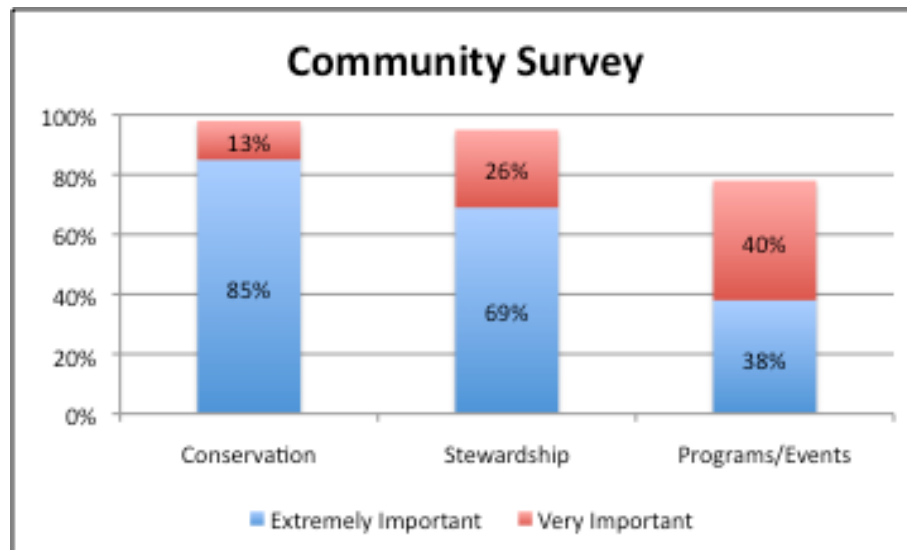
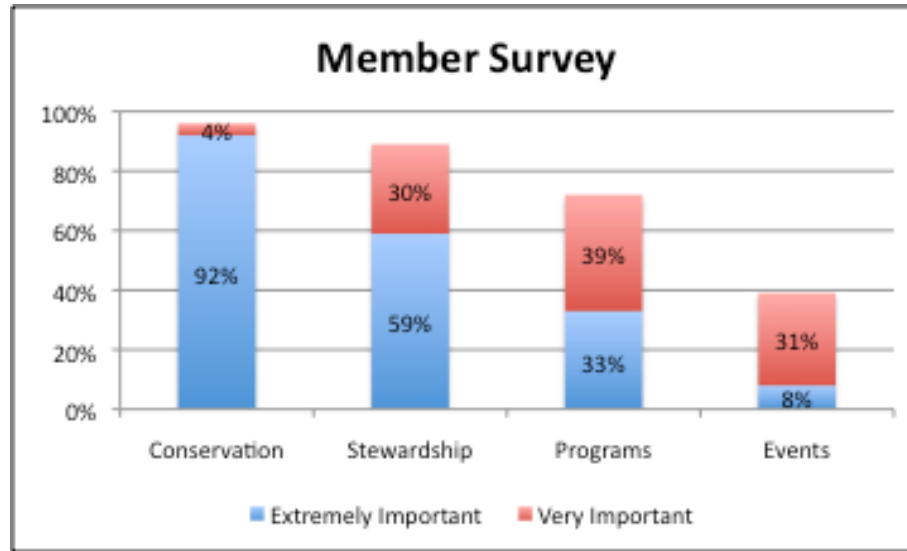




