

Middlefield's Future -Survey Results-

**Goal: Get Community Preferences on the Wide Variety of
Project Ideas Brought Before Town Boards/Commissions**

Survey Details

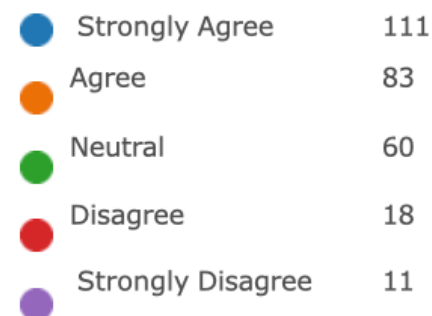
- Initial discussion with Boards and Commissions - June 20th
- Survey available - June 26 - August 1
 - Social media advertising June 26th; town mailer July 20th
- 53 questions + place for additional comments ~ 20 minutes per respondent
- 283 respondents = approximately 10% of town voters
 - Included 116 additional comments
- Responses rated by “Preference Ratio”

Example:

Preference* =

$$\frac{\# \text{ votes strongly agree} + \text{agree}}{\# \text{ votes strongly disagree} + \text{disagree}}$$

36. Middlefield should pursue as a high priority:
Develop a Town Blight Ordinance



Calculation

$$\frac{111+83}{18+11}$$

Preference Ratio
for Idea

$$= 6.69$$

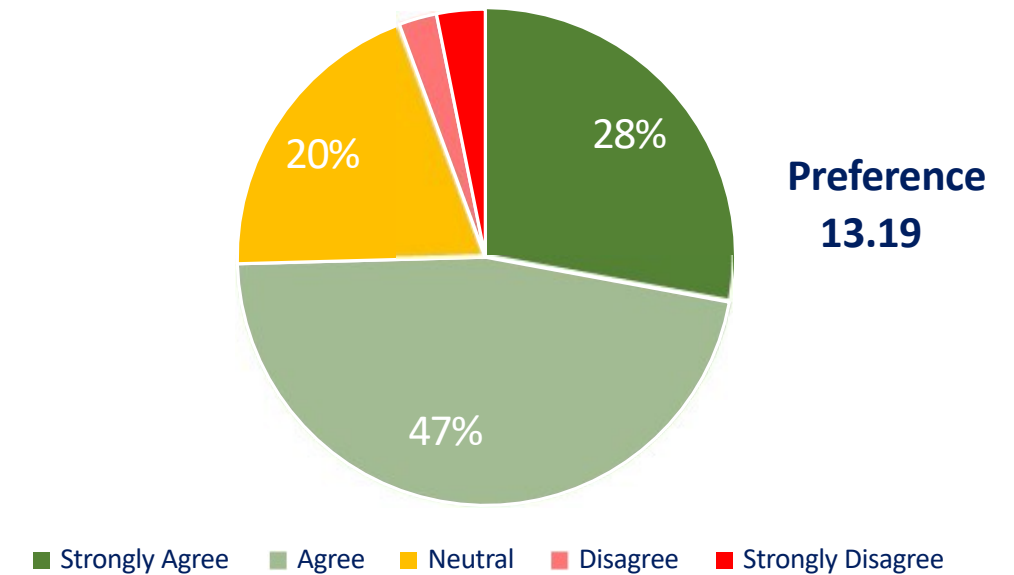
* Note: ratio > 1 means more people agree than disagree

Top 15 Rated Projects: #s 1-3

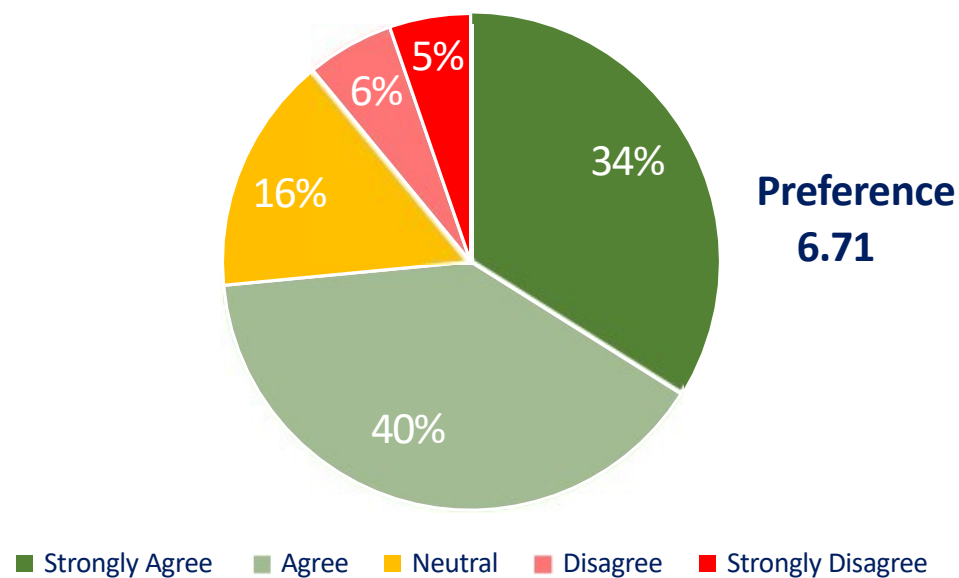
MIDDLEFIELD'S FUTURE – AGREE

Following are the Top 15 projects by
Preference – Relative ratio of Agree to Disagree

