



# 2017 Crozet Community Survey

Presented by Shawn Bird and Tom Guterbock

## *Survey Committee*

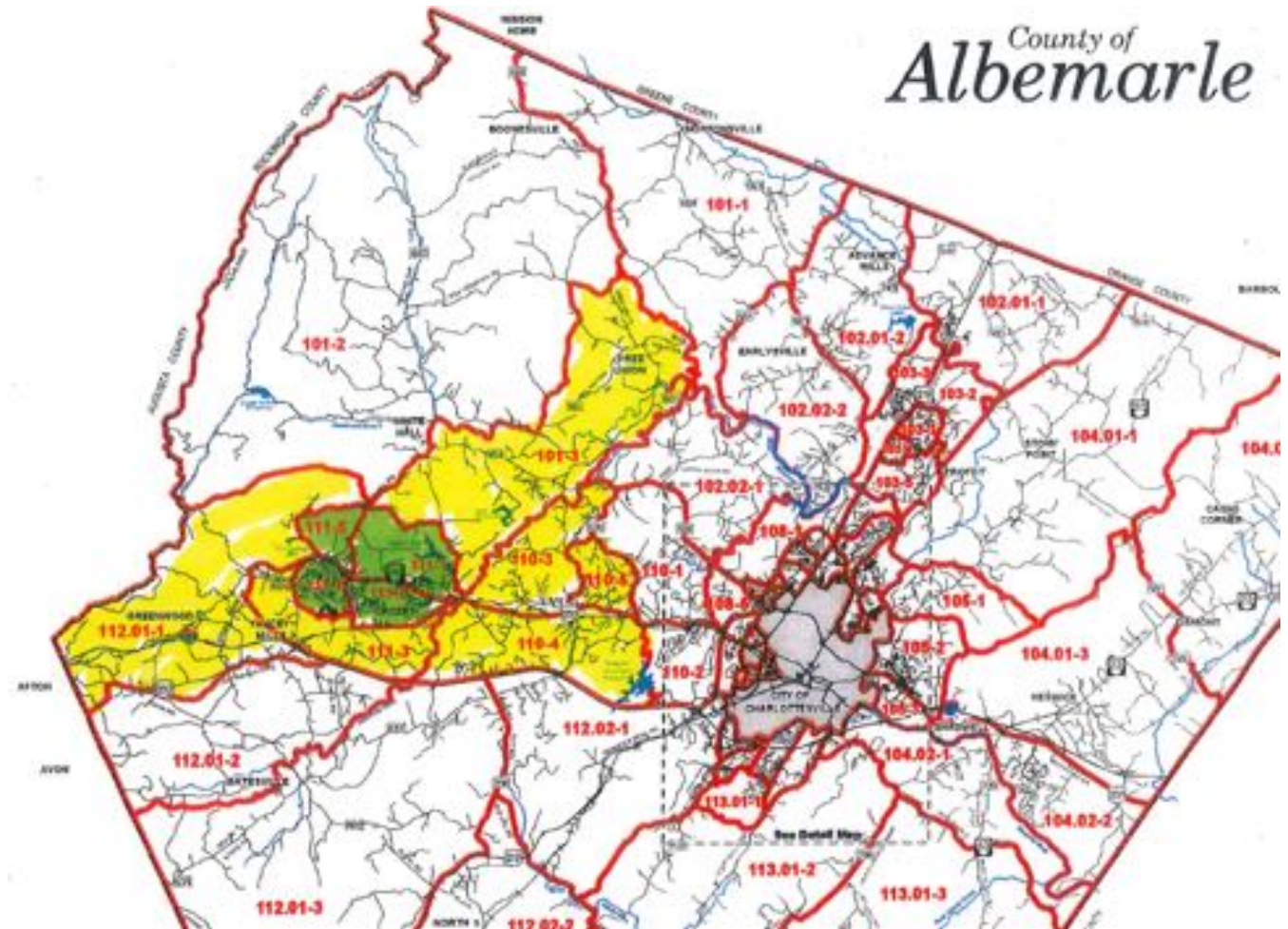
- Tim Tolson, CCA President
  - Tom Loach, CCAC member
  - Mike Marshall, editor of the Crozet Gazette
  - Jennie More, Planning Commission representative
  - Tom Guterbock, Director of UVA's Center for Survey Research (CSR)
  - Shawn Bird, CCAC member
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- We'd also like to thank UVA CSR for technical assistance on sampling and data processing



## How the survey was conducted

### Scope:

- Areas in and around Crozet
- 2/3<sup>rd</sup> inside (green), 1/3<sup>rd</sup> outside (yellow)
- “Inside” area roughly corresponds to the designated growth area for Crozet



## *How the survey was conducted*

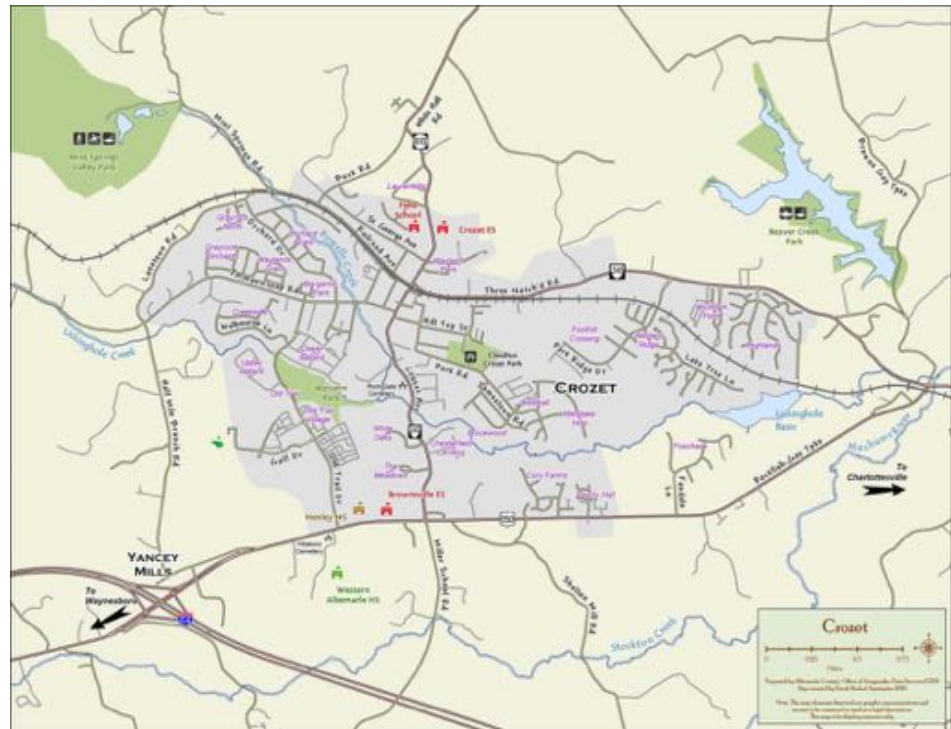
Two samples:

- 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.

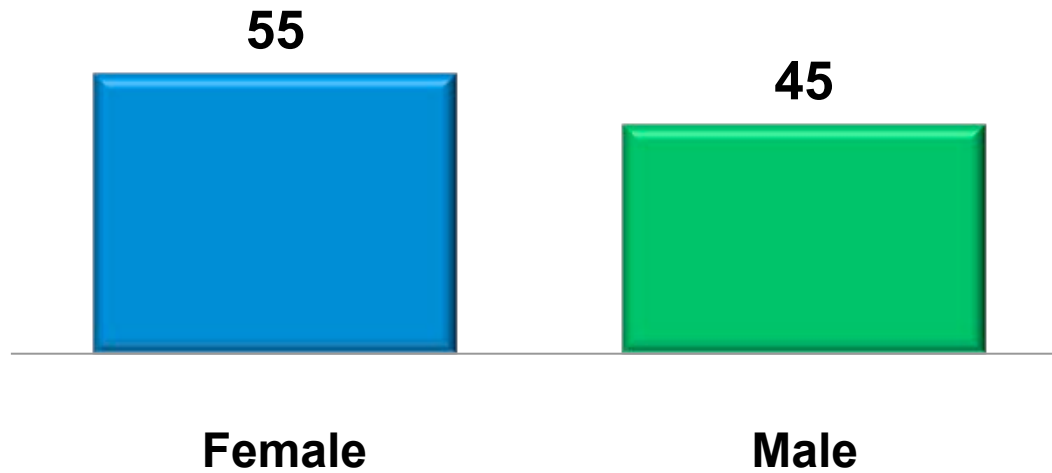
For this reason, we will concentrate on the scientific sample, which carries about a  $\pm 4\%$  margin of error.

Field dates: June-August 2017



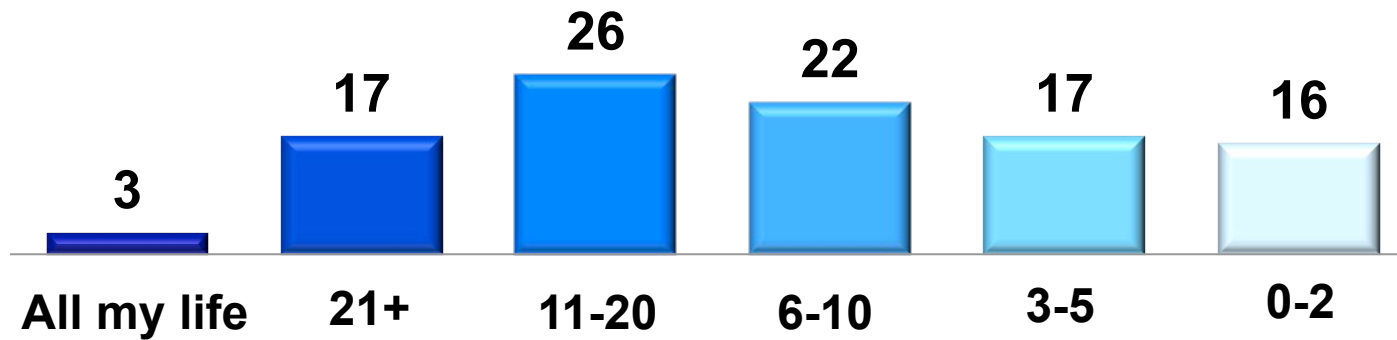
## Q: What is your gender?

*All numbers are percents*



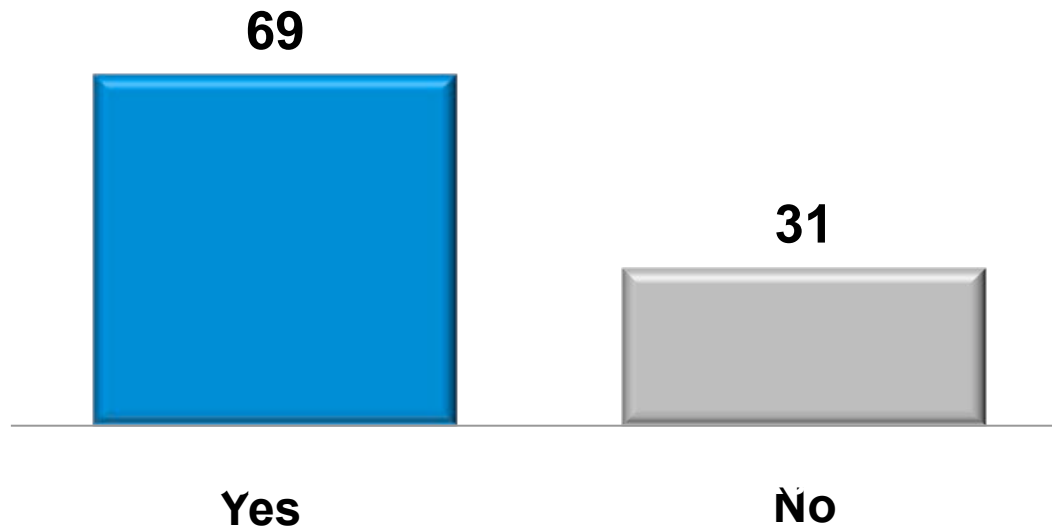
## Q: How long have you lived in the Crozet area?