BRUNSWICK-TOPSHAM
LANDTRUST

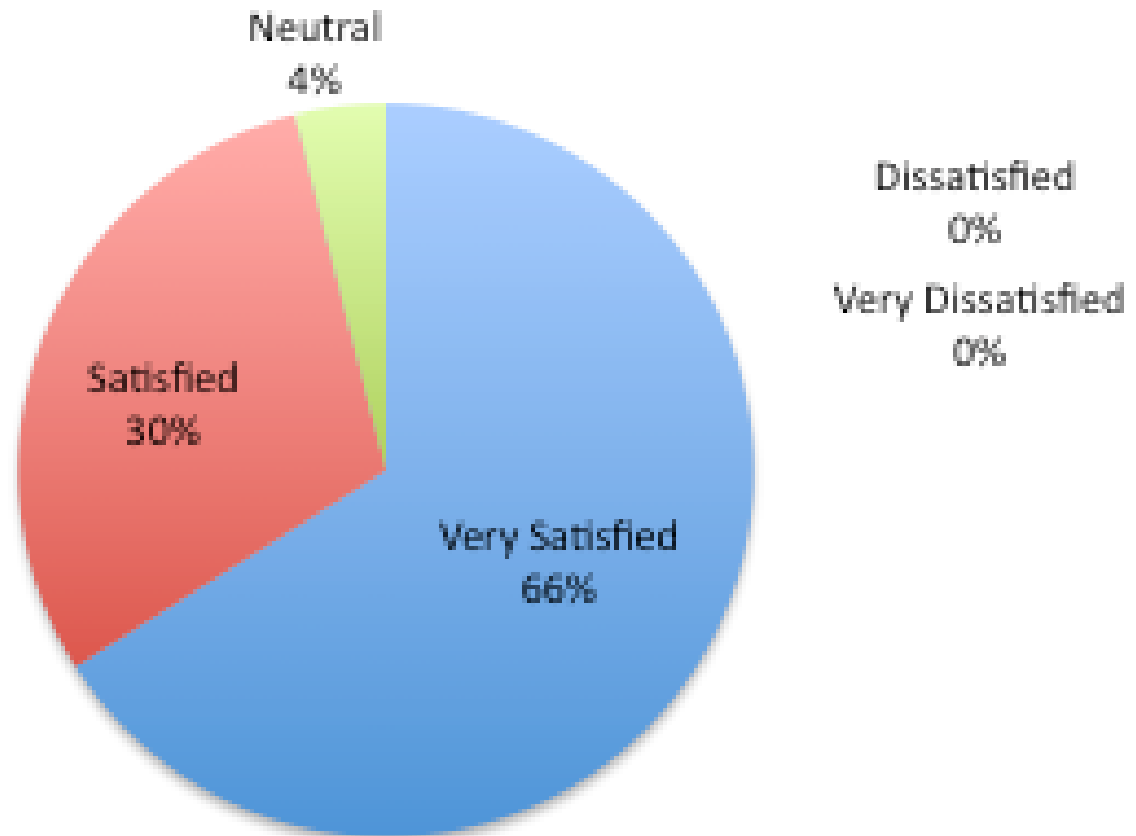
2019 Member/Community Survey

Land Conservation was the most important priority for BTLT's work across all ages, towns, and membership status



