

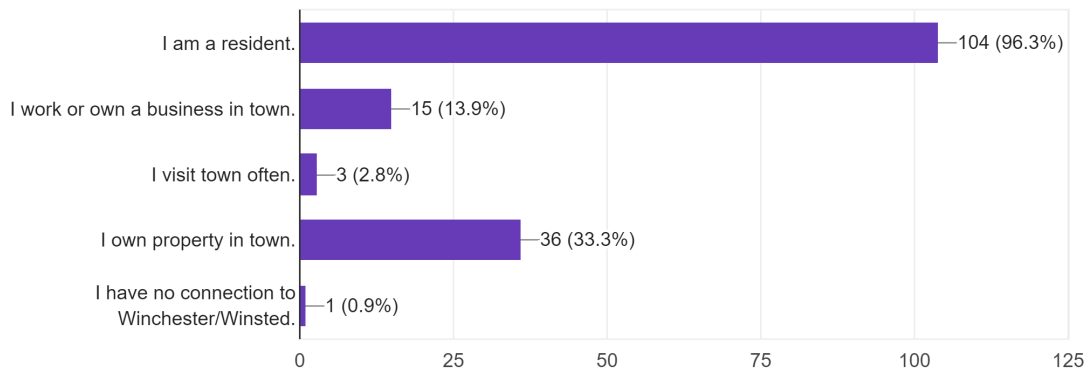
2021 Community Survey Results

Town of Winchester, CT

The data you see below is raw data from the survey results as the Town of Winchester received them. The Town will continue to review, further elaborate on, and draw conclusions from this raw data report.

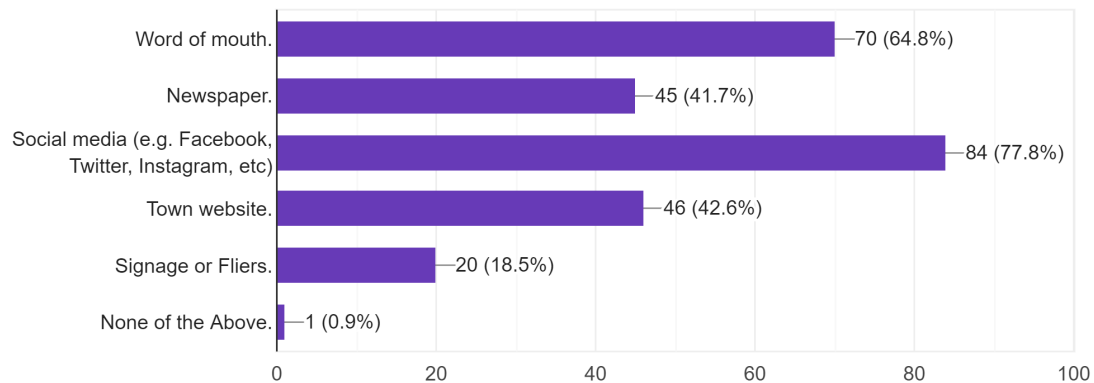
1. What is your connection to the Town of Winchester/City of Winsted?

108 responses



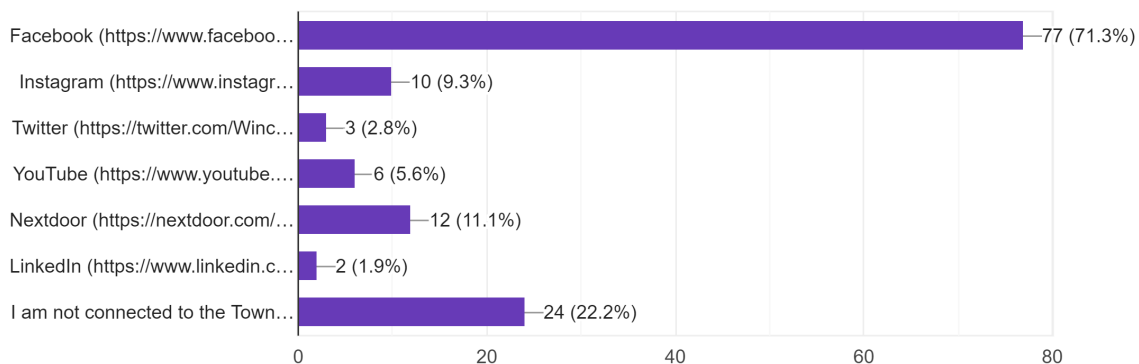
2. How do you receive news about the local community?

