

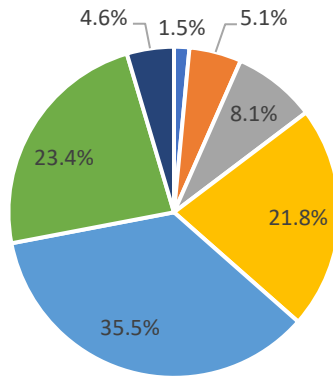


Town of Montreat
Community Assessment Survey
Summary Results

Conducted January-February 2020

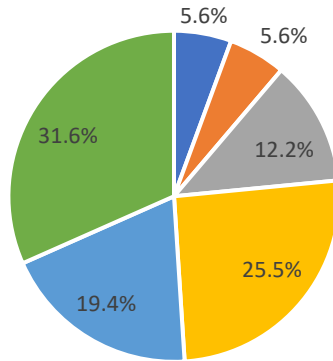
Total Responses: 235

Respondent Age



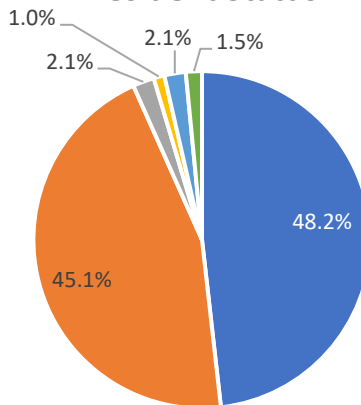
■ Under 35 ■ 35-44 ■ 45-54 ■ 55-64 ■ 65-74 ■ 75-84 ■ 85+

How Long Coming to Montreat



■ 1-5 yrs ■ 5-10 yrs ■ 10-25 yrs ■ 25-50 yrs ■ 50+ yrs ■ All my life

Resident Status

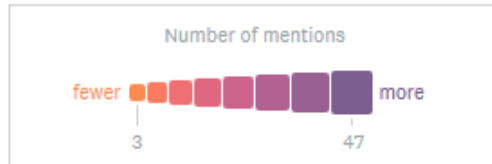


■ Property owner/Full time resident ■ Property owner/Part time resident ■ Renter/Full time resident
 ■ Renter/Part time resident ■ Work in Montreat ■ Hike/walk/bike/use facilities

What three words/phrases would you use to describe Montreat to others?

Top of Mind (First Mention) n = 217

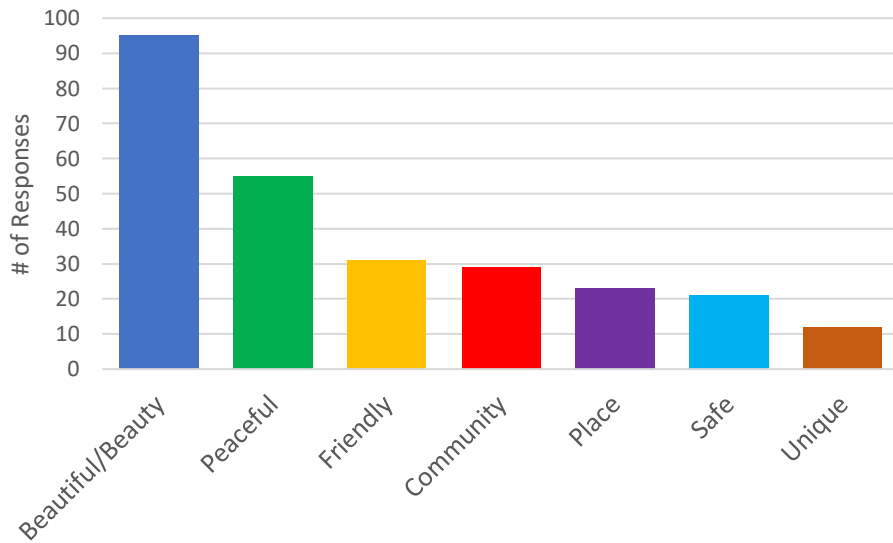
Sanctuary retreat welcoming Beauty unique mountain retreat
 natural beauty special Peaceful safe
 Beautiful friendly community Faith place
 Christian community mountains quiet Green Natural
 Presbyterian



	<u>Mentions</u>	<u>%age</u>
1. Beautiful/Beauty	57	26%
2. Peaceful	23	11%
3. Community	11	5%
4. Place	7	3%
Unique	7	3%
Mountains	7	3%
5. Welcoming	5	2%
Green	5	2%
6. Sanctuary	4	2%
Presbyterian	4	2%
Safe	4	2%
Faith	4	2%
Friendly	4	2%

What three words/phrases would you use to describe Montreat to others?

