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# Haines 2015

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Prepared for: Community Facilities Committee  
Prepared by: The Professional Development Company  
Date: September 2012

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# Haines 2015: Needs Assessment Postal Survey

## Summary

- ❖ 1525 surveys mailed to postal customers in Haines Borough.
- ❖ 335 surveys were returned.
- ❖ Return represents a confidence level of 95% +/- 5%.
- ❖ Partial answers with correct procedures were counted.
- ❖ Population of Haines: 2620  
(Pop. provided by State of Alaska Community & Regional Affairs)

## **Executive Summary:**

One thousand five hundred and twenty-five Needs Assessment Surveys were mailed on September 10<sup>th</sup>, 2012 for return by September 21<sup>st</sup>, 2012, to the Haines Borough postal customers. Three hundred and thirty-five surveys were returned, allowing a ninety-five percent confidence level in a community of two thousand six hundred and twenty, plus or minus five percent.

The survey included six main questions, each with several parts, to help determine the priorities and thoughts of the community about services provided or supported by the Borough and the buildings that house them.

In the results, the Fire, Ambulance and Police Services, and K-12 Education were ranked significantly higher than the others in both the order of importance to our community and which buildings should theoretically be built first.

When asked about whether services met the needs of our community, the survey showed a high level of satisfaction by very large percentage of excellent or good and very low number of poor ratings.

When asked what new services or facilities the Borough should provide, a very strong voice for taking care of what we have and not building anything new came through; about sixteen percent up to possibly twenty-seven percent. But also, those that felt the Borough should provide more wrote a total of three hundred and nineteen other ideas. Eighteen and a half percent asked for an indoor recreation center.

When asked to allocate limited funds to buildings, the Fire, Ambulance & Police Building once again came out on top. The second and third places were given to the Chilkat Center and a New Recreation Center. But it is important to note that the allocation of average dollars was less than \$2.00 out of \$10.00 on these projects; demonstrating a need for a conservative and limited approach.

When asked about energy efficiency, low on-going maintenance costs, ease of parking and snow removal the community showed over ninety percent agreement in these areas being a top priority in borough owned buildings. A slightly lower number, but still a clear majority of seventy percent, thought that building attractiveness should be a priority.

Overall, the Needs Assessment Survey had a strong return and consistent voice. Very few questions were eliminated due to improper procedures and many people took the time to make additional constructive comments. I was encouraged by the time and care individuals put into filling out the survey. This is a great opportunity to hear from a large number of people that may not have the schedule or motivation to attend a public workshop.

*Lenise Henderson Fontenot*

The Professional Development Company

## What Is Important To Our Community Question #1

1. Please rank the following borough services in order of importance to our community.

In order of survey results: (The lower the score, the higher the ranking)

1. Fire, Ambulance, Police	score 759	av. 2.49
2. K-12 Education	score 844	av. 2.85
3. Library	score 1342	av. 4.64
4. Senior Services	score 1697	av. 5.77
5. Pre- school Education	score 1778	av. 6.10
6. Administration Services	score 1894	av. 6.48
7. Recreation Services	score 1986	av. 6.8
8. Swimming Pool	score 2041	av. 6.8
9. Cultural Services: Theater Music & Art	score 2038	av. 6.95
10. Museum	score 2264	av. 7.88
11. Visitor Services	score 2396	av. 8.34

- The Fire Ambulance and Police Services, and K-12 Education were ranked significantly higher than the others in order of importance to our community.

## What Would You Build First? Question #2:

2. If all the above services needed new buildings what four buildings would you build first?

Ranked by number of times chosen:  
(More times chosen, the higher the ranking)

1. Police Fire Ambulance	214
2. K-12 Education	168
3. Senior Services	128
4. Cultural Services	115
5. Library	104
6. Administrative Services	95
7. Pre school education	93
8. Swimming Pool	90
9. Recreation Services	76
10. Visitor Services	44
11. Museum	35

- Police, Fire, Ambulance Building scored first again by a significant margin.
- Senior Services score moved up one by scoring third.
- Cultural Services, defined as theater, music and the arts, makes the most movement, into the top four to show a clear interest in this area.
- Visitor Center & Museum are in the bottom two again showing less interest or interaction by the local community.

