Greenville

# Appendix A

# Comprehensive Plan 2025

*Draft*
March 2004

# Appendix A:
# The 2002 Citizen Attitude Survey

In order to ensure that this Comprehensive Plan was written based on the desires of citizens of Greenville and on their views regarding various issues within the City, a citizen survey was conducted by Raymond Turco & Associates, Inc. as part of this comprehensive planning process. The survey addressed many of the significant elements affecting the City currently, as well as many of those which may affect it in the future. Citizen response to the survey was an integral part of the formulation of each chapter of the Comprehensive Plan. A summary of this survey is included within this appendix.

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# A SURVEY OF ATTITUDES ABOUT THE CITY OF GREENVILLE

## 2002 Citizen Attitude Survey

## SURVEY SUMMARY AND ANALYSIS
## FINAL VERSION

**RAYMOND TURCO & ASSOCIATES**

**PROJECT 2140702**

**JANUARY 2003**

# 2002 GREENVILLE CITIZEN SURVEY
# SUMMARY REPORT

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# METHODOLOGY

The techniques used in this survey adhere to statistical standards used in the survey industry. The points to keep in mind when evaluating this report are:

(1) The sample for the telephone survey was composed of 403 residents from the city of Greenville, Texas. City respondents were selected at random, with the sample drawn using a geographical segmentation scheme that divided the study region into three major areas. Each area was assigned a quota proportional to the number of available households with available telephone numbers. A survey with a random sample size of 403 respondents is accurate to within 5% at the 95% confidence level. This means there is only one chance in twenty that the survey results may vary by as much as plus or minus 5% from the results that would be obtained by polling the entire population of the study area.

(2) All telephone interviews were conducted by professional interviewers under close professional supervision by Raymond Turco & Associates from our Grand Prairie, Texas, telephone call centers. Interviews were recorded under controlled situations to minimize measurement error. The questionnaire was translated into Spanish for non-English speaking residents and bilingual callers were utilized for this project. The length of interviews varied with the average survey lasting approximately 16 minutes.

(3) Only complete surveys were accepted as part of the sample for the telephone survey, and interviewers were required to confirm the respondent's name and telephone number.

(4) Certain questions were written to permit the respondent to answer "no opinion." This was done so as to avoid the artificial creation of attitudes on issues where the interviewee may not have had an opinion.

(5) Telephone interviewing began on October 12, 2002. The 403 interviews were completed by October 27. Thus, the survey was in the field for 16 days, a short enough time period to make this an accurate reading during the time period the study was being implemented.

(6) Completed questionnaires were checked for compliance with interviewing and sampling specifications. All editing and validation of interviews, coding of open-ended responses, data processing and computer analysis were processed by Raymond Turco & Associates of Arlington, Texas.

# SURVEY ACCURACY

Contrary to what may appear to be common sense, the accuracy of a telephone survey is not greatly influenced by the proportion of the total population that is interviewed. Instead, within a controlled environment, survey accuracy is directly related to the number of individuals interviewed. That is, a survey of 400 people out of a total population of 1,000 will yield results that are as accurate as a survey of 400 taken from a total population of 10,000.

For all practical purposes, the accuracy of "large" surveys (those involving more than 100 interviews) is approximately one divided by the square root of the number of interviews. For example, the error percentage or survey accuracy for a survey of 100 people is approximately plus or minus 10 percent (1 divided by 10). A survey of 625 people will have an error level of approximately 4 percent (1 divided by 25).

However, these error rates or accuracy levels must be applied and interpreted with three important caveats in mind. First, these are the 95 percent confidence limits. This means that given a sample of 400 people, 95 times out of 100 the "true" result will lie within plus or minus 5% of the observed answer.

Secondly, this error percentage applies solely to binary (yes/no, agree/disagree) questions. For example, if 55 percent of a sample of 625 voters said they would vote for candidate A, then you can be 95% sure that candidate A's "true" support lies between 51 and 59%.

Finally, the error percentage calculated as 1 divided by the square root of the number of responses is the "worst case" error. That is, it is based on the initial assumption that the percentage that is being estimated via the survey is 50 percent. If, from some other source, it is known or assumed that the "true" percentage differs from 50 percent, the actual survey error is less than that based on a 50% "true" percentage value.

Considering this information, a survey with a random sample size of 400 respondents is accurate to within approximately 5% at the 95% confidence interval. This means there is only one chance in twenty that the survey results may vary by as much as plus or minus 6% from the results that would be obtained by polling the entire population of the full study area.

As previously discussed, the statistical error decreases as the proportion answering the question in a given way moves away from 50% and as the number of persons responding to a given question increases. The sampling error confidence interval for various proportions responding in a given way and for various numbers in the full sample responding are given in the following table:

## TABLE #1: SAMPLING ERROR AT 95% CONFIDENCE LEVEL

| | NUMBER RESPONDING TO QUESTION | | | | |
|---|---|---|---|---|---|
| **PERCENTAGE GIVING ANSWER** | **50** | **100** | **250** | **500** | **600** |
| **50%** | 14.1% | 10.0% | 6.3% | 4.5% | 4.1% |
| **40% or 60%** | 13.9% | 9.8% | 6.2% | 4.4% | 4.0% |
| **30% or 70%** | 13.0% | 9.2% | 5.8% | 4.1% | 3.7% |
| **20% or 80%** | 10% | 8% | 5% | 4% | 3% |
| **10% or 90%** | 9% | 6% | 4% | 3% | 2% |

In actual practice, survey results are frequently somewhat better than is indicated by the 95% confidence level sampling error estimate.

# RESPONDENT PROFILE: SURVEY SAMPLE

| RESPONDENT GROUP | SUBGROUP | SURVEY SAMPLE | (N=) |
|---|---|---|---|
| **FULL SAMPLE** | | 100% | 403 |
| | | | |
| **AREA** | **Area I** (North of U.S. 380) | 27% | 110 |
| | **Area II** (South of U.S. 380; North of U.S. 69) | 30% | 120 |
| | **Area III** (South of U.S. 69) | 43% | 173 |
| | | | |
| **SEX** | **Male** | 38% | 155 |
| | **Female** | 62% | 248 |
| | | | |
| **AGE** | **18 - 24 Years** | 5% | 21 |
| | **25 - 34 Years** | 11% | 43 |
| | **35 - 44 Years** | 17% | 66 |
| | **45 - 54 Years** | 17% | 69 |
| | **55 - 64 Years** | 15% | 60 |
| | **65 and Older** | 34% | 137 |
| | | | |
| **LENGTH OF RESIDENCE** | **Less than 5 Years** | 11% | 46 |
| | **5 - 10 Years** | 18% | 71 |
| | **10 - 15 Years** | 8% | 32 |
| | **15 - 20 Years** | 8% | 32 |
| | **More than 20 Years** | 55% | 221 |
| | | | |
| **AGE RANGES OF CHILDREN AT HOME UNDER AGE 18** | **No Children** | 65% | 262 |
| | **Under 6** | 13% | 53 |
| | **6 - 12** | 14% | 56 |
| | **13 - 18** | 13% | 53 |
| | **Over 18** | 7% | 29 |
| | | | |
| **CONTACT WITH CITY** | **Yes** | 36% | 145 |
| | **No** | 63% | 254 |
| | **Don't Remember** | 1% | 4 |

# CONTACT PROFILE

The sample contact universe was composed of households in the city of Greenville with telephone numbers, purchased from a consumer list, maintained and updated by Experian, a list management firm located in Allen, Texas. That list was divided into three subsectors. The following summarizes the effectiveness of telephone contact.

| TYPE OF CONTACT | % | (N=) |
|---|---|---|
| | | |
| TOTAL POSSIBLE CONTACTS | 100% | 4,270 |
| TOTAL CONTACTS MADE | | 6,164 |
| | | |
| COMPLETED | 7% | 403 |
| | | |
| ANSWERING MACHINE | 25% | 1,544 |
| REFUSE TO ANSWER | 18% | 1,093 |
| NO ANSWER | 16% | 1,023 |
| WRONG NUMBER | 13% | 790 |
| CALL BACK | 16% | 961 |
| BUSY | 5% | 286 |
| DISCONTINUED INTERVIEW | 1% | 64 |

# AREA DESIGNATION MAP
# CITY OF GREENVILLE

| AREA | | DESCRIPTION |
|---|---|---|
| I | - | North of U.S. 380 |
| II | - | South of U.S. 380; North of U.S. 69 |
| III | - | South of U.S. 69 |

# OVERVIEW

The City of Greenville, Texas retained a team of professional consultants, headed by the urban planning firm of Dunkin, Sefko & Associates, to assist the city in developing a comprehensive master plan. In an effort to better understand the attitudes of city residents regarding future planning in the city, one of the developmental components of the plan was to conduct a scientifically valid citizen survey. The firm of Raymond Turco & Associates, a member of the consultant team, was responsible for conducting the survey. The comprehensive survey (see Appendix) was designed to examine the attitudes of residents with regard to growth, recreation, quality of life and future goals and objectives. The information gathered in this report will allow elected officials and city staff to better understand how the general citizenry views issues such as city services, quality of life, future public improvements and economic development.

The survey investigated the following areas of interest:

**1. General Attitudes About Greenville**

- ☑ Level of satisfaction or dissatisfaction with quality of life in city
- ☑ Level of community activity
- ☑ Most critical issue facing Greenville today
- ☑ Rating of taxes paid to taxing entities
- ☑ Sources utilized to gather information about Greenville

**2. General Attitudes About City Services and City-Related Initiatives**

- ☑ Rating of city services
- ☑ Contact with city during past year
- ☑ Level of satisfaction or dissatisfaction with service received from city employees (subsample of those with contact)
- ☑ Service or facility desired for city of Greenville
- ☑ Level of satisfaction or dissatisfaction with city-related goals
- ☑ Level of agreement or disagreement to city taking action on general initiatives

**3. General Attitudes About The Parks And Recreation Plan**

- ☑ Frequency of utilizing park and recreational facilities/programs
- ☑ City parks visited in past year
- ☑ Level of satisfaction or dissatisfaction with recreational components in Greenville
- ☑ Level of importance or unimportance of constructing new or additional types of recreational facilities in Greenville

- ☑ Most important recreational facility to construct
- ☑ Level of support or opposition to development of city-wide trail system

**4. General Attitudes About The Comprehensive Plan**

- ☑ Level of satisfaction or dissatisfaction with aspects of Greenville
- ☑ Level of importance to items determining quality of life in Greenville
- ☑ Level of need for additional housing in dollar range
- ☑ Attitudes towards additional growth in Greenville
- ☑ Level of support or opposition to areas of further growth and development

The following is a summary of the key findings concerning these areas.

# KEY FINDINGS

Over a 16-day period in October, Raymond Turco & Associates conducted a random survey of residents and gauged attitudes on a wide variety of issues impacting the development of a comprehensive master plan document for the city, as well as a parks development master plan. Respondents were randomly selected from phone matched households. The full sample of 403 residents was interviewed with a comprehensive questionnaire (see Appendix) that collected attitudinal data on a variety of issues including city services, city characteristics, potential public improvements, quality of life and economic development opportunities. Additionally, respondents were asked to judge the importance of constructing future recreational facility-types and prioritize future construction efforts. The resulting tabulations were analyzed to assist elected and appointed officials in understanding public sentiment concerning these subjects.

Below are listed the highlights from our analysis of the project:

## *GENERAL ATTITUDES ABOUT GREENVILLE*

- **More than four of five residents sampled (83%) were satisfied (70%) or very satisfied (13%) with the quality of life in their community, compared with 16% who were dissatisfied (14%) or very dissatisfied (2%). These percentages represent a satisfied to dissatisfied ratio of better than 5:1.** Intense satisfaction was higher in Area III (16%) than in either Area II (12%) or Area I (9%). Overall positive ratings exceeded the mean score (82%) in Area III (88%), compared to lower scoring in the Area II (80%) and Area I (79%). The ratio of satisfaction to dissatisfaction was 3.9:1 in Area I, 4.2:1 in Area II, and 7.3:1 in Area III. Seventeen percent of people who lived in Greenville for 10 years or less were very satisfied, which was higher than those who had lived there 10-20 (6%) or 20+ (12%) years. The age tabulations showed middle-age respondents more likely to be very satisfied (17% of 36-55 year olds) than younger (12% of 35 year olds and younger) or older (10% of 55 year olds and older) survey participants, although the differences were generally minor. There was only a five-point variance in satisfaction from all five parental and nonparental subgroups (85% of parents of 18 year olds or older, to 80% of nonparents). (See Figure 1, page 27.)

- **Less than one-half of the sample (46%) rated themselves very active in their community (11%) or somewhat involved (35%), while more than half (54%) associated themselves with the statements "I become involved when issues affect me" (20%) or "I just live here" (34%). People in Greenville were more than three times as likely to say they just lived in the city as to acknowledge they were very active (35%-11%).** The percentage of active community members was lower in Area I (7%) than in the other two subsectors (13% and

12%). Residents there were also less likely to be very active or somewhat involved (36%, to 46% in Area III and 54% in Area II) and more prone to admit to just living in the city (24%-27%-33%). The ratio of active to inactive showed people in Area II (1.2:1) more often active, whereas inactivity was the prevalent attitude in both Area I (0.6:1) and Area III (0.7:1). Combined activity was higher among residents dissatisfied with the quality of life (51%) than if people were very satisfied (43%) or just satisfied (45%). Homeowners tended to describe themselves as more active in the community than renters (48%-39%), who more often said they just lived in the city (45%-31%). The age subset most likely to identify themselves were middle-aged (55%), followed by seniors (41%) and younger (40%) respondents. The parental subgroups most apt to rate themselves very active in their community were either parents of children over 18 (14%) or nonparents (11%). Combined activity was higher among parents (53%-62%-60%-62%) than nonparents (40%). Nonparents most often just lived in the city (39%), a 14% minimal variance when compared to parents (25%-23%-21%-17%) of the different age subsets.

- **Taxes/increased taxes (19%), crime/drugs (14%), and city government/City Council (11%) were identified by residents as the most critical issues facing Greenville today. Additional issues identified included city budget/fiscal irresponsibility (8%) and street maintenance/infrastructure and unemployment/lack of jobs (both 6%), and growth, lack of youth activities, and city appearance/cleanliness (each 4%).** Taxes/increased taxes were the most important issue facing the city overall, but did not rank as most important citywide. It was the most important issue in Area III (24%), but ranked second in Areas I (16%-19%) and II (16%-17%), where crime/drugs were the primary focus. The concern over crime/drugs evident in Areas I and II was not prevalent in Area III (9%), where more residents focused on city budget/fiscal irresponsibility (10%). And the issue of the city budget/fiscal irresponsibility was mentioned more in Area III than anywhere else (3% and 8%). Men were more concerned with increased taxes (24%-17%), crime/drugs (17%-13%), and city government/City Council (14%-9%). Women, on the other hand, spoke more often about unemployment/lack of jobs (8%-4%), growth (6%-3%), and city appearance/cleanliness (6%-2%). The longer an individual lived in Greenville, the more concerned the respondent was with city government/City Council (3%-13%-14%) and, to a lesser extent, taxes/increased taxes (16%-21%-20%). Identification of taxes/increased taxes (8%-13%-26%) and city budget/fiscal irresponsibility (5%-6%-9%) as critical issues increased in importance the older the respondent. Older respondents also were more concerned with city government/City Council than the other age groups (3%-12%-12%). On the other hand, younger respondents (36 and under) were almost twice as likely to mention crime/drugs as an issue (23%-13%-13%) and also more likely to cite growth (10%-5%-3%), economy/inflation/cost of living (10%-1%-3%), and prejudice/racial issues (13%-1%-2%). Nonparents listed increased taxes (21%), crime/drugs (16%), city government/City Council (13%) and street maintenance/infrastructure (8%) as most critical. Parents of both young children and teenagers were similarly concerned about crime/drugs (13%-7%-13%-4%) and city government/City Council (8%-2%-13%-4%). Parents of children 13 and over, however, were more concerned about increased taxes (13%-12%-16%-28%), lack of youth activities (5%-7%-11%-8%), and unemployment/lack of jobs (3%-5%-9%-16%). (See Table #2, page 31.)

- **A higher percentage of respondents (61%) rated city taxes high or very high, over school district taxes (55%), and city electric and county (both 52%) fees and taxes. Other ratings were 49% for city water and electric fees and 40% for hospital district taxes. Although the variance is not significant, very high ratings were higher for city taxes (18%) than for either school district (15%) or city water and sewer (14%) taxes and fees.** The ratio of very high/high to about right/low was greater for taxes or fees paid to the city (2.1:1) than either school district (1.6:1), city electric and county (both 1.3:1) or city water and sewer (1.2:1). Respondents from Area III were more likely than other areas to rate the taxes or fees paid to the list of entities high or very high. This was true for taxes paid to the school district (65%, to 48% in Area II), city (71%, to 53% in Area I), fees paid to city water and sewer (55%, to 39% in Area I) and city electric (55%, to 48% in Area I), and county (49%, to 30% in Area I), and hospital district (53%, to 39% in Area I) taxes. Conversely, Area I residents tended to more often rate their taxes about right or low. This was true for taxes paid to the city (36%, to 23% in Area III), fees paid for city water and sewer (50%, to 33% in Area III) and city electric (46%, to 36% in Area III), and county (51%, to 40% in Area III) and hospital district (45%, to 37% in Area III) taxes. Note that in each instance, city taxes were rated higher than school district taxes. Residents in the community who said they only became involved when issues affected them and those who said they just lived there were more likely than involved citizens to think tax rates and fees were high or very high for the school district (66%-56%). Comparatively, active community members felt stronger about high taxes and fees they paid to the city (65%-59%), city electric (57%-46%), and city water and sewer (52%-47%). (See Tables #3 - #5, pages 34 - 36.)

- ***The Greenville Herald Banner* (78%), the city newsletter (63%), and local access television channels (60%) were identified by residents as the most popular sources they used to gather information about Greenville. Secondary sources mentioned by at least one of every four respondents were local radio stations (46%) the Chamber of Commerce and annual city calendar (both 42%), city employees (41%), city web site (39%), elected officials (33%), and *The Dallas Morning News* (32%). The least utilized source was K*uumba Heritage* (12%).** Both *The Greenville Herald Banner* (71%-82%-80%) and the city newsletter (48%-67%-69%) displayed similar utilization in Areas II and III, but not in Area I. That was also true for local access television channels (53%-68%-60%) and the Chamber of Commerce (35%-46%-45%). The only source utilized more by Area I residents than any other area was the *Kuumba Heritage* (17%, to 9% in Area III). Six sources were utilized by a majority of residents who had lived in the city for fewer than ten years, compared to just three for the other two residency subsets: the city newsletter (68%-63%-61%), local access television channels (68%-67%-54%), local radio stations (53%-48%-42%), the annual city calendar (50%-44%-37%), the city web site (50%-44%-33%), the Chamber of Commerce (47%-42%-40%), and elected officials (36%-33%-32%). Three sources were utilized by a majority of both parent and nonparent subsets: *The Greenville Herald Banner* (79%-86%-83%-72%, and 77% of nonparents), city newsletter (62%-61%-51%-59%, and 65%), and local access television channels (64%-63%-66%-76%, and 57%). Parents had a significantly higher usage of the city web site (55%-55%-51%-48%) than nonparents (34%). The same was true regarding city employees (49%-48%-43%-52%, to 38%) and local access television (64%-63%-66%-76%, to 57%). (See Figure 2, page 37.)

## *CITY SERVICES AND INITIATIVES*

- **The highest percentages of positive (excellent or good) ratings were assigned to the following city services: fire department and library (both 83%), garbage collection (73%), and police (71%). Other services that captured majority positive ratings were water and sewer service (62%), restaurant inspection and utility billing (both 60%), animal control (58%) and parks and recreation services (57%). The remaining services received positive grades from half the sample or less, with the lowest ratings assigned to street maintenance (31%), planning and zoning (32%), storm drainage (36%), and building permits/inspections (39%)**. In addition to street maintenance (68%), two other services received a negative assessment from more than 50% of the full sample - storm drainage (58%) and planning and zoning (55%). Five other services were rated fair or poor by between 30%-49% of respondents. Excellent ratings were highest toward the library and the fire department (33% and 29%), with police (21%) the only other service to attain a 20% or higher excellent rating. Several services received higher intense negative than positive reviews: street maintenance (35%-3%); planning and zoning (20%-4%); parks and recreation services (11%-9%); storm drainage (25%-3%); utility billing (12%-6%); code enforcement (17%-5%); animal control (11%-8%); and building permits/inspection (10%-4%). Two services achieved an 80% quality rating in all three subsectors -- the fire department and the library. Garbage collection received favorable ratings of above 70% in all three subsectors, while the police department reached the 70% plateau in all but Area II. When the quality ratings are ranked, the top four services in each subsector were similar: fire department (2nd-1st-1st), library (1st-2nd-2nd), garbage collection (3rd-3rd-4th), and police department (4th-4th-3rd). Services that varied by three or more rankings were lower rated, including parks and recreation services (8th-6th-9th), animal control (5th-8th-9th), and restaurant inspection (9th-9th-5th). When comparing quality ratings from the perspective of community activity, less active residents were more positive about street maintenance (35%-25%), storm drainage (40%-31%), garbage collection (77%-68%), utility billing (64%-56%), and animal control (61%-54%). Conversely, active residents were more favorable toward planning and zoning (35%-30%), the fire department (86%-81%), and building permits/inspection (42%-37%). Whereas inactivity led to a more positive perspective, activity correlated to a more negative outlook. This was true for several services, among them, police department (29%-25%), street maintenance (74%-65%), parks and recreation services (41%-33%), storm drainage (63%-54%), garbage collection (31%-22%), and utility billing (42%-32%). It is interesting to note that the only service of which inactive residents were more critical was planning and zoning (48%-53%). (See Tables #6 - #8, pages 42 - 45.)

- **One in three (36%) city residents contacted the city during the past year, compared to 64% who either gave a negative response to this question (63%) or didn't remember contacting the city (1%). Of those acknowledging contact (N=141), 16% said they were very satisfied with the overall service received, with an additional 42% acknowledging being satisfied, for a combined rating of 58%. That compared to a dissatisfaction rating of 41%, of which almost half (22%) admitted being very dissatisfied. Although the ratio of satisfied to dissatisfied respondents was positive (1.4:1), discontentment, or intense dissatisfaction, was greater than enthusiasm, or intense satisfaction (22%-16%).** The area with the highest percentage of contact with the city was Area I (45%), significantly higher when compared to people in Areas II (36%) and III (31%). Men tended to be the gender most likely to contact the city (39%-34%), although the variance was not significant. As a percentage, people who were dissatisfied with the quality of life in the city contacted the city with a concern more often (50%) than did people either satisfied (34%) or very satisfied (33%). Additionally, home owners had a higher tendency to contact the city (39%-22%) than renters. There was a significant difference in contact between active and inactive community members (46%-28%), as well as between pro-growth, controlled growth, and anti-growth (43%-32%-25%) respondents. Residents over the age of 55 were just 28% prone to contact the city with a concern, nearly twenty points less than individuals under 35 (45%) or 36-55 (43%) years of age. Also, parents of children over 18 years of age (52%) were most likely to contact the city, along with parents of children age 6-12 (48%) and parents of younger children (49%). Nonparents (32%) and parents of teenagers (36%) were least likely to have contacted the city. Regarding the overall service received from city employees, the small number of respondents does not permit accurate subgroup analysis, although on a limited basis Area I residents were more likely to be satisfied with the service received (64%) than others (58%-52%). Additionally, intense dissatisfaction was greater than intense satisfaction in both Areas II (7%-19%) and III (19%-26%), but not in Area I (20%-20%). The longer the tenure in the community, the greater the satisfaction with overall service (48%-60%-61%) among those who had contact with the city. The age tabulations showed an 8% variance between the high (62% of over 55 year olds) and low (55% of 35 and younger) satisfaction percentages. However, the oldest members of the survey subset were most often very satisfied with the overall service (11%-10%-25%). People with children (56%) were less satisfied than parents (62%-63%-64%-66%) with the overall service they received. However, intense satisfaction was greater among nonparents (19%, to 8%-7%-11%-13%). (See Figure 3, page 47.)

- **A recreation center or teen/youth center (20%), and public transportation (17%) were the most popular services or facilities residents would like to see provided by the city. Additionally, 7% of the sample wanted more retail businesses/industry and park and recreation improvements. Second-tier suggestions included free recycling (6%), improved street maintenance/lighting (5%), and more mowing/landscaping, better city leadership/fiscal responsibility, and improved code enforcement (each 4%).** Residents in all three subsectors gave recreation/teen/youth center the highest rating with 20% in each area, while the second choice in all areas was public transportation (19%-18%-15%). There were three suggestions that had a more than 5% variance among areas: improved code enforcement (10% in Area I, to 0% in others), city leadership/fiscal responsibility (7% in Area III, to 0% in Area I), and retail businesses/industry (10% in Area III, to 4% in Area II). Women were more likely than men to suggest a recreation/teen/youth center (22%-17%), street maintenance/lighting (6%-2%) and a bowling alley (5%-0%). By comparison, male respondents were more likely to request the city provide park and recreation improvements (12%-5%), bulk trash pick-up/dump (5%-1%), and improved follow-up customer service (5%-1%). People active in their community were most likely to suggest recreation/teen/youth center (22%), public transportation (14%), and free recycling (10%). Comparatively, respondents who described their involvement as less than active prioritized public transportation (21%), recreation/teen/youth center (18%) and retail businesses/industry and park and recreation improvements (both 10%). Free recycling (10%-1%) and mowing/landscaping (7%-1%) were exceedingly more popular among active respondents. The recreation center/teen/youth center placed first among pro-growth respondents (24%), compared to a second place tie among both controlled (14%) and limited/anti-growth (17%) proponents. Second among pro-growth individuals was public transportation (18%), whereas it ranked first to controlled growth individuals (18%) and third (13%) to limited or anti-growth respondents. The top priority for senior respondents was public transportation (28%), significantly higher than others (10% and 8%). Also, younger respondents, more so than older ones, were the driving force behind the need for a recreation center/teen/youth center (27%-29%-9%). The youngest age group was also most likely to say retail businesses/industry were needed (17%-5%-5%). Parents with children under the age of 18 had similar opinions regarding the need for additional city services. Their top priority was a recreation/youth/teen center (20%-30%-25%), with park and recreation improvements being their second highest priority (12%-11%-18%). Public transportation was most important to nonparents (25%), followed by a recreation/youth/teen center (16%). (See Table #9, page 50.)

- **Promoting efficient and effective delivery of basic city services (70%), working cooperatively with local, state and federal agencies (67%), and promoting the development, revitalization, and historic preservation of downtown Greenville and an appreciation for the diversity in the community (both 60%) were the city-related goals that scored the highest satisfaction ratings from participating residents. Less satisfaction was evident for how the city was actively promoting and stimulating planned growth in the community (58%), encouraging citizen input so as to increase involvement in the decision-making process (56%), and upgrading the infrastructure to prepare for growth (54%).** Very satisfied responses were practically nonexistent. The ratio of satisfaction to dissatisfaction showed residents to be most positive about how the city has worked cooperatively with local, state and federal agencies (67%-15%, 4.4:1), promoting efficient and effective delivery of basic city services (70%-23%, 3.0:1), and promoting an appreciation for the diversity in the community (60%-32%, 1.8:1). Three of the remaining four statements captured a 1 and one-half time more positive than negative rating. The ratio was lowest for encouraging citizen input so as to increase involvement in the decision-making process (56%-40%, 1.4:1). Residents citywide voiced similar satisfaction with the following goals: actively promoting and stimulating planned growth in the community (61%-60%-59%), promoting an appreciation for the diversity in the community (57%-64%-60%), and upgrading the infrastructure to prepare for growth (50%-55%-58%). Other goals showed varying degrees of satisfaction. The biggest variance was for promoting the development, revitalization, and historic preservation of downtown Greenville (66% in Area I, to 52% in Area II). Inactive citizens were more pleased than active residents, as both satisfaction was higher and dissatisfaction lower among those who were either issue-oriented or just lived in the city. This was true for actively promoting and stimulating planned growth in the community (52%-66%), encouraging citizen input so as to increase involvement in the decision-making process (49%-63%), and promoting the development, revitalization, and historic preservation of downtown Greenville (52%-65%). In addition, variances of more than 10 points in dissatisfaction ratings were evident regarding the city actively promoting and stimulating planned growth in the community (44% active to 30% inactive), promoting the development, revitalization, and historic preservation of downtown Greenville (46%-33%), promoting an appreciation for the diversity in the community (38%-27%), encouraging citizen input so as to increase involvement in the decision-making process (51%-32%), and upgrading the infrastructure (44%-30%). (See Tables #10 - #12, pages 53- 56.)

- **Identifying and preserving areas and buildings of historical significance (89%), offering incentives to encourage industries to locate here (88%), developing programs to improve the appearance of housing in your neighborhood and imposing design and site development standards for the appearance of new buildings (both 81%), and actively increasing the number of parks, wooded areas, and other areas of scenic beauty (80%) were the action statements residents rated as most important for the city to pursue.**

**The remaining two actions failed to achieve an 80% or better agreement rating but were still rated positively, in terms of agreement, by 74%. Those were regulating removal of trees when developing land or widening streets and strengthening the regulation of signs.** Disagreement was highest for regulating removal of trees when developing land or widening streets (21%) and strengthening the regulation of signs (18%). The agreement ratio portrayed the following actions as most important: identifying and preserving areas and buildings of historical significance (9.8:1) and offering incentives to encourage industries to locate here (9.7:1). The third most important action was imposing design and site development standards for the appearance of new buildings (5.4:1). Six statements in Area I achieved agreement ratings in the 80 percentile, compared with four each in the other two survey zones. Eighty percent or better ratings citywide were expressed for the following actions: actively increasing the number of parks, wooded areas, and other areas of scenic beauty (81%-80%-80%), identifying and preserving areas and buildings of historical significance (90%-89%-89%), and offering incentives to encourage industries to locate here (89%-87%-87%). However, geographic variances were noted for strengthening regulation of signs (78% in Area II, to 68% in Area I), regulating removal of trees when developing land or widening streets (81% in Area I, to 69% in Area II), imposing design and site development standards for the appearance of new buildings (85% in Area I, to 74% in Area II), and developing programs to improve the appearance of housing in your neighborhood (88% in Area I, to 76% in Area III). In terms of overall agreement, only two items showed any significant difference of opinion between active and inactive residents, and that was for regulating removal of trees when developing land or widening streets (79%-70%) and actively increasing the number of parks, wooded areas, and other areas of scenic beauty (85%-77%), both of which were more important to active community members. All other statements showed a variance of less than 4%. (See Table #13 - #15, pages 58 - 61.)

## *CITY PARKS AND RECREATION PLANNING*

- **Three out of five Greenville citizens interviewed (60%) acknowledged visiting a city park or park facility, nearly one-half visited or used the civic center (48%), and one-third or more visited the city pool (36%) or the city athletic field (34%). Smaller percentages of city residents acknowledged participating in youth athletic leagues (21%), visiting the city golf course (17%), participating in classes or programs offered by the parks and recreation department (12%), or participating in an adult athletic league (9%).** Residents in Area I were most likely to have visited or used a city park or park facility (65%-52%-62%), and note the 13% shift in utilization between Area I and Area II respondents. There was also a ten percent shift in visiting or using a city athletic field (41%-33%-31%). All other items showed less than a ten point variance in utilization, indicating similar usage of facilities and program participation. Those included participation in a youth athletic league (20%-22%-21%), participation in an adult athletic league (10%-11%-7%), and a class or program offered by the parks and recreation department (11%-17%-10%). Utilization was also similar for visiting or using the civic center (44%-49%-51%), the city pool (35%-37%-37%), and the city golf course (13%-17%-20%). Respondents with children under the age of 18 were more apt to use city recreation facilities than others. This included visitation to parks (91%-91%-83%) compared to households with no children in the designated age range (49%) or whose children were over 18 (69%), visit or use a city athletic field (47%-55%-72%, to 25% and 48%), participation in youth athletic league (45%-55%-57%, to 10% and 28%), visiting the city pool (66%-80%-75%, to 21% and 38%), and visiting the city golf course (34%-27%-30%, to 13% and 14%). Also note that for visiting or using a city athletic field, participating in both a youth and adult athletic league, and visiting the city pool, participation increased the older the child or children, up to the age of 18. Parents whose children were 18 and older had higher participation rates than nonparents, but significantly lower than the three primary parental groupings. However, for visiting or using the civic center (49%-50%-62%-62%), utilization increased as children aged, with nonparents participating only slightly less than parents of children under 6 (46%). (See Tables #16 - #18, pages 64 - 66.)

- **Graham, by 49% of the sample; and Wright/McQuinney Howell Golf Course, by 35%, were the city parks most often visited by residents in the past year. More than 10% of the sample also acknowledged visiting Aunt Char (19%), Ja Lu (14%), Warren (12%), Oak Creek (11%) Parks. Facilities visited by 4% or less of the sample included Carver and Arnold (3%), and Middleton (1%) Parks.** Graham Park drew its highest percentage of participation from residents in Area I (67%), compared to lower ratings in both Area II (46%) and Area III (40%). Wright Park/Golf course was the second most popular facility and drew a higher rate of visitation from Area II residents than others (28%-43%-34%). In Area II, residents were almost twice as likely to visit Ja Lu Park (12%-21%-10%). Oak Park was significantly more likely to be visited by people in Area III (21%) than anywhere else (6% and 2%). Women more often acknowledged visiting Graham Park (56%-39%); men, Wright/golf course (41%-31%), Ja Lu (18%-10%), and Oak Creek (14%-10%) Parks. Older survey participants, more so than younger ones, visited Graham Park (44%-51%-51%), although it was popular among all three age groups. The opposite was true for Wright/golf course (41%-36%-29%) and Aunt Char (21%-22%-15%) Parks, both which were more often utilized by younger survey participants. More than 30% of parents of children under 18 visited Graham (37%-50%-50%), Wright/golf course (45%-46%-36%), and Aunt Char (33%-32%-30%) Parks. In addition, parents of pre-teens most often visited Ja Lu (14%-22%-14%) and those with teenagers, Warren (18%-16%-25%) and Oak Creek (12%-14%-20%) Parks. Nonparents and parents with children over 18 similarly utilized parks such as Graham (53% and 50%), Aunt Char (13% and 10%) and Warren (7%-10%) Parks. However, Wright/golf course (31%-45%) and Oak Creek (7%-20%) Parks were significantly more popular among parents of children over 18. (See Table #19, page 67.)

