

The results are in!

**Find out what Parsippany residents believe
matters most for their community.**

Change.org and Mayor Desai teamed up to start a conversation that crossed boundaries:

“What matters most to you in Parsippany ?”

Get hundreds of people to share their ideas, and vote on the ideas of others.

Identify their **common interests**, despite differences on other issues.

Bring 100 people together for a conversation about those resonant issues.

Make PILOT program pay their fair share of the property taxes so residents' property taxes can be lowered, schools can get additions, and sidewalks and parks can be installed where needed.

Continue developing volunteer-based initiatives. Loved seeing high schoolers volunteering to shovel out elderly neighbors.

Address problems with hard water which are impacting the underground pipes and will likely lead to big problems over time.

In Stage 1, we received **99,487 votes** on
962 IDEAS
from **2,227 residents.**

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Create a more walkable downtown with mixed use buildings, big sidewalks, and the occasional street fair.

Fixing uneven roads and potholes.

Before approving any large development, require a public traffic study, a school enrollment estimate, and proof it pays for itself. Mail notice to neighbors within 500 feet.

Our analysis identified three main groups of residents based on how they voted

01

Civic Upkeep Stewards (360)

Want hands-on public investment in local amenities and basic services. They support lake cleanup, new sidewalks, reliable trash pickup, and relief for residents on fixed incomes.

02

Inclusive Modernizers (258)

Want an open, active, walkable town. They support a walkable downtown, protected bike lanes, more recreation for families, and a welcome for residents of every background.

03

Established Character Traditionalists (160)

Want to preserve the town's existing character and see current rules enforced. Skeptical of new sidewalks, bike lanes and a downtown, and want more transparency from town hall.

CIVIC UPKEEP STEWARDS

This group wants the township to take a hands-on role in maintaining and investing in the places residents use every day. They strongly support funding real cleanup of Lake Parsippany and Lake Hiawatha, building sidewalks around Lakeview, and improving the reliability of trash and recycling pickup, including outsourcing it if needed. They worry that basic services are being neglected while talk goes nowhere, that affordable homes are being demolished, and that residents on fixed incomes are paying rising lake costs without seeing improvements. They back most proposals, more than any other group.

MAKE OR BREAK

Sidewalks around Lakeview.



- Real cleanup of Lake Parsippany and Lake Hiawatha
- New sidewalks and safer walking routes around Lakeview
- Reliable trash and recycling pickup, even if it means outsourcing
- Relief for fixed-income residents facing rising lake costs
- Keeping existing affordable homes from being demolished

SUPPORTS

- | | |
|--|----------------|
| Make PILOT program pay their fair share of the property taxes so residents' property taxes can be lowered, schools can get additions, and sidewalks and parks can be installed where needed. | 100% supported |
| Bring our taxes down! Our taxes go up every year about \$500, it is getting out of hand now! | 100% supported |
| Free parking for residents at the train/bus stop. | 93% supported |

OPPOSES

- | | |
|---|-------------|
| Fill in Lake Parsippany and fill it with the biggest most beautiful Amazon facility around. | 94% opposed |
| Replace the old movie theater area with an economic booming horse racetrack! | 86% opposed |
| No wood burning fire pits. | 86% opposed |

INCLUSIVE MODERNIZERS

This group wants an open, active, walkable town. They strongly support a walkable downtown with mixed-use buildings, protected bike lanes on busy streets, a walking path around the lake, and more recreation for kids, like a splash pad in the parks. They want Parsippany to welcome residents of every background, and they reject proposals to require patriotic displays on homes. They approve ideas at about the same rate as everyone else.

MAKE OR BREAK

Make the Lake Parsippany area (around the lake) a one-way road with a bike or pedestrian lane.

This group: 75%

vs Others: 32%

43% Gap

A walkable downtown with mixed-use buildings and street life

Protected bike lanes on busy streets

More recreation for kids, like a lake walking path and a splash pad

A welcome for residents of every background

Opposition to requiring patriotic displays on homes

SUPPORTS

Create a more walkable downtown with mixed use buildings, big sidewalks, and the occasional street fair. 100% supported

Make sure the next generation still has woods to wander, trails to explore and places to have adventures. Playgrounds have their place, but kids and teens need real nature too. 100% supported

Speed up permitting & inspections with an online portal so residents can schedule inspections based on their project schedules. 100% supported

OPPOSES

An American Flag or some form of American Patriotism on all homes. 94% opposed

No real wood burning fire pits or burning of things in your yard. 89% opposed

All homes required to have a US flag or some small token of patriotic appreciation for the country. 88% opposed

ESTABLISHED CHARACTER TRADITIONALISTS

This group wants to preserve Parsippany's existing character and see current rules enforced more strictly. They strongly support enforcing single-family occupancy limits and cracking down on landlords who let properties decline, and they stress that Lake Parsippany is private property. They are skeptical of new sidewalks, bike lanes and a downtown, worry that growth is straining schools and taxes, and want more transparency from town hall. They back fewer proposals than other groups.

MAKE OR BREAK

Build more sidewalks so people don't have to walk on the roads.