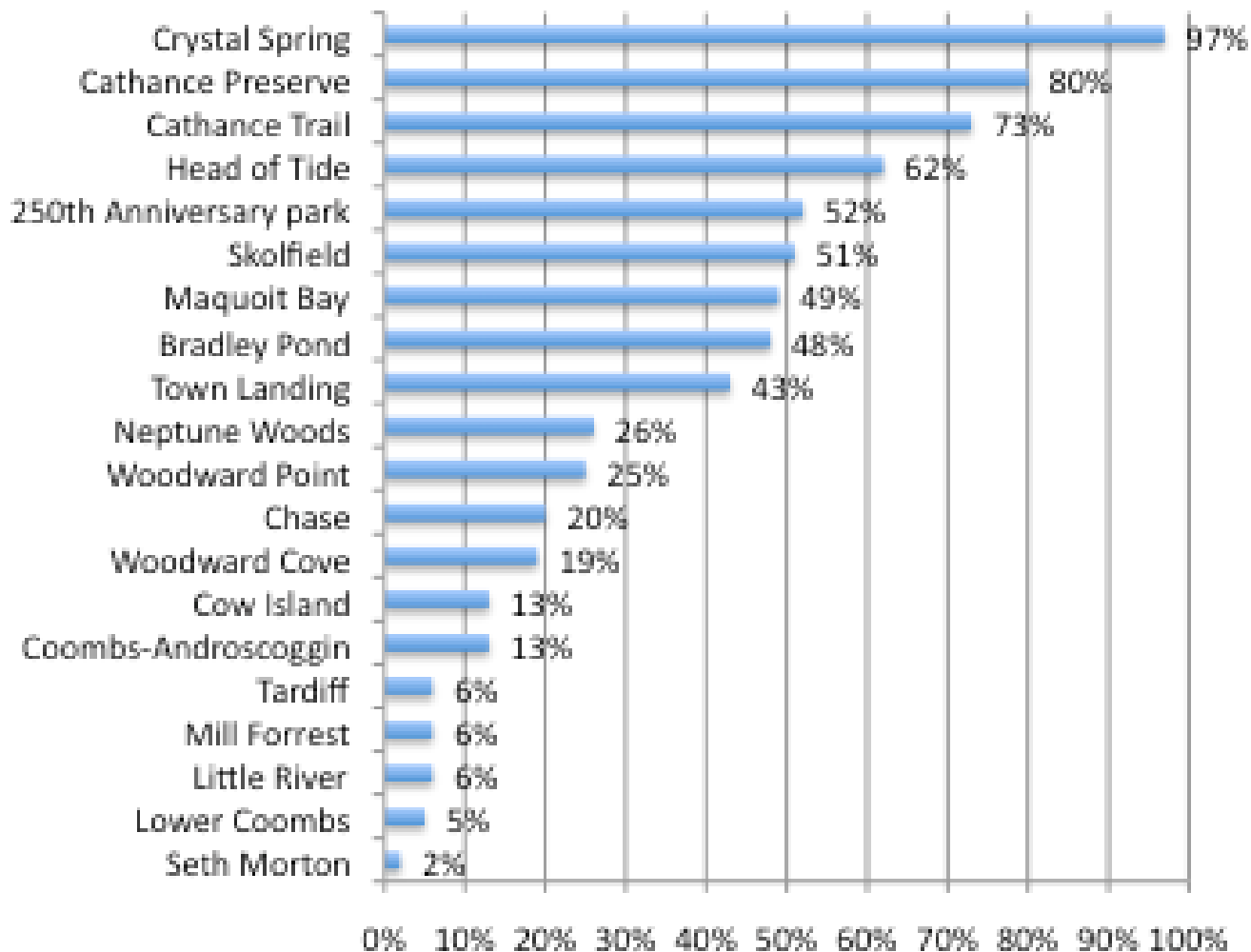
96% of Members surveyed are satisfied or very satisfied with their relationship with BTLT and no members said they were dissatisfied

