Cumberland County, PA Comprehensive Plan: Household Opinion Survey Analysis on Draft Goals and Objectives

Center for Land Use and Sustainability

SHIPPENSBURG UNIVERSITY

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Executive Summary

Cumberland County Planning Department engaged the Center for Land Use and Sustainability (CLUS) at Shippensburg University to gather public feedback on the goals and objectives laid out in the proposed 2017 Comprehensive Plan update. Funding for this project came from the Greater Harrisburg Association of REALTORS®. A survey developed by the Cumberland County Planning Department with input from the Center for Land Use and Sustainability was available online from January 11 - April 30, 2017 at www.centerforlanduse.org/cpsurvey2016, or paper surveys were available on request by calling the Cumberland County Planning Department. Survey sections reflected themes found in the goals and objectives: *Conserve*, *Grow*, and *Connect*.

A postcard was mailed to 6,200 randomly selected county residential addresses, inviting participants to take the survey. In addition to the randomly selected sample, Cumberland County Planning Department invited all interested Cumberland County residents to partake in the survey through a coordinated media and social media push. Of the 2,992 completed surveys, 399 surveys were from the random sample and 2,593 surveys were completed by participants not part of the random sample (the convenience sample).

Survey Respondent Characteristics

Approximately 97% of survey respondents currently live in Cumberland County with the majority having lived in the County for 11 or more years. Over 90% of respondents own their own residence. Currently, 49% of survey participants work in the County with 20% working in a nearby county; 26% of participants are retired; 4% are not employed and 1% work out of state.

Over 70% of survey participants completed graduate or undergraduate degrees. Recent Census Data from 2011-2015[1] shows that 32.7% of Cumberland County residents have a Bachelor's degree or higher. Thus, the portion of survey participants with a degree were overrepresented in comparison to the County population in terms of education level. While almost a quarter of participants declined to provide a response with their gender, of those that did, 52% were women and 48% men. In total, 94% of survey participants selected white for race, which is over representative when compared to Census Data for Cumberland County[2]. The median age of survey participants was 52 years.

Conserve

To address the *Conserve* goal of the Comprehensive Plan, survey participants were asked to rate the importance of objectives related to natural, cultural, and recreational resources required to support a high quality of life, protect public health, and spur economic growth Cumberland County. Most survey participants designated items within the *Conserve* theme as important. Participants favored maintaining existing parks (94%) over developing new parks, trails, and greenways (78%). Of the 12 objectives

[1] QuickFacts for Cumberland County, Pennsylvania (2011-2015). United States Census Bureau. https://www.census.gov/quickfacts/fact/table/cumberlandcountypennsylvania/PST045216.
[2] QuickFacts for Cumberland County, Pennsylvania (2011-2015). United States Census Bureau. https://www.census.gov/quickfacts/fact/table/cumberlandcountypennsylvania/PST045216.

related to natural and cultural resources, protecting steep slopes (53%) in Cumberland County received the lowest percentage of participants indicating importance.

Approximately 81% of survey participants support an increase in funding from the County budget to allow additional farms to participate in the farmland preservation program and 77% support an increase in funding from the County budget to allow the development of additional parks, trails, and nature preserves. Five dollars was the median while $10.00 was the most frequently cited amount households were willing to pay annually in additional taxation for each program.

Grow

Survey participants were asked questions relating to the *Grow* goal of the Comprehensive plan, where Cumberland County's planned commercial, industrial, and residential growth must be founded upon suitable public facilities and compatible land use patterns that enhance our position as a preferred place to live, work, conduct business, and visit.

In terms of economic development, attracting visitors and new businesses to Cumberland County were viewed as less important to survey participants than reusing existing developed sites (95%). Approximately 58% of survey respondents report it is important to provide grants and financing opportunities to businesses in Cumberland County, while 26% report a neutral opinion on the matter, and 14% report it is not important. With the mix of responses on this statement, the County may benefit from developing an educational campaign on this matter.

Housing is the second component to the *Grow* theme. Article 25 of the US Declaration of Human Rights[3] states that housing is a human right. Specifically, "everyone has the right to a standard of living adequate for the health and well-being of himself and of his family, including … housing … and the right to security in the event of unemployment, sickness, disability, widowhood, old age or other lack of livelihood in circumstances beyond his control." While 72% of survey participants responded it is important to provide appropriate housing for special needs populations (persons with disabilities, the elderly, etc.), it drops to 58% at providing housing at market rates that are affordable across all income levels with 20% reporting it not to be important. As communities grapple with how to provide housing in the marketplace that is attainable across different income levels, including working poor families, the responses to this question will need to be explored more fully with residents. Overall, survey responses in the housing section hovered around 58% in being important, with another 17% reporting that the corresponding statements were not important. The exception in this portion of the housing statements is that 83% of survey participants reported it is important to preserve and rehabilitate the existing housing stock.

When examining opinions of type of housing stock, it becomes apparent that as housing value of a particular stock goes down, resident opinion of having way too much of that particular type of housing stock rises, for example: Single Family Detached (17%), Two Family Attached (19%), Townhouses (29%), Apartments (21%), and Mobile Homes (40%). According to 2011-2015 American Community Survey[4],

[3] Universal Declaration of Human Rights. 1948. United Nations General Assembly. http://www.ohchr.org/EN/UDHR/Documents/UDHR_Translations/eng.pdf

[4] Selected Housing Characteristics for Cumberland County, Pennsylvania (2011-2015). United States Census Bureau. https://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=ACS_15_5YR_DP04&prodType=table

4.8% of all housing units in Cumberland County are mobile homes. This is only a fraction higher than the state average of 4.1%, but considerably higher when compared to our urban neighbor of Dauphin County (2.9%), yet much less when compared to our rural neighbor of Perry County (12.4%).

There is a lack of knowledge related to Tiny Homes, as nearly 42% of survey respondents reported "I'm not sure" when asked if Cumberland County has too much, not enough, or the right amount of this residential type. An educational campaign to increase the understanding and value of tiny homes in Cumberland County is warranted as the young adult, living alone population is projected to increase, not to mention the increasing older adult population that may be looking to downsize, but still live independently.

Of the seven statements on the importance of community facilities, four statements scored above 90% by survey participants in being important (repair existing sewer and water systems; protect drinking water supplies; provide emergency services; provide solid waste disposal and recycling services), with providing adequate public utilities to support current and future development opportunities at 82%. Providing wireless broadband technology and expanding sewer and water systems to support future growth were indicated as important by 70% of survey participants.

Statements related to planned land use showed more variation in participant responses than all other categories. The clear direction from the data is that survey participants believe it to be important to maintain existing properties (87%), but less than half (47%) report it is important to improve the appearance of new buildings. Less than a quarter of survey respondents reported it to be important to allow commercial uses to be located near residential uses, with 45% saying it is not important at all. Finally, just under three-quarter of survey participants report that locating new development near existing infrastructure and minimizing conflicts between new and existing development is important.

When it comes to the amount of land use types, survey participants were clear that there is not enough open space (60%) and recreational facilities (57%) in Cumberland County, and that there is too much warehousing (66%). Hovering just below 50%, survey participants believe there is just the right amount of big box retail and shopping centers, but both of these land use types also have 37% of participants stating that there is too much. Healthcare and human services was identified as being just the right amount by 64% of survey participants but over one-quarter believe that there is not enough healthcare and human services available. Manufacturing (47%) and agriculture (54%) are the two land use types where survey participants responded it to not be enough in the County.

Connect

The *Connect* goal of the comprehensive plan states that Cumberland County must be connected locally and globally through a safe, efficient transportation system and proactive, collaborative stakeholder relationships. Survey participants were asked questions related to this goal.

In terms of transportation objectives, survey participants are clear that they want Cumberland County to maintain existing roads (97%), replace structurally deficient bridges (95%), and reduce congestion (86%). Fifty percent of survey participants report expanding more opportunities for bicycling to be important while 28% reported it not being important. Older survey participants were more likely to report bicycling expansion to not being important compared to younger survey participants. Providing more sidewalks was important to 53% of survey participants and 57% believe it to be important to increase public transit

service and encourage rail freight transportation. Only 27% of survey participants identified improving and preserving Carlisle Airport to be important.

Communication with residents is an essential component of county government. The County's objective to provide continuous opportunities for resident engagement and communication has two strategies: to maintain and enhance the Planning Department website and engage residents via social media. These two strategies may need to be expanded upon based on survey participant input. Survey respondents from both samples identified email (49%) and mail (41%) as the two best communication methods. One-third of respondents identified the County website as a good communication method. Using social media, such as Twitter and Facebook, will need to be explored more as there was discrepancy between the random sample and the convenience sample. Only 20% of the randomly selected survey participants identified social media as the best way to communicate with them compared to 35% of the convenience sample. This difference is not entirely surprising, as it is likely that many in the convenience sample discovered the survey via social media engagement. The differences between the two samples regarding the use of social media may be attributed to the age difference in the two cohorts with the random sample being 5 years older than the convenience sample. In short, older adults participating in this survey indicate they are less likely to use social media to receive communication from Cumberland County.

Conclusions

This executive summary is part of the 2017 Cumberland County, PA Comprehensive Plan: Household Opinion Survey Analysis and can be requested from the Cumberland County Planning Department. While the executive summary has provided an overview of results based on the 2,992 survey participants, the full report provides information on each survey statement by random sample (N=399) and convenience sample (N=2,593) plus written summaries of the categorization of nearly 1,675 comments collected from three open-ended survey questions.

Introduction

The Pennsylvania Municipalities Planning Code ("MPC", Act 247 of 1968, as reenacted and amended) requires all counties to prepare a comprehensive plan following guidelines established in the statute. Further, the MPC requires general consistency between the county comprehensive plan and municipal comprehensive plans those townships and boroughs have adopted. This required "general consistency" of municipal and county comprehensive plans ensures that issues that transcend municipal boundaries are effectively coordinated between the municipal and county level. Municipalities implement the policy guidance found in coordinated municipal and county comprehensive plans through local zoning, subdivision, and official map ordinances.[5]

The Cumberland County Comprehensive Plan effectively addresses the required elements of a comprehensive plan as outlined in Section 301 of the MPC. The plan has been concisely organized and simply written to create a user-friendly document, easily understood by a broad cross-section of county residents and stakeholders. The plan is intended to be primarily an electronic document that provides users with the most current data in a readily accessible, widely available document.

The plan is structured around 3 major themes (*Conserve*, *Grow*, and *Connect*), functional elements for each theme, and accompanying goals, objectives, and strategies for each functional element. The organization of the plan moves from general issue identification to specific actions that the County should take in order to address each issue (*Figure 1*).

Figure 1. Chart outlining the long range guidelines for updating Cumberland County Comprehensive Plan.

General	**Plan Elements**	**Description**		
	Themes *(chapters of the plan representing the overarching challenges facing the County)*	*Conserve*	*Grow*	*Connect*
	Functional Elements *(Issues that should be considered under each theme)*	Natural Resources Agriculture Preservation Historic Preservation	Economic Development Housing Community Facilities Land Use	Transportation Stakeholder Engagement
	Goals	The aspirational future condition for each functional element		
Specific	**Objectives**	The actions that must be taken to achieve the goal		
	Strategies	Specific steps that outline how to achieve each objective		

[5] More background information provided by the Cumberland County Planning Commission can be found online: http://centerforlanduse.org/projects/ccpc/ or https://www.ccpa.net/120/Planning

Cumberland County Planning Department engaged the Center for Land Use and Sustainability at Shippensburg University to gather public feedback on the goals and objectives of the proposed Comprehensive Plan to address the goal of stakeholder engagement (Forge strong partnerships with government organizations, nonprofits, educational institutions, and residents to effectively address issues that supersede political boundaries) within the *Connect* theme. Funding for this project came from the Greater Harrisburg Association of REALTORS®.

Methodology

In total, 6,200 county residential addresses were randomly selected and mailed a postcard inviting them to take the survey (see postcard on next page). In addition to the randomly selected sample, Cumberland County Planning Department invited all interested Cumberland County residents to partake in the survey through a coordinated media and social media push. Media coverage of the Cumberland County Comprehensive Plan Survey Feedback included ABC27 plus the social media outlets of the County's Facebook page and distribution through available email lists. The CLUS also promoted the survey through its social media accounts throughout the survey campaign period. The survey was available from January 11 - April 30, 2017 online at www.centerforlanduse.org/survey (or /cpsurvey2016) and paper surveys were available on request by calling Cumberland County Planning Department.

There were 3,255 total survey entries, including 31 paper surveys. Out of this number, 412 indicated having received the postcard from the Cumberland County Planning Department, which meant that household (HH) was part of the random sample. Participants not in the random sample made up what is termed the "convenience sample." Once partial and duplicate surveys (likely due to technical errors) were deleted, the surveys used for analysis purposes were 2,992 total entries.

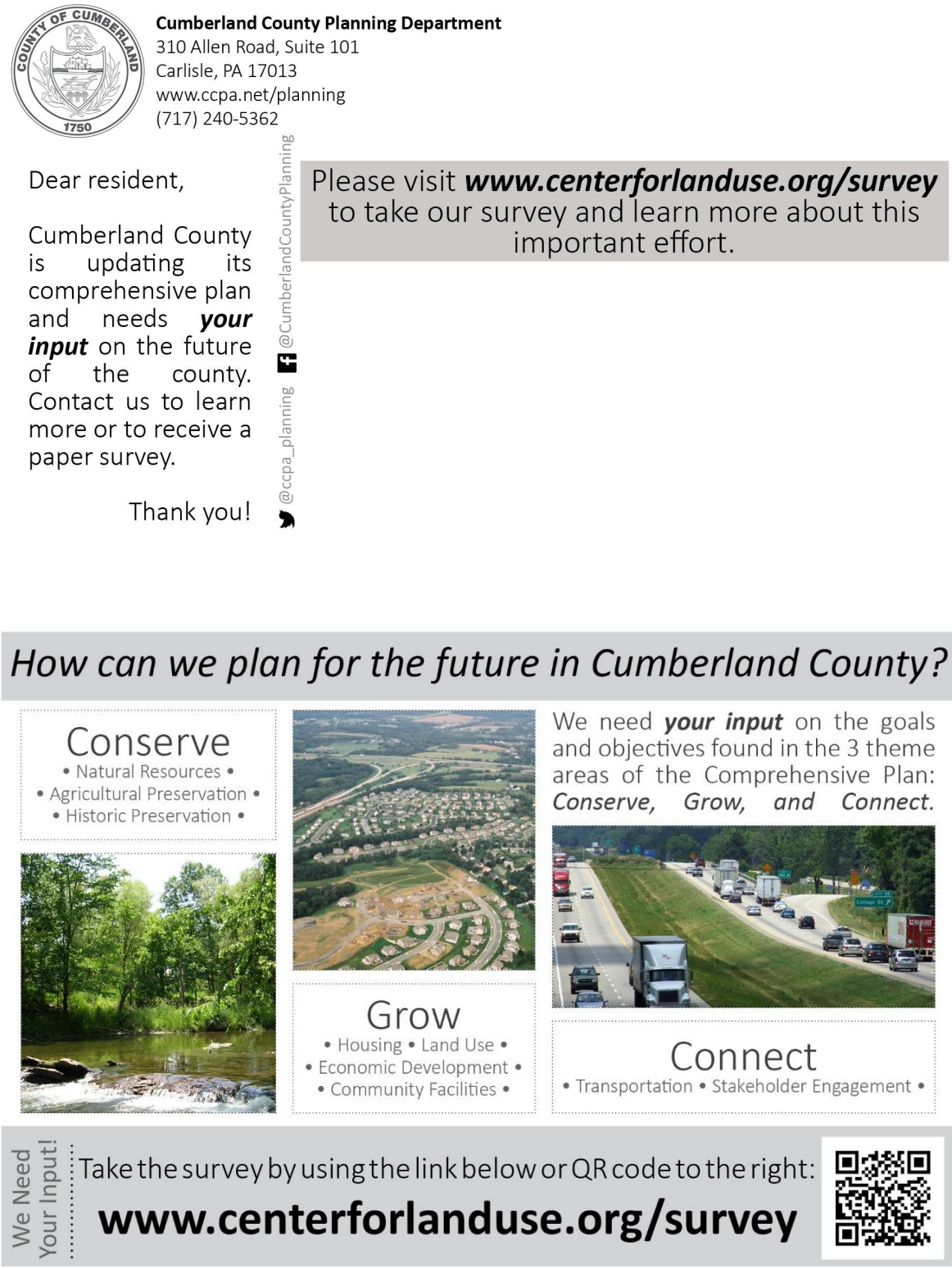
The 2,992 completed surveys breaks down to:

- Random sample = 399 surveys
- Convenience Sample = 2,593 surveys

Postcards were designed by the Center for Land Use and Sustainability (*Figure 2*), with input from the Cumberland County Planning Department and County Commissioners, for distribution to the 6,200 households in the random sample. Contact information for the Cumberland County Planning Department office (address, website, phone, and social media) and the following statements were included:

> *"Dear resident, Cumberland County is updating its comprehensive plan and needs **your input** on the future of the county. Contact us to learn more or to receive a paper survey. Thank you!"*
>
> *"Please visit **www.centerforlanduse.org/survey** to take our survey and learn more about this important effort."*

Figure 2. Front and back of postcard mailed to random sample.



Analysis

Excel and IBM SPSS 24 was utilized to organize, clean, sort, and analyze quantitative survey results. NVIVO Pro, version 11 assisted in the qualitative analysis of three open-ended comments. The analysis is a comparison of frequencies between the random (N=399) and convenience samples (N=2,593) on 80 statements. There were also three open ended questions that yielded nearly 1,675 comments. The comments were organized into themes and integrated into the report through the use of word clouds and/or other narrative description throughout the report where applicable. The comments were not separated by random and convenience samples.

The survey design followed the functional elements of each of the three themes (identified in the Introduction) with mostly forced response options. There were two primary scales used in the survey depending on whether the statements were assessing importance given to a matter by the household participant or the amount types.

- The scale of importance begins with "1 - not important at all", "2 - Somewhat unimportant", "3 - neutral", "4 – Somewhat important", "5 - extremely important", and a category labeled, "I'm not sure". To make the scale more useful in analysis, the scale was recoded into the following 4 categories: "1 = Somewhat unimportant to not important at all", "3 = Neutral", "5 – Somewhat important to extremely important", or "I'm not sure".
- The scale to gather whether Cumberland County has too much, not enough, or just the amount of residential types and types of land uses, "1 - way too much", "2 – Somewhat too much", "3 - just the right amount", "4 – Somewhat not enough", 5 - way not enough", and " a category labeled "I'm not sure". To make the scale more useful in analysis, the scale was recoded into the following 4 categories: "1 = Somewhat too much to way too much", "3 = Neutral", "5 – Somewhat not enough to way not enough", or "I'm not sure".

Again, the survey question on whether the household (HH) received a postcard informing them about the survey allowed the research team to categorize the results into two groups: random sample and convenience sample.

Almost all survey participants answered the content statements/questions; however, there was an increase in missing data, up to 8%, for the last three content sections: Types of Land Use, Housing Types; and Increasing Funding from County Budget. Then, moving from the content to survey participant characteristics at the end of the survey experienced a dramatic increase in missing data (up to 24% on gender). In short, survey participants declined to answer demographic questions. This may be due to survey fatigue as these questions were at the end, or because they did not see how one's characteristics shape their understanding of and interaction with their community.

The next section of analysis moves into examining survey results. For each statement, we will compare the randomly selected households to the convenience sample. The aggregate data from the random sample will be presented first followed by the convenience sample data. This means that in the Survey Participant Characteristics section, the reader will see the labels of random sample or convenience sample in the chart or table title. For the *Conserve*, *Grow*, and *Connect* sections, the same format will

follow, in that random sample results will be presented first followed by the convenience sample results. Instead of using these labels, the reader will view a question "Did your HH receive postcard?" If the response is "yes", then the reader is viewing the random sample results, but if it says "no," it means the results are from the convenience sample.

Survey Participant Characteristics

Survey participant characteristics are important to the research team in examining whether the diversity of Cumberland County is represented in the feedback process. The target population of the survey were Cumberland County residents, and the results demonstrate success in reaching residents, with over three-quarters of respondents having lived in the County for 11 or more years. Moreover, 49% of survey participants live and work in Cumberland County; 20% live in Cumberland County, but work in another county; 4% are not employed (this category includes stay-at-home mothers and we acknowledge they are working by caring for young child(ren) and the household); 26% of residents who completed the survey are retired; and 1% identified the Other category when it came to whether or not they work in Cumberland County. Many of these Other responses were for individuals living in Cumberland County, but with sales territories in other states. A few participants indicate that they live in Cumberland County, but work in another state (Maryland and Virginia).

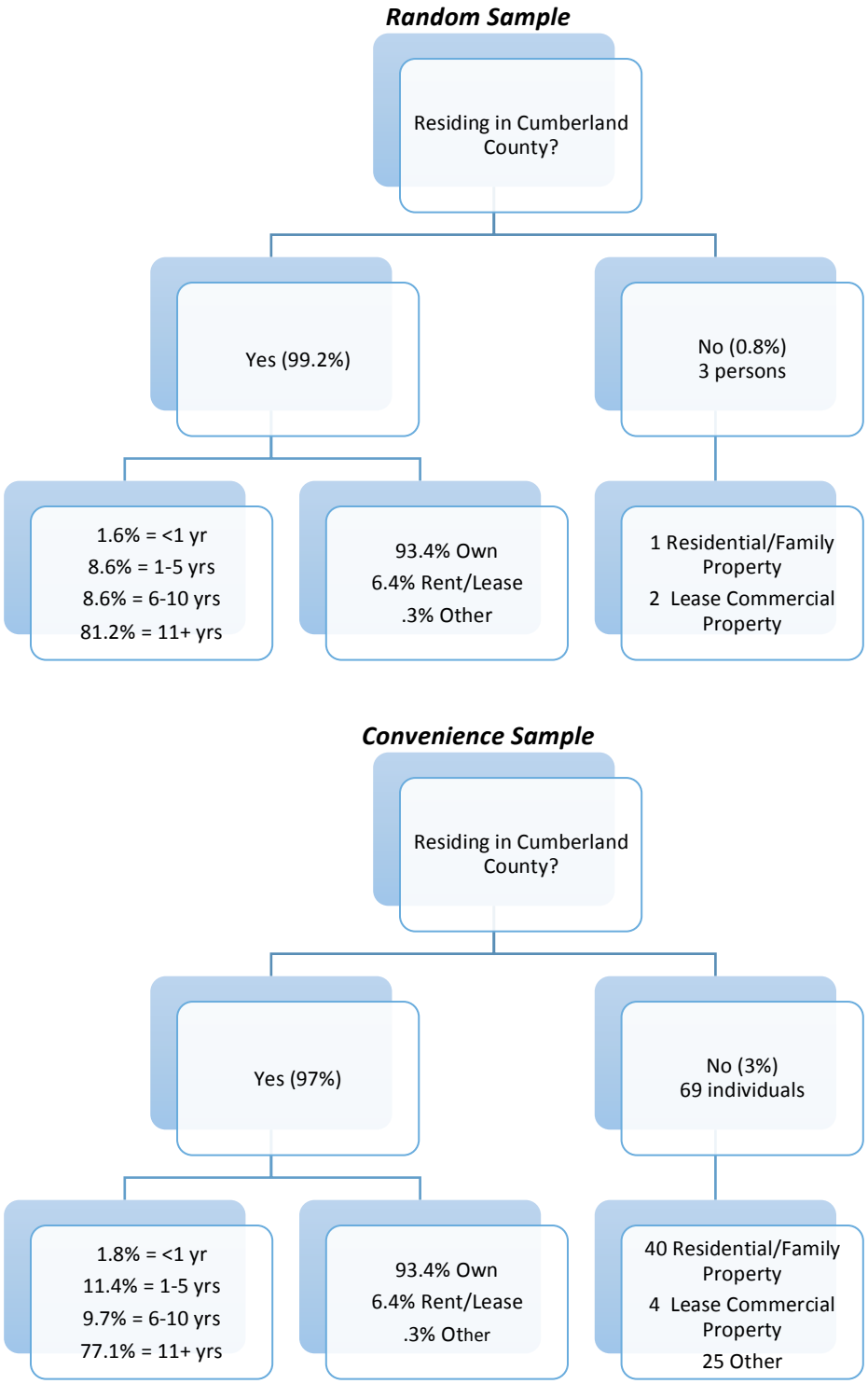
This section on survey participant characteristics begins with Cumberland County residency, tenure and the geographical location of survey participants. Following residency, the report summarizes other demographic characteristics of education, gender, marital status, and race/ethnicity. Please note that random sample results will be presented first, followed by the convenience sample.

Residency, Tenure, and Geography

Residency and Tenure

Survey participants were asked whether or not they reside in Cumberland County, how long they have lived in the county (if yes), their connection to Cumberland County (if not), and whether they own or rent/lease their home. A comparison of the random and convenience sample is shown in *Figure 3*.

Figure 3. Comparison of the Random and Convenience sample in terms of residency and tenure, with percent (%) of survey participants that provided this response.



Geography

Sorted by random and convenience sampling, the tables below summarize the participation rates by municipality. In the random sample, there were three municipalities that had a zero response rate or were a part of the 6% who declined to identify their municipality. The three missing municipalities were: Cooke Township, South Newton Township, and Upper Frankford Township. In the convenience sample, only Upper Frankford Township was not represented or was part of the nearly 13% of respondents declining to answer.

Table 1. Municipality provided by each respondent in the Random Sample, with frequency indicating the number of participants selecting this response, percent (%) indicating the percent of all responses, valid percent corrects for missing responses, and cumulative percent representing the sum of valid percents.

Municipality of Survey Participants (Random Sample)				
	Frequency	Percent	Valid Percent	Cumulative Percent
Camp Hill borough	14	3.5	3.7	3.7
Carlisle borough	23	5.8	6.1	9.9
Dickinson township	8	2.0	2.1	12.0
East Pennsboro township	24	6.0	6.4	18.4
Hampden township	55	13.8	14.7	33.2
Hopewell township	6	1.5	1.6	34.8
Lemoyne borough	5	1.3	1.3	36.1
Lower Allen township	23	5.8	6.1	42.2
Lower Frankford township	1	0.3	0.3	42.5
Lower Mifflin township	2	0.5	0.5	43.0
Mechanicsburg borough	19	4.8	5.1	48.1
Middlesex township	11	2.8	2.9	51.1
Monroe township	15	3.8	4.0	55.1
Mount Holly Springs borough	2	0.5	0.5	55.6
Newburg borough	1	0.3	0.3	55.9
New Cumberland borough	9	2.3	2.4	58.3
Newville borough	2	0.5	0.5	58.8
North Middleton township	17	4.3	4.5	63.4
North Newton township	2	0.5	0.5	63.9
Penn township	5	1.3	1.3	65.2
Shippensburg borough	4	1.0	1.1	66.3
Shippensburg township	1	0.3	0.3	66.6
Shiremanstown borough	5	1.3	1.3	67.9
Silver Spring township	43	10.8	11.5	79.4
Southampton township	9	2.3	2.4	81.8
South Middleton township	20	5.0	5.3	87.2
Upper Allen township	25	6.3	6.7	93.9
Upper Mifflin township	3	0.8	0.8	94.7
West Pennsboro township	17	4.3	4.5	99.2
Wormleysburg borough	2	0.5	0.5	99.7
Don’t know	1	0.3	0.3	100.0
Total	374	93.7	100.0	
Missing	25	6.3		
Total with Missing	399	100.0		

Table 2. Municipality provided by each respondent in the Convenience Sample, with frequency indicating the number of participants selecting this response, percent (%) indicating the percent of all responses, valid percent corrects for missing responses, and cumulative percent representing the sum of valid percents.

Municipality of Survey Participants (Convenience Sample)				
	Frequency	Percent	Valid Percent	Cumulative Percent
Camp Hill borough	78	3.0	3.4	3.4
Carlisle borough	194	7.5	8.6	12.0
Cooke township	5	0.2	0.2	12.2
Dickinson township	52	2.0	2.3	14.5
East Pennsboro township	121	4.7	5.3	19.9
Hampden township	308	11.9	13.6	33.5
Hopewell township	11	0.4	0.5	34.0
Lemoyne borough	25	1.0	1.1	35.1
Lower Allen township	110	4.2	4.9	39.9
Lower Frankford township	14	0.5	0.6	40.5
Lower Mifflin township	12	0.5	0.5	41.1
Mechanicsburg borough	95	3.7	4.2	45.3
Middlesex township	86	3.3	3.8	49.1
Monroe township	89	3.4	3.9	53.0
Mount Holly Springs borough	17	0.7	0.8	53.8
Newburg borough	1	0.0	0.0	53.8
New Cumberland borough	43	1.7	1.9	55.7
Newville borough	8	0.3	0.4	56.1
North Middleton township	94	3.6	4.2	60.2
North Newton township	28	1.1	1.2	61.4
Penn township	28	1.1	1.2	62.7
Shippensburg borough	27	1.0	1.2	63.9
Shippensburg township	12	0.5	0.5	64.4
Shiremanstown borough	6	0.2	0.3	64.7
Silver Spring township	317	12.2	14.0	78.7
Southampton township	40	1.5	1.8	80.4
South Middleton township	175	6.7	7.7	88.2
South Newton township	19	0.7	0.8	89.0
Upper Allen township	129	5.0	5.7	94.7
Upper Mifflin township	20	0.8	0.9	95.6
West Pennsboro township	74	2.9	3.3	98.9
Wormleysburg borough	16	0.6	0.7	99.6
Don't know	10	0.4	0.4	100.0
Total	2264	87.3	100.0	
Missing	329	12.7		
Total with Missing	2593	100.0		

Education, Gender, Marital Status, Race/Ethnicity, and Age

Education, Gender, Marital Status, and Race/Ethnicity

Table 3. Education, gender, marital status, and race/ethnicity of survey participants. The valid percent for each category is listed below. The valid percent corrects for missing responses.

Random Sample

Of the survey participants in the random sample who provided background demographic information, responses for education level, gender, marital status, and race/ethnicity were the following:

Level of Education

- 0.8% Some High School or Less
- 12.2% HS or GED
- 17.8% Some College
- 39.8% College Graduate
- 29.4 Graduate Degree(s)

Gender

- 45% Women
- 55% Men

Marital Status

- 14% Single
- 74% Married
- 12% Separated, Divorced, Widowed

Race/Ethnicity

- 0.81% American Indian
- 2.42% Asian
- 0.81% Black or African American
- 0.54% Hispanic/Latino
- 0.27% Native Hawaiian or Other Pacific Islander
- 93.55% White
- 1.61% Other

Convenience Sample

Of the survey participants in the convenience sample who provided background demographic information, responses for education level, gender, marital status, and race/ethnicity were the following:

Level of Education

- 0.4% Some High School or Less
- 10.8% HS or GED
- 18.3% Some College
- 40.5% College Graduate
- 30% Graduate Degree(s)

Gender

- 53% Women
- 47% Men

Marital Status

- 15% Single
- 74% Married
- 11% Separated, Divorced, Widowed

Race/Ethnicity

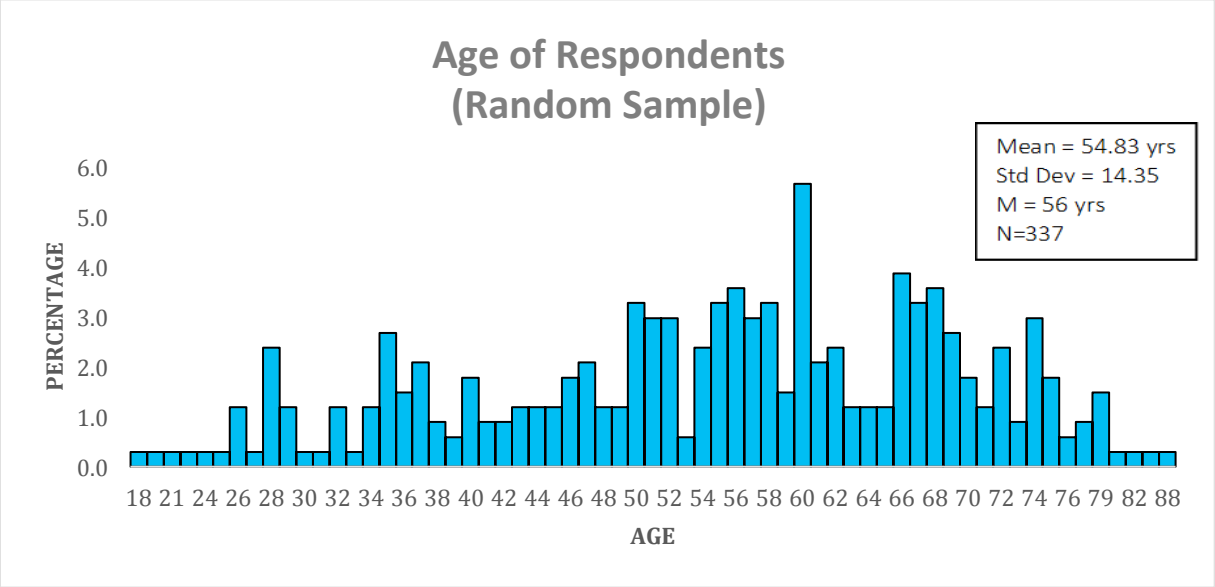
- 0.84% American Indian
- 1.01% Asian
- 0.97% Black or African American
- 1.41% Hispanic/Latino
- 0.26% Native Hawaiian or Other Pacific Islander
- 93.66% White
- 1.85% Other

Participant Age

In the Random Sample, survey respondents had the mean age of 54.8 years (Standard Deviation of 14.3 years) (*Figure 4*). The Median age of the random sample was 56 years. This group ranged from 18 years to 88 years old with mode of 60 years (5.6% of participants reported this age in the random sample). Approximately 84% of the 399 random sample participants reported their age.

*T*he age of survey respondents in the Convenience Sample was younger than in the Random Sample, with an average of 50.4 years (Standard Deviation of 14.97 years). The Median age, 51 years, was similar to its mean age. The mode of the convenience sample, 65 years, was older than in the random sample. Some of this frequency occurred because several respondents wrote "65+" which was recoded as "65" in the database during analysis. Approximately 82% of the 2,593 convenience sample respondents recorded their age. Again, many individuals chose not to share their age.

Figure 4. Comparison of Survey Participant Age in the Random Sample and Convenience Sample.



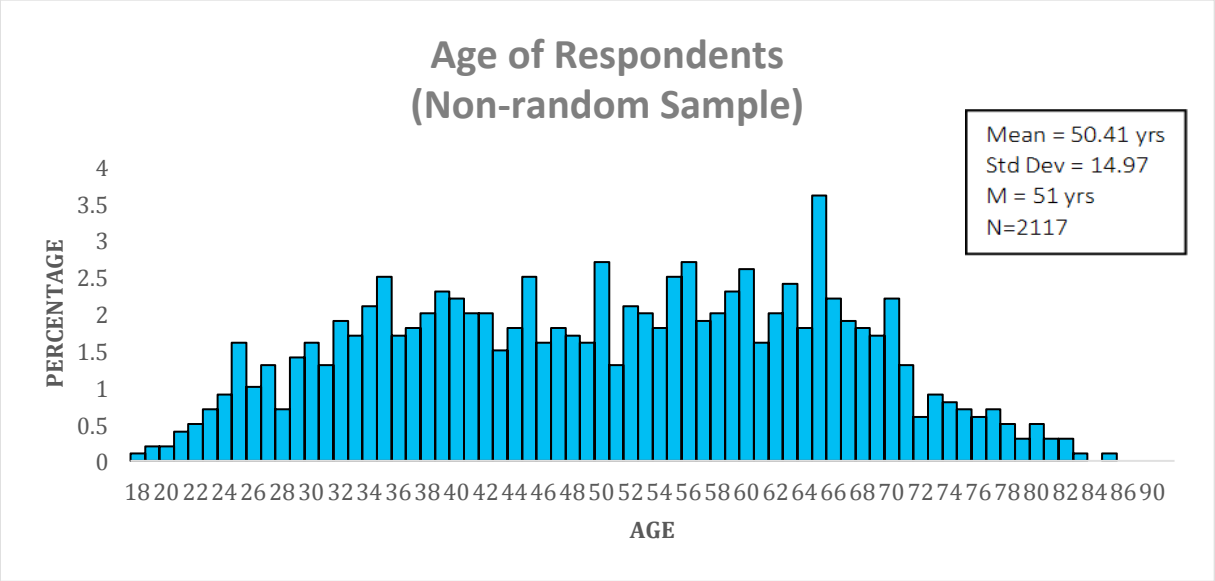
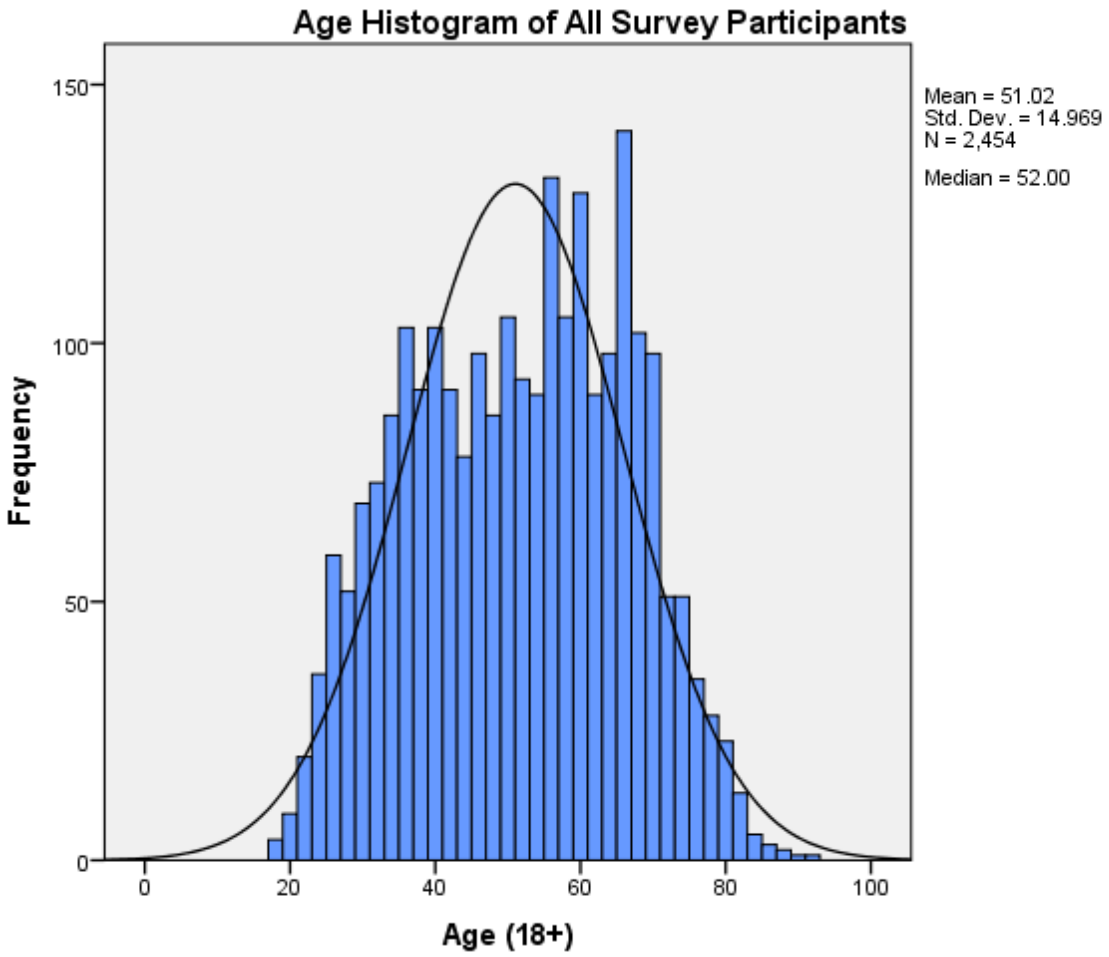


Figure 5. Age frequencies of participants from Random and Convenience Sample. Note that the histogram is skewed toward older adults.



Figures and tables on the following pages are broken into sections relating to the *Conserve*, *Grow*, and *Connect* themes of the proposed Cumberland County Comprehensive Plan. Each figure or table is labeled with the question asked, and whether it relates to the random sample (Did your HH receive postcard?= yes) or convenience sample (Did your HH receive postcard?= no). In the frequency tables below the pie charts frequency indicates the number of participants selecting this response, percent (%) indicates the percent of all responses, valid percent corrects for missing responses, and cumulative percent represents the summing of the valid percents. The valid percent of each category is represented in the pie chart; however, due to space limitations in the pie chart, if the category represented less than 5% of survey responses, the percent label is not placed (one will simply see a sliver of color representing that category). All percentages can be viewed in the frequency charts.

Conserve

Cumberland County must conserve the natural, cultural, and recreational resources that represent the basic, essential elements required to support a high quality of life, protect public health, and spur economic growth.

The four goals of this theme are:

1. Conserve the important natural resources of Cumberland County
2. Preserve and maintain the agricultural lands of Cumberland County and promote the agricultural industry
3. Establish and maintain interconnected system of parks, trails and greenways to serve the recreational and transportation needs of all County residents
4. Protect and enhance areas and structures that have substantially contributed to the heritage and character of the County for the enjoyment of current and future generations

Natural and Cultural Resources

This section of the survey contained 12 statements aligned with the proposed *Conserve* Cumberland County Comprehensive Plan theme. Seeking opinions regarding the importance of objectives related to natural and cultural resources in Cumberland County, respondents identified importance on a scale from Not at all important, Somewhat unimportant, Neutral, Somewhat important, Extremely important, or I'm not sure on the following 12 statements:

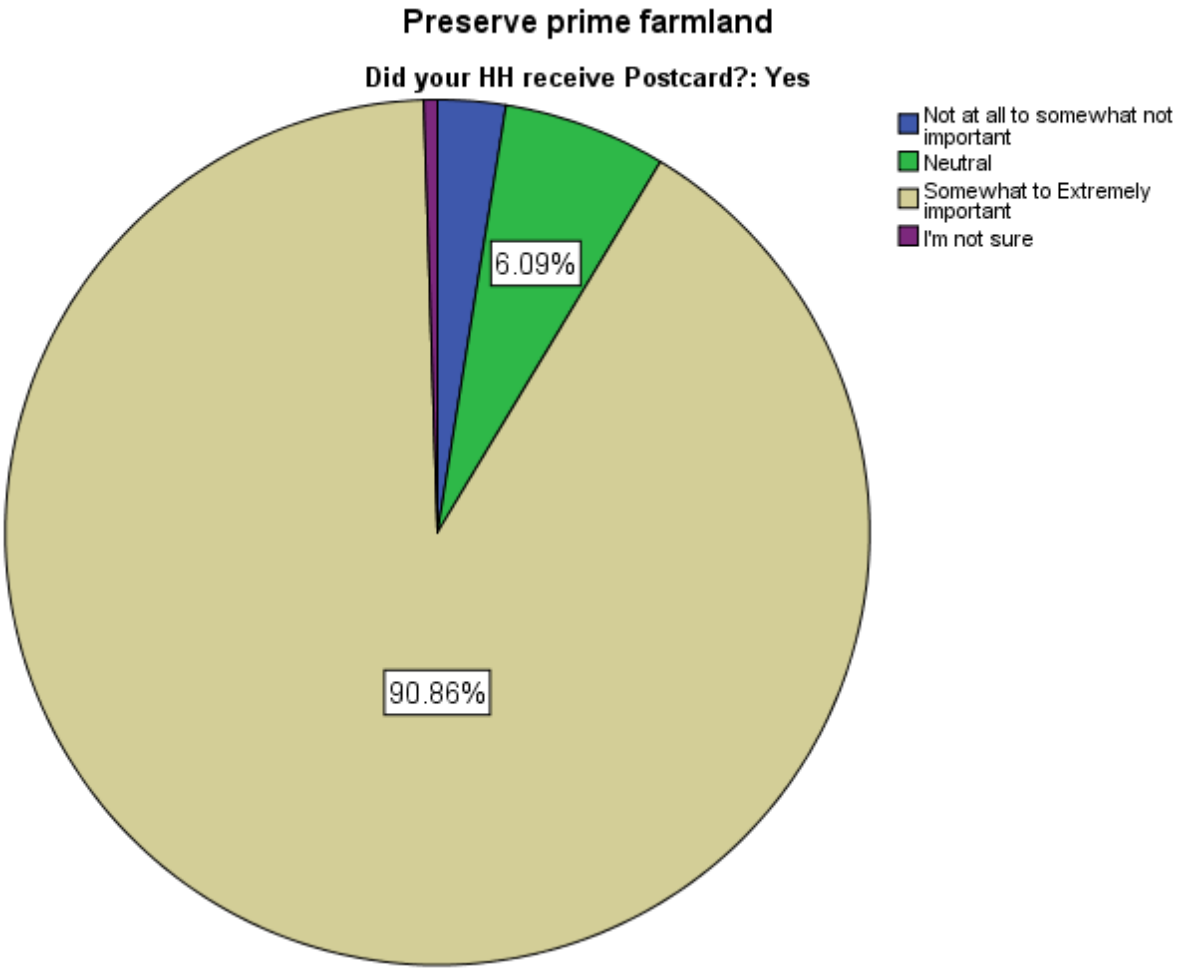
1. Preserve prime farmland
2. Develop new parks, trails, and greenways
3. Maintain existing parks
4. Preserve woodlands
5. Improve air quality
6. Preserve wetlands
7. Protect threatened and endangered plant/animal species
8. Protect steep slopes (i.e. lands with slopes over 15%)
9. Improve water quality in streams and lakes
10. Reduce flooding
11. Preserve historic sites and structures
12. Preserve scenic vistas

To make the scale more useful in analysis, the scale was recoded into the following 4 categories:

- Somewhat unimportant to not important at all
- Neutral
- Somewhat important to extremely important
- I'm not sure

Preserve Prime Farmland

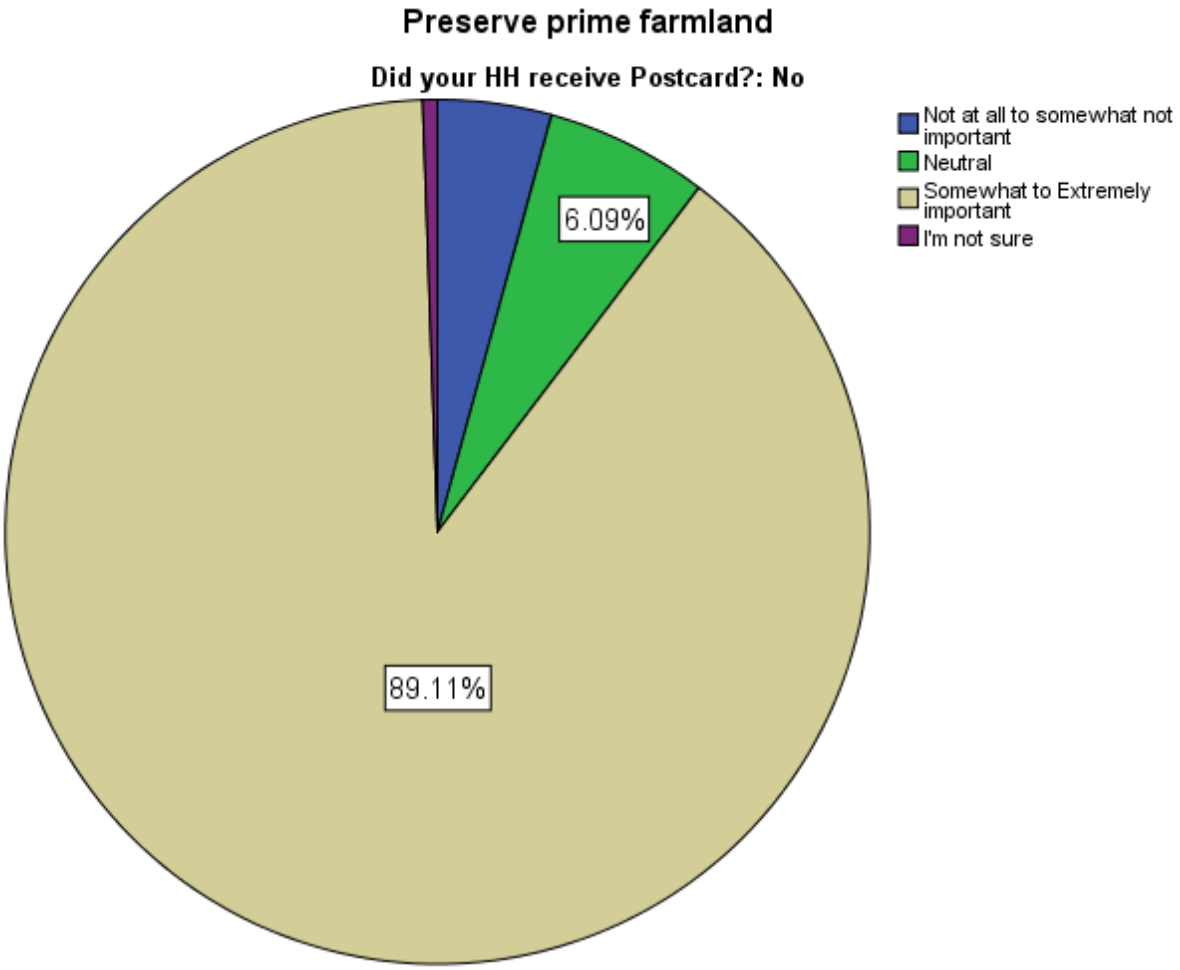
Both the random sample and the convenience sample provided similar responses when it came to the importance of preserving farmland in Cumberland County.



