

TOWN OF
H A V E R H I L L
New Hampshire

Master Plan

Community Survey
Results

September 15, 2022



Initial Mailing “The Survey”

2,473 EDDM
(Haverhill residents)

1,110 First Class
(out-of-town taxpayers)

March 8, 2022

Total: 3,583



**Town of
Haverhill, NH**

Haverhill Master Plan

Haverhill residents...We need your help with the 10-year vision of Haverhill. Now is the time to do your part. Take a few minutes and fill out your Master Plan Community Survey!

Fill out your survey online at:
<https://tinyurl.com/Haverhill-Community-Survey>

Check the Town's website and click on the **MASTER PLAN Survey Link.**
The deadline is May 15, 2022.

If you are unable to fill out the survey online, please call or email jgarneau@mappingandplanning.com or (603) 991-9664.



Fill out your survey online. It's fast and easy!

Go to:
<https://tinyurl.com/Haverhill-Community-Survey>

The Community Survey results will be available after receipt and tabulation of survey data.	To:
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Fill out your survey today!

Second Mailing “The Reminder”

**2,474 EDDM
(Haverhill residents)**

**1,082 First Class
(out-of-town
taxpayers)**

May 4, 2022

Total: 3,556



**Town of
Haverhill, NH**

Haverhill Master Plan

It's time to fill out your Master Plan Community Survey! Don't miss this chance to express your opinion about Haverhill's future.

Fill out your survey online at:
<https://tinyurl.com/Haverhill-Community-Survey>

You can also pick up a hard copy or additional copies on Voting Day, March 8, 2022, Town Meeting Day on March 12 or at the Town Offices.
Check the Town's website for more details and click the survey link!
The deadline to complete the survey is May 15, 2022.

If you are unable to fill out the survey online, please call or email Mapping and Planning Solutions to request that a hard copy be mailed to your address.
Contact: jgarneau@mappingandplanning.com or (603) 991-9664.



Fill out your survey online. It is fast and easy!

Go to:
<https://tinyurl.com/Haverhill-Community-Survey>

<p>The presentation of the Community Survey Results will be presented after receipt and tabulation of survey data.</p> <p>Check the Town's website for upcoming notifications!</p>	<p>To:</p>
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Third Mailing “The Presentation”

**2,606 EDDM
(Haverhill
residents)**

August 25, 2022

Total: 2,606



**TOWN OF
HAVERHILL**
1776 - 2022

**The Town of
Haverhill, NH**

**Master Plan Community Survey
Presentation**



Event: Community Survey Presentation
Date: Tuesday, September 15, 2022
Time: 7:00 PM
Place: Clifford Memorial Building

*For more information, please contact the Haverhill Planning Board.
(603) 787-6800 or jboucher@haverhill-nh.com*



HAVERHILL, NEW HAMPSHIRE
1776
FOUNDED IN 1751



**A presentation of the Master Plan
Community Survey results will be given
at the Clifford Memorial Building on
September 15, 2022, at 7:00 PM.**
Please join us to ask questions about
the survey and the Master Plan process.

**Contact the Haverhill Planning Board for
more details.**

(603) 787-6800 or jboucher@haverhill-nh.com

Local Postal Customer



PSRT STD
ECRWSS
U.S. POSTAGE
PAID
EDDM RETAIL

Completed Surveys

➤ **427** (90.5%)

- Online surveys completed

➤ **45** (9.5%)

- Paper surveys returned

➤ **472**

- Total surveys returned

Rate of Return

Three Methods

Returned surveys vs. *population (472 / 4,597)	10.3%
Returned surveys vs. postcards 1 st mailing (472 / 3,583)	13.2%
Returned surveys vs. *housing units (472 / 2,357)	20.0

**Housing & population from the ACS 2016-2020*

*The average rate of return
10-20% (Constant Contact)*

The Survey - Promotion

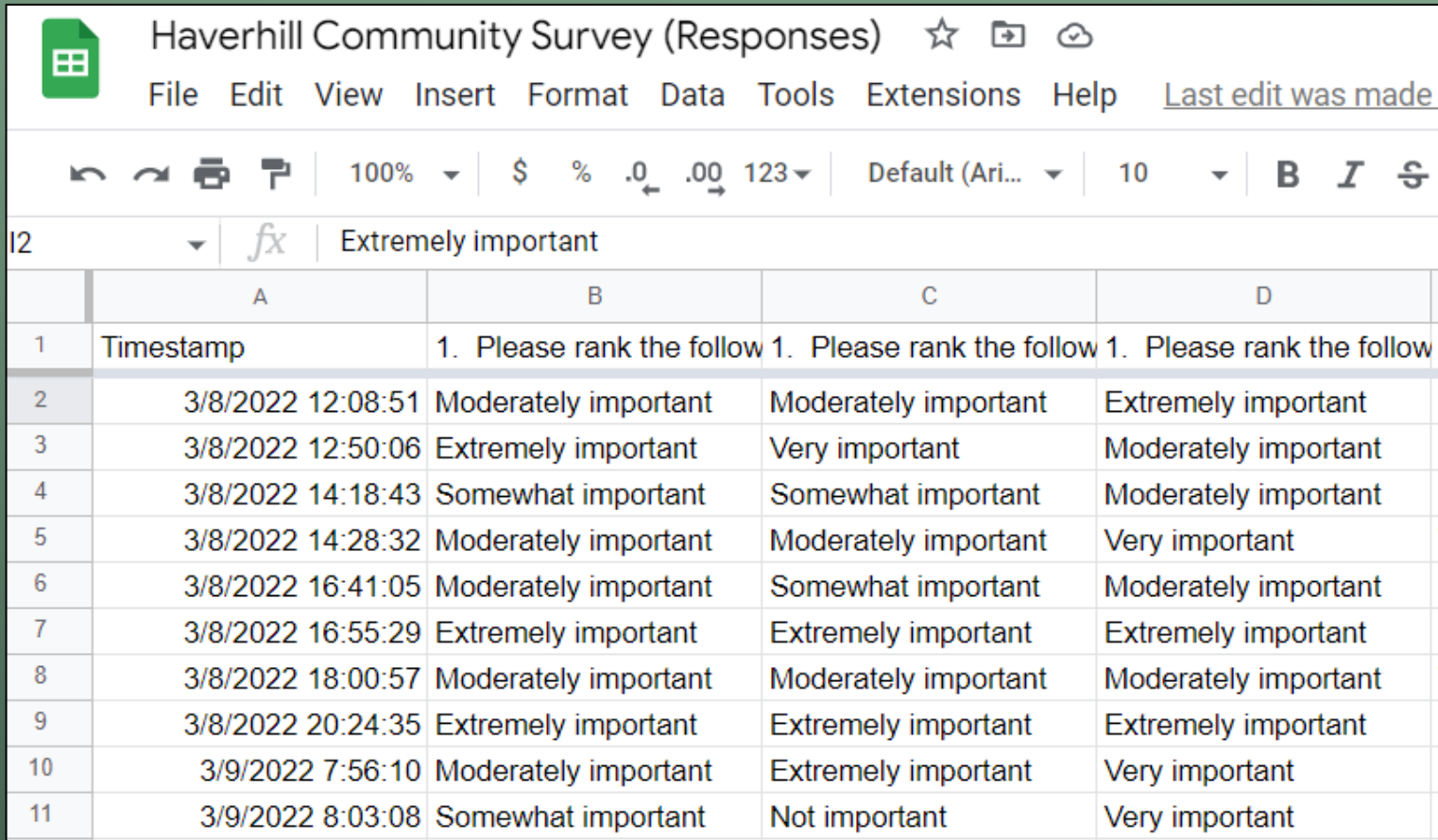
- Initial mailing
- Reminder mailing
- Presentation mailing
- Promoted on the town's website and other locations throughout Haverhill

Paper & Online Combined

- On May 15, 2022, the online survey was closed for responses; 427 online surveys were returned
- After this date, the 45 paper survey results were entered by MAPS into the Google Forms platform
- Resulting in 472 total responses

Combined Data in Google Sheets

(easily brought into Excel spreadsheet)



The screenshot shows a Google Sheet interface for a survey titled "Haverhill Community Survey (Responses)". The sheet contains a table with 11 rows of data. The first column is labeled "Timestamp" and the next three columns are labeled "1. Please rank the follow". The data shows various responses regarding the importance of the survey questions.

	A	B	C	D
1	Timestamp	1. Please rank the follow	1. Please rank the follow	1. Please rank the follow
2	3/8/2022 12:08:51	Moderately important	Moderately important	Extremely important
3	3/8/2022 12:50:06	Extremely important	Very important	Moderately important
4	3/8/2022 14:18:43	Somewhat important	Somewhat important	Moderately important
5	3/8/2022 14:28:32	Moderately important	Moderately important	Very important
6	3/8/2022 16:41:05	Moderately important	Somewhat important	Moderately important
7	3/8/2022 16:55:29	Extremely important	Extremely important	Extremely important
8	3/8/2022 18:00:57	Moderately important	Moderately important	Moderately important
9	3/8/2022 20:24:35	Extremely important	Extremely important	Extremely important
10	3/9/2022 7:56:10	Moderately important	Extremely important	Very important
11	3/9/2022 8:03:08	Somewhat important	Not important	Very important

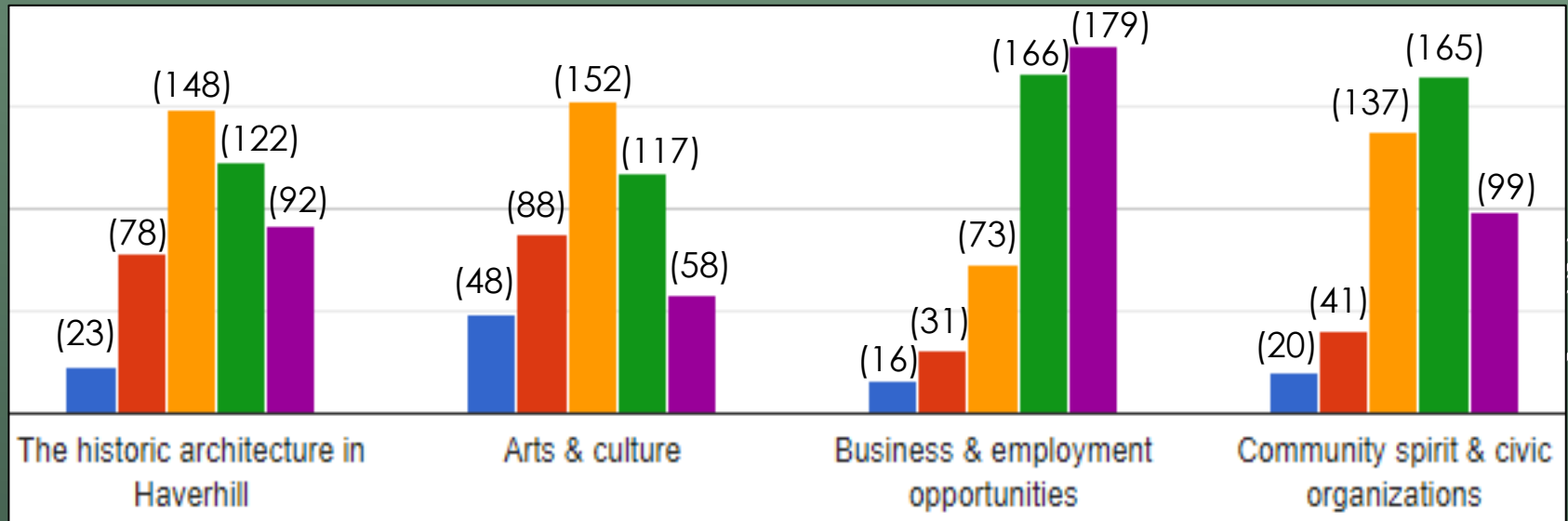
Google Forms to Excel

This presentation was prepared using summary charts and graphs provided by Google Forms and the download of extensive data results from the survey into Excel and Word documents. More than 350 written comments were recorded for four questions; these are available as separate documents.

Now the results....

