

Gouverneur NY Forward

Community Survey Overview

A. Survey Overview

As part of the public engagement component of the Village of Gouverneur's NY Forward downtown revitalization efforts, a community survey was developed. The purpose of this survey was to gather input from community members, residents, visitors, business owners, and other stakeholders about perceived challenges and opportunities that exist in the community of Gouverneur. This information derived from the survey will help inform the Local Planning Committee (LPC) and project team in the preparation of the Gouverneur Strategic Investment Plan (SIP). The online version of the survey was created and distributed using the Survey Monkey web platform and went live on May 21st, to coincide with the first Gouverneur NY Forward Local Planning Committee (LPC) meeting. Paper copies were made available at the Village Offices. The survey remained open until June 11th, with a total of 286 responses received. The survey was advertised on the Village's NY Forward project website (www.GouverneurForward.com). Members of the public were informed the survey went live at the LPC meeting and by press release. Informational flyers, which included a Quick Response (QR) code, were also distributed throughout the Village during the survey period, so respondents could access the survey directly on a mobile device.

Data Limitations.

The survey is one of the numerous public engagement activities that help identify key themes throughout the community. Because the survey respondents are self-selecting, survey responses are not a statistically valid representation of the overall community. The survey alone cannot be used to find the "answer" or "solution", but it can help guide the community's long-term vision and identify the tools and actions needed to achieve that vision. Furthermore, creating State and local partnerships strengthens opportunities to apply for further funding from New York State for the implementation of projects.

B. Survey Topic Areas

The survey design covered several topic areas to focus and categorize the questions. The survey topic areas included Demographic & Background Information, Values, Opportunities & Business, and Ideal Vision. Below is a description of each survey topic area.

Demographic and Background Information (Q1-Q3 & Q11-Q12) Questions to collect demographic and background information were included in the survey in order to provide an understanding of who is taking the survey. Getting a broad range of respondents from the local area is important to identify the varied needs of different demographics. Knowing age, relation to the Village, housing tenure, and values can help provide a fuller picture of the community's needs.

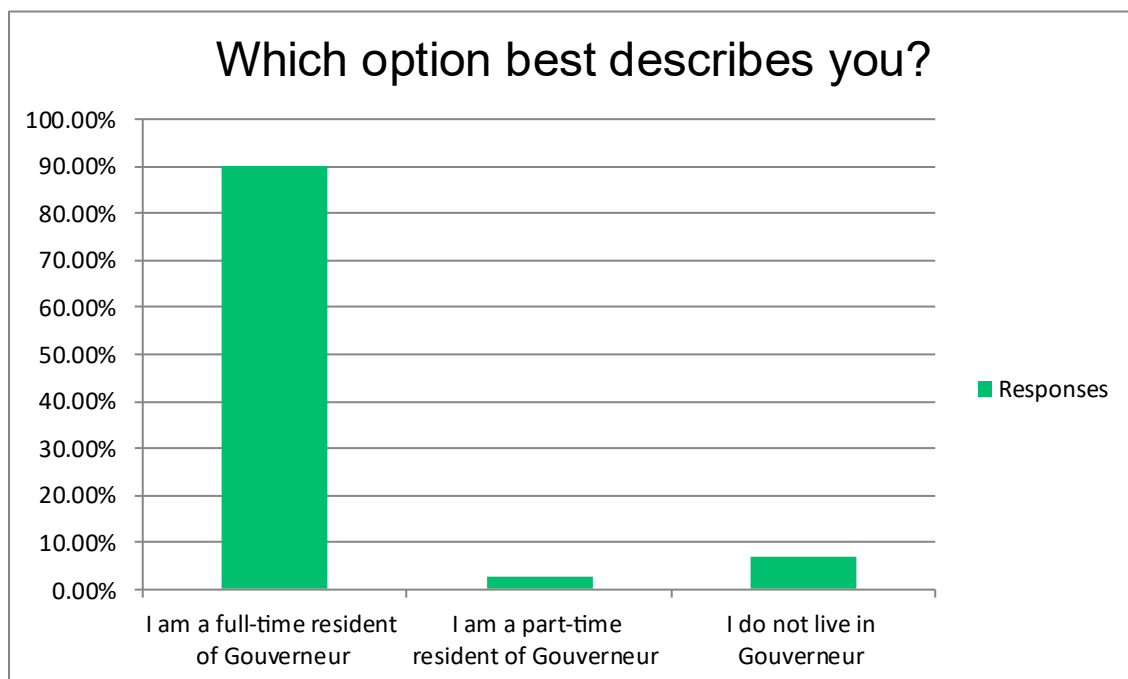
Opportunities and Business (Q3-Q6) The survey also included questions to collect respondents' ideas about what they wish to see in Downtown Gouverneur. Information on how respondents perceive development opportunities can assist the Local Planning Committee and project team in determining how aligned project proposals are with community desires.