Preserve prime farmland[a]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all to somewhat not important	10	2.5	2.5	2.5
	Neutral	24	6.0	6.1	8.6
	Somewhat to Extremely important	358	89.7	90.9	99.5
	I'm not sure	2	.5	.5	100.0
	Total	394	98.7	100.0	
Missing	System	5	1.3		
Total		399	100.0		

a. Did your HH receive Postcard? = Yes



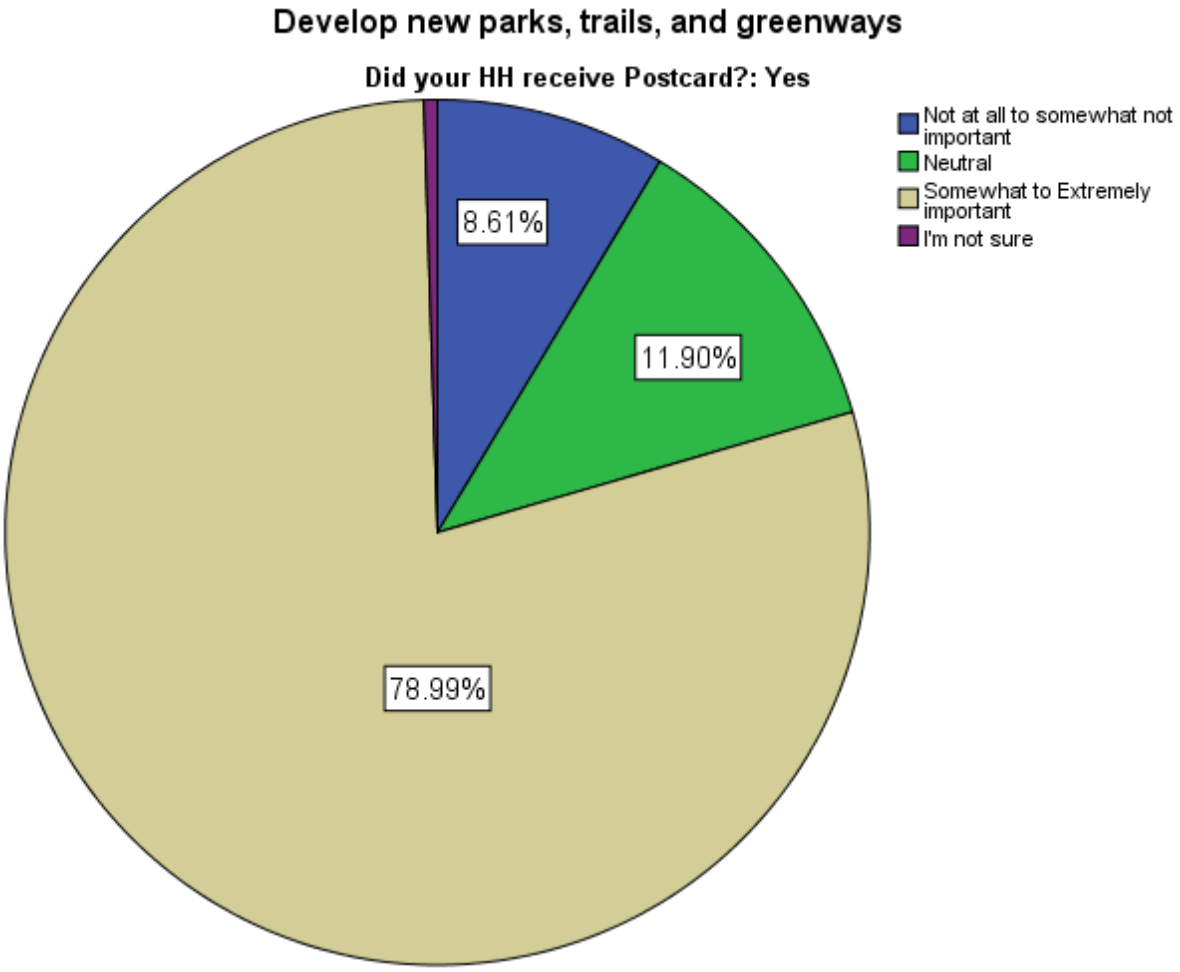
Preserve prime farmland[a]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all to somewhat not important	109	4.2	4.3	4.3
	Neutral	156	6.0	6.1	10.3
	Somewhat to Extremely important	2283	88.0	89.1	99.5
	I'm not sure	14	.5	.5	100.0
	Total	2562	98.8	100.0	
Missing	System	31	1.2		
Total		2593	100.0		

a. Did your HH receive Postcard? = No

Develop New Parks, Trails, and Greenways

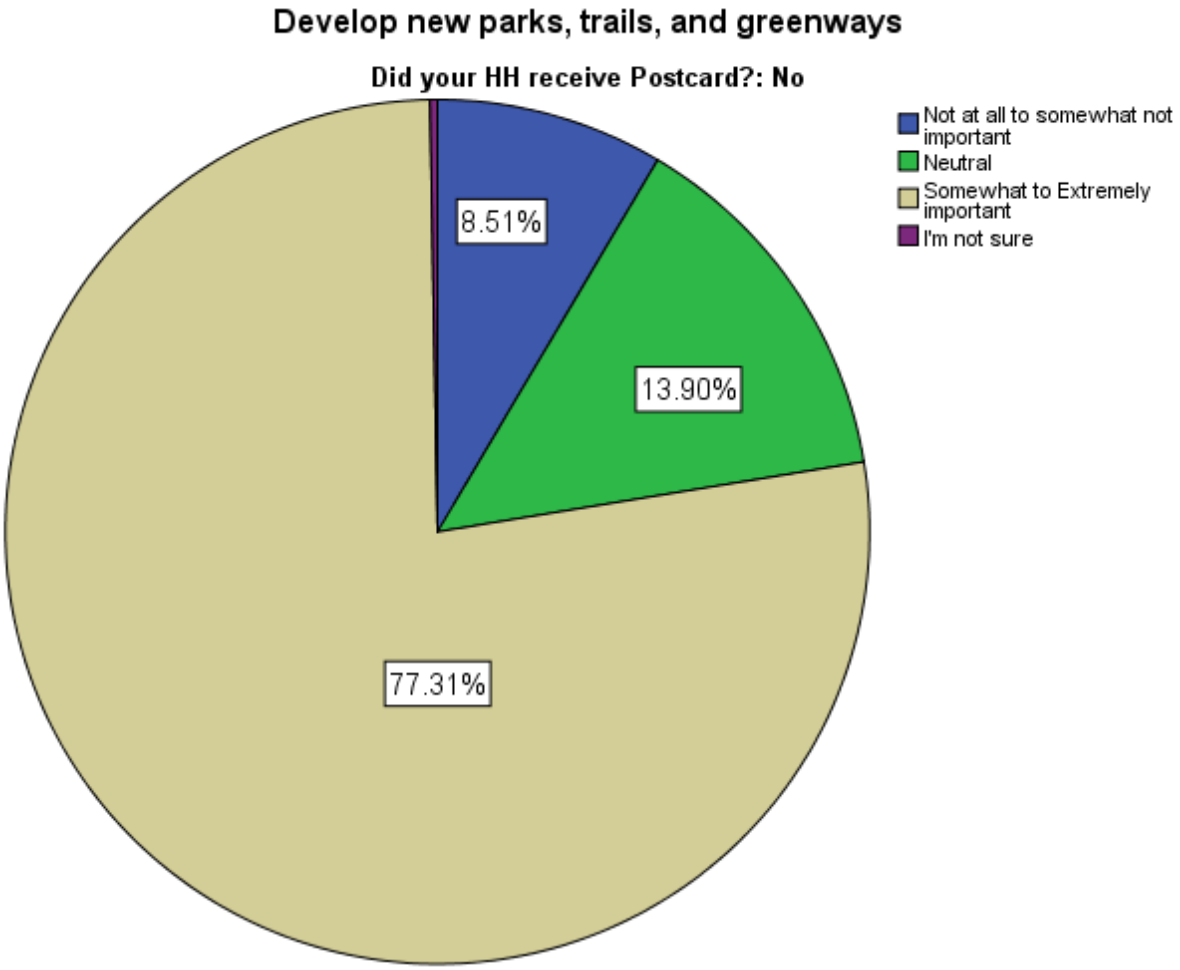
Both the random sample and the convenience sample provided similar responses when it came to the importance of developing new parks, trails, and greenways in Cumberland County.



Develop new parks, trails, and greenways[a]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all to somewhat not important	34	8.5	8.6	8.6
	Neutral	47	11.8	11.9	20.5
	Somewhat to Extremely important	312	78.2	79.0	99.5
	I'm not sure	2	.5	.5	100.0
	Total	395	99.0	100.0	
Missing	System	4	1.0		
Total		399	100.0		

a. Did your HH receive Postcard? = Yes



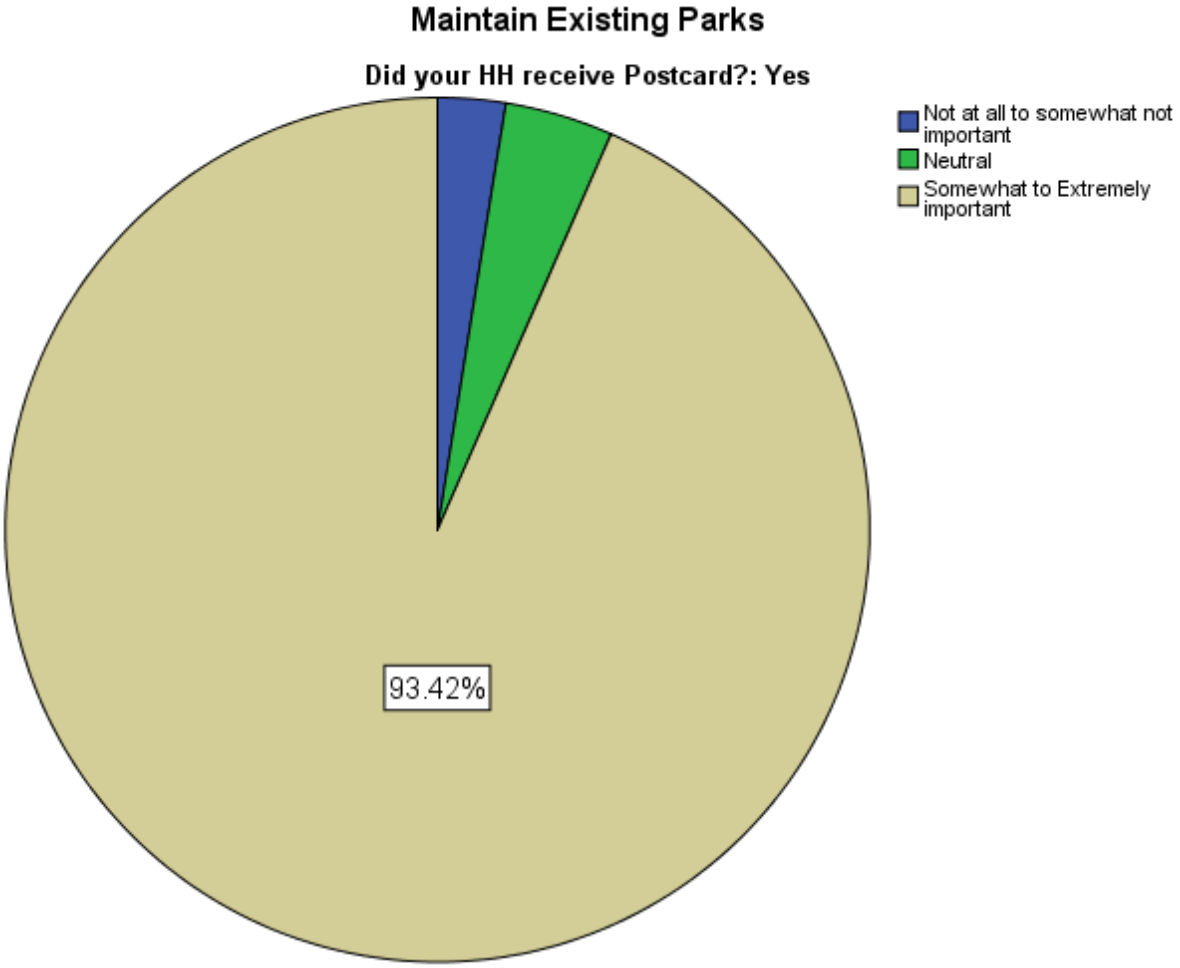
Develop new parks, trails, and greenways[a]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all to somewhat not important	218	8.4	8.5	8.5
	Neutral	356	13.7	13.9	22.4
	Somewhat to Extremely important	1980	76.4	77.3	99.7
	I'm not sure	7	.3	.3	100.0
	Total	2561	98.8	100.0	
Missing	System	32	1.2		
Total		2593	100.0		

a. Did your HH receive Postcard? = No

Maintain Existing Parks

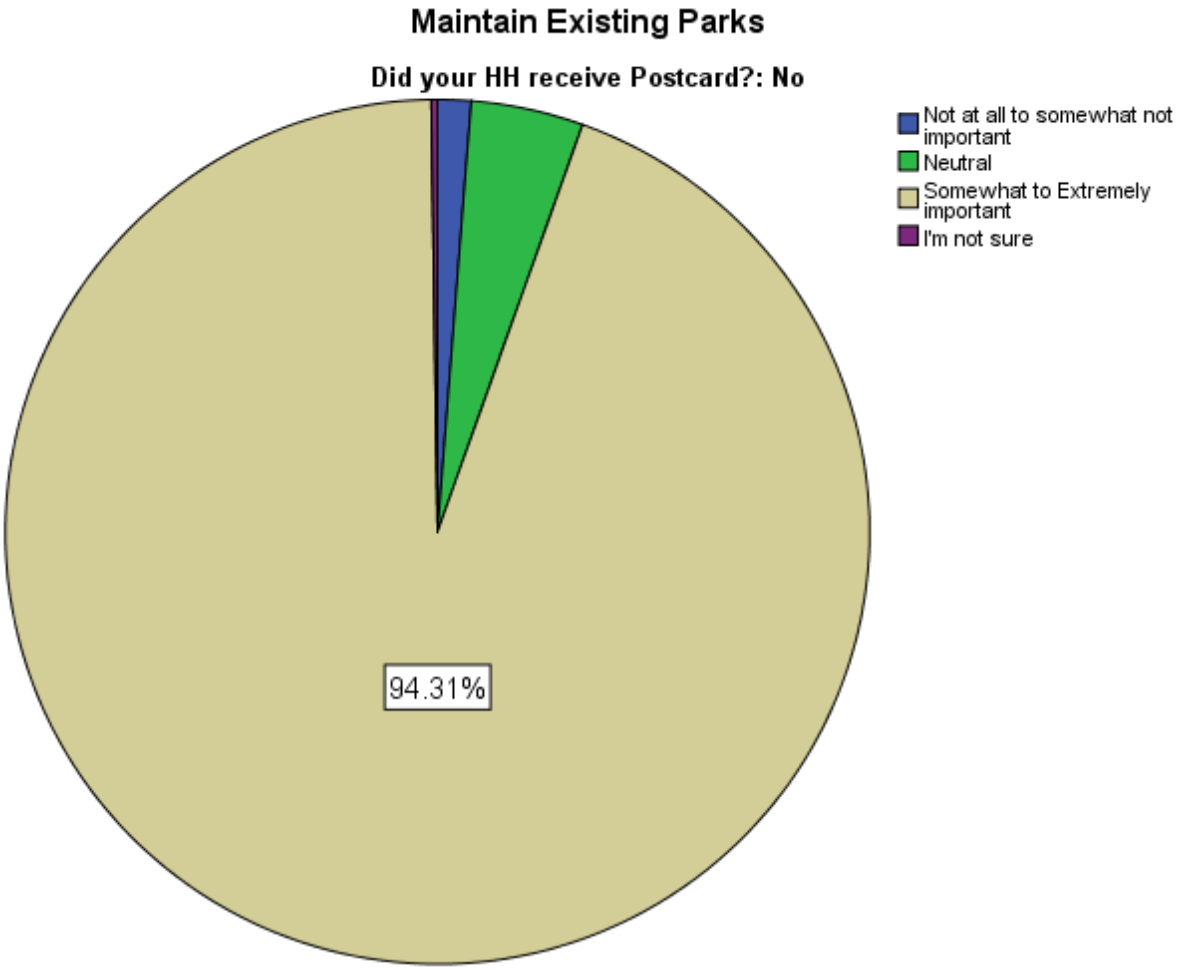
Both the random sample and the convenience sample provided similar responses when it came to the importance of maintaining existing parks in Cumberland County.



Maintain Existing Parks[a]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all to somewhat not important	10	2.5	2.5	2.5
	Neutral	16	4.0	4.1	6.6
	Somewhat to Extremely important	369	92.5	93.4	100.0
	Total	395	99.0	100.0	
Missing	System	4	1.0		
Total		399	100.0		

a. Did your HH receive Postcard? = Yes



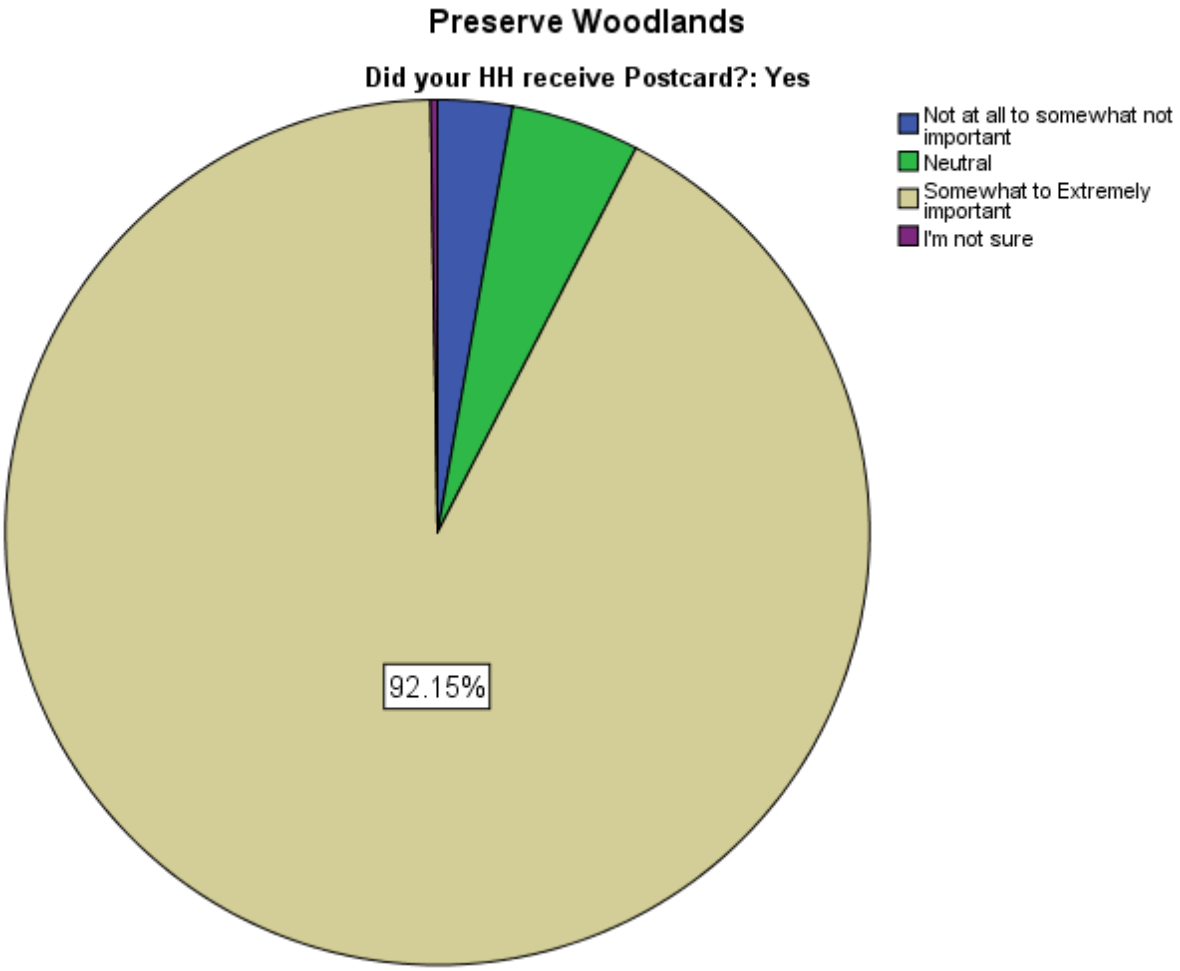
Maintain Existing Parks[a]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all to somewhat not important	32	1.2	1.2	1.2
	Neutral	108	4.2	4.2	5.5
	Somewhat to Extremely important	2421	93.4	94.3	99.8
	I'm not sure	6	.2	.2	100.0
	Total	2567	99.0	100.0	
Missing	System	26	1.0		
Total		2593	100.0		

a. Did your HH receive Postcard? = No

Preserve Woodlands

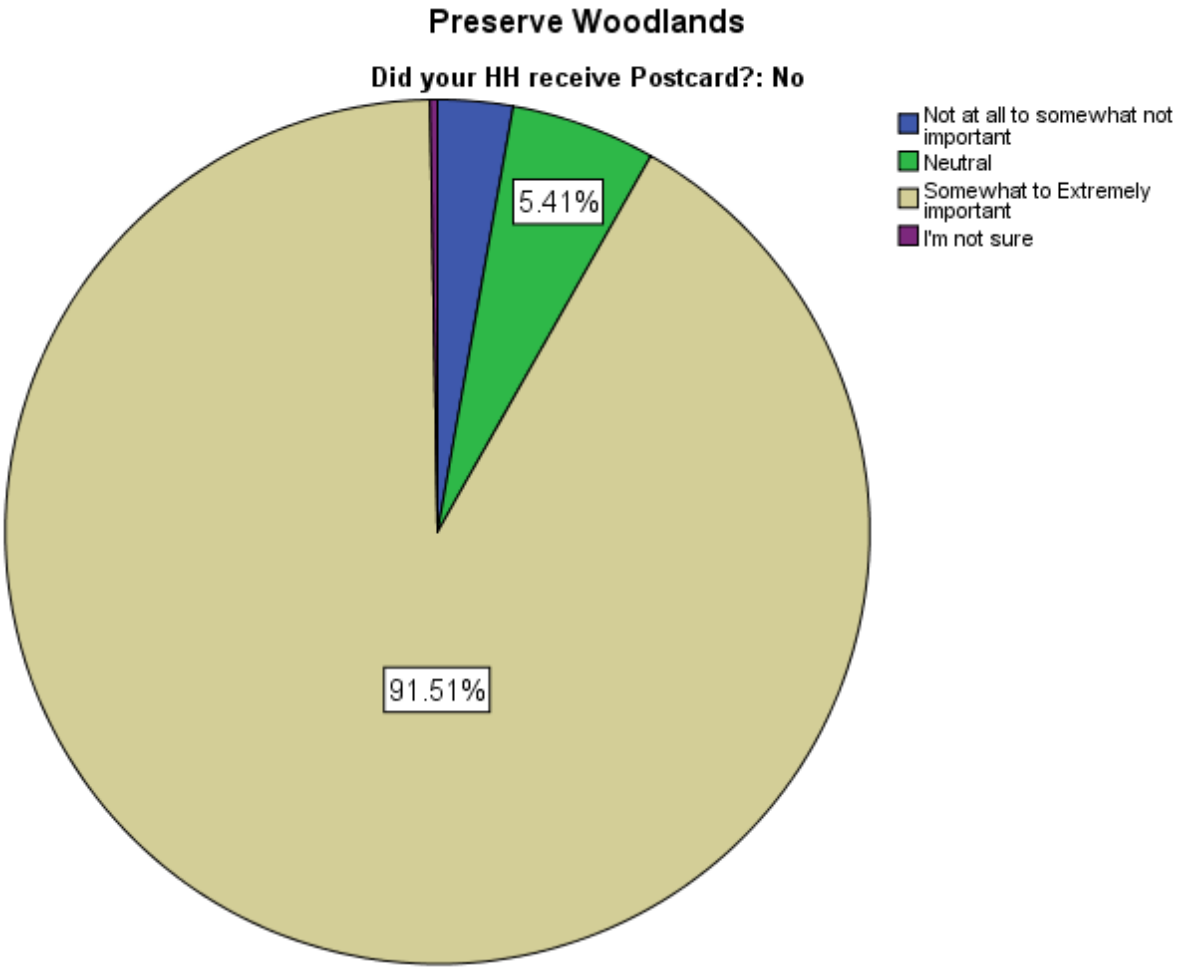
Both the random sample and the convenience sample provided similar responses when it came to the importance of preserving woodlands in Cumberland County.



Preserve Woodlands[a]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all to somewhat not important	11	2.8	2.8	2.8
	Neutral	19	4.8	4.8	7.6
	Somewhat to Extremely important	364	91.2	92.2	99.7
	I'm not sure	1	.3	.3	100.0
	Total	395	99.0	100.0	
Missing	System	4	1.0		
Total		399	100.0		

a. Did your HH receive Postcard? = Yes



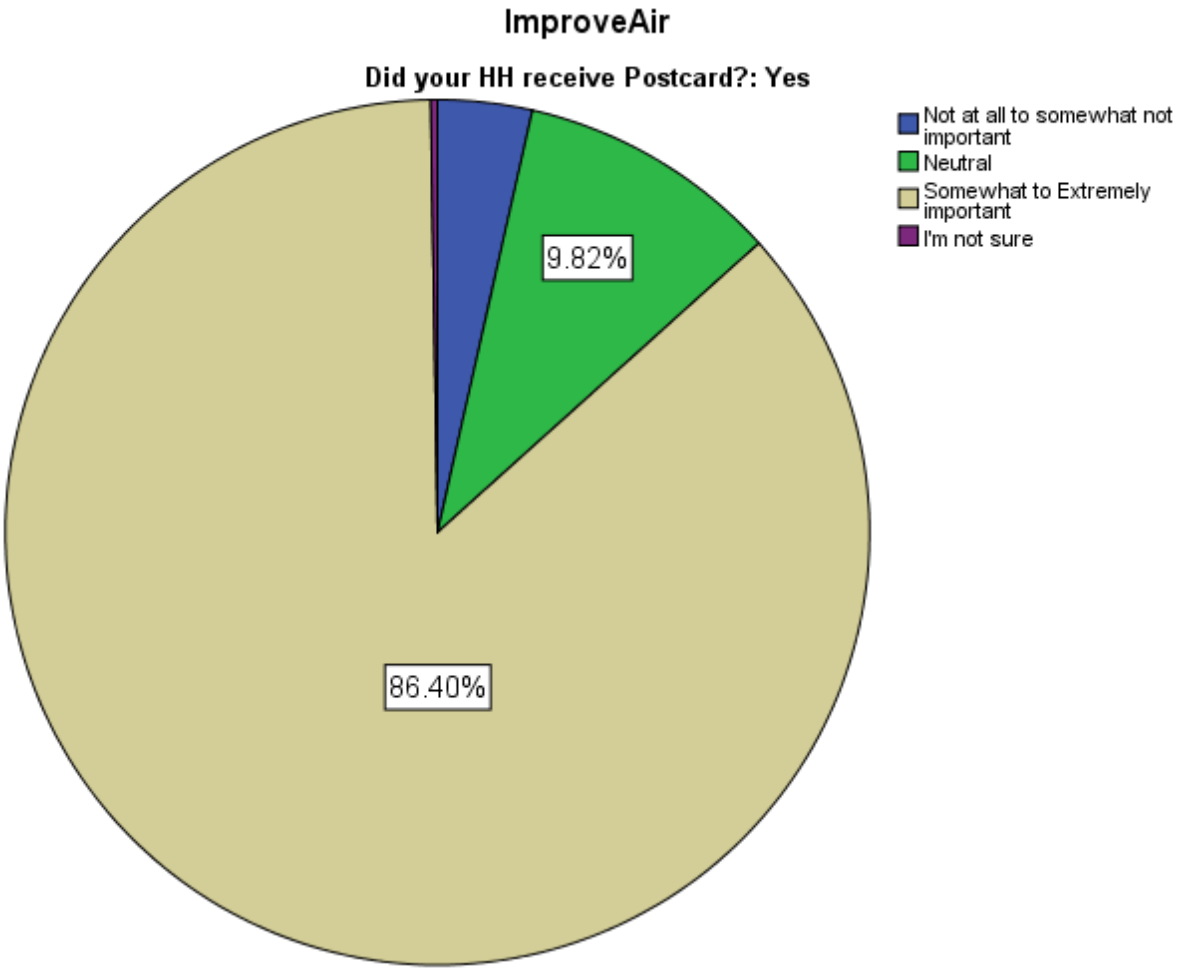
Preserve Woodlands[a]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all to somewhat not important	72	2.8	2.8	2.8
	Neutral	139	5.4	5.4	8.2
	Somewhat to Extremely important	2349	90.6	91.5	99.7
	I'm not sure	7	.3	.3	100.0
	Total	2567	99.0	100.0	
Missing	System	26	1.0		
Total		2593	100.0		

a. Did your HH receive Postcard? = No

Improve Air Quality

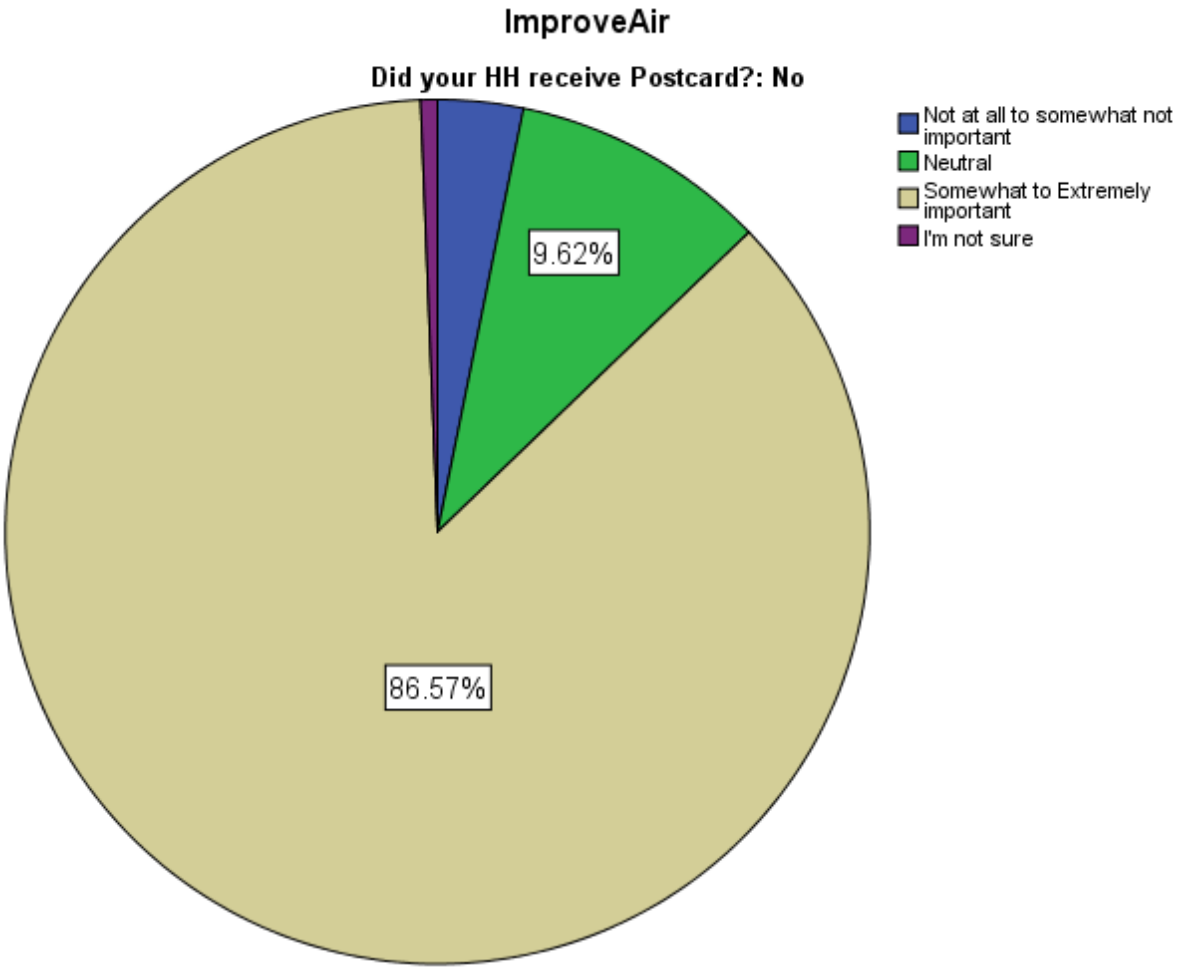
Both the random sample and the convenience sample provided similar responses when it came to the importance of improving air quality in Cumberland County.



Improve Air Quality[a]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all to somewhat not important	14	3.5	3.5	3.5
	Neutral	39	9.8	9.8	13.4
	Somewhat to Extremely important	343	86.0	86.4	99.7
	I'm not sure	1	.3	.3	100.0
	Total	397	99.5	100.0	
Missing	System	2	.5		
Total		399	100.0		

a. Did your HH receive Postcard? = Yes



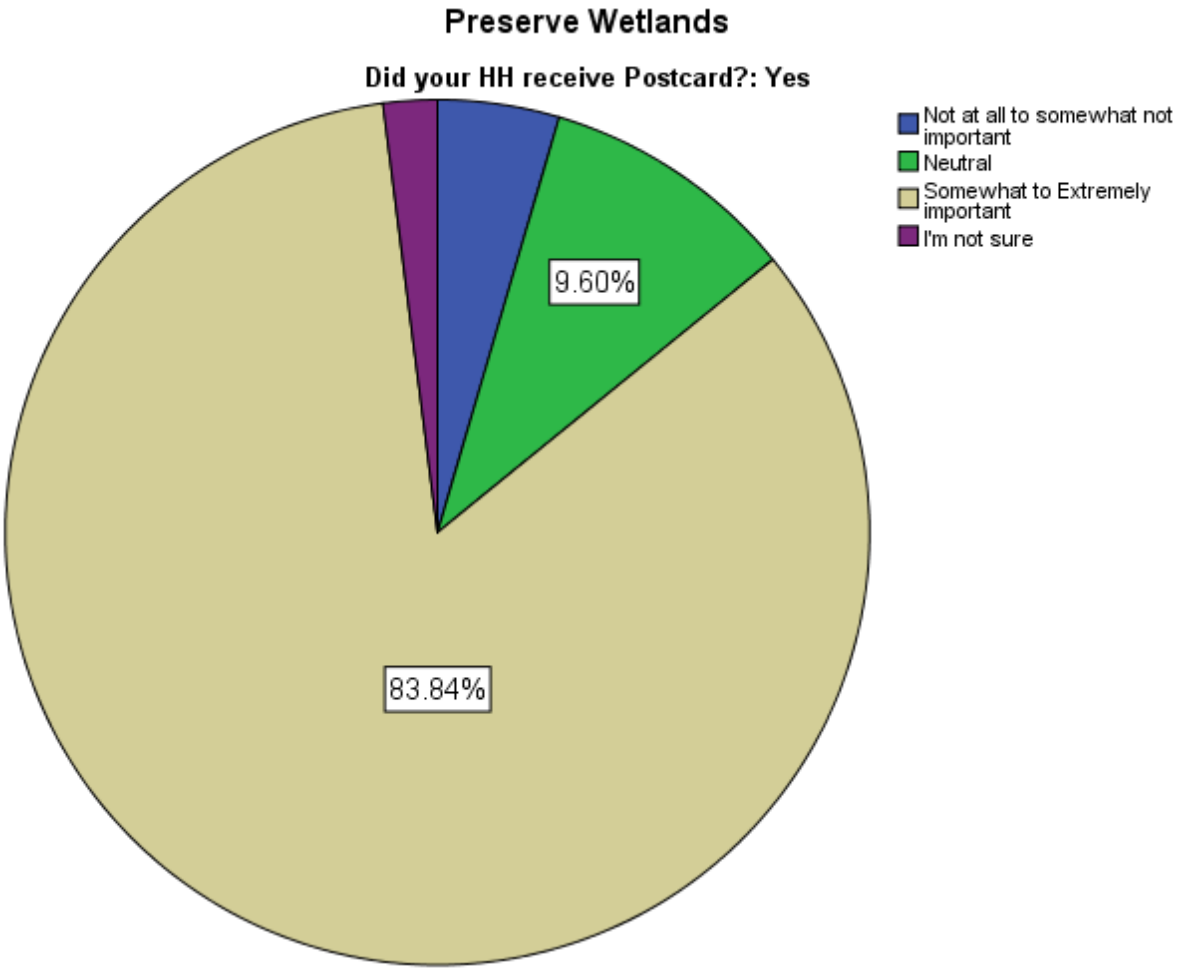
Improve Air Quality[a]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all to somewhat not important	82	3.2	3.2	3.2
	Neutral	247	9.5	9.6	12.8
	Somewhat to Extremely important	2223	85.7	86.6	99.4
	I'm not sure	16	.6	.6	100.0
	Total	2568	99.0	100.0	
Missing	System	25	1.0		
Total		2593	100.0		

a. Did your HH receive Postcard? = No

Preserve Wetlands

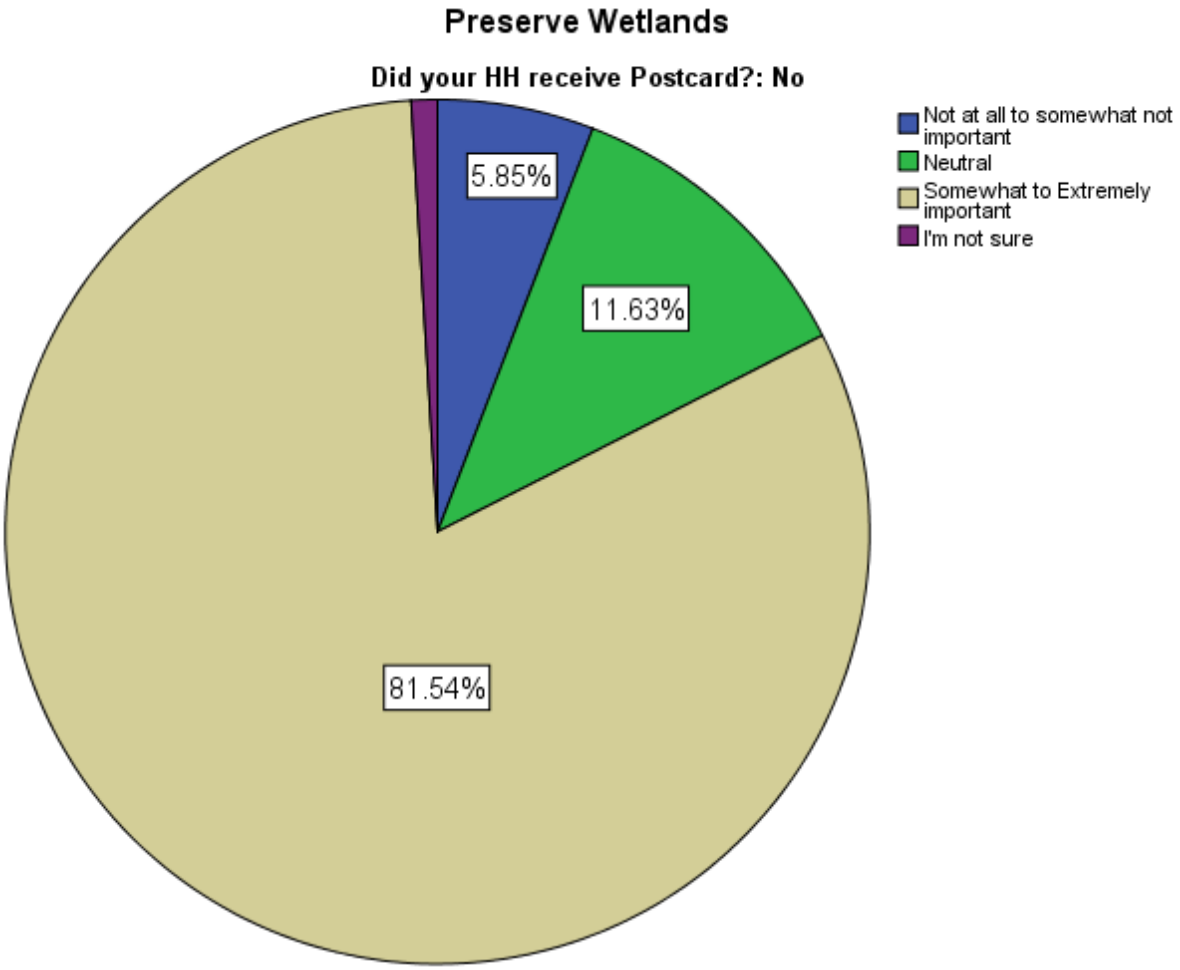
Both the random sample and the convenience sample provided similar responses when it came to the importance of preserving wetlands in Cumberland County.



Preserve Wetlands[a]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all to somewhat not important	18	4.5	4.5	4.5
	Neutral	38	9.5	9.6	14.1
	Somewhat to Extremely important	332	83.2	83.8	98.0
	I'm not sure	8	2.0	2.0	100.0
	Total	396	99.2	100.0	
Missing	System	3	.8		
Total		399	100.0		

a. Did your HH receive Postcard? = Yes



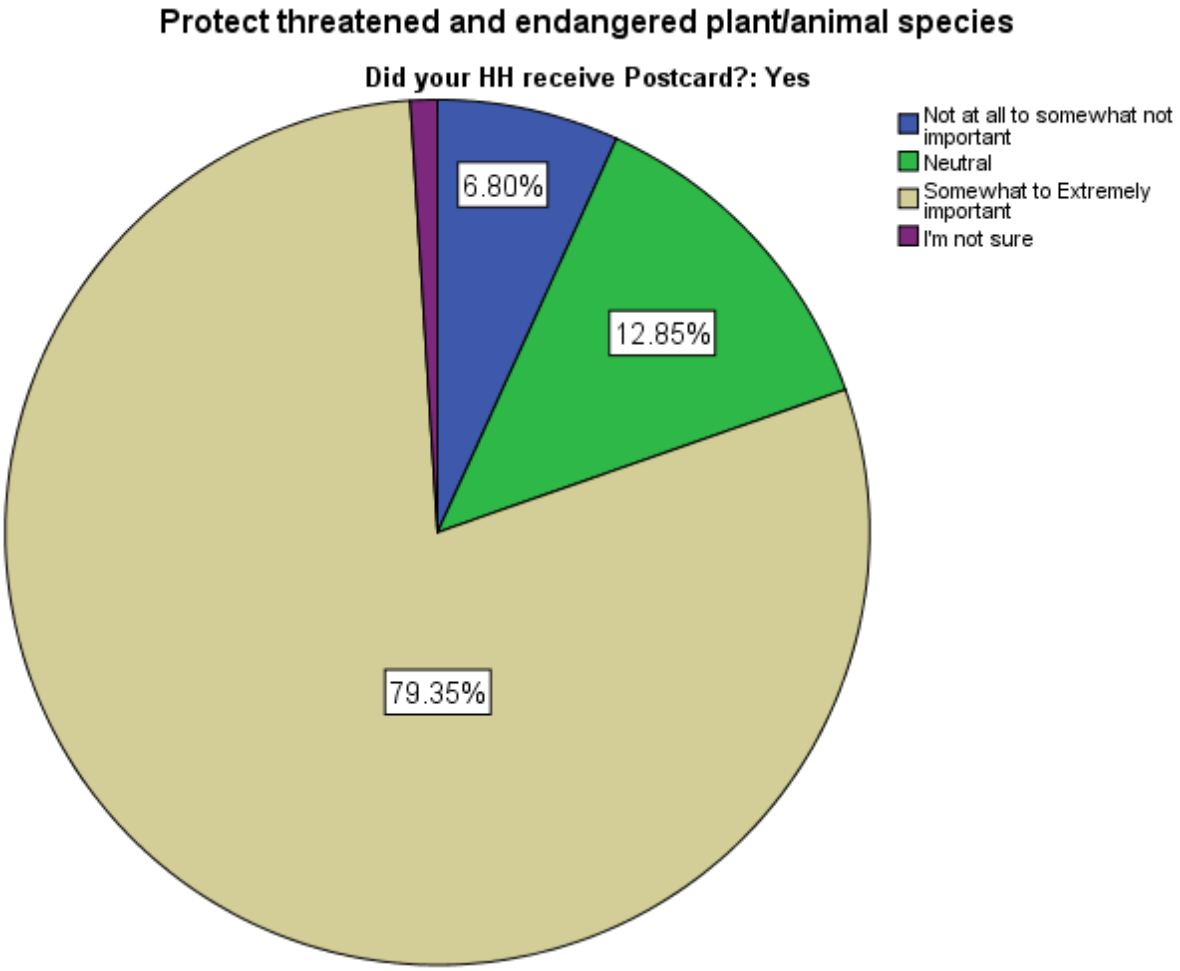
Preserve Wetlands[a]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all to somewhat not important	150	5.8	5.9	5.9
	Neutral	298	11.5	11.6	17.5
	Somewhat to Extremely important	2089	80.6	81.5	99.0
	I'm not sure	25	1.0	1.0	100.0
	Total	2562	98.8	100.0	
Missing	System	31	1.2		
Total		2593	100.0		

a. Did your HH receive Postcard? = No

Protect Threatened and Endangered Plant/Animal Species

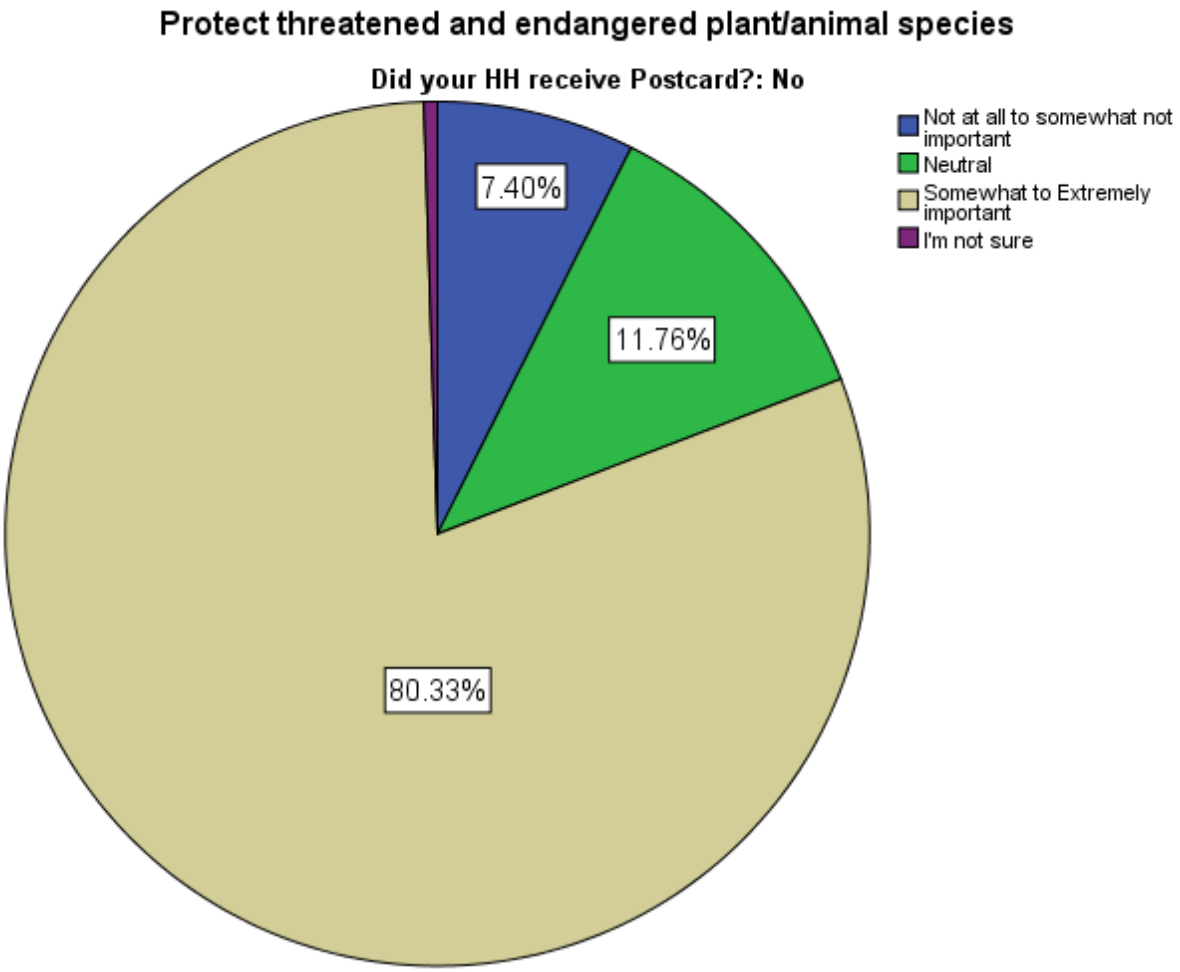
Both the random sample and the convenience sample provided similar responses when it came to the importance of protecting threatened and endangered plant and animal species in Cumberland County.



