

Pennsauken Vision Survey

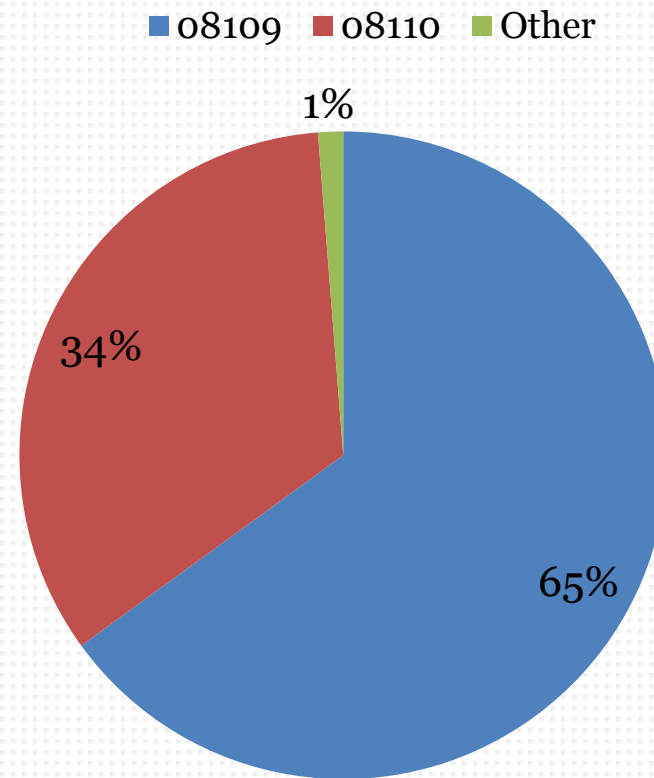
Analysis of Results

Survey Parameters

- Pennsauken residents had an opportunity to answer a series of questions on several aspects of Township life (municipal government, education, business, etc.)
- The majority of respondents filled out all of the questions
- Some responses, survey entries were not tallied due to lack of knowledge on the specific issue
- Number of current and former residents who responded: 80

Demographics

Zip Code of Survey Respondents



Demographics

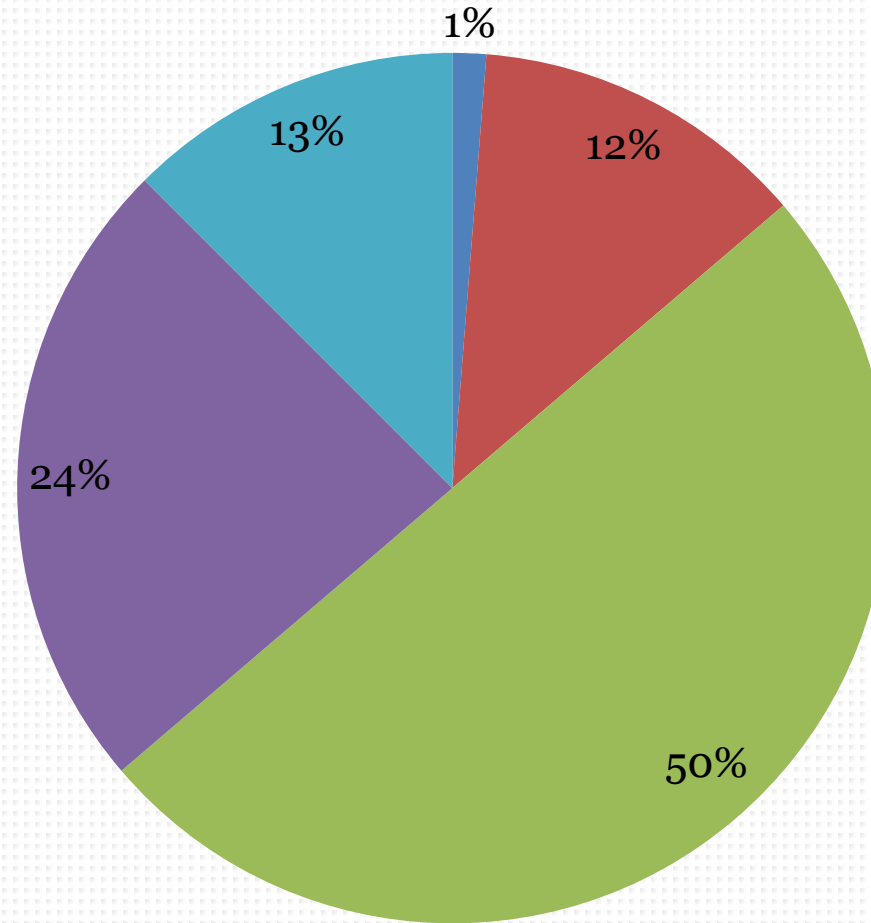
- 52 from 08109
- 27 from 08110
- One former resident who grew up on Browning Rd. and moved to California

Years Living In Pennsauken

- 0-5: 6
- 6-10: 11
- 11-15: 10
- 16-20: 3
- 21-25: 5
- 26-30: 10
- 31-35: 5
- 36-40: 7
- 41-45: 3
- 46-50: 10
- 51-55: 4
- 56-60: 2
- 61-65: 1
- 66-70: 2
- No Response: 1

On a scale of one to five (one: very bad, five: very good), how would you rate the quality of life in Pennsauken?

■ 1 (Very Bad) ■ 2 (Somewhat Bad) ■ 3 (Neutral) ■ 4 (Somewhat Good) ■ 5 (Very Good)