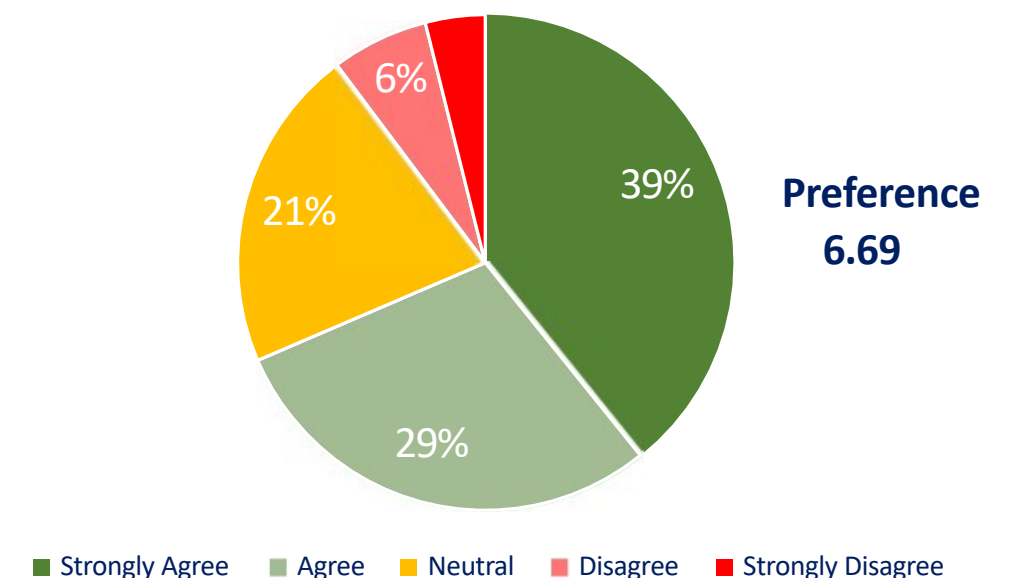
1. Establish Overall Vision for Middlefield's Future



