



BURLINGTON
PARKS
RECREATION
WATERFRONT



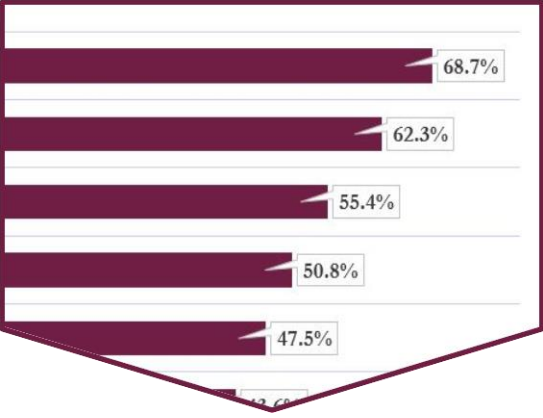
JULY - AUGUST 2018

Prepared for:
Community and Economic Development Office
Burlington, VT

Prepared by:
The Center for Research & Public Policy, Inc.

MEMORIAL AUDITORIUM COMMUNITY SURVEY RESULTS





Introduction



The Center for Research & Public Policy (CRPP) is pleased to present the results to a 2018 Memorial Auditorium Survey for The Community and Economic Development Office (CEDO) of Burlington, Vermont.

Introduction

Why: CRPP was commissioned by CEDO to conduct a city-wide survey of residents to collect input regarding the renovation of Memorial Auditorium

The survey included the following areas for investigation:

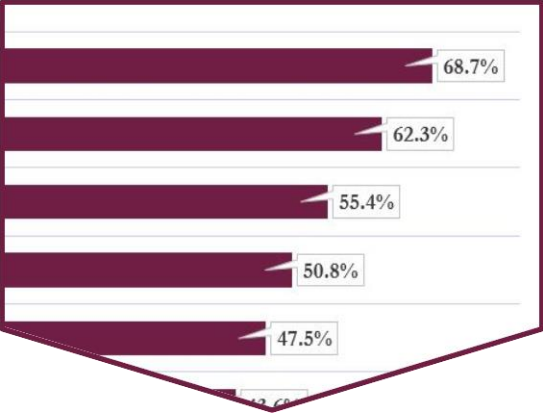
- Quality of life in Burlington, VT;
- Awareness of Memorial Auditorium;
- Knowledge of historical uses for Memorial Auditorium;
- Interest & importance of the planning process for Memorial Auditorium;
- Potential uses and programming for Memorial Auditorium;
- Level of support for potential renovation of Memorial Auditorium;
- Level of support for potential tax implications; and,
- Demographics.

Introduction

Who: Respondents qualified for the survey if they were a resident of Burlington or regional residents who work in Burlington over the age of 18.

When: July 18th - August 5th, 2018 at 5:00 p.m.

Introduction



Methodology



Survey design at CRPP is a careful, deliberative process to ensure fair, objective and balanced surveys. Staff members, with years of survey design experience, edit out any bias.

Further, all scales used by CRPP (either numeric, such as one through ten, or wording such as strongly agree, somewhat agree, somewhat disagree, or strongly disagree) are balanced evenly. Placement of questions is carefully accomplished so that order has minimal impact.

All facets of the study were completed by CRPP's senior staff and researchers. These aspects include: survey design, computer programming, pre-test, broadcast/fielding, coding, editing, data entry, verification, validation and logic checks, computer analysis, analysis, and report writing.

Methodology

Using a quantitative research design, CRPP received **2,583** completed online and paper surveys from Burlington residents and/ or regional residents who work in Burlington, Vermont.

This included responses from:

- Residents (n=1191);
- Regional residents working in Burlington (n=431); and,
- Residents who both reside and work in Burlington (n=961).

Results throughout this presentation are presented for composite results – all 2,583 cases. However, on some questions, only results among Burlington residents (2,152) are reported.

Methodology

Statistically, a sample of **2,583** completed surveys has an associated margin for error of **+/- 1.9%** at a **95% confidence level**. Such a sample size is highly reliable – on a composite aggregate basis but also credible among most subgroups studied.

Each qualified resident had an equal chance for participating in the study. Statistical random error, however, can never be eliminated but may be significantly reduced by increasing sample size.

Methodology

CEDO handled the logistics of announcing the commencement of the survey through:

- website updates,
- ongoing press releases,
- community involvement (by way of online networks and in person),
and
- contacting city partners to help to encourage participation.

CRPP designed and CEDO mailed an Every Door Direct Mail® postcard to the residents and businesses of Burlington inviting them to participate in the survey online.

Methodology

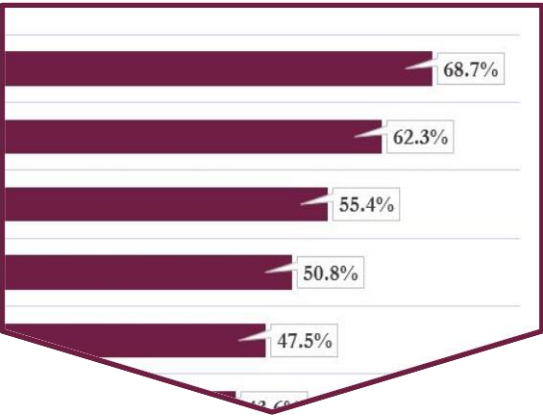


The survey was accessible online via:

- link located on the city website,
- circulated through press coverage,
- community forums,
- postcard (mailed or handed out) and social media networks.