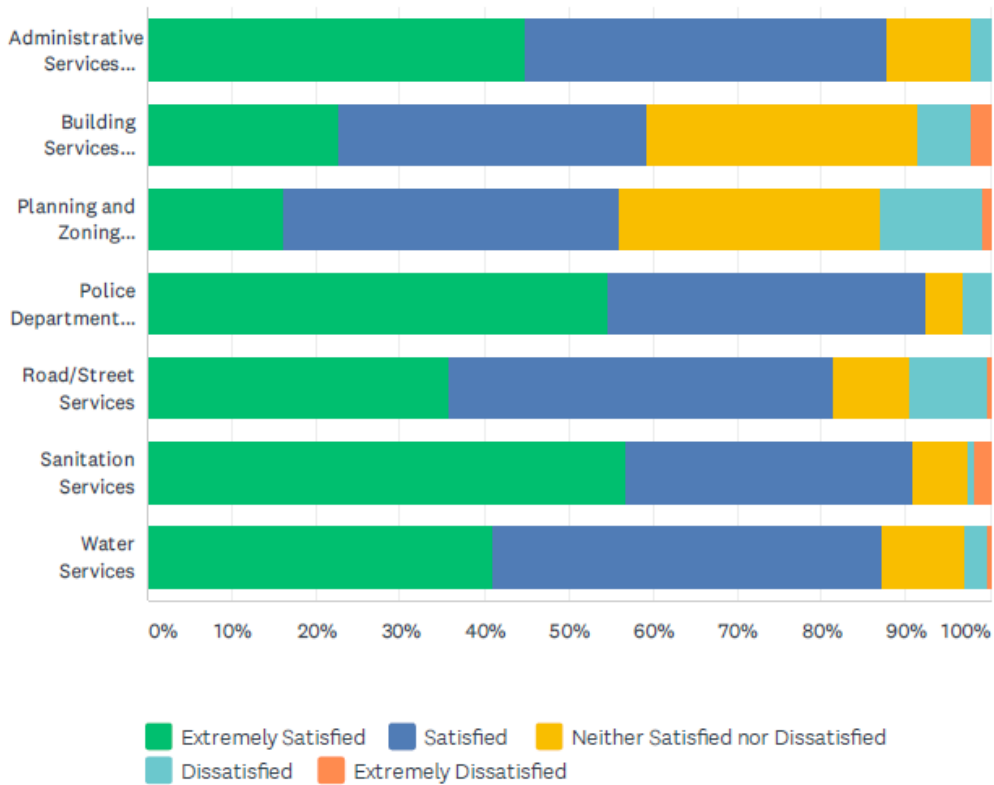
All Mentions (First, Second, Third) n = 637



	<u>Total Mentions</u>
1. Beautiful/Beauty	95
2. Peaceful	55
3. Friendly	31
4. Community	29
5. Place	23
6. Safe	21
7. Unique	12

How Satisfied are you with the following at Montreat?

n = 230



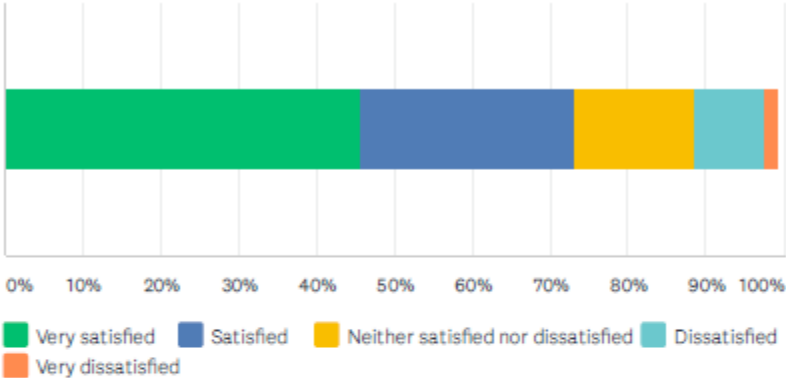
Department	Score
Police	4.4
Sanitation	4.4
Water	4.4
Admin	4.3
Roads/Streets	4.1
Building Svs	3.7
P&Z	3.6