2. Beseck Lake Blue-green Algae Treatment

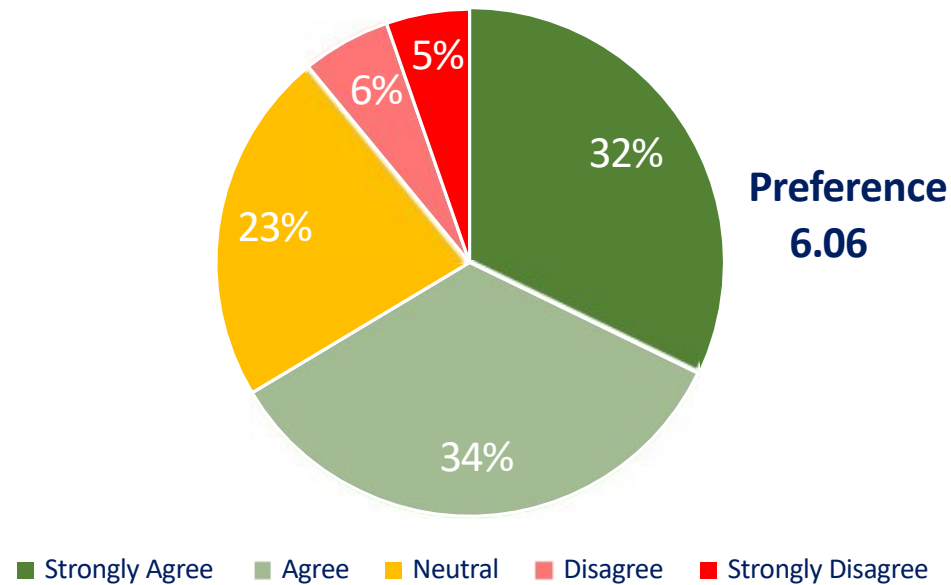


3. Develop a Town Blight Ordinance

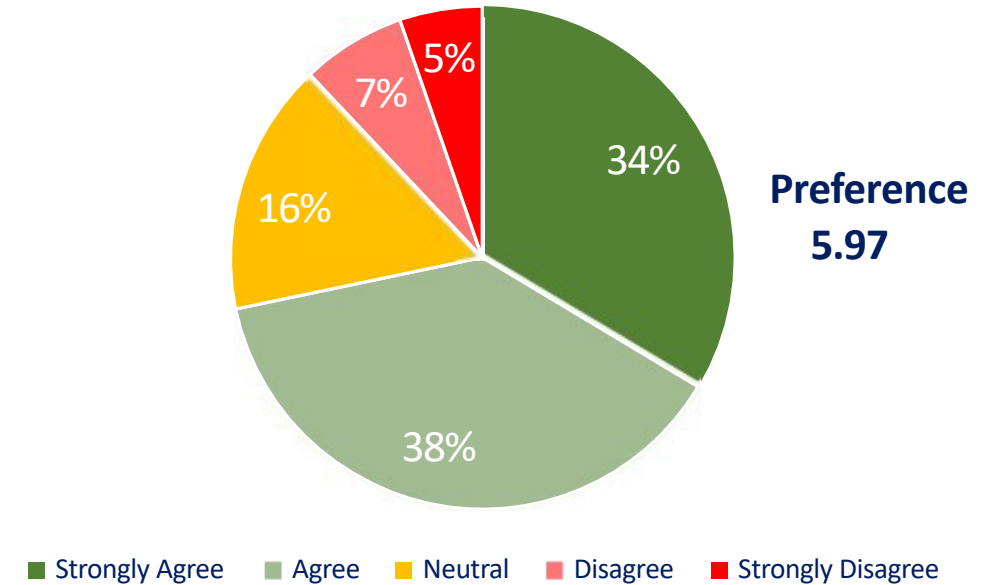


Top 15 Rated Projects: #s 4-7

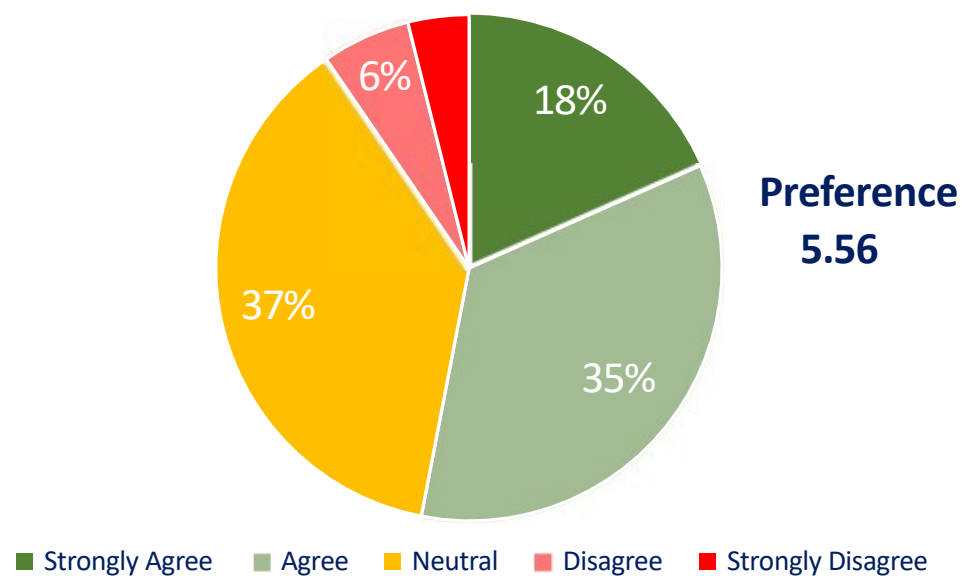
4. Open Space Acquisition/Protection/Maintenance



