



# Town of Bradford Budget Priorities 2025

*Final Survey Results*

# The Survey

- **Electronic only** available by linking to Town of Bradford website or through QR code
- **Fielded** October & November 2024
- **Publicized** survey through:
  - October & November Bradford Bridge
  - Flyers posted around Town
  - 100 flyers distributed outside polls on Election Day
  - Limited flyer distribution at Transfer Station
  - “Word of mouth”
- Closed December 1 with **132 responses**



# Goals

- Encourage civic engagement
- Increase transparency
- Hear from community about priorities

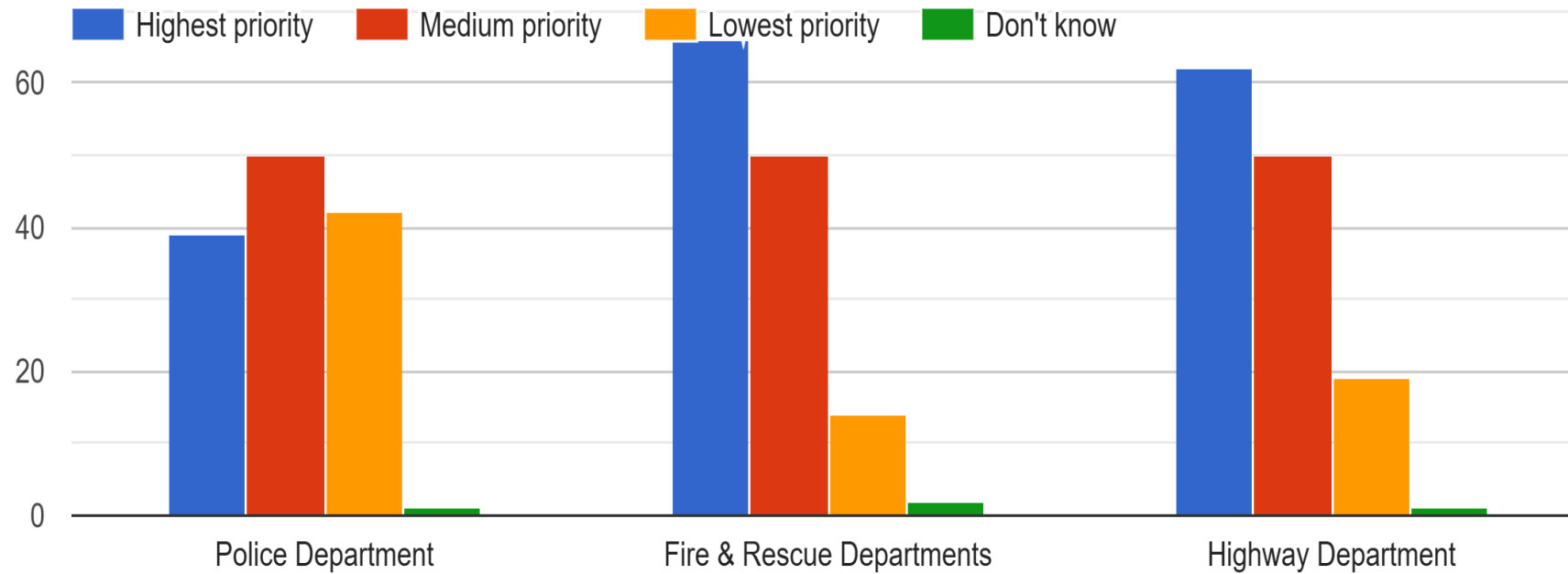
*“I need to do a better job at understanding the town’s budget and needs... This survey shows me that I need to learn more/be better informed, which I appreciate and I will work on doing.”*