- **The hours of operation (65%), quality of recreational facilities (62%), and the number of recreational facilities (61%) were the recreational items with which residents were most satisfied. The two remaining items scored ratings of 59% (overall recreational program and availability of facilities for use).** City residents were more dissatisfied with the number of recreational facilities (30%) than any other criteria, although 26% were also dissatisfied with the availability of facilities for use and 25% with quality of recreational facilities and overall recreation program. As noted in previous questions, intense attitudes were minimal, indicating a lack of enthusiasm toward the criteria, although in general residents were pleased. The highest intense satisfaction rating was 5%, for number of recreational facilities. Conversely, 5% was also the highest very dissatisfied response, and, again, for the number of recreational facilities. Satisfaction ratings were highest in Area III, as each item exceeded 60%. By comparison, just 2 items in Areas I and II accomplished similar numbers. Satisfaction exceeded 60% in all three areas for hours of operation only. Comparing citywide satisfaction ratings, the highest variances were 12% for availability of facilities for use (64% in Area III, to 52% in Area I), 9% for hours of operation (69% in Area III, to 60% in Area II), and 8% for number of recreational facilities (65% in Area III, to 57% in Area II) and overall recreational programs (63% in Area III, to 55% in Area I). Sixty-seven percent of nonparents were satisfied with the number of recreational facilities. Comparatively, parents (50%-43%-55%-38%) tended to be less satisfied, and in the case of parents of pre-teens (43%-55%) and over 18 (38%-58%), more often dissatisfied. Likewise for the overall recreational program, nonparents were 63% satisfied, parents satisfied at rates of 60%, 48%, 55%, and 34%. Parents of young children were most satisfied with the availability of facilities for use (67%-52%-49%-31%, and 61% of nonparents), hours of operation (75%-69%-66%-48%, and 62% of nonparents), and quality of recreational facilities (67%-54%-57%-48%, and 63% of nonparents). Overall, parents of children over age 18 offered the lowest levels of satisfaction and highest level of dissatisfaction. (See Tables #20 - #22, pages 69 - 71.)

- **A senior citizen center (85%), picnic areas (82%), playgrounds and covered picnic/pavilions/shelters (both 81%), a youth activity center (79%), and multi-use trails (71%) were the recreational facility-types residents rated as most important for the city to construct. Eight additional items were rated important or very important to construct by 60% or more: fitness centers with aerobic and weight training equipment (68%), an indoor aquatic center (66%), soccer fields (65%), outdoor basketball courts (64%), baseball fields and softball fields (both 63%), outdoor pools (62%), and volleyball courts**

**(60%). Facilities that received less than 50% of the important ratings were football fields (49%), a BMX park (43%), horseshoe pits (42%), frisbee/disc golf course (40%), and a rock climbing wall (38%).** Several other items received overall importance ratings from more than half of the respondents: tennis courts (58%), racquetball courts (54%), inline skating course (54%), and a skateboard facility (50%). Intense positive (very important) opinions were highest toward a senior citizen center (34%), playgrounds and a youth activity center (both 29%), picnic areas (22%), and covered picnic pavilions/shelters (21%). The ratio of important to unimportant ratings indicated the following items as most important to construct: a senior citizen center (8.5:1), covered picnic pavilions/shelters (5.7:1), youth activity center (5.6:1), playgrounds (5.4:1), and picnic areas (5.0:1). Seven other facility-types were twice as likely to be rated important as unimportant for construction. The ratio was lowest regarding construction of a rock climbing wall (0.7:1), horseshoe pits and frisbee/disc golf course (both 0.8:1), and a BMX park (0.9:1). Thirteen facilities in Area I attained a 60% or higher importance rating. That compared to 16 items in Area II and 11 in Area III. Four facilities scored importance ratings of 75% or higher in all three subsectors -- a senior citizen center (84%-87%-84%), playgrounds (80%-85%-77%), a youth activity center (79%-81%-76%), and picnic areas (77%-88%-78%). Covered picnic pavilions/shelters accomplished a similar feat in two of the three areas (all except Area I). Some of the facilities that exhibited plus-10% variances citywide were inline skating course (61% in Area II, to 46% in Area III), fitness centers with aerobic and weight training equipment (74% in Areas I and II, to 60% in Area III), outdoor pools (68% in Area II, to 56% in Area III), football fields (55% in Area II, to 44% in Area III), and picnic areas (88% in Area II, to 77% in Area I). Nonparents considered a senior citizen center (83%), playgrounds (77%), covered picnic pavilions/shelters and picnic areas (both 75%), and a youth activity center (72%) to be the most important facility-types to construct. When looking at all four parental subsets, ten items were rated important or very important to construct by a minimum 70%: soccer fields (72%-77%-73%-76%); outdoor basketball courts (77%-79%-72%-79%); multi-use trails (78%-75%-78%-90%); covered picnic pavilions/shelters (96%-95%-86%-97%); indoor aquatic center (70%-80%-77%-72%); fitness centers with aerobic and weight training equipment (70%-84%-74%-72%); playgrounds (85%-87%-86%-90%); picnic areas (94%-93%-89%-86%); senior citizen center (87%-84%-79%-93%); and youth activity center (90%-91%-87%-93%). (See Tables 23 - #25, pages 72 - 76.)

- **A senior citizen center (28%) and a youth activity center (22%) were the items residents rated as most important to construct, when forced to choose just one facility-type from the list of 23 items. Facilities receiving 5%-10% mention were playgrounds (8%), baseball fields (6%), and picnic pavilions/shelters and indoor aquatic center (both 5%). Only two of the 23 facility-types failed to be labeled as most important by residents: a rock climbing wall and volleyball courts.** The top two items in each subsector were the senior citizen center (32%-26%-26%) and the youth activity center (22%-22%-21%). Note that residents in Area I preferred the senior citizen center over the youth activity center, with a 10-point variance in ratings. By comparison, the variance in Area II was four points and in Area III, five. The largest variance was for playgrounds, with 15% of Area I residents compared to 6% in Area II and Area III. The only other item with 5% variance or more was multi-use trails (6% in Area III, to 1% in Area I). Women were more likely than men to prioritize a senior citizen center (32%-21%), while men focused more on baseball fields (9%-4%). The more dissatisfied a citizen was with the quality of life, the greater the emphasis placed on a senior citizen center (23%-26%-39%) as most important to construct. Conversely, they placed less importance on baseball fields (7%-6%-3%) and multi-use trails (5%-4%-0%). Residents who had no opinion as to the quality of the recreation program were twice as likely to rate the senior citizen center as the most important facility to construct when compared to those satisfied and dissatisfied with the program (28%-21%-41%). At the same time, those who didn't know about the program made scant mention of the importance of the youth activity center (23%-27%-7%). Those citizens over the age of 55 placed the most importance on the construction of a senior citizen center (10%-18%-42%). The opposite prioritization was evident for the youth activity center (37%-21%-17%), of more importance to younger people. Similarly, picnic pavilions/shelters (8%-5%-4%) and fitness centers/weight/aerobic equipment (7%-2%-2%) were more important to younger survey participants. Nonparents considered the senior citizen center (38%) to be the most important recreational facility to construct. Not surprisingly, parents rated a youth activity center (37%-33%-25%-25%) much higher than the senior citizen center (10%-9%-6%-18%). (See Figure 4, page 78.)

- **A majority of respondents (70%) showed their support for the city developing a city-wide trail system, with 29% saying they would strongly support and 41% support. Comparatively, only 24% opposed (19%) or strongly opposed (5%) the city-wide trail system, with 7% of the sample having no opinion on the issue. The ratio of support to opposition was almost three to one (2.9:1) positive. Also, the ratio of strong support to strong opposition (5.8:1) indicates a strong degree of enthusiasm toward the potential project.** Area III residents were much less likely (24%) to show strong support than the residents in the other two survey zones (36%-30%). However, because their general support was much higher (31%-38%-49%), the overall variance in combined satisfaction was just six points (67%-68%-73%). The ratio of support to opposition was 2.9:1 (67%-23%) in Area I, 2.8:1 (68%-24%) in Area II, and 3.0:1 (73%-24%) in Area III. The more satisfied one was with the quality of life, the greater the support for the trail system (80%-70%-61%). Nonparents (65%) and parents of children age 6-12 (64%) were less likely than other parental groups to support the city-wide trail system, with parents of teenagers (78%) most supportive. Additionally, parents of young children and children 18 and over were both 76% supportive of the proposal. Opposition to the trail system increased as the age of the respondent increased (17%-19%-29%), while support declined (80%-75%-63%). However, overall support was high for the city-wide trail system with at least 60% of all subgroups showing general support. (See Figure 5, page

81.)

## *COMPREHENSIVE PLAN ATTITUDES*

- **Access to or availability of cultural activities (78%) and overall appearance of neighborhood (74%) were the aspects that secured the highest level of satisfaction from city residents. The other four majority-rated items captured similarly positive ratings: number of retail businesses in the city (62%), overall level of safety in the community (60%), appearance of medians and rights-of-way (59%), and overall appearance of the city (58%). A majority, however, were not satisfied with the overall condition of sidewalks (35%) or streets (42%), as well as the overall quality of parks in the city (45%).** Intense dissatisfaction was higher for overall condition of streets (1%-17%), overall condition of sidewalks (1%-18%), appearance of medians and rights-of-way (1%-6%), and overall quality of parks in the city (2%-10%). The only two items that generated higher intense satisfaction were number of retail businesses in the city (8%-3%) and overall appearance of their neighborhood (10%-6%). Dissatisfaction exceeded one in three residents six times. Those involved the overall condition of streets (58%), overall condition of sidewalks (55%), overall quality of parks (46%), overall appearance of the city (41%), appearance of medians and rights-of-way (38%), and number of retail businesses (37%). Residents in Area II appeared to be less satisfied than others, as they had fewer items reach the 60 percentile satisfaction level (three to four in others) and more fail to achieve a majority positive outlook (four, to three in others). Attitudes varied throughout the city as evidenced by the fact that many of the statements displayed variances of plus-10 points in satisfaction ratings. Those were number of retail businesses (60% in Area I, to 48% in Area II), overall condition of streets (47% in Area III, to 35% in Area II), condition of sidewalks (43% in Area I, to 32% in Area III), overall appearance of neighborhood (86% in Area III, to 66% in Area II), and access to or availability of cultural activities (86% in Area III, to 72% in Area I). Inactive community members were more satisfied with the number of retail businesses (64%-58%), the overall appearance of the neighborhood (78%-71%), city's effort to attract new businesses (47%-43%), overall quality of parks (62%-58%), and overall level of safety (81%-76%). Interestingly, active residents were more dissatisfied with the city's effort to attract new businesses (43%-51%), compared to inactive respondents who tended to be more satisfied (47%-43%). While satisfaction ratings were similar, active residents were more dissatisfied with several items. Those included the number of retail businesses (41%-35%), overall appearance of the neighborhood (29%-22%), overall quality of parks (36%-27%), overall level of safety (22%-16%), and access to or availability of cultural activities (38%-27%). (See Tables #26 - #28, pages 84 - 88.)

- **The ratio of important to unimportant findings indicates that the most important items in determining the quality of life in Greenville were adequate**

**medical facilities (98%-1%, 98.0:1), employment opportunities (96%-1%, 96.0:1), a road system that allows for easy access throughout the city (95%-2%, 47.5:1), and a current and well-stocked library (96%-3%, 32.0:1), and by overwhelming percentages. Three other items had a ratio of at least ten to one -- shopping opportunities in the city (92%-8%, 11.5:1), having adequate parks and recreation facilities (88%-8%, 11.0:1) and having an active and attractive downtown area (90%-9%-10.0:1). In addition, more than three of every four sampled rated as important having museums and cultural activities (87%-11%, 7.9:1), large lots for residential development (75%-18%, 4.0:1), and air access in and out of the city (77%-20%, 3.8:1). The least important item, in the minds of respondents, appeared to be the number of apartment dwellings (60%-35%, 1.7:1).** A review of the intensity findings shows two items being very important by over one-half of those responding: employment opportunities (56%) and adequate medical facilities (54%). And one-third or more rated as important a current and well-stocked library (40%), having an active and attractive library (36%), and a road system that allows for easy access throughout the city (34%). Out of 12 attitudinal aspects, 9 scored in the 80 percentile in Area I, compared to 8 in both Areas II and III. Eight aspects scored importance ratings from 4 of 5 residents citywide: shopping opportunities in the city; having adequate parks and recreation facilities; a road system that allows for easy access throughout the city; having an active and attractive downtown area; ability to preserve historic districts or neighborhoods; having museums and cultural activities; air access in and out of the city; and a current and well-stocked library. In addition, all but having adequate parks and recreation facilities and ability to preserve historic districts or neighborhoods attained at least a 90% importance rating in all three survey subsectors. Area I residents showed more fervor in their tendency to recognize the importance of items in determining quality of life in a community as they assigned higher very important ratings to several items, including having adequate parks and recreation facilities (32%-25%-28%), a road system that allows for easy access throughout the city (44%-27%-34%), having an active and attractive downtown area (43%-38%-29%), ability to preserve historic districts or neighborhoods (44%-25%-26%), and having museums and cultural activities (48%-20%-26%). The more supportive one was of growth, the more important were the following items: shopping opportunities in the city (94%-93%-82%), a road system that allows for easy access throughout the city (98%-93%-92%), and having an active and attractive downtown (91%-90%-85%). The only item in which importance declined based on attitudes about growth was the number of apartment dwellings (57%-58%-68%). (See Tables #29 - #31, pages 90 - 93.)

- **A near majority (44%) saw a major need for houses in the $100,000 or less price range, and one-third noted either a major or moderate (33%) need. A majority also saw a major (13%) or moderate (38%) need for houses in the $100,000-$150,000 range. Less than one-quarter identified either a major (13%) or moderate (11%) need for houses in the $150,000-$250,000 price range, and fewer still (1% and 8%), for homes of $250,000 or higher.** As the price of the home increased, the lower the major need (44%-13%-3%-1%) and greater the no need (5%-18%-38%-55%). Seventy-five percent of residents in all three subsectors identified a major or moderate need for homes in the range of $100,000 or less (75%-77%-77%). Area III residents saw more of a need for homes in the other three price ranges, and said so in terms of major or moderate needs, including prices in the range of $100,000-$150,000 (43%-47%-58%), $150,000-$250,000 (18%-22%-29%), and $250,000 or higher (7%-9%-12%). When reviewing the findings in terms of the three growth-related statements, residents who were pro-growth saw more of a need than if a person favored controlled growth or limited/anti-growth. This was true for all four pricing ranges: $100,000 or less (85%-72%-66%), $100,000-$150,000 (54%-46%-39%), $150,000-$250,000 (29%-25%-13%), and $250,000 or higher (14%-8%-3%). (See Tables #32 - #34, pages 95 and 96.)

- **Nearly a majority of residents interviewed (49%) considered themselves pro-growth and 30% said they supported controlled growth, meaning that four of five residents had a positive view towards additional growth in Greenville. By comparison, 13% favored limited growth, 4% identified themselves as anti-growth, and 4% had no opinion on the matter.** Area III had more pro-growth advocates (53%) than either Area I (48%) or Area II (45%), although there was only a nominal variance between the three subsectors. When the pro-growth and controlled growth responses were combined, Area III continued to be more positive toward additional growth (85%) than elsewhere (76% in Area I and 74% in Area II). On the other end of the attitude spectrum, the percentage of residents who were anti-growth averaged 4% citywide (4%-4%-3%). Women were more prone to rate themselves pro-growth than men (52%-45%), although in general both genders were supportive of either controlled growth or were pro-growth (78%-81%). Parents were more pro-growth (62%-71%-53%-62%), especially those with younger children, whereas nonparents were just 45% pro-growth. Parents of children ages 0-6 were also most positive about additional growth (94%), compared to parents of children over 18 (90%), 13-18 (89%), 6-12 (85%), and nonparents (75%). Newer residents were more positive about additional growth (86%-76%-76%) and also more pro-growth (54%-53%-46%). In addition, younger respondents were more pro-growth (63%-56%-41%) than middle-aged or older survey participants, and also more positive about additional growth (91%-82%-74%). (See Figure 6, page 97.)

- **More than four of five residents supported further growth and development in the following areas: single-family housing (93%); grocery stores (90%); minor emergency medical facilities (89%); entertainment and recreation and high-tech industry (both 85%); heavy industry (84%); restaurants or cafeterias other than fast food (83%); and retail shopping centers (82%). At the seventy percentile were outlet malls (76%), fitness centers (75%), shopping malls (73%), office buildings (72%), movie theaters and public housing (both 71%), and multi-family housing (70%). The least-desired, in**

**terms of support ratings, were fast food restaurants (43%), manufactured home parks (44%), and automobile dealers (45%).** The top supported facilities, in terms of support to opposition ratio, were single-family housing (23.2:1), grocery stores (11.2:1), and minor emergency medical facilities (11.1:1). The ratio was also high for high-tech industry (8.5:1), entertainment and recreation (7.7:1), heavy industry (7.0:1), restaurants or cafeterias other than fast food (5.1:1), and retail shopping centers (5.1:1). Five development types were supported by 80% or better citywide: single-family housing (94%-93%-93%), grocery stores (94%-88%-89%), entertainment and recreation (86%-83%-86%), heavy industry (83%-87%-83%), and minor emergency medical facilities (87%-89%-92%). Three other development types reached the 80% plateau in Areas II and III, but not Area I: restaurants and cafeterias other than fast food (78%-82%-86%); retail shopping centers (79%-81%-85%); and high-tech industry (78%-83%-90%). One other facility, office buildings in Area III, was supported by 80% of the subsample. Conversely, fast food restaurants (42%-44%-44%) and automobile dealers (40%-45%-47%) were not supported by citywide majorities, while manufactured home parks were supported by a majority of Area I respondents (52%-45%-39%) only. Variances in support were evident regarding movie theaters (75% in Area II, to 62% in Area III), multi-family housing (79% in Area II, to 67% in Area III), manufactured home parks (52% in Area I, to 39% in Area III), and warehouses (74% in Area II, to 64% in Area I). Support also varied for shopping malls (78% in Area III, to 67% in Area I), high-tech industry (90% in Area III, to 78% in Area I), and office buildings (80% in Area III, to 65% in Area I). The following development types scored higher support ratings from residents who were more active in their community: movie theaters (76%-68%), multi-family housing (76%-66%), manufactured home parks (48%-41%), entertainment and recreation (89%-81%), heavy industry (86%-82%), warehouses (74%-65%), hotels and motels (62%-57%), high-tech industry (89%-82%), and public housing (75%-69%). No item scored higher support ratings from less active community members. The more opposed to growth, the less supportive residents became of the different types of development. The variance was most significant when respondents evaluated the need for shopping malls (81%-72%-52%), heavy industry (91%-86%-63%), high-tech industry (91%-87%-68%), retail shopping centers (90%-79%-68%), and hotels and motels (67%-55%-46%). (See Tables #35 - #37, pages 99 - 103.)

# SECTION ONE:
# General Attitudes About Greenville

The first section of the survey contained questions that queried respondents about general issues regarding Greenville. Included in this section of the report are evaluations of quality of life, activity in the community, issues being faced by the city, attitudes about taxes and fees, and how residents gather information about the city. With the exception of the last issue, most of these questions were posed early in the survey and prior to giving specific information to respondents which may have influenced their opinions.

Initially, survey participants were asked to gauge their level of satisfaction or dissatisfaction with the quality of life in the city. Then, using a statement association method, respondents were asked to describe their level of activity in the community. The four statements (very active, somewhat informed, issue oriented, and just live in the city) were used as an attitudinal cross tabulation to better evaluate how perceived activity impacted beliefs. Residents were also asked an open-ended question, a survey method which does not rely on pre-generated responses but develops a comprehensive listing by requiring those answering the question to designate replies. The question asked respondents what they would identify as the most critical issue facing Greenville.

Another series of questions addressed the issue of taxes and fees paid. Residents were asked to judge the amount of taxes they paid to the school district, city, county and hospital district, as well as the fees paid to the city water and sewer and electric. The final question reviewed in this section asked respondents to identify, from a list of general informational sources, the ones most often utilized to gather information about the city.

## *SATISFACTION WITH QUALITY OF LIFE*

The survey began with the general question, *"**How satisfied or dissatisfied are you with the quality of life in your community?**"* The placement of this question at the beginning of the survey served two purposes: first, as a general introductory and non-confrontational method to encourage respondents to participate in the survey; and secondly, as a question that avoided influencing opinions by the mention of specific issues. Answers were recorded on a four-point scale that included very satisfied, satisfied, dissatisfied, and very dissatisfied. Respondents who declined to offer a rating were classified as no opinion. Eighty-three percent of the general population sample were satisfied (70%) or very satisfied (13%) with the quality of life, compared with 16% who were dissatisfied (14%) or very dissatisfied (2%) and 1% who had no opinion. These figures represent a satisfied to dissatisfied ratio of better than 5:1. Intense satisfaction (very satisfied) totaled 13% while 2% (8 respondents) were intensely dissatisfied.

Figure 1 presents the satisfaction levels from the geographic perspective of survey areas:

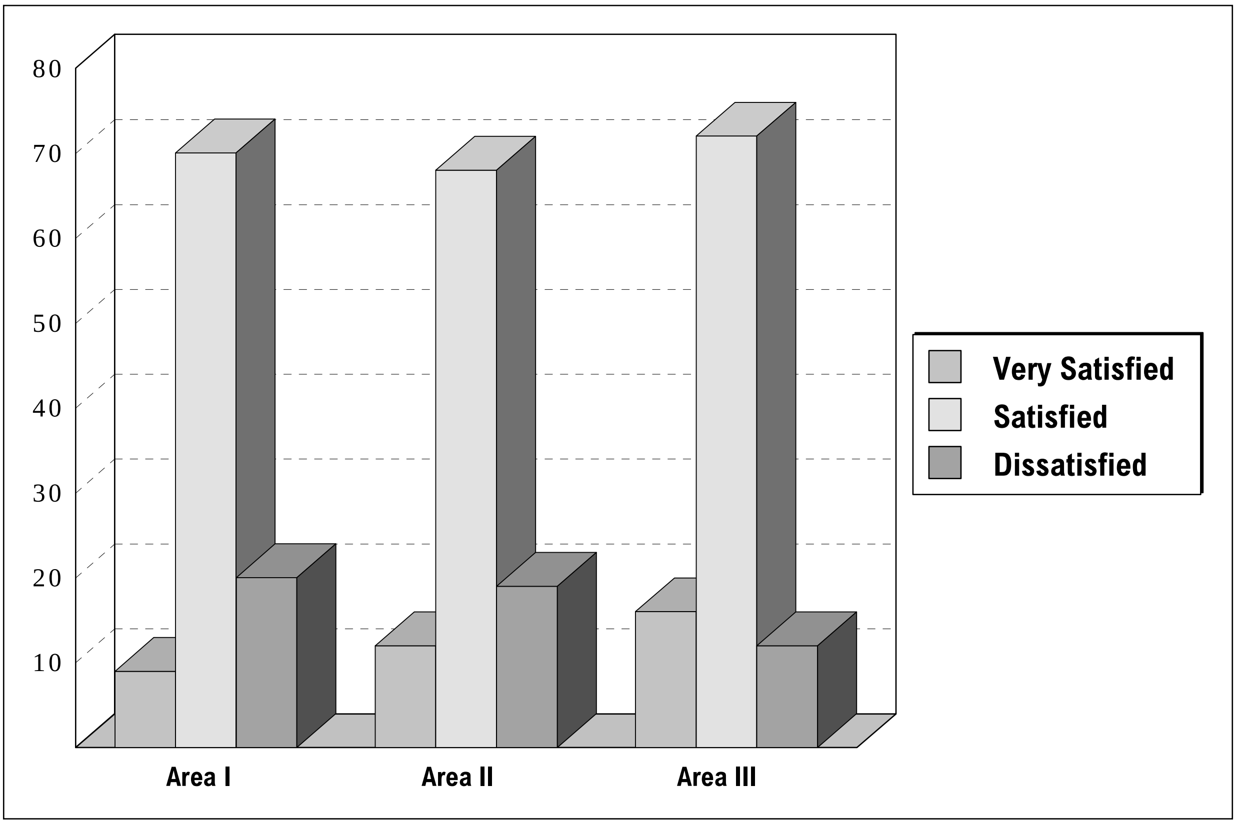


***Figure 1: Satisfaction With Quality Of Life By Subsector***

When comparing the results of the resident sampling, one finds that the individuals most likely to say they were very satisfied, or expressing the highest degree of enthusiasm, were in Area III (16%). That compared with percentages of 12% in Area II and 9% in Area I. Although the variance was not significant (seven points), the further south (north-central-south) one went in the city, the greater the level of intense satisfaction. Overall percentages exceeded the mean (82%) in Area III (88%), compared to lower scoring in Area II (80%) and Area I (79%). Combined dissatisfaction ratings were similar in Areas I and II (20% and 19%), compared to 12% in Area III. The ratio of satisfaction to dissatisfaction was 3.9:1 in Area I, 4.2:1 in Area II, and 7.3:1 in Area III, another indicator of the higher degree of satisfaction evident there. Intense satisfaction was almost identical for men and women (12%-13%), as were overall satisfaction ratings (84%-82%). Residents who didn't come into contact with a city employee were slightly more satisfied (85%-78%), while those who came into contact were more often dissatisfied (22%-13%). There was also a five-point variance in the satisfaction rating between owners and renters (82%-87%), with the latter being more positive.

Individuals who were involved in the community and those who were not involved, by way of statement association (very active or somewhat involved versus issue-oriented or just live in the city) did not differ in their satisfaction with the quality of life, either in terms of intense (13%-12%) or general (84%-81%) satisfaction. Respondents who were more committed to growth, by way of associating themselves with a pro-growth statement were not as enthusiastic about the quality of life as people who were more cautious, or who were opposed to additional growth in the city. For example, people who considered themselves pro-growth were less often very satisfied (10%) than those who labeled themselves as for controlled growth (17%) or for the combination of limited or anti-growth (18%). However, in terms of overall satisfaction, residents who advocated growth (83% of pro-growth and 87% of controlled growth) were more satisfied than those who opposed it (78%), in the context of statement association. Note however, that the variance in percentages was minor. People who rated taxes about right or low were more apt to say they were very satisfied (15%), but there was not a wide gap between their viewpoint and those who either rated their taxes high or very high (11%) or else had no opinion on their city taxes (17%). A belief that taxes were less expensive also led to higher satisfied marks (89%) than if one believed that taxes were high (81%) or else had no opinion on the issue (77%).

Seventeen percent of people who had lived in Greenville for 10 years or less were very satisfied, which was higher than those who had lived there 10-20 (6%) or 20+ (12%) years. There was not a significant variance in overall satisfaction ratings between the oldest group of city residents (80%) and those who had resided in Greenville for 10 to 20 years (79%); however, newer residents were much more satisfied than the other two groups (90% of 0-10 year residents). The age tabulations show middle-age respondents more likely to be very satisfied (17% of 36-55 year olds) than younger (12% of 35 year olds and younger) or older (10% of 55 year olds and older) survey participants, although the differences were generally minor. However, younger people were slightly more satisfied than the middle-aged group (89%-85%), while the oldest group was still least satisfied (79%).

Parents without children, or whose children were older and not at home, were 12% very satisfied with the quality of life, a finding which was very close to those shared by parents (13% of both those with 6-12 and 13-18 year olds, to 10% whose children were over 18). There was only a five-point variance in satisfaction from all five parental and nonparental subgroups (85% of parents of 18 year olds or older, to 80% of nonparents).

## *INVOLVEMENT IN THE COMMUNITY*

Following the first two questions (quality of life and length of residence) a query was presented to allow respondents to judge their level of involvement or participation in the community. This question was done in this manner because residents often view a community based on their level of involvement. The question used statement association to describe their level of activity: "***What statement would best describe you as a member of your community?***" Respondents could select from four statements to indicate their degree of activity: "very active in the community," "somewhat involved," "become involved when issues affect me," or "just live here." There was also a no opinion response for those not wishing to participate in this line of questioning, although only 1% of the sample (five individuals) went in that direction. Less than one-half (46%) of the sample rated themselves very active (11%) or somewhat involved (35%), while 54%, or more than half, associated themselves with the statements "I become involved when issues affect me" (20%) or "I just live here" (34%). It is noteworthy that the most popular response with which residents associate themselves is that they are somewhat involved or that they just live in the city. In fact, people in Greenville were more than three times as likely to say they just lived in the city as to acknowledge they were very active (35%-11%). These findings also indicate that those most active within the city are a small minority.

In Area I, where residents initially indicated being less satisfied than others, the percentage of active community members was lower (7%) than in the other two subsectors (13% and 12%). Residents there were also less likely to be very active or somewhat involved (36%, to 46% in Area III and 54% in Area II) and more prone to admit to just living in the city (44%-27%-33%). Overall inactivity ranged from 63% in Area I to 46% in Area II. The ratio of active to inactive showed people in Area II (1.2:1) more often active, whereas inactivity was the more prevalent attitude in both Area I (0.6:1) and Area III (0.7:1). There was no real difference in intense activity between men and women (13%-10%), but women were more likely to say they were somewhat or actively involved (41%-49%).

Combined activity was higher among residents dissatisfied with the quality of life (51%) than if they were very satisfied (43%) or just satisfied (45%). And although the variance was minor, those most active in the community tended to come more from the most and least positive viewpoints (12%-10%-13%) rather than from generally positive people. Residents who said they had contact with the city more often described themselves as both very active (14%-9%) as well as active overall (57%-39%). Homeowners also tended to describe themselves as more active in the community than renters (48%-39%). By comparison, renters said they just lived in the city (45%-31%).

Residents with a more positive view towards growth were twice as likely as their more negative counterparts to be very active (14%-6%), as well as more active overall (51%-43%) in their community. Comparatively, those favoring more limited growth, or who were anti-growth, were the contingent most likely to label themselves as just living in the city (45%, to 28% of controlled growth). People who favored controlled growth were the subgroup most likely to be issue-oriented (30%, to 10% of limited/anti-growth). Additionally, residents who rated their city taxes very high or high considered themselves more active overall (48%) than if taxes were deemed to be about right or low (43%) or if they had no opinion about taxes (40%). It should also be noted that people dissatisfied with the current recreation program expressed a higher degree of activity (54%) than if they were satisfied (45%).

Length of residency (11%-9%-11%) did not have an impact on people being very active, although in general the least active residents were those newest to the community (39%-54%-46%). Additionally, the "I just live here" statement was more often associated with newer residents (40%) than median-term (30%) or long-term (32%) city inhabitants. The age tabulations showed the older respondent groups were most likely to describe themselves as very active (5%-12%-12%). However, the group most likely to identify themselves as active consisted of middle-aged (55%), followed by seniors (41%) and younger (40%) respondents. Also, the younger group was most likely to become involved when issues affected them (23%), compared to a low of 19% among 55 year olds and over.

The parental subgroups most apt to rate themselves very active in their community were either parents of children over 18 (14%) or nonparents (11%). That compared with percentages of 6% (under 6), 7% (6-12), and 9% (13-18). It is interesting to note, however, that nonparents were much less likely to say they were somewhat involved (29%) than parents of children under 6 (47%), children ages 6-12 (55%), teenagers (51%) or children over the age of 18 (51%). Therefore, combined activity was higher among parents (53%-62%-60%-62%) than nonparents (40%). Nonparents most often just lived in the city (39%), a 14% minimal variance when compared to parents (25%-23%-21%-17%) of the different age subsets.

## *MOST CRITICAL ISSUE FACING GREENVILLE*

To obtain a better sense of the pulse of the community, the next question addressed perceptions of critical issues being faced by the city. This was the fourth question in the questionnaire, so that information presented further in the survey would not influence a respondent's answer. The format of this question was open-ended, allowing participants to answer any way they wished, which created a more comprehensive listing than a standard response-category question. The transcribed comments were then coded into categories and cross-tabulated. The question posed to respondents was: "***What would you say is the most critical issue facing Greenville today?***" A total of 313 individuals (78% of sample) responded to this question, with their various responses categorized into 16 issues. Three issues were mentioned by more than 10% of the full sample: taxes/increased taxes (19%), crime/drugs (14%), and city government/City Council (11%).

Less than 10% of the responding subsample, but more than 5%, listed city budget/fiscal irresponsibility (8%) and street maintenance infrastructure and unemployment/lack of jobs (both 6%). Four percent mentioned growth, lack of youth activities, and city appearance/cleanliness, with 3% saying economy/inflation/cost of living, education/school-related, and prejudice/racial issues. Two percent described the issues as the cost of utilities, traffic/speeders, and lack of retail/economic development. Additionally, 8% of the sample gave answers that were classified as miscellaneous.

Table #2 lists the overall issues considered to be critical, as presented by respondents:

## TABLE #2: OVERALL MOST CRITICAL ISSUE FACING GREENVILLE BY SUBSECTOR AND GENDER

| ISSUE | OVERALL | AREA I | AREA II | AREA III | MALE | FEMALE |
|---|---|---|---|---|---|---|
| Taxes/increased taxes | 19% | 16% | 16% | 24% | 24% | 17% |
| Crime/drugs | 14% | 19% | 17% | 9% | 17% | 13% |
| City government/City Council | 11% | 10% | 11% | 11% | 14% | 9% |
| Miscellaneous | 8% | 13% | 10% | 4% | 2% | 12% |
| City budget/fiscal irresponsibility | 8% | 3% | 8% | 10% | 10% | 7% |
| Street maintenance/infrastructure | 6% | 9% | 8% | 4% | 6% | 7% |
| Unemployment/lack of jobs | 6% | 8% | 4% | 7% | 4% | 8% |
| Growth | 4% | 2% | 2% | 7% | 3% | 6% |
| Lack of youth activities | 4% | 3% | 4% | 4% | 4% | 5% |
| City appearance/cleanliness | 4% | 6% | 7% | 1% | 2% | 6% |
| Economy/inflation of cost of living | 3% | 1% | 4% | 4% | 3% | 4% |
| Education/school-related | 3% | 1% | 0% | 6% | 3% | 3% |
| Prejudices/racial issues | 3% | 3% | 3% | 2% | 5% | 2% |
| Utility costs | 2% | 3% | 1% | 2% | 3% | 2% |
| Traffic/speeders | 2% | 0% | 2% | 2% | 1% | 2% |
| Lack of retail/economic development | 2% | 1% | 2% | 1% | 2% | 2% |

Taxes/increased taxes were the most important issue facing the city overall, but did not rank as the most important concern citywide. It was the most important issue in Area III (24%), but ranked second in Areas I (16%-19%) and II (16%-17%), where crime/drugs were the number one concern. Interestingly, the concern over crime/drugs evident in Areas I and II was not prevalent in Area III (9%), where more residents focused on city budget/fiscal irresponsibility (10%). And the issue of the city budget/fiscal irresponsibility was mentioned more in Area III than anywhere else (3% and 8%). Concern over city government/City Council was consistent throughout the city (10%-11%-11%). Street maintenance was of more concern in Areas I and II (9%-8%-4%), as too was city appearance/cleanliness (6%-7%-1%). Area III also focused more on the issue of growth (2%-2%-7%) and education/school-related (1%-0%-6%) than others.