108 responses



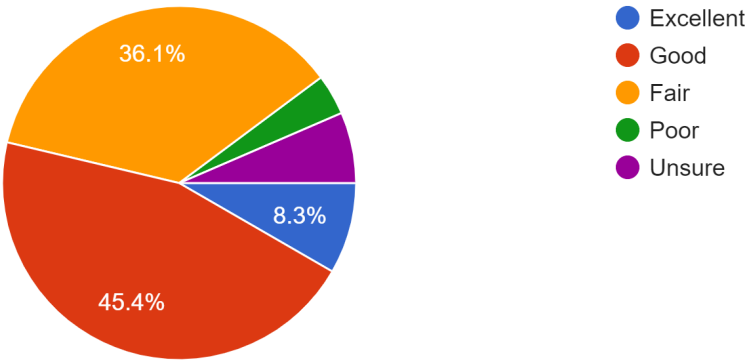
3. Are you connected to the Town through any of the following social media platforms?

108 responses



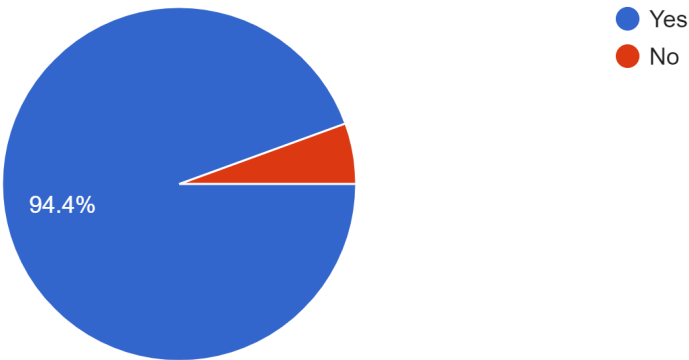
4. How would you rate the Town's communication of important information?

108 responses



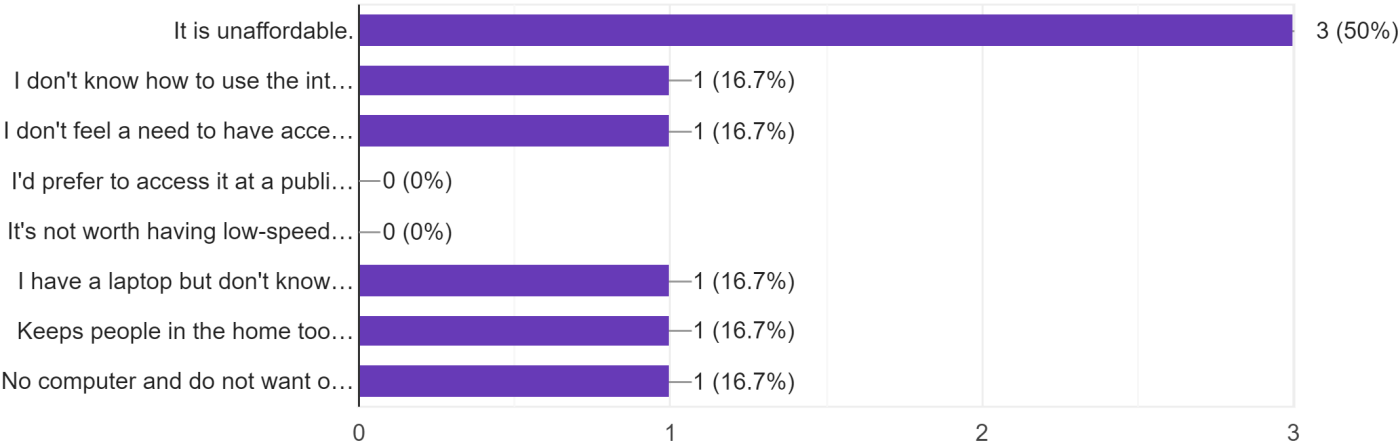
5. Do you have access to the internet in your home?

