manufacturing.	18% (59)	45.3% (148)	22.6% (74)	14.1% (46)	<b>327</b>

Total # of respondents **347**. Statistics based on **340** respondents; **0** filtered; **7** skipped.

I am concerned about how Branford's post-1960 housing stock will fare as it ages.

	(Strongly Agree)	(Agree)	(Disagree)	(Strongly Disagree)	Response Total
	15.7% (51)	49.8% (162)	31.4% (102)	3.1% (10)	<b>325</b>

Total # of respondents **347**. Statistics based on **325** respondents; **0** filtered; **22** skipped.

It is important that Branford maintain its high percentage of owner-occupied homes ( 64% )

	(Strongly Agree)	(Agree)	(Disagree)	(Strongly Disagree)	Response Total
	57.1% (194)	39.7% (135)	2.9% (10)	0.3% (1)	<b>340</b>

Total # of respondents **347**. Statistics based on **340** respondents; **0** filtered; **7** skipped.

Any new development in Branford should be "transportation sensitive".

	(Strongly Agree)	(Agree)	(Disagree)	(Strongly Disagree)	Response Total
	55.7% (187)	35.1% (118)	8% (27)	1.2% (4)	<b>336</b>

Total # of respondents **347**. Statistics based on **336** respondents; **0** filtered; **11** skipped.

The highway entry points into Branford are attractive and inviting.

	(Strongly Agree)	(Agree)	(Disagree)	(Strongly Disagree)	Response Total
	5.7% (19)	28.4% (95)	48.7% (163)	17.3% (58)	<b>335</b>

Total # of respondents **347**. Statistics based on **335** respondents; **0** filtered; **12** skipped.

Branford's downtown and Town Green are central to our community's identity and our "sense of place," and should be protected.

	(Strongly Agree)	(Agree)	(Disagree)	(Strongly Disagree)	Response Total
	83% (284)	16.7% (57)	0% (0)	0.3% (1)	<b>342</b>

Total # of respondents **347**. Statistics based on **342** respondents; **0** filtered; **5** skipped.

It should be a high priority for Branford to help local employers expand and to attract more companies to our town:

	(Strongly Agree)	(Agree)	(Disagree)	(Strongly Disagree)	Response Total
Even if that means less open space.	3.9% (13)	14.7% (49)	38.4% (128)	42.9% (143)	<b>333</b>
Even if that means more traffic congestion.	1.5% (5)	12.9% (43)	38.9% (130)	46.7% (156)	<b>334</b>
Even if that means significant altering of natural features (like leveling a hill).	2.7% (9)	15.3% (51)	35.4% (118)	46.5% (155)	<b>333</b>
Even if it means the town would have to provide tax incentives to companies.	5.4% (18)	38% (127)	28.1% (94)	28.4% (95)	<b>334</b>

Total # of respondents **347**. Statistics based on **337** respondents; **0** filtered; **10** skipped.

Branford should make a concerted effort to redevelop run down commercial and industrial properties before allowing development on land now in open space.

	(Strongly Agree)	(Agree)	(Disagree)	(Strongly Disagree)	Response Total
	75.6% (257)	20.6% (70)	3.2% (11)	0.6% (2)	<b>340</b>

Total # of respondents **347**. Statistics based on **340** respondents; **0** filtered; **7** skipped.

Residential development costs taxpayers more in municipal services than the new housing units pay in taxes. therefore, Branford should limit future residential development, even if it makes the price of existing homes artificially high.

	(Strongly Agree)	(Agree)	(Disagree)	(Strongly Disagree)	Response Total
	21.2% (69)	46.2% (150)	27.1% (88)	5.5% (18)	<b>325</b>

Total # of respondents **347**. Statistics based on **325** respondents; **0** filtered; **22** skipped.

Branford has enough developed land.

	(Strongly Agree)	(Agree)	(Disagree)	(Strongly Disagree)	Response Total
	42.2% (140)	42.8% (142)	13.9% (46)	1.2% (4)	<b>332</b>

Total # of respondents **347**. Statistics based on **332** respondents; **0** filtered; **15** skipped.

i am willing to pay a little bit more in property taxes to protect open space.

	(Strongly Agree)	(Agree)	(Disagree)	(Strongly Disagree)	Response Total
	37.9% (129)	42.1% (143)	14.1% (48)	5.9% (20)	<b>340</b>

Total # of respondents **347**. Statistics based on **340** respondents; **0** filtered; **7** skipped.

Branford has all the open space it needs - we need to develop more commercial and industrial property to keep taxes down, even if it means more traffic.