Scale

- Extremely Satisfied = 5 points
- Satisfied = 4 points
- Neither Satisfied nor Dissatisfied = 3 points
- Dissatisfied = 2 points
- Extremely Dissatisfied = 1 point

How Satisfied are you with the performance of the current Town Council?

n = 230



ANSWER CHOICES	RESPONSES	
Very satisfied	45.65%	105
Satisfied	27.39%	63
Neither satisfied nor dissatisfied	15.22%	35
Dissatisfied	9.13%	21
Very dissatisfied	1.74%	4
TOTAL		230

Overall score: 4.1

Scale

- Very Satisfied = 5 points
- Satisfied = 4 points
- Neither Satisfied nor Dissatisfied = 3 points
- Dissatisfied = 2 points
- Very Dissatisfied = 1 point

What suggestions for improvement do you have for the Town Council

n = 98

Ranking by number of subject mentions and
representative samples of responses

- 1. Nothing/Keep doing what you're doing** **34 mentions**
 - "None, doing a great job"
 - "Keep up the good work!"
 - "None. Keep great communication"
 - "I think they are trying hard to heal old wounds and have made some real progress"

- 2. Public Works Projects** **13 mentions**
 - "Better maintenance of all streets and roads..."
 - "Streets should not be allowing to exist in disrepair for long lengths of time"
 - "Increase garbage pickup for year around residents"
 - "Better signage/Improve aging signage"
 - "Carry out repair of Texas Road Bridge"
 - "More aggressive road maintenance schedule"

- 3. Listen/Respond/Treatment of others** **12 mentions**
 - "Answer emails"
 - "Listen. Respond to emails. Show respect to public at town meetings"
 - "Continue listening to suggestions from Montreat residents"
 - "...the Mayor and the Council do not need to 'take on' speakers who are regular respondents"
 - "Be nice to everyone, even if you disagree with them."

- 4. Process/Procedure** **11 mentions**
 - "Need transparency in all financial matters"
 - "Share liaison responsibilities so that those who are too busy/out of town... can have help among council members"
 - "Use the Town email addresses for all town-related matters"
 - "The elected officials need to pay closer attention to the operations..."
 - "Enable part-time residents to serve on committees and boards"

- 5. Zoning/Ordinance/Enforcement** **9 mentions**
 - "Fix 'unfriendly zoning ordinances..."
 - "Establish and enforce noise and visual pollutions"
 - "Continue working on traffic noise and speeding"
 - "Storm drainage from properties needs attention"
 - "Review current 10 year plan to increase specifics in the code on new building esthetics and new construction"

What suggestions for improvement do you have for the Town Council (Cont.)

6. Long Term Development

4 mentions

- “Reopen Lake Susan. Promote building a nice little restaurant on the lake...”
- “Consider diverting the main road into Montreat around the Montreat gate...”
- “Show the grit and determination to manage the development issues upcoming (Graham property) in ways that will be fair but not place undue burden on Town resources and change Montreat...”
- “Find ways to foster growth in Montreat...”

