



Town of Davidson Community Survey - Strategic Plan Check In

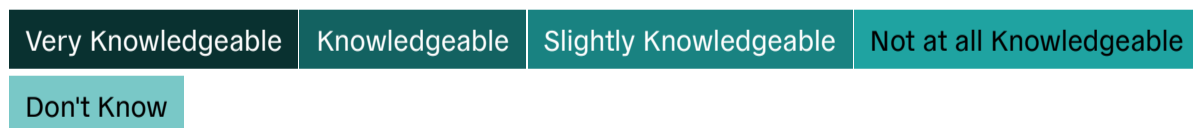
Survey Results
FINAL

09/29/2021

How knowledgeable are you about the following opportunities to provide input about development in the Town of Davidson?

Question	Very Knowledgeable	Knowledgeable	Slightly Knowledgeable	Not at all Knowledgeable	Don't Know
Public Input Sessions for Proposed Developments	12%	27%	40%	18%	2%
Notices About Developments or Projects Being Completed Near Your Residence	13%	32%	34%	20%	2%
Engagement Efforts around Larger Town of Davidson Plans such as the Comprehensive Plan, Historic Preservation Plan, Mobility Plan, etc.	10%	27%	40%	22%	2%
Regional Engagement Efforts through Mecklenburg County, Charlotte Regional Transportation Planning Organization, etc.	2%	14%	46%	36%	2%
Public Comment Once a Month at Davidson Board of Commissioners Meetings	12%	28%	29%	27%	4%
Provide Comments Via Email to Planning Department	13%	24%	25%	32%	7%

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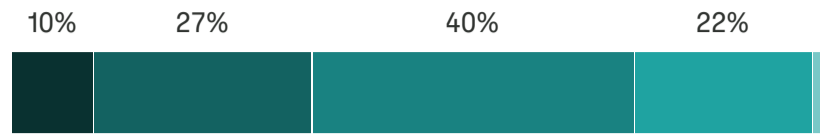
Public Input Sessions for Proposed Developments



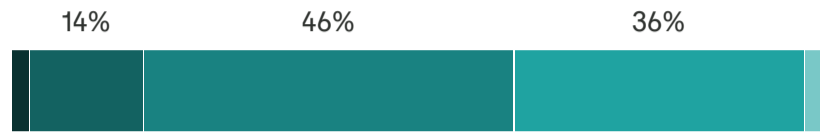
Notices About Developments or Projects Being Completed Near Your Residence



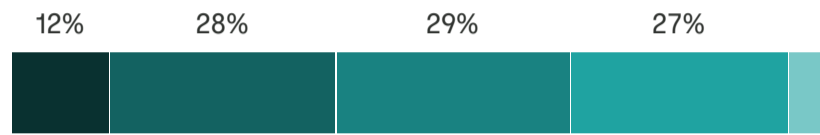
Engagement Efforts around Larger Town of Davidson Plans such as the Comprehensive Plan, Historic Preservation Plan, Mobility Plan, etc.



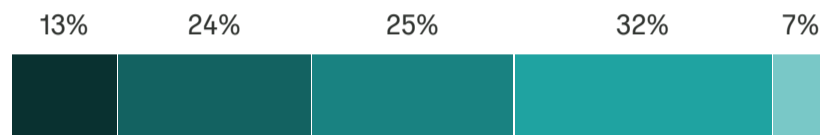
Regional Engagement Efforts through Mecklenburg County, Charlotte Regional Transportation Planning Organization, etc.



Public Comment Once a Month at Davidson Board of Commissioners Meetings



Provide Comments Via Email to Planning Department



Please indicate how much you agree or disagree with the following statements:

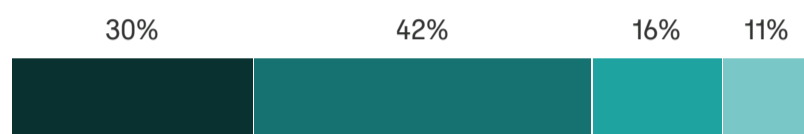
Question	Strongly Agree	Slightly Agree	Slightly Disagree	Strongly Disagree
I receive town news and know when input opportunities are	30%	42%	16%	11%
I have internet access to learn about meetings and participate online	75%	22%	1%	3%
I work when public input sessions are normally scheduled	9%	17%	33%	40%
I feel comfortable sharing my opinions in public	33%	46%	18%	3%
I think my opinion will make a difference	12%	37%	32%	19%
I fear retaliation from people who do not agree with me	15%	25%	23%	37%

Question	Strongly Agree	Slightly Agree	Slightly Disagree	Strongly Disagree
English is not my first language/I do not speak English	2%	0%	0%	98%
I have a disability and accessibility is an issue for me	1%	1%	1%	97%

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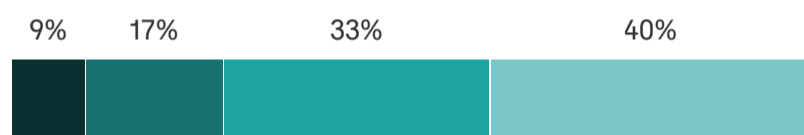
I receive town news and know when input opportunities are



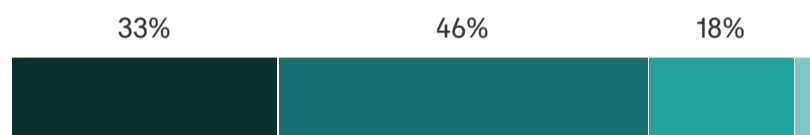
I have internet access to learn about meetings and participate online