108 responses



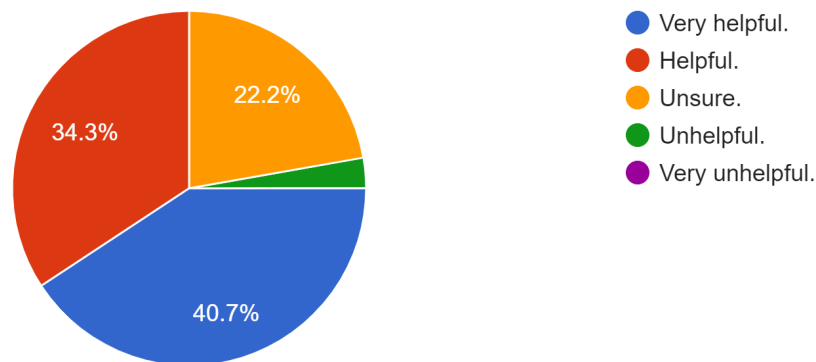
6. Please tell us: what leads you to have no internet in the home?

6 responses



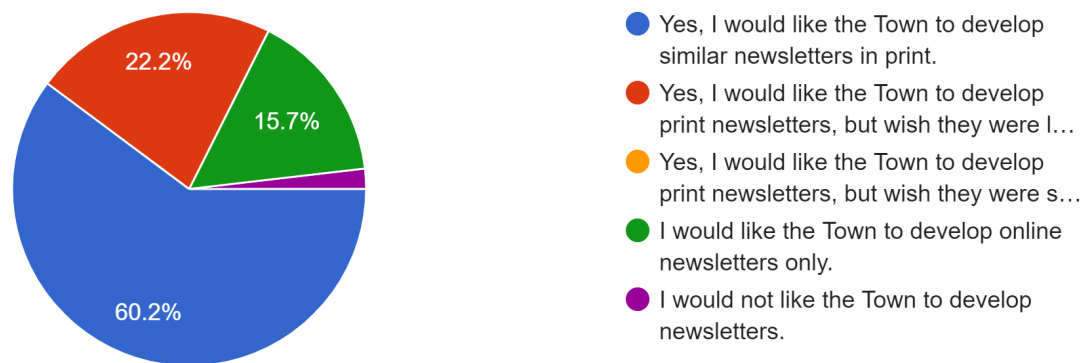
7. In May 2021, the Town mailed a two-sided newsletter to all postal addresses in Town. How helpful do you feel such a newsletter is for the community?

108 responses



8. Would you like the Town to continue developing print newsletters?

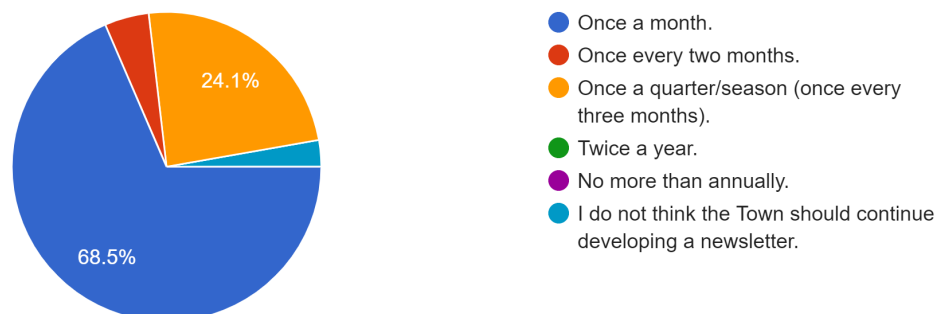
108 responses



9. If you would like the Town to continue developing a newsletter, what other kinds of information would you like to see printed on it? (See Appendix A)

10. If you would like the Town to continue developing a newsletter, how often do you feel one should be created and distributed in order to satisfy your need for information?

