2017 Crozet Community Survey

Presented by Shawn Bird and Tom Guterbock
Survey Committee

- Tim Tolson, CCA President
- Tom Loach, CCAC member
- Mike Marshall, editor of the Crozet Gazette
- Jennie More, Planning Commission representative
- Tom Guterbock, Director of UVA's Center for Survey Research (CSR)
- Shawn Bird, CCAC member

- We’d also like to thank UVA CSR for technical assistance on sampling and data processing
Scope:
• Areas in and around Crozet
• 2/3rds inside (green), 1/3rds outside (yellow)
• “Inside” area roughly corresponds to the designated growth area for Crozet
How the survey was conducted

Two samples:

- **Scientific**: representative, mail-out, reminders (N=701)
- **Volunteer**: opt-in, various ways to participate (N=592)

The two produced quite similar results, but differed more on make-up of participants.

For this reason, we will concentrate on the scientific sample, which carries about a ±4% margin of error.

Field dates: June-August 2017
Q: What is your gender?

All numbers are percents

Female: 55
Male: 45
Q: How long have you lived in the Crozet area?

All numbers are percents

- All my life: 3
- 21+ years: 17
- 11-20 years: 26
- 6-10 years: 22
- 3-5 years: 17
- 0-2 years: 16
Q: Do you live within the Crozet growth area (Crozet development area)?

All numbers are percents

Yes: 69
No: 31
Q: Do you have children in the local public schools?

All numbers are percents

Yes: 35
No: 65
Q: How closely do you follow local civic and growth/development issues in Crozet?

All numbers are percents

<table>
<thead>
<tr>
<th></th>
<th>Very closely</th>
<th>Somewhat closely</th>
<th>Not very closely</th>
<th>Not closely at all</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Count (%)</strong></td>
<td>19</td>
<td>56</td>
<td>22</td>
<td>3</td>
</tr>
</tbody>
</table>
Q: Do you participate regularly in any local community or civic organizations?

All numbers are percents

<table>
<thead>
<tr>
<th></th>
<th>Yes</th>
<th>I participate, but not regularly</th>
<th>No</th>
<th>DK</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>29</td>
<td>51</td>
<td>19</td>
<td>1</td>
</tr>
</tbody>
</table>

29% said yes, 51% said I participate, but not regularly, 19% said no, and 1% said DK.
Q: Were you involved in public participation for the Crozet Master Plan in either 2004 or 2010? For example, going to a meeting, taking the 2009 survey, or talking to elected officials?

All numbers are percents

<table>
<thead>
<tr>
<th></th>
<th>Yes</th>
<th>No</th>
<th>Did not live here then</th>
<th>DK</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>15</td>
<td>54</td>
<td>27</td>
<td>3</td>
</tr>
</tbody>
</table>
Q: Crozet has often been said to have a “small town feel.” How important is each of the following to you?

<table>
<thead>
<tr>
<th>All numbers are percents</th>
<th>Very important</th>
<th>Somewhat important</th>
<th>Not very important</th>
<th>Not important at all</th>
</tr>
</thead>
<tbody>
<tr>
<td>Safety/Low crime</td>
<td>88</td>
<td>11</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>Plentiful open/green space</td>
<td>68</td>
<td>27</td>
<td>41</td>
<td></td>
</tr>
<tr>
<td>Park and recreation spaces</td>
<td>67</td>
<td>26</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>A vibrant library</td>
<td>63</td>
<td>27</td>
<td>8</td>
<td></td>
</tr>
<tr>
<td>A vibrant downtown</td>
<td>52</td>
<td>37</td>
<td>8</td>
<td></td>
</tr>
<tr>
<td>Tree-lined streets</td>
<td>47</td>
<td>40</td>
<td>11</td>
<td></td>
</tr>
<tr>
<td>Mix use in downtown</td>
<td>49</td>
<td>35</td>
<td>13</td>
<td></td>
</tr>
<tr>
<td>Ease of getting around by car</td>
<td>39</td>
<td>44</td>
<td>12</td>
<td></td>
</tr>
<tr>
<td>Convenience to shopping/retail</td>
<td>34</td>
<td>48</td>
<td>13</td>
<td></td>
</tr>
<tr>
<td>Limiting new residential dev't</td>
<td>49</td>
<td>33</td>
<td>13</td>
<td></td>
</tr>
<tr>
<td>Many community events</td>
<td>24</td>
<td>56</td>
<td>18</td>
<td></td>
</tr>
<tr>
<td>Ability to work in Crozet</td>
<td>11</td>
<td>26</td>
<td>37</td>
<td></td>
</tr>
</tbody>
</table>

