

Transylvania County Sesquicentennial (150th) Questionnaire Results and Key Findings

November 17, 2011

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Overview

In conjunction with celebrating the County's 150th anniversary, the County Commissioners and County Manager asked the Planning and Economic Development Department, the Economic Development Advisory Board (EDAB) and the County Planning Board to help develop a long-term vision for the County and its citizens. This request acknowledged that a significant amount of time and energy was being devoted to exploring and understanding the County's history, but it also was seen as an opportunity to proactively engage and encourage our citizens to express their concerns about the County, and even more importantly, to begin a dialogue to prioritize the County's future needs.

Initially, the process focused on asking our citizens to answer the question: "What would you like Transylvania County to look like in the next 20 years?" But as the Board members thought through this question, they collectively realized that a better question was **"What are you willing to do to make Transylvania County the place that you would like for your children and grandchildren in the next 20 years?"** The distinction between the questions is significant – the first is primarily "me" centered. The second question relates to actions the citizens are willing to support to bring about the desired future results.

Planning and Economic Development Staff, the EDAB and the Planning Board collaborated to develop a PowerPoint presentation illustrating changes in the County over the past 150 years and a 13-item electronic survey questionnaire. Starting in June, staff and members of the Planning Board and EDAB visited over 20 different locations (community centers, volunteer fire departments, Sheriff's Department, City of Brevard Planning Board and churches) where they showed the County's 150th anniversary video and the PowerPoint presentation.

At the end of each session, the audience was given information about how to access the electronic survey. In addition, ads were purchased and press releases about the survey were run in *The Transylvania Times*. By the September 30 closing date, **a total of 1,323 individuals completed the survey**. This total represents nearly 5% percent of the County's 2010 Census population age 16 and older. The actual percentage, as pointed out by an EDAB member, is probably higher because many responses likely represent households rather than just individuals.

All survey responses, written suggestions and comments are incorporated into this report. After their initial review, the Planning Board and EDAB members recommended that the overall survey results be condensed or simplified, but asked staff to include the write-in response summaries in the Appendix.

Overall Survey Results

The following tables and charts show the responses to each question in the survey. The demographic information obtained from questions #1 through #5 can be summarized as follows:

- The majority of responders live outside of Brevard and Rosman. All communities throughout the County are represented.
 - Brevard - 35.0%
 - Rosman - 6.2%
 - County - 58.8%
- Nearly 95% of all responders were full-time residents.
- By age groups, the vast majority of responders were between the ages of 31-70 with the largest group being age 51-60. There were almost an identical number of individuals ages 16-19 as there were 81 and older.
- 52.1% of the responders noted that they were full-time employees with another 14.7% stating that they were self-employed. Only 1.3% said they were unemployed.
- Over half the responders (53.3%) have lived in the county for one generation – that is they moved here from another location. One quarter (25.3%) of the respondents said they were the fourth generation or more living in the County.

The information from survey questions #6 through #13 can be summarized as follows:

- **Question #6:** The County’s greatest assets are 1) Parks and Forests, 2) Clean Air/Water and 3) County Schools.
- **Question #7:** The top three areas of concern are 1) Lack of Jobs, 2) Overall Economy and 3) School Funding.
- **Question #8:** There were 657 write in responses concerning issues specific to the community or neighborhood where the responder lived. The comments are summarized by major topic, and specific examples are in the Appendix.
- **Question #9:** When thinking about the future, respondents’ top three issues (looking at both “very high” and “high priority” responses) for community leaders to address are 1) Preserve Natural Environment/Waterfalls, 2) Promote Entrepreneurship and 3) Promote Manufacturing. Counting only the “very high” responses changes the order, with Promote Manufacturing taking the lead.
- **Question #10** The majority of respondents thought that the County should either retain or implement all ordinances identified in the survey to help manage growth and development – including the noise control ordinance (64.4%) and county-wide zoning (54.5%). On this particular question, there was a significant difference in opinion between first and fourth generation responders. Overall, first generation responders were much more supportive of development

regulations. As an example, over 67% of first generation responders support the development of county-wide zoning versus just under 31% of fourth generation responders.

- **Question #11:** Important infrastructure improvements needed in the county are (tied for 1st) Broadband/Internet Access and the Conditions of Secondary Roads, and 3) the need for more cell phone towers. The issue of a Brevard By-Pass received the lowest priority.
- **Question #12:** The top three areas that citizens think the County should expend (invest) tax dollars are 1) Education, 2) Recruitment and retention of businesses, and 3) Programs to support small businesses. Development of an Industrial and Business Sites was a very close fourth.
- **Question #13:** This survey provided an opportunity for citizens to provide written comments to help make Transylvania County a better place to live, work and play. There were 435 comments submitted and are summarized in the Appendix. Concern about the overall economy and the lack of jobs accounted for more than half of the written responses.

Key Findings

Looking at the questionnaire responses and the written comments, it is clear that Transylvania County citizens are passionate about their community. Respondents, as a whole, value the waterfalls and the natural environment and, at the same time, are very concerned about the overall economic health of our community and the need for more jobs.

As the Planning Board, EDAB members and staff examined the survey results and written responses, some key findings that emerged are:

- While some individuals acknowledged that many of the economic forces are outside of the County's control, the vast majority of responders, based on the written comments, want the County to be more aggressive in trying to create new jobs and, specifically, manufacturing jobs.
- Our citizens expressed that our school system is one of our greatest strengths and are willing to invest tax dollars to support our schools. This was particularly true regarding responses from both the age group 30-50 and fourth generation residents.
- First generation responders were generally more interested in supporting the promotion of tourism and small business development while fourth generation responders were more concerned about manufacturing.
- Based on the written responses, it is evident that many citizens do not understand the critical role that physical infrastructure (water, sewer, access to interstate highways) has on helping existing businesses succeed, recruiting new businesses and manufacturers and, ultimately, job creation. This disconnect must be better communicated to our citizens.
- All responders, but an overwhelming number of first generation responders, placed a high value on protecting the environment and focusing on tourism and job creation (small business and entrepreneurship). Fourth generation responders were more interested in promoting job creation through larger-scale manufacturing.
- Regardless of age or community location, responders want to see greater cooperation and business support from our local elected officials. The written comments suggest a general dissatisfaction with government and its perceived anti-business attitude.

Written Comments

Over half of the responders took the time to provide more than 2,300 written responses to questions 7, 8, 9, 10, 11 and 13. Staff reviewed all comments and identified key terms and/or concerns to show what areas our citizens are most concerned about. Written examples are provided in the Appendix for each question.

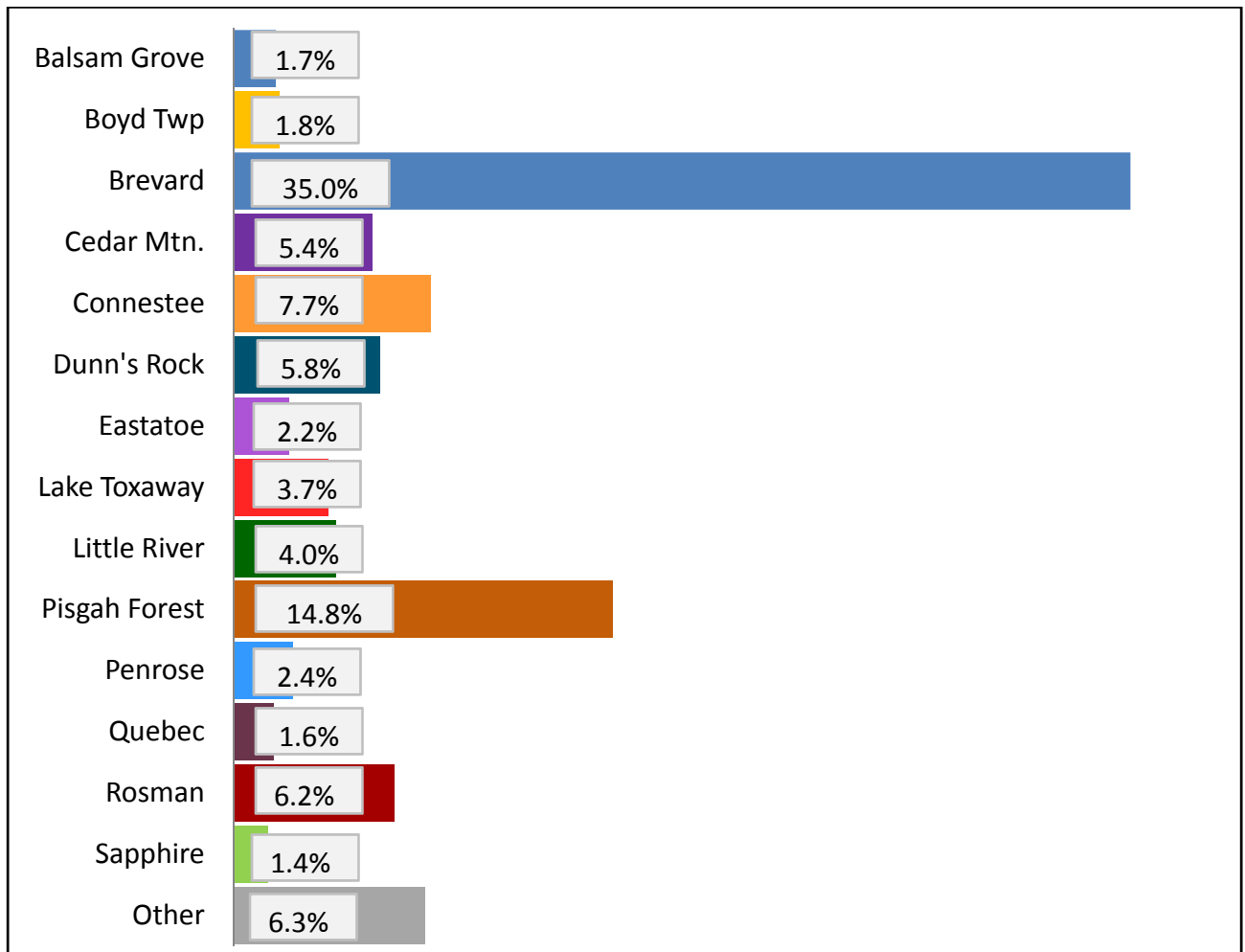
EDAB and Planning Board Recommendations

- The questionnaire responses should be shared with the different elected boards and officials, particularly the written comments, as well as many of our economic allies such as Blue Ridge Community College, Brevard College, Comporium Communication, NC Department of Transportation, Transylvania County Schools and the Transylvania Regional Hospital.
- In addition to sharing the information, there should be a community-wide visioning and strategic planning process that involves our citizens and addresses the key concerns identified in this survey – education, economic development (job creation), the environment, etc. The County Commissioners should take a leadership position in furthering the County’s Sesquicentennial efforts by shaping the County’s future in the next twenty years.
- The written responses indicate that there is a need for the County and other groups (public and private) to better communicate to our citizens the economic development activities, accomplishments and successes that have occurred and how the County is currently using the 2010 – 2012 Economic Development Strategic Plan as a tool to support our existing businesses and help attract new businesses and manufacturers. Conversely, there are some very real constraints that limit the type and size of businesses that might be attracted to Transylvania County. These constraints, and the fact that government is limited in creating jobs, needs to be better understood by our citizens.
- A further recommendation would be for the County to host a community meeting with representatives from the different elected boards, economic allies and key community leaders to review current economic development programs and efforts and 1) evaluate the current 2010-2012 Economic Development Strategic Plan and 2) identify specific goals (targets) for new job creation and investment for 2013 – 2015 and 3) prepare a realistic budget to fund the proposed work for FY 2012 – 2013 and beyond.

Survey Statistics and Charts

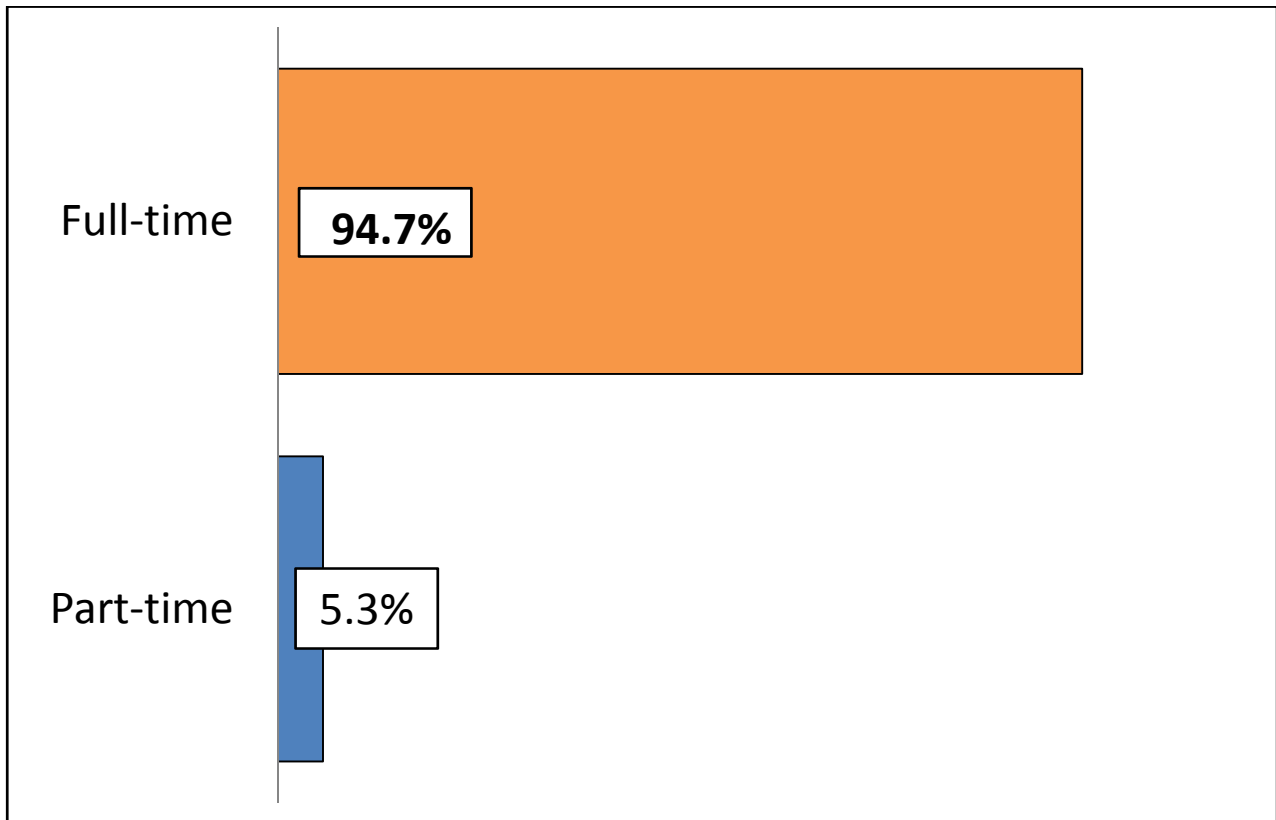
1. In what part of the County do you live?

