

South Hadley 2020 Master Plan Update

Prepared for the Town of South Hadley, Massachusetts
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Adopted March 2022

APPENDIX B

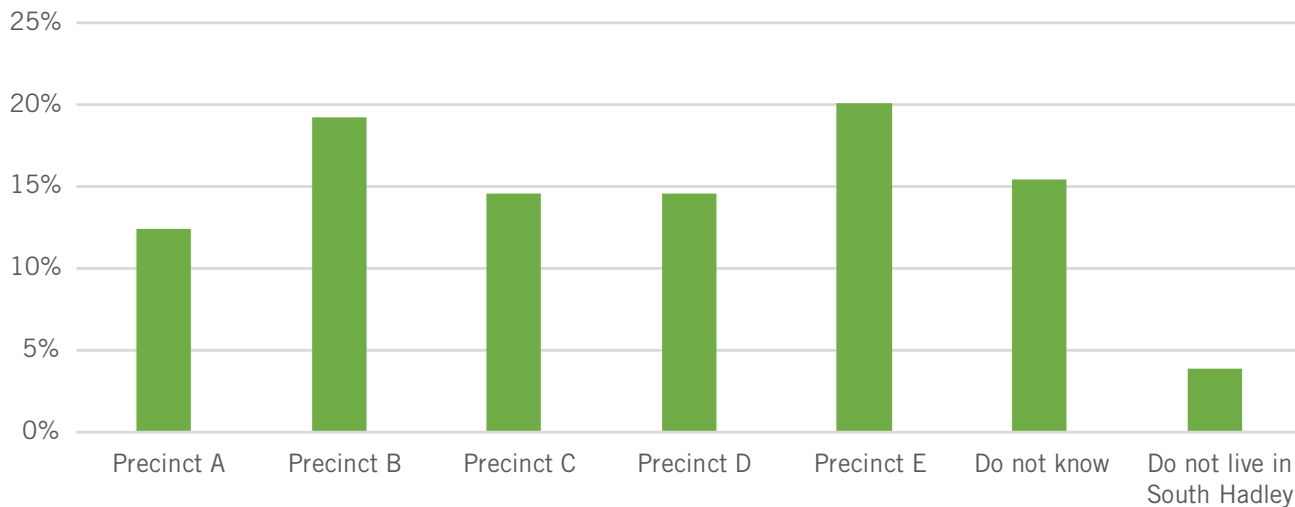
B | Questionnaire Results

Background

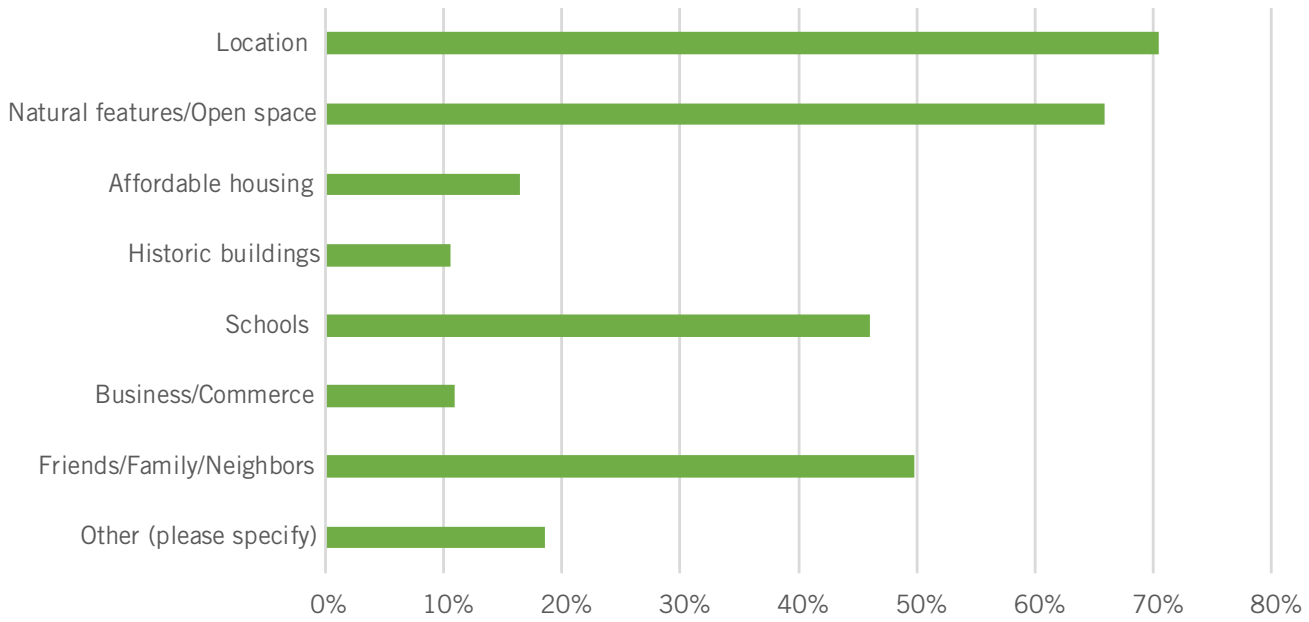
In late January 2019, an online questionnaire titled 'Master Plan and Open Space and Recreation Plan Updates' opened for community responses. The questionnaire included 18 questions to understand residents' perspectives on topics such as how they use existing open spaces, needs for housing and transportation, and concerns about sustainability.