Member Survey

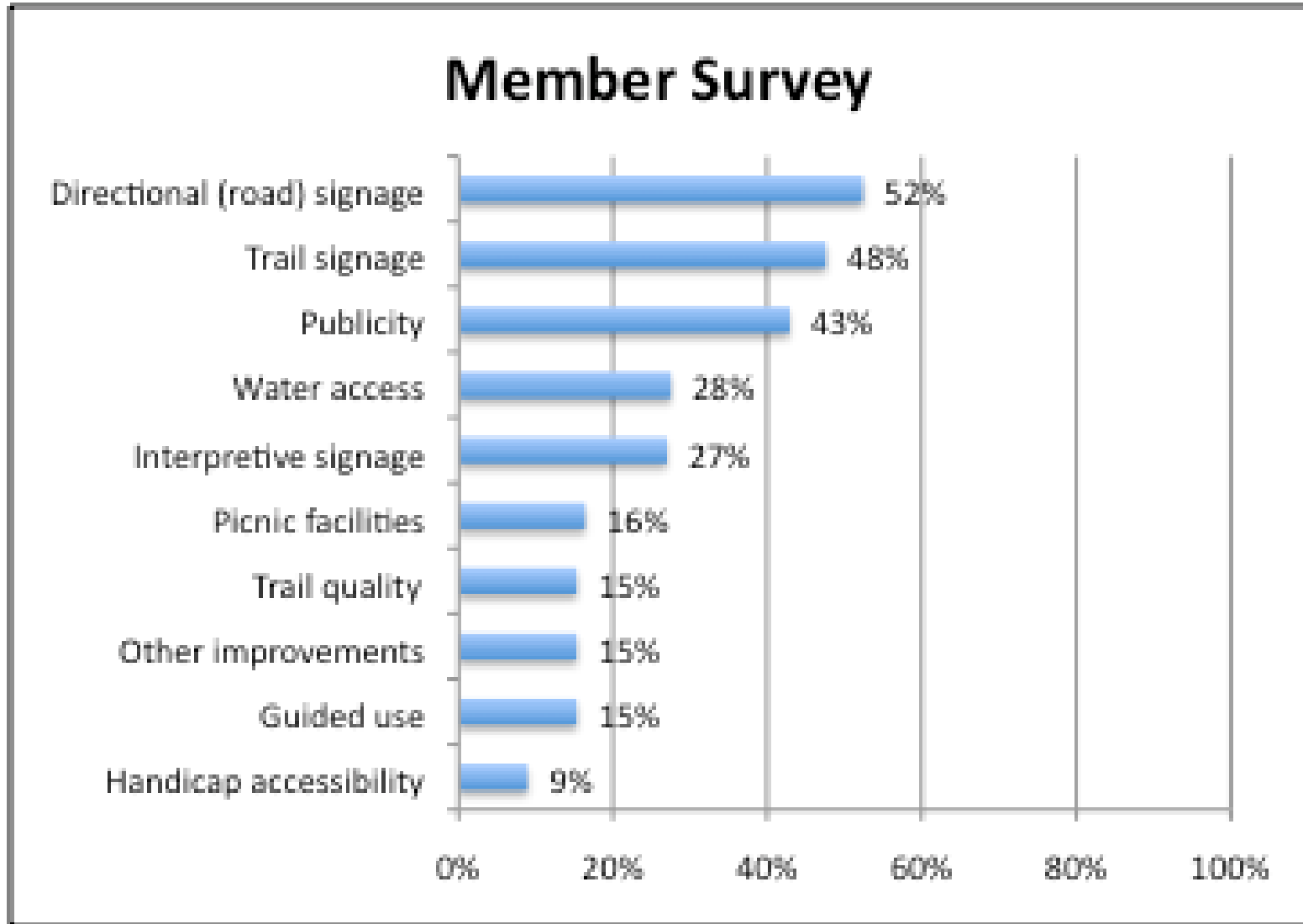


Most Popular Properties

Member Survey

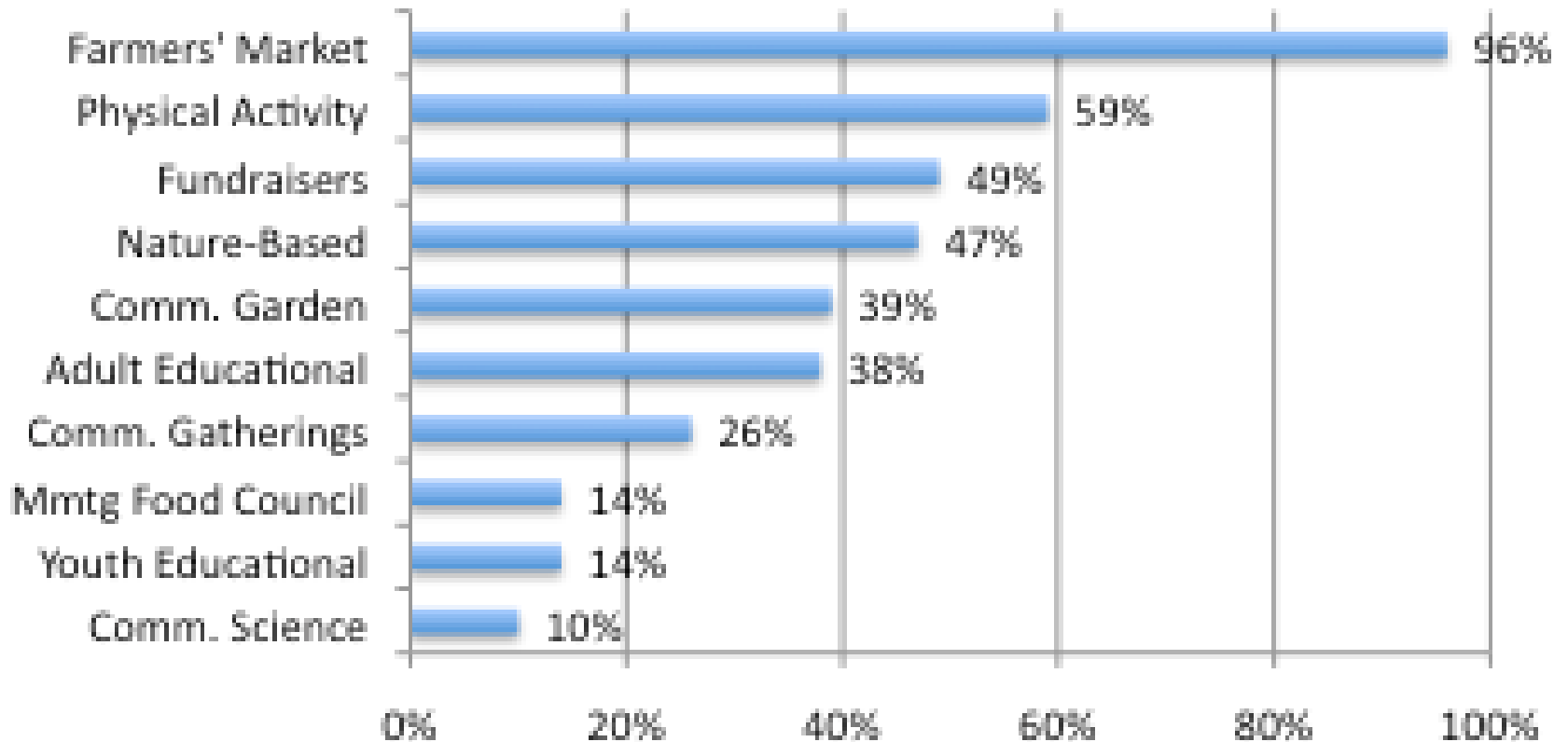


How to Improve Use of BTLT Properties