Answer Options	Response Percent	Response Count
Balsam Grove	1.7%	22
Boyd Township	1.8%	24
Brevard	35.0%	463
Cedar Mountain	5.4%	72
Connestee	7.7%	102
Dunn's Rock	5.8%	76
Eastatoe	2.2%	29
Lake Toxaway	3.7%	49
Little River	4.0%	53
Pisgah Forest	14.8%	196
Penrose	2.4%	31
Quebec	1.6%	21
Rosman	6.2%	83
Sapphire	1.4%	18
Other (please specify)	6.3%	84
answered question		1323



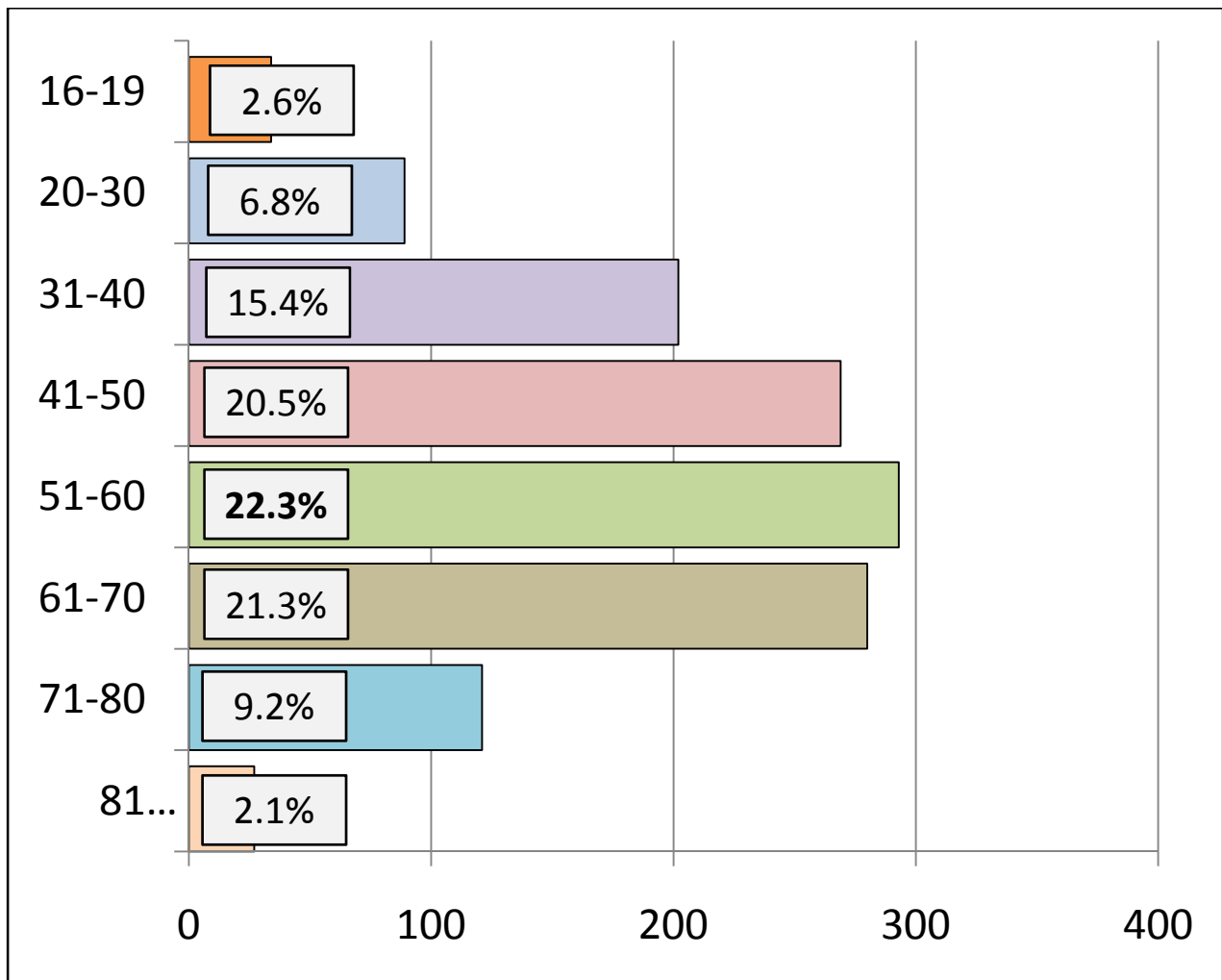
2. Are you a full-time or part-time resident of the County?

Answer Options	Response Percent	Response Count
Full-time	94.7%	1234
Part-time	5.3%	69
<i>answered question</i>		1303
<i>skipped question</i>		20



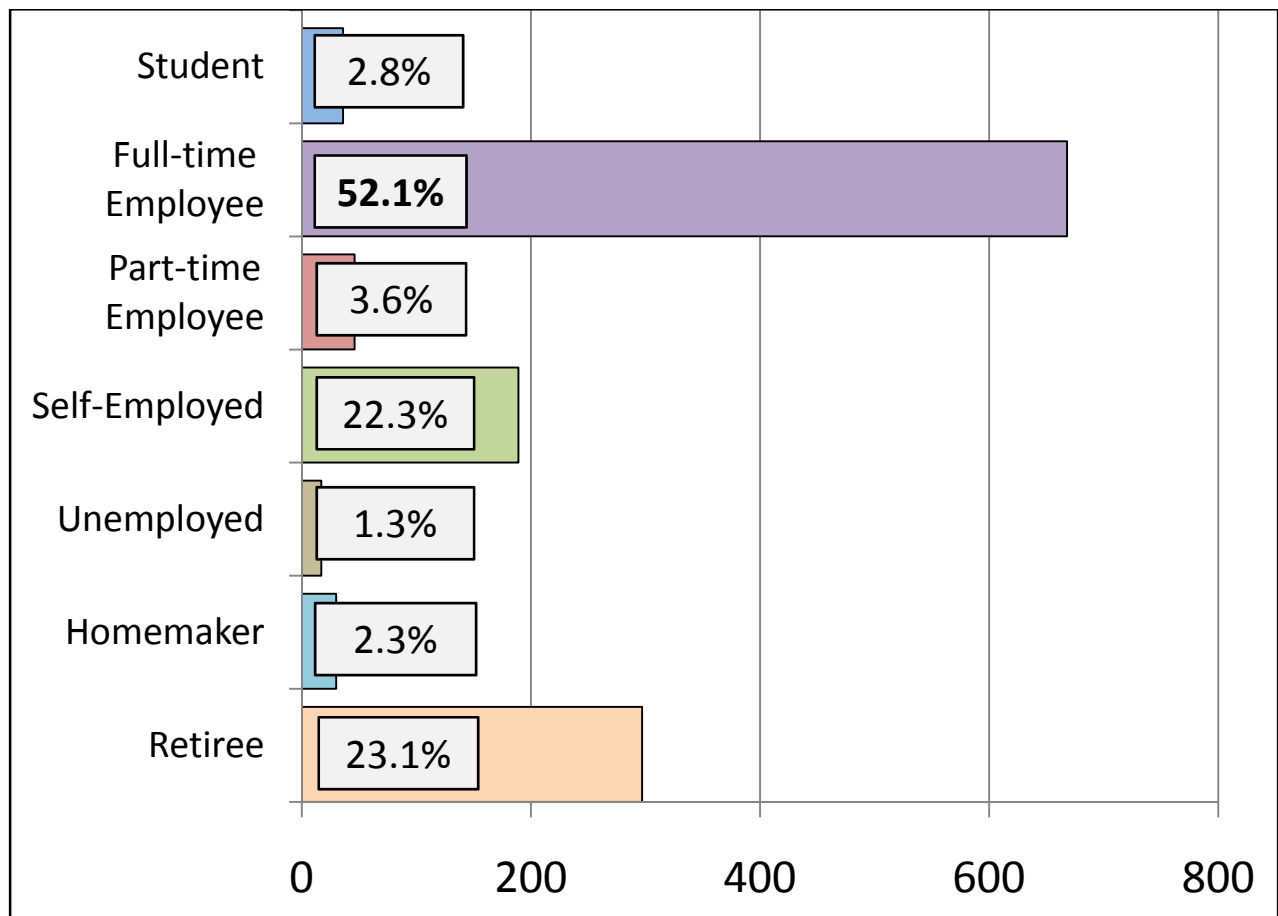
3. Please check your age category below.

Answer Options	Response Percent	Response Count
16-19	2.6%	34
20-30	6.8%	89
31-40	15.4%	202
41-50	20.5%	269
51-60	22.3%	293
61-70	21.3%	280
71-80	9.2%	121
81 and up	2.1%	27
<i>answered question</i>		1315
<i>skipped question</i>		8



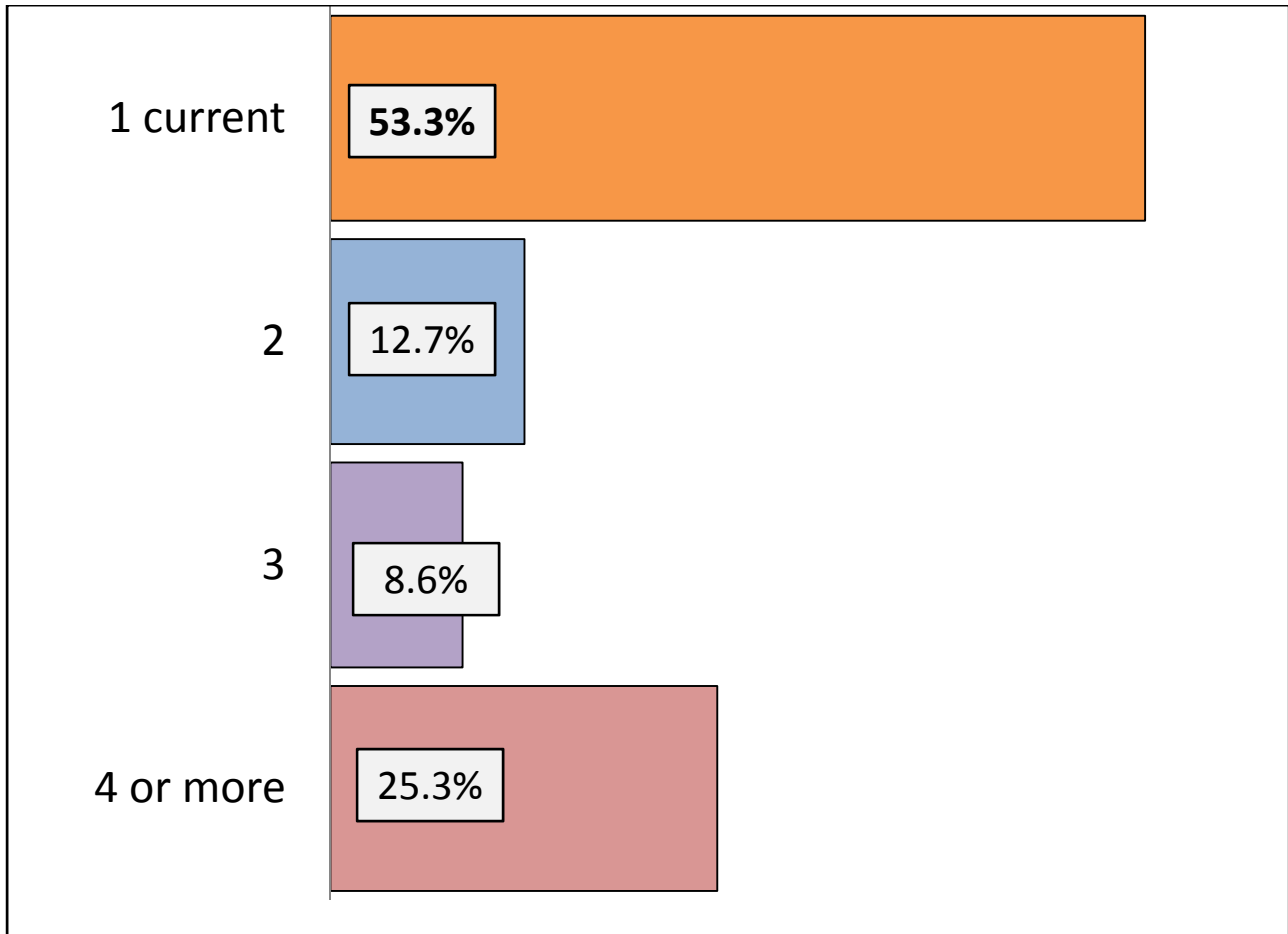
4. Please check the button below that best describes you.