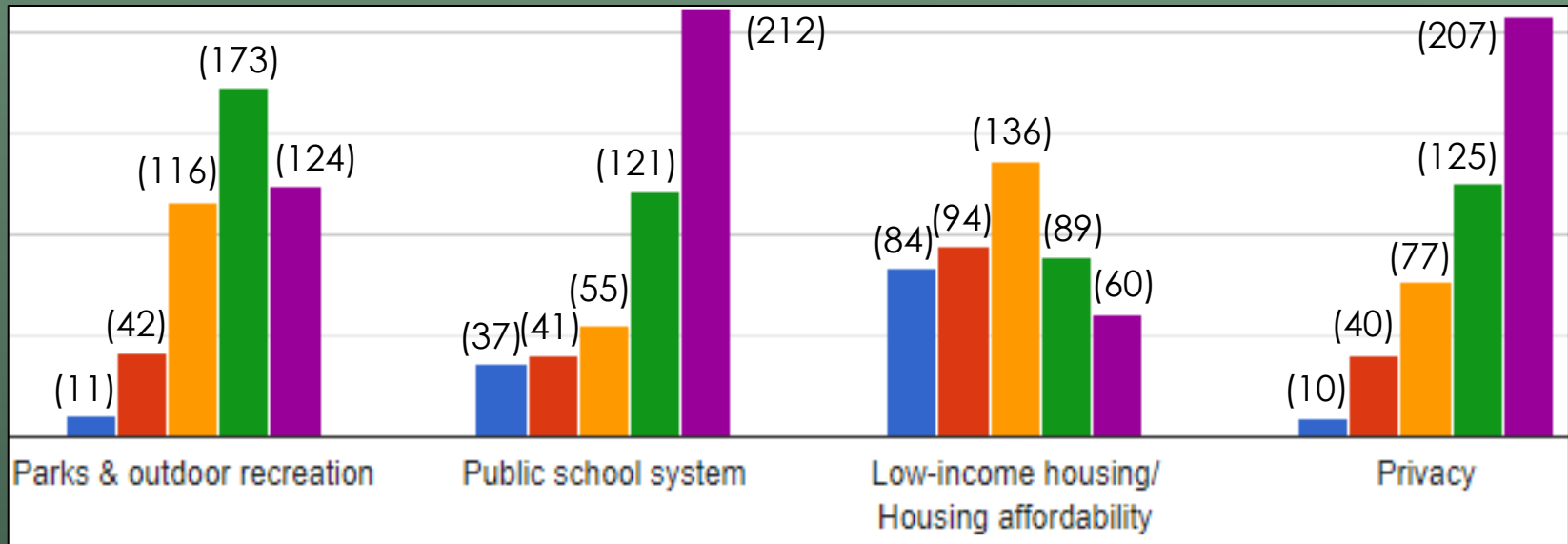
Question #1a.

Please rank the following according to their importance to you.



Question #1b.

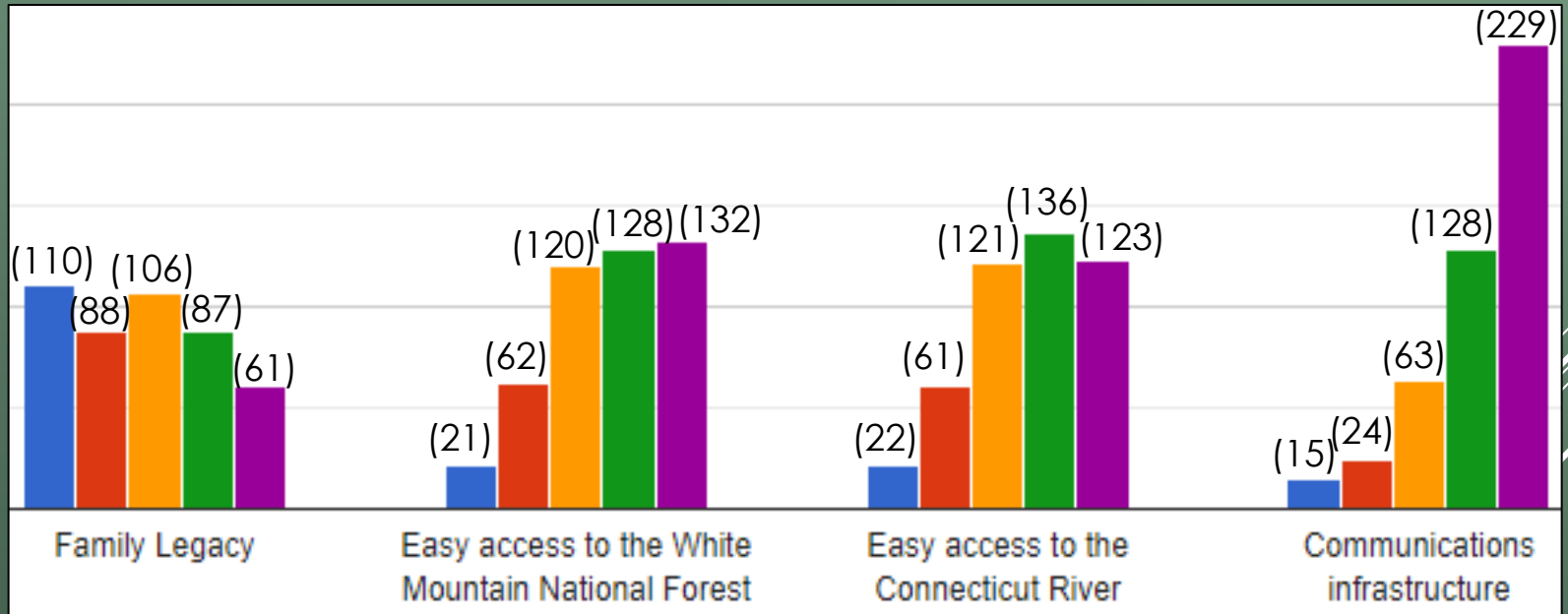
Please rank the following according to their importance to you.



Question #1c.

Please rank the following according to their importance to you.

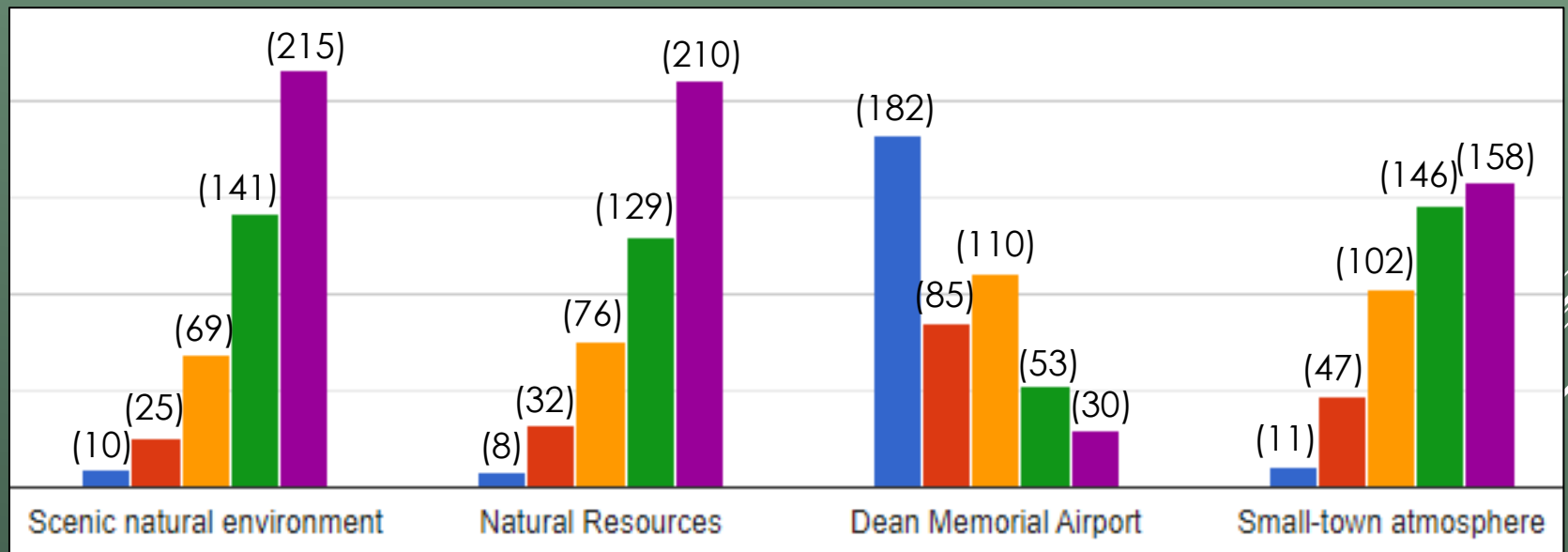
Not important Somewhat important Moderately important Very important Extremely important



Question #1d.

Please rank the following according to their importance to you.

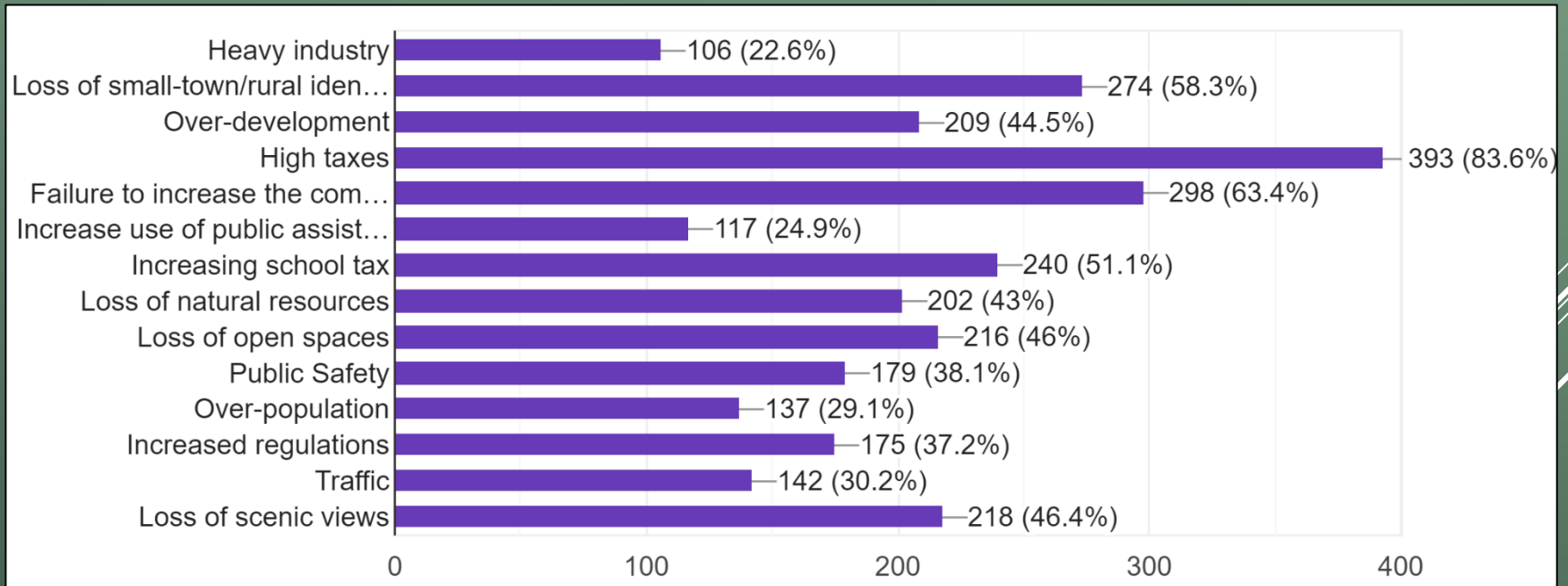
Not important Somewhat important Moderately important Very important Extremely important



Question #2.

What are your greatest concerns for the future? *(Please check all that apply.)*

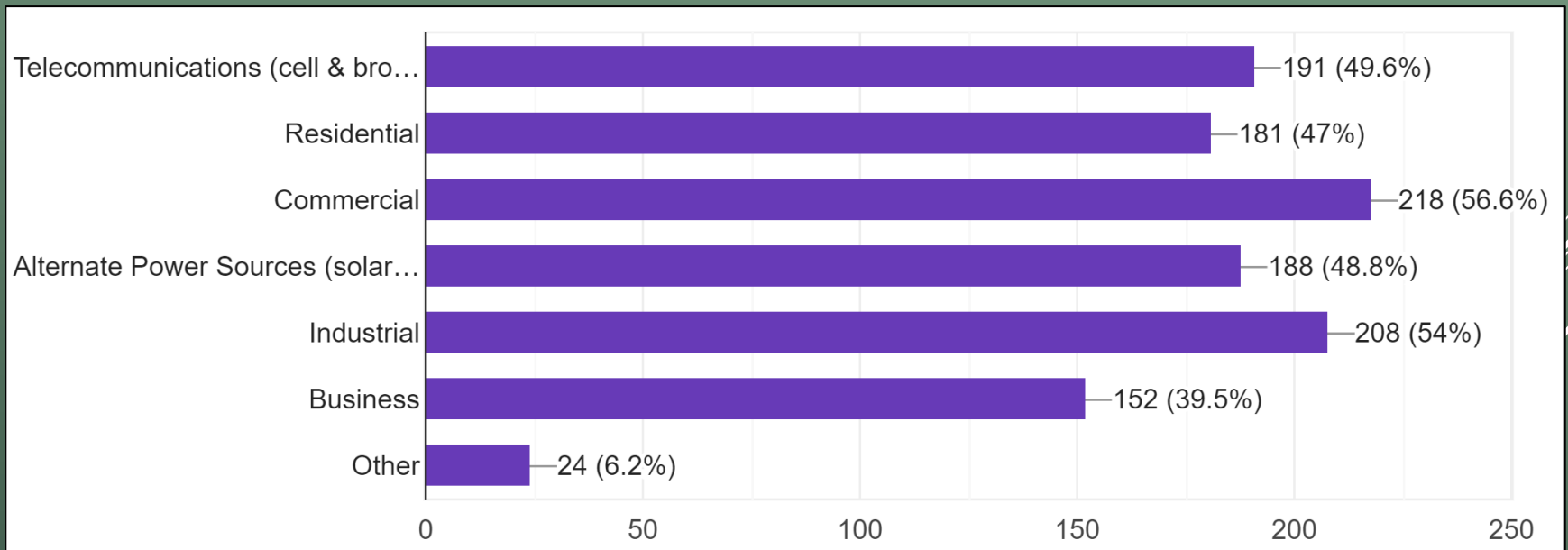
99.5% answered this question(470/472)



Question #3.