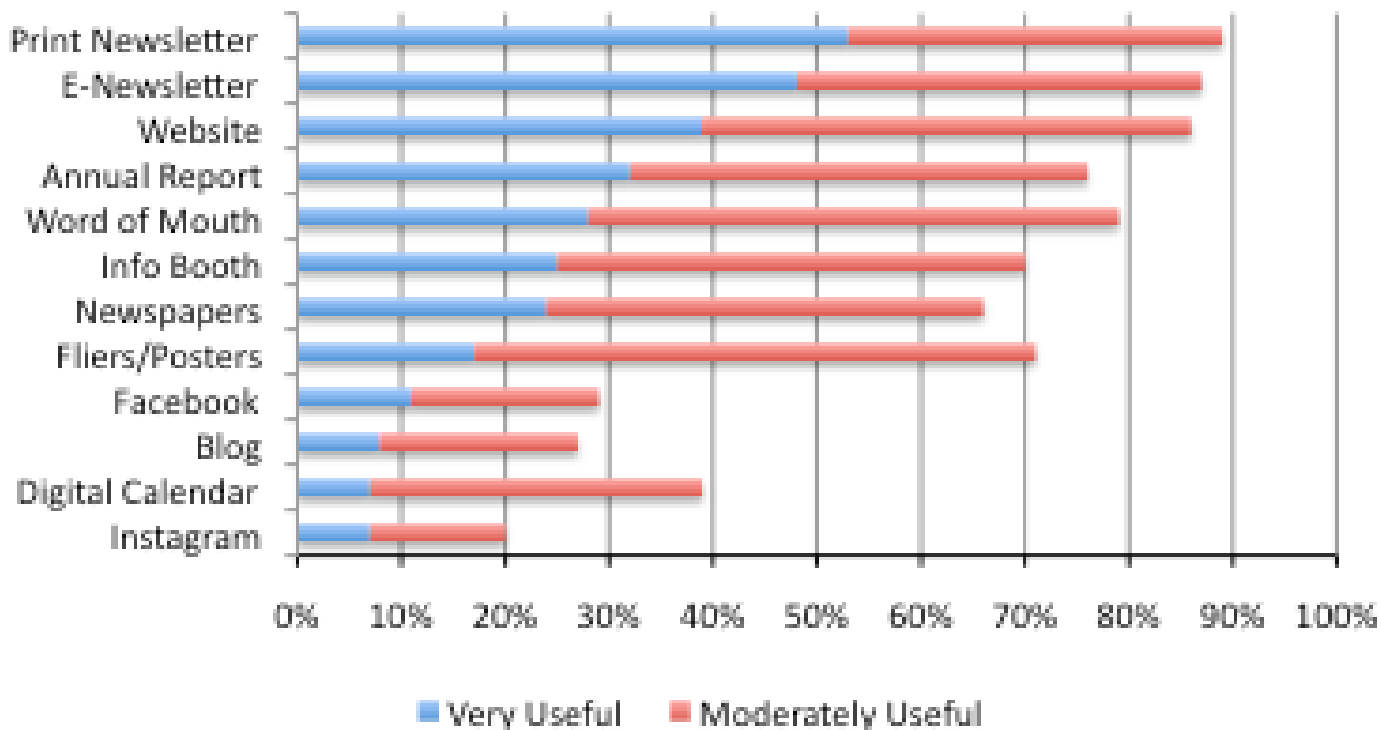
- Signage (both Directional and Trail) is viewed as the most helpful way to improve public use of properties, followed by Publicity.