The CEDO front office phone number was also listed for those who wished to receive a hard copy of the survey.

Methodology



Summary of Findings

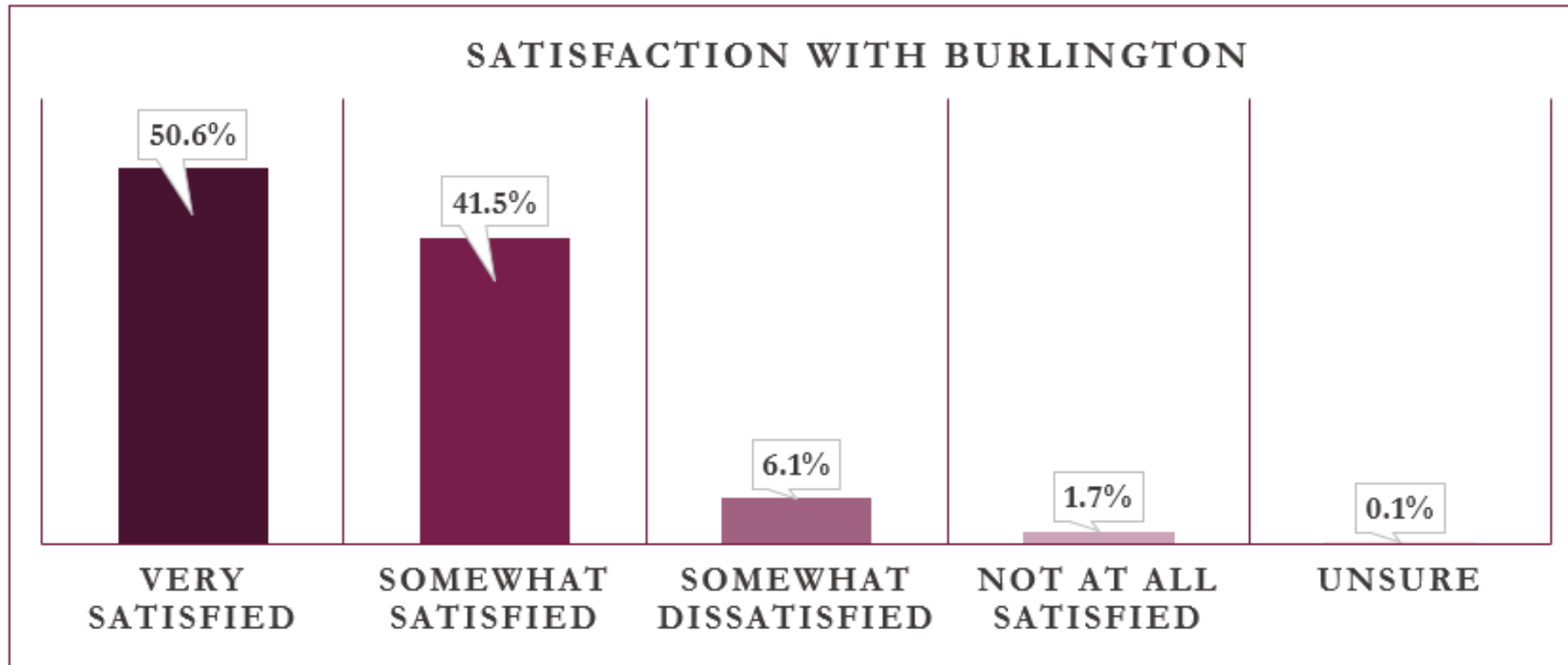




On Quality of Life

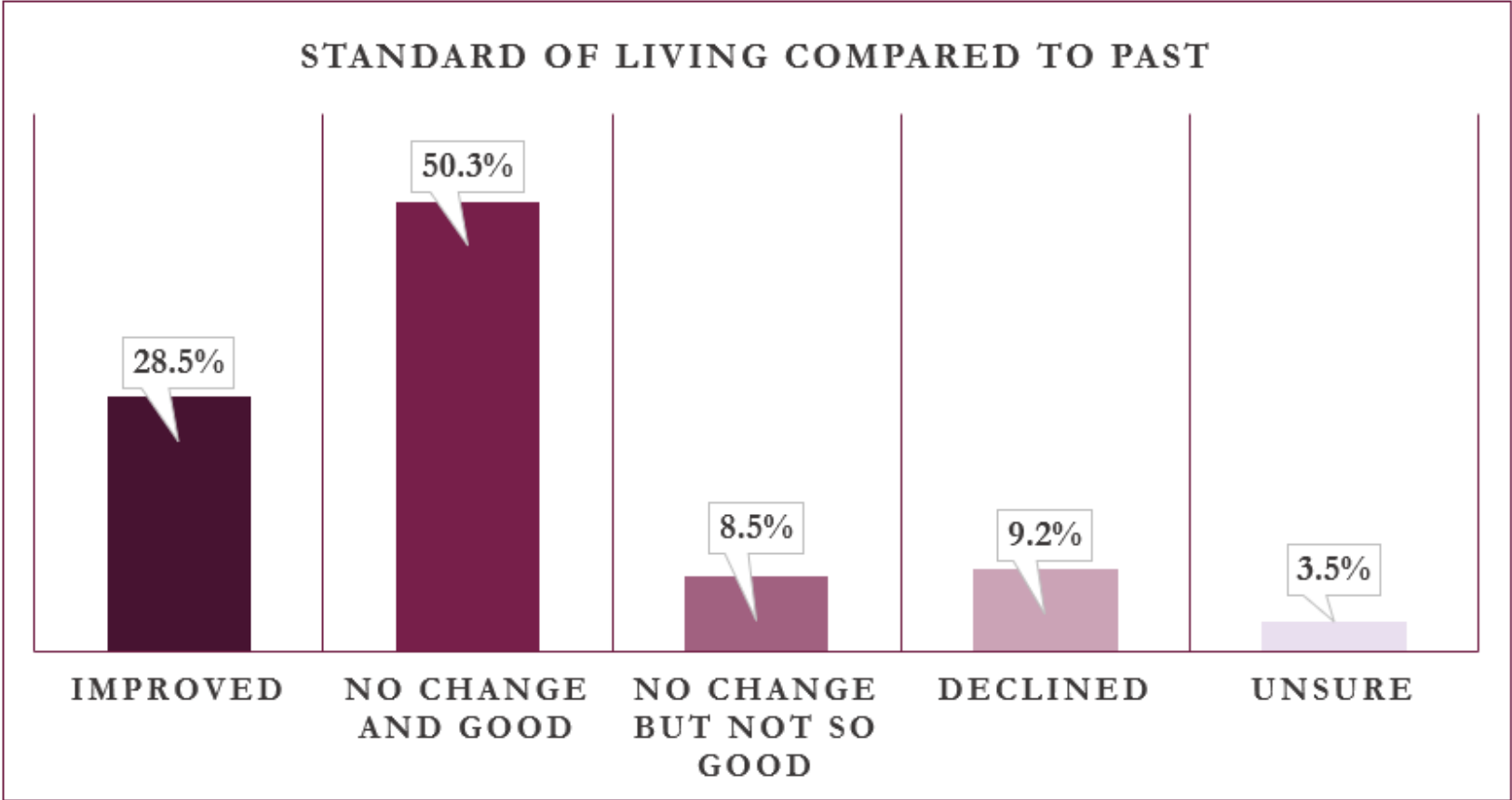


Residents in Burlington were asked to report how satisfied they were with Burlington as a place to live. A large majority, 92.1%, suggested they were very satisfied (50.6%) or somewhat satisfied (41.5%).



Quality of Life

A large percentage of all respondents, 78.8% see their standard of living as improved (28.5%) or no change and good (50.3%) compared to two years ago. Another 17.7% suggested their standard of living had no change but not so good (8.5%) or had declined (9.2%).



