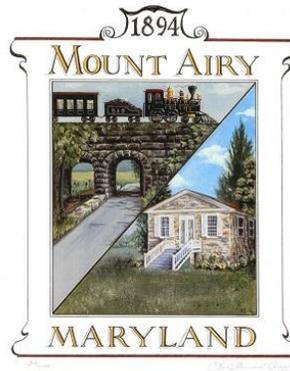


Growth and Development Task Force



Town of Mount Airy 2020 Community Survey

Quality of Life

Issues &
Needs

Growth &
Development

Safety

Town Services
& Gov't.

Presentation to Mount Airy Planning Commission
January 25, 2021

Presented by:
Stephen L. Domotor

Presentation Objectives

- Review selected key Survey results of likely interest to Planning Commission.
- Highlight results of additional analysis completed since Survey Report – also in response to Town Council member comments of November 2, 2020.
- ***To Give You Food for Thought:***
 - ✓ Survey is more than just a “one-off” product but rather a living resource.
 - ✓ Survey results and the analysis of those results through different analytical lenses can help us understand what is behind the positive, as well as negative, views of the Town...and take actions for improvement.
 - ✓ Reinforce the guiding principle that our citizen’s views should drive decision making.
- ***Value Proposition:***

Organizational Culture: Greater utilization of Survey data and other Town information in a macro, holistic manner can achieve more informed decision making and improve Town processes, services, and outcomes.

Views on Mount Airy Quality of Life & Attributes

- Ninety-Nine percent viewed overall quality of life in Mount Airy as *Good, Very Good, or Excellent*.
- Respondents expressed a strong sentiment for Mount Airy's small town environment (ranked #1), and value the importance of safety (ranked #2).

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

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

Top Mount Airy Issues and Needs

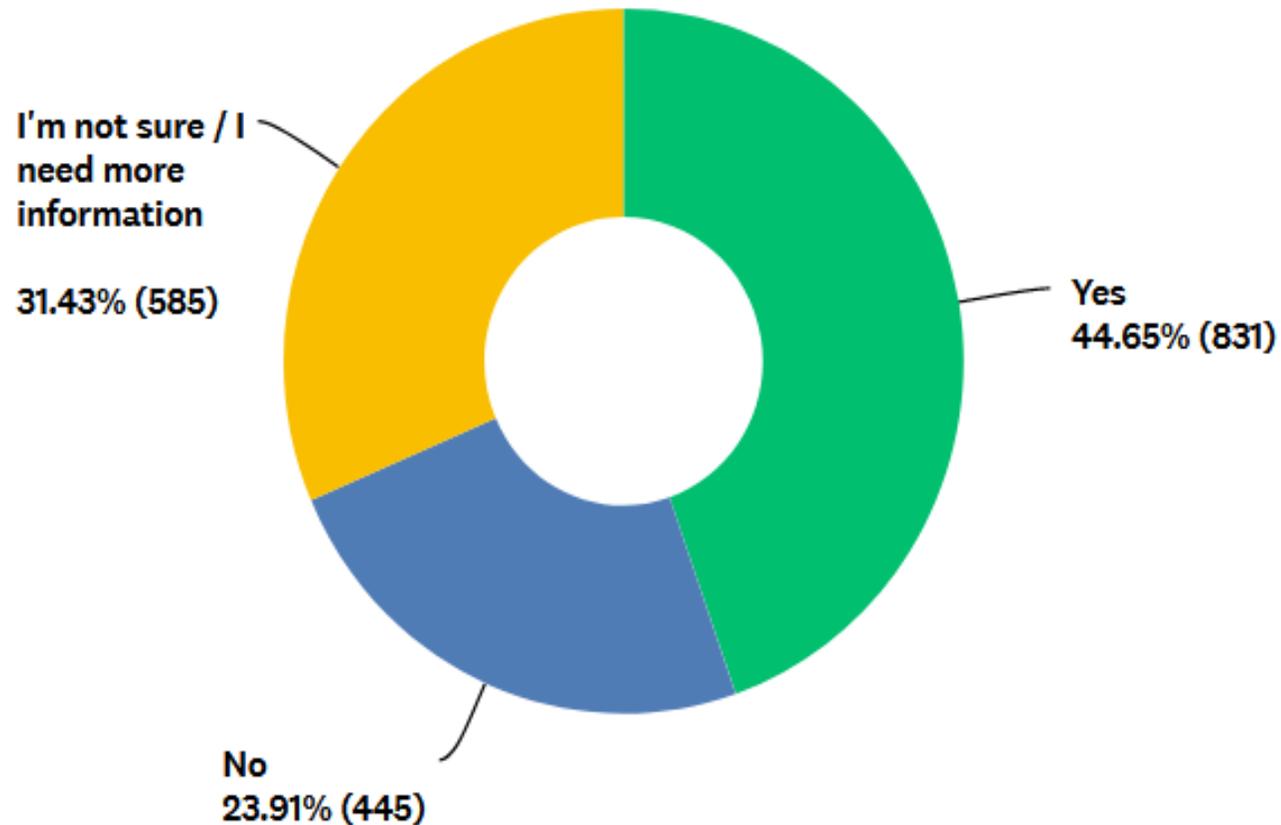
Issue or Need	Degree of Need
Lack of commercial growth & improvements in downtown district	#1 Major concern / urgent action needed
Traffic safety on Main Street	#2 Major concern / urgent action needed
Vandalism of personal property / crime / drugs	#1 Needs improvement / some action needed
Overall strength of Mount Airy's commercial district economy	#2 Needs improvement / some action needed
Lack of affordable housing	#1 Not an issue / no action needed
Existing level and pace of residential growth	#2 Not an issue / no action needed

