



City of Bristol POCD Study

Report of Findings

market research
conducted by ::



Submitted :: November 25, 2014
Confidential & Proprietary

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Research you can trust

GreatBlue provides reliable, actionable research and analytics to help organizations identify, address and improve their offerings to key constituents. With more than 35 years of experience in diverse markets, GreatBlue effectively yokes this knowledge to correlate general attitudes and perceptions with the behavioral trends seen within our clients' studied populations.

At GreatBlue, we foster a corporate culture of "clients first" to not only help our clients think beyond today, but to ensure our account teams anticipate client needs to better and more efficiently serve their expectations.

We consider our clients to be our partners and serving their needs to be paramount - standing behind our research is one way we assist our clients in meeting their compliance and regulatory obligations.



Experience. Professionalism.

Our staff of experienced researchers are trained before each project to ensure they are familiar with the client, the context of the research and the respondents sought.

We are representing your company -
and we take that seriously.

Project Overview

- GreatBlue was commissioned by Planimetrics to conduct comprehensive market research to understand City of Bristol residents' ideas and opinions regarding the City's long range plan.
- In order to service that need, a telephone survey methodology approach was employed to capture a better understanding of existing perceptions and ideas in regards to the City of Bristol, as a whole, as well as better understand existing opinions for the City's future planning .
- The outcome of this research will serve to better define relevant opportunities at hand thus creating a strategic roadmap for the City of Bristol to improve their service to residents while planning for the future.

Areas of Investigation

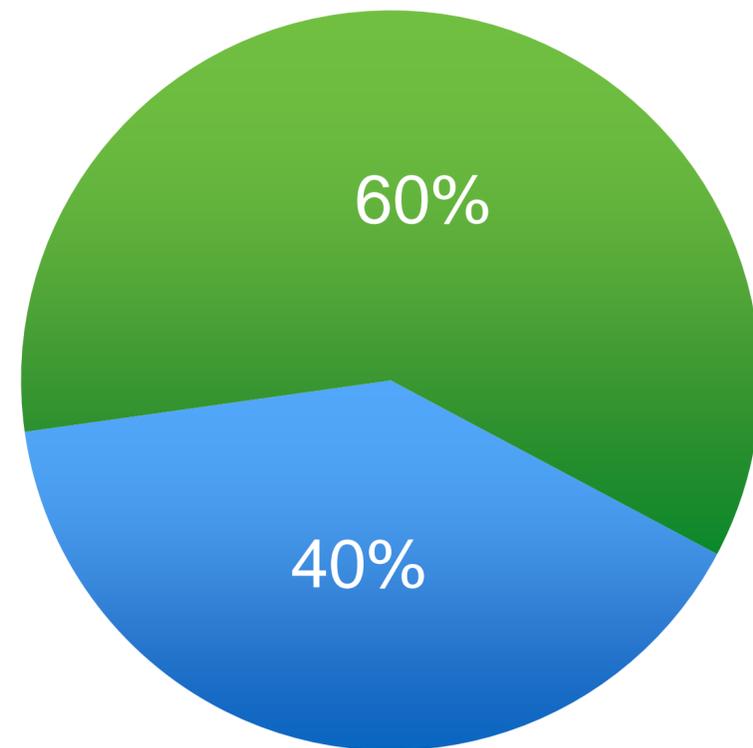
- The 2014 City of Bristol POCD Study employed a quantitative research methodology that addressed the following topics:
 - Reasons for City of Bristol residency and future plans for occupancy;
 - Measuring resources important to the community and what improvements can be made;
 - Measuring the mixture of housing in Bristol today and what residents plans for the future;
 - Overall satisfaction with the types of businesses in the city and suggestions for future planning;
 - Rating services and the overall quality of life in the City of Bristol today; and
 - Demographics.

Research Methodology

Item	Quantitative Interviews (N=408)
Methodology	Telephone survey
Instrument Length	66 possible questions
Instrument Structure	Primarily close-ended with variable open-ended questions
Incentive	None
Sample	Procured Random Digital Dial Land-Line and Cell Phone Records
Quality Assurance	Personnel and Computer-Aided platform
Margin of Error	+/- 4.8%
Confidence Level	95%
Fielding	Nov 7 - Nov 18, 2014

Telephone Sample Distribution

Representing 8 unique age categories, these categories reflect a proportionate to population contribution based on recent census data for the City of Bristol.



Telephone Sample Breakdown

■ Male ■ Female

Ages	Totals (N=408)
20 to 24	6.1%
25 to 34	15.9%
35 to 44	17.6%
45 to 54	22.3%
55 to 64	17.6%
65 to 74	10.3%
75 to 84	6.6%
85 or over	3.4%

Key Learnings

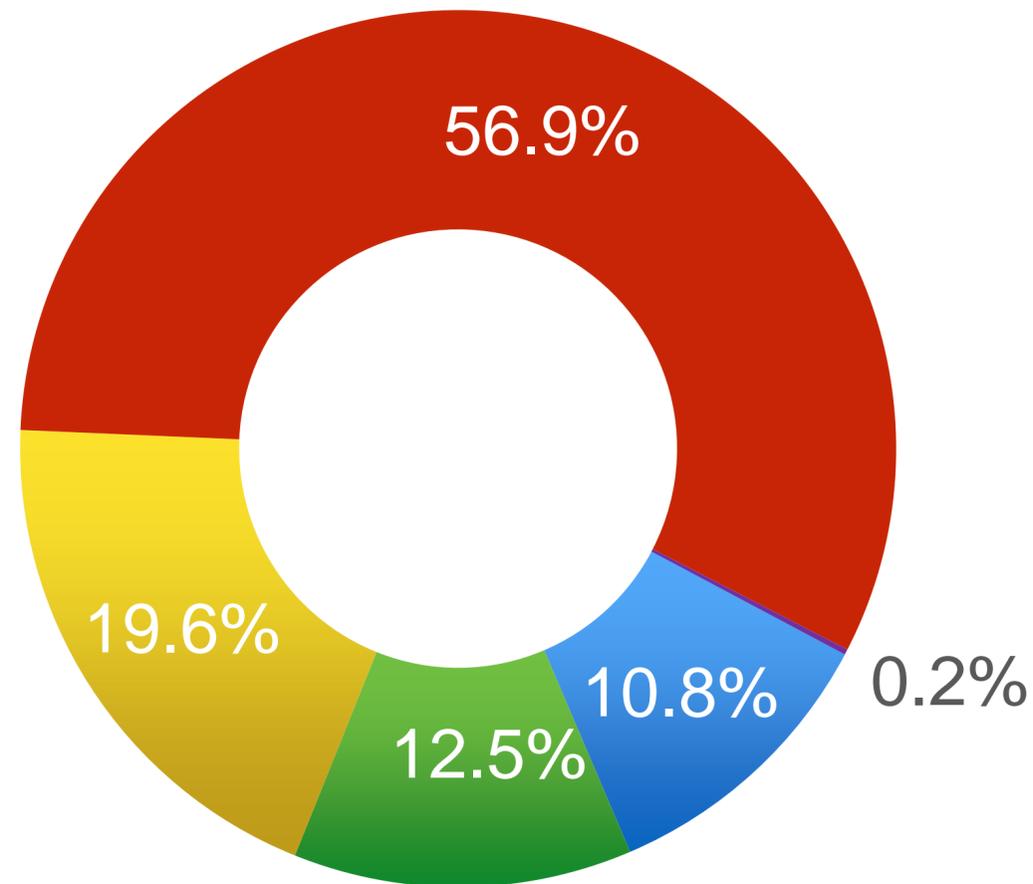


Summary Learnings

- While a majority of respondents cited that they see themselves living in Bristol five or ten years from now, a quarter of respondents said that they would not be living in the City. Similarly, slightly over one quarter of respondents cited that the quality of life in Bristol is either declining or has not changed, but remained poor.
- It was noted throughout the study that respondents saw importance in the revitalization of the Downtown area through additional entertainment, recreational activities, and small retail stores or shops being brought to the Downtown area.
- Additionally, it was noted that renovation of blighted buildings, and the reduction of crime (especially in the West End) would improve the quality of life in the City of Bristol, and help the success of a Downtown revitalization.
- Taxes were determined to be one of the most important issues facing the town; and lowering taxes was reported as one of the top agenda items the town could address to improve the quality of life.
- Findings suggest that there may be an opportunity to develop more affordable housing for first time buyers and the elderly. Findings also suggested that respondents feel there may be too many lower end houses, apartments and condominiums.
- A high frequency of respondents cited that they are planning to move to a single family home that is either smaller or larger within the next five to ten years.