Are there any types of Zoning Regulations you would support? *(Please check all that apply.)*

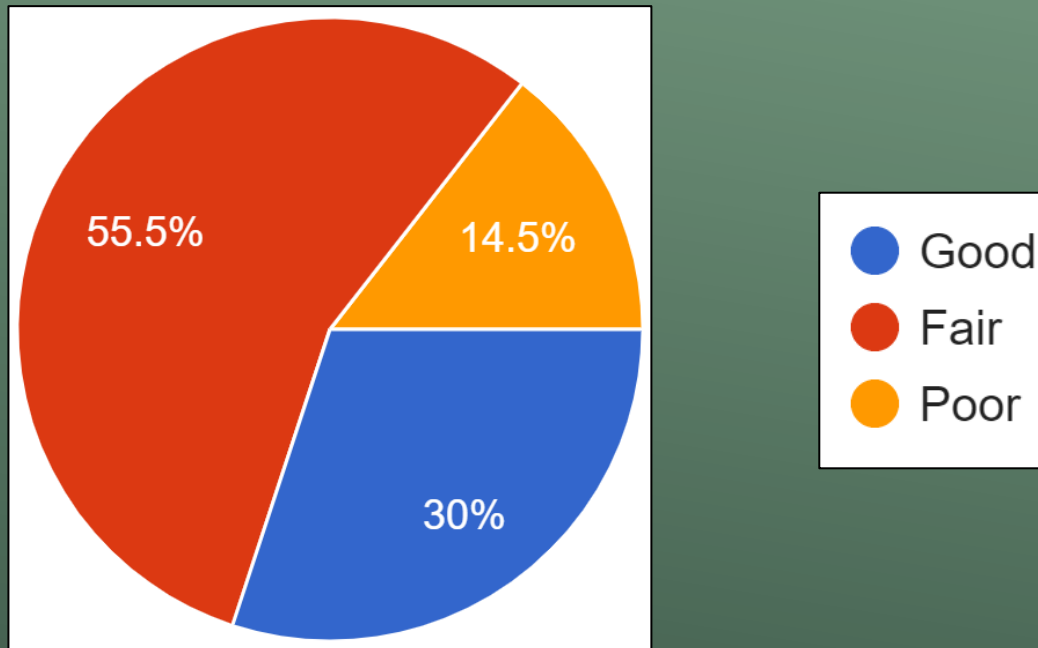
81.5% answered this question(385/472)



Question #4.

What is your opinion on the general condition of town-owned roads? (i.e., French Pond Road & County Road)

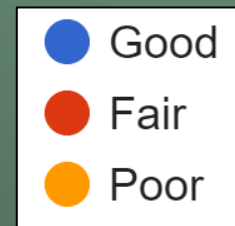
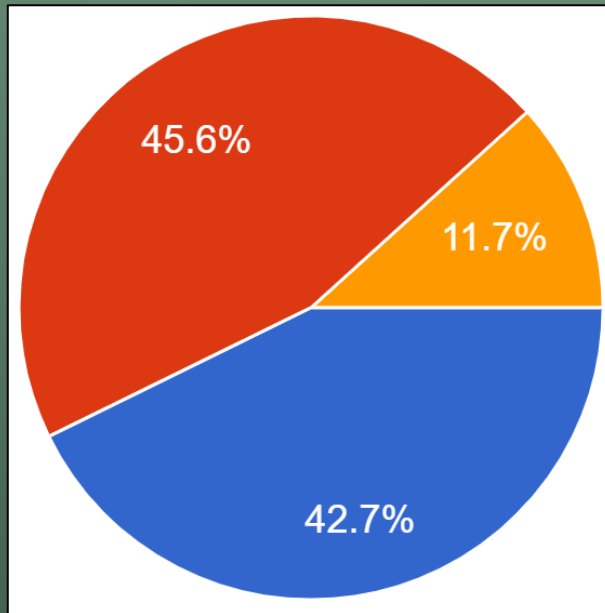
96.6% answered this question (456/472)



Question #5.

What is your opinion on the general condition of state-owned roads? (US Routes 10 & 302, NH Routes 25 & 112)

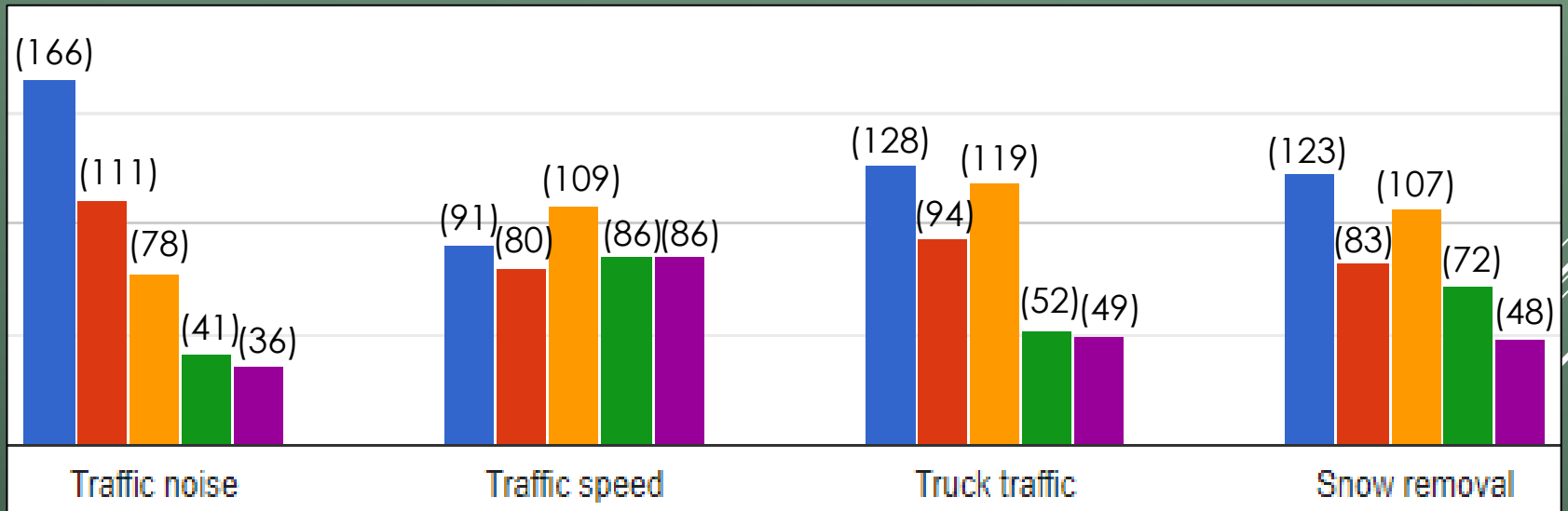
97.6% answered this question (461/472)



Question #6.

What aspects of the transportation system are most concerning?

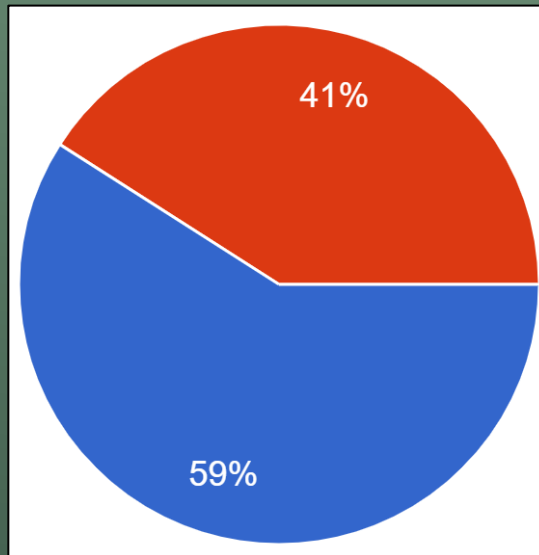
Not Concerning Somewhat Concerning Moderately Concerning Very Concerning Extremely Concerning



Question #7.

Would you be in favor of combining the Haverhill Middle School and the Woodsville Elementary School into one facility?

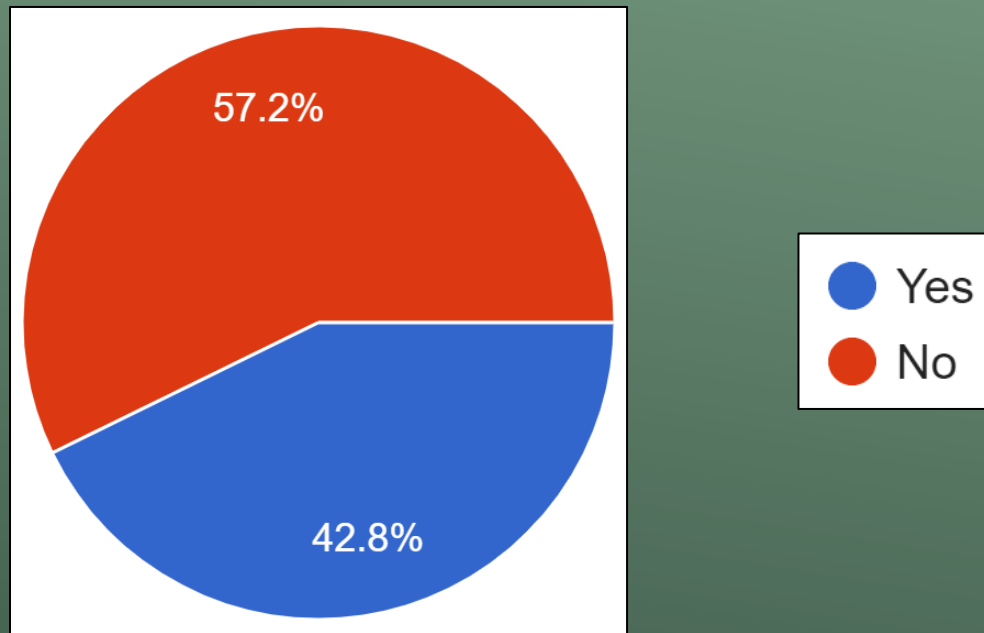
93.6% answered this question (442/472)



Question #8.

Would you favor hiring a full-time Building Inspector / Code Enforcement Officer?

95.1% answered this question (449/472)



Question #9.