*All numbers are percents*



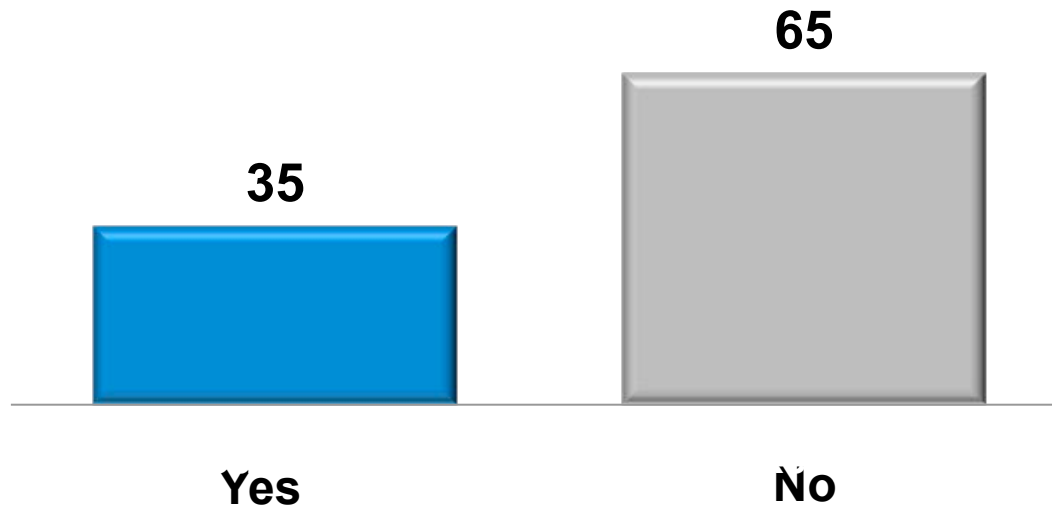
*Q: Do you live within the Crozet growth area  
(Crozet development area)?*

*All numbers are percents*



*Q: Do you have children in the local public schools?*

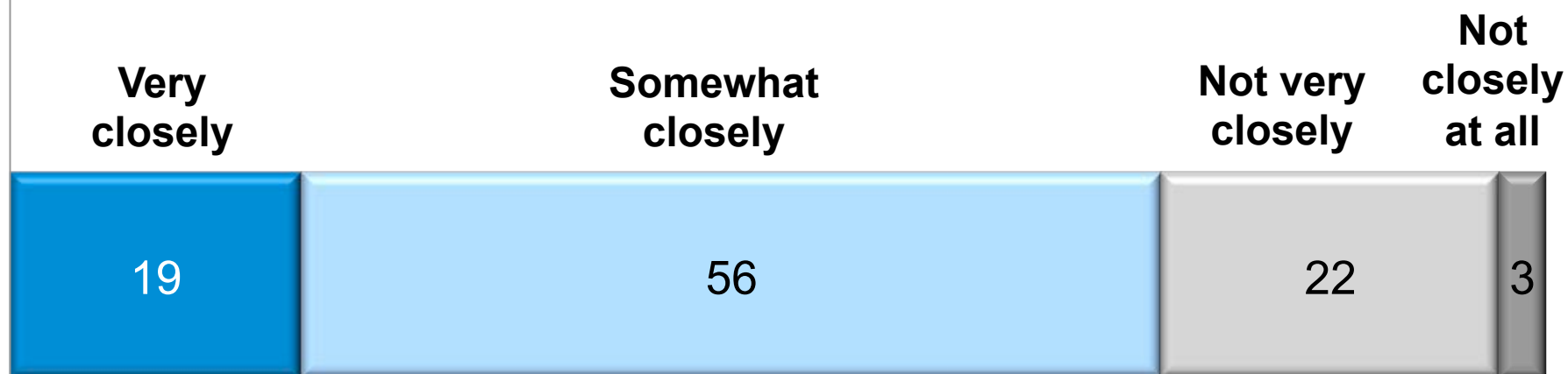
*All numbers are percents*





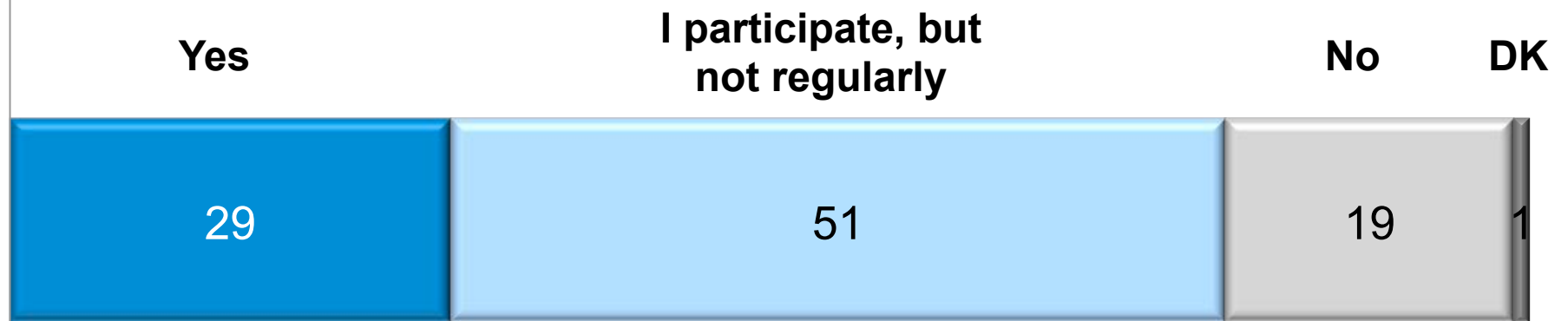
*Q: How closely do you follow local civic and growth/development issues in Crozet?*

*All numbers are percents*



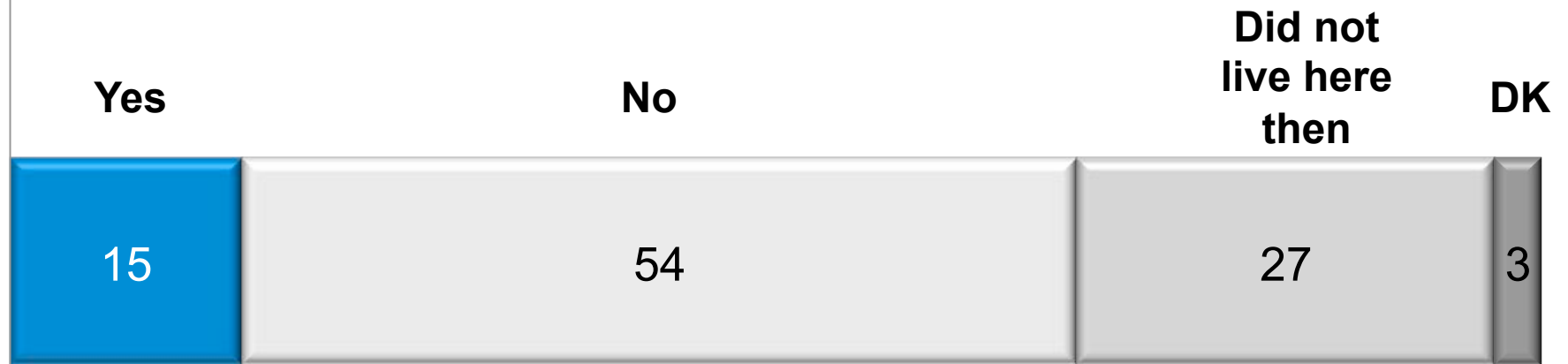
*Q: Do you participate regularly in any local community or civic organizations?*

*All numbers are percents*



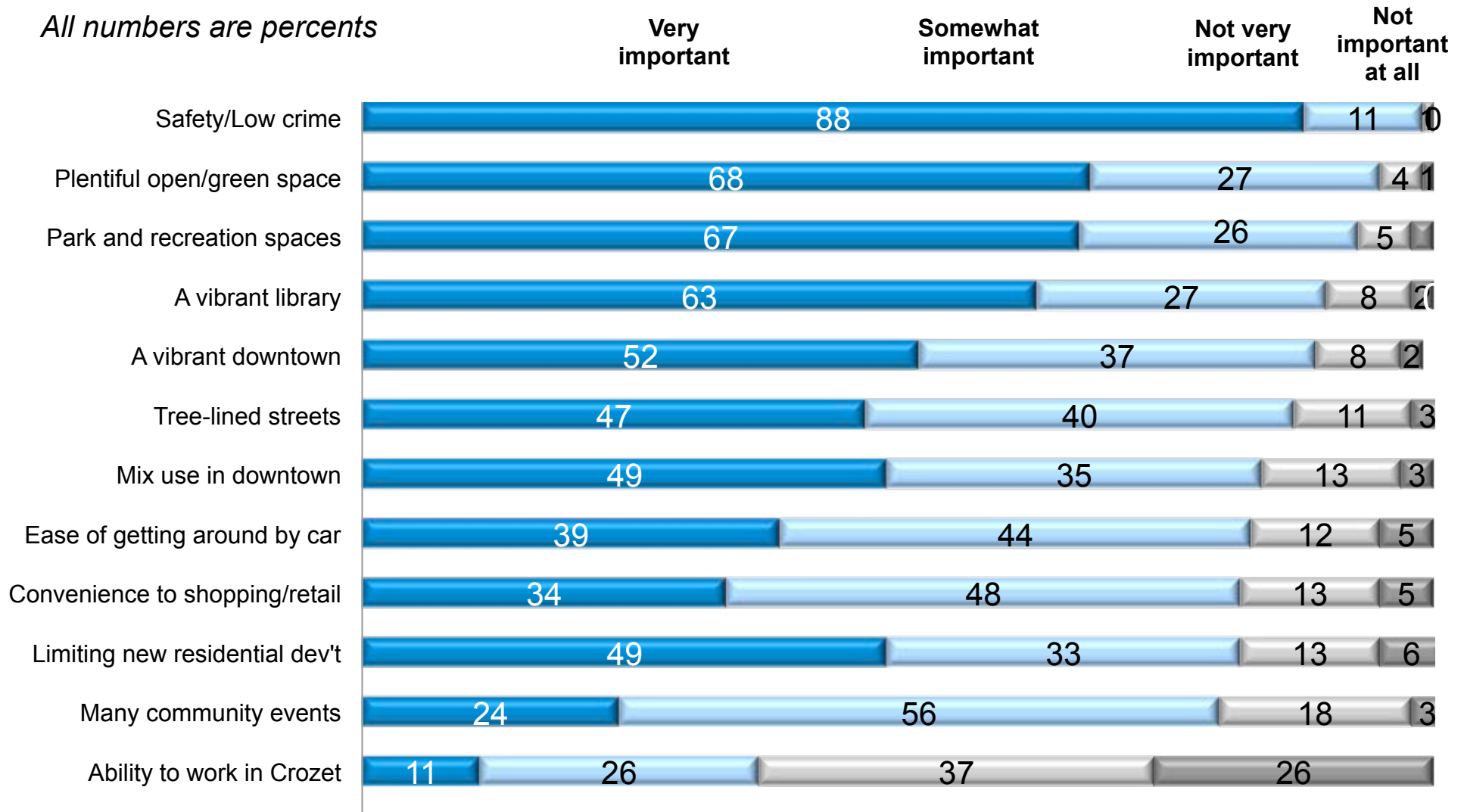
*Q: Were you involved in public participation for the Crozet Master Plan in either 2004 or 2010? For example, going to a meeting, taking the 2009 survey, or talking to elected officials?*

