



Appendix D: Focus Group Results





Rediscovering Chester

A Master Plan For Chester Village Center

www.chestervt.gov

COMMUNITY FOCUS GROUP
WORKSHOP

October 22nd, 2016

WELCOME!



Rediscovering Chester

A Master Plan For Chester Village Center

www.chestervt.gov

COMMUNITY FOCUS GROUP WORKSHOP

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About the Project....

- The Rediscovering Chester project seeks to develop a master plan for Chester Village Center.
- The master plan will help organize community ideas on what improvements or approaches might be best to improve the village.
- The master plan might include recommended physical changes, but might also include ideas for community building, supporting local arts or enhancing local business and economic activity.
- The master plan will inform the future town plan and act as a long-term guide for the community.



About the Workshop.....

- The purpose of this workshop is to hear from YOU!
- A wide variety of topics will be discussed during the day.
- Some “key pad” polling will be done to dig deeper into each topic area.
- You are encouraged to stay as long as you want, or leave and return as you want.
 - Your input and suggestions are vital!

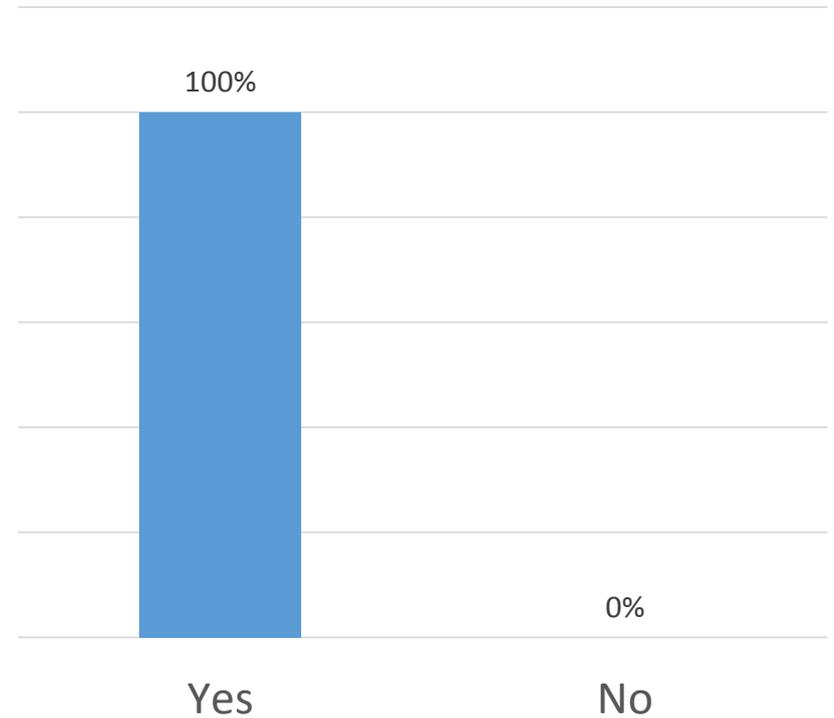
Mark Kane – SE Group
James Stevens - ConsultEcon



Let's learn a little about you...

Q - Are you a Chester Resident?

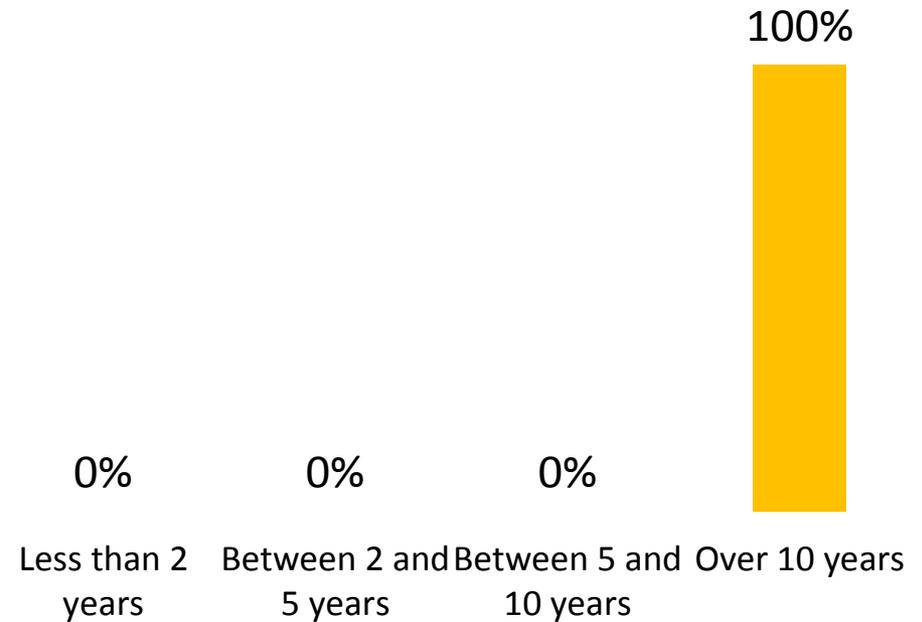
1. Yes
2. No



Let's learn a little about you...

Q - How long have you lived in Chester?

1. Less than 2 years
2. Between 2 and 5 years
3. Between 5 and 10 years
4. Over 10 years



Let's learn a little about you...

Q - Do you live in the Village Center?

1. Yes

2. No

3. Not Sure

100%



0%

0%

Yes

No

Not Sure



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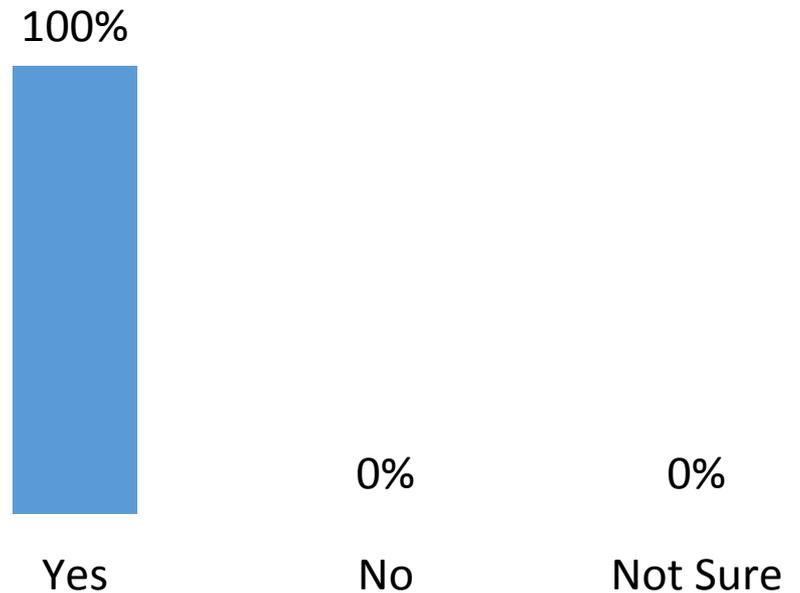
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Let's learn a little about you...

Q – Do you own/operate a local business?

1. Yes
2. No
3. Not Sure



Session 1 – Focus on Arts, Culture and History



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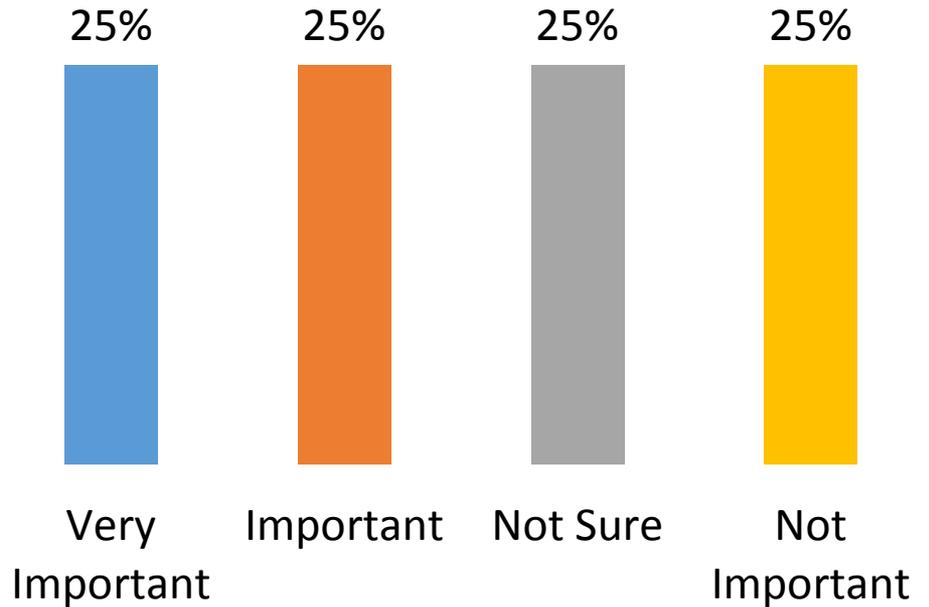
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Session 1 – Focus on Arts, Culture and History

Q – How Important is Arts/Culture to Chester's identity?