What additional services would you like to see the Town provide? *(Please list three.)*

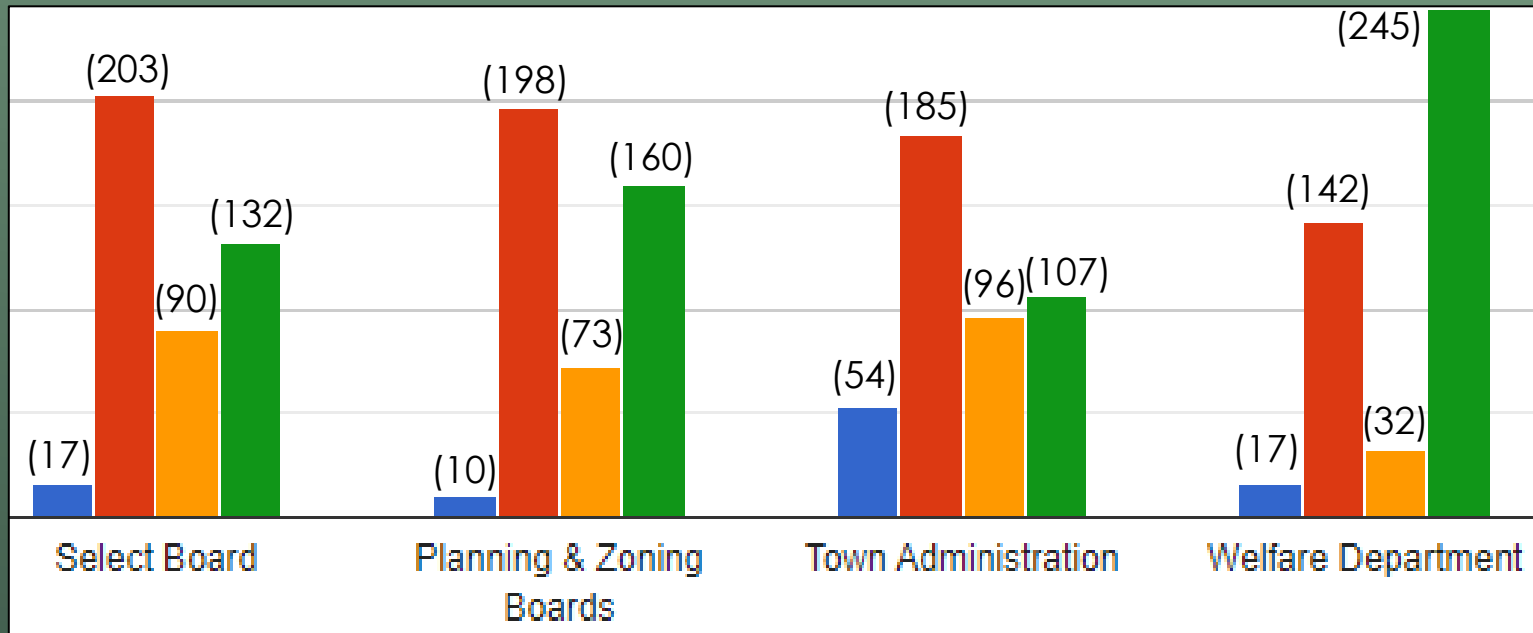
45.9% answered this question (217/472)

Common Threads

- Recycling/Transfer Station
- Better cell & internet coverage
- Events for young people & seniors
- Town pool
- Improve library(s)
- Town ambulance service

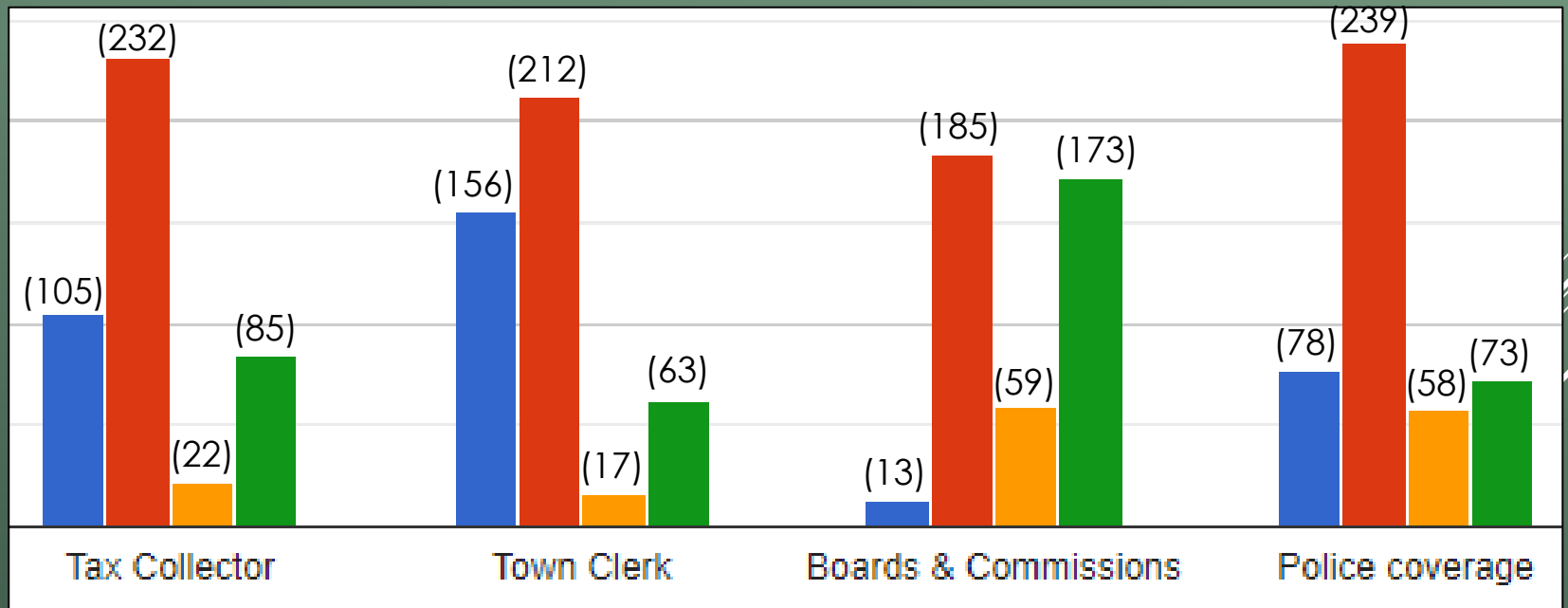
Question #10a.

What is your opinion of how well these departments, services, or facilities serve the Town?



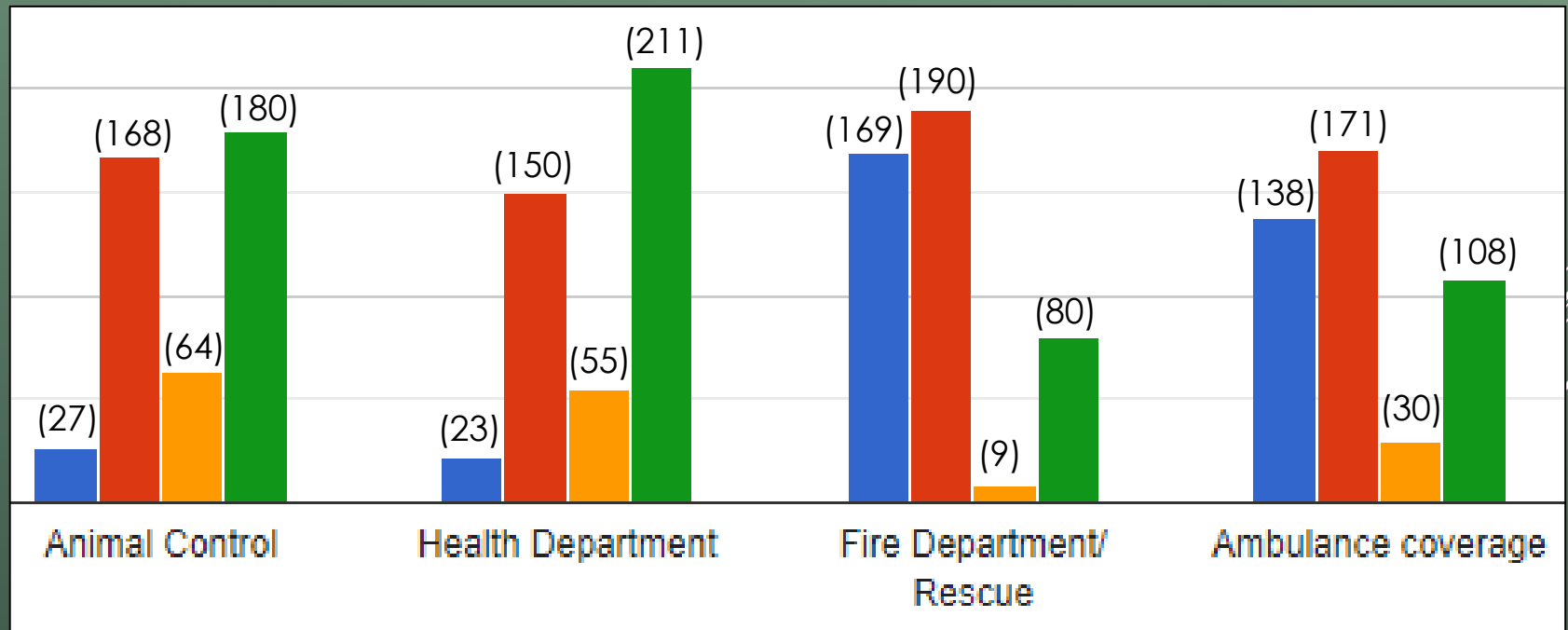
Question #10b.

What is your opinion of how well these departments, services or, facilities serve the Town?



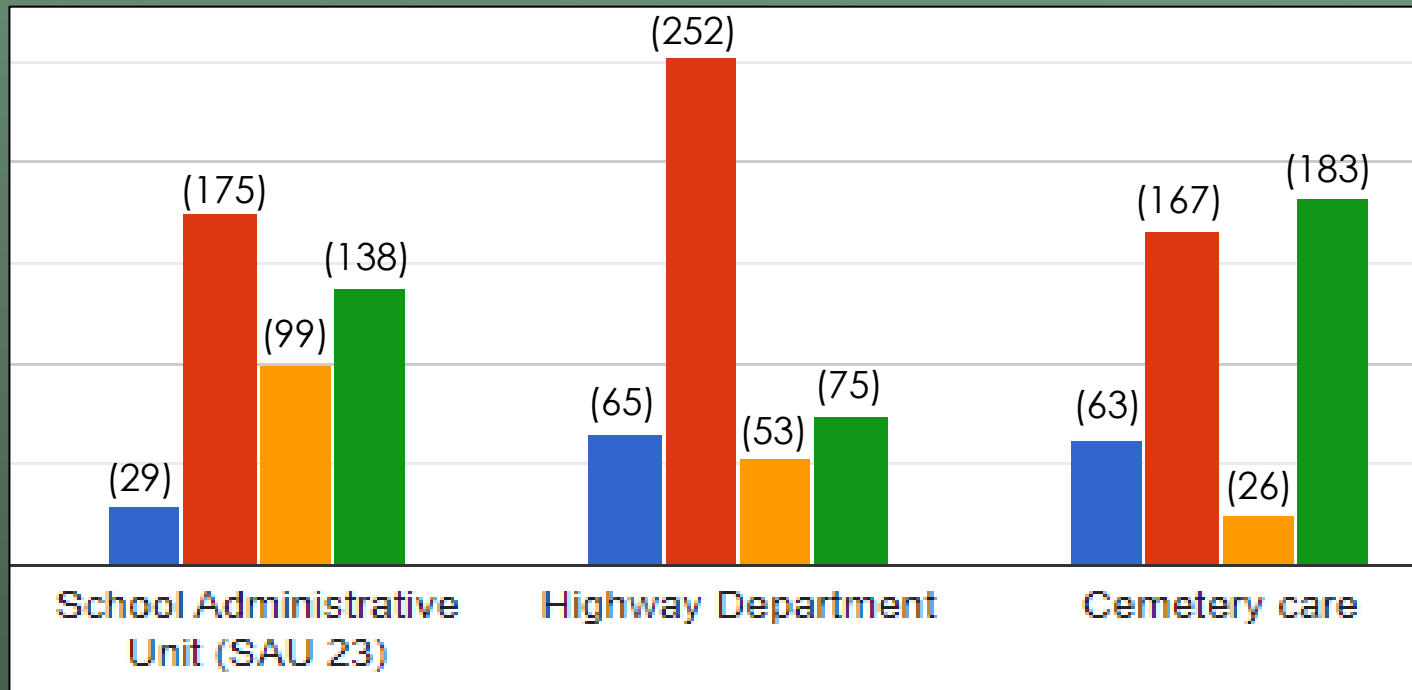
Question #10c.

What is your opinion of how well these departments, services or, facilities serve the Town?



Question #10d.

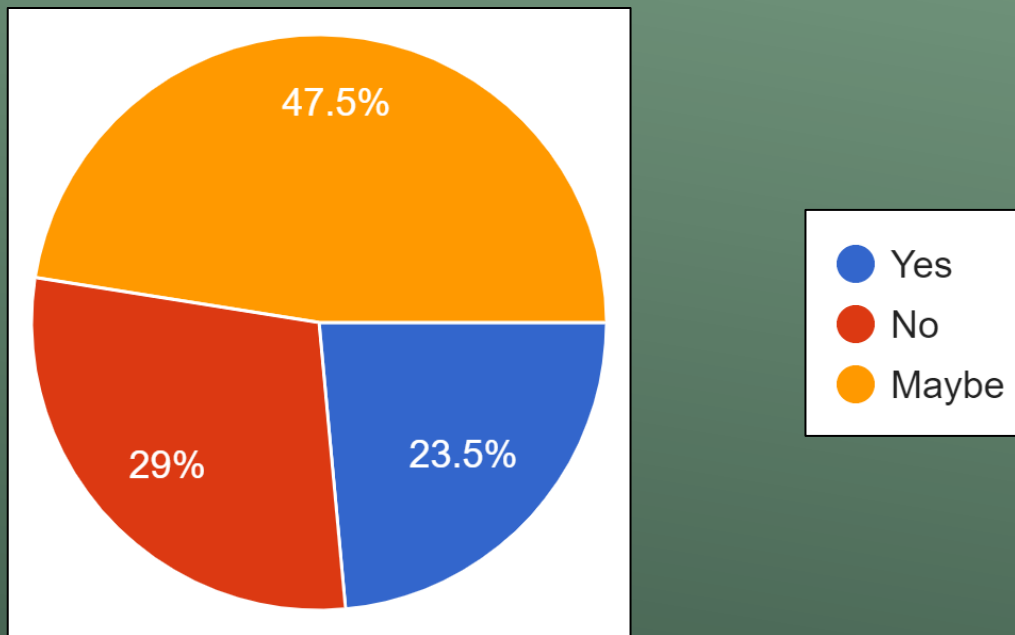
What is your opinion of how well these departments, services, or facilities serve the Town?