Quality of Life



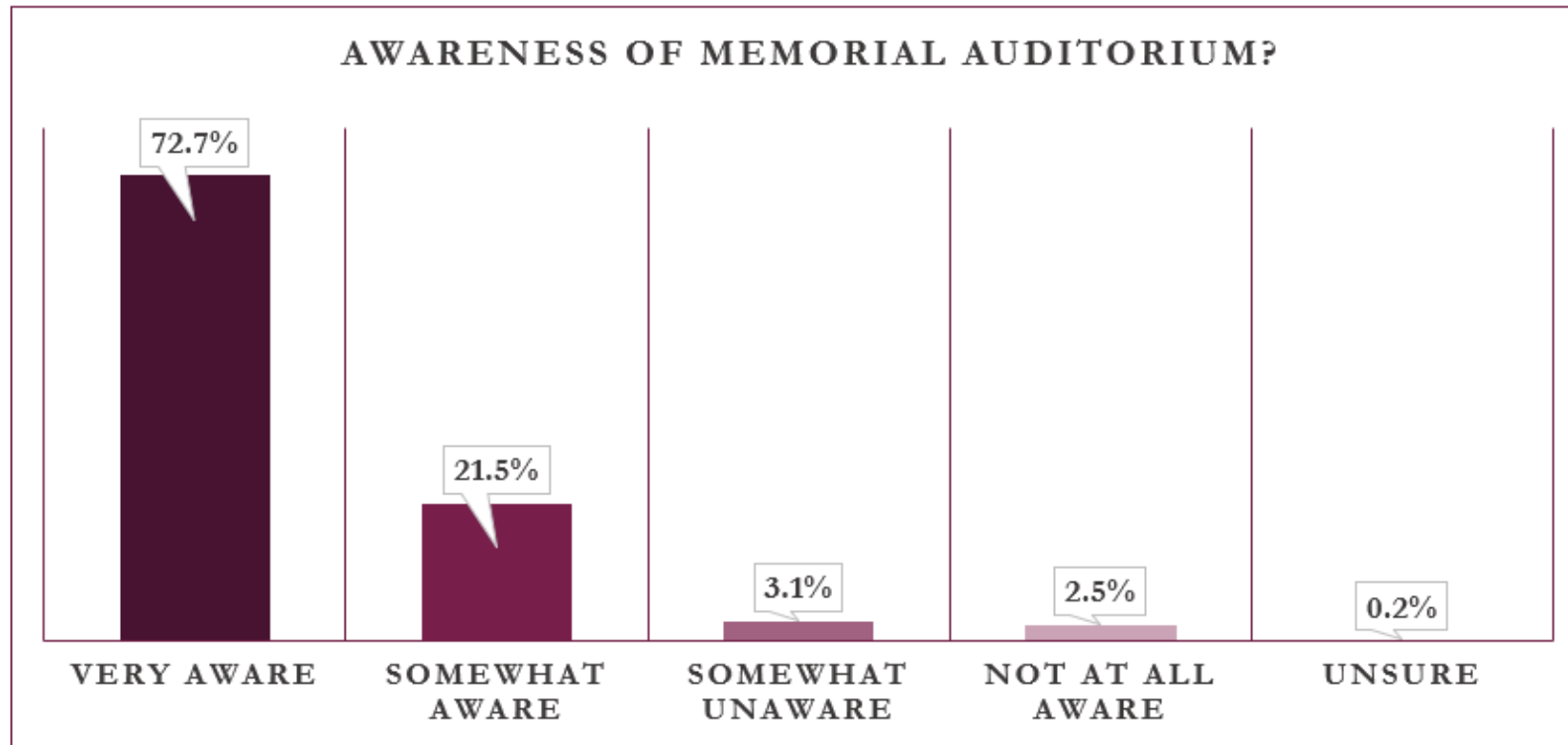


On Awareness & Knowledge of Memorial Auditorium



All respondents were asked to indicate how aware they were of Memorial Auditorium (such as knowing where it is or knowing what it was used for).

A large majority, 94.2%, reported they were very aware (72.7%) or somewhat aware (21.5%) of Memorial Auditorium.



Awareness & Knowledge

Respondents that indicated they were very aware, somewhat aware or somewhat unaware of Memorial Auditorium were asked to indicate how aware they were of several historical uses of the building.

Those respondents, collectively, were most aware (91.4%) of Memorial Auditorium being used for performances (such as concerts or plays) while one-third of respondents (33.3%) were aware of the building being used for childcare.

HISTORICAL USES	VERY OR SOMEWHAT AWARE: PERCENT
Performances (such as concerts, plays)	91.4
Farmer's Market	85.9
Recreation programs	81.7
Arts programming	80.0
Sporting events	73.6
Political and civic meetings	67.6
Youth Programs	65.5
Innovation Space	61.2
Childcare	33.3



Historical Use



Respondents that indicated they were very aware, somewhat aware or somewhat unaware of Memorial Auditorium were asked to indicate, using their best guess, how many times they have been inside Memorial Auditorium, for any reason, over the years it was open to the public.

NUMBER OF TIMES INSIDE	PERCENT	CUMULATIVE PERCENT
One to less than 10	20.5	
10 to less than 20	17.2	52.1
20 to less than 30	14.4	
30 to less than 40	8.5	
40 to less than 50	5.2	24.7
50 to less than 100	11.0	
100 to less than 150	5.5	
150 to less than 200	2.1	14.9
200 or more	7.3	
Unsure	0.7	0.7
Never entered Memorial Auditorium	7.5	7.5

