

Vision 2020 Town Survey 2013 Summary Report

Vision 2020's Town Census-Insert Survey 2013 - "Collaborative Arlington: Exchanging Information, Working Together" - addressed participation in town government and other town events, communication sources for learning about town events and issues, volunteering, and support for the nine town goals. The 4,458 surveys (4,026 paper, 432 online) returned to Vision 2020 by the March deadline represent 24% of Arlington's households.

The percents cited in the report have been calculated in three different ways: percents of all 4,458 respondents including those who did not answer a question and percents of valid responses, e.g. the total number of households responding to a question. For questions offering menus that allowed respondents to check all options that applied, percents are based on all responses in a specific menu category. The basis for the percents is stated in each section.

This report presents survey responses and offers suggestions for town groups to consider.

General Demographics

The response to demographic questions was excellent, as 98% to 99% of survey respondents answered these questions. The majority (59%) of respondents have lived in Arlington for less than 16 years. The lowest percent of respondents - 11% - have lived in Town 26-40 years.

Length of Residence in Town

<5 years	28% (1,233)
5-15	31% (1,351)
16-25	15% (681)
26-40	11% (493)
40+	15% (644)

Seventy-two percent (3,179) own their own dwelling, and 28% (1,214) rent. Fifty-two percent (2,297) live in a single family home, 24% (1,060) live in a 2-4 unit building, 16% (711) in a condo, and 7% (326) in a 5+ units building.

The survey asked the age groups of all members of the household. The largest age group represented in respondents' households is 30-54 (2,569) followed by under 18 (1,341), and 55-64 (1,005). Least represented in respondent households are those over 74 (584). Of the 4,458 survey responses, 30% (1,341) reported children under 18.

Participation in Town

Resident participation in town events, town-government events, and volunteer activities is important to a town's vitality. The survey looked at these aspects of participation.

Precincts: Do Residents Know or Talk with their Town Meeting Members?

To learn about residents' participation in their precincts, the survey asked "Do you know your Town Meeting Member (TMM)?" and "Have you talked with a Town Meeting Member about a Town issue or concern?" Outcomes show that two-thirds of respondents *do not know* their TMM and over three-quarters *have not talked with* their TMM. The proportion of respondents knowing or talking with their TMM is related to their length of residence in town and their precinct. Those living in Arlington for more than 16 years were more likely to know or talk with their TMM; of those in town more than 40 years, 54% knew their TMM. Those living in town less than five years were least likely to know or

talk with their TMM. Respondents from Precincts 8 and 12 were more likely to know their TMM; those from Precinct 8 were most likely to have talked with their TMM. Respondents in Precincts 1 and 6 were least likely to know their TMM; those in Precinct 2 were least likely to have talked with their TMM.

The Data – Precincts: Do You Know or Talk with TMM

Of the 4,458 survey respondents, 97% indicated their precinct. Survey participation across the precincts varied, ranging from to 3% for Precinct 1 to 6% each for Precincts 3, 10, 8, and 12. These differences in participation are reflected in responses to the survey questions about knowing or talking with their TMM. Of the 99% response to both questions, two-thirds (67%, 2,945) *do not know* their TMM, and even more (79%, 3,470) *have not talked* with a TMM about a town issue.

Respondents from Precincts 8 and 12 were most likely to know their TMM (48 - 49%), followed by Precincts 10, 13, 15, and 16 (41 - 43%). In contrast, respondents in Precincts 3, 4, 5, and 7 (25%) were less likely to know their TMM, followed by Precincts 1 and 6 (23 - 24%).

For Precinct 8, a third (33%, 83) of its respondents *have talked* with a TMM about town issues. This is the highest *have talked* response among all precincts. For Precinct 2, 87% (170) of its respondents *have not talked* with a TMM. This is the highest *have not talked* rate among all precincts.

Those who have lived in Arlington less than 16 years were less likely to know or talk with their TMM than those living in town for more than 16 years.

The distribution based on length of residence is:

Do You Know or Talk with TMM by Length of Residence in Town										
Length of Residence	Do You Know Your TMM?					Do You Talk with Your TMM?				
	Yes		No		Totals	Yes		No		Totals
Years	#	%	#	%		#	%	#	%	
<5	139	11%	1,086	89%	1,225	101	8%	1,123	92%	1,224
5-15	410	31%	933	69%	1,343	283	21%	1,061	79%	1,344
16-25	325	48%	351	52%	676	207	31%	463	69%	670
26-40	236	48%	253	52%	489	155	32%	332	68%	487
40+	345	54%	291	46%	636	179	28%	455	72%	634
TMM = Town Meeting Member										

Do Residents Attend or View Town Government-Related Events?

The survey asked several questions to determine how residents participate in town events. Asked if their household participates in activities in their neighborhood, less than half of the 4,458 survey respondents (2,136) said yes. As for participation in town-wide events such as Town Day, school performances, sports, Feast of the East, Eco-Fest, 71% (3,146) said their household does participate.

The survey offered a menu of town government events such as Town Meeting, School Committee Meetings, and Public Forums and asked respondents to indicate all events they attended and all they viewed on ACMi Cable TV or ACMi online. The percents for events listed in the menu represent a percent of all responses in a category, e.g. *Attended* or *Viewed*.

Only about 25% said they attended or viewed town government-related events. Of the 4,458 respondents to the survey, 74% (3,303) didn't indicate attendance at **any** town government events; the

remaining 1,100 or so attended one or more events. There were more responses to viewed events, 55% (3,618), than to attended events 44% (2,893).

The most attended events were *Annual/Special Town Meeting*, 16% (463) of all events attended, *Public hearing* 14% (416), *Public forum* (14% (410), and *School Committee meeting* 15% (381). The most viewed events were *Board of Selectmen meeting* 19% of all events viewed (684), *Annual/Special Town Meeting* 17% (606), *School Committee meeting* 15% (551), and *Candidates' Night* 11% (389).

If the Town and Town Meeting Members wish to have wider involvement and participation of residents in town matters and government, then TMMs might hold more neighborhood meetings to discuss and clarify Town matters of concern to the neighborhoods. It may be especially important for TMMs to introduce themselves to new residents in town and explain the town governance structure and ways that residents can participate in their precincts and governance. This might also help build community and increase communication in neighborhoods. Among the precincts most represented in this survey are several that did hold precinct meetings in 2013 and/or previously.

Participation through Volunteering

Volunteering is an important indicator of residents' participation in the life of their local and broader communities. Volunteer organizations are finding it increasingly difficult to attract and retain volunteers, particularly for long term projects. The purpose of exploring aspects of volunteerism was to learn what attracts people to volunteer, what makes it difficult, and what time commitments work best.

The introduction to this survey section specified that the questions pertained to volunteer work done for the town or state; schools; faith organizations; professional, trade, or other work-related groups; sports; and special interests. It did not ask which organizations volunteers serve.

Almost 50% of respondents volunteer in Arlington or outside town. As expected, commitment to a cause and giving back to community were important motivations for volunteering, while "busyness" and lack of time were major obstacles. Among the write-in reasons for not volunteering, the most common was "Unaware of opportunities." This points to the need to publicize opportunities broadly on an ongoing basis. Write-in comments also indicated that some would-be volunteers did not feel welcomed or appreciated by the groups they visited. Volunteer groups will benefit from evaluating and improving their process and relation-building activities.

Respondents strongly preferred short term time commitments and weekend or weekday evening meeting times. This suggests that breaking projects into short segments or one-day efforts, where possible, may garner more volunteer participation even when projects require a number of such efforts throughout a year.

Volunteer organizations might benefit from use of a "helping hand" type of website such as SignUpGenius that lets a project coordinator list tasks that need to be done, along with specifications about time investment, dates and location, number of volunteers needed – and allows volunteers to sign up for tasks. The site sends reminders to those who signed up. Such sites improve the efficiency of project coordination. However, they should be supplemented by other means of outreach.

The Data – Participation through Volunteering

Asked if adults in the household serve as volunteers, 93% responded. Of those, 46% (1,922) do and 54% (2,220) do not volunteer. Forty-three percent (1,895) of survey respondents answered "do children in your household serve as volunteers?" Of these households, 20% (385) said yes, they have children volunteering; this is 9% of the 4,458 survey respondents.

Of 92% responding, 35% (1,421) said members of their household volunteer in Arlington, and 65% (2,669) said they do not; 44% (1,768) volunteer outside Arlington, and 56% (2,273) do not. Some volunteer both in and outside town.

Motivators for Volunteering

To learn what attracts people to volunteer, the survey offered a menu of eight reasons and asked respondents to indicate the importance of each reason to their household. The five most important reasons are

<i>Commitment to a cause</i>	16% (2,866) of all reasons		
<i>Give back to community</i>	16% (2,810)	<i>Feel useful</i>	13% (2,225)
<i>Use skills and knowledge</i>	14% (2,263)	<i>Opportunity to learn</i>	12% (2,132)

The least important reason was *Network* at 5% (925).

Deterrents to Volunteering

It was important to know what might deter potential volunteers. Responses to this question could help volunteer organizations reevaluate and improve volunteer opportunities. The survey offered a menu of seven reasons and asked respondents to indicate each one that might keep a household member from volunteering. It included a category *Other, please specify*.