Bristol Cultivates Life-Long and Long-Time Residents

Q Please tell me approximately how long you have lived in Bristol?



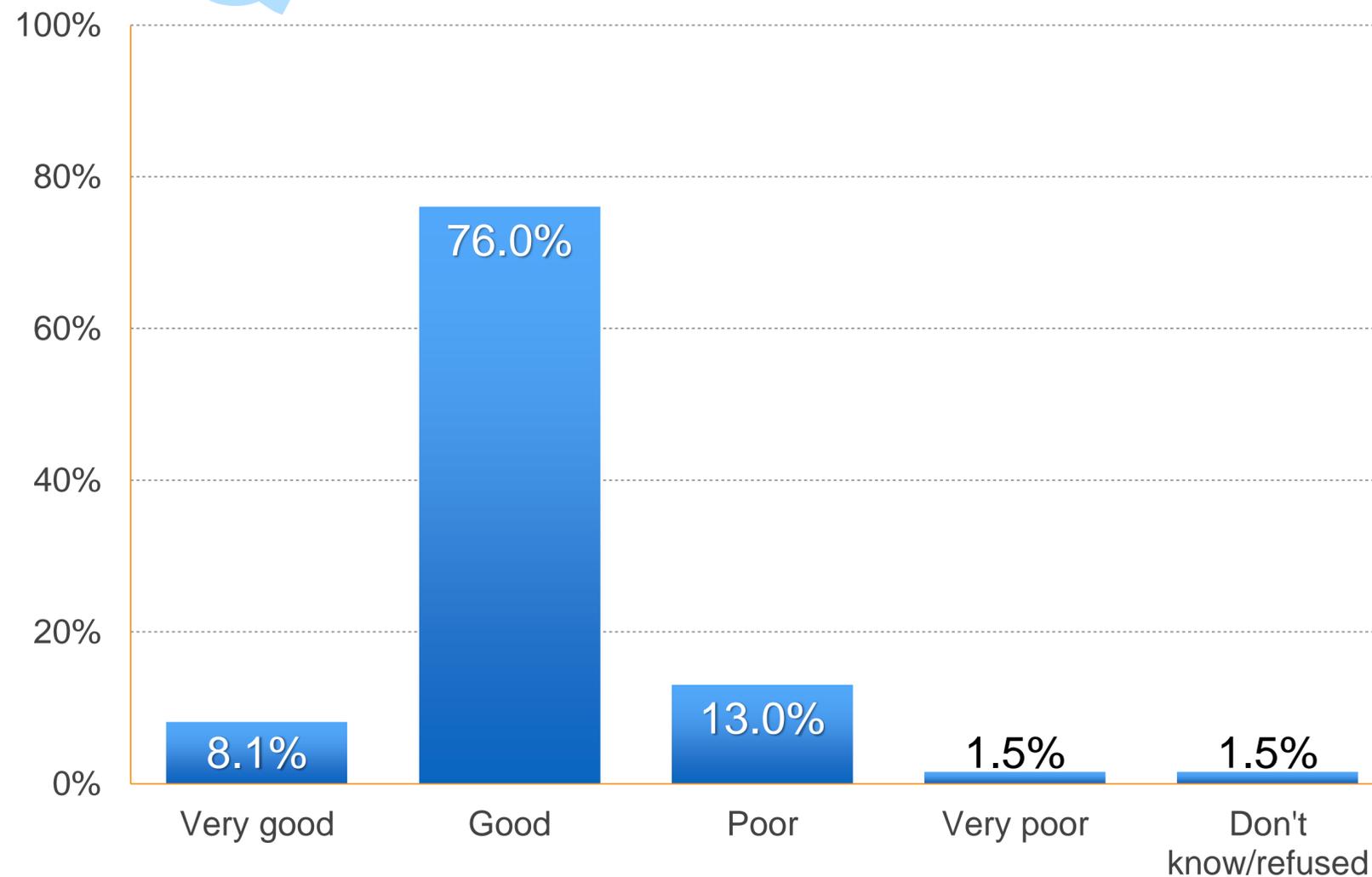
- Five years or less
- Eleven to twenty years
- Don't know/refused
- Six to ten years
- More than twenty years

Q What was the main reason for you moving to Bristol?

Reason for moving to Bristol	Total (N=408)
Location (close to work/close to family/close to highways)	49.3%
Was born here	31.9%
Affordability	6.4%
Neighborhood (Nice neighborhood)	5.4%
Amenities (Education system/recreational facilities)	3.4%
Community (Character, feeling)	2.0%

Good Quality of Life; With Opportunity to Improve

Q How would you rate the overall quality of life in Bristol?



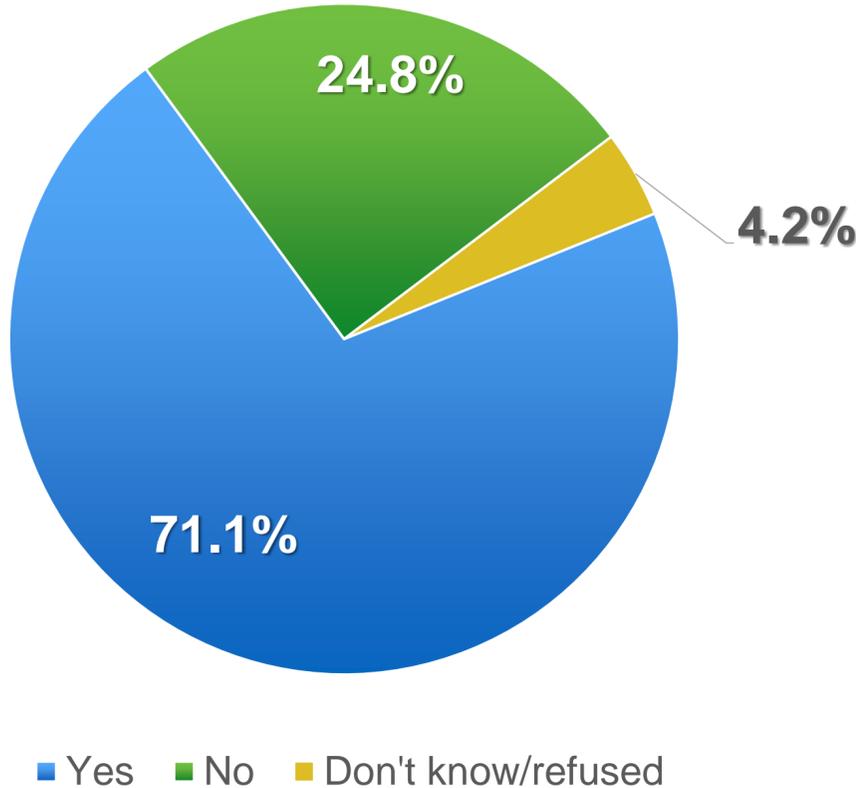
Q If there was one thing you could change in Bristol, what would it be?

Change	Total (N=408)
Downtown development/improvement	12.0%
Nothing/no improvements needed	10.8%
Crime rate/ drug selling/safety	8.6%
Lower taxes/tax structure	7.8%
The roads/route 6/overall infrastructure	7.4%
Local government/city management/resource allocation	5.6%
Additional recreational activities	5.1%
Business development/more stores	5.1%