Ideal Vision (Q7-Q8) In order to help establish the general character and vision that respondents see for their community, the survey included questions to collect descriptions of an ideal future state of the community.

C. Survey Highlights

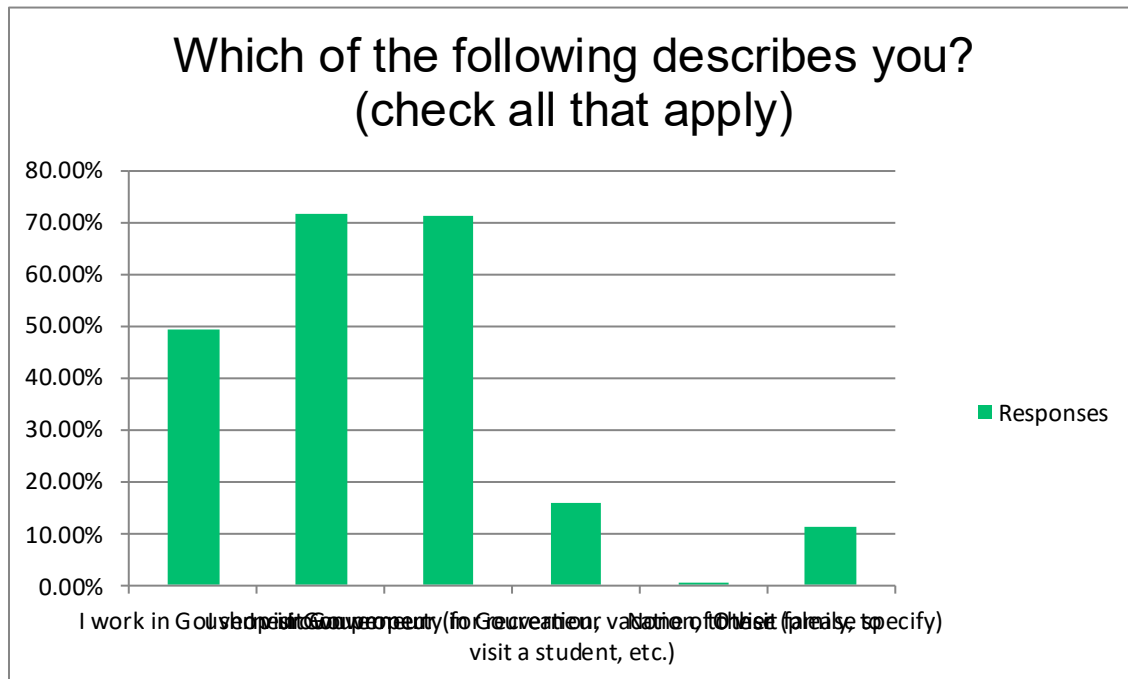
a. Question 1

Question 1 (Q1) of the survey asked respondents to identify whether they are full-time, part-time, or non-residents of Gouverneur. Out of the 286 respondents to this question, a majority (89.51%) live in Gouverneur full-time. Approximately 7% of respondents self-identified as non-residents with other connections to the community, while a little under 3% (2.80%) live in Gouverneur part-time.