Quality Of Life, Positives

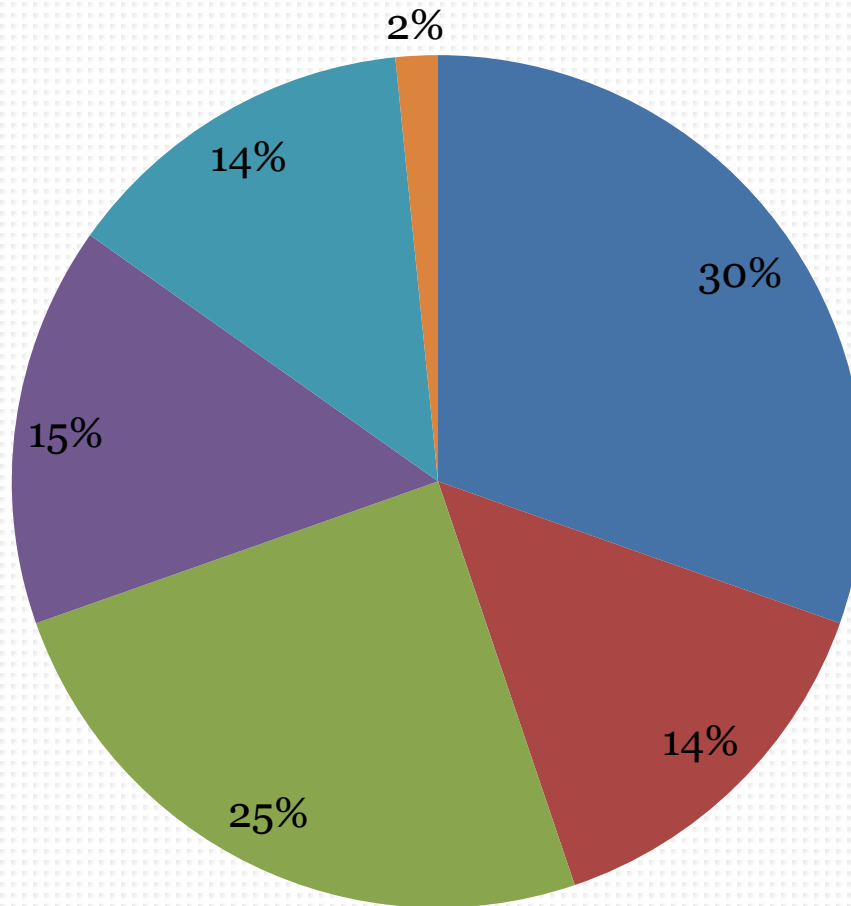
- Amenities (Library, Parks, etc.)
- Diversity
- First Responders
- Location to Other Communities
- Municipal Services
- Quiet Neighborhoods

Quality Of Life, Issues

- Abandoned/Vacant Properties
- Crime
- Lack of Community Pride
- Property Upkeep
- School Quality
- Taxes

Why Did You Move to Pennsauken?

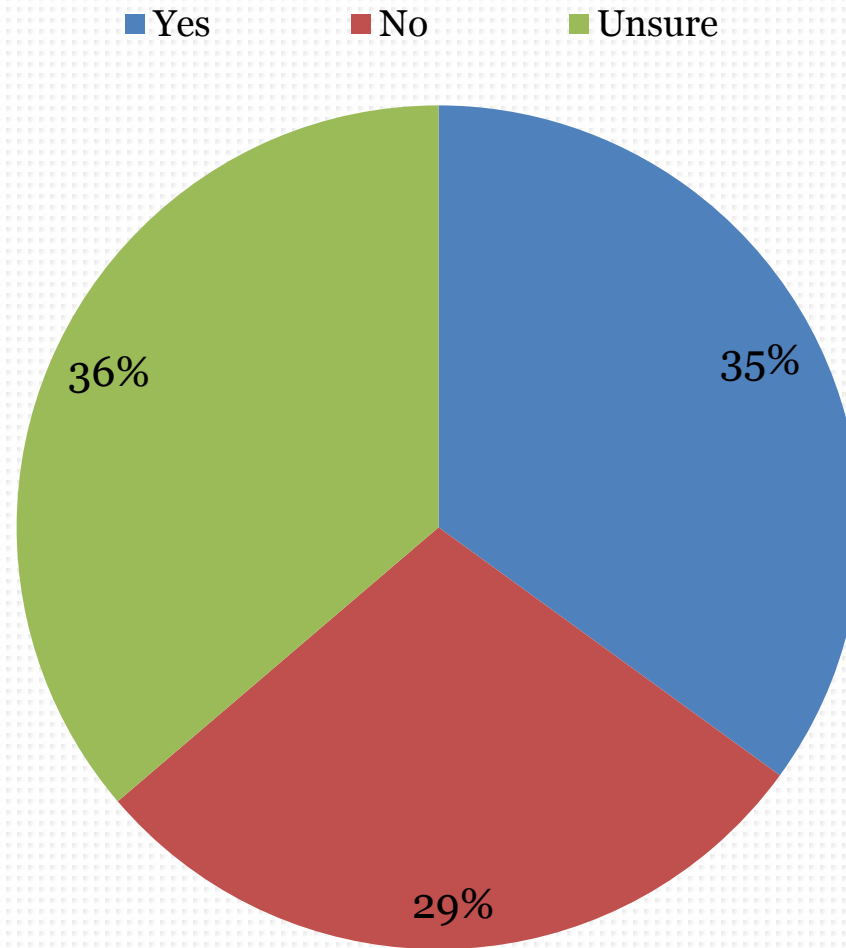
- Affordability
- Cultural Diversity
- Family Grew Up Here
- Good Place To Raise A Family
- Other
- Temporary Living Situation



Other Reasons For Moving To Town

- Found a Home They Liked
- Proximity to Work
- Staying Close to Family

Would You Recommend Pennsauken as a Place to Move to/Live?



Reasons For Saying “Yes”

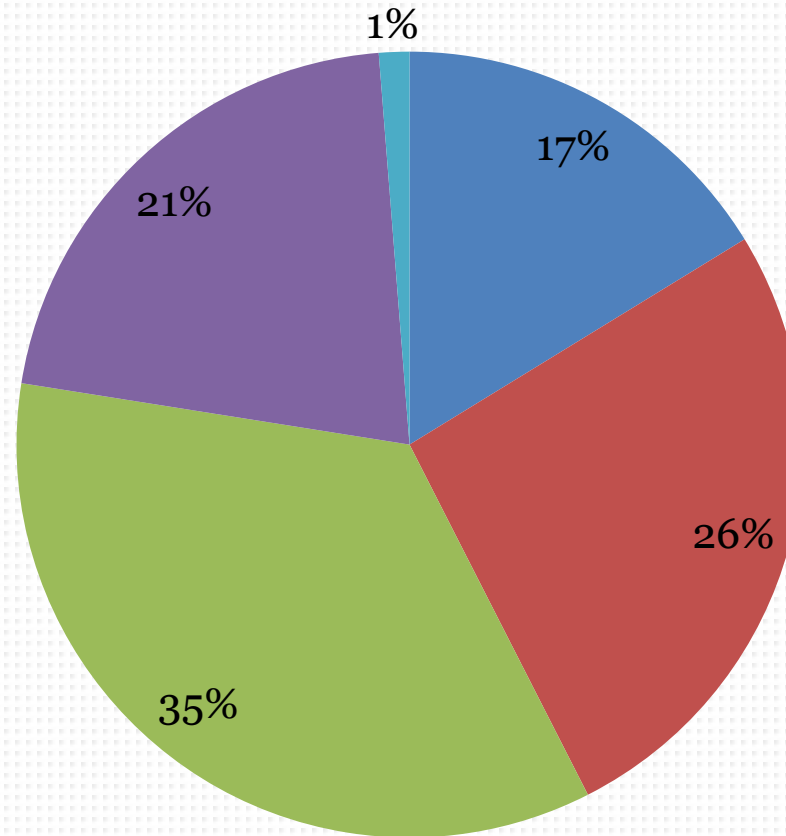
- Good Neighborhoods
- Sense of Community