Question #11.

Would you support the development of a Public Safety Facility?

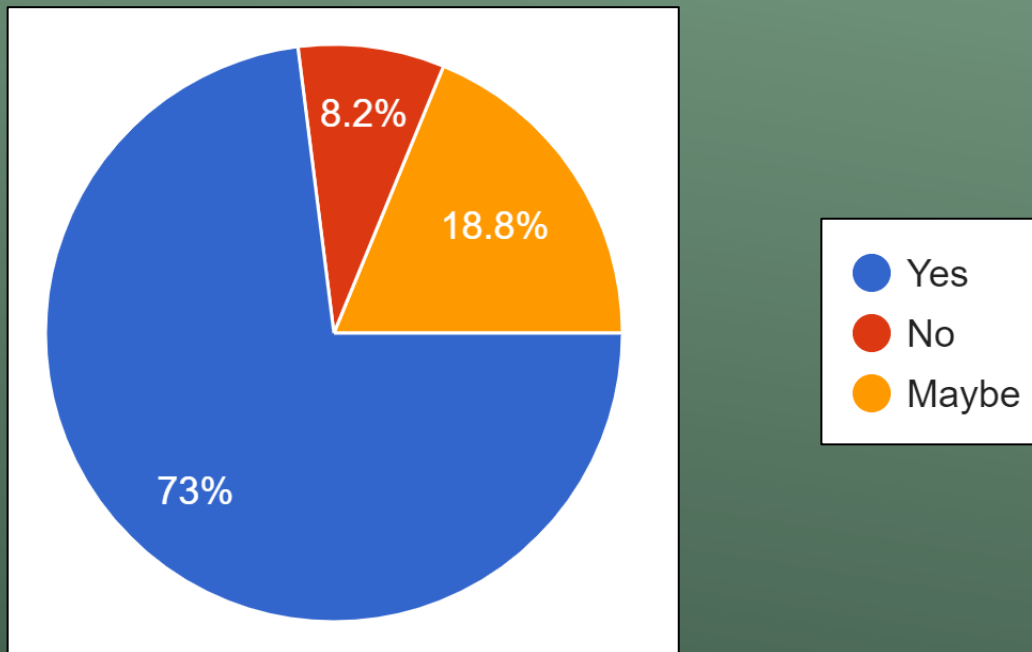
97.2% answered this question (459/472)



Question #12.

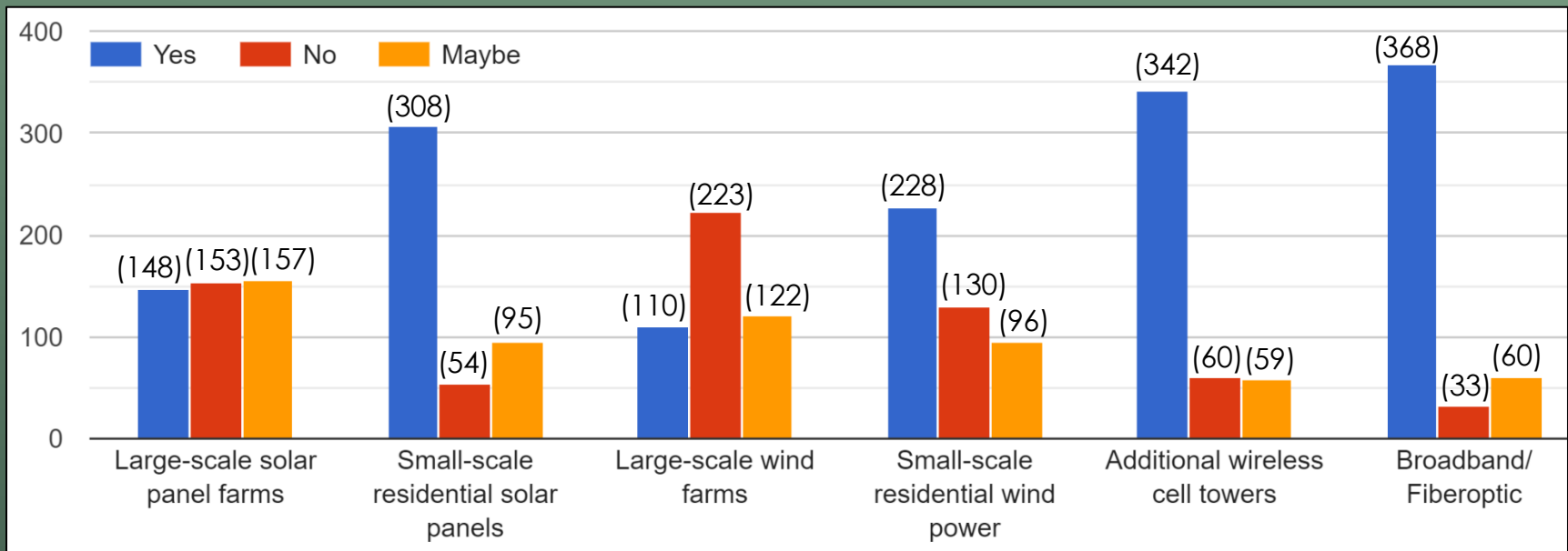
Would you support the development of a
Transfer Station / Recycling Center?

98.0% answered this question (463/472)



Question #13.

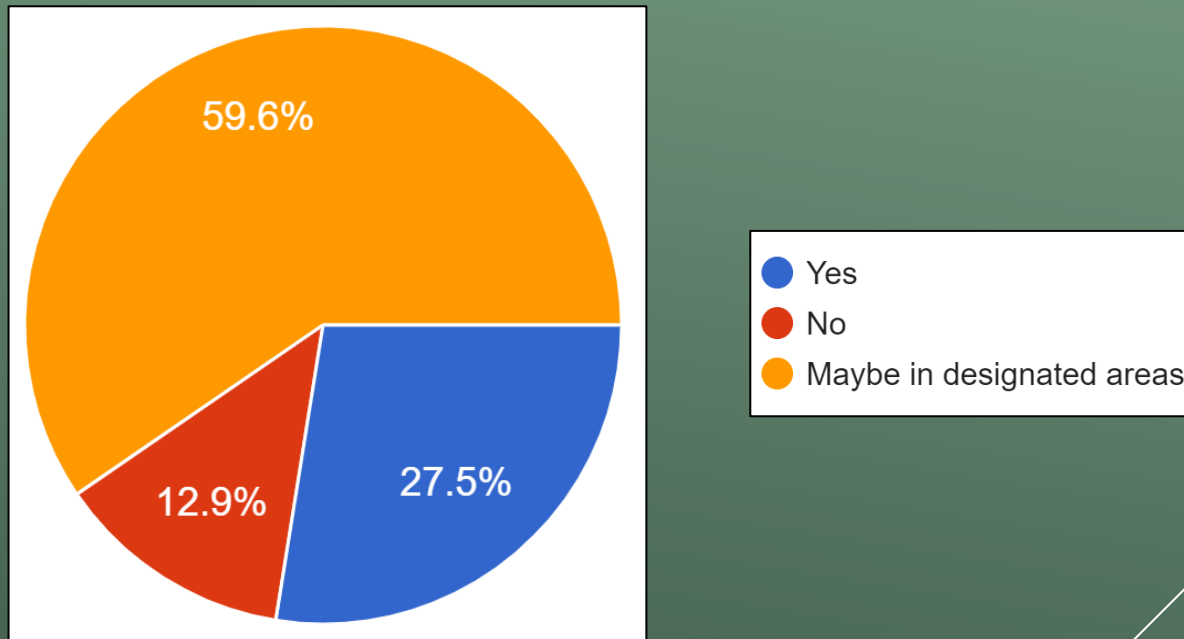
Would you support these types of privately funded projects?



Question #14.

Would you like to see more **COMMERCIAL** development in Haverhill?

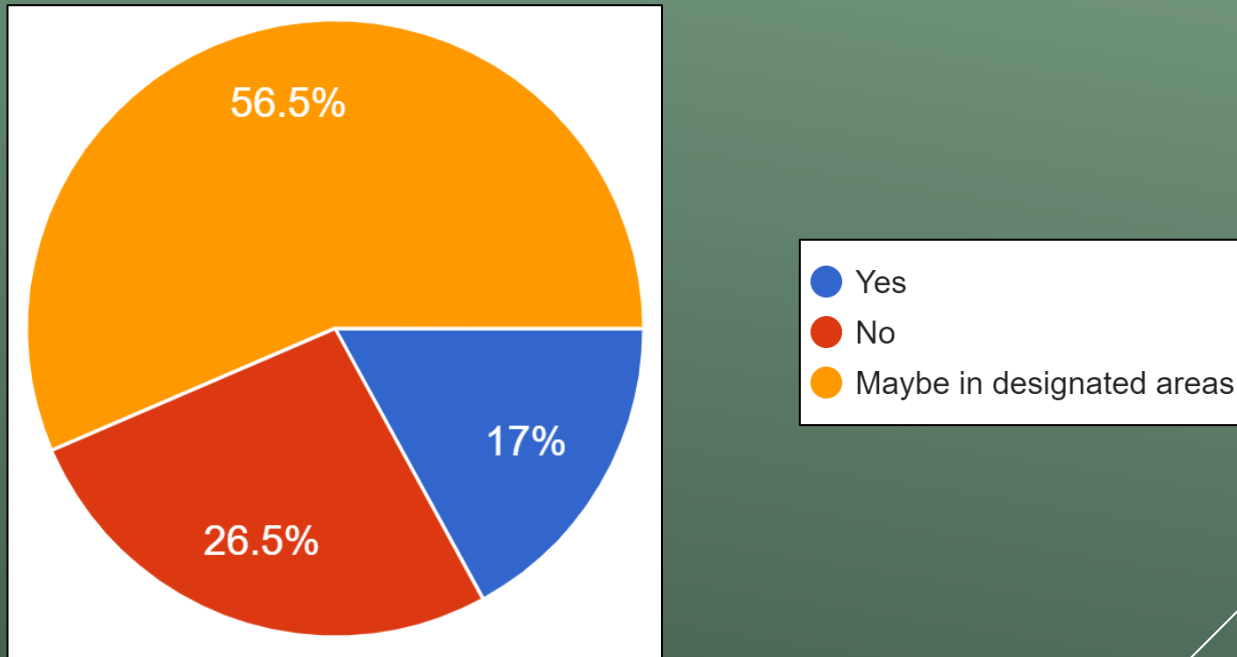
98.5% answered this question (465/472)



Question #15.

Would you like to see more INDUSTRIAL development in Haverhill?

98.3% answered this question (464/472)



Question #16.

What businesses or services are most needed in Haverhill? (Please list three.)

