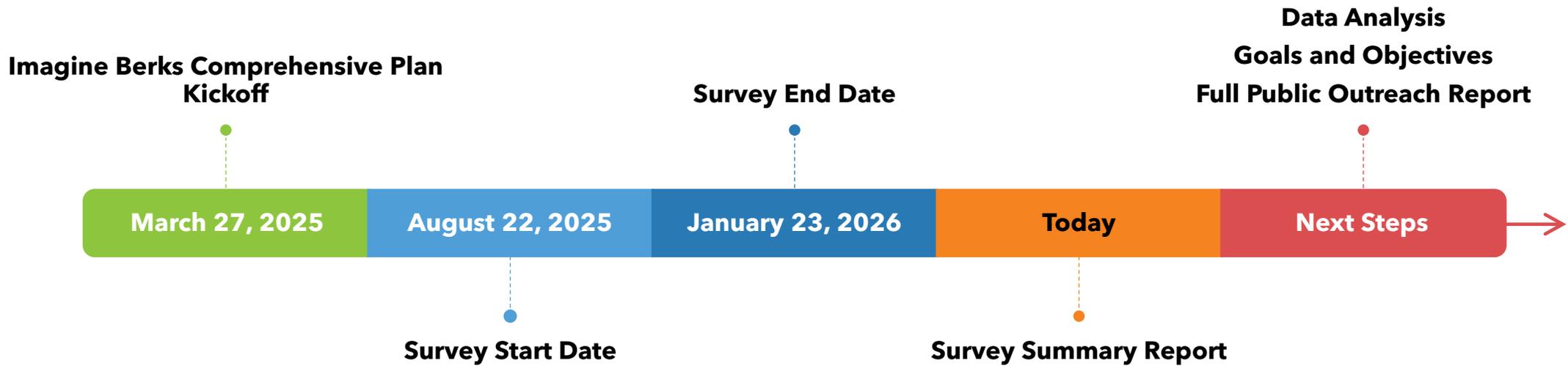




**IMAGINE BERKS** COMPREHENSIVE PLAN

Survey Summary Report

# Timeline



# The Outreach

Staff facilitated **in-person pop-up events, focus groups, and collaborative workshops with local organizations throughout the county.**

These sessions enabled residents to provide direct input and help shape future planning priorities through interactive polling and informative resources.



# The Survey

BCPC staff formulated and designed a **SWOT-based survey** to solicit resident perspectives on community **Strengths, Weaknesses, Opportunities, and Threats** across subject areas including transportation, housing, land use, community services, infrastructure, open space, education, and employment.

The instrument was deployed in **English and Spanish** using **Survey123**, a **web-based** platform with **GIS** integration and advanced analytical capabilities to support efficient data collection and evaluation.

The image displays two versions of a survey flyer for the 'Imagine Berks Comprehensive Plan'. The top flyer is in English and features a green and blue color scheme. It includes the 'IMAGINE BERKS COMPREHENSIVE PLAN' logo, which depicts a stylized town with houses, a school, and a car. The text reads: 'HELP US PLAN OUR FUTURE Complete Our Quick Survey and Make a Difference!'. A QR code is provided for access, along with the URL 'bit.ly/bcpcswot'. The BCPC logo and 'BERKS COUNTY Planning Commission' are at the bottom. The bottom flyer is in Spanish, with the text: 'AYÚDANOS A PLANIFICAR NUESTRO FUTURO ¡Completa nuestra breve encuesta y Marca la Diferencia!'. It includes a QR code, the URL 'bit.ly/bcpcswot', and a note: '\*Para la versión en Español: haga clic en el icono de idioma en la parte superior de la página.' The BCPC logo and 'BERKS COUNTY Planning Commission' are also present at the bottom.