Answer Options	Response Percent	Response Count
Student	2.8%	36
Full-time employee	52.1%	668
Part-time employee	3.6%	46
Self Employed	14.7%	189
Unemployed	1.3%	17
Homemaker	2.3%	30
Retiree	23.1%	297
Other (please specify)		44
<i>answered question</i>		1283
<i>skipped question</i>		40



5. How many generations of your family have lived in Transylvania County?

Answer Options	Response Percent	Response Count
1 (current)	53.3%	697
2	12.7%	166
3	8.6%	113
4 or more	25.3%	331
<i>answered question</i>		1307
<i>skipped question</i>		16



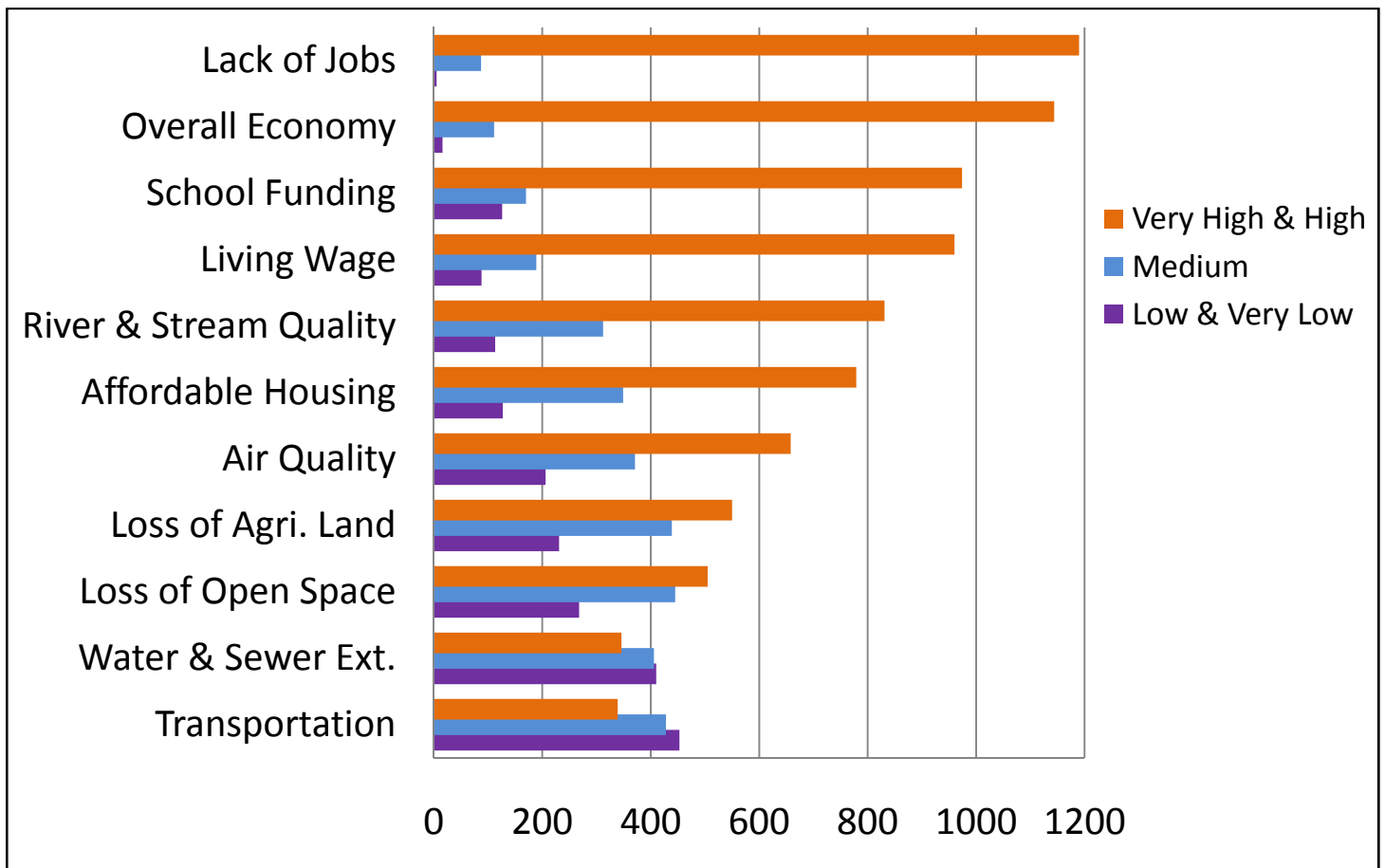
6. In your opinion, what are Transylvania County’s greatest assets? Please rank the items below from 1-9 with 1 being the greatest asset and 9 the least. Each number can be used only once.

Answer Options	1	2	3	4	5	6	7	8	9	Rating Average	Response Count
Blue Ridge Community College	43	96	122	107	134	158	174	185	195	5.85	1214
Brevard College	46	104	145	169	198	197	159	127	67	5.17	1212
Brevard Music Center	68	116	150	196	160	154	153	115	89	5.04	1201
Camps	32	56	85	155	186	179	147	164	179	5.90	1183
Clean Air/Water	182	188	195	128	124	101	94	109	69	4.23	1190
County Schools	262	132	104	134	99	98	138	117	131	4.56	1215
Parks and Forests	370	251	148	73	98	87	79	68	44	3.38	1217
Transylvania Regional Hospital	104	96	106	118	128	130	127	177	253	5.72	1239
Waterfalls	140	204	175	137	91	105	123	120	139	4.68	1234
Other assets not listed above											262
<i>answered question</i>											1301
<i>skipped question</i>											22

1. Parks and Forest
2. Clean Air & Water
3. County Schools
4. Waterfalls
5. Brevard Music Center
6. Brevard College
7. Transylvania Regional Hospital
8. Blue Ridge Community College
9. Camps

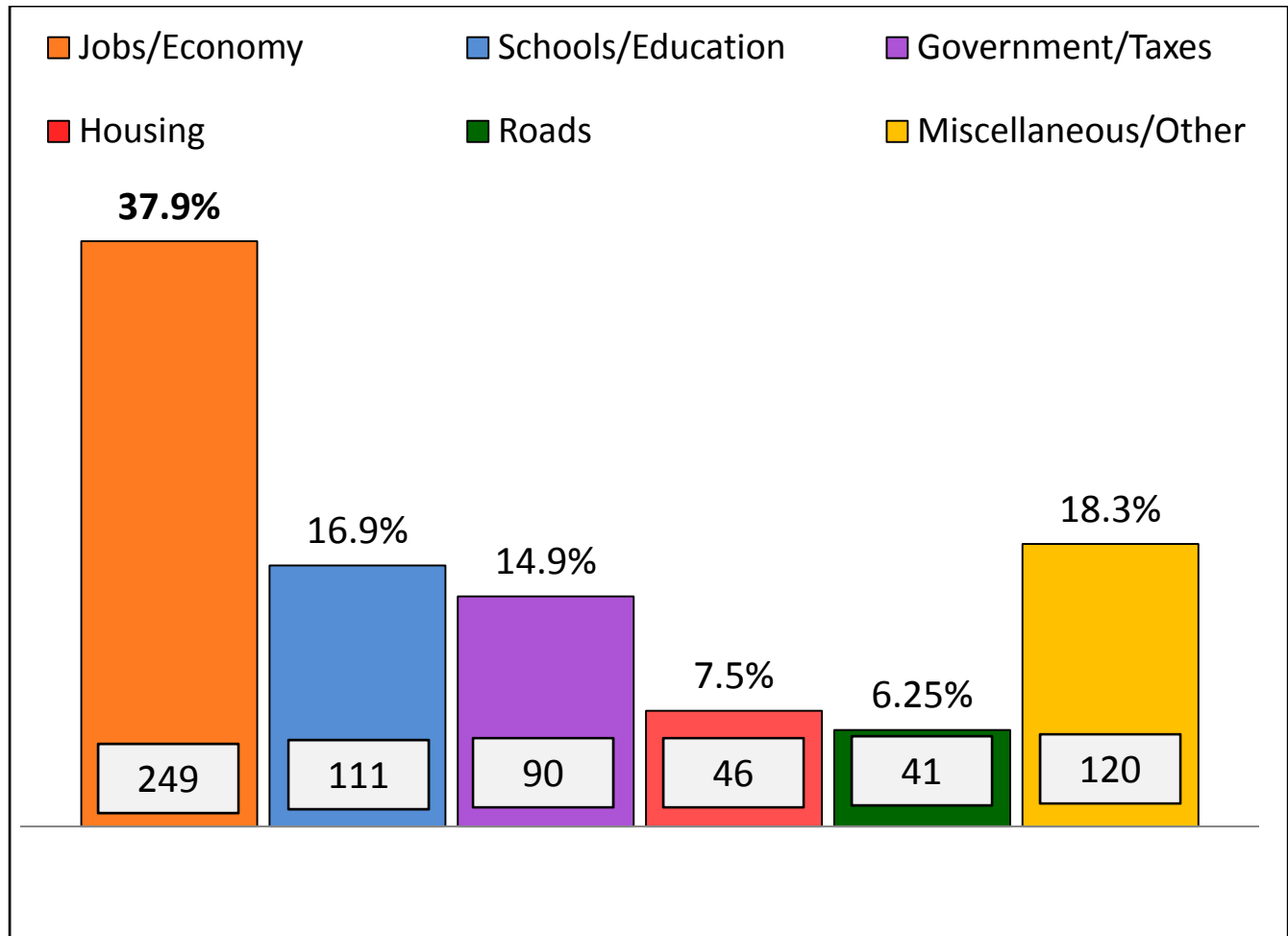
7. Listed below are areas of concern identified from previous surveys. In your opinion, what priorities should the County establish to deal with these concerns?

Answer Options	Very High Priority	High Priority	Medium Priority	Low Priority	Very Low Priority	No Opinion	Rating Average	Response Count
Affordable Housing	384	395	349	78	49	19	2.27	1274
Air quality	271	387	371	124	82	22	2.54	1257
Lack of jobs	932	258	87	5	0	12	1.39	1294
Living Wage	522	438	189	57	31	23	1.97	1260
Loss of Agricultural Land	214	336	439	175	56	30	2.69	1250
Loss of Open Space	195	310	445	190	78	35	2.80	1253
Overall Economy	802	342	111	9	7	9	1.52	1280
River and stream quality	346	485	312	75	38	15	2.23	1271
School funding	654	320	170	58	68	17	1.93	1287
Transportation	113	226	428	319	134	41	3.20	1261
Water and Sewer extension	125	221	406	280	125	87	3.26	1244
Other (please specify)								197
answered question								1306
skipped question								17



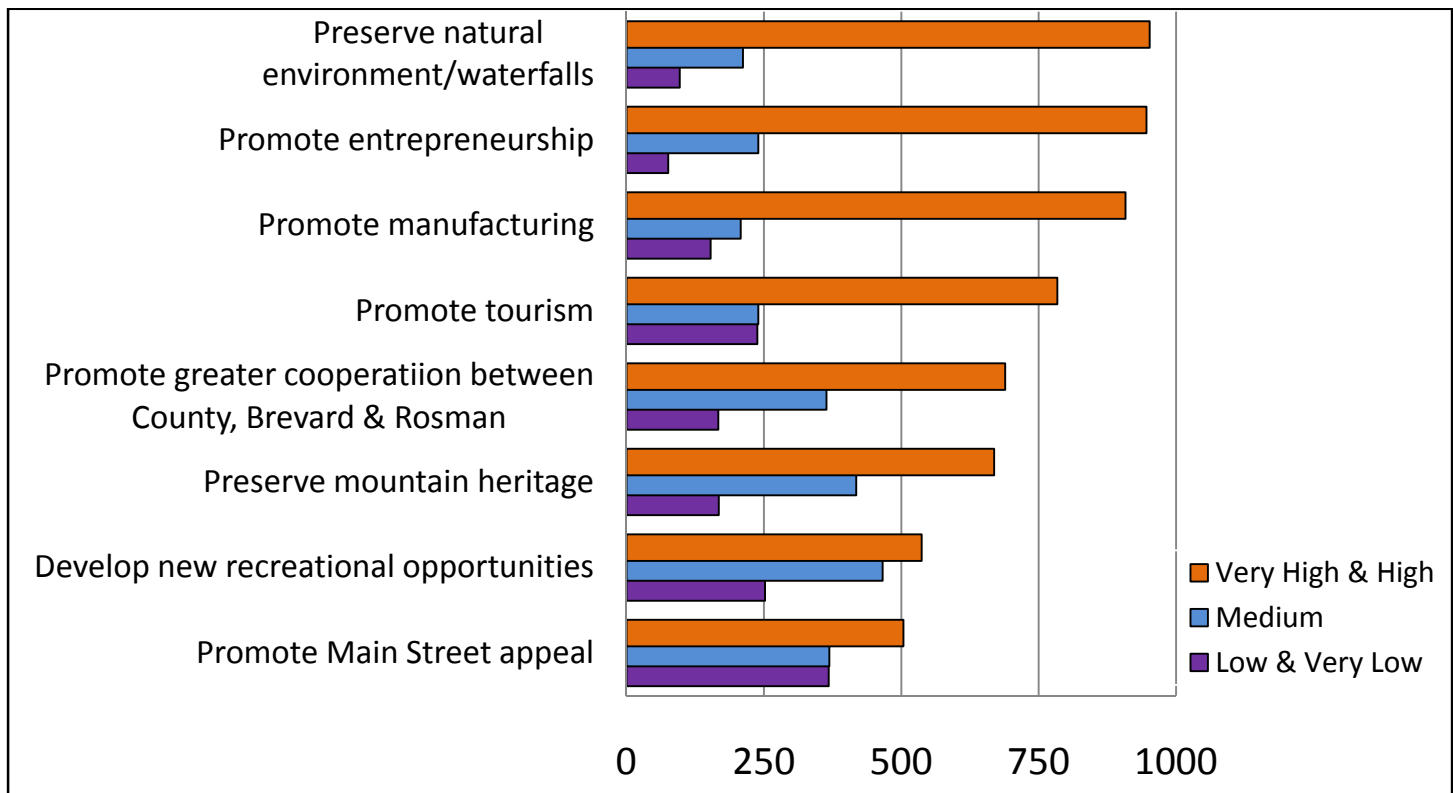
8. In your opinion, what are some of the current concerns facing your community or neighborhood (Balsam Grove, Cedar Mtn., Little River, etc.)? Please describe