The survey received 237 responses. This appendix contains a summary of those responses. The full set of responses is within an Excel spreadsheet in the Town's Planning & Conservation Department.

I. Which precinct do you live in?



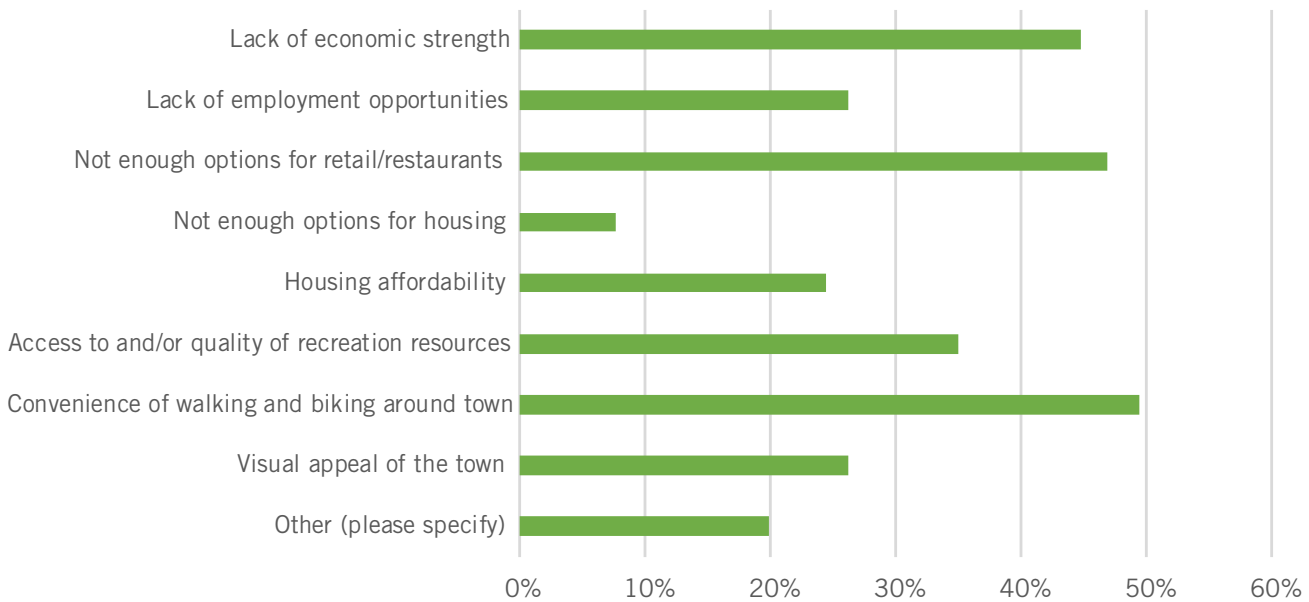
2. Select South Hadley's three most important assets.



Emergent themes of responses in "Other" include:

- Mount Holyoke College
- Libraries

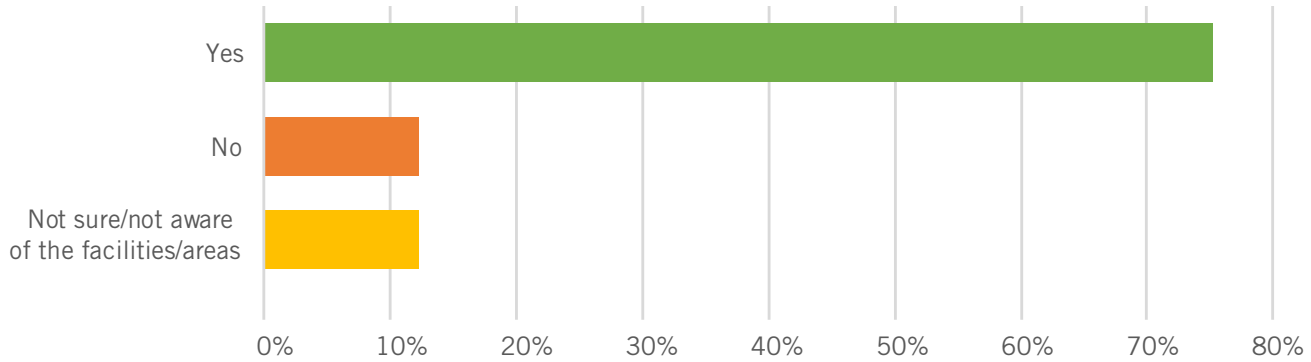
3. What are the biggest challenges to improve the quality of life in South Hadley? Please choose the top three.