Results

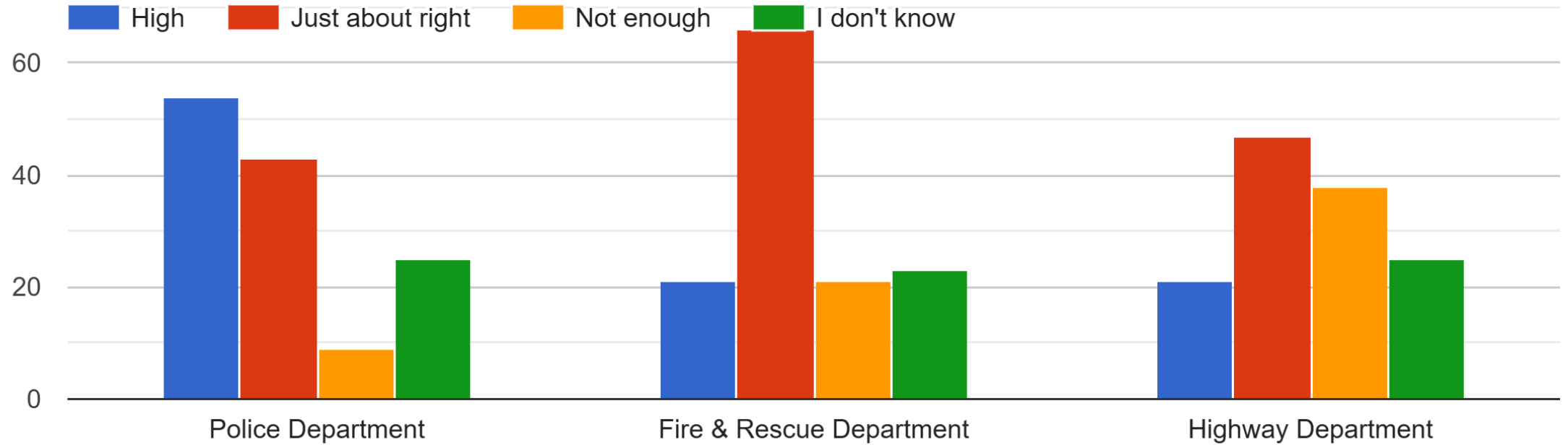


Collectively, the Police, Fire & Rescue, and Highway Departments account for more than 54% of the overall Town operating budget. What are your priorities?



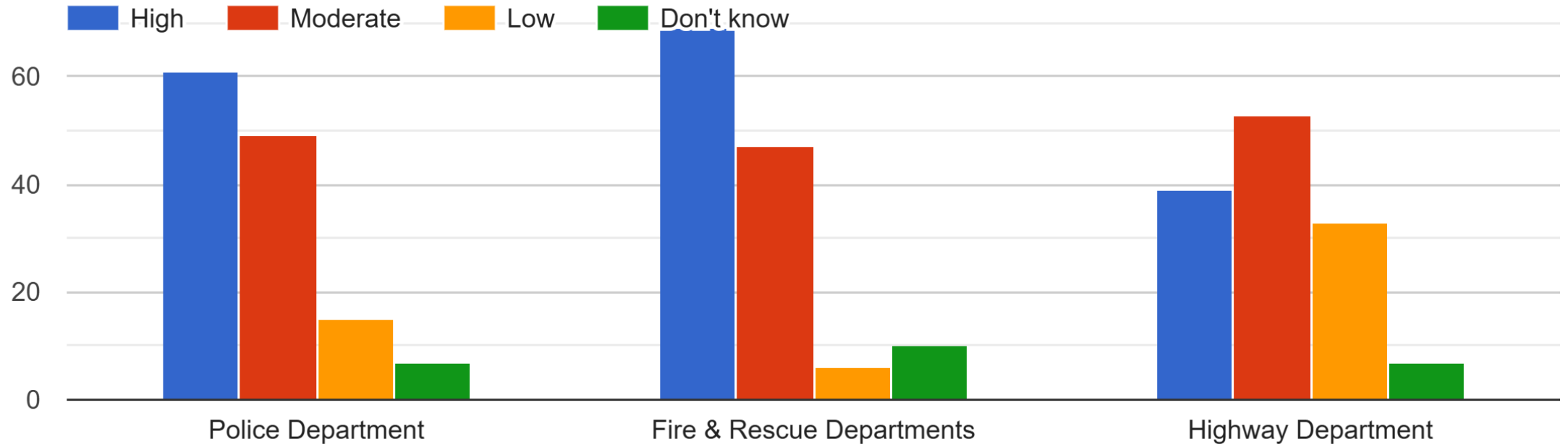
	Police	Fire & Rescue	Highway
<b>Highest</b>	39	66	62
<b>Medium</b>	50	50	50
<b>Lowest</b>	42	14	19
<b>Don't know</b>	1	2	1

The amount of money we spend on the following Departments is:



	Police	Fire & Rescue	Highway
High	54	21	21
Just about right	43	66	47
Not enough	9	21	38
I don't know	25	23	25

