

**UPPER MERION TOWNSHIP BOARD OF SUPERVISORS
MAY 3, 2018 WORKSHOP MEETING ~ 7:30 PM**

REVISED AGENDA

1. Meeting Called to Order.
2. Pledge of Allegiance.
3. Roll Call.
4. Chairman's Comments:
5. Discussions:
 - A. Presentation by Franklin & Marshall re: Community Survey
 - B. Consider Resolution to Name the Upper Merion Community Garden
6. Adjournment

Project Overview

The Center for Opinion Research at Franklin and Marshall College will conduct telephone interviews with a random sample of 500 residents of Upper Merion Township (UMT). The purpose of this survey is to determine citizens' satisfaction with the municipal services provided by the Township and to provide comparisons to data collected by UMT during 2007.

Study Background and Objectives

Each year, the UMT Board of Supervisors adopts goals and objectives for each Township department as a step in its budgeting process. In general, this survey is proposed as a means of helping the Board of Supervisors identify how well these goals and objectives have been met from the citizens' perspective, and whether citizens express the need for additional services. The following specific topic areas could be explored through the survey:

- The quality of life in UMT,
- Public safety as a concern for Township residents,
- Major issues facing the Township,
- Residents' use of Township services,
- Residents' satisfaction with Township services,
- Residents' experiences with Township employees.

Instrument Design

This survey is designed primarily as a tool for assessing change in the attitudes and behaviors of Upper Merion Township residents since the 2007 baseline survey was conducted. As such, the survey instrument used during the 2007 study will be used as the key resource for designing the upcoming resident survey. The instrument, where appropriate, will use the same wording and sequencing so that direct comparisons can be made to the baseline data collected previously. Additional items will be added in consultation with Township personnel.

Data Collection and Sampling Procedures

The Center for Opinion Research will use a mixed-mode survey to collect data for this project. Mixed-mode designs use multiple interviewing methods (i.e., live-interviewer and/or self-administered interviewing) to maximize the positive aspects of telephone and self-administered surveys. These mixed-mode designs tend to produce higher response rates and increased representativity.

The Center will send a pre-notification postcard to all sampled respondents that will provide them with the option to complete the survey via a live-interviewer, telephone interview or using a self-administered web survey, based on their preference. The Center will follow up with sampled respondents who do not respond soon after the pre-notification is sent.

The Center's follow-up protocol is designed to enhance response and cooperation rates, and thus data quality. Interviewers attempt a total of 14 callbacks to each number in the sample, with 12

taking place during weeknights and weekends. Follow-up calls to numbers yielding no answers, busy signals, or answering machines/voice mail are scheduled at varying times, including mornings and afternoons, depending upon when previous contacts were attempted. Potential respondents who initially refuse to be interviewed are re-contacted a minimum of two times by specially trained interviewers. These interviewers are very experienced in telephone surveys, and are permitted to handle refusals only after they have demonstrated a consistent low refusal-to-completion ratio.

The Center for Opinion Research will sample households using an addressed-based sampling methodology that is based on the United States Postal Service's Delivery Sequence File (DSF). The DSF includes more than 98 percent of Pennsylvania households, which offers the potential to reach nearly all area residents whether they have a landline telephone or not. Detailed information is added to each sampled address once the sample of households is created, including household demographic information and names and telephone numbers. Approximately 60 percent of sampled households can be matched to a working telephone number.

Since households represent a cluster of potential respondents, a second stage sampling methodology is employed. After selecting a household via the DSF sample, one of the household members is also selected randomly. The sampling procedures ensure that all telephone households in the study area have a known chance of selection, and that each adult within a sampled household has an equal probability of being interviewed. This procedure is the most rigorous methodologically and plays a key role in producing sample estimates that accurately reflect true population values.

Cost

The total cost to conduct the research as described will not exceed \$28,500.