Too busy/no time was the most cited reason at 50% (2,264) of all reasons, followed by *caring for a family member* 20% (757), and *need for transportation* 6% (246).

There were 345 write-in comments, of which 24% (82) indicated “not aware of volunteer opportunities”/ “not asked to help.” This response - even though it comes from just 2% of all survey respondents - reminds organizations that ongoing publicity in many different venues is required to reach both newcomers to Town and longtime residents.

Health/medical/or disability constraints comprised 23% (80) of comments, and age/too old 14% (49). Group-related comments included “failure of others to appreciate efforts,” volunteers are not professional or efficient,” “no response from organizing group,” “do not like committee meetings,” “not comfortable with group,” “shy,” “cannot afford to volunteer.” Though these reasons were cited by very small numbers of respondents, they are important factors for organizations to consider as they reevaluate volunteer participation.

Preferred Time Commitments

Making commitments to volunteer tasks or projects is an issue for busy people. To elicit the length of commitment that works best for people, the survey offered four options: *one day, few days/weeks, weeks/months, long term*. *One day* received most responses at 39% (1,098) of the preference responses, followed by *a few days* 30% (842). Longer term commitments were viewed as less desirable: 16% (440) for *weeks/months* and 14% (401) for *long term*.

The survey offered three options for preferred meeting times. *Weekend* was most cited, at 43% (1,283) of responses to the options, followed by *weekday evening* at 36% (1,091) and *weekday day-time* 21% (631).

Communication Mode and Source Preferences

Communication is vital to residents’ engagement with their community and to civic participation. The town and organizations in the town want to know the most effective ways to get timely information to residents.

The survey presented three modes of communication - paper, electronic, and spoken - and, for each mode, asked respondents to indicate which sources they use to get information about town events and which they use to learn about town issues. For a given mode, e.g. print, they could select all sources they use.

The Arlington Advocate is the most used print source. The *Town website* and *Town of Arlington Alerts* are the most used electronic sources. For spoken communication, *Neighborhood/ Town conversations* is the primary source.

Of the 92% responding to “Which one mode do you use most frequently?” 57% (2,316) use electronic, 27% (1,099) paper, and 16% (665) spoken. Asked if their household has internet access, 98% responded; of these 93% (4,086) said yes and 7% (286) no.

When planning communication strategies, it is important that organizations and groups remember that not all residents have access to the internet and internet sources of information. Use of paper sources and placement of postings or brochures at well-traveled town locations will help assure that all residents are informed about town events and issues. Using multiple forms of communication over time will increase the likelihood of reaching the greatest number of town residents.

The Data – Communication Modes

Print Mode

The survey listed nine regularly available printed information sources for learning about Town Events and Issues and asked respondents to indicate all sources they use.

The sources most used to learn about town Events are

<i>Arlington Advocate</i>	23% (2,204)	of all events responses
<i>Arlington Shopper</i>	17% (1,666)	<i>Flyers on bulletin boards</i> 11% (1,082)
<i>Boston Globe</i>	16% (1,509)	<i>Town Warrant mailing</i> 11% (1,026)

The sources most used to learn about town Issues are *The Arlington Advocate* 25% (2,204) of all Issues responses, *Boston Globe* 21% (1,662), and *Town Warrant mailings* 19% (1,576).

Electronic Mode

The survey listed 16 electronic sources including three town and three Arlington Public Schools (APS) sources and asked respondents to indicate all sources they use. Respondents primarily used the same four sources to learn about both Events and Issues. Percents are the highest percents of all Events responses or highest percents of all Issues responses.

	Events	Issues
<i>Arlingtonma.gov</i>	15% (2,242)	16% (2,144)
<i>Town of Arlington Alerts</i>	11% (1,647)	13% (1,706)
<i>Town of Arlington Notices</i>	9% (1,439)	10% (1,329)
<i>The Arlington Advocate</i>	9% (1,337)	9% (1,239)

The APS website received 6% (943) of all Events responses and 5% (684) of all Issues responses. Of those using the APS website, respondents with children under age 18 in the household are three times more likely to use that source than respondents without children under 18.

Spoken Mode

The survey listed three spoken sources of information about town Events and Issues and asked respondents to indicate all sources they use. *Neighborhood/Town conversations* are the primary way people talk with others to learn about town/school Events and Issues: 50% (2,382) for Events and 50% (2,409) for Issues. *Talking with others at a social gathering* is the next most frequent source at 37% (1,797) for Events and 36% (1,739) for Issues. The least used source is *Committee/group conversations* at 13% (613) for Events and 14% (688) for Issues.

Awareness of and Support for Town Goals

In the early 1990's, Town Meeting enacted nine goals that provide guidance to town administrators as they operate day-to-day, make decisions, and look to the future. The goals were established in these areas: Community and Citizen Service, Diversity, Education, the Environment, Culture and Recreation, Communication, Fiscal Resources, Governance, and Business. It was important to learn whether residents know about the town goals and whether they support the goals.

The 2013 survey asked if residents were aware of the goals. It then listed each goal description and asked respondents to rate their support for each goal.

Less than a third of responding households were aware of the town goals. Ratings showed support for the goals.

It is important for residents to know that the town has these goals. The town can display the goals on the town website and make it easy for residents - especially newcomers and long-time residents - to find them. Presentation of town goals on the town website might be a positive factor for economic development initiatives intended to attract new business to the town.

The Data - Goals

Awareness of Goals

Asked if they were aware of the town goals, 65% of survey respondents answered; of these, 28% (822) said they were aware, and 72% (2,072) said they were not aware of the goals. Of those who are aware of the goals, respondents who have lived in Arlington for 5- 25 years are more likely to be aware. Of those who are unaware of the goals, respondents who have lived in town less than 5 years are more likely to be unaware of the goals (39%) than those in town 16-40+ years.

Awareness of Town Goals by Length of Residence

Length of Residence	Aware of Town Goals?			
	Yes		No	
	#	%	#	%
<5 years	91	11%	794	39%
5 - 15	244	30%	682	33%
16 - 25	199	25%	242	12%
26 - 40	136	17%	153	7%
40+	140	17%	171	8%
Total	810	100%	2,042	100%

Rating of Goals

The survey listed the nine town goals in detail and asked respondents to indicate on a scale of *Strongly support*, *Support*, or *Do not support* how they currently viewed the goals. For four of the nine goals, 68% of the 4,458 respondents rated their support; for five of the goals 67% rated their support. Of those who rated the town goals, over two-thirds indicated support for all goals. Very small numbers - 1% to 2% - said they *Do not support* the goals; this was true for all goals. Education received the highest *Strongly support* response, 53% followed by Environment, 50%.

APPENDIX

The Appendix includes the following documents:

- 2013 Town Survey
- Updated data tables that originally appeared in Vision 2020's May 2013 Report to Town Meeting and that now include tables prepared for Arlington Public Schools
- July 30, 2013 Memo to Arlington Public Schools Superintendent Kathleen Bodie presenting data specific to Arlington Public Schools

**Collaborative Arlington:
Exchanging Information,
Working Together**

2013



Dear Arlington Residents,

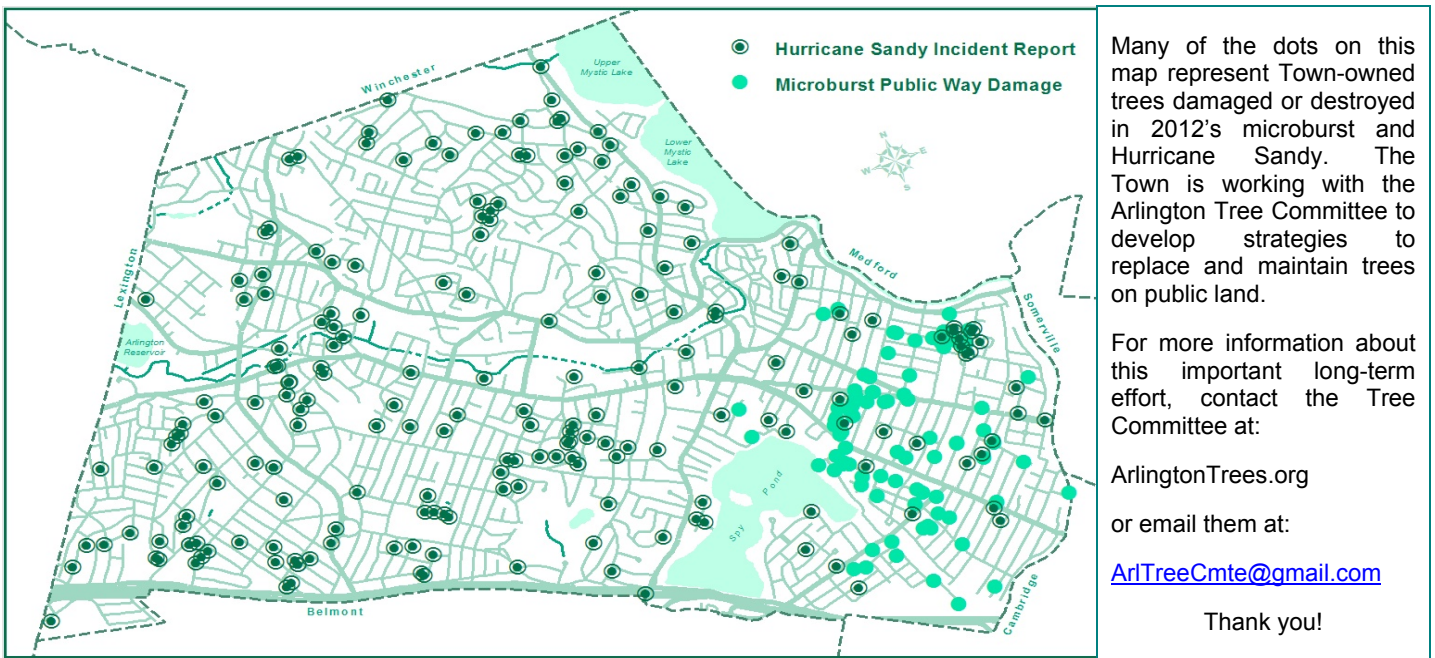
Since 1991, Vision 2020, a collaboration of Town leadership and townspeople, has used an insert to the Town's Annual Census Mailing to inform you about Arlington and to ask your opinions on aspects of life in our town.