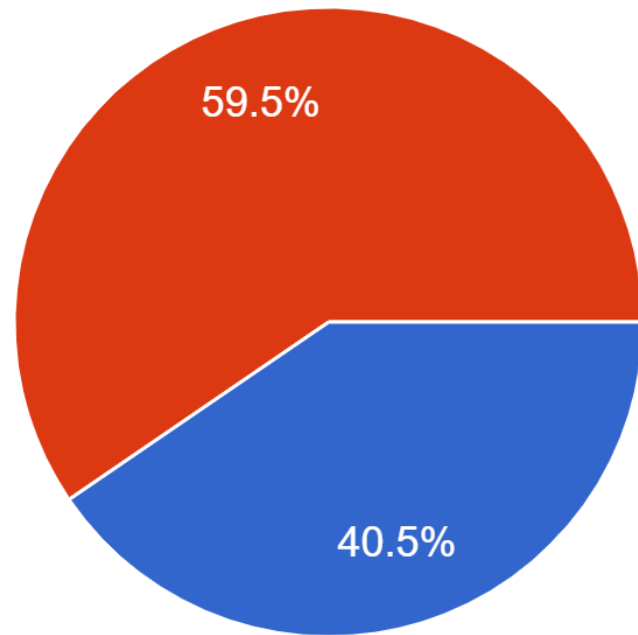
My satisfaction with the following Departments is:



	Police	Fire & Rescue	Highway
<b>High</b>	61	69	39
<b>Moderate</b>	49	47	53
<b>Low</b>	15	6	33
<b>I don't know</b>	7	10	7

# What is more important to you, the services you receive or the taxes you pay?

131 responses



- The services I receive are more important
- The amount of taxes I pay are more important



# What would you like the Town to consider as it prepares its recommended 2025 budget?

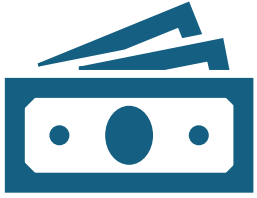
## Themes

- *Lower taxes & specific budget advice (43+)*
- *Road conditions and other highway department input (20 +)*
- *Size & policies of police department (19+)*
- *Transparency and accountability (6)*
- *Facilities (7)*
- *Environment & recreation (5)*
- *Appreciation (5)*
- *Economic development (3)*
- *Survey (5)*

# What would you like the Town to consider as it prepares its recommended 2025 budget?

## Major Themes

- *Lower taxes & specific budget advice (43+)*
- *Road conditions and other highway department input (20 +)*
- *Size & policies of police department (19+)*



# Lower Taxes

“Consider those on fixed income, needs over wants”

“Lower taxes to allow middle class to stay in town”

“...We need to recognize the majority of Bradford residents are not overflowing with wealth. Many of us are barely scraping by to buy groceries for our families. If property taxes go up you will force people to make a very difficult decision in order to continue to provide for their families. You will effectively push people out of the town or into poverty... Do not put this added burden on the residents you have been elected to serve. We cannot bear additional property taxes.”



# Road conditions

“More concern on roads given. Road crew guys are great they need to be given resources.”

“Fix our crappy roads.”

“Highway dept repairing and maintaining more roads is high priority.”

“Lower taxes fill potholes”

“We are currently underfunding and staffing the highway department. With approximately 60 miles of class 5 roads and failing infrastructure making it up...more funding is required to maintain the current level of service which is currently failing...”





# Police Coverage

“We do not need 24 police coverage. The Chief or the designate could be on call and paid extra for the call.”

“Smaller PD. 24 hour coverage not needed”

“Daytime presence at Police office.”

“For Bradford to return to State Police and Merrimack County Sheriff coverage at night.”

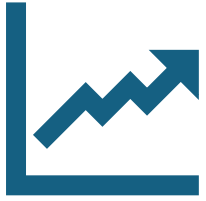
“Safety for all residents”

# Lessons learned

- Limitations and tradeoffs of online survey tools
- Digital divide creates barriers to participation
- Survey questions need some work

*“I think a question asking the highest priority between fire rescue police and roads is crazy. It depends if your house is on fire, if you are being attacked or if a road is blocked...”*

*“Why is the only way to fill this out with a QR code? Many elderly residents won’t do this. It doesn’t seem fair or transparent...”*



# Key Takeaways

- Respondents are feeling the pain of high property taxes & want relief
- Many respondents believe investment in the road infrastructure is a priority
- Many respondents believe police coverage could be reduced
- Most respondents were highly or moderately satisfied with the services they are receiving from the 3 major Departments

*“...Please communicate to the above departments that their dedication has not gone unnoticed and that their services are extremely appreciated”*



Questions?