Commercial Business Growth Preferences

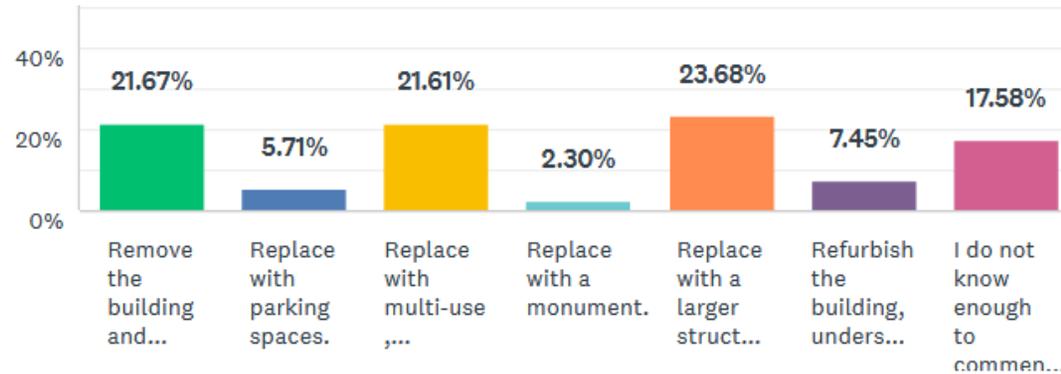
	1	2	3	TOTAL
▼ Concentrate in Existing Commercial Areas	76.10% 1,216	21.09% 337	2.82% 45	1,598
▼ Identify New Areas	22.26% 295	51.47% 682	26.26% 348	1,325
▼ No Additional Businesses Needed	20.18% 253	21.93% 275	57.89% 726	1,254

- A preference to concentrate growth in existing commercial areas. In a separate question, respondents selected **small retail stores** and **restaurants** as their top two choices for the most desired types of businesses needed. Hotels received the least amount of interest.
- Many written comments concerning lack of improvements in the downtown area, the old Bank Building, and frustration with slow pace of action in these areas.

The Connection of Center Street Enabling Direct Passage from Route 27 to Main Street