Historical Use

Memorial Auditorium

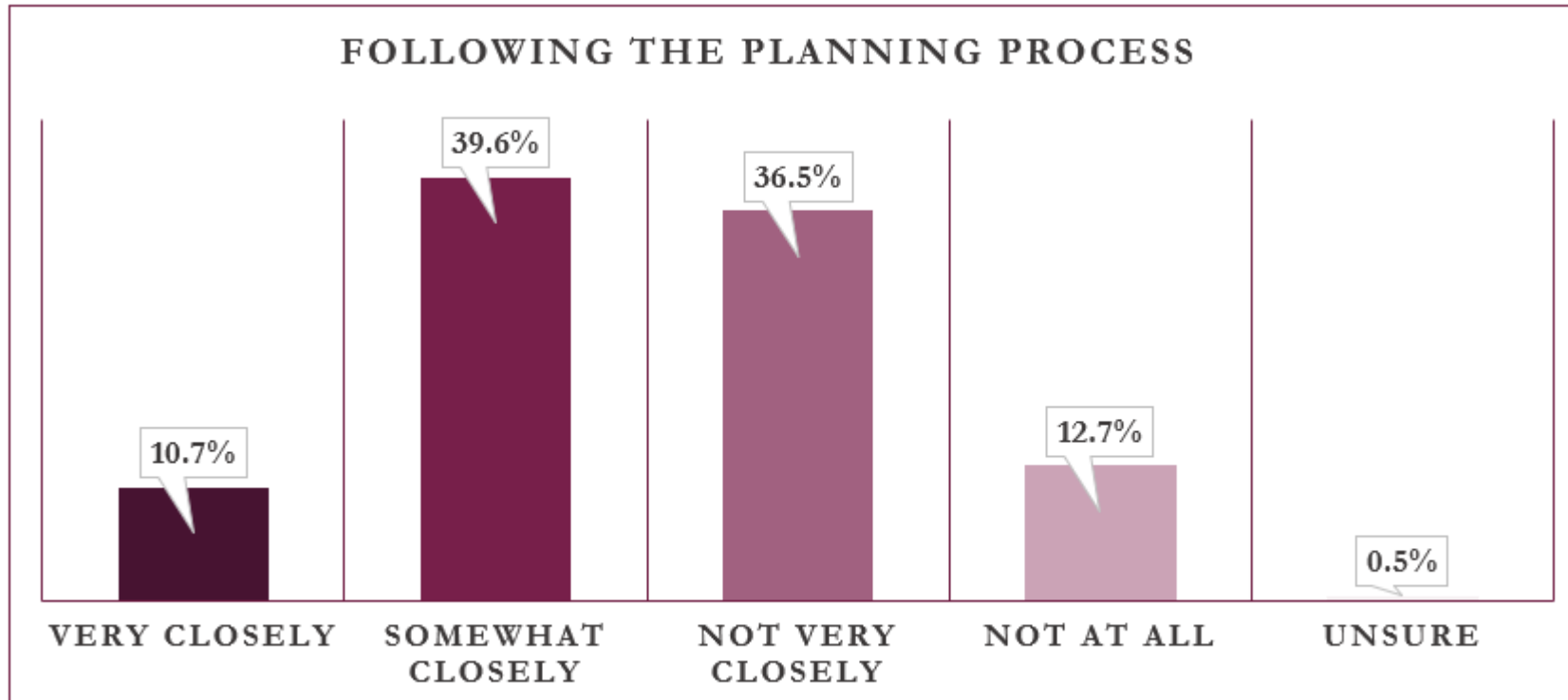




Interest & Importance



All respondents were asked how closely they were or have been following the process to create a plan for Memorial Auditorium. Just over one-half of respondents (50.3%) indicated they have been following the process either very (10.7%) or somewhat closely (39.6%).