Men and women had similar concerns when asked to discuss issues; however, men were more concerned with increased taxes (24%-17%), crime/drugs (17%-13%), and city government/City Council (14%-9%). Women, on the other hand, spoke more often about unemployment/lack of jobs (8%-4%), growth (6%-3%), and city appearance/cleanliness (6%-2%). Items of similar interest included city budget/fiscal irresponsibility (10%-7%), street maintenance/infrastructure (7%-6%), and lack of youth activities (5%-4%). People who were very satisfied with the quality of life in Greenville had four top issues of concern -- increased taxes (18%) and crime/drugs, city government/City Council, and street maintenance/infrastructure (each 11%). Increased taxation was also the primary concern to people satisfied with the quality of life (19%), followed by crime/drugs (16%), and city government/City Council (11%). A total of 60 individuals who were dissatisfied with the quality of life responded to this question, and 20% (12 respondents) listed increased taxes. Notice that city budget/fiscal irresponsibility (3%-8%-10%) grew in importance the more dissatisfied people were with the quality of life. By comparison, the higher the level of satisfaction, the more concerned residents were with growth-related issues (8%-5%-2%), education/school-related issues (8%-3%-0%) and the cost of utilities (8%-2%-0%). Homeowners focused more on taxes/increased taxes (22%-5%) and city budget/fiscal irresponsibility (8%-2%), while renters felt the most important issue facing Greenville was unemployment/lack of jobs (16%-4%).

Activity within the community did not impact people's attitudes about critical issues being faced by Greenville. Active and inactive residents were similar in their primary comments: taxes/increased taxes (21%-18%), crime/drugs (14%-14%), city government/City Council (11%-10%), growth (5%-4%), and lack of youth activities (6%-3%), to mention a few. People who favored additional growth in the community were much less concerned with increased taxes than those who supported controlled growth and those who were anti-growth or supported only limited growth (14%-24%-24%). Pro-growth respondents were, however, more concerned with city government/City Council (14%-10%-4%) and growth (6%-3%-2%). Those sharing negative views about growth considered the most important issues to be taxes/increased taxes (24%), crime/drugs (14%), and city appearance/cleanliness and cost of utilities (both 8%). The order of concern to pro-growth advocates was taxes/increased taxes and city government/City Council (both 14%), along with crime/drugs (12%). Not surprisingly, residents who rated their taxes high or very high focused on taxes/increased taxes (25%-9%) as the most important issue facing Greenville. The subgroups were similar in their concern over crime/drugs (14%-15%) and city budget/fiscal irresponsibility (6%-8%). Interestingly, respondents who rated taxes about right or low were ten times more likely to list the most critical issue as city appearance/cleanliness (10%-1%).

The longer individuals lived in Greenville, the more concerned they were with city government/City Council (3%-13%-14%) and, to a lesser extent, taxes/increased taxes (16%-21%-20%). The opposite was true for growth issues, where the shorter the residency, the higher the concern (9%-6%-2%). Newer residents were also more concerned with street maintenance/infrastructure (11%-0%-6%). Identification of taxes/increased taxes (8%-13%-26%) and city budget/fiscal irresponsibility (5%-6%-9%) increased in mention the older the respondent. Older respondents also were more concerned with city government/City Council than the other age groups (3%-12%-12%). On the other hand, younger respondents (36 and under) were almost twice as likely to mention crime/drugs as an issue (23%-13%-13%) and also more likely to cite growth (10%-5%-3%), economy/inflation/cost of living (10%-1%-3%), and prejudice/racial issues (13%-1%-2%). The middle aged group was more likely than its younger and older counterparts to list unemployment/lack of jobs (5%-10%-4%), lack of youth activities (3%-9%-1%), and education/school-related (3%-6%-1%) as critical issues.

Nonparents listed increased taxes (21%), crime/drugs (16%), city government/City Council (13%) and street maintenance/infrastructure (8%) as most critical. Parents of both young children and teenagers were similarly concerned about crime/drugs (13%-7%13%-4%) and city government/City Council (8%-2%-13%-4%). Parents of children 13 and over, however, were more concerned about increased taxes (13%-12%-16%-28%), lack of youth activities (5%-7%-11%-8%), and unemployment/lack of jobs (3%-5%-9%-16%), while parents of children 12 and younger were more concerned with growth-related issues (10%-12%-2%-4%), education/school-related issues (8%-7%-4%-0%), and prejudice/racial issues (5%-9%-2%-4%).

## *RATING OF TAXES PAID TO TAXING ENTITIES*

Respondents were asked to voice their opinions about the tax rate and/or fees paid to certain entities in the city. Interviewers asked the question: *"**Please rate the taxes or fees paid to the following entities.**"* The taxing entities evaluated were the school district, city, county, and hospital district. Attitudes were also assessed for the fees paid to city water and sewer and city electric. The four-point scale from which respondents could comment was very high, high, about right, or low/very low. There was also a category for those with no opinion.

Table #3 lists the ratings for taxes or fees paid for several different entities. In addition, the table shows the ratio of high to low attitudes, exclusive of the no opinion responses, to present a truer picture of how residents perceive the moneys they pay:

### TABLE #3: OVERALL RATING OF FEES PAID TO VARIOUS TAXING ENTITIES

| TAXING ENTITY | VERY HIGH | HIGH | ABOUT RIGHT | LOW/ VERY LOW | NO OPINION | RATING RATIO |
|---|---|---|---|---|---|---|
| **School district** | 15% | 40% | 31% | 2% | 12% | 1.6:1 |
| **City of Greenville** | 18% | 43% | 28% | 1% | 10% | 2.1:1 |
| **City water and sewer** | 14% | 35% | 39% | 1% | 11% | 1.2:1 |
| **City electric** | 11% | 41% | 38% | 2% | 9% | 1.3:1 |
| **County** | 11% | 41% | 38% | 2% | 9% | 1.3:1 |
| **Hospital district** | 6% | 34% | 43% | 2% | 15% | .8:1 |

In general, over one-half of residents sampled rated taxes and fees paid to the different entities either high or very high. The levies for which more than 50% failed to rate taxes high or very high were those assessed for city water and sewer (49%) and the hospital district (40%). The previous question identified taxes/increased taxes as the most critical issue facing the city. Therefore, it should not come as a total surprise that a higher percentage of respondents rated city taxes high or very high (61%), rather than school district (55%), and city electric and county (both 52%) taxes. And although the variance is not significant, very high ratings were higher for city taxes (18%) than for either school district (15%) or city water and sewer (14%) fees. Also note that there was more concern with city water and sewer fees being very high, more so than city electric fees or county taxes, although overall high attitudes were greater for moneys paid to the latter entities.

No opinion ratings ranged from 15% (hospital district) to 9% (city electric and county). Without taking into account the no opinion ratings, the ratio of high to low judgments was greater for city taxes (2.1:1) than for either school district taxes (1.6:1), city electric fees and county taxes (both 1.3:1) or city water and sewer fees (1.2:1). In the current environment, residents expressed more concern with city taxes than any other entity.

Table #4 shows the rating of fees paid to various taxing entities by geographical subsector:

## TABLE #4: RATING OF FEES PAID TO VARIOUS TAXING ENTITIES BY SUBSECTOR

| TAXING ENTITY | AREA I | | AREA II | | AREA III | |
|---|---|---|---|---|---|---|
| | VERY HIGH/ HIGH | ABOUT RIGHT/ LOW | VERY HIGH/ HIGH | ABOUT RIGHT/ LOW | VERY HIGH/ HIGH | ABOUT RIGHT/ LOW |
| School district | 50% | 26% | 48% | 39% | 65% | 26% |
| City of Greenville | 53% | 36% | 56% | 31% | 71% | 23% |
| City water and sewer | 39% | 50% | 47% | 44% | 57% | 33% |
| City electric | 48% | 46% | 49% | 41% | 55% | 36% |
| County | 30% | 51% | 35% | 46% | 49% | 40% |
| Hospital district | 39% | 45% | 40% | 42% | 53% | 37% |

Respondents from Area III were more likely than other areas to rate the taxes or fees paid to the list of entities high or very high. This was true for taxes or fees paid to the school district (65%, to 48% in Area II), city (71%, to 5% in Area I), city water and sewer (55%, to 39% in Area I), city electric (55%, to 48% in Area I), county (49%, to 30% in Area I), and hospital district (53%, to 39% in Area I). Conversely, Area I residents tended to more often rate their taxes about right or low. This was true for taxes or fees paid to the city (36%, to 23% in Area III), city water and sewer (50%, to 33% in Area III), city electric (46%, to 36% in Area III), county (51%, to 40% in Area III), and hospital district (45%, to 37% in Area III).

Note that in each instance, city taxes were rated higher than school district taxes. The variance was most narrow in Area I (53%-50%), but also fewer than ten points in both Areas II (56%-48%) and III (71%-65%). In Area II (49%-48%) and Area I (48%-53%), similar percentages rated both city electric fees and school district taxes high or very high. This was not the case in Area III, where there was a clear differential between those two entities (55%-71%).

Attitudes throughout the city varied regarding the taxes paid. The most significant variances were expressed toward taxes of fees paid the city (71% in Area III, to 53% in Area I), city water and sewer (57% in Area III, to 39% in Area I), and the county (49% in Area III, to 30% in Area I). The only taxing entity that did not exhibit a 10 point variance in high ratings was city electric (55% in Area III, to 48% in Area I). In Area I, about right/low ratings were higher for city water and sewer (50%-39%), county (51%-30%), and hospital district (45%-39%) taxes. By comparison, in Area II, it was just county taxes (46%-39%), and in Area III, no subsector scored higher about right/low ratings.

Table #5 shows ratings for the taxes or fees paid to various entities by level of activity in the community and by attitudes toward growth of the city:

## TABLE #5: RATING OF FEES PAID TO VARIOUS TAXING ENTITIES BY COMMUNITY ACTIVITY AND GROWTH ATTITUDES

| TAXING ENTITY | COMMUNITY ACTIVITY | | | | GROWTH ATTITUDES | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| | ACTIV/ INVOLV | | ISSUE/ LIVE | | PRO GROWTH | | CONTROLLED GROWTH | | LIMITED/ ANTI-GROWTH | |
| | VERY HIGH/ HIGH | ABOUT RIGHT/ LOW | VERY HIGH/ HIGH | ABOUT RIGHT/ LOW | VERY HIGH/ HIGH | ABOUT RIGHT/ LOW | VERY HIGH/ HIGH | ABOUT RIGHT/ LOW | VERY HIGH/ HIGH | ABOUT RIGHT/ LOW |
| School district | 56% | 33% | 66% | 31% | 57% | 32% | 54% | 35% | 56% | 25% |
| City of Greenville | 65% | 27% | 59% | 30% | 63% | 30% | 62% | 27% | 58% | 23% |
| City water and sewer | 52% | 37% | 47% | 43% | 51% | 41% | 52% | 38% | 42% | 40% |
| City electric | 57% | 33% | 46% | 45% | 53% | 37% | 48% | 44% | 52% | 39% |
| County | 40% | 45% | 40% | 44% | 39% | 49% | 42% | 45% | 40% | 34% |

Those residents of the community who said they only became involved when issues affected them and those who said they just lived there were more likely than involved citizens to think tax rates and fees were high or very high for the school district (66%-56%). Comparatively, active community members felt stronger about high taxes and fees they paid to the city (65%-59%), city electric (57%-46%), and city water and sewer (52%-47%). Opinions were identical toward the taxes and fees charged by the county (40% each). Note that for all but taxes paid to the county, very high/high ratings were greater than about right/low findings.

Attitudes toward growth in the city did not have a significant impact on how residents rated the taxes or fees they paid to the various entities, except for city water and sewer. Those citizens who support limited growth or who were anti-growth (42%) were less likely to feel that these fees were high or very high than those who support controlled growth (52%), and those who are pro-growth (51%). Once again, a larger percentage of all subgroups rated the City of Greenville taxes as high or very high (63%-62%-58%), especially when compared to school district taxes (57%-54%-56%). Also, residents were all more favorable toward the County's taxes (39%-40%-42%), no matter their desire for additional growth.

## *SOURCES UTILIZED TO GATHER CITY INFORMATION*

At the conclusion of the questionnaire, respondents were asked how they obtained information about Greenville. Interviewers asked a multiple-response question: *"**Which of the following sources would you be most likely to utilize to gather information about your city?**"* The list of possible answers included media sources such as *The Greenville Herald Banner, The Dallas Morning News,* and *Kuumba Heritage*, city sources like employees, the newsletter, the web site, and the city calendar, and the Chamber of Commerce, local television channels, local radio stations, and elected officials. *The Greenville Herald Banner* (78%), the city newsletter (63%), and local access television channels (60%) were the most popular sources, and the only items selected by a majority of city residents.

Secondary sources mentioned by at least one out of every four respondents were local radio stations (46%) the Chamber of Commerce and annual city calendar (both 42%), city employees (41%), city web site (39%), elected officials (33%), and *The Dallas Morning News* (32%). The least utilized source was *Kuumba Heritage* (12%).

Figure 2 illustrates the percentage of the full sample utilizing each source. Because each respondent could give more than one answer, the percentages total to greater than one hundred percent:

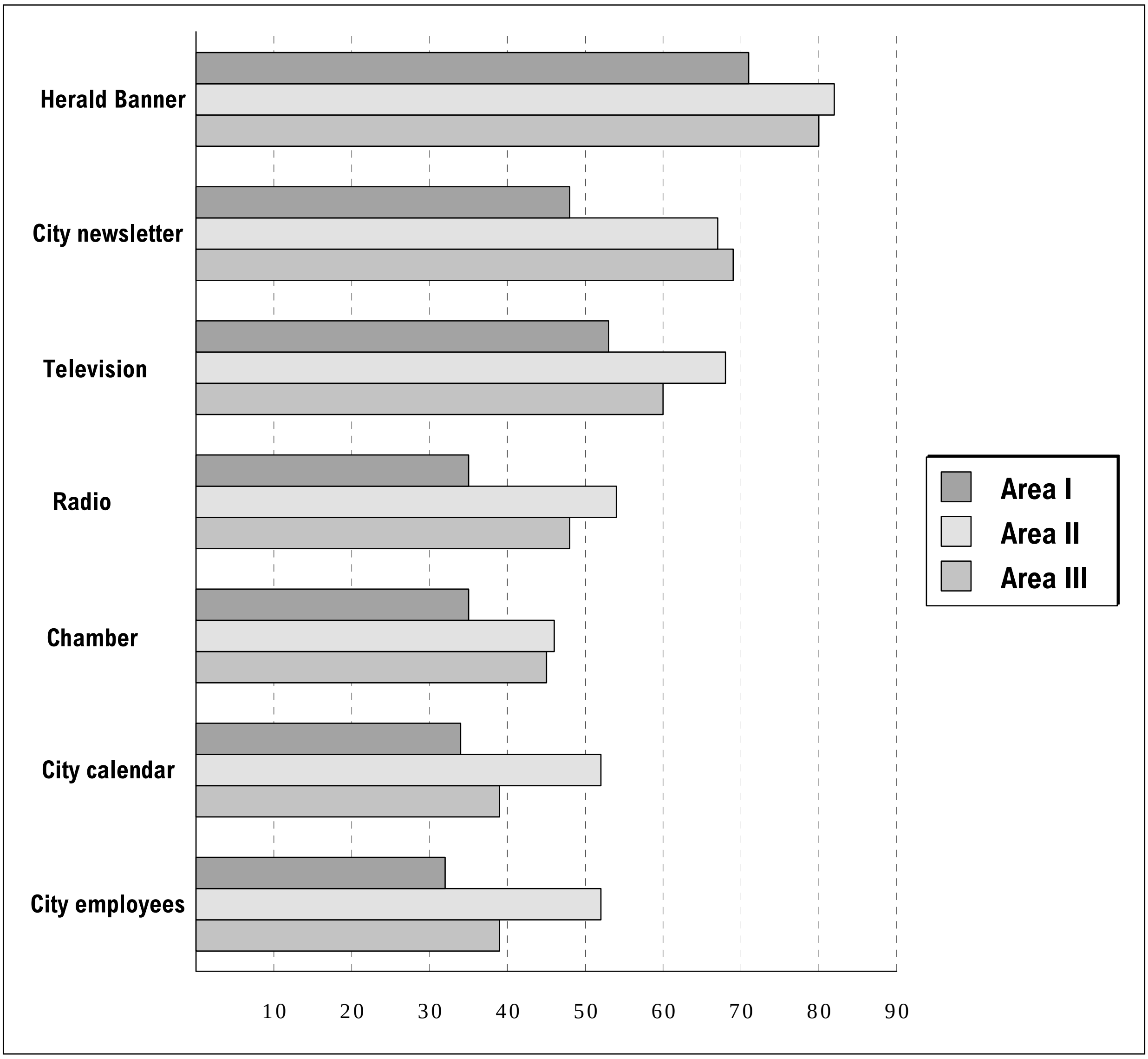


***Figure 2: City Source Utilization By Subsector***

Overall, two sources, *The Greenville Herald Banner* and local access television channels, were utilized by a majority of respondents in each of the three subsectors. Note that for *The Greenville Herald Banner* (71%-82%-80%) and the city newsletter (48%-67%-69%), utilization was similar in Areas II and III, but much less in Area I. That pattern was also true for local access television channels (53%-68%-60%) and the Chamber of Commerce (35%-46%-45%). In addition, local radio stations (35%-54%-48%), the annual city calendar (34%-52%-39%), and city employees (32%-52%-39%) showed lower utilization in Area I, but a greater variance in usage between residents in Area II and Area III. In addition, the city web site (23%-43%-48%) was most popular among Area III survey participants. For almost all sources, Area I residents were least likely to recognize them relative to utilization. The only source utilized more by Area I residents than any other area was the *Kuumba Heritage* (17%, to 9% in Area III).

Female respondents, more often than males, listed *The Greenville Herald Banner* (80%-76%) local access television channels (62%-58%), the annual city calendar (44%-38%), the *Kuumba Heritage* (14%-10%), and the Chamber of Commerce (44%-41%) as sources they used to gather information. By comparison, males listed with greater frequency the city newsletter (66%-60%), local radio stations (50%-44%), and the city web site (45%-36%). Sources of similar importance to both men and women were city employees (41%-41%), elected officials (34%-33%), and *The Dallas Morning News* (31%-32%).

The more satisfied people were with the quality of life in their city, the more they utilized *The Greenville Herald Banner* (84%-80%-67%), the annual city calendar (47%-45%-23%), elected officials (49%-34%-19%), and *The Dallas Morning News* (33%-32%-30%). Satisfaction with the quality of life did not impact resident utilization of local radio stations (45%-47%-47%). Those generally satisfied gave the highest response for the city newsletter (61%-68%-52%) and local access television stations (55%-63%-53%). Homeowners utilized the following sources with greater frequency: the city newsletter (65%-52%), local access television (62%-54%), Chamber of Commerce (44%-35%), the city web site (42%-29%), and elected officials (35%-29%). By comparison, renters more often listed *The Greenville Herald Banner* (85%-78%) as where they received their information.

Active community members more frequently utilized local access television channels (68%-54%), the city newsletter (66%-60%), the Chamber of Commerce (51%-35%), the annual city calendar (47%-36%), city employees (47%-35%), the city web site (47%-33%), elected officials (41%-26%), and the *Kuumba Heritage* (16%-9%). A similar percentage of both groups listed *The Greenville Herald Banner* (78%-78%), local radio stations (47%-46%), and *The Dallas Morning News* (33%-30%). Pro-growth advocates were not as likely to utilize *The Greenville Herald Banner* (76%) as controlled (80%) or limited/anti-growth (84%) proponents. The opposite was true for local access television (64%-59%-58%), Chamber of Commerce (45%-42%-39%), annual city calendar (44%-43%-34%), city employees (44%-41%-34%), and the city web site (48%-38%-25%), all utilized more often by people who supported additional growth in the city. Whether or not taxes were rated very high/high or about right/low did not affect how residents utilized *The Greenville Herald Banner* (78%-76%), city newsletter (64%-62%), local radio stations (47%-47%), and the Chamber of Commerce (44%-41%). However, if respondents considered their taxes about right or low, they more often gathered information from the annual city calendar (49%-39%), city employees (45%-39%), and elected officials (41%-30%). The city web site (44%-35%) was one of the few sources utilized more often by residents who considered their taxes very high or high.

Six sources were utilized by a majority of residents who had lived in the city for fewer than ten years, compared to just three for the other two residency subsets. Several sources had a higher tendency to be utilized by newer city residents. Included among those sources were the city newsletter (68%-63%-61%), local access television channels (68%-67%-54%), local radio stations (53%-48%-42%), the annual city calendar (50%-44%-37%), the city web site (50%-44%-33%), the Chamber of Commerce (47%-42%-40%), and elected officials (36%-33%-32%). There was no such correlation between usage and residency for *The Greenville Herald Banner* (80%-81%-77%), city employees (41%-45%-40%), and the *Kuumba Heritage* (11%-11%-13%).

The age tabulations showed that senior respondents were less apt than the two younger groups to list the local access television channels (63%-65%-57%) and the annual city calendar (48%-45%-38%) as sources they utilized. Conversely, utilization of such sources as the city web site (58%-47%-29%), city employees (45%-41%-40%), and local radio stations (53%-46%-45%) were more prevalent among younger survey participants. The youngest age group most often utilized *The Dallas Morning News*, (43%-27%-31%); those oldest more often relied on the city newsletter (60%-59%-66%); and middle-aged respondents preferred the Chamber of Commerce (32%-47%-42%) and elected officials (20%-36%-36%). *The Greenville Herald Banner* was the most common response from all age groups with a variance of only 5% (77%-82%-77%).

Three sources were utilized by a majority of both parent and nonparent subsets: *The Greenville Herald Banner* (79%-86%-83%-72%, and 77% of nonparents), city newsletter (62%-61%-51%-59%, and 65%), and local access television channels (64%-63%-66%-76%, and 57%). Parents had a significantly higher usage of the city web site (55%-55%-51%-48%) than nonparents (34%). The same was true regarding city employees (49%-48%-43%-52%, to 38%) and local access television (64%-63%-66%-76%, to 57%). Parents of young children under 6 were most apt to list local radio stations (51%, to 44% of nonparents), while parents of children 6-12 and under were most apt to list *The Greenville Herald Banner* (86%, to 72% of parents of 18 year olds and over) and The *Dallas Morning News* (46%, to 23% of parents of 13-18 year olds). Parents of children in both of the younger groups utilized the annual city calendar and the city web site at the same rates (both 43% and 55%), while they had similar utilization for the city newsletter (62%-61%), local access television channels (64%-63%), local radio stations (51%-50%), and city employees (49%-48%). Parents with children 18 and over living at home were most likely to utilize the local access television channels (76% to 57% of nonparents), city employees (52% to 38% of nonparents), and elected officials (41% to 34% of non-parents and parents of 6-12 and 13-18 year olds).

# SECTION TWO:
# City Services And Initiatives

While the first section of the report evaluated general attitudes about the community, this section focuses on more specific areas, including city services, customer service, and additional facilities desired. Also included in this section is a performance assessment of city-related goals and support for implementing general city initiatives.

Respondents were read a list of 14 general city services and asked to assess their quality using a four-point scale from excellent to poor. Services that were evaluated included police services, street maintenance, parks and recreation services, storm drainage, code enforcement, and restaurant inspection. Then individuals were questioned about whether they had contacted the city about any concern during the past year. Those who replied in the affirmative constituted a subsample that was asked a follow-up question to quantify the degree of satisfaction or dissatisfaction with the contact. The sample was also given the opportunity, by way of an open-ended question, to make suggestions for additional services or facilities that could be offered in Greenville.

Respondents were also asked to assess the city's performance in achieving a list of general city-related goals. The areas that the goals addressed included promoting and stimulating planned growth, downtown revitalization, appreciation of the diversity of the community, the encouragement of citizen input, upgrading of city infrastructure, effective delivery of basic city services, and working cooperatively with other organizations. This assessment was followed by a second list of possible city actions, to which respondents could express a level of agreement or disagreement toward implementation.

## *RATING OF CITY SERVICES*

To begin the process of evaluating city government, a list of fourteen city services was read. Respondents were directed, ***"As I read each service, please rate them excellent, good, fair or poor."*** The fourteen services that were evaluated were police, street maintenance, planning and zoning, fire department, parks and recreation services, library, storm drainage, garbage collection, utility billing, code enforcement, animal control, building permits/inspections, restaurant inspection, and water and sewer service. In addition to four quality ratings, an additional response (no opinion) was available for those individuals either lacking adequate information or not wishing to respond to the question.

Table #6 illustrates overall service from the entire sample, as well as the quality ratio, the comparison of positive (excellent/good) to negative (fair/poor) responses, without taking into account the no opinion response:

## TABLE #6: OVERALL RATING OF CITY SERVICES

| CITY SERVICE | EXCELLENT | GOOD | FAIR | POOR | NO OPINION | QUALITY RATIO |
|---|---|---|---|---|---|---|
| Police | 21% | 50% | 24% | 3% | 2% | 2.6:1 |
| Street maintenance | 3% | 28% | 33% | 35% | 0% | 0.4:1 |
| Planning and zoning | 4% | 28% | 35% | 20% | 13% | 0.5:1 |
| Fire department | 29% | 54% | 10% | 1% | 6% | 7.5:1 |
| Parks and recreation services | 9% | 48% | 26% | 11% | 6% | 1.5:1 |
| Library | 33% | 50% | 8% | 1% | 9% | 9.2:1 |
| Storm drainage | 3% | 33% | 33% | 25% | 6% | 0.6:1 |
| Garbage collection | 12% | 61% | 20% | 6% | 1% | 2.8:1 |
| Utility billing | 6% | 54% | 24% | 12% | 4% | 1.6:1 |
| Code enforcement | 5% | 38% | 24% | 17% | 16% | 1.0:1 |
| Animal control | 8% | 50% | 25% | 11% | 6% | 1.6:1 |
| Building permits/inspection | 4% | 35% | 23% | 10% | 28% | 1.1:1 |
| Restaurant inspection | 9% | 51% | 22% | 6% | 12% | 2.1:1 |
| Water and sewer service | 7% | 55% | 22% | 13% | 3% | 1.8:1 |

Eight of the 14 services listed received positive grades of 50% or better. Overall good and excellent ratings were as high as 83% (fire department and library) and as low as 31% (street maintenance). In terms of the performance, residents were most positive about the fire department and library (both 83%), garbage collection (73%), and police (71%). The other services that captured majority positive ratings were water and sewer service (62%), restaurant inspection and utility billing (both 60%), animal control (58%) and parks and recreation services (57%). The remaining services received positive grades from half the sample or less, with the lowest ratings assigned to street maintenance (31%), planning and zoning (32%), storm drainage (36%), and building permits/inspections (39%).

Excellent ratings indicate the degree of strong satisfaction or contentment with a particular city service. Here, it should be noted that the library and the fire department were awarded the highest percentage of such rating (33% and 29%), with police (21%) the only other service to attain a 20% or higher excellent ratings. Only one service, garbage collection (12%), received a rating between 10% and 20%. The remaining nine items scored excellent ratings of less than 10%, an indication of lack of excitement: parks and recreation services (9%), water and sewer service (9%), animal control (8%), utility billing (6%), code enforcement (5%), planning and zoning (4%), building permits/inspections (4%), street maintenance (3%), and storm drainage (3%).

Negative (fair or poor) ratings varied between 9% (library) and 68% (street maintenance). In addition to street maintenance, two other services received a negative assessment from more than 50% of the full sample - storm drainage (58%) and planning and zoning (55%). Five services were rated fair or poor by between 30%-49% of respondents: code enforcement (41%), parks and recreation (37%), utility billing (36%), animal control (36%), and building permits/inspection (33%).

More than half of the services listed were given intensely negative (poor) ratings by more than ten percent of the sample, another indication of discontent among residents. The most intense negative ratings (more than 20%) were given to street maintenance (35%), storm drainage (25%), and planning and zoning (20%). Several services received higher intense negative than positive reviews. Those were street maintenance (35%-3%), planning and zoning (20%-4%), parks and recreation services (11%-9%), storm drainage (25%-3%), utility billing (12%-6%), code enforcement (17%-5%), animal control (11%-8%), and building permits/inspection (10%-4%). Also note that more than 10% of respondents sampled lacked sufficient information to assess quality ratings for four services: building permits/inspection (28%), code enforcement (16%), planning and zoning (13%), and water and sewer service (12%).

The performance ratio is an excellent method to gauge the attitudes of the general public, although it does not take into account the intensity of the response. Residents were most pleased with the library (9.2:1) and the fire department (7.5:1). There was a significant gap between these two services and the next closest one, garbage collection, at 2.8:1. The only other services to capture at least twice as many positive as negative opinions were the police department (2.6:1) and water and sewer services (2.1:1). Conversely, respondents were least positive about street maintenance (0.4:1), planning and zoning (0.5:1), and storm drainage (0.6:1).

Table #7 provides a breakdown of combined positive and negative ratings for city residents by subsector:

## TABLE #7: RATING OF CITY SERVICES BY SUBSECTOR

| CITY SERVICE | AREA I | AREA II | AREA III |
|---|---|---|---|

| | EXCEL/ GOOD | FAIR/ POOR | EXCEL/ GOOD | FAIR/ POOR | EXCEL/ GOOD | FAIR/ POOR |
|---|---|---|---|---|---|---|
| **Police department** | 70% | 28% | 64% | 33% | 77% | 22% |
| **Street maintenance** | 35% | 65% | 29% | 71% | 30% | 69% |
| **Planning and zoning** | 36% | 46% | 33% | 53% | 29% | 62% |
| **Fire department** | 80% | 12% | 87% | 11% | 84% | 11% |
| **Parks and recreation services** | 60% | 32% | 58% | 35% | 55% | 41% |
| **Library** | 82% | 7% | 84% | 9% | 82% | 10% |
| **Storm drainage** | 33% | 60% | 34% | 57% | 39% | 58% |
| **Garbage collection** | 75% | 23% | 73% | 27% | 71% | 27% |
| **Utility billing** | 62% | 36% | 58% | 35% | 60% | 37% |
| **Code enforcement** | 46% | 42% | 35% | 47% | 48% | 36% |
| **Animal control** | 63% | 30% | 54% | 41% | 57% | 37% |
| **Building permits/inspection** | 40% | 23% | 43% | 36% | 35% | 38% |
| **Restaurant inspection** | 60% | 23% | 57% | 30% | 62% | 30% |
| **Water and sewer service** | 62% | 34% | 61% | 35% | 61% | 36% |

Overall good or excellent ratings in Area I ranged from 82% (library) to 33% (storm drainage); in Area II, from 87% (fire department) to 29% (street maintenance); and in Area III, from 84% (fire department) to 29% (planning and zoning). In Areas I and III, four items achieved a quality rating of more than 70%, compared to three items in Area II. Two services achieved an 80% quality rating in all three subsectors: the fire department and the library. Garbage collection received favorable ratings of above 70% in all three subsectors, while the police department gained the 70% plateau in all but Area II.

In Area I, ratings were highest for the library (82%), the fire department (80%), garbage collection (75%), and the police department (70%). Conversely, the lowest ratings were assigned to storm drainage (33%), street maintenance (35%), and planning and zoning (36%). People in Area II were most positive about the fire department (87%), the library (84%), and garbage collection (73%) and least positive toward street maintenance (29%), planning and zoning (33%), storm drainage (34%), and code enforcement (35%). The fire department (84%), library (82%), police (77%), and garbage collection (71%) captured the highest quality ratings in Area III. That compared to lower attitudes of 29% for planning and zoning, 30% for street maintenance and 35% for building permits/inspection.

When the quality ratings are ranked, the top four services in each subsector were similar: fire department (2nd-1st-1st), library (1st-2nd-2nd), garbage collection (3rd-3rd-4th), and police department (4th-4th-3rd). Services that varied by three or more rankings were lower rated, including parks and recreation services (8th-6th-9th), animal control (5th-8th-9th), and restaurant inspection (9th-9th-5th).

Attitudes were fairly consistent throughout the city, as just one service, code enforcement, exhibited a variance of more than 10 points (48% in Area III, to 35% in Area II). Conversely, services that showed the most consistent ratings throughout the city were the library (82%-84%-82%), water and sewer service (62%-61%-61%) garbage collection (75%-73%-71%), utility billing (62%-58%-60%), and parks and recreation services (60%-58%-55%).

Area I residents assigned the highest positive ratings to street maintenance, planning and zoning, parks and recreation services, garbage collection, utility billing, animal control, and water and sewer service. Comparatively, fire department, library, and building permits/inspection were most positive to Area II residents, and police department, storm drainage, code enforcement, and restaurant inspection, to individuals in Area III.

Table #8 details ratings of city services by degree of community involvement and position on growth:

## TABLE #8: RATING OF CITY SERVICES BY COMMUNITY ACTIVITY AND GROWTH ATTITUDES

| CITY SERVICE | COMMUNITY ACTIVITY | | | | GROWTH ATTITUDES | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| | ACTIV/ INVOLV | | ISSUE/ LIVE | | PRO GROWTH | | CONTROLLED GROWTH | | LIMITED/ ANTI-GROWTH | |
| | EXCEL/ GOOD | FAIR/ POOR | EXCEL/ GOOD | FAIR/ POOR | EXCEL/ GOOD | FAIR/ POOR | EXCEL/ GOOD | FAIR/ POOR | EXCEL/ GOOD | FAIR/ POOR |
| **Police department** | 70% | 29% | 73% | 25% | 70% | 29% | 72% | 25% | 72% | 25% |
| **Street maintenance** | 25% | 74% | 35% | 65% | 29% | 71% | 35% | 65% | 26% | 72% |
| **Planning and zoning** | 35% | 48% | 30% | 53% | 31% | 61% | 29% | 53% | 42% | 48% |
| **Fire department** | 86% | 10% | 81% | 11% | 82% | 12% | 88% | 7% | 82% | 13% |
| **Parks and recreation services** | 54% | 41% | 60% | 33% | 55% | 41% | 57% | 35% | 67% | 31% |
| **Library** | 84% | 10% | 82% | 6% | 83% | 11% | 88% | 4% | 81% | 10% |
| **Storm drainage** | 31% | 63% | 40% | 54% | 30% | 64% | 41% | 53% | 39% | 51% |
| **Garbage collection** | 68% | 31% | 77% | 22% | 67% | 32% | 81% | 18% | 79% | 29% |
| **Utility billing** | 56% | 42% | 64% | 32% | 57% | 41% | 69% | 26% | 58% | 39% |
| **Code enforcement** | 43% | 46% | 44% | 38% | 40% | 47% | 44% | 37% | 52% | 32% |
| **Animal control** | 54% | 40% | 61% | 32% | 56% | 41% | 61% | 29% | 63% | 33% |
| **Building permits/inspection** | 42% | 36% | 37% | 31% | 37% | 37% | 42% | 28% | 41% | 33% |
| **Restaurant inspection** | 58% | 30% | 61% | 26% | 60% | 32% | 58% | 23% | 64% | 28% |
| **Water and sewer service** | 59% | 37% | 64% | 33% | 57% | 42% | 72% | 19% | 54% | 46% |

When comparing quality ratings from the perspective of community activity, less active residents were more positive about street maintenance (35%-25%), storm drainage (40%-31%), garbage collection (77%-68%), utility billing (64%-56%), and animal control (61%-54%). Overall, inactive community respondents assigned higher excellent/good scores than active members to 9 of the 13 services. The active residents were more favorable toward planning and zoning (35%-30%), the fire department (86%-81%), and building permits/inspection (42%-37%). The two groups had similar views of code enforcement (44%-43%), the library (84%-82%), the police department (73%-70%), and water and sewer services (61%-58%).

