

COMPREHENSIVE PLAN SURVEY

Board of Commissioners

Work Session

March 27, 2012

5-year update to the Comprehensive Plan

- Mandated by the Rules established by the Georgia Department of Community Affairs
 - 10-year update and 5-year update
- Requirement for the 5-year update is to develop two items:
 - Report of Accomplishments of the 2007 Short Term Work Program
 - 2012 Short Term Work Program
- As a means to gather public opinions in the plan making process, staff conducted a survey of the community

Survey Basics

- There were two aspects to the survey
 - A scientific survey conducted by The Shapiro Group
 - Public opinions gathered from Town Hall meetings.
- The Shapiro Group Survey was paid for by Cobb DOT with monies provided to support the Alternatives Analysis.
- Data from the Town Hall meetings are not included in today's analysis because it would have potentially skewed the statistical validity of the scientific survey
 - Due to the fact that the response rates from East Cobb were much higher compared to response rates from other areas of Cobb County
- Staff will be developing a compendium report for the Board of Commissioners and Planning Commission highlighting and comparing the opinions from the two gathering methods.
- Survey was expanded to include items similar to a 2001 Comprehensive Plan survey conducted by Kennesaw State University in support of that year's 5-year Comp Plan update.
- By using similar questions, the Planning Commission, Board of Commissioners, and staff can understand shifts in public opinion about growth management issues.

2011 Survey Facts

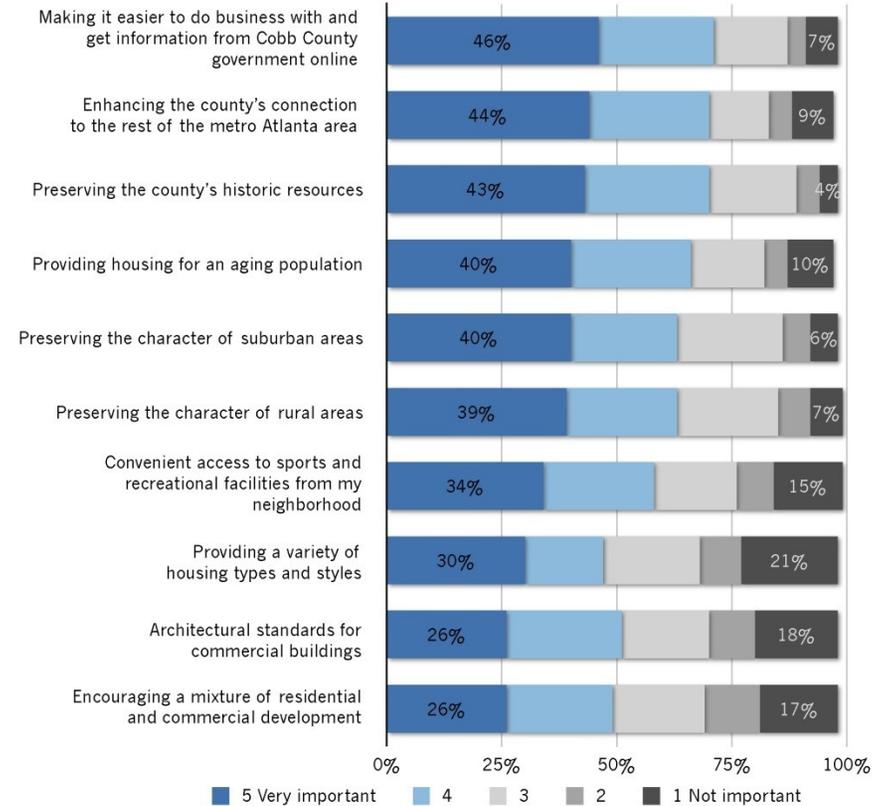
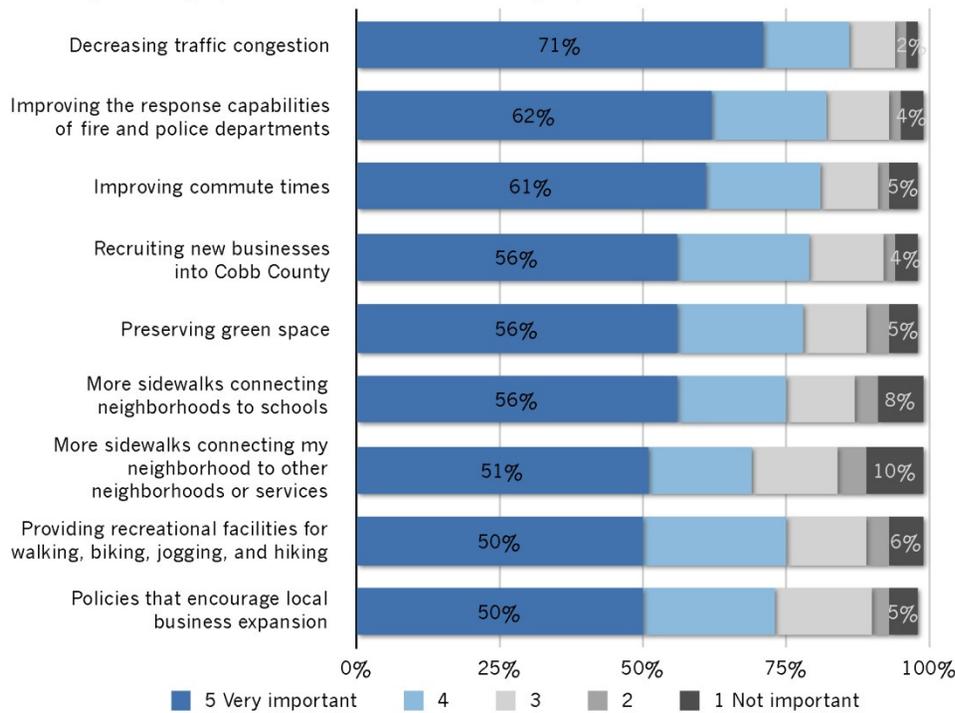
- The Shapiro Group survey was conducted in October of 2011
- Scientific telephone survey of 733 Cobb County voters
- Respondents were selected randomly from voter registrations and zip code
- There is a sampling error of $\pm 3.6\%$