b. Question 2

Question 2 (Q2) of the survey asked the respondents to identify their connection to Gouverneur by checking one or more of the boxes relating to work, shopping, property ownership, and tourism. Out of the 285 total responses, more than two-thirds (70.98%) own property in Gouverneur, and around the same percentage of respondents shop in Gouverneur (71.68%). A little less than half of respondents (48.95%) work within the Village. A small portion of respondents (16.43%) visit Gouverneur for recreational and/or to see family. Those that selected “Other” visit Gouverneur because of Gouverneur School District events.



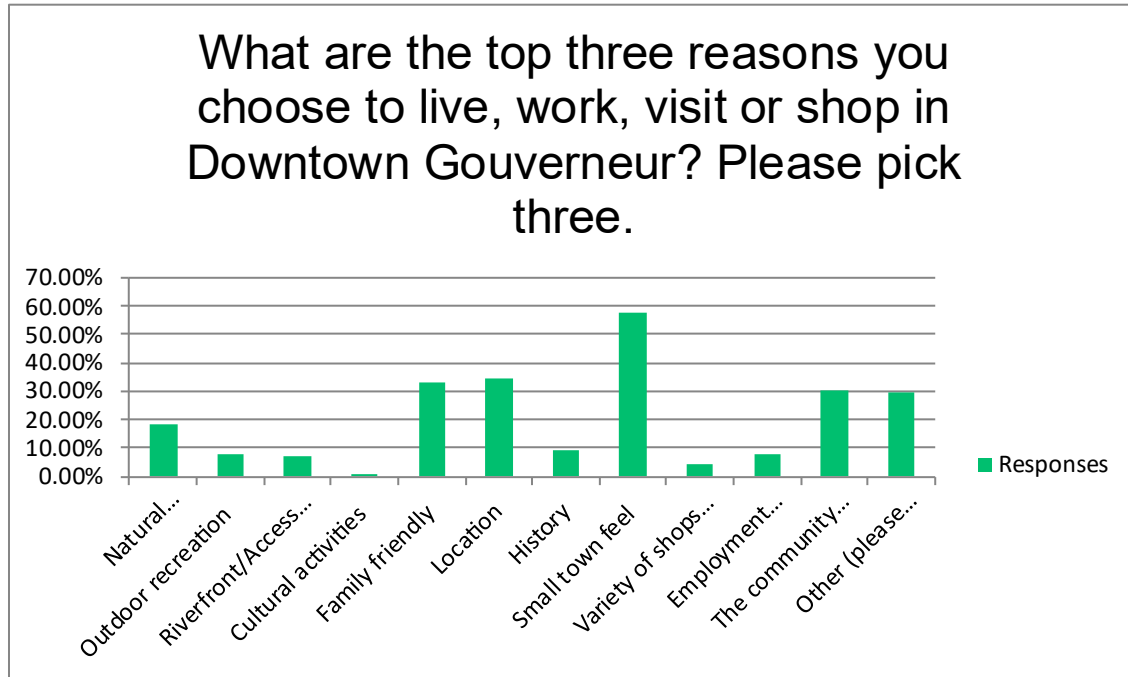
c. Question 3

Question 3 (Q3) of the survey asked respondents to select their top three (3) reasons as to why they have chosen to live, work, visit or shop in Gouverneur. This survey question is important to understand the values and motivations of residents and visitors that utilize the services within Gouverneur. The most prevalent responses were the small-town feel (57.19%), location (34.74%), and family friendly (32.63%).