Whereas inactivity led to a more positive perspective, activity correlated to a more negative outlook. This was true for police department (29%-25%), street maintenance (74%-65%), parks and recreation services (41%-33%), storm drainage (63%-54%), garbage collection (31%-22%), utility billing (42%-32%), code enforcement (46%-38%), animal control (40%-32%), building permits/inspection (36%-31%), restaurant inspection (30%-26%), and water and sewer services (37%-33%). It is interesting to note that the only service of which inactive residents were more critical was planning and zoning (48%-53%).

The stronger the attitude against growth, the more positive respondents were toward several services. Those were parks and recreation services (55%-57%-67%), code enforcement (40%-44%-52%), and animal control (56%-61%-63%). Anti-growth respondents were also most positive about planning and zoning (31%-29%-42%), and water and sewer service (60%-58%-64%). Individuals who advocated controlled growth were more positive than pro-growth proponents for services such as storm drainage (41%-30%), garbage collection (41%-30%), and utility billing (69%-57%). Yet, at the same time, these two subsets most positive about growth shared similar attitudes about the police department (70%-72%), planning and zoning (31%-29%), parks and recreation services (55%-57%), and code enforcement (40%-44%).

Pro-growth proponents were most negative when it came to evaluating the police department (29%-25%-25%), planning and zoning (61%-53%-48%), parks and recreation services (41%-35%-31%), storm drainage (6%-53%-51%), garbage collection (32%-18%-29%), utility billing (41%-26%-39%), code enforcement (47%-37%-32%), animal control (41%-29%-33%), building permits/inspection (37%-28%-33%), and restaurant inspection (32%-23%-28%).

## *LEVEL OF CONTACT WITH THE CITY AND ASSOCIATED CUSTOMER SERVICE*

Two questions were presented which sought to evaluate overall attitudes about customer service as provided by city employees. In order to ask a question about customer service, it was necessary to identify those respondents who acknowledged having contact with a city employee. Therefore, the pre-qualifier question was, *"**Did you contact the city with a concern during the past year?**"* Respondents could answer in an affirmative (yes) or negative (no) manner, or select a non-committal (don't remember) response. More than one in three (36%) city residents acknowledged having contacted the city during the past year. The remaining 64% either gave a negative response to this question (63%) or didn't remember whether they had contacted the city (1%).

Figure 3 shows that contact was fairly consistent throughout the city:

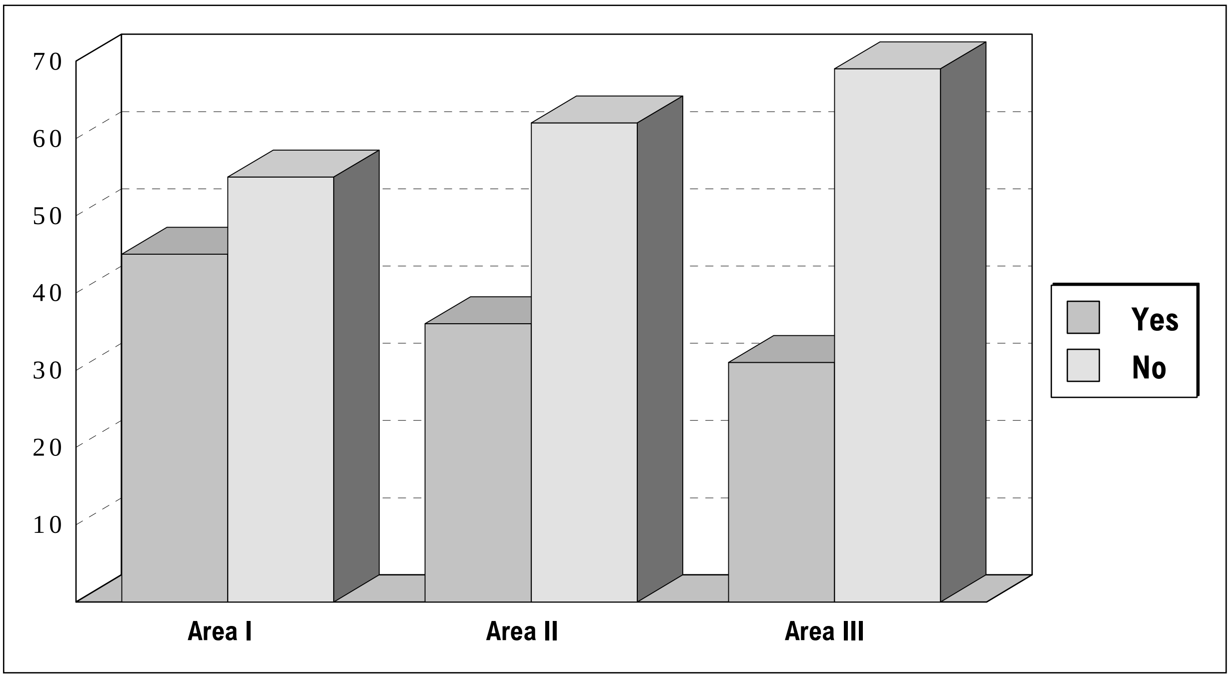


***Figure 3: Contact With The City By Subsector***

The area with the highest percentage of contact was Area I (45%), which was significantly higher when compared to people in Areas II (36%) and III (31%). Men tended to be the gender most likely to contact the city (39%-34%), although the variance was not significant. As a percentage, people who were dissatisfied with the quality of life in their community contacted the city with a concern more often (50%) than people either satisfied (34%) or very satisfied (33%). Additionally, home owners had a higher tendency to contact the city (39%-22%) than renters.

There was a significant difference in contact between active and inactive community members (46%-28%), as well as between pro-growth, controlled growth, and anti-growth (43%-32%-25%) respondents. In addition, residents who were dissatisfied with the recreation program contacted the city more frequently (45%) than those who were satisfied (35%) or had no opinion about the program (26%). And citizens rating taxes high or very high indicated a higher rate of contact (42%) than if taxes were rated about right or low (31%).

Respondents over the age of 55 were just 28% prone to contact the city with a concern, nearly twenty points less than individuals under 35 (45%) or 36-55 (43%) years of age. Contact with the city based on residency in the community fluctuated (33%-44%-35%), with not much difference between the newest (0-10 years) and most tenured (20+ years) residents. Also, parents of children over 18 years of age (52%) were most likely to contact the city, along with parents of children age 6-12 (48%) and parents of younger children (49%). Nonparents (32%) and parents of teenagers (36%) were least likely to have contacted the city.

The subsample of 145 individuals who acknowledged contacting the city was asked a follow-up question to evaluate general satisfaction with customer service. Interviewers queried, "***How satisfied or dissatisfied were you with the overall service you received from city employees?***" Opinions were recorded on a four-point scale from very satisfied to very dissatisfied, plus no opinion. Sixteen percent said they were very satisfied with the overall service received, with an additional 42% judging themselves satisfied, for a combined rating of 58%. That percentage compared to a dissatisfaction rating of 41%, of which almost half (22%) admitted being very dissatisfied. Although the ratio of satisfied to dissatisfied respondents was positive (1.4:1), discontentment, or intense dissatisfaction, was greater than enthusiasm, or intense satisfaction (22%-16%). Therefore, although in general residents were satisfied with the overall services, those with the strongest opinions were negative.

The small number of respondents to this question does not permit accurate subgroup analysis, although on a limited basis we note that Area I residents were more likely to be satisfied with the service received (64%) than others (58%-52%). Additionally, note that intense dissatisfaction was greater than intense satisfaction in both Areas II (7%-19%) and III (19%-26%), but not in Area I (20%-20%), where percentages were identical. There was an 11% variance of satisfaction between men and women in general (51%-62%) and an 8% variance in terms of intense satisfaction (11%-19%), with female respondents being most positive in both instances. Out of 17 individuals very satisfied with the quality of life in their community, 58% (10 respondents) were satisfied or very satisfied with the overall service received by city employees, compared to 64% satisfied and 36% dissatisfied among respondents satisfied with the quality of life. Although just 32 dissatisfied respondents participated in this question, nearly one-half (47%) were very dissatisfied with the overall service they received. Homeowners who had contact with the city were also more satisfied than renters (59%-50%), although renters were more intensely satisfied with the service (16%-21%).

Respondents who classified themselves as issue-oriented or just living in the city were more often very satisfied (20%-13%) as well as satisfied overall (62%-55%) with the overall service they received than more active residents. Among people with positive attitudes, those who had contacted the city with a concern were 55% satisfied (15% very) with the service received. On the other hand, those with a negative perspective on growth were 49% satisfied (6% very satisfied), although just 17 negative-growth participants responded to this question. The controlled growth subset was more satisfied than the other two, at 67%. Perceptions about the taxes paid to the city showed people with about right or low perspectives more positive with the overall service (66%) than those who rated their taxes very high or high (54%).

The longer the tenure in the community, the greater the satisfaction with the overall service (48%-60%-61%) among those who had contact with the city. The age tabulations showed an 8% variance between the high (62% of over 55 year olds) and low (55% of 35 and younger) satisfaction percentages. However, the oldest members of the survey subset were most often very satisfied with the overall service (11%-10%-25%). People without children or whose children were not living at home

(56%) were less satisfied than parents (62%-63%-64%-66%) with the overall service they received. However, intense satisfaction was greater among nonparents (19%, to 8%-7%-11%-13%).

## *NEW SERVICES OR FACILITIES*

Using an open-ended format, the questionnaire provided the opportunity for respondents to make recommendations at different points in the survey. One such question addressed facilities or services desired: *"**What service or facility that the city currently does not have would you like to see provided?**"* Responses from the 169 respondents were coded and classified into seventeen categories plus miscellaneous. Note that 42% of the full sample chose not to respond to this question, demonstrating a general satisfaction with current services or facilities or a lack of information by which to respond. The top two suggestions generated by respondents were a recreation center or teen/youth center (20%) and public transportation (17%). Additionally, 7% of the sample wanted more retail businesses/industry and park and recreation improvements.

Second-tier suggestions included free recycling (6%), improved street maintenance/lighting (5%), and more mowing/landscaping, better city leadership/fiscal responsibility, and improved code enforcement (each 4%). Three percent said a bowling alley and improved drainage/sewer system were needed. Finally, two percent of respondents gave each of the following responses: bulk trash pick-up and dump, improved follow-up customer service, an emergency warning system, a homeless shelter, improved senior services/a senior center, and affordable housing.

Table #9 reviews the results in order of mention:

### TABLE #9: OVERALL SERVICES OR FACILITIES RESPONDENTS WOULD LIKE TO SEE CITY PROVIDE IN THE FUTURE BY SUBSECTOR AND GENDER

| SERVICE | OVERALL | AREA I | AREA II | AREA III | MALE | FEMALE |
|---|---|---|---|---|---|---|
| **Recreation/teen/youth center** | 20% | 20% | 20% | 20% | 17% | 22% |
| **Public transportation** | 17% | 19% | 18% | 15% | 17% | 17% |
| **Miscellaneous** | 9% | 8% | 10% | 8% | 12% | 7% |
| **Retail businesses/industry** | 7% | 7% | 4% | 10% | 7% | 7% |
| **Park/recreation improvements** | 7% | 7% | 6% | 8% | 12% | 5% |

| | | | | | | |
|---|---|---|---|---|---|---|
| **Free recycling** | 6% | 5% | 6% | 7% | 7% | 6% |
| **Street maintenance/lighting** | 5% | 5% | 6% | 3% | 2% | 6% |
| **Mowing/landscaping** | 4% | 3% | 6% | 3% | 3% | 5% |
| **City leadership/fiscal responsibility** | 4% | 0% | 4% | 7% | 5% | 3% |
| **Improved code enforcement** | 4% | 10% | 0% | 0% | 3% | 4% |
| **Bowling alley** | 3% | 2% | 4% | 3% | 0% | 5% |
| **Drainage/sewer** | 3% | 2% | 2% | 5% | 2% | 4% |
| **Bulky trash pick-up/dump** | 2% | 2% | 4% | 2% | 5% | 1% |
| **Improved follow-up/customer service** | 2% | 3% | 4% | 0% | 5% | 1% |
| **Emergency warning system** | 2% | 2% | 2% | 2% | 3% | 1% |
| **Homeless shelter** | 2% | 0% | 2% | 3% | 0% | 3% |
| **Improved senior services/center** | 2% | 2% | 0% | 3% | 2% | 2% |
| **Affordable housing** | 2% | 3% | 0% | 2% | 0% | 3% |

The number of respondents within the three primary subsectors varied from 61 in Area III to 49 in Area II, limiting the overall accuracy rate in the survey zones. Interestingly, opinions did not vary a great deal according to geography. Residents in all three subsectors gave recreation/teen/youth center the highest rating with 20% in each area, while the second choice in all areas was public transportation (19%-18%-15%). There were three suggestions that had a more than 5% variance between areas: improved code enforcement (10% in Area I, to 0% in others), city leadership/fiscal responsibility (7% in Area III, to 0% in Area I), and retail businesses/industry (10% in Area III, to 4% in Area II). Park and recreation improvements were consistent citywide (7%-6%-8%), as was free recycling (5%-6%-7%). Women were more likely than men to suggest a recreation/teen/youth center (22%-17%), street maintenance/lighting (6%-2%) and a bowling alley (5%-0%). By comparison, male respondents were more likely to request the city provide park and recreation improvements (12%-5%), bulk trash pick-up/dump (5%-1%), and improved follow-up customer service (5%-1%). Attitudes were similar regarding public transportation (17%-17%), retail businesses/industry (7%-7%), and free recycling (7%-6%).

Those individuals most intensely satisfied with the quality of life in Greenville (N=21) suggested a recreation/teen/youth center (19%) and free recycling and mowing/landscaping (both 10%) as services or programs the city should provide. Residents generally satisfied listed public transportation (22%), recreation/teen/youth center (20%) and retail businesses/industry and park and recreation improvements (both 7%) as their suggestions. The priority list among those most negative toward quality of life was also headed by a recreation center/teen/youth center (13%), followed by public transportation (13%), and retail businesses/industry and park and recreation improvements (both 10%). Although the variances in some instances were minimal, the more dissatisfied one was with quality of life, the more likely he or she was to recommend a recreation center/teen/youth center (19%-20%-21%), retail businesses/industry (5%-7%-10%), park and recreation improvements (5%-7%-10%), street maintenance/lighting (0%-3%-10%), and city leadership/fiscal responsibility (0%-4%-5%). Renters were more desirous of a recreation center/teen/youth center

(30%-18%), public transportation (20%-16%), retail businesses/industry (13%-5%), and drainage/sewer (7%-2%). Homeowners more frequently listed park and recreation improvements (8%-3%), mowing/landscaping (5%-0%), city leadership/fiscal responsibility (4%-0%), improved code enforcement (4%-0%), and a bowling alley (4%-0%).

People active in their community were most likely to suggest recreation/teen/youth center (22%), public transportation (14%), free recycling (10%), and mowing/landscaping (7%). Comparatively, respondents who described their involvement as less than active prioritized their choices as public transportation (21%), recreation/teen/youth center (18%) and retail businesses/industry and park and recreation improvements (both 10%). Note that public transportation, retail businesses/industry and park and recreation improvements were all more popular among inactive community members. Free recycling (10%-1%) and mowing/landscaping (7%-1%) were exceedingly more popular among active respondents. The recreation/teen/youth center placed first among pro-growth respondents (24%), compared to a second place tie among both controlled (14%) and limited/anti-growth (17%) proponents. Second among pro-growth individuals was public transportation (18%), whereas it ranked first among controlled growth individuals (18%) and third (13%) among limited or anti-growth respondents. Additionally, retail businesses/industry (9%-2%-4%) were more popular to pro-growth people; park and recreation improvements (5%-14%-0%), to controlled growth individuals; and street maintenance/lighting (5%-2%-9%), to anti-growth survey participants.

Respondents who were dissatisfied with the recreation program drew some of their negativity from the fact there was no recreation center/teen/youth center, as they were twice as likely to list it as an individual satisfied with the program (31%-15%). They were also more likely to suggest park and recreation improvements (11%-5%) and free recycling (10%-3%). Individuals satisfied with the recreation program had more desire for the city to offer or provide public transportation (21%-10%). Lower perceptions toward city taxes led to a greater demand for public transportation (29%-10%) and retail businesses/industry (10%-6%), whereas a recreation center/teen/youth center was more often desired by residents who rated taxes high or very high (21%-17%).

The top suggestions of long-term city inhabitants were public transportation (20%), recreation/teen/youth center (17%) and park and recreation improvements (7%). Just twenty-eight 10-20 year residents responded to this question, and their responses were centered on a recreation/youth/teen center (29%) and public transportation (14%). The primary suggestions of the 45 short-term residents were a recreation/youth/teen center (22%), public transportation (11%), and retail businesses/industry (11%). Notice that providing public transportation increased based on tenure in the community (11%-14%-20%), the opposite of retail businesses/industry (11%-7%-5%), a more popular suggestion among newer city residents. Note that residency in the city had no impact on the need for park and recreation improvements (7%-7%-7%). The top priority for senior respondents was public transportation (28%), significantly higher than others (10% and 8%). Also, younger respondents, more so than older ones, were the driving force behind the need for a recreation center/teen/youth center (27%-29%-9%). The youngest age group was also most likely to say retail businesses/industry were needed (17%-5%-5%).

Parents with children under the age of 18 had similar opinions regarding the need for additional city services. Their top priority was a recreation/youth/teen center (20%-30%-25%), with park and recreation improvements being their second highest priority (12%-11%-18%). Although just 12 parents of 18 and over participated, their primary choices were retail businesses/industry and free recycling (both 17%). Public transportation was most important to nonparents (25%), followed by a recreation/youth/teen center (16%).

## *ATTITUDES ABOUT CITY-RELATED GOALS*

Near the end of the survey, respondents were asked to rate their satisfaction/dissatisfaction with a series of statements indicated to be city-related goals. The sample was told that the city had established several goals and then asked, *"**Please tell me how satisfied or dissatisfied you are with each.**"* The goals included actively promoting and stimulating planned growth in the community, promoting the development, revitalization and historic preservation of downtown Greenville, promoting an appreciation of the diversity in the community, encouraging citizen input so as to increase involvement in the decision-making process, upgrading infrastructure to prepare for growth, promoting efficient and effective delivery of basic city services, and working cooperatively with local, state and federal agencies. Responses were collected on a four-point scale: very satisfied, satisfied, dissatisfied, and very dissatisfied. A no opinion response was also available for respondents either lacking adequate information or not wishing to respond to the question.

Table #10 shows overall satisfaction with goals established by the city, as well as the positive to negative satisfaction ratio:

### TABLE #10: OVERALL SATISFACTION OR DISSATISFACTION WITH GOALS ESTABLISHED BY THE CITY

| GOAL | VERY SATISFIED | SATISFIED | DISSATISFIED | VERY DISSATISFIED | NO OPINION | SATISFACTION RATIO |
|---|---|---|---|---|---|---|
| **Actively promote and stimulate planned growth in the community** | 3% | 56% | 31% | 6% | 4% | 1.5:1 |
| **Promote the development, revitalization, and historic preservation of downtown Greenville** | 4% | 56% | 31% | 7% | 2% | 1.5:1 |
| **Promote an appreciation for the diversity in the community** | 2% | 58% | 29% | 3% | 8% | 1.8:1 |

| | | | | | | |
|---|---|---|---|---|---|---|
| **Encourage citizen input so as to increase involvement in the decision-making process** | 3% | 53% | 32% | 8% | 3% | 1.4:1 |
| **Upgrade the infrastructure to prepare for growth** | 1% | 53% | 30% | 6% | 9% | 1.5:1 |
| **Promote efficient and effective delivery of basic city services** | 3% | 67% | 21% | 2% | 6% | 3.0:1 |
| **Work cooperatively with local, state and federal agencies** | 2% | 65% | 13% | 2% | 18% | 4.4:1 |

Residents were generally satisfied with the goals as presented, as each received a satisfied rating from over one-half of the sample. The goals receiving the highest satisfaction were promoting efficient and effective delivery of basic city services (70%), working cooperatively with local, state and federal agencies (67%), and promoting the development, revitalization, and historic preservation of downtown Greenville and an appreciation for the diversity in the community (both 60%). Those goals garnering between 50% and 60% satisfaction were actively promoting and stimulating planned growth in the community (58%), encouraging citizen input so as to increase involvement in the decision-making process (56%), and upgrading the infrastructure to prepare for growth (54%). Therefore, in broader terms, delivering basic services and working with other governments rated highest on the satisfaction scale, while upgrading infrastructure rated lowest.

One finding that the above table shows is that there is very little excitement, or enthusiasm regarding goal performance. Very satisfied responses were practically nonexistent. Four percent for promoting the development, revitalization, and historic preservation of downtown Greenville was the highest rating expressed. At the other end of the attitude spectrum, very dissatisfied opinions did not exceed the 8% for encouraging citizen input so as to increase involvement in the decision-making process. However, those committed to their position were more intensely negative than positive toward how the city actively promoted and stimulated planned growth (3%-6%), promoted the development, revitalization, and historic preservation of downtown Greenville (4%-7%), promoted an appreciation for the diversity of the community (2%-3%), encouraged citizen input so as to increase involvement in the decision-making process (3%-8%), and upgraded the infrastructure to prepare for growth (1%-6%). Only promoting efficient and effective delivery of basic city services (3%-2%) and working cooperatively with local, state and federal agencies (3%-2%) received higher intense positive than negative ratings, and the difference was minimal.

The ratio of satisfaction to dissatisfaction, the formula where just the overall positive and negative responses are compared, showed residents to be most positive about the city working cooperatively with local, state and federal agencies (4.4:1), promoting efficient and effective delivery of basic city services (3.0:1), and promoting an appreciation for the diversity in the community (1.8:1). Three of the remaining four statements captured one and one-half times more positive than negative ratings. Those criteria were actively promoting and stimulating planned growth in the community, promoting the development, revitalization, and historic preservation of downtown Greenville, and upgrading the infrastructure to prepare for growth. The positive to negative ratio was lowest for encouraging citizen input so as to increase involvement in the decision-making process (1.4:1), although there was very little difference in the satisfaction ratio for the bottom-four statements.

Table #11 displays the satisfaction with goals established by the city according to geographical subsectors.

## TABLE #11: SATISFACTION OR DISSATISFACTION WITH GOALS ESTABLISHED BY THE CITY BY SUBSECTOR

| GOAL | AREA I | | AREA II | | AREA III | |
|---|---|---|---|---|---|---|
| | SATIS | DIS SATIS | SATIS | DIS SATIS | SATIS | DIS SATIS |
| Actively promote and stimulate planned growth in the community | 61% | 31% | 60% | 39% | 59% | 38% |
| Promote the development, revitalization, and historic preservation of downtown Greenville | 66% | 31% | 52% | 45% | 60% | 39% |
| Promote an appreciation for the diversity in the community | 57% | 33% | 64% | 27% | 60% | 34% |
| Encourage citizen input so as to increase involvement in the decision-making process | 57% | 39% | 62% | 36% | 53% | 43% |
| Upgrade the infrastructure to prepare for growth | 50% | 36% | 55% | 38% | 58% | 35% |
| Promote efficient and effective delivery of basic city services | 65% | 25% | 67% | 25% | 76% | 22% |
| Work cooperatively with local, state and federal agencies | 58% | 13% | 69% | 19% | 71% | 14% |

Residents citywide voiced similar satisfaction with the following goals: actively promoting and stimulating planned growth in the community (61%-60%-59%), promoting an appreciation for the diversity in the community (57%-64%-60%), and upgrading the infrastructure to prepare for growth (50%-55%-58%). Other goals showed varying degrees of satisfaction. The biggest variance was for promoting the development, revitalization, and historic preservation of downtown Greenville (66% in Area I, to 52% in Area II), working cooperatively with local, state and federal agencies (71% in Area III, to 58% in Area I and promoting efficient and effective delivery of basic city services (76% in Area III, to 65% in Area I).

Residents in Area I appeared less satisfied than others, as just three of the statements achieved a 60% or better positive rating. That compared to four in Area III and five in Area II. Only one statement, promoting efficient and effective delivery of basic city services, scored 60% or better in all three subsectors. When ranked by satisfaction ratings, variances of three positions or more were noted for promoting the development, revitalization, and historic preservation of downtown Greenville (1st-7th-3rd), encouraging citizen input so as to increase involvement in the decision-making process

(6th-4th-7th), and working cooperatively with local, state, and federal agencies (4th-1st-2nd). Respondents from Area I expressed the highest satisfaction for how the city was actively promoting and stimulating planned growth in the community and promoting the development, revitalization, and historic preservation of downtown Greenville. By comparison, Area II respondents voiced the highest satisfaction ratings with promoting an appreciation for the diversity in the community and encouraging citizen input so as to increase involvement in the decision-making process, while upgrading the infrastructure to prepare for growth, promoting efficient and effective delivery of basic city services, and working cooperatively with local, state, and federal agencies received their highest satisfaction markings from Area III respondents.

Table #12 reviews satisfaction and dissatisfaction with the goals established by the city by the level of community activity and attitudes toward growth in the community, to better evaluate attitudes based on these variables:

## TABLE #12: SATISFACTION OR DISSATISFACTION WITH GOALS ESTABLISHED BY THE CITY BY COMMUNITY ACTIVITY AND GROWTH ATTITUDES

| GOAL | COMMUNITY ACTIVITY | | | | GROWTH ATTITUDES | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| | ACTIV/ INVOLV | | ISSUE/ LIVE | | PRO GROWTH | | CONTROLLED GROWTH | | LIMITED/ ANTI GROWTH | |
| | SATIS | DIS SATIS | SATIS | DIS SATIS | SATIS | DIS SATIS | SATIS | DIS SATIS | SATIS | DIS SATIS |
| **Actively promote and stimulate planned growth in the community** | 52% | 44% | 66% | 30% | 58% | 41% | 58% | 33% | 65% | 31% |
| **Promote the development, revitalization, and historic preservation of downtown Greenville** | 52% | 46% | 65% | 33% | 52% | 47% | 69% | 28% | 58% | 39% |
| **Promote an appreciation for the diversity in the community** | 59% | 38% | 61% | 27% | 57% | 37% | 60% | 28% | 64% | 30% |

| | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| **Encourage citizen input so as to increase involvement in the decision-making process** | 49% | 51% | 63% | 32% | 50% | 48% | 60% | 32% | 62% | 35% |
| **Upgrade the infrastructure to prepare for growth** | 50% | 44% | 59% | 30% | 53% | 41% | 59% | 31% | 55% | 34% |
| **Promote efficient and effective delivery of basic city services** | 69% | 27% | 71% | 20% | 70% | 27% | 76% | 18% | 64% | 28% |
| **Work cooperatively with local, state and federal agencies** | 66% | 17% | 67% | 15% | 69% | 18% | 69% | 9% | 61% | 22% |

Inactive citizens were more pleased than active residents, as satisfaction was higher and dissatisfaction lower among those who were either issue-oriented or just lived in the city. Both active and inactive subsets were most satisfied with promoting efficient and effective delivery of basic city services (69%-71%) and working cooperatively with local, state and federal agencies (66%-67%) and ratings among the two groups were similar. The two subgroups also had similar views toward promoting an appreciation for the diversity in the community (59%-61%). However, there was a variance for the statements actively promoting and stimulating planned growth in the community (52%-66%), encouraging citizen input so as to increase involvement in the decision-making process (49%-63%), and promoting the development, revitalization, and historic preservation of downtown Greenville (52%-65%).

Variances of more than 10 points in dissatisfaction ratings were evident regarding the city actively promoting and stimulating planned growth in the community (44%-30%), promoting the development, revitalization, and historic preservation of downtown Greenville (46%-33%), promoting an appreciation for the diversity in the community (38%-27%), encouraging citizen input so as to increase involvement in the decision-making process (51%-32%), and upgrading the infrastructure (44%-30%). Both subsets expressed similar negative views of how the city was promoting efficient and effective delivery of basic services (27%-20%) and working cooperatively with local, state, and federal agencies (17%-15%). Clearly, those more active in the community were less satisfied, especially when it came to the encouragement of citizen input, promoting downtown Greenville, promoting and stimulating planned growth, and upgrading infrastructure.

Respondents who strongly favored additional growth were least satisfied with how the city actively promoted and stimulated planned growth in the community (58%-58%-65%), promoted the development, revitalization, and historic preservation of downtown Greenville (52%-69%-58%), promoted an appreciation for the diversity in the community (57%-60%-64%), encouraged citizen input so as to increase involvement in the decision-making process (50%-60%-62%), and upgraded the infrastructure to prepare for growth (53%-59%-55%). However, they were not least satisfied with how the city promoted efficient and effective delivery of basic city services (70%-76%-64%) and worked cooperatively with local, state, and federal agencies (69%-69%-61%), as that distinction fell to those who opposed additional growth in the city. The controlled growth group tended toward higher satisfaction with the city's goals than the anti-growth group and the pro-growth group. Opponents to growth were most satisfied with actively promoting and stimulating planned growth in the community, promoting an appreciation for the diversity in the community, and encouraging citizen input so as to increase involvement in the decision-making process.

## *AGREEMENT OR DISAGREEMENT REGARDING CITY ACTIONS*

Toward the end of the survey, a list of seven possible city actions was read to participants. The list addressed the issues of sign regulation, tree removal, design and site development standards for new buildings, appearance-improving programs for housing, increasing the number of parks and other areas of scenic beauty, historical preservation, and offering incentives to encourage industries to relocate to Greenville. Respondents were then asked, "***Please tell me how strongly you agree or disagree with the city taking action on the following....***" Opinions were recorded on a four-point agreement to disagreement scale, as well as a no opinion response.

Table #13 lists the full sample opinion percentages for each of the actions, as well as the ratio of agreement to disagreement:

### TABLE #13: OVERALL AGREEMENT OR DISAGREEMENT TO CITY ACTION ON VARIOUS ISSUES

| ISSUE | STRONGLY AGREE | AGREE | DISAGREE | STRONGLY DISAGREE | NO OPINION | AGREEMENT RATIO |
|---|---|---|---|---|---|---|
| **Strengthening regulation of signs** | 12% | 62% | 15% | 3% | 8% | 4.1:1 |
| **Regulating removal of trees when developing land or widening streets** | 13% | 61% | 20% | 1% | 5% | 3.5:1 |
| **Imposing design and site development standards for the appearance of new buildings** | 14% | 67% | 13% | 2% | 5% | 5.4:1 |
| **Developing programs to improve the appearance of housing in your neighborhood** | 20% | 61% | 15% | 1% | 3% | 5.0:1 |
| **Actively increasing the number of parks, wooded areas, and other areas of scenic beauty** | 20% | 60% | 15% | 1% | 4% | 5.0:1 |
| **Identifying and preserving areas and buildings of historical significance** | 21% | 68% | 9% | 0% | 1% | 9.8:1 |

| | | | | | | |
|---|---|---|---|---|---|---|
| **Offering incentives to encourage industries to locate here** | 27% | 61% | 8% | 1% | 2% | 9.7:1 |

Each of the proposed actions achieved agreement ratings, either intense or general, in excess of 70%, a good indicator of citizen support. Five of the seven action statements gained agreement ratings from more than four of every five survey participants. Those were identifying and preserving areas and buildings of historical significance (89%), offering incentives to encourage industries to locate here (88%), developing programs to improve the appearance of housing in your neighborhood and imposing design and site development standards for the appearance of new buildings (both 81%), and actively increasing the number of parks, wooded areas, and other areas of scenic beauty (80%). The two that failed to achieve an 80% or better agreement rating were still rated positively, with 74% agreement. Those statements were regulating removal of trees when developing land or widening streets and strengthening the regulation of signs. Therefore, a variance of 15% existed between the item receiving the highest percentage of agreement compared to the lowest. This result would imply that, although identifying and preserving areas and buildings of historical significance was the statement that achieved the highest overall agreement rating, others were nearly as important on the agreement scale.

Among the full sample, disagreement was highest for regulating removal of trees when developing land or widening streets (21%) and strengthening the regulation of signs (18%). Also, 8% chose the no opinion response when asked about strengthening the regulation of signs, the highest rated item for that response.

Because of the high overall agreement for each of the city actions presented, a more useful method of review is to examine the intensity, or commitment behind the activity. Strong agreement was highest for offering incentives to encourage industries to locate here (27%), identifying and preserving areas and buildings of historical significance (21%), and developing programs to improve the appearance of housing in your neighborhood and actively increasing the number of parks, wooded areas, and other areas of scenic beauty (both 20%). None of the actions received less than 10% strongly agree ratings, with the lowest being for the appearance of new buildings (14%), taking action to regulate removal of trees when developing land or widening streets (13%), and strengthening sign regulations (12%).

The agreement ratio portrayed the following actions as most important: identifying and preserving areas and buildings of historical significance (9.8:1) and offering incentives to encourage industries to locate here (9.7:1). The third most important action was imposing design and site development standards for the appearance of new buildings (5.4:1). Just below that, with agreement ratios of five to one, were developing programs to improve the appearance of housing in your neighborhood and identifying and preserving areas and buildings of historical significance.

Table #14 presents the agreement and disagreement ratings from the perspective of geography, to better determine the impact location has on particular actions:

## TABLE #14: AGREEMENT OR DISAGREEMENT TO CITY ACTION ON VARIOUS ISSUES BY SUBSECTOR

| ISSUE | AREA I | | AREA II | | AREA III | |
|---|---|---|---|---|---|---|
| | AGREE | DISAGREE | AGREE | DISAGREE | AGREE | DISAGREE |
| Strengthening regulation of signs | 68% | 23% | 74% | 18% | 78% | 15% |
| Regulating removal of trees when developing land or widening streets | 81% | 16% | 69% | 25% | 72% | 23% |
| Imposing design and site development standards for the appearance of new buildings | 85% | 10% | 74% | 19% | 83% | 15% |
| Developing programs to improve the appearance of housing in your neighborhood | 88% | 11% | 80% | 17% | 76% | 20% |
| Actively increasing the number of parks, wooded areas, and other areas of scenic beauty | 81% | 15% | 80% | 16% | 80% | 17% |
| Identifying and preserving areas and buildings of historical significance | 90% | 8% | 89% | 11% | 89% | 10% |
| Offering incentives to encourage industries to locate here | 89% | 6% | 87% | 13% | 87% | 10% |

Six statements in Area I achieved agreement ratings in the 80 percentile or better, compared with four each in the other two survey zones. Eighty percent or better ratings citywide were expressed for the following actions: actively increasing the number of parks, wooded areas, and other areas of scenic beauty (81%-80%-80%), Identifying and preserving areas and buildings of historical significance (90%-89%-89%), and offering incentives to encourage industries to locate here (89%-87%-87%). Location had no impact on these three statements, as there was just a two-point citywide variance.