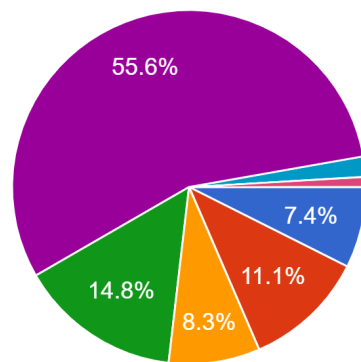
108 responses



11. What else can the Town do to improve its communications with residents? (See Appendix B)

12. If you are a resident, how long have you lived in town?

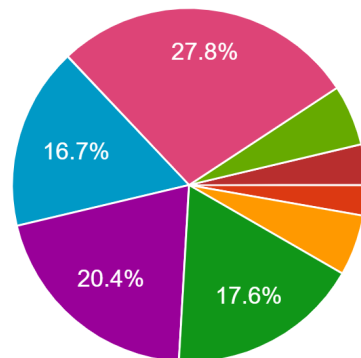
108 responses



- Less than two years.
- 2 - 5 years.
- 6 - 10 years.
- 11 - 20 years.
- 20+ years.
- I am not a resident of Winchester/Winsted.
- I prefer not to say.

13. What is your age?

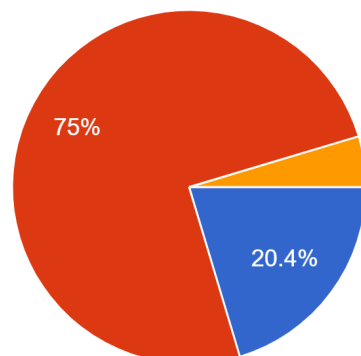
108 responses



- Under 18.
- 18 - 25.
- 25 - 35.
- 35 - 45.
- 45 - 55.
- 55 - 65.
- 65 - 80.
- Over 80 years old.
- I prefer not to say.

14. What is your gender?

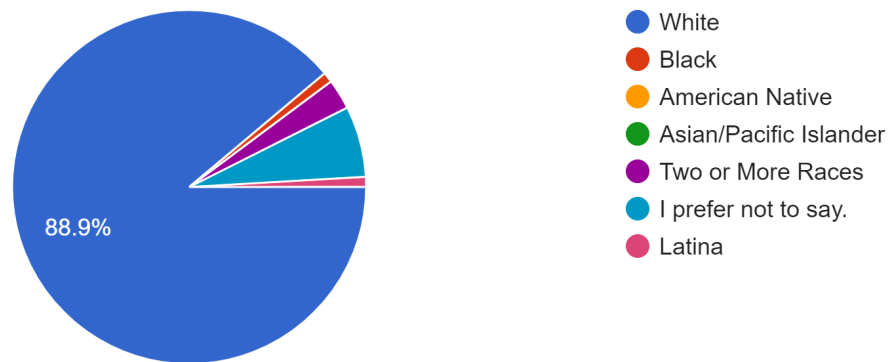
108 responses



- Male
- Female
- I prefer not to say.

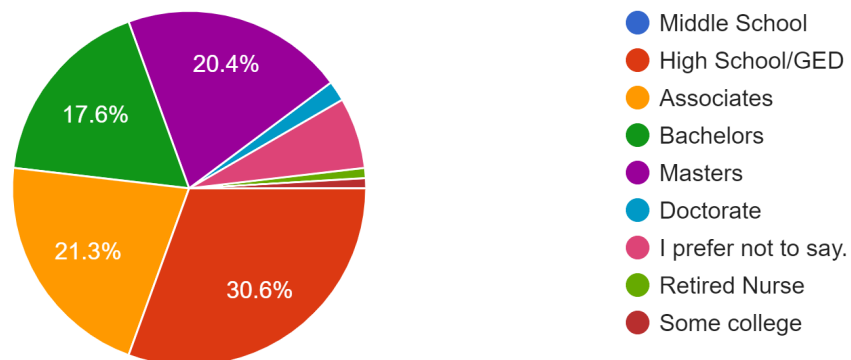
15. Please identify your race:

108 responses



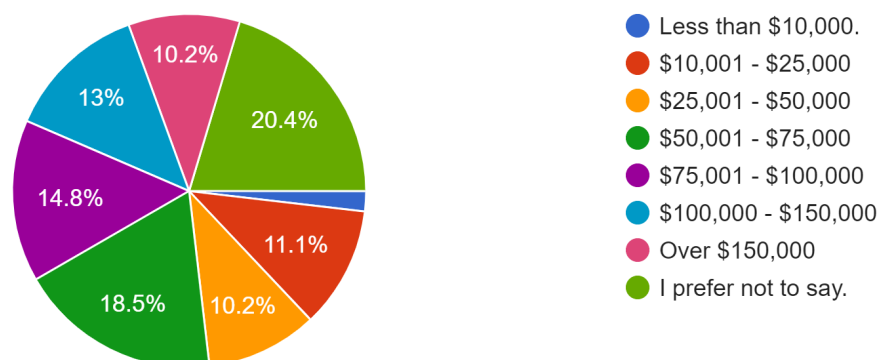
16. What is the highest level of education that you have completed or the highest degree you have earned to date?

108 responses



17. What is your pre-tax annual household income?

108 responses



Appendix A: If you would like the Town to continue developing a newsletter, what other kinds of information would you like to see printed on it?

A section about where the town manager sees the town going on a quarterly basis.
Activities for adults and/or families
Activities happening in town.
All information regarding Winsted
any and all pertaining to safety issues, open and closing businesses and prospects for new businesses that will end of saying rather than closing after 6 mo. or so!!
Any info about activities at the senior housing locations
Brief overview: quarterly update on financial status of Town regular updates/advance notice - Town projects notification of "area of need" opportunity to assist any news appreciated
Community Projects, update businesses, fun programs
Didn't get the first one
Don't spend money on print & mail. Spend our tax dollars to clean up downtown
Events. P&Z information. Town planner report. New businesses in town
Fun things to do on weekends
General - copy website
Good news from town. All I see on TV is bad news.
Highway department projects
important dates for voting and events going on
Include as much rec and fun as possible
Information on upcoming (and in process) Town projects, summary of events for the next x months, spotlight on certain areas of town or businesses.
Information pertaining to school-aged children as well as "things to do" in town (l.e. events, restaurants, other happenings).
Kids and community activities, communication about road work, water works, and town development
Local events - activities
Local group info such as scouts, rec programs etc
Maybe a feedback section. Where residents can voice concerns-bears, blithe, etc and have a town official address it. A section for volunteering would be great. A section where needs are listed-vets, homeless etc. -anyway to get residents involved in their town.

maybe stuff like events coming up, new businesses coming to town, or other exciting news!
More upcoming info vs. what happened last month info.
New and upcoming businesses as well as closings, programs to help those in need, police blotter, plans for improvement to town (roads/blight/parks) and financial impact
New business, things to do, indoor/outdoor activities...etc
News about town. Events.
Resources for deaf seniors that can't drive
Social gatherings
Special events, recreation dept., upcoming town elections, special announcements
The headlines were great, but no actual info on them.
Town events, planned projects, new businesses,
town government news, civic group news, organizations' news (library, other groups/events/happenings
Town happenings
Town happenings
Town issues, upcoming events, highlight a business
Town services, information about stores/restaurants
Upcoming events
Upcoming Events, progress taking place such as roads, Hinsdale school etc
Upcoming events, sport opportunities for kids, descriptions of laws and ordinances coming up for vote
Upcoming municipal deadlines, road work plans, upcoming project updates - bridges, greenway/trails
Upcoming social events, job opportunities, highlight good things/people in town, review restaurants, venues,
Upcoming social events, taxes, voting info, construction info, meetings
Upcoming votes!! Town events. Highlight a neighbor.
Updates on road projects and plans for road projects.
Water quality news for lake water and drinking water, links to town depts- note. I did not receive the newsletter
Weekly or monthly family friendly activities etc
What town projects are in the works. What is available through the recreation department.
Whats happening in town and when and about it

Appendix B: What else can the Town do to improve its communications with residents?