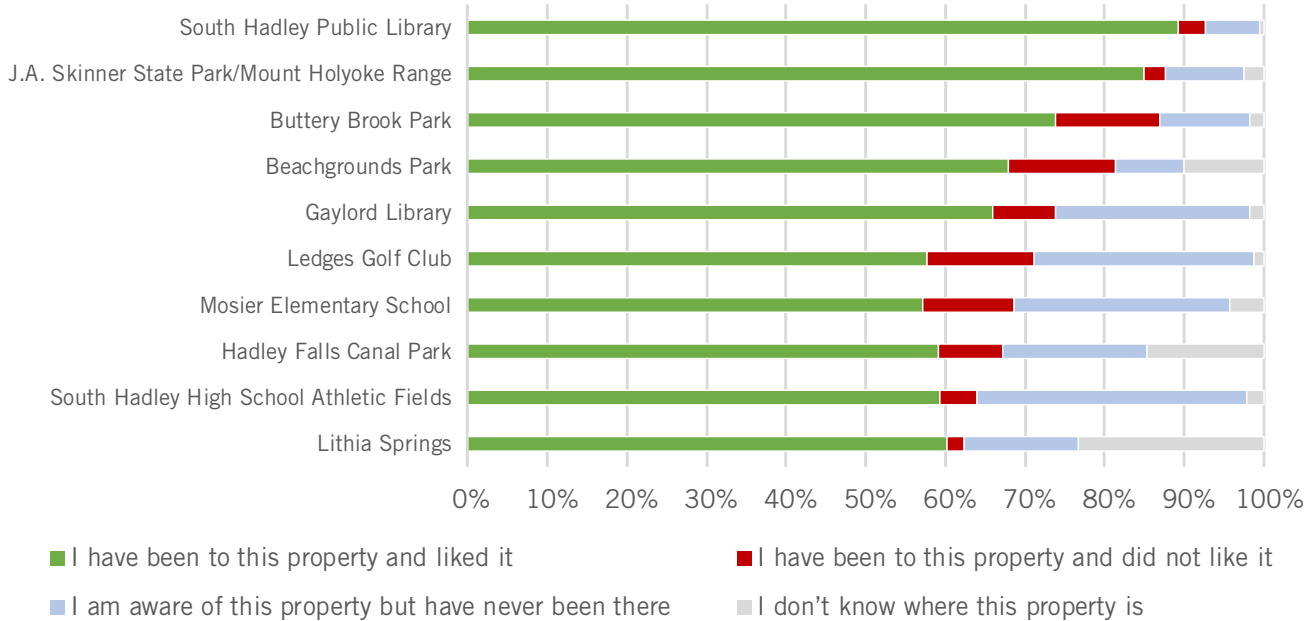
Emergent themes of responses in "Other" include:

- Condition of roadways, sidewalks, and public facilities, poor transportation options
- Lack of diversity
- School quality

4. Do you or your family use open spaces/recreational spaces in South Hadley?



5. Tell us how you feel about the Town’s open space and recreation facilities. (Top 10 visited)



5. Tell us how you feel about the Town's open space and recreation facilities. (All responses)

	I don't know where this property is		I am aware of this property but have never been there		I have been to this property and liked it		I have been to this property and did not like it	
	%		%		%		%	
South Hadley Public Library	0%	1	7%	16	89%	207	3%	8
J.A. Skinner State Park/Mount Holyoke Range	3%	6	10%	23	85%	198	3%	6
Buttery Brook Park	2%	4	11%	26	74%	169	13%	30
Beachgrounds Park	10%	23	9%	20	68%	157	13%	31
Gaylord Library	2%	4	24%	56	66%	151	8%	18
Ledges Golf Club	1%	3	28%	64	58%	134	13%	31
Mosier Elementary School	4%	10	27%	62	57%	131	11%	26
Hadley Falls Canal Park	15%	34	18%	42	59%	137	8%	19
South Hadley High School Athletic Fields	2%	5	34%	77	59%	135	5%	11
Lithia Springs	23%	54	14%	33	60%	139	2%	5
Smith Middle School Athletic Fields	11%	24	29%	65	55%	126	6%	13
The Orchards Golf Club	6%	15	37%	86	51%	120	6%	13
Plains School Field	9%	21	33%	75	54%	123	4%	9
Plains School Playground	7%	16	37%	85	50%	114	6%	14
Center School Ferry Street Field	24%	55	23%	53	42%	98	11%	25
Town Farm Athletic Fields	21%	49	29%	67	41%	93	9%	20
Woodlawn School Athletic Field	40%	92	14%	33	39%	89	7%	16
Council on Aging	17%	39	39%	90	31%	70	13%	30
Bachelor Brook-Stony Brook Resource Area	26%	61	33%	77	39%	91	1%	3
Black Stevens Conservation Area	38%	87	24%	56	37%	85	2%	4
Fire House Museum	19%	43	47%	107	33%	77	1%	3
Bynan Conservation Area	60%	137	20%	47	19%	43	1%	3
Leaping Well Reservoir watershed lands	63%	145	20%	46	16%	38	1%	2
Bagg-Pierce/Popp Conservation Area	67%	157	19%	44	12%	28	2%	4
Warner Conservation Area	74%	172	15%	35	9%	20	2%	5
Titus Pond	75%	172	14%	33	6%	14	4%	9
Newton Jones Carver Conservation Area	82%	186	12%	28	6%	13	0%	1
Trompke Stony Brook Conservation Area	85%	195	9%	21	5%	11	1%	2
Gormally Conservation Area	86%	197	10%	22	4%	9	1%	2
LeBlanc Conservation Area	82%	186	14%	31	4%	9	1%	2
Hawkins Bird Sanctuary	83%	192	12%	28	4%	9	0%	1
Laurie Avenue Conservation Area	88%	202	9%	21	3%	6	0%	0

6. Please let us know of any other open space and recreation facilities that you have used, and if you liked or didn't like them.