Reasons For Saying “No”

- Crime
- School Quality
- Taxes

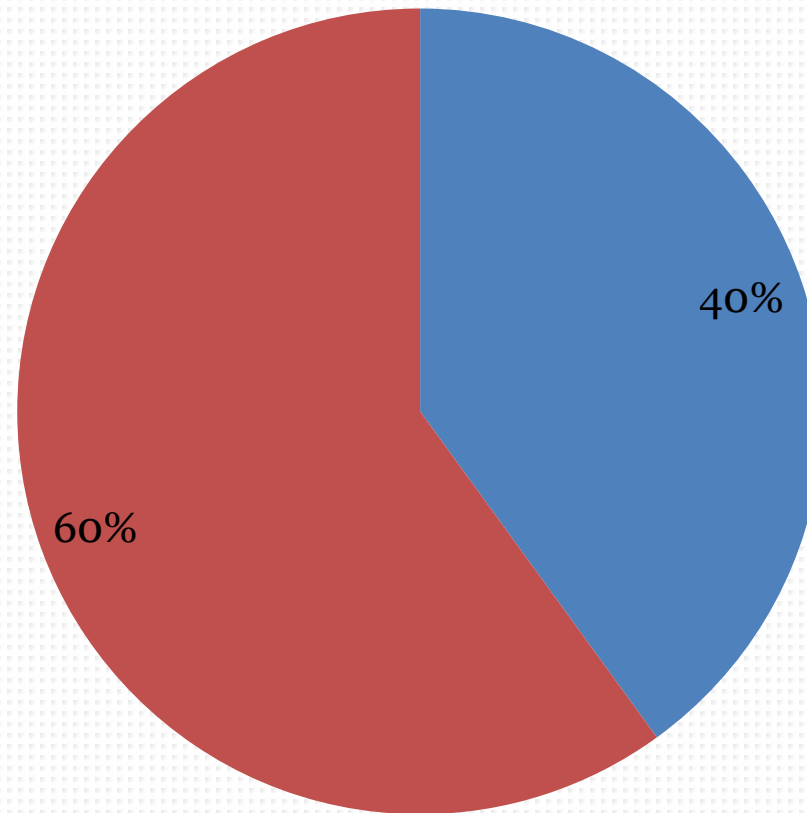
On a scale of one to five (one: very bad, five: very good), how would you rate property taxes in Pennsauken?

■ 1 (Very Bad) ■ 2 (Somewhat Bad) ■ 3 (Neutral) ■ 4 (Somewhat Good) ■ 5 (Very Good)



If Money Wasn't an Issue, Would You Still Live in Pennsauken?

■ Yes ■ No



Reasons For Saying “Yes”

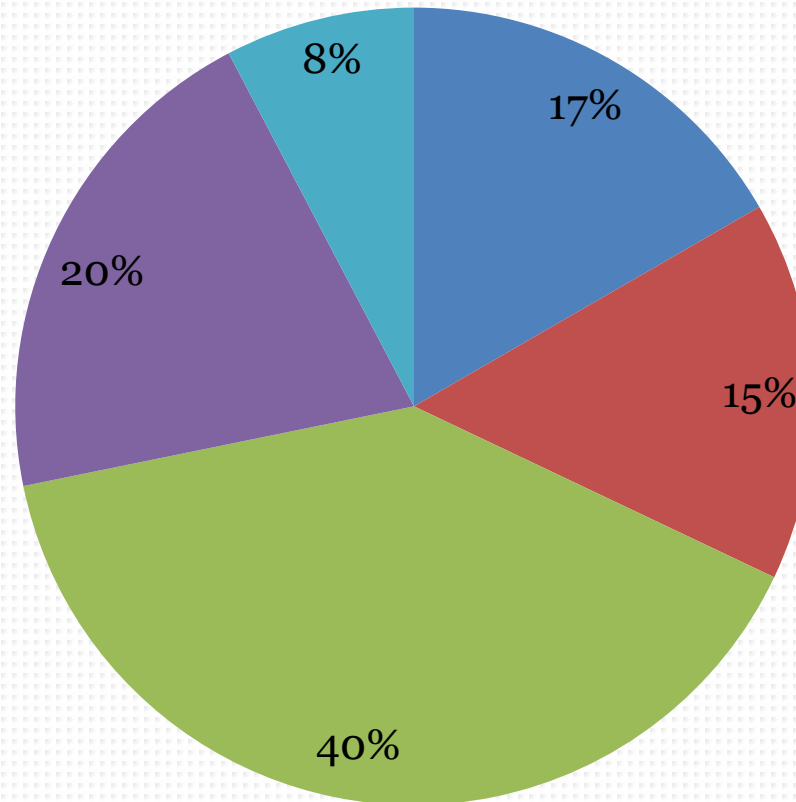
- Affordability
- Neighborhood
- Location
- Sense of Community

Reasons For Saying No

- Decline in Community
- Desire To Move To Another Locale
- Negative Interaction/Opinion with Local Govt.
- Schools
- Taxes

On a scale of one to five (one: very bad, five: very good), how would you rate Pennsauken's administration?

