

## Public Outreach

A driving component to this project is the public participation and outreach element to understand the wants, desires and the needs of the community. An ongoing outreach strategy is important as retail markets change quickly. The outreach component includes public visioning meetings, steering committee meetings, and a community survey.

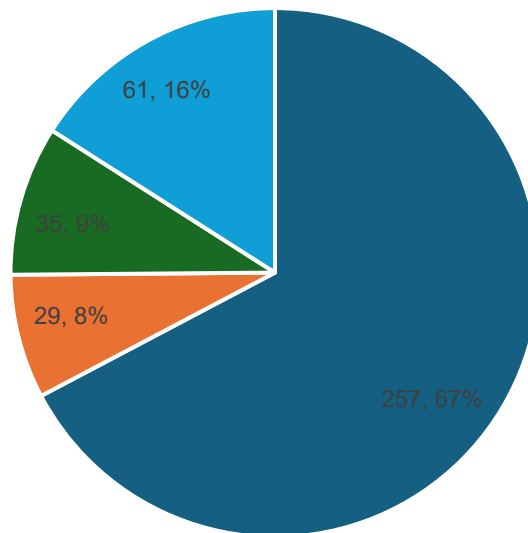
### Community Survey

The Community Survey was launched in June and collected responses from June 16, 2025, until June 30, 2025. Within that time frame, the response was “statistically significant” with a total of 382 respondents (4% of the Borough’s population) completing the questionnaire. For a population size of 9,176, a sample size of 369 would be required to have a confidence level of 95% and a margin of error of 5% making it statistically significant. The survey included fourteen (14) questions to capture the needs and wants of the community and to understand their interests, desires, and traits.

Question 1: Which one of these suits you best with respect to Perkasie Borough?

The first question asked respondents to identify how they best related to Perkasie Borough. The majority of respondents indicated that they are residents, followed by visitors, property owners, and business owners.