The 2013 survey focuses on two primary topics:

- In this rapidly changing information age, a major challenge for the Town is to ensure reliable communication with residents about Town-wide events and issues and in the event of an emergency. Good communication strategies enable the Town to inform residents in a timely way about routine matters and about events that can impact safety. Residents are encouraged to sign up for Town of Arlington Notices and Arlington Alerts online at arlingtonma.gov/subscriber.
- Another challenge for the Town is to understand the ways it can continue to encourage a broad cross-section of residents to participate collaboratively in identifying needs, exchanging ideas, and developing solutions to issues facing the Town.

Effective outreach and resident collaboration strengthen community vitality and interconnections.

The Town's response to last year's microburst and Hurricane Sandy offers examples of communication and collaboration among Town departments and residents during major storm events. The Town-wide impact of these storms is evident in the map below which displays reports of incidents requiring Town attention. The response to these storms highlights the ability of Arlington Fire, Police, Public Works, and Health and Human Services departments to work together effectively with residents. It also reinforces the critical importance of two-way communication between Town and residents.



We are also proud of these recent collaborative efforts: free all-day kindergarten, the Thompson School rebuild, Public Art projects (e.g., the mural at Spy Pond mounted on the wall of the Boys and Girls Club), launching of the Cultural Commission and the Arlington Committee on Tourism and Economic Development (A-TED), and rain and habitat garden planning and installations. In addition, Solarize Arlington's team topped the state with 157 contracts signed for photovoltaic installations in Town through the Solarize Mass program.

Your survey responses will help improve the effectiveness of outreach to residents and will help refine processes for collaboration in the Town. We encourage you to return your survey along with the Annual Census form.

This survey may be completed **either on the attached pages or online** at the Town's Vision 2020 website arlingtonma.gov/vision2020 (select "2013 Town Survey").

If you use this paper form for your responses, use a ball point pen to fill bubbles completely ●. Because of scanning technology, **do not use a felt-tip pen.**

- Do not write on this survey except in the space provided on Question **4B - Volunteering.**
- E-mail comments to Vision2020@town.arlington.ma.us or submit on a separate piece of paper with your survey. All responses received by March 15, 2013 will be reviewed and included in the report to Town leadership, Town Meeting, and the public.

Your completed survey can be returned in the same envelope as your Census form, or hand delivered to:

Vision 2020 Census Survey 2013, Town Clerk's Office, Town Hall – 2nd floor
730 Massachusetts Avenue, Arlington, MA 02476

Survey Questions - pages 2-5

I. Demographic Questions

What is your precinct number? (*See left side of your Census form above resident data.*)

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please tell us about yourself and individuals in your household:

What age groups are represented by members of your household:

under 18	18 – 29	30 – 54	55 – 64	65 – 74	over 74
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Number of years lived in Arlington < 5 5 - 15 16 - 25 26 - 40 >40

Best description for your housing Single family condo 2 – 4 units 5 or more units

Do you own or rent? Own Rent

Does your household have internet access? Yes No

2. Neighborhood/Town Participation

Your household is part of the Town of Arlington as a whole and also part of a particular neighborhood. We would like to learn how and why Arlington residents engage with their community.

Does your household participate in activities in your neighborhood? Yes No Unaware of neighborhood activities

Does your household attend Town-wide events (such as Town Day, Feast of the East, Eco-Fest, Patriots' Day events, school performances, sports)? Yes No

Do you know one or more of your Town Meeting Members? Yes No

Have you talked with a Town Meeting Member about a town issue or concern? Yes No

Has your household attended any of the following Town government-related events or viewed them on Arlington’s ACMi Cable TV or ACMi online? **Fill in bubbles for all that apply:**

	Attended Event	Viewed ACMi		Attended Event	Viewed ACMi
Annual/Special Town Meeting	<input type="radio"/>	<input type="radio"/>	Public Hearing	<input type="radio"/>	<input type="radio"/>
Board of Selectmen meeting	<input type="radio"/>	<input type="radio"/>	School Committee meeting	<input type="radio"/>	<input type="radio"/>
Candidates’ Night	<input type="radio"/>	<input type="radio"/>	State of the Town Address	<input type="radio"/>	<input type="radio"/>
Public Forum, e.g., master planning, climate change	<input type="radio"/>	<input type="radio"/>	Town Board or Commission meeting or hearing	<input type="radio"/>	<input type="radio"/>
Finance Committee meeting	<input type="radio"/>	<input type="radio"/>	Precinct meeting	<input type="radio"/>	<input type="radio"/>

3. Communication Matters Communication is vital to residents’ engagement with their community and civic participation. The Town wants to know the most effective ways to get timely information to residents about Town events, issues, and procedures.

What communication sources does your household currently use to learn about Arlington **Events** (such as Town Day or Feast of the East) and **Issues** affecting the Town (such as schools, recycling, and financial matters)?

*In the questions below, fill in the bubbles for all the sources your household uses. **If the same source is used to learn about both events and issues, fill in both bubbles.***

A. Print Sources: What print sources has your household used within the last year to learn about Town/School events and issues?

	Events	Issues		Events	Issues
The Arlington Advocate	<input type="radio"/>	<input type="radio"/>	Flyers on bulletin boards	<input type="radio"/>	<input type="radio"/>
Arlington Shopper	<input type="radio"/>	<input type="radio"/>	School messages sent home	<input type="radio"/>	<input type="radio"/>
Boston Globe	<input type="radio"/>	<input type="radio"/>	Town Warrant mailings	<input type="radio"/>	<input type="radio"/>
Faith community newsletter	<input type="radio"/>	<input type="radio"/>	Other printed materials	<input type="radio"/>	<input type="radio"/>
Neighborhood/community newsletter	<input type="radio"/>	<input type="radio"/>			

B. Electronic/Online Sources: What sources has your household used within the last year to learn about Town/School events and issues?

	Events	Issues		Events	Issues
Arlingtonma.gov (Town website)	<input type="radio"/>	<input type="radio"/>	Emails from groups	<input type="radio"/>	<input type="radio"/>
Town of Arlington Alerts (phone, text)	<input type="radio"/>	<input type="radio"/>	Arlington Patch (arlington.patch.com/)	<input type="radio"/>	<input type="radio"/>
Town of Arlington Notices (email)	<input type="radio"/>	<input type="radio"/>	Your Arlington (yourarlington.com/)	<input type="radio"/>	<input type="radio"/>
Arlington Public Schools website	<input type="radio"/>	<input type="radio"/>	The Arlington List (A-list)	<input type="radio"/>	<input type="radio"/>
Arlington Public Schools - school email lists	<input type="radio"/>	<input type="radio"/>	Arlington Advocate (wickedlocal.com/arlington)	<input type="radio"/>	<input type="radio"/>
Arlington Parents’ listserv	<input type="radio"/>	<input type="radio"/>	Boston.com	<input type="radio"/>	<input type="radio"/>
ACMi Cable TV	<input type="radio"/>	<input type="radio"/>	Facebook/Twitter	<input type="radio"/>	<input type="radio"/>
ACMi Cable online	<input type="radio"/>	<input type="radio"/>	Community organization websites	<input type="radio"/>	<input type="radio"/>

C. Spoken (Word of Mouth) Communication: In what ways has your household talked with others within the last year to learn about Town/School events and issues?

Conversations:	Events	Issues
In neighborhood or around town	<input type="radio"/>	<input type="radio"/>
At a meeting of a committee or group	<input type="radio"/>	<input type="radio"/>
At a social gathering	<input type="radio"/>	<input type="radio"/>

D. Even if you regularly use all three of the following types of communication to obtain Town information, which **one** source do you **use most frequently**? *Fill in one bubble only.*

Print Online Word of Mouth

4. Volunteering Arlington is rich in volunteers who serve the Town, nonprofit organizations, various causes, and other interests. The following questions relate to volunteer work done for the Town or State; schools; faith organizations; professional, trade or other work-related groups; sports; and special interest groups.