## How Are We Doing? Question #3:

3. How would you rate the current borough provided services in meeting the Haines community needs?

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't Know</u>
Police	4 21%	3 47%	2 21%	1 7%	00 4%
Ambulance	4 68%	3 24%	2 5%	1 0%	00 3%
Fire Protection	4 60%	3 29%	2 6%	1 0%	00 5%
Administrative Services	4 12%	3 45%	2 30%	1 7%	00 6%
Swimming Pool	4 14%	3 49%	2 19%	1 5%	00 13%
Library Services	4 69%	3 26%	2 3%	1 0%	00 2%
Museum Services	4 35%	3 48%	2 9%	1 2%	00 6%
Cultural Services:	4 23%	3 46%	2 20%	1 6%	00 5%
K-12 Education	4 34%	3 46%	2 8%	1 3%	00 9%
Senior Services	4 14%	3 44%	2 27%	1 1%	00 14%
Visitor Center	4 17%	3 43%	2 21%	1 3%	00 16%
Pre-school Education	4 13%	3 37%	2 18%	1 5%	00 27%
Recreational Services	4 11%	3 42%	2 33%	1 10%	0 4%

### Q#3 Performance Summaries:

- The services with the most percentage of “Excellent” ratings were the Library at 69% followed closely by Ambulance Service at 68%.
- Overall borough services scored positively with a high level of excellent and good responses.

Ranked by Positive Performance

	% Of Excellent & Good
1. Library	95%
2. Ambulance Services	92
3. Fire Protection	89
4. Museum	83
5. K-12 Education	80
6. Cultural Services (Theater, Music & arts)	69
7. Police	68
8. Swimming Pool	63
9. Visitor Center	60
10. Senior Services	58
11. Administrative Services	57
12. Recreational Services	53
13. Preschool Education	50

- The number of responses that borough services ranked Poor 10% or lower.
- “Poor” can represent an opportunity to improve our ability to meet resident’s needs by improving, expanding, relocating, or changing services.

	% Of Poor Performance
1. Recreational Services	10%
2. Police	7
3. Administrative	7
4. Cultural Services	6
5. Swimming Pool	5
6. Pre-School Education	5
7. Visitor Services	3
8. K-12 Education	3
9. Museum	2
10. Senior Services	1
11. Ambulance	0
12. Fire	0
13. Library	0

- Overall the community shows a significant level of satisfaction in services provided.

## What Do You Want? Question #4

This question engages people's imagination and wishes. It probably best represents the types of ideas and discussion we would have in public workshop.

### 4. What **NEW** services or facilities would you like to see the borough provide?

Summarized:

Just maintain current facilities or "None": 53 responses

No Response

\*See note below could be interpreted as "None": 84 responses

Recreation Center of some type: 64 responses

Variety of Ideas:

202 responses

Approximately 319 ideas written:

(Hard to count percentages or tabulate numerically because some people made several comments, some made zero)

- 15.5% of the sample strongly answered NONE.
- At least half of the No Responses may have meant NONE in my observation due to other comments they made on the survey:  
(If we add that half/ + 42. It could bring the "Nones" up to 27.9%)  
The reason I am making this observation is because the "no build- save money" comments were strong. Suggesting a need for a good economic argument for new construction.
- About 18.5% of the sample made a clear request for a recreation center. Several other comments like teen center or community center could have been interpreted as part of this response but I did not include it in the 18.5% if people were not clear. This is difficult to measure precisely because of the multiple answers and different descriptions from some individuals.
- There were a large variety of responses that did not include a new building of any type.  
There were many suggestions for new outdoor spaces.  
There were many suggestions for new social and technology services.

#### Summary of ideas that came up several times:

Take better care of what we have  
Community/ multi- use center  
Teen center  
Roof/repair for the Chilkat Center  
More walking paths downtown  
Trails, bike paths, sidewalks  
Downtown central park  
Outdoor recreation & skiing  
Senior services

More enforcement of existing regulations  
Ways to cut spending & save money  
Combining services under one roof  
Boat Harbor improvements  
Artist space  
Office space

## How Would You Spend The Money? Question #5:

After Question Four engages the individual wants and imagination of the survey taker, I would expect a shift in responses from more practical and community minded to more self-oriented and wishful. This is likely to represent many topics that may come up in public workshops.