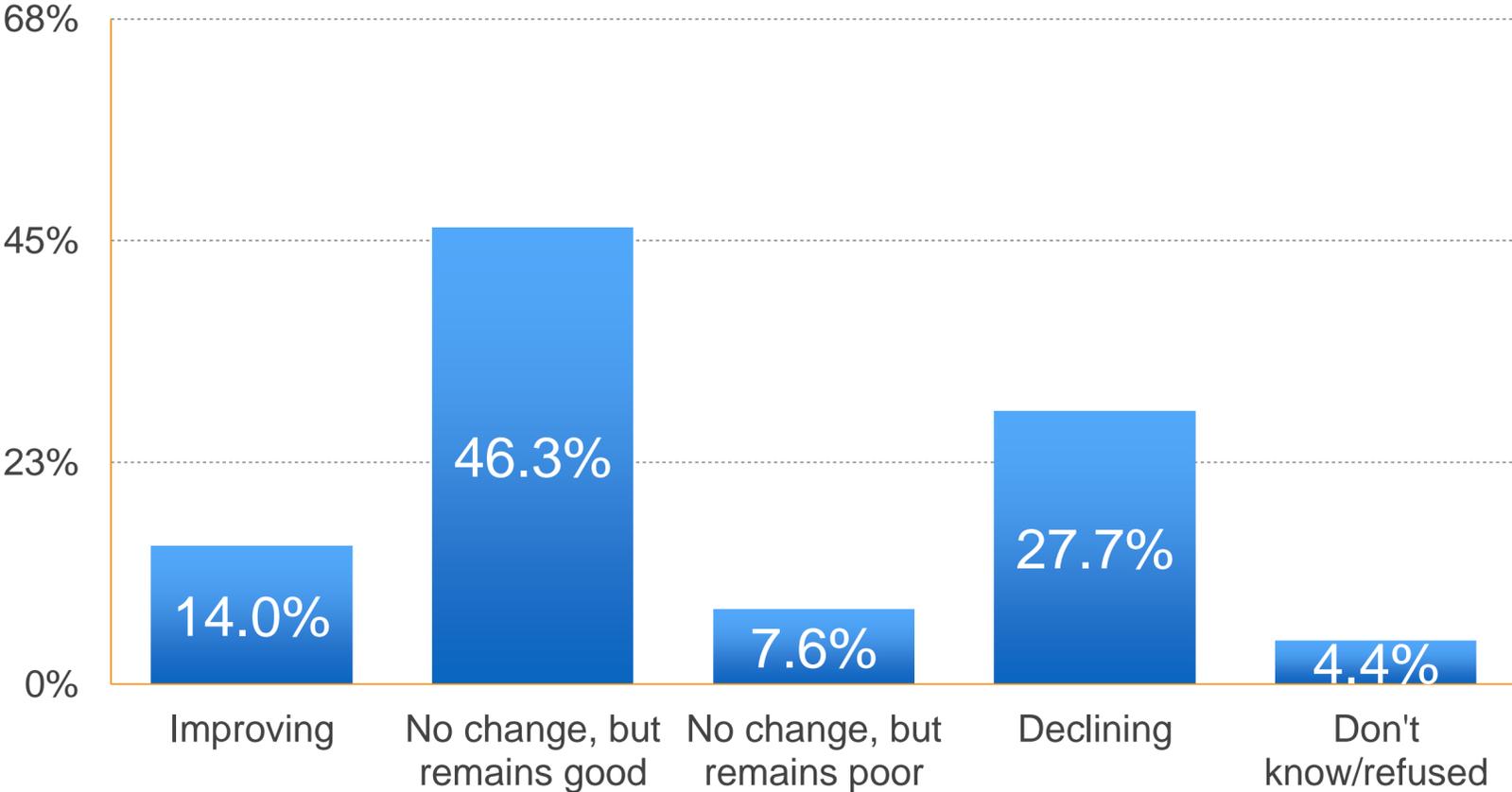
Overall Quality of Life Linked with Future Plans

While the majority of respondents reported an overall good or improving quality of life in Bristol; a similar percentage of respondents who reported that the quality of life was poor or declining in Bristol also said they could not see themselves living in Bristol in the next ten years.

Q Do you see yourself living in Bristol five to ten years from now?

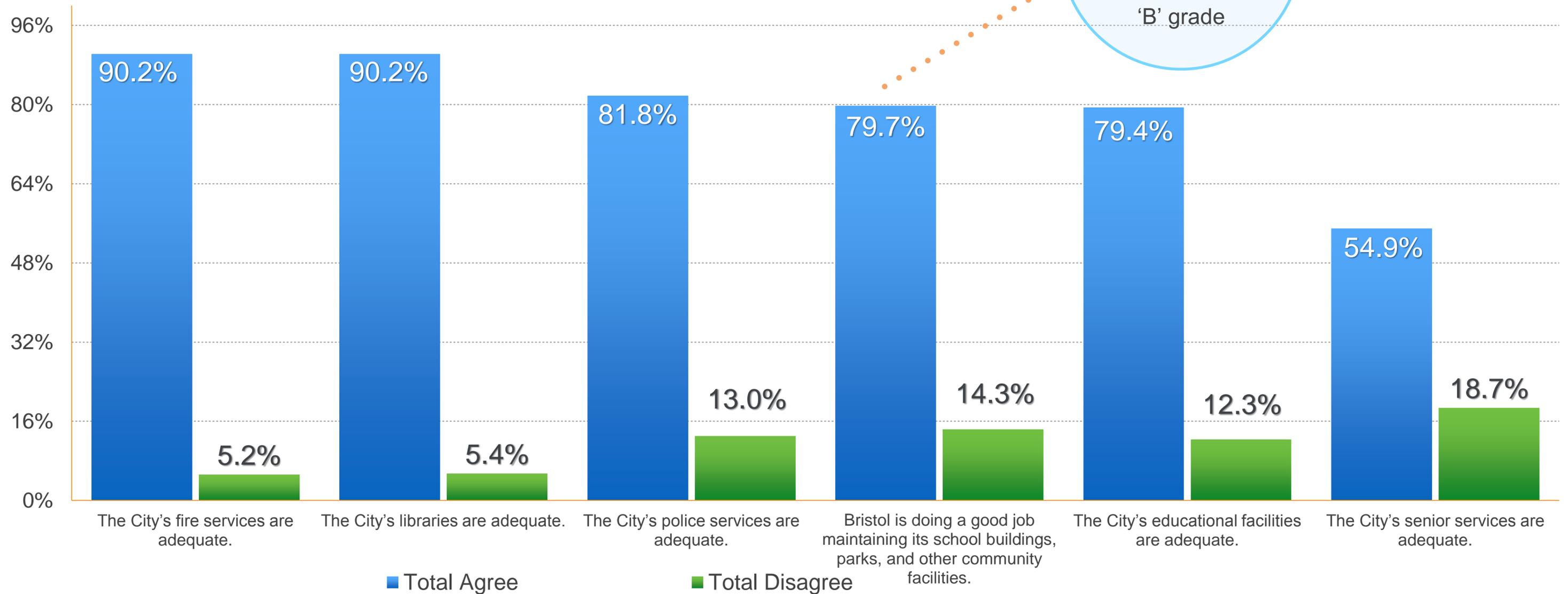


Q Would you say that the overall quality of life in Bristol is ...



City Infrastructure Adequate, yet Education + Senior Services Have Opportunity to Improve

B
44.1% gave Bristol school's a 'B' grade



Development + Revitalization Tied to Quality of Life

While taxes and cost of living remained a paramount concern, opportunities exist to improve the quality of life by revitalization and economic development throughout the City and in the Downtown area.

Q What do you feel is the most important issue facing the City of Bristol today?

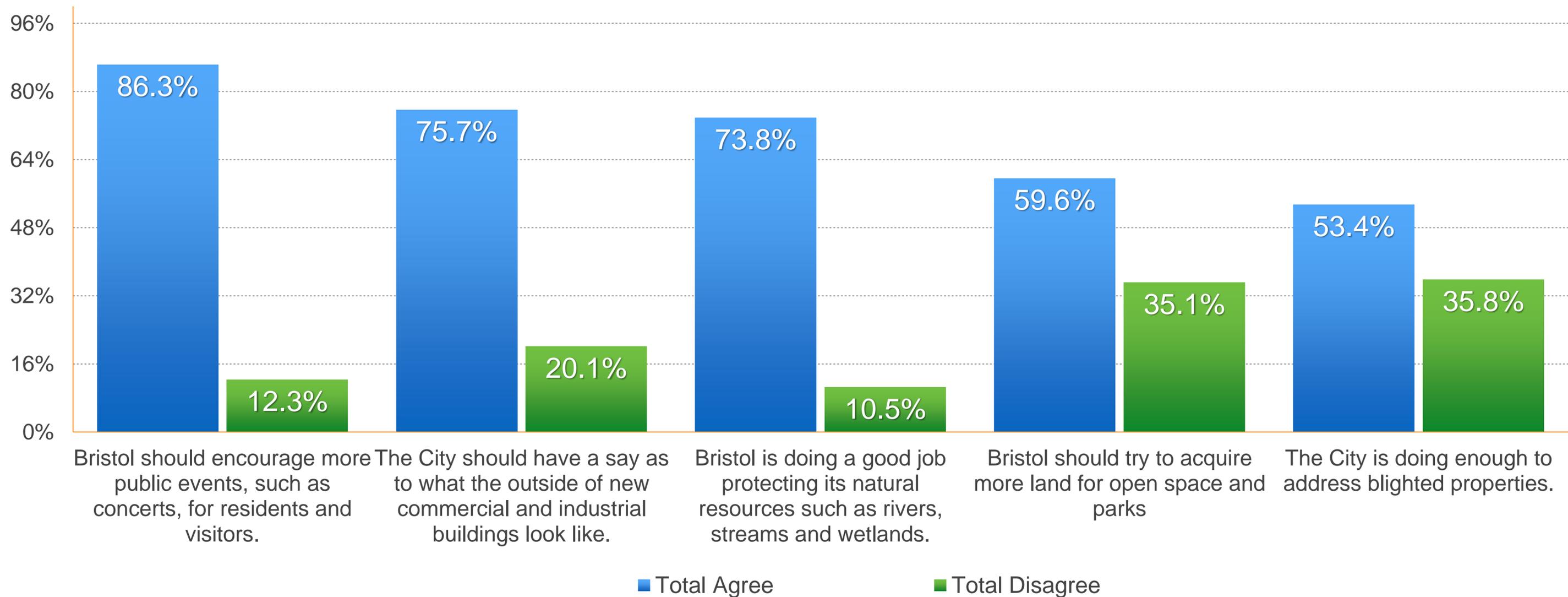
Q What do you feel is the one thing the City could be doing to improve the quality of life in Bristol?