Member Survey



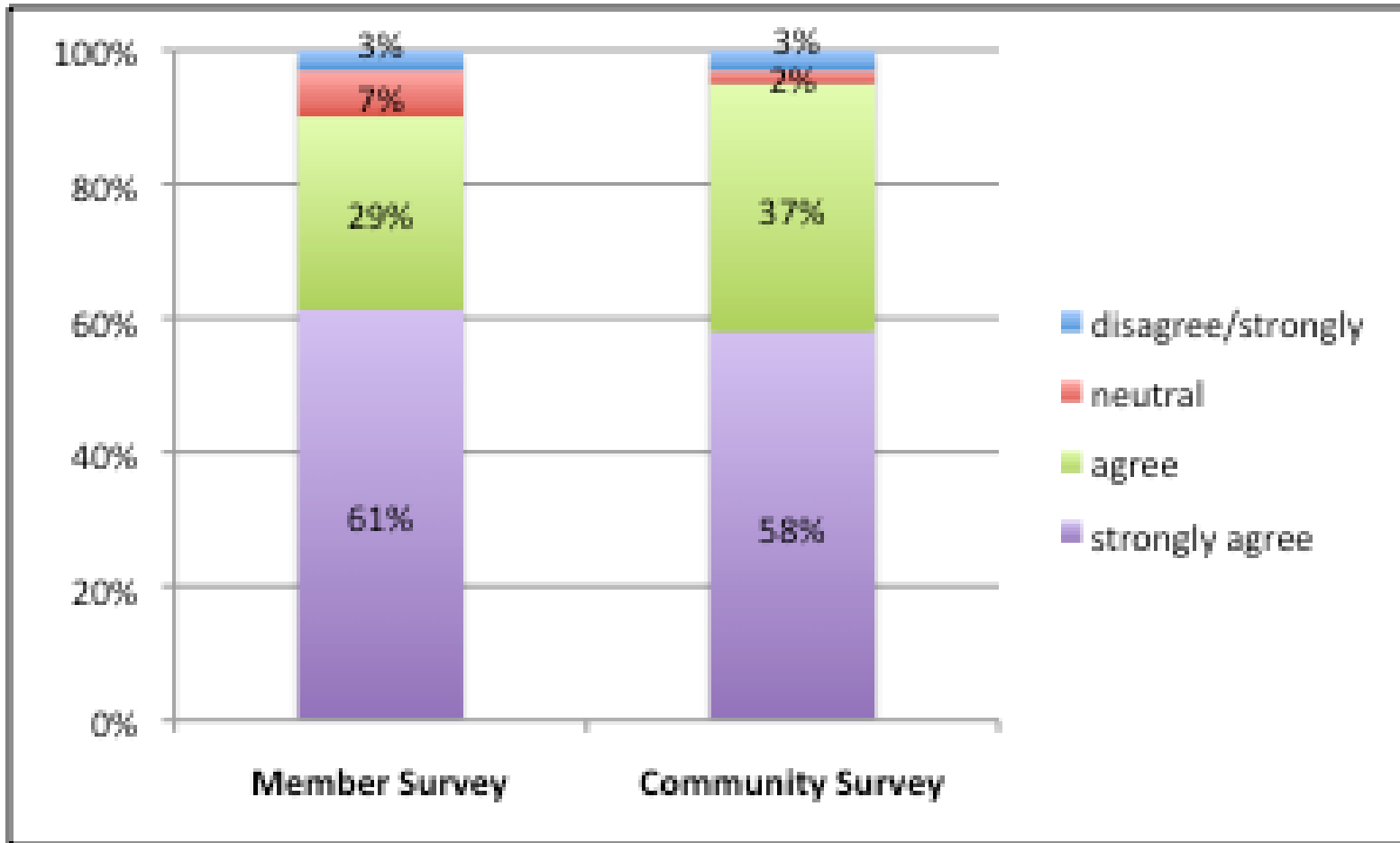
Farmers' Market is by far the most participated in Program/Event, followed by Physical Activities.