Do members of your household (adults and children) serve as volunteers?

Adults 18 and older Yes No **Children** under 18 Yes No

Do any members of your household volunteer **in Arlington**? Yes No

Do any members of your household volunteer **outside Arlington**? Yes No

Over the last year, how many hours per month have all members of your household volunteered?

1-5 hrs. 6-10 hrs. 11-15 hrs. 16-20 hrs. 21-25 hrs. >25 hrs.

A. Listed are some reasons people volunteer. For each reason indicate whether it is important or unimportant to your household. *Fill in one bubble for each reason.*

	Important	Unimportant		Important	Unimportant
Being part of a group/team effort	<input type="radio"/>	<input type="radio"/>	Have opportunity to learn	<input type="radio"/>	<input type="radio"/>
Commitment to a cause	<input type="radio"/>	<input type="radio"/>	Meet new people	<input type="radio"/>	<input type="radio"/>
Feel useful	<input type="radio"/>	<input type="radio"/>	Network; build resume	<input type="radio"/>	<input type="radio"/>
Give back to community	<input type="radio"/>	<input type="radio"/>	Use my skills, knowledge	<input type="radio"/>	<input type="radio"/>

B. Do any of the following keep anyone in your household from volunteering? *Fill in one bubble for each reason.*

	Yes	No		Yes	No
Need care for family member	<input type="radio"/>	<input type="radio"/>	Meeting place not physically accessible	<input type="radio"/>	<input type="radio"/>
Need transportation	<input type="radio"/>	<input type="radio"/>	Attended, didn't feel welcomed or listened to	<input type="radio"/>	<input type="radio"/>
Language barrier	<input type="radio"/>	<input type="radio"/>	Too busy/no time	<input type="radio"/>	<input type="radio"/>
Don't think I have anything to offer	<input type="radio"/>	<input type="radio"/>	Other (specify) _____		

C. If you were to consider volunteering, which of the following work best for you?

Fill in a bubble for each one that applies.

Meeting time	Weekday day-time <input type="radio"/>	Weekday evening <input type="radio"/>	Weekend <input type="radio"/>	
Length of commitment	One day <input type="radio"/>	Few days/weeks <input type="radio"/>	Weeks/months <input type="radio"/>	Long-term <input type="radio"/>

5. Town Goals Arlington adopted nine Town Goals in the 1990's. We would like to know how residents currently view these goals.

Are you aware of these goals? Yes No

Read full goal statements on page 6, then indicate your support for each goal below. Fill in one bubble per goal.

Strongly Support Support Do Not Support

Community and Citizen Service – supporting community vitality, people helping people	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Diversity – extending a warm welcome and respect to all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Education – educating youth and supporting life-long learning	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The Environment (Spy Pond, Reservoir, Sustainable Arlington) – protecting and enhancing Arlington's natural resources and sustainability	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Culture and Recreation (Public Art) – offering opportunities to meet, play, and grow in Arlington	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Communication – supporting open public dialogue and accountability	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fiscal Resources – achieving sound fiscal planning through an open process	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Governance – promoting effective, efficient services and exchange of ideas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Business – supporting business diversity and attractive commercial centers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Some Vision 2020 Task Group Projects in Support of the Town Goals

- Hosting a series of "We Are Arlington" conversations to welcome diverse cultures, lifestyles, and perspectives
- Promoting Spy Pond health and community recreation
- Improving Reservoir habitat and user experience
- Addressing energy use and climate change locally
- Promoting uplifting and inspiring art in Arlington's everyday places
- Studying/recommending ways to address the predicted Town budget shortfall after the current 5-year plan
- Assessing how our aging population will affect the Town and businesses

If you would like to work with others for Arlington's future by joining any of the Vision 2020 Task Groups, clearly print your contact information here, or email it to Vision2020@town.arlington.ma.us, or sign up at <http://www.arlingtonma.gov/vision2020>

Name: _____ **Street Address:** _____ **Zipcode:** _____

Phone: _____ **Email:** _____

Task group(s) or project(s) of interest: _____

**Thank you for completing your Survey and Town Census Form!
Please return your completed Survey in the envelope provided with your Town Census Form.**

Town Emergency Connections

- **Arlington Alerts:** Receive emergency and important messages from the Town via phone, text, and email. All residents are advised to register to receive Arlington Alerts. If you've received an automated phone call from the Town, you are already in the system; no further action is required.
- **Town of Arlington Notices:** Receive timely news and information from Town Hall via email.
- Subscribe to both Alerts and Notices at arlingtonma.gov/subscriber

Important Emergency Numbers

FOR:	CALL:
Life-threatening emergency	911
Non-life-threatening emergency	Community Safety Dispatch: 781-643-1212
Downed electrical wires	911 and NSTAR: 1-800-592-2000
Power outages	NSTAR: 1-800-592-2000
Downed tree limbs	Public Works: 781-316-3301
Shelter information	MA 24-hour, non-emergency number: 211

Town of Arlington Goals

In 1993, Arlington's Town Meeting enacted nine goals as a Town Bylaw. These goals, developed through intensive community discussions, provide guidance to Town Administrators as they operate day-to-day and as they look to the future. Vision 2020 guided the development of the goals; its Task Groups work to support them.

Community and Citizen Service: *We value Arlington's geographic neighborhoods, common interest groups, and the sense of community in our Town. We value an active and compassionate citizenry delivering services in our community. We will be known for the vitality of our neighborhoods and as a community of people helping others.*

Diversity: *We value the diversity of our population. Our Town's mix of ethnic, religious and cultural backgrounds, as well as economic and personal circumstances, enriches us all. We will be known for the warm welcome and respect we extend to all.*

Education: *We value learning for all Arlington citizens. We are responsible as a community for educating our youth and providing all ages with opportunities for educational growth. We will be known for demonstrated excellence in public education and our commitment to life-long learning.*

The Environment: *We value the physical beauty and natural habitats of our Town - parks, ponds, and wetlands, dramatic vistas and tree-lined streets - as they contribute to the well-being of our community. Recognizing the fragility of our natural resources, we must ensure that Arlington's residential areas, commercial centers, and infrastructure are developed in harmony with environmental concerns. We will be known for our commitment to the preservation of Arlington's beauty, limited open space, and resources, as well as our place in the regional and global community.*

Culture and Recreation: *We value the many opportunities to meet, play and grow in Arlington while treasuring and preserving our unique historical resources. Our social, cultural, artistic, historic, athletic, recreational, and other community groups strengthen Town life. We will be known for the breadth and richness of our resources and activities available to Arlington residents.*

Communication: *We value public dialogue. Communication and information-sharing build trust. Our goals are true openness and accountability. Arlington will be known as a community that thoughtfully searches beyond divisive issues for opportunities that bind us together.*

Fiscal Resources: *We value Arlington's effective delivery of public services providing for the common good. The benefits from these services and the responsibility of taxation will be equitably distributed among us. We will be known for our sound fiscal planning and for the thoughtful, open process by which realistic choices are made in our town.*

Governance: *We value our representative Town Meeting system and the community spirit it fosters. Participatory governance is both responsive and innovative. We will be known as a community where government provides effective and efficient services, insures open two-way communication, promotes the lively exchange of ideas, and encourages active resident participation.*

Business: *We value Arlington's diverse and accessible mix of merchants and service providers. We will be known for our vibrant, attractive commercial centers supporting the primarily residential and historic character of the Town.*

Vision 2020 Standing Committee and Task Group Co-Chairs

Adria Arch, Brad Barber, Kathleen Bodie, John Budzyna, Claire Carswell, Adam Chapdelaine, Joe Connelly, Daniel Dunn, Andrew Fischer, Bruce Fitzsimmons, Joey Glushko, Mary Harrison, Bill Hayner, Jane Howard, Gordon Jamieson, Elizabeth Karpati, John Leone, Josh Lobel, Gail McCormick, Charlotte Milan, Cheryl Miller, Brucie Moulton, Angela Olszewski, Stephen Ricci, Tarajee Pass, David White

Tear off and keep this page.



To: Town Meeting Members and Town Officials

From: Vision 2020 Standing Committee and Task Group Chairs

Co-Chairs: Mary Harrison and Bruce Moulton

Standing Committee: Adria Arch, Brad Barber, Kathleen Bodie, John Budzyna, Claire Carswell, AdamChapdelaine, Joe Connelly, Daniel Dunn, Andrew Fischer, Bruce Fitzsimmons, Joey Glushko, Leba Heigham, Jane Howard, Gordon Jamieson, Elizabeth Karpati, John Leone, Josh Lobel, Gail McCormick, Charlotte Milan, Cheryl Miller, Angela Olszewski, Stephen Ricci, Tarajee Pass, David White

Date: July 31, 2013

Subject: Vision 2020 Report to the Annual Town Meeting plus Additional Analysis

The Vision 2020 Standing Committee and its Task Groups are pleased to present the following report on their projects and activities for calendar year 2012, along with Warrants 23 and 40 and the 2013 Annual Survey, "Collaborative Arlington: Exchanging Information, Working Together." The attached survey overview of basic findings will be rounded out and discussed in the final report later this summer. For further detail on the work Vision 2020 has performed on behalf of the Town of Arlington, please see:

- The Town's 2013 Annual Report, pages 92 – 101, briefly reviews Vision 2020's history, describes specific Standing Committee and Task Group accomplishments in 2012, and ends with the results of the 2012 survey, "Mastering Our Future: Help Arlington Prepare for its Upcoming Master Planning Process."
- The Selectman's recommended vote in their Report to the 2013 Annual Town Meeting for Warrant Article 23 (Public Art Fund) was affirmed by Town Meeting on April 29, 2013; the Finance Committee's recommended vote on Article 40 (Waterbodies Fund) comes before you on May 6.