# Quick Facts



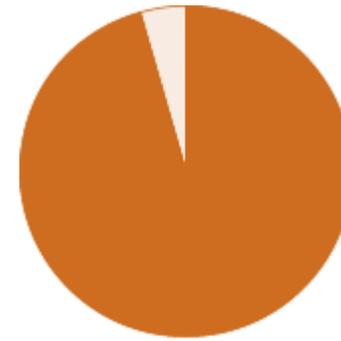
**1100 Survey Responses**



**Over 1000 Handouts Distributed**



**25 Community Events Attended**



**95.7% Residents (1,053)  
4.3% Visitors (47)**



**26 Stakeholders Groups Met**

# Responses by Municipality

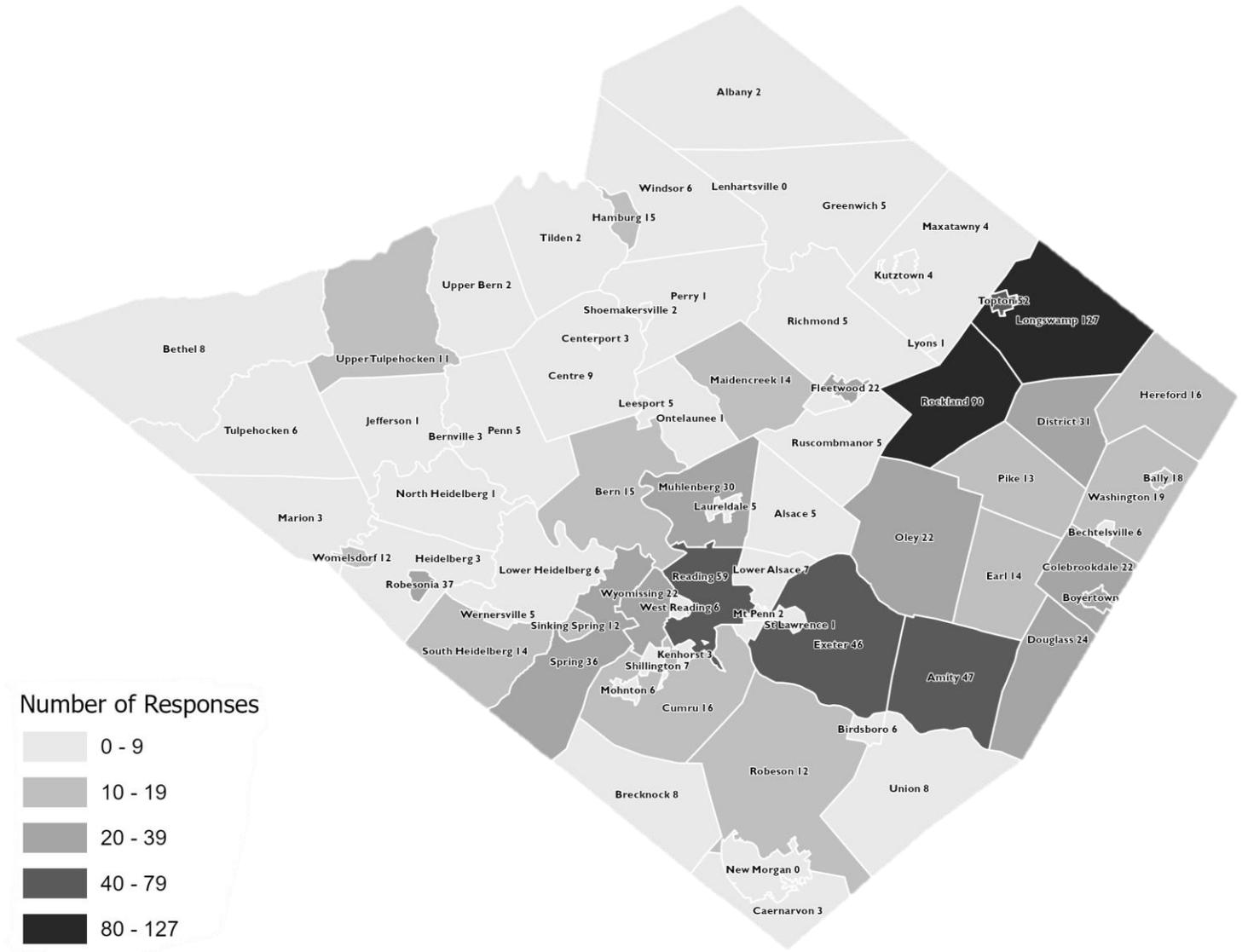
## Municipalities with the **most responses:**

