

SURVEY REPORT

Town of Mount Airy 2020 Community Survey

November 2, 2020

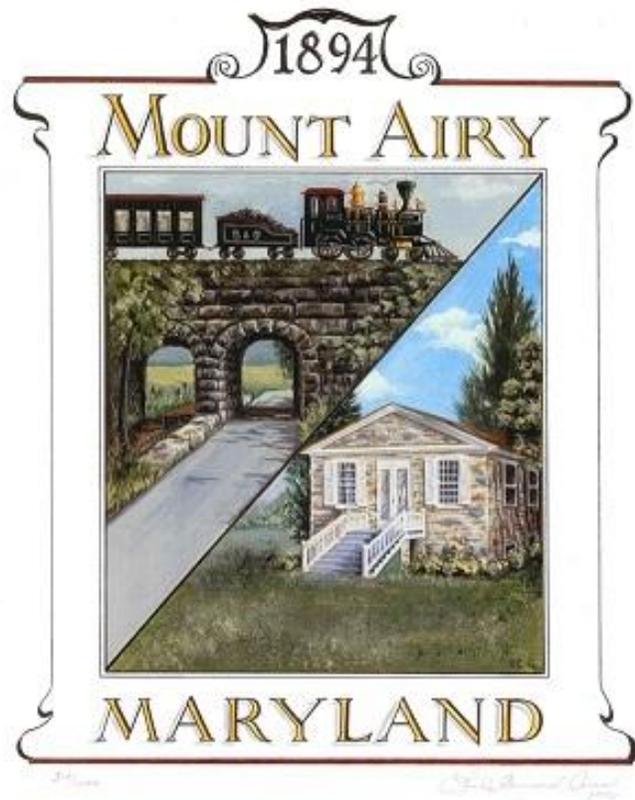
TOWN OF MOUNT AIRY

GROWTH AND DEVELOPMENT TASK FORCE

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Submitted to:

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ACKNOWLEDGMENTS

The Town of Mount Airy Growth and Development Task Force sincerely thanks the citizens of Mount Airy and your completion of the Town of Mount Airy 2020 Community Survey. The Survey was comprehensive and required a dedicated amount of time and thought to complete. In addition, about half of all surveys completed contained numerous written comments that were thoughtful and offered suggestions for how to improve the town we all call home. We thank you again for your interest and support of the Survey effort.

We thank 270Net Technologies for their support in populating an electronic database of all hard copy Survey responses, and in assisting with some of the initial information summarization and analysis.

We thank Mayor Patrick Rockinberg for his historical perspective on the previous Town Survey conducted in 2007, and for his guidance and support to the Task Force in our development and implementation of the 2020 Survey.

We thank the Mount Airy Town Council for their support to the Task Force and endorsement of the 2020 Community Survey effort.

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EXECUTIVE SUMMARY

The Town of Mount Airy Growth and Development Task Force conducted the 2020 Community Survey to understand citizen views on issues and concerns that impact daily life as a Town resident. The Survey and Task Force were commissioned by Mayor Patrick Rockinberg. The Task Force was guided by the following principles: (1) Town of Mount Airy citizens are the most important stakeholders in shaping the future direction of our community; and (2) transparency of process and results. Survey implementation yielded a response rate of 26%; detailed written comments were provided in 49% of returned surveys. All results were anonymous. The Survey was designed around five thematic areas. Results for each are highlighted below. Comparisons are made with results from a previous Mount Airy Survey on growth and development conducted in 2007.

Quality of Life

Ninety-nine percent of respondents viewed the overall quality of life in Mount Airy as being good, very good, or excellent. Respondents expressed a strong sentiment for Mount Airy's small town environment, selecting it as their top choice out of all most liked attributes. The top five most liked attributes of living in Mount Airy were, in rank order: (1) small town environment; (2) sense of safety; (3) family oriented; (4) quiet community; and (5) location. Conversely, the top most disliked attributes of living in Mount Airy were, in rank order: (1) shopping; (2) employment opportunities; (3) traffic; (4) recreational facilities; and (5) municipal services. Citizens value the importance of safety as expressed in their views that Mount Airy is a very good to excellent safe place to live, with sense of safety as a key most liked attribute. These results are similar to those from the 2007 Survey.

Issues and Needs

Respondents identified the lack of commercial growth and improvements in the downtown district, and traffic safety on Main Street as their top two major concerns needing *urgent action* by the Town. Vandalism of personal property/crime/drugs, and the overall strength of Mount Airy's commercial district economy were the top two issues needing *some improvement and action*. Lack of affordable housing, and the existing level and pace of residential growth were the top two topics identified as *NOT being an issue or needing any action*.

Growth and Development

Commercial Business Growth. Respondents expressed a clear desire to concentrate additional business growth in existing commercial areas (76%), but were also somewhat open to identifying new areas. As noted above, results indicate some forms of additional businesses are needed within the Town. There was a clear choice for small retail stores and restaurants as the types of businesses Survey respondents identified as being most desired. Hotels received the least amount of interest relative to other types of businesses. These results are similar to those from the 2007 Survey. Respondents expressed a strong belief (92%) that Mount Airy businesses should be participating in the Town's recycling program.

Center Street. On the issue of connecting Center Street to enable direct passage from Route 27 to Main Street, there was almost a two-to-one ratio of respondents *in favor of* connecting Center Street. Forty-five percent of respondents said they would be *in favor of* expending tax dollars for its completion and 24% were *not in favor*. However, 31% indicated they needed more information to decide. This may suggest the need for additional communication and information sharing with citizens on this topic.

Flat Iron Building. On the future of the Flat Iron Building, respondents indicated their openness to selling or giving conditional ownership of the property to a private enterprise (38% *yes*; 26% *no*). At the same time, 36% said they needed more information to make a decision, suggesting additional communication and information sharing may be needed with citizens on this topic. Respondents selected three options approximately equally at roughly 22% each as to how they wanted their tax dollars spent in the future use of the Flat Iron Building property. These were: (1) remove the building and stabilize the land; (2) replace with a multi-use park-like setting with benches/plaza; and (3) replace with a larger structure as recommended by the consultant. Reviewing each option separately, replace with a larger structure as recommended by the consultant was ranked marginally higher (24%). Other options were each selected 7% or less.

Harrison Leishear Property. On the future potential management and development of the Harrison Leishear property, 52% of respondents favored bringing the property into the Town with the pros as noted, while only 6% favored the property being developed under county control. Fifteen percent preferred that the property remain as is and did not believe it would be developed under the county. Twenty-six percent said they needed more information to make a decision, suggesting additional communication and information sharing may be needed with citizens on this topic.

Residential Growth and Views on the Need for Affordable Housing. When asked, “Which of the following affordable housing options would you support being expanded in Mount Airy,” respondents clearly selected *I do not support any additional affordable housing options* as their top choice. In addition, those that selected this option did so strongly, ranking it #1 as their most desired option 88% of the time. This view is reinforced by results from earlier questions in which lack of affordable housing, and existing level and pace of residential growth were the top two topics *not being an issue or needing any action*. Respondent choices, in rank order, were: (1) no additional affordable housing needed; (2) single family homes; (3) townhouses; (4) condominiums, and (5) apartment complexes. These results are nearly identical to those from the 2007 Survey.

Recreational Facilities. Respondents expressed a clear preference for recreational facilities that offer leisure activities in the natural environment. The top two most desired types of facilities were nature trails/walking, bicycling, and jogging paths; and wooded areas/natural open space. Picnic facilities were ranked third; ball fields fourth. Basketball/tennis courts and rollerblading/skateboarding received the least interest. These results are generally similar to those from the 2007 Survey. A detailed review of written comments from respondents would provide additional context and insights on citizen views concerning all of the growth and development issues discussed above.

Safety

Top Safety Concerns. Respondents ranked drug violations/activity as their most serious safety concern, ranking it #1 or #2 collectively 70% of the time relative to all other choices. This is reinforced by results from another question for which respondents identified vandalism of personal property/crime/drugs as their top issue needing *some improvement or action*. Traffic safety was a frequent concern, reinforced by results from an earlier question for which respondents identified traffic as their #3 ranked most disliked attribute of living in Mount Airy.

Police Performance and Community Services. Respondents expressed a very positive (92%) overall level of satisfaction with the Mount Airy Police Department (MAPD). Only 8% of respondents selected *not satisfied-needs improvement*. Initial analysis indicates that, of those respondents who selected *not satisfied-needs improvement*, a higher percentage (16%) of them were from the Twin Ridge neighborhood. Respondents expressed a clear choice for neighborhood watch information/assistance, and crime prevention strategies (ranked #1 and #2, respectively) as being the most beneficial services that could be offered to citizens by the MAPD’s Community Services Unit. For context, the MAPD was

established in October 2017. An initial review of respondent written comments found a noticeable theme regarding safety, and the MAPD. Further detailed analysis of these comments and other safety-related Survey question responses in a holistic manner may yield a more comprehensive understanding of views on safety held by Town citizens.

Town Services and Government

Government Services and Engagement. Respondents offered their views on the value-added of Town government services and how well Town government engages with and listens to its citizens. Three areas were presented for opinion: (1) I receive good value for the Town of Mount Airy taxes I pay; (2) The Town of Mount Airy government welcomes citizen involvement and opinions; and (3) The Town of Mount Airy government cares about what people like me think. Most respondents agreed with these statements (65-70% chose *agree* and 15-21% chose *strongly agree*). It is noteworthy that “The Town of Mount Airy government cares about what people like me think” received the highest negative opinion. Survey respondents selected *disagree* or *strongly disagree* 18% of the time when evaluating this area.

An initial “within location” analysis was done to examine the number of respondents from within a location who disagreed with “I receive good value for the Town of Mount Airy taxes I pay.” Initial analysis indicates that Back Acre (Twin Arch) had a relatively higher percentage of respondents (25%) that disagreed or strongly disagreed with this statement compared to results for other locations.

On the question of whether or not citizens have had any experiences or impacts to them that involved the review and resolution of Town Code and Zoning requirements and violations, 20% of respondents answered *Yes*. Of these that did, 58% were either *satisfied* or *very satisfied* with the resolution of their issues, whereas 42% were either *dissatisfied* or *very dissatisfied*.

Performance of Town Council and Commissions. Survey respondents’ views were mildly favorable regarding how well the Town Council and each of the Town’s Commissions have performed in addressing and resolving issues affecting the Town. Survey respondents selected *Average*, *Very Good*, and *Not Familiar Enough to Offer an Opinion* ratings most frequently and at similar numbers for each government organization. Survey respondents selected *Not Familiar Enough to Offer an Opinion* roughly 33% of the time for each government organization; the Sustainability Commission (45%) received the highest percentage in this category.

The Recycling and Sanitation Commission received the highest *Excellent* rating (15%). The Economic Development Commission was rated *Below Average* (13%) the most of any government organization, followed closely by the Planning and Zoning Commission (12%).

These results indicate that roughly one-third of Survey respondents are not aware of the responsibilities and associated performance of almost all of the Town’s government organizations, in particular the Sustainability Commission. Results may suggest the need for more communication and outreach to citizens on the role of the Town’s government organizations and how they are responsive to resolving Town issues and needs. This may apply as well to those government organizations that were perceived by some to be *Below Average*.