I work when public input sessions are normally scheduled



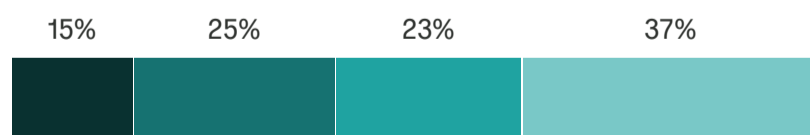
I feel comfortable sharing my opinions in public



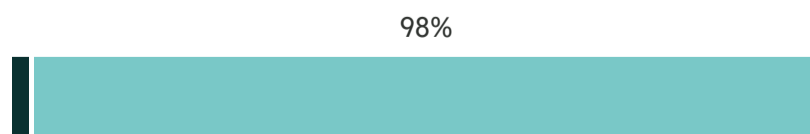
I think my opinion will make a difference



I fear retaliation from people who do not agree with me



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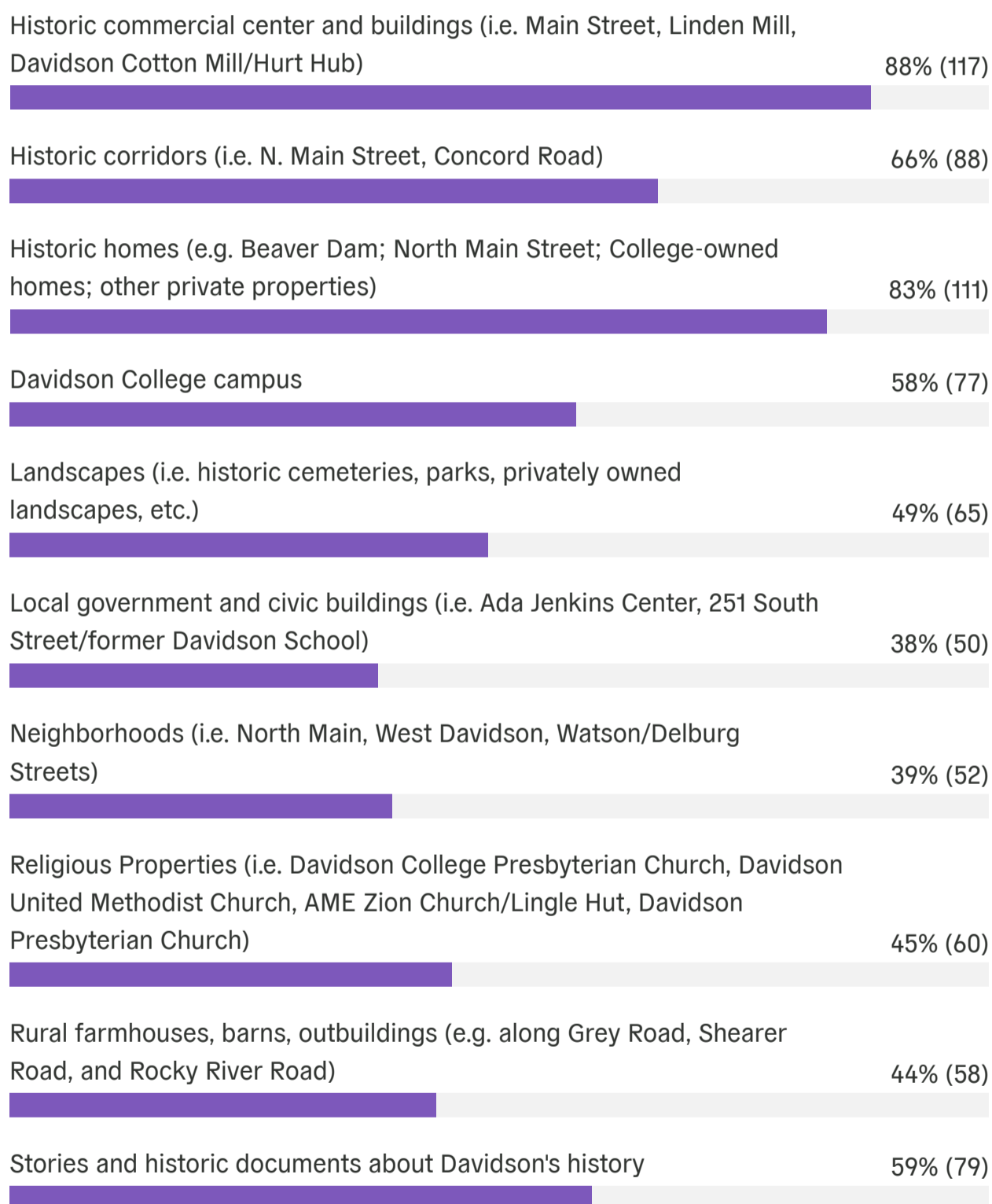