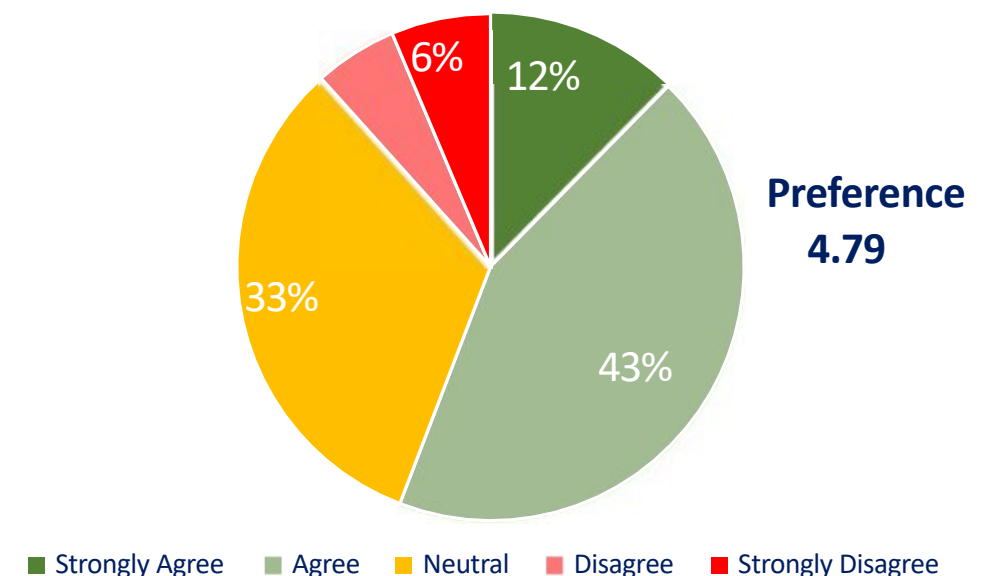
5. Beseck Lake Pondweed Eradication



6. Lake Shore Drive Culvert Repair

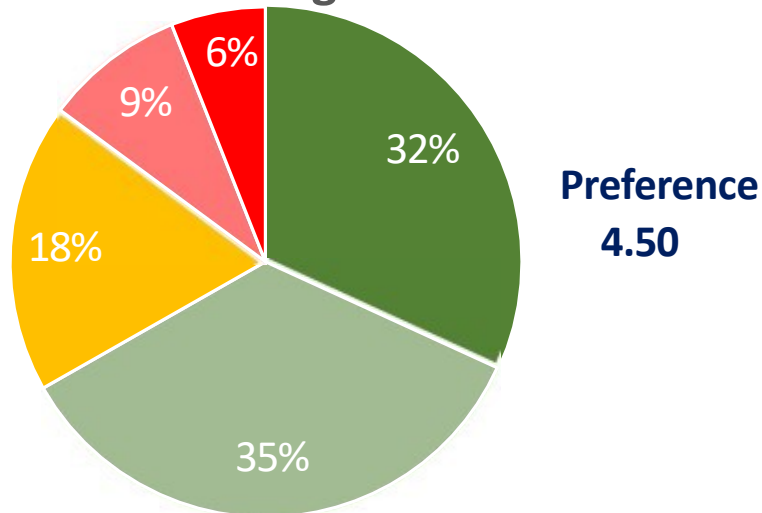


7. Update Community Center



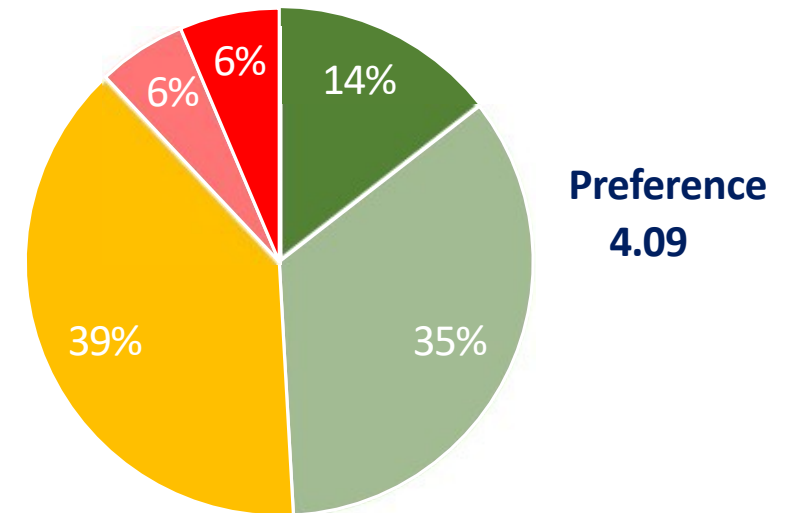
Top 15 Rated Projects: #s 8-11

8. Fire House Emergency Management Building Renovation



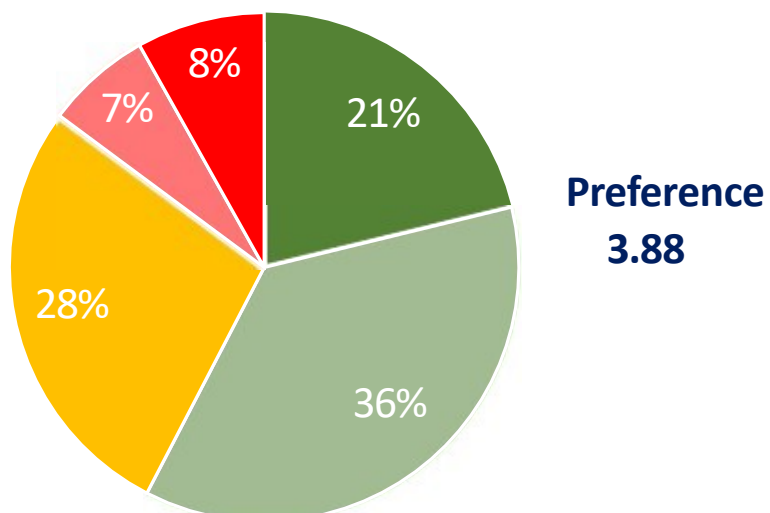
Strongly Agree Agree Neutral Disagree Strongly Disagree

9. Identify locations for Additional Historical Middlefield Markers



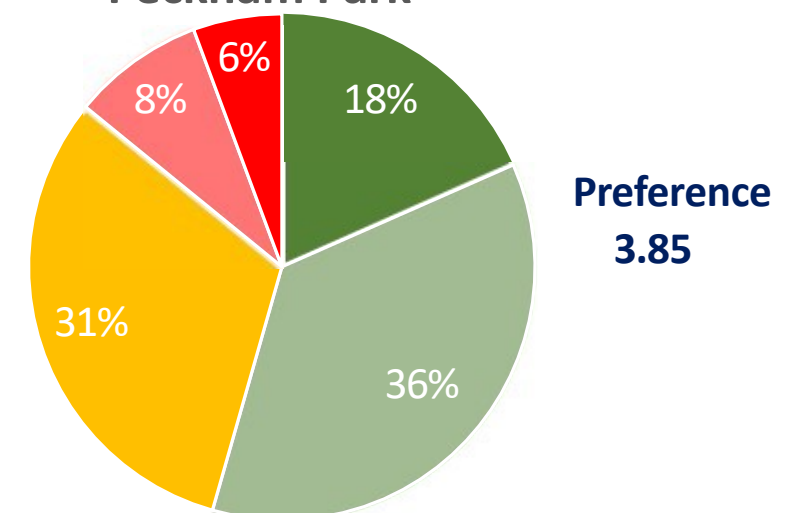
Strongly Agree Agree Neutral Disagree Strongly Disagree

10. Purchase Town Green (if/when available)



Strongly Agree Agree Neutral Disagree Strongly Disagree

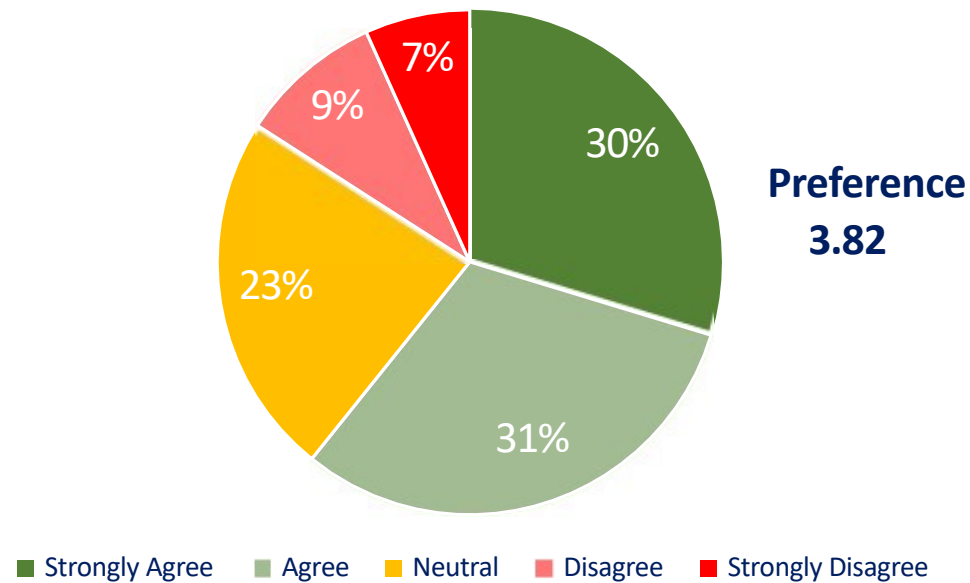
11. Explore Holiday Market Event at Peckham Park



