



Willistown Township

Comprehensive Plan Update Kick Off

2020 SURVEY APPROACH & HIGHLIGHTS

Public Meeting, April 29, 2021

MARY N. HUNDT, DIRECTOR, WILLISTOWN PARKS & RECREATION

First Comprehensive Plan Survey

A Home Run!

Surveys went to every household and business in Willistown and were available to the public online.

- Of 2,216 responses, 92.8% were Willistown property owners
- 45% of all Willistown parcels responded
- 48% of residences responded



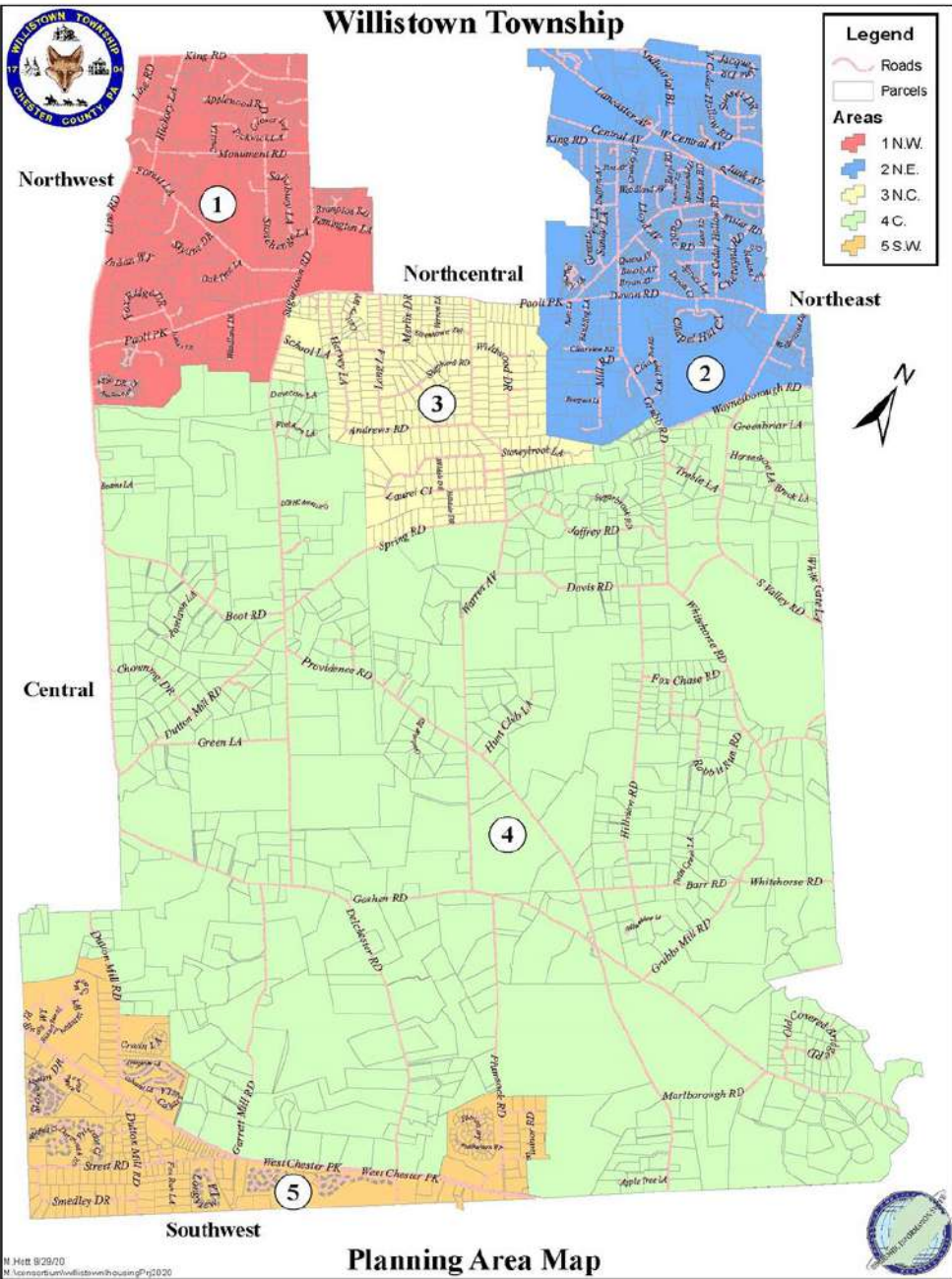
Willistowners *Willistown Township!*



45% response rate is very high—typical response rates range from 5-30%

30% of respondent households and businesses, or 668, signed up for Comp Plan updates