7. Other Unrelated Suggestions

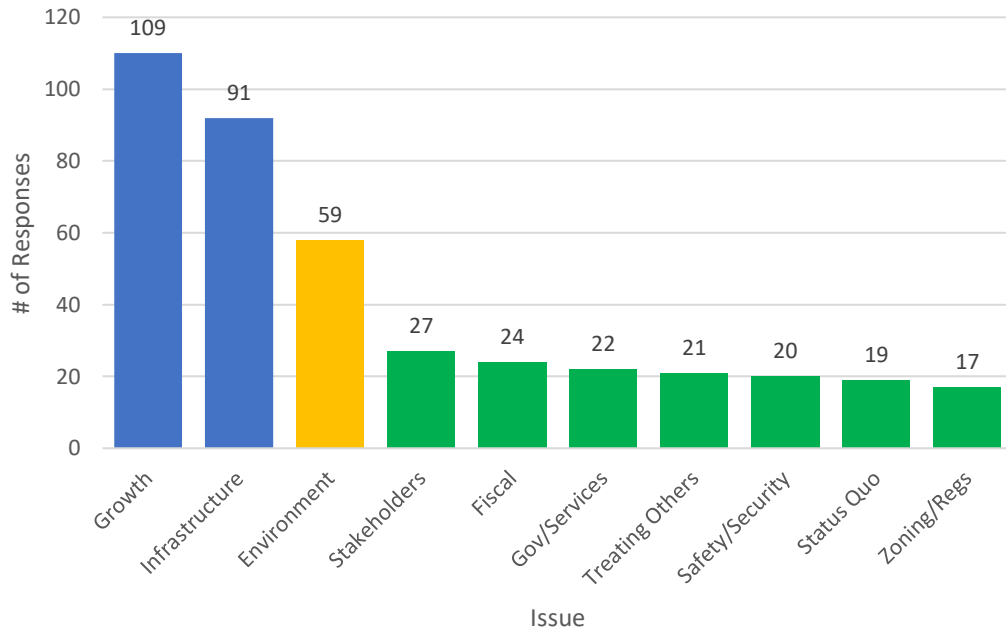
18 mentions

- “More opportunities to meet residents”
- “Take good care of the natural environment, and keep it quaint SMALL town.”
- “Control expenses, search for different revenue streams, ...engage stakeholders about the future.”
- “Bike or walking path from barn to campground road”
- “Elect other folks”
- “Dump re-opened for residents”
- “Hiring of full time people for administrative positions rather than part time”
- “Do not use an assault rifle for opening of the Montreat race on 4th of July... ring a ‘liberty bell’ to start the race”
- “Less is more”
- “To be less partisan”
- “Set aside undeveloped roadways granted to town by MRA to be permanent green spaces not to be developed by adjacent land owners.”
- “Our staff needs a new face of cordiality and smiles for the constituency they serve.”

What are the three most important issues facing the Town in the next five to ten years?

n = 481

Top 10 ranking by number of subject responses



Issue	Responses
Growth	109
Infrastructure	91
Environment	59
Stakeholder/Other Entities	27
Fiscal Related	24
Town Government/Services	21
Treatment of Others	21
Safety/Security	20
Status Quo	19
Zoning/Regulations	17

What are the three most important issues facing the Town
in the next five to ten years?

n = 481

Top 10 ranking by number of subject responses

- 1. Growth/Development Issues (positive or negative) 109 responses (23% of all responses)**
 - 31% against; 19% for; 50% neutral/undetermined
 - 20% of responses re. traffic
 - 5 responses re. Commercial development: 3 for- 2 against

- 2. Infrastructure Issues 91 responses (19% of all responses)**
 - 51% were road/street concerns
 - 14% were water system concerns
 - 14% were parking concerns

- 3. Environmental Issues 59 responses (12% of all responses)**
 - 31% were stormwater/erosion/flooding/water concerns
 - 22% were climate/global warning concerns
 - 14% were creek/stream concerns
 - 14% were tree concerns
 - 5% were wilderness concerns

- 4. Other Stakeholder/Entity Issues 27 responses**
 - 33% were concerned about long term viability of MRA and College
 - 26% seeking good relationships between Town, MRA and College
 - Several expressing concern about College moving to BM

- 5. Fiscal Related Issues 24 responses**
 - 34% concerned about rising taxes
 - Asking for wise fiscal discipline
 - Several concerned about Town's financial viability

- 6. Town Government/Services Issues 21 responses**
 - Many varied, unrelated responses
 - 4 staff related comments; 4 zip code/address related comments

- 7. Getting Along/Treatment of Each Other Issues 21 responses**
 - Diversity of responses
 - 33% wanting cooperation/unity
 - Several wanting TC to listen more

What are the three most important issues facing the Town
in the next five to ten years? (Cont.)