Protect threatened and endangered plant/animal species[a]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all to somewhat not important	27	6.8	6.8	6.8
	Neutral	51	12.8	12.8	19.6
	Somewhat to Extremely important	315	78.9	79.3	99.0
	I'm not sure	4	1.0	1.0	100.0
	Total	397	99.5	100.0	
Missing	System	2	.5		
Total		399	100.0		

a. Did your HH receive Postcard? = Yes



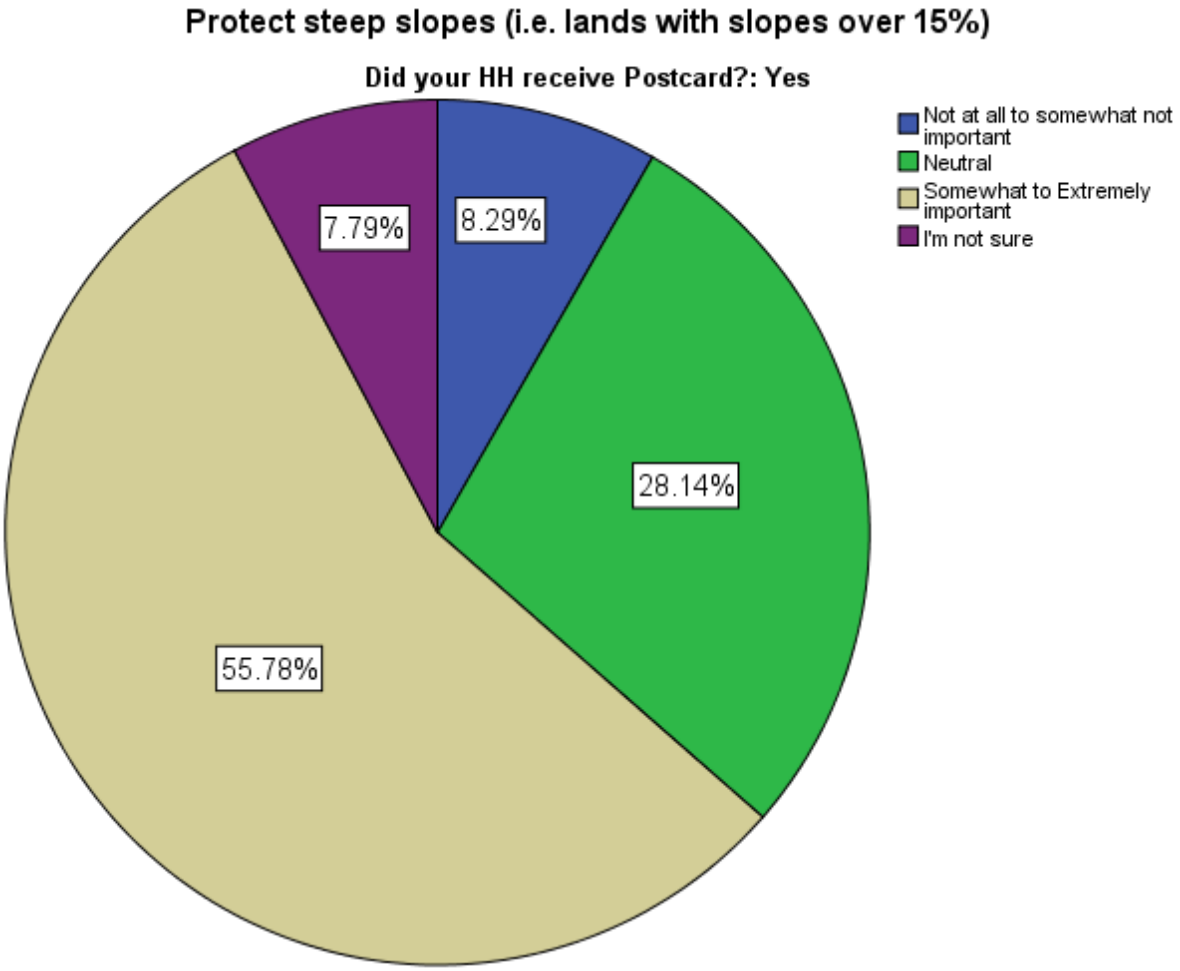
Protect threatened and endangered plant/animal species[a]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all to somewhat not important	190	7.3	7.4	7.4
	Neutral	302	11.6	11.8	19.2
	Somewhat to Extremely important	2062	79.5	80.3	99.5
	I'm not sure	13	.5	.5	100.0
	Total	2567	99.0	100.0	
Missing	System	26	1.0		
Total		2593	100.0		

a. Did your HH receive Postcard? = No

Protect Steep Slopes

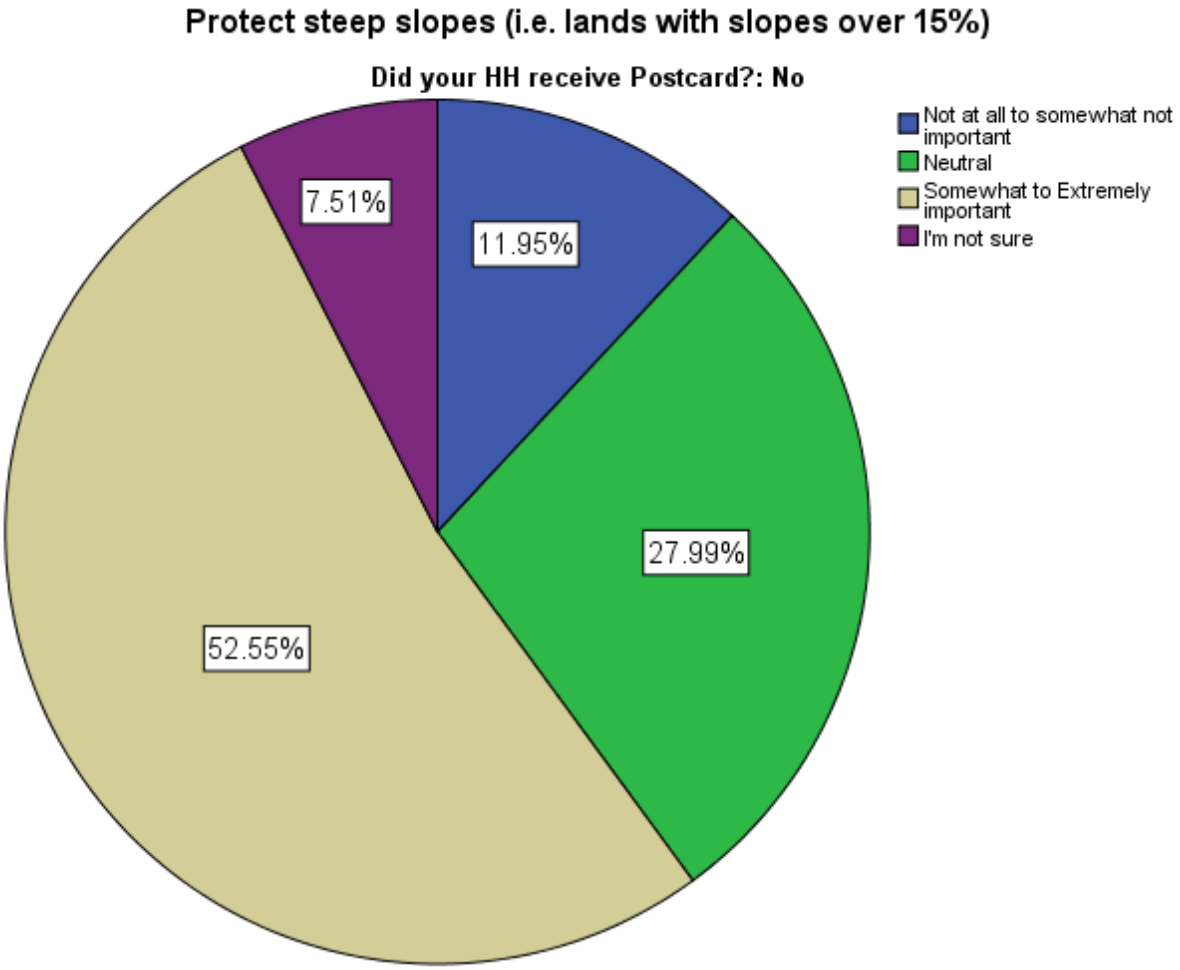
Both the random sample and the convenience sample provided similar responses when it came to the importance of protecting steep slopes in Cumberland County.



Protect steep slopes (i.e. lands with slopes over 15%)[a]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all to somewhat not important	33	8.3	8.3	8.3
	Neutral	112	28.1	28.1	36.4
	Somewhat to Extremely important	222	55.6	55.8	92.2
	I'm not sure	31	7.8	7.8	100.0
	Total	398	99.7	100.0	
Missing	System	1	.3		
Total		399	100.0		

a. Did your HH receive Postcard? = Yes



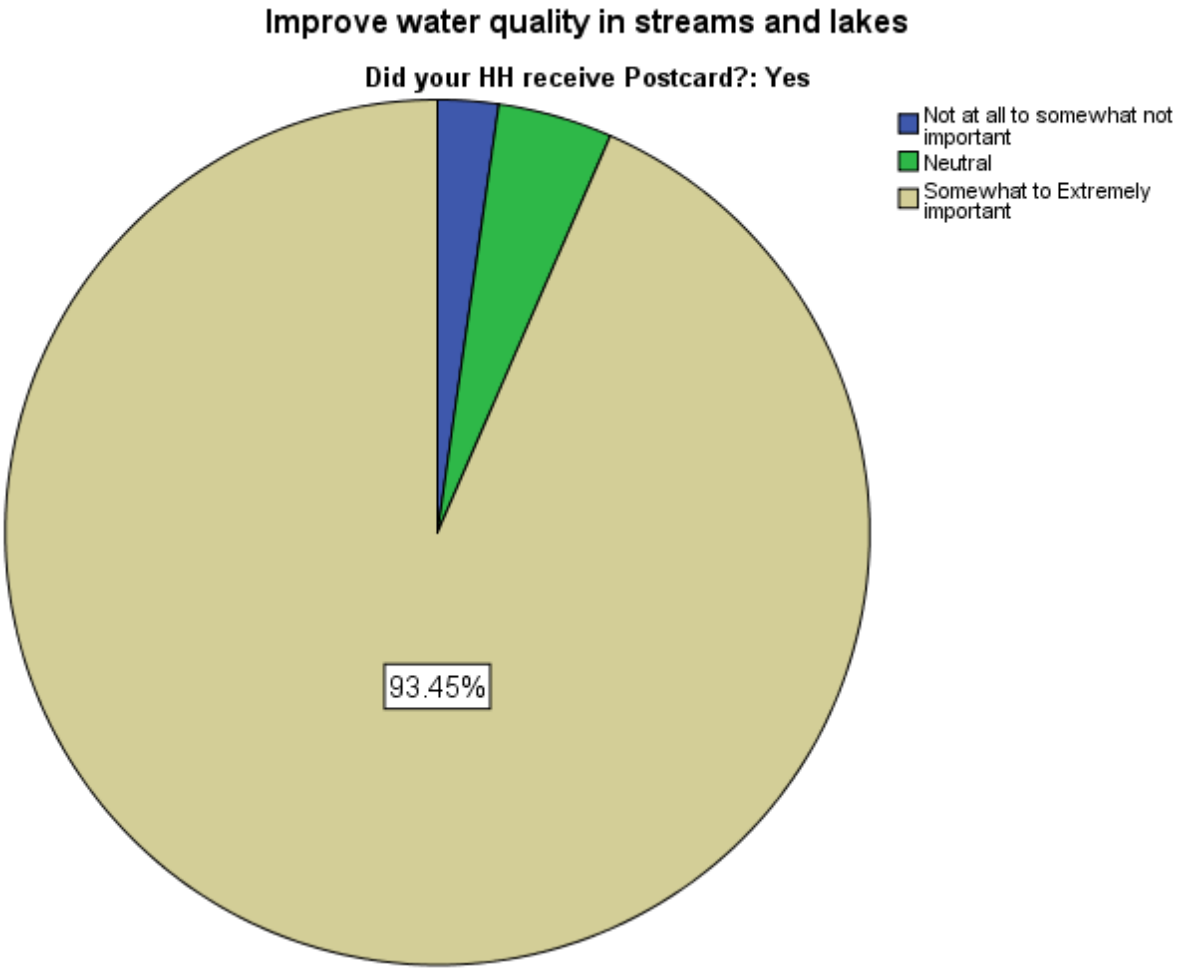
Protect steep slopes (i.e. lands with slopes over 15%)[a]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all to somewhat not important	307	11.8	12.0	12.0
	Neutral	719	27.7	28.0	39.9
	Somewhat to Extremely important	1350	52.1	52.5	92.5
	I'm not sure	193	7.4	7.5	100.0
	Total	2569	99.1	100.0	
Missing	System	24	.9		
Total		2593	100.0		

a. Did your HH receive Postcard? = No

Improve Water Quality in Streams and Lakes

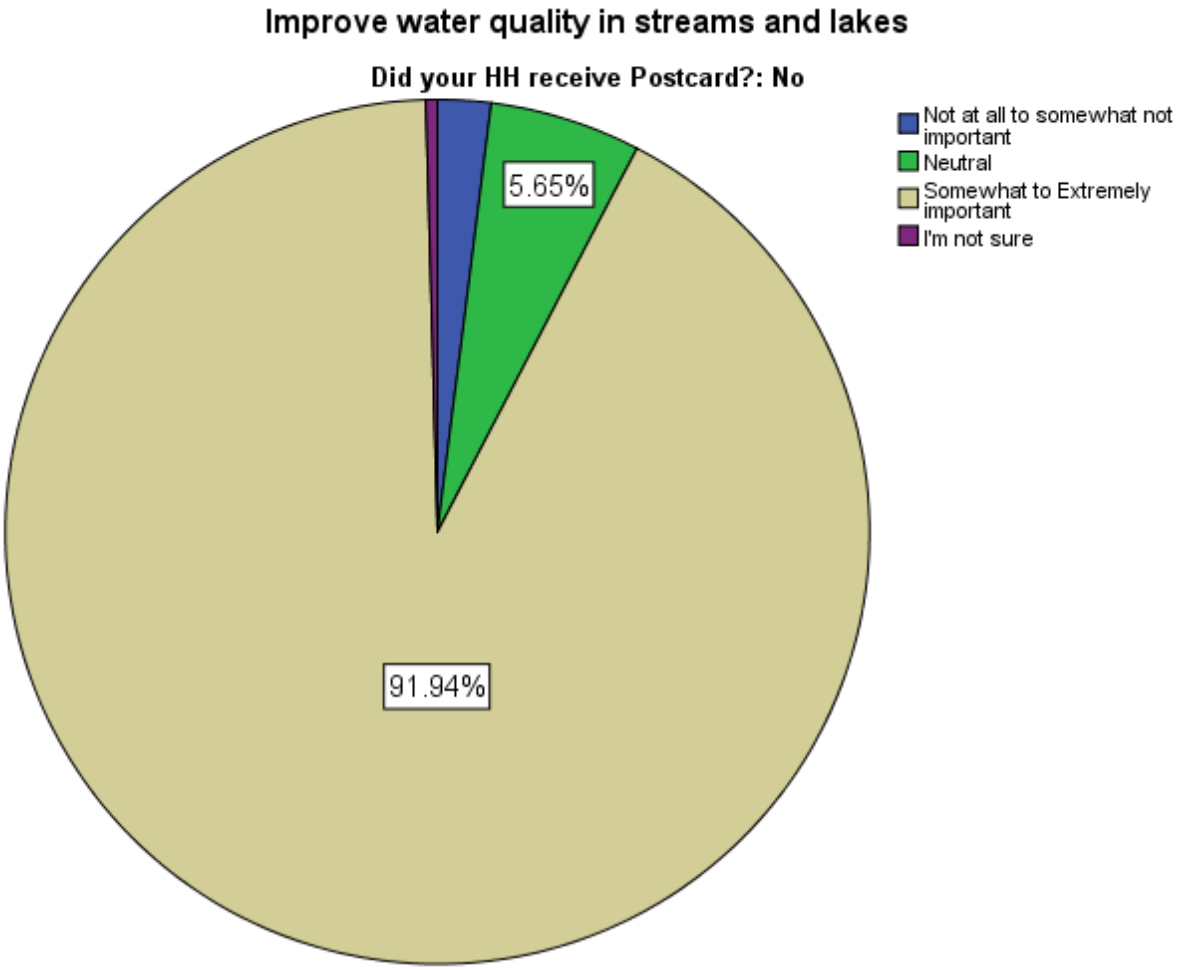
Both the random sample and the convenience sample provided similar responses when it came to the importance of improving water quality in streams and lakes in Cumberland County.



Improve water quality in streams and lakes[a]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all to somewhat not important	9	2.3	2.3	2.3
	Neutral	17	4.3	4.3	6.5
	Somewhat to Extremely important	371	93.0	93.5	100.0
	Total	397	99.5	100.0	
Missing	System	2	.5		
Total		399	100.0		

a. Did your HH receive Postcard? = Yes



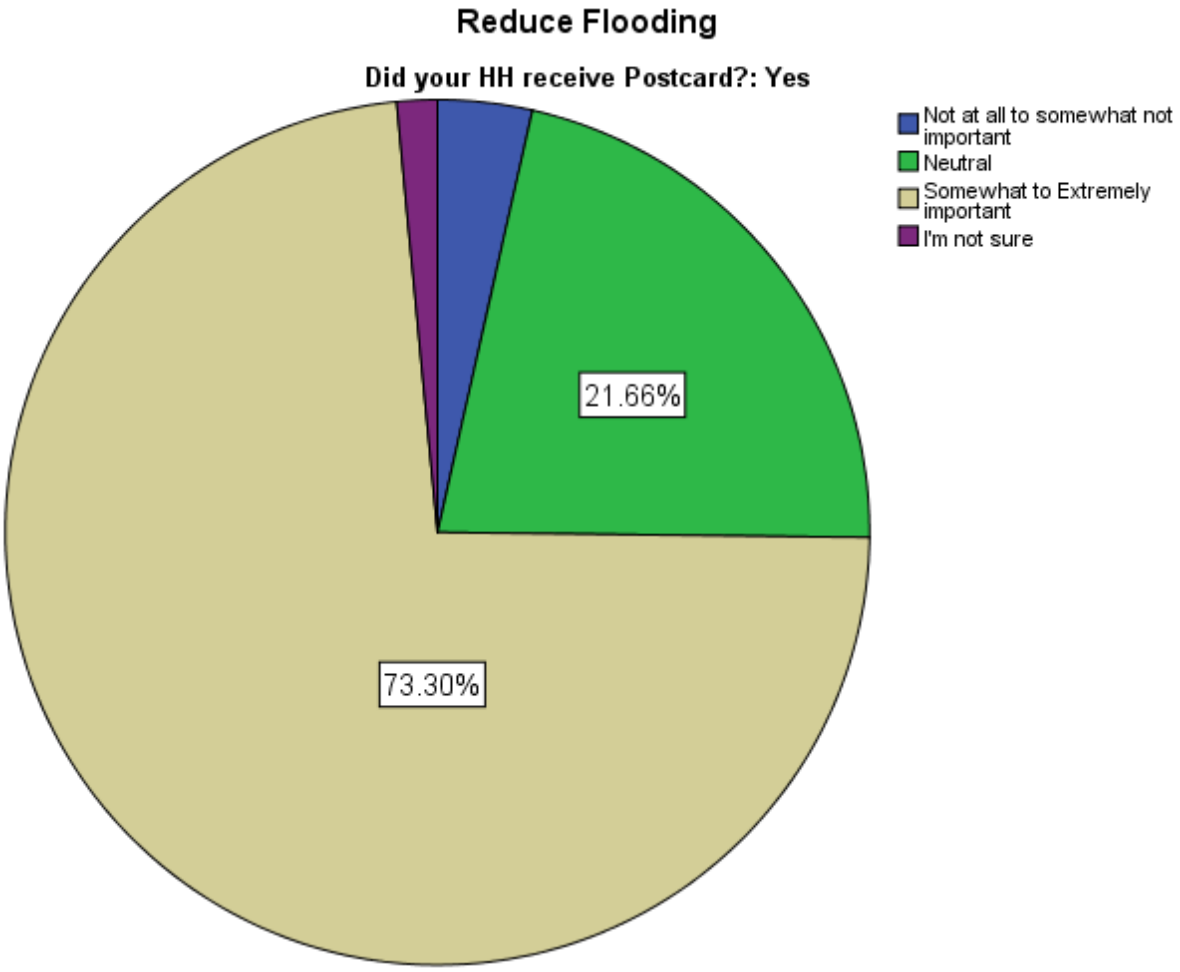
Improve water quality in streams and lakes[a]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all to somewhat not important	51	2.0	2.0	2.0
	Neutral	145	5.6	5.6	7.6
	Somewhat to Extremely important	2360	91.0	91.9	99.6
	I'm not sure	11	.4	.4	100.0
	Total	2567	99.0	100.0	
Missing	System	26	1.0		
Total		2593	100.0		

a. Did your HH receive Postcard? = No

Reduce Flooding

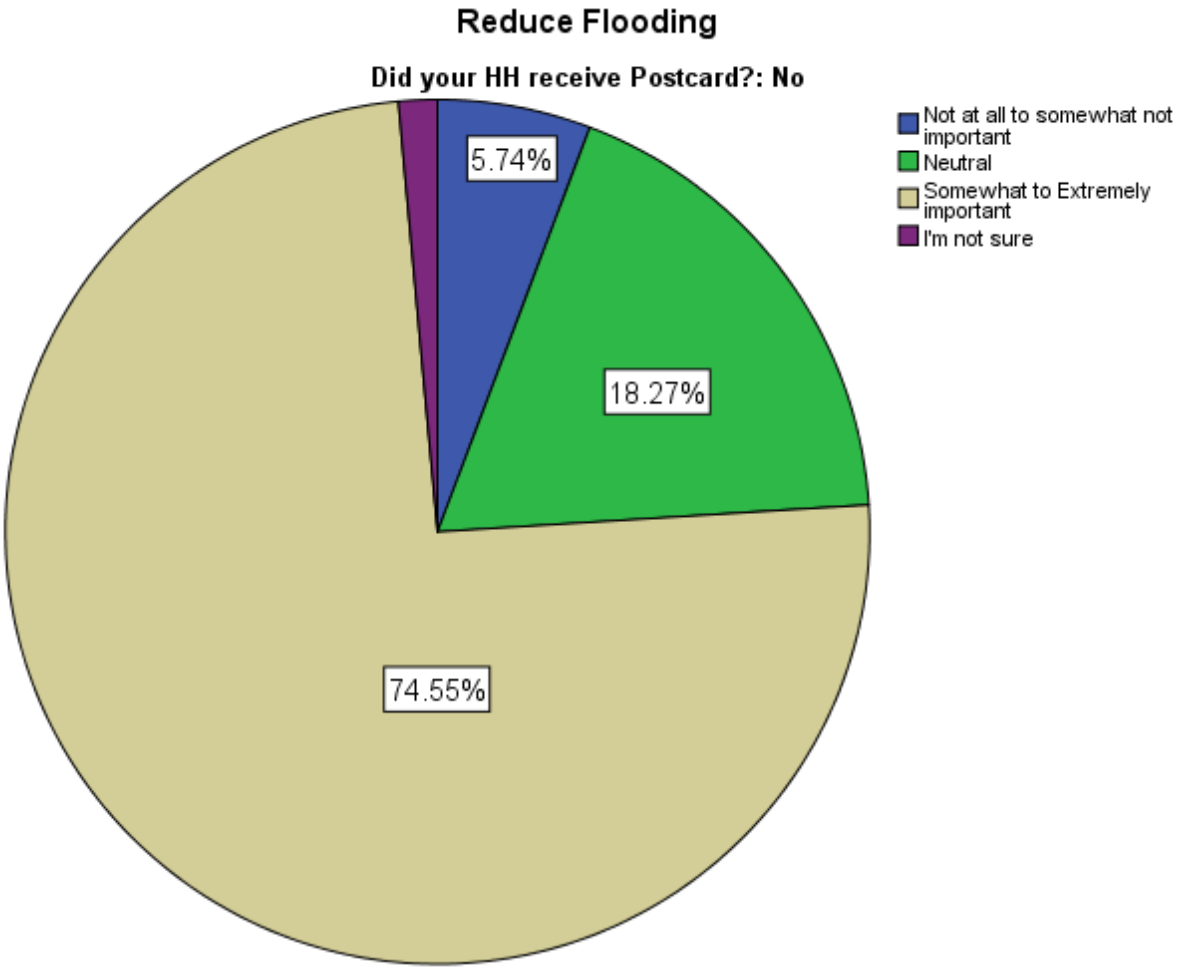
Both the random sample and the convenience sample provided similar responses when it came to the importance of flood reduction in Cumberland County.



Reduce Flooding[a]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all to somewhat not important	14	3.5	3.5	3.5
	Neutral	86	21.6	21.7	25.2
	Somewhat to Extremely important	291	72.9	73.3	98.5
	I'm not sure	6	1.5	1.5	100.0
	Total	397	99.5	100.0	
Missing	System	2	.5		
Total		399	100.0		

a. Did your HH receive Postcard? = Yes



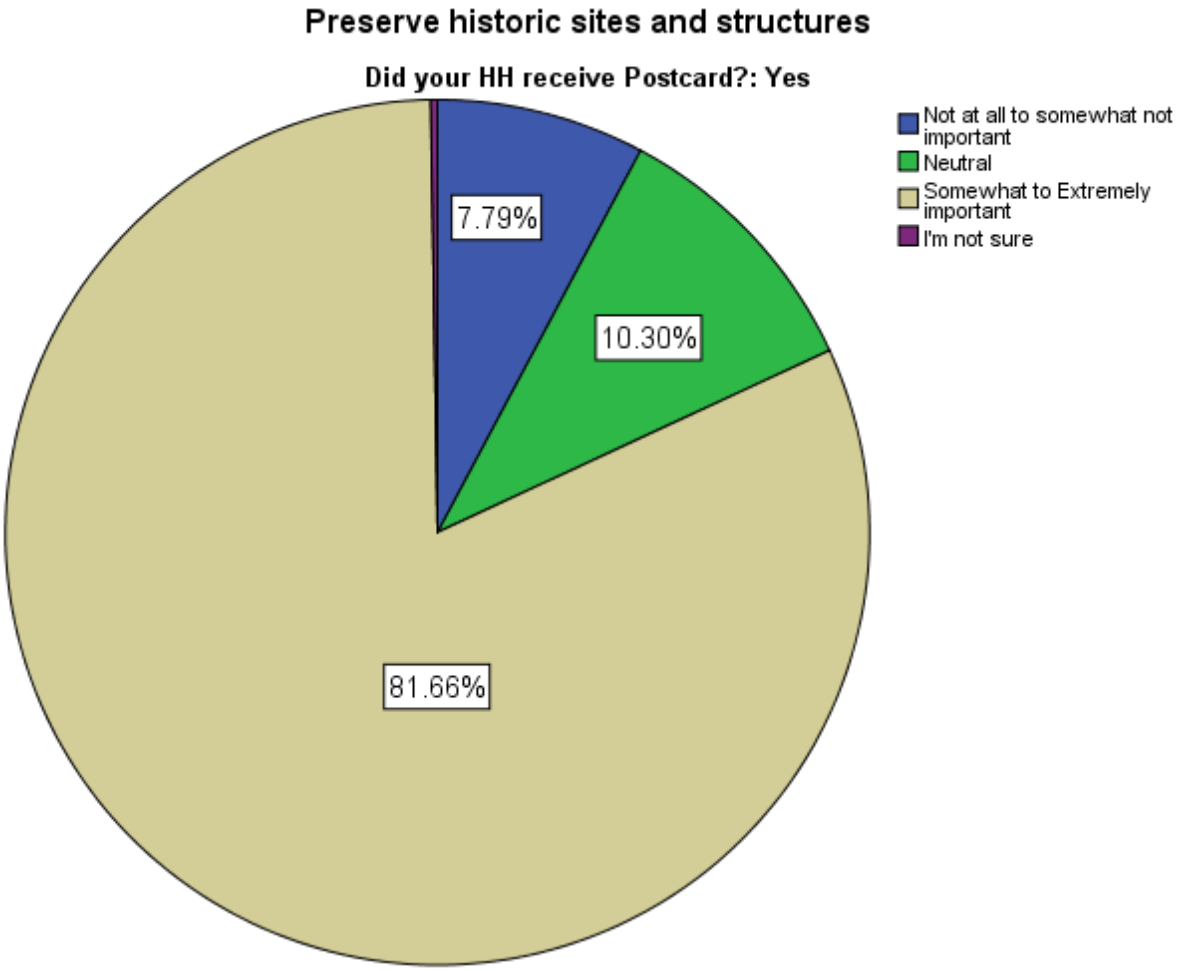
Reduce Flooding[a]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all to somewhat not important	147	5.7	5.7	5.7
	Neutral	468	18.0	18.3	24.0
	Somewhat to Extremely important	1910	73.7	74.6	98.6
	I'm not sure	37	1.4	1.4	100.0
	Total	2562	98.8	100.0	
Missing	System	31	1.2		
Total		2593	100.0		

a. Did your HH receive Postcard? = No

Preserve Historic Sites and Structures

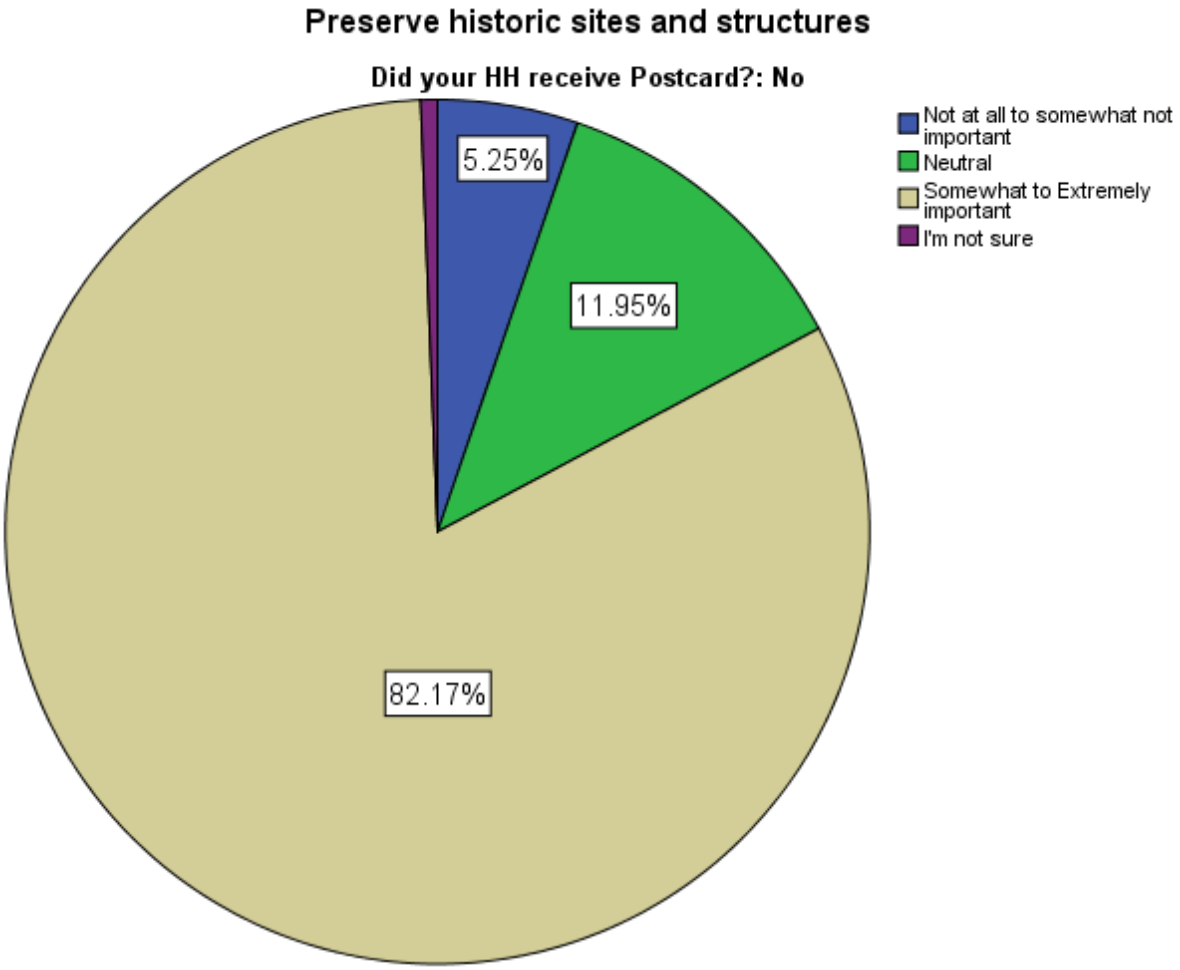
Both the random sample and the convenience sample provided similar responses when it came to the importance of preserving historic sites and structures in Cumberland County.



Preserve historic sites and structures[a]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all to somewhat not important	31	7.8	7.8	7.8
	Neutral	41	10.3	10.3	18.1
	Somewhat to Extremely important	325	81.5	81.7	99.7
	I'm not sure	1	.3	.3	100.0
	Total	398	99.7	100.0	
Missing	System	1	.3		
Total		399	100.0		

a. Did your HH receive Postcard? = Yes



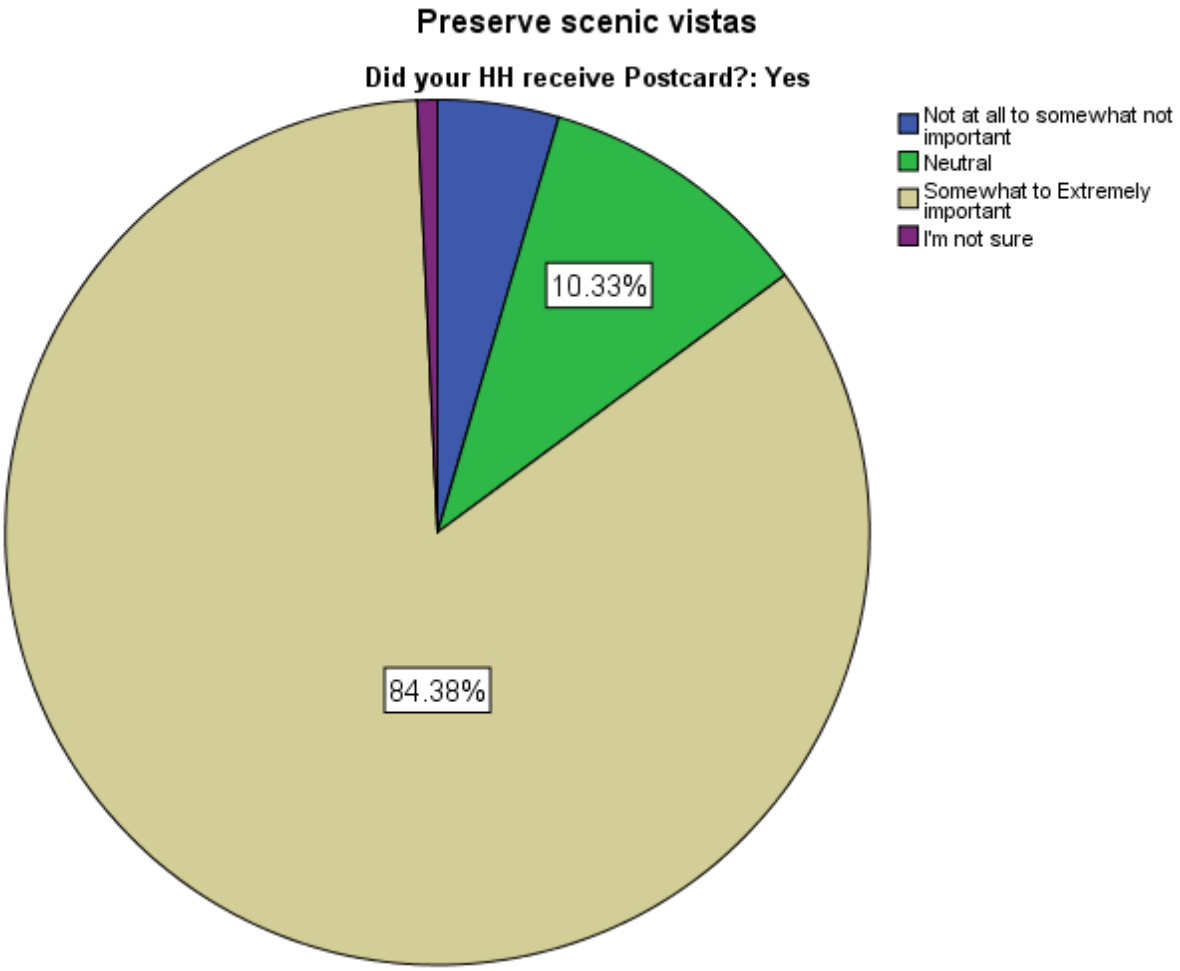
Preserve historic sites and structures[a]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all to somewhat not important	135	5.2	5.3	5.3
	Neutral	307	11.8	12.0	17.2
	Somewhat to Extremely important	2111	81.4	82.2	99.4
	I'm not sure	16	.6	.6	100.0
	Total	2569	99.1	100.0	
Missing	System	24	.9		
Total		2593	100.0		

a. Did your HH receive Postcard? = No

Preserve Scenic Vistas

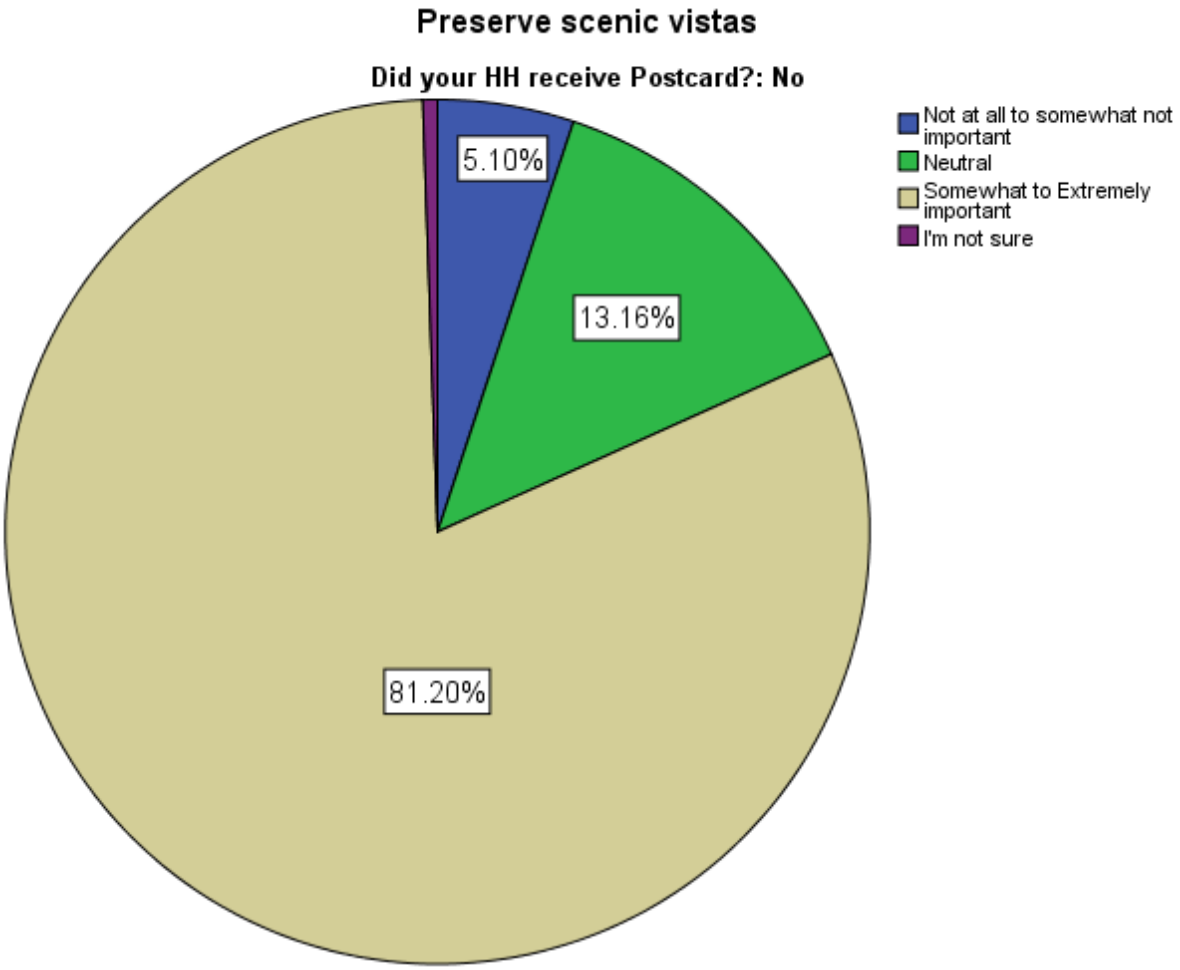
Both the random sample and the convenience sample provided similar responses when it came to the importance of preserving scenic vistas in Cumberland County.



Preserve scenic vistas[a]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all to somewhat not important	18	4.5	4.5	4.5
	Neutral	41	10.3	10.3	14.9
	Somewhat to Extremely important	335	84.0	84.4	99.2
	I'm not sure	3	.8	.8	100.0
	Total	397	99.5	100.0	
Missing	System	2	.5		
Total		399	100.0		

a. Did your HH receive Postcard? = Yes



Preserve scenic vistas[a]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all to somewhat not important	131	5.1	5.1	5.1
	Neutral	338	13.0	13.2	18.3
	Somewhat to Extremely important	2086	80.4	81.2	99.5
	I'm not sure	14	.5	.5	100.0
	Total	2569	99.1	100.0	
Missing	System	24	.9		
Total		2593	100.0		

a. Did your HH receive Postcard? = No

Comments Related to Natural and Cultural Resources

The final question of the survey was an open comment box in which survey participants were able to provide additional feedback on whatever topic(s) they desired. These comments were coded using the themes of the proposed Cumberland County Comprehensive Plan survey. The comments relating to natural and cultural resources are summarized below with quotation marks indicating a participant's direct words. Even though quotations are the direct statement of individual participants, ideas were supported by other participant comments.

Participants shared many comments about natural and cultural resources in Cumberland County, such as "protecting the environment is extremely important to our household!" and "We need more native plants and trees to be planted to support wildlife and protect endangered species. If a new business is built or a development is built, planting should be with natives" and "this is a beautiful, natural area. Please set highest priority of protecting our natural resources, forests, water, etc." Comments included "stop destroying farmland and woodlands for housing developments and warehouses" and "the amount of development in our County has been quite unsettling. Though our populations and businesses are growing, we must keep the environment in mind when making decisions that seriously damage our natural ecosystems" and highlighted the need for planning efforts:

> *"It is imperative that we proceed with future planning for our County by being good stewards of our available natural resources by preserving the what we already have, minimizing impacts to high quality resources (i.e. streams, wetlands, etc.) by over-development and over-application of agricultural chemicals (pesticides, herbicides, etc.), and holding those individuals/entities accountable that threaten our natural resources by enforcing the laws and ordinances we have already established. We need to have a reporting mechanism in place to effectively address all instances of abuse to our valuable resources ranging from tossing cigarette butts into the storm sewer to derailment of a train car spilling hazardous chemicals."*

Preserve prime farmland

In terms of preserving prime farmland, the majority of participants shared the sentiment to "preserve our farm lands and parks that have made the county so beautiful," adding that the survey "question about maintaining farms and the farm preservation program- $10 a year is nothing to maintain that land and I would consider even more." Other participants shared the need to "farm prime farmland" and the suggestion "since warehouses consume such a large amount of available land, warehouses should be taxed for farmland preservation and open space/parks, both the creation and maintenance."

Participants seemed to agree that "The Farmland Preservation program is a very valuable program that should continue to be funded." With that said, some participants stated that "Cumberland County should not spend any taxpayer dollars on farmland preservation because farmers already get too much taxpayer dollars from the federal government subsidies" while others stated "farmland preservation is very important to us, and we support this program with donations" or "no tax increases. Preserve our farmland!" Future opportunities related to farmland were also shared, "I would definitely recommend increased farmland preservation and ideally, some segregated bike and pedestrian paths that can allow for better local circulation and increased tourism opportunities" with concerns that

> *"...Farms need to be protected from conversion to non-farm use, yes, but new generations of farmers need help acquiring farmland. Cumberland Area Economic Development Corporation appears to be emphasizing agricultural conservation as well, but I'm not see the benefits of these efforts. My wife and I are trying to farm, preferably in Cumberland County; however, it does not appear to be possible. Opportunities for farms and land just don't exist or just aren't reasonable for a young farmer to be able to survive. As such, we both grew up in Cumberland county and our inability to find farmland here will likely result in us moving out of the county to pursue our farming goals and dreams."*

Parks, trails, and greenways

Survey participants would like to "see more upkeep on the existing parks and trails in the area," have "better connections, rail trails, etc." and "preserve our farm lands and parks that have made the county so beautiful." Comments about current trail systems included "Cumberland Valley Rail Trail is a great asset. I'd love to see a network of trails for walking, biking, etc. across the county," "The Rails/Trails system is doing a good job of building a greenway," and "Currently Cumberland County has the smallest width of the entire length of the Appalachian trail. We have allowed companies and businesses to build right against the edges of the trails, in some cases they have been erected within the trails boundaries."