Communications / Town Demographics

Means of Receiving Town Information. Respondents indicated that they primarily receive Town information through newspapers (76%) and social media (56%), and indicated that they have used these sources in the past three months (27% and 42%, respectively). The Town of Mount Airy Web Site was selected third (50%), with 33% of respondents indicating that they used it in the past three months.

How Long Respondents Have Lived in Mount Airy. Seventy-two percent of respondents have been living in Mount Airy for eleven years or more. This is about evenly split between those living in Mount Airy for more than 20 years (39%) and those living in Mount Airy for 11-20 years (33%). Twenty-eight percent of respondents have lived in Mount Airy ten years or less.

Age Groups in Residences. Respondents indicated that 61% of persons living in residences are between the ages of 40-59, representing the largest age group within residences. The other age groups and their percentages are: Over 60 (39%); 20-39 (38%); and Under 20 (36%). Comparison of this data to the 2007 Survey indicates that: the Over 60 age group increased 15% from 2007 to 2020; the 40-59 age group increased 5%; the 20-39 age group decreased 3%; and the Under 20 age group remained the same.

Subdivisions/Locations Represented. There was broad representation of Survey respondents from the neighborhoods spanning the Town of Mount Airy. Subdivision and location information provided by respondents was organized into 25 distinct locations. This information will be valuable when performing additional analysis to understand additional location-specific views, concerns, and suggestions for improvement.

Overall Direction of the Town of Mount Airy

In summary, respondents expressed a very clear view (91%) that in their opinion the Town of Mount Airy was headed in the *right direction*, with only 9% selecting *wrong direction*. An initial “within location” analysis was done to examine those respondents selecting *wrong direction*. The analysis indicates that the locations of Main Street (19%), Park Avenue (20%) and Mount Airy East (21%) each had relatively higher percentages of respondents who selected *wrong direction* compared to other locations. A detailed review of all written comments provided by respondents would provide a greater understanding of the views, concerns, and suggestions for improvement relative to the future direction of Mount Airy to improve the town we all call home.

Recommendations

Opportunities for Stakeholder Outreach. The Task Force recommends that this Survey Report be made available to the citizens of Mount Airy. Posting the Report to the Town Web Site can accomplish this. Survey results should be presented to Town officials in settings open to the public. Information exchanges with stakeholder and community groups should also be considered where there is interest.

Opportunities to Gain Further Insights on Survey Results. The Task Force recommends that additional analysis be performed to go beyond the summary results and initial analysis presented here. Benefits realized through application of additional analytical lenses would include a deeper understanding of all written comments and results by location and other demographic information, and a set of tailored thematic or topic-specific profiles or dashboards (e.g., growth and development; safety). Using safety as an example, a safety dashboard would present focused findings on the analysis of all safety-specific survey questions and associated written comments, and associated demographic information in a holistic manner.

The Town should take advantage of the user license it has purchased for the Survey Monkey software. Survey Monkey could be used to conduct future surveys online on topics that arise in the coming year. The 2020 Community Survey should be used as the template for future Mount Airy growth and development surveys. Doing so would provide efficiencies in effort and cost, and allow for a direct comparison to 2020 Survey results. Additionally, future surveys should be conducted primarily online employing Survey Monkey or an equivalent online software tool.

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INTRODUCTION

Purpose

The Town of Mount Airy conducted the 2020 Community Survey in order to understand citizen views regarding the quality of life, municipal services, and pressing concerns that impact daily life as a Town resident. The Survey was prepared by the Growth and Development Task Force. The Survey and Task Force were commissioned by Mayor Patrick Rockinberg to assist the Town Council and the Town in future decisions that impact the community as a whole.

The objectives of the Survey were to obtain citizen insights as to the desired future direction of our Mount Airy community. It was also envisioned that responses received would serve as critical input for updating the Town's Master Plan for growth and development, and for use in other town-related decision making by our Mount Airy government. Finally, feedback captured through the Survey would allow decision makers to prioritize and direct available finite resources (budget and staff) with valuable citizen input in mind.

Methods and Materials

Each Town Council member was asked by Mayor Patrick Rockinberg to recommend a Town citizen to serve on the Task Force. Subsequently, the Task Force was established in Spring 2019 and was guided by the following principles: (1) Town of Mount Airy citizens are the most important stakeholders in shaping the future of our community; and (2) transparency of process and results. The Task Force began its deliberations and Survey development efforts in May 2019 and completed the Survey in January 2020. Task Force meetings were open to the public. The Survey was distributed by mail in hard copy format to all Town residents in January 2020, with instructions for completing and returning it to the Town using a provided pre-paid envelope by February 29, 2020. All Survey responses were anonymous. Subsequent processing and tabulation of hard copy surveys was delayed due to the COVID-19 pandemic and its impact on Town of Mount Airy life and functions from March-July. The Task Force was able to process and tabulate Survey responses in earnest beginning mid-August, with all Survey responses entered into an electronic database format in early October.

The Task Force reached out to various Town of Mount Airy departments, commissions, and boards in the process of formulating the Survey. In addition, with the assistance of Mayor Rockinberg, the Task Force reached out to other local towns and municipalities to obtain insights and lessons learned from their efforts in developing and implementing community surveys. The Task Force also reviewed the content, results, and associated lessons learned from a Town of Mount Airy Survey conducted in 2007.

The Survey was designed around five thematic areas: quality of life; issues and needs; growth and development; safety; and Town services and government. Approximately 20 percent of Survey questions were designed to be near identical to those contained in the 2007 Town Survey, to provide insights on similarities and differences in citizen views relative to the current and past survey. Most questions were presented in tabular format with many sub-elements for which choices were to be ranked or rated in order of priority. Several town topic-specific narrative questions (e.g., on various town properties and growth/development issues) were included, as well as a comments section encouraging citizens to offer their views on issues, concerns, and suggestions for improvement. Finally, questions on demographics (e.g., how long have you lived in Mount Airy; what subdivisions do you live in; what age groups live in your residence) were included. The goal of designing the Survey in this manner was to facilitate the review of results through different "analytical lenses" (e.g., by location and

other demographic information; individual question-specific results; and associated written comments for each) and gain a comprehensive understanding of citizen views for their subsequent consideration by the Town.

Hard copy survey responses were entered into the Survey Monkey software platform (SVMK, Inc., an online survey development cloud-based software service). Quality Assurance / Quality Control (QA/QC) measures were applied to check the accuracy of Survey response data entered into the software platform relative to hard copy responses. Once Survey response data entry was completed, data within the Survey Monkey platform was also saved within Microsoft Excel to facilitate data analytics. Initial analysis of Survey response data is presented in the RESULTS AND DISCUSSION section of this report.

RESULTS AND DISCUSSION

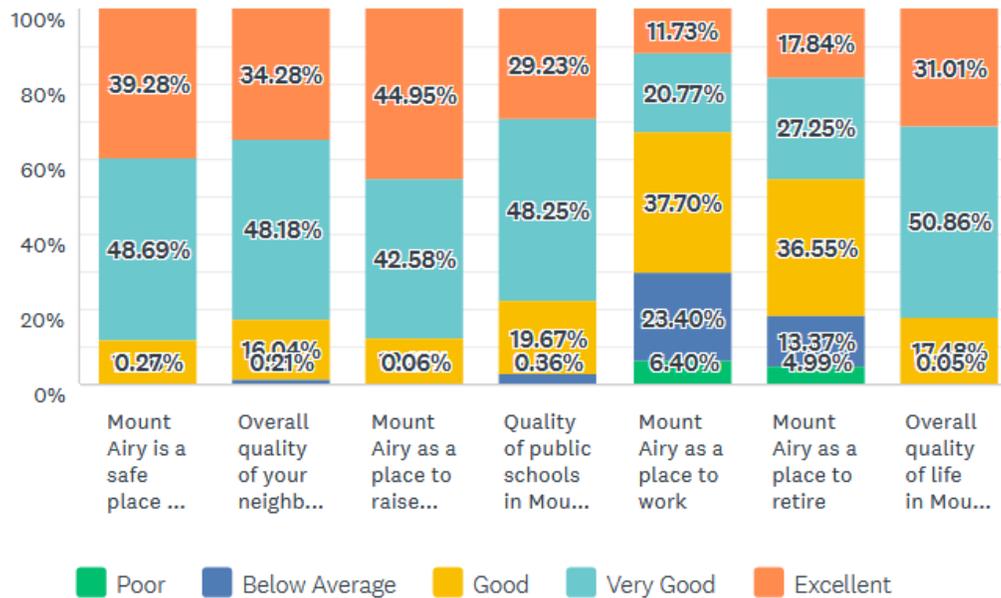
Results and associated initial analysis of the Town of Mount Airy 2020 Community Survey are presented below. Results are presented for each individual Survey question. The number of times each question was answered and skipped by Survey respondents also is provided. Evident observations and trends in Survey response data associated with initial analysis are highlighted and discussed. Questions in the 2020 Survey that are similar to questions posed in the 2007 Survey are annotated with an asterisk (*) for comparative purposes. Evident similarities and differences in results for these questions are highlighted for perspective on how citizen views have changed or remained relatively the same from 2007 to 2020.

Survey implementation yielded a survey response rate of 26% (e.g., 7238 surveys mailed out; 1901 surveys returned to the Town). Detailed written comments were provided by Survey respondents in about one-half (933 or 49%) of returned surveys. For reference, published survey research indicates that a typical survey response rate ranges from 5 to 30%, and that response rates can be impacted by factors such as survey delivery method, survey length and degree of difficulty, and if incentives are offered for survey completion. As such, the response rate of 26% reflects a positive Survey response rate given the length and comprehensiveness of the Survey and associated time needed for its completion. Broad demographics information provided by Survey respondents suggests that Survey results reflect good representation of citizen views for neighborhoods spanning the Town of Mount Airy.

Q1 (*)

Please give your opinion on each of the following aspects regarding the quality of life in Mount Airy. For each aspect listed, check the box that best represents your opinion.

- Answered: 1,875
- Skipped: 26



	POOR	BELOW AVERAGE	GOOD	VERY GOOD	EXCELLENT	TOTAL
Mount Airy is a safe place to live	0.00% 0	0.27% 5	11.76% 220	48.69% 911	39.28% 735	1,871
Overall quality of your neighborhood	0.21% 4	1.28% 24	16.04% 300	48.18% 901	34.28% 641	1,870
Mount Airy as a place to raise children	0.06% 1	0.28% 5	12.13% 220	42.58% 772	44.95% 815	1,813
Quality of public schools in Mount Airy	0.36% 6	2.50% 42	19.67% 331	48.25% 812	29.23% 492	1,683
Mount Airy as a place to work	6.40% 102	23.40% 373	37.70% 601	20.77% 331	11.73% 187	1,594
Mount Airy as a place to retire	4.99% 87	13.37% 233	36.55% 637	27.25% 475	17.84% 311	1,743
Overall quality of life in Mount Airy	0.05% 1	0.59% 11	17.48% 324	50.86% 943	31.01% 575	1,854

Discussion:

Results for most aspects regarding the quality of life in Mount Airy were very positive (e.g., Very Good or Excellent) and similar.

