

Futurist Committee Agenda
Thursday, August 26, 2021
7:00 PM
In-Person Meeting
East Goshen Township Building
1580 Paoli Pike
West Chester, PA 19380

1. Call to Order
2. Pledge/Moment of Silence
3. Approval of Minutes: June 17, 2021
4. Chairman's Report
5. Old Business
 - a. Consider high-level results from survey for upcoming newsletter (Fall deadline: 8/24)
 - b. Consider results of the survey and recommend 3 to 4 deep dive focus areas for next survey(s).
 - c. Update on Business Park Task Force results.
6. New Business
 - a. 2022 Budget Memo – Dave Ware
7. Liaison Report
8. Public Comment
9. Correspondence/FYI - none
10. Adjournment

1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25
26
27
28
29
30
31
32
33
34
35
36
37
38
39
40
41
42
43
44

**East Goshen Township
Futurist Committee
June 17, 2021
Draft Minutes**

Members Present:

Tom Kilburn, Chair; Members: Brian Sweet, Brandon Groff, Jeff O'Donnell

Other Present:

Marty Shane, Board of Supervisors Liaison; Dave Ware, Staff Liaison; Jim Christenson, Pipeline Task Force

Call to Order & Pledge of Allegiance

Tom called the meeting to order at 7:00 pm and led the Pledge of Allegiance.

Moment of Silence

Tom called for a moment of silence for all medical personnel that are still dealing with Covid and for the military and first responders in harm's way.

Approval of Minutes

Tom made a motion to approve the minutes from May 20, 2021. Brandon seconded. The minutes were unanimously approved.

Next Meeting

Due to conflicts with schedules the next meeting was scheduled for July 22, 2021.

Survey discussion

Tom congratulated Brandon on the survey overall and capturing a tremendous number of attributes to assist with interpreting the survey responses. With 608 responses, the response rate is considered better than the 500 Brandon hoped would respond. By continuing the emails, we increased responses a few hundred more than had previously been recorded. Tom feels the survey provides a good representation of the township's demographic profile and the other committee members agreed. The committee also agreed that Brandon's "Analysis & High-Level Conclusions" summarized the outcome well –

- Analyzed respondent demographics and attribute rankings and ratings across age, income, ethnicity and Hispanic/Latino status to ensure fair representation across demographic groups
- Loyalty to East Goshen Township is extremely high (Net Promoter Score)
- Township rates very well on the highest-ranked topics
- High willingness to take more surveys and provide more input to township
- Next surveys could potentially deep dive into divisive topics/attributes

Marty expressed the importance of the high Net Promoter Score to the Board of Supervisors as indicative of the majority of engaged residents' opinions. Tom also noted that the township consists of roughly 14,000 residents aged 21 and older. Brandon explained briefly

1 the general methodology of Net Promoter Score as it is used in industry. Again, the
2 township scored very high. We reviewed the top attributes – overall quality of life in the
3 township, feeling of safety in the township, quality of parks and recreational programs for
4 all ages, and quantity and quality of green open space. The most divisive topics – bike and
5 pedestrian trails, managing growth, value for tax dollars, and convenience of restaurants
6 and shopping follows what was seen at the most recent Board of Supervisors meeting.
7 Marty noted the ongoing police discussions in light of the importance of safety in the
8 township.

9
10 Brandon discussed the need in future surveys to consider strategies to engage lower-income
11 and younger residents. However, overall representation was still good. Jeff raised the
12 possibility that home ownership could help differentiate results in the 25-34 age bracket.
13 Brandon agreed it may be a good idea to add some questions to that effect in further surveys.
14 The number of young respondents was minimal, and the committee recommends avoiding
15 drawing too many conclusions from a small sample size.

16
17 Tom recommended individuals review the “Verbatim” section of the survey results for more
18 clarity on specific topics of pipelines, restaurants, trails, development, roads, and greenspace.

19
20 The committee reviewed the demographic breakdown of respondents. Younger and lower
21 income residents were under-represented, while older and higher income residents were
22 over-represented. Single dwellings were over-represented, while multi-family apartments
23 were under-represented. Hershey’s Mill was spot on at 20%. As for the high number of
24 respondents who preferred not to answer, Brandon suggested reiterating multiple times that
25 participant information will be anonymous when future surveys are conducted. Marty asked
26 for clarity on what the demographic variances indicated, which Brandon provided. It was
27 agreed that by and large those with lower income are less engaged and have worries about
28 more pressing concerns.

29
30 Tom expressed the importance of getting the current results and analysis of the survey in
31 front of the Board of Supervisors as soon as possible. Jeff agreed and Tom said he would
32 share with the Board and get feedback to share with the group. It was agreed that the results
33 appear statistically sound and representative of the township, which was Marty’s concern.

34
35 Tom and Brandon indicated that there were opportunities to dig into the more divisive
36 topics or possible tax increase questions in future surveys. Brandon further stated that he
37 would do so with no additional cost to the township.

