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**East Goshen Township  
Futurist Committee  
June 17, 2021  
FINAL 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*