20% of respondent households and businesses, or 440, expressed interest in volunteering



2020 Survey

Analysis Approach



- **Township as a Whole**

- **5 Planning Areas**

Delineation from historical Willistown Parks & Recreation surveys based on:

- Land use/zoning
- Geography
- Neighborhood planning
- Major roads

- **3 regions**

- Further regional delineation is possible
- North (Areas 1, 2, 3)
- Central
- South

Statistical Success

Market Research Firm Statistician Review



TOWNSHIP-WIDE RESULTS

Confidence Level: 99%

The Township can be confident that the responses reflect every resident in Willistown based on the statistics including:

- Rate of Response: 45% of total parcel owners and 48% of resident parcel owners, and
- Distribution of responses in each area

Margin of Error: 2%

Range of 4 points, +2% or -2% on each response.

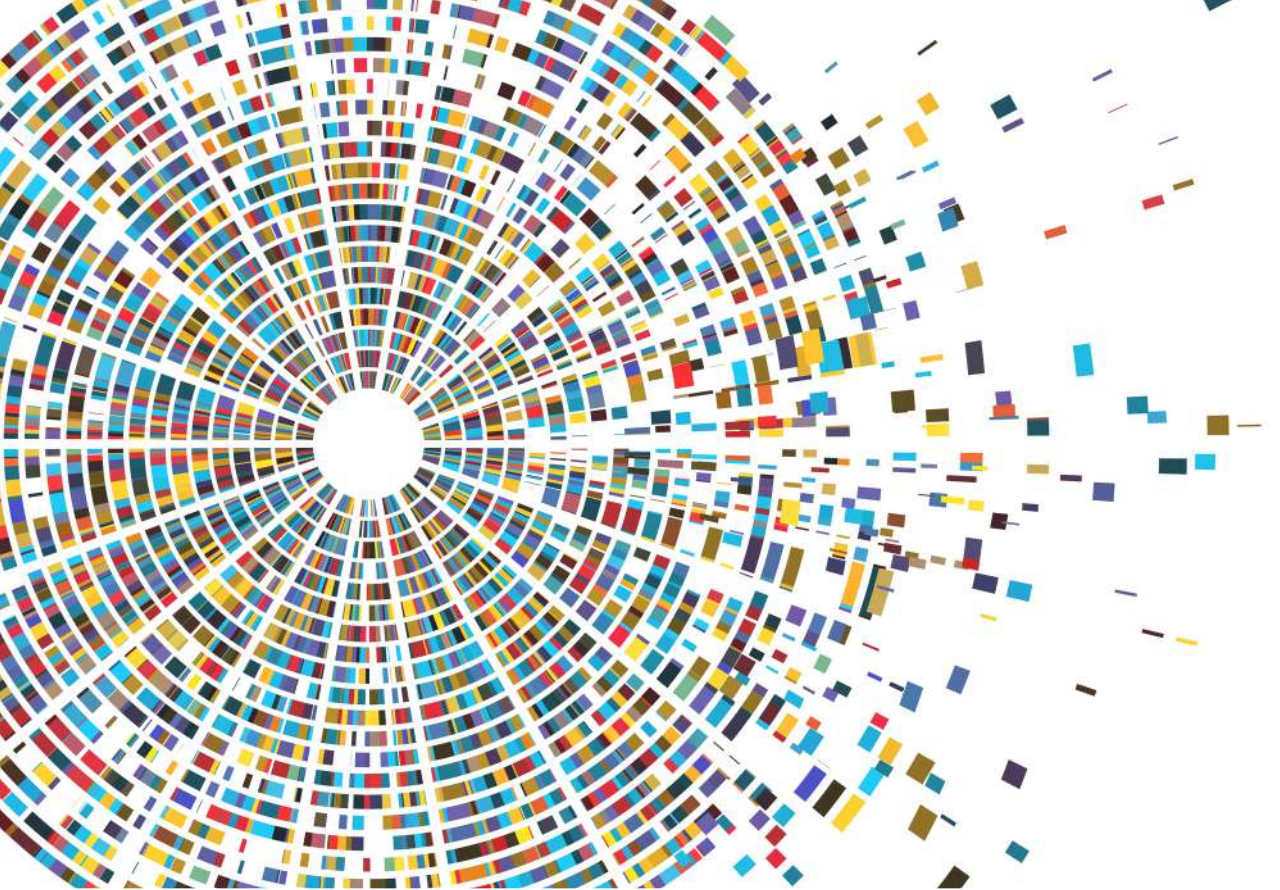
PLANNING AREA RESULTS

Confidence Level: 95%

All Planning Areas have enough respondents for reliability of each area's representation.

Margin of Error: 4%

Range of 8 points, +4% or -4% on each response.



➤ **Township as a Whole** (*Top Line Report online*)

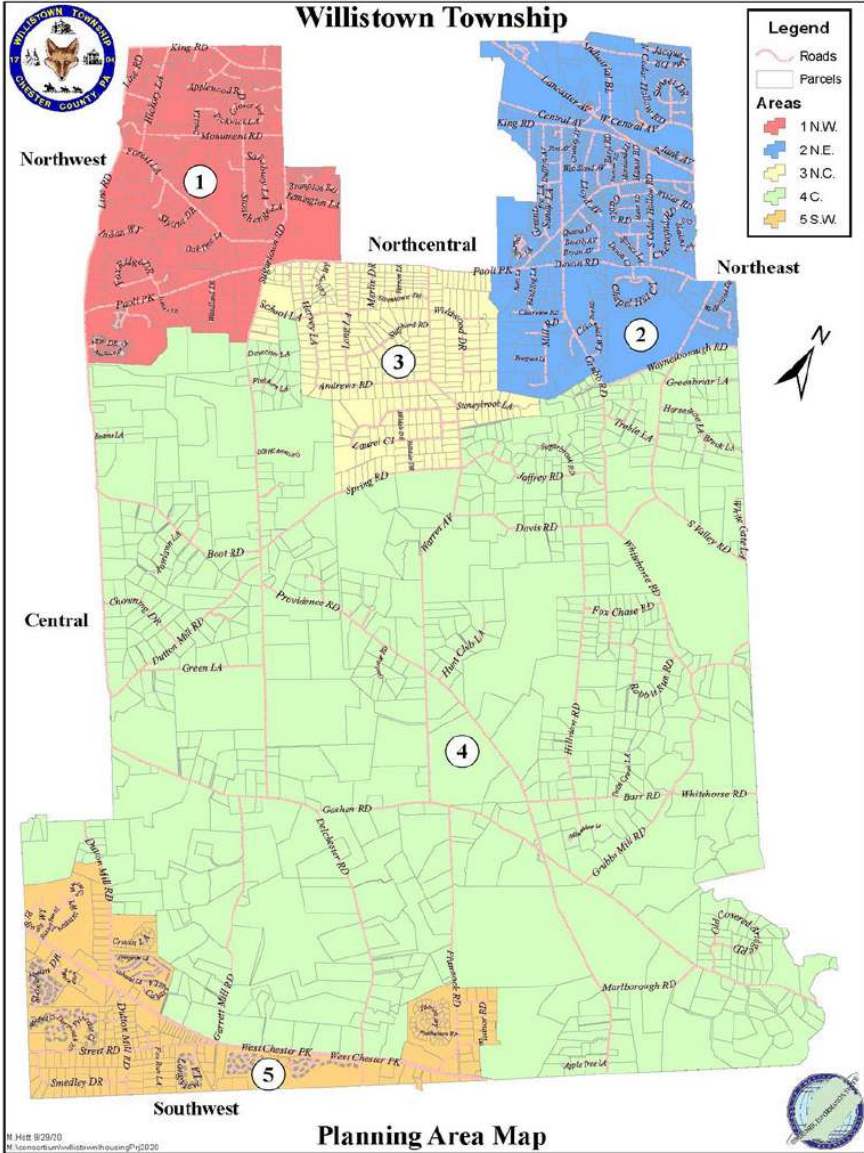
➤ **5 Planning Areas** (*Top Line Report online*)