Most Important Issue	Total (N=408)
Downtown revitalization/development	18.4%
Taxes	15.7%
Don't know/refused	13.7%
Crime rate/drug problem/poor emergency response	11.0%
Economic development/job creation	8.1%
Education/school system	5.1%
Politics/poor management/lack of urgency	3.2%
Improve roads/route 6/overall infrastructure	3.2%

Improving Quality of Life	Total (N=408)
Don't know/refused	27.0%
Lower taxes/cost of living	14.7%
Revitalize downtown/more stores	13.5%
Reduce crime/better police presence/clean up the city	11.3%
Additional recreational activities	7.4%
Economic development/increased job creation	6.4%
Improve the roads/route 6/overall infrastructure	3.9%
Improve education/school system	2.9%

Development Should Focus on Entertainment + Renovation of Blighted Property

Findings suggest that respondents would like the City to do more to address blighted properties; and were split on the purchase of open land. They would also encourage more opportunities to increase entertainment options in the City.



Additional Entertainment Options Wanted

Q Tell me if there are too many, or about the right amount, or too few of the following types of businesses in Bristol today.

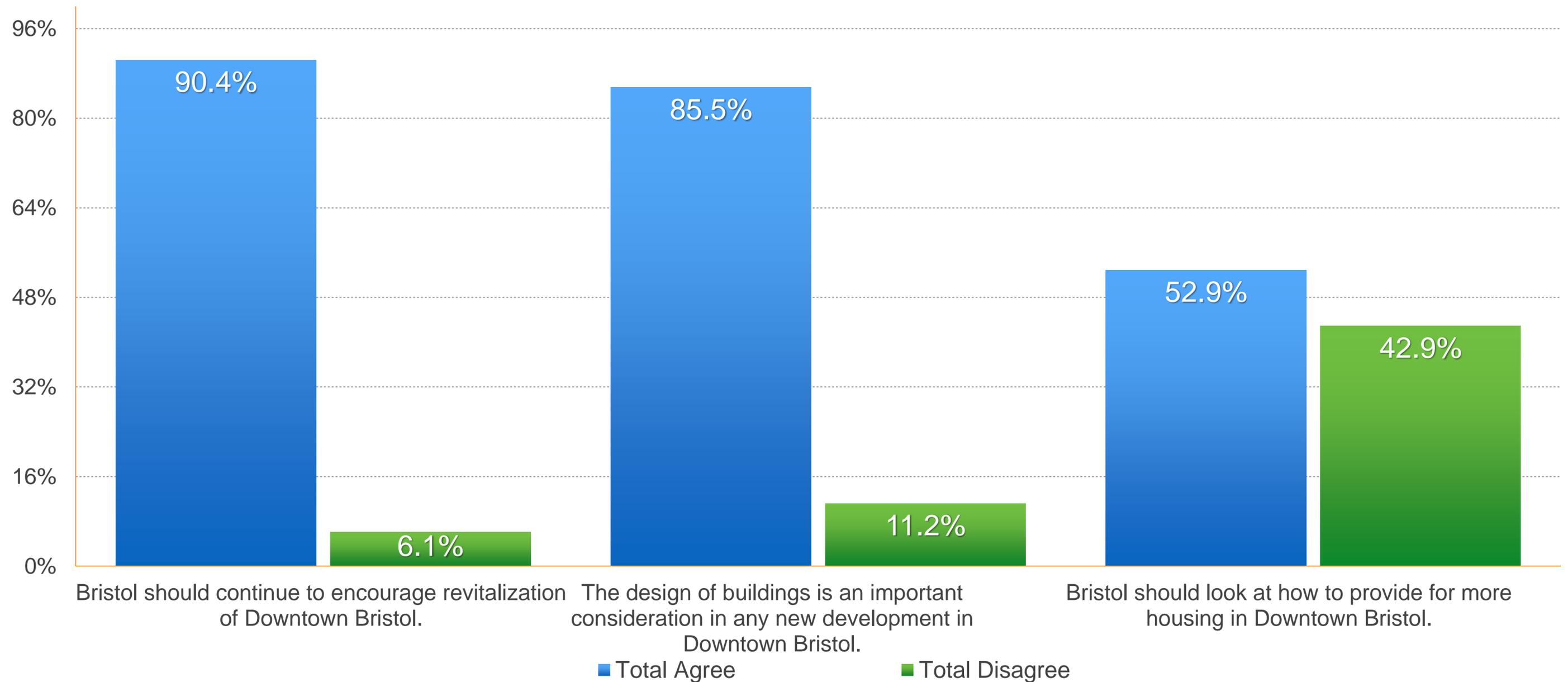
Respondents went on to report that there are “too few” entertainment options in the City of Bristol.

It was also cited that small retail stores and tourist attractions would be welcome additions to the city as well. These avenues of development are not mutually exclusive and can aid in each other’s success.

Business types	Too Many	About Right	Too Few	Don't Know
Entertainment options (music, movies, plays, etc.)	---%	13.2%	84.3%	2.5%
Small retail stores or shops	4.9%	24.5%	68.9%	1.7%
Tourist attractions	0.2%	34.8%	60.5%	4.4%
Large retail stores	10.0%	31.9%	55.6%	2.5%
Technology related firms	2.5%	25.2%	53.4%	18.9%
Hotels	2.9%	44.4%	47.8%	4.9%
Light industrial facilities	3.4%	33.8%	45.6%	17.2%
Heavy industrial facilities	4.9%	34.1%	42.9%	18.1%
Small business offices	3.4%	42.4%	41.4%	12.7%
Large business offices	6.1%	40.0%	40.2%	13.7%

Downtown Could be Focal Point of Development

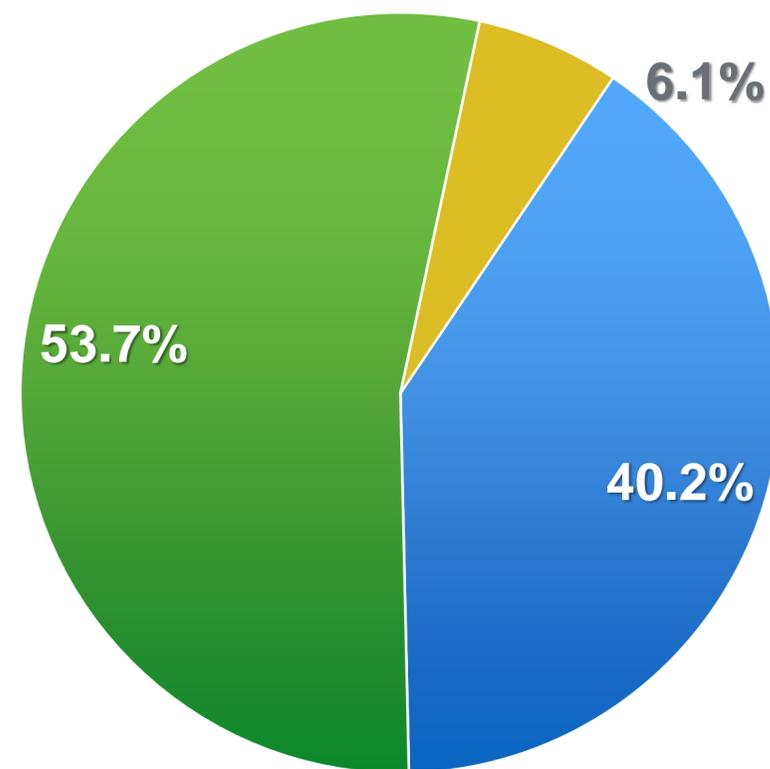
An overwhelming majority of respondents continued to cite that the revitalization of the City's Downtown is critical to them. Development should be focused on commercial space, while housing in the Downtown area should be less important.