This group: 25%

vs Others: 98%

73% Gap

Lake Parsippany as private property, with no public sidewalks

Strict enforcement of single-family occupancy limits

Skepticism toward new sidewalks, bike lanes and a downtown

Distrust of town leadership and a push for more transparency

Support for patriotic displays at home

SUPPORTS

Continue to enforce number of occupants per apartment to ensure the apartment is paying enough taxes to cover the number of students being educated. 97% supported

Crack down on slumlords that destroy quality of life for neighbors. 96% supported

Lake Parsippany is a private lake. It is not town owned, no private lakes have sidewalks for non members. 95% supported

OPPOSES

Make designated bike lanes through the backroads of town with scheduled group rides. 95% opposed

Common trash bins: Place shared trash bins on every street so residents can dispose of small amounts of household trash. 95% opposed

Schools are becoming overcrowded. Create a new elementary school for all the new students who have recently moved to the area. 95% opposed

Unifying Ideas

These are the ideas all Parsippany residents agreed on, ordered by how important voters indicated they were.*

Overdevelopment and the prioritization of apartments in the area. Our infrastructure isn't going to be able to handle it at the rate we are currently going.

(4.11 Importance Score)**

#1

Ideas listed meet a minimum threshold of agreement among the entire Parsippany community.

**Importance Scores are a standardized measure of the strength of voters' agreement with a goal.

2. Make PILOT program pay their fair share of the property taxes so residents' property taxes can be lowered, schools can get additions, and sidewalks and parks can be installed where needed. **(3.89)**
3. Lower property taxes. **(3.13)**
4. Stop the building, especially condos and warehouses. Our roads were not built to sustain the volume of traffic we now have to endure! **(3.02)**
5. Continue to enforce number of occupants per apartment to ensure the apartment is paying enough taxes to cover the number of students being educated. **(2.72)**
6. Stop the development, the wildlife have nowhere to go. Preserve our forests so they have a home as well. **(2.46)**
7. The taxes. What's the true reason for the almost \$1,000 increase? How about having developers pay taxes on their buildings? **(2.28)**
8. People are not taking care of their properties. Many properties are overgrown and it's an eyesore. **(2.14)**
9. Before approving any large development, require a public traffic study, a school enrollment estimate, and proof it pays for itself. **(1.93)**

Unifying goals: the goals most important to all residents

01

Growth & Infrastructure - make sure residential development doesn't exceed community infrastructure and density capacity.

"Before approving any large development, require a public traffic study, a school enrollment estimate, and proof it pays for itself."

✓ 61% bridge

"Enforce existing laws on stacking and residential capacity. It puts a strain on the town's resources and utilities."

✓ 59% bridge

"Prevent over development."

✓ 57% bridge

02

Property Taxes - reduce the tax burden on residents and be transparent about how tax revenue is spent.

"Tax spending transparency."

✓ 59% bridge

"No more PILOT apartment buildings. Lower our taxes, water and electricity bills. Seniors shouldn't pay school tax. And fix our schools."

✓ 57% bridge

"The taxes. What's the true reason for the almost \$1,000 increase? How about having developers pay taxes on their buildings?"

✓ 55% bridge

03

Open Space & Water - preserve open space and natural land, and ensure safe, clean drinking water.

"Preserve open space, slow down growth."

✓ 62% bridge

"Stop the development, the wildlife have nowhere to go. Preserve our forests so they have a home as well."

✓ 58% bridge

"Address problems with hard water which are impacting the underground pipes and will likely lead to big problems over time."

✓ 59% bridge

✓ % shows cross-group bridging score

Unifying goals: the goals most important to all residents (continued)

04

Industrial Development - keep warehouses and industrial uses away from homes, schools and parks.

"No new warehouses or delivery hubs within 1,000 feet of a school, park, or home. Put a buffer in the code so it isn't a fight every time."

✓ 56% bridge

05

Property Upkeep - make sure owners maintain yards and buildings to prevent blight and pests.

"Make sure franchises and store owners maintain their premises: sidewalks, gutters and storm drains trash free."

✓ 54% bridge

06

Road Safety - reduce speeding and fix hazards on residential streets and local roads.

"The corner of Lake Shore Drive and Roosevelt Avenue has frequent accidents. A solar blinking stop sign could help."

✓ 57% bridge

"Parsippany has a glut of vacant offices. Publish a third path: zoning that permits labs, light manufacturing, medical, and trade schools."

✓ 50% bridge

"Enforce an ordinance to fine owners and renters who neglect their properties, decreasing the value to the town."

✓ 53% bridge

"Fixing uneven roads and potholes."

✓ 56% bridge

"Stop the building, especially condos and warehouses. Our roads were not built to sustain the volume of traffic we now have to endure!"

✓ 54% bridge

"People are not taking care of their properties. Many properties are overgrown and it's an eyesore."

✓ 51% bridge

"Have residents trim their bushes so you can see around them instead of pulling halfway across the stop sign."

✓ 55% bridge

✓ % shows cross-group bridging score

Of everything we heard,

Growth, PILOTs & Taxes

emerged as the topic to talk about next.

- **RELEVANT**

Residents ranked development within infrastructure capacity and reducing the property tax burden as their two most important goals, and 4 of the top 5 unifying ideas are about overdevelopment, PILOTs or taxes, with support from all three voter groups.

- **ACTIONABLE**

The township sets the terms of future PILOTs and redevelopment agreements, decides how it uses incentives to recruit new development, and shapes how vacant office sites are rezoned.

- **COMPLEX**

Growth helps replace tax revenue lost from 19 vacant office buildings, but some growth raises school costs for every taxpayer. About 9 existing PILOTs are locked in on 30-year terms, and schools are run by the independent Board of Education.

NEXT UP:

Parsippany Civic Dialogue

We'll gather a sample of residents from all over the township to talk about the chosen topic: how should Parsippany grow, in a way and at a rate residents want, while balancing the budget?

Join the live dialogue on Thursday, November 12 at 6pm ET. Sign up at cividdialogues.org/parsippany.