### Which one of these suits you best with respect to Perkasie Borough?

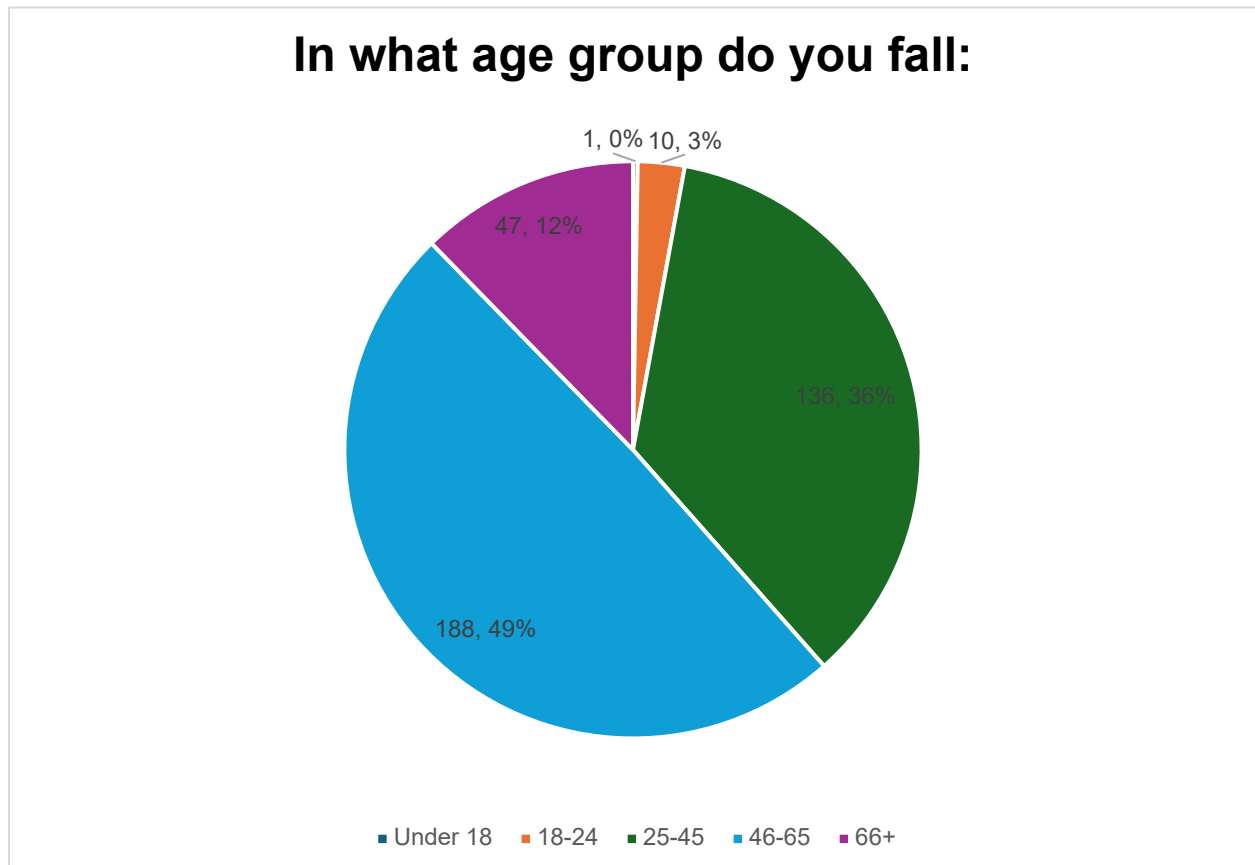


■ Resident ■ Business Owner ■ Property Owner ■ Visitor

## Perkasie Borough Economic