Comprehensive Plan Question 1

The following are a myriad of issues facing local governments. On a scale of on 1 to 5 how important each item is to you. A 1 means the issue is not important and a 5 means it is very important.

Comprehensive Plan Question 1 Results

Figure 6. Now I'm going to list several issues facing local government and I'd like you to tell me, on a scale of one to five, how important each one is to you. A one means that the issue is not important to you, and a five means the issue is very important.



Comprehensive Plan Question 1 Comparison

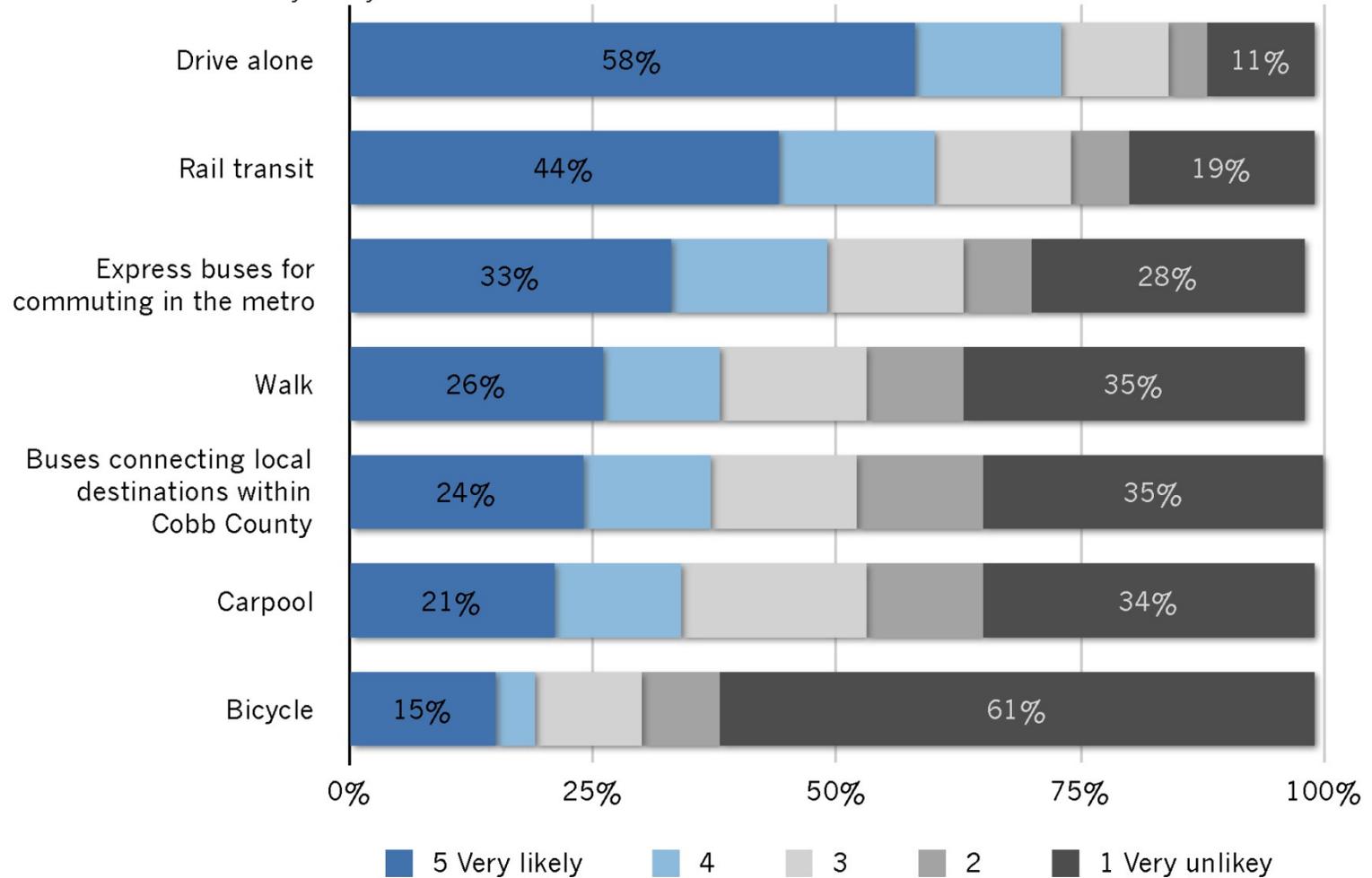
- Almost ½ of the survey questions asked in 2011 were not asked in 2001 which makes it impossible to make specific comparisons between the two survey instruments.
- Note the large increase in economic development (25.8% in 2001 to 56% in 2011)
 - This could be due to a higher unemployment rate in 2011 compared to 2001.
- Note the large decrease in preserving rural character (59.3% in 2001 to 39% in 2011)
 - This could be due to the lack of remaining rural type lands in Cobb County since there was a very large growth surge in West Cobb from 2001 to 2011.

Comprehensive Plan Question 2

On a scale of on 1 to 5, how likely would you use the following means of travel if they were convenient? A 1 means you would be very unlikely to use it and a 5 means that you would be very likely to use it.

Comprehensive Plan Question 2 Results

Figure 5. On a scale of one to five, how likely would you be to use the following means of travel if they were convenient? A one means you would be very unlikely to use it, and a five means that you would be very likely to use it.