Answer Options	Response Count
<i>answered question</i>	657
<i>skipped question</i>	666



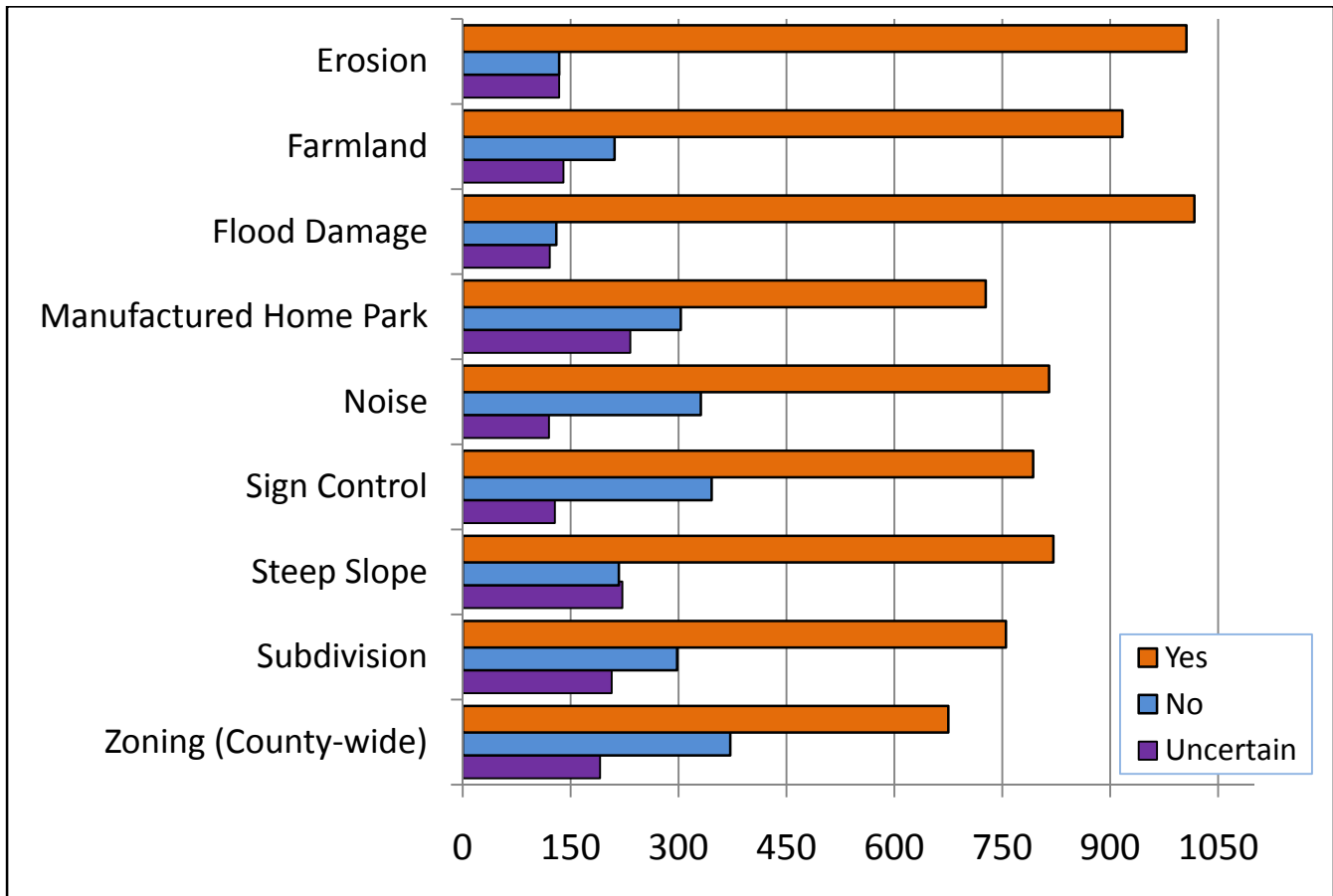
9. Thinking about the future, please prioritize each item below that you would like our community leaders to address.

Answer Options	Very High Priority	High Priority	Medium Priority	Low Priority	Very Low Priority	No Opinion	Response Count
Develop new recreational opportunities	210	327	466	162	90	10	1265
Preserve mountain heritage	260	409	418	128	40	13	1268
Preserve natural environment/waterfalls	559	393	212	38	59	6	1267
Promote entrepreneurship	510	436	240	59	17	12	1274
Promote greater cooperation between Transylvania County, Brevard and Rosman	355	334	364	123	44	41	1261
Promote main street appeal	188	316	369	194	174	21	1262
Promote manufacturing	600	308	208	102	51	10	1279
Promote tourism	408	376	240	93	135	21	1273
Other (please specify)							243
<i>answered question</i>							1297
<i>skipped question</i>							26



10. Listed below are ordinances and regulations that the County has adopted except for Steep Slope and Zoning (County-wide). In your opinion, does the County need these ordinances or regulations in order to manage growth and development? Please check yes or no. If there are other ordinances and/or regulations that the County should adopt please specify in the other box.

Answer Options	Yes	No	Uncertain	Response Count
Erosion/Sedimentation Control	1006	134	134	1274
Farmland Preservation	917	211	140	1268
Flood Damage Control	1017	130	121	1268
Manufactured Home Park	727	303	233	1263
Noise	815	331	120	1266
Sign Control	793	346	128	1267
Steep Slope	821	217	222	1260
Subdivision Control	755	298	207	1260
Zoning (County-wide)	675	372	191	1238
Other (please specify)				134
<i>answered question</i>				1283
<i>skipped question</i>				40



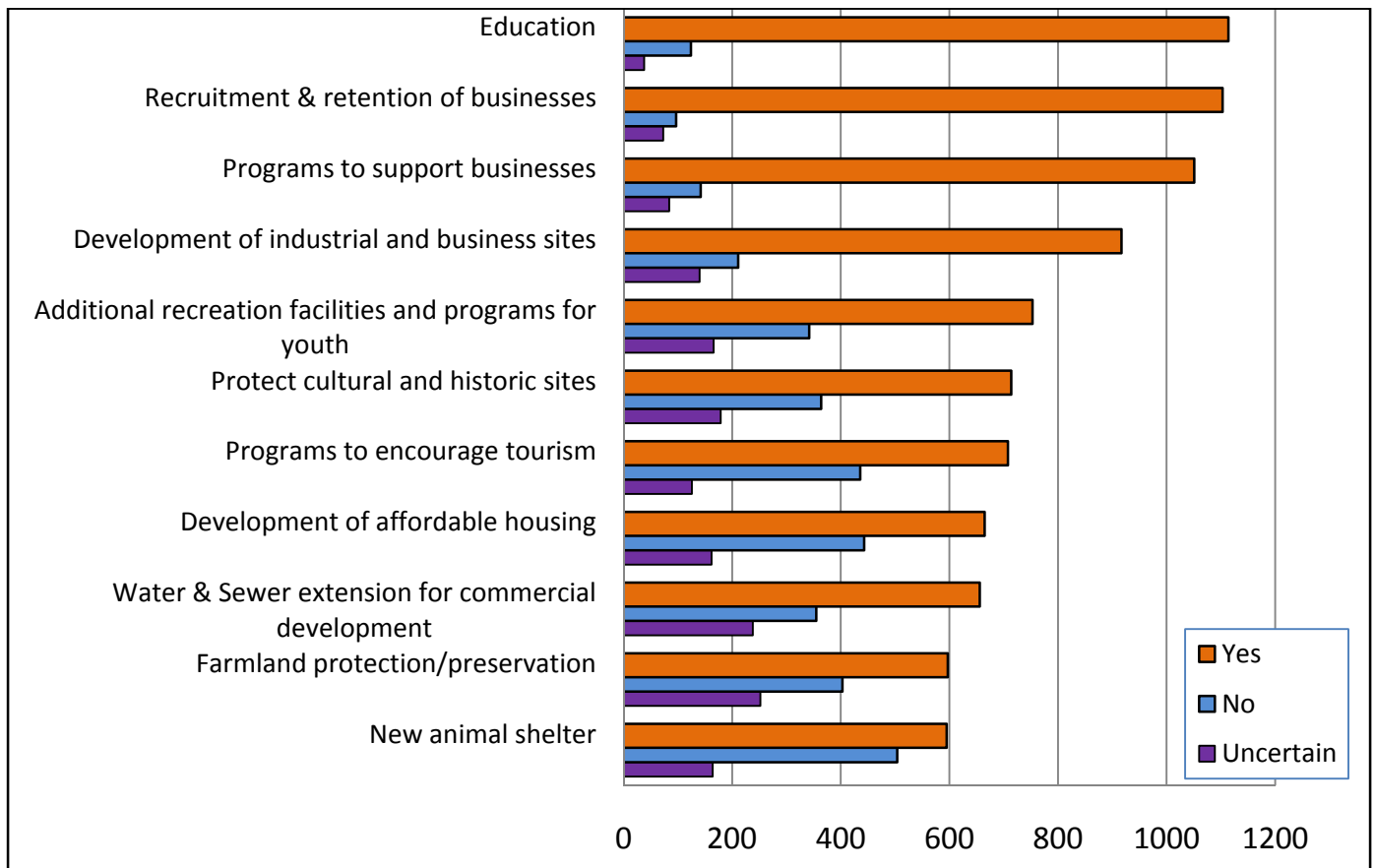
11. In your opinion, what are the most important infrastructure improvements needed in the County? Please prioritize 1-7 with 1 being your first priority and 7 being the last. Each number can be used only once.

Answer Options	1	2	3	4	5	6	7	Rating Average	Response Count
Broadband/Internet Access	363	306	199	140	90	77	36	2.72	1211
Cell phone towers	147	270	215	192	164	127	82	3.56	1197
Condition of secondary roads	373	216	293	141	104	61	24	2.72	1212
Construction of Brevard bypass	124	84	74	136	112	154	503	5.11	1187
Extension of natural gas lines	34	149	173	247	281	212	82	4.32	1178
Extension of water and sewer	144	134	178	196	252	198	95	4.05	1197
Traffic signals	37	62	86	143	178	337	351	5.33	1194
Other (please specify)									144
<i>answered question</i>									1273
<i>skipped question</i>									50

- 1. Condition of secondary roads**
- 2. Broadband/Internet Access**
- 3. Cell Phone Towers**
- 4. Extension of Water/Sewer**
- 5. Extension of Natural Gas**
- 6. Traffic Signals**
- 7. Brevard Bypass**

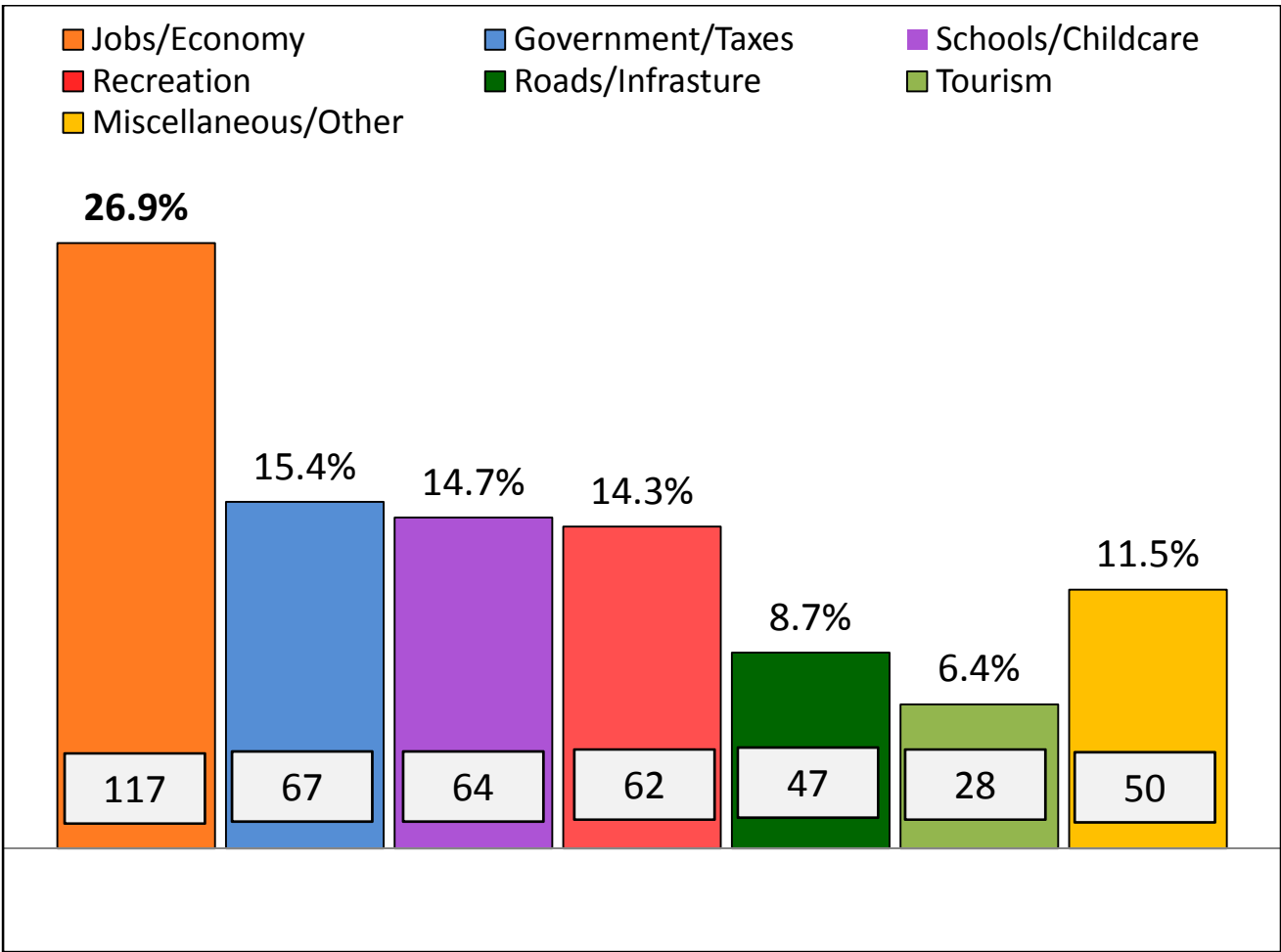
12. In your opinion, of the following issues listed, which ones should the County expend tax dollars to address?