Respondents were given the option to contribute their own response in the “Other” category which was popular among respondents (29.47%). Some common sentiments among respondents included:

- Generational ties.
- Affordable housing

- Central.location



d. Question 4

Question 4 (Q4) of the survey was open ended and asked respondents to describe Downtown Gouverneur. Many respondents stated a desire to improve the aesthetics of the downtown streetscape as well as buildings and storefronts. Respondents also advised creating more family-friendly spaces with activities for children of all ages. Others suggested building upon the village's rich history and enhancing downtown's original beauty. These themes and concepts reflect the community's aim for a more vibrant, family-friendly and engaging Village that can attract new development.

Responses include:

Quaint?walkable.and.historic.

A.small.downtown.village.that.is.close?charming?strong.sense.of.place.offering.walkable.
Main.Street.with.unique.shops?but.it's.in.need.of.more.development.

We.need.more.activities-facilities.for.children.and.families?allowing.children.to.be.active.
and.engaged.within.their.community.

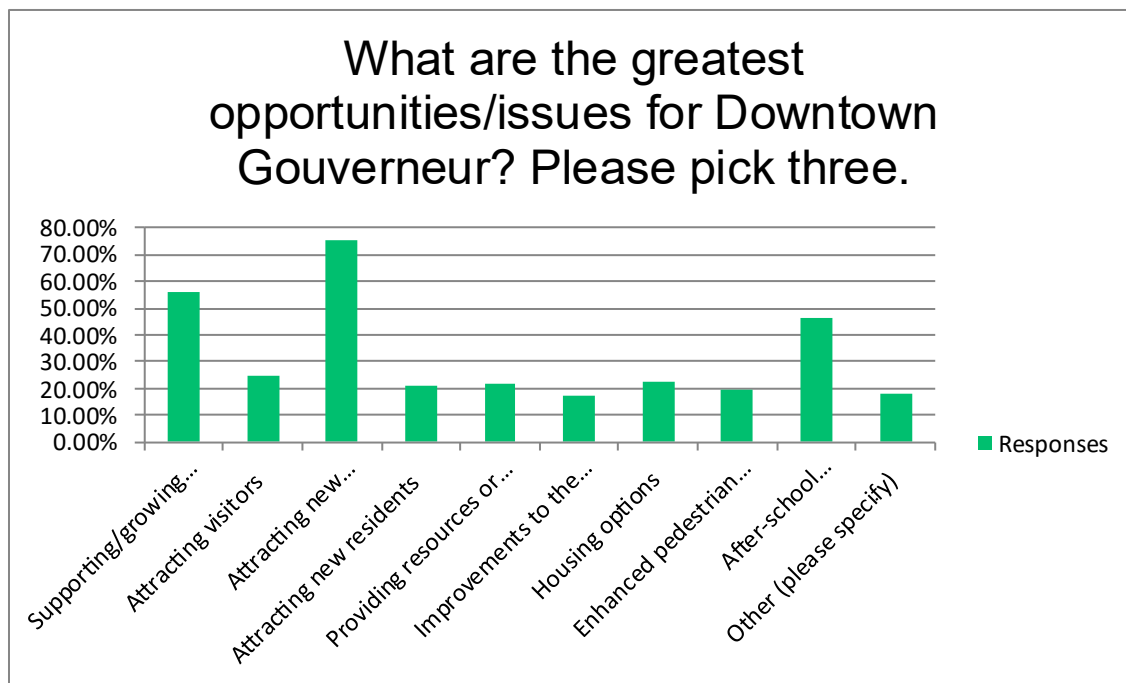
e. Question 5

Question 5 (Q5) of the survey asked respondents to pick their top three (3) greatest opportunities/issues for Downtown Gouverneur. Of the 285 respondents that answered

this question, the top response was attracting new businesses (75.44%). The second most popular responses were supporting/growing existing businesses (55.44%). Other significant responses included after-school opportunities (45.96%).