This year's survey netted responses from 4,458 households by the March 15 cut-off date, making 2013 the fourth consecutive year with more than 4,000 survey returns. The 4,458 surveys received represents a 24% response rate. The bulk – 4,026 – were on paper, while 432 were completed on-line. Town Meeting Members may be interested in the precinct and Town government-related data.

The Vision 2013 Survey, "Collaborative Arlington: Exchanging Information, Working Together," looked at several ways that residents might participate in and learn about neighborhood and town-wide events. We asked how many knew at least one of their Town Meeting Members and how many had talked with a Town Meeting Member about a Town issue or concern. We listed ten different Town-government events and asked respondents to indicate which events they had attended or viewed on ACMi Cable TV. Given the rapidly changing ways of communicating information, we asked about the communications channels (9 print, 16 electronic, and 3 word of mouth) used by residents to stay informed about Arlington events and issues. Volunteering is another way to participate in the life of a community. We measured volunteer activity of all household members by age, hours per month, and whether residents volunteer in Arlington or elsewhere. Given the numerous Town and other committees in Arlington that rely on volunteers, we asked about motivations for volunteering as well as conditions that make it difficult. Finally, since familiarity with and support for Town of Arlington Goals is another aspect of community participation, we looked at awareness of and support for the nine goals enacted as Town Bylaw in 1993. The goals identify valued features of life in Arlington and point to a need for collaboration between residents and Town government to ensure a vital and resilient community.

Basic data from the 2013 survey are attached here. Complete results and analysis will be posted on the Town website this summer and reported in the Town's 2013 Annual Report.

Vision 2020 Annual Survey Results for 2013

Demographics

Total Responses: 4,458

Paper or Survey Monkey

	Count	%
Paper	4,026	90%
Online	432	10%

Precinct

	#	%
Pct 1	143	3.2%
Pct 2	199	4.5%
Pct 3	254	5.7%
Pct 4	237	5.3%
Pct 5	210	4.7%
Pct 6	213	4.8%
Pct 7	203	4.6%
Pct 8	251	5.6%
Pct 9	204	4.6%
Pct 10	255	5.7%
Pct 11	196	4.4%
Pct 12	243	5.5%
Pct 13	159	3.6%
Pct 14	202	4.5%
Pct 15	189	4.2%
Pct 16	200	4.5%
Pct 17	178	4.0%
Pct 18	178	4.0%
Pct 19	195	4.4%
Pct 20	197	4.4%
Pct 21	205	4.6%
(blank)	147	3.3%

Household includes children < 18

	#	% <18
Under 18 yrs	1,341	30%
(blank)	3,117	70%

Household includes 18-29 year olds

	#	%
18-29 years	700	16%
(blank)	3,758	84%

Household includes 30-54 year olds

	#	%
30-54 years	2,569	58%
(blank)	1,889	42%

Household includes 55-64 year olds

	#	%
55-64 years	1,005	23%
(blank)	3,453	77%

Household includes 65-74 year olds

	#	%
65-74 years	629	14%
(blank)	3,829	86%

Household includes 75+ year olds

	#	%
Over 74 yrs	584	13%
(blank)	3,874	87%

Years in Arlington

	#	%
Less than 5 years	1,233	28%
5-15 years	1,351	30%
16-25 years	681	15%
26-40 years	493	11%
More than 40 years	644	14%
(blank)	56	1%

Housing Type

	#	%
Single Family	2,297	52%
Condo	711	16%
2-4 units	1,060	24%
5 or more units	326	7%
(blank)	64	1%

Own/Rent

	#	%
Own	3,179	71%
Rent	1,214	27%
(blank)	65	1%

Does household have Internet Access

	#	%
Yes	4,086	92%
No	286	6%
(blank)	86	2%

Vision 2020 Annual Survey Results for 2013

Participation

Your household is part of the Town of Arlington as a whole and also part of a particular neighborhood. We would like to learn how and why Arlington residents engage with their community.

Does your household participate in activities in your neighborhood?

	#	%
Yes	2,136	61%
No	1,218	35%
Total Yes Plus No	3,354	96%
Unaware of neighborhood activities	1,298	37%

Do you know one or more of your Town Meeting Members?

	#	%
Yes	1,466	33%
No	2,945	67%
Total	4,411	100%

Do you know Town Meeting Rep, by Precinct

	#		%	
	Yes	No	Yes	No
Pct 1	35	108	24%	76%
Pct 2	56	140	29%	71%
Pct 3	62	189	25%	75%
Pct 4	59	175	25%	75%
Pct 5	52	158	25%	75%
Pct 6	49	162	23%	77%
Pct 7	51	150	25%	75%
Pct 8	122	129	49%	51%
Pct 9	57	145	28%	72%
Pct 10	109	144	43%	57%
Pct 11	74	121	38%	62%
Pct 12	117	125	48%	52%
Pct 13	64	94	41%	59%
Pct 14	57	142	29%	71%
Pct 15	81	108	43%	57%
Pct 16	81	118	41%	59%
Pct 17	48	130	27%	73%
Pct 18	58	117	33%	67%
Pct 19	71	123	37%	63%
Pct 20	54	140	28%	72%
Pct 21	71	133	35%	65%
(blank)	38	94	29%	71%

Does your household attend Town-wide events (such as Town Day, Feast of the East, Eco-Fest, Patriots' Day events, school performances, sports)?

	#	%
Yes	3,146	71%
No	1,263	29%
Total	4,409	100%

Have you talked with a Town Meeting Member about a town issue or concern?

	#	%
Yes	930	21%
No	3,470	79%
Total	4,400	100%

Have you discussed issues with a Town Meeting Rep, by Precinct

	#		%	
	Yes	No	Yes	No
Pct 1	24	119	17%	83%
Pct 2	26	170	13%	87%
Pct 3	42	208	17%	83%
Pct 4	46	185	20%	80%
Pct 5	36	174	17%	83%
Pct 6	41	171	19%	81%
Pct 7	38	163	19%	81%
Pct 8	83	166	33%	67%
Pct 9	38	164	19%	81%
Pct 10	69	184	27%	73%
Pct 11	41	154	21%	79%
Pct 12	67	176	28%	72%
Pct 13	35	123	22%	78%
Pct 14	41	159	20%	80%
Pct 15	53	135	28%	72%
Pct 16	52	144	27%	73%
Pct 17	32	146	18%	82%
Pct 18	33	143	19%	81%
Pct 19	45	148	23%	77%
Pct 20	32	160	17%	83%
Pct 21	34	169	17%	83%
(blank)	22	109	17%	83%

Vision 2020 Annual Survey Results for 2013

Events and Issues

Attended or Viewed Events

Has your household attended any of the following Town government-related events or viewed them on Arlington's ACMi Cable TV or ACMi online?

% indicates Percentage of Total Survey Respondents - 4458

	Count	% Attended	Count	% Viewed
Ann./Special Town Meeting	463	10%	606	14%
Board of Selectmen Mtg.	356	8%	684	15%
Candidates' Night	293	7%	389	9%
Public Forum	410	9%	249	6%
Finance Comm. Mtg.	95	2%	244	5%
Public Hearing	416	9%	280	6%
School Comm. Mtg.	381	9%	551	12%
State of the Town Address	108	2%	227	5%
Town Board or Commission Mtg.	251	6%	250	6%
Precinct Mtg.	120	3%	138	3%

Communication Matters

Communication is vital to residents' engagement with their community and civic participation. The Town wants to know the most effective ways to get timely information to residents about Town events, issues, and procedures.

What communication sources does your household currently use to learn about Arlington Events (such as Town Day or Feast of the East) and Issues affecting the Town (such as schools, recycling, and financial matters)?

Print Sources - What print sources has your household used within the last year to learn about Town/School events and issues?

% indicates Percentage of Total Survey Respondents - 4458

	# Events	% Events	# Issues	% Issues
Arlington Advocate	2,204	49%	2,053	46%
Arlington Shopper	1,666	37%	643	14%
Boston Globe	1,509	34%	1,662	37%
Faith community newsletter	269	6%	196	4%
Neighborhood/ comm. newsletter	510	11%	406	9%
Flyers on bulletin boards	1,082	24%	410	9%
School messages sent home	852	19%	620	14%
Town Warrant mailings	1,026	23%	1,576	35%
Other printed materials	560	13%	520	12%

Vision 2020 Annual Survey Results for 2013

Events and Issues

Electronic/Online Sources: What sources has your household used within the last year to learn about Town/School events and issues?