Development Update

Question 2: In what age group do you fall:

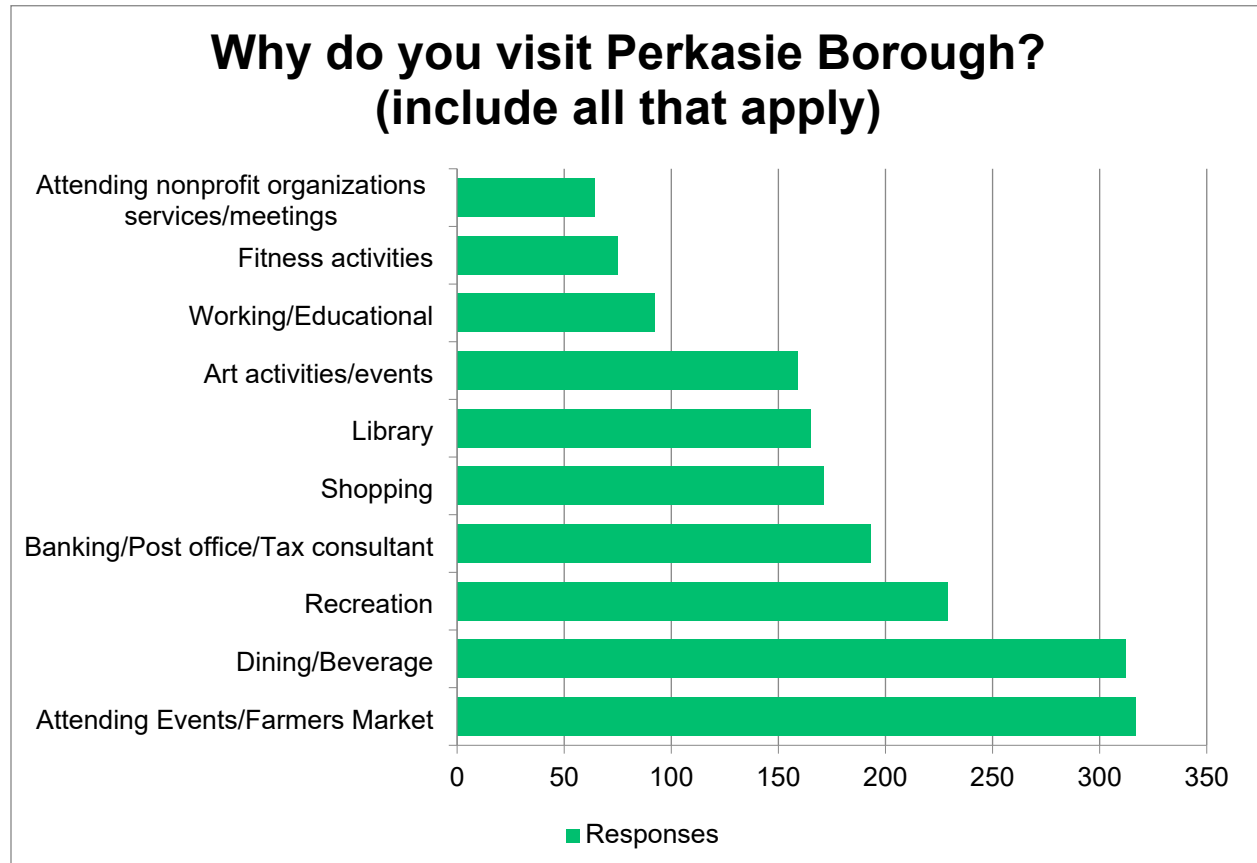
The survey question indicated that nearly half of the respondents are between the ages of 46-65 (49%).