be open to constructive suggestions
consistency/regularity of the distribution of information
Determine who does not have access to the internet and provide a method of communication with them, but for the rest just expand online news and alerts.
Do we have a reverse 911 system in place? Thinking of the water main break recently, there was not frequent enough communication regarding updates or expected timelines, and it did not reach everyone. I am connected on Facebook and still found updates to be lacking. What about someone without Facebook or internet access (elderly etc)? How would they have any information or even know there was a boil advisory? Assuming all town residents will PROACTIVELY go to the website or Facebook makes erroneous assumptions and does not take into account the town's entire demographic. This would have been a perfect case for reverse 911.
Doing a good job currently, just expand on what is already in place.
Electronic board to view with important up coming events by the town hall.
Electronic Marquee in front of Town Hall updated often with Town events
Email list
Email, Facebook are good. Don't waste money on printing & mailing
I find the emails that are sent out by the town of news, events, etc to be helpful. Maybe there could be a weekend email like Friends of Main Street
I love the electronic signs, social media
I really like the idea of a free monthly digital newsletter. Businesses and groups can promote activities, announcements, or special offers. Anything from the town fair, to the Boy Scouts, to bars and restaurants, to local bands performing, etc.
I think for a small town, you're doing a good job
I think you are doing a good job. Seeing updates on FB and this newsletter makes me feel more in touch with my town.
important news and current date
Informational sessions - preferably at the Senior Center - such as was done with the Hinsdale School Project. Any chance to be informed.
Keep quarterly updates on big projects
keep the website of up to date. In the past I found the website not always current.
List what is going on, safety concerns, bear alerts, etc
Mailboxes seem like the best bet. Nextdoor.
More online access to forms and documents, mail and email the flyer. Stress to department heads that planning ahead is important in getting information out to the public. Like water flushings and road closures. They always post stuff the day it is happening instead of giving a few days notice so that people can plan accordingly.
Not having a daily or weekly newspaper with town news is a major deficit (we don't subscribe to the Register Citizen and miss the Winsted Journal). We used to receive news as e-subscribers but not in a while, so we just subscribed again on the town's website to hopefully receive info that way again. A town newsletter is an excellent idea. If printed and mailed it could reach everyone. An emailed newsletter could be an option, but then only those who sign up for it will receive it, limiting distribution. Perhaps student interns interested in journalism, or civic-minded volunteers could help gather content and put together the newsletter together. Town groups and organizations could contribute press releases announcing upcoming events. This would make it a community effort. Thank you for addressing this issue of communication. it is so important to know what is going on in town.

Off to a good start
Perhaps a way on newsletter for residents to give general input.
Post events on social media, emails
Post more on facebook
Provide resources for the deaf with interpreters for communication
Robocalls for emergency situations.
Smoke signals, sky writing, airplane banners, door-to-door, fliers in kids backpacks... I mean seriously, what's left? You've got it covered!
So far doing a good job. Just a little one info
Support the non-profit Winsted Phoenix. I rely on the Phoenix for information, news and connections that help me to live more comfortably in Winsted. It is a great resource.
Tell every one of us who need to drive on Newfield Road and various others — similar to those in Third World Countries — how you dare to collect taxes. Fire Dept is volunteer; police come from elsewhere; there is no hospital, town hall, PO or store and you dare to tax us for having a dog. WE HAVE NO CHILDREN IN SCHOOL. The very least you SHOULD do is give us decent roads. We are humiliated and ashamed when people drive on Newfield Road to visit us, especially when they leave the normal Torrington strip and HIT(literally hit) the disgraceful pothole stuttered mess that brings them to the lovely Center.
The newsletter is a great idea. Maybe utilizing the sign at the community college would help as well
There is always a lot going on. A weekly publication focused on reporting facts would be in order
There was little information about the budget vote. I know a newsletter was sent out but in my case I never noticed the budget part. I thought it was junk mail.
This is a good start. Before the newsletter the only way I could find out what was happening was to go to your outdated website which was confusing or to read the posted information outside of Town Hall.
Those lighted signs like we had for the water mains- they could advertise upcoming concerts, town meetings etc. Also should be LARGE SIGN at Highland Lake beach parking areas that a pass is needed to park there
Website needs to be a bit easier to navigate. I go to recreation department, not sure where to find information on beach parking permits so have to do an overall search. But honestly, more social media presence is probably key in this day and age. Don't waste money printing things out but I do love the idea of a monthly newsletter with all the key events happening for that month published on the website and all social media platforms.
What they have available for residents that have low income and what kind of help they have for those people.
Years ago there was reverse 911 that was implemented, but I don't believe it has been utilized.