- Longswamp 127
- Rockland 90
- Reading 59
- Topton 52
- Amity 47

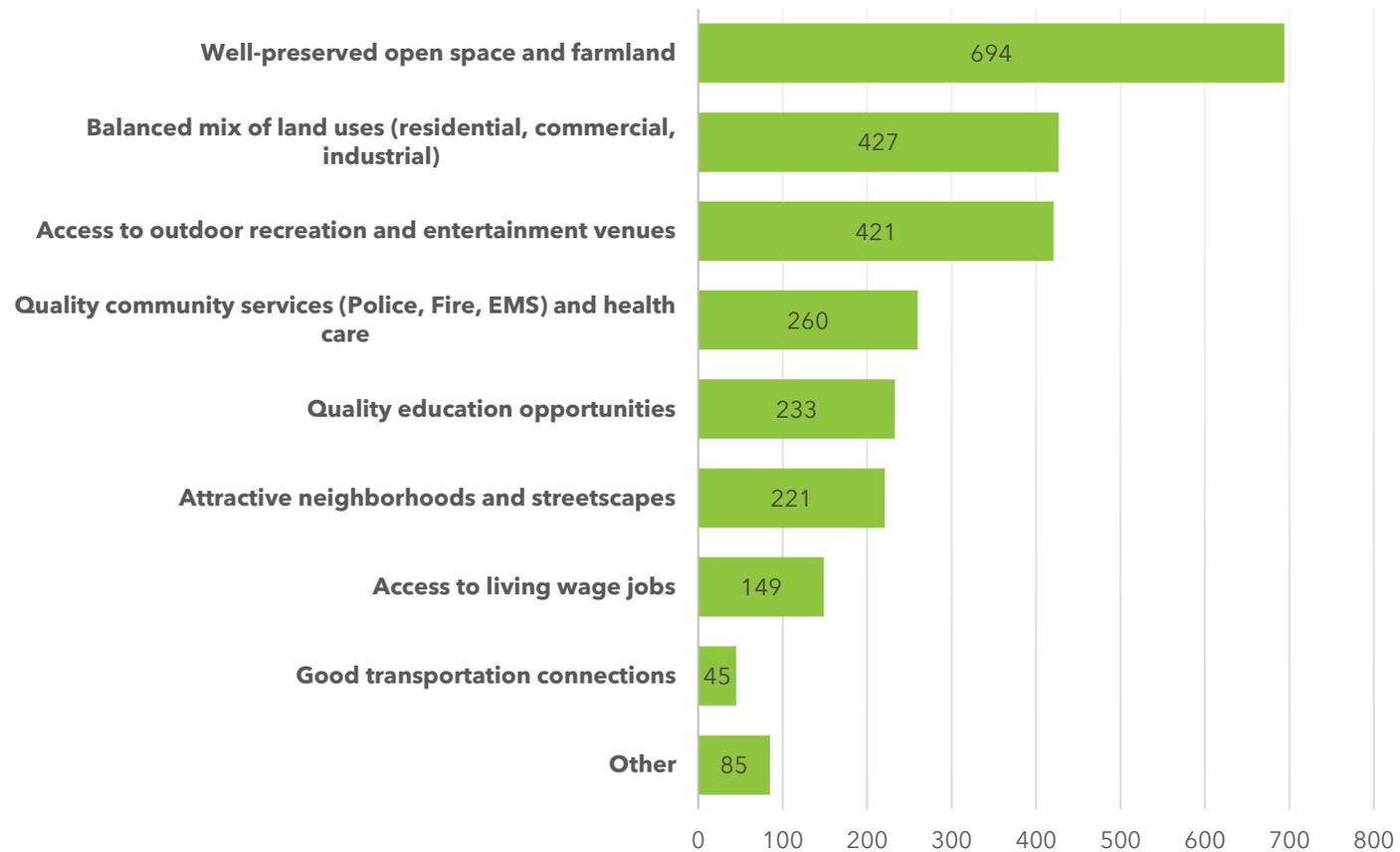
## Municipalities with the **least responses:**