8. Safety/Security Issues

20 responses

- 6 responses re. speeding/traffic safety
- 5 responses re. fire concerns
- 4 responses re. only one exit

9. Status Quo Issues

19 responses

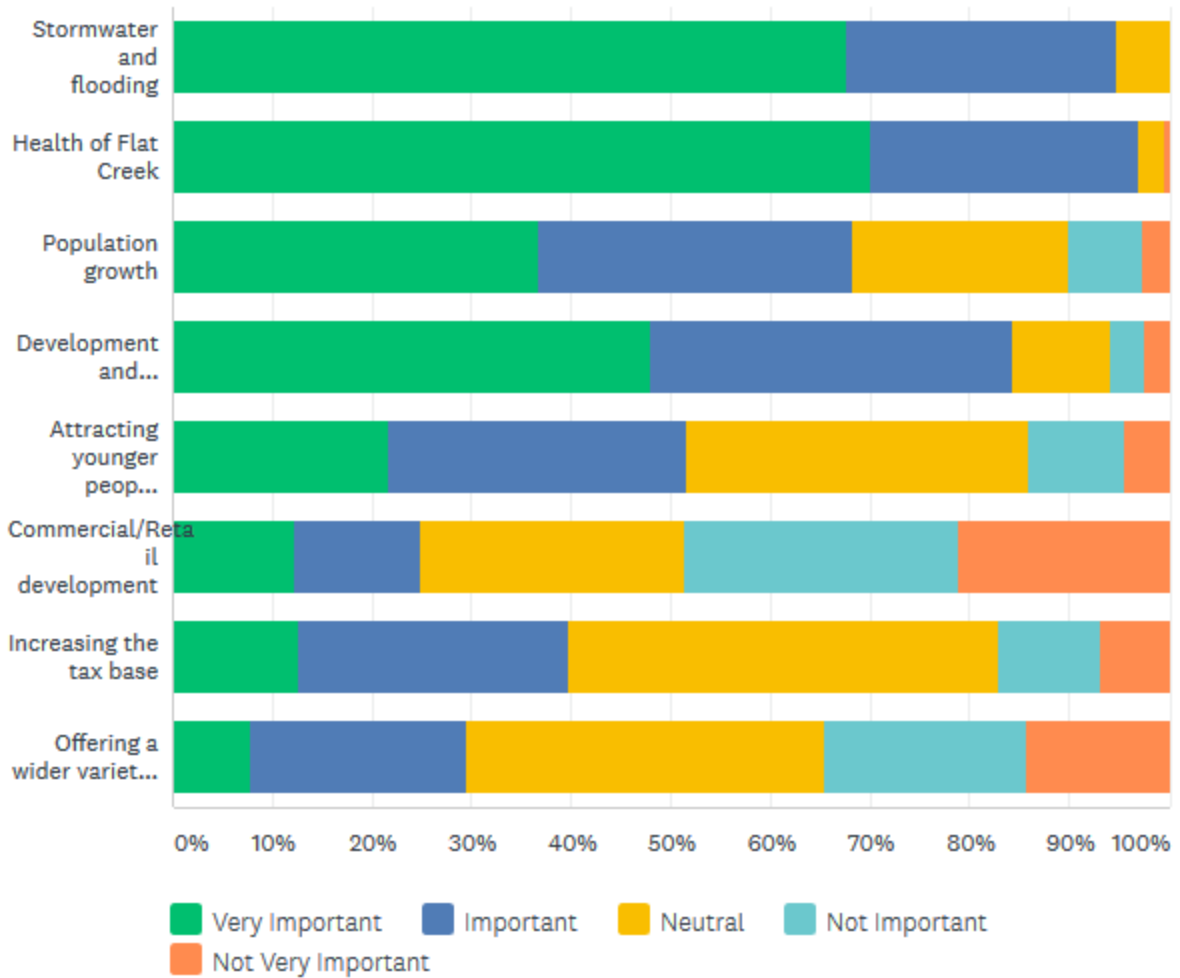
- 50% related to “keep Montreat Montreat”