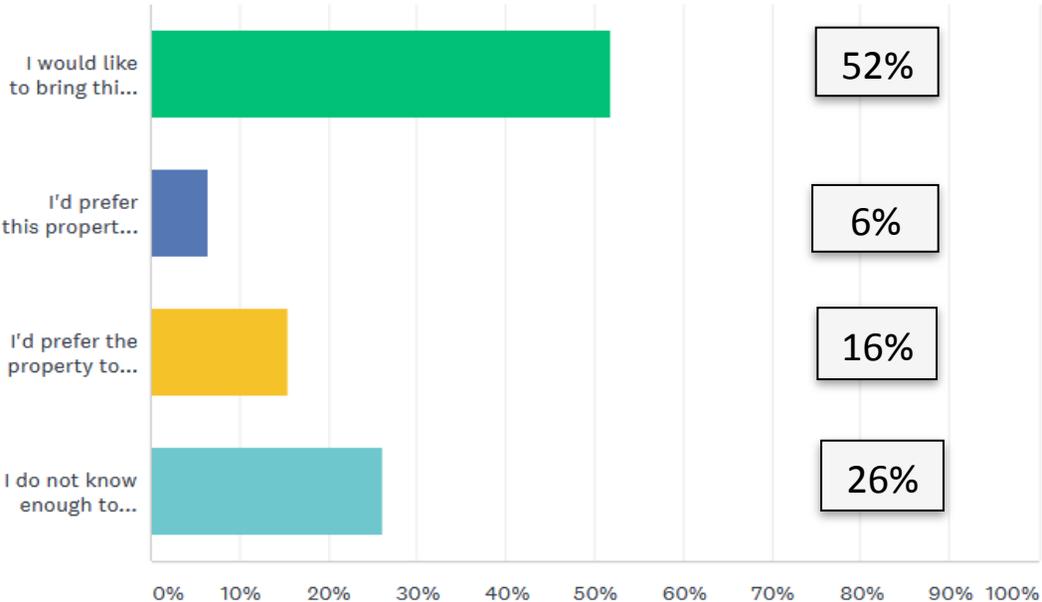
How Do You Want Your Tax Dollars Spent on the Future Use of the Flat Iron Building Property?



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

Opinions on the Harrison-Leishear Property

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

Views on Need for Affordable Housing

	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

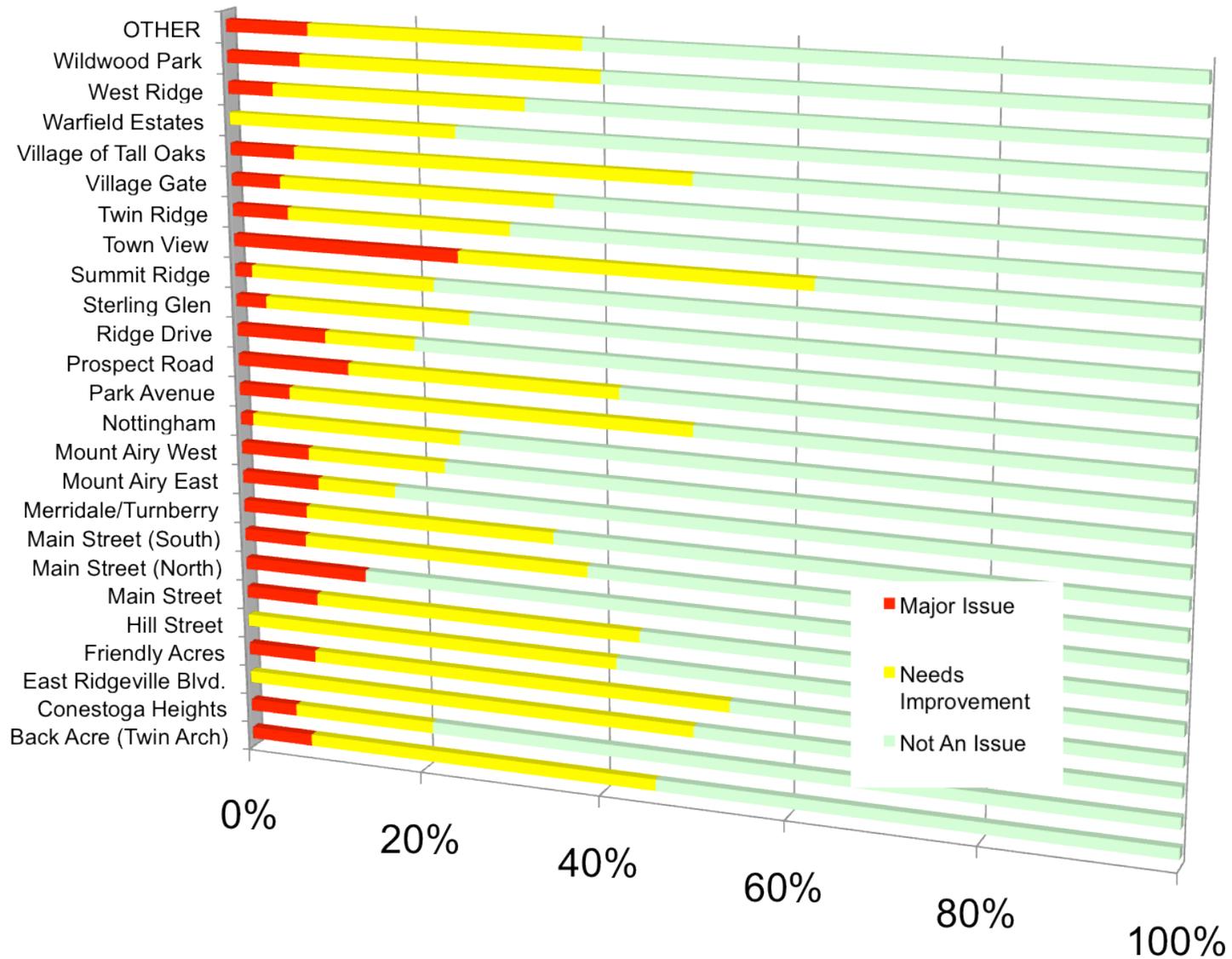
- Responses in rank order were: (1) no additional affordable housing needed, (2) single family homes, (3) townhouses, (4) condominiums, (5) apartments.
- Of those who selected no additional affordable housing needed, they did so strongly, ranking it #1 88% of the time.
- Reinforced by earlier questions indicating lack of affordable housing, and existing pace of residential growth were the top two choices NOT being an issue or needing any action.