Housing Trending Towards Single Family Homes

The top two responses for respondents citing that they would consider moving within the next five to ten years was either to a larger or smaller single family house. While respondents did report a need for further senior services and housing, most did not envision themselves moving into an active adult community. This implies they too could be looking for single family homes.

Q Are you considering moving to a different home within the next five to ten years?



■ Yes ■ No ■ Don't know/refused

Q Please tell me what you think your next housing choice will be.

Next housing choice

2014
(N=189)

Move to a larger single family home

30.2%

Move to a smaller single family home

23.8%

Don't know unsure

12.2%

Move to a rental apartment/townhouse

11.1%

Move to an active-adult (55+) community

6.3%

Housing Opportunities on Both Ends of the Spectrum



Tell me if there are too many, about the right amount, or too few of the following in Bristol today.

“Affordable housing for first time buyers” was the housing unit with the second highest frequency of “too few” responses, following only “Affordable housing for elderly persons.”

Small, yet single family homes may have opportunity to capture both young families and empty nesters looking to relocate.

Bristol Housing Mixture	Too Many	About Right	Too Few	Don't Know
Affordable housing for elderly persons	4.2%	36.0%	43.6%	16.2%
Affordable housing for first-time buyers	4.9%	38.2%	39.7%	17.2%
Apartments	20.8%	46.1%	22.1%	11.0%
Lower end homes	22.3%	42.4%	19.6%	15.7%
Upper end homes	15.0%	48.5%	19.4%	17.2%
Single family homes	9.1%	62.0%	18.5%	10.5%
Condominiums	18.9%	51.2%	18.4%	11.5%

Considerations

Continue with the revitalization of Bristol's Downtown area. Findings suggest that residents would like to see Bristol's Downtown area become more of an entertainment destination, with small shops and recreational activities that are family friendly to support those entertainment options.

Develop or renovate on land with vacant or blighted buildings, which may aid efforts to lower the crime rate throughout the City especially in the West End neighborhood. In order for Bristol's Downtown to become a location that attracts not only residents in the City, but also drives residents from surrounding towns, Bristol needs to look and feel as secure as possible.

Taxes were brought up as a major issue facing the City. Also, "lowering taxes" were cited as one of the top responses for how the City could improve the quality of life. While many respondents eluded that they would like to see more small retail stores or shops in the town, a large frequency also reported that they would like to see more large retail stores. Attracting both large and small retail to the city can serve the purpose of both lessening the tax burden on the City as well as growing the culture.

Encourage the development of affordable single family housing for first time buyers without creating additional lower-end housing units. This will aid in maintaining both first time home-owners as well as empty nesters looking to downsize living in the City.

Thank you for selecting us!

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WHAT'S NEXT.

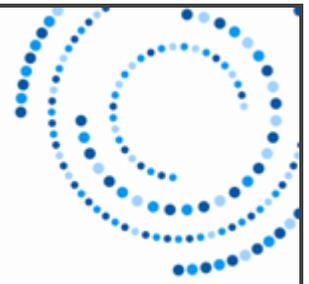


Exhibit A

This section contains the full data results by question for the 2014 City of Bristol POCD Study.

A Note Regarding the Interpretation of Aggregate Results

The computer processed data for this survey is presented in the following frequency distributions. It is important to note that the wordings of the variable labels and value labels in the computer-processed data are largely abbreviated descriptions of the Questionnaire items and available response categories.

The frequency distributions include the category or response for the question items. Responses deemed not appropriate for classification have been grouped together under the “Other” code.

The “NA” category label refers to “No Answer” or “Not Applicable.” This code is also used to classify ambiguous responses. In addition, the “DK/RF” category includes those respondents who did not know their answer to a question or declined to answer it. In many of the tables, a group of responses may be tagged as “Missing” – occasionally, certain individual’s responses may not be required to specific questions and thus are excluded. Although when this category of response is used, the computations of percentages are presented in two (2) ways in the frequency distributions: 1) with their inclusion (as a proportion of the total sample), and 2) their exclusion (as a proportion of a sample sub-group).

Each frequency distribution includes the absolute observed occurrence of each response (i.e. the total number of cases in each category). Immediately adjacent to the right of the column of absolute frequencies is the column of relative frequencies. These are the percentages of cases falling in each category response, including those cases designated as missing data. To the right of the relative frequency column is the adjusted frequency distribution column that contains the relative frequencies based on the legitimate (i.e. non-missing) cases. That is, the total base for the adjusted frequency distribution excludes the missing data. For many Questionnaire items, the relative frequencies and the adjusted frequencies will be nearly the same. However, some items that elicit a sizable number of missing data will produce quite substantial percentage differences between the two columns of frequencies. The meticulous analyst will cautiously consider both distributions.

The last column of data within the frequency distribution is the cumulative frequency distribution (Cum Freq).

This column is simply an adjusted frequency distribution of the sum of all previous categories of response and the current category of response. It is utilized to gauge some ordered or ranked meaning.

Readers are reminded that this section summarizes the statistics collected from a telephone survey instrument used to gather information from residents of the City of Bristol, Connecticut.

This section is prepared for ease in reading and to present the summary of finding to each of the sixty-six questions asked.

1. Are you currently a Bristol resident?

	2014 (N=408)
Yes	100.0%
No	---
Don't know/Refused	---

2. Are you twenty years of age or older?

	2014 (N=408)
Yes	100.0%
No	---

3. Please tell me approximately how long you have lived in Bristol

	2014 (N=408)
Five years or less	10.8%
Six to ten years	12.5
Eleven to twenty years	19.6
More than twenty years	56.9
Don't know/refused	0.2

4. What was the main reason for you moving to Bristol? (Ask an open ended, but with pre-coded responses)

	2014 (N=408)
Location (close to work/close to family/close to highways)	49.3%
Was born here	31.9
Affordability	6.4
Neighborhood (Nice neighborhood)	5.4
Amenities (Education system/recreational facilities)	3.4
Community (Character, feeling)	2.0
Personal reasons	0.5
Don't know/unsure	0.5
Refused	0.5
Other	0.2

5. Do you see yourself living in Bristol five or ten years from now?

	2014 (N=408)
Yes	71.1%
No	24.8
Don't know/Refused	4.2

6. What do you feel is the MOST IMPORTANT ISSUE facing the City of Bristol TODAY?

	2014 (N=408)
Downtown revitalization/development	18.4%
Taxes	15.7
Don't know/refused	13.7
Crime rate/drug problem/poor emergency response	11.0
Economic development/job creation	8.1
Education/school system	5.1
Politics/poor management/lack of urgency	3.2
Improve roads/route 6/overall infrastructure	2.7
Poor budget planning/wasting money	2.7
Empty buildings/underutilized properties	2.5
Community involvement/dedication to residents	2.5
Not enough businesses/difficult to do business	2.2
Housing market	2.0
Not enough to do/need more recreational activities	2.0
Traffic/public transportation	2.0
West End needs improvements	2.0
The mall (progress, money needed elsewhere, etc.)	2.0
Depot Square development	1.2
Overall improvements needed	1.2

7. What do you feel is the one thing the City could be doing to improve the quality of life in Bristol?

	2014 (N=408)
Don't know/refused	27.0%
Lower taxes/cost of living	14.7
Revitalize downtown/more stores	13.5
Reduce crime/better police presence/clean up the city	11.3
Additional recreational activities	7.4
Economic development/increased job creation	6.4
Improve the roads/route 6/overall infrastructure	3.9
Improve education/ school system	2.9
Politicians need to listen to residents/focus on their needs	2.9
Improve housing	2.5
Improve services (parks, public works, healthcare)	2.5
No/nothing/quality of life is good	1.7
Additional public transportation/reduce traffic	1.2
Foster better sense of community	1.2
More shops/entertainment	1.0

One of the major sections of the Plan is about protecting resources important to the community.

Please listen carefully to some of the statements I am about to read to you and please tell me if you strongly agree, agree, disagree or strongly disagree.