I have a disability and accessibility is an issue for me

97%



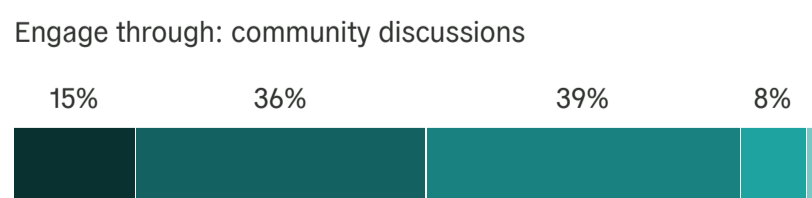
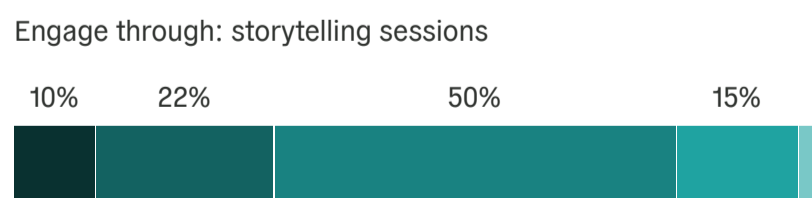
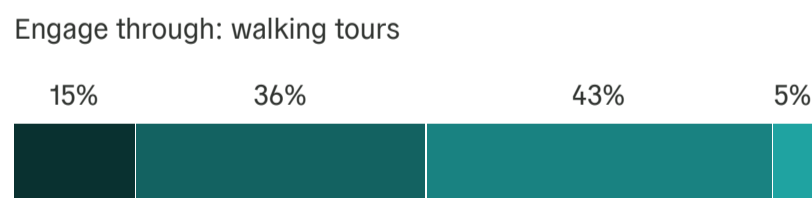
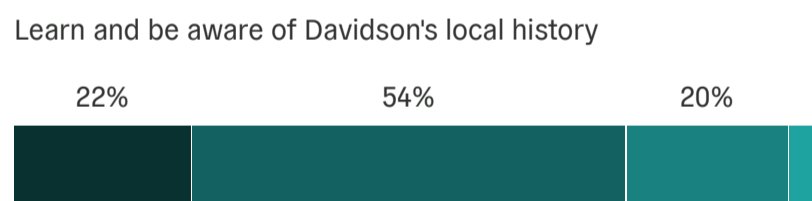
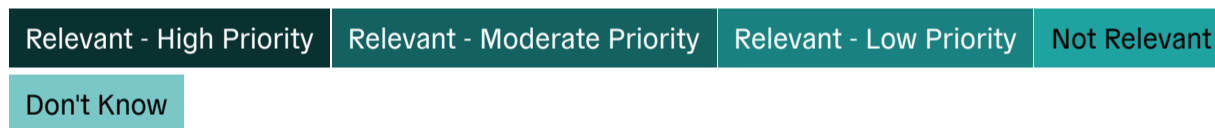
What do you think of when you hear or think about historic preservation in Davidson? (Please check all that apply.)



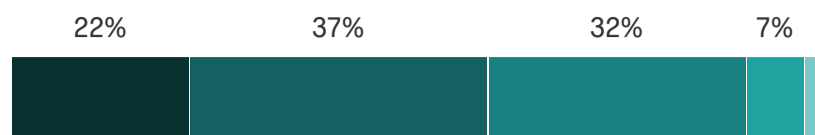
How relevant or not relevant is it for people to know about Davidson's local history and engage with it in the following ways?

Question	Relevant - High Priority	Relevant - Moderate Priority	Relevant - Low Priority	Not Relevant	Don't Know
Learn and be aware of Davidson's local history	22%	54%	20%	4%	0%
Engage through: walking tours	15%	36%	43%	5%	1%
Engage through: storytelling sessions	10%	22%	50%	15%	3%
Engage through: community discussions	15%	36%	39%	8%	2%
Engage through: convening in historically significant spaces to learn history actively	22%	37%	32%	7%	2%
Engage through: collaboration with Davidson college, non-profits, and local library	26%	44%	25%	5%	0%
Engage through: genealogical study	3%	19%	44%	28%	6%
Other	13%	4%	2%	2%	80%

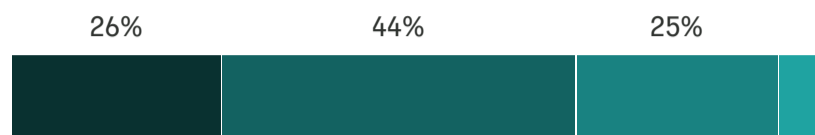
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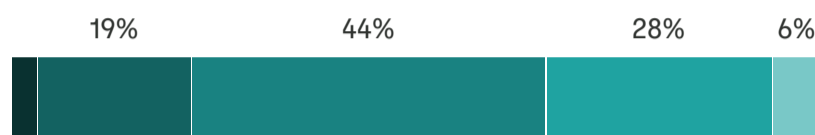
Engage through: convening in historically significant spaces to learn history actively



Engage through: collaboration with Davidson college, non-profits, and local library



Engage through: genealogical study



Other



If you responded "other," please indicate what ideas for engagement you would like to see:

Informational signage and historical markers on prominent locations

Re: question 11- it's not that I don't think those goals have merit...I do not believe it is the role of municipal government to legislate those items. The ones I labeled "moderate priority" I believe the town has jurisdiction over, not the others.

Street signs and house placards regarding historically significant events

It is important for the town of Davidson as well as Davidson College to acknowledge the past injustices towards the African-American community. An annual ceremony that could take place on Town Day, for instance, would be a great way to remind ourselves of how we became the town we are today. A plaque, public art, or monument should also be considered. This could all be tied to how we move forward by having a community discussion take place on that same day. The community could be given the opportunity to write comments/reflections that would be collected on a wall. Civics 101 is a great platform but I am unaware of any other way to learn about our town and its history. Not everyone has the availability to commit to 8 weeks of sessions. It would be great to have one-time walking tours or storytelling sessions available throughout the year. If they are already available, I am unaware of them. Maybe they could be included in the email newsletters?

