

Will Morey
Freeholder

Leslie L. Gimeno, PP, AICP
Planning Director

CAPE MAY COUNTY PLANNING DEPARTMENT

4 Moore Road
Cape May Court House, N.J. 08210-1601
(609) 465-1080 ✉ Fax: 463-0347
planningbd@co.cape-may.nj.us



Established 1953

February 24, 2016
Katelynn Wintz, MAG

Green Creek Survey Results

The Green Creek Tidal Estuary Sustainability Project (Green Creek Project) sent a survey to the 470 property owners, residents and stakeholders within 200 feet of the project area in December 2015. The survey was made available through the paper mailer and also online; there is a dedicated webpage for the Green Creek Project on the County website. The addresses were extrapolated from the Cape May County Planning Departments Mod4 tax data using ESRI ArcGIS software. Of the 470 surveys mailed, 12 were returned to sender as undeliverable to the addressee. There was a 7.2% response rate to the survey with 33 respondents of the remaining 458 surveys mailed.

The survey was divided into three sections: statement of the primary goals, statement of potential secondary goals, and additional comments. For the primary goals the survey was designed for the respondent to read the four predetermined primary goals of the Green Creek Project and provide additional comments or any related information they felt would have an impact on the project.

The Green Creek Project was designed around these four primary goals, as stated in the survey:

1. Creating a robust sustainable shoreline and bay front dune system to protect the tidal estuary and its associated resources and investments.
2. Protecting and enhance the habitat value and water quality of the tidal estuary.
3. To create a representative and cooperative group of citizens, stakeholders and elected officials to develop and maintain short and long term measures to achieve project goals.
4. To create a multiparty agreements with key stakeholders for the long term operation and maintenance of the measures required for project sustainability.

The majority of respondents either agreed or provided no comment to these primary goals. There was no statistically significant disagreement with the stated primary goals.

The secondary goals section listed 11 goals to be ranked from one to five on a Likert Scale; a five indicated strong agreement with the goal and a one as strong disagreement (Table #1). The proposed secondary goals are as follows:

1. To mitigate the impacts of flooding on the existing permanent structures and road built in reliance on the flood gates.
2. To enhance and protect the Haskin Shellfish Laboratory.
3. To enhance and protect shell fishing and aquaculture.
4. To enhance and protect access to the beachfront.
5. To enhance and protect freshwater habitat on the fringe of the estuary.

6. To minimize the cost and resources required to maintain the measures required for the project goals.
7. To improve public safety and fire protection into the sustainability measures.
8. To improve public access for educational and ecotourism benefits of the project.
9. To provide a model of study evaluation and action for solving similar problems in adjoining Bayfront areas.
10. To identify and implement subprojects and pilot projects which could be implemented quickly with the resources currently available i.e. low cost or no cost measures that could be completed by Fish and Wildlife, Mosquito Department, Municipal or volunteer action.
11. To improve or reduce the need for mosquito control.