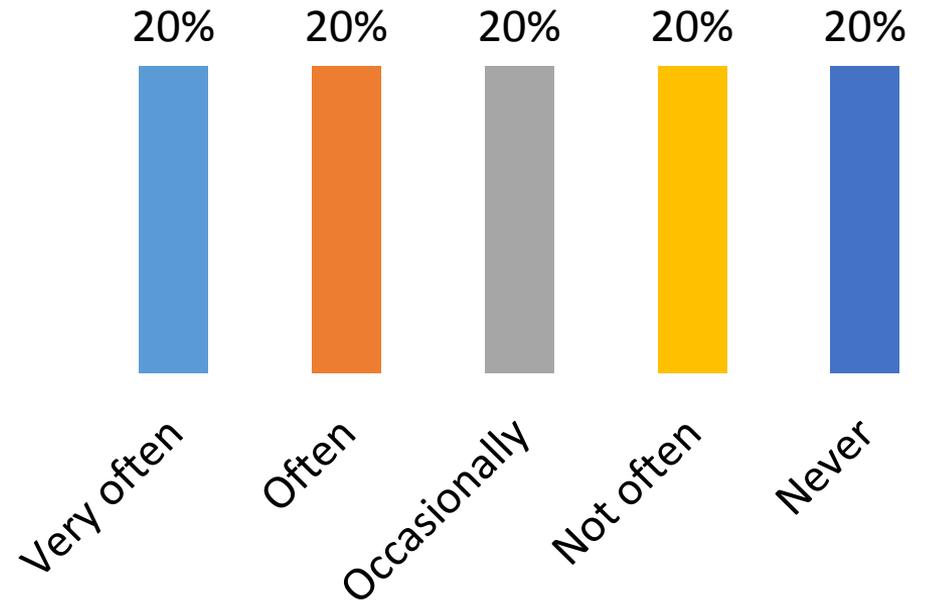
1. Very Important
2. Important
3. Not Sure
4. Not Important



Session 1 – Focus on Arts, Culture and History

Q – How often do you personally participate in local arts or cultural events?

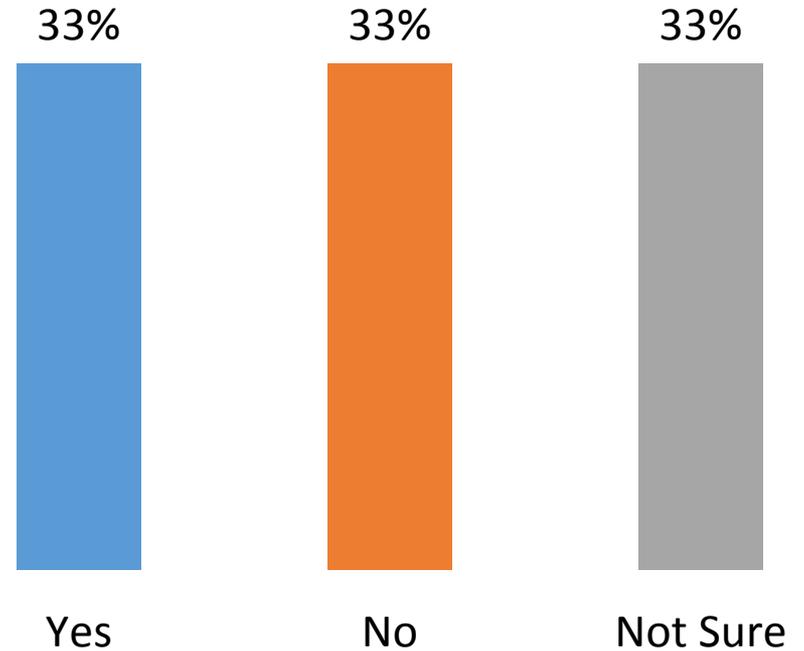
- A. Very often
- B. Often
- C. Occasionally
- D. Not often
- E. Never



Session 1 – Focus on Arts, Culture and History

Q – Does the culture in Chester represent your desired values?

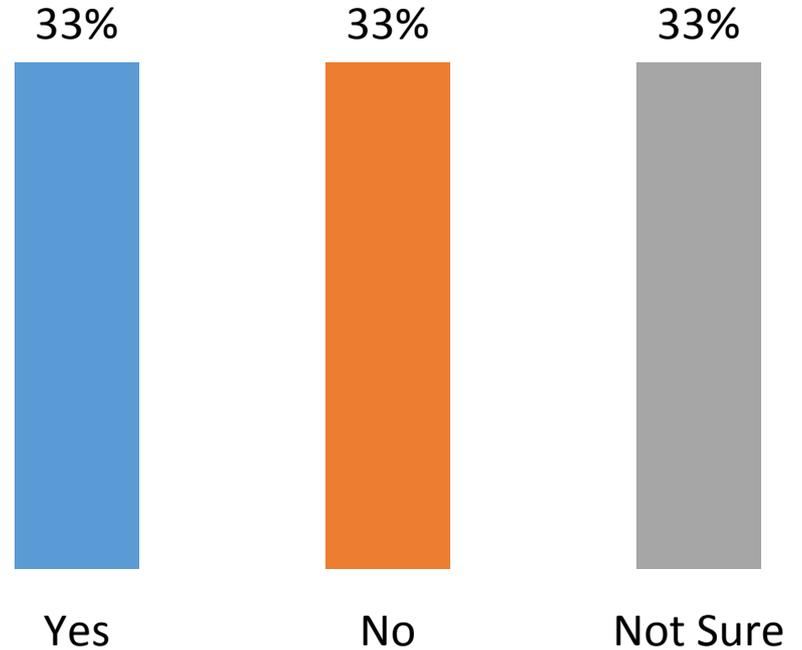
1. Yes
2. No
3. Not Sure



Session 1 – Focus on Arts, Culture and History

Q – Does the Town value and display its artful resources?

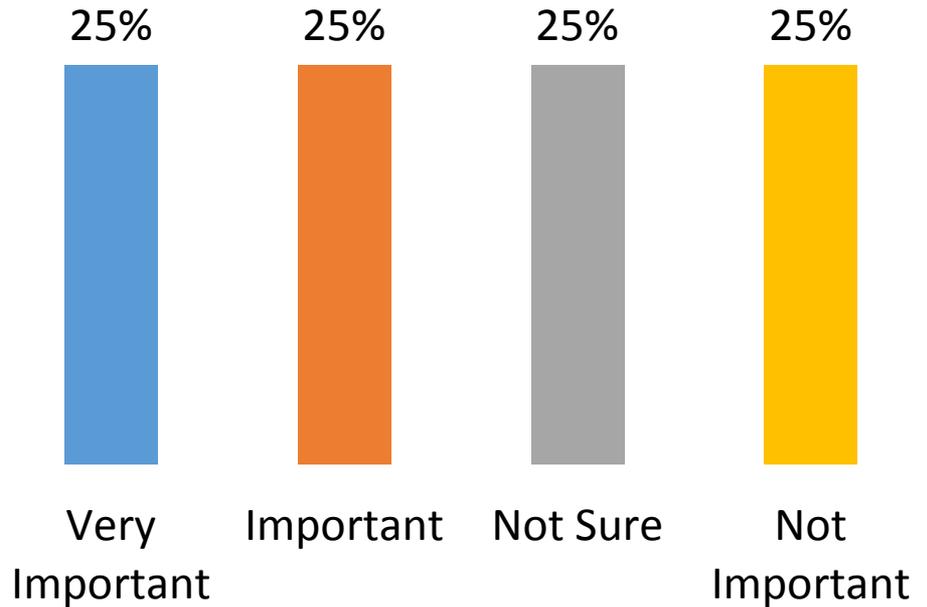
1. Yes
2. No
3. Not Sure



Session 1 – Focus on Arts, Culture and History

Q – How important are historical resources to the identity of Chester?

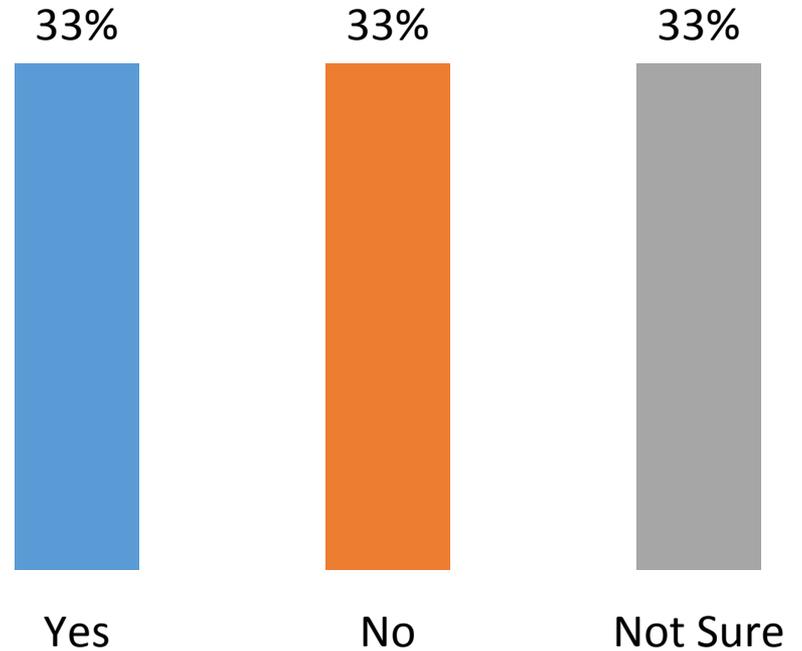
1. Very Important
2. Important
3. Not Sure
4. Not Important



Session 1 – Focus on Arts, Culture and History

Q – Does the Town take good care of its historic resources?