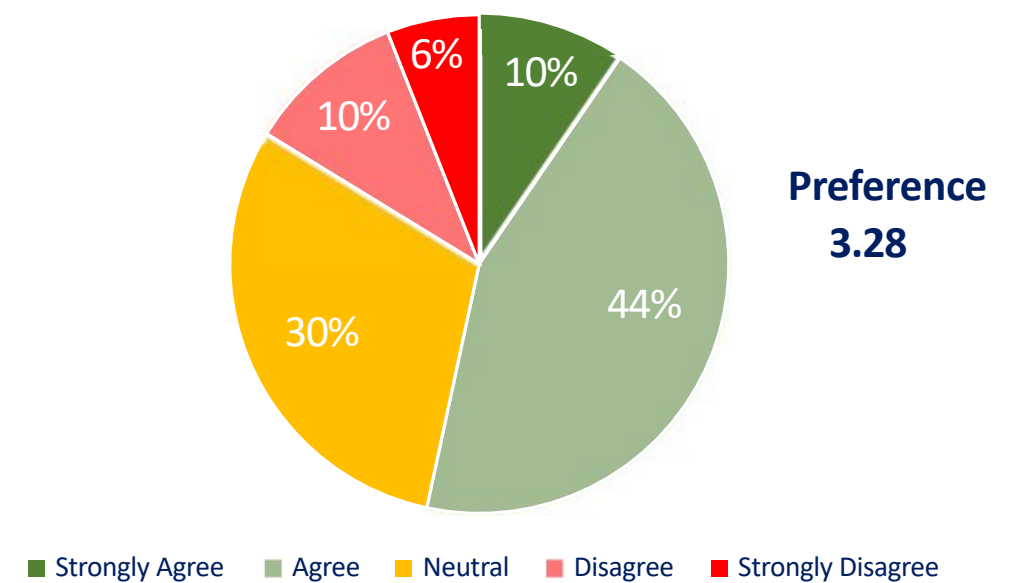
Strongly Agree Agree Neutral Disagree Strongly Disagree

Top 15 Rated Projects: #s 12-15

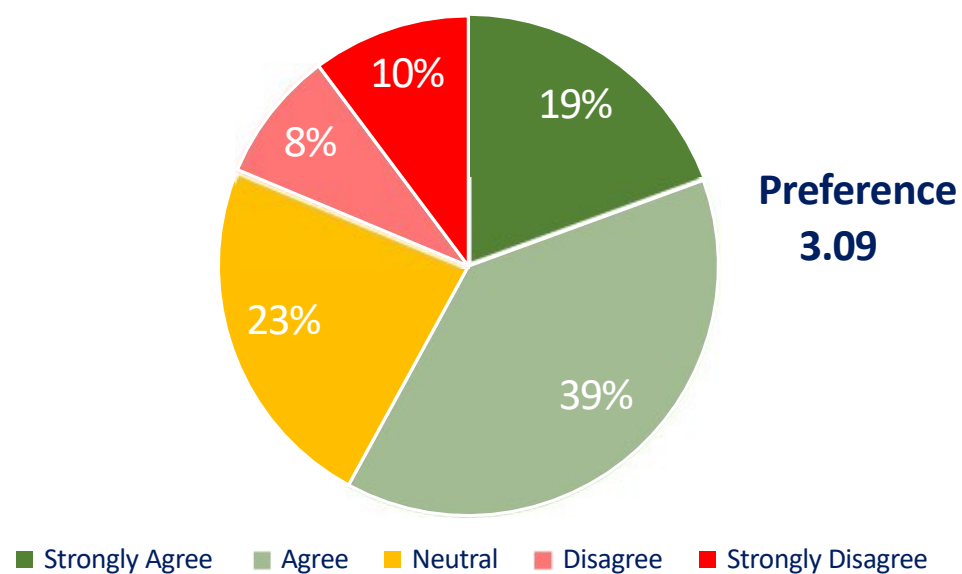
12. Establish a Middlefield Farmers Market