Comprehensive Plan Question 2 Comparison

Likely to use the mode of travel

Item	2001	2011
Drive Alone	78%	58%
Rail Transit	53%	44%
Walking	47%	26%

Unlikely to use the mode of travel

Item	2001	2011
Bus Transit	56%	+51% or 65%
Carpool	51%	+47%
Bicycle	49%	+80%

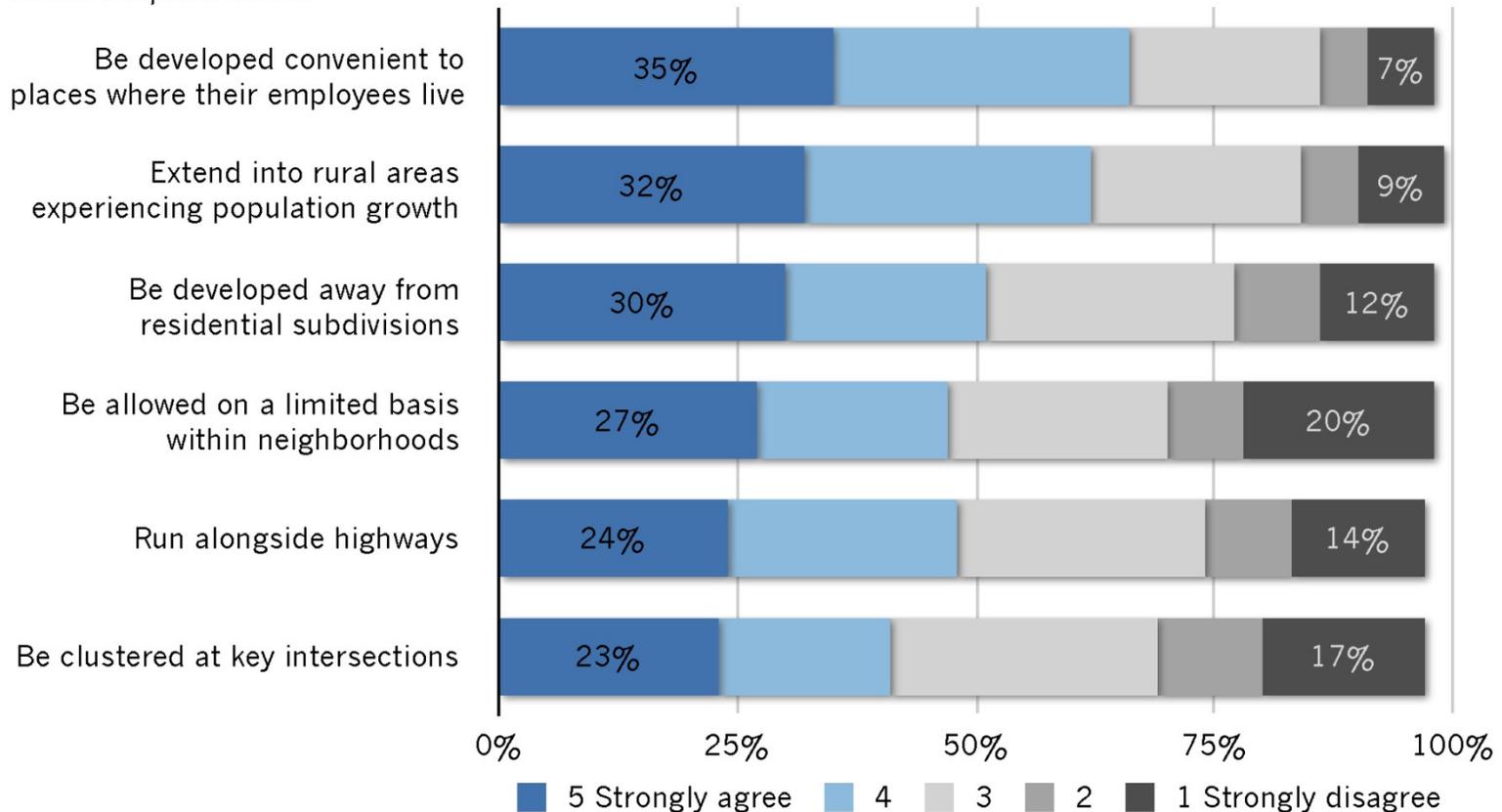
Comprehensive Plan Question 3

How much do you agree or disagree with each statement, on a scale of 1 to 5. A 1 means you strongly disagree and a 5 means you strongly agree.

Comprehensive Plan Question 3 Results

Figure 8. Now I'm going to read you a few statements, and I'd like you to tell me how much you agree or disagree with each one, on a scale of one to five. A one means you strongly disagree, and a five means you strongly agree.

Retail shops should...



Comprehensive Plan Question 3 Comparison

In 2001 the preference for retail was:

- Developed away from subdivisions
- Clustered at major intersections

In 2011 the preference for retail was:

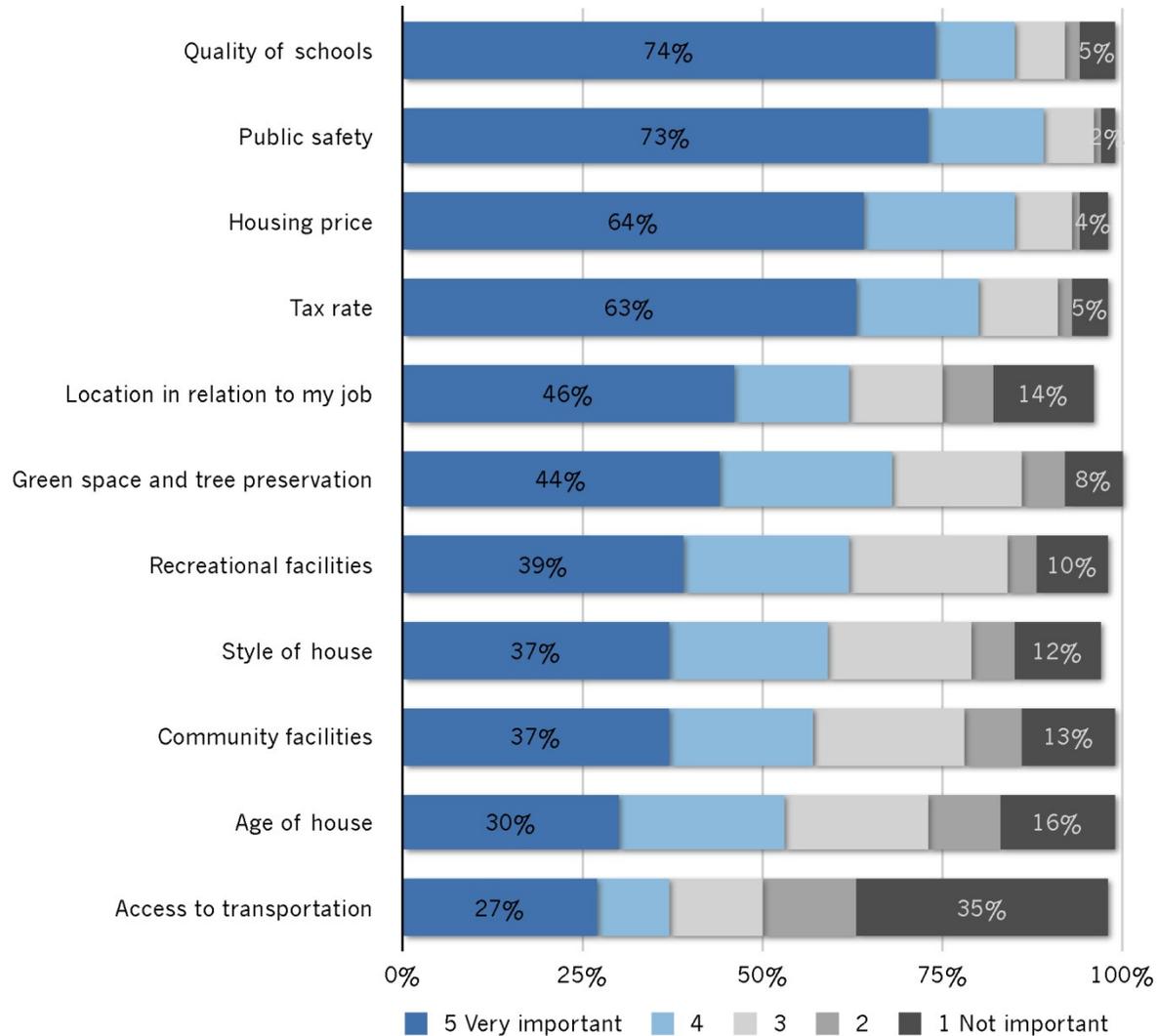
- Developed convenient to where employees live
- Extended into rural areas experiencing population growth

Comprehensive Plan Question 4

In choosing your neighborhood in Cobb County as a place to live, how important were each of the following to you on a scale of 1 to 5. A 1 means it was not important and a 5 means it was very important.

Comprehensive Plan Question 4 Results

Figure 9. In choosing your neighborhood in Cobb County as a place to live, how important were each of the following to you on a scale of one to five. A one means it was not important, and a five means it was very important.



Comprehensive Plan Question 4 Comparison

In 2001 the top 5 reasons for choosing a home in Cobb were:

- Public safety
- Home price
- Green space and tree preservation
- Tax rate
- Quality schools

In 2011 the 5 reasons for choosing a home in Cobb were:

- Public safety
- Quality schools
- Home price
- Tax rate
- Location in relation to my job

Observations from 2001 and 2011 surveys

- Due to changes in the survey instruments it is difficult to make an exact comparison between 2001 and 2011.
- In 2011 the top concerns for the community were: traffic congestion – commute time; public safety; and economic development (job creation).
- Many of the issues in 2001 deal with quality-of-life issues (due to a rapidly growth in the housing sector) while in 2011 the primary issues were economic conditions and access to jobs (due to a severe recession).

Observations from 2001 and 2011 surveys

- Equalization occurred between people's preference for transportation
- Table 3 indicates a shift in public opinion concerning how people wish to access local goods and services.
- Many of the issues used to determine residency remains the same from 2001 to 2011: Public Safety, Quality Schools, and the Tax Rate.

Questions?