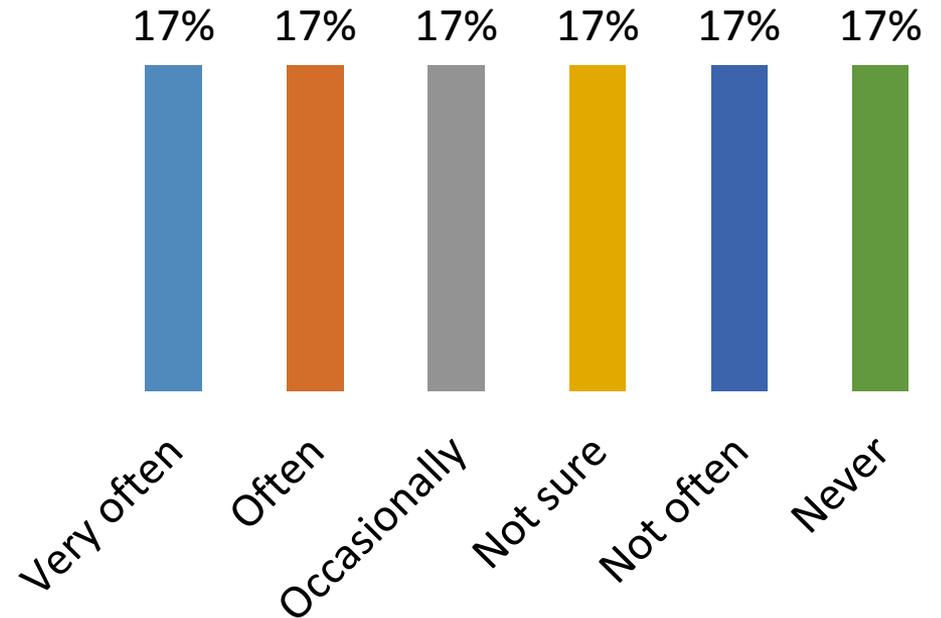
1. Yes
2. No
3. Not Sure



Session 1 – Focus on Arts, Culture and History

Q – Does the Town adequately market its historic resources to tourists?

1. Very often
2. Often
3. Occasionally
4. Not sure
5. Not often
6. Never



Session 1 – Focus on Arts, Culture and History

- What did we learn?
- Where are the key Arts, Cultural and Historic Resources in Chester Village?
 - What should be the emphasis for Chester?

VISIT THE BOARDS | MAKE NOTES ON THE MAP | LEAVE A COMMENT OR SUGGESTION



Session 2 – Retail and Local Businesses



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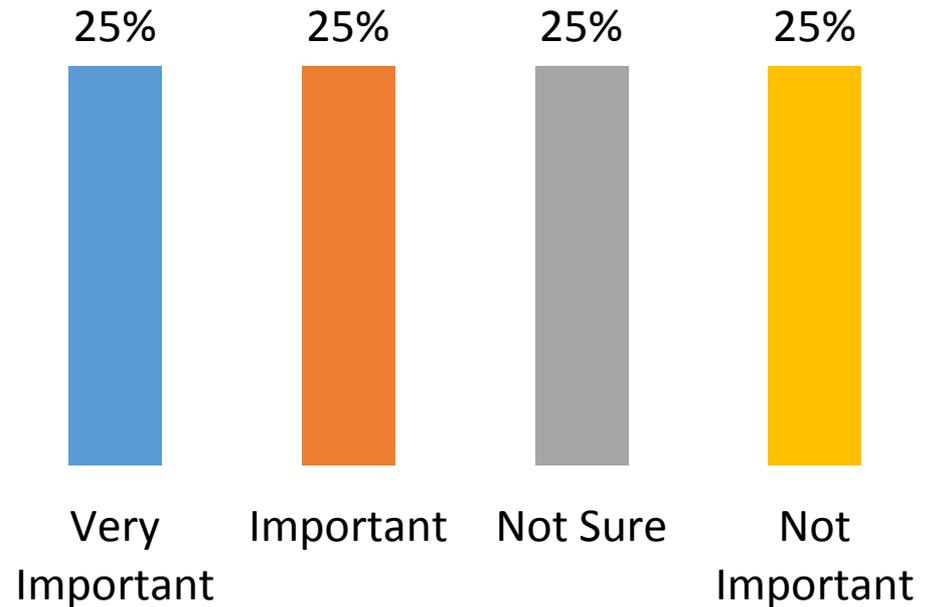
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Session 2 – Focus on Retail and Local Businesses

Q – How important is shopping and retail business to the identity of Chester?

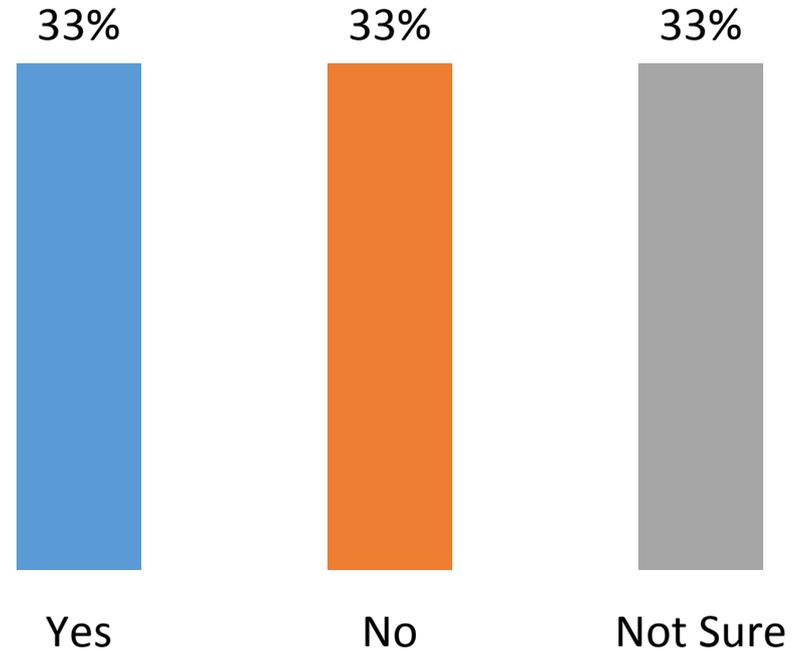
1. Very Important
2. Important
3. Not Sure
4. Not Important



Session 2 – Focus on Retail and Local Businesses

Q – Is there enough retail business in Chester?

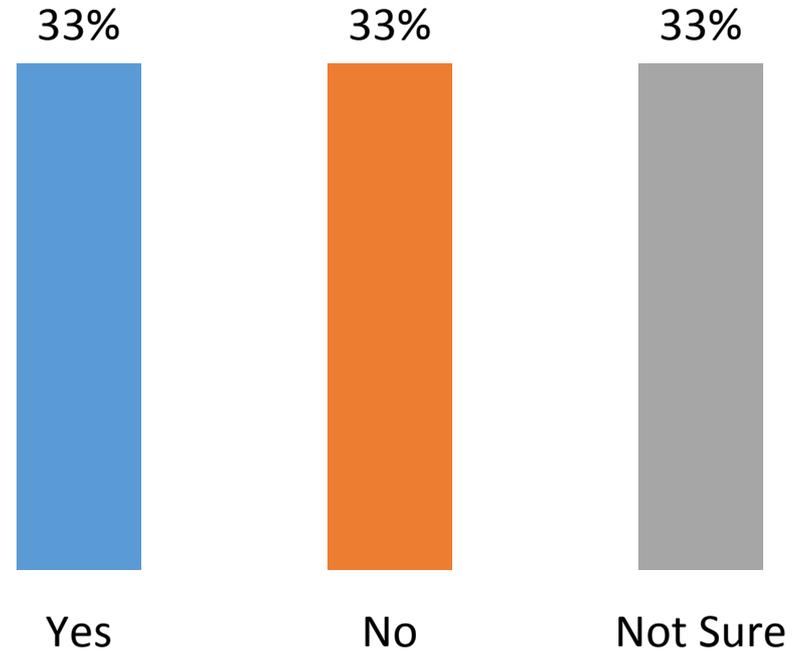
1. Yes
2. No
3. Not Sure



Session 2 – Focus on Retail and Local Businesses

Q – Do the retail businesses meet local needs?

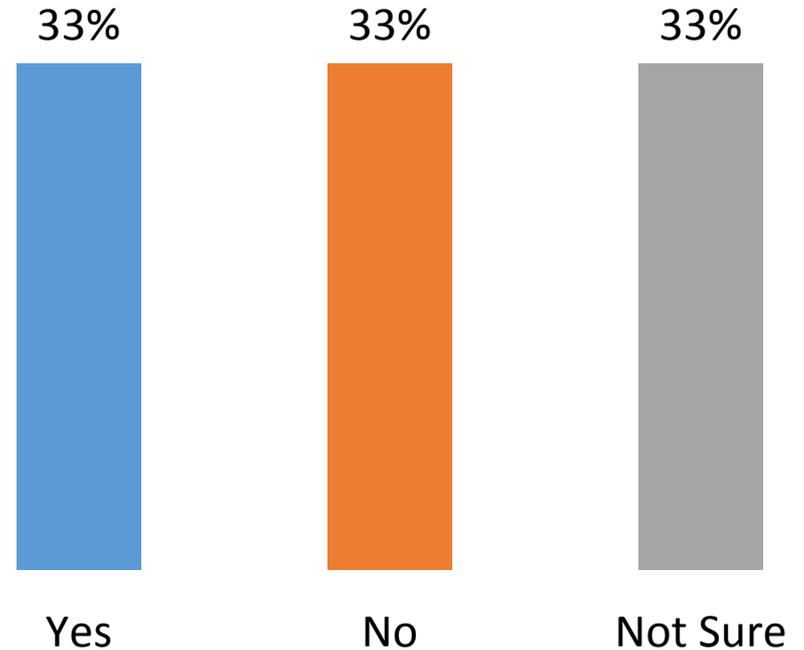
1. Yes
2. No
3. Not Sure



Session 2 – Focus on Retail and Local Businesses

Q – Is the Village setting supportive of retail businesses?