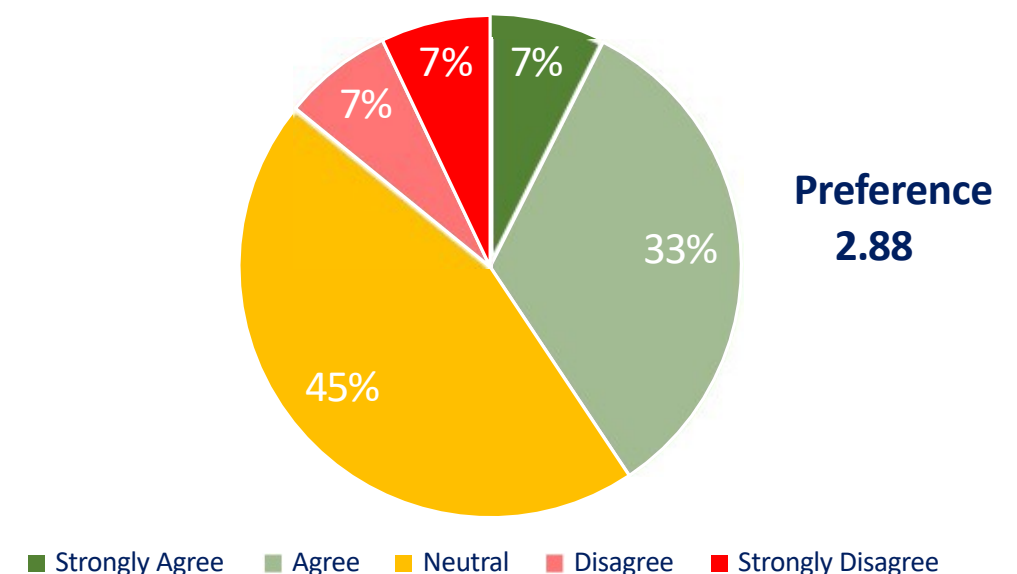
13. Peckham Park Pavilion Refurbishment



14. Lyman School Reuse Ideas



15. Collector Road Improvements



Several Categories of Projects Scored Well

Town Building Care and Refurbishment

- Fire House Emergency Management Building Renovation
- Peckham Park Pavilion Refurbishment
- Update Community Center Facility
- Increase Entry Security in Town Buildings (community center)

Preference Rating	4.50
Preference Rating	3.28
Preference Rating	4.79
Preference Rating	2.26

Open Space Preservation/Development

- Peckham Trolly Trail Extension to Town Open Space
- Reedy Property acquisition, when/if available
- Open Space Acquisition / Protection / Maintenance
- Beseck Lake Blue-Green Algae Treatment
- Beseck Lake Pondweed Eradication
- Maintenance (Brushhogging) at Coe Hill Open Space
- Purchase Town Green (if/when available)
- Agr/Eco Tourism in Open Spaces

Preference Rating	1.12
Preference Rating	2.09
Preference Rating	5.97
Preference Rating	6.71
Preference Rating	5.97
Preference Rating	2.26
Preference Rating	3.88
Preference Rating	2.49

Economic Development

- Sewer Line Extension to aid Rte 66 Econ. Development
- Econ. Development - Zygo N. to Hubbard St. Property
- Expand Main Street Economic Zone
- Upgrade Town Center Visually

Preference Rating	1.39
Preference Rating	1.18
Preference Rating	2.29
Preference Rating	2.26

Project Ideas Scoring Poorly - the Bottom 10

- Explore Options for Possible Magnet School	Preference Rating 0.22
- Bus Route Down Main Street	Preference Rating 0.37
- Electronic Activities Sign - Town Green	Preference Rating 0.39
- Create Slogan / Nickname for Town	Preference Rating 0.46
- Explore Lyman School as Affordable Housing	Preference Rating 0.48
- Pave the Peckham Park Walking Trail	Preference Rating 0.55
- Packaged (Local) Sewage Treatment Plan	Preference Rating 0.59
- Affordable Housing Devel. - Zoning Regs.	Preference Rating 0.61
- Motorized Dirt Bike/Quad Rec. Area	Preference Rating 0.61
- Gazebo/Bandstand in Town Green	Preference Rating 0.65

Additional Ideas Offered in the Survey: 1/3

Maintain Middlefield's Rural Character

1. Middlefield is primarily a residential town and should stay that way.
2. Most items on this proposed list do nothing to increase Middlefield's reputation. We are a cute, rural town with a great community for families. We do not need to become Middletown or Meriden.
3. Please work to keep Middlefield the quaint town it is, this is why a lot of people live here, we do not want to build it up or make it busier, there is plenty of that in adjoining towns. Keep Middlefield, Middlefield.
4. The beauty of Middlefield lies in its small town look and feel. Please preserve that!
5. I'm only 37 years old but I can drive across this town and wave to several people I personally know and I hope that never changes.
6. This is a small/peaceful town and the entire reason I moved here from Bristol where crime is much higher and traffic.
7. We moved here because it was a small town. We feel it needs to stay small. Too much development and commercializing takes away from the small town feeling.
8. I strongly believe to keep Middlefield small town charm.
9. Try to keep population where it is now.
10. Individual projects will be popular to various residents based on their personal preferences. That must be balanced with the town as a whole.
11. Middlefield is a bucolic, historic gem in the heart of Connecticut(with)....efforts of all who strive to maintain this agriculturally vibrant community.
12. Enhance the rural character and appeal of the town and create a town center with the same charm of similar small towns in Middlesex County
13. Some of the most valuable aspects of living in Middlefield (to me and my family) are the fishing, hiking, and hunting opportunities and access. I strongly encourage the town to preserve and expand upon those, in order to ensure them for our future generations.
14. Middlefield is a wonderful community, I am in it daily and really not much needs to change.
15. Let's not grow Middlefield/Rockfall population, we like the small town feel and tighter knit community.
16. We have a cute town. We all have worked so hard to live in Middlefield and appreciate our small town...
17. Let's maintain and improve what already exists in town and not encourage growth. Most residents live in Middlefield because they like the small town feel.
18. We moved to Middlefield in 2005 in order to live in a small town.....I am proud - not put out - when someone from our own state asks me "Where is Middlefield?" To me, and to many other residents, it is Connecticut's best kept secret, and I would like to keep it that way.
19. Middlefield was once home to many factories and therefore has working class roots as well as its agricultural roots.
20. Middlefield.... a rural farming community with copious open space and recreation opportunities. That's Middlefield, more horses, cows and goats than people. Perfect.
21. Middlefield should pursue as HIGH PRIORITY maintaining its small town culture and environment.