While participants shared "we need more farms, parks and trees - not more concrete," they also focused on improving connections "we need more walking trails and bicycle paths" and "I am very active. I love to run outdoors, but find it sad that I have to travel out to Dauphin County (City Island, Wildwood, Greenbelt) to get long runs in. When I do run around the area it's normally on roads that do not have sidewalks and I feel very unsafe. There are many short trails, but having long paths or flat trails would be a great addition to Cumberland County!" Highlighting the need for connections, participants shared that "Cumberland County is huge why not give us a bike trail connecting Lemoyne, New Cumberland, Camp Hill, Mechanicsburg, Shiremanstown, Carlisle. Again a bike path connecting us- Lemoyne- Camp Hill- New Cumberland- Mechanicsburg- Shiremanstown-etc.." with the suggestion that "trails, parks, recreational areas could be done via volunteer help to reduce cost especially trails that were dirt vice paved."

Preserve woodlands

"Stop destroying farmland and woodlands for housing developments and warehouses" was a common sentiment, with concerns such as "we've lost all of our farm and woodlands to warehouses and retail development. It is sad. Land that wasn't to be developed has [been developed] because money talks. No one thinks of the future for our land and health" and "I am a Lower Allen resident and I am upset with the recent upscale housing development on Lisburn and Arcona road. The farmland and woodland is gone replaced with increased traffic and empty buildings" and "once our natural resources are consumed (woodlands, streams, etc.) they can never be replaced."

Improve air quality

Survey participants voiced that "Carlisle has some of the worst air quality in in the state and even the country. We have plenty of warehouses, truck stops, and other facilities that attract 24 hour truck traffic. I would like to see the county focus on being a good living place for its residents" and "between the air pollution, light pollution, and truck traffic, Cumberland County is fast becoming uninhabitable." In addition to suggesting that "Cumberland County needs to stop doing emissions inspections on gasoline vehicles and start emissions testing on diesel vehicles," participants stated "I really feel that our roads and infrastructure and air quality have about reached their limit and that we need to set limits on how many warehouses and additional trucking companies we will allow in our county. There are

frequent accidents with semi-trailer trucks on Rt. 81 in our area and our roads are congested with trucks and their accompanying diesel fumes and partic[ulate] pollutants that contribute to asthma and reduced health for our citizens."

Shared sentiments related to air quality focused on connections, "my biggest concern is our air and water quality. If we don't have healthy air and water, everything else doesn't matter" and "access to outdoor recreation is the main reason why I stay in the area so maintaining and enhancing these opportunities are very important to me personally. Our family enjoys hiking, biking, skiing and kayaking so preservation of open space and clean air and water trumps industrial development for me" and the future, "I want to have kids, but I'm worried about having a kid here, where I've read that we have some of the poorest air quality nationally (I believe 14th in the nation for small particle pollution). I will consider moving out of the County if I become pregnant."

Water quality and flooding

Participants shared "this is a beautiful, natural area. Please set highest priority of protecting our natural resources, forests, water, etc." and the sentiments "we should work to protect streams, wetlands, and groundwater for public use and ecological purposes" and to "protect our waterways. Keep livestock out of our streams. Promote riparian buffers on our agricultural land and throughout the County."

Suggestions included "I would like to see County government takeover stormwater management of most areas of the county. The flow of water does not recognize municipal boundaries. I think stormwater management could be more effective if run by the county," and "we need to work at protecting our watersheds and run off. A ban on certain pesticides and fertilizers along with detergents would go a long way to getting there. The long term planning needs to be done county wide vs. township wide so there is a broader view of the effects of a decision."

In regard to flooding and water management, participants expressed concerns to "stop the flooding near Yellow Breeches Creek" and stated that

> *"special attention needs to be applied to % of land made impervious via paving and roofing and its impact on downstream flooding and run-off onto adjacent lands. Developers should be required to provide engineer documentation as to how much of existing rain/snow is currently absorbed into subject lands and what they plan on doing to prevent the new paving/roofing surfaces from shifting water currently absorbed into the sites lands onto adjacent and downstream properties. On-site retention ponds, parking lot curbs and pervious parking surfaces can and should be used to maintain properties current run-off characteristics. Developers could be bonused in some fashion if they can prove that their property will accept neighbor properties run-off and in the process resolve upstream flooding / building basement problems."*

Preserve historic sites and structures

A few participants commented on the need to "preserve existing farmland and historic barns. Provide grants to maintain historic barns" with the focus that "the County has lost many of its historical identification, farms and beautiful landscapes. County officials should look to county historians who they can build a relationship with and who can be involved in the economic development of the County. It's important to preserve Cumberland County's heritage. By doing so visitors will be drawn to the area."

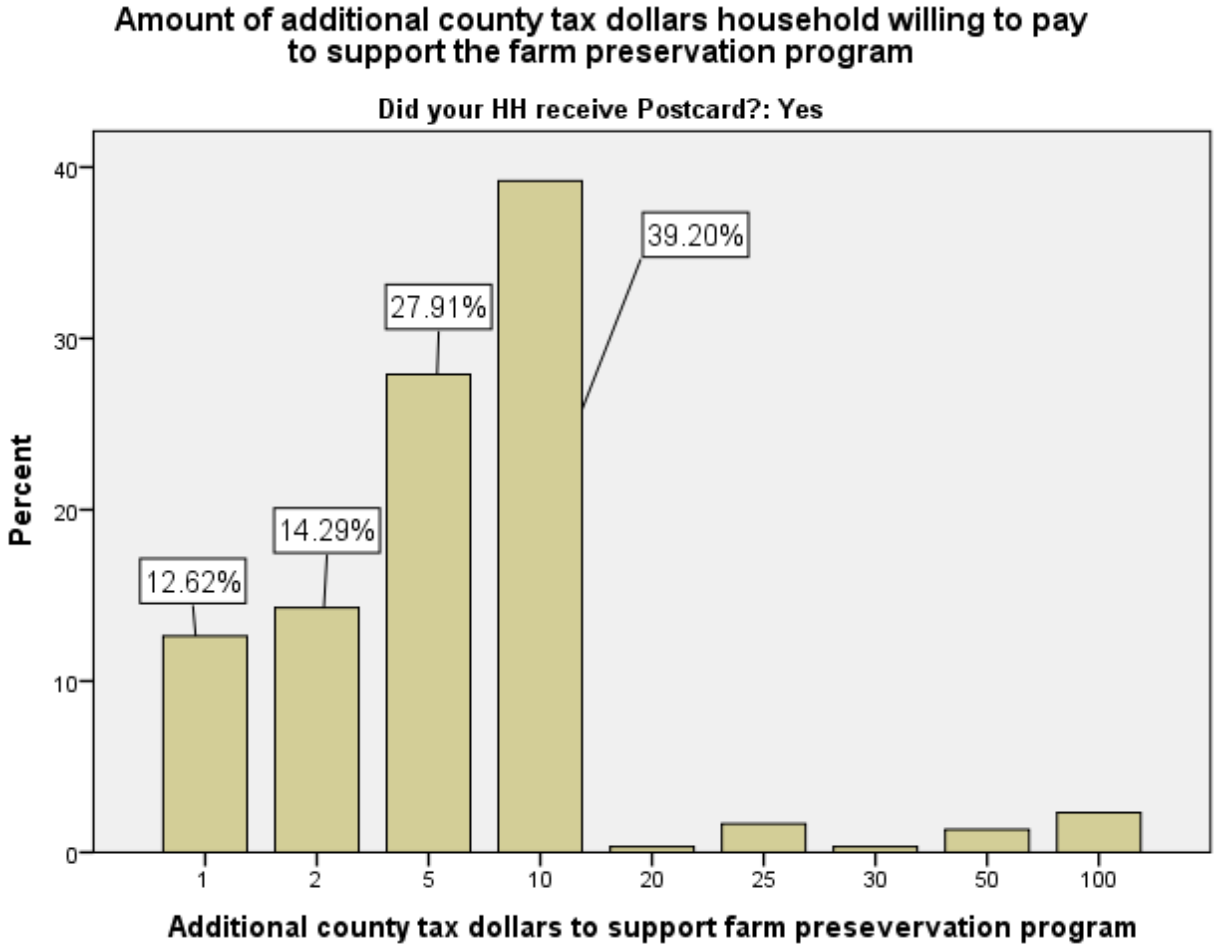
Recent examples of loss or destruction were cited: "there is a need to preserve and protect the historic buildings in the area. The destruction of the Bell Tavern is a terrible indicator that these important features are being ignored and neglected" and "... I believe that Cumberland County is in a state of gentrification, I have personal[ly] witnessed many of the farm lands and historical buildings destroyed

and given rise to a more wealthy resident. Examples would be things like the water tower in Enola, and the church that was on Enola drive and Altoona Ave split. Just recently, half of a historic barn was knocked over on the Carlisle pike within view of the Appalachian Trail. Within 1 mile east of the desecration we are allowing Shaffer trucking to expand their lot and build right on top of a historic house...There are also countless other examples of this happening all along the County."

Support for Increase in Funding from County Budget through Additional Tax Dollars

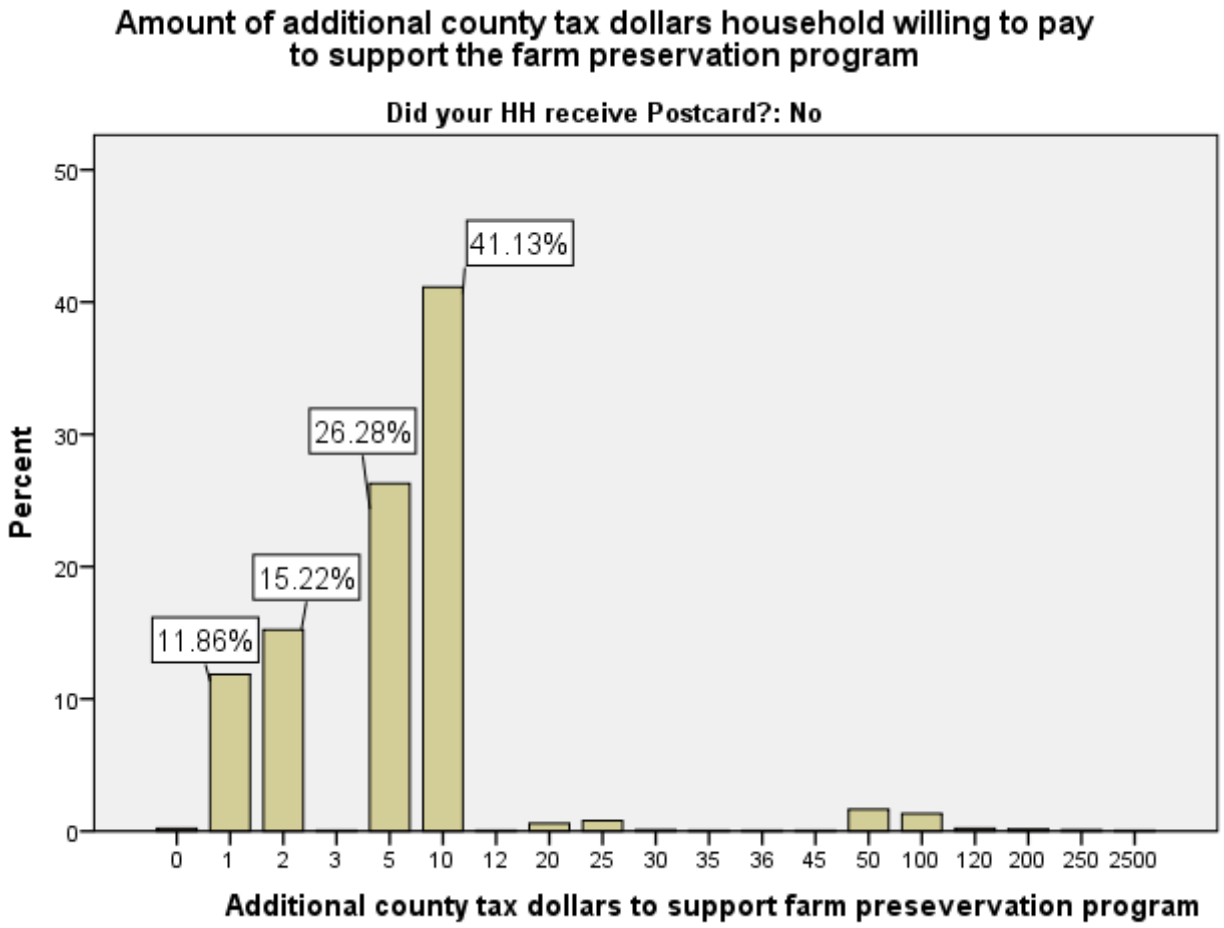
Increase in Funding: Farm Preservation Program Expansion

Almost 82% of randomly selected residents answered affirmatively to supporting an increase in funding from the County budget to allow additional farms to participate in the farm preservation program. For those that answered affirmatively, respondents were then asked to select the amount of additional county tax dollars they were willing to pay to support the program, with options of $1, $2, $5, $10, or Other per year. Of the 82% that responded to support an increase in the County budget to expand the farm preservation program, 39% reported willingness to spend $10.00 per year on expanding farm preservation program and another 28% reported willingness to contribute $5.00 per year. The range of amounts entered were from $1 to $2,500 with the most frequent recorded amount being $10 additional annual taxation contribution to expand the farm preservation program.



The convenience sample also strongly supported additional tax dollars to expand the farm preservation program with 81% responding affirmatively to the question. Of those willing to support the program

through additional taxation, 41% of respondents were willing to contribute $10 additional taxes while another 26% reported willingness of paying additional $5 per year to expand the farm preservation program. The range of amounts entered were from $1 to $100 with the most frequent recorded amount being $10 annual taxation contribution to expand the farm preservation program.



Survey Participants Elaborated on Reasons for Not Supporting an Increase in Funding from the County Budget for Additional Farm Preservation

For the 19% of survey participants that answered "No" to supporting an increase in funding from the County budget to allow additional farms to participate in the farm preservation program, respondents were then given the option to explain their choice. These explanations were coded into categories, and ultimately, into themes. Eight broad themes emerged from the 19% who said no to increase funding for additional farms to participate in the farm preservation program. These eight broad themes were:

- The Workings of the Farm Preservation Program;
- Alternative Ideas to the Current Farm Preservation Program;
- Other County Budget Priorities;
- More Information Needed;
- Subsidies;
- Free Market;

- Taxation; and,
- Individual Choice.

The workings of the farm preservation program theme included categories on program qualifications, program administration, and those that felt the current program spending levels are sufficient.

Concerns with the current workings of the farm preservation program included "it sounds easy to scam the provider of these funds by threatening to convert the land for non-farm use" to "while it is important to preserve good farmland, it is sometimes the case that less than optimal farmland ends up on the land bank. It also ties the hands of future generations to have a say in the lands they inherit." Continuing along the lines of "not protecting the right farms" other participants commented on the farm preservation program administration including "it is just helping corporate farmers." Some participants indicated not supporting expanding the farm preservation program due to limited outcomes, such as "this has not stopped the growing number of distributions centers that have been built."

A handful of survey participants said that they do support the farm preservation program provided that particular outcomes are met, such as "no increase in taxes" or another participant responded "only if said farms agree to use environmentally sound, sustainable farming practices. I am concerned about the use of human waste products used on the fields. Other agribusiness practices are also highly questionable. Someone more knowledgeable than I should draw up a list of conditions to which the applicants for funding must agree before their application goes forward. This would, of course, require ongoing verification."

Representative remarks on supporting farm preservation but at current funding amounts included "current farm land acreage appears adequate and should be maintained, but not necessarily increased."

Participants who said they do not support additional county funding for the farm preservation program offered an array of alternative ideas on how to preserve farmland. These ideas included "increasing tax on tobacco, alcohol, and legalizing marijuana to use the increased revenue (for farm preservation)," "expand the use of clean and green program to significantly increase tax on purchasers of farmland that wish to convert to a use other than farmland, place the burden on the developers," and that the County should "use tax monies to purchase more open spaces and easements that could be used for public access."

A number of comments were supportive of farm preservation, but not at the expense of increasing taxes. For example, a participant wrote "there must be other ways to ensure farmers can be competitive and stay in business without government subsidies. Lower taxes, less regulations, etc. Have you asked them what they need?"

Additional comments focused on "if farmers do not want to farm the land to sell it to individuals who do want to become farmers" or "a surcharge should be levied against the seller and used to fund preservation" while other ideas focused on enhancing farm preservation through "zoning".

Other survey participants providing comments focused on choices that must be made in any budget promoting ideas for other budget priorities. The most often cited item when writing there are other priorities that must be met had to do with infrastructure with "roads and bridges" specifically identified. Other comments in this theme were ones identifying the farm preservation program as "too costly" and "not worth it" with a few respondents stating that Cumberland County has "too many farms".

More information was another theme identified by survey participants commenting on why their household does not support expanding the farm preservation program. Information sought was around the effectiveness of keeping these farms from being developed; what is the expansion rate the County proposes; and, how many more farms need protection. In general, comments in this section were characterized by participants desiring more detail on farm preservation before they could respond affirmatively to expanding farm preservation through County budget allocation.

Subsidies to farmers were criticized among those offering comments on opposition to expanding the farm preservation program. Participants against subsidizing farmers to maintain their land viewed subsidies as "County handouts" versus the farmer working the land to compete in the free market, including increasing productivity or changing farm production to match market demands. These comments focused on farming as business and that the "County government should not interfere with the free market" and "government should not support one business over another." Other participants expressed distress that the "County pays farmers to not farm their land" while other comments focused on landowner rights and that is the "farmer's choice whether to sell to land developers or to keep the farm for agricultural purposes."

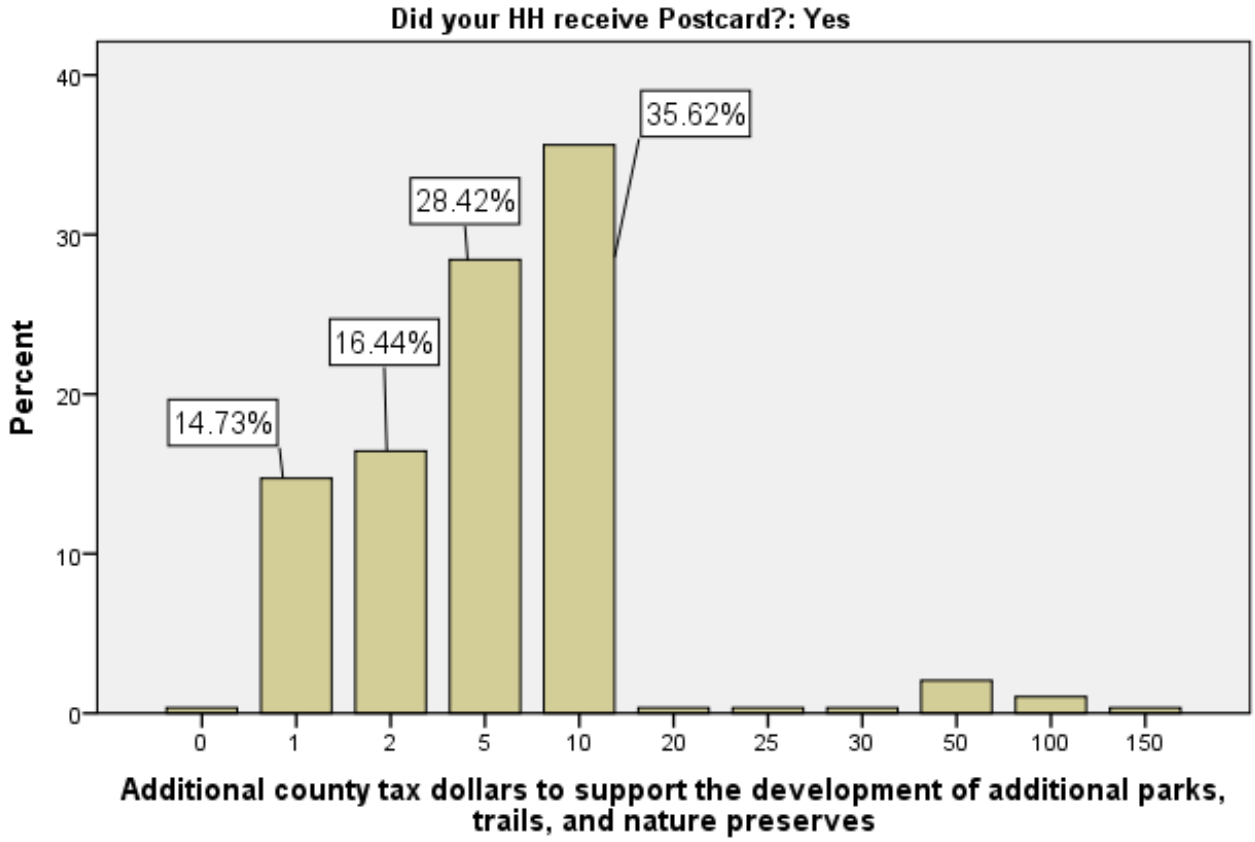
Survey participants wrote frequently about taxation and that they support small government and less tax, or that they could not afford additional taxes. Participants that identified County taxes as "already too high" and being unable to afford additional taxation were often in the context of being an older adult on a "fixed income." Although, commenting on taxes already being too high were not limited to older adults.

In closing, 81% of survey respondents indicated they are willing to financially support additional County funds to be allocated to farm preservation, yet the comments above provide insight into the 19% who responded they are not willing to financially support an allocation increase from the County budget for farm preservation.

Increase in Funding: Development of Parks, Trails, and Nature Preserves

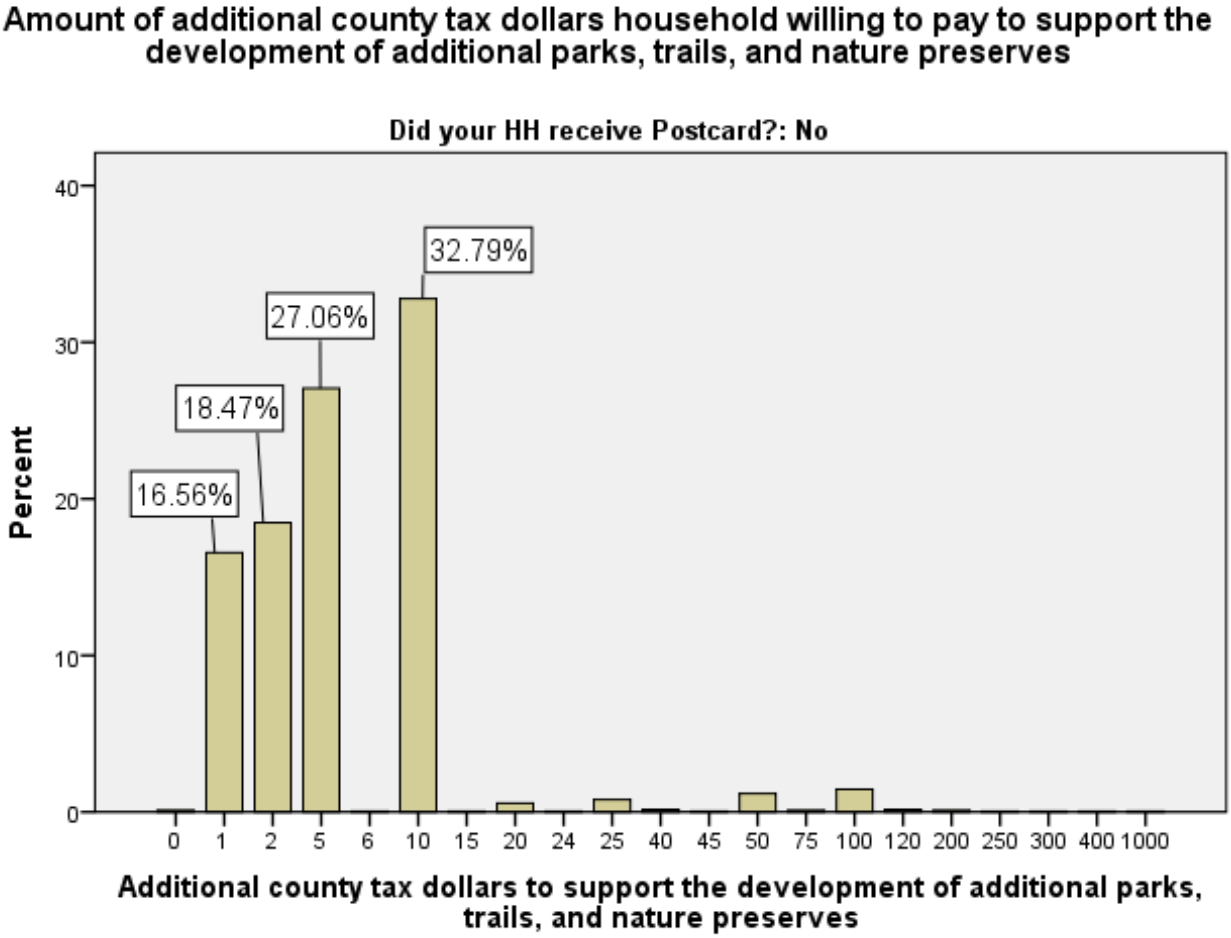
Over three-quarters (78%) of respondents from the random sample were willing to contribute additional taxes to the development of additional parks, trails, and nature preserves. Specifically, 36% said their household was willing to spend $10.00 per year with 28% of additional households willing to contribute $5.00 annually. Suggested tax amounts of $10, $20, $35, $50, and Other were identified on the survey for how much of additional tax dollars were residents willing to pay to support the development of additional parks, trails, and nature preserves. The range of amounts entered were from $1 to $1000, but like the farm preservation program, the most frequent recorded amount to develop parks, trails, and nature preserves was an additional $10 annual taxation contribution.

Amount of additional county tax dollars household willing to pay to support the development of additional parks, trails, and nature preserves



Over three-quarters (77%) of respondents from the convenience sample were willing to contribute additional taxes to the development of additional parks, trails, and nature preserves. Specifically, 33% said their household was willing to spend $10.00 per year with 27% of additional households willing to contribute $5.00 annually. Suggested tax amounts of $10, $20, $35, $50, and Other were identified on the survey for how much of additional tax dollars were residents willing to pay to support the development of additional parks, trails, and nature preserves. The range of amounts entered were from

$1 to $150, but like the farm preservation program, the most frequent recorded amount to develop parks, trails, and nature preserves was an additional $10 annual taxation contribution.



Survey Participants Elaborated on Reasons for Not Supporting an Increase in Funding from the County Budget for Additional Parks, Trails, and Nature Preserves

For the 23% of survey participants that answered negatively to supporting an increase in funding from the County budget to provide the development of additional parks, trails, and nature preserves, these respondents were then given the option to explain their choice. The explanations were coded into categories, and ultimately, into themes. Four broad themes emerged from the 23% who said no to increase funding for additional parks, trails, and nature preserves. These four broad themes were:

- Enough Parks;
- Alternative Ideas to Current Proposal Statement;
- Other County Budget Priorities; and,
- Taxation

Most participants replying commented that Cumberland County has “enough parks already” with many participants describing that “existing parks are underutilized” offering that they rarely to never see participants in the parks. Moreover, survey respondents who wrote comments identified that “there should be a budget to recondition and maintain the existing parks, trails, and natural preserves, not for

additional ones."

It is important to note that most comments in this section focused on parks and few commented specifically on trails and nature preserves, although a handful of comments did expand beyond parks, such as, "we have enough [parks]. We need to concentrate on preserving the farmland and wooded areas from development because there is getting to be no place for wild animals to go" while other participants stated there is "sufficient access to state parks with trails within 20 mile drive" and "game lands, which offer access for non-hunters, etc., during non-hunting seasons."

Participants pointed out that "all new housing developments have parks created", so the County should focus on "updating existing current parks where equipment is broken or to maintain trails" and grassy knolls in those parks. While only one participant identified health concerns over utilizing outdoor space, it seems worthy to note that families may be "limiting outdoor exposure due to concerns of Lyme disease" in the County. A few other participants gave context to underutilized parks within the framework that families are "heavily involved with school activities and sports" that prevent time at parks plus "kids today are too busy looking at their screens to enjoy the outdoors."

Many participants offered alternative ideas to the survey statement of expanding parks, trails, and nature preserves. Some of these comments focused on "allow the free market and businesses to come in to provide recreational activities and determine the price that they want to charge for such activities" like in a "pay-to-play/user fee to be used for upkeep, etc." to "the community needs to be more involved so it is an accomplishment for everyone and not just a handout from the county" with examples such as "maybe reach out to organizations to help with such things (i.e., boy scouts, girl scouts, college sororities, etc...)" Others suggested "the County could provide property tax relief to private groups to create these from private land."

There were participants who wrote "the County should have the developers support the building of new parks, trails, and preserves" while other comments displayed the sentiment that "Municipalities constantly hold developers hostage for more and more parks. The flood plain areas should be converted after flood destruction to public areas. FEMA/PEMA should only pay the owners for the next destruction and then buy them out to not be built on again...no more insurance to those flood areas."

Other alternative ideas to building additional parks, trails, and preserves were to create "bike trails to give the bikers a safer place to ride" and these comments were written by self-described bikers and non-bikers alike.

The theme of Other County Budget Priorities primarily was constructed of comments stating "there are more pressing needs" that included imploring the County to give focus to "infrastructure, service shortages, emergency mitigation and management" with many comments specifically identifying "transportation infrastructure." Expanding parks, trails, and nature preserves also elicited comments about it "not being the County government's responsibility, rather it is the responsibility of local townships" with additional comments focusing on the County providing "support, especially to the smaller municipalities/townships in their efforts to maintain or improve their parks, trails and nature preserves." Finally, there were comments such as "job development is more important than catering to recreational needs/desires" and several others prioritized farmland over parks as can be viewed in the following quote: "My main hope for Cumberland County is to help it stay predominantly agricultural. In order for farms to stay in the County, and to stay family-owned and operated is to keep property taxes low. I have lived in Cumberland County on a farm for all my life. I hope the future Cumberland County still has farms and farm lands that are thriving. Parks, trails and nature preserves are wonderful, but farms proved families revenue, a good work ethic, and wise businessmen (and women) of the future. And farmers would like to stay in the area. Cumberland Valley has the most fertile soil in the country

and a long growing season, which makes the area ideal for farmers like me and my family. It's an asset to the County to have farms. And it's the perfect area for farmers. We need to preserve."

Of the 23% of respondents who said they do not support additional county funds for parks, trails, and nature preserves, "no tax increase" was frequently cited. Some of these comments were followed by the hardships of property tax on a "fixed income" or that the participant supports "less government". A derivative of no tax increase included participants commenting there was "no direct benefit" to them as a taxpayer to support additional parks, trails, and nature preserves in Cumberland County.

In conclusion, while the open comments were restricted to the 23% of respondents who said they do not support additional county funds to be allocated for parks, trails, and nature preserves, 77% of all survey participants said they do support additional funding to develop additional parks, trails, and nature preserves.

Grow

Cumberland County's planned commercial, industrial, and residential growth must be founded upon suitable public facilities and compatible land use patterns that enhance our position as a preferred place to live, work, conduct business and visit.

The four goals associated with this theme are:

1. Pursue an economic development strategy to maintain a diversified industry base that increases the commercial/industrial tax base and in turn increases the median income and opportunities for the broadest array of residents
2. Provide a sufficient supply of mixed housing types within the financial reach of all citizens of the County
3. Provide a system of adequately sized and appropriately located community facilities that support the health, safety, and welfare of current and future generations
4. Accommodate a variety of planned land uses that support vibrant communities, diverse business opportunities, thriving natural resources, and unique character

Economic Development

This section of the survey contained 5 statements aligned with the proposed Cumberland County Comprehensive Plan theme of growth. Seeking opinions regarding the importance of objectives related to economic development in Cumberland County, respondents identified importance on a scale from Not at all important, Somewhat unimportant, Neutral, Somewhat important, Extremely important or I'm not sure on the following statements:

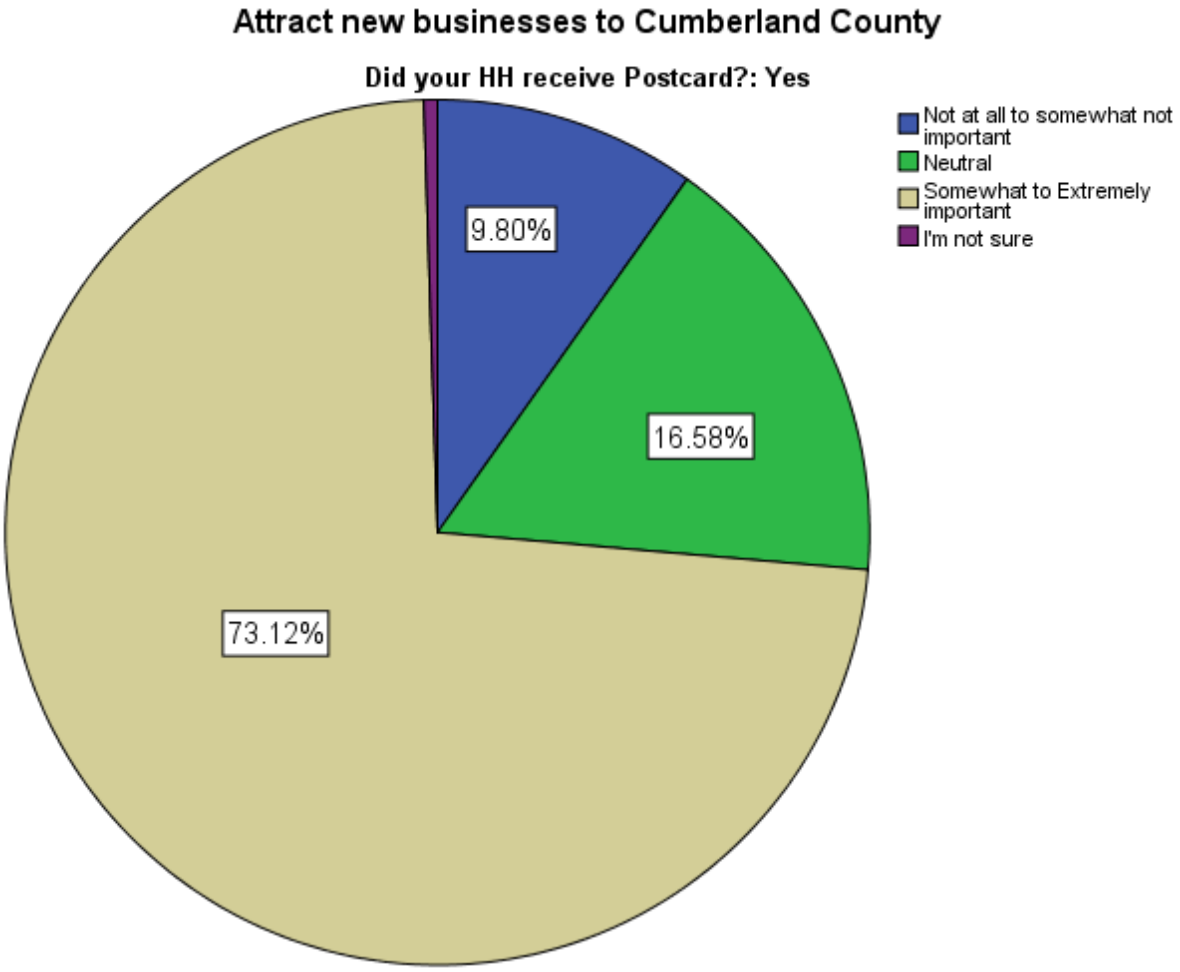
1. Attract new businesses to Cumberland County
2. Retain and expand the businesses currently located in Cumberland County
3. Reuse existing developed sites
4. Provide grants and financing opportunities to businesses
5. Attract visitors to Cumberland County

To make the scale more useful in analysis, the scale was recoded into the following 4 categories:

- Somewhat unimportant to not important at all
- Neutral
- Somewhat important to extremely important
- I'm not sure

Attract New Businesses to Cumberland County

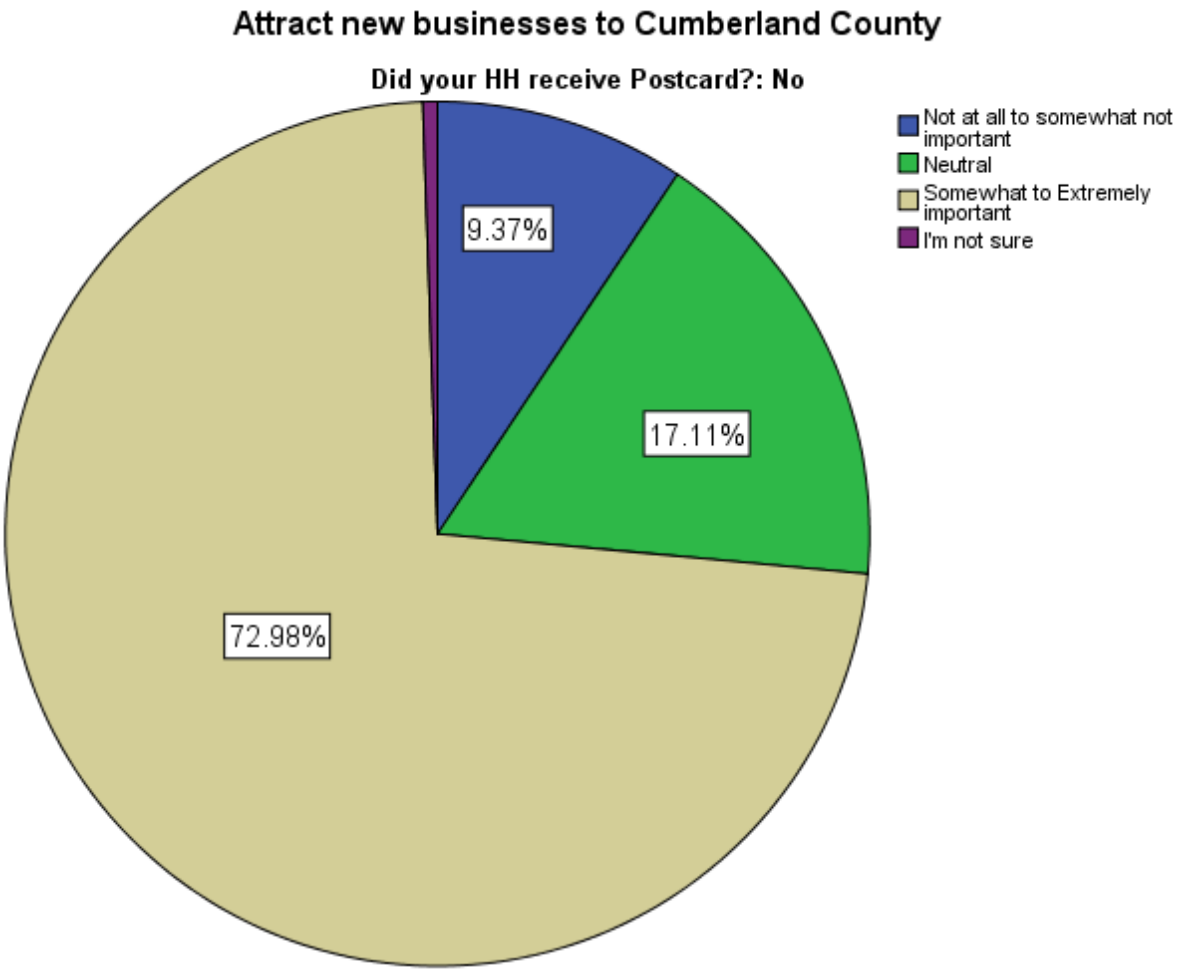
Both the random sample and the convenience sample provided similar responses when it came to attracting new businesses to Cumberland County.



Attract new businesses to Cumberland County[a]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all to somewhat not important	39	9.8	9.8	9.8
	Neutral	66	16.5	16.6	26.4
	Somewhat to Extremely important	291	72.9	73.1	99.5
	I'm not sure	2	.5	.5	100.0
	Total	398	99.7	100.0	
Missing	System	1	.3		
Total		399	100.0		

a. Did your HH receive Postcard? = Yes



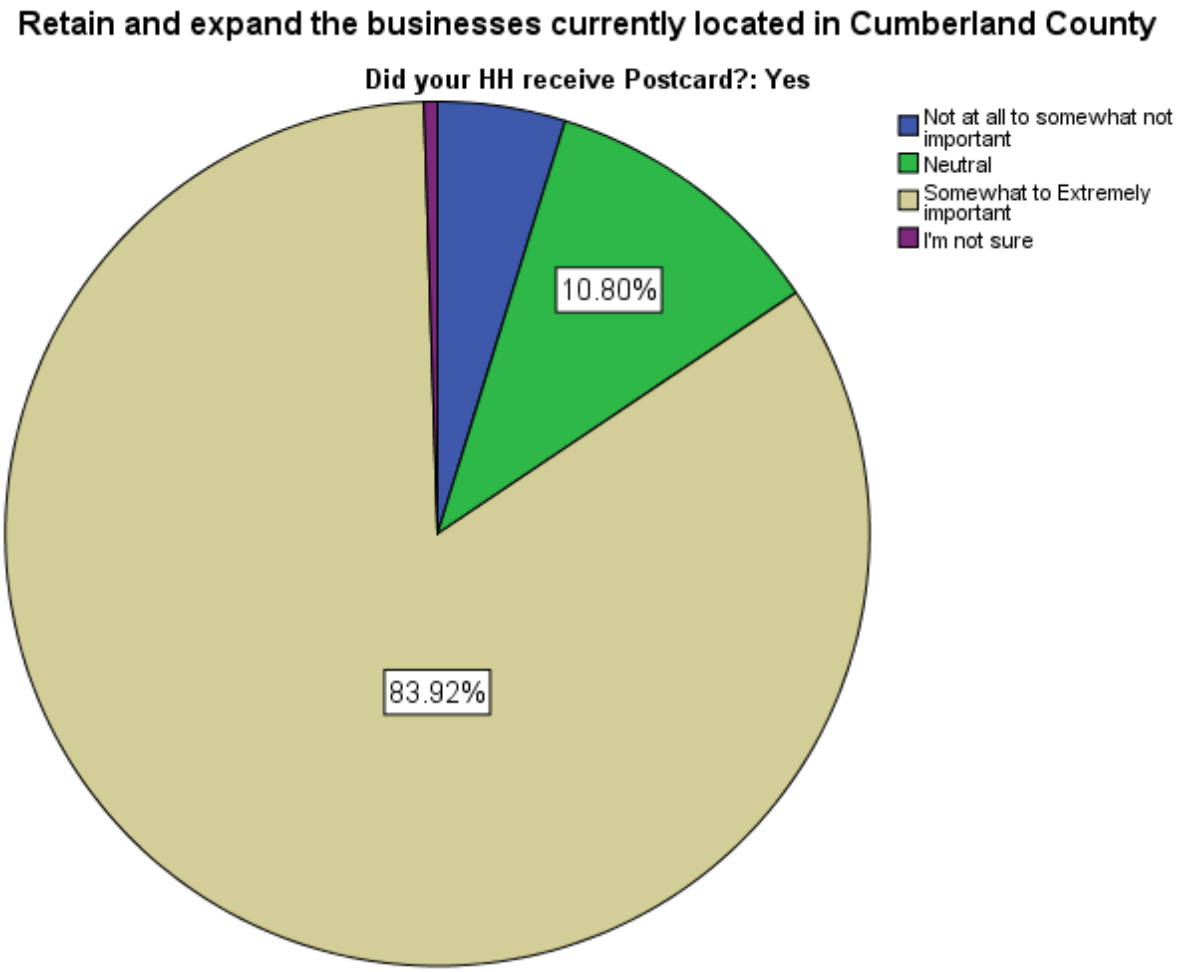
Attract new businesses to Cumberland County[a]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all to somewhat not important	241	9.3	9.4	9.4
	Neutral	440	17.0	17.1	26.5
	Somewhat to Extremely important	1877	72.4	73.0	99.5
	I'm not sure	14	.5	.5	100.0
	Total	2572	99.2	100.0	
Missing	System	21	.8		
Total		2593	100.0		

a. Did your HH receive Postcard? = No

Retain and Expand the Businesses Currently Located in County

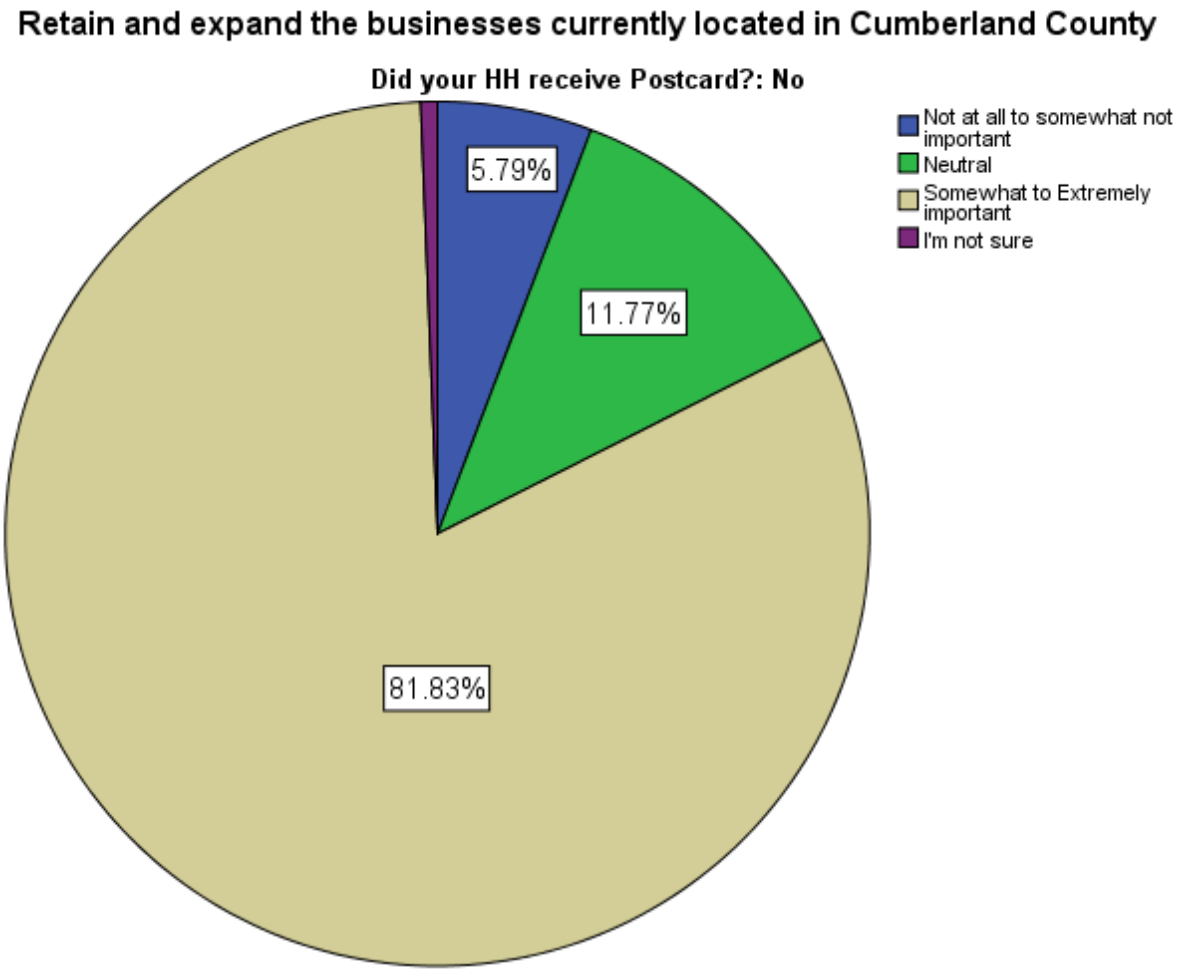
Both the random sample and the convenience sample provided similar responses when it came to retaining and expanding the businesses currently located in Cumberland County.