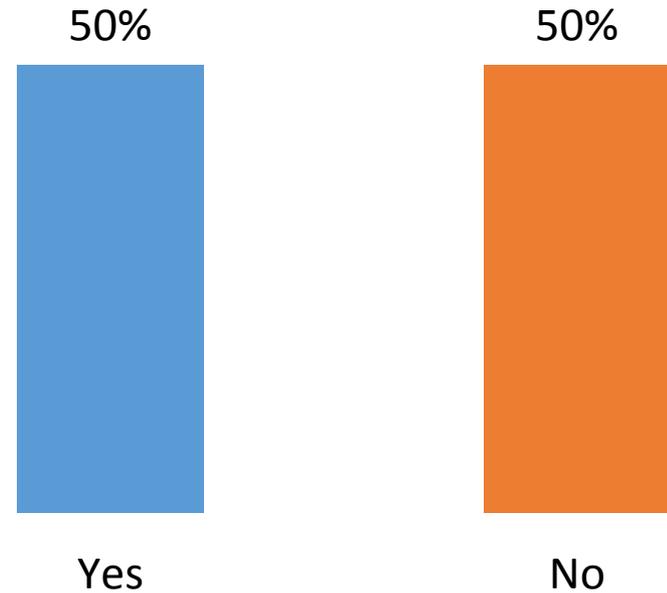
1. Yes
2. No
3. Not Sure



Session 2 – Focus on Retail and Local Businesses

Q – Do you own a local business?

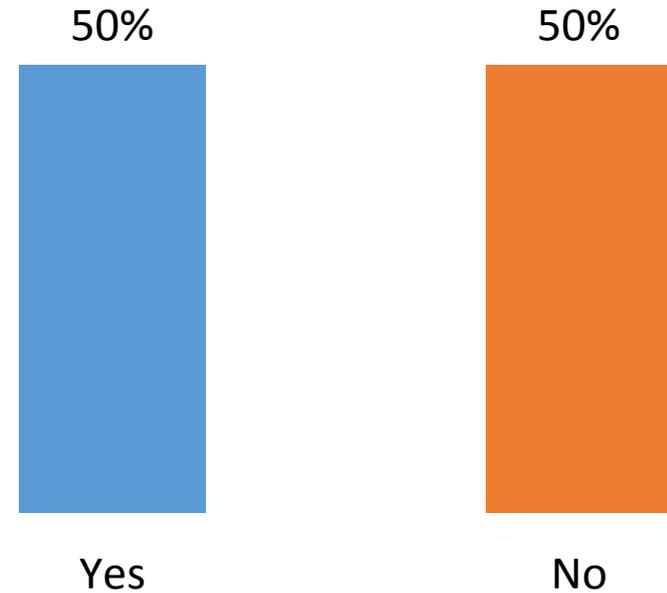
1. Yes
2. No



Session 2 – Focus on Retail and Local Businesses

Q – Do you work for a local business?

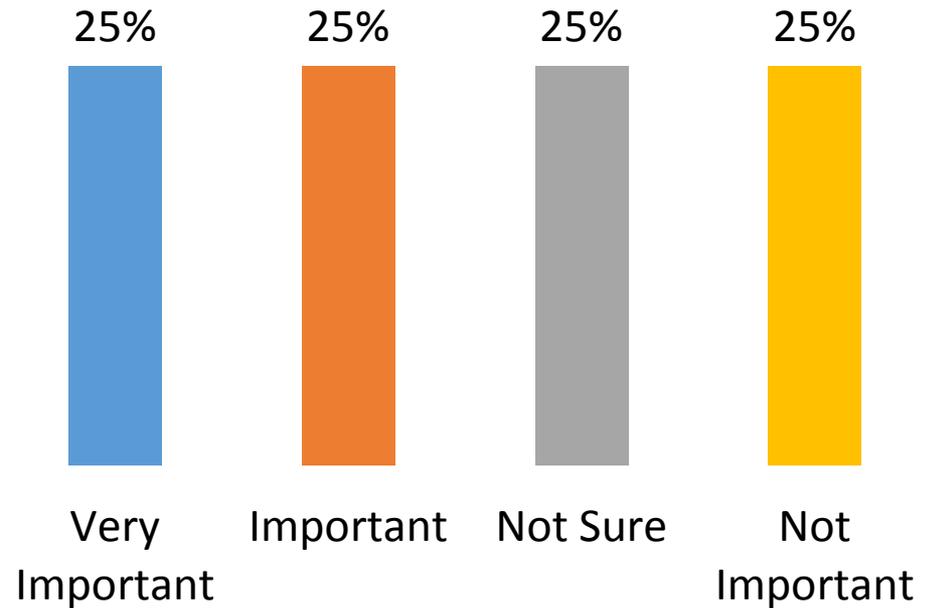
1. Yes
2. No



Session 2 – Focus on Retail and Local Businesses

Q –How important is the support of local businesses to you?

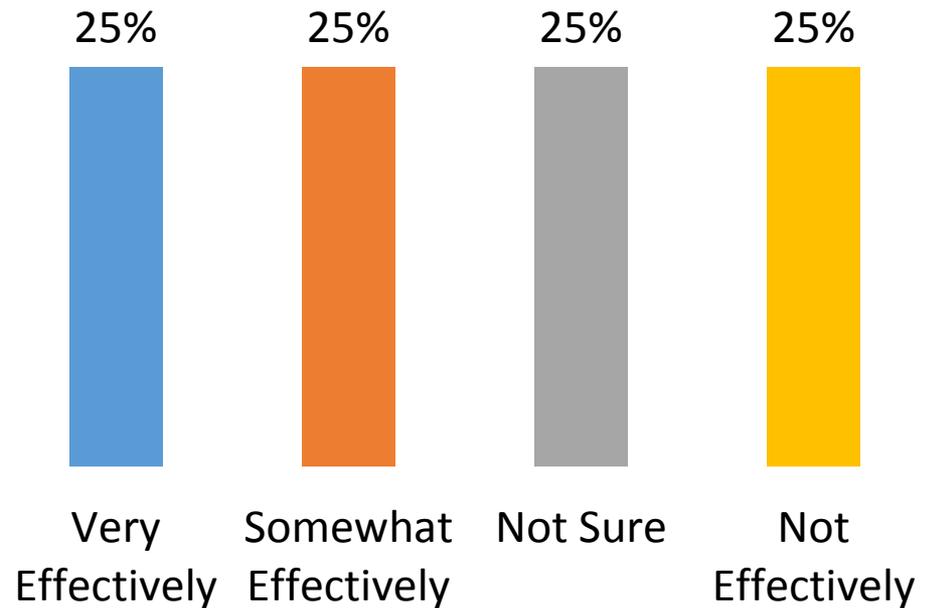
1. Very Important
2. Important
3. Not Sure
4. Not Important



Session 2 – Focus on Retail and Local Businesses

Q –How effectively does the Town support or promote local businesses?

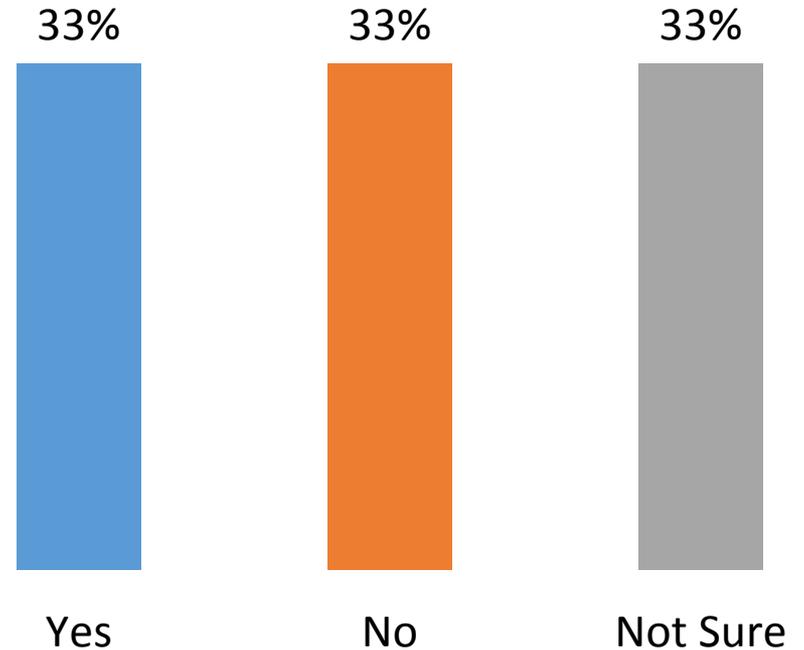
1. Very Effectively
2. Somewhat Effectively
3. Not Sure
4. Not Effectively



Session 2 – Focus on Retail and Local Businesses

Q – Do you think more local businesses would be a positive thing?

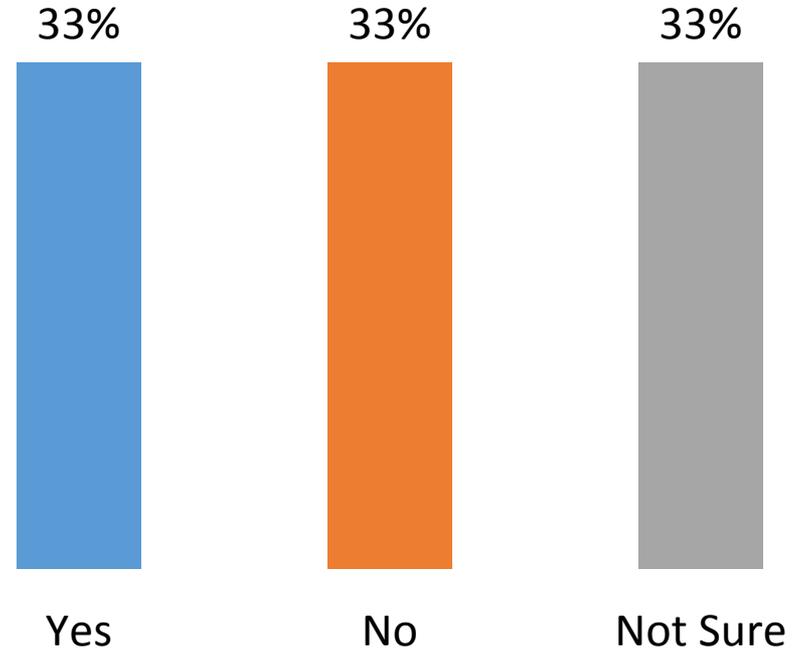
1. Yes
2. No
3. Not Sure



Session 2 – Focus on Retail and Local Businesses

Q – Should the Town encourage a greater diversity of local businesses?