	Total Agree	Total Disagree	Don't know
Bristol should encourage more public events, such as concerts, for residents and visitors.	86.3%	12.3	1.5
The City should have a say as to what the outside of new commercial and industrial buildings look like.	75.7	20.1	4.2
Bristol is doing a good job protecting its natural resources such as rivers, streams and wetlands.	73.8	10.5	15.7
Bristol should try to acquire more land for open space and parks	59.6	35.1	5.4
The City is doing enough to address blighted properties.	53.4	35.8	10.8

13. What would you like to see the City do to improve Downtown Bristol?

	2014 (N=408)
More business/shopping and entertainment	31.1%
Fill in the open land/fill vacant land/general development	14.0
Clean it up/renovate vacant buildings/reduce crime	10.8
Additional parks and recreational activities/kid's activities	9.6
Don't know/unsure	9.3
Utilize the mall space/develop it	8.6
Overall improvements needed	3.9
Finish the renaissance project/follow through	3.7
Improved housing market	2.2
Recreate how it was in the past/before project	2.0
Other	2.0
Depot square development	1.2
Something to generate lower taxes	0.7
Nothing/fine as is	0.5
Improve job creation	0.5

Now, please listen carefully to the statements I am about to read to you and please tell me if you strongly agree, agree, disagree, or strongly disagree.

	Total Agree	Total Disagree	Don't know
Bristol should continue to encourage revitalization of Downtown Bristol.	90.4%	6.1	3.4
The design of buildings is an important consideration in any new development in Downtown Bristol.	85.5	11.2	3.2
Bristol should look at how to provide for more housing in Downtown Bristol.	52.9	42.9	4.2

I would like to ask you about the mixture of housing in Bristol today. For each please tell me if there are too many, about the right amount, or too few in Bristol today.

	Too Many	About Right	Too Few	Don't know
Affordable housing for elderly persons	4.2%	36.0	43.6	16.2
Affordable housing for first-time buyers	4.9	38.2	39.7	17.2
Apartments	20.8	46.1	22.1	11.0
Lower end houses	22.3	42.4	19.6	15.7
Upper end houses	15.0	48.5	19.4	17.2
Single-family homes	9.1	62.0	18.5	10.5
Condominiums	18.9	51.2	18.4	11.5

24. Are you considering moving to a different home within the next five to ten years?

	2014 (N=408)
Yes	40.2%
No	53.7
Don't know/Refused	6.1

25. Please tell me what you think your next housing choice will be (RESEARCHERS: Do not read choices).

	2014 (N=189)
Move to a larger single-family home	30.2%
Move to a smaller single-family home	23.8
Don't know/unsure	12.2
Move to a rental apartment/townhouse	11.1
Move to an active-adult (55+) community	6.3
Unspecified (out of town, out of state)	6.3
Move to a condominium	3.2
Move to affordable or subsidized housing	2.6
Move in with family members	1.6
Single family, same size	1.1
Move to a life-care facility or nursing home	0.5
Other:	0.5
High-end housing	0.5

Please tell me if you feel there are too many, about the right amount, or too few of the following kinds of businesses in Bristol today.

	Too Many	About Right	Too Few	Don't know
Entertainment options (music, movies, plays, etc.)	---%	13.2	84.3	2.5
Small retail stores or shops	4.9	24.5	68.9	1.7
Tourist attractions	0.2	34.8	60.5	4.4
Large retail stores	10.0	31.9	55.6	2.5
Technology related firms	2.5	25.2	53.4	18.9
Hotels	2.9	44.4	47.8	4.9
Light industrial facilities	3.4	33.8	45.6	17.2
Heavy industrial facilities	4.9	34.1	42.9	18.1
Small business offices	3.4	42.4	41.4	12.7
Large business offices	6.1	40.0	40.2	13.7

37. Are there any other issues related to current or future development in Bristol you feel the City should look at?

	2014 (N=408)
Don't know/refused	37.7%
No/nothing	20.8
Improvement of the downtown area	5.9
Bring in additional business/investment in small business	5.9
Improve roads/infrastructure/logistics	3.9
Development of vacant property/open space	3.9
Additional parks and recreational activities	3.9
Lowering crime rate	2.9
Housing	2.9
Education system/schools	2.2
Taxes	1.7
Poor management/lack of urgency	1.2
Redevelopment of the mall	1.0
Other	1.0
Preserve open space/historical buildings	1.0
High end retail shops and restaurants	1.0
Low income assistance	1.0
Transparency/communication about development plans	1.0
Development of Depot Square	0.5
Yes (general)	0.5

The last major section of the Plan looks at the kind of facilities and services residents may want or need in Bristol.

Please listen carefully to some of the statements I am about to read to you and please tell me if you strongly agree, agree, disagree or strongly disagree.

	Total Agree	Total Disagree	Don't know
The City's fire services are adequate.	90.2%	5.2	4.7
The City's libraries are adequate.	90.2	5.4	4.4
The City's police services are adequate.	81.8	13.0	5.1
Bristol should do more to create a better bicycle circulation system.	81.6	11.6	6.9
Bristol should do more to create a better pedestrian system such as sidewalks and trails.	81.4	15.0	3.7
Bristol is doing a good job maintaining its school buildings, parks, and other community facilities.	79.7	14.3	6.1
The City's educational facilities are adequate.	79.4	12.3	8.3
Bristol should seek ways to increase transit services for residents and businesses.	72.1	17.9	10.0
Bristol should encourage improvements in internet speed and cell phone service.	68.4	17.9	13.7
The City's recreation facilities are adequate.	66.7	26.0	7.4
The roadway network in Bristol is adequate for meeting community needs.	61.0	35.8	3.2
The storm drainage system in Bristol is adequate.	59.3	29.7	11.0
The City's senior services are adequate.	54.9	18.7	26.5

51. How would you rate the overall condition of City-maintained roads in Bristol? Is the overall condition of the local roads excellent, good, fair or poor?

	2014 (N=408)
Excellent	2.9%
Good	38.0
Fair	40.0
Poor	17.9
Don't know/Unsure	1.2
Total excellent and good	40.9
Total fair and poor	57.9

52. What letter grade (from A to F) would you give the City's school system?

	2014 (N=408)
A	12.3%
B	44.1
C	20.6
D	3.4
F	2.5
Don't know/Unsure	17.2

53. Are there any other services or facilities you feel the City should look at?

	2014 (N=408)
Don't know/refused	47.5%
No/nothing	25.7
Additional recreational activities and parks	4.2
Improve roads/infrastructure	3.7
Transportation	2.7
More elderly/handicapped accessible facilities	2.2
Snow plow/garbage services	1.7
Education system/services	1.7
Downtown development	1.2
Cleaning up the city/improving the appearance	1.2
Taxes	1.0
Improved housing market	1.0
Business development	1.0
Senior services	1.0
Lack of police presence	0.7
Utilize the mall space/develop the space	0.7
Utilities	0.7
Low income assistance	0.7
Other	0.7
Politics/poor management	0.5

54. How would you rate the overall quality of life in Bristol?

	2014 (N=408)
Very good	8.1%
Good	76.0
Poor	13.0
Very poor	1.5
Don't know/Refused	1.5
Total very good and good	84.1
Total poor and very poor	14.5

55. Would you say that the overall quality of life in Bristol is...

	2014 (N=408)
Improving	14.0%
No change, but remains good	46.3
No change, but remains poor	7.6
Declining	27.7
Don't know/refused	4.4
Total improving and no change but remains good	60.3
Total declining and no change but remains poor	35.3

56. If there was one thing you could change in Bristol, what would it be?

	2014 (N=408)
Don't know/refused	16.4%
Downtown development/improvement	12.0
Nothing/no improvements needed	10.8
Crime rate/ drug selling/safety	8.6
Lower taxes/tax structure	7.8
The roads/route 6/overall infrastructure	7.4
Local government/city management/resource allocation	5.6
Additional recreational activities	5.1
Business development/more stores	5.1
Economy/job creation	3.9
Improved housing market	3.2
Improved sense of community/attitude of residents	2.7
Public transportation	2.5
Clean up the West End	2.2
Education/school system	2.0
Other	2.0
Opportunities for residents	1.0
Appearance/cleanliness	0.7
Improved communication to residents	0.5
Utilities	0.5

Section :: Demographics and other Respondent Profile Analytics

57. Are you one of the heads of your household?

	2014 (N=408)
Yes	97.1%
No	2.9

58. Which of the following best describes where you live? (RESEARCHERS: read list, seek specific area)

	2014 (N=408)
North of Route 6 (closer to Burlington)	43.4%
South of Route 6 (closer to Southington or Wolcott)	50.0
Don't know/unsure	6.6