- Lenhartsville 0
- New Morgan 0
- Jefferson 1
- Lyons 1
- North Heidelberg 1

Other-22

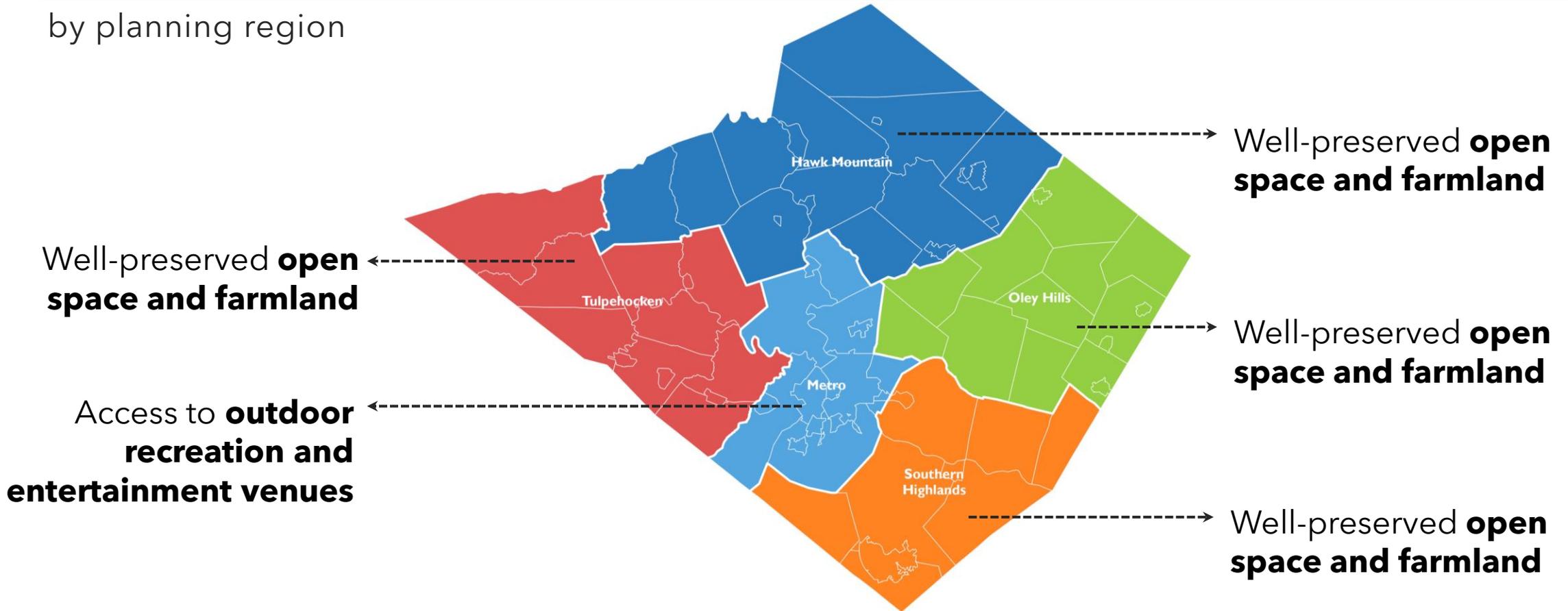


## STRENGTHS - WHAT DO YOU LIKE BEST ABOUT BERKS COUNTY?

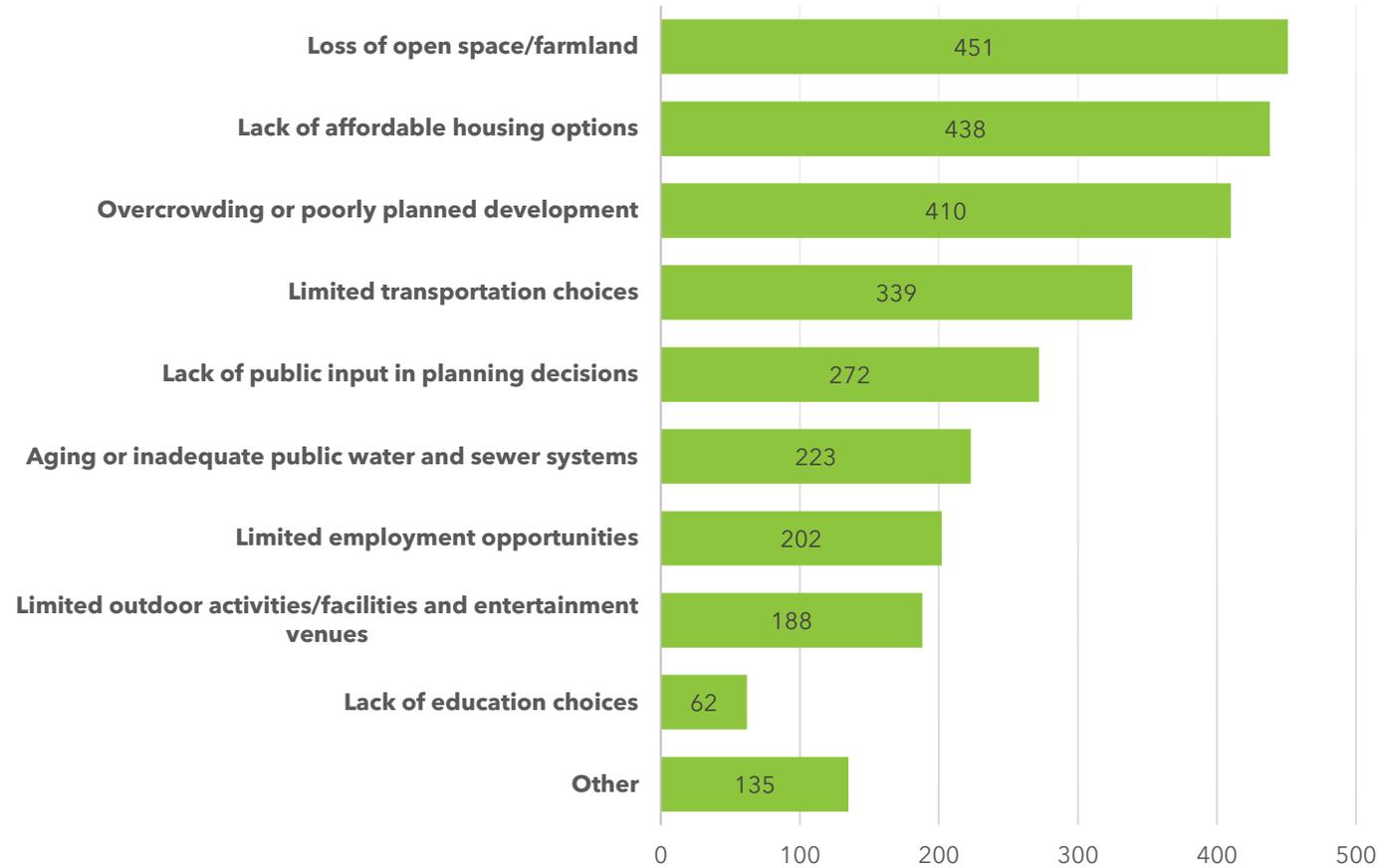