1. Yes
2. No
3. Not Sure



Session 2 – Focus on Retail and Local Businesses

- What did we learn?
- Where are the Key Local Businesses that help define Chester Village?
 - What should role should local businesses play in Chester?

VISIT THE BOARDS | MAKE NOTES ON THE MAP | LEAVE A COMMENT OR SUGGESTION



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Session 3 – Food and Lodging



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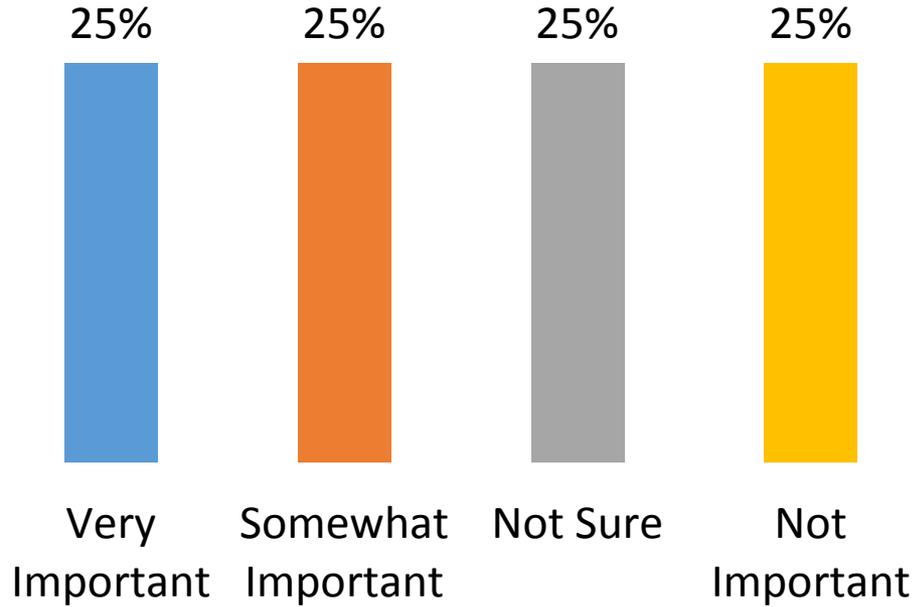
COMMUNITY FOCUS GROUP WORKSHOP

October 22nd, 2016

Session 3 – Focus on Food and Lodging

Q –How important is Food and Lodging to the identity of Chester?

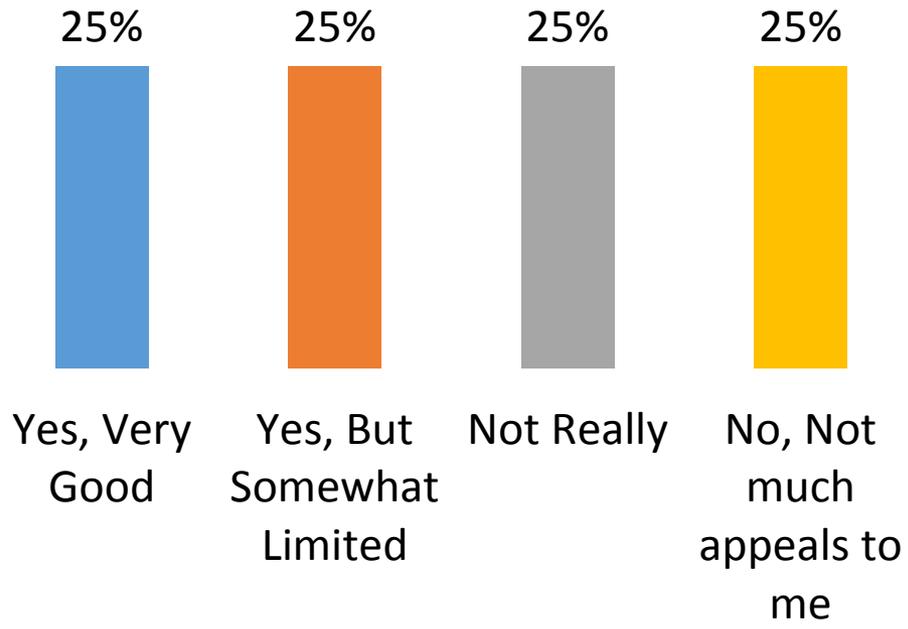
- 1. Very Important
- 2. Somewhat Important
- 3. Not Sure
- 4. Not Important



Session 3 – Focus on Food and Lodging

Q –Is there a good selection of local dining?

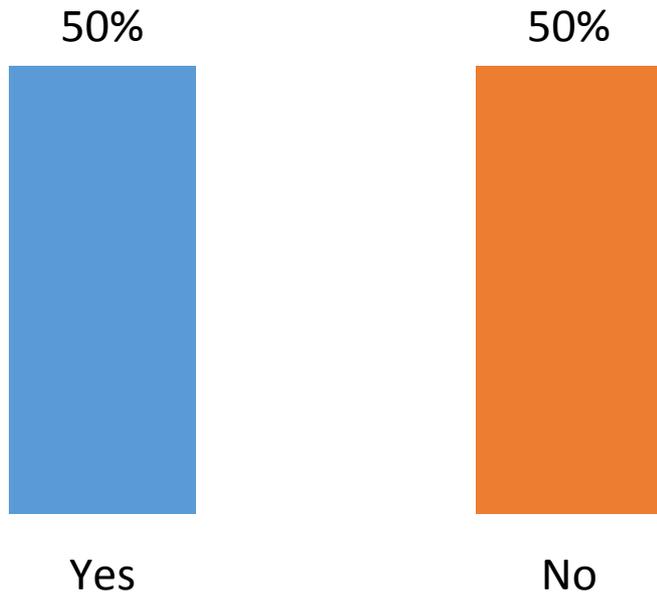
- 1. Yes, Very Good
- 2. Yes, But Somewhat Limited
- 3. Not Really
- 4. No, Not much appeals to me



Session 3 – Focus on Food and Lodging

Q –Do you have a local restaurant that you recommend?

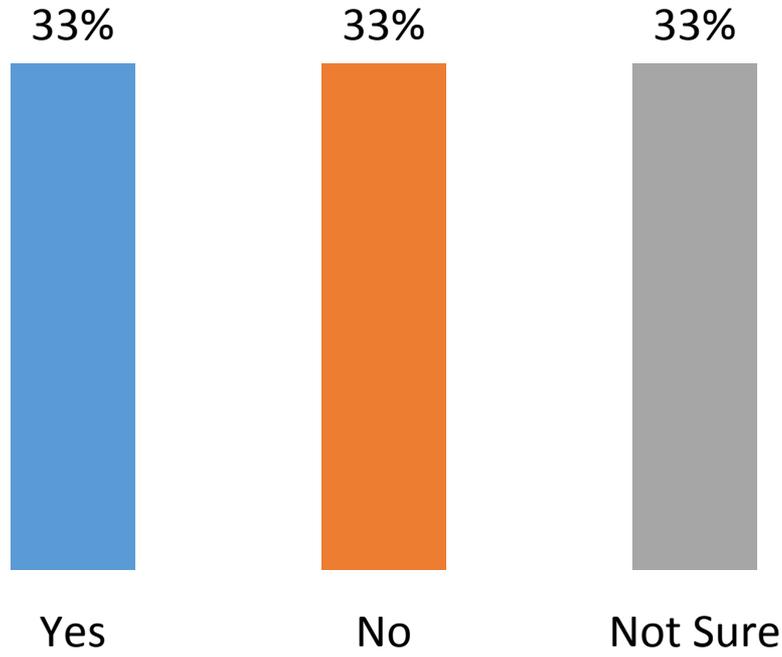
- 1. Yes
- 2. No



Session 3 – Focus on Food and Lodging

Q – Are the local restaurants too focused on tourists?

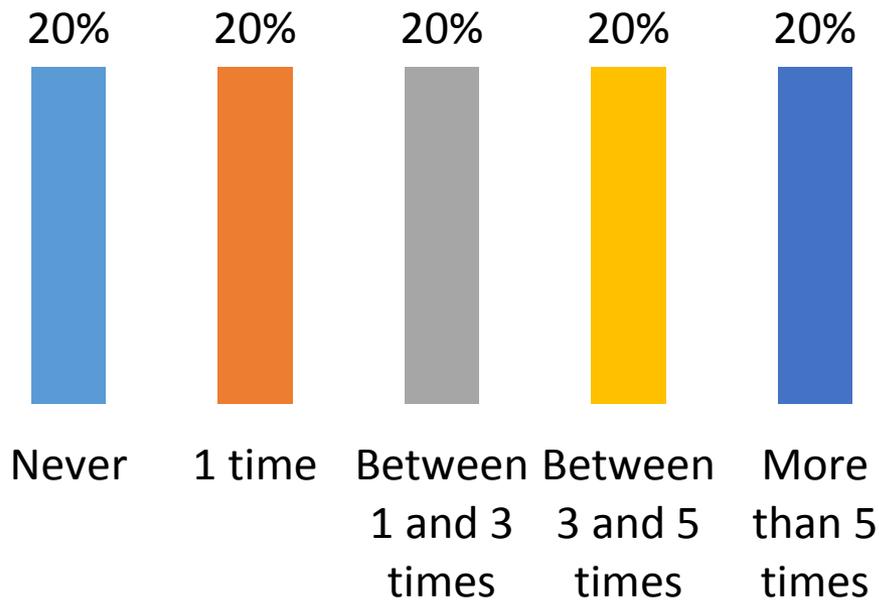
- 1. Yes
- 2. No
- 3. Not Sure



Session 3 – Focus on Food and Lodging

Q – How often do you dine in Chester per month?