Assess similarities, differences, and priorities by planning area

6 Surveys in One

Drill Down Analysis

Global to Granular



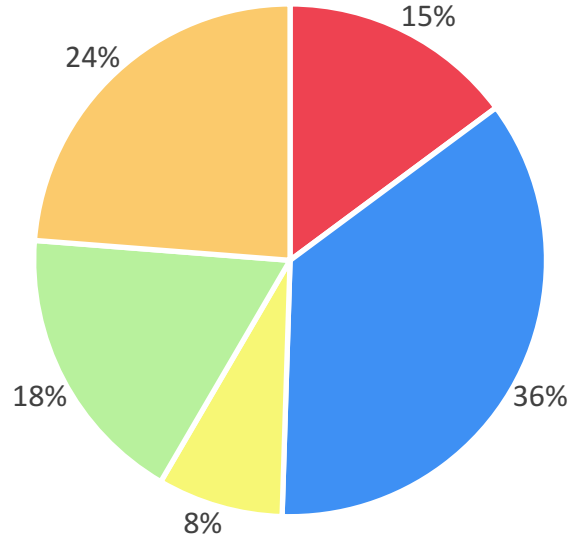
Planning Areas

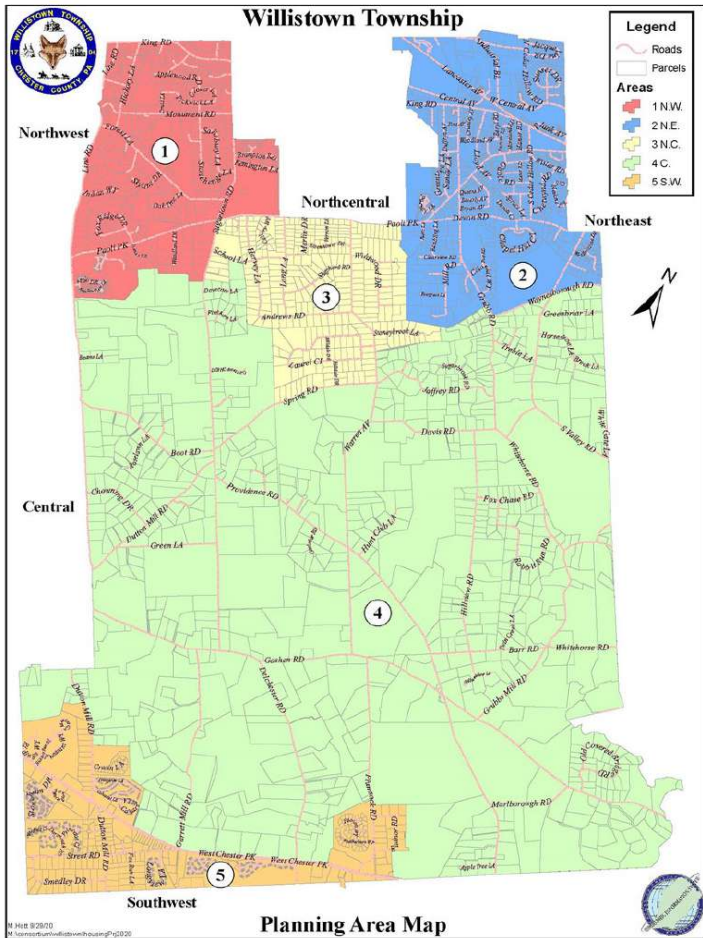
Baseline Data



Tax Parcels in each Planning Area

- Area 1
- Area 2
- Area 3
- Area 4
- Area 5





Twp Planning Area	Units
Area 1 Northwest	684
Commercial	7
Exempt	11
Farm	3
Residential	663
Area 2 Northeast	1,630
Apartment	2
Commercial	93
Exempt	21
Farm	1
Industrial	4
Residential	1,509
Area 3 Northcentral	352
Commercial	2
Exempt	2
Residential	348
Area 4 Central	802
Commercial	13
Exempt	48
Farm	79
Residential	662
Area 5 Southwest	1,103
Apartment	2
Commercial	7
Exempt	6
Farm	1
Industrial	1
Residential	1,085
Utilities	1
Grand Total	4,571

Land Use Type	Total #
Residential	4267
Commercial	122
Exempt	88
Farm	84
Industrial	5
Apartment	4
Utilities	1
Total	4571