Table #1: Likert Scale Responses to the Secondary Goals

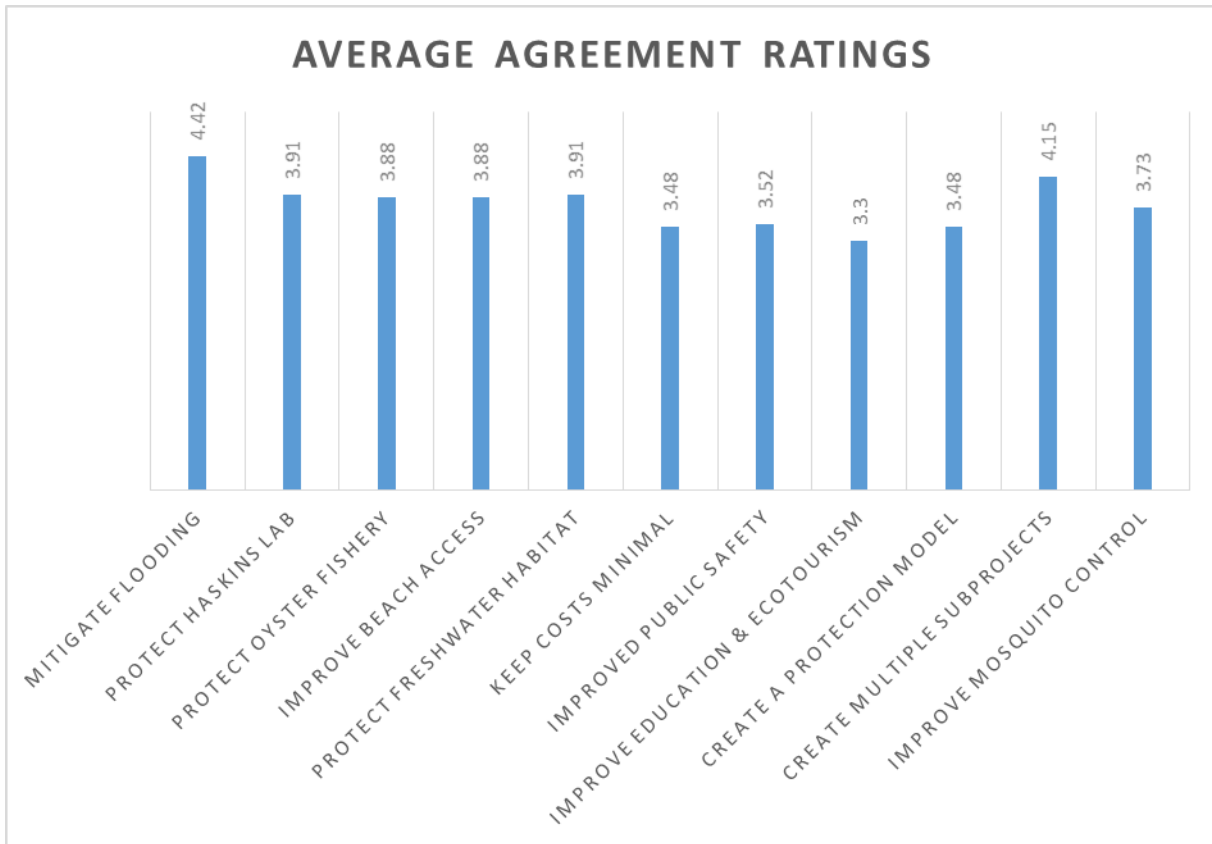
Level of Agreement	Question Number										
	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	#11
5	22	9	11	12	13	7	10	4	7	16	9
4	6	14	12	10	10	6	8	12	10	10	11
3	3	7	6	7	6	18	7	10	11	4	9
2	1	3	3	3	2	0	5	4	2	2	3
1	1	1	1	1	2	2	3	3	3	1	1

To present the Likert scale results, the level of agreement correlated to a specified numerical value which was then multiplied by the number of respondents who chose that option. In this case “Strongly Agree” was 5-points, “agree” was 4-points, “neutral” was 3-points, “disagree” was 2-points and “strongly disagree” was 1-point. The total points for each question were then divided by 33 (n=33, number of respondents). The resulting value was the average agreement response for the related question, and was compared to the remaining questions. The comparisons then determined which of the presented secondary goals were perceived to be most agreeable to the respondents (Table #2).

Table #2: Average Agreement Results

	Avg. Agreement	Rank
Question 1 (n=33)	4.42	1
Question 2 (n=33)	3.91	3
Question 3 (n=33)	3.88	5
Question 4 (n=33)	3.88	5
Question 5 (n=33)	3.91	3
Question 6 (n=33)	3.48	9
Question 7 (n=33)	3.52	8
Question 8 (n=33)	3.3	11
Question 9 (n=33)	3.48	9
Question 10 (n=33)	4.15	2
Question 11 (n=33)	3.73	7

Based on the average agreement results presented in Table #2, Secondary Goals #1 and #10 are the most agreeable goals as a result of this survey, ranking at first and second respectively. There were ties for 3rd, 5th and 9th, meaning that each tied goal are both equally as favorable in terms of rank. Goal #8 is the least favorable of the stated goals. It is important to note that none of the goals ranked lower than an average agreement of 3.3, which is slightly above neutral. This means that of the 11 stated secondary goals, the collective opinions of the respondents were inclined to be positively neutral to the stated goals.



The additional comments provided were mostly neutral, showing neither strong agreement nor dissent of any proposed goals or project. These comments were perceived by the reviewer to be cautionary statements.

The main concern the respondents were hoping to be addressed by the Green Creek project was to increase flood protection in the area. This concern was reinforced through both the average agreement results and written comments. The results of the survey validate the need for a sustainability project in the Green Creek area, and reinforce that the listed project goals are neutral to mostly agreeable in the public opinion.