# STRENGTHS - WHAT DO YOU LIKE BEST ABOUT BERKS COUNTY?

by planning region

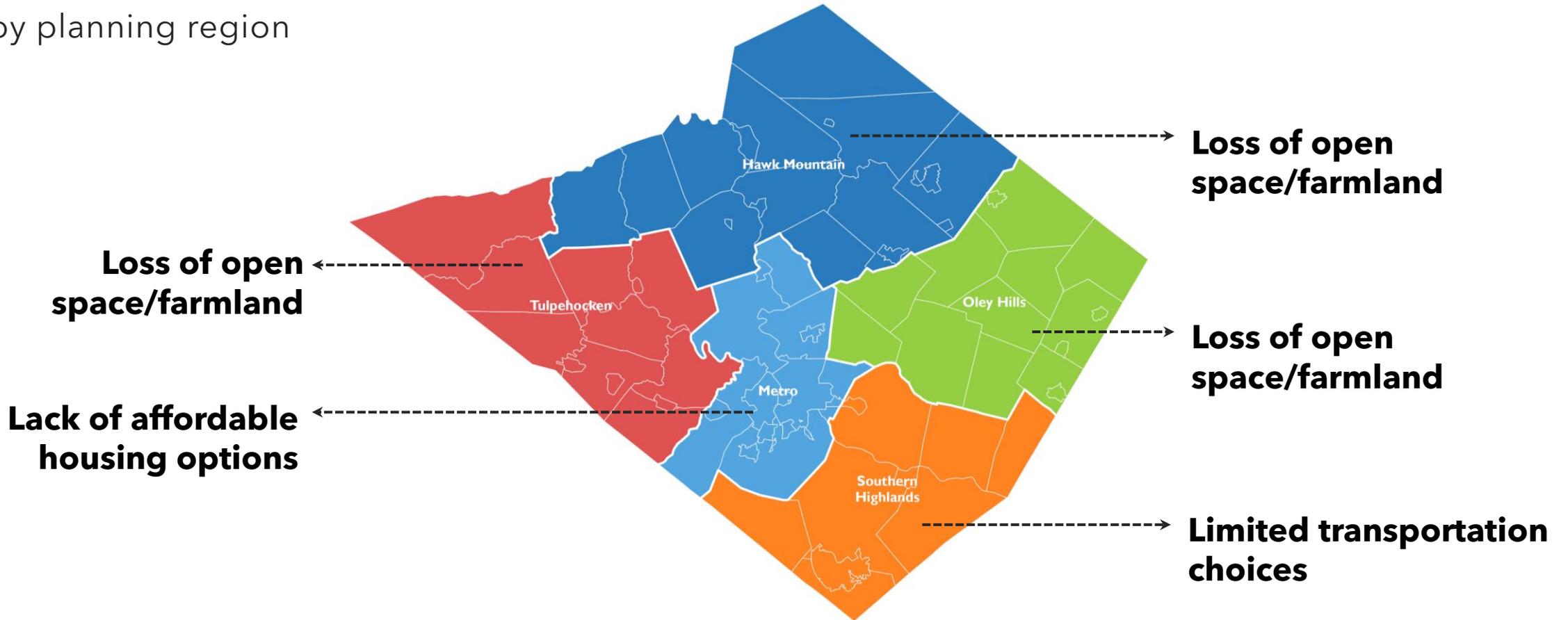


## WEAKNESSES - WHAT NEEDS IMPROVEMENT?

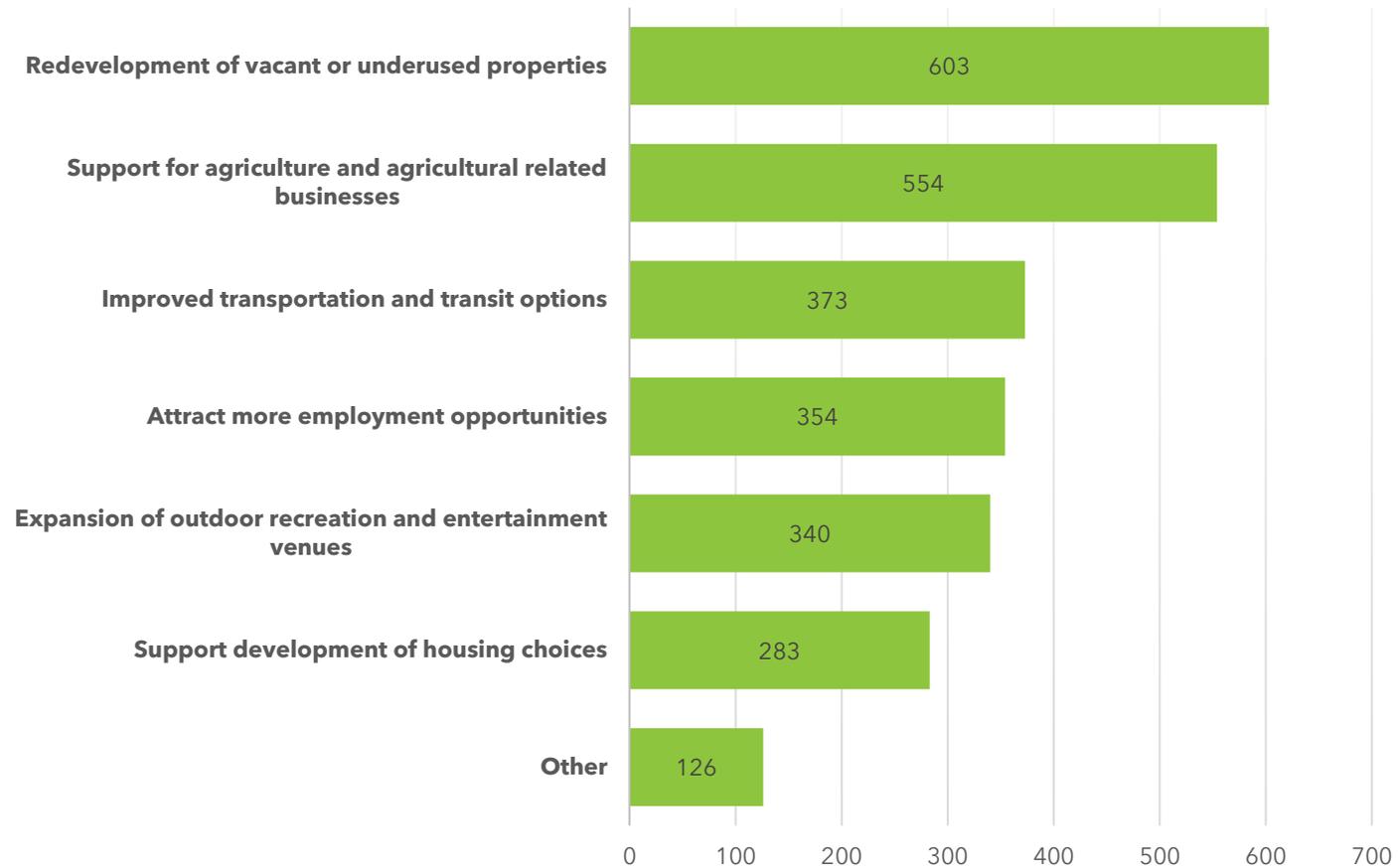