38
39 Tom stated the objective of the surveys is to get a representative collection of residents’
40 viewpoints, not just the vocal minority on certain issues. Dave affirmed the importance of
41 sharing these views of engaged township residents with the Board. Jeff advised that with
42 surveys being integrated as a method of hearing people’s views in an unobtrusive, time
43 efficient manner, we would hope that participation would grow as more residents become
44 aware and engaged. Tom suggested putting the full survey for view on the East Goshen

1 Township website once the Board of Supervisors has reviewed and provided feedback.
2 There was a bit of discussion about future surveys being used to educate the public, link to
3 township documents, build engagement, etc...It was agreed that Brandon's level of survey
4 detail, data integrity, and work should be left to the Futurist Committee, leaving Survey
5 Monkey (Jason Lang) for other ABC's and simpler future surveys.

6
7 Tom agreed to send a draft around to the group to have everyone weigh in, then it would go
8 to Derek Davis (Township Manager) to share with the Board of Supervisors. From there it
9 could possibly be put on an agenda to present in open session and also to share via the
10 newsletter and website.

11 12 **Business Park Task Force Update**

13 Jeff reported that the Task Force is still collecting data as responses have been difficult to
14 obtain. A self-imposed deadline of the end of the summer has been instituted for receipt of
15 responses. Next, possible conclusions will be drawn if statistically relevant. Jeff stated that
16 the real objective of the Business Park Task Force is to maintain the financial health of the
17 township.

18 19 **Public Comment**

20 Jim Christenson appreciated the effort and feels that as surveys progress more residents will
21 get involved and respond.

22 23 **Next Meeting**

24 The next meeting is July 22, 2021 @ 7PM.

25 26 **Meeting Adjournment**

27 Due to there being no further business, the meeting was adjourned at 8:11 pm.

28
29 Respectfully submitted,
30 *Dave Ware*

Memo

To: Conservancy Board, Parks & Rec Commission, Pipeline Task Force, Futurist Commission, Sustainability Commission & Historical Commission
From: Dave Ware
Re: 2022 Budget Request
Date: July 7, 2021

As we enter the second half of 2021, it is time to begin thinking about the Township's budget for 2022.

To that end, attached please find an Excel worksheet with individual tabs for each of your ABCs budgets showing:

- 2021 Annual Budget
- 2021 year-to-date actual expenditures through June
- 2021 Projection (which in total matches 2021 Annual Budget)
- A blank column for the 2022 annual budget request
- Justification section for comments as to 'why' this amount, if it causes 2022 to be greater than the 2021 Annual Budget; feel free to re-adjust line items, we're more concerned with the total

I would be grateful if you could provide me with (for your ABC only):

- 1) 2022 budget requests for each line item
- 2) A justification for your 2022 budget request for any line item for which you are requesting more budget authority in 2022 than you received in 2021.

Note that the Township has many "ABC-related" expenditures. For example, the Township needs to maintain the Blacksmith Shop/Plank House. The Township also incurs legal costs related to the pipeline and consulting costs related to planning work, etc. These line items are separate from your ABC budget; however, to the extent that your ABC intends to make upcoming recommendations to the Board of Supervisors that could result in the expenditure of Township funds beyond current levels, please let me know as soon as possible!

As always, 2022 will be a tight budget year. Preliminary forecasts suggest that the Township will need to continue to deplete its general fund balance in order to achieve a balanced budget. Thus, all Township departments and ABC groups will be under pressure to identify cost savings.

When developing your budget request, remember your group's mission, goals and objectives. Then ask yourselves, what do you need in order to realize your objectives and what do you merely want? Expenditures that don't meet the "need" threshold are unlikely to receive BOS approval.

Please don't hesitate to contact me by phone or email over the summer.

As we plan to have preliminary budget materials prepared for discussions with the Board in September workshops, **please return this completed worksheet to me by no later than Friday, August 27th**. I will follow up with you if I have any questions.

Thank you!

FUTURISTS COMMITTEE
(no 2021 budget request)

n/a

2021 Budget	2021 YTD Expenses	2021 Projection	2022 Budget Request	Justification
0	0	0	0	

BOARD OF SUPERVISORS
EAST GOSHEN TOWNSHIP

CHESTER COUNTY
1580 PAOLI PIKE, WEST CHESTER, PA 19380-6199

F Y I

August 12, 2021

Dear Property Owner:

The purpose of this letter is to inform you that East Goshen Township has received a Land Development Application for the Malvern Institute, 940 King Rd., Malvern, PA 19355. The Malvern Institute is seeking Land Development approval to construct a second story addition onto their existing facility, add a greenhouse, add a smoking pavilion, add 33 new parking spaces to the existing parking facilities, construct a second floor loft in the existing barn, and add associated amenities and landscaping in accordance with the approved Zoning Hearing Board Decision and Order dated November 25, 2020.

Property owners within 1000 feet of the property are notified upon receipt of these types of applications. **The public meetings scheduled for review and potential approval of this application are as follows:**

- September 1, 2021 - Planning Commission meeting (7:00 pm)
- September 8, 2021 - Conservancy Board meeting (7:00 pm)
- September 9, 2021 - Historical Commission meeting (7:00 pm)
- October 6, 2021 - Planning Commission meeting (7:00 pm)
- October 19, 2021 - Board of Supervisors meeting (7:00 pm)

ALL MEETING DATES AND TIMES ARE SUBJECT TO CHANGE WITHOUT ADDITIONAL WRITTEN NOTICE

All Township meetings are held at the Township Administration Building. **The application materials are available for public inspection at the Township building during normal business hours.**

Sincerely,

Mark A. Gordon

Mark A. Gordon
Township Zoning Officer