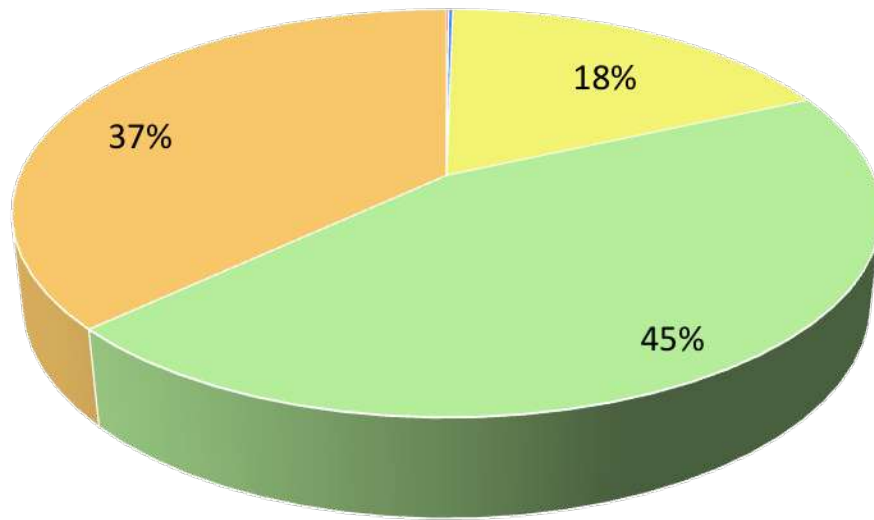
Planning Area Land Use Detail

Baseline Data

Respondent Age & Years in Township

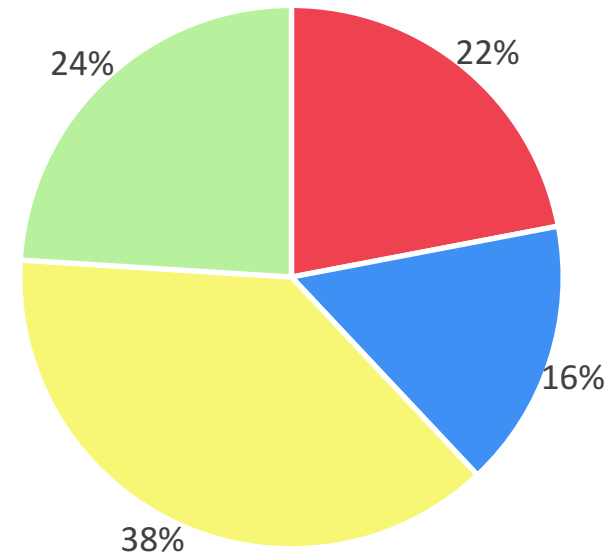


Respondent Age



■ 13-18 ■ 19-24 ■ 25-44 ■ 45-65 ■ 65+

Years in Township



■ 0-5 ■ 6-10 ■ 11-29 ■ 30+

Township Services

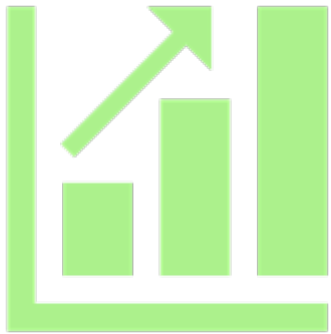
Top 6 Highest Rated



	Top 6 Highest Rated Services In the Township	%
1	General appearance of Township	91.1
2	Police Service	86.5
3	Snow removal	80.9
4	Parks and recreation facilities condition	79.8
5	Fire Service	77.1
6	Parks and recreation programs	74.8

Township Services

Top 6 Priorities for Improvement



Rank	Top 6 Service Priorities for Improvement	%
1	Traffic management/circulation	67.6
2	Pedestrian circulation: Paths and trails	66.7
3	Road condition/maintenance	62.3
4	Stormwater management	48.9
5	Pedestrian circulation: Sidewalks	41.4
6	Bicycle circulation	35.3

833 people, or 37% of total respondents left comments when asked for specific suggestions for improvement.

Note: Open ended responses have been sorted by keyword and summarized in the Top Line Report by Planning Area, available online.

Preservation Priorities

Respondents could identify the preservation efforts as Very Important (VI), Important (I), Not Important, and Don't Know.