46.3% answered this question (219/472)

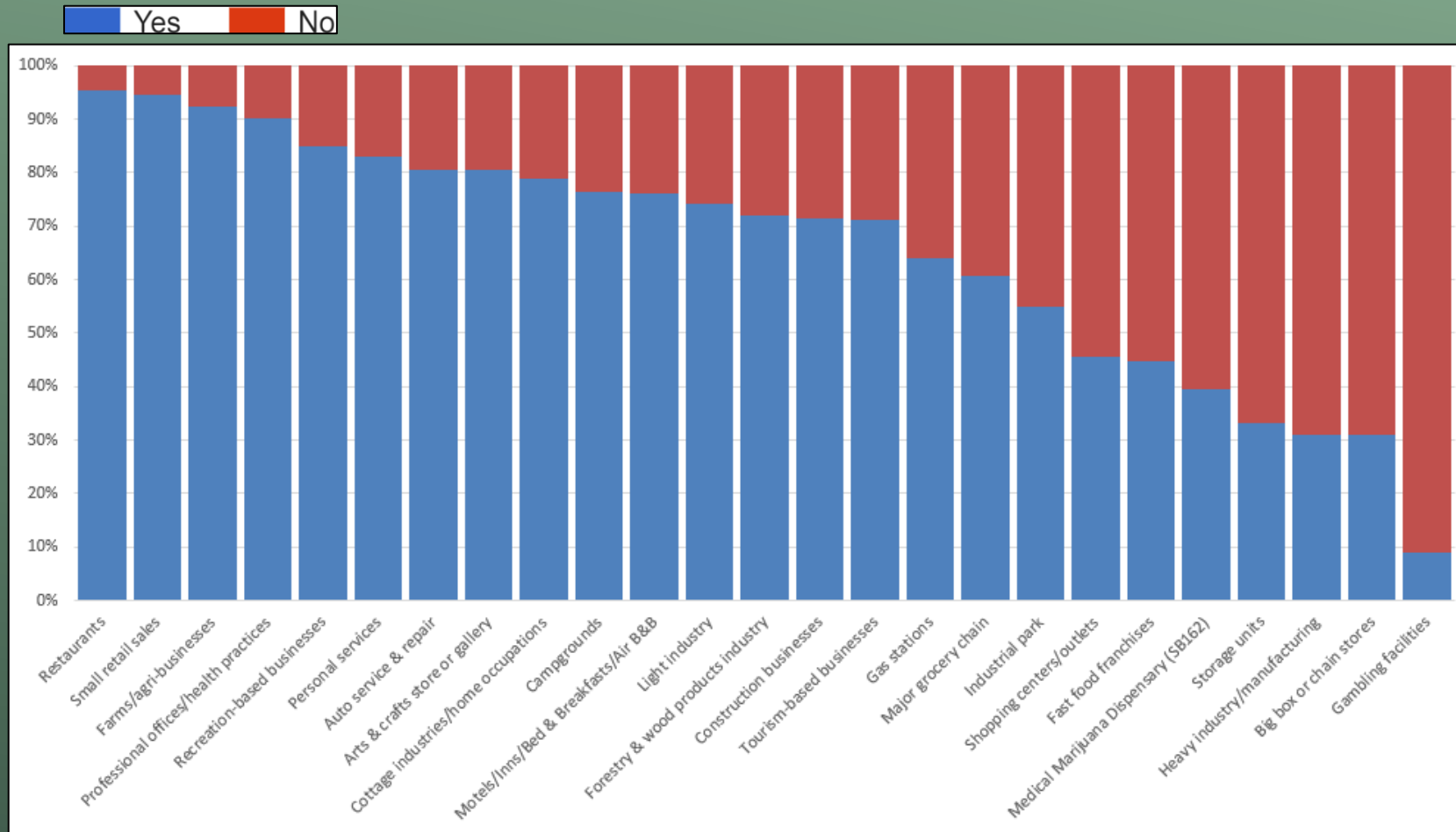
Common Threads

- Cell service
- Transfer Station
- Traffic speed control
- Public transportation
- Restaurants
- Grocery store
- Small retail shopping
- Tradesman jobs
- Entertainment for all ages

See separate document for full list.

Question #17.

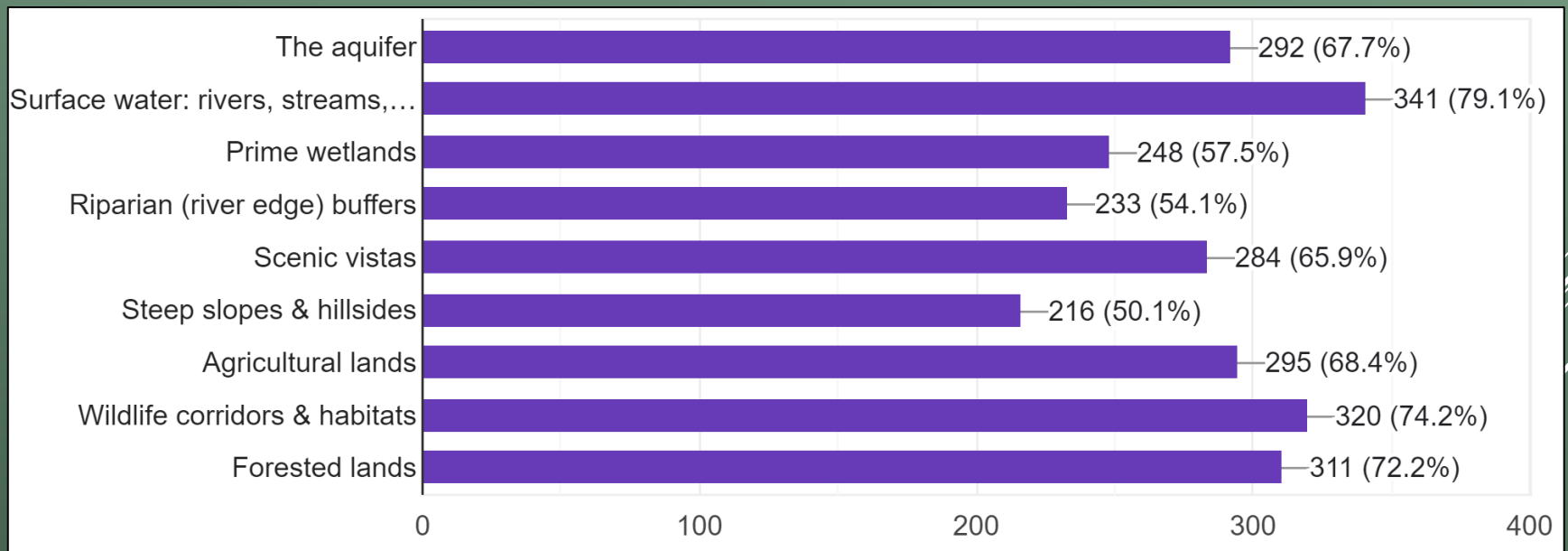
Would you support the following types of businesses? (Please check all that apply.)



Question #18.

Should the town do more to protect...? (Please check all that apply.)

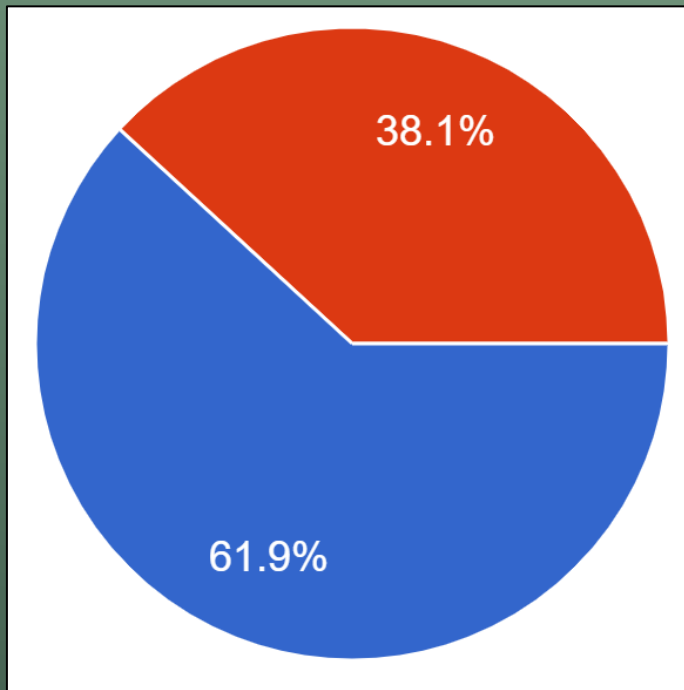
91.3% answered this question (431/472)



Question #19.

Are you concerned with climate change and the worsening impacts of natural hazards?

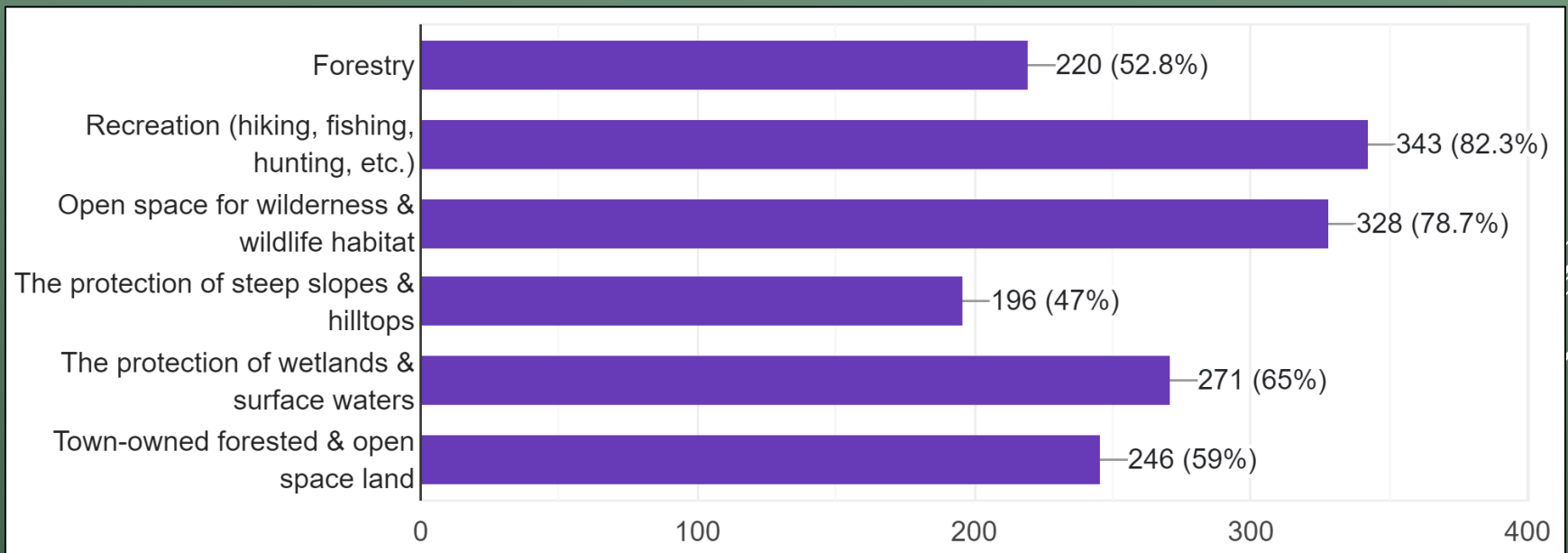
98.3% answered this question (464/472)



Question #20.

Should the Town actively promote more conserved land protected for...? (Please check all that apply.)

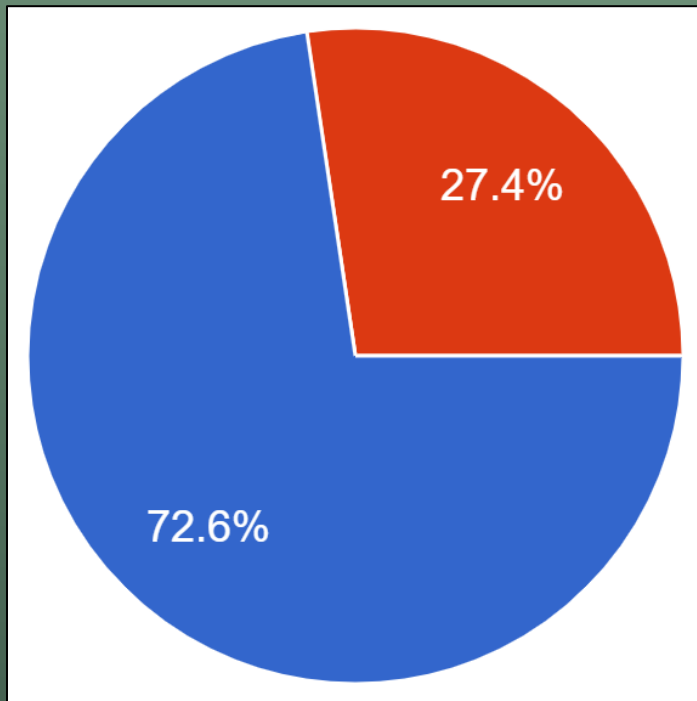
88.3% answered this question (417/472)



Question #21.

Should there be more non-motorized multi-use trails throughout the Town and the town forest?

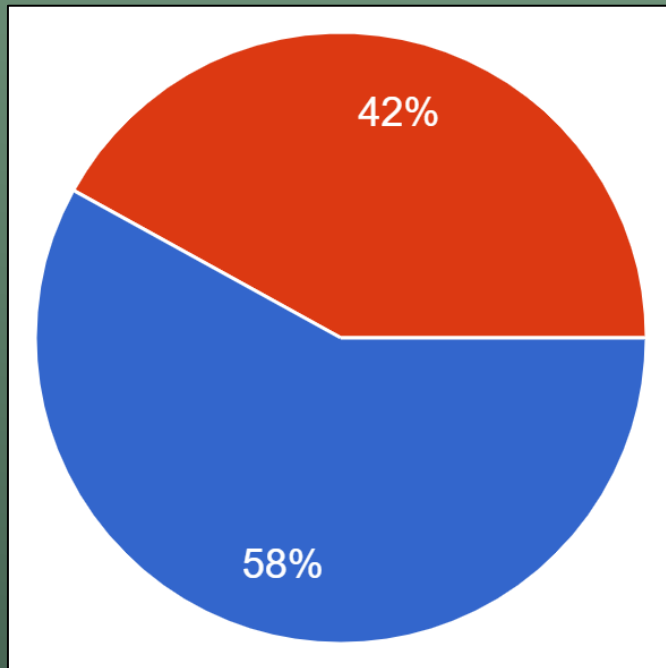
95.9% answered this question (453/472)



Question #22.