In total, 76 people responded to this optional question. Example responses for this question include:

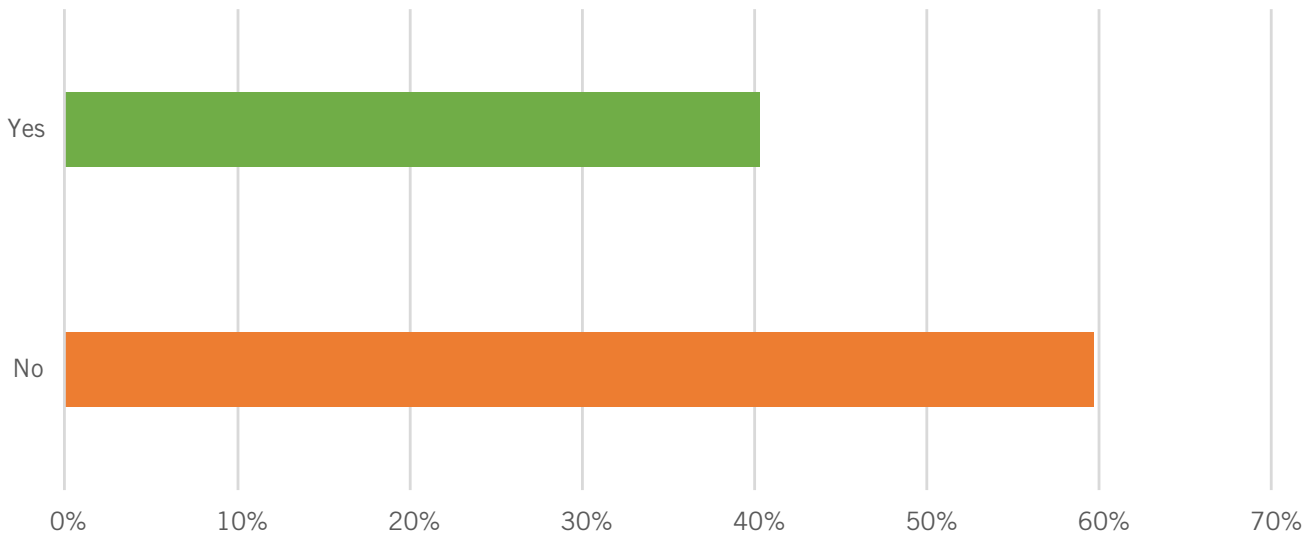
Liked:

- Town Common
- Mount Holyoke College grounds
- Elmore Brook Area
- Texon Park
- GRO South Hadley Community Garden
- River to Range Trail

Concerns:

- Need more safe bike lanes
- Condition of some of the conservation areas such as Bachelor Brook (fallen trees) and Bynan Conservation (trash, partying)
- Town Farm Field (flooding, proximity to hunting activity)
- Maintaining horse-trail riding

7. Do you access the Connecticut River in South Hadley for recreation of any kind? If yes, where do you do so?



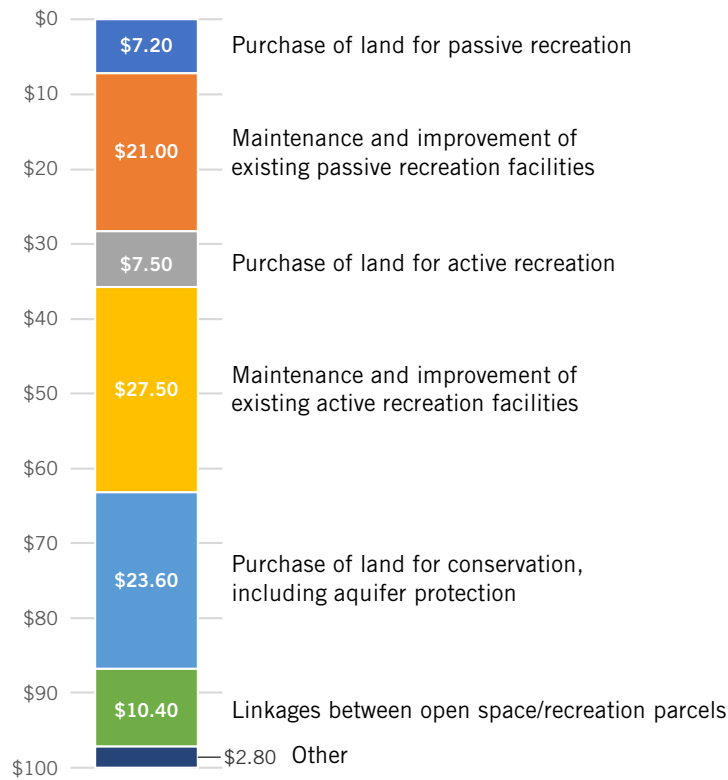
Many responses indicated that access to the river is currently difficult and many survey respondents wanted to see more opportunities to access the river. Example locations mentioned in response to this question include:

- Mount Holyoke College Boathouse
- Brunelle's Marina
- Mitches
- Canal Park
- Bachelor Brook Conservation Area
- Library area
- Oxbow Ramp
- Lady Bea Boat Rides