Views on Need for Affordable Housing: Summary of Results from 2007 & 2020 Surveys

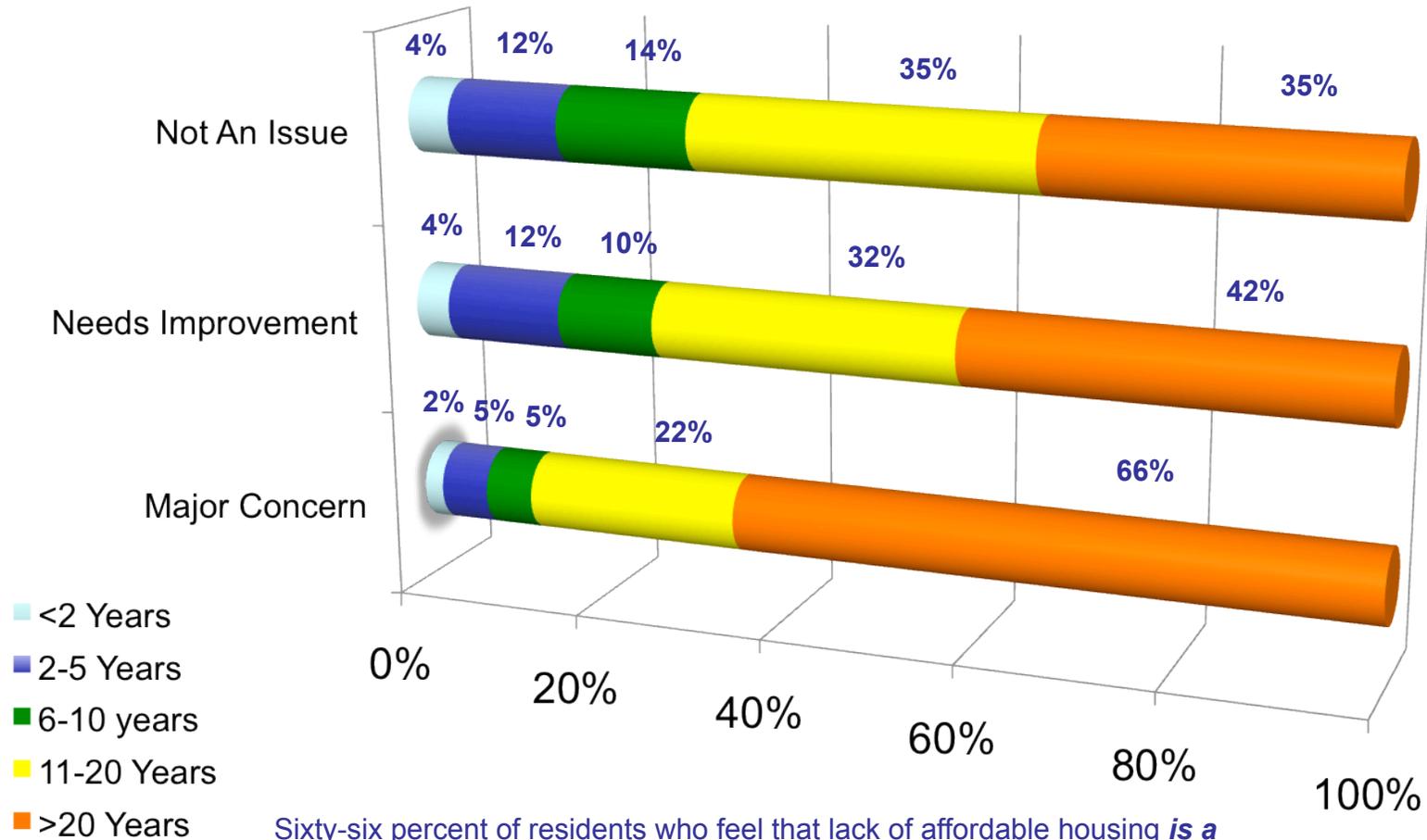
Affordable Housing Option	Relative Ranking	
	2007 Survey	2020 Survey
No Additional Affordable Housing Needed	1	1
Moderately Priced Homes	2	Option not in 2020
Single Family Homes	Option not in 2007	2
Lower Priced Housing Interspersed with Higher Cost Housing	3	Option not in 2020
Townhouses	4 tie	3
Condominiums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