Should there be ATV trails in Haverhill?

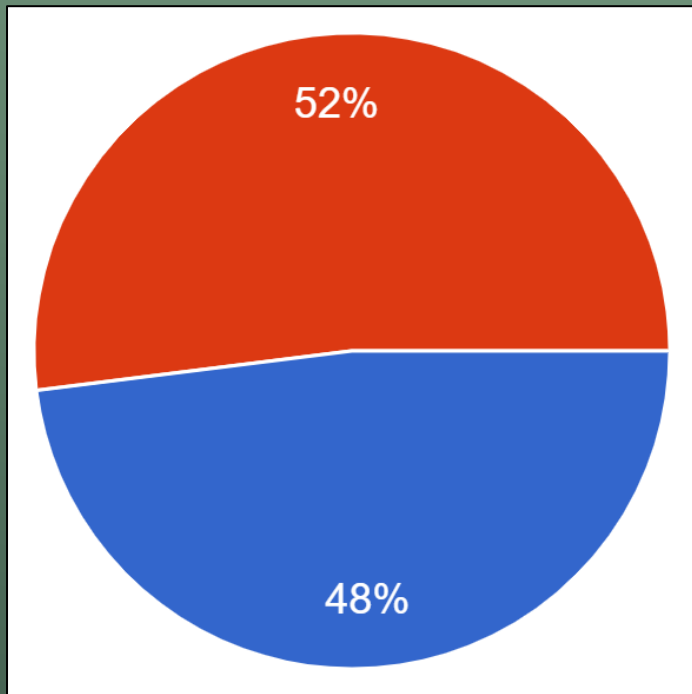
96.3% answered this question (455/472)



Question #23.

Should the Town allow ATV accessibility throughout more of Haverhill?

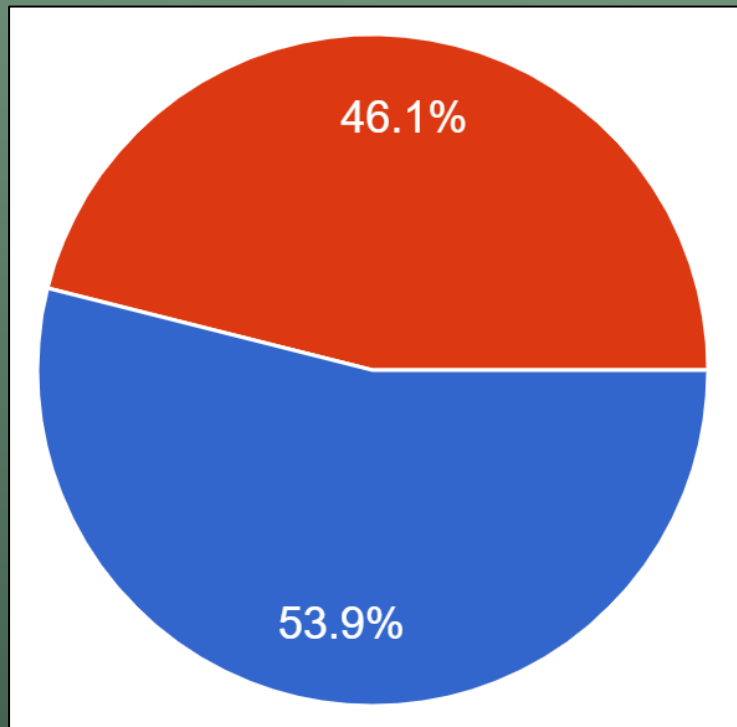
96.1% answered this question (454/472)



Question #24.

Should the Town build or support a skate park?

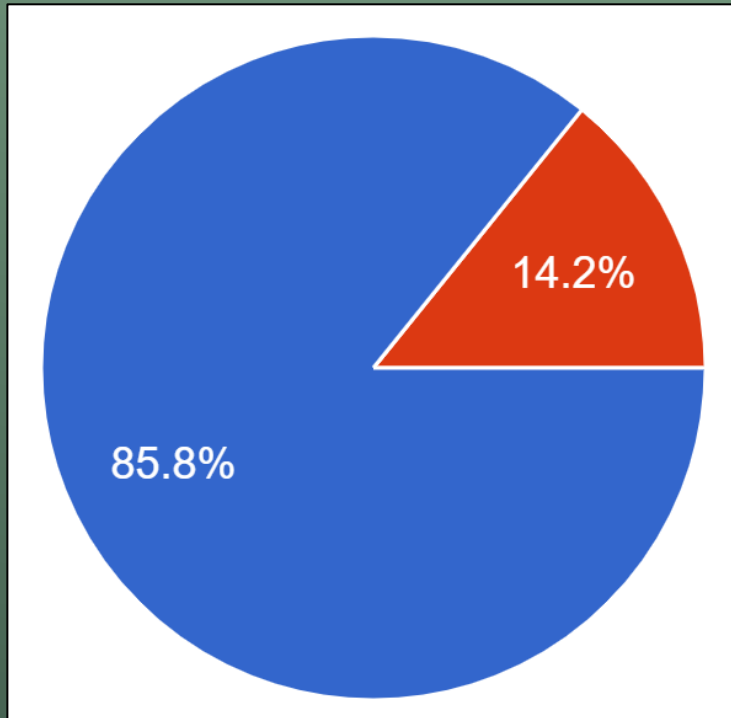
94.2% answered this question (445/472)



Question #25.

Should historic sites in Haverhill be better promoted and protected?

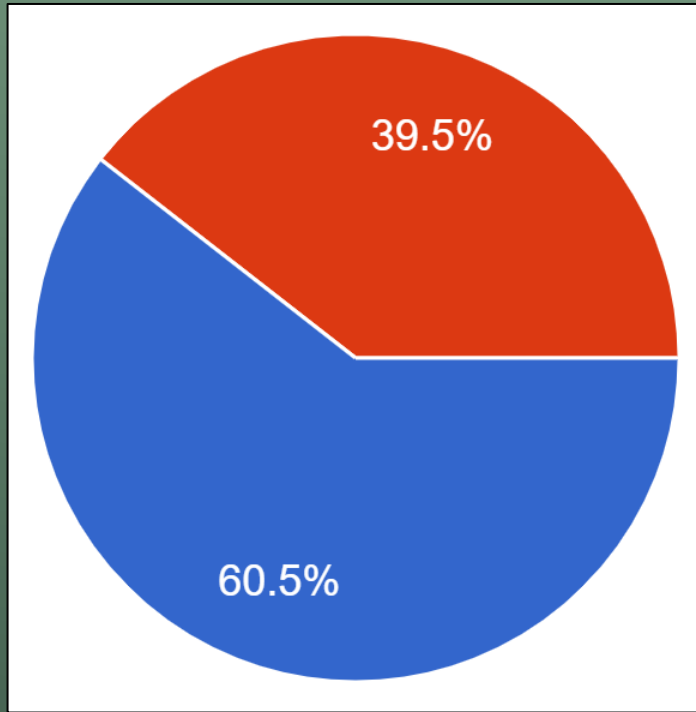
97.0% answered this question (458/472)



Question #26.

Are arts & culture important to your lifestyle?

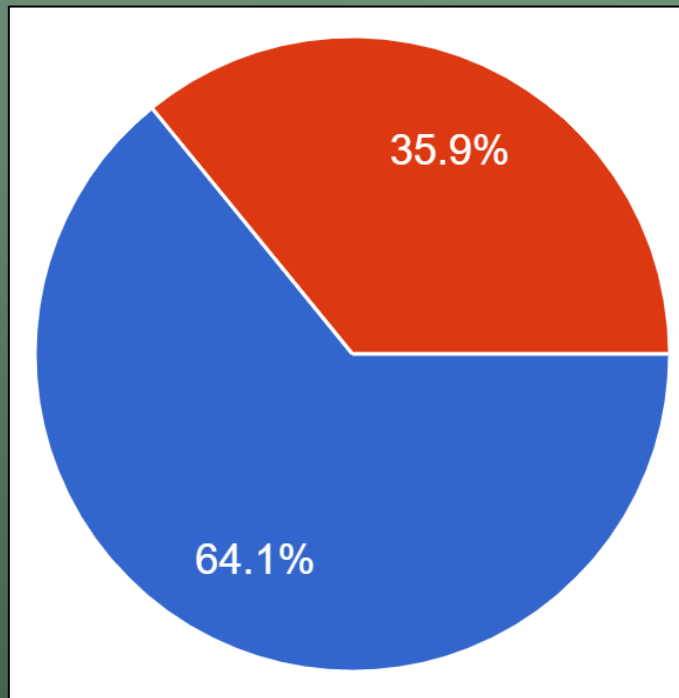
96.6% answered this question (456/472)



Question #27.

Should the Town provide more opportunities for arts & culture?

93.8% answered this question (443/472)



Question #28.

What arts & culture would you like to see or see more of in Haverhill? (Please list three.)

37.5% answered this question (177/472)

Common Threads

- Live music & theatre
- Art gallery & museum
- Art & craft shows
- Movie theatre
- Educational classes
- BBQs & festivals
- Brewery & brew festival

See separate document for full list.

Question #29.

Please describe what Haverhill should be like 10 years from now.

58.8% answered this question (278/472)

Common Threads

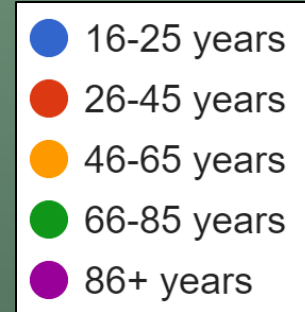
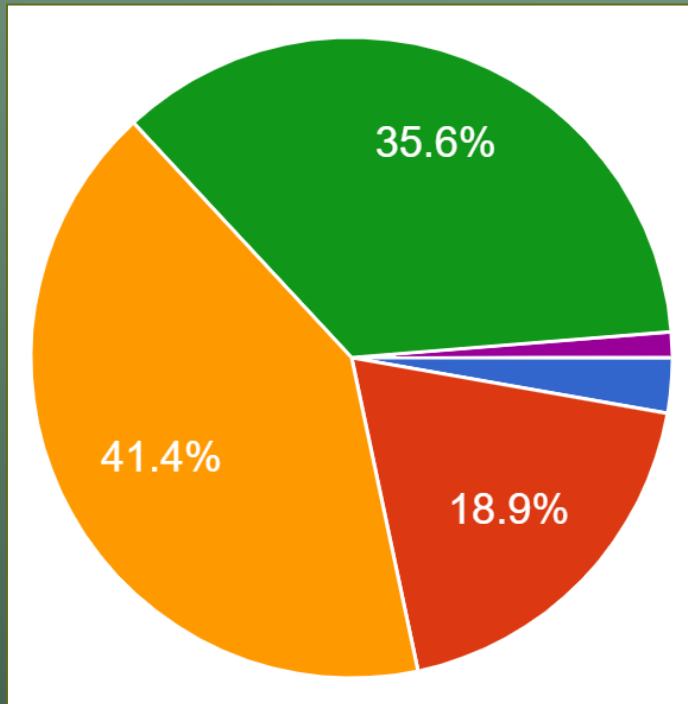
- The same as it is now
- Lower taxes
- United town / no districts
- Change of Town leadership
- More businesses & tourism
- Better cell phone service
- More housing
- Small town, rural feel

See separate document for full list.

Question #30.

What is your age?