Answer Options	Yes	No	Uncertain	Response Count
Additional recreation facilities and programs for youth	753	342	166	1261
Development of affordable housing	665	443	162	1270
Development of industrial and business sites	884	262	123	1269
Education	1114	124	38	1276
Farmland protection/preservation	597	403	252	1252
New Animal Shelter	595	504	164	1263
Programs to encourage tourism	708	436	126	1270
Programs to support small businesses	1051	142	84	1277
Protect cultural and historic sites	714	364	179	1257
Recruitment and retention of businesses	1103	97	73	1273
Water & Sewer extension for commercial development	656	355	238	1249
Other (please specify)				122
<i>answered question</i>				1297
<i>skipped question</i>				26



13. What other comments or suggestions do you have for making Transylvania County a better place to live, work and play?

Answer Options	Response Count
<i>answered question</i>	435
<i>skipped question</i>	888



Appendices

- ❖ First Generation Statistics
- ❖ Fourth Generation Statistics
- ❖ Summary of write-in responses
 - Question 7
 - Question 8
 - Question 9
 - Question 10
 - Question 11
 - Question 12
 - Question 13

First Generation Statistics

1. In what part of the County do you live?

Answer Options	Response Percent	Response Count
Balsam Grove	0.2%	1
Boyd Township	0.9%	6
Brevard	40.2%	266
Cedar Mountain	5.7%	38
Connestee	14.2%	94
Dunn's Rock	5.3%	35
Eastatoe	1.8%	12
Lake Toxaway	3.5%	23
Little River	3.0%	20
Pisgah Forest	16.8%	111
Penrose	1.8%	12
Quebec	0.3%	2
Rosman	4.4%	29
Sapphire	2.0%	13
Other (please specify)		42
<i>answered question</i>		662
<i>skipped question</i>		35

2. Are you a full-time or part-time resident of the County?

Answer Options	Response Percent	Response Count
Full-time	92.5%	640
Part-time	7.5%	52
<i>answered question</i>		692
<i>skipped question</i>		5

First Generation Statistics

3. Please check your age category below.

Answer Options	Response Percent	Response Count
16-19	2.0%	14
20-30	5.3%	37
31-40	11.8%	82
41-50	15.1%	105
51-60	23.5%	163
61-70	26.5%	184
71-80	12.5%	87
81 and up	3.2%	22
<i>answered question</i>		694
<i>skipped question</i>		3

4. Please check the button below that best describes you.

Answer Options	Response Percent	Response Count
Student	2.5%	17
Full-time employee	39.5%	266
Part-time employee	4.0%	27
Self Employed	16.0%	108
Unemployed	1.6%	11
Homemaker	2.8%	19
Retiree	33.5%	226
Other (please specify)		25
<i>answered question</i>		674
<i>skipped question</i>		23

5. How many generations of your family have lived in Transylvania County.

Answer Options	Response Percent	Response Count
1 (current)	100.0%	697
<i>answered question</i>		697
<i>skipped question</i>		0

First Generation Statistics

6. In your opinion, what are Transylvania County's greatest assets? Please rank the items below from 1-9 with 1 being the greatest asset and 9 the least. Each number can be used only once.

Answer Options	1	2	3	4	5	6	7	8	9	Rating Average	Response Count
BRCC	19	30	48	52	78	80	102	113	122	6.24	644
Brevard College	30	57	79	96	100	113	75	66	33	5.07	649
Brevard Music Center	49	85	86	121	88	85	62	41	22	4.49	639
Camps	20	30	46	83	101	91	83	74	91	5.80	619
Clean Air/Water	81	93	119	62	63	64	52	63	34	4.35	631
County Schools	88	55	48	71	58	69	85	79	82	5.19	635
Parks and Forests	231	142	72	32	45	38	32	29	24	3.08	645
Transylvania Reg. Hospital	56	45	52	63	77	65	79	98	124	5.74	659
Waterfalls	90	121	100	69	36	37	58	64	81	4.51	656
Other assets not listed above											164
<i>answered question</i>											693
<i>skipped question</i>											4

7. Listed below are areas of concern identified from previous surveys. In your opinion, what priorities should the County establish to deal with these concerns.

Answer Options	Very High Priority	High Priority	Medium Priority	Low Priority	Very Low Priority	No Opinion	Rating Average	Response Count
Affordable Housing	188	219	204	32	19	12	2.27	674
Air quality	165	204	196	57	25	13	2.41	660
Lack of jobs	449	171	55	3	0	5	1.46	683
Living Wage	237	261	114	27	16	11	2.03	666
Loss of Agricultural Land	99	157	258	100	25	16	2.76	655
Loss of Open Space	107	166	256	93	25	14	2.70	661
Overall Economy	397	205	65	4	1	5	1.56	677
River and stream quality	210	262	152	30	9	6	2.08	669
School funding	300	197	111	30	32	8	2.00	678
Transportation	55	120	239	177	57	16	3.16	664
Water and Sewer extension	59	130	211	160	56	40	3.22	656
Other (please specify)								110
<i>answered question</i>								689
<i>skipped question</i>								8

First Generation Statistics

8. In your opinion, what are some of the current concerns facing your community or neighborhood (Balsam Grove, Cedar Mtn., Little River, etc.)? Please describe

Answer Options	Response Count
<i>answered question</i>	317
<i>skipped question</i>	380

9. Thinking about the future, please prioritize each item below that you would like our community leaders to address.

Answer Options	Very High Priority	High Priority	Medium Priority	Low Priority	Very Low Priority	No Opinion	Response Count
Develop New Recreational Opportunities	116	187	256	80	21	5	665
Preserve Mountain Heritage	124	218	235	68	14	7	666
Preserve Natural Environment/ Waterfalls	351	206	75	9	23	2	666
Promote Entrepreneurship	279	236	123	30	6	2	676
Promote greater cooperation between Transylvania County, Brevard and Rosman	177	181	208	67	16	17	666
Promote Main Street Appeal	130	220	195	68	49	4	666
Promote Manufacturing	235	190	137	75	33	5	675
Promote Tourism	274	219	112	22	39	4	670
Other (please specify)							130
<i>answered question</i>							686
<i>skipped question</i>							11

First Generation Statistics

10. Listed below are ordinances and regulations that the County has adopted except for Steep Slope and Zoning (County-wide). In your opinion, does the County need these ordinances or regulations in order to manage growth and development? Please check yes or no. If there are other ordinances and/or regulations that the County should adopt please specify in the other box.

Answer Options	Yes	No	Uncertain	Response Count
Erosion/Sedimentation Control	566	48	56	670
Farmland Preservation	487	99	81	667
Flood Damage Control	566	46	58	670
Manufactured Home Park	400	142	129	671
Noise	462	139	70	671
Sign Control	477	132	58	667
Steep Slope	482	83	102	667
Subdivision Control	447	121	96	664
Zoning (County-wide)	440	126	89	655
Other (please specify)				69
<i>answered question</i>				676
<i>skipped question</i>				21

11. In your opinion, what are the most important infrastructure improvements needed in the County? Please prioritize 1-7 with 1 being your first priority and 7 being the last. Each number can be used only once.

Answer Options	1	2	3	4	5	6	7	Rating Average	Response Count
Broadband/Internet Access	232	170	95	55	39	35	12	2.45	638
Cell phone towers	77	156	104	97	74	64	55	3.55	627
Condition of secondary roads	173	114	179	77	56	30	9	2.77	638
Construction of Brevard bypass	40	32	42	73	51	83	306	5.45	627
Extension of natural gas lines	19	68	90	134	155	117	36	4.35	619
Extension of water and sewer	77	71	85	109	149	104	38	4.02	633
Traffic signals	19	35	46	84	98	183	167	5.25	632
Other (please specify)									82
<i>answered question</i>									673
<i>skipped question</i>									24

First Generation Statistics

12. In your opinion, of the following issues listed, which ones should the County expend tax dollars to address?

Answer Options	Yes	No	Uncertain	Response Count
Additional recreation facilities and programs for youth	393	175	101	669
Development of affordable housing	353	225	95	673
Development of industrial and business sites	430	168	71	669
Education	586	67	22	675
Farmland Protection/Preservation	302	206	157	665
New Animal Shelter	356	220	89	665
Programs to encourage tourism	465	146	62	673
Programs to support small businesses	572	56	48	676
Protect cultural and historic sites	397	167	102	666
Recruitment and retention of businesses	586	48	40	674
Water & Sewer Extension for Commercial Development	346	186	128	660
Other (please specify)				64
<i>answered question</i>				686
<i>skipped question</i>				11

13. What other comments or suggestions do you have for making Transylvania County a better place to live, work and play?

Answer Options	Response Count
<i>answered question</i>	210
<i>skipped question</i>	487

Fourth Generation Statistics

1. In what part of the County do you live?

Answer Options	Response Percent	Response Count
Balsam Grove	5.9%	18
Boyd Township	3.3%	10
Brevard	28.4%	86
Cedar Mountain	3.3%	10
Connestee	0.7%	2
Dunn's Rock	5.9%	18
Eastatoe	4.3%	13
Lake Toxaway	7.6%	23
Little River	5.6%	17
Pisgah Forest	13.2%	40
Penrose	2.3%	7
Quebec	5.6%	17
Rosman	13.2%	40
Sapphire	0.7%	2
Other (please specify)		30
answered question		303
skipped question		28

2. Are you a full-time or part-time resident of the County?

Answer Options	Response Percent	Response Count
Full-time	97.9%	320
Part-time	2.1%	7
answered question		327
skipped question		4

3. Please check your age category below.

Answer Options	Response Percent	Response Count
16-19	4.6%	15
20-30	10.3%	34
31-40	21.6%	71
41-50	24.3%	80
51-60	19.5%	64
61-70	14.9%	49
71-80	4.6%	15
81 and up	0.3%	1
answered question		329
skipped question		2

Fourth Generation Statistics

4. Please check the button below that best describes you.

Answer Options	Response Percent	Response Count
Student	4.3%	14
Full-time employee	67.7%	218
Part-time employee	3.7%	12
Self Employed	11.2%	36
Unemployed	0.9%	3
Homemaker	1.9%	6
Retiree	10.2%	33
Other (please specify)		11
<i>answered question</i>		322
<i>skipped question</i>		9

5. How many generations of your family have lived in Transylvania County.

Answer Options	Response Percent	Response Count
4 or more	100.0%	331
<i>answered question</i>		331
<i>skipped question</i>		0

6. In your opinion, what are Transylvania County's greatest assets? Please rank the items below from 1-9 with 1 being the greatest asset and 9 the least. Each number can be used only once.

Answer Options	1	2	3	4	5	6	7	8	9	Rating Average	Response Count
BRCC	12	44	49	39	26	41	35	33	24	4.96	303
Brevard College	7	19	40	43	47	41	42	38	18	5.35	295
Brevard Music Center	5	11	26	28	41	32	54	51	45	6.16	293
Camps	6	8	21	36	44	48	31	50	56	6.19	300
Clean Air/Water	60	52	34	34	38	22	19	17	19	3.95	295
County Schools	112	50	27	29	25	11	26	13	14	3.30	307
Parks and Forests	50	62	47	19	22	33	33	21	12	4.05	298
Transylvania Regional Hospital	28	27	29	33	30	35	20	39	69	5.59	310
Waterfalls	29	32	35	40	29	36	38	31	34	5.06	304
Other assets not listed above											54
<i>answered question</i>											319
<i>skipped question</i>											12

Fourth Generation Statistics

7. Listed below are areas of concern identified from previous surveys. In your opinion, what priorities should the County establish to deal with these concerns.