## Perkasie Borough Economic Development Update

### Question 3: Why do you visit Perkasie Borough? (include all that apply)

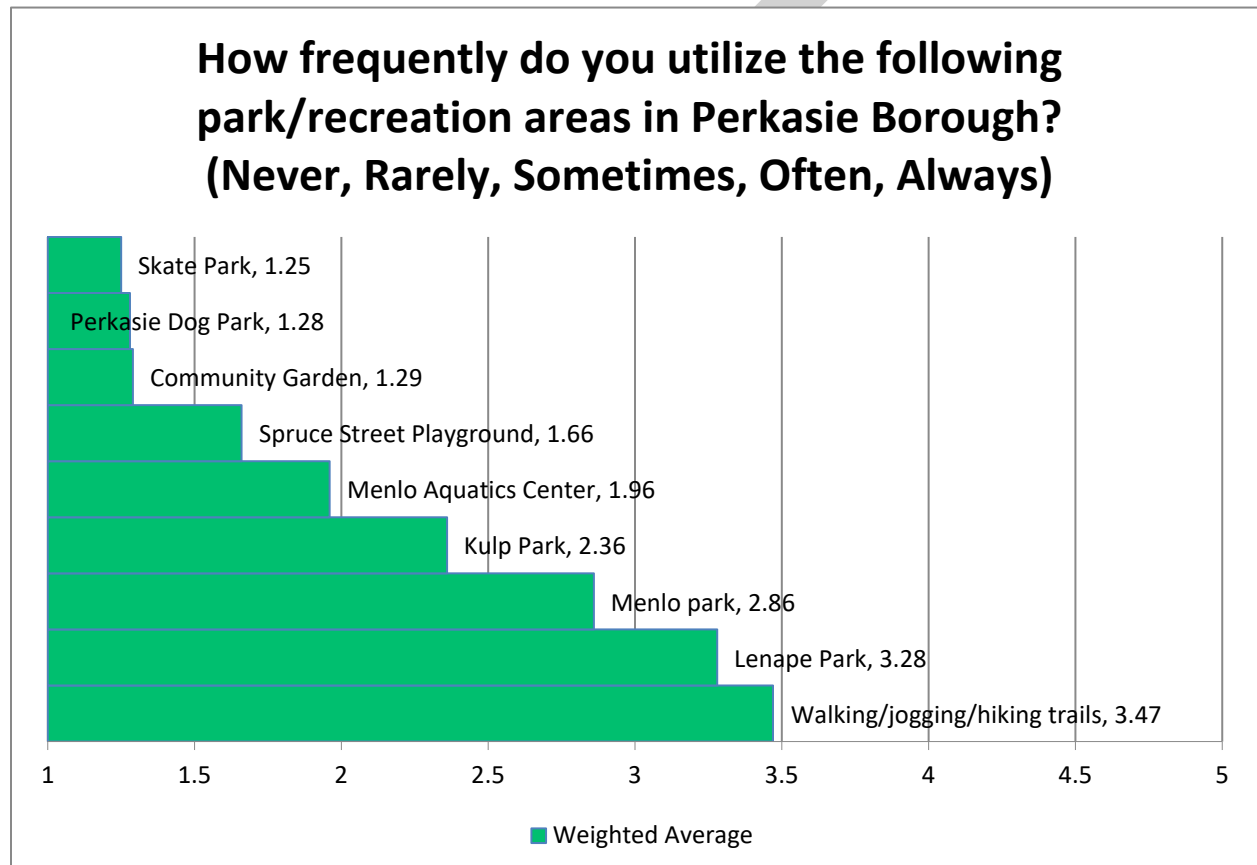
The survey asked respondents to choose any reasons that they have to visit Perkasie Borough. Attending Events/Farmers Markets received the most responses, closely followed by Dining/Beverage.