18% of respondent's chose "other" with many recommending more opportunities/activities for teens and young adults and increasing current safety measures:

- Something.to.keep.teenagers.busy?jobs.for.graduates?and.safer.streets
- Recreational.opportunities



f. Question 6

Question 6 (Q6) of the survey was open ended and asked respondents to pick a downtown they enjoy and why. Many respondents thought that Canton has a pleasant downtown area with a similar small town feel but with a plethora of stores, food choices, and entertainment. Watertown was also among the more popular responses, citing the number of activities for people of all ages from splash pads to nightlife options. Respondents also indicated that Clayton has a clean, safe, and vibrant downtown area with the opportunity to enjoy the water:

Canton.has.a.small.town.feel.with.more.things.to.do

Watertown.has.everything.you.need.within.a.five_minute.distance.

Clayton.has.a.lot.of.little.shops.and.places.to.eat.outside.and.a.view.of.the.water

Question 7 (Q7) of the survey was open-ended and asked respondents to submit any community needs, amenities, or other priorities for the Local Planning Committee to focus on. Overall, the common themes that came up from the responses were a focus on reinvigorating downtown and providing more spaces for young people. Many called for the overall repair and upgrades to the infrastructure to attract more business. Other responses suggested that more assistance should be provided to current small businesses while at the same time cultivating a downtown that attracts new shops.

Focus on the kids of the town who will grow up here? activities for them to stay out of trouble.

Prioritize.access.to.transportation?walkability?parking.and.overall.safety



h. Question 8

Question 8 (Q8) of the survey was open-ended and asked respondents to identify three (3) words that they would like to use in the next 15 years to describe Downtown Gouverneur to their friends/children/grandchildren. Of the 268 respondents, 783 individual words were submitted; the word cloud above depicts the words with the most submissions. The size of the text in the word cloud indicates the frequency with which the word was submitted by respondents. The top four (4) words in order of highest frequency are as follows:

- Safe.
- Clean
- Beautiful
- Friendly

i. Question 9

Question 9 (Q9) of the survey was open-ended and asked respondents to submit any comments or ideas they have relating to Downtown Gouverneur. Of the surveys submitted, one hundred ninety-five (195) comments were submitted. The most prevalent themes among the comments submitted were:

Infrastructure and Beautification

- Many respondents expressed a desire for improvements to the roads, sidewalks and parking.
- Suggestions included refurbishing storefronts to make downtown more attractive to potential businesses and residents

Refresh Historical Buildings

- Give historical buildings a touch up and build upon Gouverneur's small-town feel

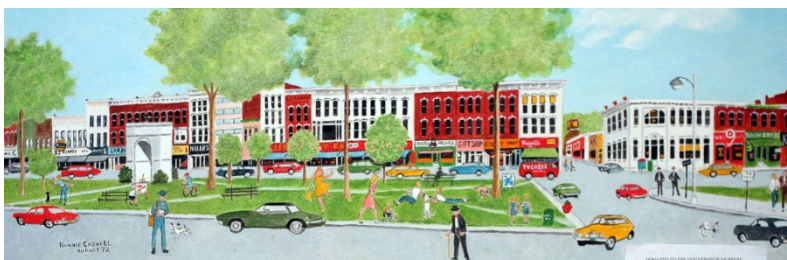
Activities for the Community

- Introducing amenities such as movie theater, skating rink, splash pad and youth center
- Providing more opportunities to draw in businesses for the community including clothing stores and restaurants

j. Question 10

Question 10 (Q10) of the survey provided an opportunity for respondents to upload their favorite pictures of Gouverneur. In total the Community submitted the following nine (9) images.

Community Survey Photograph Submissions



Question 11

Question 11 (Q11) of the survey asked respondents to select their age cohort. The largest respondent age cohort was the 40-64 age group (53.85%). Of the 286 total respondents that answered this question, 12.58% were in the 65-years and older age group, 31.82% were in the 20-39, and there was 1.75% in the under 20 age group.

Question 12

Question 12 (Q12) of the survey as open ended and asked respondents to input their home zip code. The two most prevalent zip codes for respondents were:

- 13642 (256)
- 13681 (6)