■ 1 (Very Bad) ■ 2 (Somewhat Bad) ■ 3 (Neutral) ■ 4 (Somewhat Good) ■ 5 (Very Good)



Positives

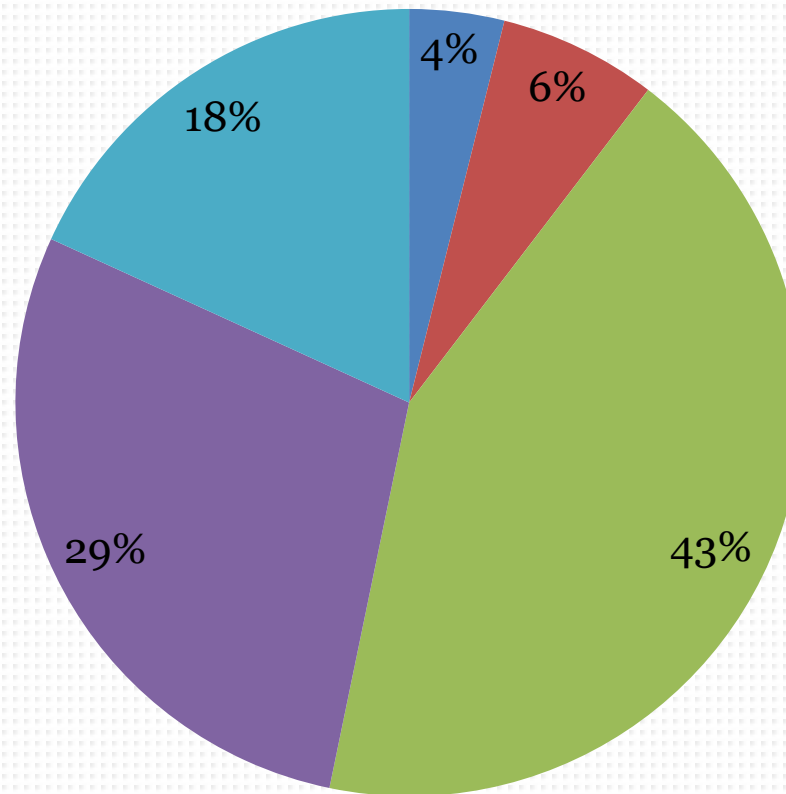
- Doing A Good Job
- Have the Best Interest of the Community
- Offer Good Services
- Strong Involvement/Engagement

Issues

- Hiring Practices
- Lack of Change
- Perceived Apathy
- Political Differences

On a scale of one to five (one: very bad, five: very good), how would you rate Pennsauken's municipal staff?

■ 1 (Very Bad) ■ 2 (Somewhat Bad) ■ 3 (Neutral) ■ 4 (Somewhat Good) ■ 5 (Very Good)



Positives

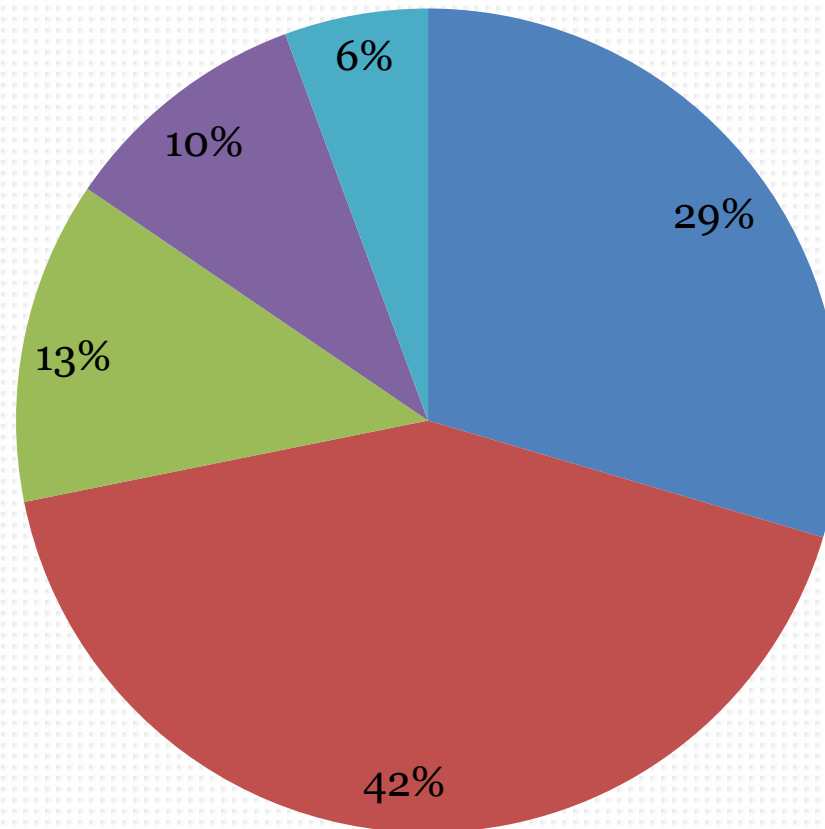
- Good at Their Jobs
- Very Helpful
- Positive Past Experiences
- Timely Service

Issues

- Customer Service Concerns
- Hiring Practices
- Perceived Apathy
- Political Differences

On a scale of one to five (one: very bad, five: very good), how would you rate the Pennsauken School District as a whole?

■ 1 (Very Bad) ■ 2 (Somewhat Bad) ■ 3 (Neutral) ■ 4 (Somewhat Good) ■ 5 (Very Good)



Positives

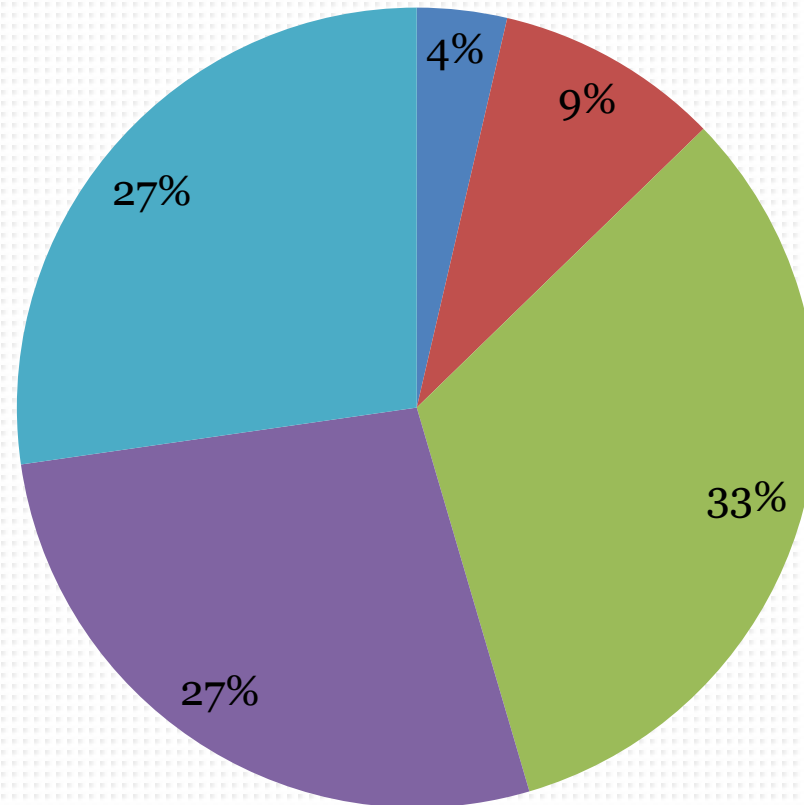
- Excellent Teachers
- Great Elementary Schools
- New Superintendent

Issues

- Bad Reputation
- Low School Ranking/Test Scores
- Poor Student Behavior

On a scale of one to five (one: very bad, five: very good), how would you rate the teachers in the District?