Historical video series

Historic District signage

Signage for self guided walking tours-not like the red phone booth things but appropriate signage

Suggestion: Include a short, illustrated article in each Town Newsletter (the quarterly newsletter going to each resident) about historical subjects, e.g. the mills, the college,

the post office, movie theater, significant figures, town's people of the past and their stories ...

Traffic issues-car

Build a parking garage or put up a sign on the interstate "there is no parking in Davidson" Because everyone goes round and round looking for parking they can't or don't look out for pedestrians, which leads to deaths!!

Having a section in the Town Newsletter where you talk about some aspect of the history. I think adding in the "About Davidson" section on the website a place that listed some of the historical sites and their history would be a good place for people to find out about this type of info. I love the timeline and facts, etc. Could expand here to incorporate the Historic Preservation piece

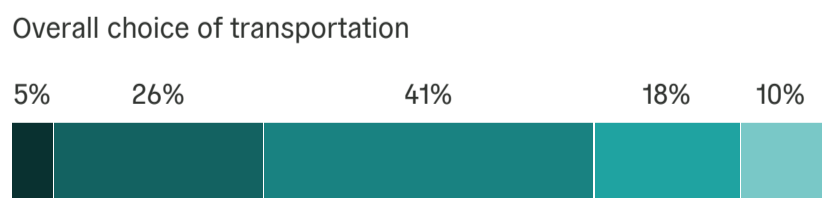
Engaging change: From superior elite, to inclusion growth demographics

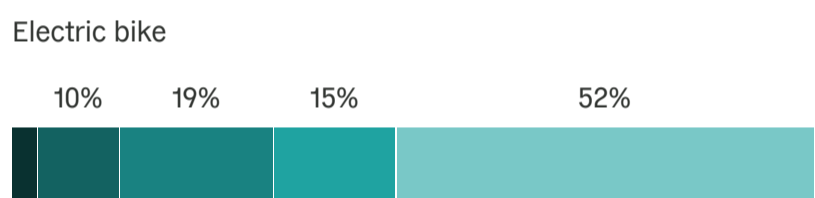
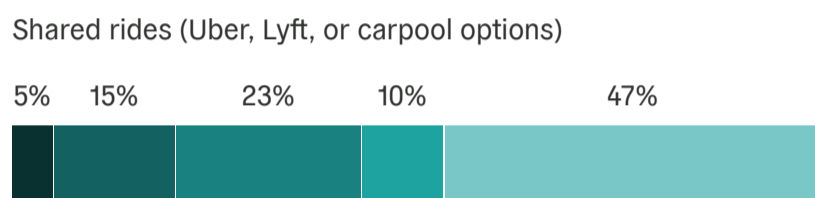
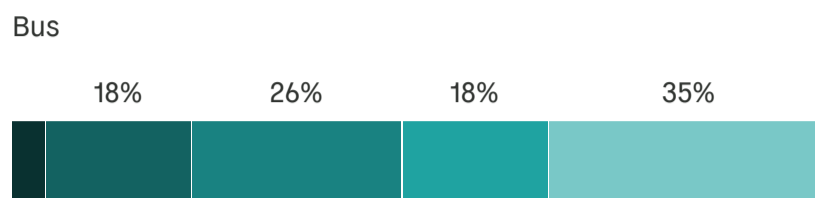
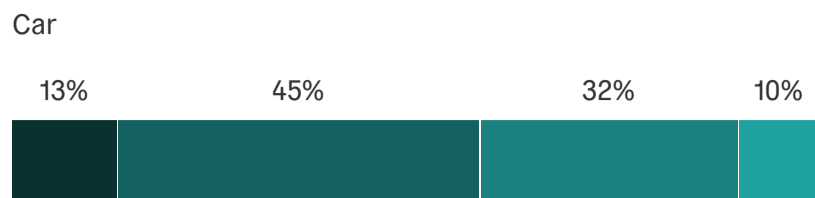
Learning from underrepresented groups - for example, history of black families, nonprofits, and church groups

Please rate the quality of each of the following transportation options in Davidson.

Question	Excellent	Good	Fair	Poor	Don't know
Overall choice of transportation	5%	26%	41%	18%	10%
Pedestrian amenities	14%	50%	27%	7%	1%
Car	13%	45%	32%	10%	0%
Bus	4%	18%	26%	18%	35%
Bicycle	13%	37%	33%	13%	3%
Shared rides (Uber, Lyft, or carpool options)	5%	15%	23%	10%	47%
Electric bike	3%	10%	19%	15%	52%

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Please rate the quality of travel in Davidson (how easy for you to get from Point A to Point B) and help us identify where the pain points are in your journey:

Question	Excellent	Good	Fair	Poor	Don't Know
Quality of travel overall	5%	44%	37%	14%	0%
Greenways	32%	44%	18%	4%	2%
Sidewalks	12%	48%	30%	10%	0%
Public Transportation	3%	8%	27%	21%	41%
Traffic/Congestion on town roadways	1%	10%	42%	46%	1%
Traveling to neighboring towns	4%	33%	40%	22%	1%

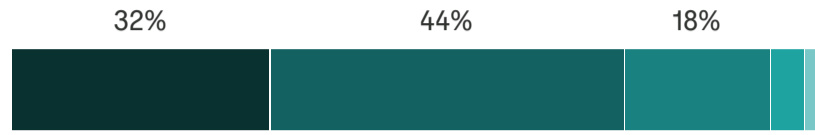
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Quality of travel overall