**Center for Opinion Research
Franklin & Marshall College
Organizational Capabilities**

The Center for Opinion Research at Franklin and Marshall College provides research services, technical assistance and training to government agencies, private corporations, professional associations, the media and other organizations. The Center is a resource for those seeking objective information about the major issues and problems facing the Commonwealth of Pennsylvania and its citizens. The Center's professional staff was previously housed at Millersville University, but has been housed at Franklin and Marshall College since August 2003.

The Center offers a full range of primary data collection services, including mail and telephone surveys, focus groups and depth-interviews. Assistance in computer programming and statistical analysis, guidance in project and questionnaire design, and other similar types of technical assistance are also available. The Center also offers training for those interested in gaining an understanding of survey research methods. In addition, the Center maintains a field staff of experienced interviewers.

The Center for Opinion Research staff has established a record of accuracy and reliability matched by few survey research organizations. Throughout recent elections, the Center's pre-election surveys have provided accurate representations of the attitudes and behavior of Pennsylvania's electorate—quite an accomplishment considering the dynamics faced by election pollsters.

The information produced by the Center is recognized as a valuable source of information by those involved in public policy, state government and the media. In addition to publication in scholarly journals, results from the Center's staffs' polls have appeared in such newspapers as USA Today, The New York Times, The Washington Post, and The Philadelphia Daily News. Public officials have used the Center's polls to argue for important public policy changes. For example, Governor Casey used the results of a Center survey to introduce his plan for controlling military-style assault weapons, and the IMPACC Commission established by Governor Ridge and the General Assembly used the Center to inform its members of citizens' attitudes toward state government.

In the past few years, the Center's staff has conducted research for many organizations, including the Pennsylvania Commission on Crime and Delinquency, the Pennsylvania Department of Transportation, the Center for Rural Pennsylvania, The Pennsylvania IMPACC Commission, the Commonwealth Foundation, Pennsylvania 2000, Hershey Foods, Pennsylvania Community Action Association, Chesapeake Bay Foundation, Pennsylvania Association of Colleges and Universities, State System of Higher Education, Pennsylvania Office of Attorney General, Pennsylvania Office of Auditor General, The Health Alliance of Pennsylvania, Pennsylvanians for Effective Government, Pennsylvania Highway Information Association, Pennsylvania State Education Association, Pennsylvania Economy League, Pennsylvania Builders Association, the William Penn Foundation, and the Pennsylvania League of Women Voters. National clients

have included the Robert Wood Johnson Foundation, the Centers for Disease Control, and the National Cancer Institutes.

Center Services

The Center offers a full range of primary data collection services, technical assistance and survey research training. A field staff of more than 75 trained, experienced interviewers provides the results clients expect.

The Center regularly designs and conducts research in the fields of advertising, charitable giving, crime, education, employee satisfaction, health care, health care behaviors, public policy, smoking, and voting. The Center's general philosophy is to design and conduct research that is customized to the needs of each individual client.

Center services include:

Telephone Surveys

Mail Surveys

Focus Groups

Depth-Interviews

Statistical Programming and Analysis

Training

Questionnaire Design

Project Design

Sample Design

General Technical Assistance

Project Personnel

Berwood Yost will direct the proposed survey. Mr. Yost is the Director of the Center for Opinion Research at Franklin and Marshall College where he also teaches courses in research methods. He has substantial applied experience designing and implementing public opinion research using both qualitative and quantitative methods, and has conducted funded research on behalf of government, business, nonprofit organizations, public utilities, higher education, and the media. Mr. Yost's clients include major private and public organizations and institutions in the fields of health, education, and business. Mr. Yost has published nearly two-dozen articles in referred scholarly journals and has also made numerous conference presentations based on the results and analysis of survey research he has designed and administered. His scholarly research has appeared in Addictive Behaviors, American Journal of Preventive Medicine, American Journal of Public Health, Commonwealth, Criminology & Public Policy, Nicotine and Tobacco Research, Tobacco Control, and Women's Health Issues. His writings have also appeared in The Polling Report, Public Opinion Pros, and Survey Research, which are published for the professional survey research community. The results of Mr. Yost's research have also appeared in major newspapers, including the New York Times, USA Today, The Philadelphia Inquirer, and the Philadelphia Daily News, to name a few.