In order of "Very Important" Preservation Efforts		VI %	VI + I %
1	Environmental (water, wetlands, woodlands, wildlife habitat, etc.)	78.4	96.9
2	Open space	78.1	97.2
3	Scenic landscapes, roads, and views	74.5	96.3
4	Trails	71.3	94.3
5	Parkland for passive recreation	67.9	93.8
6	Historic buildings and settings	65.2	93.8
7	Farmland	62.6	91.2
8	Parkland for active recreation	62.6	89.9

125 respondents left additional comments.

Township Needs More?

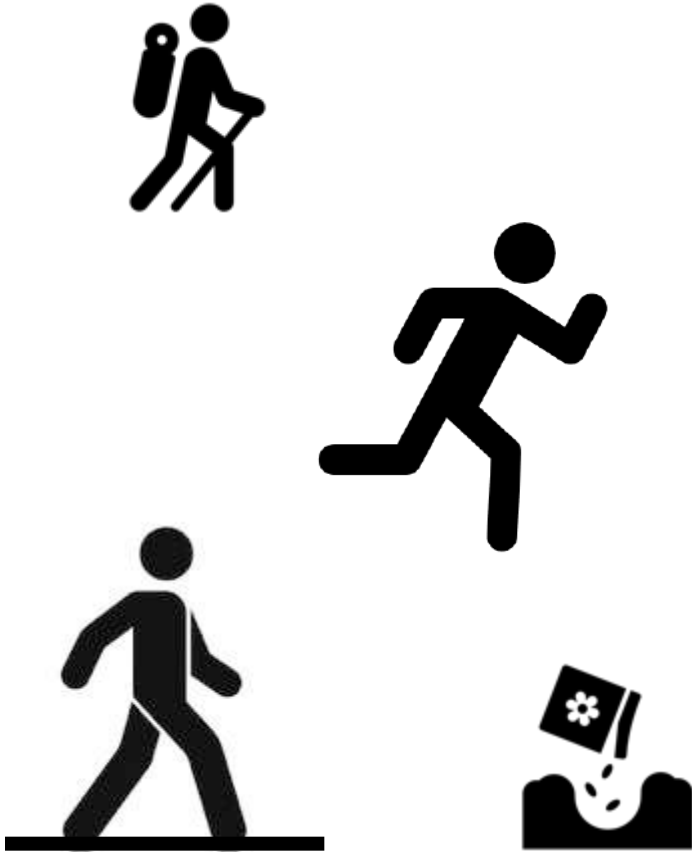
Regarding circulation, recreation, transportation, and activities.



	What, if anything, does the TWP need more of?	%
1	Hiking/walking trails	48.1
2	Bike Paths	48
3	Sidewalks	41.9
4	Passive/low impact preserves	29.1
5	Neighborhood parks/playgrounds	21.3

194 respondents left additional comments.

Favored Activities



Rank	Activities	VI + I %
1	Hiking/nature walking	92.5
2	Sidewalks	74
3	Dog walking	70.5
4	Gardening	63.4
5	Bicycling	61.4
6	Jogging	54.1
7	Bird watching	48.9
8	Horseback riding	38.9
9	Picnicking	37.4
10	Soccer	32.3
11	Baseball	30.9
12	Basketball	24.6



120 respondents made additional comments.

Preservation, Recreation, & Circulation



Top 5 Focus Areas

1. Open Space
2. Trails
3. Trail/Sidewalk Circulation Planning
4. Traffic Planning
5. Neighborhood Parks



Of Note:

- 28.8% of respondents selected Dog Park Development
- 19.28% selected Multi-Purpose Sports Court

Rank	Top 5 Initiatives	%
1	Secure land to preserve open space, protect the environment, and provide passive recreation	83.8
2	Secure land for preservation and development of walking/hiking trails	83.1
3	Develop a Township-wide trail/sidewalk circulation plan (including connections to Malvern, Paoli, etc.)	67.7
4	Develop a traffic calming and improvement plan	59
5	Secure land for developing into neighborhood parks	52

230 respondents made additional comments.

Communication Tool Analysis

Top 5 Best Ways to Communicate

1. Willistown TowneCrier Newsletter
2. Willistown Township Notify Me Emails
3. Willistown Parks & Recreation Enews
4. Willistown Website: Willistown.pa.us
5. Malvern Community Forum Facebook



58 respondents made additional comments.