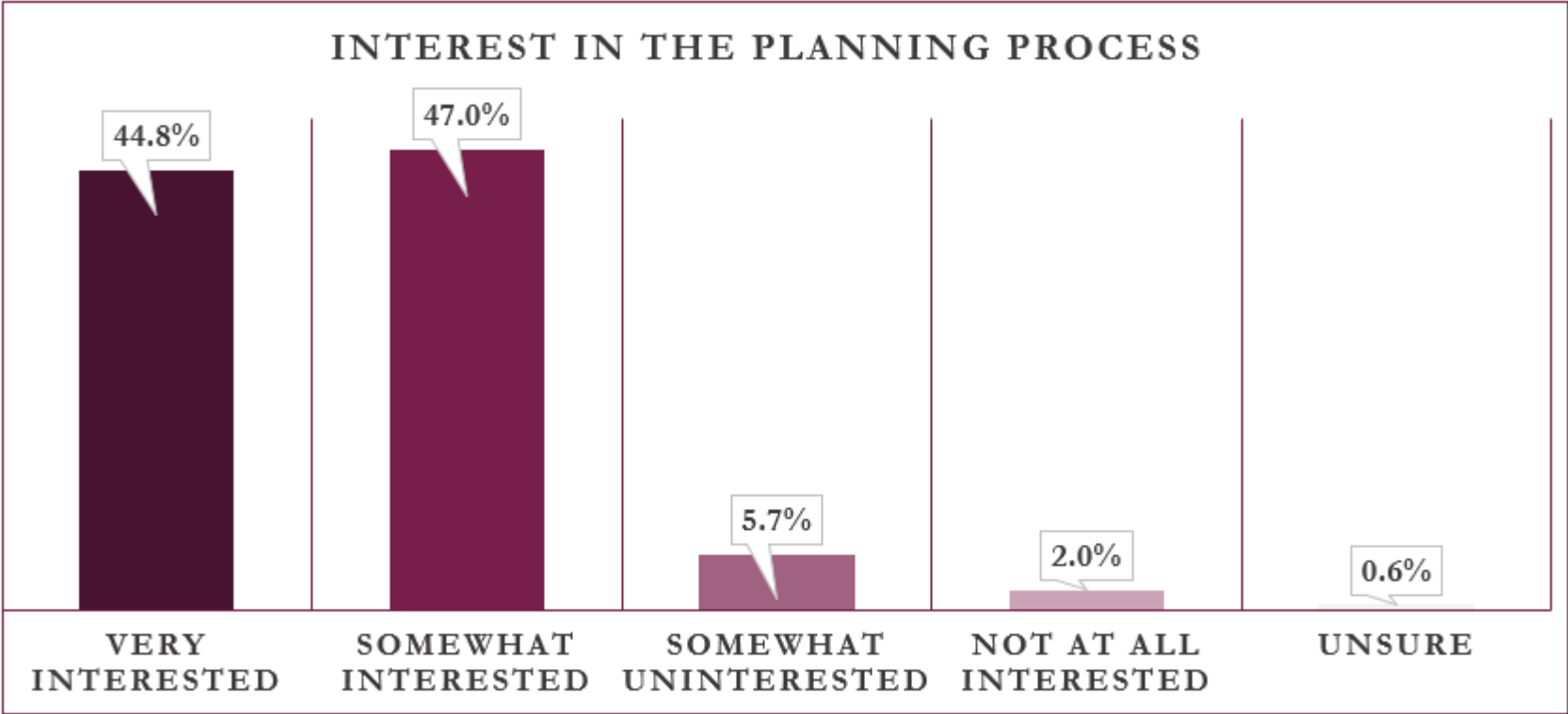


Interest & Importance

Memorial Auditorium



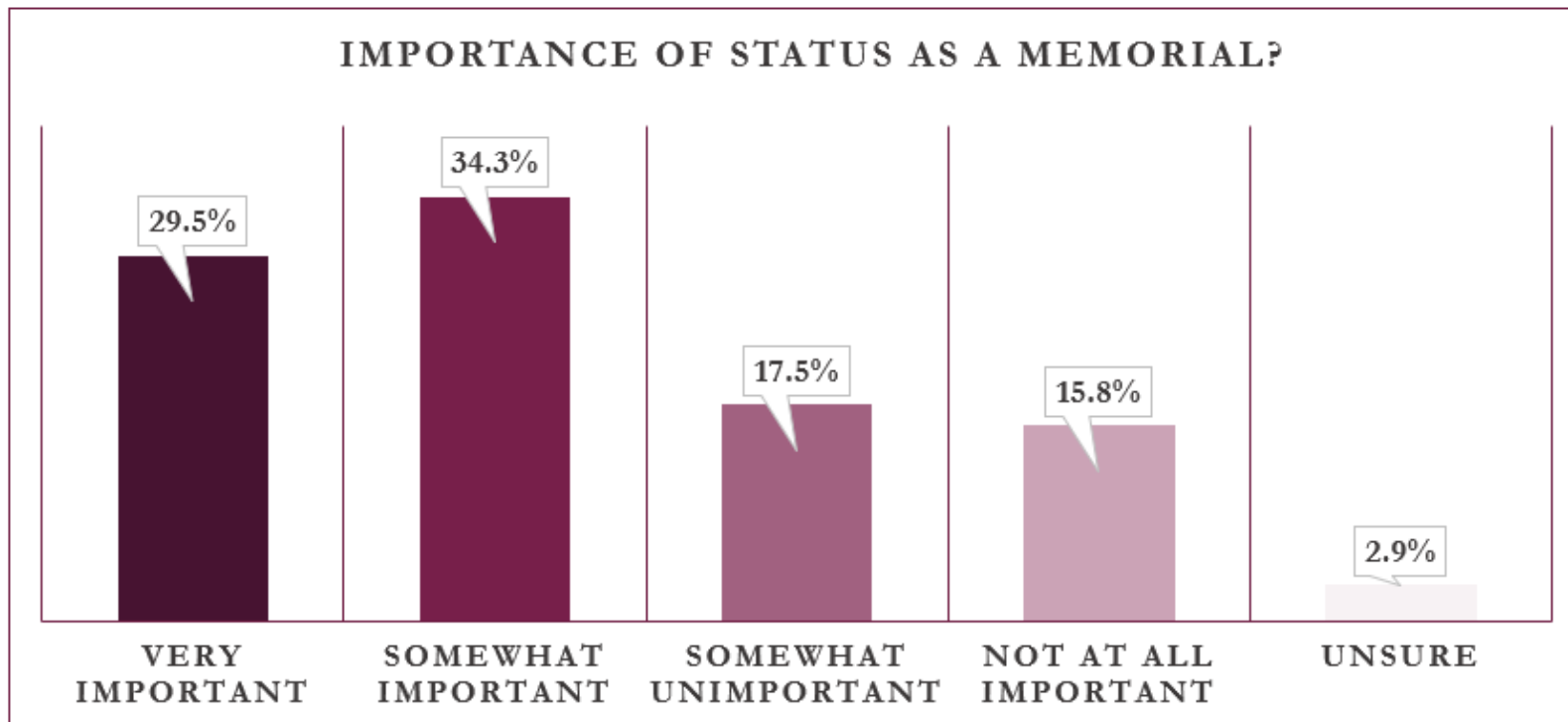
All respondents were asked how interested they were in the process to create a plan for Memorial Auditorium. A large majority of all respondents (91.8%) indicated they were very (44.8%) or somewhat interested (47.0%) in the process.



Interest & Importance

Memorial Auditorium was originally built in 1928 as a way to commemorate the sacrifices of U.S. service members during World War I.

Almost two-thirds of all respondents (63.8%) indicated that it was very (29.5%) or somewhat important (34.3%) to them that the building's original status as a memorial be prominently highlighted.