*All numbers are percents*



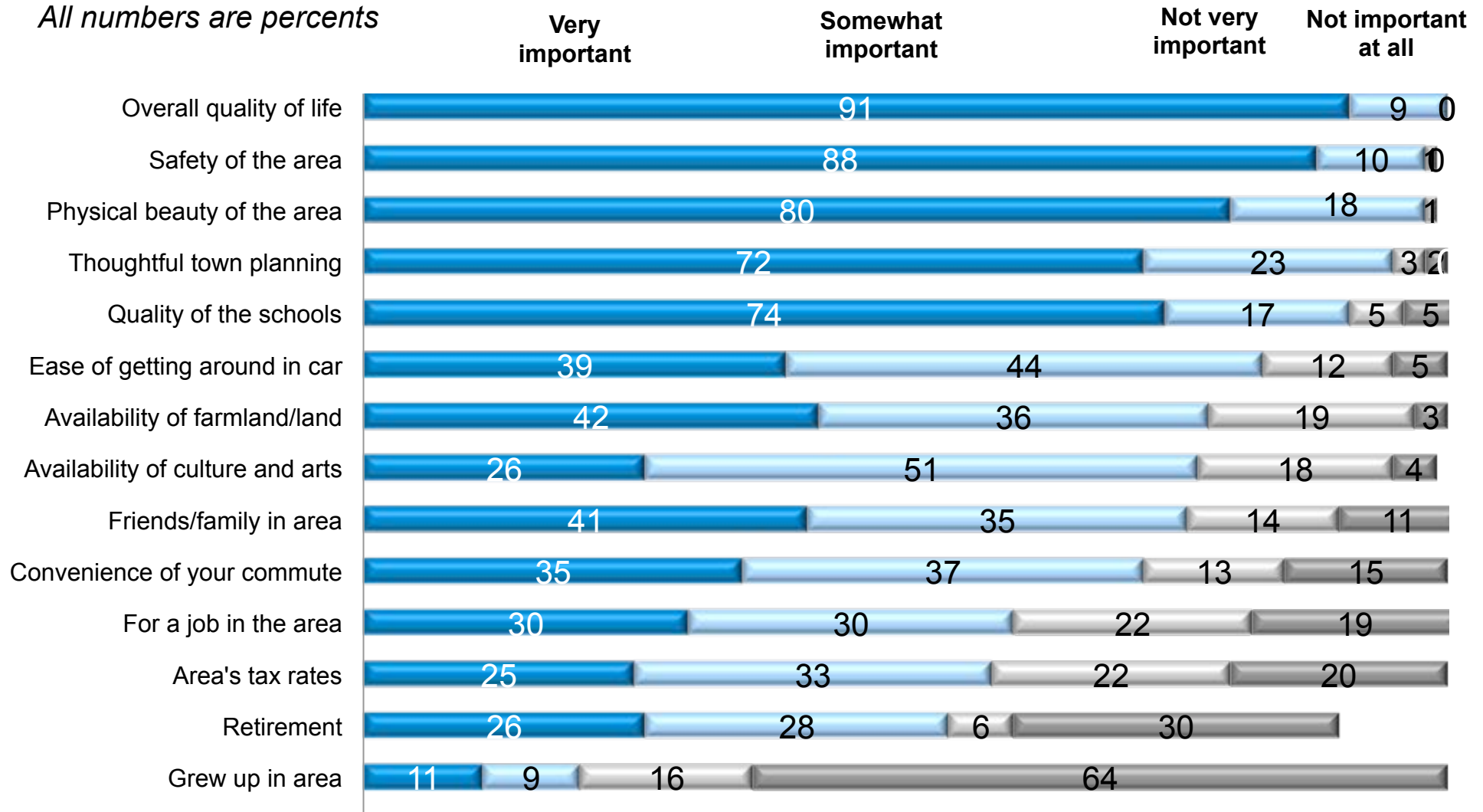
*Q: Crozet has often been said to have a “small town feel.” How important is each of the following to you?*

*All numbers are percents*



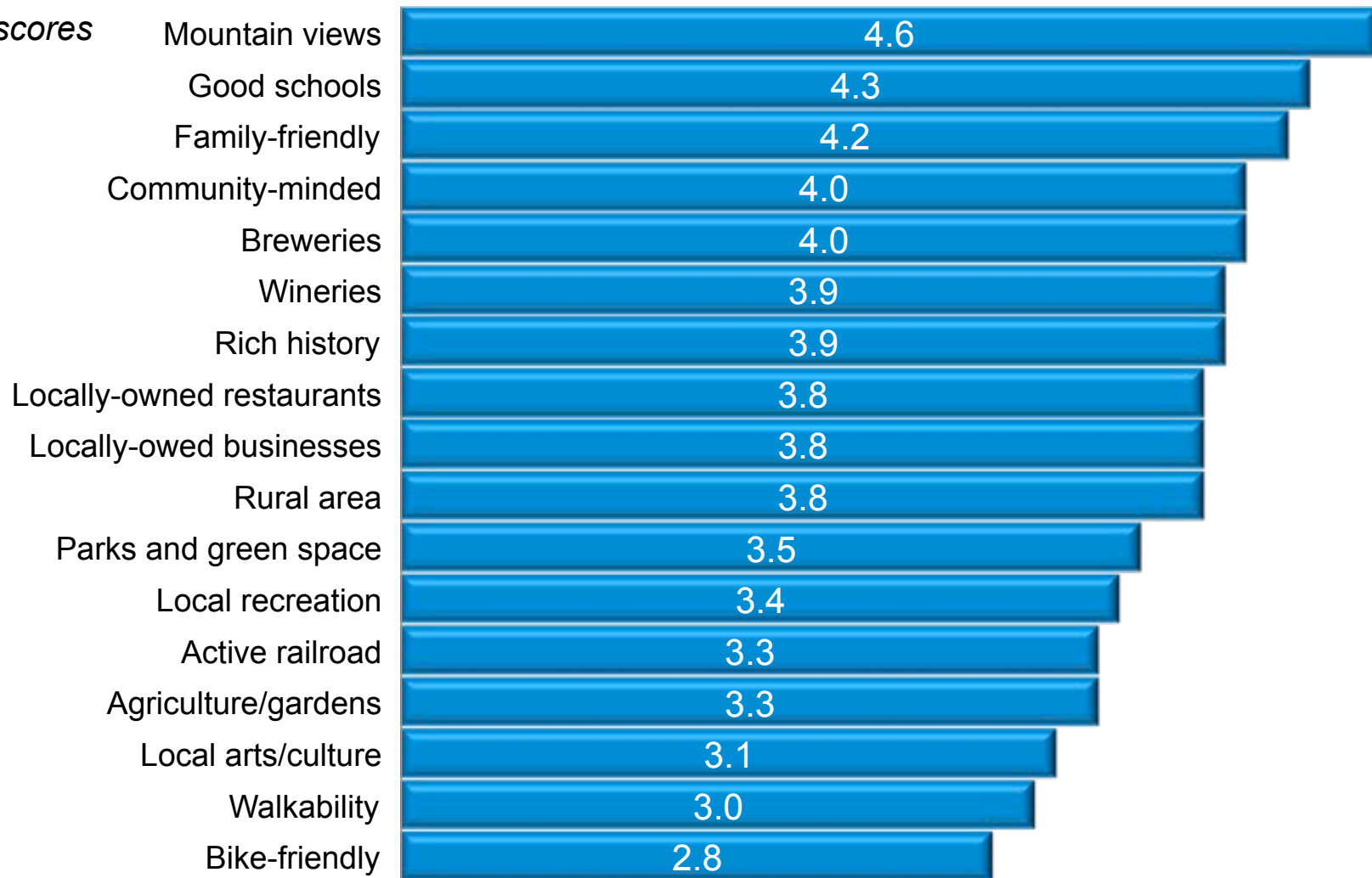
*Q: There are many reasons why someone lives in Crozet. For each possible reason listed below, please rate how important it is for you.*