These results, and related results on affordable housing and residential growth, should prove useful for informing the updating of the Town's Master Planning Documents guiding growth and development.

Lack of Affordable Housing: By Location



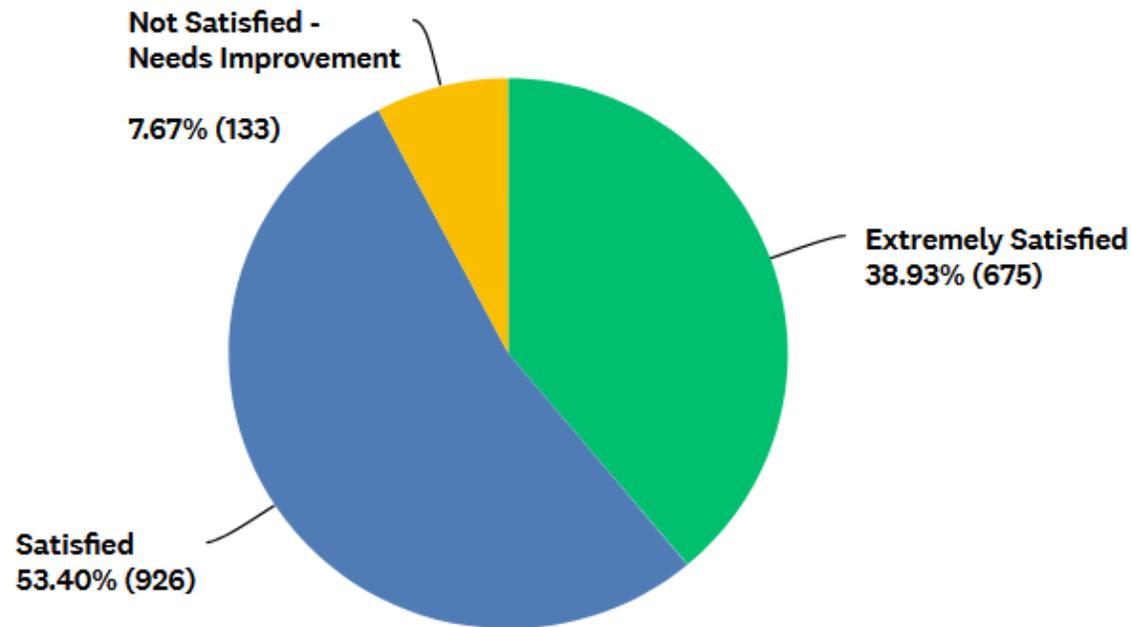
Lack of Affordable Housing: By Length of Time Living in Mount Airy



Sixty-six percent of residents who feel that lack of affordable housing *is a major concern* have lived in Mount Airy >20 years.