Interest & Importance



Potential Uses & Programming



With the assumption that the primary Memorial Auditorium space will remain a publicly owned, public assembly space, respondents were provided a list of conceptual uses for the building that could be included in any plan. All respondents were asked to identify the uses that were important to them or those that they know their neighbors/peers/co-workers/friends may have interest in for the facility.

All respondents indicated they were most interested in a shows and entertainment space (79.4%), a civic and community meeting space (73.8%) and a Farmer's Market space (73.6%).

Multiple responses were accepted.

POTENTIAL USES	PERCENT
Shows and entertainment space	79.4
Civic and community meeting space	73.8
Farmer's Market space	73.6
Arts and Craft show space	61.7
Youth music space	56.5
Youth-led program space	51.4
Musician rehearsal space	51.1
Dance space	48.8
Conference space	47.0
Trade shows	46.2
Workshop space	42.7
Childcare space	37.2
Community kitchen	36.7
Vermont-made products	33.7
Business incubator space	26.5
Leased space for rental income	24.9
Tasting room for food, beer, or wine	24.1
Yoga studio	23.9
Concessions (food/refreshments)	23.2
Food incubator space	19.5
Pub or restaurant	17.0
Food court	15.4
Retail space	12.3
Office space	12.3
Food processing space	11.1
None of these	3.2

Uses



After establishing that, historically, the City has financially supported various programming in the building, respondents were provided a list of potential programs/programming the City could subsidize and support in Memorial Auditorium in any plan. All respondents were asked to identify uses that are important to them or those that they know their neighbors/peers/co-workers/friends may have an interest in for the facility.

All respondents indicated they were most interested in musical events programming (77.4%), arts and crafts programs (61.7%) and youth-led programs (61.1%).

Multiple responses were accepted.

POTENTIAL PROGRAMMING	PERCENT
Musical events programming	77.4
Arts and Crafts programs	61.7
Youth-led programs	61.1
Dance program	48.2
Childcare services	46.1
Cooking / cooking classes	37.0
Yoga programs	25.8
Food court / food services	19.9
None of these	8.7

Programming

Memorial Auditorium





Level of Support

While there is uncertainty about the costs and programming of renovating the building and restoring Memorial Auditorium as a public assembly space, residents were asked to indicate if a vote was held on the needed renovations, how they would vote.

A large percentage, 84.3%, noted they definitely (51.7%) or probably (32.6%) would vote in support of a renovation of Memorial Auditorium. Among likely voters the percentage is higher at 89.8% (definitely and probably).

SUPPORT OF RENOVATIONS	RESIDENTS (PERCENT)		LIKELY VOTERS (PERCENT)	
Definitely support	51.7	84.3	56.7	89.8
Probably support	32.6		33.1	
Probably oppose	4.3	9.3	2.8	6.1
Definitely oppose	5.0		3.3	
Unsure	6.4	6.4	4.1	4.1

Level of Support

Memorial Auditorium





Tax Implications



While the City will pursue a variety of state and federal subsidies to renovate the building and generate ongoing revenue from it, it is expected that a building renovation will require a municipal bond. For home and business owners, this would mean an increase in municipal property taxes until the bond was paid off. For renters, this may mean an increase in rent.

A resident's share of the cost is put in terms of an average home valued at \$236,000. A resident's share of the cost may be more or less depending on the value of their home or business, and likely less if they are a renter.

When the cost to taxpayers is introduced at \$110.00 per year, or about \$9.00 per month, support remains strong among residents at 73.0% -- (definitely at 36.3% and probably at 36.7%). Among likely voters, support is higher at 79.3%.

SUPPORT OF RENOVATIONS: ADDITIONAL \$110.00 / YEAR	RESIDENTS (PERCENT)		LIKELY VOTERS (PERCENT)	
		Total support or opposition		Total support or opposition
Definitely support	36.3	73.0	40.1	79.3
Probably support	36.7		39.2	
Probably oppose	10.7	19.1	8.8	14.7
Definitely oppose	8.4		5.9	
Unsure	7.9	7.9	5.9	5.9



When the cost to taxpayers is lowered to \$90.00 per year, or about \$7.50 per month, there is a pickup of 3.9% of those previously opposed, bringing the new support level to 76.9% among residents. Among likely voters, support also grows to 83.2%.

SUPPORT OF RENOVATIONS: ADDITIONAL \$90.00 / YEAR	RESIDENTS (PERCENT)		LIKELY VOTERS (PERCENT)	
		Total Support		Total Support
Definitely support	0.0	76.9	0.1	83.2
Probably support	3.9		3.8	