*All numbers are percents*



*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*



*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.*

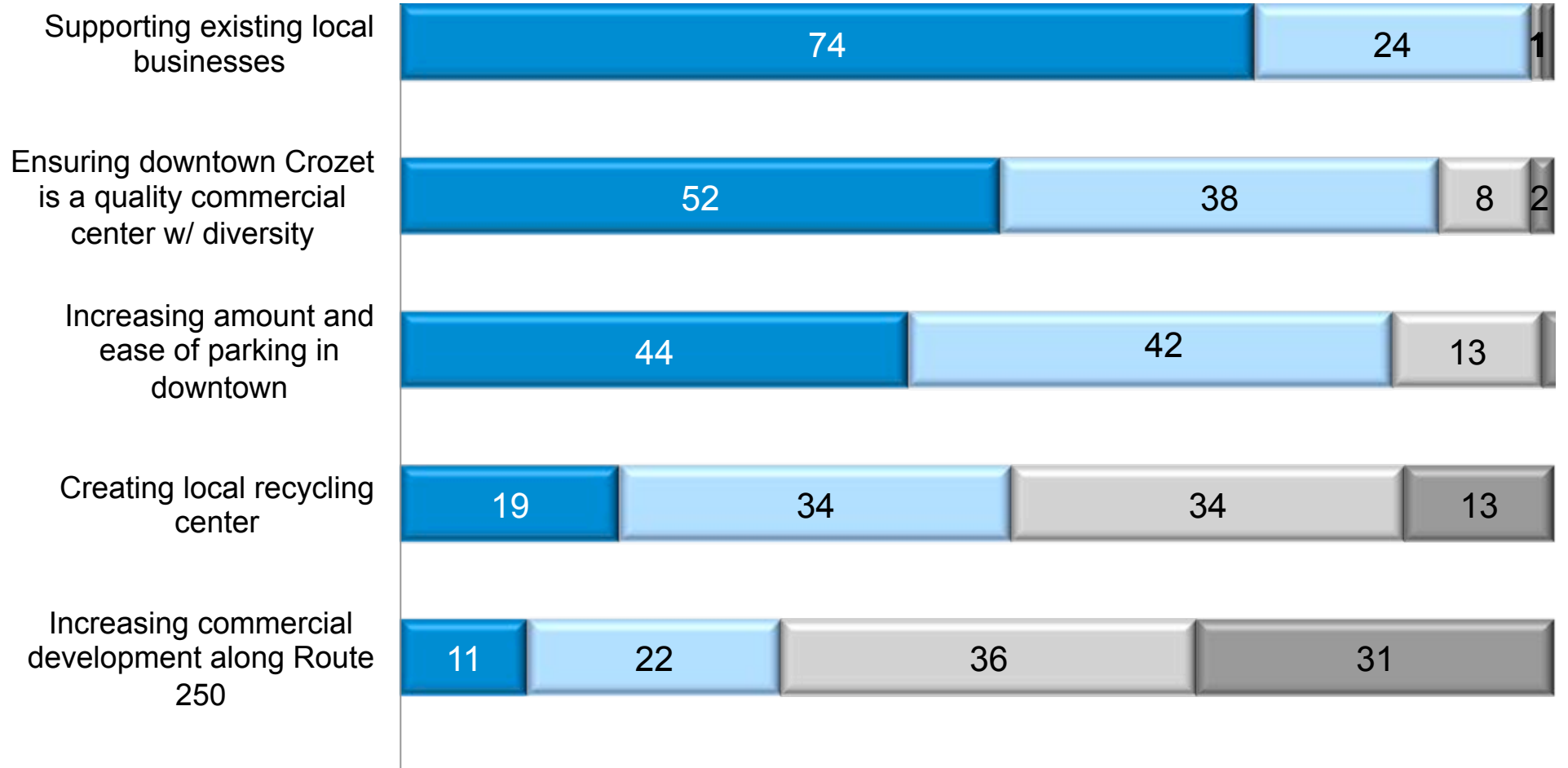
*All numbers are percents*

**Very  
important**

**Somewhat  
important**

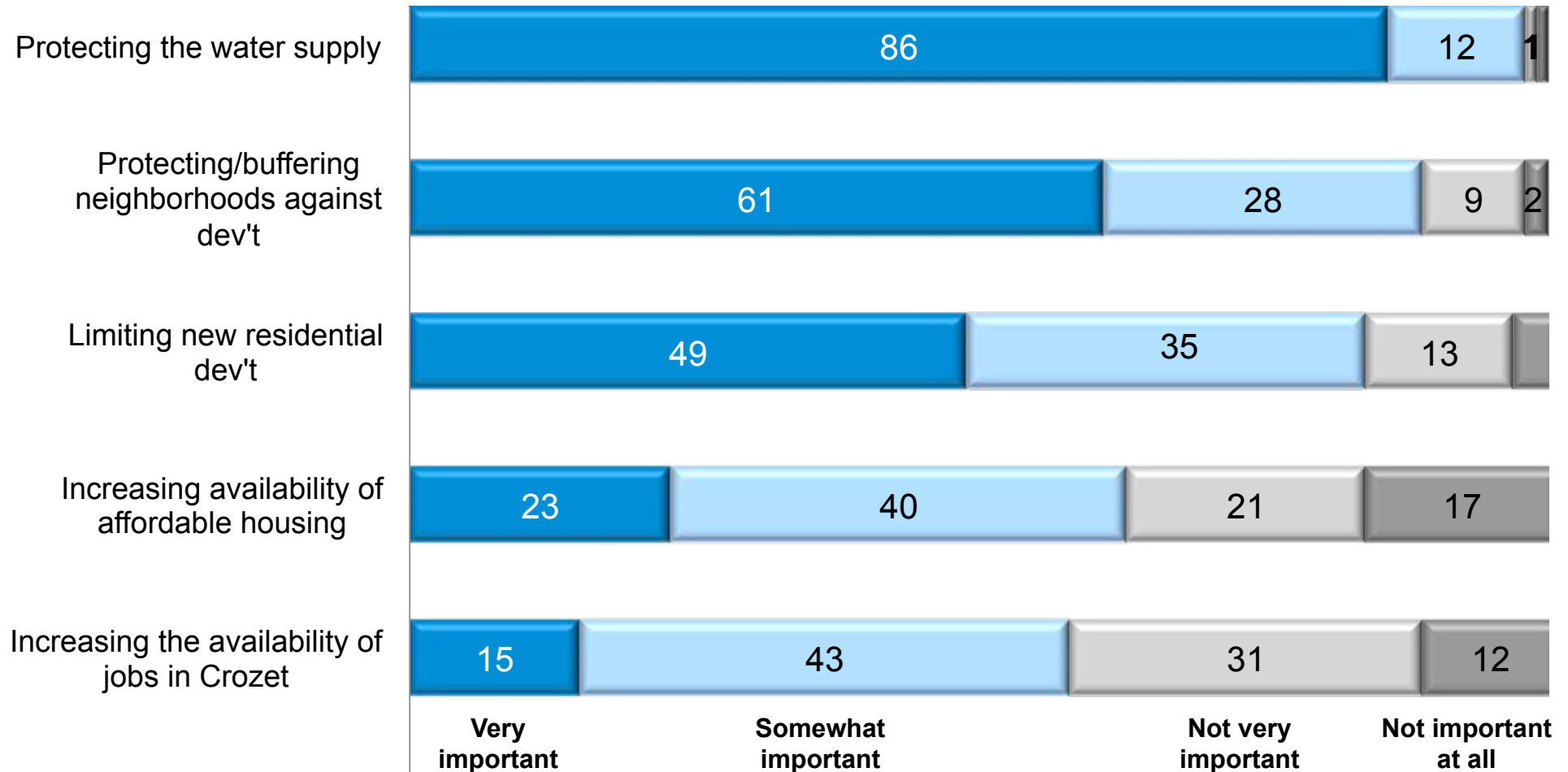
**Not very  
important**

**Not important  
at all**



*Q: Below is a list of growth issues facing Crozet. Please indicate how important each one is to you.*

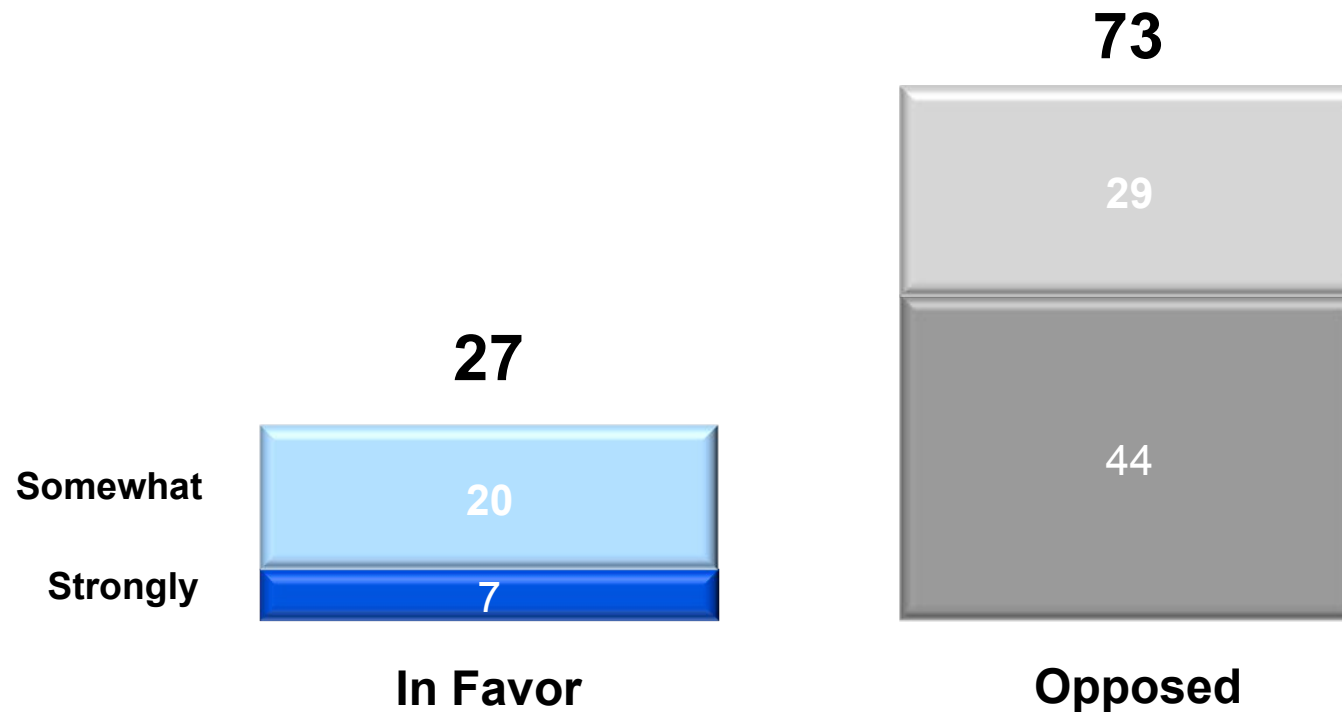
*All numbers are percents*





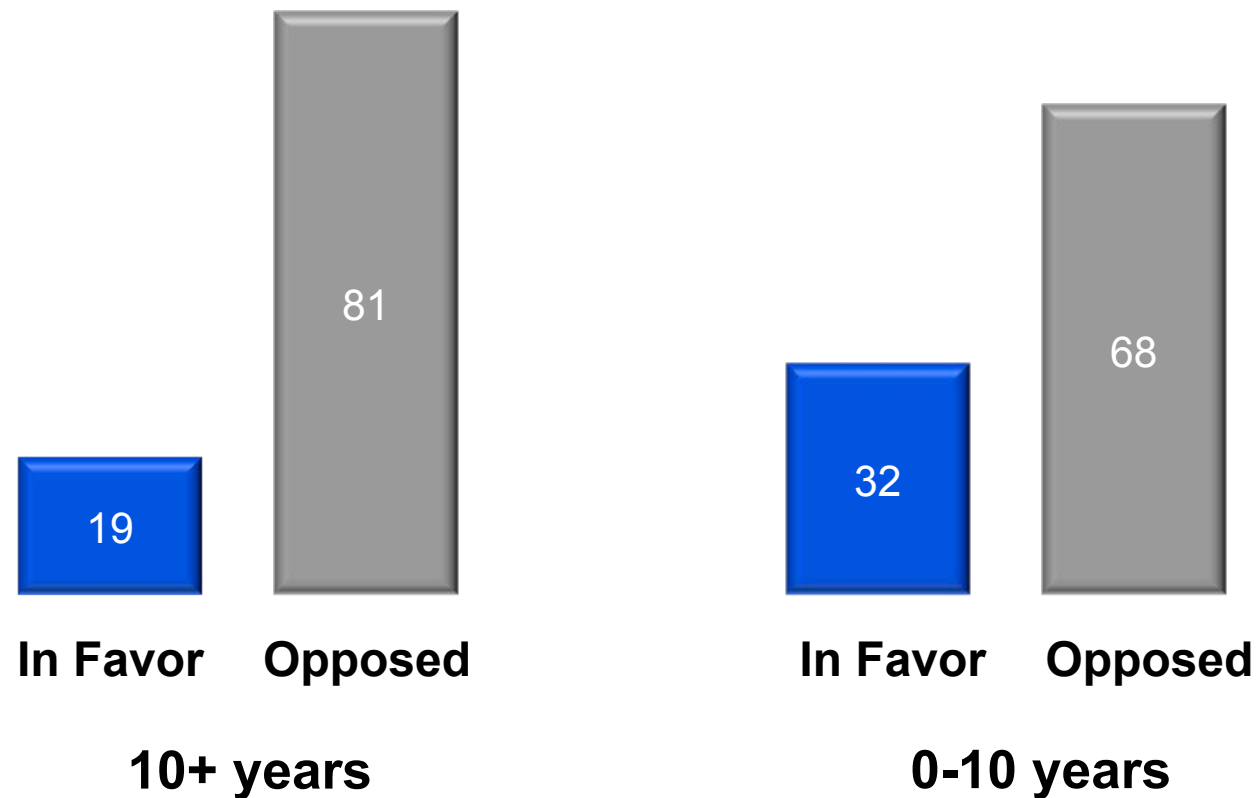
*Q: Do you favor or oppose having the Crozet Master Plan's current development area boundaries expanded, thereby creating more and new areas available for residential and/or commercial development?*