However, the other statements did appear to be impacted based on geography. Those statements included strengthening regulation of signs (78% in Area II, to 68% in Area I), regulating removal of trees when developing land or widening streets (81% in Area I, to 69% in Area II), imposing design and site development standards for the appearance of new buildings (85% in Area I, to 74% in Area II), and developing programs to improve the appearance of housing in your neighborhood (88% in Area I, to 76% in Area III). Note that regulating signs was not as important in Area I as was potential tree removal, design and site development standards for new buildings and neighborhood housing improvement programs.

When agreement ratings are ranked in the three subsectors, differences were evident for just two of the actions. Those were imposing design and site standards for the appearance of new buildings (4th-6th-3rd), much more important in Area III than elsewhere, and developing programs to improve the appearance of housing in your neighborhood (3rd-3rd-6th), of less importance in Area III. In all three areas, the two potential actions that garnered the highest agreement ratings were identifying and preserving areas and buildings of historical significance and offering incentives to encourage industries to locate here.

Table #15 provides a review of agreement ratings based on community involvement and growth attitudes:

## TABLE #15: AGREEMENT OR DISAGREEMENT TO CITY ACTION ON VARIOUS ISSUES BY COMMUNITY ACTIVITY AND GROWTH ATTITUDES

| ISSUE | COMMUNITY ACTIVITY | | | | GROWTH ATTITUDES | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| | ACTIV/ INVOLV | | ISSUE/ LIVE | | PRO GROWTH | | CONTROLLED GROWTH | | LIMITED/ ANTI GROWTH | |
| | AGREE | DIS AGREE | AGREE | DIS AGREE | AGREE | DIS AGREE | AGREE | DIS AGREE | AGREE | DIS AGREE |
| **Strengthening regulation of signs** | 73% | 20% | 76% | 16% | 74% | 20% | 80% | 16% | 67% | 22% |
| **Regulating removal of trees when developing land or widening streets** | 79% | 15% | 70% | 26% | 75% | 21% | 76% | 19% | 64% | 30% |
| **Imposing design and site development standards for the appearance of new buildings** | 81% | 12% | 80% | 16% | 82% | 15% | 85% | 10% | 67% | 28% |
| **Developing programs to improve the appearance of housing in your neighborhood** | 81% | 16% | 80% | 17% | 83% | 15% | 83% | 14% | 73% | 24% |
| **Actively increasing the number of parks, wooded areas, and other areas of scenic beauty** | 85% | 13% | 77% | 19% | 84% | 12% | 77% | 17% | 74% | 23% |
| **Identifying and preserving areas and buildings of historical significance** | 91% | 7% | 87% | 12% | 91% | 9% | 90% | 9% | 82% | 16% |

| | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| **Offering incentives to encourage industries to locate here** | 89% | 9% | 87% | 11% | 92% | 7% | 84% | 14% | 82% | 15% |

In terms of overall agreement, only two items showed any significant difference of opinion between active and inactive residents, and those were for regulating removal of trees when developing land or widening streets (79%-70%) and actively increasing the number of parks, wooded areas, and other areas of scenic beauty (85%-77%), both of which were more important to active community members. All other statements showed a variance of less than 4%. In addition, when findings from both subsets are ranked, only actively increasing the number of parks, wooded areas, and other areas of scenic beauty (3rd-5th) exhibited a variance of more than one ranking position. And the two top items ranked first and second among both subsets.

Respondents with a more positive view towards additional growth in the city were in more agreement toward all of the possible city actions. The variance between anti-growth and pro-growth respondents was at least 10% for all items except strengthening regulation of signs (74%-80%-67%). The more negative respondents were toward additional growth, the less often they agreed to actively increase the number of parks, wooded areas, and other areas of scenic beauty (84%-77%-74%), identifying and preserving areas and buildings of historical significance (91%-90%-82%), and offering incentives to encourage industries to locate here (92%-84%-82%). The largest difference of opinion was regarding imposing design and site development standards for the appearance of new buildings (82%-85%-67%), although controlled growth proponents voiced the most agreement. There was also 10% difference of opinion regarding developing programs to improve the appearance of housing in your neighborhood (83%-83%-73%).

When ranked by agreement ratings, variances of three places or more were evident for imposing design and site development standards for appearance of new buildings (5th-3rd-6th) and actively increasing the number of parks, wooded areas, and other areas of scenic beauty (3rd-6th-3rd). There was also a two position variance for strengthening regulation of signs (7th-5th-5th).

# SECTION THREE:
# City Parks And Recreation Planning

An important objective of the survey was the gathering of behaviors and attitudes about municipal parks and recreation opportunities in the city. This research was done to provide public input into the Parks and Recreation Master Plan being developed concurrently to the Master Plan. Therefore, recreation participation, evaluation, and facilities were assessed relative to future needs.

At about the mid-point of the survey, the focus shifted to parks and recreation issues, as interviewers informed respondents that one of the components of the comprehensive (master) plan was a parks and recreation development plan. The first query gathered the frequency with which residents participated in or utilized park and recreation activities or facilities. Residents were asked whether in the past year they or a member of their families had visited such facilities as parks, athletic fields, the civic center, the city pool, or the city golf course. Additionally, respondents were asked if they had participated in youth or adult athletic leagues or recreation programs offered by the department. Afterwards, respondents who had acknowledged visiting city parks were allowed to identify up to three parks that they had visited in the past year.

The questionnaire then shifted to gathering assessments of current and future needs. Initially, respondents were asked to grade their level of satisfaction or dissatisfaction with five general aspects of recreational facilities in Greenville. Those aspects were the number and quality of recreational facilities, the overall recreation program, availability of facilities for use, and the hours of operation. Next, respondents were informed that when the parks plan was completed, it would make recommendations for additional athletic facilities and other leisure services. Following that lead-in statement, an extensive list of potential new facilities was presented, and respondents were asked to rate the importance or unimportance of constructing new or additional facilities of each type. Then participants were asked to select one item from the comprehensive list that they considered to be the most important recreational facility for the city to construct. The last recreation-related query asked respondents their level of support or opposition for the city developing a city-wide trail system.

## *CITY PARK AND PROGRAM USAGE*

Following a series of questions addressing issues relevant to the comprehensive plan (See Section Four), the sample was informed that one of the components of the comprehensive plan was a parks and recreation development plan. With one of the survey objectives being to measure facility or program utilization, the sample was presented with a series of straightforward yes or no questions about facility visitation, as well as program utilization. Respondents were asked, "***In the past 12 months, have you or anyone in your household...***" The list included visiting city parks or park facilities, visiting city athletic fields, participating in a youth or adult athletic league, participating in any other parks and recreation department class or program, visiting or using the civic center, visiting the city pool, or visiting the city golf course.

Table #16 lists the responses of the full sample regarding visitation of park and recreation facilities:

## TABLE #16: OVERALL PARTICIPATION IN RECREATIONAL FACILITIES OR ACTIVITIES

| ACTIVITY | YES | NO |
|---|---|---|
| **Visited or used a city park or park facility** | 60% | 40% |
| **Visited or used a city athletic field** | 34% | 66% |
| **Participated in a youth athletic league** | 21% | 79% |
| **Participated in an adult athletic league** | 9% | 91% |
| **Participated in any class or program offered by the Greenville Parks & Recreation Department** | 12% | 87% |
| **Visited or used the civic center** | 48% | 51% |
| **Visited the city pool** | 36% | 63% |
| **Visited the city golf course** | 17% | 82% |

One facility mentioned was utilized by more than one-half of the respondents surveyed. Three out of 5 persons interviewed (60%) acknowledged visiting a city park or park facility. In addition, nearly half of those sampled visited or used the civic center (48%), and one-third or more visited the city pool (36%) or the city athletic field (34%). Smaller percentages of city residents acknowledged participating in youth athletic leagues (21%), visiting the city golf course (17%), participating in classes or programs offered by the parks and recreation department (12%), or participating in an adult athletic league (9%).

Table #17 totals visit and participation percentages for each of the three regions:

## TABLE #17: PARTICIPATION IN RECREATIONAL FACILITIES OR ACTIVITIES BY SUBSECTOR

| ACTIVITY | AREA I | | AREA II | | AREA III | |
|---|---|---|---|---|---|---|
| | YES | NO | YES | NO | YES | NO |
| Visited or used a city park or park facility | 65% | 35% | 52% | 47% | 62% | 38% |
| Visited or used a city athletic field | 41% | 59% | 33% | 67% | 31% | 69% |
| Participated in a youth athletic league | 20% | 80% | 22% | 77% | 21% | 79% |
| Participated in an adult athletic league | 10% | 90% | 11% | 89% | 7% | 92% |
| Participated in any class or program offered by the Greenville Parks & Recreation Department | 11% | 89% | 17% | 83% | 10% | 89% |
| Visited or used the civic center | 44% | 56% | 49% | 50% | 51% | 49% |
| Visited the city pool | 35% | 65% | 37% | 63% | 37% | 62% |
| Visited the city golf course | 13% | 87% | 17% | 82% | 20% | 79% |

Residents in Area I were most likely to have visited or used a city park or park facility (65%-52%-62%), and note the 13% variance in utilization between Area I and Area II respondents. There was also a ten percentage point shift for visiting or using a city athletic field (41%-33%-31%), with residents in Area I the greatest utilizers and people in Area III, the least. All other items showed less than a ten point variance in utilization, indicating similar usage of facilities and program participation. Those included participation in a youth athletic league (20%-22%-21%), participation in an adult athletic league (10%-11%-7%), and a class or program offered by the parks and recreation department (11%-17%-10%). Utilization was also similar for visiting or using the civic center (44%-49%-51%), the city pool (35%-37%-37%), and the city golf course (13%-17%-20%).

Area I had the highest percentage of residents visiting city parks or park facilities and athletic fields. Comparatively, Area II expressed the highest participation rates for youth and adult athletic leagues and parks and recreation classes, while Area III respondents most often visited or used the civic center, the city pool, and the city golf course.

Table #18 shows participation in recreational facilities or activities according to the age of children in a household:

## TABLE #18 PARTICIPATION IN RECREATIONAL FACILITIES OR ACTIVITIES BY AGE OF RESPONDENT'S CHILDREN

| ACTIVITY | NO CHILD | | UNDER 6 | | AGE 6-12 | | AGE 13-18 | | OVER 18 | |
|---|---|---|---|---|---|---|---|---|---|---|
| | YES | NO | YES | NO | YES | NO | YES | NO | YES | NO |

| | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| **Visited or used a city park or park facility** | 49% | 51% | 91% | 9% | 91% | 9% | 83% | 17% | 69% | 31% |
| **Visited or used a city athletic field** | 25% | 75% | 47% | 53% | 55% | 45% | 72% | 28% | 48% | 52% |
| **Participated in a youth athletic league** | 10% | 90% | 45% | 55% | 55% | 45% | 57% | 43% | 28% | 72% |
| **Participated in an adult athletic league** | 7% | 92% | 11% | 89% | 13% | 88% | 21% | 79% | 10% | 90% |
| **Participated in any class or program offered by the Greenville Parks & Recreation Department** | 9% | 90% | 15% | 83% | 21% | 77% | 19% | 81% | 14% | 86% |
| **Visited or used the civic center** | 46% | 53% | 49% | 51% | 50% | 50% | 62% | 38% | 62% | 38% |
| **Visited the city pool** | 21% | 79% | 66% | 34% | 80% | 20% | 75% | 25% | 38% | 62% |
| **Visited the city golf course** | 13% | 87% | 34% | 66% | 27% | 71% | 30% | 70% | 14% | 86% |

Not surprisingly, respondents with children under the age of 18 were more apt to use the city recreation facilities than others. For example, the three parental subgroups had much higher visitation rates to parks (91%-91%-83%) compared to households with no children in the designated age range (49%) or whose children were over 18 (69%). The same trend was evident for participation in youth athletic leagues (47%-55%-72%, to 25% and 48%), participation in youth athletic league (45%-55%-57%, to 10% and 28%), visiting the city pool (66%-80%-75%, to 21% and 38%), and visiting the city golf course (34%-27%-30%, to 13% and 14%). Also note that for visiting or using a city athletic field, participating in both a youth and adult athletic league, and visiting the city pool, participation increased the older the child or children, up to the age of 18. Parents whose children were 18 and older had higher participation rates than nonparents, but significantly lower than the three primary parental groupings. However, for visiting or using the civic center (49%-50%-62%-62%), utilization increased as children aged, with nonparents participating only slightly less than parents of children under 6 (46%).

Parks constituted the most popular facility utilized by all four subsets. The second most popular function among parents of children under 18 was visiting the city pool. Visiting or using an athletic field ranked 4th among parents of young children, compared to third with parents of pre-teens and teenagers. Participating in a youth athletic league was similarly ranked (5th-4th-5th), although visiting or using the civic center (3rd-5th-4th) demonstrated varying degrees of utilization. Among nonparents and parents of children over 18, the top four activities were identical: visiting or using a city park, the civic center, a city athletic field, and the city pool. The only difference was that the 5th most popular activity among nonparents was visiting the city golf course, while parents of children over 18 participated in a youth athletic league.

The 242 city respondents who answered positively to having visited a city park during the past 12 months were asked a follow-up question: ***"Please tell me which city parks you have visited in the past year?"*** Multiple responses were accepted, which caused the total percentages to exceed 100%. Overwhelmingly, two parks were identified as primary destinations: Graham, by 49% of the sample; and Wright/McQuinney Howell

Golf Course, by 35%. More than 10% of the sample also acknowledged visiting Aunt Char (19%), Ja Lu (14%), Warren (12%), and Oak Creek (11%).

The remaining parks were listed by 4% or less of the sample, including Carver and Arnold (3%), and Middleton (1%). Nine percent of the sample reported having visited a park, but did not know the name of the facility.

Table #19 reviews the results for the sample as a whole, by region and by gender:

## TABLE #19: CITY PARKS VISITED IN PAST YEAR BY SUBSECTOR AND GENDER

| PARK | OVERALL | AREA I | AREA II | AREA III | MALE | FEMALE |
|---|---|---|---|---|---|---|
| Graham | 49% | 67% | 46% | 40% | 39% | 56% |
| Wright/McQuinney Howell Golf Course | 35% | 28% | 43% | 34% | 41% | 31% |
| Aunt Char | 19% | 19% | 14% | 22% | 17% | 20% |
| Ja Lu | 14% | 12% | 21% | 10% | 18% | 10% |
| Warren | 12% | 10% | 13% | 13% | 12% | 12% |
| Oak Creek | 11% | 6% | 2% | 21% | 14% | 10% |
| Name/location unknown | 9% | 10% | 11% | 7% | 10% | 8% |
| Non-city park | 4% | 6% | 3% | 4% | 4% | 4% |
| Carver | 3% | 0% | 5% | 4% | 4% | 2% |
| Arnold | 3% | 0% | 3% | 4% | 3% | 2% |
| Middleton | 1% | 0% | 3% | 1% | 0% | 2% |
| Fletcher Warren Civic Center | 0% | 0% | 0% | 1% | 0% | 1% |

Graham Park drew its highest percentage of participation from residents in Area I (67%), making it the only park that drew more than half of the subsector residents. Visitation to this park was about the same from Area II (46%) and Area III (40%) respondents. Wright Park/Golf course was the second most popular facility, and it drew a higher rate of visitation from Area II residents than others (28%-43%-34%). In Area II, residents were almost twice as likely to visit Ja Lu Park (21%) as either Area I (12%) or Area III (10%) survey participants. Oak Park was significantly more likely to be visited by people in Area III (21%) than anywhere else (6% and 2%). All of the other parks that were mentioned had less than 5% visitation from all three areas, with only minimal variance.

Women more often acknowledged visiting Graham Park (56%-39%); men, Wright/golf course (41%-31%), Ja Lu (18%-10%), and Oak Creek (14%-10%). The more dissatisfied people were with the quality of life, the more often they frequented Graham Park (24%-52%-60%) and Warren Park (10%-12%-15%). Conversely, negative individuals were less likely to visit Wright Park/golf course (41%-34%-30%), Ja Lu Park (24%-12%-13%), and Oak Creek Park (17%-12%-8%). There was minimal variance in the percentages of homeowners and renters when it came to park visitation. The highest difference was for Aunt Char (21%-13%) and Wright/golf course (35%-29%) Parks.

Respondents who rated themselves as inactive when it came to community involvement were more likely to visit Graham Park (45%-54%) than active community members. However, they were less likely to visit Wright/golf course (40%-28%), Aunt Char (21%-16%), and Ja Lu (20%-6%) Parks. There was not a trend between park visitation and attitudes toward growth, except when it came to visiting Wright Park/golf course (41%-36%-11%). Visitation to Graham (53%-39%-48%), Aunt Char (19%-23%-15%), Ja Lu (15%-10%-15%), Warren (13%-12%-15%), and Oak Creek (11%-16%-7%) all showed varying degrees of utilization. As a percentage, the two primary parks were more often visited by people who were dissatisfied with recreation than satisfied. This was true for both Graham (57%-48%) and Wright/golf course (44%-31%) Parks. There was not a large variance when it came to visiting Aunt Char (20%-20%), Ja Lu (16%-13%) and Warren (13%-12%) for either negative or positive attitudes about the recreation program. Respondents who rated taxes very high or high most often frequented Graham (51%), Wright/golf course (33%), and Aunt Char (23%). Comparatively, people who believed their taxes to be about right or low were less apt to visit Graham (45%) or Aunt Char (11%), but went to Wright Park/golf course at a higher rate (42%).

The longer the tenure in the community, the greater the tendency to frequent parks such as Graham (41%-51%-54%) and Wright/golf course (30%-35%-38%). Newer residents more often went to Oak Creek (16%-12%-8%), while median-term city inhabitants most often went to Aunt Char (16%-28%-18%) and Warren (8%-23%-11%). Older survey participants, more so than younger ones, visited Graham Park (44%-51%-51%), although it was popular among all three age groups. The opposite was true for Wright/gof course (41%-36%-29%) and Aunt Char (21%-22%-15%) Parks, both of which were more often utilized by younger survey participants.

More than 30% of parents of children under 18 visited Graham (37%-50%-50%), Wright/golf course (45%-46%-36%), and Aunt Char (33%-32%-30%) Parks. In addition, parents of pre-teens most often visited Ja Lu Park (14%-22%-14%) and those with teenagers, Warren (18%-16%-25%) and Oak Creek (12%-14%-20%) Parks. Nonparents and parents with children over 18 similarly utilized parks such as Graham (53% and 50%), Aunt Char (13% and 10%) and Warren (7%-10%). However, Wright/golf course (31%-45%) and Oak Creek (7%-20%) Parks were significantly more popular among parents of children over 18.

## *SATISFACTION WITH RECREATION*

After establishing visitation and participation patterns, the interview proceeded with opinion questions about facilities. The sample was read a list of five general facility-related criteria and directed to *"**Tell me how satisfied or dissatisfied you are with the following recreational items in Greenville....**"* The criteria examined included the number and quality of recreational facilities, as well as the overall recreation program, availability of facilities for use and the hours of operation. Ratings were recorded on a four-point scale from very satisfied to very dissatisfied. Respondents could decline to give a rating by answering no opinion.

Table #20 lists the percentages that selected each rating category, as well as the satisfaction rating, a truer reading of opinions, as the no opinion responses are not included in the calculation:

## TABLE #20: OVERALL SATISFACTION OR DISSATISFACTION WITH RECREATIONAL ITEMS IN GREENVILLE

| ITEM | VERY SATISFIED | SATISFIED | DISSATISFIED | VERY DISSATISFIED | NO OPINION | SATISFACTION RATIO |
|---|---|---|---|---|---|---|
| Number of recreational facilities | 5% | 56% | 25% | 5% | 8% | 2.0:1 |
| Quality of recreational facilities | 4% | 58% | 21% | 4% | 12% | 2.4:1 |
| Overall recreational program | 2% | 57% | 21% | 4% | 15% | 2.3:1 |
| Availability of facilities for use | 4% | 55% | 22% | 4% | 16% | 2.2:1 |
| Hours of operation | 4% | 61% | 12% | 3% | 20% | 4.3:1 |

Overall satisfaction was consistent with each of the items listed, as attitudes varied from 59% (overall recreational programs and availability of facilities for use) to 65% (hours of operation). Besides the 65% top rating, 62% were satisfied with the quality of recreational facilities, and 61% with the number of recreational facilities. City residents were more dissatisfied with the number of recreational facilities (30%) than any other criteria, although 26% were also dissatisfied with the availability of facilities for use and 25% with quality of recreational facilities and overall recreation program. No opinion attitudes were fairly high, with the highest generated for hours of operation (20%). Other no opinion responses of more than 10% were as follows: availability of facilities for use (16%), overall recreational programs (15%), and quality of recreational facilities (12%).

As with previous performance assessments, intense attitudes were minimal, indicating a lack of enthusiasm toward the criteria, although in general, residents were pleased. The highest intense satisfaction rating was 5%, for number of recreational facilities. Conversely, 5% was also the highest very dissatisfied response, and, again, for the number of recreational facilities.

When reviewed by way of the satisfaction ratio, respondents were most positive about hours of operation (65%-15%, 4.3:1), quality of recreational facilities (2.4:1), and overall recreational program (2.3:1). The other ratios were 2.2:1 (availability of facility for use) and 2.0:1 (number of recreational facilities).

Table #21 illustrates differences in combined satisfaction and dissatisfaction ratings by region:

## TABLE #21: SATISFACTION OR DISSATISFACTION WITH RECREATIONAL ITEMS IN GREENVILLE BY SUBSECTOR

| ITEM | AREA I | | AREA II | | AREA III | |
|---|---|---|---|---|---|---|
| | SATISFIED | DISSATISFIED | SATISFIED | DISSATISFIED | SATISFIED | DISSATISFIED |
| Number of recreational facilities | 62% | 31% | 57% | 32% | 65% | 28% |
| Quality of recreational facilities | 59% | 29% | 62% | 21% | 64% | 28% |
| Overall recreational program | 55% | 30% | 59% | 23% | 63% | 25% |
| Availability of facilities for use | 52% | 34% | 57% | 22% | 64% | 23% |
| Hours of operation | 64% | 15% | 60% | 16% | 69% | 15% |

Satisfaction ratings were highest in Area III, as each item exceeded 60%. By comparison, just 2 items in Areas I and II accomplished similar numbers. Satisfaction exceeded 60% in all three areas for hours of operation only. In Area II, overall satisfaction was consistent with each item presented, as ratings varied just 5%, from 62% (quality of recreational facilities) to 57% (number of facilities and availability of facilities). The variance in Area III was 6%, from 69% (hours of operation) to 63% (overall recreational programs) and in Area I, 12%, from 64% (hours of operation) to 52% (availability of facilities for use).

Comparing citywide satisfaction ratings, the highest variances were 12% for availability of facilities for use (64% in Area III, to 52% in Area I), 9% for hours of operation (69% in Area III, to 60% in Area II), and 8% for number of recreational facilities (65% in Area III, to 57% in Area II) and overall recreational programs (63% in Area III, to 55% in Area I). Note that people in Area I were least satisfied with the quality of recreational facilities, overall recreational programs, and availability of facilities for use. Area II residents were least satisfied with the hours of operation and number of recreational facilities.

Table #22 shows satisfaction with recreational items by the age of children living in the household:

## TABLE #22: SATISFACTION OR DISSATISFACTION WITH RECREATIONAL ITEMS IN GREENVILLE BY AGE OF RESPONDENT'S CHILDREN

| ITEM | NO CHILD | | UNDER 6 | | AGE 6-12 | | AGE 13-18 | | OVER AGE 18 | |
|---|---|---|---|---|---|---|---|---|---|---|
| | SATIS | DIS SATIS | SATIS | DIS SATIS | SATIS | DIS SATIS | SATIS | DIS SATIS | SATIS | DIS SATIS |
| Number of recreational facilities | 67% | 20% | 50% | 50% | 43% | 55% | 53% | 45% | 38% | 58% |
| Quality of recreational facilities | 63% | 20% | 67% | 31% | 54% | 44% | 57% | 40% | 48% | 44% |
| Overall recreational program | 63% | 18% | 60% | 34% | 48% | 51% | 55% | 36% | 34% | 52% |

| | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| **Availability of facilities for use** | 61% | 18% | 67% | 29% | 52% | 47% | 49% | 46% | 31% | 55% |
| **Hours of operation** | 62% | 11% | 75% | 17% | 69% | 27% | 66% | 31% | 48% | 31% |

There was a difference of opinion between parents and nonparents. For example, 67% of nonparents were satisfied with the number of recreational facilities. Comparatively, parents (50%-43%-55%-38%) tended to be less satisfied, and in the case of parents of pre-teens (43%-55%) and adults over 18 (38%-58%), more often dissatisfied. Likewise, for the overall recreational program, nonparents were 63% satisfied, parents at rates of 60%, 48%, 55%, and 34%. Parents of young children were most satisfied with the availability of facilities for use (67%-52%-49%-31%, and 61% of nonparents) and hours of operation (75%-69%-66%-48%, and 62% of nonparents), and quality of recreational facilities (67%-54%-57%-48%, and 63% of nonparents).

Note that for each item, parents of children over age 18 offered the lowest levels of satisfaction and highest levels of dissatisfaction. Negative attitudes were greater than positive findings for three items: number of recreational facilities (38%-58%), overall recreational program (34%-52%), and availability of facilities for use (31%-55%).

## *IMPORTANCE OF CONSTRUCTING NEW OR ADDITIONAL RECREATIONAL FACILITIES*

A major component of the parks and recreation development plan is the prioritization of future facility construction. Facilities can be either active or passive park entities. To gather this information, the questionnaire used one list prioritized in two different ways. Recall that initially participants in the survey were told that the completed parks plan may make recommendations for additional athletic facilities and other leisure services. Then each was queried, "***Please tell me how important or unimportant you think it would be to either construct new or additional facilities in Greenville?***" A list of 23 types of facilities was presented, and opinions were registered on a four-point scale ranging from very important to very unimportant, plus no opinion. Athletic fields for baseball, softball, soccer, and football were included in the listing, as well as tennis courts, volleyball courts, and outdoor basketball courts. Also tested were horseshoe pits, frisbee/disc golf course, and racquetball courts. Passive facility-types which were tested included multi-use trails, covered picnic pavilions/shelters, playgrounds, and picnic areas. Major facilities such as an indoor aquatic center, outdoor pools, a senior citizen center, and a youth activity center were also tested. The remaining items that were evaluated were fitness centers with aerobic and weight training equipment, an inline skating course, a skateboard facility, a rock climbing wall, and a BMX park.

Table #23 summarizes the full range of importance ratings, as well as the ratio of importance residents assigned to each, by way of important versus unimportant ratings:

## TABLE #23: OVERALL IMPORTANCE FOR BUILDING ADDITIONAL RECREATIONAL FACILITIES IN GREENVILLE

| FACILITY | VERY IMPORTANT | IMPORTANT | UNIMPORTANT | VERY UNIMPORTANT | NO OPINION | IMPORTANCE RATIO |
|---|---|---|---|---|---|---|
| **Baseball fields** | 14% | 49% | 27% | 5% | 6% | 1.9:1 |
| **Softball fields** | 12% | 51% | 26% | 5% | 6% | 2:1 |
| **Soccer fields** | 13% | 52% | 23% | 5% | 6% | 2.3:1 |
| **Tennis courts** | 9% | 49% | 32% | 3% | 7% | 1.6:1 |
| **Football fields** | 10% | 39% | 40% | 4% | 6% | 1.1:1 |
| **Volleyball courts** | 8% | 52% | 27% | 3% | 9% | 2:1 |
| **Outdoor basketball courts** | 11% | 53% | 24% | 3% | 7% | 2.3:1 |
| **Horseshoe pits** | 6% | 36% | 43% | 5% | 10% | .8:1 |
| **Frisbee/disc golf course** | 6% | 34% | 43% | 4% | 12% | .8:1 |
| **Multi-use trails** | 16% | 55% | 21% | 2% | 6% | 3:1 |
| **Covered picnic pavilions/shelters** | 21% | 60% | 13% | 1% | 5% | 5.7:1 |
| **Indoor aquatic center** | 16% | 50% | 27% | 2% | 5% | 2.2:1 |
| **Fitness centers with aerobic and weight training equipment** | 17% | 51% | 26% | 2% | 4% | 2.4:1 |
| **Racquetball courts** | 8% | 46% | 36% | 2% | 8% | 1.4:1 |
| **Playgrounds** | 29% | 52% | 14% | 1% | 4% | 5.4:1 |
| **Picnic areas** | 22% | 60% | 15% | 1% | 3% | 5.1:1 |
| **Outdoor pools** | 13% | 49% | 33% | 1% | 4% | 1.8:1 |
| **Inline skating course** | 9% | 45% | 37% | 1% | 7% | 1.4:1 |
| **Senior citizen center** | 34% | 51% | 9% | 1% | 5% | 8.5:1 |
| **Skateboard facility** | 9% | 41% | 38% | 2% | 11% | 1.2:1 |
| **Youth activity center** | 29% | 50% | 13% | 1% | 6% | 5.6:1 |
| **Rock climbing wall** | 5% | 33% | 50% | 3% | 9% | .7:1 |
| **BMX park** | 5% | 38% | 44% | 2% | 10% | .9:1 |

Out of 23 potential facilities, majorities of city residents considered it important or very important to construct 18 of them. In terms of combined importance ratings, the items considered to be most important were a senior citizen center (85%), picnic areas (82%), playgrounds and covered picnic pavilions/shelters (both 81%), a youth activity center (79%), and multi-use trails (71%). Eight other items were rated important or very important by 60% or more: fitness centers with aerobic and weight training equipment (68%), an indoor aquatic center (66%), soccer fields (65%), outdoor basketball courts (64%), baseball fields and softball fields (both 63%), outdoor pools (62%), and volleyball courts (60%). Several other items received overall importance ratings from more than half of the respondents: tennis courts (58%), racquetball courts (54%), inline skating course (54%), and a skateboard facility (50%). Facilities that received less than 50% of the important ratings included football fields (49%), a BMX park (43%), horseshoe pits (42%), frisbee/disc golf course (40%), and a rock climbing wall (38%).

Intense positive (very important) opinions highlight those items in which certain segments of the public are most actively interested. The items that stood out in terms of such ratings were a senior citizen center (34%), playgrounds and a youth activity center (both 29%), picnic areas (22%), and covered picnic pavilions/shelters (21%). Comparatively, intensity was lowest toward a rock climbing wall and BMX park (both 5%), and horseshoe pits and frisbee/disc golf course (both 6%).

Just four items received a very unimportant rating from 5% or more of the sample -- baseball, softball, and soccer fields, and horseshoe pits (5% each). Higher unimportant ratings indicate the construction of those facilities most likely to be questioned by taxpayers. Six items -- rock climbing wall (53%), horseshoe pits (48%), frisbee/disc golf course (47%), BMX park (46%), football fields (44%), and a skateboard facility (40%) -- were rated unimportant by significant margins.

When the no opinion percentages are removed from the calculation, the ratio of important to unimportant ratings indicated the following items most important to construct: a senior citizen center (8.5:1), covered picnic pavilions/shelters (5.7:1), youth activity center (5.6:1), playgrounds (5.4:1), and picnic areas (5.0:1). Seven other facility-types were twice as likely to be rated important as unimportant for construction. The ratio was lowest regarding construction of a rock climbing wall (0.7:1), horseshoe pits and frisbee/disc golf course (both 0.8:1), and a BMX park (0.9:1).

Table #24 compares importance ratings by geographic area:

## TABLE #24: IMPORTANCE OF BUILDING ADDITIONAL RECREATIONAL FACILITIES IN GREENVILLE BY SUBSECTOR

| FACILITY | AREA I | | AREA II | | AREA III | |
|---|---|---|---|---|---|---|
| | IMPORT | UNIMPOR | IMPORT | UNIMPOR | IMPORT | UNIMPOR |
| Baseball fields | 64% | 25% | 62% | 33% | 61% | 36% |
| Softball fields | 62% | 25% | 67% | 27% | 59% | 37% |
| Soccer fields | 63% | 23% | 69% | 27% | 64% | 32% |
| Tennis courts | 57% | 29% | 62% | 34% | 56% | 40% |
| Football fields | 51% | 32% | 55% | 42% | 44% | 54% |
| Volleyball courts | 61% | 25% | 65% | 26% | 57% | 37% |
| Outdoor basketball courts | 67% | 20% | 67% | 27% | 62% | 33% |
| Horseshoe pits | 50% | 38% | 43% | 46% | 36% | 57% |
| Frisbee/disc golf course | 46% | 39% | 46% | 43% | 35% | 56% |

| | | | | | | |
|---|---|---|---|---|---|---|
| **Multi-use trails** | 65% | 22% | 74% | 20% | 71% | 27% |
| **Covered picnic pavilions/shelters** | 73% | 15% | 85% | 12% | 84% | 14% |
| **Indoor aquatic center** | 68% | 20% | 70% | 30% | 63% | 35% |
| **Fitness centers with aerobic and weight training equipment** | 74% | 14% | 74% | 25% | 60% | 37% |
| **Racquetball courts** | 58% | 27% | 57% | 33% | 50% | 48% |
| **Playgrounds** | 80% | 9% | 85% | 13% | 77% | 20% |
| **Picnic areas** | 77% | 13% | 88% | 0% | 78% | 20% |
| **Outdoor pools** | 65% | 25% | 68% | 30% | 56% | 42% |
| **Inline skating course** | 59% | 25% | 61% | 35% | 46% | 50% |
| **Senior citizen center** | 84% | 8% | 87% | 8% | 84% | 13% |
| **Skateboard facility** | 53% | 28% | 52% | 38% | 45% | 49% |
| **Youth activity center** | 79% | 7% | 81% | 13% | 76% | 20% |
| **Rock climbing wall** | 39% | 41% | 40% | 53% | 36% | 60% |
| **BMX park** | 46% | 31% | 43% | 49% | 41% | 54% |

Overall importance ratings in Area I varied from 84% (senior citizen center) to 23% (soccer fields), in Area II, from 88% (picnic areas) to 40% (rock climbing wall), and in Area III, from 84% (senior citizen center) to 35% (frisbee/disc golf course). Thirteen facilities in Area I attained a 60% or higher importance rating. That compared to 16 items in Area II and 11 in Area III. Four facilities scored importance ratings of 75% or higher in all 3 subsectors -- a senior citizen center (84%-87%-84%), playgrounds (80%-85%-77%), a youth activity center (79%-81%-76%), and picnic areas (77%-88%-78%). Covered picnic pavilions/shelters accomplished a similar feat in two of the three areas (all except Area I).