Noteworthy exceptions were the *Mount Airy as a Place to Work* and *Mount Airy as a Place to Retire* aspects, with combined below average to poor responses of 30% and 18% respectively. No other aspect was identified above 3% for combined below average and poor opinions.

Ninety-nine percent of all Survey respondents viewed the *Overall Quality of Life in Mount Airy* as being Good, Very Good, or Excellent. This is similar to results from the 2007 Survey in which overall quality of life was viewed as being Good to Excellent 96% of the time.

Q2 (*)

What do you LIKE MOST about living in Mount Airy? Select up to 4, and rank your choices in order of priority with "1" being most important.

- Answered: 1,740
- Skipped: 161

	1	2	3	4	TOTAL
Employment Opportunities	33.33% 3	44.44% 4	11.11% 1	11.11% 1	9
Recreational Facilities	5.26% 4	22.37% 17	38.16% 29	34.21% 26	76
Shopping / Entertainment	6.60% 7	24.53% 26	24.53% 26	44.34% 47	106
Municipal Services	5.60% 7	20.00% 25	36.80% 46	37.60% 47	125
Traffic	8.70% 12	21.01% 29	25.36% 35	44.93% 62	138
Community Pride	13.48% 36	22.47% 60	29.96% 80	34.08% 91	267
Historic Character	11.38% 38	24.25% 81	29.34% 98	35.03% 117	334
Schools	16.75% 67	26.25% 105	37.25% 149	19.75% 79	400
Atmosphere	24.89% 116	19.53% 91	19.74% 92	35.84% 167	466
Rural Setting	26.71% 168	27.82% 175	21.46% 135	24.01% 151	629
Location	30.48% 214	22.65% 159	26.64% 187	20.23% 142	702
Quiet Community	24.83% 185	26.31% 196	24.03% 179	24.83% 185	745
Family Oriented	32.86% 253	28.44% 219	22.47% 173	16.23% 125	770
Sense of Safety	27.84% 255	31.00% 284	25.87% 237	15.28% 140	916
Small Town	34.64% 361	23.13% 241	20.63% 215	21.59% 225	1,042

Summary: Top Five Most Liked Attributes of Mount Airy		
Relative Ranking	Town Attribute	Total Number Selected
1	Small Town	1042
2	Sense of Safety	916
3	Family Oriented	770
4	Quiet Community	745
5	Location	702

Discussion:

Survey respondents expressed a strong sentiment for Mount Airy's small town environment, selecting it as their top choice out of all most liked attributes. *Sense of Safety* was selected as the second choice. The top five most liked attributes of living in Mount Airy, in rank order, were: *Small Town, Sense of Safety, Family Oriented, Quiet Community, and Location*.

It is noteworthy that the top five most liked attributes of living in Mount Airy in 2020 are the same (and in essentially the same rank order) as those identified in the 2007 Survey. *Small Town* and *Sense of Safety* were ranked first and second, respectively, in the 2007 Survey.

Q3 (*)

What do you DISLIKE MOST about living in Mount Airy? Select up to 4, and rank your choices in order of priority with "1" being most disliked.

- Answered: 1,555
- Skipped: 346

	1	2	3	4	TOTAL
Family Oriented	9.52% 2	4.76% 1	42.86% 9	42.86% 9	21
Quiet Community	9.09% 3	36.36% 12	30.30% 10	24.24% 8	33
Historic Character	15.91% 7	20.45% 9	36.36% 16	27.27% 12	44
Small Town	21.57% 11	19.61% 10	31.37% 16	27.45% 14	51
Community Pride	15.38% 8	15.38% 8	30.77% 16	38.46% 20	52
Atmosphere	18.64% 11	16.95% 10	30.51% 18	33.90% 20	59
Rural Setting	15.87% 10	23.81% 15	26.98% 17	33.33% 21	63
Sense of Safety	12.86% 9	32.86% 23	31.43% 22	22.86% 16	70
Schools	14.12% 12	21.18% 18	35.29% 30	29.41% 25	85
Location	23.08% 21	28.57% 26	20.88% 19	27.47% 25	91
Municipal Services	16.60% 39	22.98% 54	30.64% 72	29.79% 70	235
Recreational Facilities	23.52% 159	39.79% 269	24.26% 164	12.43% 84	676
Traffic	60.96% 470	16.08% 124	13.49% 104	9.47% 73	771
Employment Opportunities	34.60% 301	35.06% 305	19.66% 171	10.69% 93	870
Shopping / Entertainment	48.78% 479	28.82% 283	15.27% 150	7.13% 70	982

Summary: Top Five Most Disliked Attributes of Mount Airy		
Relative Ranking	Town Attribute	Total Number Selected
1	Shopping	982
2	Employment Opportunities	870
3	Traffic	771
4	Recreational Facilities	676
5	Municipal Services	235

Discussion:

The top five most disliked attributes of living in Mount Airy, in rank order, were: *Shopping, Employment Opportunities, Traffic, Recreational Facilities, and Municipal Services.*

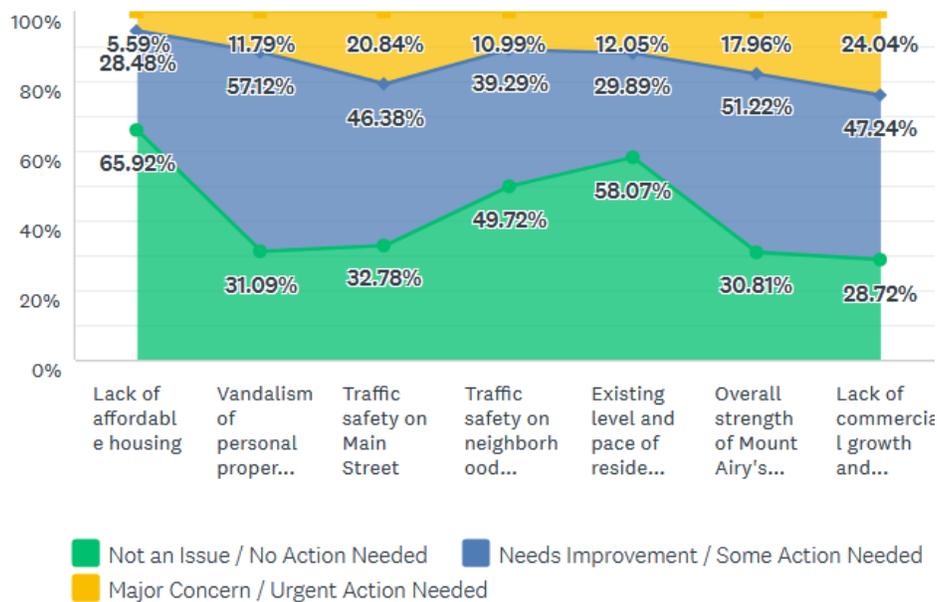
Of Survey respondents who selected *Traffic*, it was ranked as their highest priority 61% of the time. Of Survey respondents who selected *Shopping/Entertainment*, it was ranked as their highest priority 49% of the time. These two attributes received the most #1 rankings by Survey respondents.

It is noteworthy that the top five most disliked attributes of living in Mount Airy in 2020 were the same most disliked attributes (and in almost the same rank order) identified in the 2007 Survey. *Traffic* and *Shopping* were ranked first and second, respectively, in the 2007 Survey.

Q4

To what degree, if at all, do you think each of the following topics is a problem area or need that should be addressed in Mount Airy? For each topic listed, check the box that best represents your opinion.

- Answered: 1,874
- Skipped: 27



	NOT AN ISSUE / NO ACTION NEEDED	NEEDS IMPROVEMENT / SOME ACTION NEEDED	MAJOR CONCERN / URGENT ACTION NEEDED	TOTAL
Lack of affordable housing	65.92% 1,155	28.48% 499	5.59% 98	1,752
Vandalism of personal property / crime / drugs	31.09% 546	57.12% 1,003	11.79% 207	1,756
Traffic safety on Main Street	32.78% 593	46.38% 839	20.84% 377	1,809
Traffic safety on neighborhood streets	49.72% 887	39.29% 701	10.99% 196	1,784
Existing level and pace of residential growth	58.07% 1,022	29.89% 526	12.05% 212	1,760
Overall strength of Mount Airy's commercial district economy	30.81% 542	51.22% 901	17.96% 316	1,759
Lack of commercial growth and improvements in the downtown district	28.72% 515	47.24% 847	24.04% 431	1,793

Discussion:

Survey respondents identified *Lack of Commercial Growth and Improvements in the Downtown District*, and *Traffic Safety on Main Street* as their top two major concerns needing urgent action.

Survey respondents identified *Vandalism of Personal Property/Crime/Drugs*, and *Overall Strength of Mount Airy's Commercial District Economy* as their top two issues needing some improvement and action.

Survey respondents identified *Lack of Affordable Housing*, and *Existing Level and Pace of Residential Growth* as their top two topics NOT being an issue or needing any action.

It is noteworthy that Survey respondents selected *Traffic on Neighborhood Streets* as not being an issue or needing any action 50% of the time. Conversely, as noted above, *Traffic Safety on Main Street* was one of the top two concerns needing urgent action. This suggests that Survey respondent concerns about traffic are different for neighborhood streets as compared to Main Street.

It is noteworthy that *Traffic* (although not specific to Main Street) was identified in the previous question (Q3) as the third most disliked attribute of living in Mount Airy.

Vandalism of Personal Property/Crime/Drugs was identified as needing improvement and some action (57%) or as a major concern needing urgent action (12%). For context, citizens appear to value the importance of safety as expressed in responses to previous Survey questions (e.g., Mount Airy is viewed as a very good or excellent *safe place to live* per Q1, with *sense of safety* being the second most liked attribute about living in Mount Airy per Q2).

Q5 (*)

If you would like to see additional growth in the form of businesses, where should these new businesses be located? Please rank the choices below in order of priority, with "1" being the highest priority.

- Answered: 1,766
- Skipped: 135

	1	2	3	TOTAL
Concentrate in Existing Commercial Areas	76.10% 1,216	21.09% 337	2.82% 45	1,598
Identify New Areas	22.26% 295	51.47% 682	26.26% 348	1,325
No Additional Businesses Needed	20.18% 253	21.93% 275	57.89% 726	1,254

Discussion:

Survey respondents expressed a clear desire to concentrate additional growth in the form of businesses in existing commercial areas, as evident by this choice receiving a #1 ranking 76% of the time.

Survey respondents appeared somewhat open to identifying new areas, giving it a #2 ranking 51% of the time.

The choice, *No Additional Business Needed*, received the lowest #1 ranking (20%) and the highest #3 ranking (58%). This suggests that Survey respondents have a view that some additional business growth is needed. This is supported by Q4 results in which *Overall Strength of Mount Airy's Commercial District Economy* was the second highest ranked topic needing improvement/some action needed, and *Lack of Commercial Growth and Improvements in the Downtown District* was the highest ranked topic as being a major concern/needing urgent action.