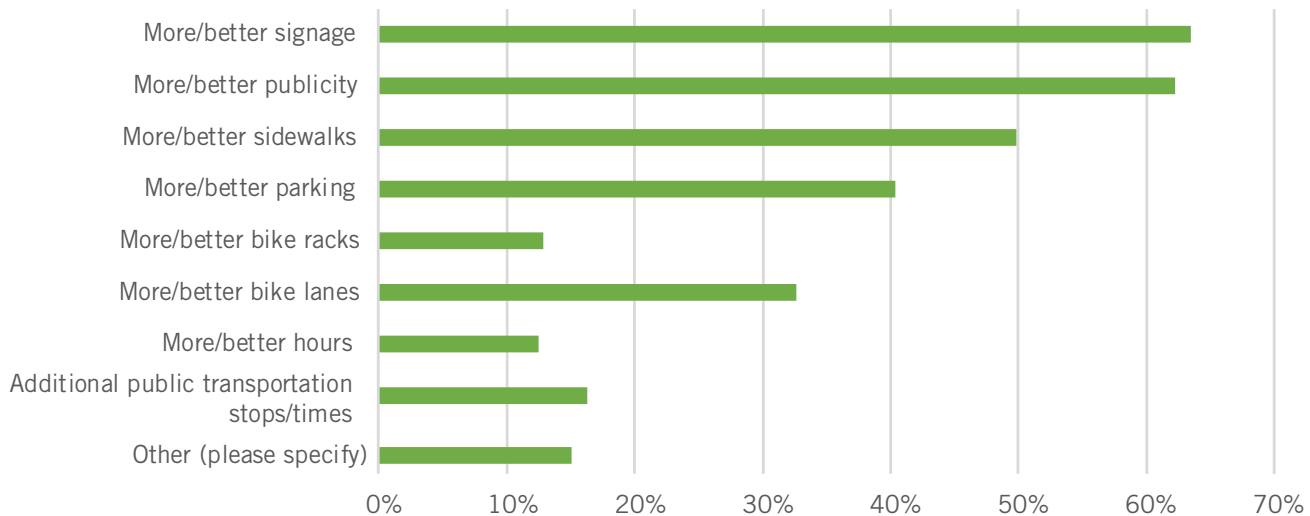
Example activities mentioned in response to this question include:

- Kayaking/Rowing
- Boating
- Fishing
- Walking along river
- Photography
- Nature/Bird viewing

8. Distribute your \$100 within up to 3 categories that you think are the most important for the Town to focus on at this time (weighted average of all responses).



9. What kinds of improvements are necessary to improve/increase your access to existing Town open space and recreational facilities? Check all that apply.



Emergent themes of responses in “Other” include:

- Better connections to the river
- Better lighting, maintenance of existing spaces
- Better information and maps about existing spaces

10. What are the top five open space and recreation needs in South Hadley?

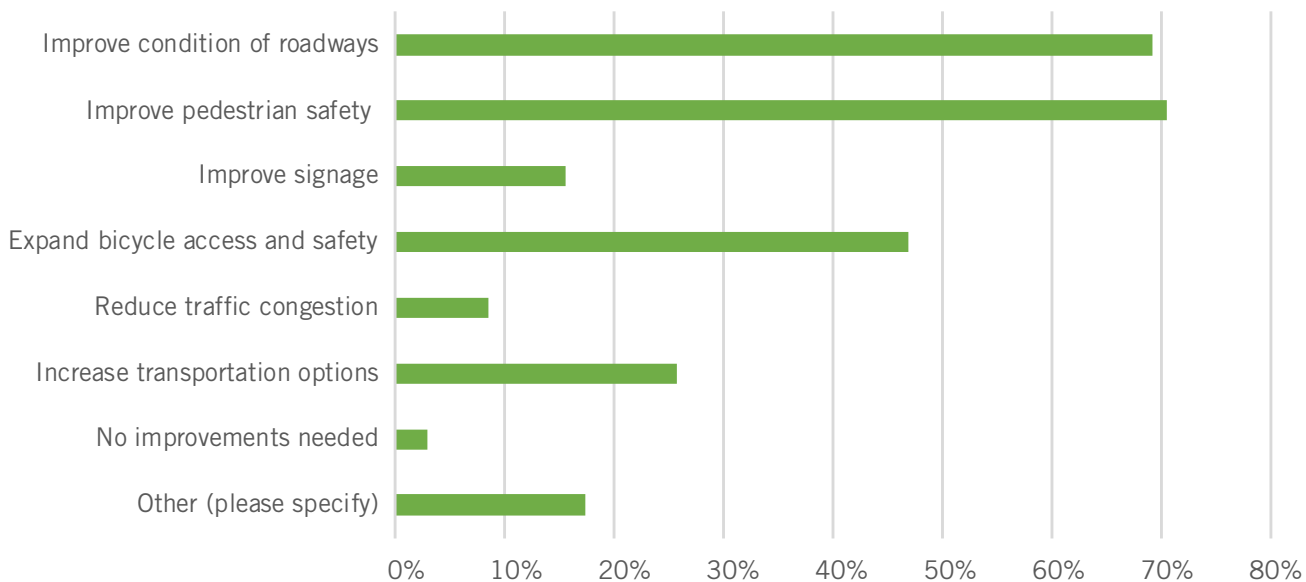
Walking/Hiking trails	52%
Sidewalks	40%
Bike/Shared use path	35%
Canoe/kayak access	30%
Dog walking parks/areas	24%
Small neighborhood parks	24%
Playgrounds	22%
Swimming	22%
Nature area/Nature center	21%
Adult classes/activities	17%
Park shelters/Picnic areas	16%
Multipurpose athletic fields	15%
Organized youth sports	14%
Youth classes/activities	13%
Community gardens	13%

