

TO: Town Manager Jonathan Kanipe, Town Commissioners

DATE: 9 January 2019

FROM: Paul Zimmerman

SUBJECT: Updated Town Survey Data Presentation

For my final report on the Survey and in my presentation yesterday, I reported WEIGHTED averages for the direct questions on the various traffic mitigation strategies. Some commissioners expressed an interest in looking at the simple PERCENT of people who were either Positive or Negative toward the question.

This note provides the requested information, along with a clarification of the pros and cons of using each method. **Importantly – there are a few cases where the decision made could be different using the percent method, which I discuss later.**

BRIEF DESCRIPTION OF ‘WEIGHTED RESPONSES’:

The Direct Questions on Traffic and Fencing were asked using a ‘Strongly Agree’ to ‘Strongly Disagree’ scale. These were converted to a numerical response by assigning +2 to the ‘Strongly Agree’ response, ‘-2’ to the ‘Strongly Disagree’ response, and -1, 0, or +1 to the responses in between. This is the standard procedure for Market Research studies. The numerical responses are then averaged to give the results in the below table.

PRO: The response of those people who feel very strongly about an issue is given more weight, compared to those who feel less strongly.

CON: It may not be intuitively obvious how the weighting works – depending on how much you like math!

TABLE 1: WEIGHTED RESPONSES TO TRAFFIC QUESTIONS (Same as original report) (I added my color coded perspective on whether the results were positive/neutral/negative)

	Total Base	Subset of Residents for 16 years or more	Subset of Residents living on a Main Thoroughfare
Base Size	(183)	(83)	(52)
Reduce N. Vanderbilt to 25 mph	-0.49	-0.63	-0.08
4 way stop at Cedarcliff & Vanderbilt	+0.13	-0.13	+0.25
4 way stop at Busbee & Vanderbilt	+0.05	-0.44	+0.19
4 way stop at Stuyvesant & Greenwood	-0.23	-0.61	-0.06

Close Hendersonville & Ridgefield Rd	0.00	-0.06	+0.28
Create Specific Construction Route	+0.51	+0.34	+0.62
Fences in SIDE yards	+0.67	+0.63	+0.83
Fences in BACK yards	+0.91	+0.82	+1.06
GATES across Driveways	+0.38	+0.41	+0.57

BRIEF DESCRIPTION OF ‘PERCENT FAVORABLE’/‘PERCENT UNFAVORABLE’ RESULTS

Using this analysis technique, you simply calculated the percent of people who answered either ‘Strongly Agree or Agree’ and compared them to the percent of people who said ‘Strongly Disagree or Disagree’. People who voted in the middle response are not reported – so the sum of the two numbers will NOT add up to 100%!

PRO: Very easy to conceptualize. It’s similar to a ‘thumbs up/thumbs down’ response. It allows you to quickly see the percent of people who are ‘against you’ or ‘for you’. (How many phone calls will you get!)

CON: Not as technically accurate because the degree/level of emotion is not taken into account. You’re basically collapsing a 5-point scale down to a 3-point scale

TABLE 2: FAV/UNFAV RESPONSES TO TRAFFIC QUESTIONS

	Total Base	Subset of Residents for 16 years or more	Subset of Residents living on a Main Thoroughfare
Base Size	(183)	(83)	(52)
	%FAV/%UNFAV	%FAV/%UNFAV	%FAV/%UNFAV
Reduce N. Vanderbilt to 25 mph	26/60	23/65	40/53
4 way stop at Cedarcliff & Vanderbilt	48/41	41/52	51/38
4 way stop at Busbee & Vanderbilt	46/45	29/60	49/44
4 way stop at Stuyvesant & Greenwood	30/49	24/65	36/47
Close Hendersonville & Ridgefield Rd	34/39	35/46	42/28

Create Specific Construction Route	54/24	48/29	56/17
Fences in SIDE yards	68/21	69/24	76/12
Fences in BACK yards	76/11	73/19	83/10
GATES across Driveways	53/31	52/29	62/19

USING BOTH RESULTS:

I'm going to now show how I would personally use both results, recognizing my opinion does not count. I am NOT a Commissioner and **I don't have access to the Police or Legal perspective**, which could override everything – but you can see HOW I use both pieces of data:

1. Reducing the speed on North Vanderbilt: Weighted results show that the total base does not want this (-0.49) with 60% of responders against it. People who live on a main thoroughfare are more neutral about this (-0.08) but you still have 53% voting negatively. In my opinion, doing this would be a polarizing decision.
2. All-Way Stop at Cedarcliff: Weighted data(+0.13) shows a Neutral Response with barely more positive votes than negative votes (48/41) for the total base. However, Main Thoroughfare residents are in more in favor of the action (+0.25) with more positive than negative responses (51/38). In my opinion, I'd do it.
3. All-Way Stop at Busbee: Weighted data (+0.05) and percentage data (46/45) show that the total base is evenly split on this action. Main Thoroughfare residents are somewhat more positive (+0.19), but are also evenly split (49/44) about this action. I would lean toward doing this, recognizing you will get phone calls.
4. All-Way Stop at Greenwood: Weighted data (-0.23) and percentage data (30/49) show this is not a popular option for the total base. Even the Main Thoroughfare residents are neutral about it (-0.06) and you have more negative than positive responses (36/47). The data does not support doing this.
5. Close Hendersonville at Ridgefield: Weighted data is perfectly neutral (0.0), as are the percentage data (34/39) for the total base. Main Thoroughfare residents are very in favor of this (+0.28), with more favorable responses (42/28). This is a tough one. With a neutral response by everyone, but thoroughfare residents in favor – I'd do it.
6. Create a Construction Route: This is a 'no-brainer' The total base and all subsets are strongly in favor of this action. Voluntary comments also support it.

Thank you for allowing me to design and field this survey. Please let me know if there is anything I can do to help. I hope I haven't overstepped by responsibility too much.

Paul Zimmerman