Results from the 2007 survey followed the same results trend, with *Concentrate in Existing Commercial Areas* selected most frequently (62%), followed by *Identify New Areas* (27%) and *No Additional Business Needed* (12%).

A review of written comments from Survey respondents would provide additional context and insights on citizen views concerning commercial growth and development to be considered along with Q5 results presented here.

Q6 (*)

Which of the following types of businesses should be expanded in Mount Airy? Select up to three choices, with "1" being the most desired.

- Answered: 1,737
- Skipped: 164

	1	2	3	TOTAL
Hotels	32.48% 101	26.69% 83	40.84% 127	311
Bed & Breakfast	28.04% 113	35.73% 144	36.23% 146	403
Office/ Professional Services	25.83% 125	31.40% 152	42.77% 207	484
Performing Arts	26.55% 141	36.16% 192	37.29% 198	531
Large Retail Stores	44.20% 263	27.23% 162	28.57% 170	595
Restaurants	51.04% 566	29.67% 329	19.30% 214	1,109
Small Retail Stores	34.96% 416	41.93% 499	23.11% 275	1,190

Discussion:

Survey respondents expressed a clear choice for *Small Retail Stores* (1190) and *Restaurants* (1109) as the top two types of businesses that should be expanded in Mount Airy.

Of Survey respondents who chose *Restaurants*, they ranked it #1 as their most desired business type 51% of the time.

Hotels (311) received the least amount of interest relative to other types of businesses.

The most desired types of businesses that should be expanded in Mount Airy identified above are the same as those identified in the 2007 Survey, and essentially in the same rank order. *Restaurants* and *Small Retail Stores* were among the top three choices in 2007. *Movie Theaters* was ranked second in 2007; this option was not included in the 2020 Survey. Similar to 2020, *Hotels* received the least amount of interest relative to other types of businesses in 2007.

Q7 (*)

Which of the following affordable residential housing options would you support being expanded in Mount Airy? Select up to three choices, with "1" being the most desired.

- Answered: 1,823
- Skipped: 78

	1	2	3	TOTAL
Apartment Complexes	39.04% 114	25.34% 74	35.62% 104	292
Single Family Homes	58.49% 503	28.95% 249	12.56% 108	860
Townhouses	25.06% 199	53.40% 424	21.54% 171	794
Condominiums	30.19% 160	30.57% 162	39.25% 208	530
I do not support any additional affordable housing options	88.46% 843	6.09% 58	5.46% 52	953

Discussion:

Survey respondents clearly selected *I Do Not Support Any Additional Affordable Housing Options* as their top choice. It is noteworthy that Survey respondents who selected this option (953) did so strongly, ranking it #1 as their most desired option 88% of the time. This suggests a strong view that Survey respondents do not support expansion of affordable housing options. This is supported by results from Q4, where Survey respondents identified *Lack of Affordable Housing*, and *Existing Level and Pace of Residential Growth* as their top two topics NOT being an issue or needing any action.

Survey respondents selected *Single Family Homes* as their second choice, and those who selected this option (860) ranked it #1 as their most desired option 58% of the time. Survey respondents selected *Apartment Complexes* (292) as their lowest choice.

A review of the 2007 Survey shows a very similar trend in expression of views on affordable housing expansion in Mount Airy, with *No Additional Affordable Housing Needed* identified strongly as the most desirable option and *Apartment Complexes* identified as the least desirable option.

Affordable Housing Option	Relative Ranking	
	2007 Survey	2020 Survey
No Additional Affordable Housing Needed	1	1
Moderately Priced Homes	2	Option not in 2020
Single Family Homes	Option not in 2007	2
Lower Priced Housing Interspersed with Higher Cost Housing	3	Option not in 2020
Townhouses	4 tie	3
Condominiums	4 tie	4
Apartment Complexes	5	5

A review of written comments from Survey respondents would provide additional context and insights on citizen views concerning residential growth and development to be considered along with Q7 results presented here.

Q8 (*)

What additional recreational facilities are most needed in Mount Airy? Select up to three choices, with "1" being the most needed.

- Answered: 1,710
- Skipped: 191

	1	2	3	TOTAL
Rollerblading / Skateboarding Park	23.62% 47	39.70% 79	36.68% 73	199
Basketball / Tennis Courts	24.77% 53	43.93% 94	31.31% 67	214
Ball Fields	42.93% 176	32.20% 132	24.88% 102	410
Playground Equipment	27.36% 116	33.49% 142	39.15% 166	424
Picnic Facilities	13.76% 83	31.01% 187	55.22% 333	603
Wooded Areas/ Natural Open Space	33.03% 331	45.31% 454	21.66% 217	1,002
Nature Trails/ Walking, Bicycling, and Jogging Paths	61.57% 889	27.70% 400	10.73% 155	1,444

Discussion:

Survey respondents expressed a very clear preference for recreational facilities that would offer leisure activities in the natural environment. This is evident by *Nature Trails/Walking, Bicycling, and Jogging Paths* (1444), and *Wooded Areas/Natural Open Space* (1002) as clearly the most selected types of facilities by Survey respondents, followed by *Picnic Facilities* (603). Survey respondents who selected *Nature Trails/Walking, Bicycling, and Jogging Paths* ranked it #1 as being most needed 62% of the time.

It is noteworthy that while *Ball Fields* (410) was selected fifth in rank order out of the seven recreational facility options presented, Survey respondents that selected it ranked it #1 as being most needed 43% of the time.

Basketball/Tennis Courts (214) and *Rollerblading/Skateboarding* (199) choices received the least interest.

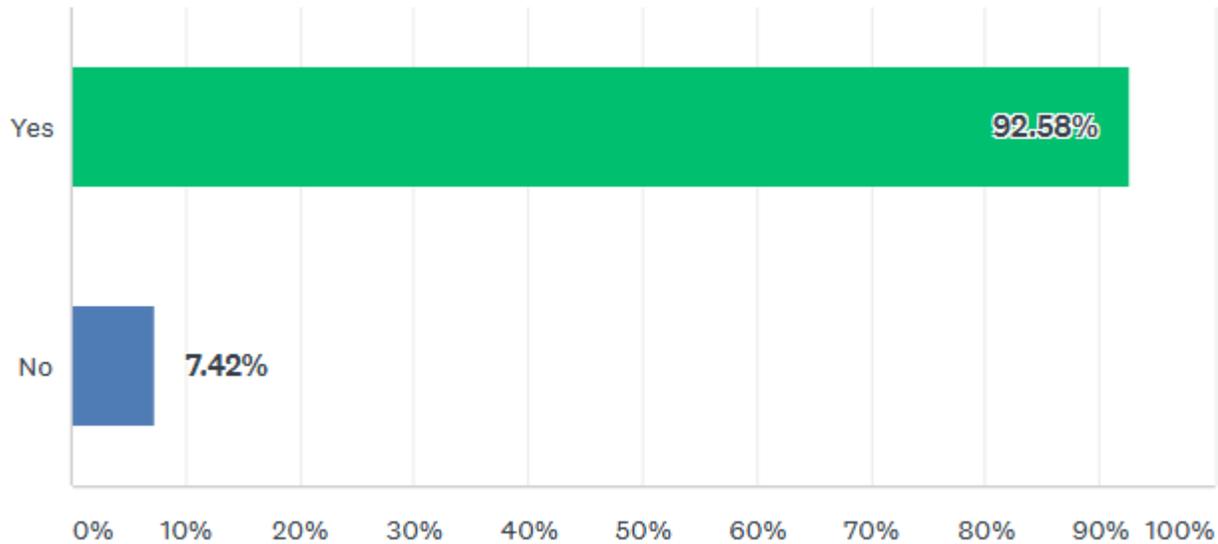
A review of the 2007 Survey shows that trends in needed additional recreational facilities were generally similar to trends observed above for the 2020 Survey. Note that recreational facility choices were slightly different in the 2007 survey. Similar to 2020 Survey results, facilities offering leisure activities in the natural environment were also viewed in 2007 as more needed relative to most other options, with

Natural Open Space, Wooded Areas, Fishing Spots, and Picnic Facilities identified more frequently. Similar to 2020 Survey results, *Rollerblading Park* and *Skateboarding Park* received the least interest in 2007. The top four recreational facilities identified in 2007, in rank order, were: *Natural Open Space; Swimming Pool; Wooded Areas; and Ball Fields*. Note that *Swimming Pool* was not an option available in the 2020 Survey.

Q9

Currently, Mount Airy businesses including downtown merchants are not included in Mount Airy's recycling program. Do you believe they should be? Indicate your choice below.

- Answered: 1,819
- Skipped: 82



Yes = 92.58% (1,684)

No = 7.42% (135)

Discussion:

Survey Respondents expressed a clear belief that Mount Airy businesses should be participating in the Town's recycling program (92%).

Q10

What is your most serious concern regarding crime in the Town of Mount Airy? Please rank ALL of the items below in order of importance, with "1" being the most important.

- Answered: 1,742
- Skipped: 159

	1	2	3	4	TOTAL
▼ Theft / Fraud (Including Identity Theft)	17.57% 270	30.25% 465	36.56% 562	15.61% 240	1,537
▼ Burglary/ Assault/ Violence	27.34% 418	25.90% 396	26.95% 412	19.82% 303	1,529
▼ Traffic Safety Matters	27.61% 428	17.03% 264	13.74% 213	41.61% 645	1,550
▼ Drug Violations / Activity	39.21% 623	30.65% 487	20.77% 330	9.38% 149	1,589

Discussion:

Survey respondents ranked *Drug Violations/Activity* as being their most serious safety concern. It was ranked #1 or #2 collectively 70% of the time. This is reinforced by results from Q4, where Survey respondents identified *Vandalism of Personal Property/Crime/Drugs* as their top issue needing some improvement and action.

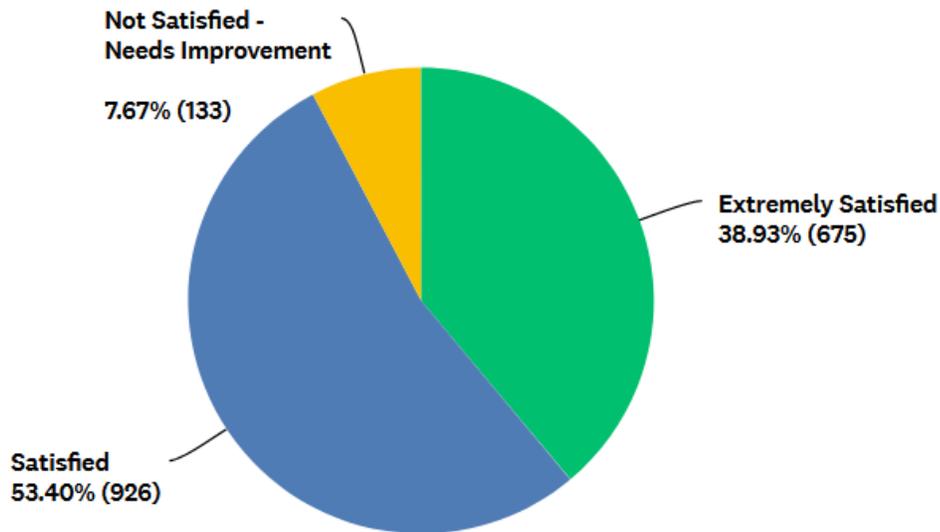
For context, citizens appear to value the importance of safety as expressed in responses to previous Survey questions (e.g., Mount Airy is viewed as a very good or excellent *safe place to live* per Q1, with *sense of safety* being the second most-liked attribute about living in Mount Airy per Q2). A review of Survey respondent written comments for safety-related themes and concerns would yield additional insights related to this and other survey questions on safety.