■ 1 (Very Bad) ■ 2 (Somewhat Bad) ■ 3 (Neutral) ■ 4 (Somewhat Good) ■ 5 (Very Good)



Positives

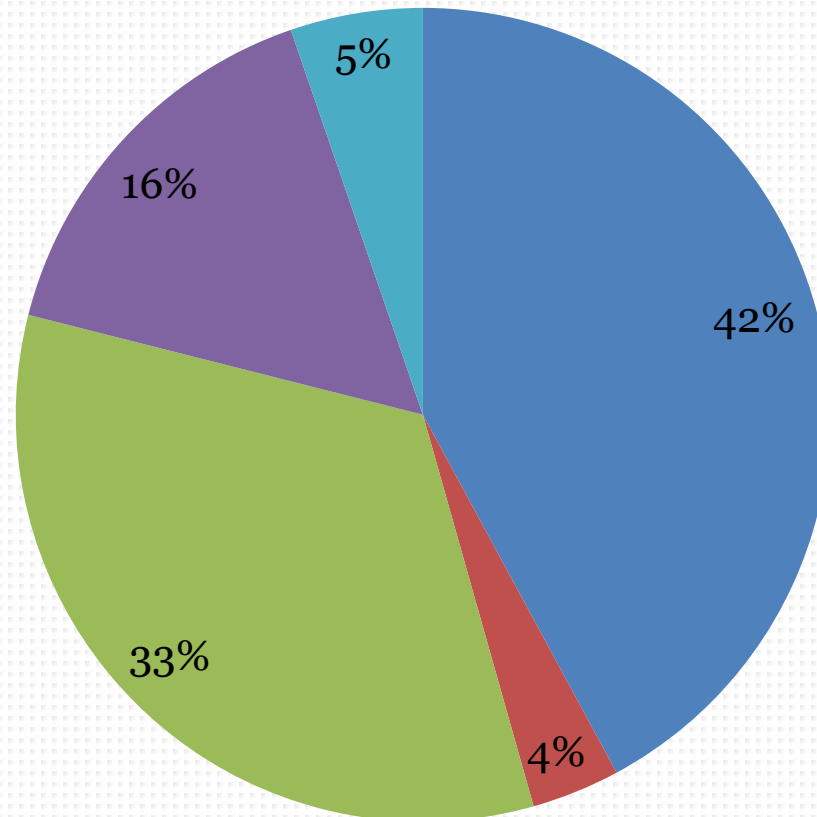
- Committed to Students
- Good Past Experiences
- Top Notch Teachers

Issues

- Bad Students Impacted Learning
- Class Sizes Too Large
- Negative Past Experiences

On a scale of one to five (one: very bad, five: very good), how would you rate the School Administration?

■ 1 (Very Bad) ■ 2 (Somewhat Bad) ■ 3 (Neutral) ■ 4 (Somewhat Good) ■ 5 (Very Good)



Positives

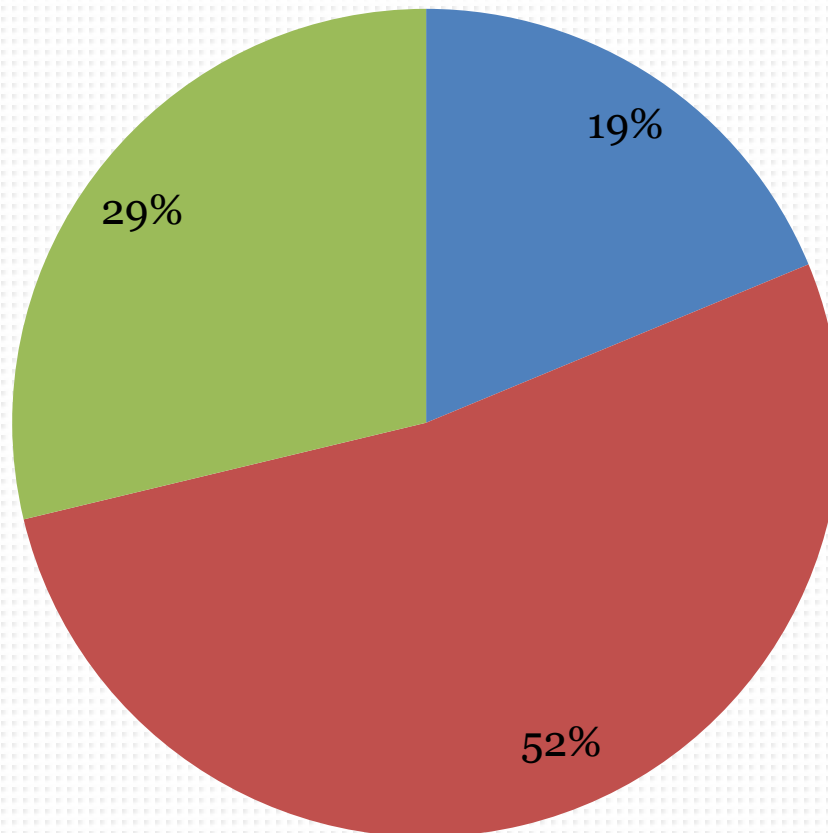
- Good Communication
- Kept Things Running With Minimal Cuts
- New Superintendent and Business Administrator
- Positive Past Experiences

Issues

- Bad Past Experiences/Negative Perception
- Hiring Practices
- Lack of Improvement in Schools
- Perceived Lack of Leadership

Would you recommend the Pennsauken School District to a family with young children looking to move into the area?