10. Zoning/Regulation Issues

17 responses

- Comments re. over regulation
- Comments re. more regulation needed
- Comments about striking a balance
- Several comments about noise issues

Please rate the importance of the following issues for the Town
in the next five to ten years
n = 207



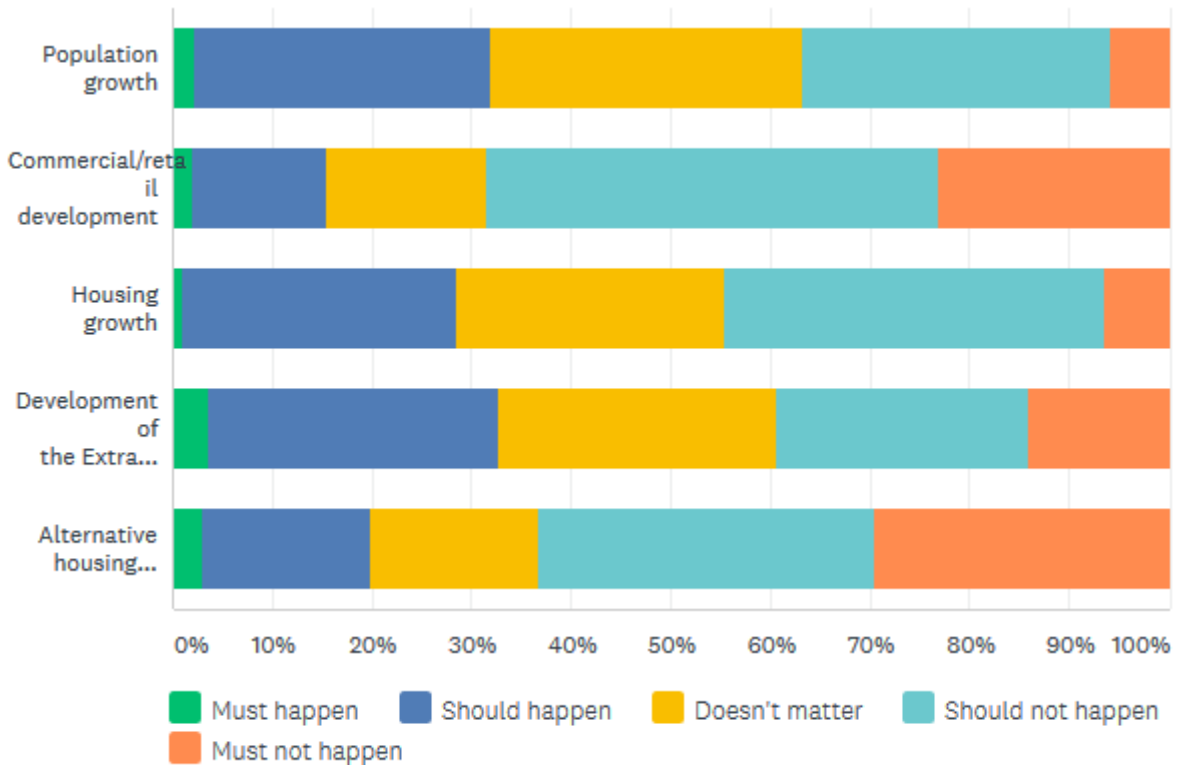
Issue	Score
Health of Flat Creek	4.7
Stormwater and flooding	4.6
Development/redevelop of land/structures	4.2
Population growth	3.9
Attracting younger people as residents	3.6
Increasing the tax base	3.3
Offering wider variety of housing to renters	2.9
Commercial/Retail development	2.7

Scale

- Very Important = 5 points
- Important = 4 points
- Neutral = 3 points
- Not Important = 2 points
- Not Very Important = 1 point

Should the following happen or not in Montreat?

n = 203



Issue	Score
Commercial/Retail development	2.3
Alternative housing development	2.3
Housing growth	2.8
Development of ETJ	2.8
Population growth	2.9

Scale

- Must Happen = 5 points
- Should Happen = 4 points
- Doesn't Matter = 3 points
- Should Not Happen = 2 points
- Must Not Happen = 1 point