Data Collection Capabilities

The Center will administer this study using its computer-assisted telephone interviewing system, CASES, which was developed at the University of California, Berkeley. The Berkeley system's development was supported by cooperative agreements with federal agencies such as the U.S. Bureau of the Census and the Bureau of Labor Statistics and is used by these organizations in their ongoing data collection projects. The field staff of the Center will conduct all interviews for this study.

The CASES software has been customized by the staff of the Center to perform a variety of project management and reporting activities and is a powerful tool for the collection of survey data. The CASES software's capabilities include online call monitoring and case management; automatic call scheduling; data coding, cleaning, and verification procedures; questionnaire debugging and tracing capabilities; and interviewer performance reporting, including automatic calculation of response rates using the Standard Definitions developed by the American Association for Public Opinion Research.

Entering the Questionnaire into a Computer Assisted Telephone Interviewing System. The Center has extensive experience conducting CATI surveys. The Project Manager has a close familiarity with CATI language. The Project Manager will enter the entire questionnaire into the CATI system, and will check to ascertain that word flow and contingency skip patterns are entered exactly as intended. The Center uses computer assisted survey execution system (CASES) software developed at the University of California, Berkeley to run its CATI system. The process of entering the questionnaire and verifying its logic is labor intensive, but is facilitated by the capabilities of the Center's system. For each study the Center conducts, a beta test directory is established to examine the questionnaire wording, order, and verify the questionnaire's logic (i.e., check for contingency skips). The beta test directory normally contains fifty cases for examination. The project manager then conducts trial interviews for these cases using the CASES debug and trace facilities. In debug mode, all of the normally internal logic controls are displayed for the programmer to view. Trace mode allows the programmer to view all of the keystrokes entered for each case, thus allowing for progress through each questionnaire to be identified. Finally, the questionnaire is flow charted by Center staff based on the CATI program. The three procedures ensure the accuracy of the final instrument.

Training. All interviewers employed at the Center for Opinion Research have had formal training related to interviewing procedures, reducing refusals, and on the administration of questionnaires using the CATI system. In addition, each interviewer will be trained specifically on this study's questionnaire, and will practice with this questionnaire in the training mode of the CATI system. The Center's formalized interviewer training course includes role-playing and feedback in addition to the technical methodology of interviewing. Moreover, the Center's monitoring protocol provides continued and constant feedback to interviewers regarding their performance, and is itself used as a training opportunity. Interviewer training and monitoring is normally administered by the Center's Manager of Data Collection Operations. Training takes place in groups of no more than ten individuals at any given time and is conducted in the Center's interviewing facility. Training sessions for new interviewers are held as needed and

typically last four hours. In addition, interviewers are provided feedback on their performance, with suggestions for improvements, on a one to two week basis. Training on new projects requires an additional two hours for each interviewer.

Monitoring. Each interviewer will be formally monitored at least once per week, via a telephone system which allows supervisors to listen to the interviewers and the CASES monitor system, which allows supervisors to view the input screen of each interviewer. The combination telephone and CASES monitoring enables supervisors to thoroughly and accurately monitor all aspects of the questionnaire administration process, including standardization of questions, voice qualities, and effective use of probes. After a supervisor monitors a telephone interview, she will give immediate feedback to the interviewer, both verbally and in written form. Interviewers are given concrete suggestions on how to improve their performance and are observed to ensure that the supervisor's suggestions are implemented. In addition to these point-in-time reviews, each interviewer's performance is tracked through the CATI system by comparing, for example, the ratio of completed interviews to refusals or the average time required by each interviewer to complete a survey. Interviewers with high refusal ratios, or who are interviewing too fast or too slow, can be identified, monitored, and instructed on how to correct these problems or can be removed from their position as the facts warrant.

Times for Interviewing. The bulk of the interviewing for surveys involving the general public takes place weekday and weekend evenings (between 5 PM and 9 PM). Daytime interviews are attempted for those numbers that cannot be reached at other times.

