

## **Results of Dewey Beach Property Owners and Visitors Surveys**

The Comprehensive Development Plan Working Group initiated a survey of property and business owners and a survey of visitors to Dewey Beach to support its work in preparing a state-mandated development plan for Dewey Beach. This plan will address key community development and infrastructure issues that will be important to the Town over the next 10 years and beyond. All municipalities in Delaware are required to complete such a plan every 10 years and these plans are critical elements of any application for County, State and Federal funding for infrastructure development and improvement projects. The two surveys were intended to help shape the positions and recommendations that will be a part of the final plan to be submitted to the State.

### ➤ **Surveys conducted August through November 2016**

- Surveys were conducted using SurveyMonkey.
- Cards were mailed to owners informing them about the survey and included a link to complete the survey.
- Businesses distributed cards with the link to the survey to patrons; posters in town also provided information about participating in the survey.

### ➤ **300 respondents to Owners survey;100 respondents to Visitors survey**

#### ➤ **Top line results to Owners survey:**

- 80% think Dewey's image is better compared to five years ago
- 80% agree that Dewey is more family oriented
- More than 75% agree that Dewey offers a vibrant and respectful environment for all age groups
- 60% agree that Dewey should strive to become a more year-round town
- 80% agree that efforts should continue to expand "shoulder season" (Spring and Fall) activities
- 80% agree that that sea level rise and climatic change should be a high priority for the town; more than half strongly agree with this priority
- 85% agree that the town should develop a long-term plan for adaptation to sea level rise; 55% strongly agree about such a long-term plan
- The most positive characteristics noted by owners about Dewey Beach were:
  - Clean and safe beach
  - Walking access to restaurants, eateries, and other food establishments
  - Accessibility of ocean beach
  - Dog-friendly Beach
  - Active and busy summer season but quiet off season
- Owners noted the following as most in need of improvement:

- Stricter control of inappropriate behavior (public drunkenness, profanity, etc.)
  - Pedestrian safety
  - More year-round restaurants
  - Summer season noise
  - Public safety (general feeling of safe environment)
  - Availability of public restrooms
- **Top line results to Visitors survey:**
- The most positive characteristics noted by visitors about Dewey Beach were:
    - Walking access to restaurants, eateries, and other food establishments
    - Accessibility of ocean beach
    - Nighttime entertainment
    - Clean and safe beach
    - Party atmosphere
    - Safe and secure nighttime environment
  - Visitors noted the following as most in need of improvement:
    - Pedestrian safety
    - Availability of public restrooms
    - More year-round restaurants
    - More special events (town or business-sponsored)
    - Public transportation options
    - Shopping and convenience outlets in town
- **The most positive characteristics about Dewey noted by both owners and visitors were:**
- Clean and safe beach
  - Walking access to restaurants, etc.
  - Accessibility of ocean beach
- **Owners and Visitors both noted the following as most in need of improvement:**
- Pedestrian safety
  - More year-round restaurants
  - Availability of public restrooms
- **Complete results for each survey are available at [xxxxxxx.com](http://xxxxxxx.com), including individual comments provided by 142 owners and 45 visitors**