# WEAKNESSES - WHAT NEEDS IMPROVEMENT?

by planning region

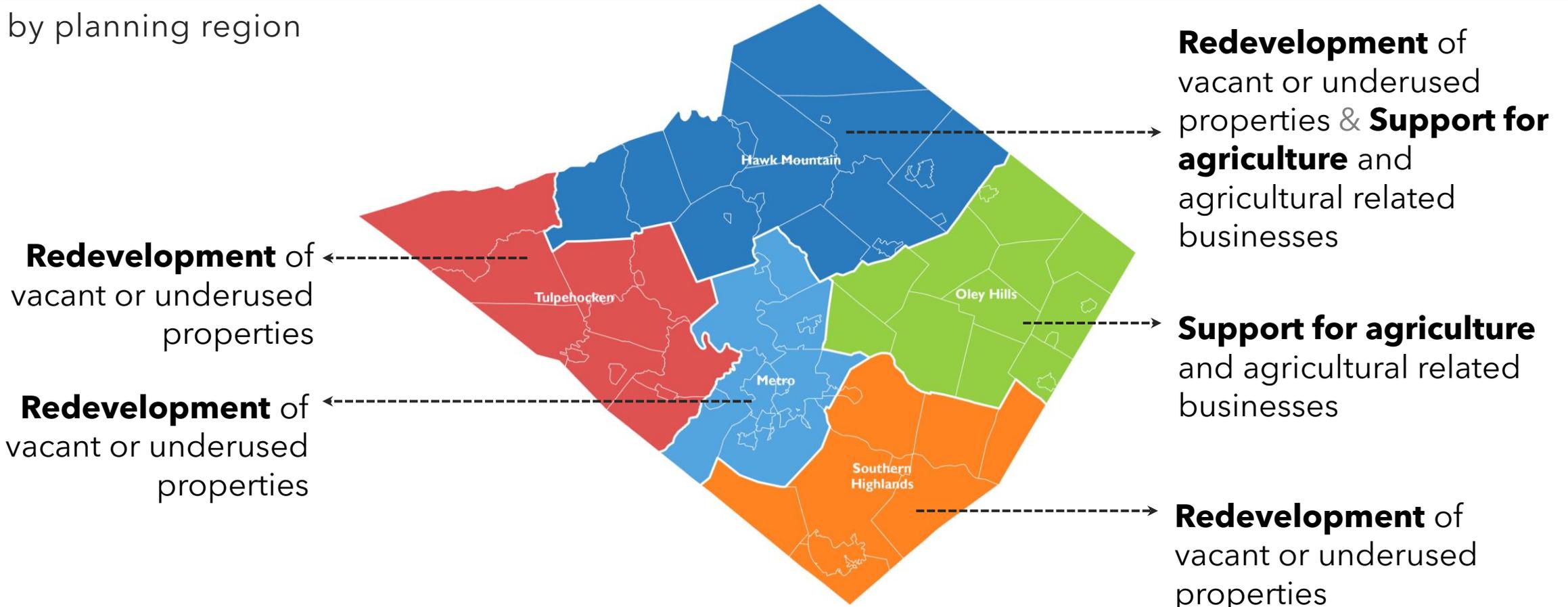


## OPPORTUNITIES - WHAT SHOULD THE COUNTY FOCUS ON?

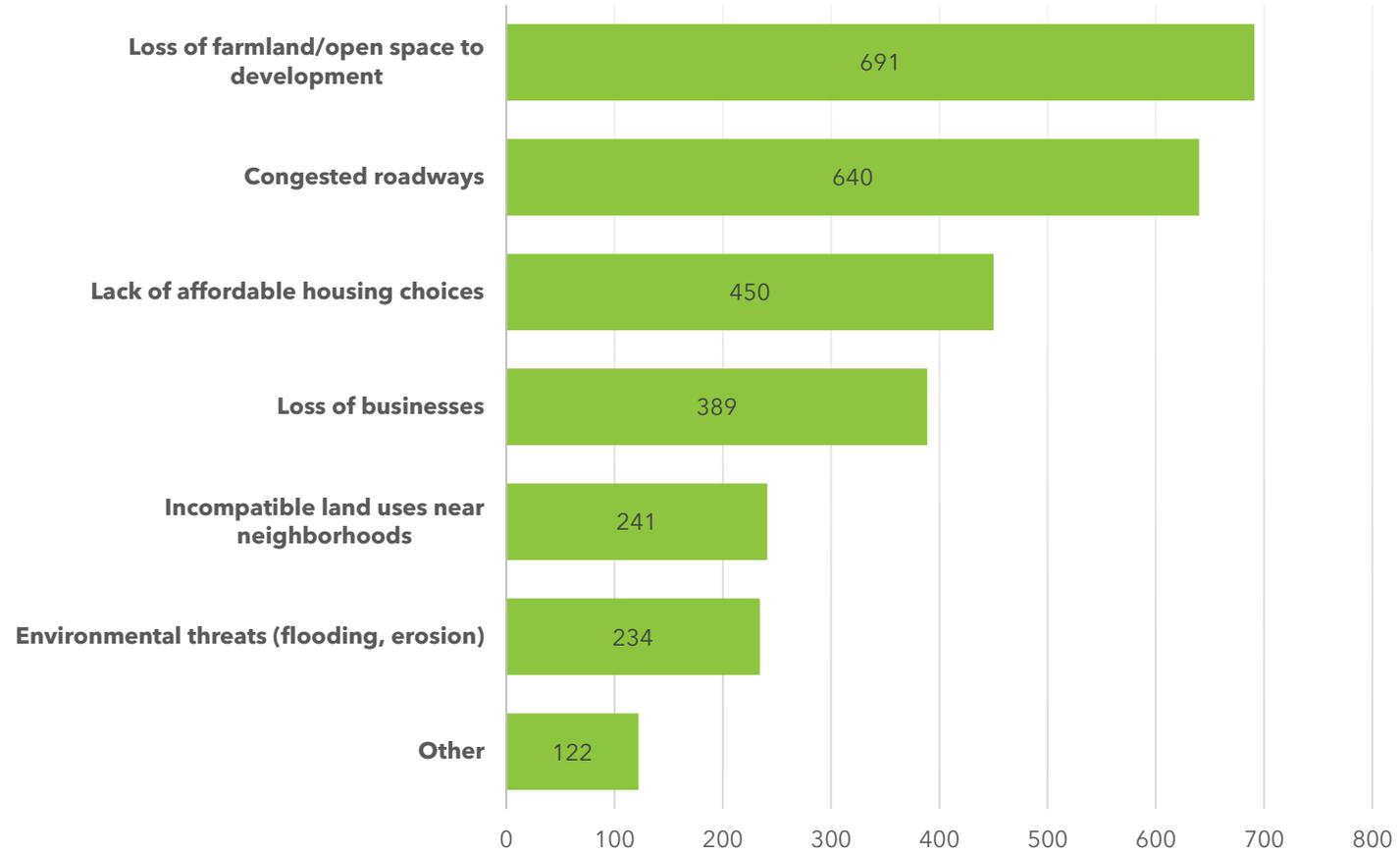