Community Outreach

Communications & Input



- **Public Meetings**
- **Website: Comp Plan Update Page**
- **Notify Me**
 - **Comp Plan Update Bulletins**
 - **Parks & Rec Enews**
- **Social Media**
- **Memo Boards**



Comprehensive Plan Update Web Page



Willistown Township, PA - Off...
Secure | <https://www.willistown.pa.us>

 **WILLISTOWN TOWNSHIP**
CHESTER COUNTY
Pennsylvania

Government Departments Services How Do I...

About Willistown
Township Organizational Chart
Area Legislators
Employment Opportunities
Open Records
Ordinances
Public & Legal Notices
Resolutions
Stormwater Management
Township Code
Township Comprehensive Plan
Comprehensive Plan Update
Voter Services

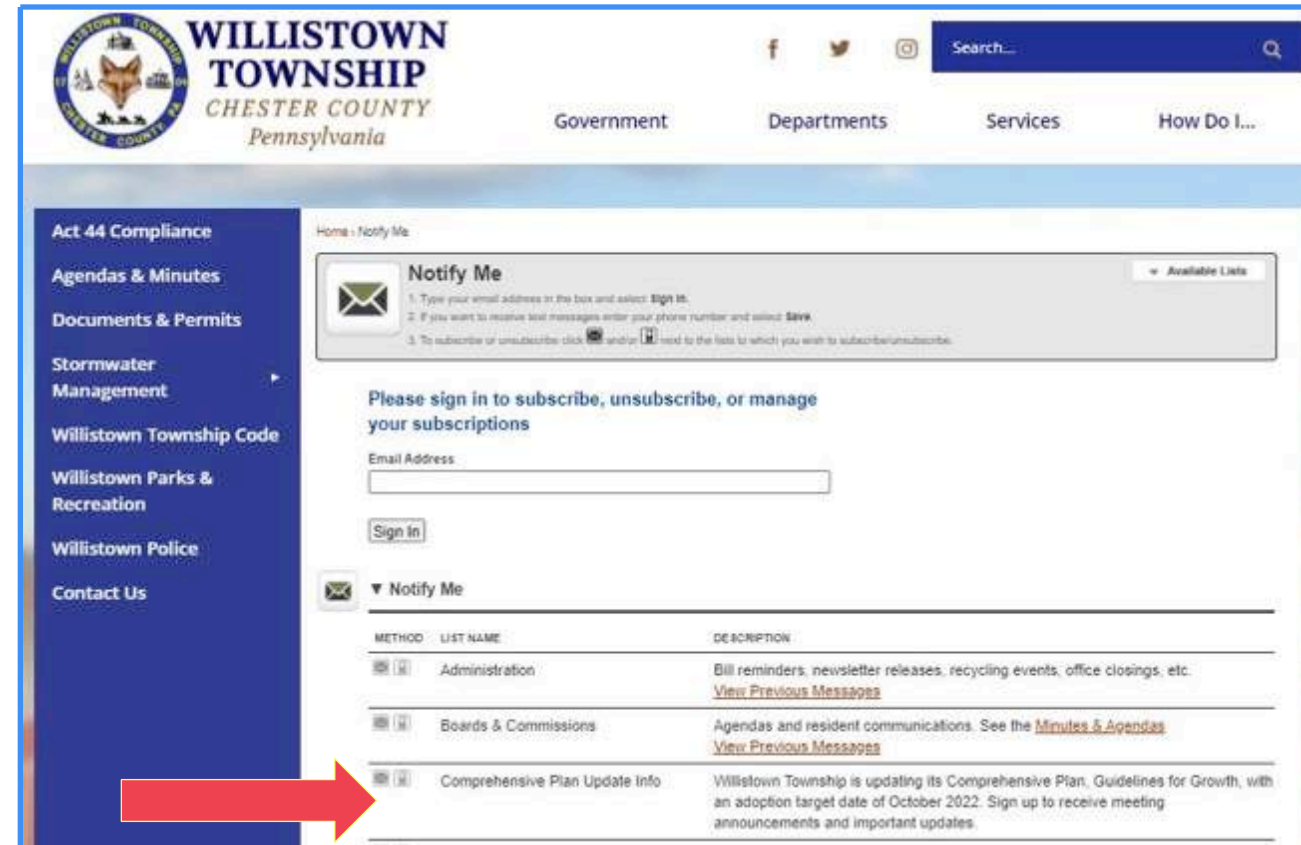
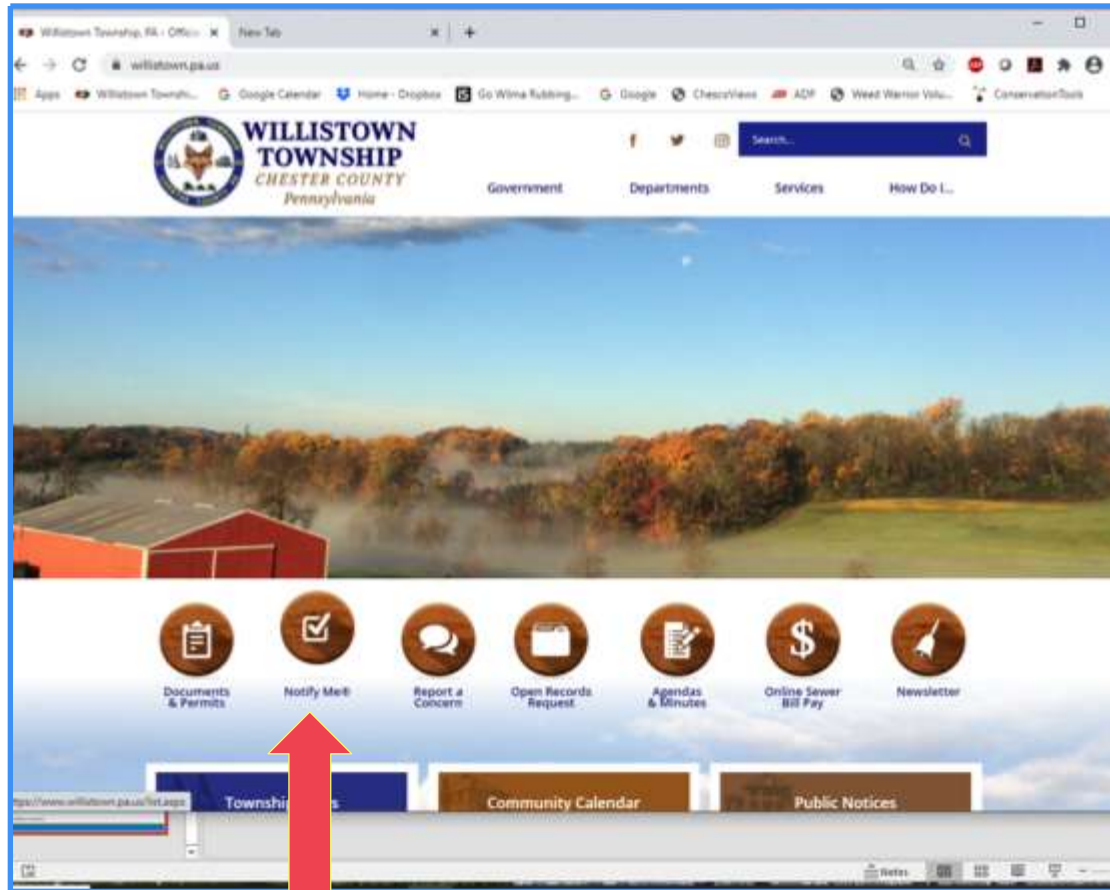
Boards & Commissions
Community Service Award
Bartram Bridge Joint Preservation Board
Board of Supervisors
Elected Auditors of Willistown
Historical Commission
Land Conservation Authority Board
Malvern Library Board
Open Space Review Board
Paoli Library Board
Parks & Recreation Board
Planning Commission
Police Pension Plan & OPEB Trust Fund Advisory Bd
Recycling Commission
UCC Board of Appeals
Zoning Hearing Board
Volunteer Information
Sewer Benefit Fund Committee


Welcome
Welcome to Willistown Township. We are here to serve you. If you have any questions that we can help you with, please don't hesitate to contact us directly.
610-647-5300
Find Out More About the History of the Township

Sign up for email and text updates about Willistown Township.

Comprehensive Plan Update

Stay Informed through Notify Me!





Willistown Township

Comprehensive Plan 2020 Survey

FURTHER INFORMATION

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