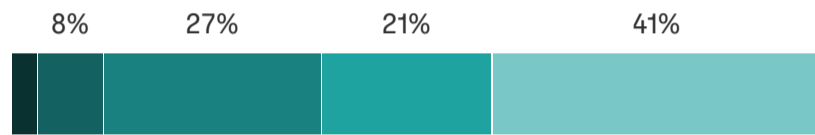
Greenways



Sidewalks



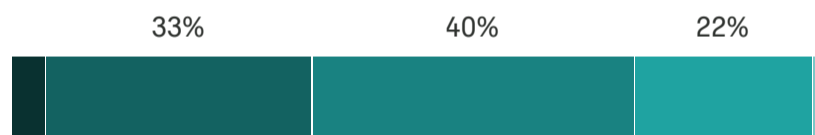
Public Transportation



Traffic/Congestion on town roadways



Traveling to neighboring towns



How likely, if at all, would you be contacting town staff in the following ways?

Question	Very Likely	Somewhat Likely	Not Likely at All	Don't Know or N/A
Via email	51%	38%	8%	2%
Via phone or text	25%	39%	33%	3%
Via official social media accounts	6%	21%	72%	1%
In person	11%	36%	49%	4%

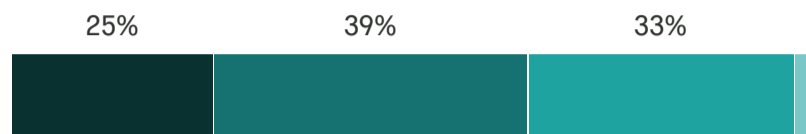
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Via email



Via phone or text



Via official social media accounts



In person

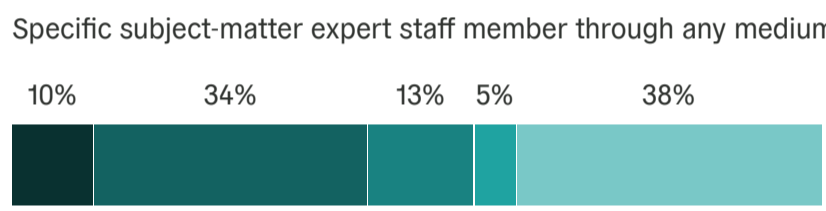
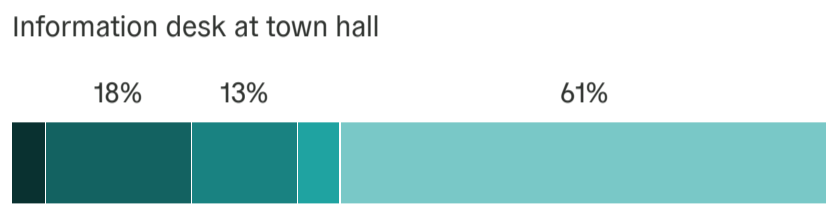
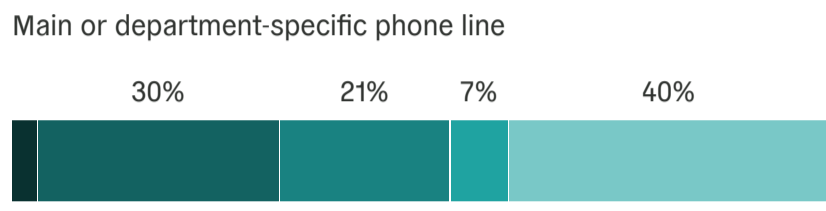
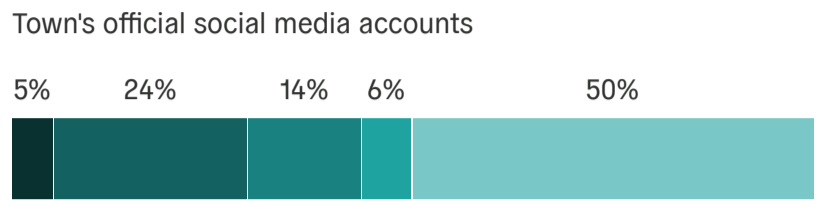
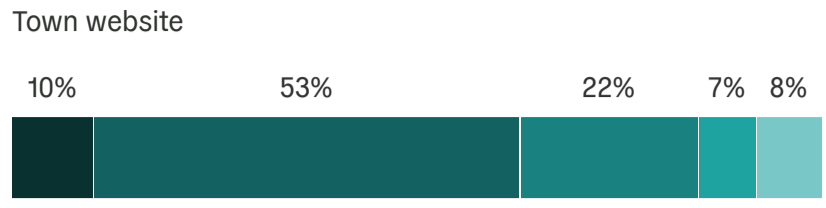


Please rate the quality of the following town communication and customer service resources:

Question	Excellent	Good	Fair	Poor	Don't Know
Town website	10%	53%	22%	7%	8%
Town's official social media accounts	5%	24%	14%	6%	50%
Main or department-specific phone line	3%	30%	21%	7%	40%
Information desk at town hall	4%	18%	13%	5%	61%
Specific subject-matter expert staff member through any medium	10%	34%	13%	5%	38%

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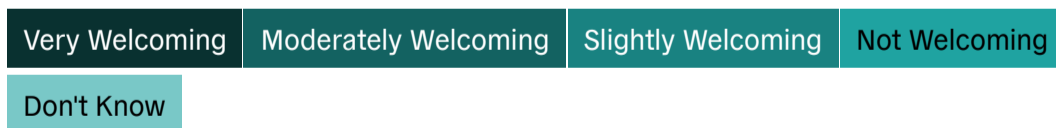