## Perkasie Borough Economic Development Update

Question 4: How frequently do you utilize the following park/recreation areas in Perkasie Borough? (Never, Rarely, Sometimes, Often, Always)

The survey asked respondents to the frequency that they utilize the existing recreation facilities within the park and recreation facilities within Perkasie Borough. Respondents ranked their answers on a Likert scale from 1-5, with 1 being a “Never,” 2 being a “Rarely,” 3 being “Sometimes,” 4 being “Often,” and 5 being “Always.” Walking/jogging/hiking trails has the highest weighted average of 3.47, which is followed by Lenape Park (3.28), and Menlo Park (2.86).



## Perkasie Borough Economic Development Update

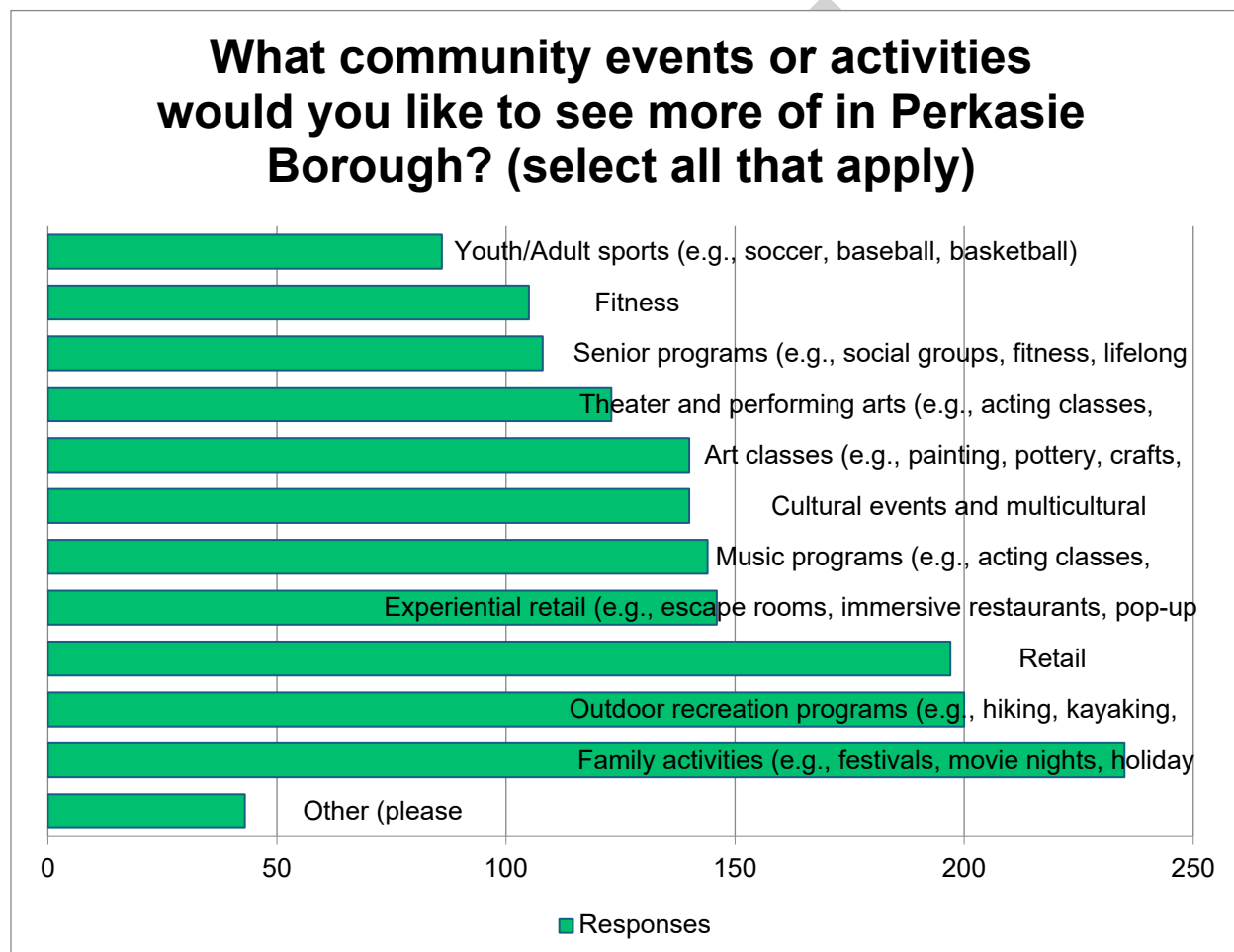
Question 5: How likely are you to find parking in Perkasie Borough?