The top items in Area I were a senior citizen center (84%), playgrounds (80%), a youth activity center (79%), picnic areas (77%), and fitness centers (74%). Comparatively, the least important items were a rock climbing wall (39%), and frisbee/disc golf course and BMX park (both 46%).

Facilities identified as most important to individuals in Area II were picnic areas (88%), senior citizen center (87%), covered picnic pavilions/shelters and playgrounds (both 85%), youth activity center (81%), and multi-use trails and fitness centers with aerobic and weight training equipment (74%). Importance scores in Area II did not go below 40%: a rock climbing wall (40%) and horseshoe pits and BMX park (both 43%).

Five facility-types achieved importance ratings of more than 75% in Area III -- covered picnic pavilions/shelters and a senior citizen center (both 84%), picnic areas (78%), playgrounds (77%), and a youth activity center (76%). Failing to exceed majority importance were frisbee/disc golf (35%), horseshoe pits and rock climbing wall (both 36%), BMX park (41%), football fields (44%), skateboard facility (45%), and inline skating course (46%).

The following facilities exhibited plus-10% variances citywide: inline skating course (61% in Area II, to 46% in Area III), horseshoe pits (50% in Area I, to 36% in Area III), fitness centers with aerobic and weight training equipment (74% in Areas I and II, to 60% in Area III), covered picnic pavilions/shelters (85% in Area II, to 73% in Area I), outdoor pools (68% in Area II, to 56% in Area III), football fields (55% in Area II, to 44% in Area III), frisbee/disc golf course (46% in Areas I and II, to 35% in Area III), and picnic areas (88% in Area II, to 77% in Area I). When the top ten items in each subsector are ranked in terms of importance ratings, we note additional variances in importance. The following varied by at least three rank positions: multi-use trails (9th-6th-6th), covered picnic pavilions/shelters (6th-3rd-1st), fitness centers with aerobic and weight training equipment (5th-7th-NA), and picnic areas (4th-1st-3rd).

People in Area II assigned the highest importance ratings to softball fields, soccer fields, tennis courts, football fields, volleyball courts, multi-use trails, covered picnic pavilions/shelters, indoor aquatic center, playgrounds, picnic areas, outdoor pools, inline skating course, senior citizen center, youth activity center, and rock climbing wall. In Area I, importance ratings were highest for horseshoe pits, racquetball courts, skateboard facility, and BMX park. Identical ratings for outdoor basketball courts, frisbee/disc golf course, fitness centers with aerobic and weight training equipment were voiced by residents in Areas I and II. No item scored its highest importance rating in Area III. In fact, for nearly all items, Area III was most likely to rate each unimportant. For example, majorities believed it to be unimportant to construct football fields (44%-54%), horseshoe pits (36%-57%), frisbee/disc golf course (35%-56%), an inline skating course (46%-50%), rock climbing wall (36%-60%), and a BMX park (41%-54%). These six items were in sharp contrast to other parts of the city, where just one item in Area II (53% for rock climbing wall) and no items in Area I reached majority negative ratings.

Table #25 lists important and unimportant percentage totals by the presence and/or age of children in the household:

## TABLE #25: IMPORTANCE OF BUILDING ADDITIONAL RECREATIONAL FACILITIES IN GREENVILLE BY AGE OF RESPONDENT'S CHILDREN

| FACILITY | NO CHILD | | UNDER 6 | | AGE 6-12 | | AGE 13-18 | | OVER 18 | |
|---|---|---|---|---|---|---|---|---|---|---|
| | IMPOR | UN IMPOR | IMPOR | UN IMPOR | IMPOR | UN IMPOR | IMPOR | UN IMPOR | IMPOR | UN IMPOR |
| Baseball fields | 61% | 31% | 61% | 35% | 68% | 30% | 70% | 29% | 62% | 37% |
| Softball fields | 60% | 31% | 64% | 34% | 72% | 27% | 66% | 32% | 72% | 27% |
| Soccer fields | 62% | 29% | 72% | 27% | 77% | 24% | 73% | 25% | 76% | 20% |
| Tennis courts | 57% | 34% | 57% | 44% | 63% | 38% | 68% | 29% | 73% | 20% |
| Football fields | 48% | 44% | 51% | 49% | 55% | 45% | 47% | 51% | 55% | 41% |

| | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| **Volleyball courts** | 56% | 32% | 72% | 27% | 66% | 32% | 67% | 29% | 75% | 17% |
| **Outdoor basketball courts** | 60% | 30% | 77% | 23% | 79% | 22% | 72% | 23% | 79% | 20% |
| **Horseshoe pits** | 42% | 43% | 47% | 53% | 41% | 57% | 40% | 58% | 48% | 48% |
| **Frisbee/disc golf course** | 39% | 46% | 40% | 53% | 35% | 61% | 38% | 54% | 58% | 31% |
| **Multi-use trails** | 65% | 26% | 78% | 23% | 75% | 25% | 78% | 19% | 90% | 10% |
| **Covered picnic pavilions/shelters** | 75% | 18% | 96% | 4% | 95% | 5% | 86% | 12% | 97% | 3% |
| **Indoor aquatic center** | 60% | 33% | 70% | 30% | 80% | 18% | 77% | 19% | 72% | 27% |
| **Fitness centers with aerobic and weight training equipment** | 63% | 30% | 70% | 28% | 84% | 16% | 74% | 25% | 72% | 28% |
| **Racquetball courts** | 49% | 39% | 53% | 47% | 61% | 38% | 66% | 32% | 69% | 31% |
| **Playgrounds** | 77% | 17% | 85% | 13% | 87% | 11% | 86% | 12% | 90% | 10% |
| **Picnic areas** | 75% | 20% | 94% | 6% | 93% | 7% | 89% | 10% | 86% | 14% |
| **Outdoor pools** | 56% | 38% | 66% | 34% | 75% | 25% | 70% | 28% | 73% | 28% |
| **Inline skating course** | 52% | 38% | 51% | 49% | 63% | 36% | 56% | 40% | 65% | 31% |
| **Senior citizen center** | 83% | 11% | 87% | 10% | 84% | 15% | 79% | 15% | 93% | 3% |
| **Skateboard facility** | 45% | 40% | 48% | 53% | 60% | 40% | 58% | 36% | 65% | 31% |
| **Youth activity center** | 72% | 19% | 90% | 6% | 91% | 8% | 87% | 12% | 93% | 7% |
| **Rock climbing wall** | 33% | 56% | 44% | 57% | 49% | 52% | 50% | 44% | 51% | 44% |
| **BMX park** | 40% | 47% | 46% | 55% | 49% | 52% | 47% | 49% | 48% | 41% |

Importance ratings for nonparents ranged from 83% (senior citizen center) to 33% (rock climbing wall). In addition to a senior citizen center, they considered playgrounds (77%), covered picnic pavilions/shelters and picnic areas (both 75%), and a youth activity center (72%) to be the most important facility-types to construct. Comparatively, they placed the least importance on a rock climbing wall (33%), a frisbee/disc golf course (39%), BMX park (40%), horseshoe pits (42%), skateboard facility (45%), football fields (48%), and racquetball courts (49%).

Not surprisingly, parents were generally more fervent in their support for additional facility-types. When looking at all four parental subsets, ten items were rated important or very important to construct by a minimum 70%. Those were soccer fields (72%-77%-73%-76%), outdoor basketball courts (77%-79%-72%-79%), multi-use trails (78%-75%-78%-90%), covered picnic pavilions/shelters (96%-95%-86%-97%), indoor aquatic center (70%-80%-77%-72%), fitness centers with aerobic and weight training equipment (70%-84%-74%-72%), playgrounds (85%-87%-86%-90%), picnic areas (94%-93%-89%-86%), senior citizen center (87%-84%-79%-93%), and youth activity center (90%-91%-87%-93%). And at least two of the four subsets considered it important to construct softball fields (64%-72%-66%-72%), volleyball courts (72%-66%-67%-75%), and outdoor pools (66%-75%-70%-73%) at the 70% or better rate.

Ten point variances among parents were noted for tennis courts (76% of over 18, to 57% of under 6), frisbee/disc golf course (58% of over 18, to 35% of 6-12), multi-use trails (90% of over 18, to 75% of 6-12), covered picnic pavilions/shelters (96% of under

6, to 86% of 13-18), indoor aquatic center (80% of 6-12, to 70% of under 6), fitness centers with aerobic and weight training equipment (84% of 6-12, to 70% of under 6), inline skating course (65% of over 18, to 51% of under 6), senior citizen center (93% of over 18, to 79% of 13-18), and a skateboard facility (65% of over 18, to 48% of under 6). Note that the subset generally most likely to rate an item important was parents of children over the age of 18 living at home.

Further proof of how certain facilities were more important to specific age groups can be found by ranking the facilities by importance ratings. For example, there was a significant variance over the importance of multi-use trails (6th-10th-6th-4th), as parents of children over 18 ranked it higher than other parents. Another variance was noted for fitness centers with aerobic and weight training equipment (10th-5th-8th-10th), an item of much more importance to parents of pre-teens (ages 6-12) than any others. Picnic areas ranked much lower among parents of children over 18 (2nd-2nd-1st-6th) than others, while a senior citizen center (4th-6th-5th-2nd) graded out higher among that subset. One additional item of priority variance was outdoor basketball courts (7th-8th-10th-7th), as parents of teenagers considered other items more important.

Following the evaluation of each individual recreation item, a follow-up question was posed, although rather than being able to evaluate each item, respondents were forced to choose: "***From the list I just read, what would you consider to be the most important recreational facility to construct?***" Respondents could select only one item from the list, generating an additional facility-type rank order. Out of 23 possible items, 21 were rated most important to construct by at least one individual. However, two items stood out in terms of priority -- a senior citizen center (28%) and a youth activity center (22%).

Items receiving 5%-10% response rate were playgrounds (8%), baseball fields (6%), and picnic pavilions/shelters and indoor aquatic center (both 5%). Other items considered most important overall by more than 1% of the sample were soccer fields and multi-use trails (both 4%), football fields, fitness centers, picnic areas, and softball fields (each 3%), and skateboard facilities (2%). The remaining items were most important to 1% of the sample each: outdoor pools, inline skating course, outdoor basketball courts, BMX park, horseshoe pits, and frisbee/disc golf course. The two facility-types not labeled as most important were a rock climbing wall and volleyball courts.

Figure 4 illustrates how prioritization varied throughout the city, at least relative to the top five items:

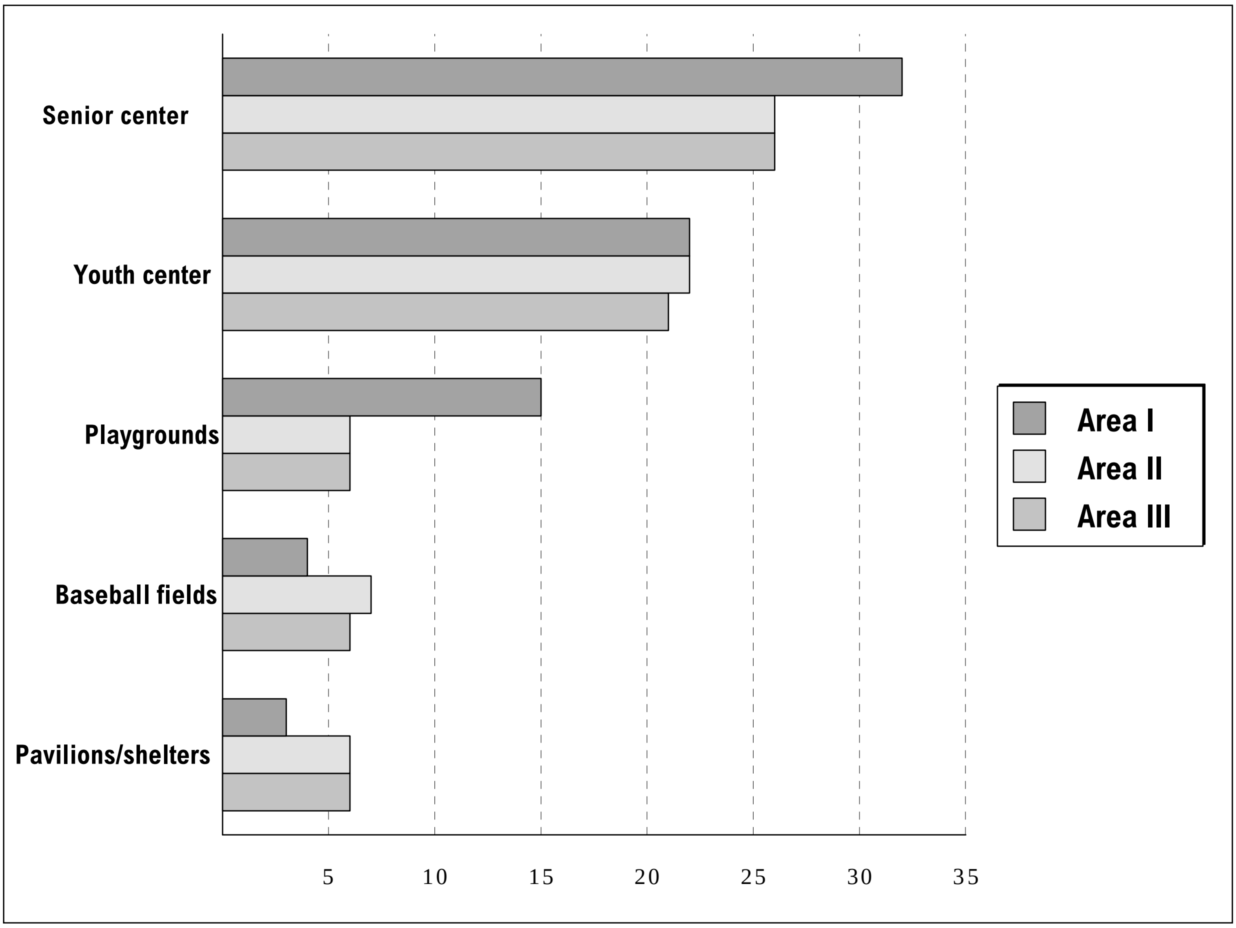


***Figure 4: Most Important Recreational Facility To Construct By Subsector***

The top two items in each subsector were the senior citizen center (32%-26%-26%) and the youth activity center (22%-22%-21%). Note that residents in Area I preferred the senior citizen center over the youth activity center, with a 10-point variance in ratings. By comparison, the variance in Area II was four points and in Area III, five. The largest variance was for playgrounds, with 15% of Area I residents choosing it as most important compared to 6% in Area II and Area III. The only other item with 5% variance or more was multi-use trails (6% in Area III, to 1% in Area I). Women were more likely than men to prioritize a senior citizen center (32%-21%), while men focused more on baseball fields (9%-4%). However, both assigned similar ratings to a youth activity center (23%-21%), playgrounds (7%-9%), and picnic pavilions/shelters (6%-5%). The more a citizen was dissatisfied with the quality of life, the greater the emphasis was on a senior citizen center (23%-26%-39%) as the most important facility to construct. Conversely, they placed less importance on baseball fields (7%-6%-3%) and multi-use trails (5%-4%-0%). Respondents generally satisfied with the quality of life most often prioritized the youth activity center (14%-25%-15%). Home ownership status did not affect the primary responses of a senior citizen center (27%-27%), youth activity center (23%-20%), playgrounds (8%-9%), baseball fields (6%-4%), and picnic pavilions/shelters (5%-4%).

Active community members assigned higher priority ratings to a youth activity center (24%-19%), compared to less interest in picnic pavilions/shelters (2%-8%). Both active and inactive respondents assigned similar ratings to a senior citizen center (29%-27%), playgrounds (7%-10%), and baseball fields (5%-6%). Respondents who opposed additional growth in the community more often preferred playgrounds (5%-10%-14%) and baseball fields (4%-6%-9%). Comparatively, the youth activity center was more often preferred by people who supported more growth (23%-22%-17%), although the variance was just six points. The senior citizen center was the top priority among pro-growth and anti-growth respondents (30%-21%-28%), and ranked second to a youth activity center among people who favored controlled growth.

Residents who had no opinion as to the quality of the recreation program were twice as likely to rate the senior citizen center as the most important facility to construct when compared to those satisfied and dissatisfied with the program (28%-21%-41%). At the same time, those who didn't know about the program made scant mention of the importance of the youth activity center (23%-27%-7%). Attitudes were similar among the three subsets regarding playgrounds (9%-6%-9%) and baseball fields (6%-5%-7%). Additionally, picnic pavilions/shelters drew more interest from people satisfied with the program (7%-5%-0%). People rating taxes high placed slightly more importance on both the senior citizen center (29%-23%) and youth activity center (24%-20%), whereas residents who considered them to be about right or low listed picnic pavilions/shelters (8%-4%), an indoor aquatic center (9%-2%), and soccer fields (8%-3%) as most important.

The longer the tenure in the community, the higher the demand for a senior citizen center (19%-20%-35%). Interestingly, attitudes concerning the importance of the youth activity center (23%-24%-21%), playgrounds (9%-7%-8%), and baseball fields (4%-3%-7%) did not appear to be impacted by length of residence. Those citizens over the age of 55 placed the most importance on the construction of a senior citizen center (10%-18%-42%). The opposite prioritization was evident for the youth activity center (37%-21%-17%), of more importance to younger people. Similarly, picnic pavilions/shelters (8%-5%-4%) and fitness centers/weight/aerobic equipment (7%-2%-2%) were more important to younger survey participants.

Nonparents considered the senior citizen center (38%) to be the most important recreational facility to construct. Not surprisingly, parents rated a youth activity center (37%-33%-25%-25%) much higher than the senior citizen center (10%-9%-6%-18%). Playgrounds were more important to parents of pre-teens (16%, to 4% of teenagers), baseball fields, to those with teenage children (16%, to 4% of under 6 and over 18), and an indoor aquatic center, to individuals with young children (12%, to 7% of 6-12 and over 18).

## *SUPPORT FOR OR OPPOSITION TO THE DEVELOPMENT OF A CITY-WIDE TRAIL SYSTEM*

The final question regarding parks and recreation dealt with the potential establishment of a city-wide trail system. Respondents were asked by the interviewer, "***How strongly would you support or oppose the city developing a city-wide trail system?***" The sample was given a four-point scale from which to choose a response from strongly support, support, oppose, and strongly oppose. Respondents could also answer no opinion if they so chose. A majority of respondents (70%) showed their support for a city-wide trail system, with 29% saying they would strongly support the trail system and 41% saying they would support it. Overall, only 24% opposed (19%) or strongly opposed (5%) the city-wide trail system, with 7% of the sample having no opinion on the issue. The ratio of support to opposition was almost three to one (2.9:1) positive. Also, the ratio of strong support to strong opposition (5.8:1) indicates a strong degree of enthusiasm toward the potential project.

Support ratings, both general and intense varied throughout the city, as Figure 5 illustrates:

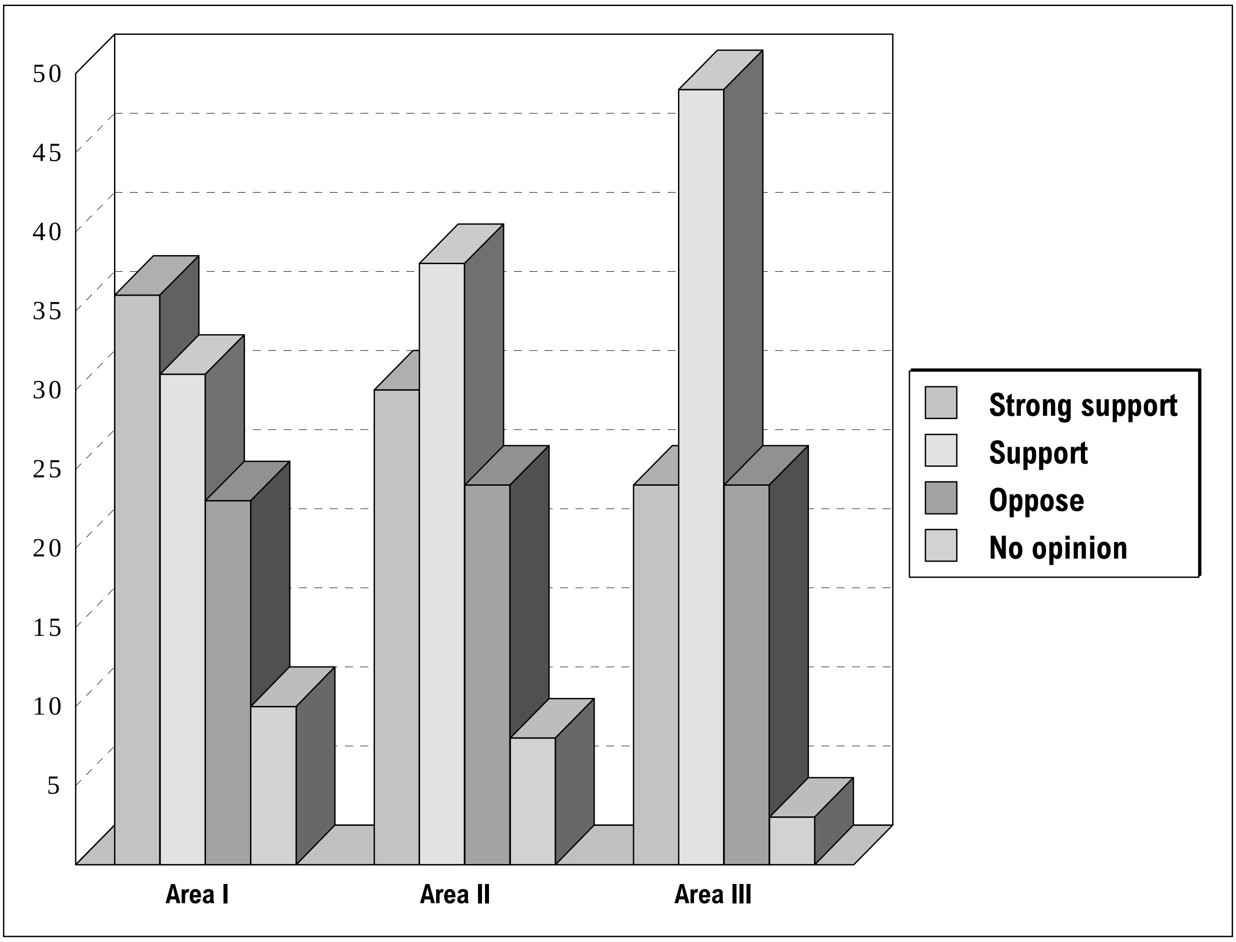


***Figure 5: Level Of Support Or Opposition To Development Of City-Wide Trail System By Subsector***

Area III residents were much less likely (24%) to show strong support than the residents in the other two survey zones (36%-30%). However, because their general support was much higher (31%-38%-49%), the overall variance in combined satisfaction was just six points (67%-68%-73%). The ratio of support to opposition was 2.9:1 (67%-23%) in Area I, 2.8:1 (68%-24%) in Area II, and 3.0:1 (73%-24%) in Area III. There was very little difference in support between men and women (70%-69%). However, the more satisfied one was with the quality of life, the greater the support for the trail system (80%-70%-61%). Renters were more intensely supportive of the system (38%-27%), although homeowners were more supportive overall (69%-65%).

Active and inactive citizens alike supported the city-wide trail system (70%-69%), with intense satisfaction being 30% and 28%, respectively. Respondents who described themselves as pro-growth were almost twice as likely as anti-growth respondents to strongly support the trail system (34%-18%), but overall support was similar (72%-66%). Additionally, proponents of controlled growth were 30% strongly supportive and 67% supportive of the trail system. Individuals dissatisfied with the recreation program more strongly supported the trail system than if one was satisfied with the program (37%-26%), although combined support was similar among both groups (70%-69%). Respondents who rated taxes high more often opposed the trail system (27%-17%), although people believing taxes to be about right or low expressed more support (72%-69%).

Nonparents (65%) and parents of children age 6-12 (64%) were less likely than other parental groups to support the city-wide trail system, with parents of teenagers (78%) most supportive. Additionally, parents of young children and children 18 and over were both 76% supportive of the proposal. Intense support was highest for parents of children under 6 (38%, to 26% of nonparents). The oldest and newest residents showed similar support for the trail system (68%-70%), but those who had lived in the city from 10-20 years were the most likely to support the proposal (79%). However, newer residents showed more intense support than the other groups (32% to 27% of 10-20 year residents). Opposition to the trail system increased as the age of the respondent increased (17%-19%-29%), while support declined (80%-75%-63%). However, overall support was high for the city-wide trail system with at least 60% of all subgroups showing general support.

# SECTION FOUR:
# Comprehensive Plan Attitudes

The last section of the summary report concentrated on opinions generated from questions relative to the development of the city's comprehensive plan. Those issues focused on both physical and psychological aspects of the city, quality of life issues, future housing, growth and economic development.

Questioning began with respondents being asked to indicate their degree of satisfaction or dissatisfaction with general aspects of the city. Some of the physical aspects which were explored included overall condition of streets and sidewalks, appearance of the city, appearance of medians and right-of-ways, and appearance of neighborhoods. The psychological aspects tested focused on the city's effort to attract new businesses, the number of retail businesses, the level of safety in the city, and the access to or availability of cultural activities. Following that list was a second set of items that addressed different aspects of the community, with respondents asked to rate each important or unimportant in determining quality of life. Attributes tested included adequate medical facilities, shopping opportunities, large lots for residential development, having an attractive downtown area, and airline access in and out of the city.

Future housing opportunities were examined by asking interviewees to designate a level of need (major, moderate, minimal, or none) for new homes in four general price ranges from less than $100,000, to $250,000 and higher.

Two questions explored the issue of growth in the city. First, respondents were asked to express their attitudes towards additional growth in the city through association with four statements: pro-growth, controlled growth, limited growth or anti-growth. Secondly, a list of 20 different types of commercial and residential development-types was read, allowing residents to voice their extent of support or opposition toward further growth and development.

## *SATISFACTION WITH GENERAL CITY ASPECTS*

After questions about city services, respondents were told that the city was creating a comprehensive development plan and that the plan would be used as a guideline for how the city is developed in the future. Additional information provided included a description of a comprehensive plan -- a plan that would include everything from commercial and residential development guidelines to road expansion. A list was then introduced with the preface, "***How satisfied or dissatisfied are you with the following aspects of Greenville?***" Ten unique aspects were tested, including a city with a high percentage of expensive homes, shopping opportunities, apartment dwellings, adequate park and recreation facilities, large lots for residential development, easy access road system, having an active and attractive downtown area, and an adequate percentage of small-lot, affordable type houses. Additional aspects discussed by interviewers relative to the importance of determining satisfaction were the overall level of safety in the community and access to or availability of cultural activities. Respondents could choose from one of 5 answers -- very satisfied, satisfied, dissatisfied, very dissatisfied, or no opinion.

Table #26 illustrates the percentage totals, as well as the satisfaction to dissatisfaction ratio:

## TABLE #26: OVERALL SATISFACTION OR DISSATISFACTION WITH VARIOUS ASPECTS OF GREENVILLE

| ASPECT | VERY SATISFIED | SATISFIED | DISSATISFIED | VERY DISSATISFIED | NO OPINION | SATISFACTION RATIO |
|---|---|---|---|---|---|---|
| **The number of retail businesses in the city** | 8% | 54% | 34% | 3% | 1% | 1.6:1 |
| **The overall condition of streets** | 1% | 41% | 41% | 17% | 0% | .7:1 |
| **The overall condition of sidewalks** | 1% | 34% | 37% | 18% | 9% | .6:1 |
| **The overall appearance of your neighborhood** | 10% | 64% | 19% | 6% | 0% | 2.9:1 |
| **The overall appearance of your city** | 2% | 56% | 38% | 3% | 1% | 1.4:1 |
| **The appearance of medians and right-of-way**s | 1% | 58% | 32% | 6% | 3% | 1.5:1 |
| **The overall quality of parks in the city** | 2% | 43% | 36% | 10% | 8% | .9:1 |
| **The overall level of safety in the community** | 5% | 55% | 25% | 6% | 8% | 1.9:1 |
| **Access to or availability of cultural activities** | 3% | 75% | 16% | 4% | 2% | 3.9:1 |

Six of the nine items presented attained majority satisfaction ratings. The two aspects the drew the highest (general and intense) satisfaction were access to or availability of cultural activities (78%) and overall appearance of neighborhood (74%). The other four majority-rated items captured similar positive ratings: number of retail businesses in the city (62%), overall level of safety in the community (60%), appearance of medians and right-of-ways (59%), and overall appearance of the city (58%). A majority however, were not satisfied with the overall condition of sidewalks (35%) or streets (42%), as well as the overall quality of parks in the city (45%).

City residents did not appear to be very excited about the city, especially in terms of the items they were asked to evaluate. For one, note that intense satisfaction was very minimal, and reached 10% only once, for overall appearance of their neighborhood.

Secondly, note that the level of intense dissatisfaction was generally higher. This pattern was true for overall condition of streets (1%-17%), overall condition of sidewalks (1%-18%), appearance of medians and rights-of-way (1%-6%), and overall quality of parks in the city (2%-10%). Survey participants were similarly intense in their beliefs about the overall appearance of the city (2%-3%), overall level of safety in the community (5%-6%) and access to or availability of cultural activities (3%-4%). The only two items that generated higher intense satisfaction were number of retail businesses in the city (8%-3%) and overall appearance of their neighborhood (10%-6%). When prioritized by intensity, access to or availability of cultural activities ranked fourth in terms of intensity, although first in overall ratings. The other significant disparity involved the appearance of medians and rights-of way, ranked 5th in overall ratings, but 9th in terms of very satisfied findings.

Dissatisfaction exceeded one in three residents six times. Those incidences involved the overall condition of streets (58%), overall condition of sidewalks (55%), overall quality of parks (46%), overall appearance of the city (41%), appearance of medians and right-of-ways (38%), and number of retail businesses (37%). And residents were generally willing to give an opinion, as the no opinion percentages failed to exceed 10% (9% of overall condition of sidewalks).

The ratio of positive (satisfaction) to negative (dissatisfaction) ratings showed residents most positive about the access to or availability of cultural activities (3.9 positive opinions to 1 negative outlook), the overall appearance of their neighborhood (2.9:1), and the overall level of safety in the community (1.9:1). Comparatively, the ratio was lowest when respondents evaluated the overall condition of sidewalks (0.6:1), overall condition of streets (0.7:1), and overall quality of parks in the city (0.9:1).

Overall, people were generally positive about most of the city aspects, although there did not appear to be any item, physical or psychological, that generated a high level of enthusiasm. Conversely, what residents were most intense about was the condition of streets and sidewalks and these situations disappointed them.

Table #27 explores the division of satisfaction opinions based on geographic regions:

## TABLE #27: SATISFACTION OR DISSATISFACTION WITH VARIOUS ASPECTS OF GREENVILLE BY SUBSECTOR

| ASPECT | AREA I | AREA II | AREA III |
|---|---|---|---|

| | SATISFIED | DISSATISFIED | SATISFIED | DISSATISFIED | SATISFIED | DISSATISFIED |
|---|---|---|---|---|---|---|
| **The number of retail businesses in the city** | 60% | 40% | 48% | 33% | 59% | 40% |
| **The overall condition of streets** | 43% | 58% | 35% | 64% | 47% | 53% |
| **The overall condition of sidewalks** | 43% | 45% | 34% | 61% | 32% | 57% |
| **The overall appearance of your neighborhood** | 67% | 33% | 66% | 33% | 86% | 13% |
| **The overall appearance of your city** | 53% | 48% | 59% | 40% | 59% | 39% |
| **The appearance of medians and right-of-ways** | 55% | 40% | 57% | 41% | 63% | 35% |
| **The overall quality of parks in the city** | 44% | 42% | 49% | 45% | 44% | 50% |
| **The overall level of safety in the community** | 63% | 29% | 64% | 24% | 56% | 38% |
| **Access to or availability of cultural activities** | 72% | 26% | 74% | 23% | 86% | 13% |

Satisfaction ratings in Area I ranged from 72% (access to or availability of cultural activities) to 43% (condition of streets and sidewalks); in Area II, from 74% (access to or availability of cultural activities) to 34% (overall condition of sidewalks); and in Area III, from 86% (appearance of their neighborhood and access to or availability of cultural activities) to 32% (condition of sidewalks). Residents in Area II appeared to be less satisfied than others, as they had fewer items reach the 60 percentile satisfaction level (three to four in others) and more fail to achieve a majority positive outlook (four to three in others).

The two highest rated opinions were both in Area III, as 86% said they were satisfied with the overall appearance of their neighborhood and the access to or availability of cultural activities. The next closest percentage was 63% who were positive about the appearance of medians and right-of-ways. Respondents here were least positive about the overall condition of sidewalks (32%-57%), overall condition of streets (47%-53%), and overall quality of parks in the city (44%-50%).

In Area I, residents were most positive about access to or availability of cultural activities (72%), overall appearance of their neighborhood (67%), overall level of safety in the community (63%), and number of retail businesses in the city (60%). Citizens in this part of the city held more negative opinions about the overall condition of streets (43%-58%) and the overall condition of sidewalks (43%-45%), but were more often positive about the overall quality of parks (44%-42%), although satisfaction was not a majority. In addition, residents here were more dissatisfied with the overall appearance of the city (48%) than with either parks or medians and right-of-ways.

Access to or availability of cultural activities (74%), overall appearance of their neighborhood (66%), and the overall level of safety in the community (64%) were the statements in Area II to capture positive attitudes of 60% or greater. In addition, plurality satisfaction was voiced toward the number of retail businesses (48%-33%) and the overall quality of parks (49%-45%). A majority were dissatisfied with the overall condition of streets (35%-64%) and sidewalks (34%-61%).

Attitudes varied throughout the city, as evidenced by the fact that many of the statements displayed variances of plus-10 points in satisfaction ratings. Those were number of retail businesses (60% in Area I, to 48% in Area II), overall condition of streets (47% in Area III, to 35% in Area II), condition of sidewalks (43% in Area I, to 32% in Area III), overall appearance of neighborhoods (86% in Area III, to 66% in Area II), and access to or availability of cultural activities (86% in Area III, to 72% in Area I). Aspects for which attitudes did not vary were overall appearance of city (53%-59%-59%), appearance of medians and right-of-ways (55%-57%-63%), quality of parks (44%-49%-44%), and level of safety (63%-64%-56%).