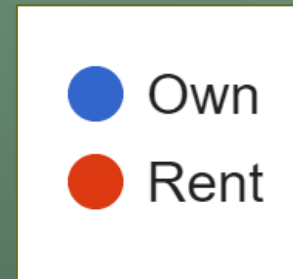
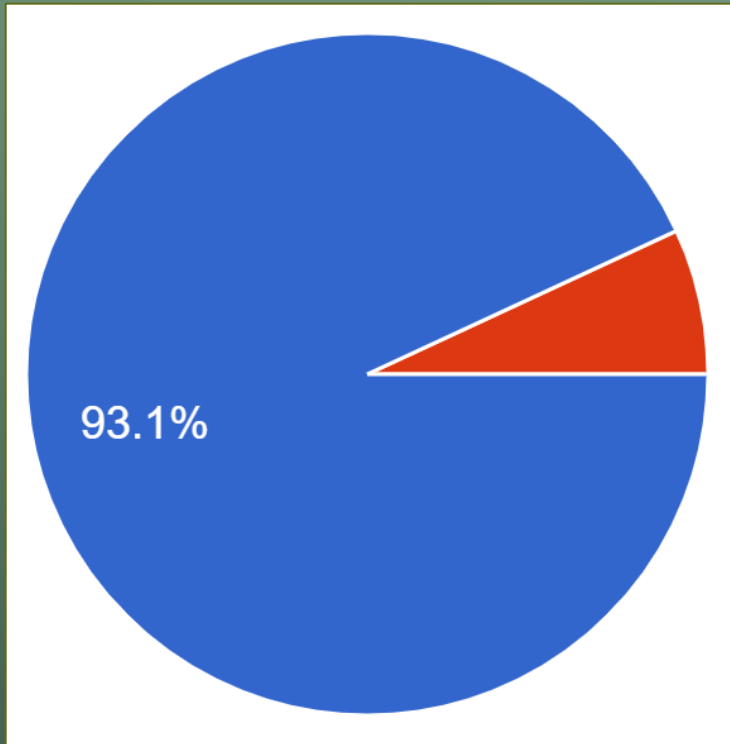
98.7% answered this question (466/472)



Question #31.

Do you own or rent?

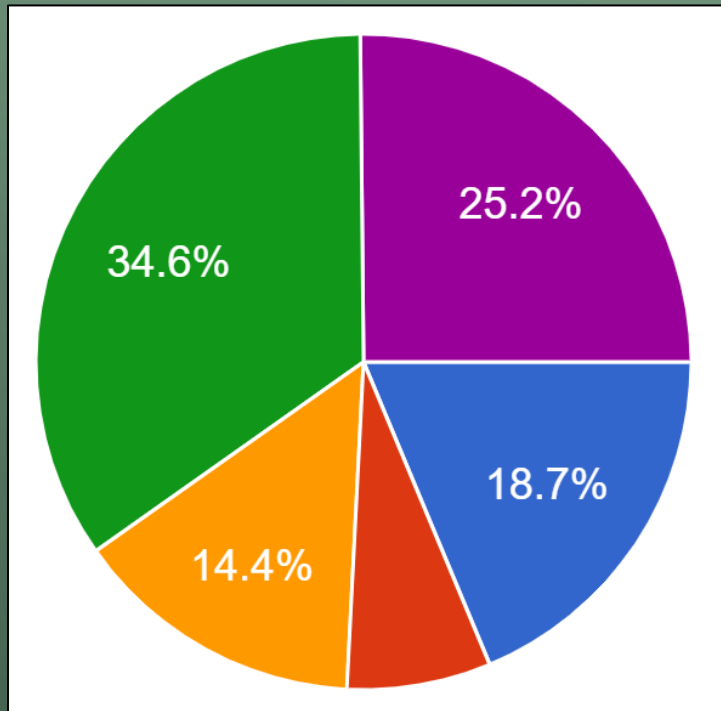
98.0% answered this question (463/472)



Question #32.

What best describes your residency?

98.5% answered this question (465/472)

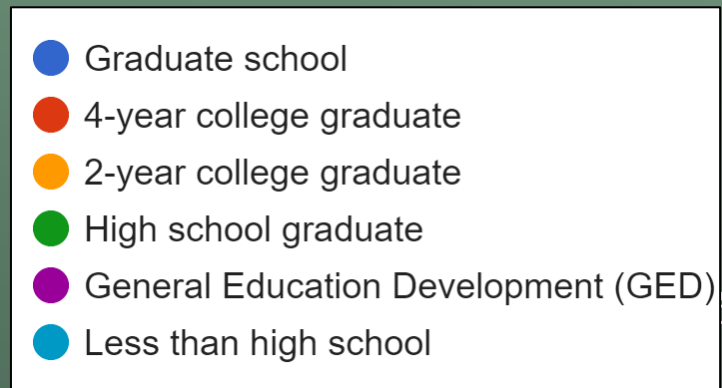
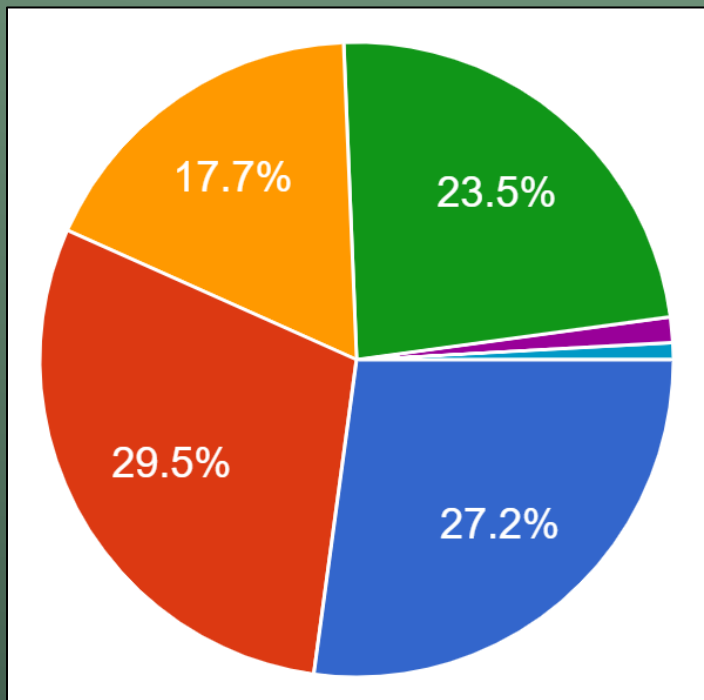


- Year-round resident: 1-5 years
- Year-round resident: 6-10 years
- Year-round resident: 11-20 years
- Year-round resident: 20+ years
- Non-resident property owner

Question #33.

What is your highest level of completed education?

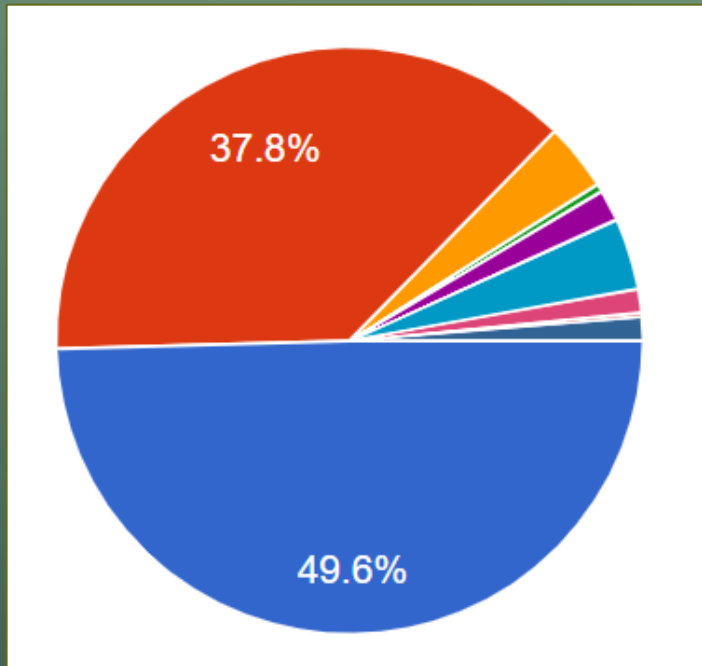
98.3% answered this question (464/472)



Question #34.

In which type of housing do you currently live?

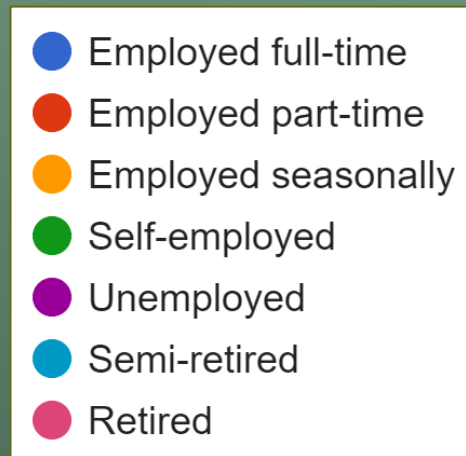
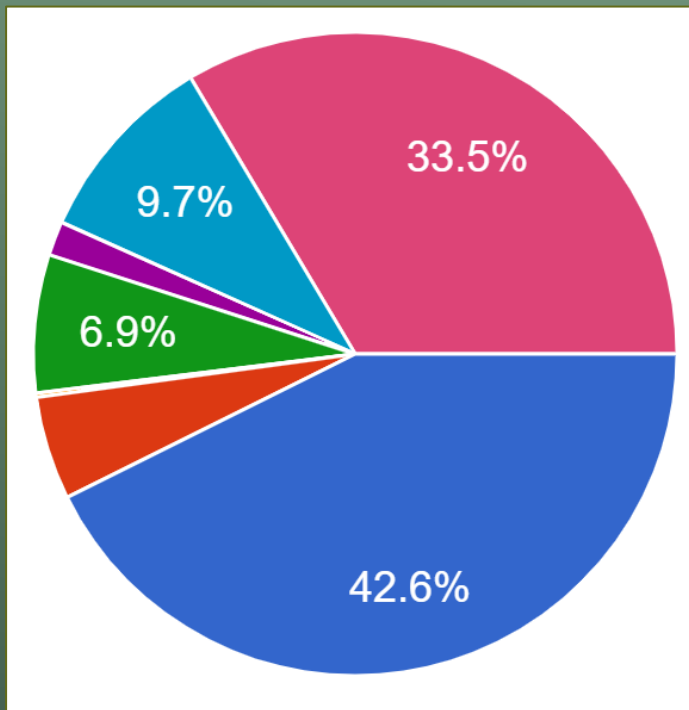
97.0% answered this question (458/472)



Question #35.

What is your employment status?

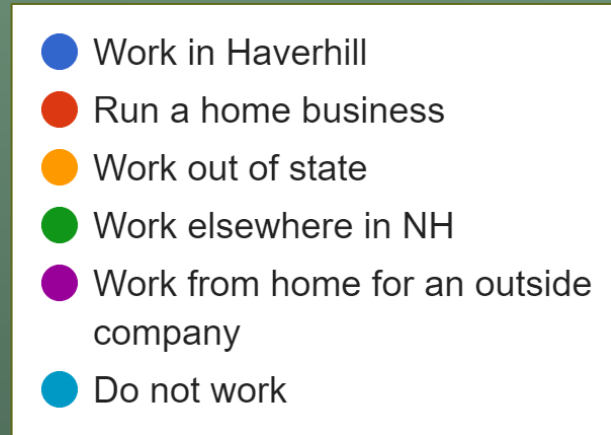
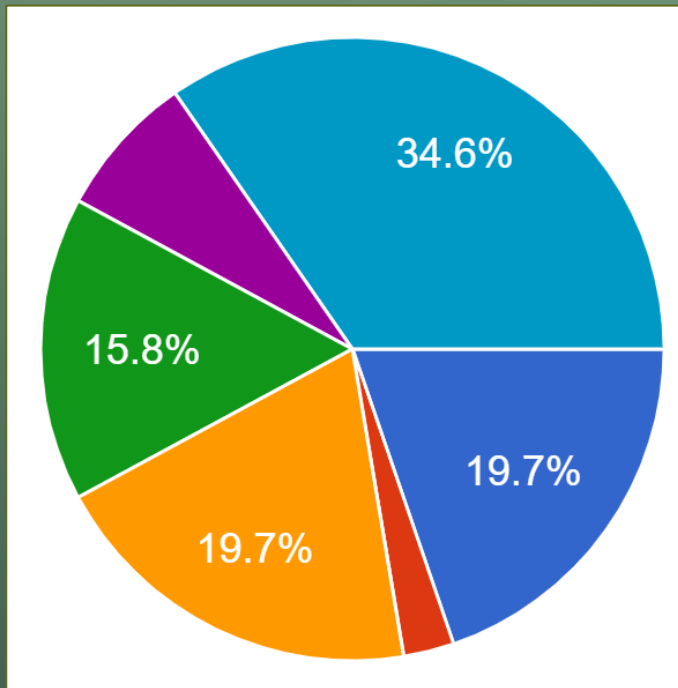
97.8% answered this question (462/472)



Question #36.

Where do you work?

96.6% answered this question (456/472)



Presenters Notes

- **Pie graphs, tables, and other statistics are based on the actual data from the Community Survey.**
- **Data for smaller slices of pie graphs is available upon request**
- **Digital copies of this presentation and written comments made by respondents are available upon request and with permission from the Planning Board**

*This presentation was prepared on behalf of the Haverhill Planning Board
by Mapping and Planning Solutions, Twin Mountain, NH;
jgarneau@mappingandplanning.com*