Conversely, only thirty-five percent of residents who feel that lack of affordable housing is *not an issue* have lived in Mount Airy >20 years.

Top Safety Concerns & Police Performance



- Very positive (92%) overall level of satisfaction. Eight percent *Not Satisfied*.
- Of those who selected *Not Satisfied*, a higher percentage (16%) of them were from the Twin Ridge neighborhood.

Top Safety Concerns & Police Performance (cont'd)

- Survey 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 (e.g., theft; burglary and assault; traffic safety).
- Traffic safety was a frequent concern.
- Respondents expressed a clear choice for **neighborhood watch information/assistance** (ranked #1), and **crime prevention strategies** (ranked #2) as being the most beneficial services that could be offered to citizens by the Mount Airy Police Department's (MAPD) Community Services Unit.
- There was a noticeable theme regarding safety, MAPD in written comments; further review & analysis of these and all safety-related questions in a holistic manner may yield additional insights.

Additional Analysis: A Deeper Dive into Safety Concerns

Drug Violations/Activity.

- As noted earlier, Drugs was ranked by Survey respondents as being their most serious (#1) safety concern. Of those who identified Drugs as their #1 safety concern in Mount Airy, the highest percentage (20%) of them were from Nottingham.
- Analysis “within location” indicated that Nottingham residents identified Drugs as their most serious (#1) safety concern, ranking it #1 forty-one percent of the time. For context, there were 10 other locations that ranked Drugs as their #1 safety concern more than 40% of the time.

Burglary/Assault & Theft/Fraud.

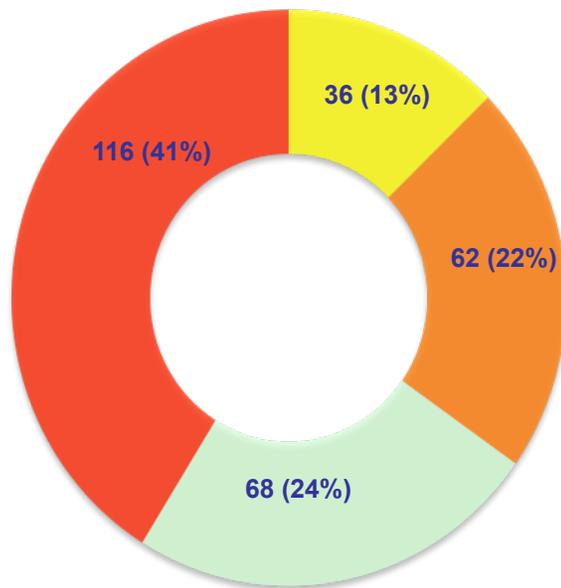
- Of those Survey respondents who ranked Burglary/Assault or Theft/Fraud as their #1 safety concern in Mount Airy, the highest percentages of them (18 and 25%, respectively) were from Twin Ridge.
- When looking at the most important (#1 ranked) safety concern by location, there was a notable trend of Burglary and Theft safety concerns for Twin Ridge relative to other locations.
- Theft and Burglary were generally the least concerning safety issues for all other locations. Conversely, in Twin Ridge they were ranked as the most serious safety concerns. Burglary and Theft safety issues represent 61% of Twin Ridge’s most serious (#1 ranked) safety concerns.
- This trend may be a contributing factor to the earlier finding that of Survey respondents who selected *Not Satisfied – Needs Improvement* regarding satisfaction with Police services and response, a higher percentage (16%) of them were from the Twin Ridge neighborhood.

Traffic Safety. Not yet analyzed; to be done.