% indicates Percentage of Total Survey Respondents - 4458

	# Events	% Events	# Issues	% Issues
Arlingtonma.gov	2,242	50%	2,144	48%
Town of Arlington Alerts	1,647	37%	1,706	38%
Town of Arlington Notices	1,439	32%	1,329	30%
Arlington Public Schools website	943	21%	684	15%
Arlington Public Schools - email lists	862	19%	701	16%
Arlington Parents' listserv	577	13%	531	12%
ACMi Cable TV	462	10%	437	10%
ACMi Cable online	106	2%	111	2%
E-mails from groups	948	21%	799	18%
Arlington Patch	1,001	22%	975	22%
Your Arlington	291	7%	349	8%
The Arlington List	754	17%	781	18%
Arlington Advocate	1,337	30%	1,239	28%
Boston.com	1,137	26%	1,073	24%
Facebook/Twitter	459	10%	353	8%
Community org. websites	528	12%	386	9%

C. Spoken (Word of Mouth) Communication: In what ways has your household talked with others within the last year to learn about Town/School events and issues?

% indicates Percentage of Total Survey Respondents - 4458

	#	% Events	#	% Issues
Neighborhood/Town conversations	2,382	53%	2,409	54%
Committee/Group conversations	613	14%	688	15%
At a social gathering	1,797	40%	1,739	39%

Even if you regularly use all three of the following types of communication to obtain Town information, which one source do you use most frequently?

	#	%
Electronic/Online	2,316	52%
Print source	1,099	25%
Word of mouth	665	15%
(blank)	378	8%

Vision 2020 Annual Survey Results for 2013

Volunteering

Arlington is rich in volunteers who serve the Town, nonprofit organizations, various causes, and other interests. The following questions relate to volunteer work done for the Town or State; schools; faith organizations; professional, trade or other work-related groups; sports; and special interest groups.

Do adults in your household serve as volunteers?

	#	% Adults
Yes	1,922	46%
No	2,220	54%
Total	4,142	100%

Do children in your household serve as volunteers?

	#	% Children
Yes	385	20%
No	1,510	80%
Total	1,895	100%

Do any members of your household volunteer in Arlington?

	#	% In Arlington
Yes	1,421	35%
No	2,669	65%
Total	4,090	100%

Do any members of your household volunteer outside Arlington?

	#	% Outside
Yes	1,768	44%
No	2,273	56%
Total	4,041	100%

Listed are some reasons people volunteer. For each reason indicate whether it is important to your household.

% indicates Percentage of Total Survey Respondents - 4458

	#	% Important
Group/Team effort	2,216	50%
Commitment to a cause	2,866	64%
Feel useful	2,225	50%
Give back to community	2,810	63%
Opportunity to learn	2,132	48%
Meet new people	1,997	45%
Network	925	21%
Use skills/knowledge	2,263	51%

Do any of the following keep anyone in your household from volunteering?

% indicates Percentage of Total Survey Respondents - 4458

	#	% Important
Care for family member	757	17%
Need transportation	246	6%
Language barrier	58	1%
Nothing to offer	206	5%
Meeting place not accessible	143	3%
Did not feel welcomed	154	3%
Too busy/no time	2,264	51%

If you were to consider volunteering, which of the following meeting times work best for you?

% indicates Percentage of Total Survey Respondents - 4458

	#	% Volunteer Time
Weekday day-time	621	14%
Weekday evening	1,091	24%
Weekend	1,283	29%

If you were to consider volunteering, which time commitment works best for you?

	#	% Volunteer Time
One day	1,098	25%
Few days or weeks	842	19%
Weeks to months	440	10%
Long-term	401	9%

Vision 2020 Annual Survey Results for 2013

Town Goals

Arlington adopted nine Town Goals in the 1990's. We would like to know how residents currently view these goals.

Are you aware of these goals?

	Count	% Goals
Yes - aware	822	28%
No - not aware	2,072	72%
Total	2,894	100%

Vision 2020 Goals Support

	Strongly Support	Support	Do Not Support	(blank)
Community and Citizen Service – supporting community vitality, people helping people	1,764	1,193	51	1,450
% Community	39.6%	26.8%	1.1%	32.5%
Diversity – extending a warm welcome and respect to all	1,869	1,074	81	1,434
% Diversity	41.9%	24.1%	1.8%	32.2%
Education – educating youth and supporting life-long learning	2,363	641	40	1,414
% Education	53.0%	14.4%	0.9%	31.7%
The Environment - protecting and enhancing Arlington's natural resources and sustainability	2,208	785	53	1,412
% Environment	49.5%	17.6%	1.2%	31.7%
Culture and Recreation (Public Art) – offering opportunities to meet, play, and grow in Arlington	1,666	1,244	93	1,455
% Culture and Recreation	37.4%	27.9%	2.1%	32.6%
Communication – supporting open public dialogue and accountability	1,571	1,360	63	1,464
% Communication	35.2%	30.5%	1.4%	32.8%
Fiscal Resources – achieving sound fiscal planning through an open process	1,843	1,113	42	1,460
% Fiscal Resources	41.3%	25.0%	0.9%	32.8%
Governance – promoting effective, efficient services and exchange of ideas	1,655	1,295	52	1,456
% Governance	37.1%	29.0%	1.2%	32.7%
Business – supporting business diversity and attractive commercial centers	1,734	1,229	62	1,433
% Business	38.9%	27.6%	1.4%	32.1%

Vision 2020 Annual Survey Results for 2013



Events and Issues - Cross Sections that are School Related

The School Department is interested in how residents participate in school affairs. This page looks at some information related to involvement and communication.

Attended or Viewed Events

Has your household attended any of the following Town government-related events or viewed them on Arlington's ACMi Cable TV or ACMi online?

% indicates Percentage of Total Survey Respondents - 4458

Attended

	Household includes children <18	Household does not include children <18	Total	Household includes children <18	Household does not include children <18	Total
	Count Attended	Count Attended	Count Attended	% Attended	% Attended	% Attended
Ann./Special Town Meeting	132	331	463	3.0%	7.4%	10.4%
Board of Selectmen Mtg.	108	248	356	2%	5.6%	8.0%
Candidates' Night	82	211	293	2%	4.7%	6.6%
Public Forum	140	270	410	3%	6.1%	9.2%
Finance Comm. Mtg.	33	62	95	1%	1.4%	2.1%
Public Hearing	118	298	416	3%	6.7%	9.3%
School Comm. Mtg.	234	147	381	5%	3.3%	8.5%
State of the Town Address	27	81	108	1%	1.8%	2.4%
Town Board or Commission Mtg.	85	166	251	2%	3.7%	5.6%
Precinct Mtg.	36	84	120	1%	1.9%	2.7%

Viewed

	Household includes children <18	Household does not include children <18	Total	Household includes children <18	Household does not include children <18	Total
	Count Viewed	Count Viewed	Count Viewed	% Viewed	% Viewed	% Viewed
Ann./Special Town Meeting	172	434	606	3.9%	9.7%	13.6%
Board of Selectmen Mtg.	165	519	684	3.7%	11.6%	15.3%
Candidates' Night	116	273	389	2.6%	6.1%	8.7%
Public Forum	44	205	249	1.0%	4.6%	5.6%
Finance Comm. Mtg.	47	197	244	1.1%	4.4%	5.5%
Public Hearing	57	223	280	1.3%	5.0%	6.3%
School Comm. Mtg.	180	371	551	4.0%	8.3%	12.4%
State of the Town Address	38	189	227	0.9%	4.2%	5.1%
Town Board or Commission Mtg.	45	205	250	1.0%	4.6%	5.6%
Precinct Mtg.	14	124	138	0.3%	2.8%	3.1%

Vision 2020 Annual Survey Results for 2013



Attended or Viewed Events - Cross Sections that are School Related

Has your household attended any of the following Town government-related events or viewed them on Arlington's ACMi Cable TV or ACMi online?

% indicates Percentage of Total Survey Respondents - 4458

Attended OR Viewed School Committee Meetings

	Household includes children <18	Household does not include children <18	Total	Household includes children <18	Household does not include children <18	Total
Viewed/Attended	573	1,210	1,783	12.9%	27.1%	40.0%
Attended or Viewed School Comm. Mtg.	371	495	866	8.3%	11.1%	19.4%

Viewed or Attended School Committee Meetings by Various Groupings

	Attended or Viewed School Comm. Mtg.	Attended or Viewed School Comm. Mtg.
Total	866	19.4%
Household includes children < 18	371	8.3%
Household does not include children <18	495	11.1%
Years of Residency:		
Less than 5 years	89	2.0%
5-15 years	253	5.7%
16-25 years	192	4.3%
26-40 years	124	2.8%
More than 40 years	201	4.5%
Own	732	16.4%
Rent	123	2.8%
Has Spoken to Town Meeting Member	375	8.4%
Has NOT Spoken to Town Meeting Member	480	10.8%

Vision 2020 Annual Survey Results for 2013



Communication Matters - Cross Sections that are School Related

Communication is vital to residents' engagement with their community and civic participation. The Town wants to know the most effective ways to get timely information to residents about Town events, issues, and procedures.