■ Yes ■ No ■ Unsure



Reasons For Saying “Yes”

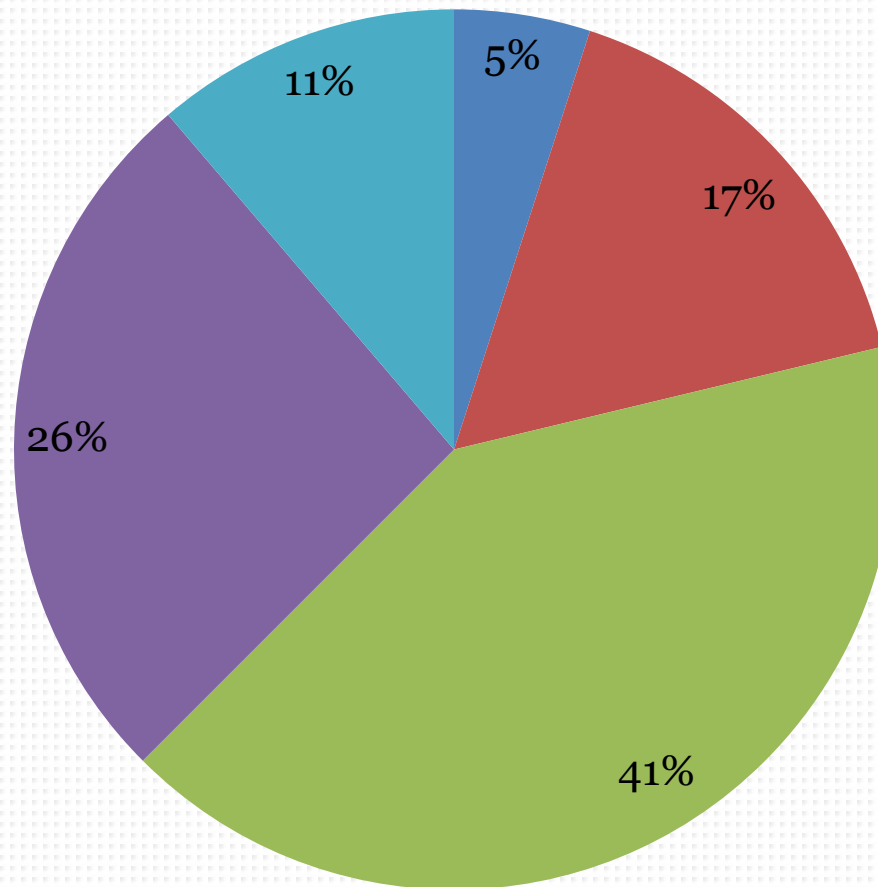
- Quality Elementary Schools
- Positive Past Experiences

Reasons For Saying “No”

- Declining Quality
- Low Test Scores/School Ranking
- Safety Issues

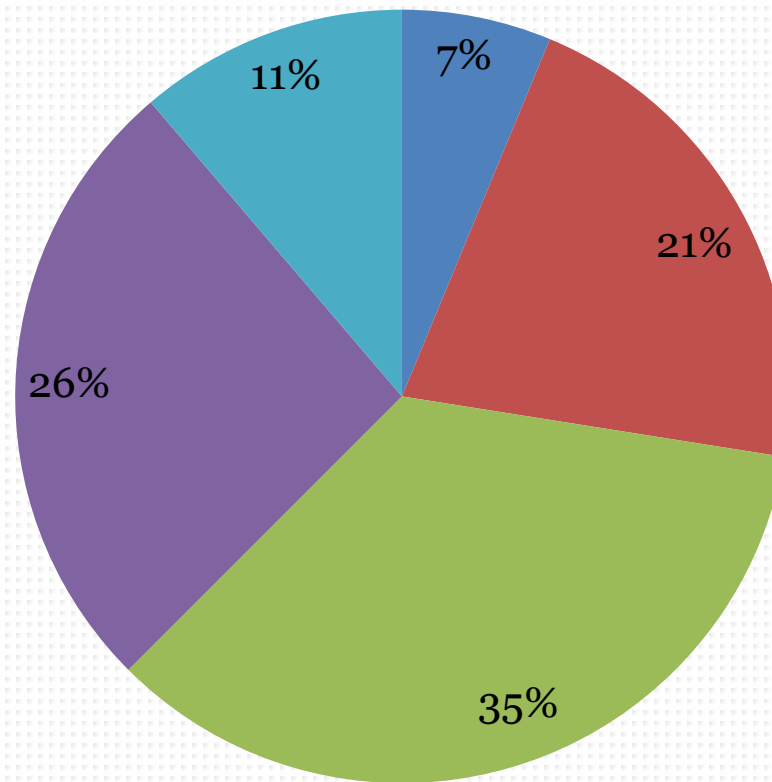
On a scale of one to five (one: very bad, five: very good), how would you rate Pennsauken's business environment?

■ 1 (Very Bad) ■ 2 (Somewhat Bad) ■ 3 (Neutral) ■ 4 (Somewhat Good) ■ 5 (Very Good)



On a scale of one to five (one: very bad, five: very good), how would you rate the variety of businesses in Pennsauken?

■ 1 (Very Bad) ■ 2 (Somewhat Bad) ■ 3 (Neutral) ■ 4 (Somewhat Good) ■ 5 (Very Good)