2017 Crozet Community Survey
Q: There are many reasons why someone lives in Crozet. For each possible reason listed below, please rate how important it is for you.

All numbers are percents

<table>
<thead>
<tr>
<th>Reason</th>
<th>Very important</th>
<th>Somewhat important</th>
<th>Not very important</th>
<th>Not important at all</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall quality of life</td>
<td>91</td>
<td>88</td>
<td>10</td>
<td>0</td>
</tr>
<tr>
<td>Safety of the area</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Physical beauty of the area</td>
<td>80</td>
<td>18</td>
<td></td>
<td>1</td>
</tr>
<tr>
<td>Thoughtful town planning</td>
<td>72</td>
<td>23</td>
<td>17</td>
<td>5</td>
</tr>
<tr>
<td>Quality of the schools</td>
<td>74</td>
<td>17</td>
<td></td>
<td>5</td>
</tr>
<tr>
<td>Ease of getting around in car</td>
<td>39</td>
<td>44</td>
<td>12</td>
<td>5</td>
</tr>
<tr>
<td>Availability of farmland/land</td>
<td>42</td>
<td>36</td>
<td>19</td>
<td>3</td>
</tr>
<tr>
<td>Availability of culture and arts</td>
<td>26</td>
<td>51</td>
<td>18</td>
<td>4</td>
</tr>
<tr>
<td>Friends/family in area</td>
<td>41</td>
<td>35</td>
<td>14</td>
<td>11</td>
</tr>
<tr>
<td>Convenience of your commute</td>
<td>35</td>
<td>37</td>
<td>13</td>
<td>15</td>
</tr>
<tr>
<td>For a job in the area</td>
<td>30</td>
<td>30</td>
<td>22</td>
<td>19</td>
</tr>
<tr>
<td>Area’s tax rates</td>
<td>25</td>
<td>33</td>
<td>22</td>
<td>20</td>
</tr>
<tr>
<td>Retirement</td>
<td>26</td>
<td>28</td>
<td>6</td>
<td>30</td>
</tr>
<tr>
<td>Grew up in area</td>
<td>11</td>
<td>9</td>
<td>16</td>
<td>64</td>
</tr>
</tbody>
</table>
Q: Please indicate how much you feel each phrase describes Crozet using a 1 to 5 scale, where 5 means it very much describes Crozet, while 1 means it does not much at all.

All numbers are mean scores

- Mountain views: 4.6
- Good schools: 4.3
- Family-friendly: 4.2
- Community-minded: 4.0
- Breweries: 4.0
- Wineries: 3.9
- Rich history: 3.9
- Locally-owned restaurants: 3.8
- Locally-owed businesses: 3.8
- Rural area: 3.8
- Parks and green space: 3.5
- Local recreation: 3.4
- Active railroad: 3.3
- Agriculture/gardens: 3.3
- Local arts/culture: 3.1
- Walkability: 3.0
- Bike-friendly: 2.8
Q: There is no part of the Master Plan that cannot be changed. Below are some issues the Crozet Master Plan addresses. For each, please indicate how important each is to you.