Weighted Average: 4.04

The survey asked respondents to the frequency that they are able to find parking in Perkasie Borough. Respondents ranked their answers on a Likert scale from 1-5, with 1 being a “Never,” 2 being a “Rarely,” 3 being “Sometimes,” 4 being “Often,” and 5 being “Always.” There is also an option for respondents to indicate N/A, that the question was not applicable to them. The weighted average is 4.04, indicating that the respondents mostly answered between “Often” and “Always,” and that respondents generally found available parking within the Borough.

Question 6: What community events or activities would you like to see more of in Perkasie Borough? (select all that apply)

The survey asked respondents what community events or activities they would like to see more of in Perkasie Borough, with the option to select multiple answers. Family activities received the most responses, followed by outdoor recreation programs, and retail shopping. There was an area where respondents could also write-in responses, in “Other.”



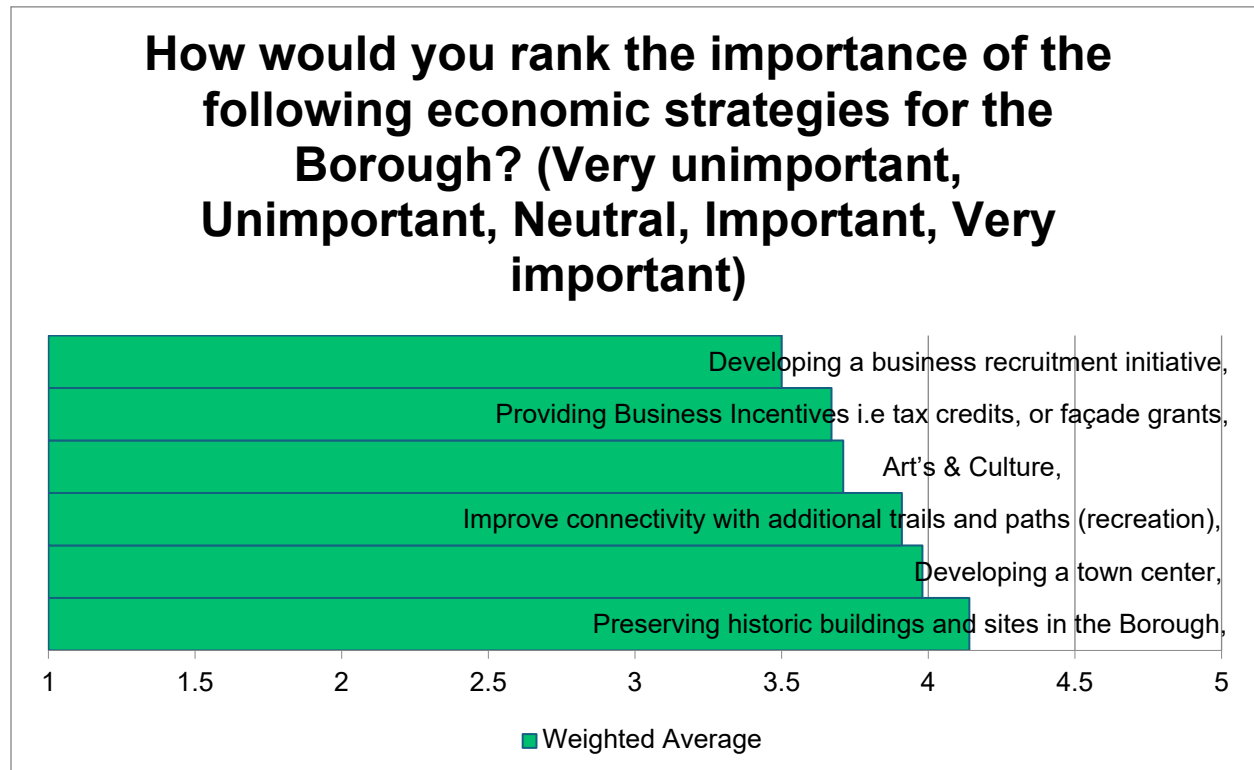
For the option of “Other,” respondents were provided an open-ended response to specify which community events or activities they would like to see. Not all respondents answered, however, the words most repeated within the open-ended responses are “restaurants,” “trail,” “events,” and “classes” as replicated in the following word cloud. For a full list of all responses please see the Community Survey Summary Data – Open ended responses in the appendix.