It is noteworthy that *Traffic Safety Matters* (as titled in this question and not specific to Downtown or Neighborhood traffic) was ranked #1 twenty-eight percent of the time and ranked #4 forty-two percent of the time, indicating a diversity of views on the severity of traffic as a general matter, and in the context of being rated relative to other types of safety concerns alone.

Q11

What is your overall level of satisfaction with the services, level or coverage, and response times provided by the Mount Airy Police Department? Select ONE of the choices below.

- Answered: 1,734
- Skipped: 167



ANSWER CHOICES	RESPONSES
Extremely Satisfied	38.93% 675
Satisfied	53.40% 926
Not Satisfied - Needs Improvement	7.67% 133
TOTAL	1,734

Discussion:

Survey respondents expressed a very positive (92%) overall level of satisfaction with the Mount Airy Police Department (MAPD). Only 8% of Survey respondents selected *Not Satisfied-Needs Improvement*.

An initial analysis indicates that, of those respondents who selected *Not Satisfied-Needs Improvement*, a higher percentage (16%) of them were from the Twin Ridge neighborhood.

For context, the MAPD began operations in the Town effective October 2017. Prior to this date, the Maryland State Police Resident Trooper Program provided policing in the Town.

An initial review of Survey respondent written comments found a noticeable theme of comments regarding safety and the MAPD. A thorough review of these written comments would provide additional context and insights on citizen views along with Q11 results presented here.

Q12

Which of the following services provided by the Mount Airy Police Department's Community Services Unit would be of the most benefit to you? Select as many as you wish, and rank them in order of importance, with the top choice as most important.

- Answered: 1,683
- Skipped: 218

	1	2	3	4	5	6	TOTAL
Other (please use the space at the end of this Survey to identify these other services)	35.40% 40	13.27% 15	7.08% 8	5.31% 6	0.88% 1	38.05% 43	113
Residential / Commercial Security Surveys	16.44% 135	29.35% 241	25.21% 207	16.93% 139	11.69% 96	0.37% 3	821
Identity Theft / Fraud Prevention	18.47% 159	31.24% 269	22.65% 195	15.45% 133	11.73% 101	0.46% 4	861
Regularly scheduled public forums for discussions on community policing issues and trends	33.10% 285	19.86% 171	19.63% 169	10.80% 93	16.03% 138	0.58% 5	861
Crime Prevention Strategies	31.67% 350	32.85% 363	24.25% 268	9.05% 100	2.17% 24	0.00% 0	1,105
Neighborhood Watch Information / Assistance	56.58% 709	24.18% 303	11.89% 149	5.35% 67	1.76% 22	0.24% 3	1,253

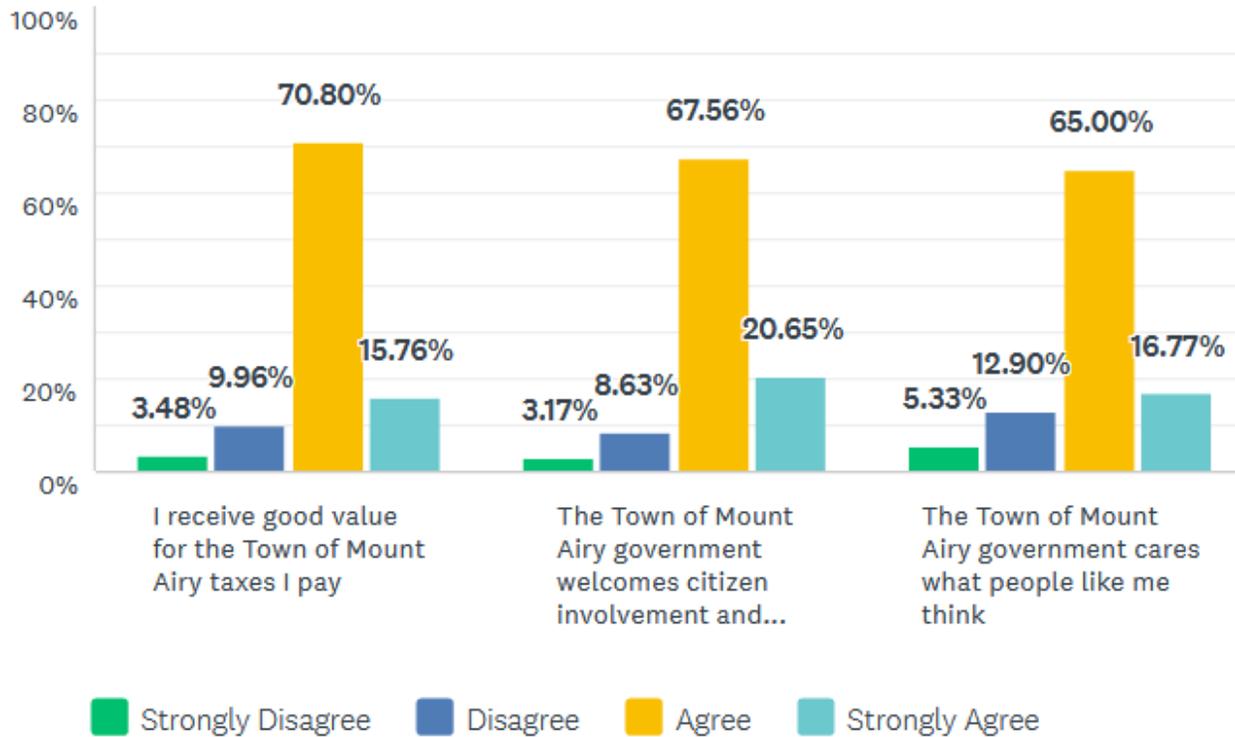
Discussion:

Survey respondents selected *Neighborhood Watch Information/Assistance* (1253) and *Crime Prevention Strategies* (1105) as being the top two most beneficial services that could be offered to them. Of Survey respondents that selected *Neighborhood Watch Information/Assistance*, they ranked it #1 fifty-six percent of the time.

Q13

For each of the following statements, check the box that most closely represents your opinion.

- Answered: 1,847
- Skipped: 54



	STRONGLY DISAGREE	DISAGREE	AGREE	STRONGLY AGREE	TOTAL
I receive good value for the Town of Mount Airy taxes I pay	3.48% 63	9.96% 180	70.80% 1,280	15.76% 285	1,808
The Town of Mount Airy government welcomes citizen involvement and opinions	3.17% 57	8.63% 155	67.56% 1,214	20.65% 371	1,797
The Town of Mount Airy government cares what people like me think	5.33% 95	12.90% 230	65.00% 1,159	16.77% 299	1,783

Discussion:

Most Survey respondents clearly agreed with each of these statements (65-70% chose agree and 15 – 21% chose strongly agree).

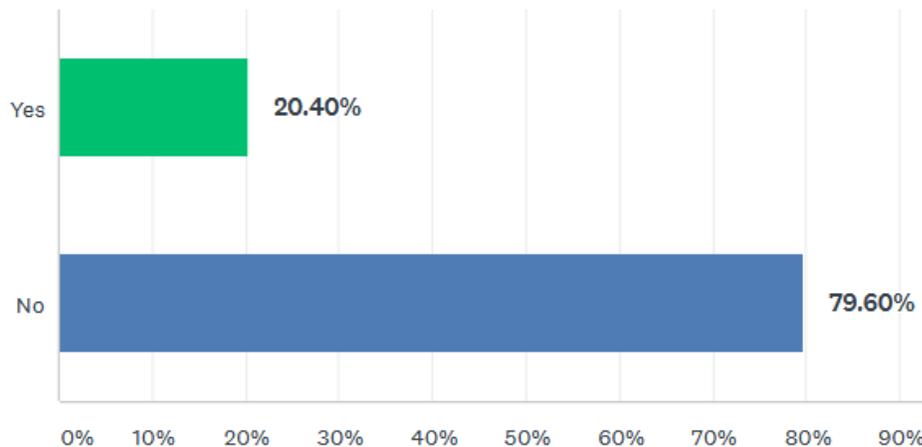
It is noteworthy that *The Town of Mount Airy Government Cares What People Like Me Think* received the highest negative opinion, with 18% of Survey respondents choosing disagree or strongly disagree.

An initial “within location” analysis was done to examine the number of Survey respondents from an individual location who disagreed or strongly disagreed with *I Receive Good Value for the Town of Mount Airy Taxes I Pay* relative to the total number of surveys received from that individual location. This analysis found that the location of Back Acre (Twin Arch) (25%) had a relatively higher percentage of Survey respondents that disagreed or strongly disagreed with this statement compared to results for other individual locations (13%).

Q14 – Part 1

Have you had any experiences or impacts to you that involved the interpretation, application, and resolution of Town Code and Zoning requirements and violations? Indicate your answer below.

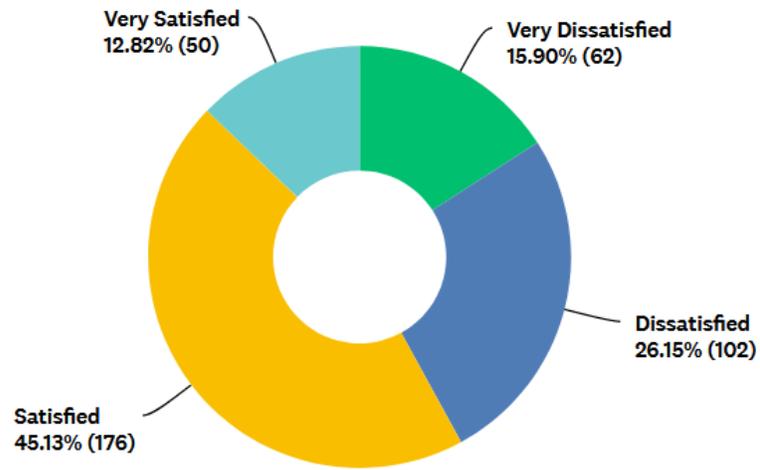
- Answered: 1,814
- Skipped: 87



Yes = 20.4% (370)
No = 79.6% (1444)

Q14 - Part 2

If you answered "yes" to the question above, how satisfied were you with the experience and the responsiveness of Mount Airy Town Government Officials in addressing and resolving these issues? Please check the choice below that best represents your level of satisfaction



ANSWER CHOICES	RESPONSES	
▼ Very Dissatisfied	15.90%	62
▼ Dissatisfied	26.15%	102
▼ Satisfied	45.13%	176
▼ Very Satisfied	12.82%	50