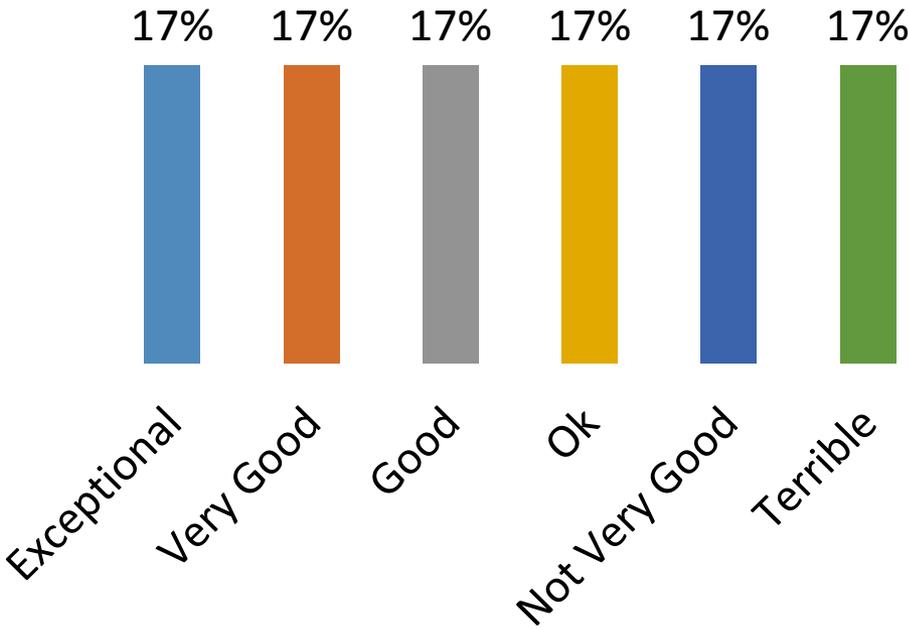
- 1. Never
- 2. 1 time
- 3. Between 1 and 3 times
- 4. Between 3 and 5 times
- 5. More than 5 times



Session 3 – Focus on Food and Lodging

Q – Generally, how have your dining experiences in Chester been?

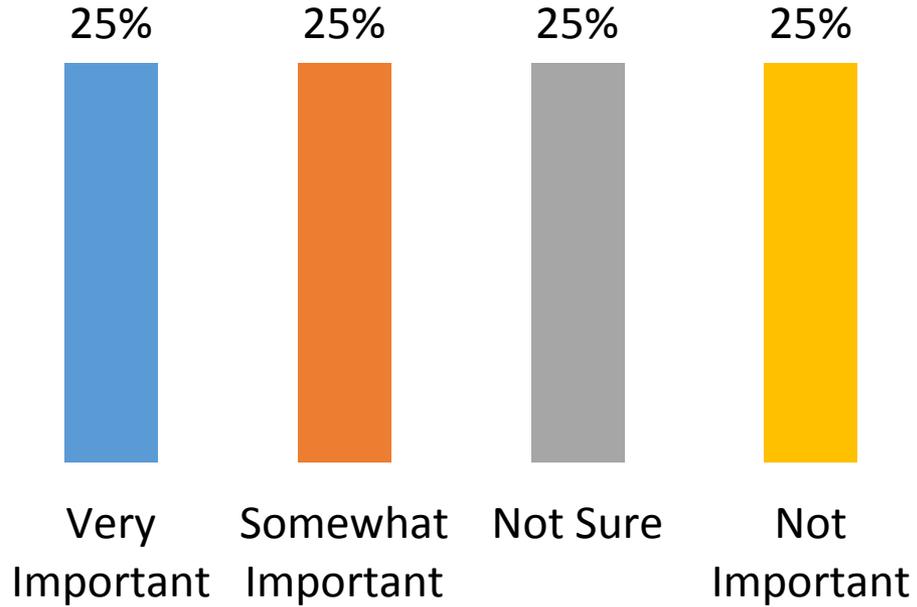
- 1. Exceptional
- 2. Very Good
- 3. Good
- 4. Ok
- 5. Not Very Good
- 6. Terrible



Session 3 – Focus on Food and Lodging

Q – How important is lodging to identity of Chester?

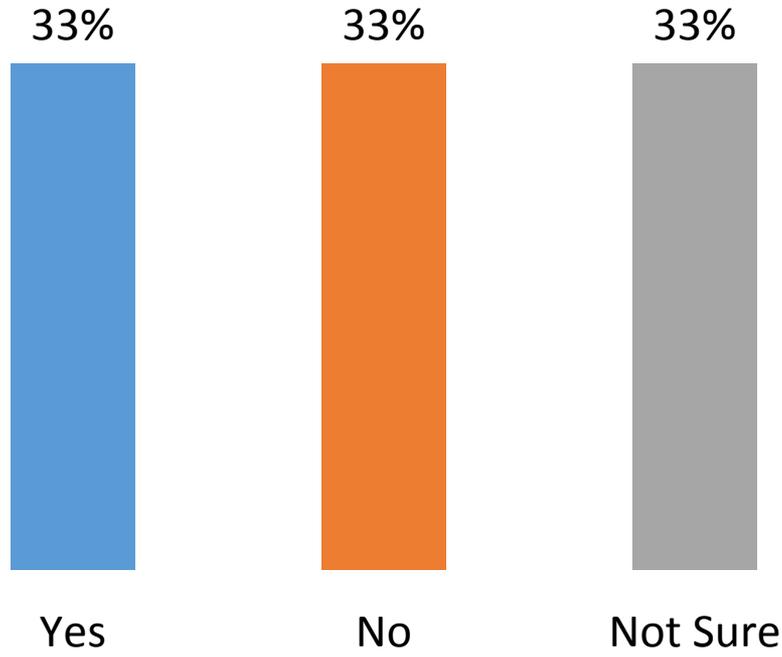
- 1. Very Important
- 2. Somewhat Important
- 3. Not Sure
- 4. Not Important



Session 3 – Focus on Food and Lodging

Q – Do the local lodging options support the image and brand of Chester?

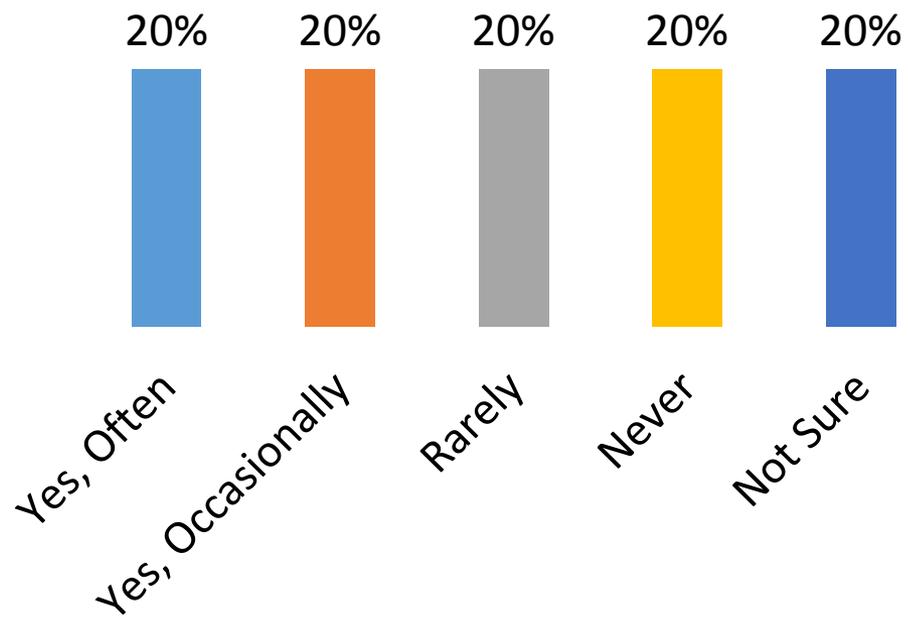
- 1. Yes
- 2. No
- 3. Not Sure



Session 3 – Focus on Food and Lodging

Q – Do you recommend staying in local lodging to friends or family coming to the area?

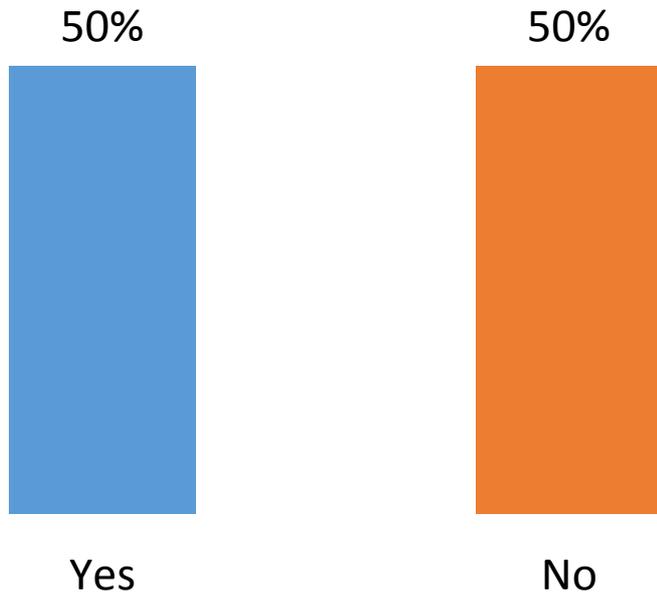
- 1. Yes, Often
- 2. Yes, Occasionally
- 3. Rarely
- 4. Never
- 5. Not Sure



Session 3 – Focus on Food and Lodging

Q – Have you ever stayed in a local lodge or inn?