<table>
<thead>
<tr>
<th>All numbers are percents</th>
<th>Very important</th>
<th>Somewhat important</th>
<th>Not very important</th>
<th>Not important at all</th>
</tr>
</thead>
<tbody>
<tr>
<td>Supporting existing local businesses</td>
<td>74</td>
<td>24</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Ensuring downtown Crozet is a quality commercial center w/ diversity</td>
<td>52</td>
<td>38</td>
<td>8 2</td>
<td></td>
</tr>
<tr>
<td>Increasing amount and ease of parking in downtown</td>
<td>44</td>
<td>42</td>
<td>13</td>
<td></td>
</tr>
<tr>
<td>Creating local recycling center</td>
<td>19</td>
<td>34</td>
<td>34 13</td>
<td></td>
</tr>
<tr>
<td>Increasing commercial development along Route 250</td>
<td>11</td>
<td>22</td>
<td>36 31</td>
<td></td>
</tr>
</tbody>
</table>
Q: Below is a list of growth issues facing Crozet. Please indicate how important each one is to you.

All numbers are percents

- Protecting the water supply: 86% Very important, 12% Somewhat important, 1% Not very important, 1% Not important at all
- Protecting/buffering neighborhoods against dev't: 61% Very important, 28% Somewhat important, 9% Not very important, 2% Not important at all
- Limiting new residential dev't: 49% Very important, 35% Somewhat important, 13% Not very important, 2% Not important at all
- Increasing availability of affordable housing: 23% Very important, 40% Somewhat important, 21% Not very important, 17% Not important at all
- Increasing the availability of jobs in Crozet: 15% Very important, 43% Somewhat important, 31% Not very important, 12% Not important at all
Q: Do you favor or oppose having the Crozet Master Plan’s current development area boundaries expanded, thereby creating more and new areas available for residential and/or commercial development?

All numbers are percents

- In Favor: 27
  - Somewhat: 20
  - Strongly: 7

- Opposed: 73
  - 29
  - 44
Q: Do you favor or oppose having the Crozet Master Plan’s current development area boundaries expanded, thereby creating more and new areas available for residential and/or commercial development?

All numbers are percents

10+ years
- In Favor: 19
- Opposed: 81

0-10 years
- In Favor: 32
- Opposed: 68
Q: Do you favor or oppose a main principle of the Crozet Master Plan that the downtown area should be the social and business center of Crozet?

All numbers are percents

- **In Favor**
  - Strongly: 60
  - Somewhat: 34
  - Total: 94

- **Opposed**: 6
Q: Do you favor or oppose the principle that the downtown Crozet area should be the top priority for new mixed commercial/residential development?

All numbers are percents

- **In Favor**
  - Strongly: 35
  - Somewhat: 45

- **Opposed**
  - 20

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Q: The Crozet Master Plan states that Route 250 from Fox Chase to Pro Re Nata should stay as it is—that is, largely protected from more residential and commercial development. Some people say the Master plan should be changed to allow for more residential and commercial development. Which of the two statements is closer to your own view?

All numbers are percents

- Allow for more development: 31%
- Protect from more development: 69%
Q: The Crozet Master Plan states that Route 250 from Fox Chase to Pro Re Nata should stay as it is—that is, largely protected from more residential and commercial development. Some people say the Master plan should be changed to allow for more residential and commercial development. Which of the two statements is closer to your own view?

All numbers are percents
Q: Do you favor or oppose additional commercial and residential development along Route 250?

All numbers are percents

- In Favor:
  - Somewhat: 28
  - Strongly: 9

- Opposed:
  - 30
  - 33

63
Q: Do you favor or oppose additional commercial and residential development along Route 250?

All numbers are percents

- In Favor: 30% (10+ years), 42% (0-10 years)
- Opposed: 70% (10+ years), 58% (0-10 years)
Q: Do you favor or oppose commercial or industrial development near the Route 250 and I-64 interchange?

All numbers are percents

- In Favor
  - Somewhat: 39
  - Strongly: 16
  - Total: 55

- Opposed
  - Strongly: 26
  - Somewhat: 19
  - Total: 45
Q: Do you favor or oppose commercial or industrial development near the Route 250 and I-64 interchange?