What communication sources does your household currently use to learn about Arlington Events (such as Town Day or Feast of the East) and Issues affecting the Town (such as schools, recycling, and financial matters)?

Print Sources - What print sources has your household used within the last year to learn about Town/School events and issues?

% indicates Percentage of Total Survey Respondents - 4458

Which Print Source Used for Events

	Children <18 in household	No children <18 in household	Total	Children <18 in household	No children <18 in household	Total
	# Events	# Events	# Events	% Events	% Events	% Events
Arlington Advocate	694	1,510	2,204	16%	34%	49.4%
Arlington Shopper	467	1,199	1,666	10%	27%	37.4%
Boston Globe	431	1,078	1,509	10%	24%	33.8%
Faith community newsletter	81	188	269	2%	4%	6.0%
Neighborhood/ comm. newsletter	165	345	510	4%	8%	11.4%
Flyers on bulletin boards	416	666	1,082	9%	15%	24.3%
School messages sent home	698	154	852	16%	3%	19.1%
Town Warrant mailings	287	739	1,026	6%	17%	23.0%
Other printed materials	161	399	560	4%	9%	12.6%

Which Print Sources Used for Issues

	Children <18 in household	No children <18 in household	Total	Children <18 in household	No children <18 in household	Total
	# Issues	# Issues	# Issues	% Issues	% Issues	% Issues
Arlington Advocate	667	1,386	2,053	15%	31%	46.1%
Arlington Shopper	124	519	643	3%	12%	14.4%
Boston Globe	514	1,148	1,662	12%	26%	37.3%
Faith community newsletter	58	138	196	1%	3%	4.4%
Neighborhood/ comm. newsletter	120	286	406	3%	6%	9.1%
Flyers on bulletin boards	127	283	410	3%	6%	9.2%
School messages sent home	503	117	620	11%	3%	13.9%
Town Warrant mailings	492	1,084	1,576	11%	24%	35.4%
Other printed materials	141	379	520	3%	9%	11.7%

Vision 2020 Annual Survey Results for 2013



Communication Matters - Cross Sections that are School Related

Electronic/Online Sources: What sources has your household used within the last year to learn about Town/School events and issues?

% indicates Percentage of Total Survey Respondents - 4458

Electronic Sources Used to Learn about Events

	Children <18 in household	No children <18 in household	Total	Children <18 in household	No children <18 in household	Total
Arlingtonma.gov	894	1,348	2,242	20.1%	30.2%	50.3%
Town of Arlington Alerts	615	1,032	1,647	13.8%	23.1%	36.9%
Town of Arlington Notices	588	851	1,439	13.2%	19.1%	32.3%
Arlington Public Schools website	713	230	943	16.0%	5.2%	21.2%
Arlington Public Schools - email lists	698	164	862	15.7%	3.7%	19.3%
Arlington Parents' listserv	469	108	577	10.5%	2.4%	12.9%
ACMi Cable TV	105	357	462	2.4%	8.0%	10.4%
ACMi Cable online	27	79	106	0.6%	1.8%	2.4%
E-mails from groups	441	507	948	9.9%	11.4%	21.3%
Arlington Patch	396	605	1,001	8.9%	13.6%	22.5%
Your Arlington	136	155	291	3.1%	3.5%	6.5%
The Arlington List	360	394	754	8.1%	8.8%	16.9%
Arlington Advocate	470	867	1,337	10.5%	19.4%	30.0%
Boston.com	427	710	1,137	9.6%	15.9%	25.5%
Facebook/Twitter	186	273	459	4.2%	6.1%	10.3%
Community org. websites	221	307	528	5.0%	6.9%	11.8%

Electronic Sources Used to Learn about Issues

	Children <18 in household	No children <18 in household	Total	Children <18 in household	No children <18 in household	Total
Arlingtonma.gov	769	1,375	2,144	17.2%	30.8%	48.1%
Town of Arlington Alerts	624	1,082	1,706	14.0%	24.3%	38.3%
Town of Arlington Notices	533	796	1,329	12.0%	17.9%	29.8%
Arlington Public Schools website	513	171	684	11.5%	3.8%	15.3%
Arlington Public Schools - email lists	547	154	701	12.3%	3.5%	15.7%
Arlington Parents' listserv	423	108	531	9.5%	2.4%	11.9%
ACMi Cable TV	110	327	437	2.5%	7.3%	9.8%
ACMi Cable online	37	74	111	0.8%	1.7%	2.5%
E-mails from groups	358	441	799	8.0%	9.9%	17.9%
Arlington Patch	397	578	975	8.9%	13.0%	21.9%
Your Arlington	164	185	349	3.7%	4.1%	7.8%
The Arlington List	377	404	781	8.5%	9.1%	17.5%
Arlington Advocate	451	788	1,239	10.1%	17.7%	27.8%
Boston.com	404	669	1,073	9.1%	15.0%	24.1%
Facebook/Twitter	137	216	353	3.1%	4.8%	7.9%
Community org. websites	149	237	386	3.3%	5.3%	8.7%



TO: Kathy Bodie, Superintendent of Schools
FROM: Mary Harrison and Bruce Moulton, Vision 2020 Co-Chairs
DATE: July 30, 2013
RE: 2013 Town Census-Insert Survey Observations Related to Arlington Public Schools

Vision 2020's Town Survey 2013 - "Collaborative Arlington: Exchanging Information, Working Together" – addressed participation in Town government and other Town events, communication sources for learning about Town events and issues, volunteering, and support for the nine Town Goals. The 4,458 survey responses (4,026 paper, 432 online) returned to Vision 2020 by the March deadline represent 24% of Arlington's households.

This report summarizes observations of survey responses related to the Arlington Public Schools. Basic data tables from the full survey and cross sections that are school-related appear as an Appendix. Some of these tables were included in Vision 2020's May Report to Town Meeting.

Indication of support for Town Goals

The survey presented the nine Town Goals adopted in the 1990's and asked residents to indicate how they currently viewed the goals. Respondents rated the goals on a scale of *Strongly support*, *Support*, or *Do not support*.

For four of the nine Town Goals, 68% of the 4,458 respondents rated their support; for five of the goals 67% rated their support. Of those who rated the Town Goals, over two-thirds indicated *support* for all goals. Very small numbers – 1% to 2% - said they *Do not support* the goals; this was true for all goals. The range of combined support for each of the nine goals is 66% to 68%.

Of the 68% who rated the Education goal, 67% indicated *support*; 1% *Do not support* this goal. Education received the highest *Strongly support* response, followed by Environment.

Participation in the Town

The School Department is interested in how residents participate in school and Town affairs. Resident participation in Town government events, Town events, and volunteer activities is important to a Town's vitality. The survey looked at these aspects of participation.

Attendance or viewing of School Committee meetings

The survey presented a menu of Town government-related events and asked respondents to indicate all events they *attended* and all they *viewed* on ACMi Cable TV or ACMi Online. There were more responses to *viewed* events than to *attended*. Those without children in the household were more likely to attend. For respondents to this question, the most *attended* Town government events were Annual/Special Town Meeting, 16% (463) of all events attended; most *viewed* were Board of Selectmen meetings, 19% (684) of all events viewed.

School Committee meetings represent 13% (381) of all Town government-related events *attended* and 15% (551) of all events *viewed*. More respondents without children in the household than with children under age 18 *attend or view* School Committee meetings: 495 without children, 371 with children. Note that of the 4,458 respondents, 30% (1,341) report children in their household, compared to 70% (3,117) who do not report children under 18.

A large number of respondents with children in the household do not *attend or view* School Committee meetings: 72% (970) don't *attend or view*, 28% (371) do. In households without children, 84% (2,622) have not *attended or viewed* School Committee meetings, and 16% (495) have.

Of respondents with children in their households, 23% (234) *have attended* School Committee meetings. This compares with 8% of respondents who don't have children in the household. Interestingly, for those who *have viewed* the meetings, the percent difference between those who do have children in the household and those who do not is less dramatic: 21% (180) with children *have viewed*, compared to 14% (371) of those without children.

Participation in Town events and volunteering

The survey asked if the household attended Town-wide events such as Town Day, Feast of the East, Eco-Fest, Patriot's Day events, school performances and sports. With a 99% response to this question, 71% (3,146) said they do attend Town-wide events.

Asked if adults in the household serve as volunteers, 93% responded. Of those, 46% (1,922) said yes. Forty-two percent responded to "do children in your household serve as volunteers?" Of those, 20% (385) said yes; this is 9% of the 4,458 respondents.

Use of School/APS Communication Sources

Communication is vital to residents' engagement with their community and to civic participation. The survey presented three modes of communication - paper, electronic, and spoken - and asked respondents to indicate which sources they use to get information about Town Events and which they use to learn about Town Issues. Within each mode, e.g. print, they could select all sources they used.