Answer Options	Very High Priority	High Priority	Medium Priority	Low Priority	Very Low Priority	No Opinion	Rating Average	Response Count
Affordable Housing	112	93	70	24	15	5	2.22	319
Air quality	53	102	91	37	32	4	2.70	319
Lack of jobs	286	22	14	0	0	4	1.21	326
Living Wage	177	78	33	10	7	8	1.77	313
Loss of Agricultural Land	74	102	86	29	21	8	2.52	320
Loss of Open Space	46	81	97	45	33	12	2.92	314
Overall Economy	240	53	20	2	5	3	1.41	323
River and stream quality	62	113	93	29	19	5	2.52	321
School funding	206	56	30	15	15	2	1.71	324
Transportation	33	61	102	67	41	14	3.20	318
Water and Sewer extension	32	48	105	60	41	25	3.34	311
Other (please specify)								45
<i>answered question</i>								329
<i>skipped question</i>								2

8. In your opinion, what are some of the current concerns facing your community or neighborhood (Balsam Grove, Cedar Mtn., Little River, etc.)? Please describe

Answer Options	Response Count
	202
<i>answered question</i>	202
<i>skipped question</i>	129

Fourth Generation Statistics

9. Thinking about the future, please prioritize each item below that you would like our community leaders to address.

Answer Options	Very High Priority	High Priority	Medium Priority	Low Priority	Very Low Priority	No Opinion	Response Count
Develop New Recreational Opportunities	41	58	114	51	50	5	319
Preserve Mountain Heritage	83	104	85	24	18	3	317
Preserve Natural Environment/Waterfalls	88	97	84	19	26	3	317
Promote Entrepreneurship	130	99	60	14	7	7	317
Promote greater cooperation between Transylvania County, Brevard and Rosman	105	83	78	22	14	13	315
Promote Main Street Appeal	24	31	89	79	82	13	318
Promote Manufacturing	231	48	23	8	8	4	322
Promote Tourism	47	61	88	45	69	9	319
Other (please specify)							54
<i>answered question</i>							324
<i>skipped question</i>							7

10. Listed below are ordinances and regulations that the County has adopted except for Steep Slope and Zoning (County-wide). In your opinion, does the County need these ordinances or regulations in order to manage growth and development? Please check yes or no. If there are other ordinances and/or regulations that the County should adopt please specify in the other box.

Answer Options	Yes	No	Uncertain	Response Count
Erosion/Sedimentation Control	221	59	39	319
Farmland Preservation	228	65	25	318
Flood Damage Control	226	59	32	317
Manufactured Home Park	161	105	48	314
Noise	166	122	28	316
Sign Control	137	141	39	317
Steep Slope	154	87	69	310
Subdivision Control	151	107	56	314
Zoning (County-wide)	94	157	54	305
Other (please specify)				40
<i>answered question</i>				321
<i>skipped question</i>				10

Fourth Generation Statistics

11. In your opinion, what are the most important infrastructure improvements needed in the County? Please prioritize 1-7 with 1 being your first priority and 7 being the last. Each number can be used only once.

Answer Options	1	2	3	4	5	6	7	Rating Average	Response Count
Broadband/Internet Access	55	71	56	48	31	27	18	3.27	306
Cell phone towers	32	58	63	47	50	37	16	3.66	303
Condition of secondary roads	118	57	54	28	20	21	8	2.58	306
Construction of Brevard bypass	63	37	20	41	26	30	86	4.20	303
Extension of natural gas lines	7	38	41	67	70	50	27	4.38	300
Extension of water and sewer	25	32	53	44	52	60	33	4.26	299
Traffic signals	10	13	21	28	50	70	106	5.45	298
Other (please specify)									29
<i>answered question</i>									318
<i>skipped question</i>									13

12. In your opinion, of the following issues listed, which ones should the County expend tax dollars to address?

Answer Options	Yes	No	Uncertain	Response Count
Additional recreation facilities and programs for youth	180	102	35	317
Development of affordable housing	165	118	36	319
Development of industrial and business sites	260	46	14	320
Education	282	32	6	320
Farmland Protection/Preservation	168	109	35	312
New Animal Shelter	109	178	32	319
Programs to encourage tourism	98	191	29	318
Programs to support small businesses	251	47	20	318
Protect cultural and historic sites	175	103	39	317
Recruitment and retention of businesses	279	29	13	321
Water & Sewer Extension for Commercial Development	168	93	51	312
Other (please specify)				32
<i>answered question</i>				324
<i>skipped question</i>				7

Fourth Generation Statistics

13. What other comments or suggestions do you have for making Transylvania County a better place to live, work and play?

Answer Options	Response Count
<i>answered question</i>	131
<i>skipped question</i>	200

Write-in Responses

Question #7. Listed below are areas of concern identified from previous surveys. In your opinion, what priorities should the County establish to deal with these concerns? (Note: items in bold print represent multiple responses.)

Jobs; business development; business environment

- **Jobs. New industries. New, higher-paying, professional jobs (not just service jobs).**
- Jobs with health benefits.
- Encourage eco-tourism.
- More “pro-business” attitudes.
- Greater support of existing businesses.
- Remove barriers to entrepreneurs opening new businesses.
- Increase housing and shopping West of Brevard.

Infrastructure development and improvement

- **Transportation: bike paths, rail-to trail projects.**
- **Communication: broadband; Internet; mobile phone coverage; cable TV.**
- **Water and sewer costs, services and extensions.**
- **Transportation: roads; repair of secondary roads.**
- By-pass around Brevard.
- Address flooding issues.
- Lack of safe sidewalks.
- Better downtown parking.
- Bring downtown buildings to code.
- Remove river debris blockages.

Education and support of schools

- **Maintain/increase quality of education; support early education.**

Child care

- **Quality, affordable child care.**
- Increase hours of operation to help working parents.

Governmental issues

- **Law enforcement; reduce crime; more focus on drug issues.**
- **Taxes; no tax increases.**
- **Less government regulation; county government too large, too bureaucratic.**
- **Manage environmental protection more effectively.**
- County work more effectively with State government.
- Better control of illegal immigrants.
- More transparency in local government.
- Separation of church and state in meetings and public affairs.
- More functional County government rather than religious ideologues.

Write-in Responses

Question 8. In your opinion, what are some of the current concerns facing your community or neighborhood (Balsam Grove, Cedar Mountain, Little River, etc.).

The major topics or issues have been grouped into categories and are shown below, along with the number and approximate percentage of responses in each category, and a representative sample of respondents' comments.

Jobs/Employment/Economy (249 write-in responses = 37.9%). Representative comments:

- There is a serious lack of jobs for graduates or younger adults seeking a wage that supports a family.
- We need jobs! Concentrate on bringing in industries. Pay levels need to be above the poverty level.
- Everybody is concerned about jobs, but part of the problem is people who want to start at the top of the pay scale rather than working themselves up to this level.
- City and County officials need to look to the future and not continue to live in the past. The days of Ecusta and DuPont are gone. We need to attract small industries and move into the 21st century.
- We need to be out there offering incentives to companies to bring jobs here instead of just focusing on tourism.
- We in Transylvania County are pulled between two extremes. One is the retired, part-time residents who want this to be their getaway homes, with art, entertainment and the library. The other is working parents of young children who want good schools, jobs, good childcare, affordable housing and safe recreation.
- Lack of jobs is causing increased crime rates (breaking and entering) and drug abuse. Employment is severely limited for those who live in the outlying parts of the County.

Schools and Education (111 write-in responses = 16.9%). Representative comments:

- We can't expect the county to grow and keep our schools great if we can't keep families here because lack of jobs. When our young people finish school, they have to leave to find good jobs. We can't expect the County to grow and keep our schools great if we can't keep families here.
- This County must maintain fine schools, outstanding infrastructure, etc., in order to attract small industries that could bring jobs to our community.
- We need places for our kids to work when they get out of school. Our children get college degrees, but can't find good jobs in the County, so they move away.
- There is not enough funding for our schools to function at the levels required by the State. There are overcrowded classrooms, limited supplies and resources and teachers/ assistants are losing their jobs.
- Our children have no future in Transylvania County.
- County government lacks concern for our school system. High performing public education needs to be a greater local priority.
- We've had cutbacks that have affected our children's education.
- Recreation facilities in our schools are inadequate.

Government (90 write-in responses = 14.9%). Representative comments:

- There is too much government intrusion in our lives – we are over-regulated. Building codes are unreasonable, harming possible investors as well as contractors of every sort. It shouldn't take Waffle House 6 months to get a building permit.
- The County government seems to be anti-business, anti-jobs and anti-youth. There is no future for the young people who are growing up in this county.
- Our County leaders are not correctly prioritizing the issues. They seem to be out of touch with the people.
- Our local government seems unable to recognize that this isn't 2005 and never will be again.
- The County says it is trying to get jobs for people, but I sure don't see any results.
- A major rift between the City and County and their lack of respect for each other has damaged our ability to work together and achieve common goals. There is a perception that the County and City are enemies, and it is very disturbing to people considering this area for relocation both personally and professionally.
- The police and others seem to discourage any kind of night life in downtown – making it difficult for restaurants to stay in business and thus costing our County more jobs.
- Public transportation is badly needed.
- There needs to be deep cuts in government jobs and benefits.
- Property rights vs. zoning are a major issue.

Housing (46 write-in responses = 7.0%). Representative comments:

- There is a lack affordable housing that keeps us from attracting new businesses and new jobs to the area and making it possible for our young people to remain here.
- (A contributing factor is) a stagnant real estate market. Houses are not selling.
- It is almost impossible for anyone to build private housing or any other kind of structures.
- Real estate has been over-valued.
- Lack of jobs has caused foreclosures.

Roads and Streets (41 write-in responses = 6.2%). Representative comments:

- Maintenance and upkeep of roads and streets is poor.
- Some roads and bridges are unsafe and need to be widened.
- More bike lanes and walkways are badly needed.
- Traffic congestion is increasing, especially downtown, on secondary roads and near schools.
- Snow removal is not timely and inadequate.
- Secondary roads are neglected.
- Speeding on our roads and streets is a problem.

Quality of Life issues

- **Funding and support for the Arts.**
- Education against racism and bigotry.
- Recreation; development and marketing of outdoor resources.

Health and Medical

- Maintain high-quality hospital and medical care.
- Reinstate drug and alcohol treatment.
- More emergency services.

Other/Miscellaneous

- **Complete new animal shelter as soon as possible.**
- Animal protection and control services.
- In-town cab service.
- Drinking water treatment facility at Cathy's Creek – upgrade or replace.

Write-in Responses

Question 9. Thinking about the future, please prioritize each item below that you would like our community leaders to address. (Note: items in bold print represent multiple responses.)

Jobs and business development

- **Jobs; get manufacturing back into the County to support the tax base and provide good-paying jobs. Provide more incentives to attract manufacturing.**
- Focus on light, clean industrial companies and high-tech manufacturing.
- Attract green and high-tech industries, not only manufacturing.
- Promote mining, agriculture and forestry.
- Attract large retailers like Target or Barnes & Noble.
- Pursue service businesses.
- Make Transylvania County more business-friendly.
- Try to lower prices of permits.
- Give more recognition to Pisgah Forest businesses, who usually get left out.
- Small businesses can't survive because of high rents.
- Try harder to work with a few of the influential locals that understand why this is not a desirable location for large-scale manufacturing and have them explain it to their brethren so we can move beyond that constant gripe.
- Manufacturing is not going to return to this area. Developing tourism and continuation of the Arts and the College are important to our identity.

Recreation and entertainment

- **Promote recreation, including cycling, hiking, camping, rock climbing and water-related activities. Make the County the "bike center" of WNC.**
- **Focus on providing activities and facilities providing recreation for our youth. Bring something here to keep the kids busy.**
- **Develop trail connections between Brevard, Toxaway and Hendersonville.**
- **Fewer fast foods and coffee shops and more upscale dining.**
- Build a sidewalk out to the Music Center and the new Bracken Mountain park trails.
- Promote summer camps.
- We need a good music bar, a good dance place and some new restaurants.
- Get a YMCA.

Education and support to schools

- **Allocate more funds and greater support to our schools; focus even more on education.**
- **Consolidate the Rosman and Brevard high schools.**
- You tell kids to get an education. For what? So we can be servants for the rich – cook their meals and do their yard work?

Child Care

- **Focus more on early education and high-quality child care.**

Tourism

- **Tourism should not be the backbone of our economy; do not let Brevard become a tourist town; do not make Brevard another “tourist trap” or “yucky tourist town.”**
- **Continue to promote tourism; get more people into the County for nature-based tourism; without the tourists, nothing would prosper.**

Housing

- **Promote affordable housing in and near Brevard.**
- **Build Green and Healthy Built homes like Asheville.**

Infrastructure

- **Build a by-pass around Brevard.**
- **Build a rails-to-trails bike path to connect Transylvania and Henderson counties.**
- **Make streets and roads more bicycle-friendly; more mountain bike trails.**
- **Main street businesses should be encouraged to improve facades.**

Health

- **Promote affordable medical care; ensure that the hospital maintains its high level of quality care delivered at an affordable price.**
- **Help the Free Clinic stay open.**
- **Provide more EMS services, reducing the burden on first responder volunteers.**

Local government issues

- **Government is the problem. If government gets out of the way, entrepreneurship and the free market will take care of themselves.**
- **Keep taxes down.**
- **Consolidate county and city/town governments to increase efficiency and reduce costs.**
- **Ease off on restrictions affecting property owners.**
- **Have the inspection department work with, not against, the developers.**
- **Community leaders need to think outside their own conservative fear-based self interest and be open to unusual opportunities to bring in small companies that promote clean manufacturing and bring in jobs for younger families.**
- **The dysfunctional relationship between the county and town administrations is a major problem and urgently needs to be resolved.**
- **Elected leaders need to cooperate and lead, not manage.**

Economic development and marketing the county

- **Give more help to owners of vacant buildings; town officials need to work with the owners of the empty buildings to help create an environment that will bring businesses into these structures.**
- **Stop spending so much time promoting tourism, real estate and banking. Utilize workforce skills in manufacturing and technology.**

- Coordinate efforts for economic development. Pool the resources and send our message to a wider audience.
- Promote local farming and food co-ops to reduce food costs.
- Promoting Main Street should be extended to Broad Street as well.
- Restrict chain stores from locating in downtown Brevard; only locally-owned, individual businesses (not franchises) should be allowed downtown.