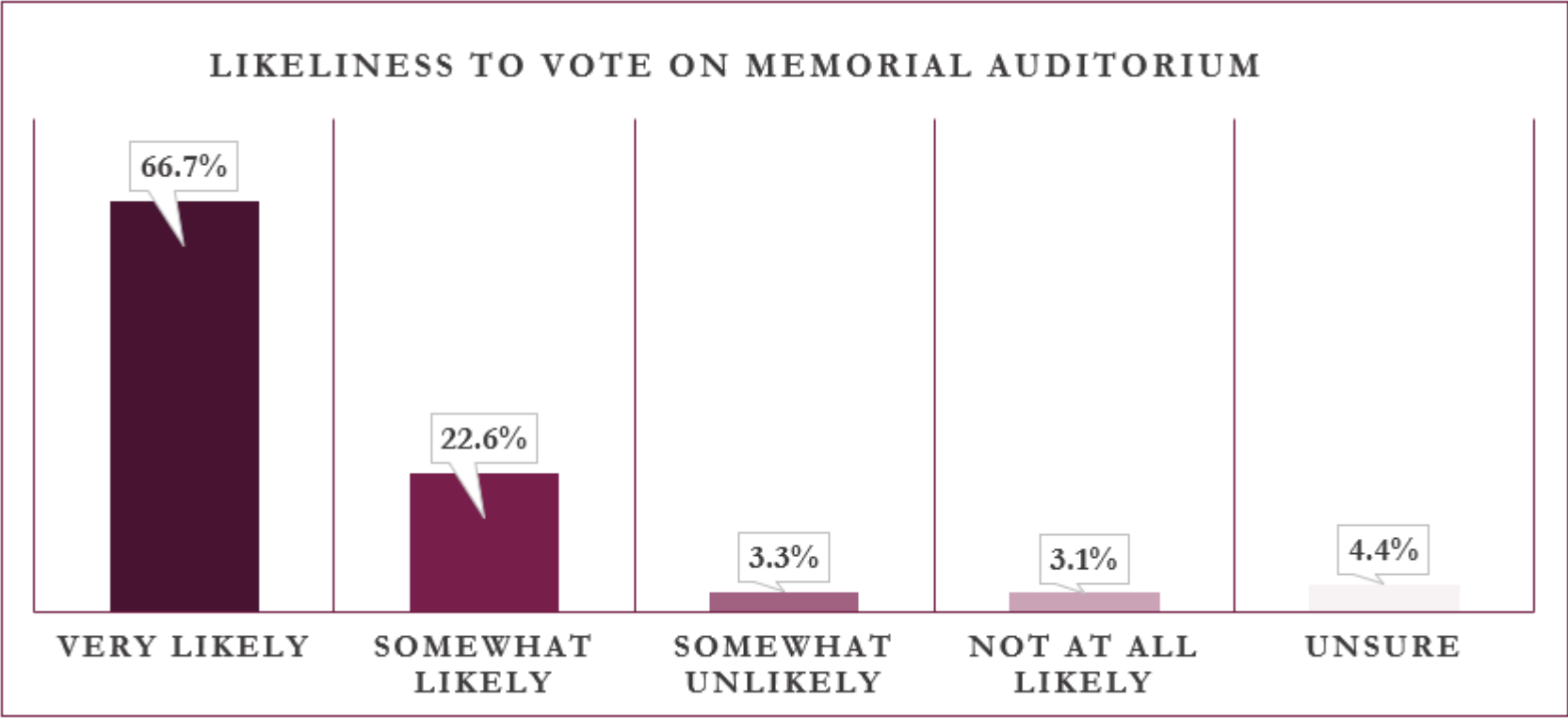
When the cost to taxpayers is lowered further to \$70.00 per year, or about \$6.00 per month, there is an associated pickup of another 4.4% of those previously opposed bringing the new support level to 81.3% among residents. Among likely voters, support grows to 87.3%.

SUPPORT OF RENOVATIONS: ADDITIONAL \$70.00 / YEAR	RESIDENTS (PERCENT)		LIKELY VOTERS (PERCENT)	
		Total Support		Total Support
Definitely support	0.3	81.3	0.2	87.3
Probably support	4.1		3.9	

Regarding ongoing operational costs of a renovated Memorial Auditorium, estimated to be several hundred thousand dollars per year, three-quarters of residents (72.2%) noted they would definitely (29.1%) or probably support (43.1%) having the City subsidize the ongoing bill.

SUPPORT OR OPPOSITION FOR CITY SUBSIDIZING BILL	RESIDENTS (PERCENT)		LIKELY VOTERS (PERCENT)	
		Total support or opposition		Total support or opposition
Definitely support	29.1	72.2	31.9	78.6
Probably support	43.1		46.7	
Probably oppose	9.3	17.2	7.4	13.2
Definitely oppose	7.9		5.8	
Unsure	10.6	10.6	8.2	8.2

Residents were asked how likely they were to vote on the renovation of Memorial Auditorium. A large majority, (89.3%) indicated they would be very (66.7%) or somewhat likely (22.6%) to vote on the building.





Open-ended Questions



The following are three open-ended questions presented to all respondents within the survey.

Since it opened in 1928, Memorial Auditorium has hosted thousands and thousands of events. What is your single favorite memory of an event in Memorial Auditorium? [Optional]

Please indicate any other uses or programs you would like to see in a renovated Memorial Auditorium that were not covered in the previous lists. [Optional]

Please take this opportunity to note anything not covered in this survey that you would like to convey to the City of Burlington Community and Economic Development Office relating to Memorial Auditorium. [Optional]

The results to these questions from among as many as 2,583 respondents will be collated by the City's Community and Economic Development Office and added as an addendum to this report.

Open-ended

Memorial Auditorium



Thank you for the opportunity to
present!



Any Questions?