59. Now, which of the following best describes where you live? (RESEARCHERS: read list, seek specific area)

	2014 (N=408)
West of Route 69 (closer to Plymouth)	34.5%
East of Route 69 (closer to Farmington or Plainville)	62.7
Don't know/unsure	2.8

60. Now, which of the following best describes where you live? (RESEARCHERS: read list, seek specific area)

	2014 (N=408)
West of Route 69 (closer to Plymouth)	20.1%
Between Route 69 and Route 229	23.5
East of Route 229 (closer to Farmington or Plainville)	52.9
Don't know/unsure	3.4

61. Please tell me which of the following age categories best applies to you.

	2014 (N=408)
20 to 24	6.1%
25 to 34	15.9
35 to 44	17.6
45 to 54	22.3
55 to 64	17.6
65 to 74	10.3
75 to 84	6.6
85 or over	3.4

62. Do you own or rent your current home in Bristol?

	2014 (N=408)
Own	71.1%
Rent	26.5
Don't know/unsure	2.5

63. How many children under the age of 18 do you have living in your home?

	2014 (N=408)
One	12.3%
Two	12.5
Three	5.6
Four	1.0
Five or more	0.7
Refused	2.5
None	65.4

64. Please indicate your current employment status?

	2014 (N=408)
Working full-time	39.5%
Working part-time	11.5
Student	1.7
Retired	28.4
Unemployed at present	7.4
Homemaker	7.1
DK/unsure/other	4.4

66. Gender (by observation)

	2014 (N=408)
Male	40.0%
Female	60.0

65. Finally, are there any other thoughts you would like to share with the City of Bristol before we conclude today?

- No/nothing. (295)
- New board of education. More options for larger retail stores.
- All these people in higher management should get lower pay.
- At this time I feel that they should improve with business and clean up our streets from liter.
- Basically keeps line of communication open.
- Better maintenance on roads in winter.
- Bike trail. (2)
- Bring in business. Give incentive
- Bring in the natural gas!
- Bristol improves yearly. I believe they will finish the downtown area.
- Bristol needs to move from blue collar to light blue collar; and they need to bring business to pull in young professionals, with skills.
- Bristol should create programs to help struggling residents, help with kids Christmas gifts, etc.
- Bristol would be a better place if the quality in housing would go up and pricing go down get rid of the drug dealers. It's affecting the family. If we can get rid of the people who promote it off the streets. Bristol would have better quality of life.
- Busses.

- Centralize Blvd area. (etc. museum n park for people to visit)
- City hall and all council people rectify the downtown area and not take the taxpayer's money like they promised.
- Clean up the city, people working for the city are rude and inconsiderate.
- Clean up the streets. Crime is too much.
- Clean up the west end.
- Community services - gymnastic building is totally well planned for parking.
- Control taxes although their spending hasn't been too bad.
- Control the spending. Stop taxing so much.
- I dislike the mayor's ideas.
- Do something with downtown before something happens.
- Do something with the buildings.
- Does not think so.
- They are doing good for the most part. Just need more sense of community. Restore the community.
- ESPN should become a tourist attraction. Also, do some youth related programs, since they are world renown. ESPN should gain a bigger presence in the town.
- Fix the downtown area. (2)
- Focus more on current community improvements and projects.
- Get downtown going.
- Get rid of common core.
- Get rid of the mall plans.
- God bless our city. It need progress
- Great place to live.
- I enjoy my neighborhood.
- They are doing a good job. Just keep cleaning up and fixing the roads
- Help lower taxes.
- High taxes.
- I am big on emergency; and I've called and looked into getting information on the emergency services. I was curious if they had a location or even have an emergency alarm. I called a few places and no one seems to know the answer.
- I am concerned about Bristol's reputation such Hartford, New Haven. The crime needs to end.
- I am happy we have a Republican mayor.
- I just want to see a change for the youth.
- I like to see them be a little bit more of considerate of veder
- I think that if they purchase Tiffany golf course it will pay for its self quickly and make more money for the city.
- I think the infrastructure of Bristol is extremely sound, i.e. parks, libraries, public schools are good and that does not need to change, but I think that we do have to look at what it's like to be a 20th century city.
- I would like to see Bristol prosper in general. The surrounding towns seem to be thriving a bit more than Bristol.
- I would like to see the city revitalized as a whole.

- If we improve traffic through Bristol we would improve commerce. I personally feel we need to get rid of the large quantity of low income people.
- Improve roads. Help with taxes for right now.
- Improve the city by making more business.
- Improve the park.
- Improving the living life style Bristol.
- Just really would like to see downtown improved.
- Keep building Bristol.
- Keep up with the educational system.
- Leaf collection should be done sooner train the guys to plow right for our roads. And there are so many little things that could add up to big things.
- I like the city.
- Make it easier for employers to give a fair wage and benefits for employees and better work environment.
- Make it less boring.
- Maybe the city could help with energy savings.
- Mayor is doing good job.
- More community involvement.
- More jobs!
- More quality activities for families but affordable.
- More recycling.
- More small businesses.
- More teachers.
- More jobs to Bristol.
- No development for Downtown. Stop using our tax dollars for failed projects.
- No, just lower taxes and more business.
- No money lending to developers.
- No. Try to save some money to fix the downtown area.
- No, just keep creating new things for the people of Bristol.
- On my street I am somewhat disappointed. In my neighborhood everyone sticks to themselves. Many of my neighbors have moved out and I usually stick to myself and my home and don't pay too much attention to politics.
- Really hopes to see it grow. Trouble attracting things because of infrastructure of the roads.
- Really need to relook at the town and move forward. The city is dying.
- Reduce property taxes for retired people.
- Retired people should pay less tax.
- Roads.
- Shake a leg.
- Should have more community forums to attend.
- Sidewalks are terrible. they did a good job on Pine lake and then it just stopped - no sidewalks
- Small private businesses to achieve in Bristol.

- Stop buying properties and need new buildings and businesses.
- Stop the traffic. No trucks red stone hill going to Plainville. No trucks should be allowed.
- Taxes (3)
- Tell the board of education to let residences know about the special education services we have to offer.
- That covers it.
- The crime rate is terrible in Bristol.
- The government should be there to help people not control them.
- The new police officers that are young they need to have more respect for their peers.
- The rents are very high.
- The roads need to be fixed. There are too many potholes.
- The transportation is poor; the city needs more entertainment, NO more parks or plaza.
- The upbeat attitudes are lacking - people are making excuses instead of making positive changes
- They are doing a good job.
- Thoughts for Bristol. Be nicer to yourself.
- To those people who are here for a long time they deserve better. And diverse minority needs help.
- Trader Joe's (supermarket) would really bring more people to the town. I drive all the way to the West Hartford location. I feel they should actually build in downtown.
- Traffic on the road ways is not good.
- Unsure. (2)
- Very happy with the schools.
- Wants more stuff people with disabilities to do and have access to doing things.
- When they plow in the winter they just plow the middle of the road. They make a two lane road into a one lane road. It's horrible and they do it every winter. The mailman can't get to our mailboxes.
- Wish the city council could bring in better stores help get jobs and a better economy.
- Work on letting the people have more of a say in decisions that concern them.
- Would like to see a train station downtown.
- Pretty happy with the city.



Exhibit B

This section contains the full actual approved survey instrument for the 2014 City of Bristol POCD Study.

Hello, my name is _____ and I am calling from Great Blue, a research firm located in Cromwell, Connecticut on behalf of the City of Bristol.

The City is preparing a long-range plan for the community and is interested in the ideas and opinions of people like you. It is very important that we get as many residents as possible to participate in this vital survey. This is not a sales call as we have nothing to sell. We are simply collecting opinions and all the answers you provide are kept strictly confidential. Your responses will help the City understand and address community issues and concerns. I have nothing to sell.

I would like to ask you a few questions regarding your feelings about Bristol.

1. Are you currently a Bristol resident?

- 01 Yes (Continue)
- 02 No (Terminate "Thank you, we have no more questions.")
- 03 Don't Know / Refused (Terminate "Thank you, we have no more questions.")