The print mode included nine different sources, among them one pertaining to schools. Print sources most used by *all* survey respondents to learn about Events were The Arlington Advocate, 23% (2,204) and the Arlington Shopper, 17% (1,666); most used to learn about Issues were The Arlington Advocate, 25% (2,053) and the Boston Globe, 21% (1,662). School messages sent home represented 9% of all Event responses (852) and 7% (620) of all Issue responses. However, these numbers refer to school messages from APS, pre-schools, religious/ private/alternative schools and academies.

To learn about Events, those with children under age 18 primarily used School messages sent home 21% (698); The Arlington Advocate, 20% (694); the Arlington Shopper, 14% (467); Boston Globe, 13% (431), and Flyers on bulletin boards, 12% (416). To learn about Issues, those with children primarily used The Arlington Advocate, 24% (667) followed by Boston Globe, 19% (514); School messages sent home and Town Warrant mailings, 18% each (503 and 492 respectively).

The electronic mode included 16 sources, including three APS sources. The electronic sources most used by *all* survey respondents to learn about Events were Arlingtonma.gov, 15% (2,242) of all Events responses), Town of Arlington Alerts, 11% (1,647), and Town of Arlington Notices, 9% (1,439). The same sources, at 16%, 13%, and 10% respectively, were most used to learn about Issues.

The APS website received 6% (943) of all Events responses and 5% (684) of all Issues responses. Of those using the APS website, respondents with children in the household are three times more likely to use that source than respondents without children

APS email lists received 6% (862) of all Events responses and 5% (701) of all Issues responses. Arlington Parents' listserv received 4% (577) of all Events responses and 4% (531) of all Issues responses. Of those who use the APS email lists or Arlington Parents' listserv, 80% of the respondents have children in their households.

Respondents with children learned about Events primarily via arlingtonma.gov, 13% (894); APS website, 11% (713); APS email lists, 10% (698). They learned about Issues via arlingtonma.gov 13% (769) and Town of Arlington Alerts, 10% (624).

With regard to *all* survey respondents' home access to the internet and communication mode preference, 92% said their household has an internet connection; 52% said they most frequently use electronic sources to obtain their information, compared to 25% for print and 15% for spoken.

The spoken mode of communication offered three sources. *Neighborhood/Town conversations* were the primary way people talked with others to learn about Town/school Events and Issues: 50% (2,382) for Events and 50% (2,409) for Issues. *Talking with others at a social gathering* was the next most frequent source at 37% (1,797) for Events and 36% (1,739) for Issues.

The least used source was committee/group conversations at 13% (613) for Events and 14% (688) for Issues. There was almost equal response to use of these sources to learn about Events and Issues. Data for the spoken mode were not tabulated for respondents with/without children.

Appendix

Data Tables

Data from the 4,458 respondents to Vision 2020's 2013 Town survey appear in Vision 2020's May Report to Town Meeting, which is attached separately to this memo. The data tables provide general information from the survey. A number of the tables base their percents on the total number of responses to that individual question.

Data tables specifically prepared for Arlington Public Schools follow this page. These tables present responses from households with children under age 18 and from households without children. The questions that elicited this data asked respondents to indicate all "menu" options that apply to them, e.g., all events attended or all events viewed; all electronic sources used to learn about Town events or all electronic sources used to learn about Town issues. Percentages for these tables are calculated using the total number of responses in a category, e.g., Children under 18 in household responses to Town government-related events attended.

Attended or Viewed Town Government Events by Households with/without Children <18

Has your household attended any of the following Town government-related events or viewed them on Arlington's ACMi Cable TV or ACMi online? Indicate all that apply.

% indicates Percent of all responses to Attended (or all Viewed) by Yes Children, No Children

Attended Events

Events	Children <18 in Household		No Children <18 in Household		Total Response
	No.	%	No.	%	No.
Ann./Special Town Meeting	132	13%	331	17%	463
Board of Selectmen Mtg.	108	11%	248	13%	356
Candidates' Night	82	8%	211	11%	293
Public Forum	140	14%	270	14%	410
Finance Comm. Mtg.	33	3%	62	3%	95
Public Hearing	118	12%	298	16%	416
School Comm. Mtg.	234	24%	147	8%	381
State of the Town Address	27	3%	81	4%	108
Town Board, Commission Mtg.	85	9%	166	9%	251
Precinct Mtg.	36	4%	84	4%	120
Total Responses to Attended	995	100%	1,898	100%	

Viewed Events

Events	Children <18 in Household		No Children <18 in Household		Total Response
	No.	%	No.	%	No.
Ann./Special Town Meeting	172	20%	434	16%	606
Board of Selectmen Mtg.	165	19%	519	19%	684
Candidates' Night	116	13%	273	10%	389
Public Forum	44	5%	205	7%	249
Finance Comm. Mtg.	47	5%	197	7%	244
Public Hearing	57	6%	223	8%	280
School Comm. Mtg.	180	21%	371	14%	551
State of the Town Address	38	4%	189	7%	227
Town Board, Commission Mtg.	45	5%	205	7%	250
Precinct Mtg.	14	2%	124	5%	138
Total Responses to Viewed	878	100%	2,740	100%	

Paper Sources of Information by Households with/without Children <18

Paper Sources: What sources has your household used within the last year to learn about Town/School Events and Issues? Indicate all that apply.

% indicates Percentage of responses to all Events (or all Issues) by with/without Children

Paper Sources Used to Learn about EVENTS

Events Sources	Children <18 in Household		No Children <18 in Household		Total Response No.
	No.	%	No.	%	
Arlington Advocate	694	20%	1,510	24%	2,204
Arlington Shopper	467	14%	1,199	19%	1,666
Boston Globe	431	13%	1,078	17%	1,509
Faith community newsletter	81	2%	188	3%	269
Neighborhood/comm. newsletter	165	5%	345	5%	510
Flyers on bulletin boards	416	12%	666	11%	1,082
School messages sent home	698	21%	154	2%	852
Town Warrant mailings	287	8%	739	12%	1,026
Other printed materials	161	5%	399	6%	560
Total Responses to Event Sources	3,400	100%	6,278	100%	

Paper Sources Used to Learn about ISSUES

Issues Sources	Children <18 in Household		No Children <18 in Household		Total Response No.
	No.	%	No.	%	
Arlington Advocate	667	24%	1,386	26%	2,053
Arlington Shopper	124	5%	519	10%	643
Boston Globe	514	19%	1,148	21%	1,662
Faith community newsletter	58	2%	138	3%	196
Neighborhood/comm. newsletter	120	4%	286	5%	406
Flyers on bulletin boards	127	5%	283	5%	410
School messages sent home	503	18%	117	2%	620
Town Warrant mailings	492	18%	1,084	20%	1,576
Other printed materials	141	5%	379	7%	520
Total Responses to Event Sources	2,746	100%	5,340	100%	

Electronic Sources of Information by Households with/without Children <18

Electronic/Online Sources: What sources has your household used within the last year to learn about Town/School Events and Issues? Indicate all that apply.

% indicates Percent of responses to all events (or all issues) by with/without Children

Electronic Sources Used to Learn about EVENTS

Events Sources	Children <18 in Household		No Children <18 in Household		Total Response
	No.	%	No.	%	No.
Arlingtonma.gov	894	13%	1,348	17%	2,242
Town of Arlington Alerts	615	9%	1,032	13%	1,647
Town of Arlington Notices	588	9%	851	11%	1,439
Arlington Public Schhols website	713	11%	230	3%	943
Arlington Public Schools - email lists	698	10%	164	2%	862
Arlington Parents' listserv	469	7%	108	1%	577
ACMi Cable TV	105	2%	357	4%	462
ACMi Cable online	27	0%	79	1%	106
E-mails from groups	441	7%	507	6%	948
Arlington Patch	396	6%	605	8%	1,001
Your Arlington	136	2%	155	2%	291
The Arlington List	360	5%	394	5%	754
Arlington Advocate	470	7%	867	11%	1,337
Boston.com	427	6%	710	9%	1,137
Facebook/Twitter	186	3%	273	3%	459
Community org. websites	221	3%	307	4%	528
Total Responses to Event Sources	6,746	100%	7,987	100%	

Electronic Sources Used to Learn about ISSUES

Issues Sources	Children <18 in Household		No Children <18 in Household		Total Response
	No.	%	No.	%	No.
Arlingtonma.gov	769	13%	1,375	18%	2,144
Town of Arlington Alerts	624	10%	1,082	14%	1,706
Town of Arlington Notices	533	9%	796	10%	1,329
Arlington Public Schhols website	513	9%	171	2%	684
Arlington Public Schools - email lists	547	9%	154	2%	701
Arlington Parents' listserv	423	7%	108	1%	531
ACMi Cable TV	110	2%	327	4%	437
ACMi Cable online	37	1%	74	1%	111
E-mails from groups	358	6%	441	6%	799
Arlington Patch	397	7%	578	8%	975
Your Arlington	164	3%	185	2%	349
The Arlington List	377	6%	404	5%	781
Arlington Advocate	451	8%	788	10%	1,239
Boston.com	404	7%	669	9%	1,073
Facebook/Twitter	137	2%	216	3%	353
Community org. websites	149	2%	237	3%	386
Total Responses to Issue Sources	5,993	100%	7,605	100%	