Retain and expand the businesses currently located in Cumberland County[a]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all to somewhat not important	19	4.8	4.8	4.8
	Neutral	43	10.8	10.8	15.6
	Somewhat to Extremely important	334	83.7	83.9	99.5
	I'm not sure	2	.5	.5	100.0
	Total	398	99.7	100.0	
Missing	System	1	.3		
Total		399	100.0		

a. Did your HH receive Postcard? = Yes



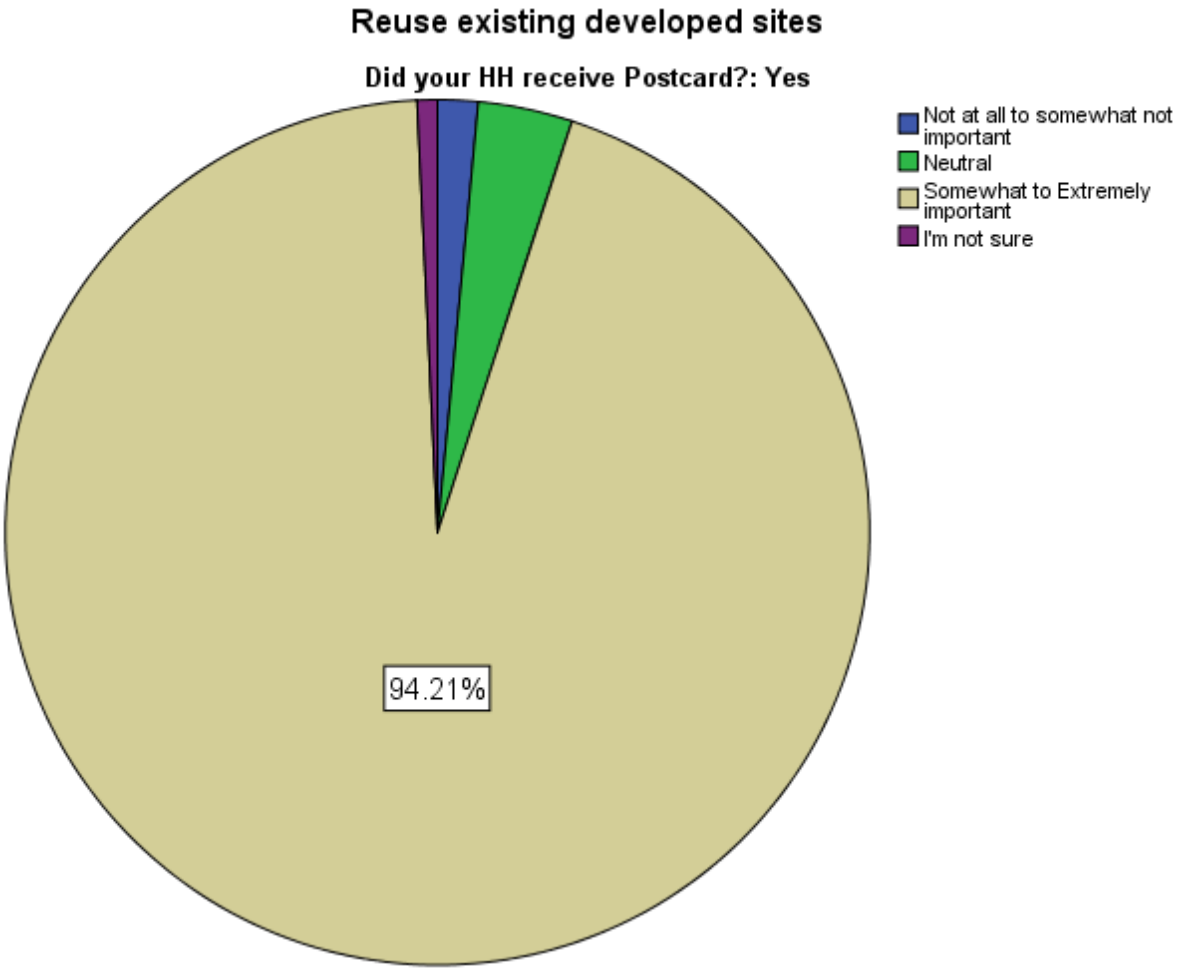
Retain and expand the businesses currently located in Cumberland County[a]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all to somewhat not important	149	5.7	5.8	5.8
	Neutral	303	11.7	11.8	17.6
	Somewhat to Extremely important	2107	81.3	81.8	99.4
	I'm not sure	16	.6	.6	100.0
	Total	2575	99.3	100.0	
Missing	System	18	.7		
Total		2593	100.0		

a. Did your HH receive Postcard? = No

Reuse Existing Developed Sites

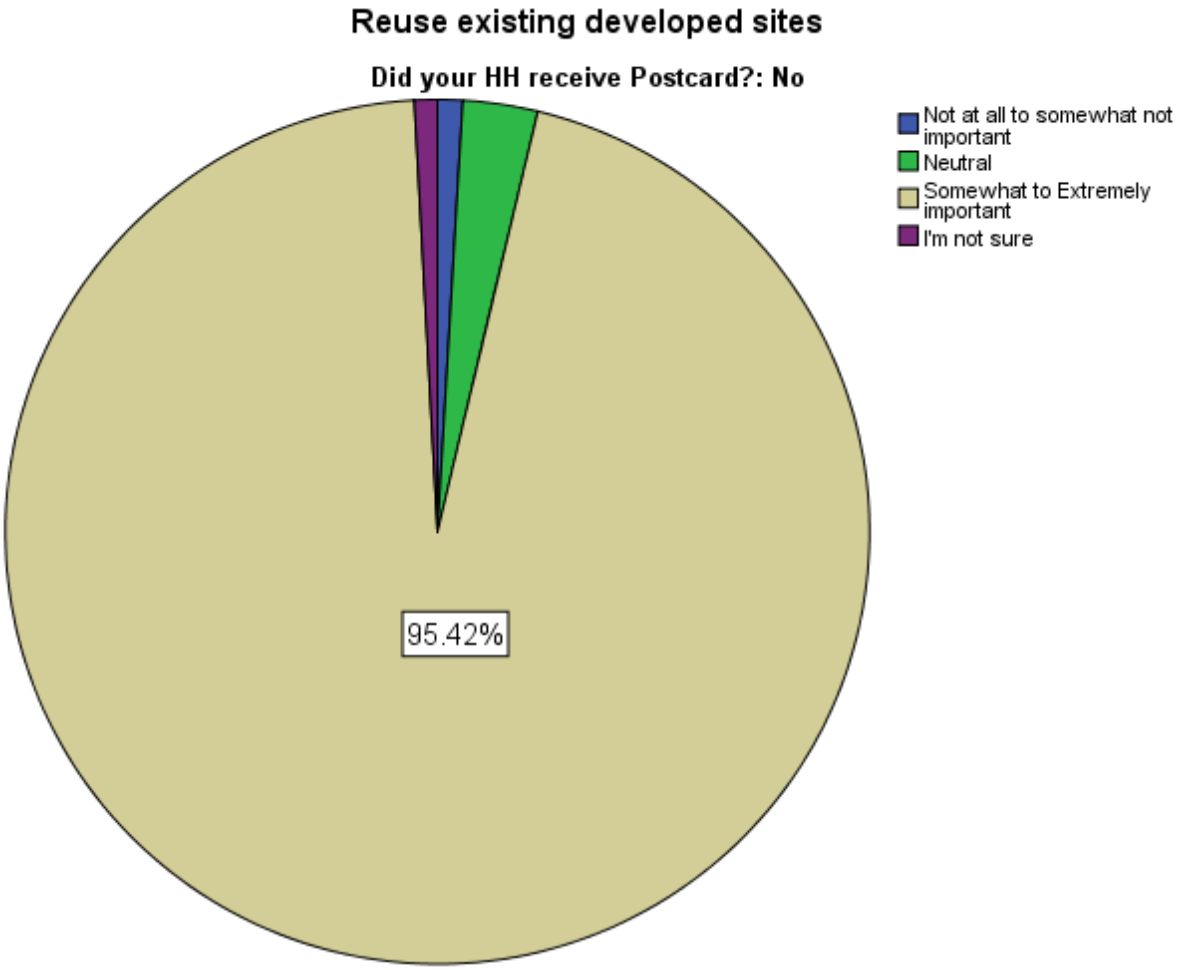
Both the random sample and the convenience sample provided similar responses when it came to reusing existing developed sites in Cumberland County.



Reuse existing developed sites[a]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all to somewhat not important	6	1.5	1.5	1.5
	Neutral	14	3.5	3.5	5.0
	Somewhat to Extremely important	374	93.7	94.2	99.2
	I'm not sure	3	.8	.8	100.0
	Total	397	99.5	100.0	
Missing	System	2	.5		
Total		399	100.0		

a. Did your HH receive Postcard? = Yes



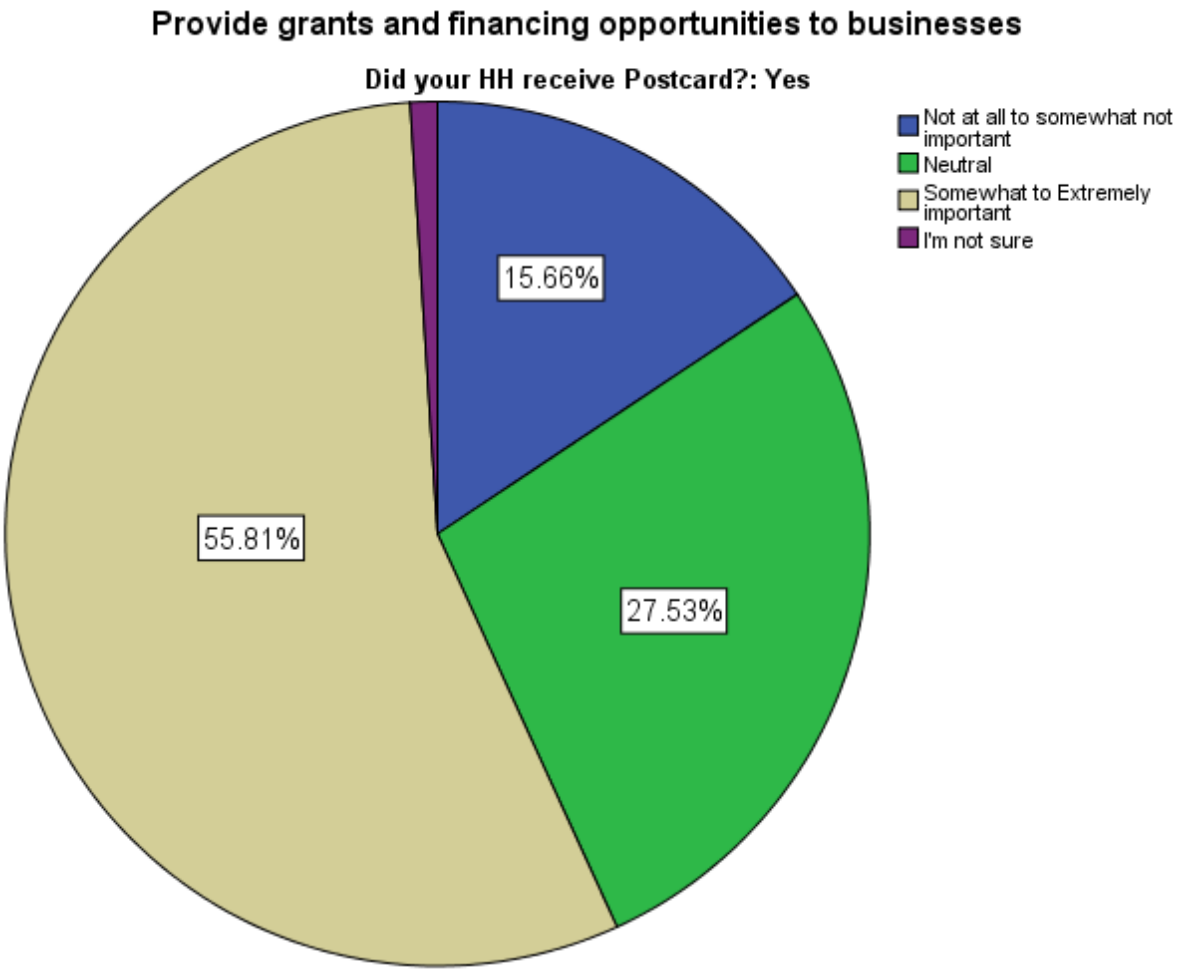
Reuse existing developed sites[a]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all to somewhat not important	24	.9	.9	.9
	Neutral	72	2.8	2.8	3.7
	Somewhat to Extremely important	2456	94.7	95.4	99.1
	I'm not sure	22	.8	.9	100.0
	Total	2574	99.3	100.0	
Missing	System	19	.7		
Total		2593	100.0		

a. Did your HH receive Postcard? = No

Providing Grants and Financing Opportunities to Businesses

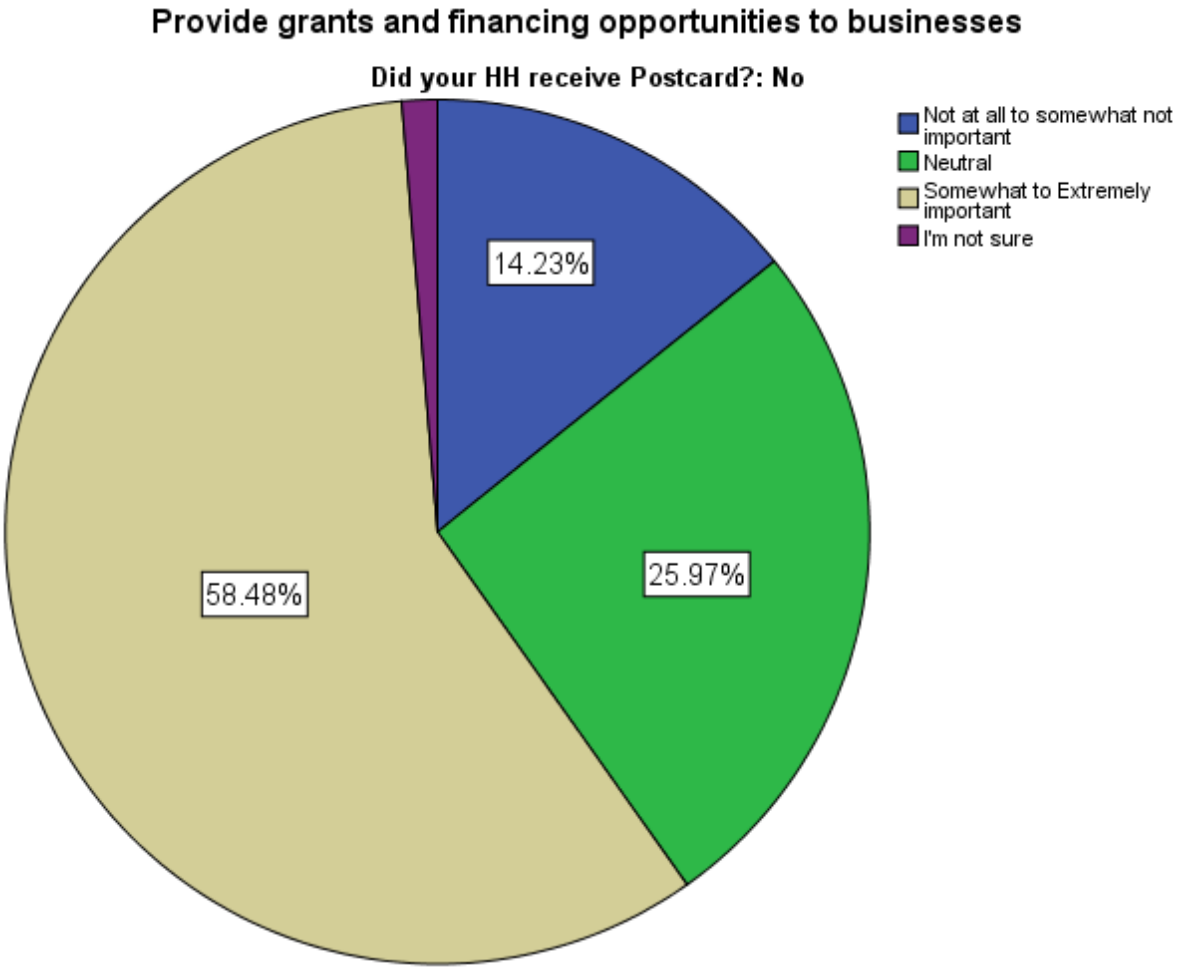
Both the random sample and the convenience sample provided similar responses when it came to providing grants and financing opportunities to businesses in Cumberland County.



Provide grants and financing opportunities to businesses[a]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all to somewhat not important	62	15.5	15.7	15.7
	Neutral	109	27.3	27.5	43.2
	Somewhat to Extremely important	221	55.4	55.8	99.0
	I'm not sure	4	1.0	1.0	100.0
	Total	396	99.2	100.0	
Missing	System	3	.8		
Total		399	100.0		

a. Did your HH receive Postcard? = Yes



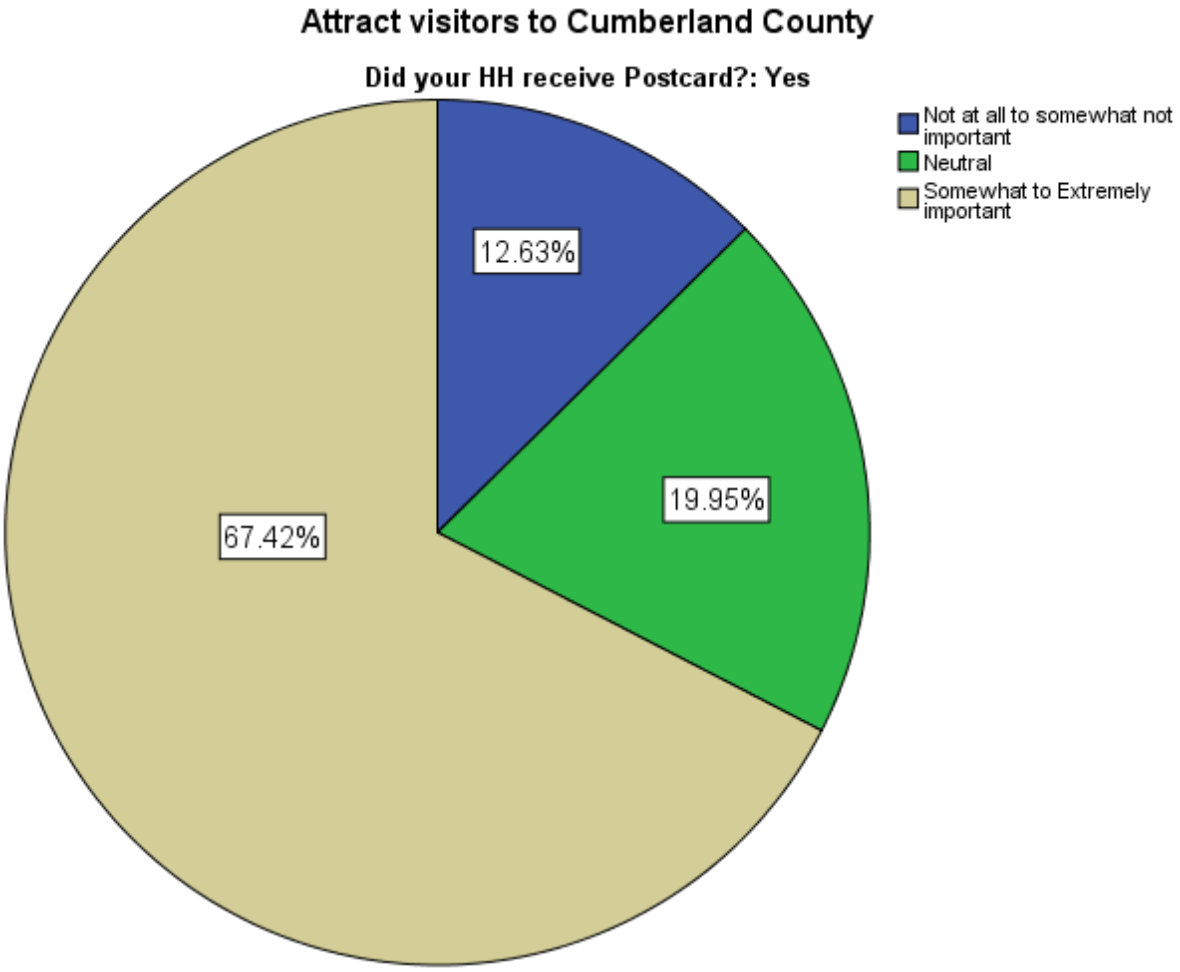
Provide grants and financing opportunities to businesses[a]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all to somewhat not important	366	14.1	14.2	14.2
	Neutral	668	25.8	26.0	40.2
	Somewhat to Extremely important	1504	58.0	58.5	98.7
	I'm not sure	34	1.3	1.3	100.0
	Total	2572	99.2	100.0	
Missing	System	21	.8		
Total		2593	100.0		

a. Did your HH receive Postcard? = No

Attract Visitors to Cumberland County

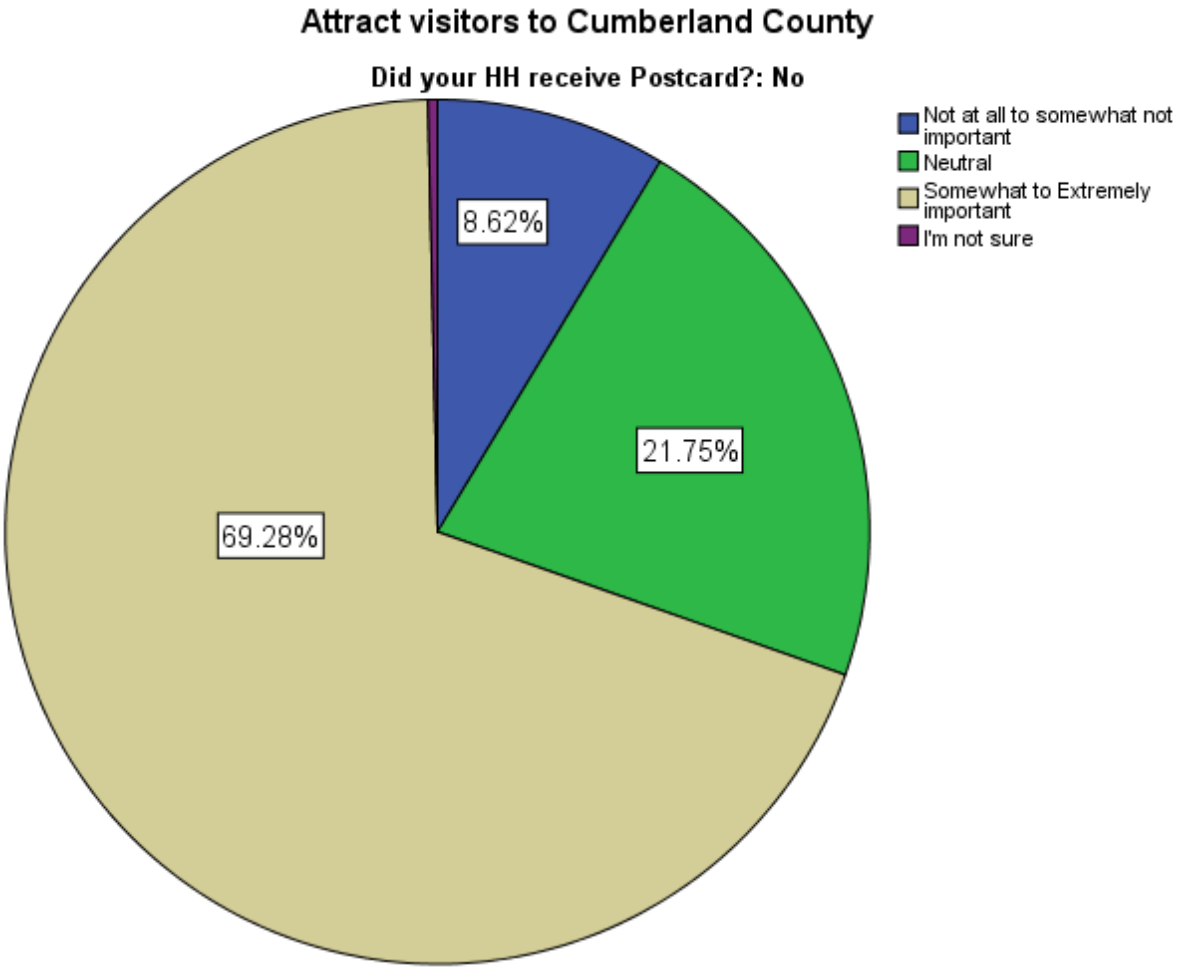
The random sample and the convenience sample are different in their responses on this question with higher percentage (13%) of random sample reporting that attracting visitors to Cumberland County is not at all or somewhat not important compared 9% of the convenience sample participants. Otherwise, the responses across the two groups are similar.



Attract visitors to Cumberland County[a]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all to somewhat not important	50	12.5	12.6	12.6
	Neutral	79	19.8	19.9	32.6
	Somewhat to Extremely important	267	66.9	67.4	100.0
	Total	396	99.2	100.0	
Missing	System	3	.8		
Total		399	100.0		

a. Did your HH receive Postcard? = Yes



Attract visitors to Cumberland County[a]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all to somewhat not important	222	8.6	8.6	8.6
	Neutral	560	21.6	21.7	30.4
	Somewhat to Extremely important	1784	68.8	69.3	99.7
	I'm not sure	9	.3	.3	100.0
	Total	2575	99.3	100.0	
Missing	System	18	.7		
Total		2593	100.0		

a. Did your HH receive Postcard? = No

Comments Related to Economic Development

The final question of the survey was an open comment box in which survey participants were able to provide additional feedback on whatever topic(s) they desired. These comments were coded using the themes of the proposed Cumberland County Comprehensive Plan survey. The comments that related to the theme of economic development are summarized below with quotation marks indicating a participant's direct words. Even though quotations are the direct statement of individual participants, ideas were supported by other participant comments.

Even though "the survey did not ask any questions about workforce development," survey participants reported that Cumberland County needs "more diversified employment" beyond "warehousing, retail, and service industry jobs" that employ "part time and pay low wages." Comments noted that "so much of the Cumberland County Comprehensive Plan swings on the health of the economy and quality of the workforce." Survey participants identified the need to "bring businesses that employ high skill labor over the expansion of low skill jobs that has come with warehousing." Survey participants want jobs that enable county residents to reside and work in the same place, but that "warehouses are not employing local residents, they are bussing in employees from other counties." Even more participants noted that the County "needs to attack high paying, skilled jobs" by "returning manufacturing to the area" while others wrote that "we should try and attract more high tech jobs that have less impact on the environment but provide good, well-paying jobs." In short, "the people that live in this county need stable, permanent, better paying jobs than just warehouse and logistics jobs. Stop the focus on warehouse and logistics jobs and bring more diverse jobs to the area."

All comments appeared to be addressing the for profit sector with a lone comment identifying the nonprofit industry as one where "more community nonprofits are needed in Cumberland County to provide jobs as well as services."

There were many comments where participants wrote that Cumberland County growth is "out of control" and happening "way too fast" to the point of participants declaring that "further development should not take place. Preserve our green space!" compared to only a few survey participants that wrote they were "willing to support the growth of Cumberland County" and wanting "markets and individuals in charge, not the government with over regulations." In the middle of this continuum were survey participants calling for "careful planning ...to prevent overcrowding and worsening traffic conditions" and "economic smart growth that has some short-term gain and a lot of long-term gain versus developing with no planning with a lot of short-term gain and very little long-term benefits. Would suggest following DCNR's Better Models for Development." Many comments were about finding a balance in the development process in Cumberland County. For example, "while I recognize that population increases over time and it's only fair to support development, I think the amount of development in this area is excessive, and some of the highest in the state" with another participant capturing the sentiment of many comments in "the amount of development has been quite unsettling. Though our populations and businesses are growing, we must keep the environment in mind when making decisions that seriously damage our natural ecosystems."

"Quality of life matters" was a theme throughout the comments. How the County goes about "maintaining a good quality of life" for its residents "is the million dollar question with the fast growth

being experienced here" but, overwhelmingly, survey participants "want planning, ordinances and zoning that maintains the characteristics of Cumberland County" with economic development that offers "stable, high paying, skilled labor and makes a smaller environmental footprint." Thus, survey participants highly favored reusing existing sites to prevent "sprawl" and to "revitalize existing business areas."

Survey participants "understand the need for economic growth, but" expressed frustration that "there are many empty structures and abandoned sites in the County already," including "three unleased warehouses yet a new one is being built" and that there are "others in the planning process." However, it is not only warehouses where survey participants expressed frustration, but also with big box, retail chains and the struggling business districts that focus more on small business owners. For example, "we need to attract businesses to occupy vacant existing spaces like the old Giant store in Enola and we need to eliminate restrictions placed on vacated spaces such as this one." The frustration of survey participants centered on "Cumberland County is beautiful. Filling it up with industry and using up farmland and wooded property with new buildings ruins the attraction of Cumberland County. Reuse sites already developed and currently not in use is one way to preserve the beautiful country parts left of Cumberland County."

Overall, comments focused on "efforts should be made to attract business to existing buildings or developed lands" and "ventures should be offered incentives to reuse existing and historic buildings or otherwise face significant disincentives for building new." There were participants adamantly against offering any "tax breaks to corporations," but within the context of reusing existing sites, participants expressed a more favorable outlook on "giving a tax break or some other incentive to utilize buildings already standing." There were a couple of comments centering around the idea that "any company that wants to build a new warehouse in Cumberland County should provide proof that they have done an extensive search of the vacant properties and that none fit their needs before applying for new building permits."

Survey participants are of the opinion that "future development should be focused on repurposing previously developed land" with a few survey participants commenting "looking forward to development of brownfield sites in Carlisle" and "the old factory locations need to be moved forward with plans that promote our economy." Specific ideas to be included in the economic development of brownfield sites in Carlisle included "local food system initiatives" with others adding "Trader Joe's."

Other survey participants pointed to the need for attention to downtown areas of various communities, whether that is "wish[ing] Market Street looked as nice in Lemoyne as it does in Camp Hill" or "please facilitate a business improvement district for Carlisle" where "small business owners thrive" and "there are vacant storefronts that should be filled" to a survey participant highlighting "Simply Well in Carlisle, and others like it, should be supported and encouraged in efforts to revitalize properties." These comments were from participant perspectives of "we do not need to focus on attracting new businesses. Instead, we should focus on the businesses that we have in our area" as "small business owners are dying because of outside large corporations and lack of assistance. Towns with mom-and-pop shops are healthier for the community than Walmart and whatever Centric Bank is bulldozing by [Rte.] 114. Outside investors are rewarded for taking money out of the community while the people working hard to keep funds local receive no help from local government."

"Proactive planning allows us to do so and improve our economic goals at the same time. Suggestion-stop bringing in warehouse developers and giving them tax breaks to plunder our natural resources,

convert them to cash, then take the cash back wherever they came from. Instead, go out and find socially-responsible, living-wage, value-added enterprises/industries who are long-term oriented and give to them any designated reuse site they like. Take it from a high level warehouse manager- this industry is only lucrative to its developers while its operators live contract-to-contract, pinching pennies and hoping to survive the next quarterly report. Allowing this trend to continue will change our demographics and our debt load, not favorably."

Housing

There were two sections pertaining to housing that aligned with the proposed Cumberland County Comprehensive Plan theme of growth. The first section sought opinions regarding the importance of objectives related to housing in Cumberland County on a scale from Not at all important, Somewhat unimportant, Neutral, Somewhat important or Extremely important or I'm not sure and the second focused on the types of land use and survey respondent opinions on whether the County has Way too much, Somewhat Too much, Just the right amount, Somewhat not enough, Way not enough or I'm not sure.

The following five statements focused on importance to residents:

1. Provide a variety of housing (i.e. single family detached, townhomes, apartments, etc.)
2. Provide enough housing units to support the increasing population
3. Provide housing for all income levels
4. Provide appropriate housing for special needs populations (i.e. persons with disabilities, the elderly, etc.)
5. Preserve and rehabilitate the existing housing stock

To make the scale more useful in analysis regarding the above statements, the scale was recoded into the following 4 categories:

- Somewhat unimportant to not important at all
- Neutral
- Somewhat important to extremely important
- I'm not sure

Eight statements assessed participants' opinions on the current amount of each type of housing:

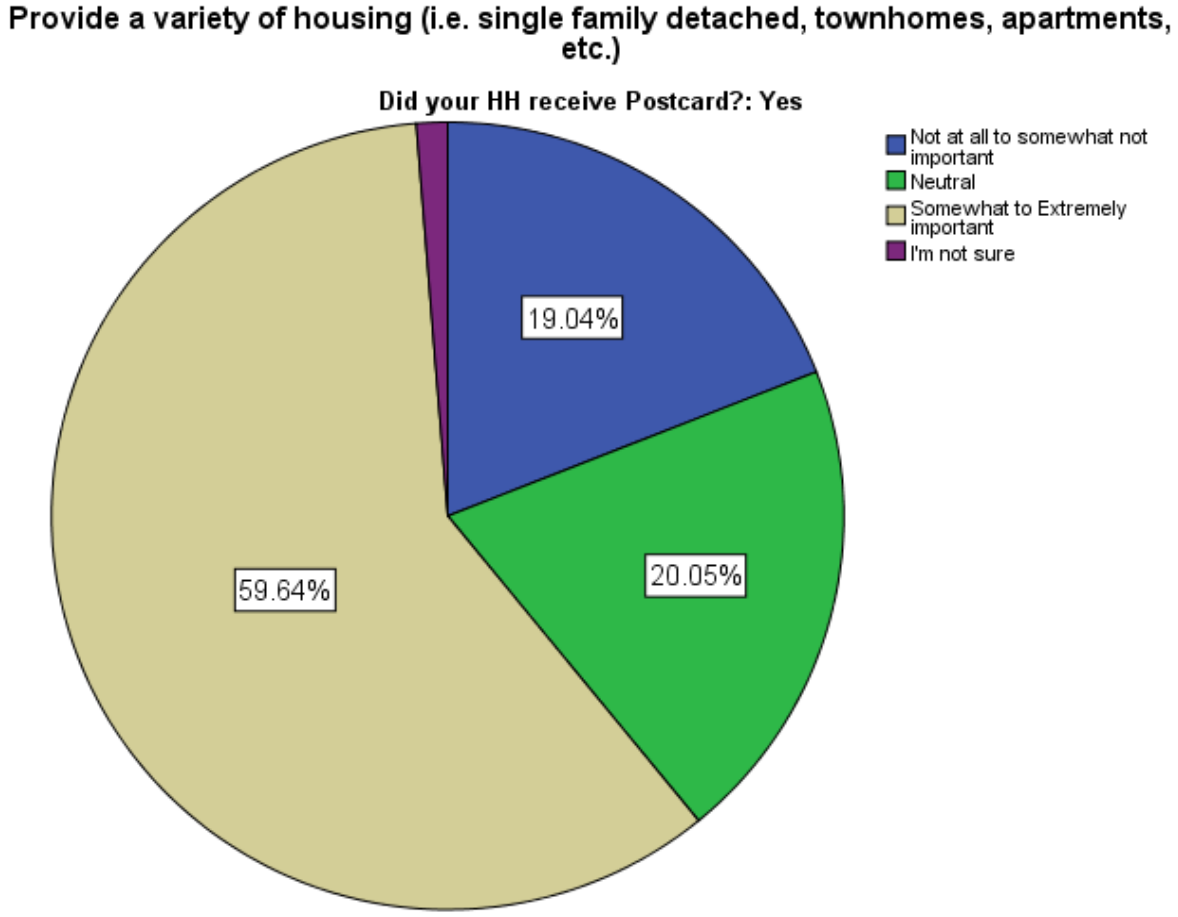
1. Single family detached
2. Two-family attached
3. Apartments
4. Townhouses
5. Tiny homes (i.e. very small houses under 500 square feet of floor area)
6. Mobile homes
7. Multigenerational housing (i.e. In-law quarters, additional residential unit on an existing residential lot for family members)
8. Age restricted housing (i.e. housing for ages 55+)

To make the scale more useful in analysis regarding the above statements, the scale was recoded into the following 4 categories:

- Somewhat too much to way too much
- Just the right amount
- Somewhat not enough to way not enough
- I'm not sure

Providing a variety of housing (i.e. single family detached, townhomes, apartments, etc.)

Both the random sample and the convenience sample provided similar responses when it came to providing a variety of housing (i.e. single family detached, townhomes, apartments, etc.) in Cumberland County.

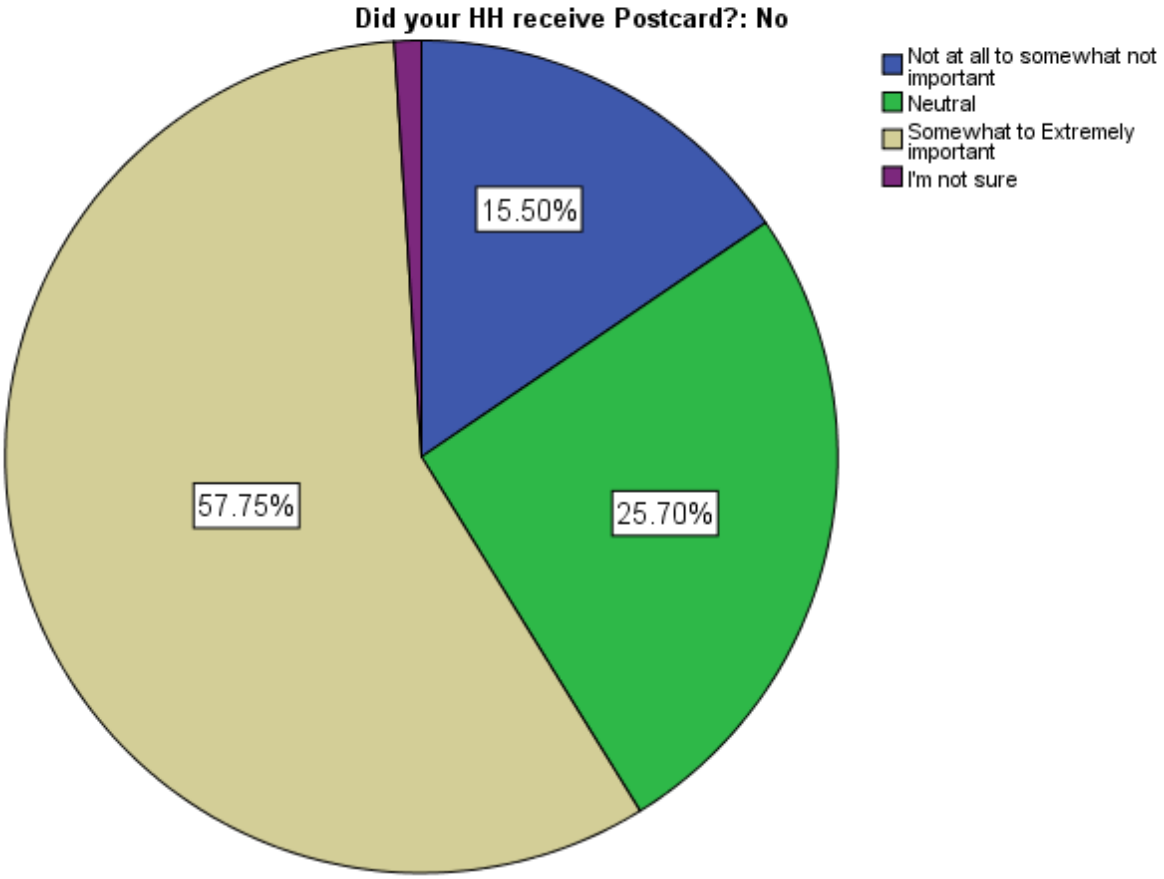


Provide a variety of housing (i.e. single family detached, townhomes, apartments, etc.)[a]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all to somewhat not important	75	18.8	19.0	19.0
	Neutral	79	19.8	20.1	39.1
	Somewhat to Extremely important	235	58.9	59.6	98.7
	I'm not sure	5	1.3	1.3	100.0
	Total	394	98.7	100.0	
Missing	System	5	1.3		
Total		399	100.0		

a. Did your HH receive Postcard? = Yes

Provide a variety of housing (i.e. single family detached, townhomes, apartments, etc.)



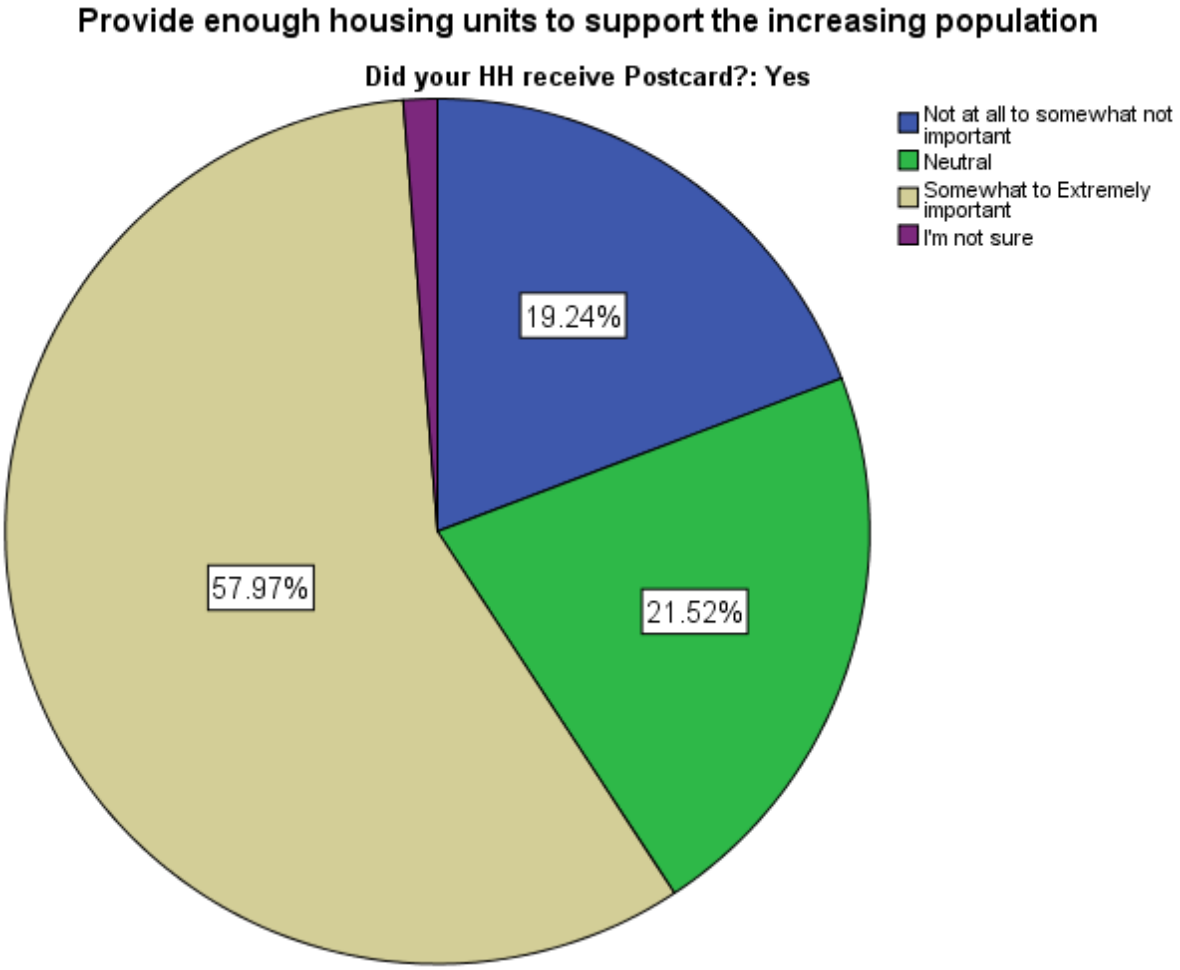
Provide a variety of housing (i.e. single family detached, townhomes, apartments, etc.)[a]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all to somewhat not important	398	15.3	15.5	15.5
	Neutral	660	25.5	25.7	41.2
	Somewhat to Extremely important	1483	57.2	57.7	98.9
	I'm not sure	27	1.0	1.1	100.0
	Total	2568	99.0	100.0	
Missing	System	25	1.0		
Total		2593	100.0		

a. Did your HH receive Postcard? = No

Provide Enough Housing Units to Support the Increasing Population

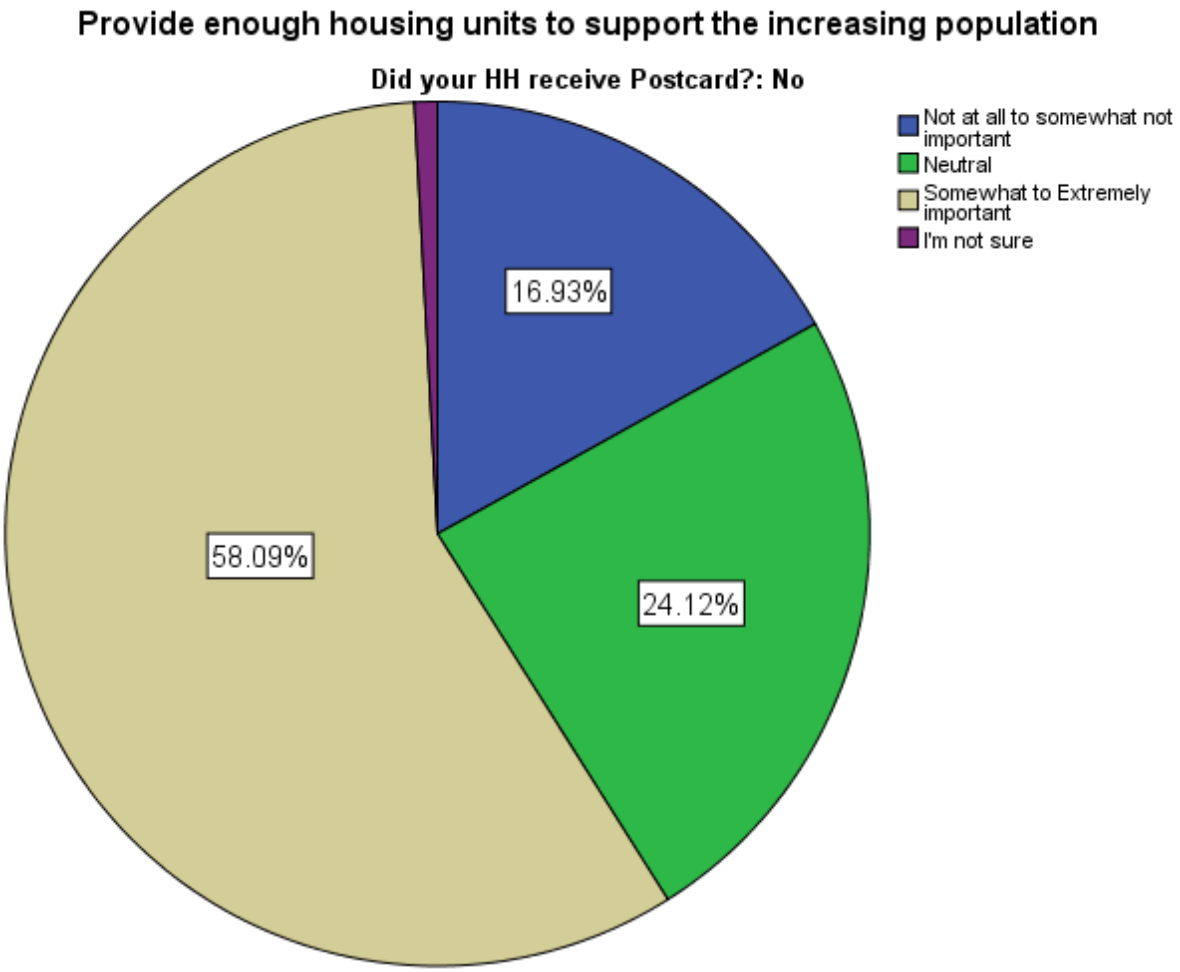
Both the random sample and the convenience sample provided similar responses when it came to providing enough housing units to support the increasing population in Cumberland County.