*All numbers are percents*



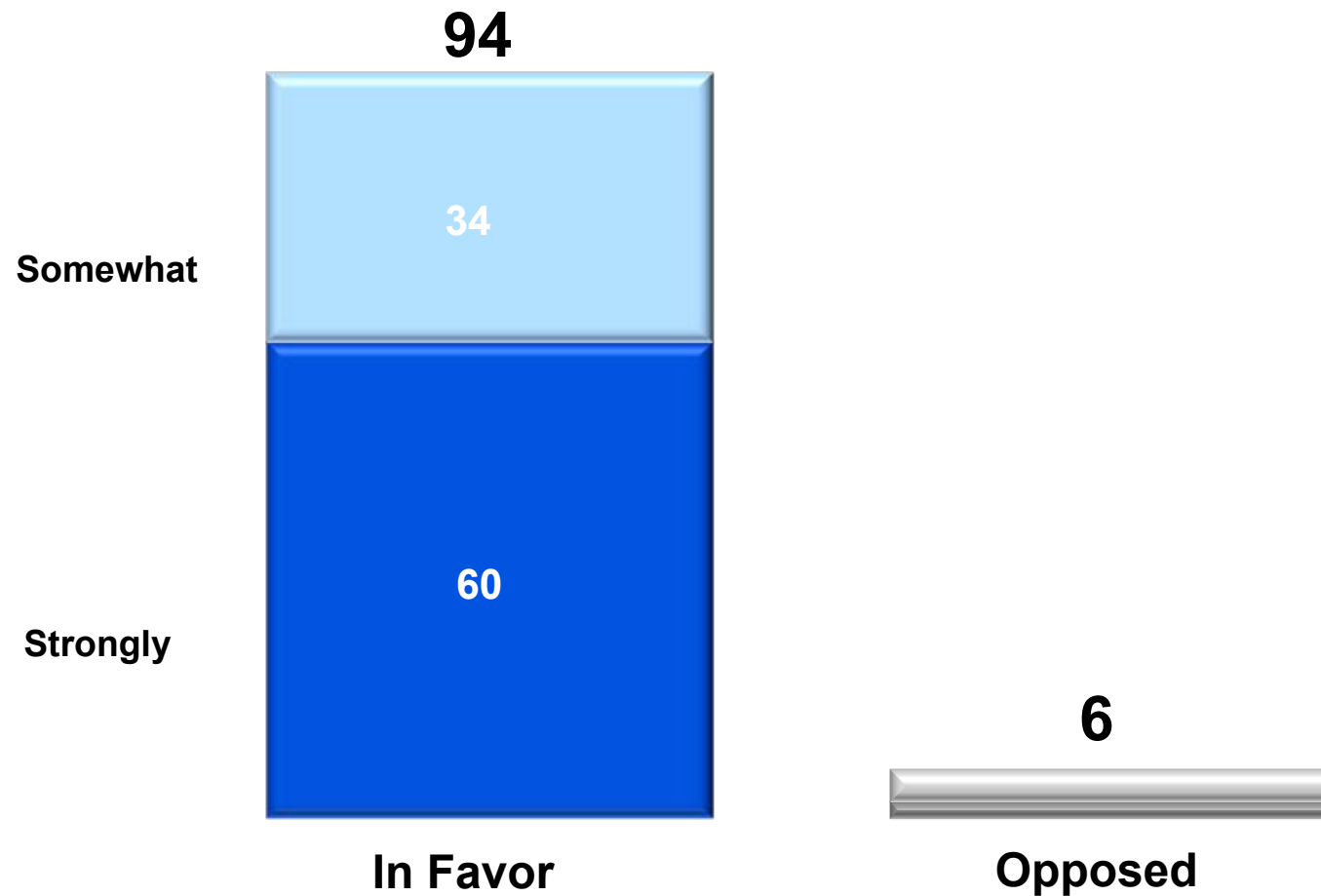
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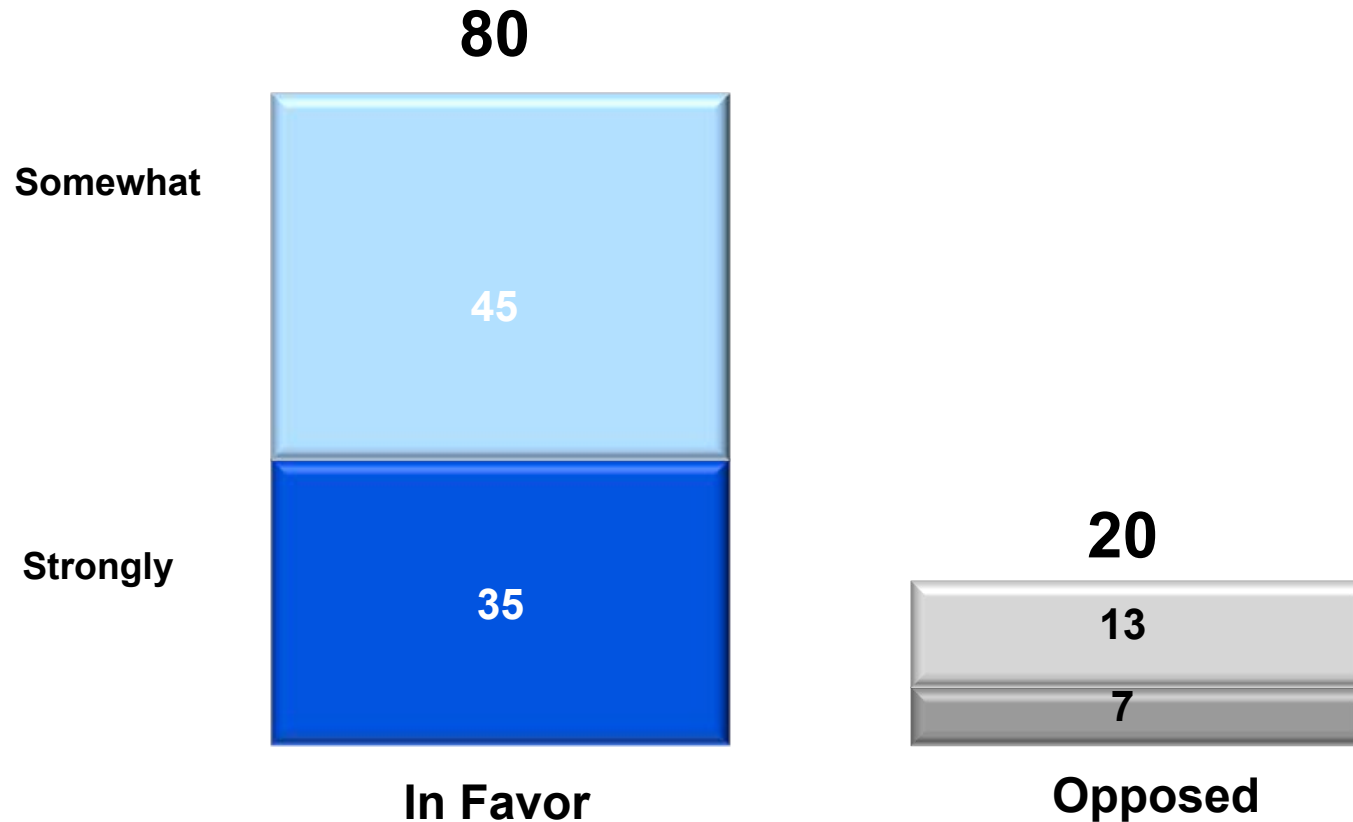
*Q: Do you favor or oppose a main principle of the Crozet Master Plan that the downtown area should be the social and business center of Crozet?*

*All numbers are percents*



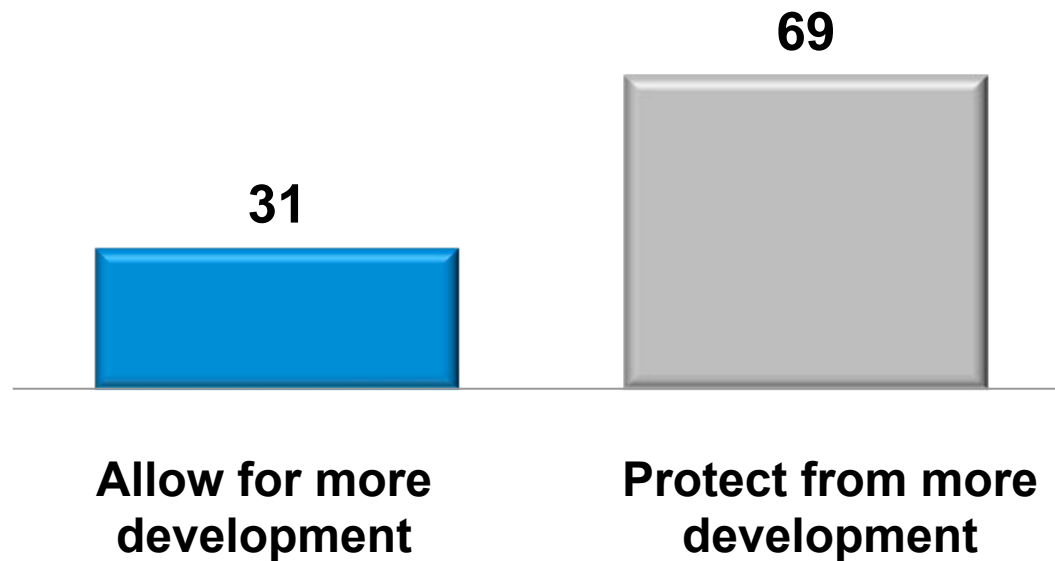
*Q: Do you favor or oppose the principle that the downtown Crozet area should be the top priority for new mixed commercial/residential development?*