# OPPORTUNITIES - WHAT SHOULD THE COUNTY FOCUS ON?

by planning region

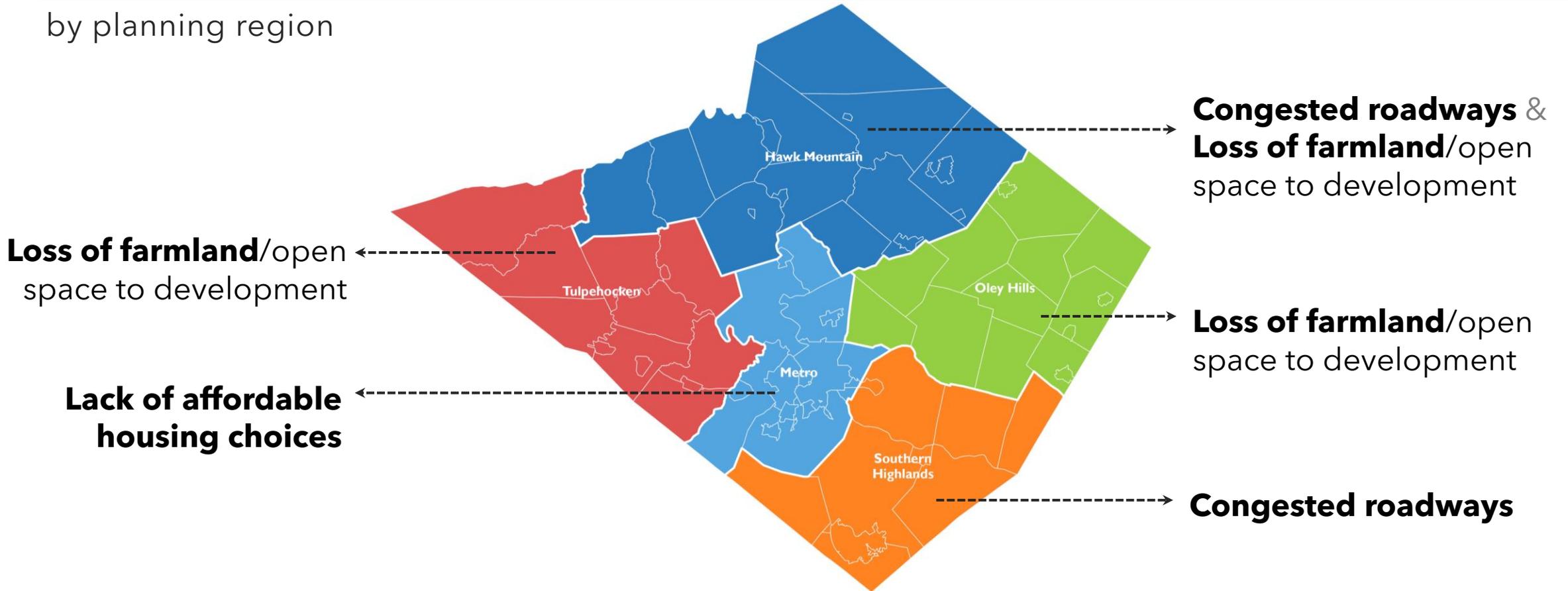


# THREATS - WHAT ARE YOUR CONCERNS FOR THE FUTURE OF BERKS COUNTY?



# THREATS - WHAT ARE YOUR CONCERNS FOR THE FUTURE OF BERKS COUNTY?

by planning region





Thank you!



Thiago Almeida, Planner II

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[www.berkspa.gov/planning](http://www.berkspa.gov/planning)