Provide enough housing units to support the increasing population[a]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all to somewhat not important	76	19.0	19.2	19.2
	Neutral	85	21.3	21.5	40.8
	Somewhat to Extremely important	229	57.4	58.0	98.7
	I'm not sure	5	1.3	1.3	100.0
	Total	395	99.0	100.0	
Missing	System	4	1.0		
Total		399	100.0		

a. Did your HH receive Postcard? = Yes



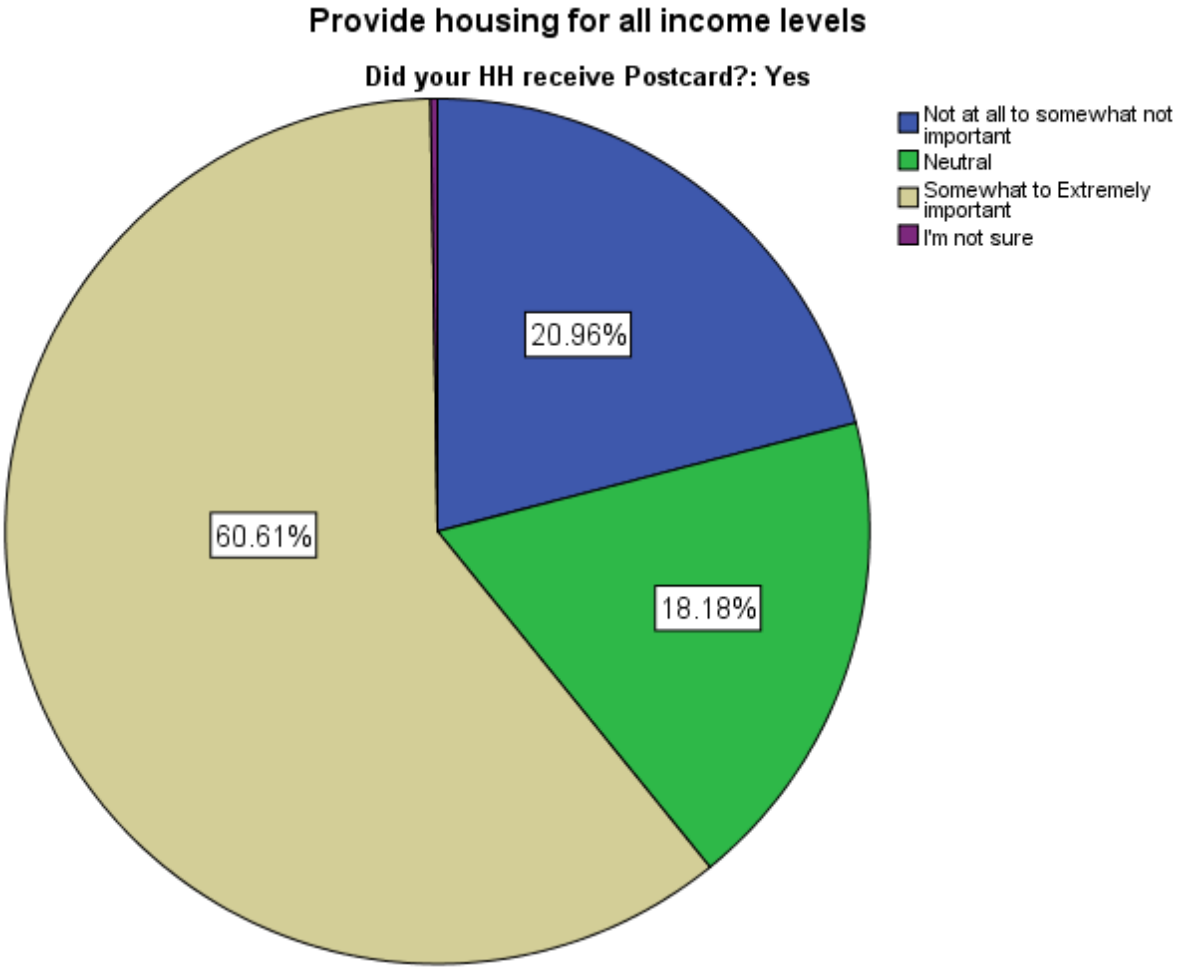
Provide enough housing units to support the increasing population[a]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all to somewhat not important	435	16.8	16.9	16.9
	Neutral	620	23.9	24.1	41.1
	Somewhat to Extremely important	1493	57.6	58.1	99.1
	I'm not sure	22	.8	.9	100.0
	Total	2570	99.1	100.0	
Missing	System	23	.9		
Total		2593	100.0		

a. Did your HH receive Postcard? = No

Providing Housing for All Income Levels

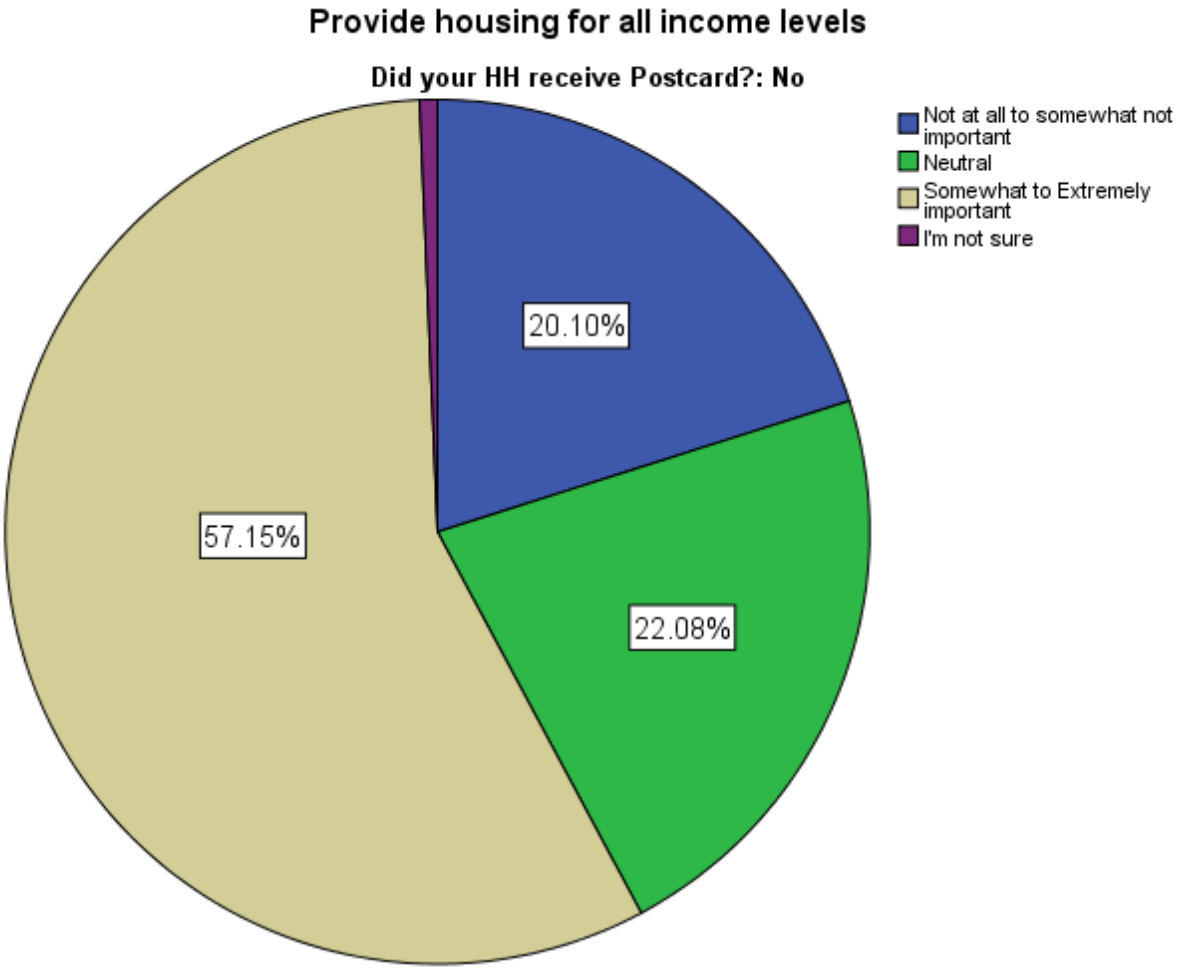
As communities grapple with how to provide affordable housing at all income levels, the responses to this question will need to be explored more fully with residents because there are 21% of respondents who do not see this matter as important with another 18%-22% reported being neutral on the matter.



Provide housing for all income levels[a]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all to somewhat not important	83	20.8	21.0	21.0
	Neutral	72	18.0	18.2	39.1
	Somewhat to Extremely important	240	60.2	60.6	99.7
	I'm not sure	1	.3	.3	100.0
	Total	396	99.2	100.0	
Missing	System	3	.8		
Total		399	100.0		

a. Did your HH receive Postcard? = Yes



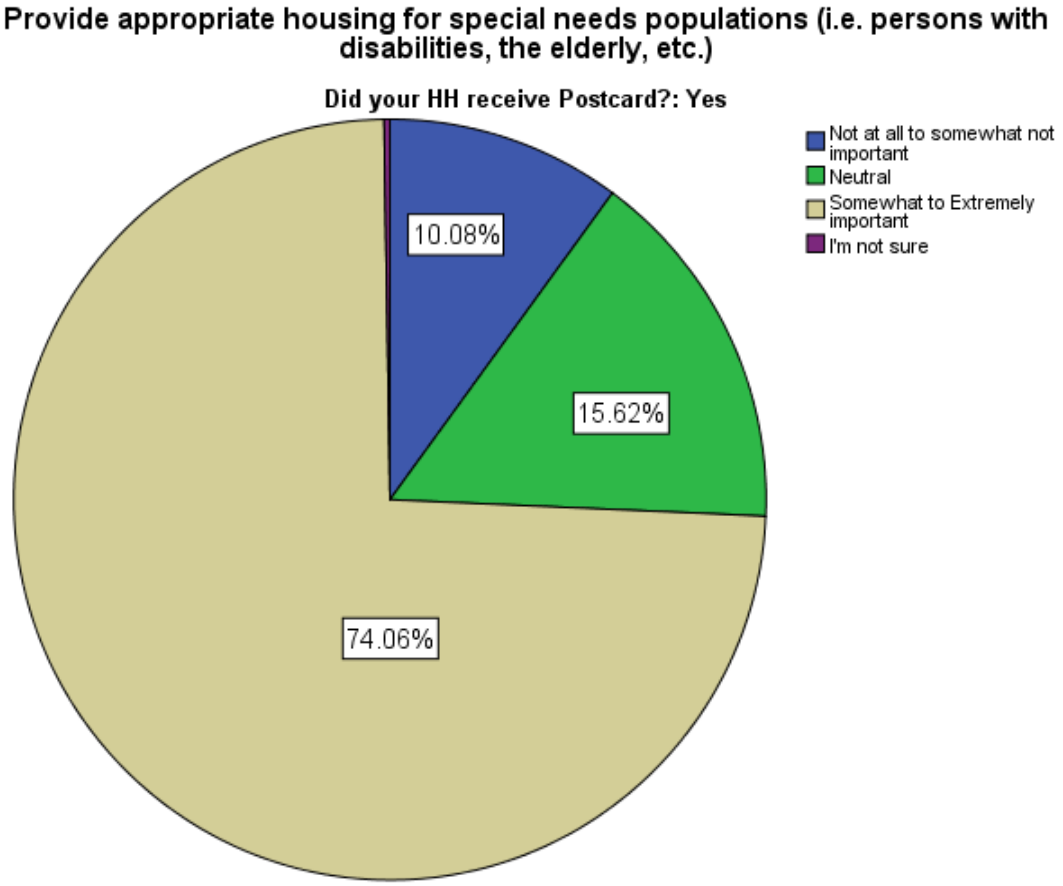
Provide housing for all income levels[a]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all to somewhat not important	517	19.9	20.1	20.1
	Neutral	568	21.9	22.1	42.2
	Somewhat to Extremely important	1470	56.7	57.2	99.3
	I'm not sure	17	.7	.7	100.0
	Total	2572	99.2	100.0	
Missing	System	21	.8		
Total		2593	100.0		

a. Did your HH receive Postcard? = No

Provide Appropriate Housing for Special Needs Populations (i.e. persons with disabilities, the elderly, etc.)

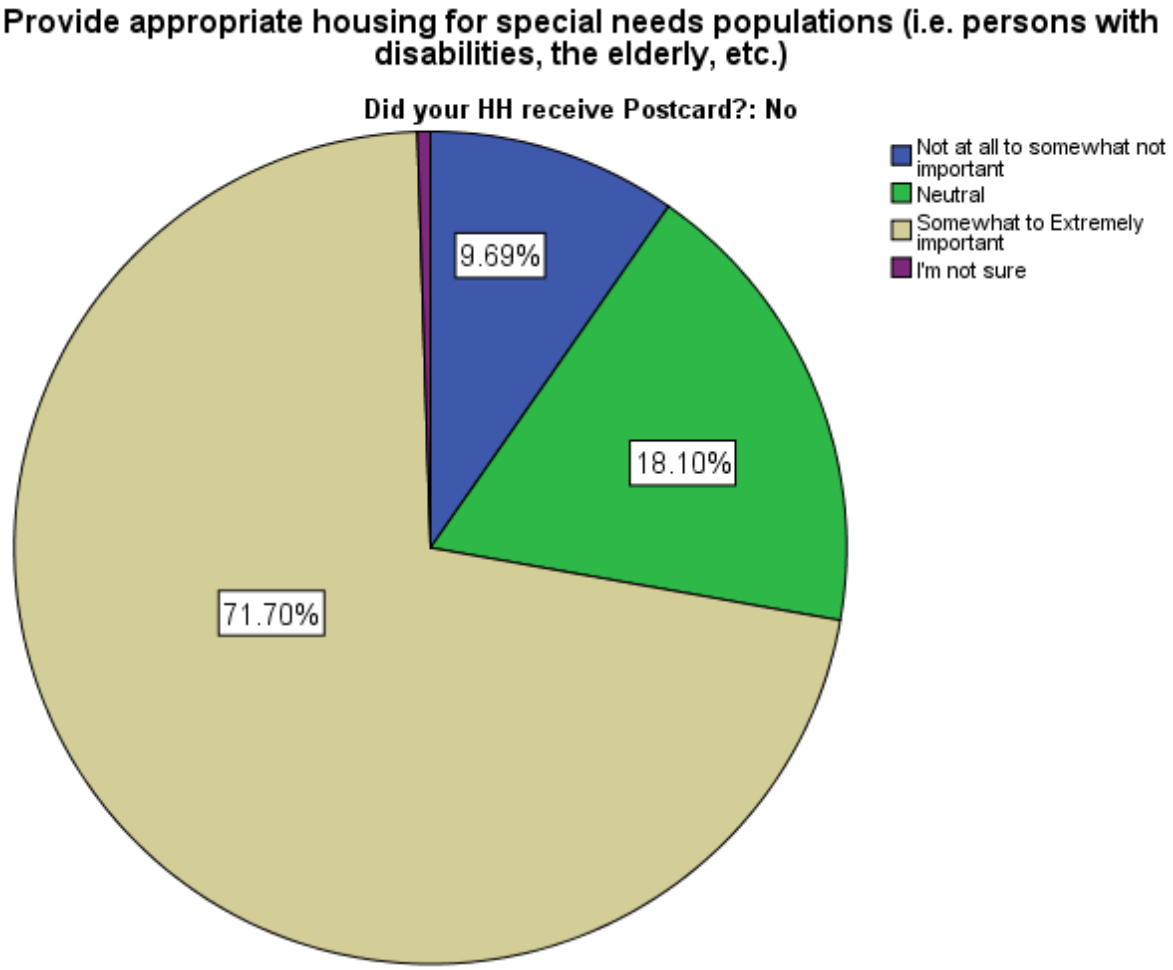
Both the random sample and the convenience sample provided similar responses when it came to providing appropriate housing for special needs populations (i.e. persons with disabilities, the elderly, etc.) in Cumberland County.



Provide appropriate housing for special needs populations (i.e. persons with disabilities, the elderly, etc.)[a]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all to somewhat not important	40	10.0	10.1	10.1
	Neutral	62	15.5	15.6	25.7
	Somewhat to Extremely important	294	73.7	74.1	99.7
	I'm not sure	1	.3	.3	100.0
	Total	397	99.5	100.0	
Missing	System	2	.5		
Total		399	100.0		

a. Did your HH receive Postcard? = Yes



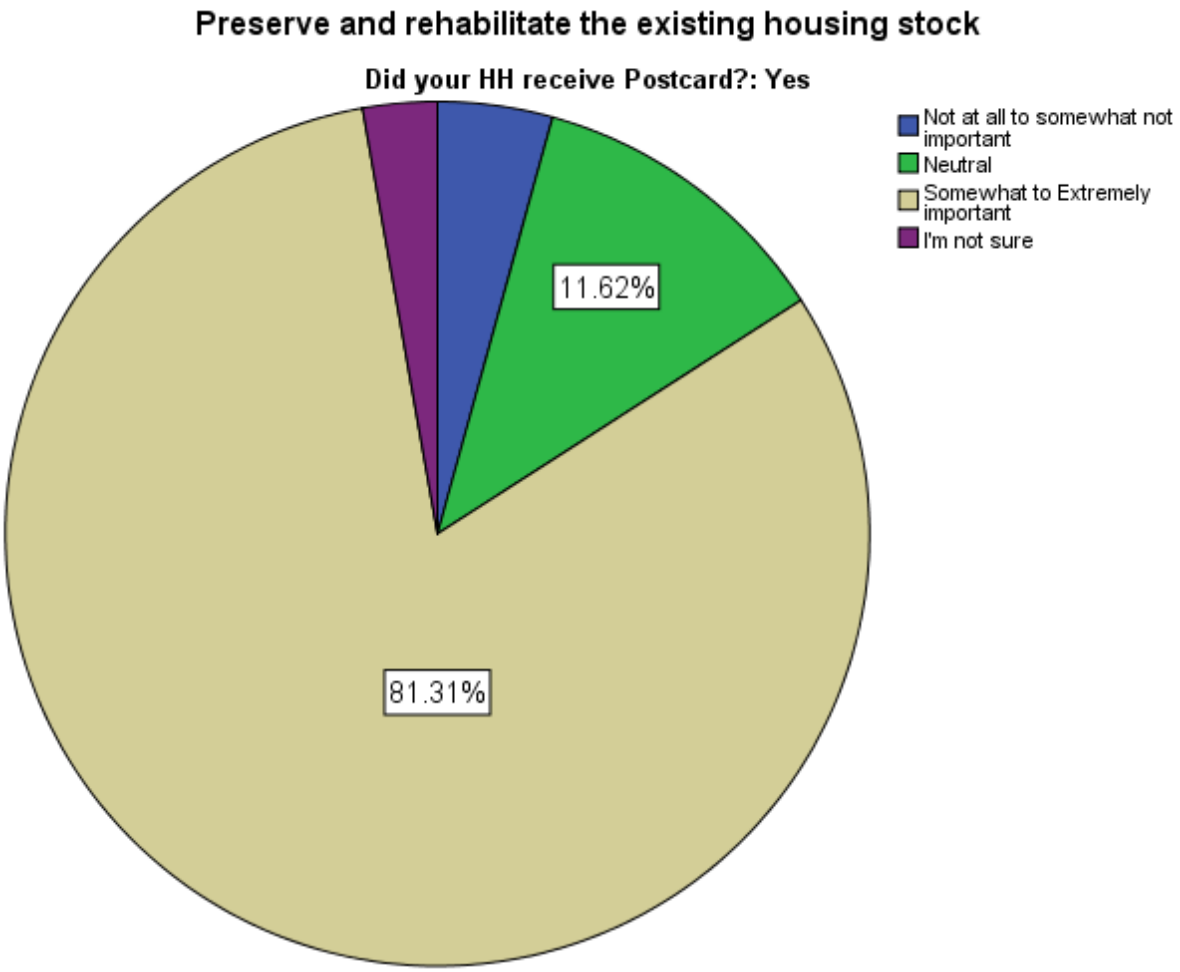
Provide appropriate housing for special needs populations (i.e. persons with disabilities, the elderly, etc.)[a]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all to somewhat not important	249	9.6	9.7	9.7
	Neutral	465	17.9	18.1	27.8
	Somewhat to Extremely important	1842	71.0	71.7	99.5
	I'm not sure	13	.5	.5	100.0
	Total	2569	99.1	100.0	
Missing	System	24	.9		
Total		2593	100.0		

a. Did your HH receive Postcard? = No

Preserve and Rehabilitate the Existing Housing Stock

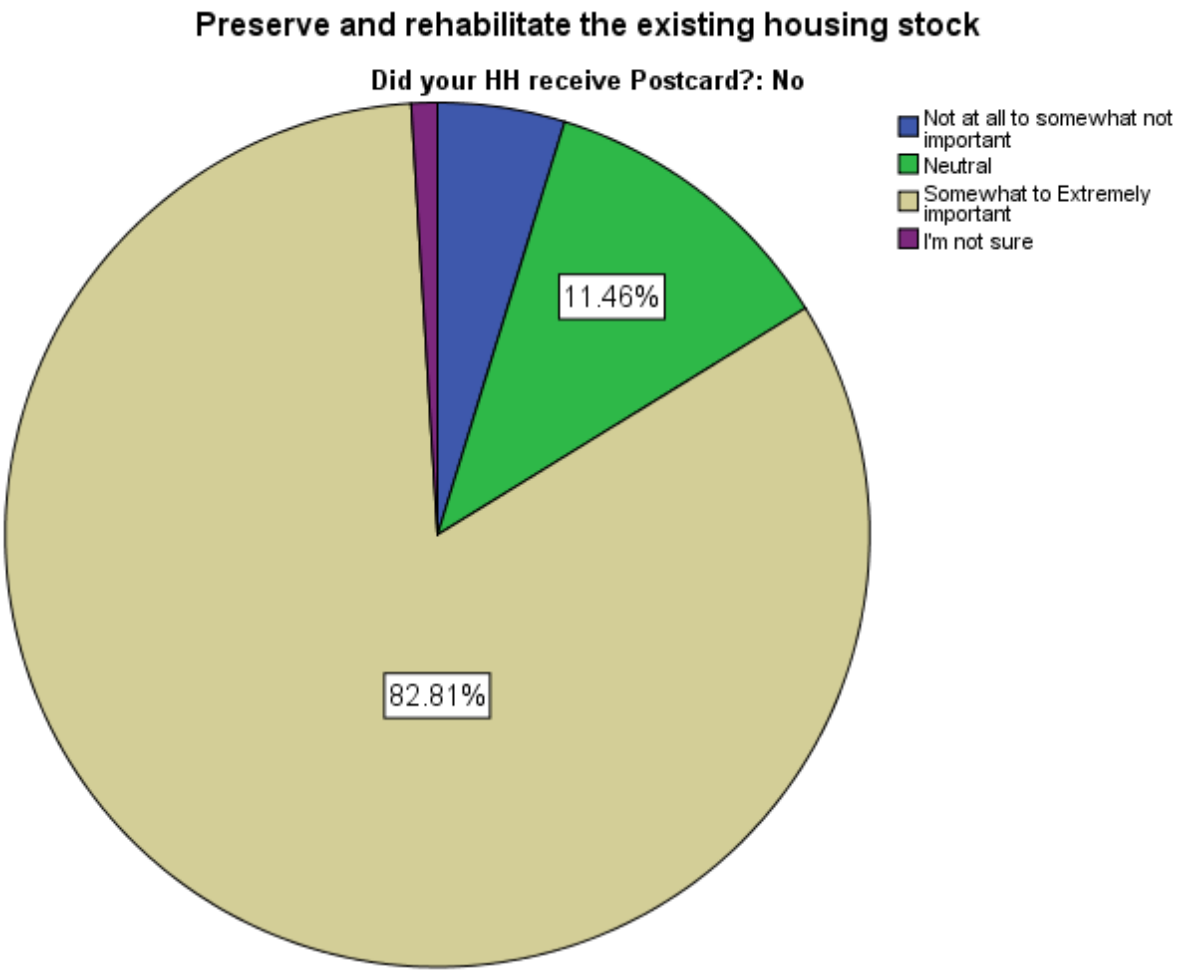
Both the random sample and the convenience sample provided similar responses when it came to preserving and rehabilitating the existing housing stock in Cumberland County.



Preserve and rehabilitate the existing housing stock[a]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all to somewhat not important	17	4.3	4.3	4.3
	Neutral	46	11.5	11.6	15.9
	Somewhat to Extremely important	322	80.7	81.3	97.2
	I'm not sure	11	2.8	2.8	100.0
	Total	396	99.2	100.0	
Missing	System	3	.8		
Total		399	100.0		

a. Did your HH receive Postcard? = Yes



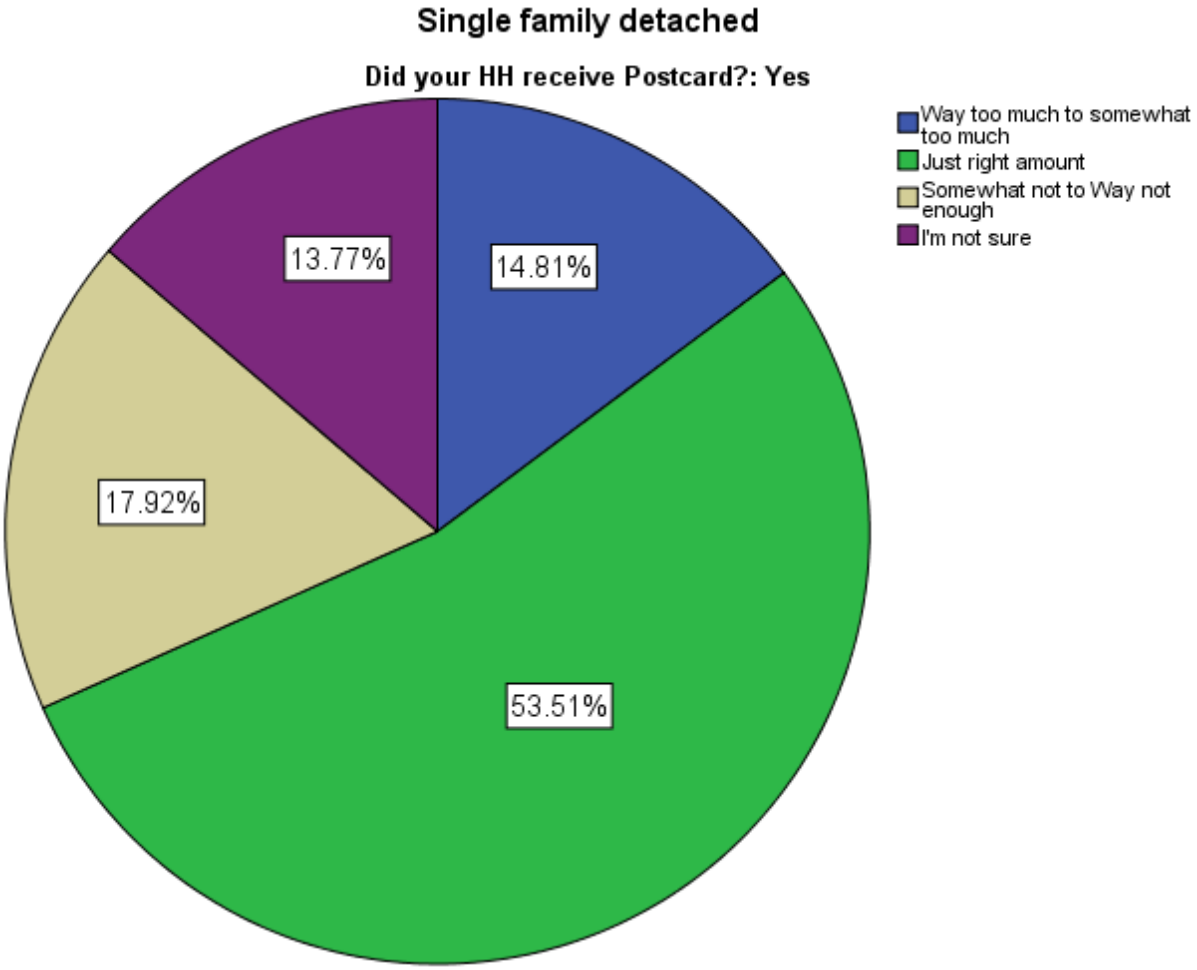
Preserve and rehabilitate the existing housing stock[a]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all to somewhat not important	122	4.7	4.8	4.8
	Neutral	294	11.3	11.5	16.2
	Somewhat to Extremely important	2125	82.0	82.8	99.0
	I'm not sure	25	1.0	1.0	100.0
	Total	2566	99.0	100.0	
Missing	System	27	1.0		
Total		2593	100.0		

a. Did your HH receive Postcard? = No

Housing Stock: Single Family Detached

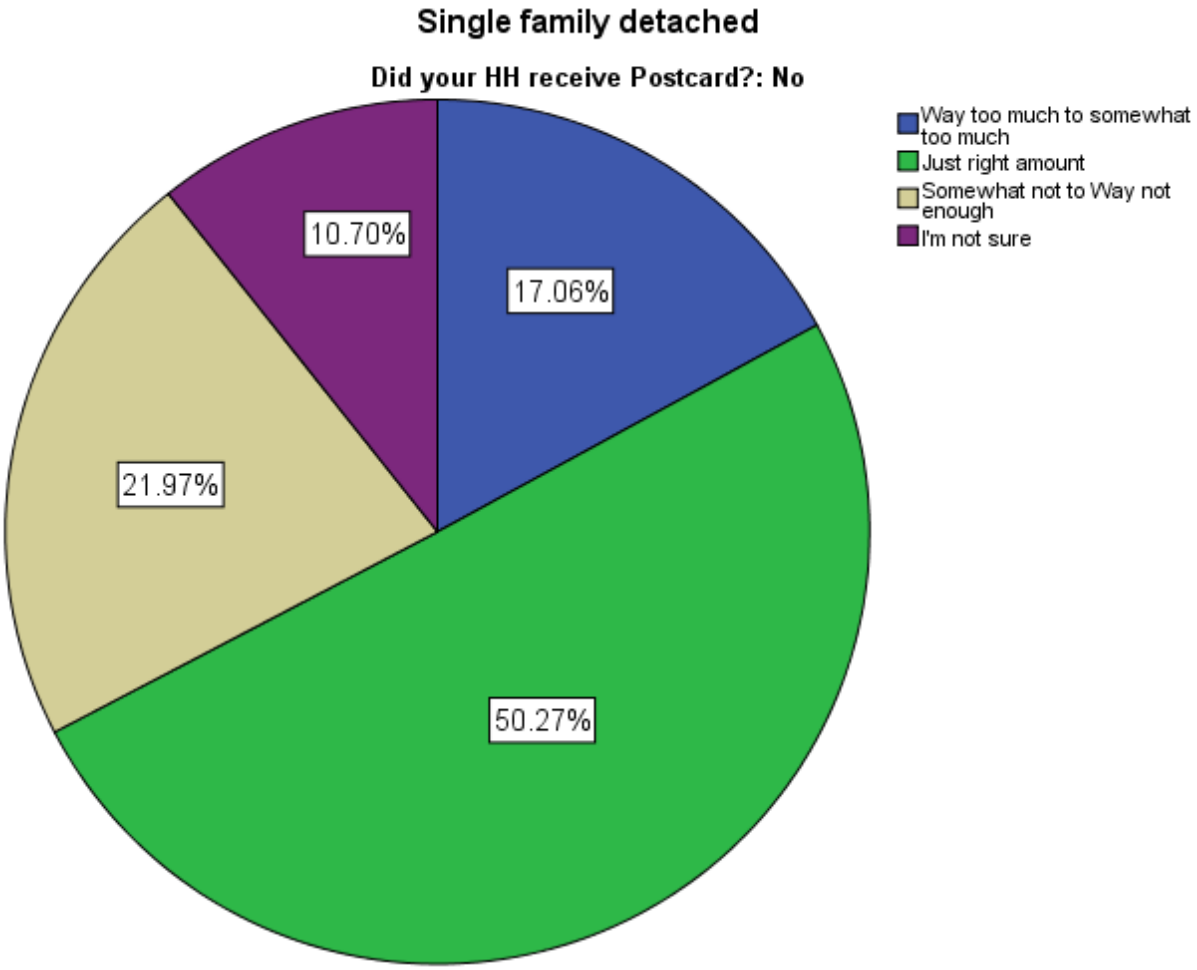
Both the random sample and the convenience sample provided similar responses when it came to the existing housing stock of single family detached housing stock in Cumberland County.



Single family detached[a]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Way too much to somewhat too much	57	14.3	14.8	14.8
	Just right amount	206	51.6	53.5	68.3
	Somewhat not to Way not enough	69	17.3	17.9	86.2
	I'm not sure	53	13.3	13.8	100.0
	Total	385	96.5	100.0	
Missing	System	14	3.5		
Total		399	100.0		

a. Did your HH receive Postcard? = Yes



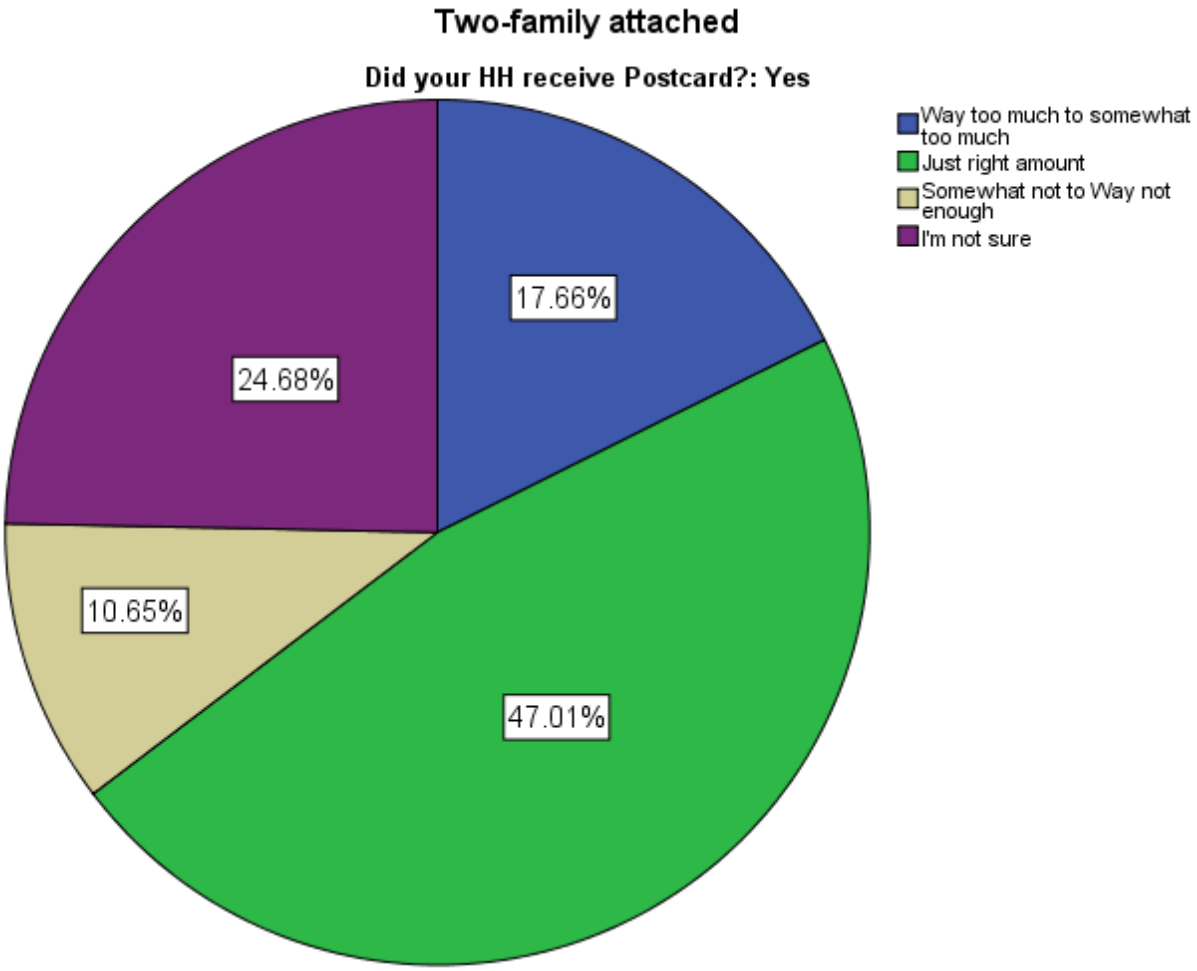
Single family detached[a]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Way too much to somewhat too much	413	15.9	17.1	17.1
	Just right amount	1217	46.9	50.3	67.3
	Somewhat not to Way not enough	532	20.5	22.0	89.3
	I'm not sure	259	10.0	10.7	100.0
	Total	2421	93.4	100.0	
Missing	System	172	6.6		
Total		2593	100.0		

a. Did your HH receive Postcard? = No

Housing Stock: Two Family Attached

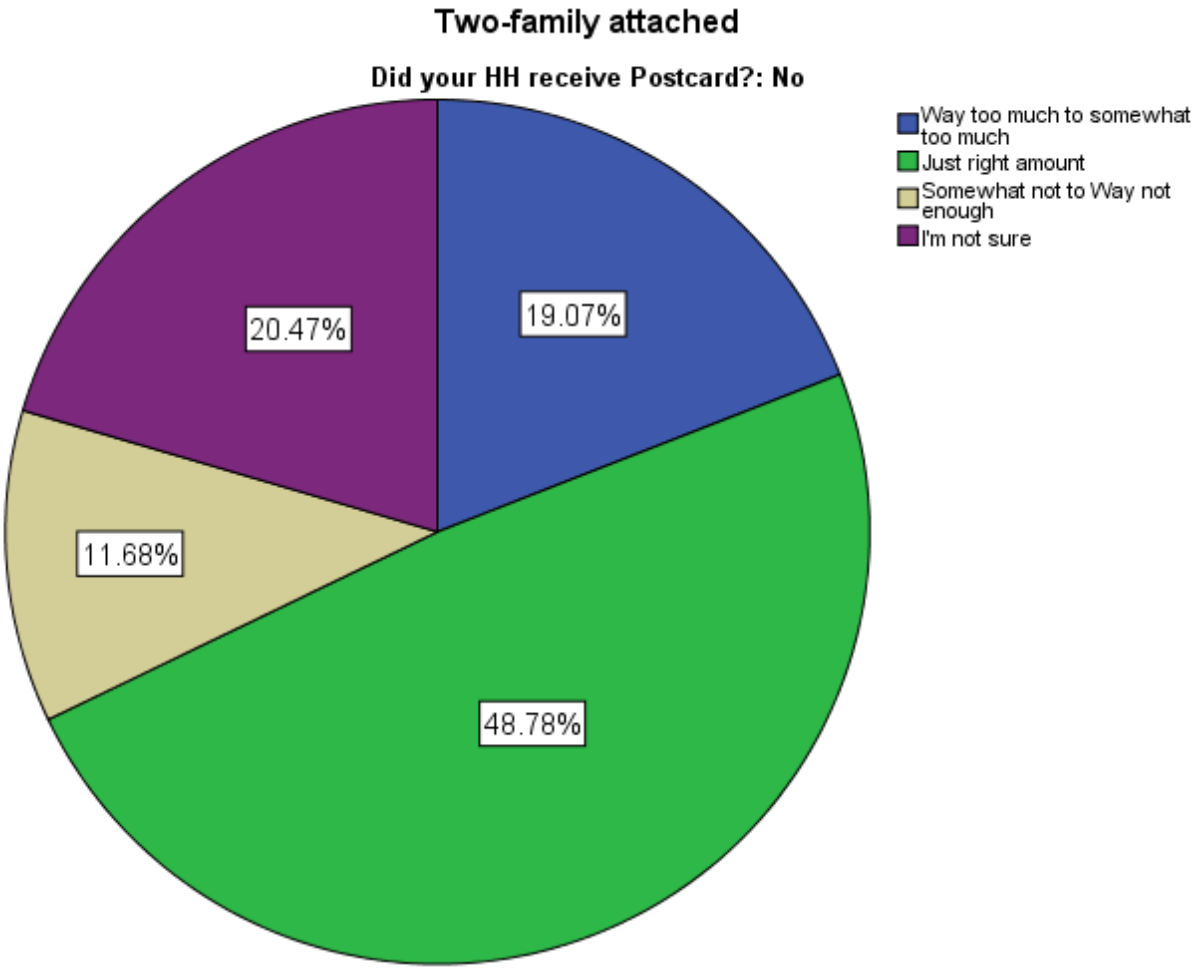
Both the random sample and the convenience sample provided similar responses when it came to the existing amount of two family attached housing stock in Cumberland County.



Two-family attached[a]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Way too much to somewhat too much	68	17.0	17.7	17.7
	Just right amount	181	45.4	47.0	64.7
	Somewhat not to Way not enough	41	10.3	10.6	75.3
	I'm not sure	95	23.8	24.7	100.0
	Total	385	96.5	100.0	
Missing	System	14	3.5		
Total		399	100.0		

a. Did your HH receive Postcard? = Yes



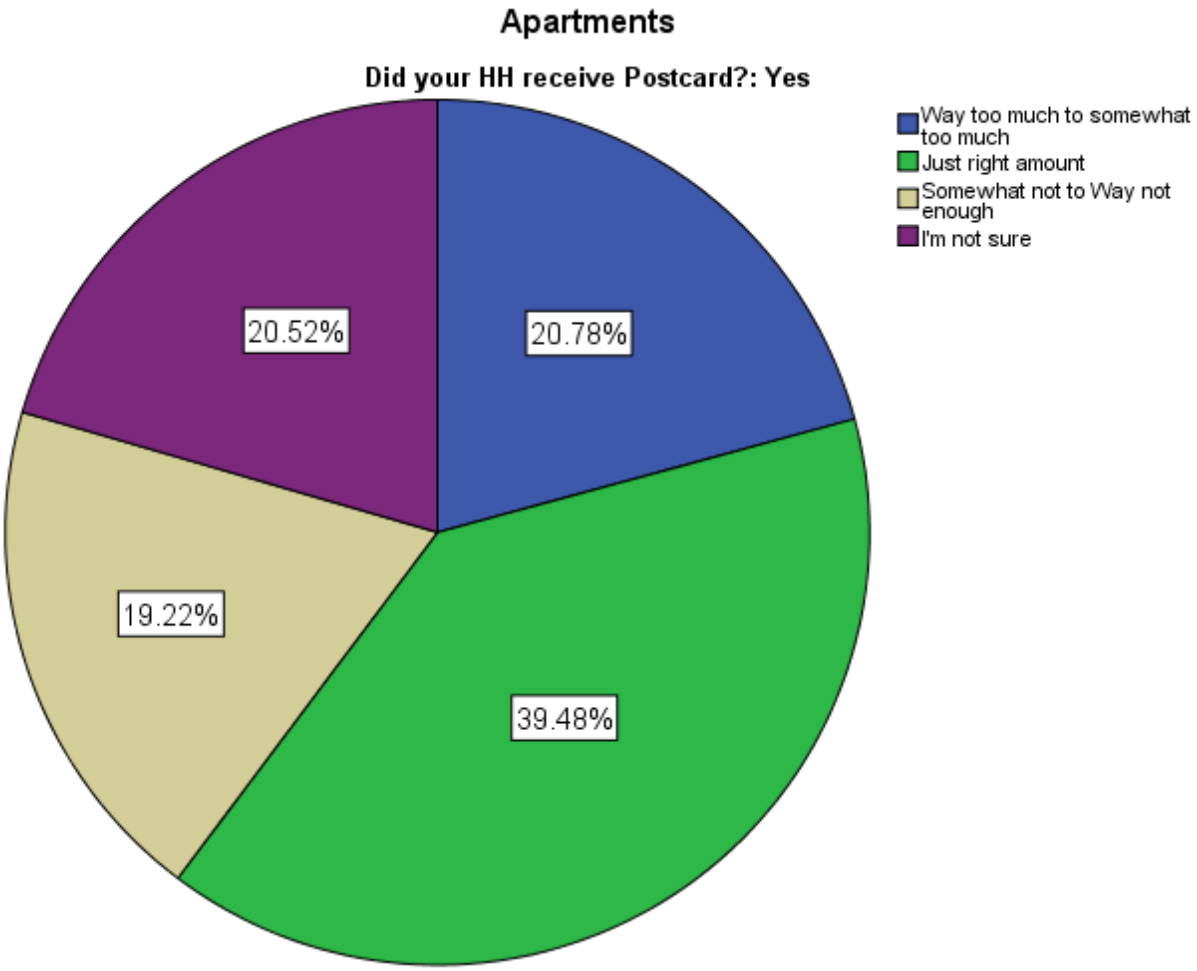
Two-family attached[a]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Way too much to somewhat too much	462	17.8	19.1	19.1
	Just right amount	1182	45.6	48.8	67.8
	Somewhat not to Way not enough	283	10.9	11.7	79.5
	I'm not sure	496	19.1	20.5	100.0
	Total	2423	93.4	100.0	
Missing	System	170	6.6		
Total		2593	100.0		

a. Did your HH receive Postcard? = No

Housing Stock: Apartments

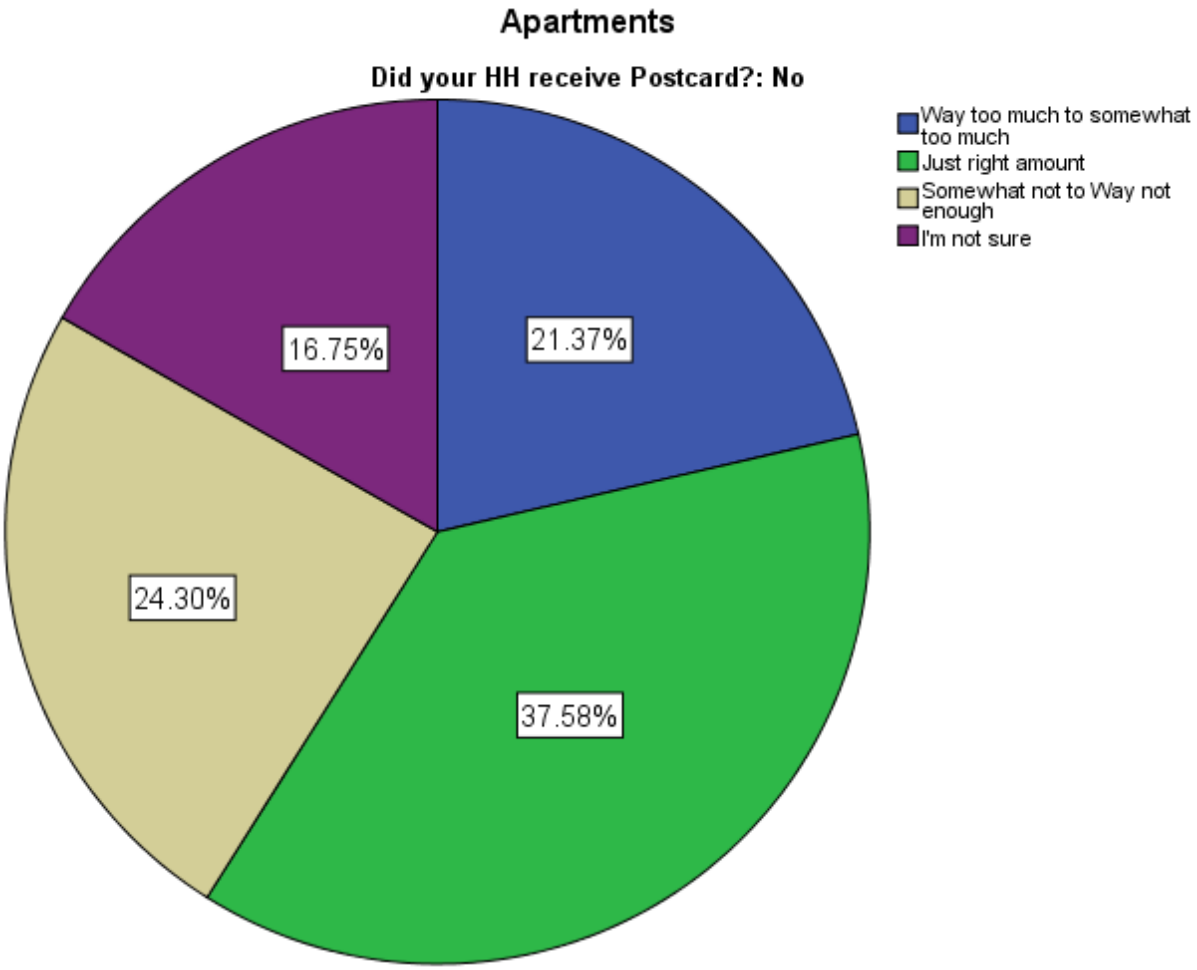
Both the random sample and the convenience sample provided similar responses when it came to the existing housing stock of apartments in Cumberland County.