There was a significant difference of opinion in Area III when it came to an evaluation of streets and sidewalks. Residents there were much more satisfied with the quality of streets (47%-32%). This relationship was different in both Areas I (43%-43%) and II (35%-34%), where beliefs of both aspects were nearly identical. In terms of strict satisfaction marks, Area I residents were most satisfied with the number of retail businesses in the city and the overall condition of sidewalks. In Area II, satisfaction was highest for the overall appearance of the city, overall quality of parks, and overall level of safety, while positive ratings in Area III were higher than anyplace else when it came to evaluating the overall condition of streets, overall appearance of their neighborhood, appearance of medians and right-of-ways, and access to or availability of cultural activities. People in this part of the city were as satisfied as Area II respondents with the overall appearance of the city.

Table #28 summarizes attitudes associated with the key attitudinal subgroups -- active versus less active residents, and pro/controlled-growth versus limited/anti-growth respondents:

## TABLE #28: SATISFACTION OR DISSATISFACTION WITH VARIOUS ASPECTS OF GREENVILLE BY COMMUNITY ACTIVITY AND GROWTH

## ATTITUDES

| ASPECT | COMMUNITY ACTIVITY | | | | GROWTH ATTITUDES | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| | ACTIV/ INVOLV | | ISSUE/ LIVE | | PRO GROWTH | | CONTROLLED GROWTH | | LIMITED/ ANTI GROWTH | |
| | SATIS | DISSAT | SATIS | DISSAT | SATIS | DISSAT | SATIS | DISSAT | SATIS | DISSAT |
| The number of retail businesses in the city | 58% | 41% | 64% | 35% | 53% | 46% | 68% | 32% | 75% | 25% |
| The overall condition of streets | 41% | 59% | 43% | 56% | 39% | 60% | 46% | 53% | 43% | 56% |
| The overall condition of sidewalks | 35% | 57% | 36% | 54% | 34% | 59% | 42% | 48% | 31% | 55% |
| The overall appearance of your neighborhood | 71% | 29% | 78% | 22% | 71% | 30% | 85% | 14% | 72% | 28% |
| The overall appearance of your city | 56% | 43% | 59% | 40% | 55% | 44% | 60% | 41% | 60% | 37% |
| The appearance of medians and right-of-ways | 59% | 40% | 60% | 37% | 57% | 43% | 60% | 36% | 66% | 31% |
| The city's effort to attract new businesses | 43% | 51% | 47% | 43% | 40% | 54% | 51% | 39% | 54% | 39% |
| The overall quality of parks in the city | 58% | 36% | 62% | 27% | 59% | 35% | 59% | 30% | 65% | 26% |
| The overall level of safety in the community | 76% | 22% | 81% | 16% | 75% | 24% | 79% | 19% | 85% | 11% |
| Access to or availability of cultural activities | 60% | 38% | 63% | 27% | 58% | 35% | 61% | 33% | 73% | 22% |

Activity in the community did not appear to affect a resident's satisfaction level with the general aspects presented, as variances were minimal. Both groups were similar in their satisfaction with the overall condition of streets (41%-43%), condition of sidewalks (35%-36%), appearance of the city (56%-59%), appearance of medians and right-of-ways (59%-60%), and access to or availability of cultural activities (60%-63%). The remaining statements attained slightly higher satisfaction marks from residents who tended to be inactive. Those were the number of retail businesses (64%-58%), the overall appearance of the neighborhood (78%-71%), city's effort to attract new businesses (47%-43%), overall quality of parks (62%-58%), and overall level of safety (81%-76%). Interestingly, active residents were more dissatisfied with the city's effort to attract new businesses (43%-51%), compared to inactive respondents who tended to be more satisfied (47%-43%).

However, it should be noted that active residents more often generated an opinion regarding these general aspects. While satisfaction ratings were similar, active residents were more dissatisfied with several items. Those included the number of retail businesses (41%-35%), overall appearance of the neighborhood (29%-22%), overall quality of parks (36%-27%), overall level of safety (22%-16%), and access to or availability of cultural activities (38%-27%). This shift in dissatisfaction ratings was the result of higher no opinion responses generated by individuals who were less active in their community.

Residents who described themselves as pro-growth were less satisfied with the number of retail businesses than people who favored controlled growth or who were limited/anti-growth advocates (53%-68%-75%), the appearance of medians and right-of-ways (57%-60%-66%), city's effort to attract new businesses (40%-51%-54%), overall level of safety (75%-79%-81%), and access to or availability of cultural activities (58%-61%-73%). Overall, limited or anti-growth respondents were most satisfied with the number of retail businesses, overall appearance of the city, appearance of medians and right-of-ways, the city's effort to attract businesses, overall quality of parks, overall level of safety, and access to or availability of cultural activities. The only items not to score their highest satisfaction among this subset were the overall condition of streets (controlled growth) and overall condition of sidewalks (controlled growth).

At the same time pro-growth respondents were least satisfied with some aspects, they were also most dissatisfied -- with the number of retail businesses (46%-32%-25%), condition of streets (60%-53%-56%), overall condition of sidewalks (59%-48%-55%), overall appearance of neighborhood (30%-14%-28%), overall appearance of city (44%-41%-37%), appearance of medians and rights-of-ways (43%-36%-31%), city's efforts to attract new businesses (54%-39%-39%), overall quality of parks (35%-30%-26%), overall level of safety (24%-19%-11%), and access to or availability of cultural activities (35%-33%-22%).

## *IMPORTANCE OF ITEMS IN DETERMINING QUALITY OF LIFE*

The series on satisfaction with general items was followed by a more detailed list that reflected specific goals. This time, respondents were instructed, *"**Please tell me how important or unimportant each is to you in determining the quality of life in Greenville....**"* The statements that were tested included shopping opportunities, number of apartment dwellings, having adequate parks and recreation facilities, large lots for residential development, a road system that allowed for easy access throughout the city, and having an active and attractive downtown. Other items addressed historic preservation (ability to preserve historic districts or neighborhoods), cultural (having museums and cultural activities and a current and well-stocked library), adequate medical facilities, air access, and employment opportunities. Responses were collected on a four-point very important to very unimportant scale that also allowed for no opinion.

Table #29 presents the overall findings to these questions, as well as the ratio of important to unimportant ratings, exclusive of the no opinion responses:

### TABLE #29: OVERALL IMPORTANCE OF ITEMS IN DETERMINING THE QUALITY OF LIFE IN GREENVILLE

| ITEM | VERY IMPORTANT | IMPORTANT | UNIMPORTANT | VERY UNIMPORTANT | NO OPINION | IMPORTANCE RATIO |
|---|---|---|---|---|---|---|

| | | | | | | |
|---|---|---|---|---|---|---|
| **Shopping opportunities in the city** | 29% | 63% | 7% | 1% | 0% | 11.5:1 |
| **The number of apartment dwellings** | 11% | 49% | 34% | 1% | 5% | 1.7:1 |
| **Having adequate parks and recreation facilities** | 28% | 60% | 8% | 0% | 3% | 11:1 |
| **Large lots for residential developments** | 16% | 59% | 18% | 0% | 7% | 4.1:1 |
| **A road system that allows for easy access throughout the city** | 34% | 61% | 2% | 0% | 2% | 47.5:1 |
| **Having an active and attractive downtown area** | 36% | 54% | 8% | 1% | 1% | 10:1 |
| **Ability to preserve historic districts or neighborhoods** | 31% | 59% | 9% | 0% | 1% | 10.0:1 |
| **Having museums and cultural activities** | 30% | 57% | 11% | 0% | 1% | 7.9:1 |
| **Adequate medical facilities** | 54% | 44% | 1% | 0% | 1% | 98:1 |
| **Air access in and out of the city** | 18% | 59% | 20% | 0% | 3% | 3.8:1 |
| **A current and well-stocked library** | 40% | 56% | 3% | 0% | 1% | 32:1 |
| **Employment opportunities** | 56% | 40% | 1% | 0% | 2% | 96:1 |

The ratios of important to unimportant ratings indicate that the most important items in determining the quality of life in Greenville were adequate medical facilities (98%-1%, 98.0:1), employment opportunities (96%-1%, 96.0:1), a road system that allows for easy access throughout the city (95%-2%, 47.5:1), and a current and well-stocked library (96%-3%, 32.0:1) -- all by overwhelming percentages. Four other items had a ratio of at least ten to one: shopping opportunities in the city (92%-8%, 11.5:1), having adequate parks and recreation facilities (88%-8%, 11.0:1), having an active and attractive downtown area (90%-9%-10.0:1), and the ability to preserve historic districts or neighborhoods (90%-9%, 10.0:1). In addition, more than three of every four individuals sampled rated as important having museums and cultural activities (87%-11%, 7.9:1), large lots for residential development (75%-18%, 4.0:1), and air access in and out of the city (77%-20%, 3.8:1). The least important item in the minds of respondents appeared to be the number of apartment dwellings (60%-35%, 1.7:1).

Because of the high priority placed on many of the items, a review of the intensity findings is a more trusted indicator of what residents considered to be most important. Two items were listed as being very important by over one-half of those responding: employment opportunities (56%) and adequate medical facilities (54%). And one-third or more rated as important a current and well-stocked library (40%), having an active and attractive downtown area (36%), and a road system that allows for easy access throughout the city (34%). The items of least importance, in terms of intensity, were the number of apartment dwellings (11%), large lots for residential developments (16%), and air access in and out of the city (18%).

When comparing the ratio to intensity findings for the five highest ranked statements, we note two discrepancies. Shopping opportunities ranked 5th in terms of importance ratio, compared to 8th in intensity, while having an active and attractive downtown area received a higher intensity ranking than ratio (4th, to 7th). These findings indicate that the importance of shopping opportunities is generally more important, but those more opinionated recognized the importance of an active and attractive downtown. Conversely, the least important item in determining quality, both in terms of the ratio and the intensity ratings, was the number of apartment dwellings.

Table #30 contrasts important and unimportant ratings by each of the 4 regions surveyed:

## TABLE #30: IMPORTANCE OF ITEMS IN DETERMINING THE QUALITY OF LIFE IN GREENVILLE BY SUBSECTOR

| ITEM | AREA I | | AREA II | | AREA III | |
|---|---|---|---|---|---|---|
| | IMPORT | UNIMPORT | IMPORT | UNIMPORT | IMPORT | UNIMPORT |
| Shopping opportunities in the city | 94% | 6% | 92% | 9% | 91% | 9% |
| The number of apartment dwellings | 64% | 30% | 64% | 30% | 54% | 42% |
| Having adequate parks and recreation facilities | 87% | 10% | 88% | 7% | 90% | 9% |
| Large lots for residential developments | 72% | 16% | 77% | 18% | 75% | 19% |
| A road system that allows for easy access throughout the city | 92% | 5% | 98% | 1% | 96% | 3% |
| Having an active and attractive downtown area | 92% | 6% | 90% | 8% | 92% | 10% |
| Ability to preserve historic districts or neighborhoods | 84% | 14% | 85% | 13% | 91% | 8% |
| Having museums and cultural activities | 100% | 0% | 99% | 0% | 98% | 2% |
| Adequate medical facilities | 87% | 13% | 72% | 24% | 74% | 23% |
| Air access in and out of the city | 96% | 5% | 95% | 3% | 97% | 2% |
| A current and well-stocked library | 92% | 4% | 96% | 2% | 99% | 0% |
| Employment opportunities | 75% | 18% | 77% | 16% | 77% | 17% |

Out of 12 attitudinal aspects, 9 scored in the 80 percentile in Area I, compared to 8 in both Areas II and III. Eight aspects scored importance ratings from 4 of 5 residents citywide: shopping opportunities in the city; having adequate parks and recreation facilities; a road system that allows for easy access throughout the city; having an active and attractive downtown area; ability to preserve historic districts or neighborhoods; having museums and cultural activities; air access in and out of the city; and a current and well-stocked library. In addition, all but having adequate parks and recreation facilities and ability to preserve historic districts or neighborhoods attained at least a 90% importance rating in all three survey subsectors.

Areas I and II both placed a higher importance on the number of apartment dwellings (both 64%), ten points higher than in Area III (54%). The only other item in which percentages varied by as much as ten percent was adequate medical facilities, much more important in Area I (87%) than elsewhere (72% and 74%). Even some of the lower rated items such as large lots for residential development (72%-77%-75%) and employment opportunities (75%-77%-77%) captured consensus ratings throughout the city.

Residents in Area I assigned the highest importance ratings to shopping opportunities in the city, having museums and cultural activities, and adequate medical facilities. In Area II, the items large lots for residential development and a road system that allows for easy access throughout the city were highest rated, while in Area III, residents were most positive about the importance of having adequate parks and recreation facilities, ability to preserve historic districts or neighborhoods, air access in and out of the city, and a current and well-stocked library. Additionally, the number of apartment dwellings (Areas I and II), having an active and attractive downtown area (Areas I and III) and employment opportunities (Areas II and III) scored their highest importance ratings in their respective areas.

Area I residents showed more fervor in their tendency to recognize the importance of items in determining quality of life in the community. This subset assigned higher very important ratings to the following items: the number of apartment dwellings (18%-7%-9%), having adequate parks and recreation facilities (32%-25%-28%), large lots for residential development (23%-10%-15%), a road system that allows for easy access throughout the city (44%-27%-34%), having an active and attractive downtown area (43%-38%-29%), ability to preserve historic districts or neighborhoods (44%-25%-26%), having museums and cultural activities (48%-20%-26%), adequate medical facilities (65%-42%-56%), air access in and out of the city (32%-10%-14%), a current and well-stocked library (54%-32%-36%), and employment opportunities (65%-50%-55%). Note that for nearly each item, very important ratings were also higher in Area III than in Area II. The only statement in which the order varied was having an adequate and attractive downtown, which was more often very important to residents in Area II.

Table #31 shows an analysis of this same question by level of community activity and growth attitude:

## TABLE #31: IMPORTANCE OF ITEMS IN DETERMINING THE QUALITY OF LIFE IN GREENVILLE BY COMMUNITY ACTIVITY AND GROWTH ATTITUDES

| ITEM | COMMUNITY ACTIVITY | GROWTH ATTITUDES |
|---|---|---|

| | ACTIV/ INVOLV | | ISSUE/ LIVE | | PRO GROWTH | | CONTROLLED GROWTH | | LIMITED/ ANTI GROWTH | |
|---|---|---|---|---|---|---|---|---|---|---|
| | IMPORT | UNIMP | IMPORT | UNIMP | IMPORT | UNIMP | IMPORT | UNIMP | IMPORT | UNIMP |
| **Shopping opportunities in the city** | 91% | 9% | 93% | 6% | 94% | 6% | 93% | 7% | 82% | 16% |
| **The number of apartment dwellings** | 60% | 36% | 60% | 35% | 57% | 39% | 58% | 35% | 68% | 30% |
| **Having adequate parks and recreation facilities** | 89% | 8% | 88% | 9% | 90% | 9% | 89% | 6% | 89% | 9% |
| **Large lots for residential developments** | 79% | 16% | 72% | 20% | 66% | 20% | 75% | 17% | 70% | 19% |
| **A road system that allows for easy access throughout the city** | 98% | 1% | 93% | 4% | 98% | 2% | 93% | 4% | 92% | 4% |
| **Having an active and attractive downtown area** | 92% | 9% | 89% | 9% | 91% | 9% | 90% | 9% | 85% | 13% |
| **Ability to preserve historic districts or neighborhoods** | 81% | 8% | 88% | 10% | 91% | 9% | 91% | 7% | 88% | 12% |
| **Having museums and cultural activities** | 91% | 9% | 86% | 12% | 88% | 10% | 91% | 8% | 83% | 15% |
| **Adequate medical facilities** | 99% | 1% | 99% | 1% | 98% | 1% | 99% | 1% | 99% | 0% |
| **Air access in and out of the city** | 78% | 20% | 76% | 20% | 79% | 18% | 74% | 25% | 76% | 19% |
| **A current and well-stocked library** | 97% | 2% | 95% | 4% | 95% | 3% | 97% | 0% | 94% | 6% |
| **Employment opportunities** | 97% | 2% | 95% | 1% | 97% | 3% | 97% | 0% | 92% | 1% |

When comparing general importance, both active and inactive residents shared a similar importance viewpoint, except for three items. Active residents placed a greater importance on large lots for residential development (79%-72%) and having museums and cultural activities (91%-86%), while inactive individuals placed a greater importance on the ability to preserve historic districts or neighborhoods (88%-81%) in determining quality. However, in terms of intensity, active residents placed a greater emphasis on shopping opportunities in the city (33%-26%), having adequate parks and recreation facilities (30%-26%), a road system that allows for easy access throughout the city (39%-31%), having museums and cultural activities (33%-29%), and air access in and out of the city (20%-16%).

The more supportive one was of growth, the more important were the following items: shopping opportunities in the city (94%-93%-82%), a road system that allows for easy access throughout the city (98%-93%-92%), and having an active and attractive downtown (91%-90%-85%). The only item in which importance declined based on attitudes about growth was the number of apartment dwellings (57%-58%-68%). Four statements ranked in the top five among the three subsets, although the rankings of some varied. Those were a road system that allows for easy access throughout the city (1st-5th-3rd), adequate medical facilities (2nd-1st-1st), employment opportunities

(3rd-3rd-4th), and a current and well-stocked library (4th-2nd-2nd). One item, shopping opportunities in the city, scored in the top five for pro and controlled growth respondents (5th-4th), but not among limited/anti-growth advocates, who placed a greater importance on having adequate parks and recreation facilities.

In terms of intensity ratings, pro-growth survey participants were more positive about items contributing to the quality of life than others. They assigned higher very important ratings to shopping opportunities in the city (35%-23%-22%), the number of apartment dwellings (13%-9%-7%), large lots for residential development (19%-12%-13%), a road system that allows for easy access throughout the city (41%-33%-22%), having an active and attractive downtown area (42%-33%-24%), ability to preserve historic districts or neighborhoods (34%-30%-24%), having museums and cultural activities (35%-28%-25%), adequate medical facilities (61%-52%-42%), air access in and out of the city (21%-16%-10%), a current and well-stocked library (46%-38%-27%), and employment opportunities (62%-54%-49%). The only item that did not follow this trend was having adequate parks and recreational facilities (30%-32%-19%).

## *FUTURE HOUSING REQUIREMENTS*

One theme that was explored from the standpoint of residential needs was future housing. In an effort to determine a need for housing, as well as the type of housing, it was determined that the best way was by price and not description. Therefore, interviewers asked, "**Do you see a major need, a moderate need, a minimal need, or no need for new homes in the following price ranges....**" Four ranges were evaluated: $100,000 or less, $100,000-$150,000, $150,000-$250,000, and $250,000 or higher. Respondents could comment by using one of the four prescribed responses, or they could choose the no opinion response.

Table #32 shows the needs that residents established for the various price ranges, as well as the ratio of need:

### TABLE #32: OVERALL NEED FOR HOUSING IN VARIOUS PRICE RANGES IN GREENVILLE

| PRICE RANGE | MAJOR NEED | MODERATE NEED | MINIMAL NEED | NO NEED | NO OPINION | NEED RATIO |
|---|---|---|---|---|---|---|
| **$100,000 or less** | 44% | 33% | 11% | 5% | 6% | 4.8:1 |
| **$100,000 - $150,000** | 13% | 38% | 24% | 18% | 7% | 1.2:1 |
| **$150,000 - $250,000** | 3% | 21% | 28% | 38% | 10% | .3:1 |
| **$250,000 or higher** | 1% | 8% | 22% | 59% | 9% | .1:1 |

Residents tended to focus more on lower and moderate priced homes, rather than more expensive ones. A near majority (44%) saw a major need for houses in the $100,000 or less price range, and three-quarters noted either a major or moderate (33%) need. A majority also saw a major (13%) or moderate (38%) need for houses in the $100,000-$150,000 range. Less than one-quarter identified either a major (3%) or moderate (21%) need for houses in the $150,000-$250,000 price range, and fewer still (1% and 8%), for homes of $250,000 or higher. As the price of the home increased, the perception of major need decreased (44%-13%-3%-1%), as did the belief that there was no need (5%-18%-38%-55%).

Table #33 compares the need from the standpoint of geography, to determine if construction needs were not being met in certain parts of the city:

## TABLE #33: NEED FOR HOUSING IN VARIOUS PRICE RANGES IN GREENVILLE BY SUBSECTOR

| PRICE RANGE | AREA I | | AREA II | | AREA III | |
|---|---|---|---|---|---|---|
| | MAJOR/ MODERATE | MINOR/ NO NEED | MAJOR/ MODERATE | MINOR/ NO NEED | MAJOR/ MODERATE | MINOR/ NO NEED |
| **$100,000 or less** | 75% | 18% | 77% | 16% | 77% | 17% |
| **$100,000 - $150,000** | 43% | 51% | 47% | 43% | 58% | 37% |
| **$150,000 - $250,000** | 18% | 72% | 22% | 68% | 29% | 63% |
| **$250,000 or higher** | 7% | 84% | 9% | 80% | 12% | 80% |

Seventy-five percent of residents in all three subsectors identified a major or moderate need for homes in the range of $100,000 or less (75%-77%-77%). Area III residents saw more of a need for homes in the other three price ranges, and said so in terms of major or moderate needs. That included prices in the range of $100,000-$150,000 (43%-47%-58%), $150,000-$250,000 (18%-22%-29%), and $250,000 or higher (7%-9%-12%). Also note that while people in Area III most often identified a major or moderate need for new housing, Area I respondents were least likely to identify a need.

At the $100,000 or less, major need ratings were highest in Area I (50%-38%-43%). Comparatively, at the $100,000-$150,000 (10%-8%-18%), Area III respondents were most apt to identify the particular need. However, at the $150,000-$250,000 (4%-2%-4%) and $250,000 or higher (3%-0%-1%), findings were fairly consistent.

Table #34 compares need based on community activity and growth attitude statement association:

## TABLE #34: NEED FOR HOUSING IN VARIOUS PRICE RANGES IN GREENVILLE BY COMMUNITY ACTIVITY AND GROWTH ATTITUDES

| PRICE RANGE | COMMUNITY ACTIVITY | GROWTH ATTITUDES |
|---|---|---|

| | ACTIV/ INVOLV | | ISSUE/ LIVE | | PRO GROWTH | | CONTROLLED GROWTH | | LIMITED/ ANTI-GROWTH | |
|---|---|---|---|---|---|---|---|---|---|---|
| | **MAJOR MODER** | **MINOR NO** | **MAJOR MODER** | **MINOR NO** | **MAJOR MODER** | **MINOR NO** | **MAJOR MODER** | **MINOR NO** | **MAJOR MODER** | **MINOR NO** |
| **$100,000 or less** | 80% | 16% | 74% | 18% | 85% | 12% | 72% | 17% | 66% | 28% |
| **$100,000 - $150,000** | 54% | 41% | 47% | 43% | 54% | 42% | 46% | 32% | 39% | 55% |
| **$150,000 - $250,000** | 31% | 62% | 18% | 71% | 29% | 65% | 25% | 58% | 13% | 82% |
| **$250,000 or higher** | 12% | 82% | 8% | 80% | 14% | 81% | 8% | 76% | 3% | 93% |

A majority of active community members saw a major or moderate need for $100,000 or less (80%) priced homes, as well as facilities in the $100,000-$150,000 (54%) price range, while nearly one-third desired more houses in the $150,000-$250,000 complement. Inactive residents saw less of a need, but their percentages for homes in the two lower categories were similar to active individuals (74% and 47%). However, there was a drop of 13 points, to 18% major or moderate need for homes in the $150,000-$250,000 price range.

When reviewing the findings in terms of the three growth-related statements, residents who were pro-growth saw more of a need than did a person who favored controlled growth or limited/anti-growth. This was true for all four pricing ranges: $100,000 or less (85%-72%-66%), $100,000-$150,000 (54%-46%-39%), $150,000-$250,000 (29%-25%-13%), and $250,000 or higher (14%-8%-3%).

## *ATTITUDES ABOUT GROWTH IN THE COMMUNITY*

Following questions about parks and recreation, the survey returned to the issue of growth. Interviewers asked respondents, "***Which statement best describes your attitudes towards additional growth in Greenville?***" People were asked to define their general viewpoints by selecting one of the following statements: "I consider myself to be pro-growth"; "I support controlled growth"; "I support limited growth"; and "I consider myself to be anti-growth." Additionally, a no opinion response was included for those not choosing to identify with any of the given views. Nearly a majority of residents interviewed (49%) considered themselves pro-growth, with an additional 30% saying they supported controlled growth, meaning that four of five residents had a positive view towards additional growth in Greenville. Among those with negative viewpoints, 13% favored limited growth, 4% identified themselves as anti-growth, and 4% had no opinion on the matter.

Figure 6 illustrates how growth attitudes varied throughout the city. Note that the limited and anti-growth responses have been combined:

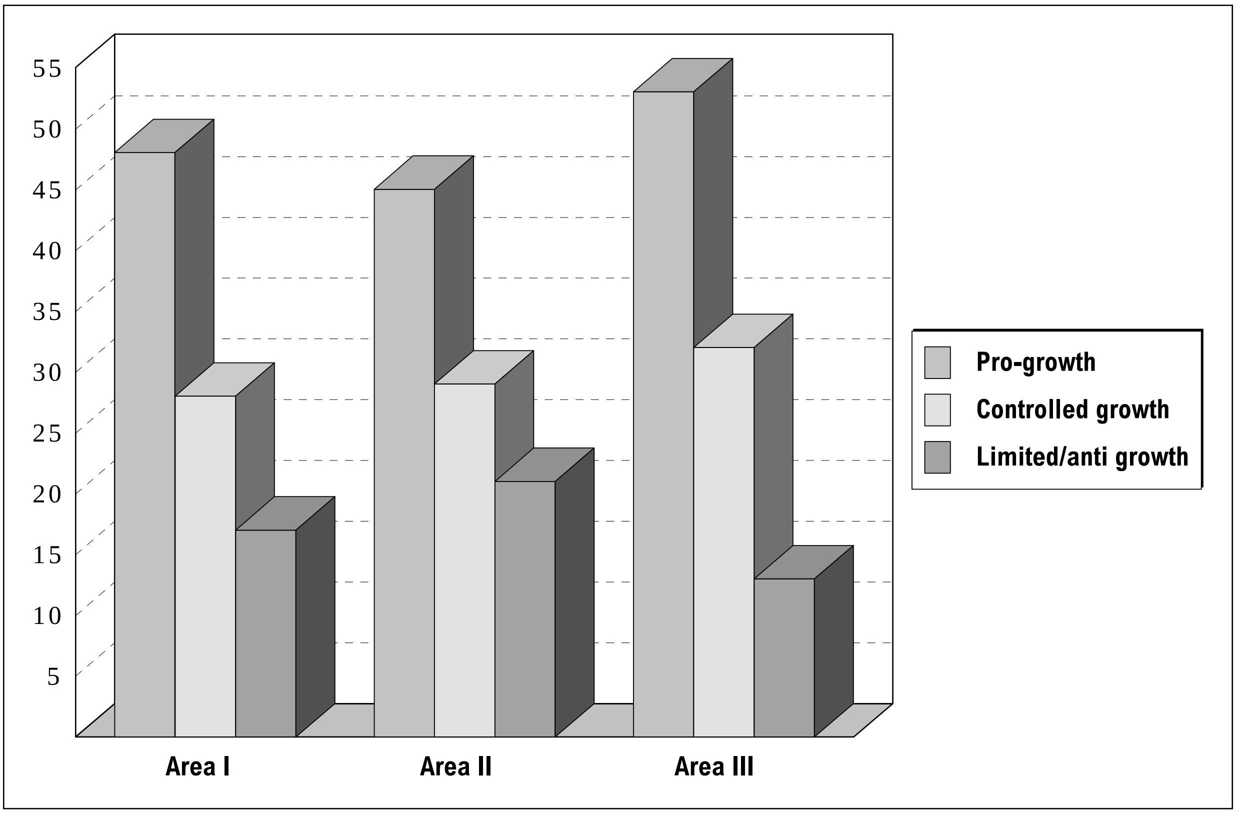


***Figure 6: Attitudes About Additional Growth In Greenville By Subsector***

Area III had more pro-growth advocates, by percentage (53%), than in either Area I (48%) or Area II (45%), although there was only a nominal variance among the three subsectors. When the pro-growth and controlled growth responses were combined, Area III continued to be more positive toward additional growth (85%) than elsewhere (76% in Area I and 74% in Area II). On the other end of the attitude spectrum, the percentage of residents who were anti-growth averaged 4% citywide (4%-4%-3%). People from Area II associated themselves more with limited growth than others, which is why they had a higher percentage of residents concerned about growth (21%) than in either Area I (17%) or Area III (16%). No opinion responses were also highest in Area I (7%-4%-2%).

Women were more likely to rate themselves pro-growth than men (52%-45%), although in general both genders were supportive of either controlled growth or were pro-growth (78%-81%). The more dissatisfied individuals were with the quality of life in the community, the greater their probability of associating themselves with the pro-growth statement (37%-51%-53%). The correlation was also evident in terms of controlled and pro-growth responses, although the variance was more narrow (76%-81%-83%). Interestingly, people who were very satisfied with the quality of life were as likely to support limited growth or be anti-growth as residents who were dissatisfied (24%-14%-24%), indicating that for a small percentage of the community, additional growth was of concern, no matter what they thought about the quality of life. People who contacted the city tended to be pro-growth (59%-44%). Additionally, both owners and renters were similar in their pro-growth beliefs (49%-51%), although owners had a more positive outlook toward additional growth (81%-69%), while renters leaned more toward limited or anti-growth (24%-15%).

Active community members tended to be more pro-growth (55%-45%), as well as more positive about growth (82%-77%), although there was very little difference in terms of limited or anti-growth (16%-17%). Respondents who rated taxes high were as likely to be for either limited growth or pro-growth (81%) as those for whom taxes were considered to be right or low (79%). The subset least likely to rate themselves positively about growth had no opinion on the taxes they paid (67%). They were also most apt to be against the additional growth (30%, to 15% of right or low).

Parents were more pro-growth (62%-71%-53%-62%), especially those with younger children, whereas nonparents were just 45% pro-growth. Parents of children ages 0-6 were also most positive about additional growth (94%), compared to parents of children over 18 (90%), 13-18 (89%), 6-12 (85%), and nonparents (75%). Twenty percent of nonparents supported either limited growth, or were anti-growth, compared to a low of 6% of parents with young children. Newer residents were more positive about additional growth (86%-76%-76%) and also more pro-growth (54%-53%-46%). In addition, younger respondents were more pro-growth (63%-56%-41%) than middle-aged or older survey participants, and also more positive about additional growth (91%-82%-74%). Middle-aged and older individuals (17% and 19%) were more limited or anti-growth advocates than respondents under age 35 (8%).

## *SUPPORT FOR FURTHER TYPES OF DEVELOPMENT*

After focusing the respondent on development by way of the statement association question previously reviewed, the questionnaire continued to evaluate growth attitudes, but this time from the perspective of economic or commercial growth. To better evaluate what types of development were acceptable to residents, the questionnaire included an extensive list of 20 different development-type categories, ranging from residential (single-family, multi-family housing, manufactured homes, and public housing) to a wide variety of commercial buildings (restaurants, office buildings, shopping centers, and industry). Respondents were asked, ***"How strongly would you support or oppose further growth and development in the following areas..."*** Opinions were registered as strongly support, support, oppose, strongly oppose, or no opinion.

Table #35 summarizes the responses, as well as presenting the support ratio for further development:

### TABLE #35: OVERALL SUPPORT OR OPPOSITION FOR FURTHER GROWTH AND DEVELOPMENT

| DEVELOPMENT TYPE | STRONGLY SUPPORT | SUPPORT | OPPOSE | STRONGLY OPPOSE | NO OPINION | RATING RATIO |
|---|---|---|---|---|---|---|
| **Movie theaters** | 16% | 56% | 20% | 3% | 5% | 3.1:1 |
| **Single-family housing** | 25% | 68% | 4% | 0% | 2% | 23.2:1 |
| **Multi-family housing** | 12% | 58% | 24% | 0% | 5% | 2.9:1 |
| **Manufactured home parks** | 6% | 38% | 44% | 6% | 6% | .8:1 |
| **Fast food restaurants** | 4% | 39% | 50% | 3% | 3% | .8:1 |
| **Restaurants or cafeterias other than fast food** | 17% | 66% | 14% | 2% | 1% | 5.1:1 |
| **Grocery stores** | 32% | 58% | 8% | 0% | 1% | 11.2:1 |
| **Entertainment and recreation** | 26% | 59% | 10% | 1% | 4% | 7.7:1 |
| **Fitness centers** | 14% | 61% | 19% | 1% | 5% | 3.7:1 |
| **Heavy industry** | 19% | 65% | 11% | 1% | 4% | 7:1 |
| **Warehouses** | 7% | 62% | 23% | 0% | 7% | 3:1 |
| **Hotels and motels** | 7% | 52% | 35% | 1% | 4% | 1.6:1 |
| **Shopping malls** | 14% | 59% | 24% | 1% | 2% | 2.9:1 |
| **Retail shopping centers** | 16% | 66% | 16% | 0% | 2% | 5.1:1 |
| **High-tech industry** | 24% | 61% | 9% | 1% | 5% | 8.5:1 |
| **Automobile dealers** | 5% | 40% | 50% | 3% | 2% | .8:1 |
| **Public housing** | 13% | 58% | 21% | 1% | % | 3.2:1 |
| **Minor emergency medical facilities** | 26% | 63% | 8% | 0% | 2% | 11.1:1 |
| **Office buildings** | 12% | 60% | 22% | 1% | 5% | 3.1:1 |
| **Outlet malls** | 16% | 60% | 21% | 1% | 2% | 3.4:1 |

Residents were supportive of additional development in Greenville, as further growth and development for 17 of the 20 items was advocated by a majority of those sampled. Two received support from nine of ten respondents: single-family housing (93%) and grocery stores (90%). In addition, four of five expressed support for minor emergency medical facilities (89%), entertainment and recreation and high-tech industry (both 85%), heavy industry (84%), restaurants or cafeterias other than fast food (83%), and retail shopping centers (82%). At the seventieth percentile were outlet malls (76%), fitness centers (75%), shopping malls (73%), office buildings (72%), movie theaters and public housing (both 71%), and multi-family housing (70%). The least-desired developments, in terms of support ratings, were fast food restaurants (43%), manufactured home parks (44%), and automobile dealers (45%).

Because of the generally high demand for economic development in Greenville, it is necessary to evaluate attitudes based on intensity, or the level of enthusiastic support for a particular type of development. Intensity was highest for the following five items: grocery stores (32%), entertainment and recreation and minor emergency medical facilities (both 26%), single-family housing (25%), and high-tech industry (24%). When the top ten items were ranked, both in terms of intensity and combined support, the only positional variances were for single family housing, which ranked first in overall support, but 4th in terms of intense support; movie theaters, ranked 8th in intensity, yet not in the top ten overall; and fitness centers, 10th in overall support, but not in the top ten in intensity. All other items varied by two positions or fewer.