All numbers are percents

In Favor | Opposed
---|---
49 | 51

10+ years

In Favor | Opposed
---|---
60 | 40

0-10 years
Comparing four groups of Crozet residents

- Expanding growth area
- Allow for more dev’t on main 250 stretch
- Additional dev’t on 250
- Dev’t at Interchange

Percent in favor

- Longer, Outside
- Longer, Inside
- Newer, Outside
- Newer, Inside
Q: Now thinking about the types of stores and services that may come to Downtown Crozet in the future, please indicate how important each is to you?

All numbers are percents

<table>
<thead>
<tr>
<th>Service Type</th>
<th>Very Important</th>
<th>Somewhat Important</th>
<th>Not Very Important</th>
<th>Not Important at All</th>
</tr>
</thead>
<tbody>
<tr>
<td>More restaurants and bars</td>
<td>31</td>
<td>43</td>
<td>17</td>
<td>9</td>
</tr>
<tr>
<td>More retail stores</td>
<td>21</td>
<td>46</td>
<td>23</td>
<td>10</td>
</tr>
<tr>
<td>More professional services</td>
<td>12</td>
<td>49</td>
<td>27</td>
<td>11</td>
</tr>
<tr>
<td>More employers offering professional/technical jobs</td>
<td>16</td>
<td>45</td>
<td>25</td>
<td>15</td>
</tr>
<tr>
<td>More lodging/hotel</td>
<td>15</td>
<td>28</td>
<td>30</td>
<td>27</td>
</tr>
</tbody>
</table>
Q: Please indicate how important it is that new jobs in each of the following industries come to the Crozet area?

All numbers are percents

<table>
<thead>
<tr>
<th>Industry</th>
<th>Very important</th>
<th>Somewhat important</th>
<th>Not very important</th>
<th>Not important at all</th>
</tr>
</thead>
<tbody>
<tr>
<td>Office/Professional</td>
<td>17</td>
<td>46</td>
<td>27</td>
<td>11</td>
</tr>
<tr>
<td>Retail</td>
<td>16</td>
<td>47</td>
<td>25</td>
<td>11</td>
</tr>
<tr>
<td>High tech</td>
<td>22</td>
<td>40</td>
<td>22</td>
<td>16</td>
</tr>
<tr>
<td>Manufacturing/Light industrial</td>
<td>14</td>
<td>35</td>
<td>30</td>
<td>21</td>
</tr>
</tbody>
</table>
Q: Below is a list of possible transportation needs facing Crozet. Please indicate how important each one is to you.

All numbers are percents

- Increasing pedestrian safety: 62% very important, 31% somewhat important, 5% not very important, 2% not important at all
- Greater motorist safety/traffic management: 53% very important, 38% somewhat important, 7% not very important, 2% not important at all
- Emphasizing walking as an alternative: 60% very important, 27% somewhat important, 10% not very important, 4% not important at all
- Emphasizing biking as an alternative: 48% very important, 28% somewhat important, 16% not very important, 9% not important at all
- Connecting streets between neighborhoods: 41% very important, 29% somewhat important, 22% not very important, 9% not important at all
- Increasing commuter bus and/or van options: 24% very important, 36% somewhat important, 24% not very important, 16% not important at all
Q: Below is a list of recreational opportunities that could be created or enhanced in Crozet. For each, please indicate how important it is to you.

All numbers are percents

- **Greenways and walking trails**: 67% very important, 26% somewhat important, 5% not very important, 2% not important at all
- **Natural areas and open spaces**: 65% very important, 28% somewhat important, 5% not very important, 2% not important at all
- **Park space for organized youth sports**: 45% very important, 36% somewhat important, 14% not very important, 5% not important at all
- **Outdoor event and performance space**: 35% very important, 43% somewhat important, 18% not very important, 4% not important at all
- **The county park at Old Trail (Western Park)**: 33% very important, 39% somewhat important, 19% not very important, 9% not important at all
Q: Below is a list of education issues in Crozet. Please indicate how important each is to you.

All numbers are percents

**Increasing local school capacity**
- Very important: 34%
- Somewhat important: 34%
- Not very important: 20%
- Not important at all: 12%

**Managing local school capacity**
- Very important: 24%
- Somewhat important: 37%
- Not very important: 25%
- Not important at all: 15%