Question 7: Do you agree with this statement? "I feel safe walking in Perkasio Borough?"  
Weighted Average: 4.29

The survey asked respondents whether they feel safe walking in Perkasio Borough. Respondents ranked their answers on a Likert scale from 1-5, with 1 being a “Strongly Disagree,” 2 being a “Disagree,” 3 being “Neutral,” 4 being “Agree,” and 5 being “Strongly Agree.” The total weighted average is 4.29, in between “Agree” and “Strongly Agree,” indicating that respondents generally feel safe walking in Perkasio Borough.

Question 8: How would you rank the importance of the following economic strategies for the Borough? (Very unimportant, Unimportant, Neutral, Important, Very important).



The survey asked respondents to rank the importance of the following economic strategies for the Borough. Respondents ranked their answers on a Likert scale from 1-5, with 1 being "Very Unimportant," 2 being "Unimportant," 3 being "Neutral," and 4 being "Important," and 5 being "Very Important." All of the answers received a ranking of 3.5 or greater, indicating that the respondents generally positively weighed all of these economic strategies.

Preserving historic buildings and sites in the Borough had the highest weighted average at 4.14.



## Perkasie Borough Economic Development Update

Question 9: What are your suggestions for creating a more vibrant and welcoming environment for residents, visitors, and businesses?

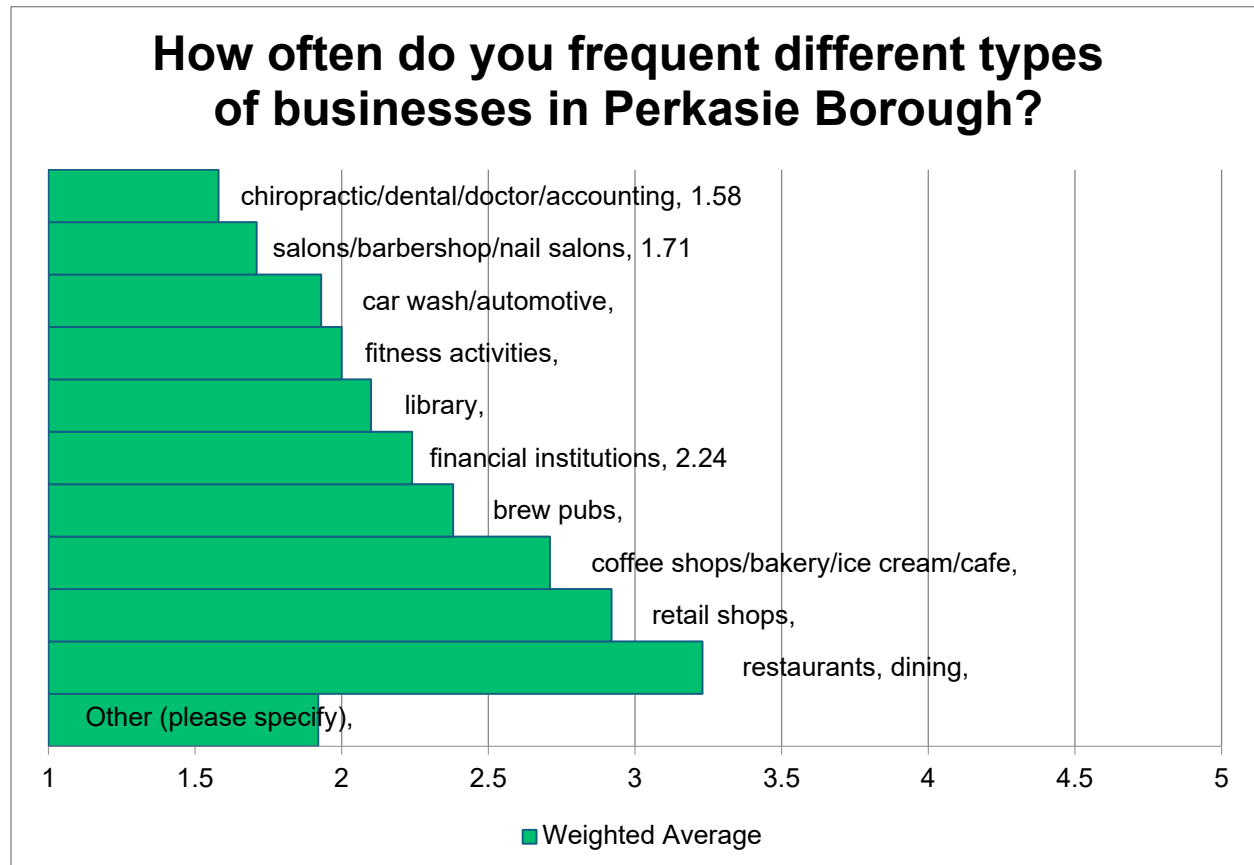
Respondents were provided an open-ended response to specify their suggestions for creating a more vibrant and welcoming environment for residents, visitors, and businesses. The words most repeated within the open-ended responses are “events,” “parking,” “businesses,” and “restaurants.” The common themes for suggestions included walkability, green space and create a more cohesive town center. Some specific suggestions included “restaurant week,” “history walking tours” and “increase retail and dining options”. Overall, there was a desire to support current businesses, while strengthening the commercial core.