Quality of life

- **More promotion and support of the Arts.**

Other

- **Get the new Animal Shelter open as soon as possible.**

Write-in Responses

Question #10. Listed below are ordinances and regulations that the County has adopted except for Steep Slope and Zoning (County-wide). In your opinion, does the county need these ordinances or regulations in order to management growth and development? Please check yes or no. If there are other ordinances and/or regulations that the County should adopt, please specify in the "other" box. (Note: items in bold print represent multiple responses.)

Generally in opposition to ordinances and regulations

- Regulations and ordinances limit growth and negatively impact a business-friendly atmosphere. Regulations need to be practical and at times they are not.
- Ordinances and regulations will not fix the economy and problems of unemployment and low-paying jobs in the county.
- Keep government out of people's lives. The county needs to learn to leave people alone quit trying to regulate everything, and let the market decide. The county should not control my land uses if there is no impact on others.
- Most ordinances are regulated through State and Federal governments. We do not need another layer of bureaucracy when these items are already covered; new regulations grow government and discourage real economic activity.
- Review all existing ordinances and eliminate those that are outdated, increase costs to individuals or businesses or have had unintended consequences. Additional regulations beyond what currently are in place may not be necessary.
- The County tends to go too far with many of its regulations, especially those applying to subdivision erosion/sedimentation control.
- We do not need ANY more ordinances that involve deed restrictions in a subdivision. Ordinances that "only contain sensible restrictions" come at a price.
- I believe the County has "ordinanced" us to death.

Generally in favor of ordinances and regulations

- Some ordinance regulations are necessary -- it would be chaos without them. But they must be reasonable and open to discussion; regulations preserve and prescribe high standards, which are necessary for attracting high-quality residents.
- In ordinances and regulations, safety is a more important factor than "managing growth and development"; some regulation is necessary if a community is to protect the environment and its citizens.
- Regretfully, much of our lives need regulation – too often individuals seem not to use common sense. City/county laws need to be based on common sense too; don't make regulations so rigid that they eliminate flexibility for the right kind of development and business.
- As long as (ordinances) do not make our taxes go up, I am okay with them.
- Most people don't want mobile home parts in this County, but we need affordable housing and jobs. Tourism and service-related jobs are not going to sustain us into the future.
- Individual rights are very important, but we all must work together for the good of the entire community.
- Roadside businesses along 276 and elsewhere can be unattractive and dangerous and need regulation.

Oppose Zoning

- **People should be able to do what they want with their own land.**
- I believe in private property rights and personal freedom and the last thing we need in this county is zoning!
- In one case I know about, zoning quashed an excellent business from locating here.

Favor Zoning

- **County-wide zoning should have priority; zoning is very important to maintain our mountain character and heritage; as people move and live closer together, zoning becomes more and more necessary.**
- **Zoning and other means of structuring growth are essential to keeping Brevard a lively and desirable place to attract both residents and high-tech industries.**
- County-wide zoning is critical if this area is to progress.
- I believe zoning and regulation are GOOD things, of course within limits.
- Zoning should be in place for all corridors.

Erosion/sedimentation control

- We do not need an erosion/sedimentation control ordinance – the State adequately handles environmental controls.
- Sediment control to protect water resources is a HUGE priority.
- Controls need to be in place before it's too late; bad things happen without ridge and steep slope laws.

Sign control

- **The unsightly billboards on 280 and 64, especially the ugly “McDonalds Ahead” billboard is a blight on the landscape. The first time we drove into Brevard, we were appalled by the indiscriminate use of huge, ugly billboards along Highway 64. The town looks cheap because there appears to be no sign ordinances. Roadway signs are eyesores.**
- **There are too many traffic light controls. Too many red lights and too many cars. We need a bypass.**
- **Sign control is not extensive enough and is not being enforced sufficiently. Electronic signs should be banned.**
- **Sign control is overdone in Brevard. It is too stringent. Do not let the County adopt similar controls.**
- There are too many signs – both business and road signs – and they should be controlled.

Stream reclassification

- Adopt local stream protection ordinances.
- The land adjacent to rivers should be left undeveloped and a multi-purpose trail put in for bikes, horses, etc.

Appearance

- **There are pockets where the eyesore issue goes way beyond acceptable standards. We must keep our county beautiful, not filled with junk cars, tires and 20-year burn piles. Junk car and truck ordinances are necessary and need to be enforced.**
- Encourage the elimination of junk yards by offering incentive programs.
- If people wish to live in squalor, such as across from Davison River School, they have that right, but at the very least it should not present a health hazard and should be out of public sight.

Other Specific Areas

- **Animal control/leash laws are needed. A multiple dogs/kennel ordinance is needed.**
- Noise ordinances should be based on math and science – decibel levels at the property line. Other counties do it this way.
- Increase minimum lot sizes for septic applications.
- New roads and driveways should be limited to 7% grades.
- Encourage people to donate their land to land trusts.
- Encourage Brevard homeowners and property owners to naturalize their properties, plant more indigenous plants and trees and eliminate invasive plants.
- The County does not need the proposed false alarm ordinance.
- There should never be posted bike routes without a separate paved area next to the highway.
- Rental ordinances seem to require owners to be responsible for tenant actions. Ordinances should hold responsible persons responsible – owners or tenants.

Write-in Responses

Question #11. In your opinion, what are the most important infrastructure improvements needed in the County? Please prioritize 1-7 with 1 being your first priority and 7 being the last. Each number can be used only once. (Note: items in bold print represent multiple responses.)

General

- **The County's economy needs to be repaired first and foremost. Until there is a definite, sustainable economic upturn, efforts and limited resources should be focused on current needs – jobs, housing, transportation, income and good food before cell phones and Internet access. You can't fix unemployment and low-paying jobs with infrastructure extensions.**
- **Upgrade our schools and our education systems before working on infrastructure.**
- **Maintenance of existing infrastructure (utilities, streets, storm water and pedestrian systems and school buildings) is more important than expansion right now.**
- **Get rid of the ugly power lines by burying them.**
- None of the improvements listed are needed. Any action will increase the tax burden and regulation on existing businesses and entrepreneurs.
- Infrastructure is not important unless the government attracts tourists and provides sensible regulations and strong incentives for business (to come here).
- It's not the business of the government to extend infrastructure. If business wants to expand and has customers willing to pay, then it will happen.
- I am against anything that makes our taxes go up.
- Restore and maintain the county-owned historic buildings.

Natural gas, water and sewer

- Extend gas, water and sewer infrastructure for use by new and expanding businesses.
- In natural gas extension, oppose any fracking. Our clear water is one of our greatest resources.
- Replace aging water and sewer systems.
- County-wide water and sewer would enhance water quality and replace many questionable septic systems.
- Only extend sewer if it is overwhelmingly requested by the residents in a certain area.
- Upgrade or replace freshwater treatment facility on Cathy's Creek. A costly crisis is in the making.
- Consider using solar heating as an alternative/complement to extending natural gas lines.
- Promote green energy rather than extending natural gas.
- Extension of water, sewer and natural gas would be prohibitively expensive to owners.

Roads and Traffic control

- **Roads**
 - Brevard bypass
 - **A Brevard bypass is intriguing, but it could adversely affect downtown businesses. Towns that construct a bypass see their downtowns die.**
 - **A Brevard bypass is not a good idea. We need traffic flowing in and out and making Brevard a great place to stop.**
 - **Go ahead with a Brevard bypass.**
 - A bypass would be a waste of time and money.

- Our roads are deplorable, but we don't need a bypass.
 - We wouldn't need a Brevard bypass if we had better traffic signal synchronization.
 - **Wilson Road is a very dangerous route and should have been widened when it was recently paved.**
 - Condition of our primary roads should be our #1 priority.
 - Focus on roads and traffic lights before the other items.
 - Build a new Hwy 215 – a truly scenic bypass through the national forest.
 - Build a new road between Lamance Creek Road and Cherryfield, and then upgrade Macedonia Church Road and NC 281 to highway standards.
 - Complete a 4-lane highway between Brevard and Rosman.
 - Hwy. 64 is in poor condition. Can DOT help?
 - Guardrails are needed near French Broad on Barclay Road near County Club Road before someone gets badly injured, killed or drowns.
 - Widen Hwy 276 to accommodate a bike lane.
 - Don't add extra lanes to any road.
 - Allow roads to be built with attractive outcroppings like Hwy 215 and the Blue Ridge Parkway and not laid open with 45 degree banks.
- **Traffic control**
 - **Reset the traffic signals on Main and Caldwell streets. There are too many red lights through town.**
 - **Traffic signals need to be coordinated better to keep the main roads flowing.**
 - We have 25 traffic lights from the airport to the split of Country Club Road and US 64. We have 14 from Wal-Mart to the same point. Good grief!
 - Traffic layout in Brevard is confusing. So is the traffic routing on the Hospital campus.
 - Get rid of the traffic lights – we don't need them at all.
 - Don't approve any stop lights between Cedar Mountain and Brevard.
 - Every time DOT adds a light, things get worse.
 - Alter the traffic light systems at the intersections of Old Hendersonville Road, Ecusta Road and Wilson Road. This area is very dangerous.
- **Improve downtown parking.**
- Close Main Street to automobiles and create a pedestrian-friendly environment, with outdoor seating, music, performers, dining. Put a fountain in the center of the road.
- Make a recreation connection to Hendersonville.
- Establish park/ride and rideshare opportunities.
- Public Transportation
 - **We need some type of public transportation.**
 - Establish bus connection from Rosman to Brevard to Asheville and Hendersonville.
- If we lose rail, make it into a greenway to Hendersonville.
- Maintain the railroad as is in case industry decides to locate on old Ecusta property.
- Walking and bike paths.
 - **More sidewalks and bike paths.**
 - We need a safe sidewalk from the Brevard Music Center to downtown. It is dangerous to walk on Probart Street where there are no sidewalks.

Communication

- **Cell phone and internet costs are too high. Comporium does a fair job but their costs are too high. We need more affordable broadband and internet access.**
- **Cell phone towers destroy our beautiful landscapes. Keep cell towers off the ridge lines. Towers are super ugly and need to look like trees.**
- **Options for cell phone and Internet access are desperately needed in the county. The market will bring more broadband and cell towers if the government will deregulate.**
- Cell phone access needs to be extended to the Park areas for safety, but probably would be too expensive.
- Keep working to extend Internet access from 95% of addresses in the County to 100%.

Write-in Responses

Question #12. In your opinion, of the following issues listed, which ones should the County expend tax dollars to address? (Note: items in bold print represent multiple responses.)

General

- **All the issues listed above are important, but we need to focus on job creation, education and affordable housing. If people are working, the rest will follow with increases in tax revenues. Focus more on having a stable year-round economy and less on the tourist season.**
- **No tax increases for any of these. Cutting taxes would mean more money for everyone.**
- **We need jobs. It is affecting everything else.**
- **The government does not have the right to spend tax dollars on any of the above scenarios. Let those who need the services pay for them. Let the private sector handle the issues.**
- **We don't need the best and most expensive facilities (e.g., County jail). Use common sense! The commissioners need to stop spending money we don't have.**
- **Each issue should be carefully scrutinized for what amount of money is justified in each area. In better economic times, all of these improvements would be important.**
- **I am willing to pay increased taxes in order to bring these improvements to fruition.**
- **Put a bond proposal on the ballot for a new Courthouse.**
- **The County's job is to be good stewards of taxpayers' money by doing things that the individual cannot afford to do alone – roads, infrastructure, good schools, recreational facilities and programs, a good library, etc. We MUST invest in the future and we need sufficient resources to make that happen.**
- **Focus on jobs and business and forget dogs and recreation until this recession is over.**
- **Reasonable regulations -- continue to fight for smaller government.**
- **Use tax dollars to properly pay County employees, who have not received a pay increase in 4 years.**
- **Change attitudes from what you can't do to how to do what we need.**
- **City and County government should be combined. It would share the expenses of running the city-county government more equitably.**
- **We need to refocus on more traditional values and less progressive agendas.**

Business Development

- **Be more business friendly. Make it simpler to get a business started, relax building codes, simplify licensing, permits and inspections.**
- **We need incentives and tax breaks to attract business and industry like South Carolina does. We should not be spending more money on tourism.**
- **If a business is committed to coming to the County (and have high impact on our residents), then the County should agree to developing land and resources for that company's use. Rather than build an industrial complex with no prospective tenants, set the money aside to help meet the needs of an identified business wanting to come to this area.**
- **Develop smaller, shovel-ready properties.**
- **Buy the Ecusta property and do something there.**
- **Our civic leaders and government employees need to work harder to bring new business into our area and to help fill all the empty storefronts in the Heart of Brevard.**

- Working with the City to eliminate/reduce the stringency of UDO will in itself be of assistance to small businesses and development of affordable housing.
- We should seek a private program to recruit and retain business.
- The idea of bringing industry and manufacturing back to TC is a pipe dream. Outdoor recreation, youth camps, boarding schools, call centers, vocational training programs operated by the private sector are the future for TC.
- We can't compete with all the vacant industrial sites in surrounding counties.
- Commercial development must come with assurances that our air, water and soil are protected from damage such as chemical runoff.