*All numbers are percents*



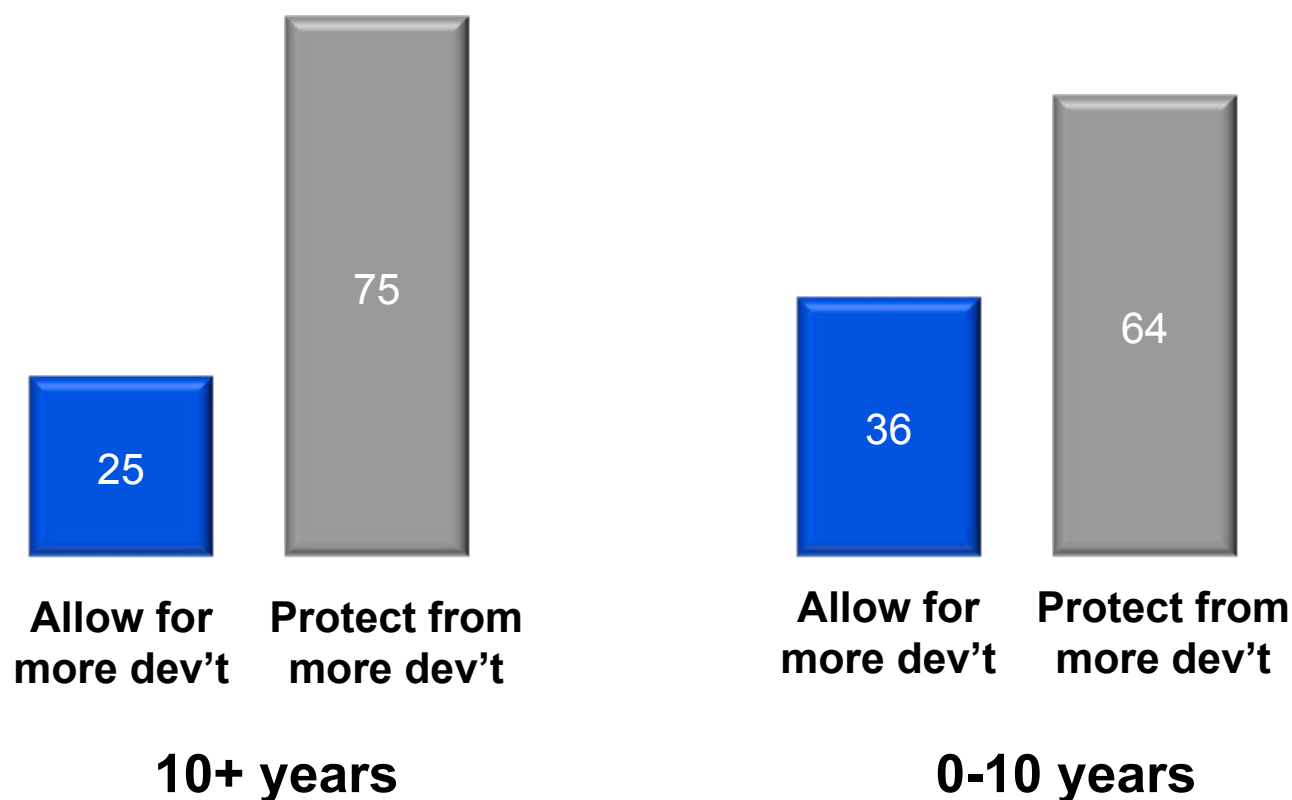
*Q: The Crozet Master Plan states that Route 250 from Fox Chase to Pro Re Nata should stay as it is—that is, largely protected from more residential and commercial development. Some people say the Master plan should be changed to allow for more residential and commercial development. Which of the two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

*All numbers are percents*



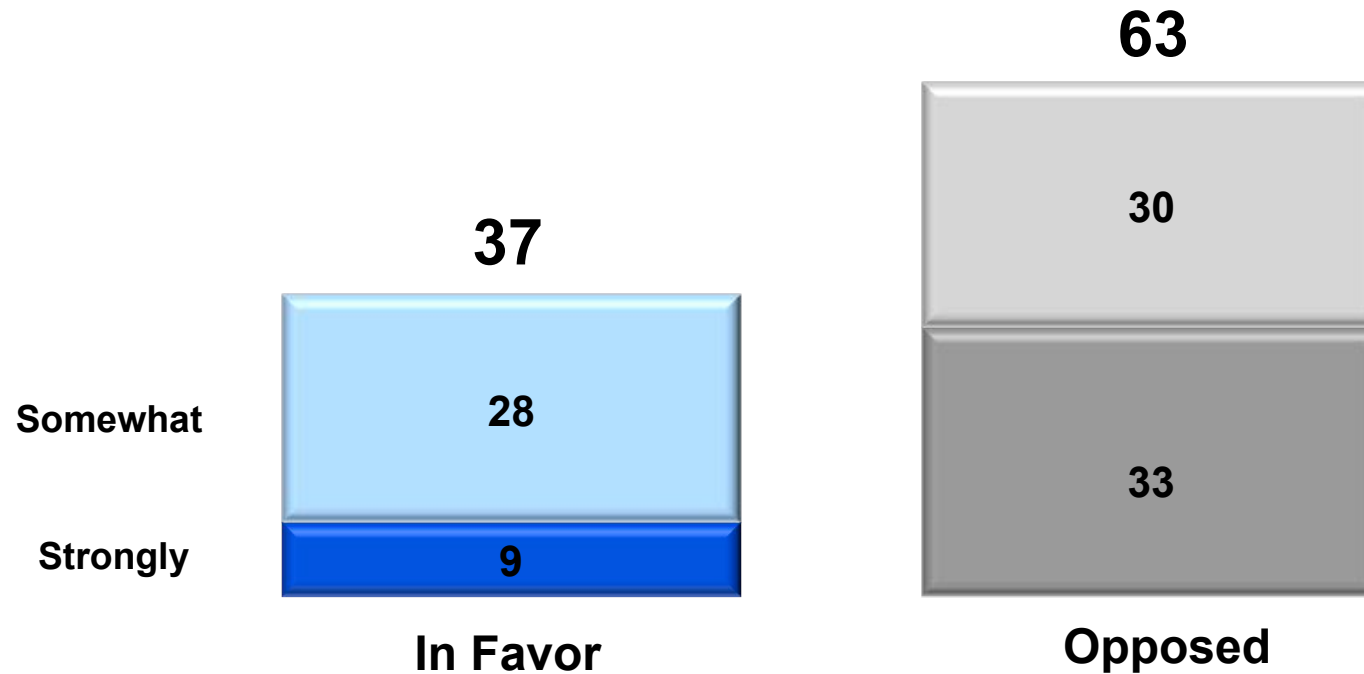
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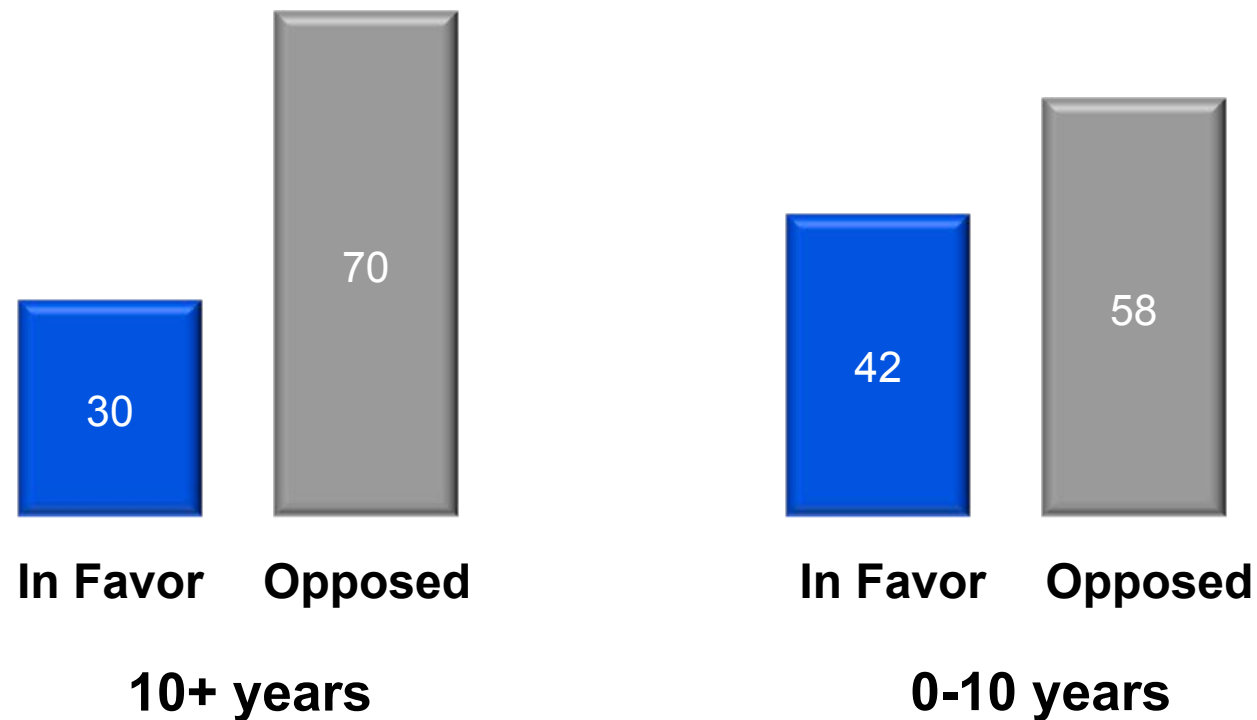
*Q: Do you favor or oppose additional commercial and residential development along Route 250?*

*All numbers are percents*



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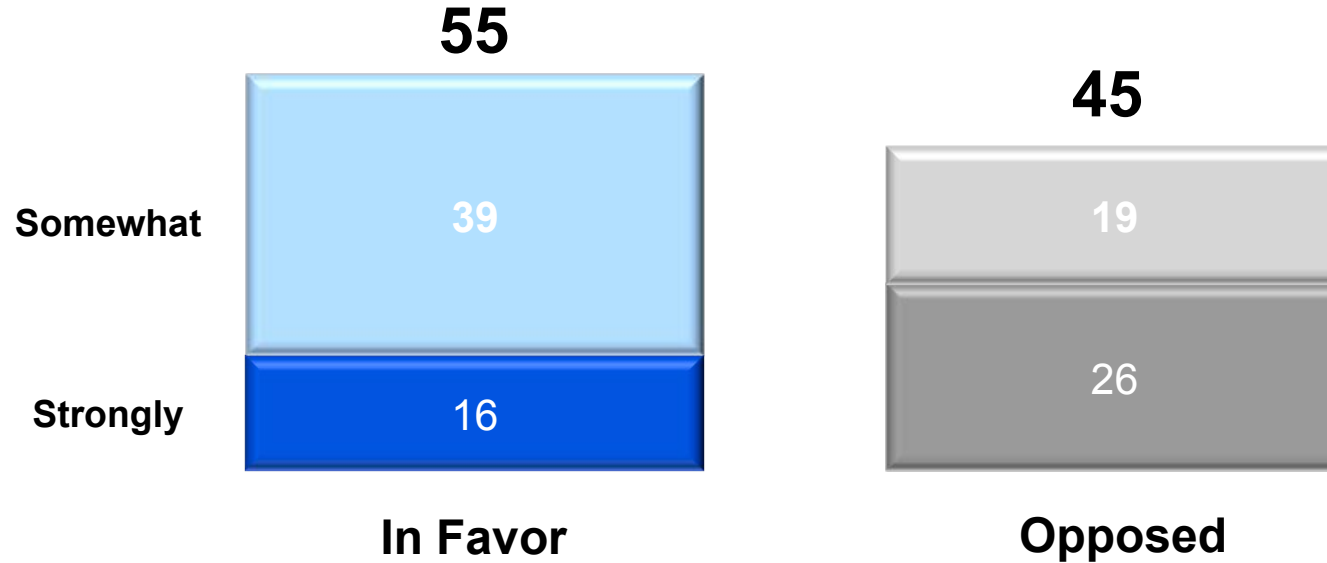
*All numbers are percents*