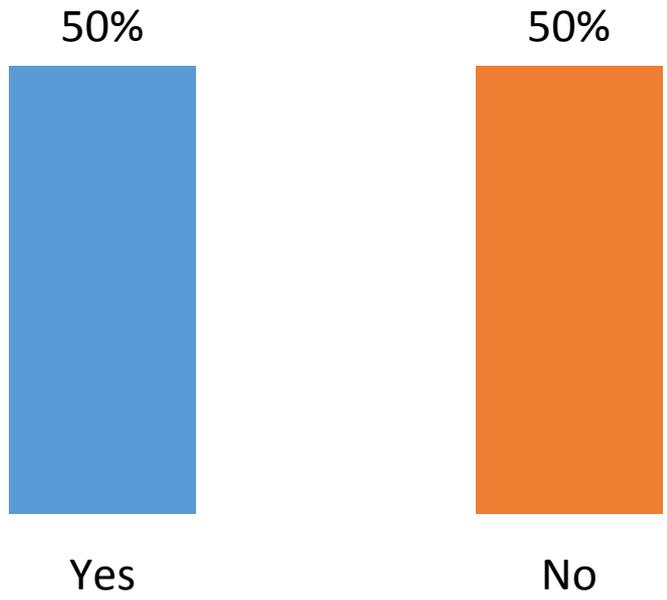
- 1. Yes
- 2. No



Session 3 – Focus on Food and Lodging

Q – Prior to moving to Chester, did you stay in a local lodge or inn?

- 1. Yes
- 2. No



Session 3 – Focus on Food and Lodging

- What did we learn?
- How do the Food and Lodging Businesses define Chester Village?
 - What should role should Food and Lodging play in Chester?

VISIT THE BOARDS | MAKE NOTES ON THE MAP | LEAVE A COMMENT OR SUGGESTION



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Session 4 – Recreation and Agriculture



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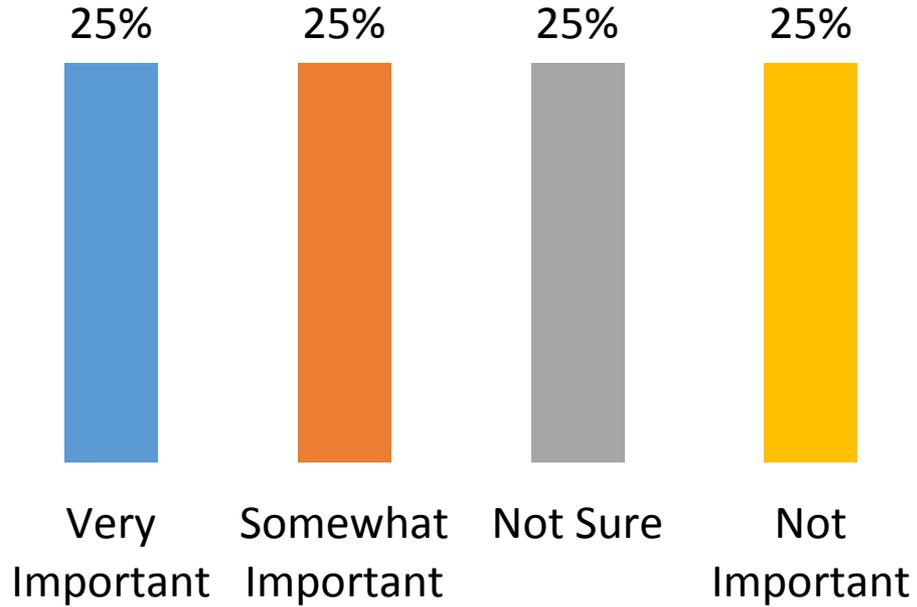
COMMUNITY FOCUS GROUP WORKSHOP

October 22nd, 2016

Session 4 – Focus on Recreation and Agriculture

Q – How important is recreation to Chester’s identity?

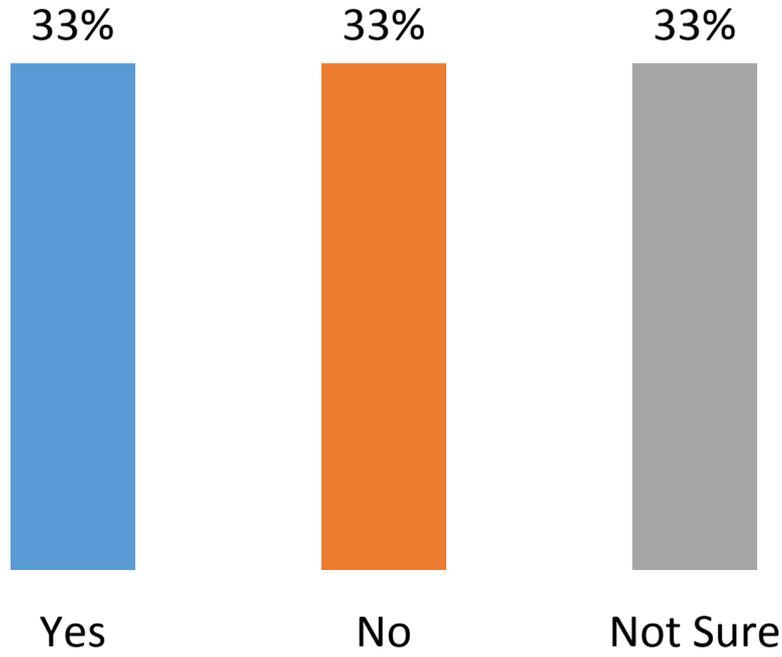
- 1. Very Important
- 2. Somewhat Important
- 3. Not Sure
- 4. Not Important



Session 4 – Focus on Recreation and Agriculture

Q – Do you feel the Town adequately meets the recreational needs for its residents?

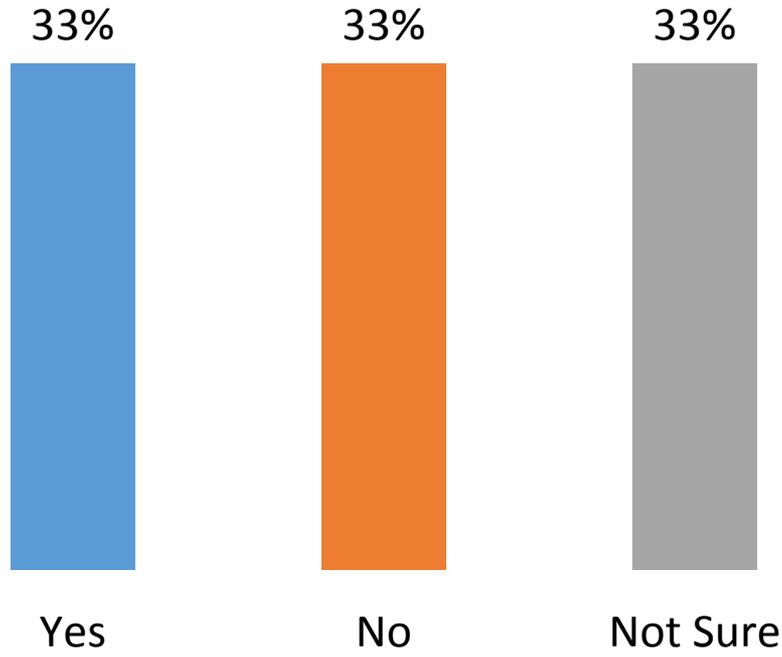
- 1. Yes
- 2. No
- 3. Not Sure



Session 4 – Focus on Recreation and Agriculture

Q – Do the recreational assets in Chester appeal to visitors?

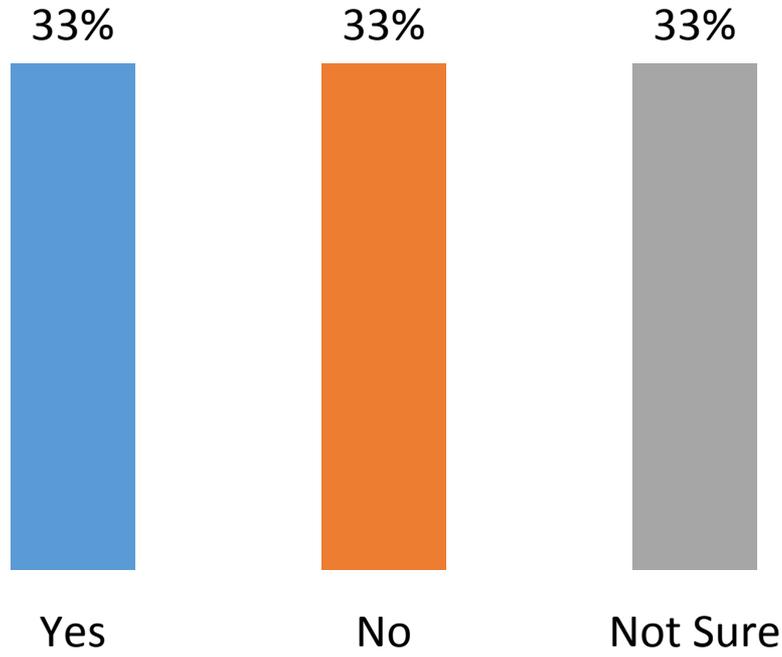
- 1. Yes
- 2. No
- 3. Not Sure



Session 4 – Focus on Recreation and Agriculture

Q – Does Chester Village have enough parks or open spaces?