Education

- **Funding education always should be a top priority. This is, especially true in lean times.**
- **Focus on our youth – education and recreation. We MUST continue a strong educational system. Among many other reasons, it will attract business.**
- **Tax dollars MUST be expended to support the library, a vital, vibrant and critical resource in our community.**

Recreation

- **Develop a more comprehensive walking/biking trail system and more bike/walking paths.**
- **The current recreational facilities are okay as is. More recreational opportunities are not needed.**
- **Recreation should be for adults as well as youth.**
- Bring in a YWCA or YMCA or at least an affordable year-round swimming pool facility.

Animal Shelter

- **A shelter is needed, but it's a very low priority. We need to help homeless families before homeless animals. We should not worry about an animal shelter when families are going hungry from lack of work and homes are not selling.**
- **We don't need a new, expensive animal shelter that we can't afford. Remodel one of the many vacant buildings instead.**
- **A new animal shelter is a top priority. We should go ahead because the money has already been allocated.**
- We are woefully late in establishing a new animal shelter.

Natural gas, water and sewer

- **Costs of water and sewer are too high. Why do the costs keep going up?**
- **First get commercial and industrial companies here, then offer them water extension.**
- **Water and sewer extension should be done only for manufacturing or commercial development to create higher-paying local jobs.**
- Spend tax dollars on improving what we have, not on extending water and sewer services.

Transportation, Roads and Traffic

- Before promoting more tourism, address problems with traffic congestion.

Communication

- Internet access is too expensive.

Housing

- Define affordable housing for working people, not “housing projects.”
- I cannot believe that affordable housing is still on this list.

Child Care

- **We need child care for young working families. Expand child care services to all children by creating new or helping current child care centers.**

Arts and Culture

- **Keep the Arts alive in our town. Support the arts and culture organizations.**

Environment

- Thousands of trees have been cut down but never any planted.

Law Enforcement and Public Safety

- **Fire, rescue, EMS and law enforcement need additional funds. They are maxed out.**
- Increase funding for enforcement of laws and traffic regulations. There are too many infractions which, with increasing traffic, continue to escalate and become more serious. Issuing more tickets will make people more careful and increase revenue for the county.

Write-in Responses

Question 13. What other comments or suggestions do you have for making Transylvania County a better place to live, work and play?

There were 435 write-in responses to Item 13. The major topics or issues were grouped into the categories shown below, along with the number and approximate percentage of responses in each category, and a representative sample of respondents' actual comments.

Jobs; employment; business & industrial development (117 write-in responses = 26.9%).

Representative comments:

- Bring in jobs so our families can stay in Transylvania County to live and raise their families instead of having to move to other places in order to make a living.
- Industry and great jobs would solve all other issues. There would be more tax revenue to spend in areas that should now be only on a "wish list."
- We are lacking in industry and that is hurting our housing market, schools, pay levels and pretty much everything else in our community.
- In order for this County to fully thrive, there must be an effort made to attract more businesses. There is absolutely no economic reason for young people to remain here and enjoy their roots. Tourism is a great thing, but our County cannot financially subsist on this alone.
- Get more creative to recruit light manufacturing and other businesses that will provide middle income opportunities outside of law enforcement and other government employment.
- Our loss of manufacturing is a fact. We can pine for the good ole days or look at the change as an opportunity to create a new, forward-looking economy congruent with national and global trends of clean energy and sustainable development. Our environmental resource quality is THE biggest attribute of our County; we should nurture and leverage it to promote growth.
- We need long-term jobs that people can grow in, not seasonal jobs that are only here to benefit tourists.
- Don't worry about big industry and industrial type businesses. Promote entrepreneurs, small businesses, green industry, tourism.
- Brevard would be lost without the small businesses that make this community unique. It is essential that we support these businesses and make it as easy as possible to stay open.
- Stop thinking expansion and start thinking about making what we already have really amazing. Please don't ignore what exists that needs to be changed – empty storefronts, empty factories and warehouses, and rundown areas in downtown and numerous neighborhoods. Putting money toward improving these areas will benefit our community because it will attract the businesses and industries that will propel Transylvania into the future.
- We need to wake up and realize that industry is pretty much dead in this community. It would be great to bring more manufacturing jobs here, and we should continue to try, but it seems more effective at this point to focus our economic growth dollars on building entrepreneurs. Our schools, Blue Ridge Community College and the County should invest aggressively in teaching people how to think like entrepreneurs and supporting them.

Government; taxes; regulations/ordinances; property rights (67 write-in responses = 15.4%).

Representative comments:

- Quit taxing and regulating us to death. Create an environment that would make people want to expand their business or build new homes – right now people are saying that it just isn't worth going through the red tape.
- If Transylvania County does not find ways to encourage growth, education and jobs, it will no longer exist. It should not be a tug-of-war between regulation enforcement and new business.
- The County has a reputation for not being business friendly. Issues with the building inspection department and outrageous regulations have turned away potential businesses.
- Relax the UDO when it would benefit the City and/or County.
- The government should focus on those things that promote the general welfare, such as roads, infrastructure, schools, law enforcement and emergency services. The County should provide those things and create an environment where other social and market problems can be addressed by the private sector.
- The County overbuilt and overspent on the County detention facility and the County library.
- Cooperation among Transylvania County, the City of Brevard and the Town of Rosman is essential to future growth and effective and efficient management of scarce resources. A spirit of trust and cooperation must be developed, not the present competition and distrust.
- Cut the fat. Government is too big in Transylvania County. The Sheriff's department and courthouse staff and salaries have gotten out of hand. Has Inspections cut any staff since the building industry came to a standstill? The Economic Development Department should be paid on how many industries are brought in.
- The County Commissioners should develop a positive vision for our community and move forward on developing a plan to achieve this vision.
- It would help if the County could lower property taxes. Property values have plummeted in the past two years. People struggle to pay their property taxes now.
- Promote a climate of freedom – less taxes, less regulations, less government, less waste and less spending. Freedom will work – it always has!
- We think the property taxes here are very low compared to where we have lived. We think at least a small increase is warranted within the next year or two because it doesn't seem wise to use up all of the reserves.
- Priority should be placed on what is really needed in the County, not for extravagant buildings etc., but staying within our means without putting a tax burden on our residents.

Education; school facilities; child care (64 write-in responses = 14.7%). Representative comments:

- A clear focus on supporting the public school system in the County is the key to smart economic development. While Transylvania County has a great deal to offer people with its beauty and the many outdoor-related activities, attracting new and sustainable business development will only occur if we show a continued and strong commitment to our public schools. This includes new buildings as needed and renovating older facilities as appropriate.
- There is nothing more important than the future of our young children. We need to continue to strive to provide the best educational experience for them. With the growing concern for budget issues, many families looking to relocate may not choose our County because of budget issues; i.e., losing teachers, sports, etc. More money should be spent on education than on tourism.

- Please develop better relationships between County government and the County schools. There seems to be non-support from County government. Our children should have the best education that can be offered. They are our future.
- We need to create more child care centers to encourage younger families to want to move to this County. Bring back infant childcare at New Adventure.
- Child care available to children under age 4 that does not cost the same as a mortgage would make Transylvania County a better place, and parents could continue to work rather than try to afford being stay-at-home parents.
- Keep education strong. Encourage education that teaches children to think, challenge themselves and be creative, not just how to go find a job somewhere else.
- Our schools need the support and funding badly because our children need a high quality education. Support our community college and encourage our youth with positive examples of why they would want to remain here or return upon completion of a higher education.
- To solve budget problems for schools, etc., return the one cent sales tax as before. It was a bad idea to drop it. Get the legislature behind it.
- Decision-makers who are looking for new locations for business ventures often heavily weigh how well their potential employees' children will be served in local public schools. This emphasis on K-12 must also be supported by strong partnerships among TCS, Blue Ridge Community College and Brevard College.

Recreation; entertainment; bike trails & lanes; walkways; rail-to-trail; activities for youth (62 write-in responses = 14.3%). Representative comments:

- There needs to be more recreational activities for teenagers and young adults. When our children get older, they need a place to go and enjoy Transylvania County without getting in trouble.
- We need more bike/hike trails for recreation, health and tourism.
- Develop more greenways and sidewalks, especially on streets like Turnpike Road, which is used by many walkers, runners and bikers, and many kids on the way to school.
- The County needs an Olympic size indoor/outdoor pool facility to meet the needs of children and adults, with swimming lessons, water exercise programs, physical therapy and a swim team program -- all for a healthy and active community.
- Encourage and develop more projects and more partnerships with anything having to do with Pisgah National Forest and the great outdoors that surrounds us. This is the ultimate reason why people visit, stay and play here.
- We need to promote the area as a "Mecca" for bike riding, camping and outdoor activities.
- We would really like to see the unused railroad tracks converted to walking/bike paths.
- A scenic train running from Brevard to Hendersonville, along with a bike trail running beside it, would be a huge draw for tourism. It would also encourage businesses to locate along the route.
- Designate bike trails and bike paths to remove bikers from highways. The bicyclists that travel Hwy 276 must be on a death mission – they ride the center line and dare you to hit them. Most of our roads are too narrow for cars and bikes together.
- I would like to see some kind of activities for families like a water park, small amusement park – something for families to do while here on vacation and for residents to enjoy.

Infrastructure; roads; utilities; broadband; public transportation (47 write-in responses = 10.8%).

Representative:

- One of the largest barriers to economic growth in this County is the lack of choice of Internet providers. A monopoly now exists and it analogous to a narrow road to the County – we need to widen that road. If we do, we will see economic growth.
- We need a telecom infrastructure that makes it attractive for young professionals to work from home. Increasing bandwidth to gigabit and more mobile and wireless capability would create a great location for technology-based businesses.
- Raise property taxes fairly and regularly to support our infrastructure, as obviously the State is not going to support us.
- Many of the infrastructure items you have listed are already in place and do not need additional funding.
- Some type of public transportation, such as a van or bus system, is needed. Have busses or a trolley routed through town to shopping locations. Other communities have done this successfully. The cost to users is minimal.
- Take control of the water and sewer bills and LOWER THEM!
- Strengthen water resources and be prepared for possible new and increasing health threats.
- Wilson Road needs to be a top State priority to acquire more right-of-way, straighten and modernize this important, heavily-traveled like between two US highways.
- We need a sidewalk from the Brevard Music Center to downtown for the students. It is unsafe for them to walk along Probart or out into the street.
- Keep residential developments off ridge tops. Make the main highway entrances into the County welcoming and attractive via landscaped signage.
- Keep the infrastructure in good condition. Maintain roads better and widen shoulders or put new ones in place. Make more sidewalks so that people can walk to shops and churches. A walking community is a viable community.
- There needs to be improved methods and frequency of snow and ice removal in the winter.

Tourism and its impact (28 write-in responses = 6.4%). Representative comments:

- Tourism is a natural economic source for our County and should continue to be developed, but we need to make sure we don't totally rely on tourism alone to support us. We need to make Transylvania County an appealing place for manufacturers, particularly those companies that are forward-thinking – technology, alternate energy sources, other “green” products, etc.
- Our County needs to continue to build up and support tourism and recreational opportunities such as bike paths, more sidewalks, public tennis courts, etc.
- We need to appeal to tourists and visitors based on our strengths: Brevard Music Center, summer camps and outdoor recreation.
- I recently heard a tourist comment that he loves Brevard and returns every year because it's a tourist town that's not “touristy.” That's what our residents like about it too. Let's keep it that way, with the current small town feel and no more electronic signs anywhere.
- Quit expecting tourism to be the end-all solution, and quit expecting out-of-work people to pay even more taxes. We have a hard enough time paying for our homes and buying groceries. It is not our place to fund your toys like the college and music center for the rich retirees and tourists.
- Promote tourism but stick with the Mom and Pop businesses like the Fish Camp, the Clock, the Cardinal, O.P. Taylor's that make our community special. The big name businesses are not

attractive. You have to protect the small town feel of Brevard or it will eventually just feel like another city.

General Comments:

- Let's all work together to make Transylvania the PREMIER place to live and work in all of WNC. Promote a feeling of unity – not a mentality of “us” and “them.” Keep it clean, keep it affordable, and most of all . . . stop bickering and start working to keep this “Jewel of the Mountains” the nicest community possible.
- I doubt I'll see any of my comments in the survey results you publish. But just remember that you can ignore opinions that you don't want to publish, but that doesn't make them go away. Everybody I know believes that the County is dying and the people in power don't know how to bring it back.
- I am a multi-generational County resident, but I feel the County needs to get away from feeling threatened by people who are different and are not from around here. Only then will Transylvania County prosper like it can.
- Stop wasting money on things like this survey and the celebrations and parties.
- There will always be strong differences of opinion on just about any subject. I am impressed by the professional conduct of so many of our County departments – Planning, Inspection, Sheriff's Department, Health Department just to name a few. This high level of professionalism and the willingness to draw out and listen to citizens (an often agonizing and time-consuming job) will be the difference between constant nonproductive battles, and the possibility of making the essential progress that is so urgent now.
- This County is such a wonderful place for young families. It is a really healthy environment to raise children. The County needs to capitalize on its assets – outdoor recreation, music culture, arts, Brevard College, and just being a great place to live. I think the County should focus on attracting young, talented, creative people who will value a high quality of life and will travel for work or create a small business in order to stay here.
- We need a unified vision for the County. We need to get everyone working together to realize that vision. Not a vision to radically change things, just one that will improve what we have and leave a better place to live, work and play for future generations.