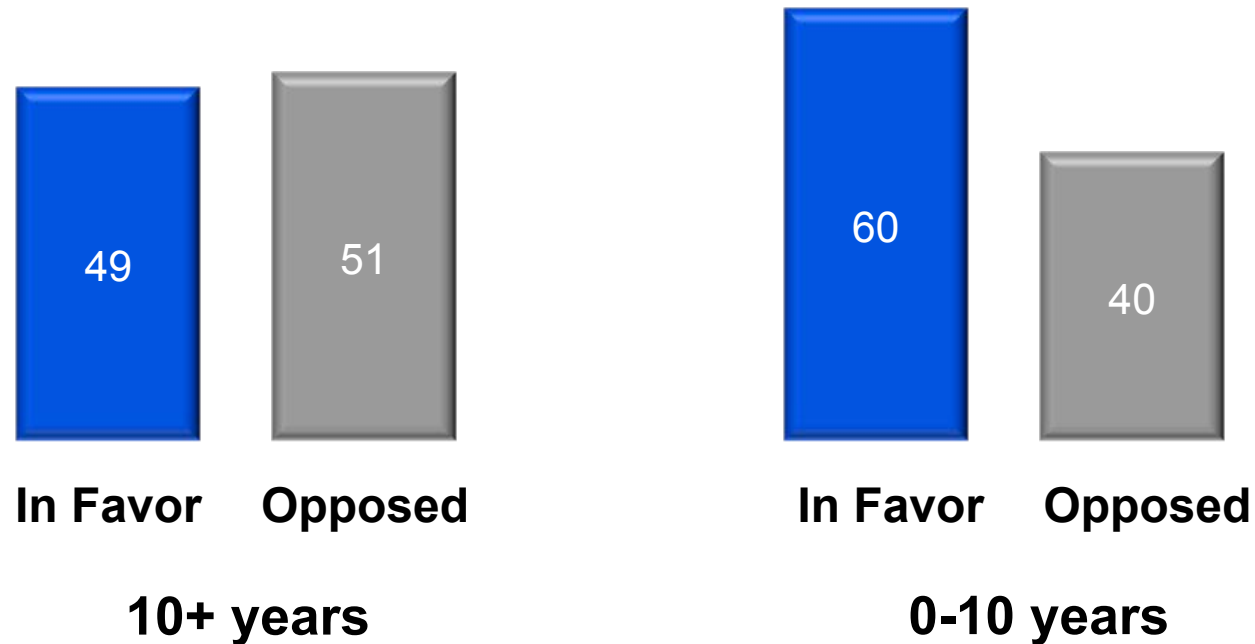
*Q: Do you favor or oppose commercial or industrial development near the Route 250 and I-64 interchange?*