Location of Interviewing. Interviewing will be conducted on the Franklin and Marshall College campus, in the Center for Opinion Research interviewing facility. There are a total of thirty interviewing workstations, each equipped with a computer terminal and a telephone. The CASES software is maintained on a central server that runs on a Windows 2000 local area network. This server contains two drives dedicated to the Center's research activities and are set as mirrored drives. The data stored on these drives are backed up and stored nightly by Center staff.

Maximizing the Response Rate. The interviewing protocol employed by the Center is designed to enhance response and cooperation rates, and thus data quality. Interviewers will attempt a total of fourteen callbacks to each number in the sample, with 12 taking place during weeknights and weekends. Interviewers are trained to allow a total of seven rings before coding the call as a ring-no answer. Follow-up calls to households yielding no answers, busy signals, or answering machines are scheduled at varying times, including mornings and afternoons, depending upon the times that previous contact were attempted. All call scheduling is managed by the Center's CATI system. Householders who initially refuse to be interviewed are re-contacted a minimum of two times by specially trained interviewers. These interviewers are experienced in telephone surveys, and are permitted to handle refusals only after they have demonstrated a consistent, low refusal-to-completion ratio.

Verification of Interviews. The supervisors will re-telephone a random sample of two percent of the respondents and ask a series of specific questions to verify that the interview was completed with the proper respondent. Before interviewing begins, two percent of the telephone numbers will be randomly assigned a number that identifies whether a case requires supervisory

verification of the interview. At the end of each interviewing session, a report of completed cases previously identified as needing verification will be produced. These cases will be contacted during the next evening's interviewing shift by supervisory staff. Because the verification identifier is generated along with the telephone sample and is stored internally, neither supervisors nor interviewers will be aware of which cases are to be re-contacted.

Confidentiality. When the data is extracted for analysis, all identifying information (such as names, telephone numbers) will be removed from each data string. Questionnaires will be coded with a series of digits rather than names, to ensure the confidentiality of each respondent. In order to ensure the confidentiality of this study's data, only the project team members will have access to the data files and analyses.

RESOLUTION NO. 2018-____
UPPER MERION TOWNSHIP
MONTGOMERY COUNTY, PA

RESOLUTION TO NAME THE UPPER MERION COMMUNITY GARDEN
“UPPER MERION COMMUNITY GARDEN AT SUNNY HILL FARM”

WHEREAS, Upper Merion Township, working through and with the Township’s Economic and Community Development Committee, has established a new community garden located at the corner of Valley Forge Road and Henderson Road, Upper Merion Township;

WHEREAS, the community garden will provide Upper Merion residents with the opportunity to plant, tend, and harvest their own vegetables, all while networking with neighbors, creating new friendships, and giving back to the local community;

WHEREAS, the community garden will be located on the property formerly known as Sunny Hill Farm, a local dairy farm that operated in the community for many years;

WHEREAS, William Del Collo, a former Upper Merion School District teacher, former Upper Merion School Board Director, and grandson of the Sunny Hill Farm owners and operators, has generously offered a donation in the amount of \$12,000.00 toward the creation, preparation, and maintenance of the community garden;

WHEREAS, in exchange for this generous donation, and in recognition and honor of the history of the property, the Upper Merion Township Board of Supervisors desires to officially name the community garden, “Upper Merion Community Garden at Sunny Hill Farm”;

NOW THEREFORE, BE IT RESOLVED, the Upper Merion Township Board of Supervisors hereby officially names the Township’s community garden, “**Upper Merion Community Garden at Sunny Hill Farm.**” This full, official name shall be displayed on signage located at the community garden and at the original farmhouse associated with the community garden located at 135 East Valley Forge Road.

ADOPTED AND ENACTED into a Resolution this ____ day of _____, 2018.

ATTEST:

UPPER MERION TOWNSHIP
BOARD OF SUPERVISORS

David Kraynik,
Township Manager

Greg Philips,
Chairperson