Cross country skiing/Snowshoeing	12%
Road biking	11%
Organized adult sports	8%
Other (please specify)	8%
Mountain bike trails	8%
Tennis courts	8%
Golf	7%
Basketball courts	6%
Fishing	5%
Outdoor spray park	5%
Snowmobile/ATV trails	4%
No additional needs	2%
Horseback riding trails	1%
Skateboarding areas	1%

Emergent themes of responses in “Other” include:

- Community center
- Improvements to existing open spaces over building new ones
- Cultural, arts, or historical uses

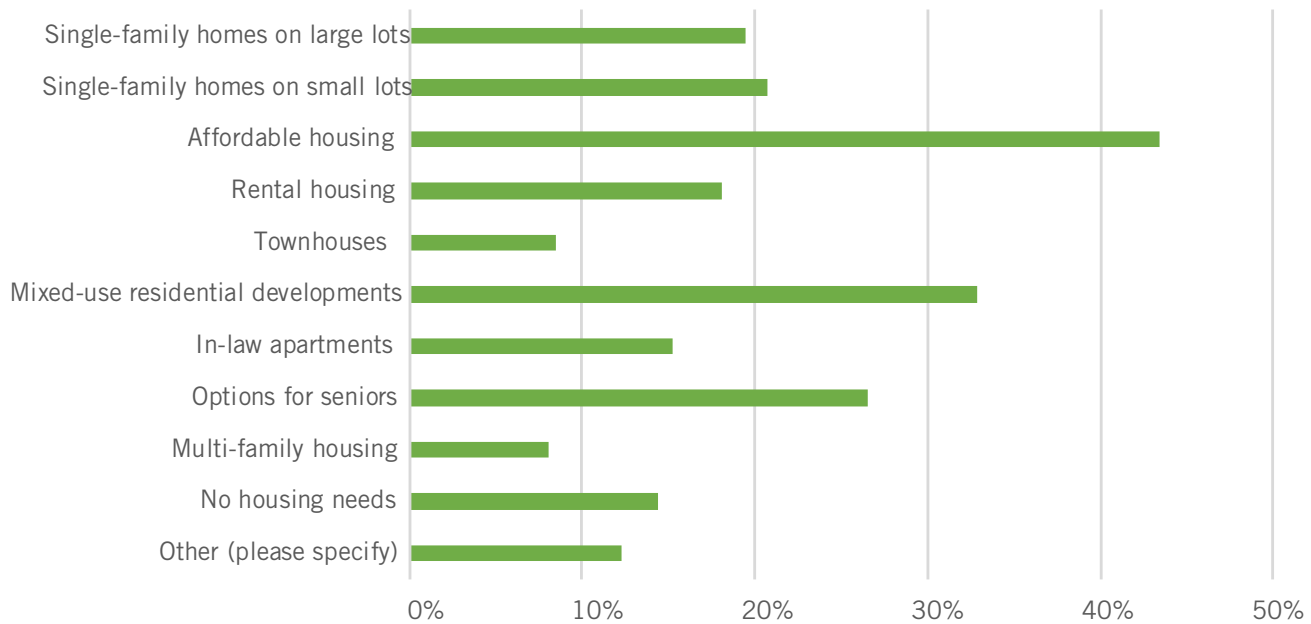
11. Which changes to the transportation system should occur? Choose the top three.



Emergent themes of responses in “Other” include:

- More public transit or shuttle options
- Speeding issues on neighborhood streets
- More sidewalks and separate pedestrian/bike paths

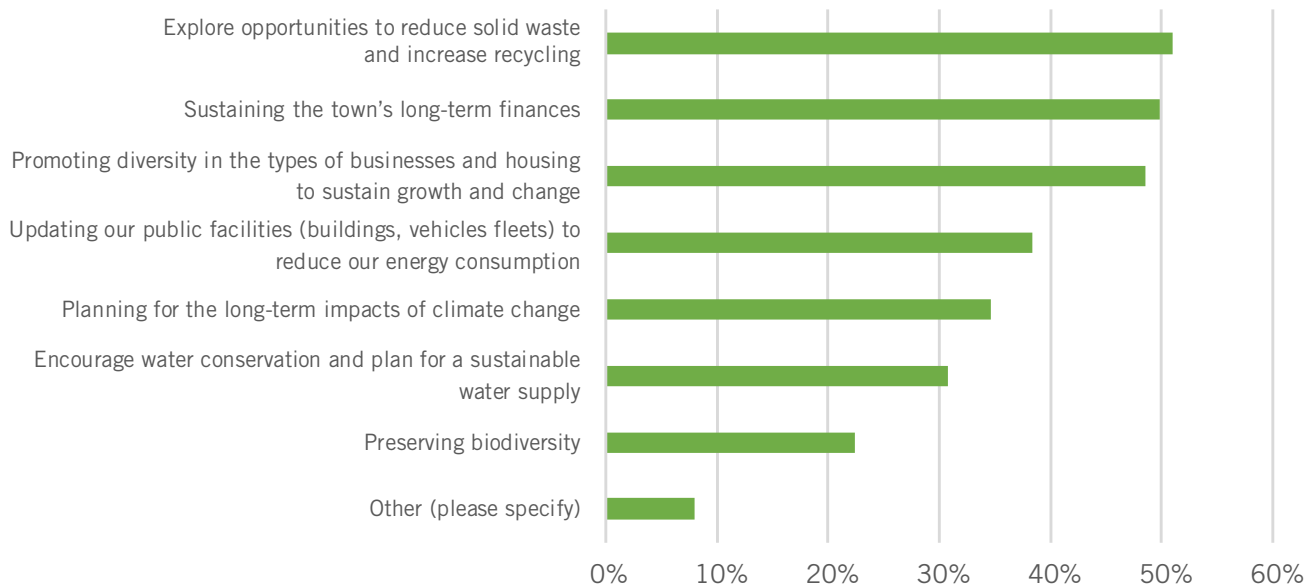
12. What are the top housing needs in South Hadley? Choose the top three.