Apartments[a]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Way too much to somewhat too much	80	20.1	20.8	20.8
	Just right amount	152	38.1	39.5	60.3
	Somewhat not to Way not enough	74	18.5	19.2	79.5
	I'm not sure	79	19.8	20.5	100.0
	Total	385	96.5	100.0	
Missing	System	14	3.5		
Total		399	100.0		

a. Did your HH receive Postcard? = Yes



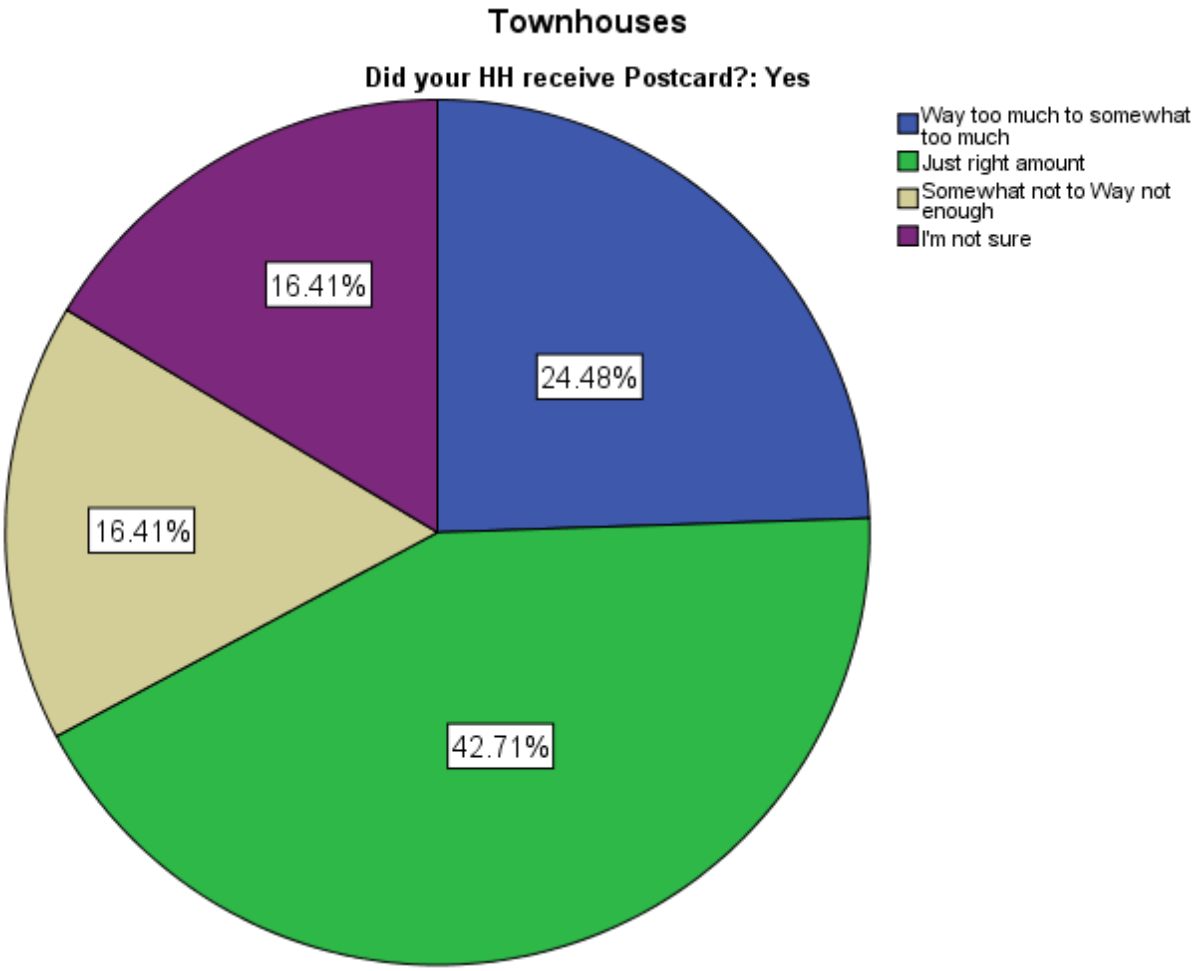
Apartments[a]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Way too much to somewhat too much	518	20.0	21.4	21.4
	Just right amount	911	35.1	37.6	59.0
	Somewhat not to Way not enough	589	22.7	24.3	83.3
	I'm not sure	406	15.7	16.7	100.0
	Total	2424	93.5	100.0	
Missing	System	169	6.5		
Total		2593	100.0		

a. Did your HH receive Postcard? = No

Housing Stock: Townhouses

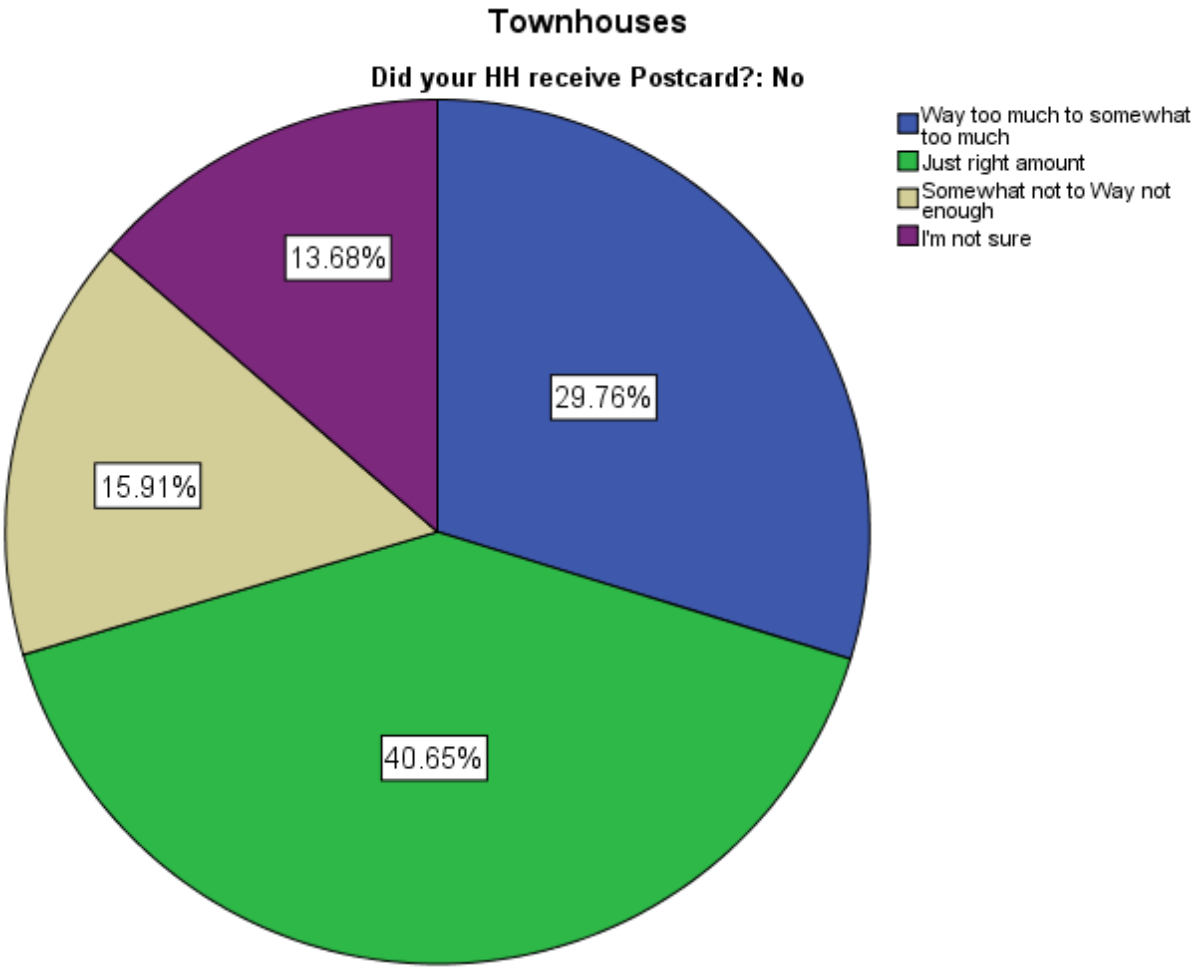
Both the random sample and the convenience sample provided similar responses when it came to the existing housing stock of townhouses in Cumberland County, but nearly 30% of the convenience sample reported there already exists way too many townhouses.



Townhouses[a]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Way too much to somewhat too much	94	23.6	24.5	24.5
	Just right amount	164	41.1	42.7	67.2
	Somewhat not to Way not enough	63	15.8	16.4	83.6
	I'm not sure	63	15.8	16.4	100.0
	Total	384	96.2	100.0	
Missing	System	15	3.8		
Total		399	100.0		

a. Did your HH receive Postcard? = Yes



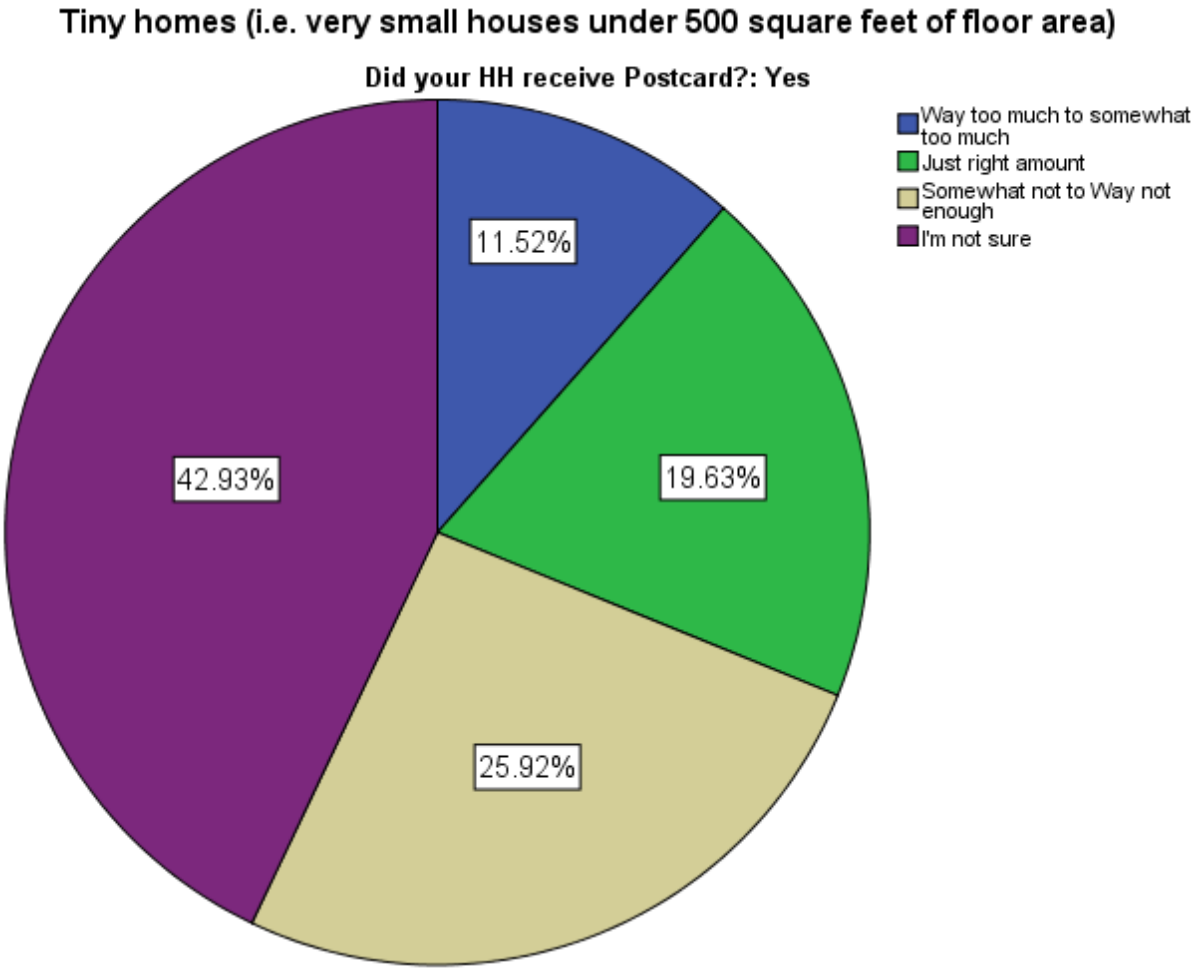
Townhouses[a]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Way too much to somewhat too much	718	27.7	29.8	29.8
	Just right amount	981	37.8	40.7	70.4
	Somewhat not to Way not enough	384	14.8	15.9	86.3
	I'm not sure	330	12.7	13.7	100.0
	Total	2413	93.1	100.0	
Missing	System	180	6.9		
Total		2593	100.0		

a. Did your HH receive Postcard? = No

Housing Stock: Tiny Homes

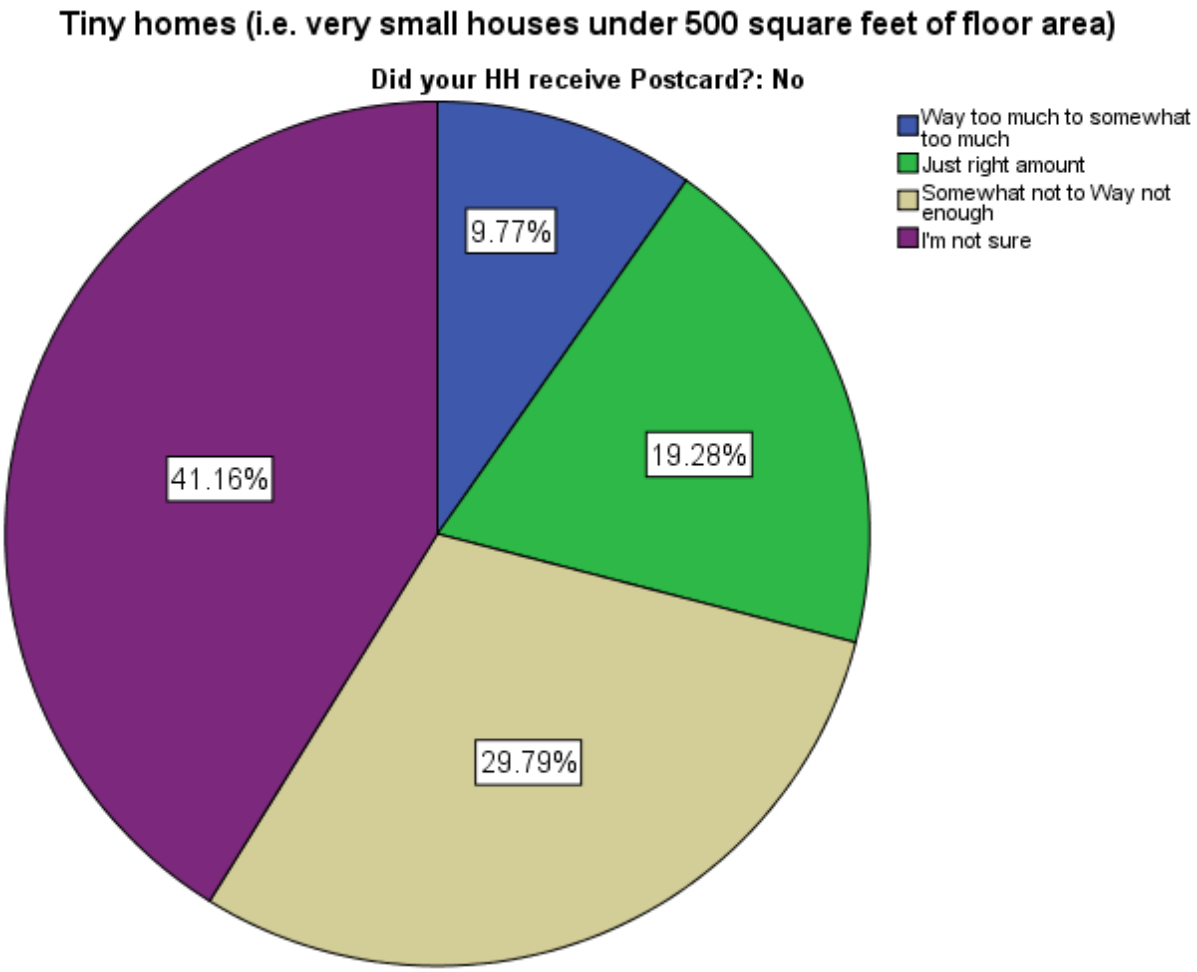
Both the random sample and the convenience sample provided similar responses when it came to the existing housing stock of tiny homes in Cumberland County. Important to note that both groups responded 'I'm not sure' in large percentages (41%-43%).



Tiny homes (i.e. very small houses under 500 square feet of floor area)[a]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Way too much to somewhat too much	44	11.0	11.5	11.5
	Just right amount	75	18.8	19.6	31.2
	Somewhat not to Way not enough	99	24.8	25.9	57.1
	I'm not sure	164	41.1	42.9	100.0
	Total	382	95.7	100.0	
Missing	System	17	4.3		
Total		399	100.0		

a. Did your HH receive Postcard? = Yes



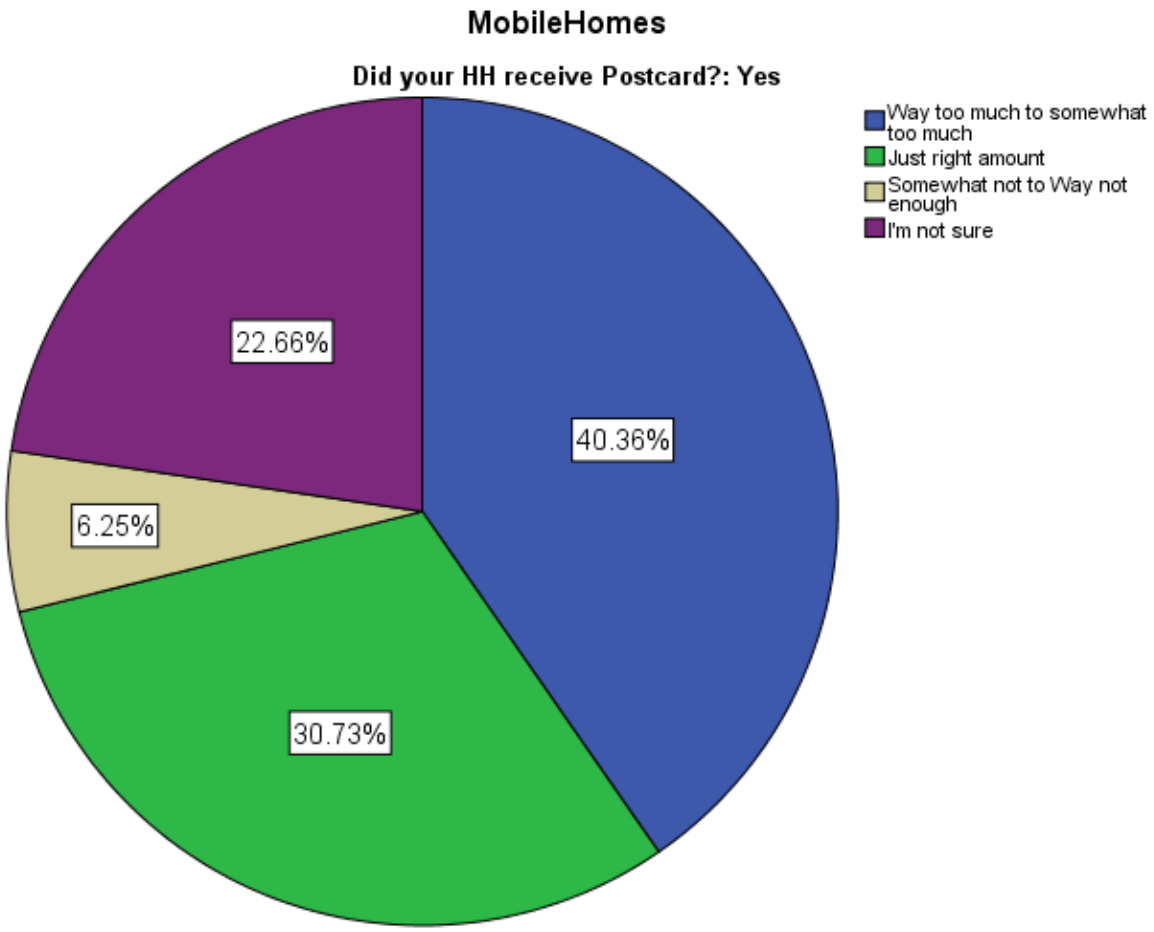
Tiny homes (i.e. very small houses under 500 square feet of floor area)[a]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Way too much to somewhat too much	237	9.1	9.8	9.8
	Just right amount	468	18.0	19.3	29.0
	Somewhat not to Way not enough	723	27.9	29.8	58.8
	I'm not sure	999	38.5	41.2	100.0
	Total	2427	93.6	100.0	
Missing	System	166	6.4		
Total		2593	100.0		

a. Did your HH receive Postcard? = No

Housing Stock: Mobile Homes

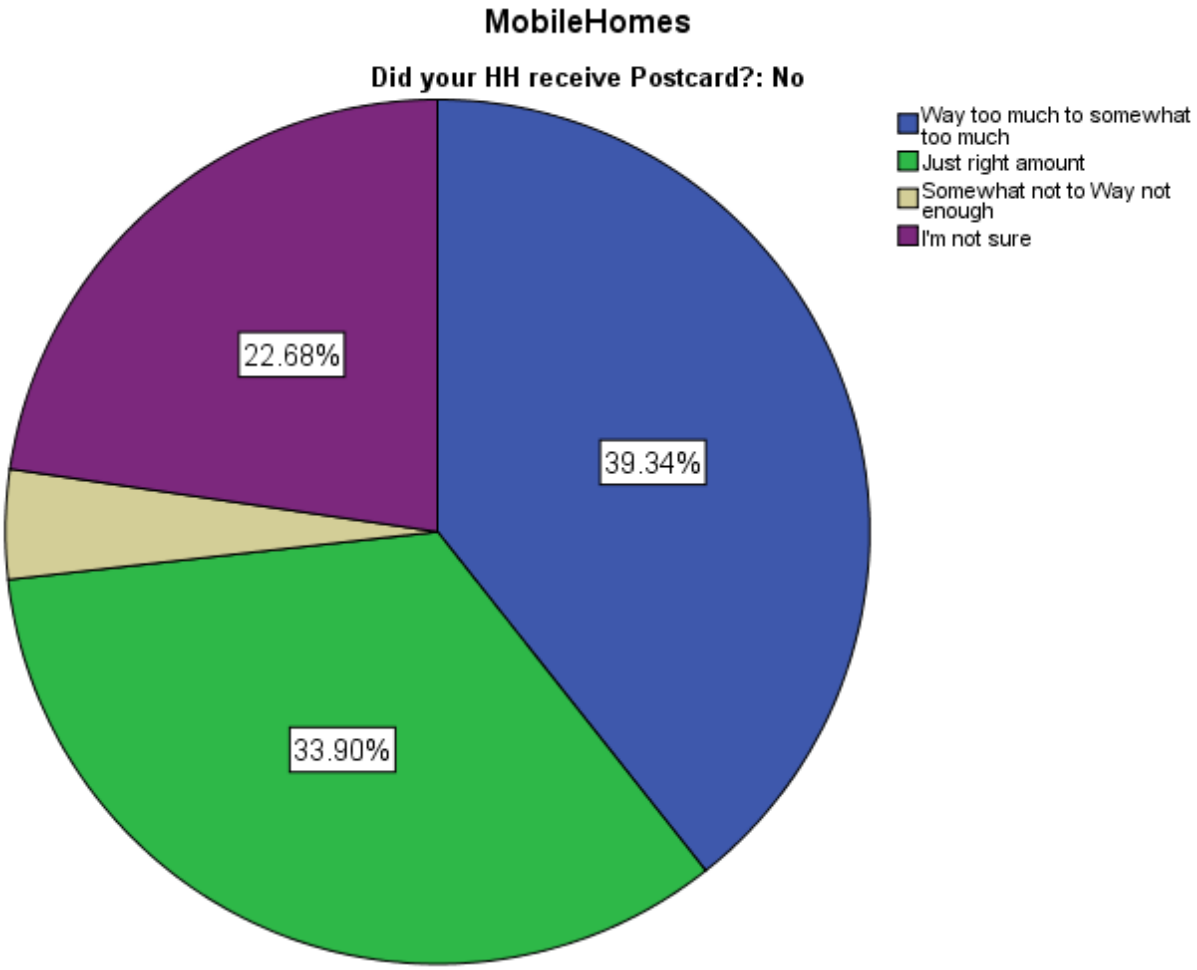
Both the random sample and the convenience sample provided similar responses when it came to the existing housing stock of mobile homes in Cumberland County. Approximately 40% of survey participants believe there is way too much mobile home stock in Cumberland County.



Mobile Homes[a]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Way too much to somewhat too much	155	38.8	40.4	40.4
	Just right amount	118	29.6	30.7	71.1
	Somewhat not to Way not enough	24	6.0	6.3	77.3
	I'm not sure	87	21.8	22.7	100.0
	Total	384	96.2	100.0	
Missing	System	15	3.8		
Total		399	100.0		

a. Did your HH receive Postcard? = Yes



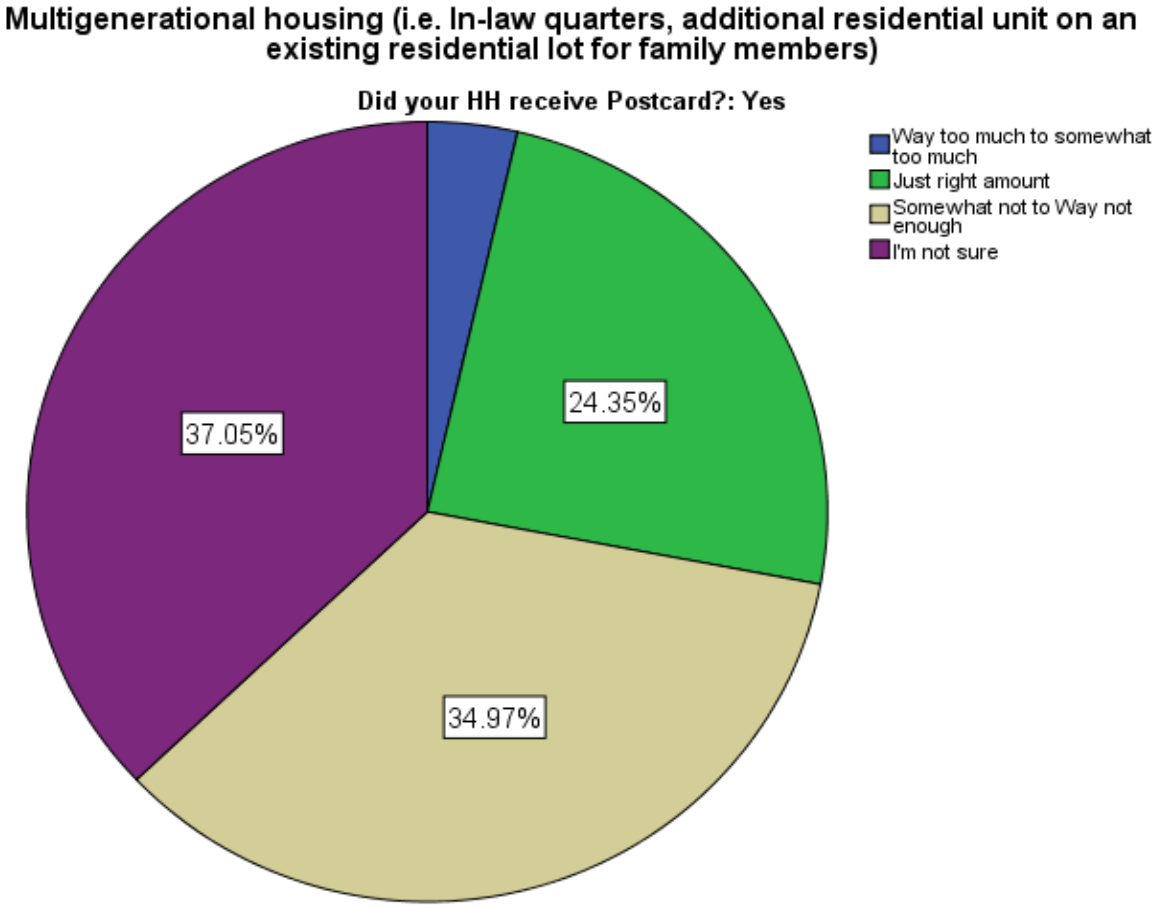
Mobile Homes[a]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Way too much to somewhat too much	954	36.8	39.3	39.3
	Just right amount	822	31.7	33.9	73.2
	Somewhat not to Way not enough	99	3.8	4.1	77.3
	I'm not sure	550	21.2	22.7	100.0
	Total	2425	93.5	100.0	
Missing	System	168	6.5		
Total		2593	100.0		

a. Did your HH receive Postcard? = No

Housing Stock: Multigenerational Housing

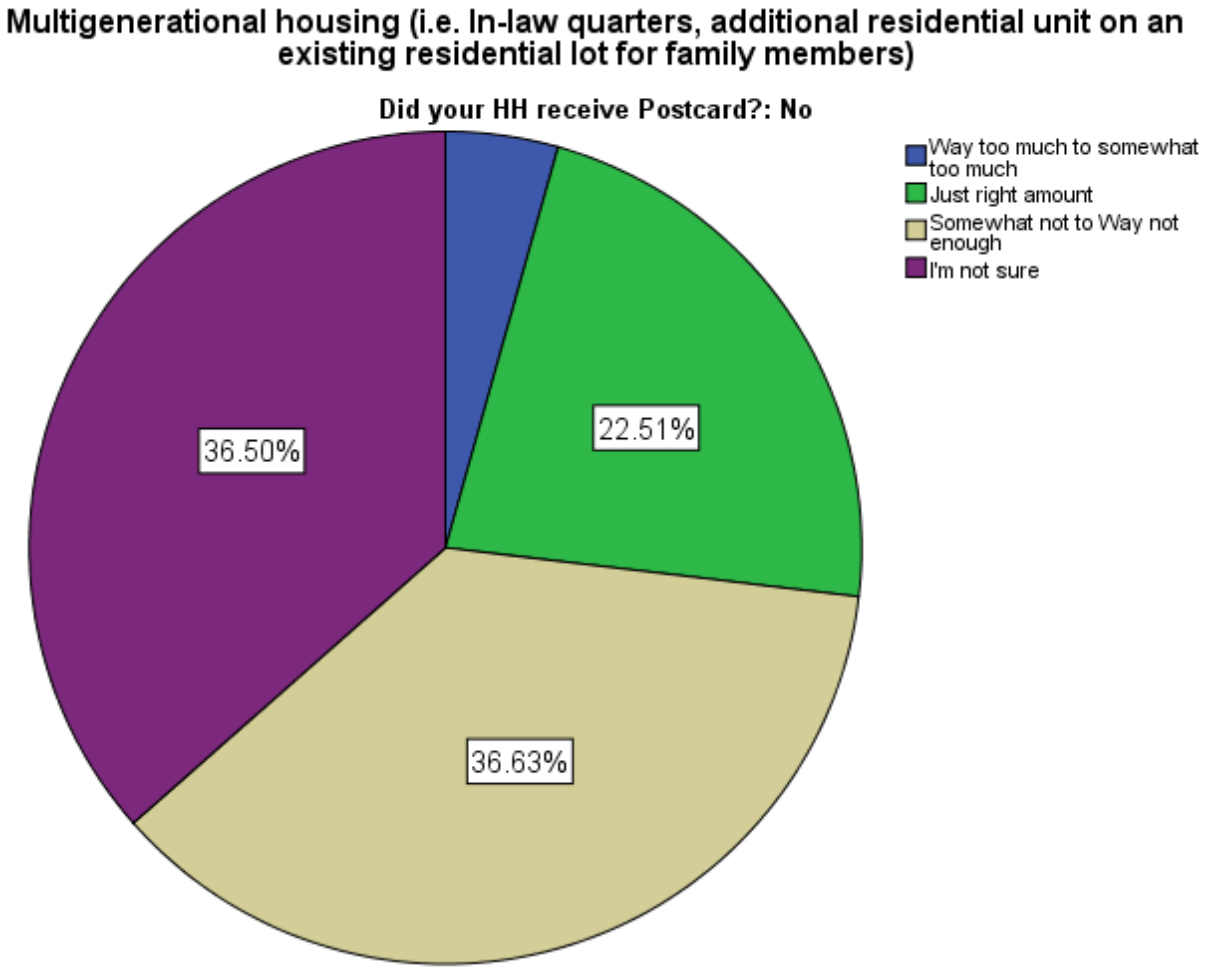
Both the random sample and the convenience sample provided similar responses when it came to the existing housing stock of multigenerational housing in Cumberland County. Over one-third of survey participants are not sure about the amount of existing multigenerational housing stock in Cumberland County.



Multigenerational housing (i.e. In-law quarters, additional residential unit on an existing residential lot for family members)[a]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Way too much to somewhat too much	14	3.5	3.6	3.6
	Just right amount	94	23.6	24.4	28.0
	Somewhat not to Way not enough	135	33.8	35.0	63.0
	I'm not sure	143	35.8	37.0	100.0
	Total	386	96.7	100.0	
Missing	System	13	3.3		
Total		399	100.0		

a. Did your HH receive Postcard? = Yes



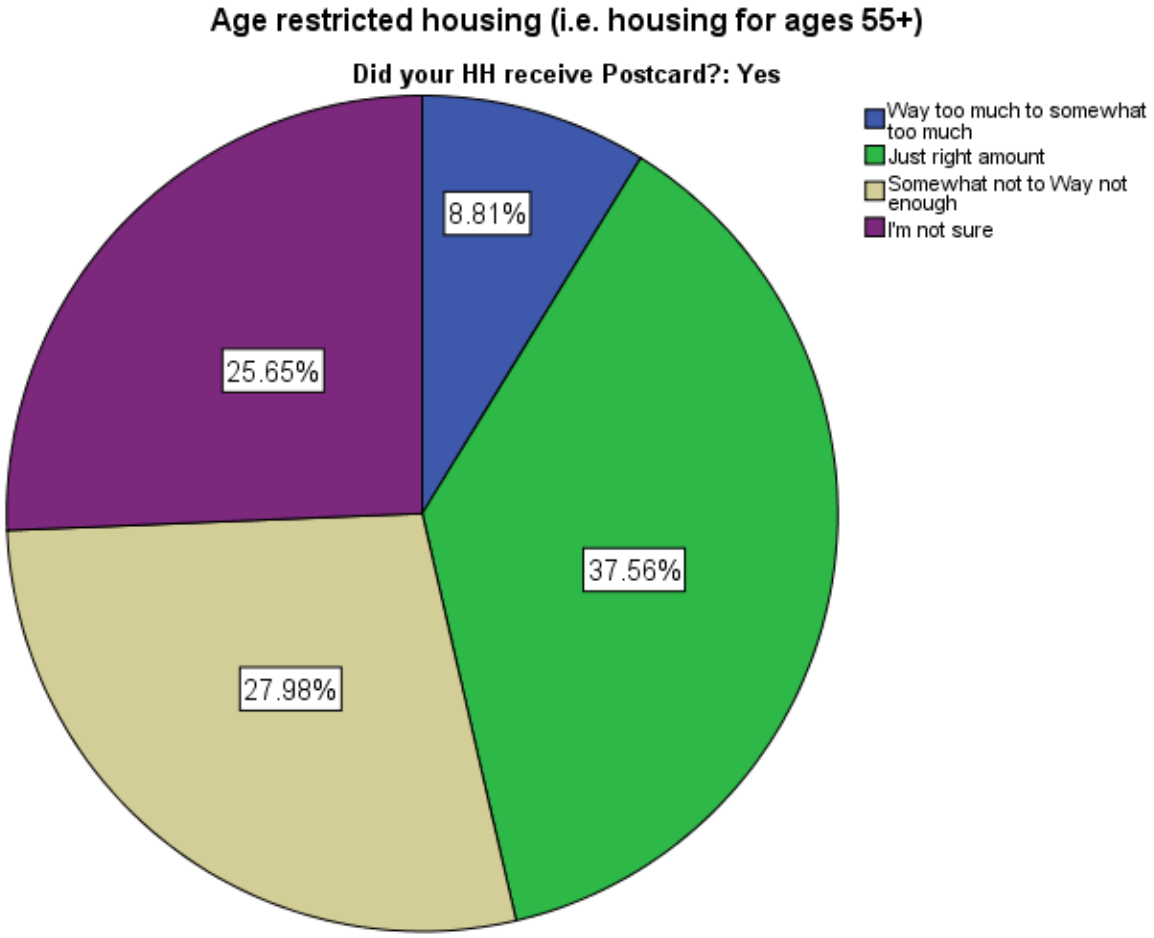
Multigenerational housing (i.e. In-law quarters, additional residential unit on an existing residential lot for family members)[a]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Way too much to somewhat too much	106	4.1	4.4	4.4
	Just right amount	547	21.1	22.5	26.9
	Somewhat not to Way not enough	890	34.3	36.6	63.5
	I'm not sure	887	34.2	36.5	100.0
	Total	2430	93.7	100.0	
Missing	System	163	6.3		
Total		2593	100.0		

a. Did your HH receive Postcard? = No

Housing Stock: Age Restricted Housing

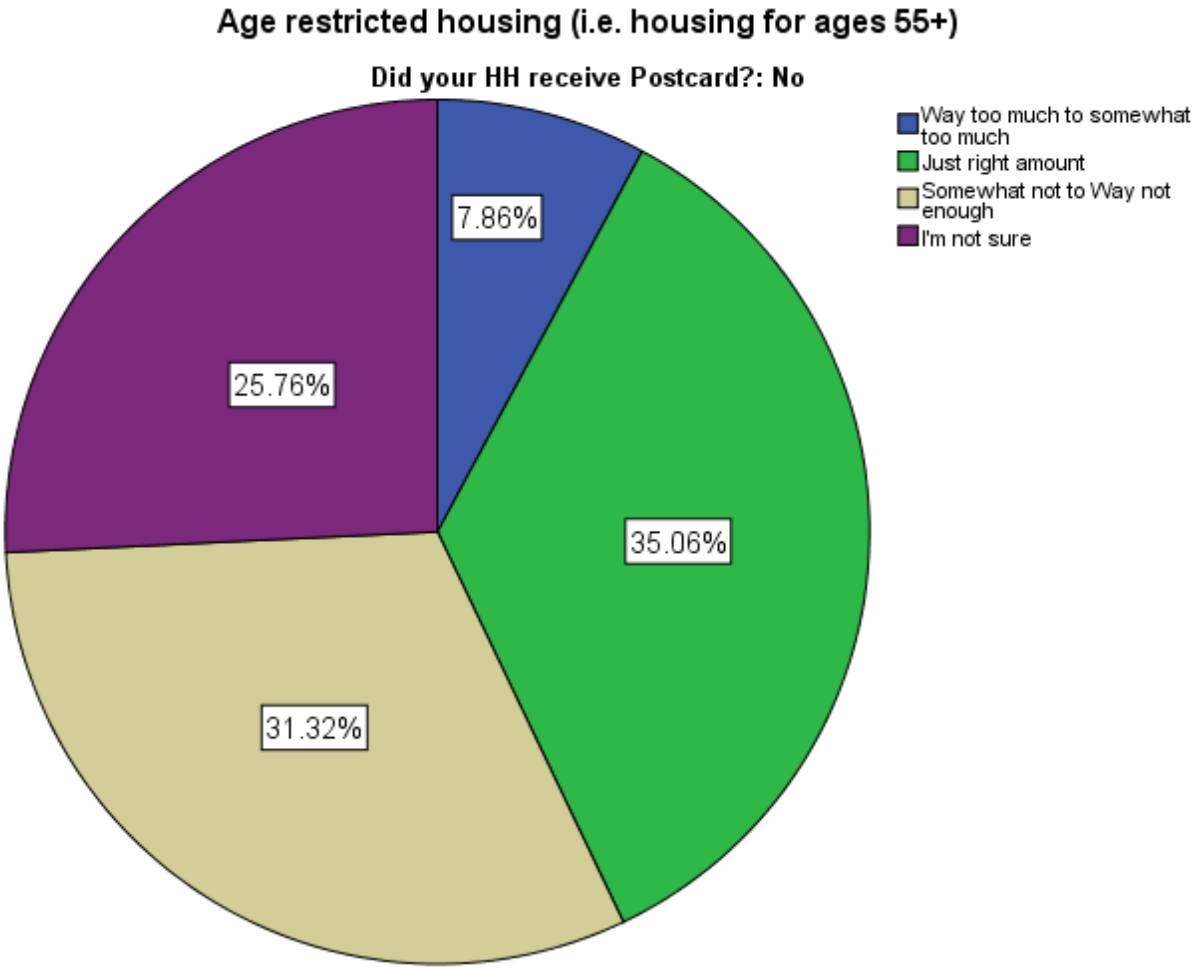
Both the random sample and the convenience sample provided similar responses when it came to the existing, age restricted housing stock in Cumberland County. While response rates are similar between the two groups, their responses do not provide a clear direction on how to proceed.



Age restricted housing (i.e. housing for ages 55+)[a]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Way too much to somewhat too much	34	8.5	8.8	8.8
	Just right amount	145	36.3	37.6	46.4
	Somewhat not to Way not enough	108	27.1	28.0	74.4
	I'm not sure	99	24.8	25.6	100.0
	Total	386	96.7	100.0	
Missing	System	13	3.3		
Total		399	100.0		

a. Did your HH receive Postcard? = Yes



Age restricted housing (i.e. housing for ages 55+)[a]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Way too much to somewhat too much	191	7.4	7.9	7.9
	Just right amount	852	32.9	35.1	42.9
	Somewhat not to Way not enough	761	29.3	31.3	74.2
	I'm not sure	626	24.1	25.8	100.0
	Total	2430	93.7	100.0	
Missing	System	163	6.3		
Total		2593	100.0		

a. Did your HH receive Postcard? = No

Comments Related to Housing

The final question of the survey was an open comment box in which survey participants were able to provide additional feedback on whatever topic(s) they desired. The comments were coded using the themes of the proposed Cumberland County Comprehensive Plan survey. The comments that related to the theme of housing are summarized below with quotation marks indicating a participant's direct words. Even though quotations are the direct statement of individual participants, their ideas are supported by other participant comments.

Affordable housing was the central theme of housing related comments provided by survey participants with "too many high end homes being built" and with multiple references to no more "McMansions". Representative comments in this area were "we need affordable housing, not rich people housing" with the "McMansions" being referenced particularly to "Upper Allen Township where most houses are $250K all the way to over $1 million" and the "upscale housing development on Lisburn and Arcona Road in Lower Allen Township."

Single wage earners, millennials, and older adults wrote that additional offerings of a variety of affordable housing types in the marketplace is important in the County. "For the single wage earner, having reasonable but safe, affordable housing is a major concern for me." "The growing retired population in Cumberland County require smaller, one story homes in the County in order to downsize locally. The McMansions and townhouses are not meeting their housing needs and this population is moving away from the area, taking their families and spending dollars with them." Additional survey participants added that multi-generational housing should be encouraged "by allowing for house modification and 'in-law' tiny homes built on our property to make it easier for older adults to age in place." Other survey participants commented that "we need more senior housing choices, and more information on what is available to seniors" because "the new [age-restricted] complex being built is totally out of financial reach for most 65+ adults."

Affordable housing was articulated by others in "that access to affordable housing is a major hurdle for those who wish to move into the County. I think expanding the number of apartments throughout the County could help, but also allowing for tiny houses to be part of the plans. For an immediate expansion of housing stock, I suggest legalizing an additional roommate per residence so that costs can be split more ways by unrelated individuals. Minimum yard sizes and minimum house sizes can create houses and properties that are expensive to access and expensive to maintain. Many houses and properties in historic districts had smaller plots and smaller houses. Just as our predecessors, we can allow smaller houses on smaller plots." In addition to survey participants wanting "tiny homes that are affordable," another participant commented that affordability of housing can be offset by "expanding zoning to promote backyard chickens and bees" promoting families to be more sustainable by spending less on groceries.

"Rental housing is too expensive in … many towns across Cumberland County" with survey participants identifying "more low income housing" is needed because "$1,000" and "$1,200 for an 'old' one-bedroom" is "ridiculous" and "not affordable" and echoed in the following comment "build affordable housing for middle to low income households who can't afford the mansions being built; who are being gouged to death by very high rents for very old apartments, who are above the poverty line and not eligible for government help."

Cumberland County residents that receive government assistance in the form of HUD housing subsidies are required to meet particular criteria set by the federal government, yet one survey participant requested "an audit of the housing agency to make sure that recipients are qualified to receive benefits" with a second survey participant writing "send all the Community Development Block Grant money to the member municipalities based on population [instead of] the Redevelopment Authority." The first survey participant also wrote being concerned about blight due to "HUD housing vouchers being concentrated in certain municipalities while other municipalities have little or no contact or units used for the program, … and that an audit of … landlords [responsible for] maintaining their properties which is not currently being done would go a long way to eliminating blight which is becoming more pronounced in the County."