Additional Analysis: #1 Ranked Safety Concerns by Location

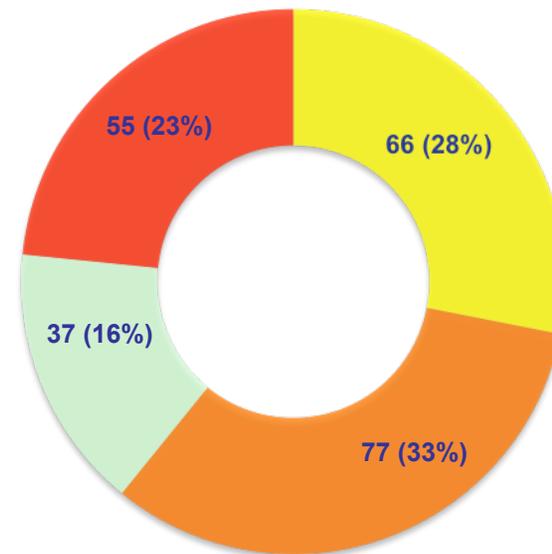
- The four categories of safety concerns were analyzed within each of the 25 locations. These two examples highlight safety concern findings presented in the previous slide.

Nottingham



Drugs make up 41% of Nottingham's #1 ranked Safety Concerns.

Twin Ridge



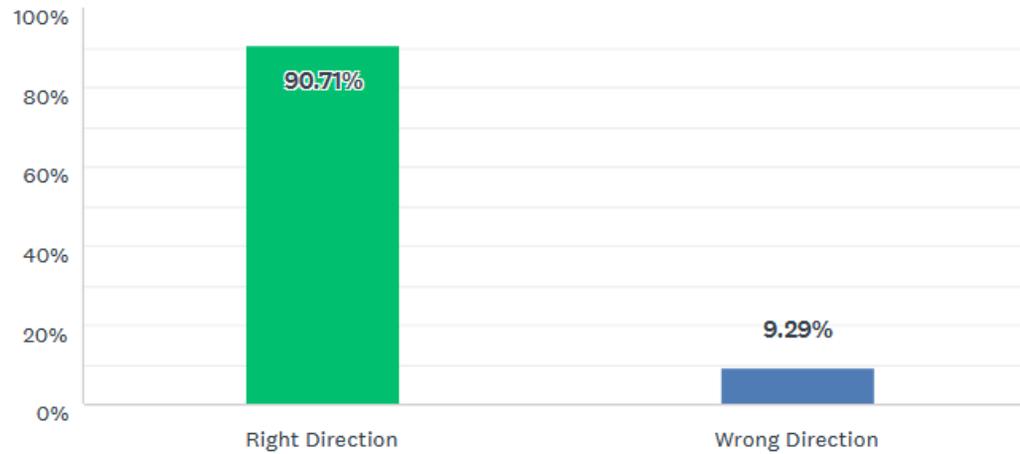
Theft/Fraud & Burglary/Assault together make up 61% of Twin Ridge's #1 ranked Safety Concerns.

- Theft/Fraud
- Burglary/Assault
- Traffic Safety
- Drug Violations/Activity

Initial Thoughts on Actionable Steps Relative to Top Safety Concerns

- The Town could analyze MAPD's data on service calls, patrol records, and crime events, by location, and using the location groupings in the Town Survey. This would provide insights on alignment among Survey views and actual crime reports/events. If not already practiced, report-outs to Town Council on MAPD crime statistics by location may be informative.
- **Theft and Burglary.** Given that these are the #1 safety concerns mainly in the Twin Ridge neighborhood, efforts could be made to improve MAPD outreach and service patrols, and offer targeted information on neighborhood watch information and crime prevention strategies specific to theft and burglary for this neighborhood. These actions are measurable.
- **Drug Violations/Activity.** Given that this is the #1 safety concern indicated by the Survey, an understanding of drug-related service calls and crime events, and their trends monthly and year over year, would provide insights relative to Town-wide and location-specific Survey results. Outreach in Town or neighborhood-specific forums on this issue may prove helpful. Further analysis of Survey and other outside information may yield more insights.
- **Traffic Safety.** Not yet analyzed; to be done.

In Closing: Respondents Expressed A Clear View (91%) that Mount Airy is Headed in the Right Direction



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

- 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 review of written comments of respondents who selected wrong direction may provide additional insights.