*All numbers are percents*

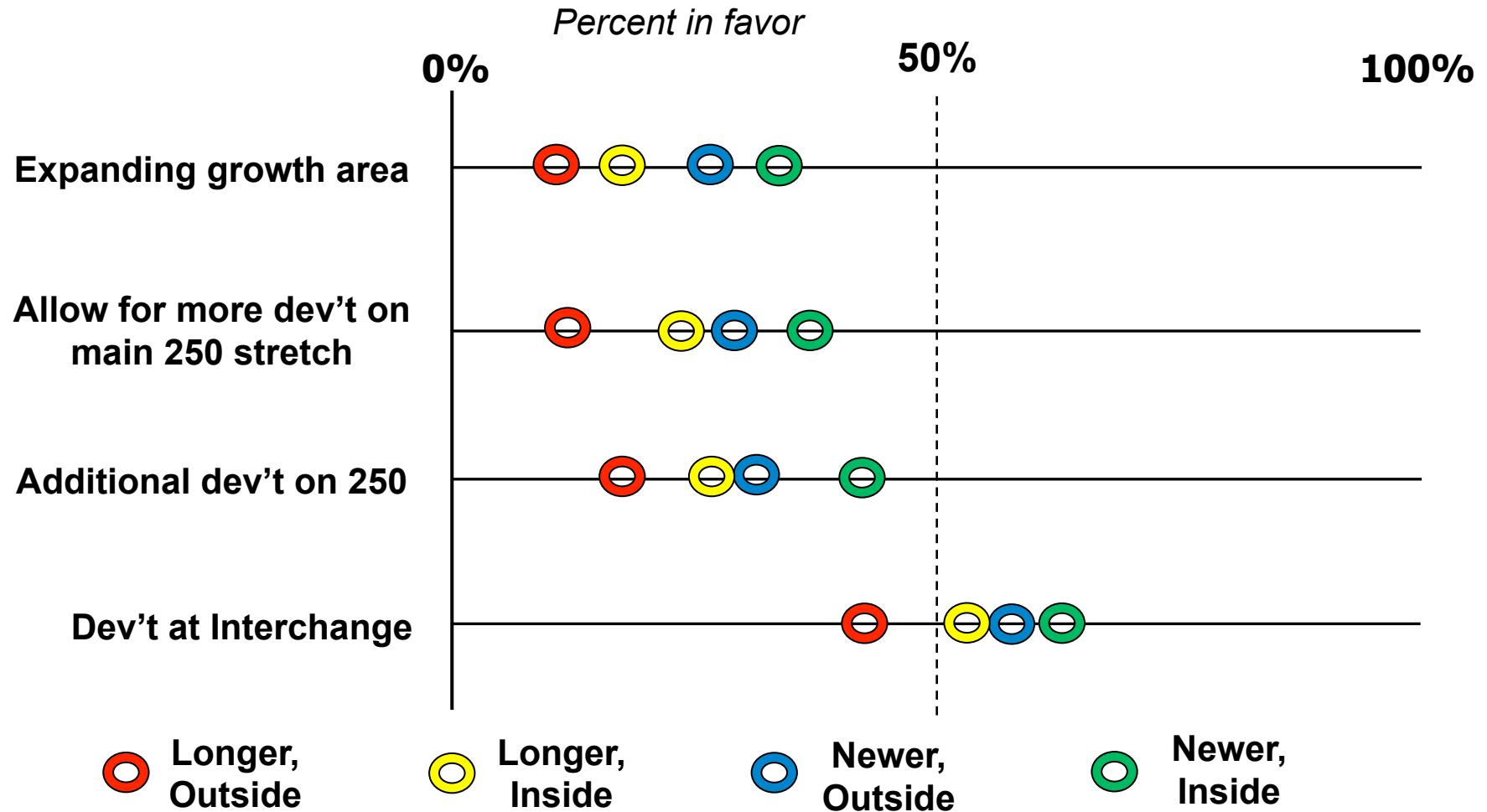


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*All numbers are percents*

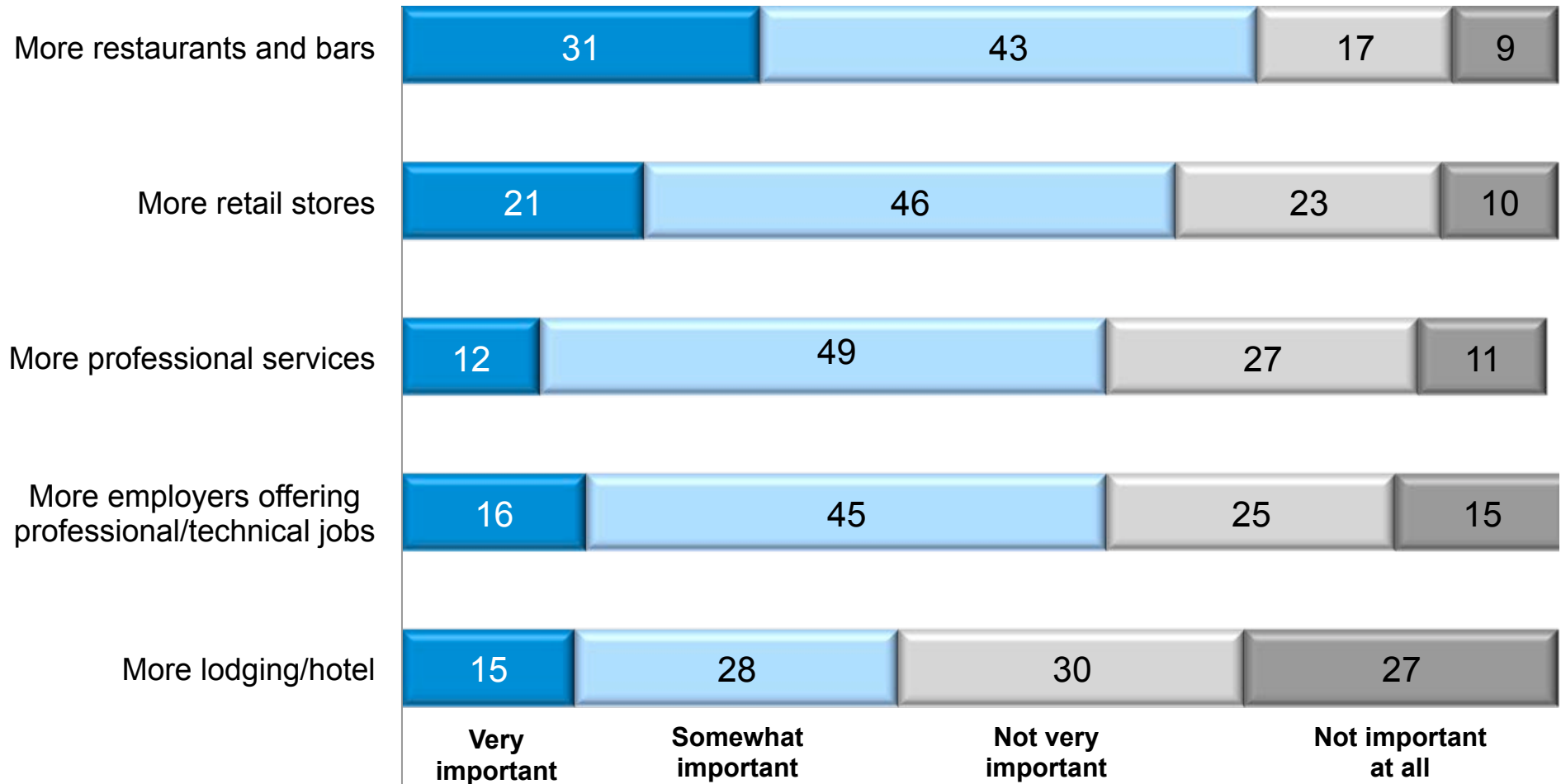


## Comparing four groups of Crozet residents



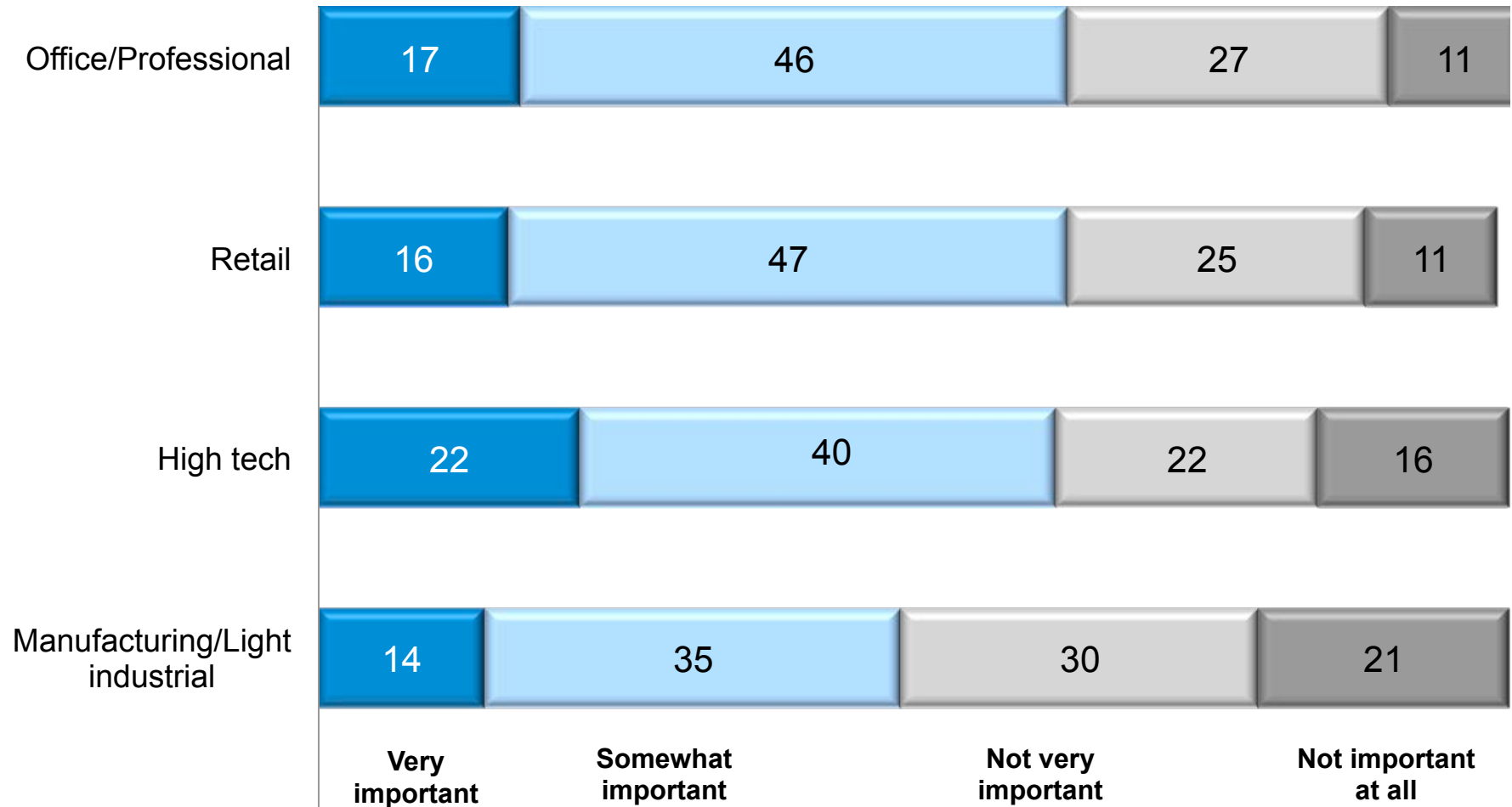
*Q: Now thinking about the types of stores and services that may come to Downtown Crozet in the future, please indicate how important each is to you?*

*All numbers are percents*



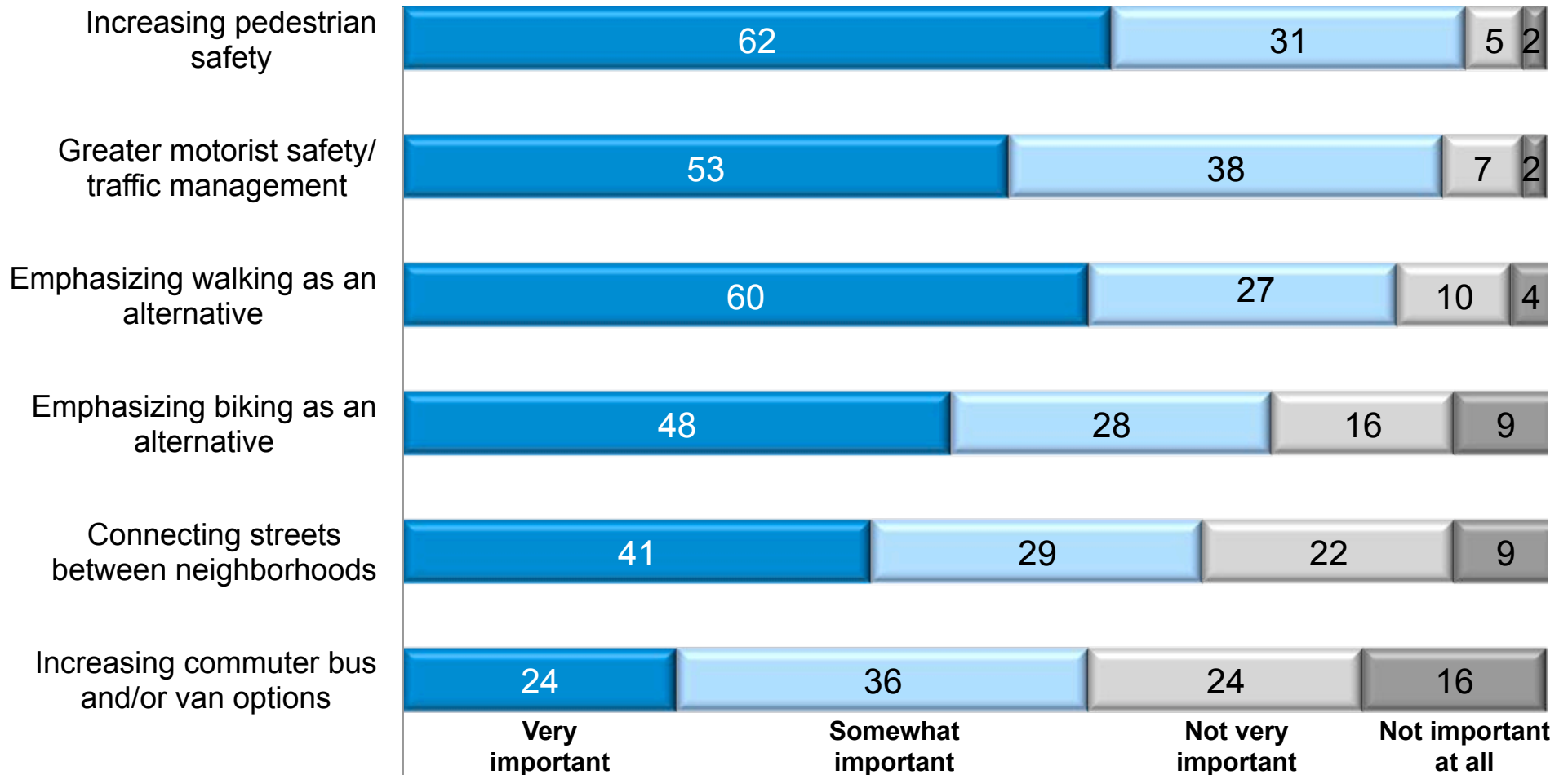
*Q: Please indicate how important it is that new jobs in each of the following industries come to the Crozet area?*

*All numbers are percents*



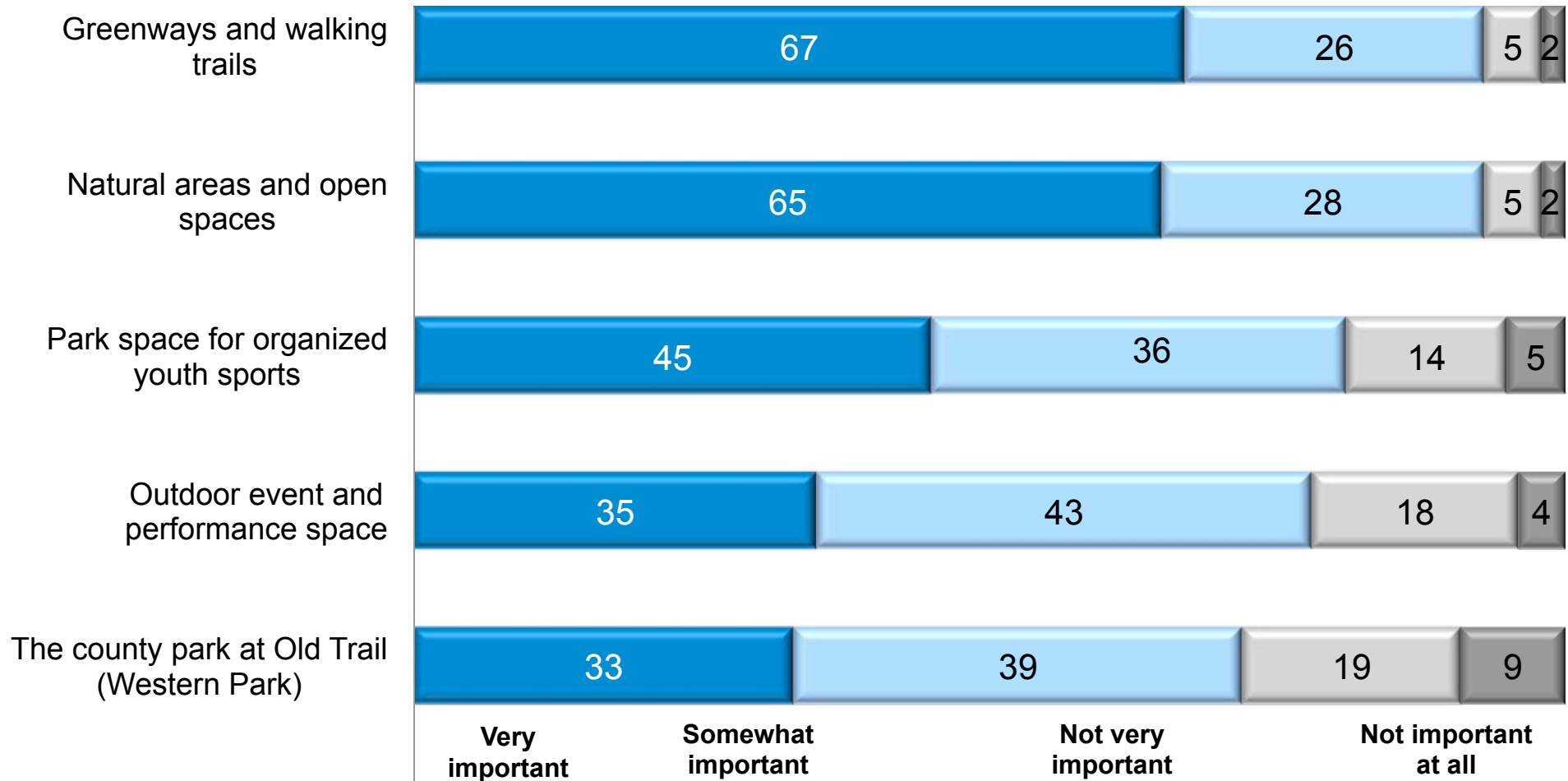
*Q: Below is a list of possible transportation needs facing Crozet. Please indicate how important each one is to you.*

*All numbers are percents*



*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*



*Q: Below is a list of education issues in Crozet. Please indicate how important each is to you.*

*All numbers are percents*