How welcoming, if at all, do you think your community is for residents who are:

Question	Very Welcoming	Moderately Welcoming	Slightly Welcoming	Not Welcoming	Don't Know
People with disabilities	22%	31%	10%	9%	28%
People who identify as lesbian, gay, bisexual, or other LGBTQIA sexual identities	38%	24%	9%	4%	26%
People who identify as transgender	27%	17%	10%	4%	43%
Men	60%	24%	6%	3%	7%
Women	61%	28%	3%	1%	7%
People who are Arabic or Middle Eastern	29%	17%	10%	4%	40%

Question	Very Welcoming	Moderately Welcoming	Slightly Welcoming	Not Welcoming	Don't Know
People who are Asian, Asian Indian, or Pacific Islander	34%	20%	8%	4%	34%
People who are Black or African American	31%	26%	10%	7%	27%
People who are Hispanic	31%	22%	13%	7%	28%
People who are American Indian or Alaskan Native	28%	13%	7%	4%	48%
People who are White	67%	20%	4%	4%	4%
People whose first language is not English	20%	23%	21%	4%	31%
People who are not U.S. citizens	22%	16%	15%	5%	42%
People of Christian faith	59%	25%	3%	5%	8%
People of Islamic faith	20%	16%	13%	8%	43%
People of Jewish faith	31%	22%	11%	2%	34%
People of other faith	25%	18%	10%	4%	43%
People who are agnostic or atheist	27%	22%	7%	5%	39%
People who are liberal	62%	23%	5%	1%	9%
People who are conservative	19%	30%	23%	20%	8%
People who are veteran or military personnel	45%	25%	8%	4%	19%
People who are of lower income	15%	26%	23%	20%	17%

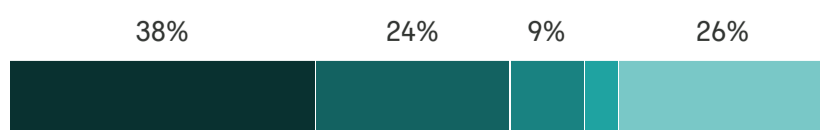
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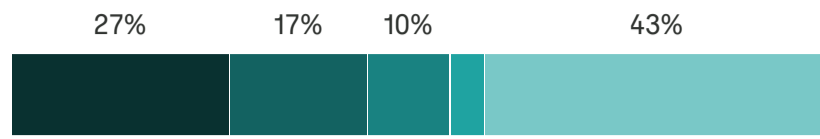
People with disabilities



People who identify as lesbian, gay, bisexual, or other LGBTQIA sexual identities



People who identify as transgender



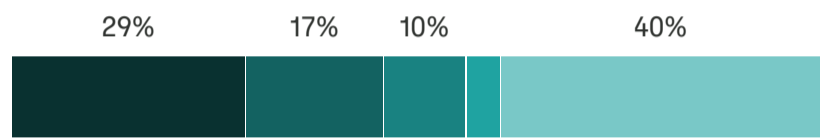
Men



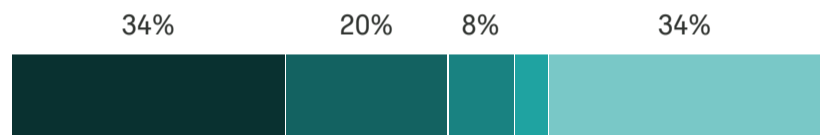
Women



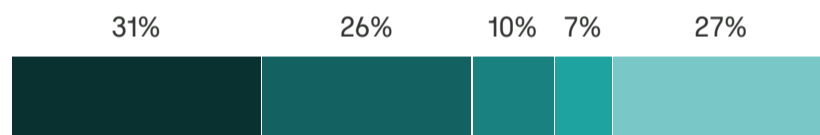
People who are Arabic or Middle Eastern



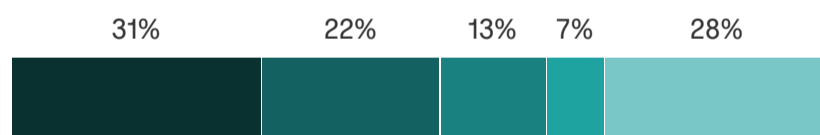
People who are Asian, Asian Indian, or Pacific Islander



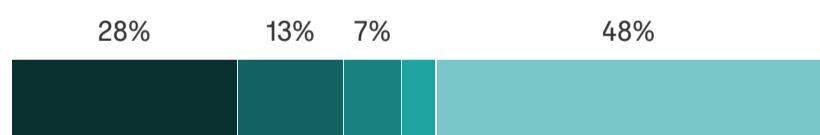
People who are Black or African American



People who are Hispanic



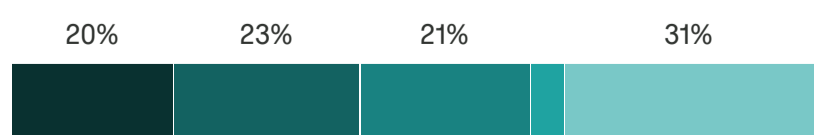
People who are American Indian or Alaskan Native