Emergent themes of responses in “Other” include:

- Cohousing; Smaller houses
- Live/work artist housing
- Accessory units
- Housing that easily connects to other areas in town

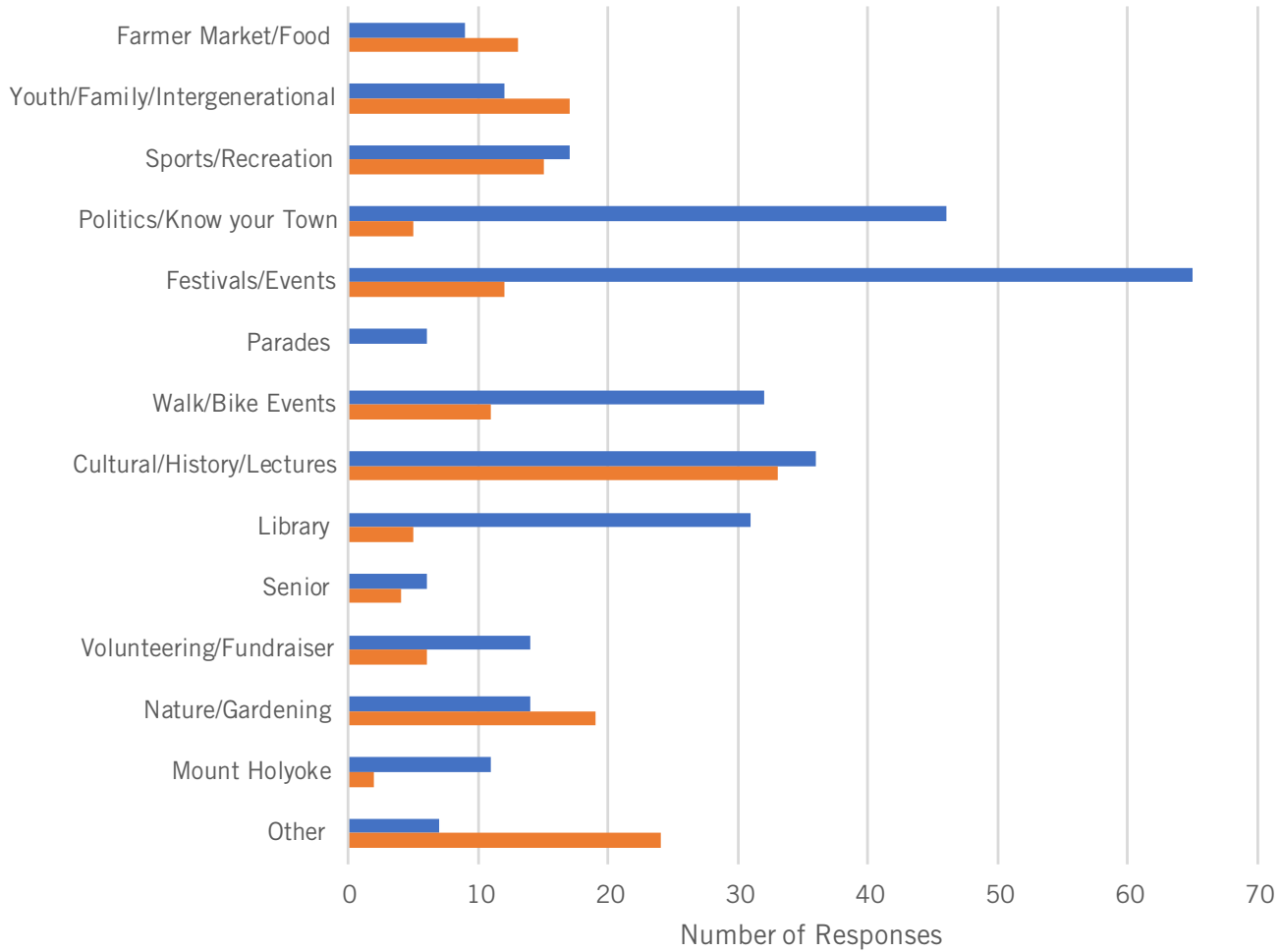
13. What are the top three sustainability issues facing South Hadley?



