



When the Hermon Track Committee formed, one of the first priorities was to assess the Town’s level of interest in building a track and improving Pottle field. The data collected needed to be both reliable and representative of our population base. The Committee invested considerable time drafting a survey with guidance from an industry consultant and developing a marketing plan to get the word out to residents. The final survey was designed to be anonymous and secure, allowing only one response per person. Our goal was for it to take no more than two minutes to complete, but to provide relevant information that could be used to help guide the Committee’s next steps.

The Committee utilized SurveyMonkey, a cloud-based software, to create the on-line version, and a paper form was made available at the Town and Superintendent’s Offices so everyone had the opportunity to participate and share his or her voice. In order to reach as many residents as possible, information and an invitation to take the survey was included in the Hermon Connection, Hermon Recreation and School Department Facebook pages and newsletters, and via a direct mail post card coordinated by Snowman Printing. The SurveyMonkey portal was open for approximately four weeks spanning January and February 2020.

Below is a copy of the survey questions, the overall response numbers and a further breakdown of respondent demographics. Please note that some participants skipped over some of the questions, which is quite common. Regardless, the Committee was very pleased with the level of community participation.

Question #1

Do you support the installation of an artificial turf field and rubberized track for school, recreation, and community use and programming in Hermon?

Overall Response

Yes – 454

No – 95

Total number of household responses – 550 (1 respondent skipped the question)

Response by age (note that not all respondents answered demographic questions)

	<18	18 – 24	25-34	35-44	45-54	55-64	65+
Yes -	14	42	58	133	100	57	50
No -	1	2	15	18	35	10	13

Response by years of residency

	1-5 years	6-10 years	11-15 years	16+ years
Yes -	102	82	83	187
No -	8	13	15	59

Response by income (by thousand). Not all respondents answer household income question.

	\$0 - \$24.9	\$25.0 - \$49.9	\$50.0- \$74.9	\$75.0-\$99.9	\$100.0-\$124.9	\$125.0+
Yes –	17	42	54	84	94	143
No -	5	18	17	14	15	22

Questions #2.

Would any member of your household utilize an athletic complex for walking, running, or participating in school athletics and recreational programs?

Overall Response

Yes – 448

No – 101

Total number of household responses – 550 (1 respondent skipped the question)

Response by age

	<18	18 – 24	25-34	35-44	45-54	55-64	65+
Yes -	13	42	65	133	97	54	43
No -	2	2	8	18	37	14	20

Response by years of residency

	1-5 years	6-10 years	11-15 years	16+ years
Yes -	103	82	83	180
No -	7	12	15	67

Response by income (by thousand)

	\$0 - \$24.9	\$25.0 - \$49.9	\$50.0- \$74.9	\$75.0-\$99.9	\$100.0-\$124.9	\$125.0+
Yes –	15	43	50	82	97	139
No -	7	17	22	15	12	26

Questions #3.

In the event that there are no in-kind donations or sponsors, would you support an increase of your property taxes to fully fund this project as an estimated expense of \$1.9 million (approximate increase of \$70.00 in property taxes for a \$200,000 home)?

Overall Response

I do support funding this project through taxpayer dollars – 380 (69%).

I do not support funding this project with taxpayer dollars – 169.

Total number of household responses – 550 (1 respondent skipped the question)

Response by age

	<18	18 – 24	25-34	35-44	45-54	55-64	65+
Yes -	10	34	51	113	91	44	37
No -	4	11	22	38	43	24	26

Response by years of residency

	1-5 years	6-10 years	11-15 years	16+ years
Yes -	92	66	63	159
No -	18	28	35	88

Response by income (by thousand)

	\$0 - \$24.9	\$25.0 - \$49.9	\$50.0- \$74.9	\$75.0-\$99.9	\$100.0-\$124.9	\$125.0+
Yes –	13	30	49	71	85	120
No -	9	30	23	27	24	44

Summary

The data collected from the survey represented 550 households which is a statistically significant sample size as there are approximately 2,676 total households in Hermon per Town records. The support for

using taxpayer dollars vs. fundraising was broad based and meaningful with 69% of respondents in favor of that funding source. The support was in the 75% range in the age groups under 65 and about 60% for those 65+. Support was weakest in the income brackets under \$50,000 at about 50% and ranged between 65% and 78% in the higher income brackets. The project gathered the most support from new residents, with the highest support among residents living in Hermon under 5 years, followed by the group with 6-10 years of residency. The weakest support of approximately 60% was among respondents with residency over 15 years.

Based upon the strong support across the demographic groups in the sample size, the Track Committee elected to move forward with a plan to work with Plymouth Engineering to assess site options and firm construction estimates. In addition, the committee established a timeline to bring the project to a ballot vote at the June 2021 election, as opposed to a special Town meeting. The Committee felt it important to ensure as many residents as possible have the opportunity to participate in the decision for this significant investment in the Town's future.

Please check back soon for the next Track Committee update that will provide details on the site plans and related costs.