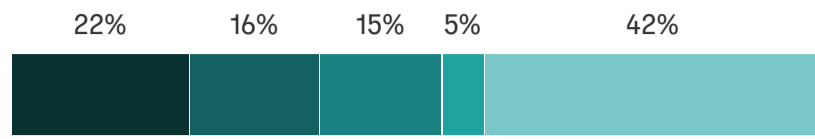
People who are White



People whose first language is not English



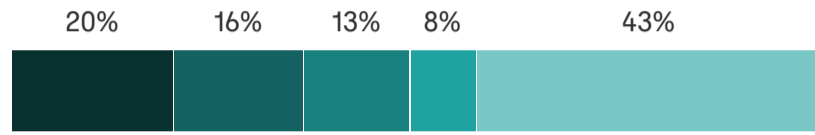
People who are not U.S. citizens



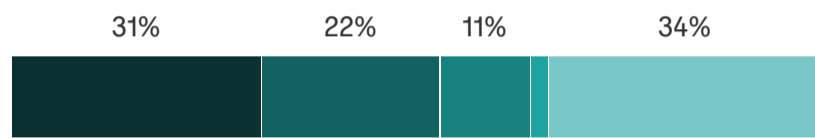
People of Christian faith



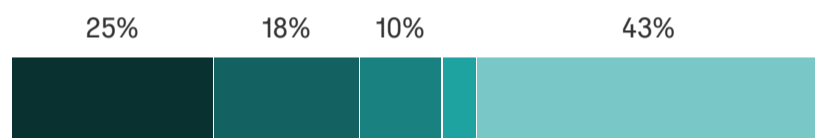
People of Islamic faith



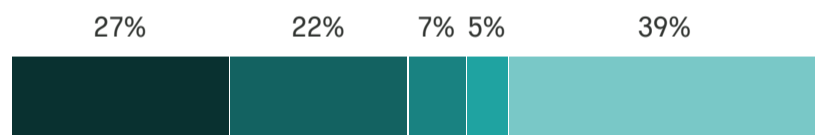
People of Jewish faith



People of other faith



People who are agnostic or atheist



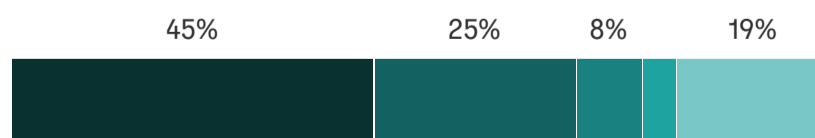
People who are liberal



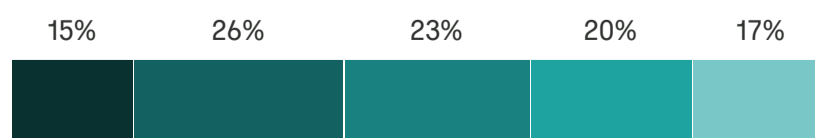
People who are conservative



People who are veteran or military personnel



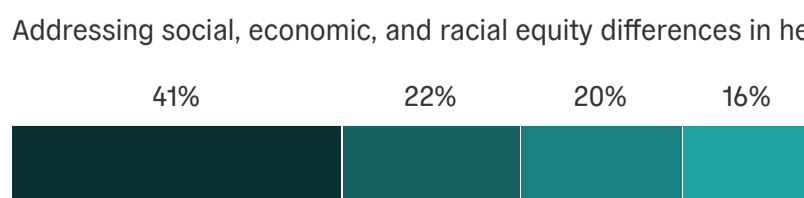
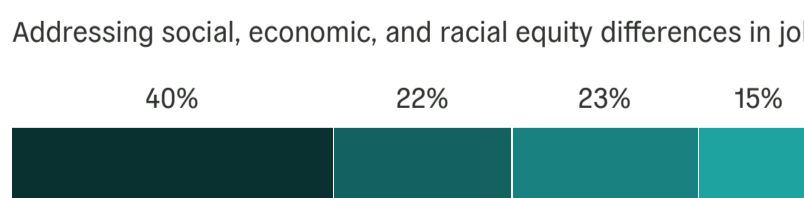
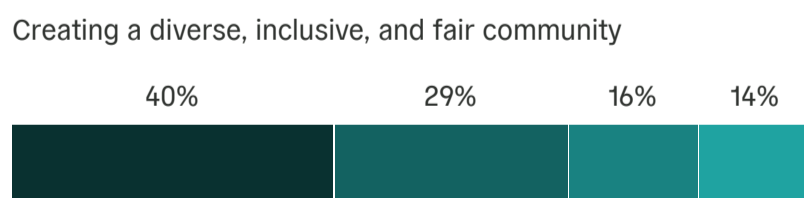
People who are of lower income



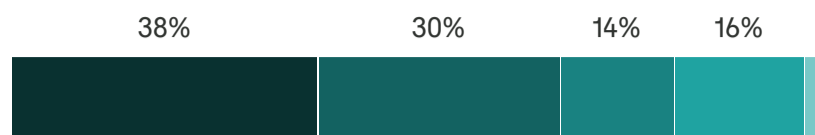
How much of a priority, if at all, should it be for your LOCAL GOVERNMENT to focus on the following?