## Perkasie Borough Economic Development Update

Question 10: How often do you frequent different types of businesses in Perkasie Borough?

The survey asked respondents how often they frequent different types of businesses in the Borough. Respondents ranked their answers on a Likert scale from 1-5, with 1 being a “Never,” 2 being a “Rarely,” 3 being “Sometimes,” 4 being “Often,” and 5 being “Always.” There was an area where respondents could also write-in responses.

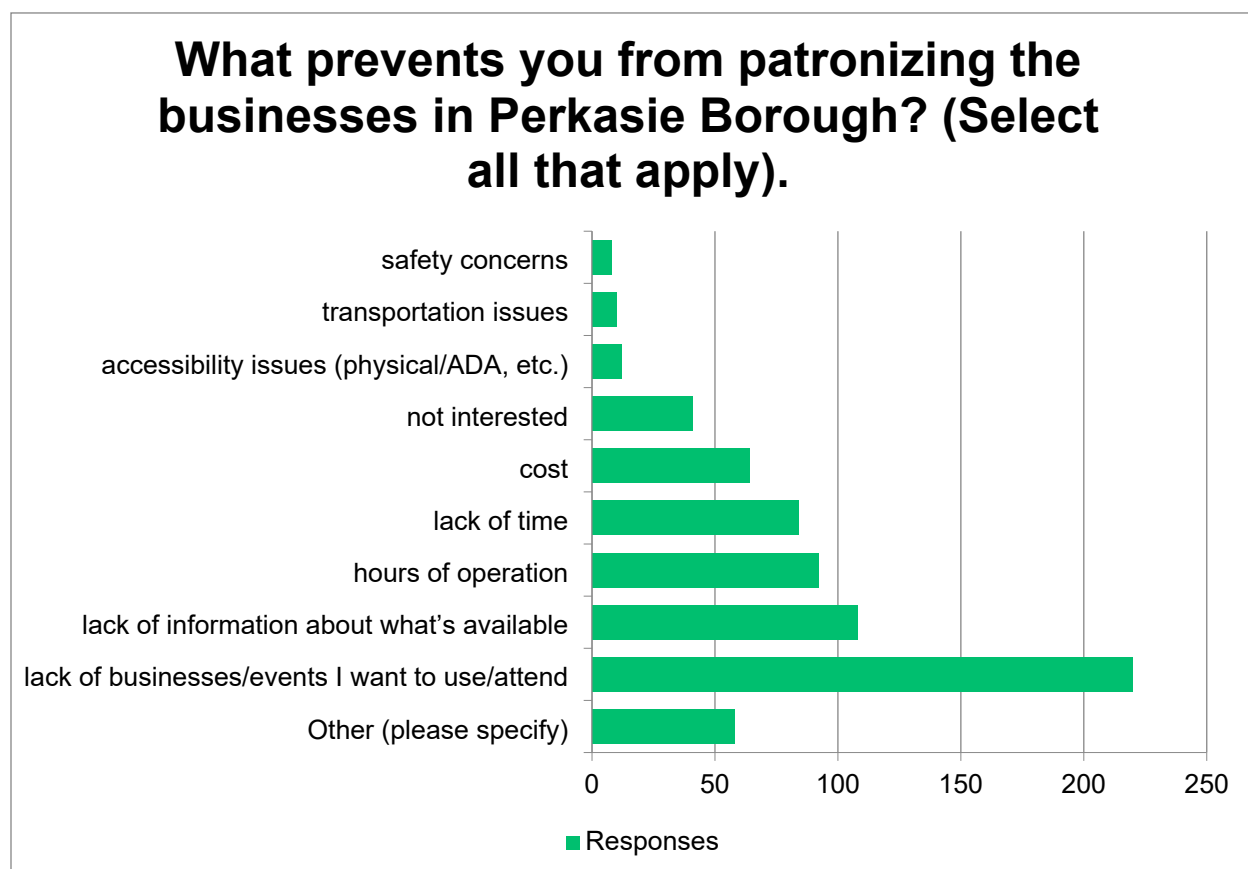


For the option of “Other,” respondents were provided an open-ended response to specify how often they frequent different types of business in the Borough. Not all respondents answered, however, the words most repeated within the open-ended responses are “time,” “shop,” “Park,” and “classes.”



Question 11: What prevents you from patronizing the businesses in Perkasie Borough?  
(Select all that apply).

The survey asked respondents to choose any constraints that prevent patronizing the businesses in Perkasie Borough. Lack of business/events I want to use/attend received the most responses, followed by lack of information about what's available, and hours of operation.



For the option of “Other,” respondents were provided an open-ended response to specify what prevents people from patronizing businesses within Perkasie Borough. Not all respondents answered “other,” however, the most repeated words within the open-ended responses are “parking” and “businesses.”



## Perkasie Borough Economic Development Update

Question 12: When not in Perkasie Borough, which nearby community do you visit and what activity draws you there?

The respondents were provided with an open response to provide which community and which activity they attend. The most repeated activities are “shopping,” “restaurants,” “dining,” and “food.”



The most repeated communities are “Quakertown,” “Doylestown,” “Souderton,” “Sellersville,” and “Dublin.”



sellersville

quakertown

doylestown

souderton

peddlers wales surrounding pottsville anywhere new county state skippack hope dublin montgomeryville none lansdale hillsdale telford north village borough hilltown warrington lambertville montgomery selford/souderton nockamixon park berthelton library phoenixville pottsville

## Perkasie Borough Economic Development Update

Question 13: What are your recommendations for improving the overall economic vitality of Perkasie Borough?

The respondents were provided with an open response to provide their recommendations to improving the overall economic vitality of the Borough. The most repeated words within the open-ended responses are “businesses,” “shops,” “restaurants,” “parking,” and “events.” The recommendations included common themes like business recruitment of art shops, gifts/clothing shops, full-service bakery, outdoor recreation stores, dining and theater, while supporting the business already existing by offering tax credits or tax incentives and more façade grants. Many of the responses included a desire to maintain the small-town charm with historic adaptive reuse of buildings while adding walkability improvements such as more sidewalks, walking paths with gardens, greenspace, outdoor dining and family friendly places and activities. Common themes included development of a town center, repurpose “Shelly’s area” and marketing strategies to “support current businesses using social media” or a centralized initiative for “better communication about what is here.” Some specific recommendations included “expand trail connections to Hilltown”, and “reintroducing passenger rail line for the community.” Overall, the recommendations included a focus on retail trade development while maintaining the unique assets and charm of Perkasie.



# Perkasie Borough Economic Development Update



Question 14: How do you typically find out about business news and events in Perkasie Borough? (Select all that apply)

Respondents were asked how they typically find out about business news and events within the Borough, and with the option to select multiple answers. Social media/ Perkasie Borough website received the most responses, followed by newspapers/ print media/ Perkasie Borough newsletter.