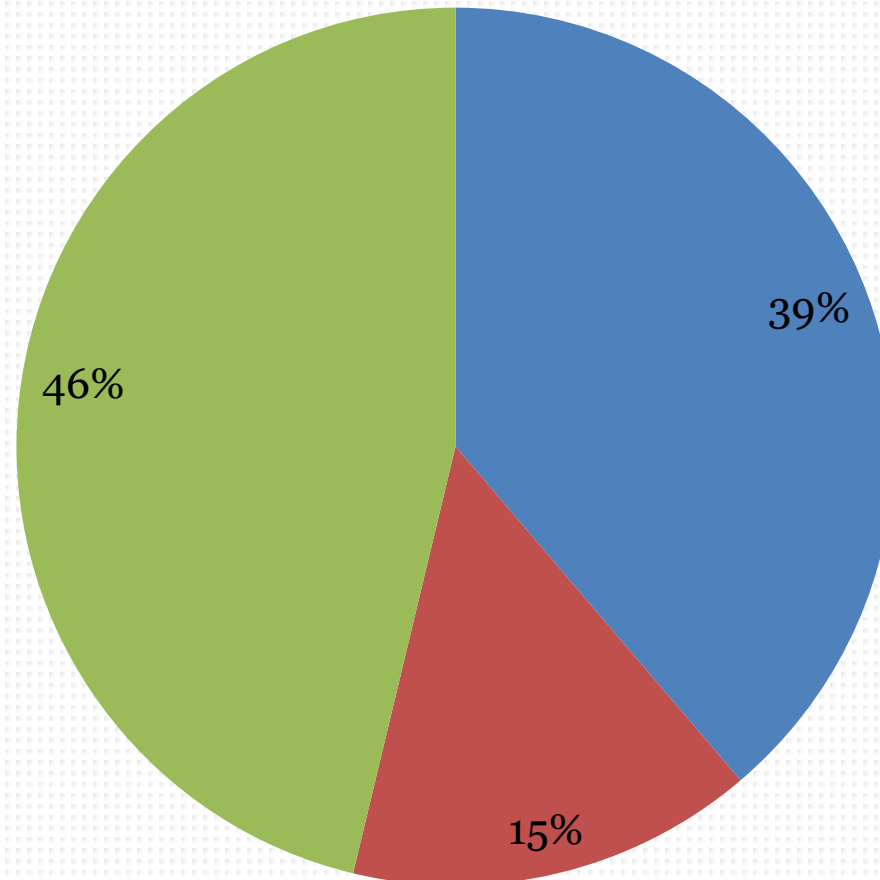


What Businesses Would You Like To See?

- Bakery
- Chain Stores (Barnes & Noble, Starbucks, Trader Joe's, etc.)
- Coffee House
- Dollar/Variety Store
- Family-Oriented Businesses
- Larger Retail Stores
- Manufacturing/Maker spaces
- Professional Services
- Restaurants
- Specialty Shops
- Supermarkets

Do you think that Pennsauken is business-friendly?

■ Yes ■ No ■ Unsure



Positives

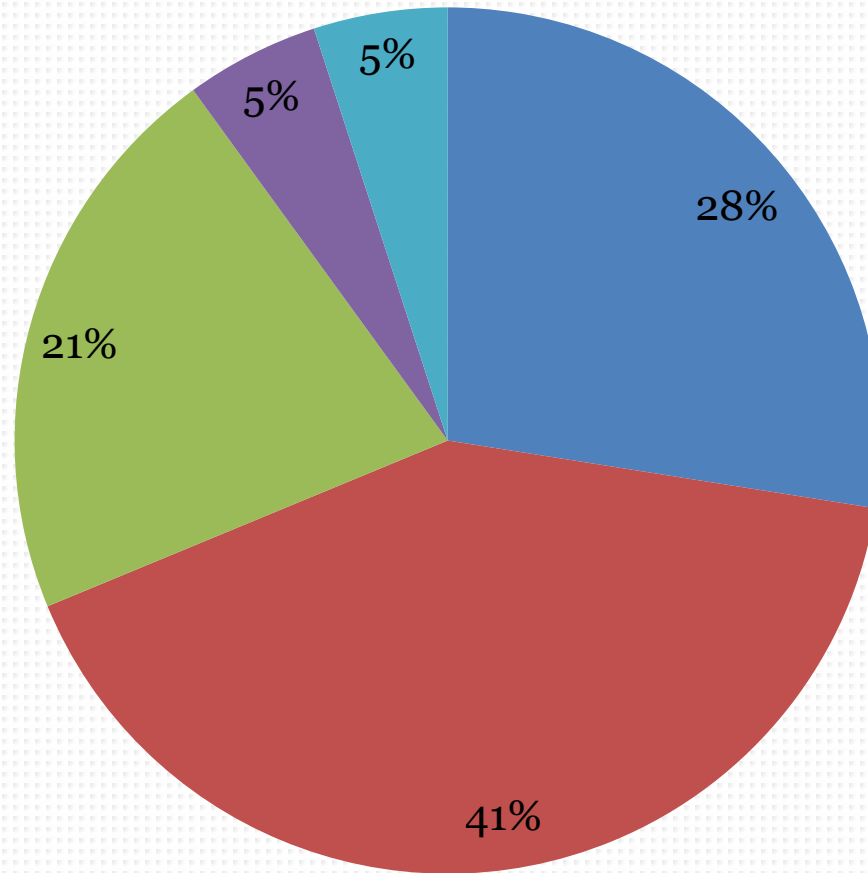
- Economic Development Department
- PMAC
- State Incentive Programs

Issues

- Lack of a “Main Street” like Collingswood or Haddonfield
- Needs More Dining and Shopping Options
- Property Maintenance Issues

On a scale of one to five (one: very bad, five: very good), how is Pennsauken viewed by others?

■ 1 (Very Bad) ■ 2 (Somewhat Bad) ■ 3 (Neutral) ■ 4 (Somewhat Good) ■ 5 (Very Good)



Positives

- Clean and Quiet Neighborhoods
- Traffic Enforcement

Issues

- Abandoned/Vacant Homes
- Bad Reputation (Camsauken)
- Crime
- Influenced by Outside Communities
- School Performance

Pennsauken's Positive Attributes

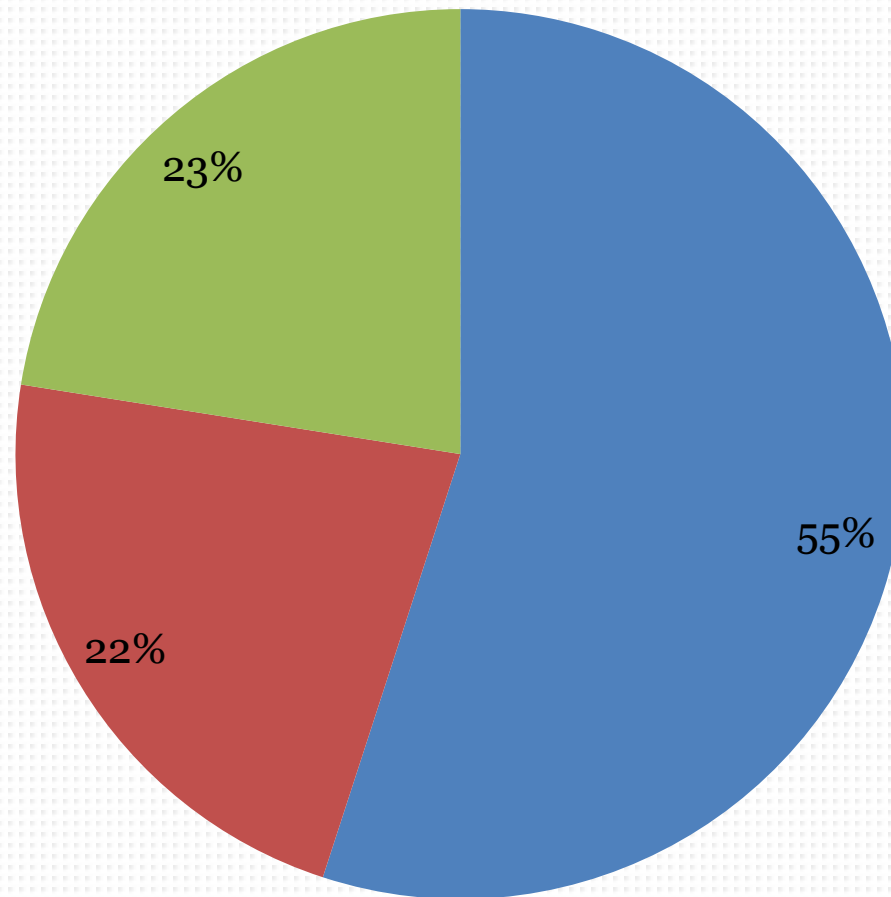
- Affordable Housing
- Clean and Quiet Neighborhoods
- Community-minded Residents
- Cultural Diversity
- Derousse Ave. Boat Ramp
- First Responders
- Landmark Businesses (Penn Queen Diner, Meadowbrook Food Center)
- Location to Other Communities
- Parks and Sports Fields
- PHS Band
- Pennsauken Pool
- Pennsauken Transit Center
- PYAA
- Small Town Feel
- Waterfront