Question 5:

In the list of borough buildings below, imagine they ALL need major repairs. If you have only \$10.00 to spend towards repairs, where would you put your money? You may divide it up however you like, but the total must equal no more than \$10.00

Results:

1. Police, Ambulance, and Fire Building	\$697.25
2. Chilkat Center	\$548.50
3. "Brand New" Recreational Facility	\$452.75
4. Library	\$268.50
5. Senior Center	\$263.50
6. Swimming Pool	\$260.75
7. Human Resource Building (Pre-school)	\$201.75
8. Administrative Offices	\$180.25
9. Sheldon Museum	\$116.75
10. Visitor Center	\$104.00

- Adjusting out the "tens" \$10.00, which represents the "only" projects of a small number of people listed below. This procedure would change the order of the Library and Senior Center.

Number of \$10's or "Only" Projects:

1. "Brand New" Recreational Facility	\$120	12 people
2. Chilkat Center	\$110	11 people
3. Police, Ambulance, and Fire Building	\$100	10 people
4. Library	\$20	2 people
5. Swimming Pool	\$20	2 people
6. Senior Center	\$10	1 person
7. Human Resource Building (Pre-school)	\$10	1 person
8. Administrative Offices	\$0	
9. Sheldon Museum	\$0	
10. Visitor Center	\$0	

Average Dollars allocated of top three without the "tens" and entire sample:

Police, Ambulance, Fire Building = 215 donors for average of	\$2.77
Average for entire survey population	\$2.08
Chilkat Center = 167 donors for average of	\$2.62
Average for entire survey population	\$1.63
Recreation Center= 129 donors with average of	\$2.57
Average for entire survey population	\$1.35

- Police, Fire, Ambulance continues to score first. Museum & Visitor Center continues to score bottom two. Chilkat Center & Recreational Facility present in the top 3: notice amounts are less than \$2 for entire (335) survey population.

## What Should Our Priorities Be? Question #6:

Question 6 represents four important topics to consider when remodeling facilities or new construction is considered.

**6. Please circle one answer in the following statements:**

A. Energy costs & efficiency should be a top priority in borough owned buildings.

Strongly Agree	Agree	Disagree	Strongly Disagree
62%	33%	4%	1%

➤ Note: 95% agreement

B. Low on-going maintenance should be a top priority in borough owned buildings.

Strongly Agree	Agree	Disagree	Strongly Disagree
47%	46%	5%	2%

➤ Note: 93% agreement

C. Attractive appearance should be a top priority in borough owned buildings.

Strongly Agree	Agree	Disagree	Strongly Disagree
19%	51%	24%	6%

➤ Note: 70% agreement

D. Ease of parking & snow removal should be a top priority in borough owned buildings.

Strongly Agree	Agree	Disagree	Strongly Disagree
24%	58%	16%	2%

➤ Note 82% agreement

### Needs Assessment Postal Mailing Method Summary:

This Needs Assessment survey was originally created for stakeholder interviews. After reviewing it, the Facilities Committee decided they wanted a postal customer mailing in order to get a larger return and more objective sample of the community. I changed the answer format so that questions could be mostly tabulated mathematically. After I did a few more revisions to simplify, I was concerned the survey would be too difficult for a unassisted mail box holder, I then did a test run on a dozen high school students to make sure they could understand the questions and fill it out correctly. Once that was completed, and the high school students were successful, Darcie Culbeck and I worked together to refine the questionnaire and get it ready for mailing. We had four edits by borough employees to check for errors in grammar and spelling. The High School Honor Society helped fold, staple and stamp the 1525 two-page survey.

The survey was mailed on September 10<sup>th</sup> for return by September 21<sup>st</sup>. Our goal was a return of at least 307 surveys allowing us a 95% confidence level in a community of 2620 +/- 5%. We met our goal and received 335 back.

I batched the survey by tens and tabulated findings. All data was double checked for entry errors with tapes on a 10-key system. Batches of tens were also reviewed for spot errors and outlier errors. Results were then batched by question number and error checked by an average system. Only 43 questions or 1.4% were eliminated due to incorrect procedures. Partial correct answers were counted. Each question was counted for total number of responses to that question and tabulated by the specific number not the total of 335 surveys in order to get more precise averages and results.

The report was written and results will be reported to borough management 10/1/12.

A meeting will be scheduled to communicate results to the Facilities Committee and further discuss the results.

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*9/29/12*

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