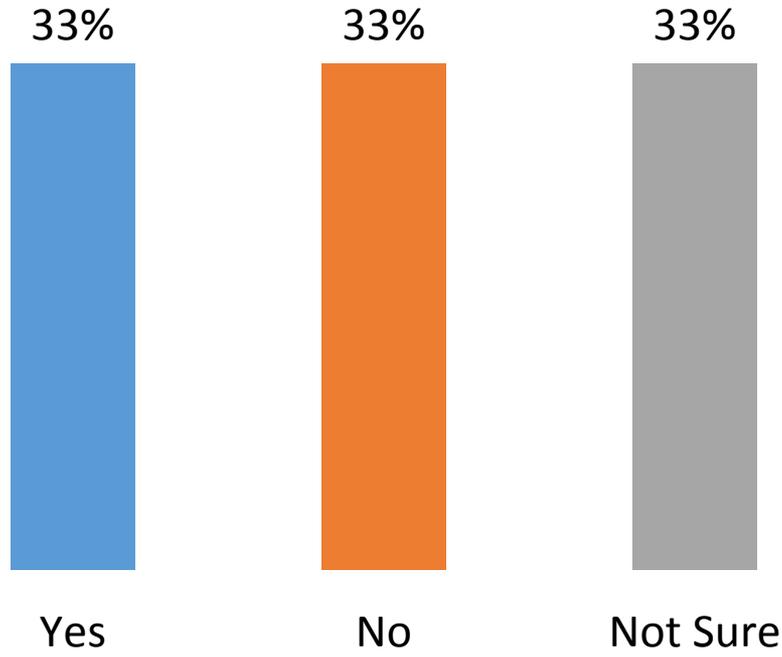
- 1. Yes
- 2. No
- 3. Not Sure



Session 4 – Focus on Recreation and Agriculture

Q – Do the existing walking facilities (sidewalks) provide enough access to local businesses, parks and other destinations ?

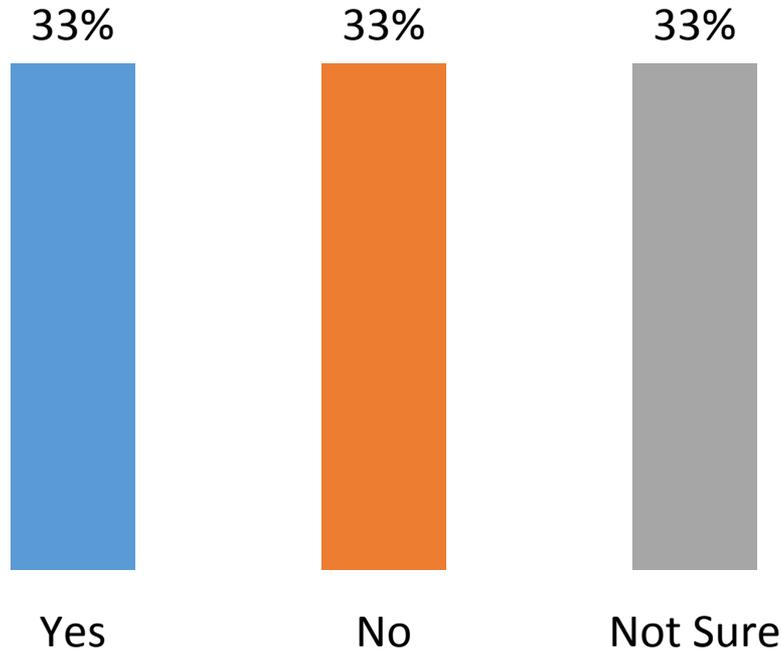
- 1. Yes
- 2. No
- 3. Not Sure



Session 4 – Focus on Recreation and Agriculture

Q – Would improving walkability help improve the quality of life in Chester Village?

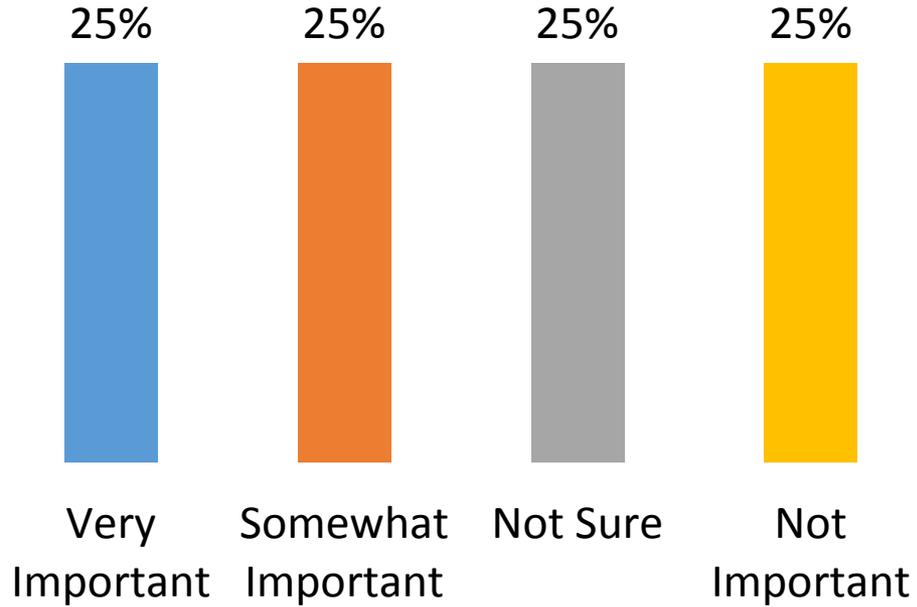
- 1. Yes
- 2. No
- 3. Not Sure



Session 4 – Focus on Recreation and Agriculture

Q –How important is agriculture and farming to the identity of Chester?

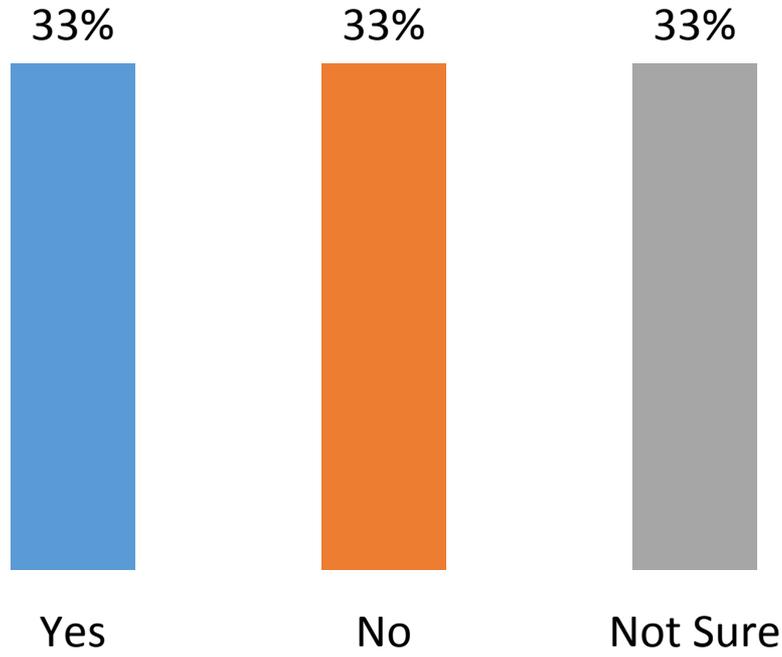
- 1. Very Important
- 2. Somewhat Important
- 3. Not Sure
- 4. Not Important



Session 4 – Focus on Recreation and Agriculture

Q – Does the Town adequately support local agricultural businesses?

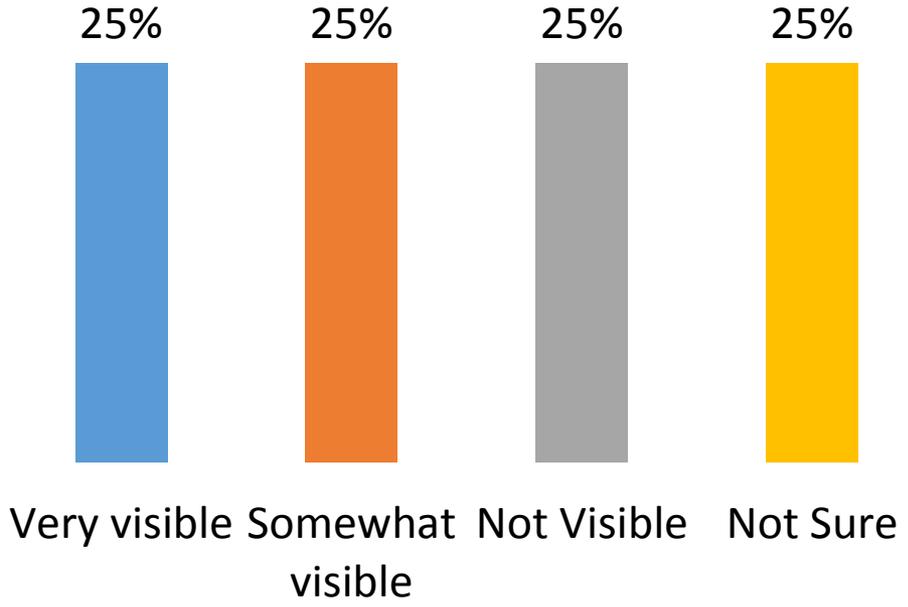
- 1. Yes
- 2. No
- 3. Not Sure



Session 4 – Focus on Recreation and Agriculture

Q –How visible are local agricultural products and services within the community?

- 1. Very visible
- 2. Somewhat visible
- 3. Not Visible
- 4. Not Sure



Session 4 – Recreation and Agriculture

- What did we learn?
- Where are the Key Recreational Assets within Chester Village?
 - What should role should local agriculture play in Chester?

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