No opinion ratings were minimal, ranging from 7% (warehouses) to 1% (restaurants or cafeterias other than fast food and grocery stores). Because of the limited no opinion responses, the support ratio was more in line with the combined support ratings. The top supported facilities, in terms of support to opposition ratios, were single-family housing (23.2:1), grocery stores (11.2:1), and minor emergency medical facilities (11.1:1). The ratio was also high for high-tech industry (8.5:1), entertainment and recreation (7.7:1), heavy industry (7.0:1), restaurants or cafeterias other than fast food (5.1:1), and retail shopping centers (5.1:1). When compared to the overall rankings, the order of preference was nearly identical and varied by fewer than two positions. Least desired, according to the ratio, were manufactured home parks, fast food restaurants, and automobile dealers, all with negative support ratings of 0.8:1.

Table #36 looks at economic development attitudes from the perspective of geography, to see if certain types are more popularly supported in specific parts of the city:

## TABLE #36: SUPPORT OR OPPOSITION TO FURTHER GROWTH AND DEVELOPMENT BY SUBSECTOR

| DEVELOPMENT TYPE | AREA I | | AREA II | | AREA III | |
|---|---|---|---|---|---|---|
| | SUPPORT | OPPOSE | SUPPORT | OPPOSE | SUPPORT | OPPOSE |
| Movie theaters | 68% | 22% | 75% | 22% | 62% | 23% |
| Single-family housing | 94% | 4% | 93% | 6% | 93% | 5% |
| Multi-family housing | 68% | 24% | 79% | 15% | 67% | 31% |
| Manufactured home parks | 52% | 37% | 45% | 52% | 39% | 57% |
| Fast food restaurants | 42% | 54% | 44% | 52% | 44% | 55% |
| Restaurants or cafeterias other than fast food | 78% | 20% | 82% | 15% | 86% | 14% |
| Grocery stores | 94% | 4% | 88% | 12% | 89% | 10% |
| Entertainment and recreation | 86% | 9% | 83% | 12% | 86% | 11% |
| Fitness centers | 79% | 12% | 77% | 20% | 73% | 25% |
| Heavy industry | 83% | 12% | 87% | 8% | 83% | 14% |

| | | | | | | |
|---|---|---|---|---|---|---|
| **Warehouses** | 64% | 25% | 74% | 20% | 70% | 24% |
| **Hotels and motels** | 58% | 35% | 62% | 33% | 59% | 39% |
| **Shopping malls** | 67% | 30% | 71% | 26% | 78% | 21% |
| **Retail shopping centers** | 79% | 18% | 81% | 17% | 85% | 13% |
| **High-tech industry** | 78% | 13% | 83% | 11% | 90% | 8% |
| **Automobile dealers** | 40% | 56% | 45% | 52% | 47% | 52% |
| **Public housing** | 72% | 20% | 75% | 19% | 68% | 26% |
| **Minor emergency medical facilities** | 87% | 9% | 89% | 10% | 92% | 7% |
| **Office buildings** | 65% | 29% | 67% | 27% | 80% | 17% |
| **Outlet malls** | 76% | 22% | 71% | 25% | 78% | 21% |

Five development types were supported by the citywide sample at a rating of 80% or better: single-family housing (94%-93%-93%), grocery stores (94%-88%-89%), entertainment and recreation (86%-83%-86%), heavy industry (83%-87%-83%), and minor emergency medical facilities (87%-89%-92%). Three other development types reached the 80% plateau in Areas II and III, but not Area I. Those types were restaurants and cafeterias other than fast food (78%-82%-86%), retail shopping centers (79%-81%-85%), and high-tech industry (78%-83%-90%). One other facility, office buildings in Area III, was supported by 80% of the subsample. Conversely, fast food restaurants (42%-44%-44%) and automobile dealers (40%-45%-47%) were not supported by citywide majorities, while manufactured home parks were supported by a majority of Area I respondents (52%-45%-39%) only.

Variances in support were evident regarding movie theaters (75% in Area II, to 62% in Area III), multi-family housing (79% in Area II, to 67% in Area III), manufactured home parks (52% in Area I, to 39% in Area III), and warehouses (74% in Area II, to 64% in Area I). Support also varied for shopping malls (78% in Area III, to 67% in Area I), high-tech industry (90% in Area III, to 78% in Area I), and office buildings (80% in Area III, to 65% in Area I).

When support ratings are ranked in each of the three subsectors, support was similar for single-family housing (1st-1st-1st), grocery stores (2nd-3rd-4th), minor emergency medical facilities (3rd-2nd-2nd), and entertainment and recreation (4th-5th-6th). Development types which varied by three places or more included restaurants or cafeterias other than fast food (8th-7th-5th), fitness centers (7th-10th-NA), heavy industry (5th-4th-8th), and high-tech industry (9th-6th-3rd).

Although the margins in many instances were not significant, support for restaurants and cafeterias other than fast food, entertainment and recreation (tied with Area I), shopping malls, retail shopping centers, high-tech industry, automobile dealers, minor emergency medical facilities, office buildings and outlet malls was higher in Area III than other subsectors. Area II respondents expressed the most support for movie theaters, multi-family housing, heavy industry, warehouses, hotels and motels, and public housing, while Area I citizens voiced the highest degree of support toward single-family housing, manufactured home parks, grocery stores, entertainment and recreation (tied with Area III), and fitness centers.

Table #37 reviews the data from the perspective of community activities and attitudes toward growth:

## TABLE #37: SUPPORT OR OPPOSITION TO GROWTH AND DEVELOPMENT BY COMMUNITY ACTIVITY AND GROWTH ATTITUDES

| AREA | COMMUNITY ACTIVITY | | | | GROWTH ATTITUDES | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| | ACTIV/ INVOLV | | ISSUE/ LIVE | | PRO GROWTH | | CONTROLLED GROWTH | | LIMITED/ ANTI-GROWTH | |
| | SUPPT | OPPOS | SUPPT | OPPOS | SUPPT | OPPOS | SUPPT | OPPOS | SUPPT | OPPOS |
| Movie theaters | 76% | 19% | 68% | 27% | 79% | 18% | 64% | 29% | 64% | 28% |
| Single-family housing | 95% | 4% | 92% | 6% | 97% | 4% | 94% | 3% | 85% | 12% |
| Multi-family housing | 76% | 20% | 66% | 28% | 77% | 20% | 62% | 31% | 70% | 26% |
| Manufactured home parks | 48% | 49% | 41% | 52% | 48% | 48% | 31% | 63% | 58% | 37% |
| Fast food restaurants | 43% | 55% | 44% | 52% | 47% | 53% | 39% | 56% | 40% | 52% |
| Restaurants or cafeterias other than fast food | 84% | 15% | 82% | 18% | 89% | 12% | 81% | 18% | 70% | 25% |

| | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| **Grocery stores** | 91% | 9% | 89% | 9% | 94% | 7% | 89% | 10% | 85% | 13% |
| **Entertainment and recreation** | 89% | 8% | 81% | 13% | 91% | 5% | 83% | 12% | 70% | 25% |
| **Fitness centers** | 77% | 20% | 74% | 20% | 79% | 18% | 73% | 22% | 73% | 23% |
| **Heavy industry** | 86% | 11% | 82% | 13% | 91% | 8% | 86% | 9% | 63% | 30% |
| **Warehouses** | 74% | 21% | 65% | 25% | 73% | 21% | 69% | 22% | 61% | 34% |
| **Hotels and motels** | 62% | 36% | 57% | 36% | 67% | 32% | 55% | 39% | 46% | 46% |
| **Shopping malls** | 71% | 27% | 74% | 23% | 81% | 17% | 72% | 27% | 52% | 45% |
| **Retail shopping centers** | 83% | 16% | 82% | 16% | 90% | 9% | 79% | 20% | 68% | 30% |
| **High-tech industry** | 89% | 10% | 82% | 11% | 91% | 7% | 87% | 6% | 68% | 27% |
| **Automobile dealers** | 45% | 55% | 44% | 52% | 51% | 47% | 37% | 62% | 42% | 55% |
| **Public housing** | 75% | 20% | 69% | 25% | 79% | 18% | 63% | 26% | 66% | 30% |
| **Minor emergency medical facilities** | 91% | 9% | 89% | 8% | 92% | 7% | 87% | 10% | 88% | 10% |
| **Office buildings** | 70% | 24% | 73% | 23% | 77% | 20% | 70% | 26% | 65% | 30% |
| **Outlet malls** | 77% | 22% | 75% | 23% | 82% | 18% | 72% | 24% | 63% | 37% |

Active residents were most supportive of single-family housing (95%), grocery stores and minor emergency medical facilities (both 91%), and entertainment and recreation and high-tech industry (both 89%). What they were not supportive of were fast food restaurants (43%), automobile dealers (45%), and manufactured home parks (48%). Comparatively, the top development types to less active community members were similar: single-family housing (92%), grocery stores (89%), minor emergency medical facilities (89%), and restaurants, heavy industry, retail shopping centers and high-tech industry (each 82%). As with active respondents, manufactured home parks (41%) and fast food restaurants and automobile dealers (both 44%) were least supported.

The following development types scored higher support ratings from residents who were more active in their community: movie theaters (76%-68%), multi-family housing (76%-66%), manufactured home parks (48%-41%), entertainment and recreation (89%-81%), heavy industry (86%-82%), warehouses (74%-65%), hotels and motels (62%-57%), high-tech industry (89%-82%), and public housing (75%-69%). No item scored higher support ratings from less active community members.

Pro-growth advocates placed their support behind single-family housing (97%), grocery stores (94%), minor emergency medical facilities (93%), entertainment and recreation, heavy industry, and high-tech industry (each 91%), retail shopping centers (90%), and restaurants or cafeterias other than fast food (89%). Individuals who favored controlled growth focused on single-family housing (94%), grocery stores (89%), high-tech industry and minor emergency medical facilities (87%), heavy industry (86%), and restaurants or cafeterias other than fast food (81%). When the two subgroup findings are compared, the only two variances were high-tech industry which ranked 6th to pro-growth respondents, compared to 3rd, and restaurants or cafeterias other than fast food, a higher priority to controlled growth respondents (7th, to NA).

Respondents who were more cautious of additional growth were most supportive of the following development types: minor emergency medical facilities (88%), single-family housing (85%), grocery stores (85%), fitness centers (73%), multi-family housing and restaurants or cafeterias other than fast food (both 70%), and retail shopping centers and high-tech industry (both 68%). Note the variance in priority between limited or anti-growth respondents and others when it came to minor emergency medical facilities (1st, to 4th among controlled growth), high-tech industry (8th, to 3rd of controlled growth), heavy industry (NA, to 5th of others), entertainment and recreation (NA, to 4th among pro-growth), and multi-family housing (5th, to NA of others).

The more opposed to growth, the less supportive residents became of the different types of development. The variance was most significant when respondents evaluated the need for shopping malls (81%-72%-52%), heavy industry (91%-86%-63%), high-tech industry (91%-87%-68%), retail shopping centers (90%-79%-68%), and hotels and motels (67%-55%-46%).

# APPENDIX:
# CUMULATIVE SURVEY RESULTS

PROJECT 2140702 RAYMOND TURCO & ASSOCIATES OCTOBER 2002

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MY NAME IS _____________ AND I'M WITH THE SUNRAY RESEARCH GROUP. WE'RE CONDUCTING A SURVEY ABOUT ISSUES THAT AFFECT YOUR COMMUNITY. WOULD IT BE ALL RIGHT IF I TOOK A FEW MINUTES OF YOUR TIME TO ASK YOU A FEW QUESTIONS?

---

AREA

- AREA I . . . . . . . . .27%
- AREA II . . . . . . . .30%
- AREA III . . . . . . . .43%

SEX

- MALE . . . . . . . . . .39%
- FEMALE . . . . . . . . .61%

---

1. HOW SATISFIED OR DISSATISFIED ARE YOU WITH THE QUALITY OF LIFE IN YOUR COMMUNITY. ARE YOU . . . .

- VERY SATISFIED . . . .13%
- SATISFIED . . . . . .70%
- DISSATISFIED . . . . .14%
- VERY DISSATISFIED . . 2%
- NO OPINION . . . . . . 1%

2. HOW LONG HAVE YOU LIVED IN GREENVILLE?

- LESS THAN FIVE YEARS .11%
- 5 - 10 YEARS . . . .18%
- 10 - 15 YEARS . . . . 8%
- 15 - 20 YEARS . . . . 8%
- MORE THAN 20 YEARS . .55%
- REFUSE TO ANSWER . . . 0%

3. WHAT STATEMENT WOULD BEST DESCRIBE YOU AS A MEMBER OF YOUR COMMUNITY?

- VERY ACTIVE IN MY COMMUNITY . . .11%
- I AM SOMEWHAT INVOLVED . . . . .35%
- I BECOME INVOLVED WHEN ISSUES AFFECT ME . . . . . . . . . . .20%
- I JUST LIVE HERE . . . . . . . .34%
- NO OPINION . . . . . . . . . . . 0%

4. WHAT WOULD YOU SAY IS THE MOST CRITICAL ISSUE FACING GREENVILLE TODAY?
Taxes/increased taxes (19%), crime/drugs (14%), city government/city council (11%), city budget/fiscal irrepsonsibility (8%)

5. LET'S TALK ABOUT SERVICES THAT THE CITY OFFER. FOR EACH, PLEASE RATE THEM EXCELLENT, GOOD, FAIR OR POOR.

| | E | G | F | P | NO |
|---|---|---|---|---|---|
| A) POLICE | 21% | 50% | 24% | 3% | 2% |
| B) STREET MAINTENANCE | 3% | 28% | 33% | 35% | 0% |
| C) PLANNING AND ZONING | 4% | 28% | 35% | 20% | 13% |
| D) FIRE DEPARTMENT | 29% | 54% | 10% | 1% | 6% |
| E) PARKS AND RECREATION SERVICES | 9% | 48% | 26% | 11% | 6% |
| F) LIBRARY | 33% | 50% | 8% | 1% | 9% |
| G) STORM DRAINAGE | 3% | 33% | 33% | 25% | 6% |
| H) GARBAGE COLLECTION | 12% | 61% | 20% | 6% | 1% |
| I) UTILITY BILLING | 6% | 54% | 24% | 12% | 4% |
| J) CODE ENFORCEMENT | 5% | 38% | 24% | 17% | 16% |
| K) ANIMAL CONTROL | 8% | 50% | 25% | 11% | 6% |
| L) BUILDING PERMITS/INSPECTIONS | 4% | 35% | 23% | 10% | 28% |
| M) RESTAURANT INSPECTION | 9% | 51% | 22% | 6% | 12% |
| N) WATER AND SEWER SERVICE | 7% | 55% | 22% | 13% | 3% |

6. PLEASE RATE THE TAXES OR FEES PAID TO THE FOLLOWING ENTITIES VERY HIGH, HIGH, ABOUT RIGHT, LOW OR VERY LOW . . . .

| | VH | H | AR | L/VL | NO |
|---|---|---|---|---|---|
| A) SCHOOL DISTRICT | 15% | 40% | 31% | 2% | 12% |
| B) CITY OF GREENVILLE | 18% | 43% | 28% | 1% | 10% |
| C) CITY WATER AND SEWER | 14% | 35% | 39% | 1% | 11% |
| D) CITY ELECTRIC | 11% | 41% | 38% | 2% | 9% |
| E) COUNTY | 6% | 34% | 43% | 2% | 15% |
| F) HOSPITAL DISTRICT | 11% | 34% | 39% | 2% | 14% |

7. DID YOU CONTACT THE CITY WITH A CONCERN DURING THE PAST YEAR?

YES . . . . . . . . . .36%
(IF NO, SKIP TO #9) NO . . . . . . . . . . . .63%
DON'T REMEMBER . . . . 1%

8. IF YES: HOW SATISFIED OR DISSATISFIED WERE YOU WITH THE OVERALL SERVICE YOU RECEIVED FROM CITY EMPLOYEES?

VERY SATISFIED . . . .16%
SATISFIED . . . . . .42%
DISSATISFIED . . . . .20%
VERY DISSATISFIED . .22%
NO OPINION . . . . . . 1%

9. WHAT SERVICE OR FACILITY THAT THE CITY CURRENTLY DOES NOT HAVE WOULD YOU LIKE TO SEE PROVIDED?

Recreation center/teen/youth (20%), public transportation (17%), retail business/industry and park/recreation improvements (both 7%)

10. THE CITY IS IN THE PROCESS OF DEVELOPING A COMPREHENSIVE MASTER PLAN. THIS PLAN WOULD BE USED AS A GUIDELINE FOR HOW THE CITY IS DEVELOPED IN THE FUTURE. A COMPREHENSIVE PLAN WOULD INCLUDE EVERYTHING FROM COMMERCIAL AND RESIDENTIAL DEVELOPMENT GUIDELINES TO ROAD EXPANSION. PRESENTLY, HOW SATISFIED OR DISSATISFIED ARE YOU WITH THE FOLLOWING ASPECTS OF GREENVILLE?

| | SS | S | D | SD | NO |
|---|---|---|---|---|---|
| A) THE NUMBER OF RETAIL BUSINESSES IN THE CITY | 8% | 54% | 34% | 3% | 1% |
| B) THE OVERALL CONDITION OF STREETS | 1% | 41% | 41% | 17% | 0% |
| C) THE OVERALL CONDITION OF SIDEWALKS | 1% | 34% | 37% | 18% | 9% |
| D) THE OVERALL APPEARANCE OF YOUR NEIGHBORHOOD | 10% | 64% | 19% | 6% | 0% |
| E) THE OVERALL APPEARANCE OF YOUR CITY | 2% | 56% | 38% | 3% | 1% |
| F) APPEARANCE OF MEDIANS AND RIGHT-OF-WAYS | 1% | 58% | 32% | 6% | 3% |
| G) CITY'S EFFORT TO ATTRACT NEW BUSINESSES | 2% | 43% | 36% | 10% | 8% |
| H) THE OVERALL QUALITY OF PARKS IN THE CITY | 5% | 55% | 25% | 6% | 8% |
| I) THE OVERALL LEVEL OF SAFETY IN THE COMMUNITY | 3% | 75% | 16% | 4% | 2% |
| J) ACCESS TO OR AVAILABILITY OF CULTURAL ACTIVS. | 3% | 59% | 27% | 4% | 7% |

11. I'M GOING TO READ YOU A LIST OF ITEMS. PLEASE TELL ME HOW IMPORTANT OR UNIMPORTANT EACH IS TO YOU IN DETERMINING THE QUALITY OF LIFE IN GREENVILLE?

| | VI | I | U | VU | NO |
|---|---|---|---|---|---|
| A) SHOPPING OPPORTUNITIES IN THE CITY | 29% | 63% | 7% | 1% | 0% |
| B) THE NUMBER OF APARTMENT DWELLINGS | 11% | 49% | 34% | 1% | 5% |
| C) HAVING ADEQUATE PARKS AND RECREATION FACIL. | 28% | 60% | 8% | 0% | 3% |
| D) LARGE LOTS FOR RESIDENTIAL DEVELOPMENTS | 16% | 59% | 18% | 0% | 7% |
| E) A ROAD SYSTEM THAT ALLOWS FOR EASY ACCESS THROUGHOUT THE CITY | 34% | 61% | 2% | 0% | 2% |
| F) HAVING AN ACTIVE AND ATTRACTIVE DOWNTOWN AREA | 36% | 54% | 8% | 1% | 1% |
| G) ABILITY TO PRESERVE HISTORIC DISTRICTS OR NEIGHBORHOODS | 31% | 59% | 9% | 0% | 1% |
| H) HAVING MUSEUMS AND CULTURAL ACTIVITIES | 30% | 57% | 11% | 0% | 1% |
| I) ADEQUATE MEDICAL FACILITIES | 54% | 44% | 1% | 0% | 1% |
| J) AIR ACCESS IN AND OUT OF THE CITY | 18% | 59% | 20% | 0% | 3% |
| K) A CURRENT AND WELL-STOCKED LIBRARY | 40% | 56% | 3% | 0% | 1% |
| L) EMPLOYMENT OPPORTUNITIES | 56% | 40% | 1% | 0% | 2% |

12. LET'S TALK ABOUT HOUSING IN GREENVILLE, AND ESPECIALLY NEW HOME CONSTRUCTION. DO YOU SEE A MAJOR NEED, A MODERATE NEED, A MINIMAL NEED, OR NO NEED FOR NEW HOMES IN THE FOLLOWING PRICE RANGES . . . .

| | MA | MO | MI | NN | NO |
|---|---|---|---|---|---|
| A) $100,000 OR LESS | 44% | 33% | 11% | 5% | 6% |
| B) $100,000 - $150,000 | 13% | 38% | 24% | 18% | 7% |
| C) $150,000 - $250,000 | 3% | 21% | 28% | 38% | 10% |
| D) $250,000 OR HIGHER | 1% | 8% | 22% | 59% | 9% |

13. ONE OF THE COMPONENTS OF THE COMPREHENSIVE PLAN IS A PARKS AND RECREATION DEVELOPMENT PLAN. IN THE PAST 12 MONTHS, HAVE YOU OR ANYONE IN YOUR HOUSEHOLD . . . .

| | YES | NO | DON'T REM |
|---|---|---|---|
| A) VISITED OR USED A CITY PARK OR PARK FACILITY | 60% | 40% | 0% |
| B) VISITED OR USED A CITY ATHLETIC FIELD | 34% | 66% | 0% |
| C) PARTICIPATED IN A YOUTH ATHLETIC LEAGUE | 21% | 79% | 0% |
| D) PARTICIPATED IN AN ADULT ATHLETIC LEAGUE | 9% | 91% | 0% |
| E) PARTICIPATED IN ANY OTHER CLASS OR PROGRAM OFFERED BY GREENVILLE PARKS & RECREATION DEPT. | 12% | 87% | 0% |
| F) VISITED OR USED THE CIVIC CENTER | 48% | 51% | 0% |
| G) VISITED THE CITY POOL | 36% | 63% | 0% |
| H) VISITED THE CITY GOLF COURSE | 17% | 82% | 0% |

14. **(IF YES TO CITY PARKS)** PLEASE TELL ME WHICH CITY PARKS YOU HAVE VISITED IN THE PAST YEAR?
Graham (49%), Wright (31%), Aunt Char (19%), Ja Lu (14%)

15. PLEASE TELL ME HOW SATISFIED OR DISSATISFIED YOU ARE WITH THE FOLLOWING RECREATIONAL ITEMS IN GREENVILLE . . . .

| | VS | S | D | VD | NO |
|---|---|---|---|---|---|
| A) NUMBER OF RECREATIONAL FACILITIES | 5% | 56% | 25% | 5% | 8% |
| B) QUALITY OF RECREATIONAL FACILITIES | 4% | 58% | 21% | 4% | 12% |
| C) OVERALL RECREATIONAL PROGRAM | 2% | 57% | 21% | 4% | 15% |
| D) AVAILABILITY OF FACILITIES FOR USE | 4% | 55% | 22% | 4% | 16% |
| E) HOURS OF OPERATION | 4% | 61% | 12% | 3% | 20% |

16. WHEN THE PARKS PLAN IS COMPLETED, IT MAY MAKE RECOMMENDATIONS FOR ADDITIONAL ATHLETIC FACILITIES AND OTHER LEISURE SERVICES. PLEASE TELL ME HOW IMPORTANT OR UNIMPORTANT YOU THINK IT WOULD BE TO EITHER CONSTRUCT NEW OR ADDITIONAL _______ IN GREENVILLE?

| | VI | I | U | VU | NO |
|---|---|---|---|---|---|
| A) BASEBALL FIELDS | 14% | 49% | 27% | 5% | 6% |
| B) SOFTBALL FIELDS | 12% | 51% | 26% | 5% | 6% |
| C) SOCCER FIELDS | 13% | 52% | 23% | 5% | 6% |
| D) TENNIS COURTS | 9% | 49% | 32% | 3% | 7% |
| E) FOOTBALL FIELDS | 10% | 39% | 40% | 4% | 6% |
| F) VOLLEYBALL COURTS | 8% | 52% | 27% | 3% | 9% |
| G) OUTDOOR BASKETBALL COURTS | 11% | 53% | 24% | 3% | 7% |
| H) HORSESHOE PITS | 6% | 36% | 43% | 5% | 10% |
| I) FRISBEE/DISC GOLF COURSE | 6% | 34% | 43% | 4% | 12% |
| J) MULTI-USE TRAILS | 16% | 55% | 21% | 2% | 6% |
| K) COVERED PICNIC PAVILIONS OR SHELTERS | 21% | 60% | 13% | 1% | 5% |
| L) INDOOR AQUATIC CENTER | 16% | 50% | 27% | 2% | 5% |
| M) FITNESS CENTERS WITH AEROBIC AND WEIGHT TRAINING EQUIPMENT | 17% | 51% | 26% | 2% | 4% |
| N) RACQUETBALL COURTS | 8% | 46% | 36% | 2% | 8% |
| O) PLAYGROUNDS | 29% | 52% | 14% | 1% | 4% |
| P) PICNIC AREAS | 22% | 60% | 15% | 1% | 3% |
| Q) OUTDOOR POOLS | 13% | 49% | 33% | 1% | 4% |
| R) INLINE SKATING COURSE | 9% | 45% | 37% | 1% | 7% |
| S) SENIOR CITIZEN CENTER | 34% | 51% | 9% | 1% | 5% |
| T) SKATEBOARD FACILITY | 9% | 41% | 38% | 2% | 11% |
| U) YOUTH ACTIVITY CENTER | 29% | 50% | 13% | 1% | 6% |
| V) ROCK CLIMBING WALL | 5% | 33% | 50% | 3% | 9% |
| W) BMX PARK | 5% | 38% | 44% | 2% | 10% |

17. FROM THE LIST I JUST READ, WHAT WOULD YOU CONSIDER TO BE THE MOST IMPORTANT RECREATIONAL FACILITY TO CONSTRUCT?
Senior citizen center (28%), youth activity center (22%), playgrounds (8%), baseball fields (6%)

18. NOW, LET'S TALK ABOUT DEVELOPMENT. FIRST, WHICH STATEMENT BEST DESCRIBES YOUR ATTITUDES TOWARDS ADDITIONAL GROWTH IN GREENVILLE?

I CONSIDER MYSELF TO BE PRO GROWTH . . . .49%
I SUPPORT CONTROLLED GROWTH . . . . . . .30%
I SUPPORT LIMITED GROWTH . . . . . . . . .13%
I CONSIDER MYSELF TO BE ANTI-GROWTH . . . 4%
NO OPINION . . . . . . . . . . . . . . . . . 4%

19. HOW STRONGLY WOULD YOU SUPPORT OR OPPOSE FURTHER GROWTH AND DEVELOPMENT IN THE FOLLOWING AREAS . . . .

| | SS | S | O | SO | NO |
|---|---|---|---|---|---|
| A) MOVIE THEATERS | 16% | 56% | 20% | 3% | 5% |
| B) SINGLE-FAMILY HOUSING | 25% | 68% | 4% | 0% | 2% |
| C) MULTI-FAMILY UNITS | 12% | 58% | 24% | 0% | 5% |
| D) MANUFACTURED HOME PARKS | 6% | 38% | 44% | 6% | 6% |
| E) FAST FOOD RESTAURANTS | 4% | 39% | 50% | 3% | 3% |
| F) RESTAURANTS OR CAFETERIAS, OTHER THAN FAST FOOD | 17% | 66% | 14% | 2% | 1% |
| G) GROCERY STORES | 32% | 58% | 8% | 0% | 1% |
| H) ENTERTAINMENT AND RECREATION | 26% | 59% | 10% | 1% | 4% |
| I) FITNESS CENTERS | 14% | 61% | 19% | 1% | 5% |
| J) HEAVY INDUSTRY | 19% | 65% | 11% | 1% | 4% |
| K) WAREHOUSES | 7% | 62% | 23% | 0% | 7% |
| L) HOTELS AND MOTELS | 7% | 52% | 35% | 1% | 4% |
| M) SHOPPING MALLS | 14% | 59% | 24% | 1% | 2% |
| N) RETAIL SHOPPING CENTERS | 16% | 66% | 16% | 0% | 2% |
| O) HIGH-TECH INDUSTRY | 24% | 61% | 9% | 1% | 5% |
| P) AUTOMOBILE DEALERS | 5% | 40% | 50% | 3% | 2% |
| Q) PUBLIC HOUSING | 13% | 58% | 21% | 1% | 6% |
| R) MINOR EMERGENCY MEDICAL FACILITIES | 26% | 63% | 8% | 0% | 2% |
| S) OFFICE BUILDINGS | 12% | 60% | 22% | 1% | 5% |
| T) OUTLET MALLS | 16% | 60% | 21% | 1% | 2% |

20. THE CITY HAS ESTABLISHED THE FOLLOWING GOALS. PLEASE TELL ME HOW SATISFIED OR DISSATISFIED YOU ARE WITH EACH . . . .

| | VS | S | D | VD | NO |
|---|---|---|---|---|---|
| A) ACTIVELY PROMOTING AND STIMULATING PLANNED GROWTH IN THE COMMUNITY | 3% | 56% | 31% | 6% | 4% |
| B) PROMOTING THE DEVELOPMENT, REVITALIZATION, AND HISTORIC PRESERVATION OF DOWNTOWN GREENVILLE | 4% | 56% | 31% | 7% | 2% |
| C) PROMOTING AN APPRECIATION OF THE DIVERSITY IN THE COMMUNITY | 2% | 58% | 29% | 3% | 8% |
| D) ENCOURAGING CITIZEN INPUT SO AS TO INCREASE INVOLVEMENT IN THE DECISION-MAKING PROCESS | 3% | 53% | 32% | 8% | 3% |
| E) UPGRADE INFRASTRUCTURE TO PREPARE FOR GROWTH | 1% | 53% | 30% | 6% | 9% |
| F) PROMOTE EFFICIENT AND EFFECTIVE DELIVERY OF BASIC CITY SERVICES | 3% | 67% | 21% | 2% | 6% |
| G) WORKING COOPERATIVELY WITH LOCAL, STATE AND FEDERAL AGENCIES | 2% | 65% | 13% | 2% | 18% |

21. PLEASE TELL ME HOW STRONGLY YOU AGREE OR DISAGREE WITH THE CITY TAKING ACTION ON THE FOLLOWING . . . .

| | SA | A | D | SD | NO |
|---|---|---|---|---|---|
| A) STRENGTHEN REGULATION OF SIGNS | 12% | 62% | 15% | 3% | 8% |
| B) REGULATE REMOVAL OF TREES WHEN DEVELOPING LAND OR WIDENING STREETS | 13% | 61% | 20% | 1% | 5% |
| C) DESIGN AND SITE DEVELOPMENT STANDARDS FOR THE APPEARANCE OF NEW BUILDINGS | 14% | 67% | 13% | 2% | 5% |
| D) DEVELOP PROGRAMS TO IMPROVE THE APPEARANCE OF HOUSING IN YOUR NEIGHBORHOOD | 20% | 61% | 15% | 1% | 3% |
| E) ACTIVELY INCREASE THE NUMBER OF PARKS, WOODED AREAS AND OTHER AREAS OF SCENIC BEAUTY | 20% | 60% | 15% | 1% | 4% |
| F) IDENTIFY AND PRESERVE AREAS AND BUILDINGS OF HISTORICAL SIGNIFICANCE | 21% | 68% | 9% | 0% | 1% |
| G) OFFERING INCENTIVES TO ENCOURAGE INDUSTRIES TO LOCATE HERE | 27% | 61% | 8% | 1% | 2% |

22. AND HOW STRONGLY WOULD YOU SUPPORT OR OPPOSE THE CITY DEVELOPING A CITY-WIDE TRAIL SYSTEM?

| | |
|---|---|
| STRONGLY SUPPORT . . . | 29% |
| SUPPORT . . . . . . . | 41% |
| OPPOSE . . . . . . . . | 19% |
| STRONGLY OPPOSE . . . | 5% |
| NO OPINION . . . . . . | 7% |

23. WHICH OF THE FOLLOWING SOURCES WOULD YOU BE MOST LIKELY TO UTILIZE TO GATHER INFORMATION ABOUT YOUR CITY? (CIRCLE ALL THAT APPLY)

| | | | |
|---|---|---|---|
| GREENVILLE HERALD BANNER | 78% | ANNUAL CITY CALENDAR . . . | 42% |
| DALLAS MORNING NEWS . . | 32% | LOCAL RADIO STATIONS . . . | 46% |
| CITY WEB SITE . . . . . | 39% | CITY EMPLOYEES . . . . . . | 41% |
| CHAMBER OF COMMERCE . . | 42% | ELECTED OFFICIALS . . . . . | 33% |
| LOCAL ACCESS TV CHANNELS | 60% | OTHER . . . . . . . . . . . | 10% |
| KUUMBA HERITAGE . . . . | 12% | NO OPINION . . . . . . . . | 1% |
| CITY NEWSLETTER . . . . | 63% | | |

24. THE FOLLOWING QUESTIONS ARE FOR CLASSIFICATION PURPOSES ONLY. WHICH OF THESE AGE GROUPS INCLUDES YOUR AGE?

| | | | |
|---|---|---|---|
| 18 - 24 YEARS . . . . | 5% | 55 - 64 YEARS . . . . | 18% |
| 25 - 34 YEARS . . . . | 10% | 65 AND OLDER . . . . . | 33% |
| 35 - 44 YEARS . . . . | 16% | REFUSE TO ANSWER . . . | 0% |
| 45 - 54 YEARS . . . . | 18% | | |

25. DO YOU HAVE ANY CHILDREN, IN THE FOLLOWING AGE RANGES, CURRENTLY LIVING IN YOUR HOME? (CIRCLE ALL THAT APPLY)

| | | | |
|---|---|---|---|
| UNDER 6. . . . . . . . . | 13% | OVER 18 . . . . . . . | 7% |
| 6 - 12 . . . . . . . . . | 14% | NO CHILDREN . . . . . | 65% |
| 13 - 18 . . . . . . . . | 13% | REFUSE TO ANSWER . . . | 6 |

26. IN WHICH OF THE FOLLOWING RESIDENCY CATEGORIES WOULD YOU CATEGORIZE YOURSELF?

| | |
|---|---|
| OWNER. . . . . . . . . | 82% |
| RENTER . . . . . . . . | 16% |
| REFUSE TO ANSWER . . . | 1% |

THAT'S THE END OF OUR SURVEY BUT COULD I CHECK TO SEE IF I DIALED THE CORRECT NUMBER. I DIALED ___________. AND COULD I HAVE YOUR FIRST NAME, ONLY IN CASE MY SUPERVISOR HAS TO VERIFY THIS INTERVIEW?_____________________. THANK YOU AND HAVE A NICE EVENING.

CALLER INI.______ SHEET NUMBER _____ ZIPCODE______ SURVEY LENGTH______