Issues In Pennsauken

- Abandoned/Vacant Properties
- Appearance of Rt. 130
- Business Corridors
- Crime
- Code Enforcement
- Communication with Residents
- Hiring of Residents
- More Community Voices in Local Govt.
- Property Maintenance
- Schools
- Westfield Ave.
- Taxes

Are you proud to say you are from Pennsauken?

■ Yes ■ No ■ Unsure



Reasons For Saying “Yes”

- Great Assets in Town
- Grew up in Pennsauken
- Quality Neighborhoods
- Sense of Community Pride

Reasons For Saying “No”

- Abandoned/Vacant Homes
- Bad Reputation of Town
- Disconnect Between Residents and Township
- Schools

If You Could Change One Thing About Pennsauken...

- Additional Community Events throughout Town
- An Increase in Community Pride
- Changing Township Committee Model
- Lower Taxes
- Improving the School District
- More Activities for Youth
- Programs to Help Residents Improve Their Homes
- Residents and Government Working Together

If You Could Keep One Thing The Same...

- Diversity
- First Responders
- Free Public Library
- Lower Taxes
- Pennsauken Pool
- Teachers
- Sense of Community
- Small Town Feeling

Pennsauken's Best Kept Secrets

- Affordability of Community
- Boat Ramp on Derosse Ave.
- Beautiful Old Homes
- Collins Tract
- Community Recreation Complex
- Cooper River Park
- Fabrizio's Pizza
- Free Public Library
- Local Scouting
- Meadowbrook Food Center
- Nature Trails
- Pennsauken Country Club
- Pennsauken's Faith Community
- Pennsauken Pool
- Pinsetter Bar and Bowl
- PYAA
- Taxes
- Tippin's Pond
- Township Residents
- Waterfront Area

Potential Pennsauken Slogans

- Within 20 minutes of everything!
- Pennsauken: A little bit of everything.
- Pennsauken: A great place to live.
- Heart is where the home is.
- Pennsauken: the town everyone would love to call home.
- Pennsauken: Nice town. Friendly people.
- Pennsauken Township: Made for families.
- Come live in a better place.
- Pennsauken: Affordable living.
- Relax. Take a breath. You're in Pennsauken.
- Pennsauken Township: Welcome home.
- A place to grow.
- Pennsauken: We are of ONE community.
- Big town. Small feel.
- A place for everybody.
- Pennsauken: Moving forward.
- Diversity and history at its finest!
- Community is everything!

Potential Pennsauken Slogans

- Pennsauken: More than a Township
- Diverse and harmonious.
- Everyone's welcome.
- Pennsauken: Our home.
- Pennsauken: Rich in tradition.
- Pennsauken: A place to come back to.
- The best kept secret.
- Big town. Bigger hearts.
- Pennsauken: A great place to plant some roots and raise a family!
- Pennsauken, we put the community first.
- Diversity is our name!
- The Township that works for you!
- Close to everything, it's the place to be!
- Pennsauken: Our home.
- A place to call home.
- Pennsauken: A family town.
- To know it is to love it!
- Pennsauken: Much more.
- Pennsauken: A better us for a better you.
- Come shine with us!

Potential Pennsauken Slogans

- We love Pennsauken!
- Our future is our community, so let's build it together.
- Pennsauken: Room to Grow
- Come back to the old town feeling.
- Pennsauken Township: Family Oriented
- Pennsauken: A nice town for everybody!
- Promising Pennsauken
- The town that cares about its residents.
- Moving forward for a better tomorrow.
- You will be happy to live here.

Important Messages To Township Committee (Highlights)

- Please work on safety and security and improve the downtown atmosphere of this community.
- We need to make the township more appealing to new families. That includes beautifying the town and fixing the reputation of the school system.
- Reducing the amount of vacant properties, bringing businesses into Pennsauken, and improving the school district will improve this town 100 percent.
- Find ways to hear your town's people out besides meetings. Schedule time to see what people want to talk to you about. People feel cut off from their town, like they don't have a voice. The smallest gesture could change how people think.

Important Messages To Township Committee (Highlights)

- Stay in touch with the people. Get to know each section of town.
- Every effort should be made to insure inclusion of the folks that elected each of you.
- It is very important to make a good visual impression on our town. It doesn't take much to have PRIDE in your homes!
- We need a "mentor" district, a district that we may want to emulate. Let's find out how they are doing things better and learn from them.

Important Messages To Township Committee (Highlights)

- Focus on honestly serving the people of your community.
- Update the Master Plan with input from the community. Refine your goals and then make it happen.
- Listen to your neighbors.
- Broadcast Township meetings or change the time.
- Build a community center.
- Keep up the good work!
- Let's work on providing Pennsauken citizens with the best of everything.

Important Messages To Township Committee (Highlights)

- Thank you for helping us with the flooding problems on Browning Road.
- Just take the time to really listen to what your townspeople are asking of you and above all just be honest with us please.
- We need to market our great town.
- Start holding people accountable for the curb appeal of their homes and residences.
- Thank you for all the great work done making our Township a great place to live.