Question	High Priority	Moderate Priority	Low Priority	Not a Priority	Don't Know
Creating a diverse, inclusive, and fair community	40%	29%	16%	14%	0%
Addressing social, economic, and racial equity differences in jobs and housing	40%	22%	23%	15%	0%
Addressing social, economic, and racial equity differences in health and education	41%	22%	20%	16%	0%
Addressing social, economic, and racial equity differences in the criminal justice system	38%	30%	14%	16%	2%
Hiring more diverse staff	32%	27%	23%	14%	4%
Recruiting diverse people into positions of local government leadership	33%	29%	18%	16%	4%

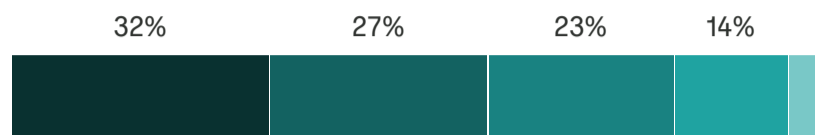
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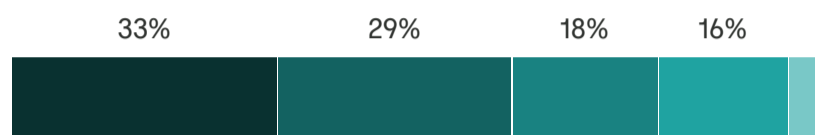
Addressing social, economic, and racial equity differences in the criminal justice system



Hiring more diverse staff



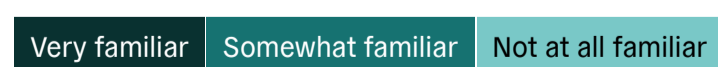
Recruiting diverse people into positions of local government leadership



How familiar, if at all, are you with the following topics related to equity and inclusion?

Question	Very familiar	Somewhat familiar	Not at all familiar
Racial Equity	60%	36%	4%
Gender Equity	62%	33%	5%
LGBTQIA Equity	49%	36%	16%
Equity for People with Disabilities	45%	44%	11%
Affordable Housing	44%	47%	8%
Livable Wage	43%	49%	9%
Black History	33%	56%	11%
Women's History	44%	40%	16%
Asian American and Pacific Islander History	16%	38%	47%
Hispanic Heritage History	19%	44%	38%
Civil Rights History	52%	41%	7%

[Expand all](#) / [Collapse all](#)



Racial Equity



Gender Equity



LGBTQIA Equity



Equity for People with Disabilities



Affordable Housing



Livable Wage



Black History



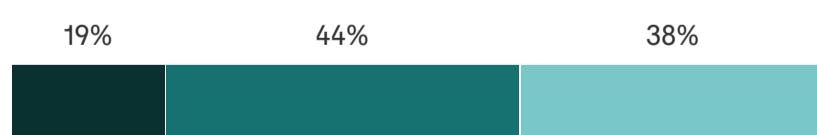
Women's History



Asian American and Pacific Islander History



Hispanic Heritage History



Civil Rights History



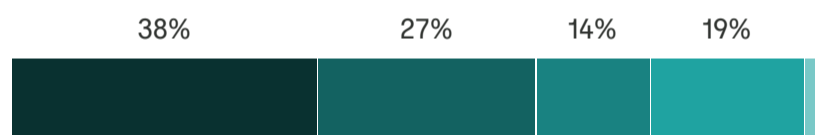
Please rate how important, if at all, the following are to you:

Question	Essential	Very Important	Somewhat Important	Not At All Important	Don't Know
The Town of Davidson reduces climate change through town operational choices	38%	27%	14%	19%	2%
The Town of Davidson meets its goal of carbon neutrality by 2037	38%	23%	19%	19%	2%
Environmental and conservation issues on a personal level	41%	34%	17%	7%	1%

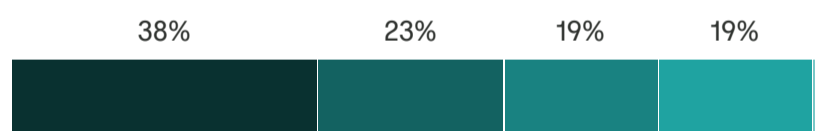
[Expand all / Collapse all](#)



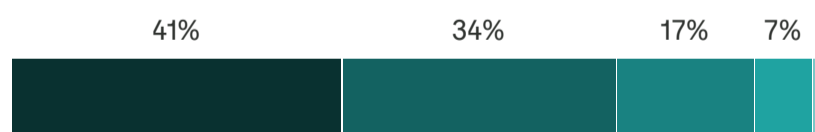
The Town of Davidson reduces climate change through town operational choices



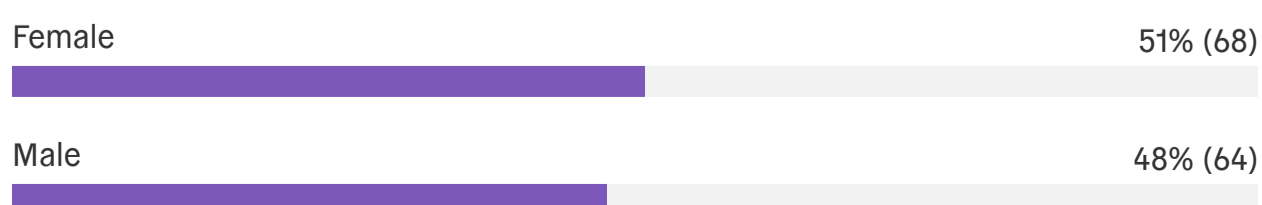
The Town of Davidson meets its goal of carbon neutrality by 2037



Environmental and conservation issues on a personal level



What is your gender?



Identify in another way	1% (2)
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In which category is your age?

18-24 years	0% (0)
25-34 years	1% (1)
35-44 years	14% (19)
45-54 years	21% (28)
55-64 years	26% (35)
65-74 years	29% (38)
75 years or older	9% (12)

What is your race? (Mark one or more races to indicate what race you consider yourself to be.)

American Indian or Alaska Native	2% (3)
Asian	1% (1)
Black or African American	0% (0)
Native Hawaiian or Other Pacific Islander	1% (1)
White	93% (122)
A race not listed	6% (8)

How are you connected to the Town of Davidson?

