

Self-Interest, Markets & Profit

Versus

the Public Interest

What is the Public Interest/Public Good/Community

Wellbeing?

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Methodology

- Steering Committee
- Qualitative Research
 - · Background Research on Influencing Factors
 - Eight Community Focus Groups
 - · Qualitative Research
- Quantitative Research
 - Mail Survey (957 surveys, response rate = 12.5%)

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Section 1. The Public Interest

Section 1. Part 1.

Balance Self-Interest and Community Wellbeing

- 55.8% are personally willing to put community above personal interests
- 19.7% are confident that most people are willing to put community interests above personal interests

Balance the Wellbeing of Current and Future Generations

- 55.3% are willing to make personal sacrifices to improve the future of Newton
- 21.0% feel that most people are willing to make personal sacrifices for the future of Newton

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Section 2. Community of Choice

Section 1. Part 2.

- 89.1% choose to live in Newton because of connections to friends and family
- 63.0% encourage people to consider Newton as a place of residence
- ▶ 56.9% think Newton makes newcomers feel welcome
- 86.2% report Newton is a good place to raise a family
- 82.5% expect to be living in Newton 5 years from now

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Section 2. Demonstrated Trust

Section 2.



Approval of selected major investments

- Fire/EMS Station #3 (87.0%)
- Law Enforcement Center Remodel (78.3%)
- * Wastewater Treatment Plan Upgrade (74.4%)
- * Centennial Dog Park (48.0%)

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Section 3. Investment

Section 3. Part 1. Support for Change/Growth

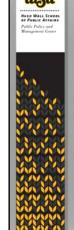
The long-term wellbeing of the community can best be improved through investments that...

Embrace Change/Growth

- ...encourage population growth (78.0%)
- ...encourage business investment (91.7%)

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Section 3. Investment

Section 3. Part 2. Strategies for Building a Better Community

The long-term wellbeing of the community can best be improved through investments that...

Type: Basic Infrastructure

- ...focus on the basics such as street and road improvements (87.7%)
- ...pay off current city debt (84.0%)

Type: Quality of Life Improvements

- ...improve recreation options for families (79.5%)
- ...improve the public pool (71.5%)
- ...build a modern community library (58.5%)



Section 3. Investment

Section 3. Part 2. Strategies for Building a Better Community

The long-term wellbeing of the community can best be improved through investments that...

Type: Creating a Sense of Place

- ...develop more shopping, dining and entertainment (86.0%)
- ...focus on a vibrant downtown (81.7%)
- ...improve the visual appearance of the community (83.7%)

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Section 4. Immediate Investment Decisions: Housing, Recreation, Library

Table 4.1

For the wellbeing of the community I recommend that we ...

Support for Housing Investments

- ...promote rehabilitation of existing homes in existing neighborhoods (87.5%)
- ...promote more housing for seniors (76.2%)
- ...promote construction of housing for low to moderate income individuals and families (70.8%)

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Section 4. Immediate Investment Decisions: Housing, Recreation, Library

Table 4.1

For the wellbeing of the community I recommend that we ...

Support for Recreation Investments

- ...increase investment in maintenance at existing parks (82.4%)
- ...increase investment in walking/biking trails (68.6%)
- ...investment in major renovation of the city pool (65.6%)
- ...increase investment in new enhancements to existing parks (58.5%)
- ...invest in additional athletic fields for tournaments and local use (52.5%)
- ...invest in a new city pool (43.2%)

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Section 4. Immediate Investment Decisions: Housing, Recreation, Library

Table 4.1

For the wellbeing of the community I recommend that we ...

Support for Community Library Investments

- ...renovate the existing library (67.0%)
- ...maintain the current library as it is now (48.0%)
- ...build a new modern library (45.0%)



Section 5. Commitment to Community Economic Development

Table 5.1

I believe that the City of Newton economic development efforts..."

- ...should attempt to attract more small businesses. (90.6%)
- ...should attempt to work with existing businesses to encourage expansion. (89.9%)
- ...should attempt to attract large employers. (79.8%)
-should attempt to attract additional dining, shopping and entertainment businesses. (86.4%)
- ...should focus on developing the downtown area. (77.0%)
- ...should focus on recruitment of families to live and work in Newton. (79.4%)

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Section 6. Community Investment Priorities

Table 6.1 Basic Infrastructure and Quality of Life Improvements

I'm willing to pay increased taxes or fees to pay for...

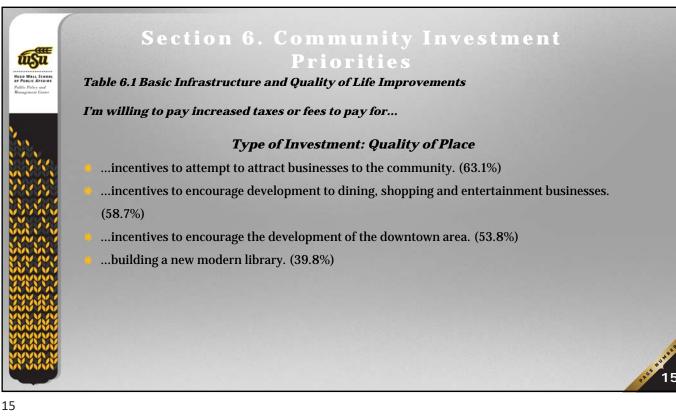
Type of Investment: Basic Infrastructure

- ...a more aggressive strategy for replacing water and sewer lines, storm water drainage improvements, etc. (50.0%)
- ...more aggressive street improvements including road surfaces, number of lanes, turn lanes, intersections, etc. (54.4%)
- ...pay off current city debt more quickly. (48.6%)

Type of Investment: Housing

- ...incentives to promote building new housing. (30.5%)
- Incentives to promote the rehabilitation of existing housing. (55.5%)

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