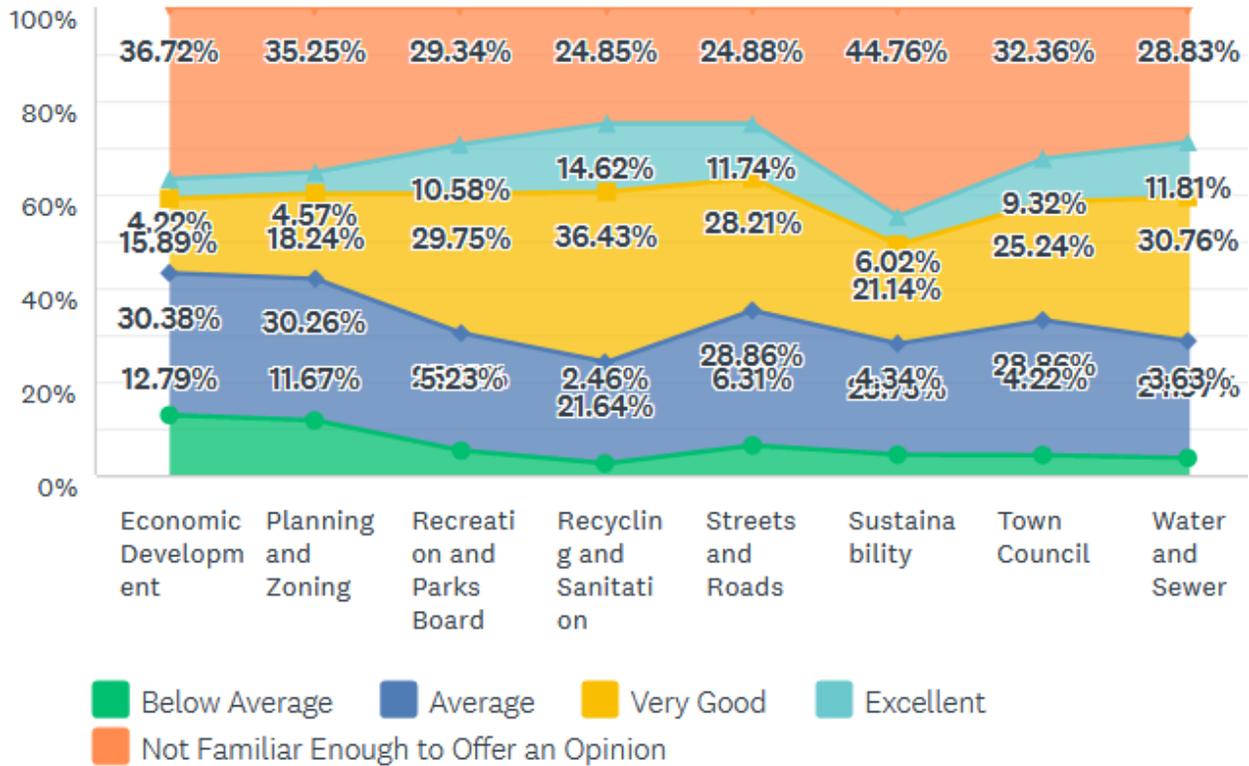
Discussion:

Of Survey respondents that selected yes, 58% were either satisfied or very satisfied with the resolution of their issues by Mount Airy Government Officials, whereas 42% were either dissatisfied or very dissatisfied.

Q15

How well do you think the Town Council and each of the Town's Commissions has performed in addressing, acting upon, and resolving issues; and in providing timely recommendations and final decisions where appropriate? Please check the box below that best represents your opinion.

- Answered: 1,745
- Skipped: 156



	BELOW AVERAGE	AVERAGE	VERY GOOD	EXCELLENT	NOT FAMILIAR ENOUGH TO OFFER AN OPINION	TOTAL
Economic Development	12.79% 218	30.38% 518	15.89% 271	4.22% 72	36.72% 626	1,705
Planning and Zoning	11.67% 199	30.26% 516	18.24% 311	4.57% 78	35.25% 601	1,705
Recreation and Parks Board	5.23% 89	25.10% 427	29.75% 506	10.58% 180	29.34% 499	1,701
Recycling and Sanitation	2.46% 42	21.64% 370	36.43% 623	14.62% 250	24.85% 425	1,710
Streets and Roads	6.31% 108	28.86% 494	28.21% 483	11.74% 201	24.88% 426	1,712
Sustainability	4.34% 72	23.73% 394	21.14% 351	6.02% 100	44.76% 743	1,660
Town Council	4.22% 71	28.86% 486	25.24% 425	9.32% 157	32.36% 545	1,684
Water and Sewer	3.63% 62	24.97% 427	30.76% 526	11.81% 202	28.83% 493	1,710

Discussion:

Survey respondents' views were mildly favorable regarding how well the Town Council and each of the Town Commissions have performed in addressing and resolving issues affecting the Town. Survey respondents selected *Average*, *Very Good*, and *Not Familiar Enough to Offer an Opinion* most frequently and at similar numbers for each government organization.

Survey respondents selected *Not Familiar Enough to Offer an Opinion* roughly 33% of the time for each government organization. The Sustainability Commission (45%) received the highest percentage in this category among available choices.

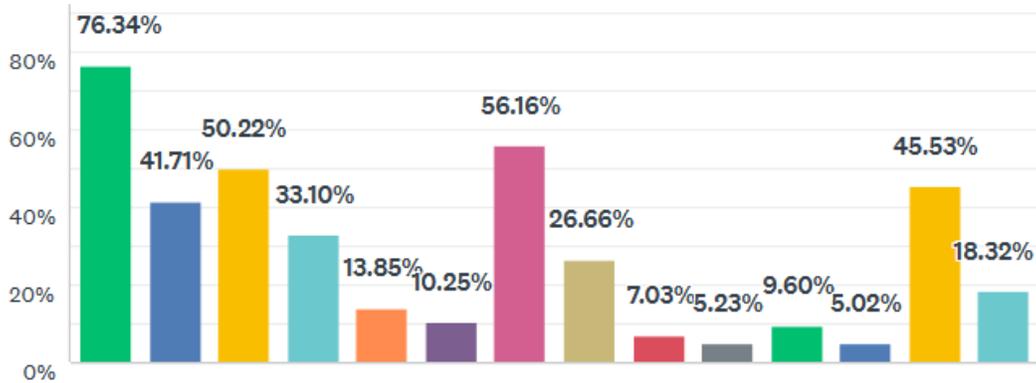
The Recycling and Sanitation Commission received the highest *Excellent* rating (15%). The Economic Development Commission was rated *Below Average* (13%) the most of any government organization, followed closely by the Planning and Zoning Commission (12%).

These results indicate that roughly one-third of Survey respondents are not aware of the responsibilities and associated performance of almost all of the Town's government organizations, in particular the Sustainability Commission. Results suggest the need for more communication and outreach to citizens on how the Town's government organizations are responsive to resolving Town issues and needs. This may apply as well to those government organizations that were most frequently perceived by some to be *Below Average*.

Q16

Where do you receive town information? Check all that apply, and if you have used them in the past three months.

- Answered: 1,834
- Skipped: 67



- Newspaper (e.g., Frederick News Post, Carroll County Times, Mount Airy Messenger) -
- Newspaper (e.g., Frederick News Post, Carroll County Times, Mount Airy Messenger) -
- Mount Airy Website (<https://www.mountairymd.org>) - I use this source
- Mount Airy Website (<https://www.mountairymd.org>) - Used in past 3 months
- Mount Airy Town Council and other Town Government Commissions and Board Meeti
- Mount Airy Town Council and other Town Government Commissions and Board Meeti
- Social Media - I use this source ■ Social Media - Used in past 3 months
- Service Clubs - I use this source ■ Service Clubs - Used in past 3 months
- Religious Functions - I use this source
- Religious Functions - Used in past 3 months
- Town Events (e.g., sports, walks, festivals) - I use this source
- Town Events (e.g., sports, walks, festivals) - Used in past 3 months

ANSWER CHOICES	RESPONSES
▼ Newspaper (e.g., Frederick News Post, Carroll County Times, Mount Airy Messenger) - I use this source	76.34% 1,400
▼ Newspaper (e.g., Frederick News Post, Carroll County Times, Mount Airy Messenger) - Used in past 3 months	41.71% 765
▼ Mount Airy Website (https://www.mountairymd.org) - I use this source	50.22% 921
▼ Mount Airy Website (https://www.mountairymd.org) - Used in past 3 months	33.10% 607
▼ Mount Airy Town Council and other Town Government Commissions and Board Meetings - I use this source	13.85% 254
▼ Mount Airy Town Council and other Town Government Commissions and Board Meetings - Used in past 3 months	10.25% 188
▼ Social Media - I use this source	56.16% 1,030
▼ Social Media - Used in past 3 months	26.66% 489
▼ Service Clubs - I use this source	7.03% 129
▼ Service Clubs - Used in past 3 months	5.23% 96
▼ Religious Functions - I use this source	9.60% 176
▼ Religious Functions - Used in past 3 months	5.02% 92
▼ Town Events (e.g., sports, walks, festivals) - I use this source	45.53% 835
▼ Town Events (e.g., sports, walks, festivals) - Used in past 3 months	18.32% 336
Total Respondents: 1,834	

Discussion:

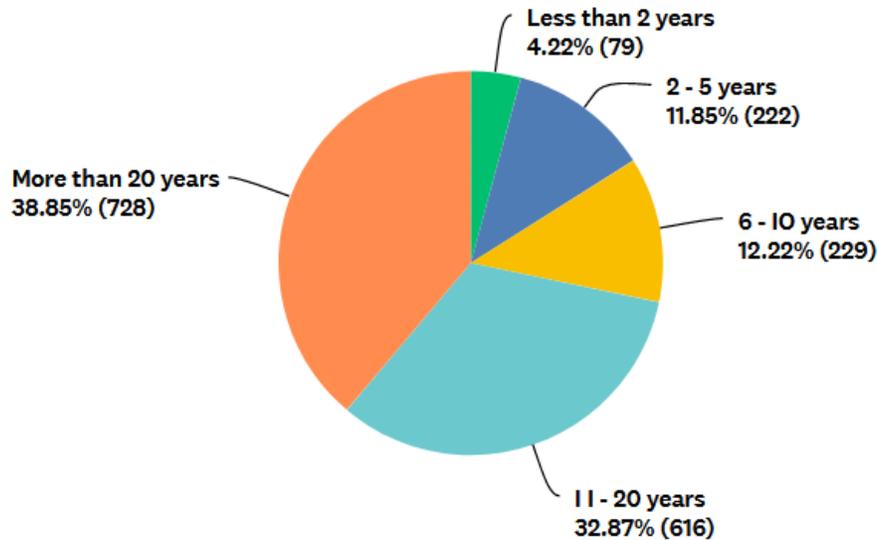
Survey respondents primarily selected *Newspapers* (76%) and *Social Media* (56%) for how they receive Town information, and indicated they have used these sources in the past three months (27% and 42%, respectively).

Survey respondents selected the *Mount Airy Website* (50%) third, with 33% of respondents indicated that they used it in the past three months.