	(Strongly Agree)	(Agree)	(Disagree)	(Strongly Disagree)	Response Total
	3.6% (12)	10.4% (35)	38.9% (131)	47.2% (159)	<b>337</b>

Total # of respondents **347**. Statistics based on **337** respondents; **0** filtered; **10** skipped.

It would be smart for Branford to use bonding to acquire all 1500± acres of undeveloped land in town, set some aside for open space and directly control development of the rest - using the sale of the development land to help pay off the bonds.






	(Strongly Agree)	(Agree)	(Disagree)	(Strongly Disagree)	Response Total
	22% (69)	45.2% (142)	23.9% (75)	8.9% (28)	<b>314</b>

Total # of respondents **347**. Statistics based on **314** respondents; **0** filtered; **33** skipped.






Which of the following two sentences better reflects your opinion, a or b?

	a. Locate more "big box retail" in Branford; these stores would bring lower prices, jobs and property tax.	b. Keep more "big box retail" out of Branford; such stores drive local stores out of business, increase traffic, and pay low wages.	Response Total
	18.1% (60)	81.9% (271)	<b>331</b>

Total # of respondents **347**. Statistics based on **331** respondents; **0** filtered; **16** skipped.

New retail development in Branford should be (choose one).		Response Percent	Response Total
a. Mostly locally owned and operated.		35.4%	119
b. Mostly "name" franchises and chain stores.		2.1%	7
c. "Big box" stores.		1.5%	5
d. Stores associated with higher-end "lifestyle" shopping centers.		4.5%	15
e. Typical of the new "village style" mixed-use developments, with room for local stores as well as "nationals".		56.5%	190



Total # of respondents 347. Statistics based on 336 respondents; 0 filtered; 11 skipped.

New retail development in Branford should be concentrated on (choose one).		Response Percent	Response Total
a. Cherry Hill [Exit 53]		48.3%	155
b. Downtown and near Downtown		13.4%	43
c. Branford Hill		13.4%	43
d. Route 1 east of Exit 56		18.1%	58
e. Route 1 between "the pretzel" and Cedar Street.		6.9%	22


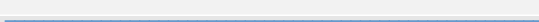
Total # of respondents 347. Statistics based on 321 respondents; 0 filtered; 26 skipped.




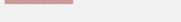
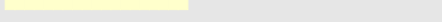

How far do you travel to work?					
	I stay in Branford	Less than 10 miles.	Between 10 and 20 miles.	More than 20 miles.	Response Total
	33.8% (112)	28.4% (94)	21.1% (70)	16.6% (55)	331



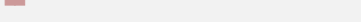

Total # of respondents 347. Statistics based on 331 respondents; 0 filtered; 16 skipped.

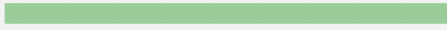

Does your commute require you to cross the Quinnipiac River?		Response Percent	Response Total
Yes		49.2%	161
No		50.8%	166
Total # of respondents 347. Statistics based on 327 respondents; 0 filtered; 20 skipped.			

In which school district do you live?				
	Sliney	Murphy	Tisko	Response Total
	44.6% (129)	18% (52)	37.4% (108)	289
Total # of respondents 347. Statistics based on 289 respondents; 0 filtered; 58 skipped.				




Are school age children in your household?		Response Percent	Response Total
Yes		29.9%	101
No		70.1%	237
Total # of respondents 347. Statistics based on 338 respondents; 0 filtered; 9 skipped.			

How long have you lived in Branford?		Response Percent	Response Total
Fewer than 3 years.		4.4%	15
3 to 5 years		3.8%	13
5 to 10 years		8.9%	30
10 to 20 years		24%	81
More than 20 years		56.8%	192
Branford is a second home.		2.1%	7
Total # of respondents 347. Statistics based on 338 respondents; 0 filtered; 9 skipped.			

Age		Response Percent	Response Total
15-18		0%	0
18-22		0.6%	2
22-30		3.5%	12
30-55		46.2%	157
Over 55		49.7%	169
Total # of respondents 347. Statistics based on 340 respondents; 0 filtered; 7 skipped.			

Gender		Response Percent	Response Total
Female		56.9%	194
Male		43.1%	147

Total # of respondents **347**. Statistics based on **341** respondents; 0 filtered; 6 skipped.

In what type of housing do you live?		Response Percent	Response Total
Apartment		3.2%	11
Condo		11.2%	38
Single Family		85.6%	291

Total # of respondents **347**. Statistics based on **340** respondents; 0 filtered; 7 skipped.