Additional Ideas Offered in the Survey: 2/3

Traffic on Rte 147

1. Even without a 2nd road put into the lake, a blinking light should at least be put in at the intersection of 147 & Lake Road.
2. The traffic flow at the intersection of route 147 & 157 needs to be improved, cars continually go the wrong way and use the triangle as a turn a round and come out the one way street the wrong way. This road should also be restricted to tractor trailers, the large trucks miss the turn and back down the road and the armco needs to be replaced frequently.

Create an AirBNB Ordinance

1. Create an Airbnb ordinance. Airbnb units probably have no effect on property tax levels. They do effect rent levels and make it more difficult to provide housing for permanent area residents.

Maintain Highway Garage and Town Hall Buildings:

1. You talk about updating the Park Pavilion, again what about the Town Hall, CC, and Highway Depart.
2. No mention of the highway garage. That should be the number 1 priority in my opinion.
3. Not one word about the highway department building in disarray.

Add More Town Events:

1. To bring in an economic boost for town businesses (I suggest): a fall harvest festival; town-wide strawberry festival; apple festival (we have an apple orchard in town!); an annual Founder's Day festival (May 9!) to celebrate our town, its history, and everything to love about Middlefield (a celebration of the small town businesses and townspeople); and bring back Old Homes Day - a beloved childhood memory.
2. I feel like Old homes Day needs to happen once again.
3. Have a coupon book of local businesses for town residents to save and keep our dollars in town. (Golf course discount, apple barrel, powder ridge, bakery, any local business.
4. A fishing derby would be great family fun.
5. In terms of community-building, it would be valuable to offer more activities for adults through the Rec. Department. Other towns in CT offer a variety of adult classes such as yoga, running groups, knitting, sign language, foreign language groups etc.

Additional Ideas Offered in the Survey: 3/3

Improve Town Assets:

1. There are great trails in the town, but the parking, signage and entrances to those is poor (blue blazed trails).
2. In regards to economic development of Main St or other areas of town I believe a full grocery store is of utmost importance. Just to be able to go to a grocery store in your own town to get something you forgot while in the middle of cooking a meal is incredibly valuable. I hope in looking to develop areas of Middlefield a grocery store is sought after as a priority.
3. Trader Joe's would be an excellent complement to Lyman Orchards, maybe in collaboration with Durham on Citizens Bank corner?
4. Please consider disconnecting the emergency fire department siren on Way Rd. There must be a different, less intrusive, (electronic beepers) means to alert our emergency personnel of an emergency, without waking up the entire population.
5. I saw nothing on Peter's Lane. This road has become a "drag strip" especially at night and on the weekends, due to its long, straight construction. Bikers, walkers, runners, dog owners, etc. use this road constantly, so it is only a matter of time before a pedestrian gets injured/killed or a major car accident occurs.
6. If open space is pursued, Middlefield should market some of it as a place for GREEN burials!!!
7. Ditch the power lines.
8. The culvert on the south end of Mattabeseck Rd. was recently replaced....Water exiting the new culvert, is forced directly downstreamtoward the two homes at the south end of Lake Shore Dr. A concrete extension to control water flow from Mattabeseck Rd. to the lake is suggested.

Comments about the Survey Itself

Favorable

- Thank you to the Select-Persons for initiating this project!
- Thank you for putting out these presentations and the survey for town opinions
- Thank you for doing this. I understand funds are limited and all the ideas have merit.
- Thanks. "We can't do everything at once....but we can do something at once." President Calvin Coolidge, 1926.
- Thank you for such an extensive survey!
- Thanks for sending out these ideas and survey.
- Thank you for spending the time to put together these presentations of ideas for our town.
- Love the fact that you're offering this online survey!
- Thank you for hosting this survey. Some of the slides need a bit more info (i.e. cost), but on the whole we're happy to have this opportunity.
- Thank you for asking.
- Thank You for your service!
- I commend our residents for their work to share their thoughts and express them in this forum. However, many suggestions appear to be nice to have efforts not considering the importance of them.

Un-Favorable

- How did we decide to make Middlefield a tacky town? Durham does not do all of these things. What on earth is being considered by this current group of individuals?
- I see many really amazing ideas, and think that asking the question "should they all be given high priority" is poor wording. Once again, thank you for doing this survey
- Categories should be broader: infrastructure; tourism; environment; economic development; along with immediate, short term, and long term strategies. They should also be ranked so priorities can be determined within each category. Also, explanations of each activity should be included. Too many projects of too many types. Some items can be done without further discussion (i.e. brushhogging- just do it / highway signs . think this is a great first effort to gauge what is important. I applaud everyone involved in this.
- I'm not entirely sure what some of the questions mean....
- It is difficult to make an informed decision without, assuming it is available, any support cost benefit/pros/cons analysis for any of these projects.
- Difficult to answer some questions without knowing what it entails.
- Needed better correlation between questions on survey and the project slides. I feel the town government should not be involved in some of the suggested priorities.
- I love the general idea of a survey, but feel that the answers are going to be skewed, since residents are not aware of the nuances of many of these issues. Some of the survey questions didn't convey what was actually being discussed, and therefore the answers to the survey may be misleading. Thank you for your time and effort on this!

Thank You to All Who Participated!!