2. Are you twenty years of age or older?

- 01 Yes (Continue)
- 02 No (Ask for qualified respondent, if none, thank and terminate)

3. Please tell me approximately how long you have lived in Bristol? Would you say ...

- 01 Five years or less
- 02 Six to ten years
- 03 Eleven to twenty years
- 04 More than twenty years
- 05 Don't Know/Refused

4. What was the main reason for you moving to Bristol? (Ask as open ended, but with pre-coded responses)

- 01 Was born here
- 02 Location (Close to work / close to family / close to highways)
- 03 Amenities (Education system / Recreational facilities)
- 04 Neighborhood (Nice neighborhood)
- 05 Community (Character, feeling)
- 06 Affordability
- 07 Other (Specify: _____)
- 08 Don't Know / Unsure
- 09 Refused

5. Do you see yourself living in Bristol five or ten years from now?

- 01 Yes
- 02 No
- 03 Don't know/Refused

6. What do you feel is the MOST IMPORTANT ISSUE facing the City of Bristol TODAY?

- 01 _____.
- 02 Don't Know/Refused

7. What do you feel is the one thing the City could be doing to improve the quality of life in Bristol?

- 01 _____.
- 02 Don't Know/Refused

One of the major sections of the Plan is about protecting resources important to the community.

Please listen carefully to some of the statements I am about to read to you and please tell me if you:

- Strongly agree
- Agree
- Disagree
- Strongly disagree

	Strongly Agree	Agree	Disagree	Strongly Disagree	DK / Refused
8. Bristol is doing a good job protecting its natural resources such as rivers, streams and wetlands.	01	02	03	04	05
9. Bristol should try to acquire more land for open space and parks	01	02	03	04	05
10. Bristol should encourage more public events, such as concerts, for residents and visitors.	01	02	03	04	05
11. The City is doing enough to address blighted properties.	01	02	03	04	05
12. The City should have a say as to what the outside of new commercial and industrial buildings look like.	01	02	03	04	05

Another major section of the Plan looks at how to manage development and change in Bristol.

13. What would you like to see the City do to improve Downtown Bristol?

Now, please listen carefully to some of the statements I am about to read to you and please tell me if you:

- Strongly agree
- Agree
- Disagree
- Strongly disagree

	Strongly Agree	Agree	Disagree	Strongly Disagree	DK / Refused
14. Bristol should continue to encourage revitalization of Downtown Bristol.	01	02	03	04	05
15. Bristol should look at how to provide for more housing in Downtown Bristol.	01	02	03	04	05
16. The design of buildings is an important consideration in any new development in Downtown Bristol.	01	02	03	04	05

I would like to ask you about the mixture of housing in Bristol today. For each please tell me if you there are too many, or about the right amount, or too few in Bristol today.

	Too Many	About Right	Too Few	DK
17. Single-family homes	01	02	03	04
18. Condominiums	01	02	03	04
19. Apartments	01	02	03	04
20. Affordable housing for first-time buyers	01	02	03	04
21. Affordable housing for elderly persons	01	02	03	04
22. Upper end houses	01	02	03	04
23. Lower end houses	01	02	03	04

24. Are you considering moving to a different home within the next five to ten years?

- 01 Yes
- 02 No [Go to Question 26]
- 03 Don't Know / Unsure

25. Please tell me what you think your next housing choice will be [RESEARCHERS: Do not read choices].

- 01 Move to a rental apartment/townhouse
- 02 Move to a condominium
- 03 Move to an active-adult (55+) community
- 04 Move to affordable or subsidized housing
- 05 Move to a larger single-family home
- 06 Move to a smaller single-family home
- 07 Move in with family members
- 08 Move to a life-care facility or nursing home
- 09 Don't Know / Unsure
- 10 Other [Specify] _____

Please tell me if you feel there are too many, about the right amount or too few of the following kinds of businesses in Bristol today.

	Too Many	About Right	Too Few	DK / Refused
26. Small retail stores or shops	01	02	03	04
27. Large retail stores	01	02	03	04
28. Small business offices	01	02	03	04
29. Large business offices	01	02	03	04
30. Light industrial facilities	01	02	03	04
31. Heavy industrial facilities	01	02	03	04
32. Technology related firms	01	02	03	04
33. Hotels	01	02	03	04
34. Tourist attractions	01	02	03	04
35. Entertainment options (music, movies, plays, etc.)	01	02	03	04
36. Restaurants	01	02	03	04

37. Are there any other issues related to current or future development in Bristol you feel the City should look at?

01 _____.

02 Don't Know/Refused

The last major section of the Plan looks at the kind of facilities and services residents may want or need in Bristol.

Please listen carefully to some of the statements I am about to read to you and please tell me if you:

- Strongly agree
- Agree
- Disagree
- Strongly disagree

	Strongly Agree	Agree	Disagree	Strongly Disagree	DK / Refused
38. The roadway network in Bristol is adequate for meeting community needs.	01	02	03	04	05
39. Bristol should seek ways to increase transit services for residents and businesses.	01	02	03	04	05
40. Bristol should do more to create a better pedestrian system such as sidewalks and trails.	01	02	03	04	05
41. Bristol should do more to create a better bicycle circulation system.	01	02	03	04	05
42. The storm drainage system in Bristol is adequate.	01	02	03	04	05
43. Bristol should encourage improvements in internet speed and cell phone service.	01	02	03	04	05
44. Bristol is doing a good job maintaining its school buildings, parks, and other community facilities.	01	02	03	04	05
45. The City's recreation facilities are adequate.	01	02	03	04	05
46. The City's senior services are adequate.	01	02	03	04	05
47. The City's police services are adequate.	01	02	03	04	05
48. The City's fire services are adequate.	01	02	03	04	05
49. The City's educational facilities are adequate.	01	02	03	04	05
50. The City's libraries are adequate.	01	02	03	04	05

51. How would you rate the overall condition of City maintained roads in Bristol? Is the overall condition of local roads excellent, good, fair or poor?

- 01 Excellent
- 02 Good
- 03 Fair
- 04 Poor
- 05 Don't know / Unsure

52. What letter grade (from A to F) would you give the City's school system?

- 01 A
- 02 B
- 03 C
- 04 D
- 05 F
- 06 Don't know / Unsure

53. Are there any other services or facilities you feel the City should look at?

- 01 _____
- 02 Don't Know/Refused

54. How would you rate the overall quality of life in Bristol? Is the overall quality of life ...

- 01 Very good
- 02 Good
- 03 Poor
- 04 Very poor
- 05 Don't Know/Refused

55. Would you say that the overall quality of life in Bristol is ...

- 01 Improving
- 02 No change, but remains good
- 03 No change, but remains poor
- 04 Declining
- 05 Don't know/Refused

56. If there was one thing you could change in Bristol, what would it be?

- 01 Nothing/no improvements needed
- 02 Don't know/refused
- 03 _____

Finally for classification purposes:

57. Are you one of the heads of your household?

- 01 Yes
- 02 No

58. Which of the following best describes where you live? (Researchers: *read list, seek specific area*)

- 01 North of Route 6 (closer to Burlington)
- 02 South of Route 6 (closer to Southington or Wolcott) (Skip to Question 60)
- 03 Don't know/unsure (ask for and record nearest street intersection) Street:
_____ (Skip to Question 61)

59. Now, which of the following best describes where you live? (researchers: *read list, seek specific area*)

- 01 West of Route 69 (closer to Plymouth) (Skip to Question 61)
- 02 East of Route 69 (closer to Farmington or Plainville) (Skip to Question 61)
- 03 Don't know/unsure (ask for and record nearest street intersection) Street:
_____ (Skip to Question 61)

60. Now, which of the following best describes where you live? (researchers: *read list, seek specific area*)

- 01 West of Route 69 (closer to Plymouth)
- 02 Between Route 69 and Route 229
- 03 East of Route 229 (closer to Farmington or Plainville)
- 04 Don't know/unsure (ask for and record nearest street intersection) Street:

61. Please tell me which of the following age categories best applies to you. Would you say...

- 01 20 to 24
- 02 25 to 34
- 03 35 to 44
- 04 45 to 54
- 05 55 to 64
- 06 65 to 74
- 07 75 to 84
- 08 85 or over

62. Do you own or rent your current home in Bristol?

- 01 Own
- 02 Rent
- 03 Don't Know/Refused

63. How many children under the age of 18 do you have living in your home?

- 01 Children: _____
- 02 None
- 03 RF

64. Please indicate your current employment status? Would you say ...

- 01 Working full-time
- 02 Working part-time
- 03 Student
- 04 Retired
- 05 Unemployed at present
- 06 Homemaker
- 07 DK/unsure/other

65. Finally, are there any other thoughts you would like to share with the City of Bristol before we conclude today?

66. Respondent's Gender (from observation):

- 01 Male
- 02 Female

Thank you for your time. You've been very helpful and your confidential responses will help the City of Bristol plan for the future of the community and all residents. Have a great evening!