Q17

How long have you lived in Mount Airy? Select ONE from the choices below.

- Answered: 1,874
- Skipped: 27



ANSWER CHOICES	RESPONSES
Less than 2 years	4.22% 79
2 - 5 years	11.85% 222
6 - 10 years	12.22% 229
11 - 20 years	32.87% 616
More than 20 years	38.85% 728

Discussion:

Seventy-two percent of Survey respondents have been living in Mount Airy for eleven years or more. The percentage of these respondents is about evenly split between those living in Mount Airy for *more than 20 years* (39%) and those living in Mount Airy for *11-20 years* (33%).

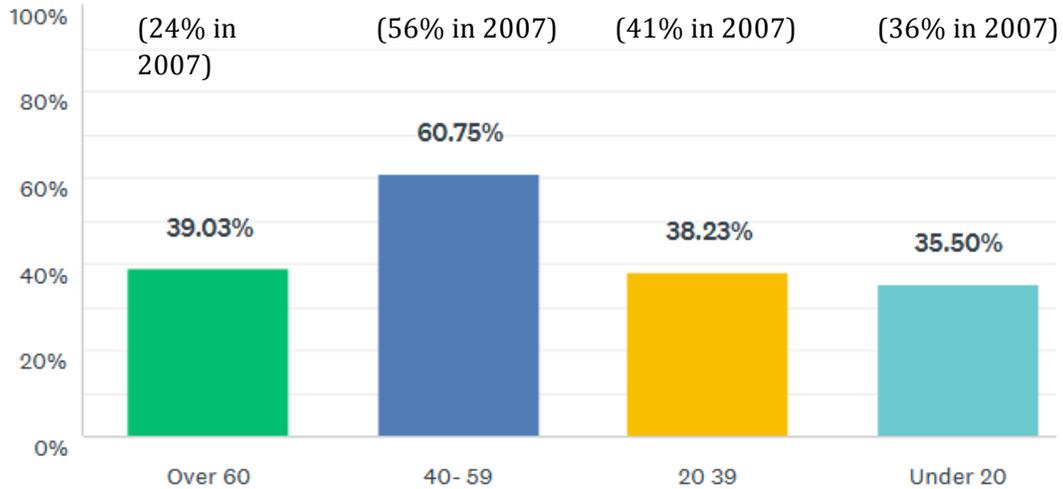
Survey respondents living in Mount Airy 10 years or less combined represented 28% of all residents.

Additional analysis could focus on how these two groups (11 years or more; 10 years or less) and subgroups responded to various Survey questions.

Q18 (*)

What age groups live in your residence? Select all that apply below.

- Answered: 1,865
- Skipped: 36



ANSWER CHOICES	RESPONSES
Over 60	39.03% 728
40-59	60.75% 1,133
20-39	38.23% 713
Under 20	35.50% 662

Discussion:

Survey respondents indicated that 61% of persons living in their residences are between the ages of 40-59, representing the largest age group within residences. The other age groups and their percentages were: *Over 60* (39%); *20-39* (38%); and *Under 20* (36%).

A comparison of residence age group data from the 2007 Town Survey with the 2020 Survey indicates that:

- the *Over 60* age group has increased 15% from 2007 to 2020;
- the *40-59* age group has increased 5% from 2007 to 2020;
- the *20-39* age group has decreased 3% from 2007 to 2020; and
- the *Under 20* age group has remained the same from 2007 to 2020.

Based on the data available from this Survey, there is an increase in the number of persons over age 60 living in Mount Airy residences relative to 2007.

Q19

What subdivision do you live in? If not a subdivision, what is the major road that you associate with?

- Answered: 1,793
- Skipped or "OTHER": 108

Location	Total Number of Respondents from This Location	Percentage
Back Acre (Twin Arch)	76	4%
Conestoga Heights	20	1.05%
East Ridgeville Blvd-Road	14	0.74%
Friendly Acres	17	0.89%
Hill Street	24	1.26%
Main Street	98	5.16%
Main Street (North)	44	2.31%
Main Street (South)	63	3.31%
Merridale/Turnberry	84	4.42%
Mount Airy East	24	1.26%
Mount Airy West	18	0.95%
Nottingham	298	15.68%
Park Avenue	76	4%
Prospect Road	72	3.79%
Ridge Drive	11	0.58%
Sterling Glen	89	4.68%
Summit Ridge	166	8.73%
Town View	8	0.42%
Twin Ridge	250	13.15%
Village Gate	123	6.47%
Village of Tall Oaks	73	3.84%
Warfield Estates	5	0.26%
West Ridge	45	2.37%
Wildwood Park	95	5%
OTHER	108	5.68%

Discussion:

There was broad representation of Survey respondents from the neighborhoods spanning the Town of Mount Airy.

Survey respondents from Nottingham had the highest representation (298 or 15.68%), followed by respondents from Twin Ridge (250 or 13.15%). Survey respondents identified as living on Main Street, Main Street North, or Main Street South collectively had the third highest representation (a total of 205 or 10.78%).

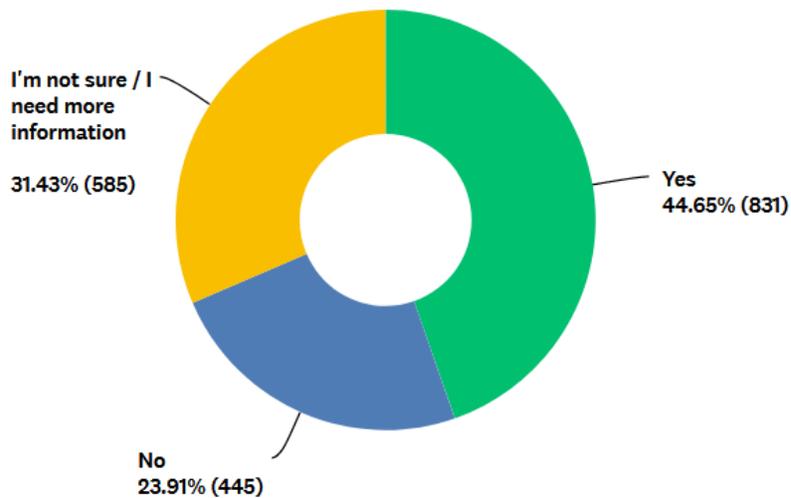
The "OTHER" location was used to designate those Survey respondents (108 or 5.8%) that did not provide location information, or that provided information that was not recognizable to the Task Force and could not be further binned into a location category.

The availability of location information in the 2020 Survey provides opportunities for subsequent data analytics of survey results filtered by location that could yield a better understanding of the views, issues, and concerns within particular neighborhoods.

Q20

The "connection" of Center Street enabling direct passage from Route 27 to Main Street has long been a goal of the Town's Master Plan. Would you be in favor of expending tax dollars for its completion? Select the choice below that best represents your opinion.

- Answered: 1,861
- Skipped: 40



ANSWER CHOICES	RESPONSES
▼ Yes	44.65% 831
▼ No	23.91% 445
▼ I'm not sure / I need more information	31.43% 585

Discussion:

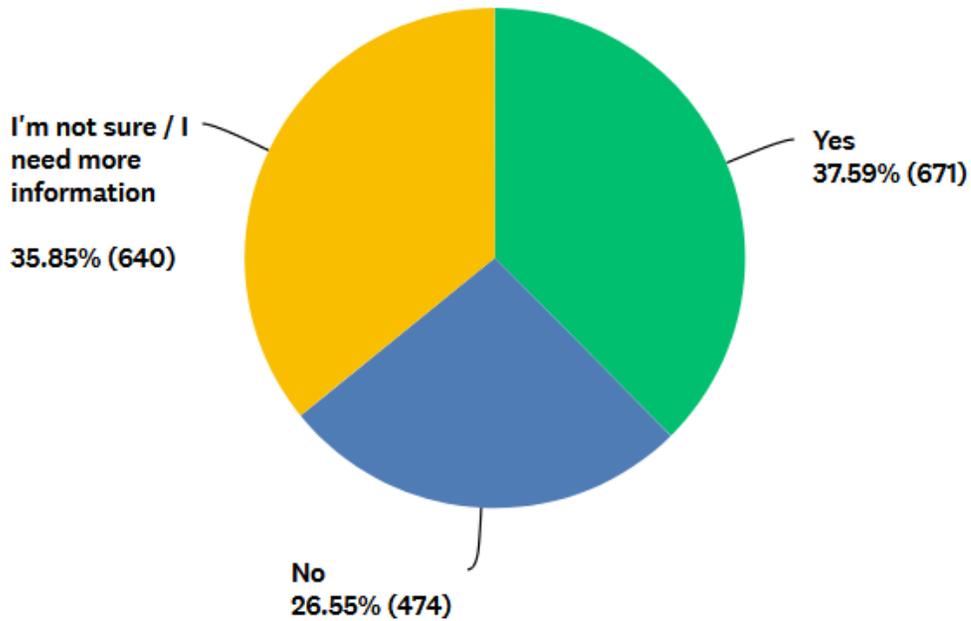
Forty-five percent of Survey respondents indicated they would be *in favor* of expending tax dollars for the connection of Center Street, compared to 24% indicating they are *not in favor*. This represents an almost two-to-one ratio *in favor of* connecting Center Street.

Almost one third (31%) of Survey respondents selected *I'm Not Sure/I Need More Information*. This may suggest the need for additional communication and information sharing with citizens on this topic.

Q21 – Part 1

This question is about the Flat Iron Building. Would you prefer selling or giving **CONDITIONAL** ownership of the property to a private enterprise if possible?

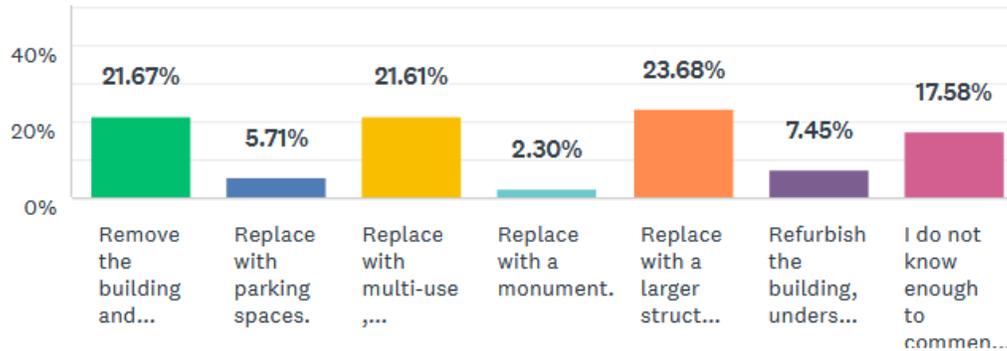
- Answered: 1,785
- Skipped: 116



ANSWER CHOICES	RESPONSES	
▼ Yes	37.59%	671
▼ No	26.55%	474
▼ I'm not sure / I need more information	35.85%	640
TOTAL		1,785

Q21 – Part 2

If the Town retains the property, how do you want your tax dollars spent on the future use or this property? Select ONE of the choices below that best represents your opinion.