Gives Town Leadership an Excellent Sense of Community Desires

Appendix

Ranking Chart of all Ideas - 4 pages w/ involved commissions

Preference Summary - All Ideas

Preference 8/1/23	Neutrals >33%	Project Ideas Survey - "Middlefield should pursue as a high priority:"	Boards & Commissions
13.19	20%	Establish overall Vision for Middlefield's Future	BOS/EDC
6.71	16%	Beseck Lake Blue-green algae treatment	Conservation/ Energy/Environmental/WPCA/Inland Wetlands/DEEP
6.69	21%	Develop a Town Blight Ordinance	BOS/P&Z
6.06	23%	Open Space Acquisition/ Protection / Maintenance	BOS/Conservation/ Energy/Environmental
5.97	16%	Beseck Lake Pondweed eradication	Conservation/ Energy/Environmental/WPCA/Inland Wetlands/DEEP
5.56	37%	Lake Shore Drive Culvert repair (underway)	PW/Conservation/ Energy/Environmental
4.79	33%	Update Community Center Facility	BOS/Parks & Rec/PW
4.50	18%	Fire House Emergency Management Building Renovation	BOS/FD/BOF
4.09	39%	Identify locations for additional Historical Middlefield markers	BOS/Parks & Rec/PW/Historical
3.88	28%	Purchase Town Green (if/when available)	BOS/BOF/Parks & Rec
3.85	31%	Christmas Market at Peckham Park	Parks & Rec
3.82	23%	Farmers Market at Middlefield	Parks & Rec
3.28	30%	Peckham Park Pavillion refurbishment	BOS/BOF/Parks & Rec/PW
3.09	23%	Lyman School Reuse ideas	BOS/EDC/BOF/HSG
2.88	45%	Collector road improvements	PW
2.61	37%	Upgrade Town Center visually	EDC/BOS/PW/BOF
2.49	35%	Agr/Eco Tourism in Open Spaces	Parks & Rec/Conservation/ Energy/Environmental

Preference Summary - All Ideas

Preference 8/1/23	Neutrals >33%	Project Ideas Survey - "Middlefield should pursue as a high priority:"	Boards & Commissions
2.29	31%	Expand Main Street Economic Zone	BOS/EDC
2.26	51%	Maintenance (Brushhogging) at Coe Hill Open Space	PW/Conservation/ Energy/Environmental
2.24	44%	Increase Entry Security in Town Buildings (community center)	BOS/PW
2.12	35%	Market Middlefield - business destination (arrow) signage	BOS/EDC
2.09	49%	Reedy Property acquisition, when/if available	BOS/EDC/PW
2.08	47%	Review old Trout Unlimited plan for Coganchaug River	Conservation/ Energy/Environmental/DEEP
1.87	52%	Coganchaug Greenway flood plain reductions	Inland Wetlands/Conservation/ Energy/Environmental/DEEP
1.65	22%	Solar Energy Fields on Town land parcels	BOS/PW/Conservation/ Energy/Environmental
1.58	37%	Improve Middlefield awareness in highway exit signage	BOS/EDC/DOT
1.57	33%	Beseck Lake - 2nd Access Road for Safety	BOS/FD/PD/PW/LB Env/P&Z/WPCA
1.47	39%	Park and Rec - negotiate summer swimming at Camp Nerden	Parks & Rec/BOS
1.41	33%	Tourism Boost: Ice Cream trail, weekend Golf tourney (3 courses)	EDC
1.39	30%	Sewer Line extension to aid Rte 66 Econ Development	BOS/EDC/PW/WPCA
1.18	37%	Econ. Development - Zygo N. to Hubbard St. property	EDC/BOS/P&Z
1.17	42%	Anerobic Digestion for organic waste	Conservation/ Energy/Environmental/WPCA/PW

Preference Summary - All Ideas

Preference 8/1/23	Neutrals >33%	Project Ideas Survey - "Middlefield should pursue as a high priority:"	Boards & Commissions
1.12	36%	Peckham Trolly Trail extension over River to Town Open Space	Parks & Rec/PW
1.05	23%	Add bicycle paths to roadway edges	PW/Parks & Rec
1.04	29%	Sidewalks - Town Hall/Library to Peckham Park	PW/BOS/BOF
1.04	39%	Sewer surge tank helping backpressure at Lakeview Estates	PW/Conservation/ Energy/Environmental/WPCA
0.99	40%	Mobilize Equestrian/Horse Farm folks to advertise/boost tourism	Parks & Rec/EDC
0.84	36%	Create Middlefield Swag	BOS/EDC
0.76	48%	Combine Town residential parcels up Kickapoo (for sale)	P&Z/BOS/EDC
0.73	34%	Sewer Line extension on Baileyville/Rte.147 for Econ. Devel.	BOS/EDC/PW/WPCA
0.65	33%	Gazebo/band stand in Town Center /Green	PW/Parks & Rec
0.61	16%	Motorized Dirt Bike / Quad recreation area	PW/Parks & Rec
0.61	19%	Affordable Housing Developments - Zoning preferences/regs.	BOS/EDC/HSG/P&Z
0.59	43%	Packaged Waste Treatment plant for localized sewer capability	WPCA/PW/P&Z
0.55	23%	Paving of Peckham Park walking trail	PW/Parks & Rec/Inland Wetlands

Preference Summary - All Ideas

Preference 8/1/23	Neutrals >33%	Project Ideas Survey - "Middlefield should pursue as a high priority:"	Boards & Commissions
0.55	16%	Lyman School as possible Affordable Housing development	BOS/EDC/HSG/P&Z
0.46	36%	Create Nickname for Town	BOS/EDC
0.39	30%	Electronic Activities Sign on the Town Green	P&Z/PW
0.37	31%	Bus route down Main Street: Town hall, Peckham, Lyman's	PW/DOT
0.22	28%	Define options for possible Magnet School	BOS/BOE-R-13

Yellow - Housing
 Green - Parks & Rec/Tourism driven
 Grey - Public Works/P&Z
 Blue - Environmental/IWWA
 Pink - EDC