Emergent themes of responses in “Other” include:

- Support efforts to reduce energy consumption (incentives for solar)
- EV charging stations

Special Events, Programs, or Efforts (Categorized from open-ended responses)



14. What special events, programs, or efforts have you attended in the last year?



15. What special events, programs, or efforts would you like to see in South Hadley?

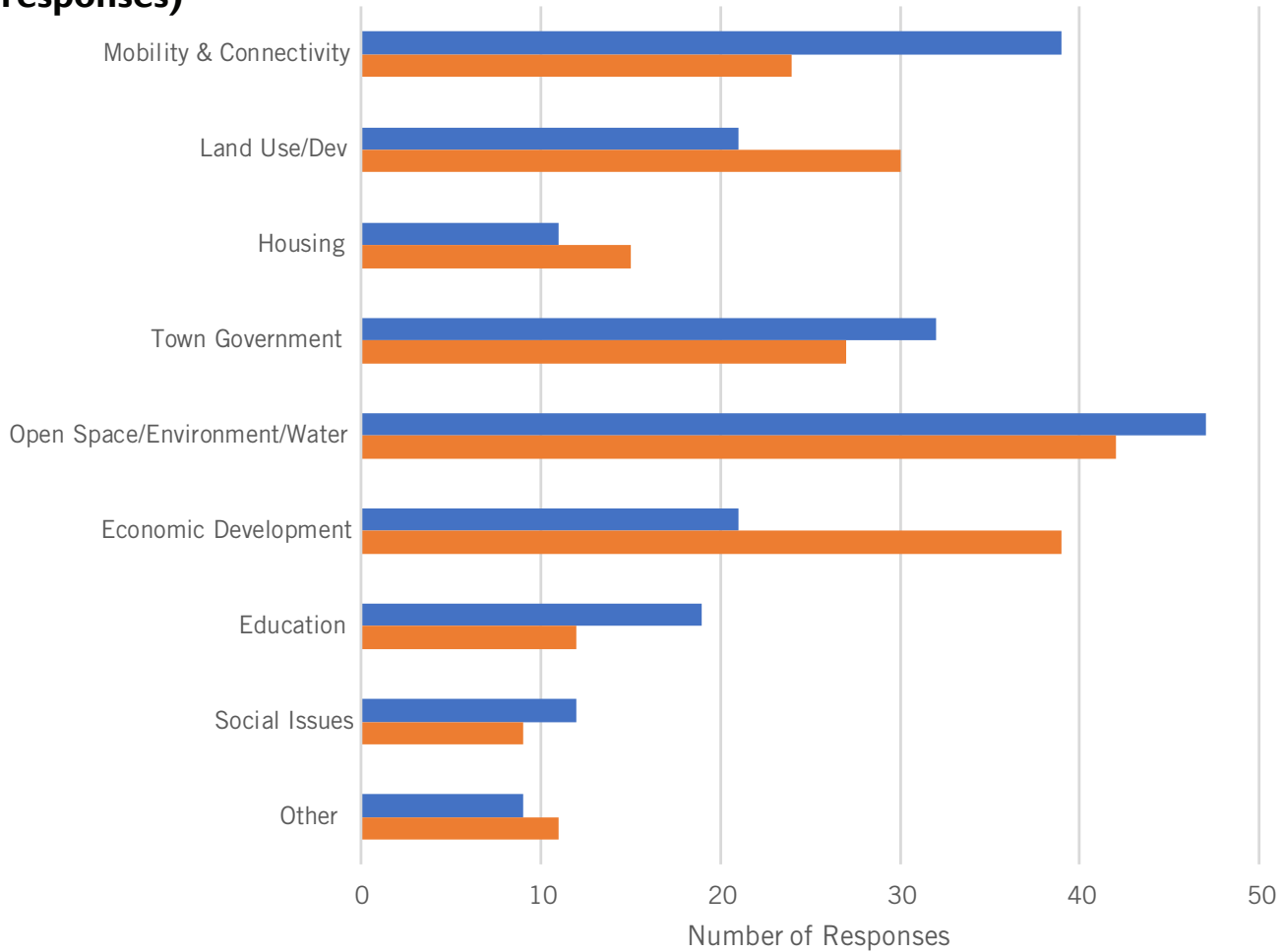
Emergent themes of responses to question 14 include:

- Falls Fest
- Know Your Town events
- Bridge Day event
- Walk and bike events (River Roll and Stroll)
- Outdoor concerts

Emergent themes of responses to question 15 include:

- More outdoor concerts
- Continuation of walk and bike events as well as nature-oriented events, such as town cleanups
- More events for families and inter-generational interaction

Short-term and Long-term Priorities (Categorized from open-ended responses)



■ 16. What is the one most important thing that needs to be resolved in the short-term (0-5 years)?

■ 17. What is the one most important thing you think the Master Plan should address in the next 10 years?

Emergent themes of responses to question 16 include:

- Roadway, bike infrastructure, and sidewalk maintenance and improvement
- Concerns about town finances, high taxes, and attracting more businesses
- Preserve open spaces and protecting water sources

Emergent themes of responses to question 17 include:

- Attracting new businesses to increase tax base
- Ensuring future development at the Falls will improve the community and not negatively impact the community
- Creating more affordable housing opportunities
- Preserving conservation area and open spaces to protect natural and water resources

18. How did you hear about this survey?