ANSWER CHOICES	RESPONSES
▼ Remove the building and stabilize the land; fill in with grass, shrubs, trees (least cost).	21.67% 387
▼ Replace with parking spaces.	5.71% 102
▼ Replace with multi-use, park-like, benches, small plaza with no building structure.	21.61% 386
▼ Replace with a monument.	2.30% 41
▼ Replace with a larger structure as recommended by the consultant with the benefits noted in the description. Since it is set back, no Main Street closures would be required (most expensive option).	23.68% 423
▼ Refurbish the building, understanding the high cost and limited uses (e.g., bathrooms; elevator for mobility impaired).	7.45% 133
▼ I do not know enough to comment. I look forward to the public hearing should this move forward.	17.58% 314
TOTAL	1,786

Discussion:

Survey respondents indicated their openness to selling or giving conditional ownership of the Flat Iron Building property to a private enterprise (38% *yes*; 26% *no*). At the same time, 36% of survey respondents selected *I'm Not Sure/I Need More Information*. This suggests that additional communication and information sharing on this topic may be needed to better educate citizens on benefits and drawbacks of this option.

Survey respondents selected three choices approximately equally at roughly 22% each as to how they wanted their tax dollars spent in the future use of the Flat Iron Building property: *Remove the Building and Stabilize the Land*; *Replace with a Multi-Use Park-Like Setting with Benches/Plaza*; and *Replace with a Larger Structure as Recommended by the Consultant*.

Reviewing each available choice separately, *Replace with a Larger Structure as Recommended by the Consultant* was ranked marginally higher (423 times, or 24%) by Survey respondents.

The other remaining available choices (*Replace with Parking Spaces; Replace with a Monument; Refurbish the Building*) were each selected 7% or less by Survey respondents.

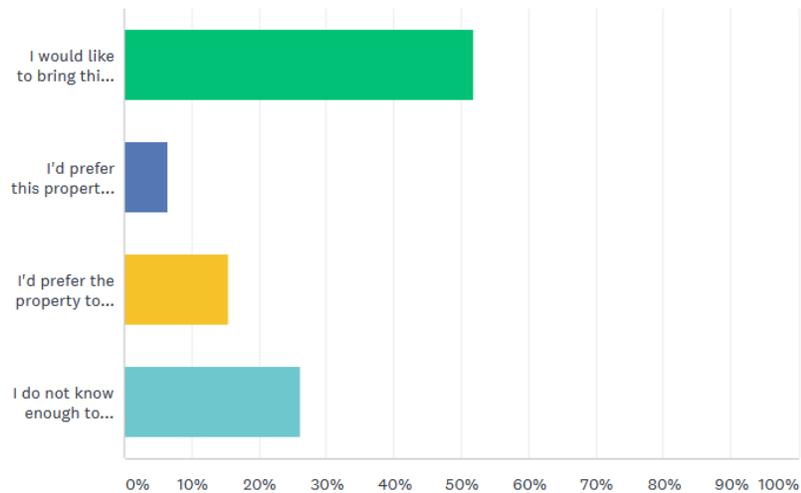
Seventeen percent of Survey respondents selected the option, *I Do Not Know Enough to Comment/I Look Forward to the Public Hearing Should this Move Forward*.

Q22

This question is about the Harrison Leishear Property. Select ONE of the choices below that best represents your opinion.

- Answered: 1,799
- Skipped: 102

Answered: 1,799 Skipped: 102



ANSWER CHOICES	RESPONSES
▼ I would like to bring this into town with the pros as noted.	51.86% 933
▼ I'd prefer this property be developed under county control.	6.39% 115
▼ I'd prefer the property to remain as is and do not believe it will develop in the county.	15.56% 280
▼ I do not know enough to comment. I look forward to the public hearings should this move forward.	26.18% 471
TOTAL	1,799

Discussion:

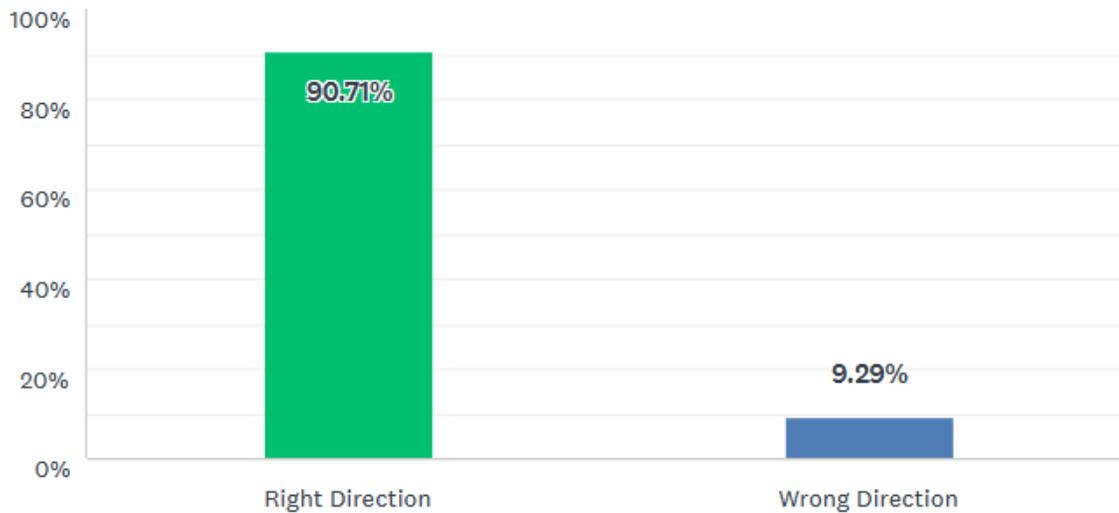
Fifty-two percent of Survey respondents favored *bringing the Harrison Leishear Property into the Town with the pros as noted*, while only 6% favored the *property being developed under county control*.

It is noteworthy that 26% of Survey respondents selected the choice, *I Do Not Know Enough to Comment. I Look Forward to the Public Hearings Should this Move Forward*. This suggests that additional communication and information exchange with citizens may be needed regarding the benefits and drawbacks of each of the options being considered for this property by the Town.

Q23

In summary, would you say the Town of Mount Airy is headed in the right direction or the wrong direction? Select the choice that best represents your opinion.

- Answered: 1,582
- Skipped: 319



ANSWER CHOICES	RESPONSES	
▼ Right Direction	90.71%	1,435
▼ Wrong Direction	9.29%	147
TOTAL		1,582

Discussion:

Survey respondents expressed a very clear view (91%) that in their opinion the Town of Mount Airy was headed in the *Right Direction*. Only 9% selected *Wrong Direction*.

An initial analysis indicates that, of those respondents who selected *Wrong Direction*, a higher percentage (13%) of them were from Main Street.

In addition, an initial “within location” analysis was done to examine the number of Survey respondents from an individual location who selected *Wrong Direction* relative to the total number of surveys received from that individual location. This analysis found that the locations of Main Street (19%), Park Avenue (20%), and Mount Airy East (21%) each had a relatively higher percentage of Survey respondents that selected *Wrong Direction* compared to results for other individual locations.

It is noteworthy that within the full set of written comments, some Survey respondents indicated that they had trouble deciding if the Town was headed in the right or wrong direction, and as such did not directly answer this question.

Q24

Written comments were provided by Survey respondents in 933 (49%) of surveys received. Refer to the APPENDICES section of this Report for a compilation of all written comments. The following graphic and table provide a flavor of the topics on which Survey respondents most frequently voiced their opinions.

A Word Cloud of all written comments is shown below. A word cloud uses both color and size to indicate the number of times a word or phrase was mentioned.

time sidewalks really happen concerned cars work additional add light come
us small town feel apartments restaurants turn one
affordable housing live feel Flat Iron building improve love allow
road especially Thank seems Main Street bring use believe
think way make help people keep business street
better shops parking love see area schools see
look need survey town great Mt Airy well
building something traffic housing downtown
large community options also family want things
many question will now going put much safe Main St
property etc support growth new Please speed change provide
development plans moved drive Mount Airy grow
neighborhood become develop places lot county residents take know
nice

In addition, the table below presents the results of a customized word search we performed on key words and phrases, noting the number of written comments containing each word or phrase.

Results of Customized Word Search on Key Words and Phrases	
Key Word or Phrase	Number of Written Comments Containing This Word or Phrase
Development	140
Housing	108
Affordable Housing	35
Residential	34
Businesses	123
Growth	88
Downtown	122
Blight	7
Bank / Old Bank Building	123
Community Center	20
Vacant	30
Main Street	87
Flat Iron	77
Harrison Leishear	24
Center Street	26
Traffic	170
Mayor	25
Town Council	19
Safety	39
Crime	46
Drugs	35
Police	87
Caboose / Train / Museum	40
Would Like	96
Don't (as in Don't Like or Don't Do)	168
Lack Of	21
Love (as in We Love or Would Love to See)	139

RECOMMENDATIONS

Task Force recommendations are provided below and are guided by the following principles: (1) Town of Mount Airy citizens are the most important stakeholders in shaping the future of our community; and (2) transparency of process and results.

The Task Force makes the following recommendations on opportunities for stakeholder outreach to communicate, receive feedback, and foster Town action on Survey results.

This Survey Report should be made publicly available to the citizens of Mount Airy. Posting the Report on the Town Web Site can accomplish this. A brochure, “tri-fold,” or other brief hard copy format that presents a summary of Survey results and how to learn more/provide feedback should be developed and made available to the public. As an example, the Town distributed a large laminated card providing key information on COVID-19 to the citizens of Mount Airy at the peak of the pandemic in Spring 2020. A similar approach could be taken here.

Survey results should be presented to Town officials in settings open to the public. This includes presentations to the Town Council and associated Town Commissions as appropriate. Information exchanges with stakeholder and community groups should also be considered where there is interest.

The Task Force makes the following recommendations on opportunities for gaining further insights on Survey results.

The Task Force recommends that additional analysis be performed to go beyond the summary results and initial analysis presented in this the Summary Report. This can be done utilizing the Survey Monkey software and Excel database of Survey results. Benefits realized through application of additional analytical lenses would include a deeper understanding of all written comments and results by location and other demographic information, and a series of tailored thematic or topic-specific profiles or dashboards (e.g., growth and development; safety). Using safety as an example, a safety dashboard would present focused findings on the analysis of all safety-specific survey questions and associated written comments, and associated demographic information in a holistic manner.

The Town should take advantage of the user license it has purchased for the Survey Monkey software that was applied in compiling the Survey results. Survey Monkey could be used to conduct future surveys online on topics that arise in the coming year. The 2020 Community Survey should be used as the template for future Mount Airy growth and development surveys. Doing so would provide efficiencies in effort and cost, and allow for a direct comparison to 2020 Survey results. Additionally, future surveys should be conducted primarily online employing Survey Monkey or an equivalent online software tool.

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APPENDICES

Appendix A presents all written comments associated with Survey respondents who indicated for Q23 that the Town of Mount Airy is going in the *Wrong Direction*.

Appendix B presents all written comments associated with Survey respondents who indicated for Q23 that the Town of Mount Airy is going in the *Right Direction*.