Member Survey



- The Newsletter (both print and electronic), Website, and Annual Report are viewed by Members as the most useful.
- Each communication vehicle has at least 7% of Members saying they are 'very useful'

BTLT Effectively Serves Our Communities



- **Member Survey:** On average 90% of members surveyed agreed (61% strongly agree) that BTLT “effectively serves our communities.”
- **Community Survey:** 95% agreed that BTLT “serves our communities well” (58% ‘strongly agreed’).

Additional Key Initial Takeaways ...

- There is a need to balance our conservation of parcels important for their ecological and habitat qualities with parcels that provide public access for recreation.
- Many survey respondents would like to see more activities for families, children and adolescents - youth are the future conservationists
- People would like to know more about land trust properties. Get more people outside on our properties more often.
- Broaden engagement with various segments of our communities - younger people, more socioeconomic diversity, different interest groups and more Topsham and Bowdoin residents.
- Our Land Conservation priorities are focusing on the right things and we should keep doing what we are doing.
- Expand our advocacy and educational programming around climate change and other urgent environmental issues
- We have nonmembers who strongly support BTLT -- there is an opportunity here to expand our membership.

Some Initial Proposed Actions

- Offer guided walks on a variety of land trust properties so people are more familiar with them and understand their particular significance and histories.
- Conduct an inventory of parking areas, capacity, road, kiosk, and trail signage and make improvements as needed to make finding and navigating properties easier for users.
- Evaluate and adjust our programs and events to ensure we are reaching younger demographics
- Improving the Land Trust website to make it easier for users to find information about properties and uses
- Prioritize potential water access parcels and identify priority parcels vulnerable to sea level rise

Primary Challenge Presented by Survey Results:

- The survey identifies many opportunities for BTLT to more deeply serve our community and fulfill our mission BUT we are currently running at “full tilt” and our resources and capacity are stretched thin.
- The clear message is “Keep doing what you are doing and DO MORE!”

Survey Detail

	Member Survey	Community Survey
Respondents	210	230
Response Rate	21%	unknown
Membership	100% Members	54% members, 38% non-members; 8% unsure
Residence	63% Brunswick; 18% Topsham	62% Brunswick; 17% Topsham