Community Facilities

This section of the survey contained 7 statements aligned with the proposed Cumberland County Comprehensive Plan theme of growth. Seeking opinions regarding the importance of objectives related to community facilities in Cumberland County, respondents identified importance on a scale from Not at all important, Somewhat unimportant, Neutral, Somewhat important or Extremely important or I'm not sure on the following statements:

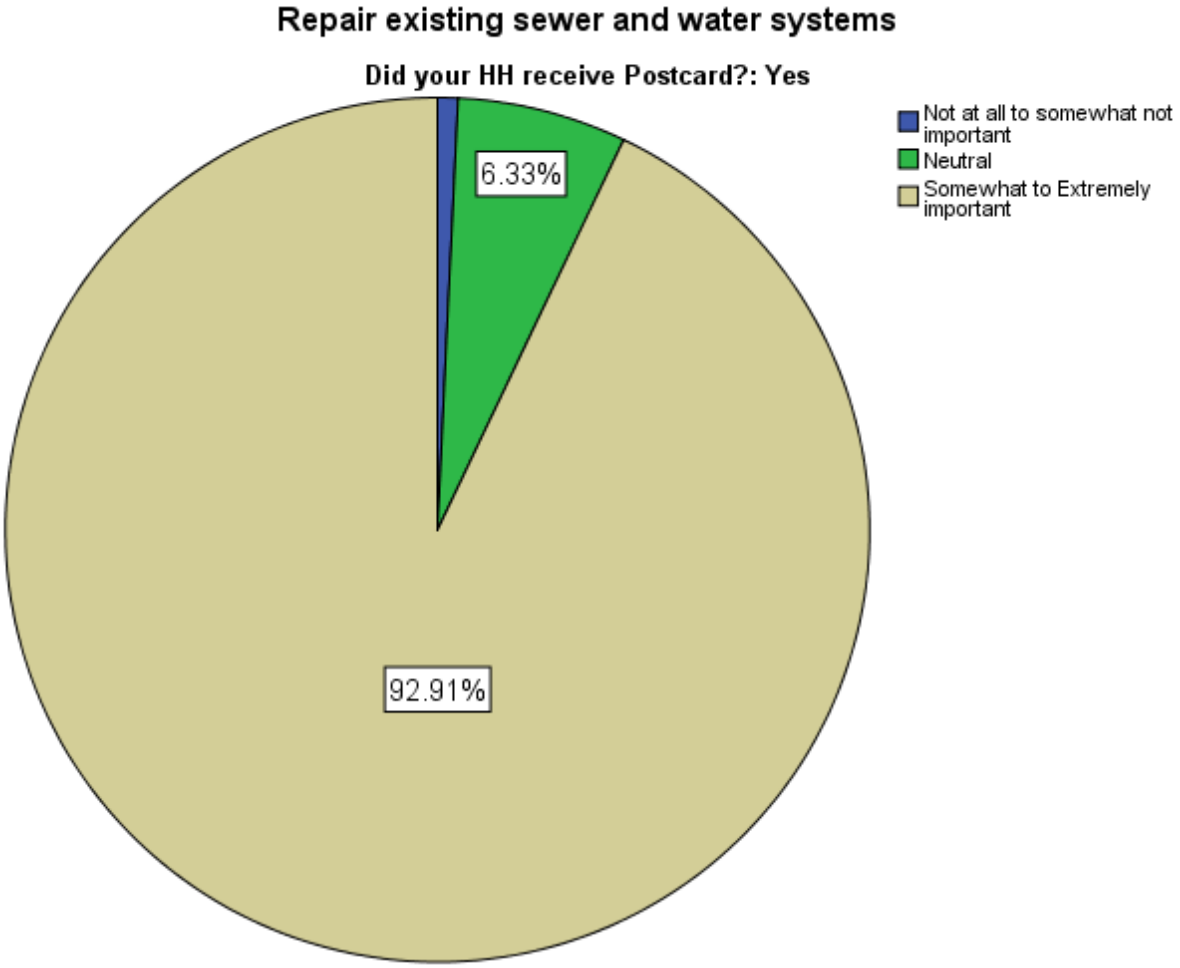
1. Repair existing sewer and water systems
2. Expand public sewer and water systems to support future growth
3. Protect drinking water supplies
4. Provide efficient and effective emergency services
5. Provide sufficient wireless broadband technology
6. Provide solid waste disposal and recycling services (i.e. household hazardous waste, electronics, yard waste, etc.)
7. Provide adequate public utilities (i.e. electric, gas, etc.) to support current and future development opportunities

To make the scale more useful in analysis regarding the above statements, the scale was recoded into the following 4 categories:

- Somewhat unimportant to not important at all
- Neutral
- Somewhat important to extremely important
- I'm not sure

Repair Existing Sewer and Water Systems

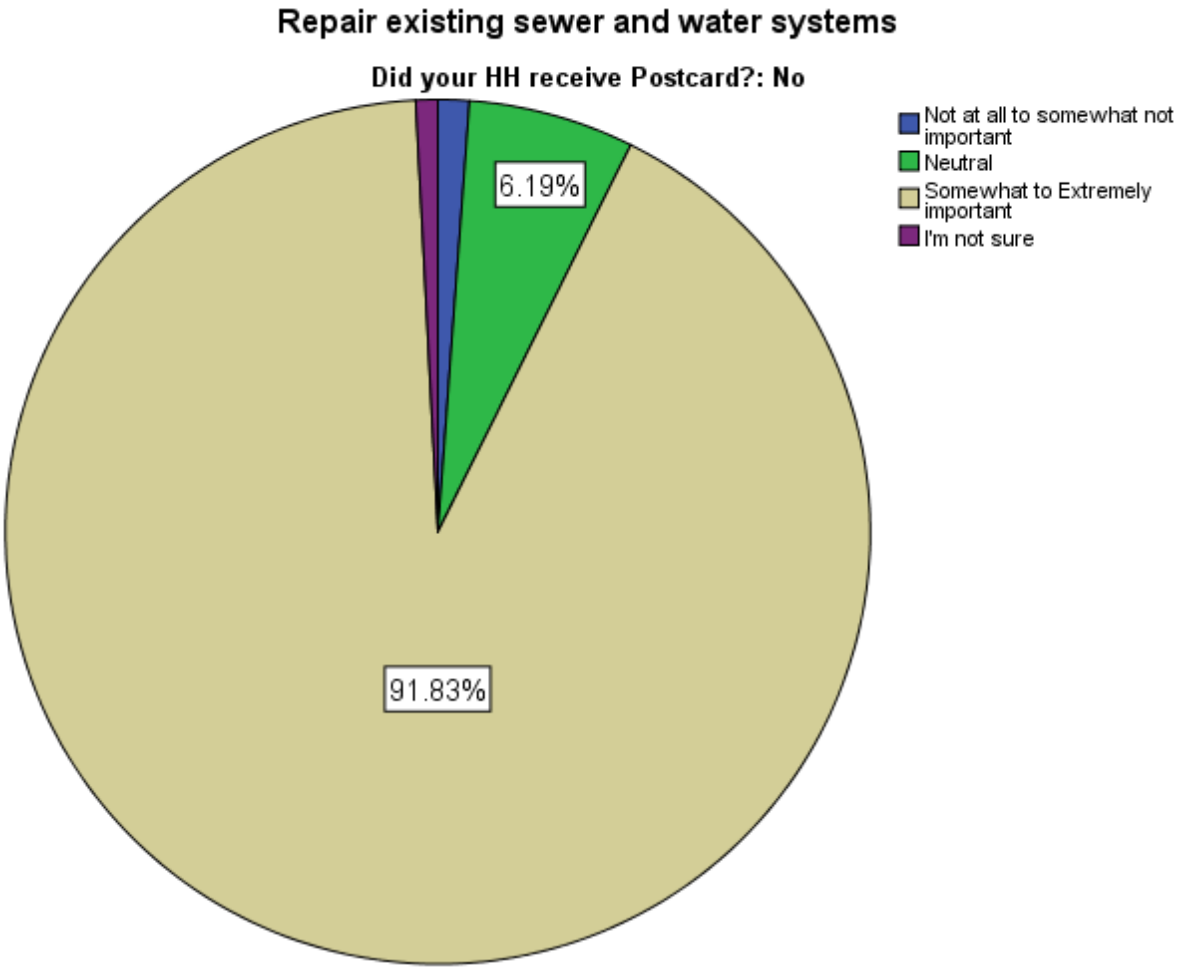
The response to this statement shows residents are in agreement as 92% of survey respondents from both the random sample and the convenience sample reported that repairing existing sewer and water systems in Cumberland County is somewhat to extremely important. Six percent reported a neutral opinion on the matter.



Repair existing sewer and water systems[a]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all to somewhat not important	3	.8	.8	.8
	Neutral	25	6.3	6.3	7.1
	Somewhat to Extremely important	367	92.0	92.9	100.0
	Total	395	99.0	100.0	
Missing	System	4	1.0		
Total		399	100.0		

a. Did your HH receive Postcard? = Yes



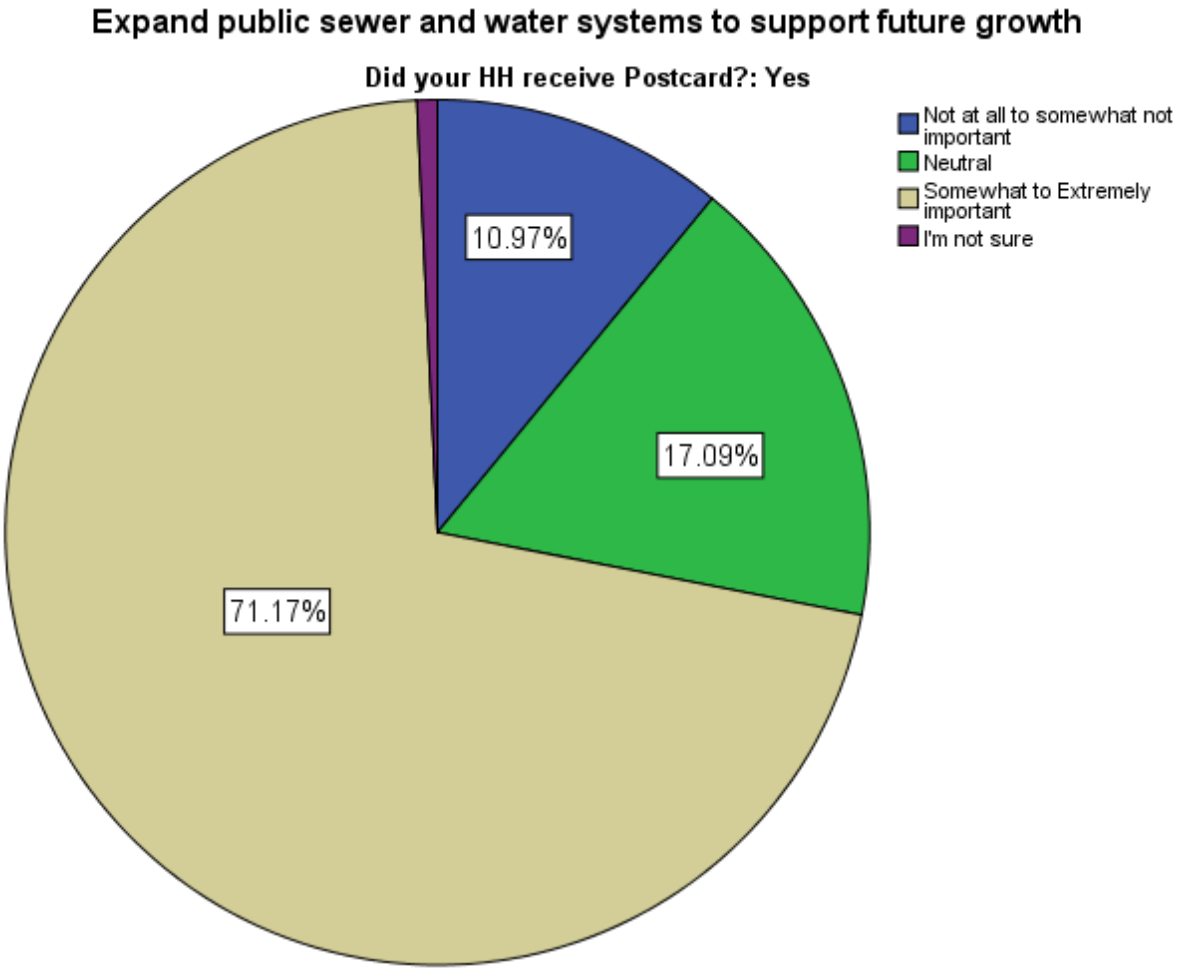
Repair existing sewer and water systems[a]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all to somewhat not important	30	1.2	1.2	1.2
	Neutral	159	6.1	6.2	7.4
	Somewhat to Extremely important	2359	91.0	91.8	99.2
	I'm not sure	21	.8	.8	100.0
	Total	2569	99.1	100.0	
Missing	System	24	.9		
Total		2593	100.0		

a. Did your HH receive Postcard? = No

Expand Public Sewer and Water Systems

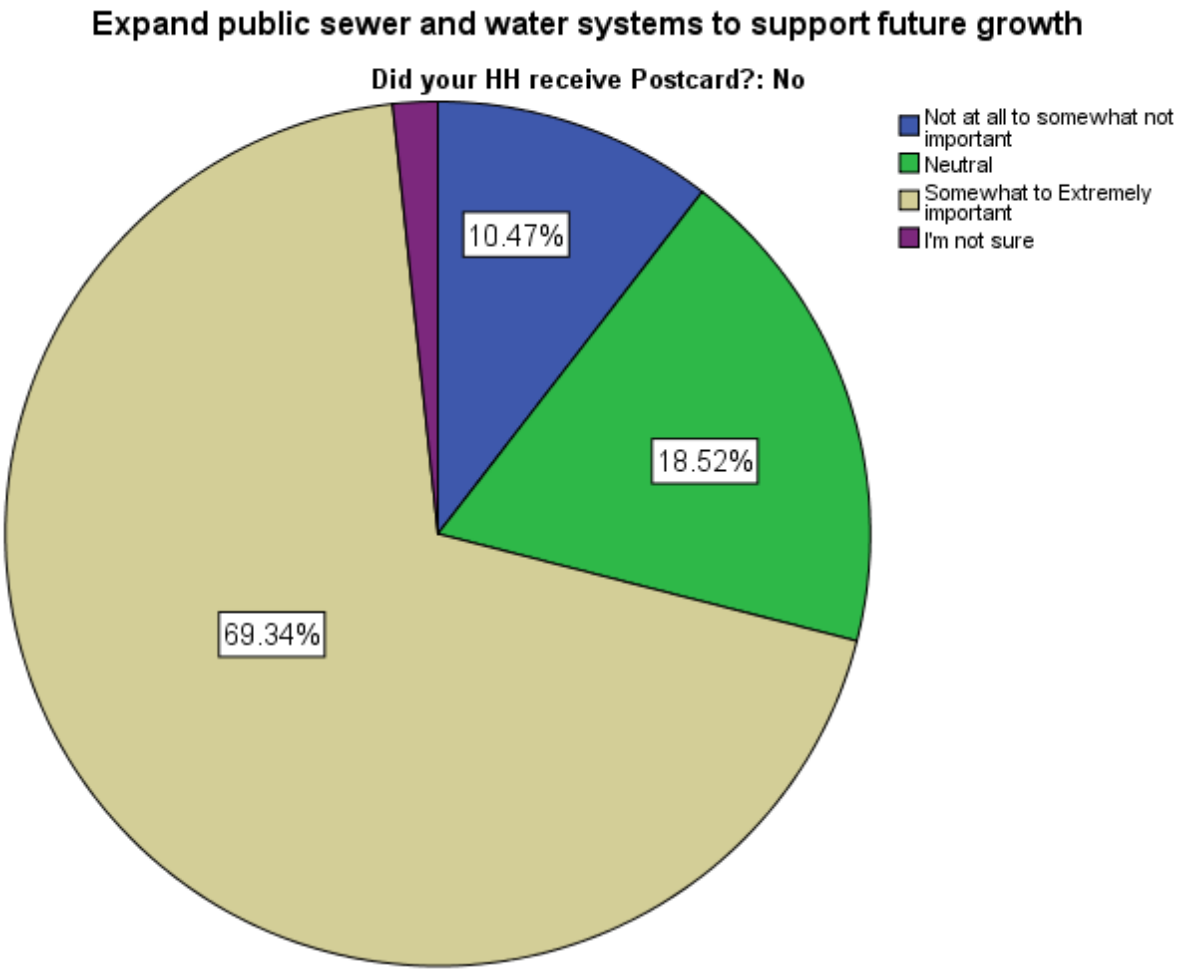
Approximately 70% of survey respondents from both the random sample and the convenience sample reported that expanding public sewer and water systems in Cumberland County is somewhat to extremely important.



Expand public sewer and water systems to support future growth[a]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all to somewhat not important	43	10.8	11.0	11.0
	Neutral	67	16.8	17.1	28.1
	Somewhat to Extremely important	279	69.9	71.2	99.2
	I'm not sure	3	.8	.8	100.0
	Total	392	98.2	100.0	
Missing	System	7	1.8		
Total		399	100.0		

a. Did your HH receive Postcard? = Yes



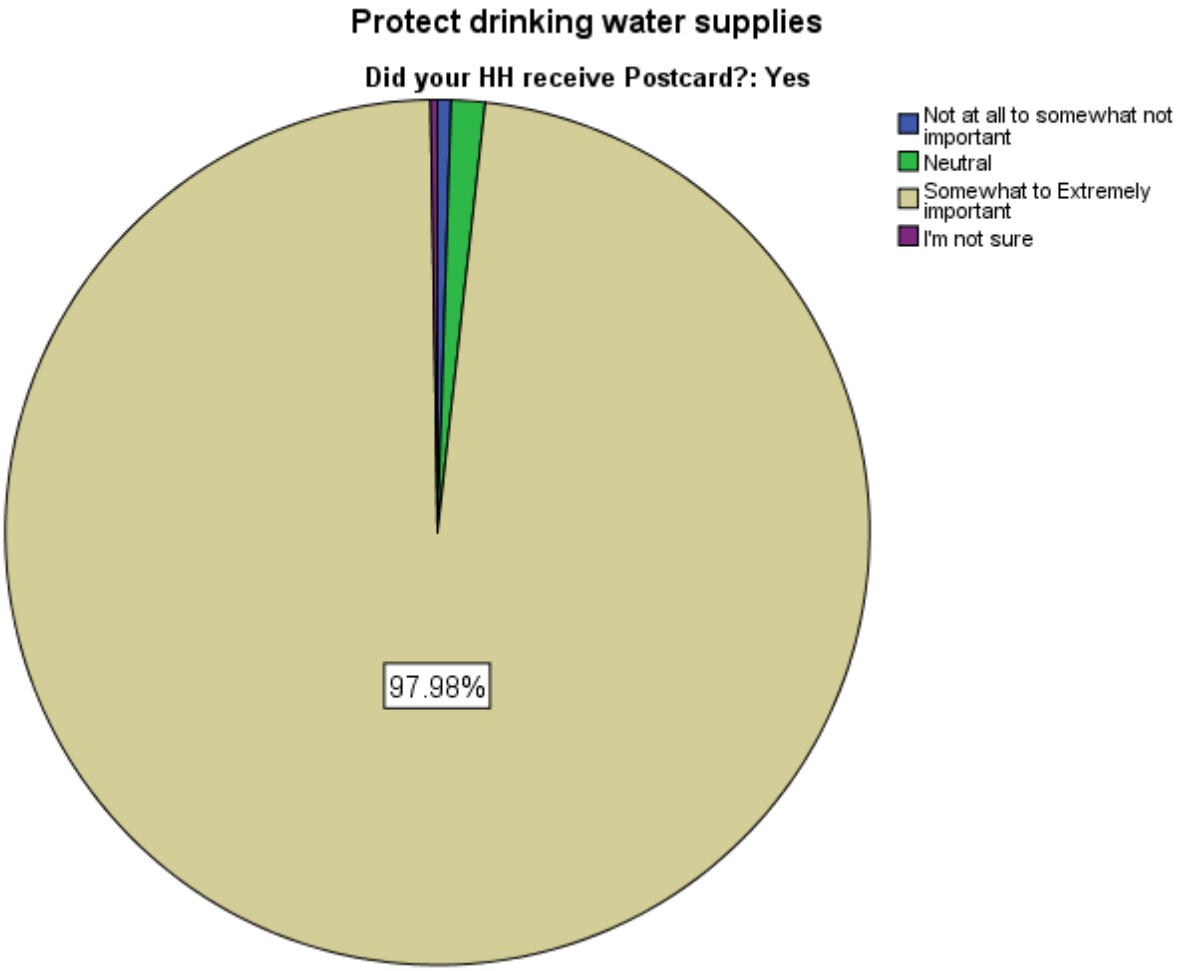
Expand public sewer and water systems to support future growth[a]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all to somewhat not important	269	10.4	10.5	10.5
	Neutral	476	18.4	18.5	29.0
	Somewhat to Extremely important	1782	68.7	69.3	98.3
	I'm not sure	43	1.7	1.7	100.0
	Total	2570	99.1	100.0	
Missing	System	23	.9		
Total		2593	100.0		

a. Did your HH receive Postcard? = No

Protect Drinking Water Supplies

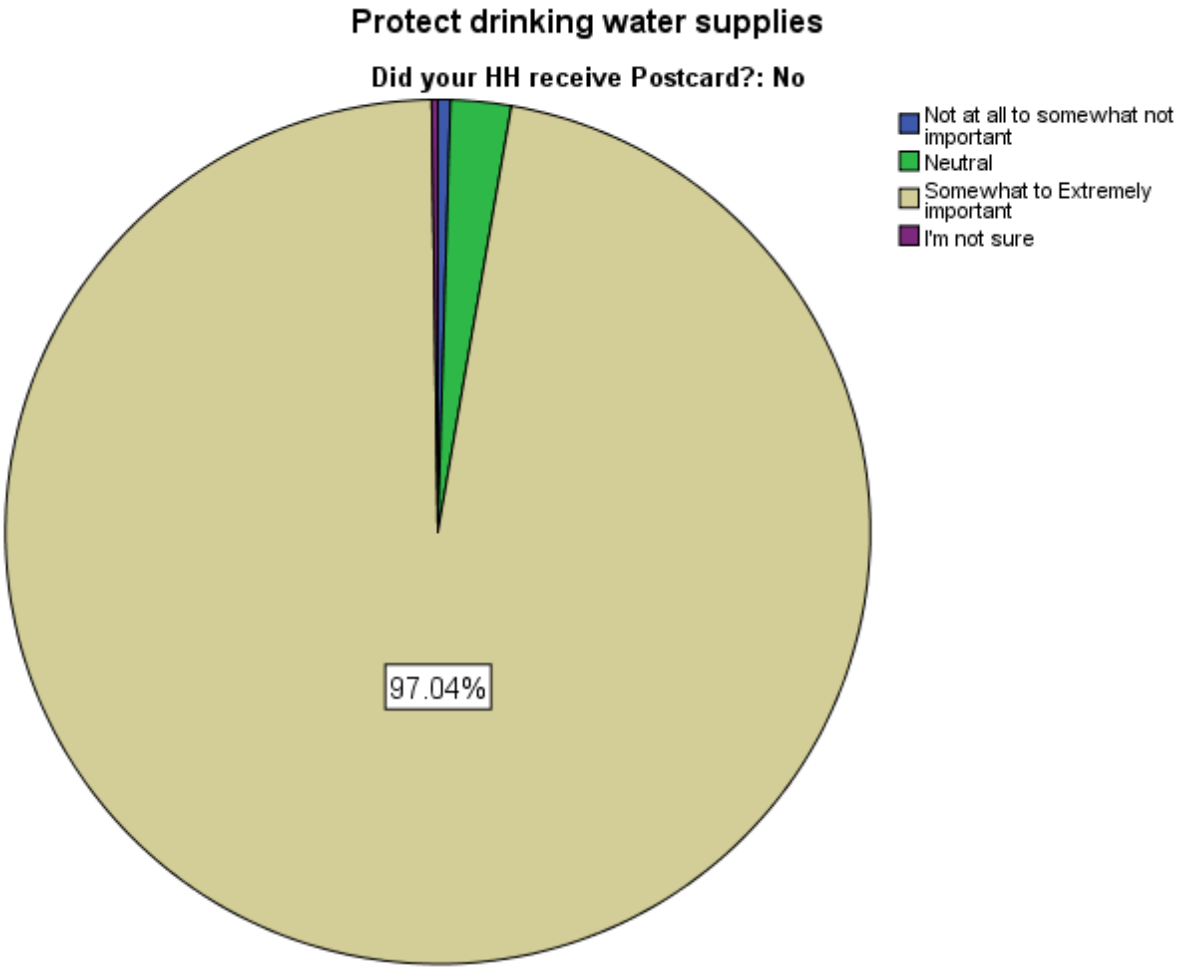
Response to the importance of protecting drinking water supplies in Cumberland County was nearly unanimous as 97% of survey respondents from both the random sample and the convenience sample reported that protecting drinking water supplies in Cumberland County is extremely important.



Protect drinking water supplies[a]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all to somewhat not important	2	.5	.5	.5
	Neutral	5	1.3	1.3	1.8
	Somewhat to Extremely important	388	97.2	98.0	99.7
	I'm not sure	1	.3	.3	100.0
	Total	396	99.2	100.0	
Missing	System	3	.8		
Total		399	100.0		

a. Did your HH receive Postcard? = Yes



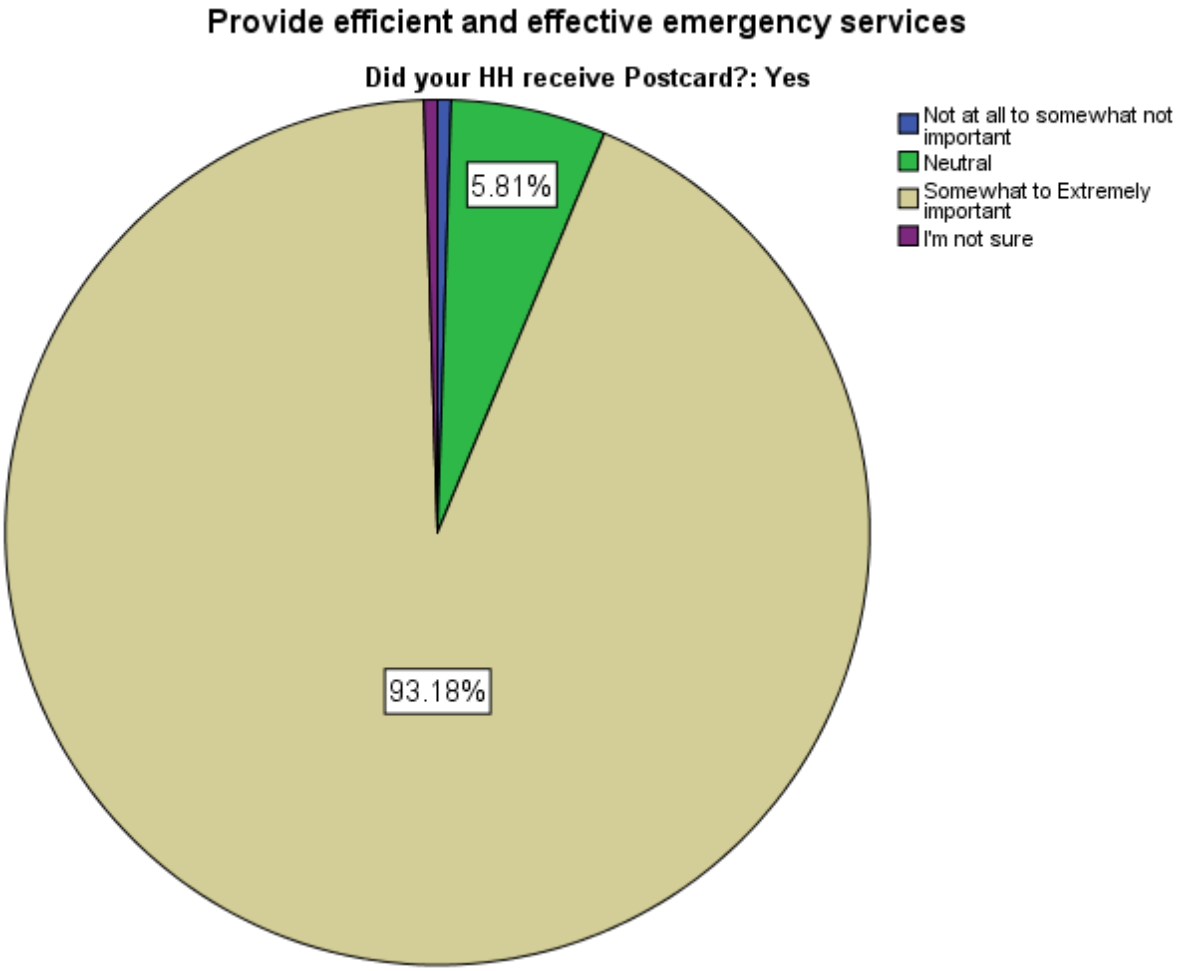
Protect drinking water supplies[a]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all to somewhat not important	12	.5	.5	.5
	Neutral	58	2.2	2.3	2.7
	Somewhat to Extremely important	2495	96.2	97.0	99.8
	I'm not sure	6	.2	.2	100.0
	Total	2571	99.2	100.0	
Missing	System	22	.8		
Total		2593	100.0		

a. Did your HH receive Postcard? = No

Provide Efficient and Effective Emergency Services

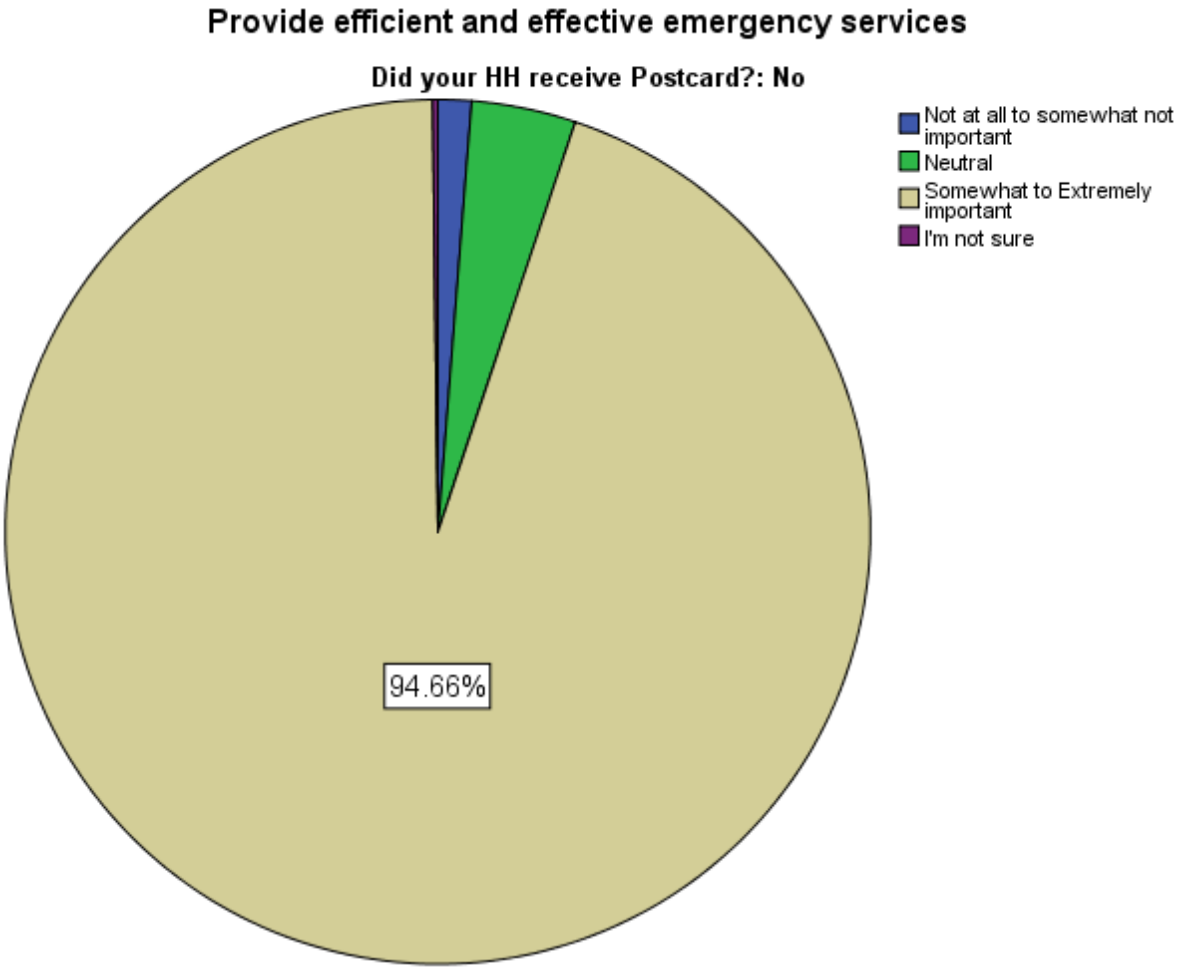
An overwhelming 95% of survey respondents from both the random sample and the convenience sample reported that providing efficient and effective emergency services in Cumberland County is extremely important.



Provide efficient and effective emergency services[a]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all to somewhat not important	2	.5	.5	.5
	Neutral	23	5.8	5.8	6.3
	Somewhat to Extremely important	369	92.5	93.2	99.5
	I'm not sure	2	.5	.5	100.0
	Total	396	99.2	100.0	
Missing	System	3	.8		
Total		399	100.0		

a. Did your HH receive Postcard? = Yes



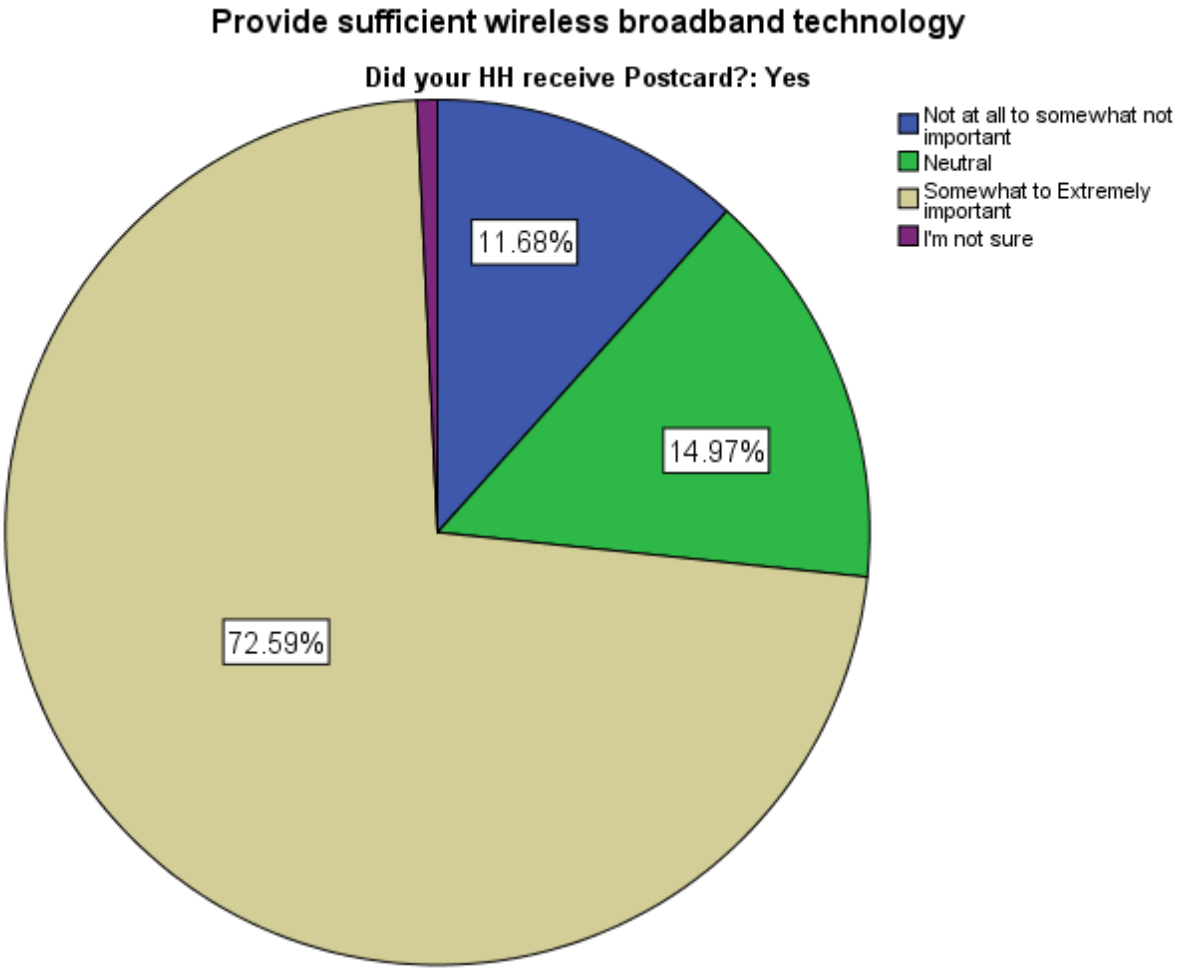
Provide efficient and effective emergency services[a]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all to somewhat not important	32	1.2	1.2	1.2
	Neutral	100	3.9	3.9	5.1
	Somewhat to Extremely important	2427	93.6	94.7	99.8
	I'm not sure	5	.2	.2	100.0
	Total	2564	98.9	100.0	
Missing	System	29	1.1		
Total		2593	100.0		

a. Did your HH receive Postcard? = No

Provide Sufficient Wireless Broadband Technology

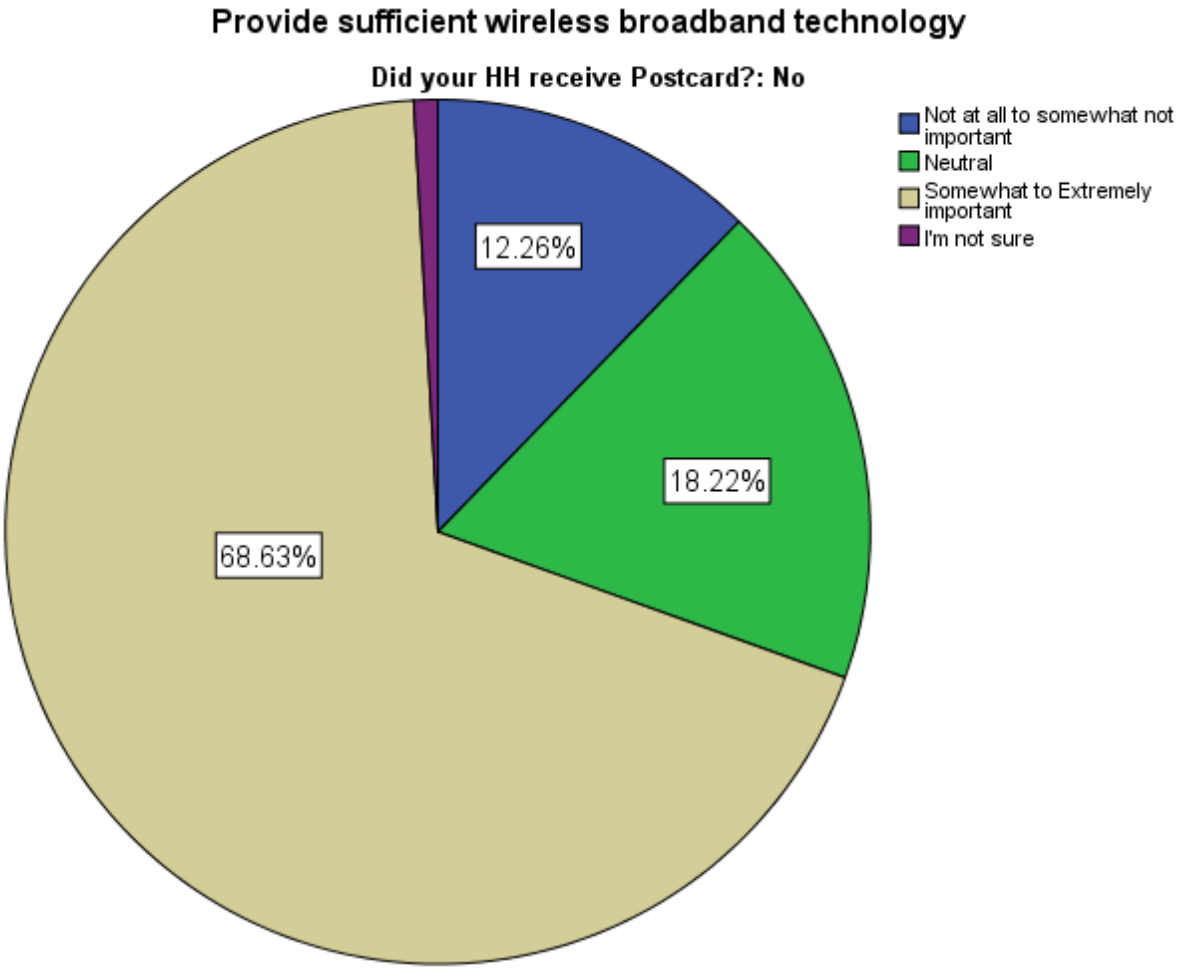
There is some variation of responses between the random and convenience sample in the importance of providing sufficient wireless broadband technology in Cumberland County, but even so, 69% of combined survey participants report it to be somewhat to extremely important.



Provide sufficient wireless broadband technology[a]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all to somewhat not important	46	11.5	11.7	11.7
	Neutral	59	14.8	15.0	26.6
	Somewhat to Extremely important	286	71.7	72.6	99.2
	I'm not sure	3	.8	.8	100.0
	Total	394	98.7	100.0	
Missing	System	5	1.3		
Total		399	100.0		

a. Did your HH receive Postcard? = Yes



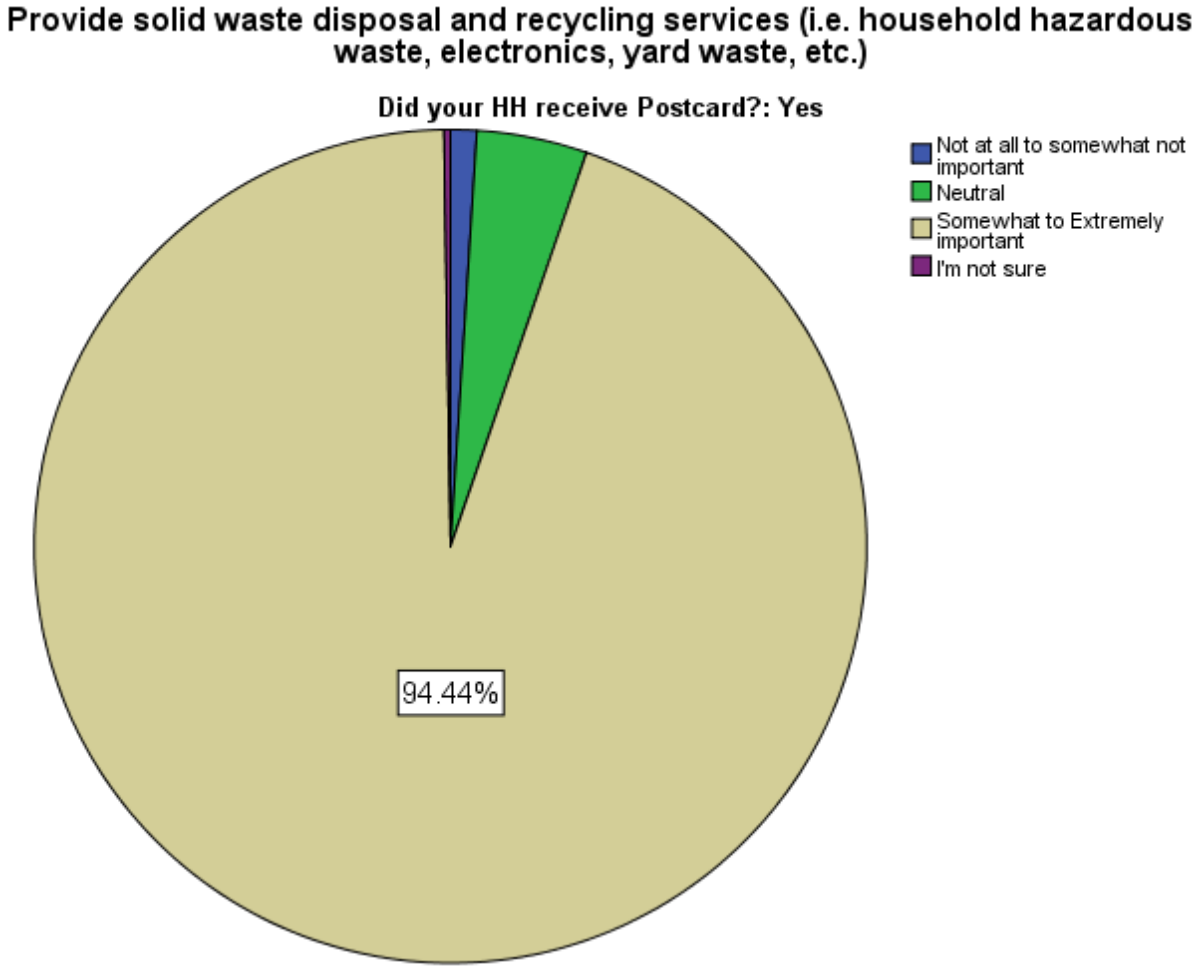
Provide sufficient wireless broadband technology[a]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all to somewhat not important	315	12.1	12.3	12.3
	Neutral	468	18.0	18.2	30.5
	Somewhat to Extremely important	1763	68.0	68.6	99.1
	I'm not sure	23	.9	.9	100.0
	Total	2569	99.1	100.0	
Missing	System	24	.9		
Total		2593	100.0		

a. Did your HH receive Postcard? = No

Provide Solid Waste Disposal and Recycling Services

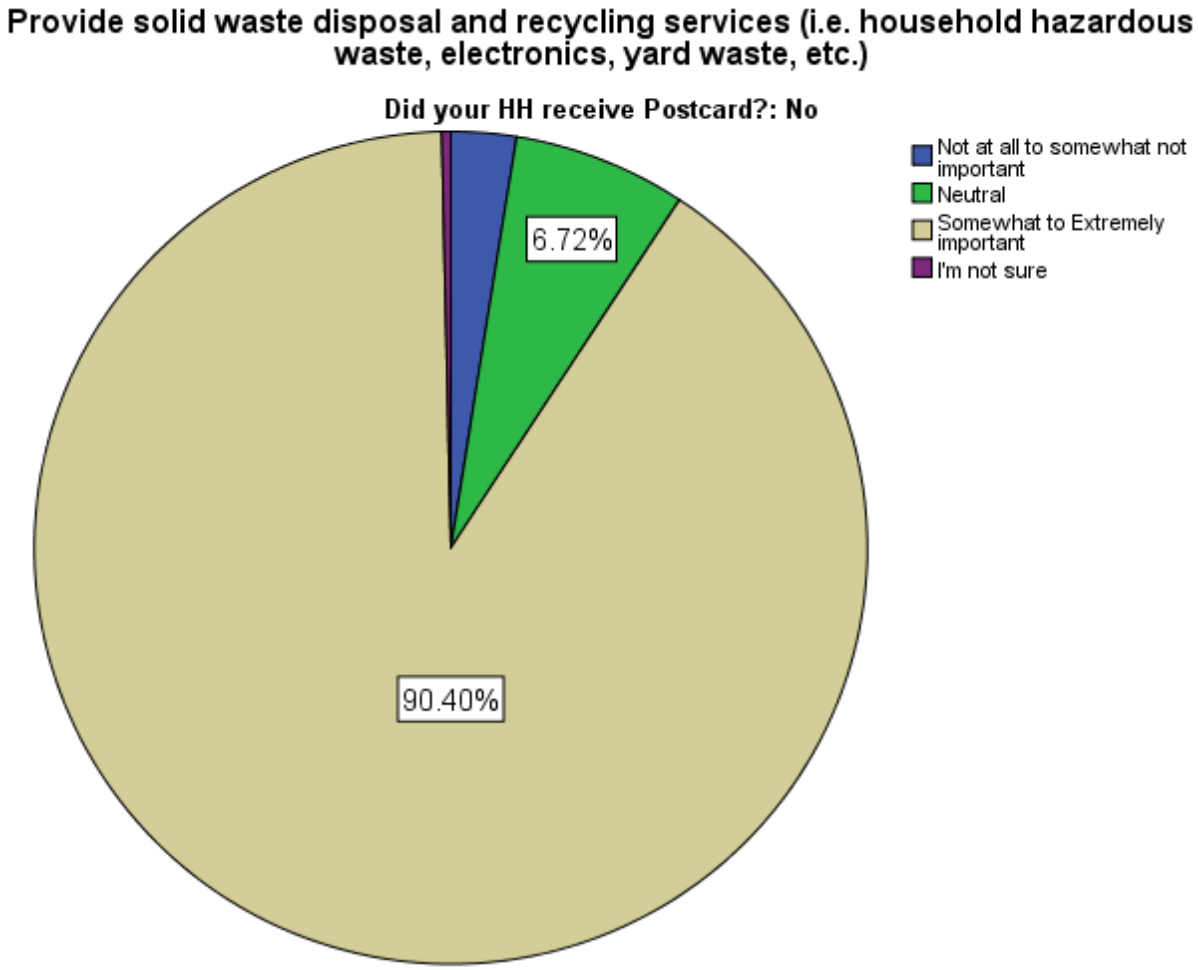
Over 91% of survey participants from combined samples of random and convenience sample report providing solid waste disposal and recycling services in Cumberland County to be somewhat to extremely important.



Provide solid waste disposal and recycling services (i.e. household hazardous waste, electronics, yard waste, etc.)[a]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all to somewhat not important	4	1.0	1.0	1.0
	Neutral	17	4.3	4.3	5.3
	Somewhat to Extremely important	374	93.7	94.4	99.7
	I'm not sure	1	.3	.3	100.0
	Total	396	99.2	100.0	
Missing	System	3	.8		
Total		399	100.0		

a. Did your HH receive Postcard? = Yes



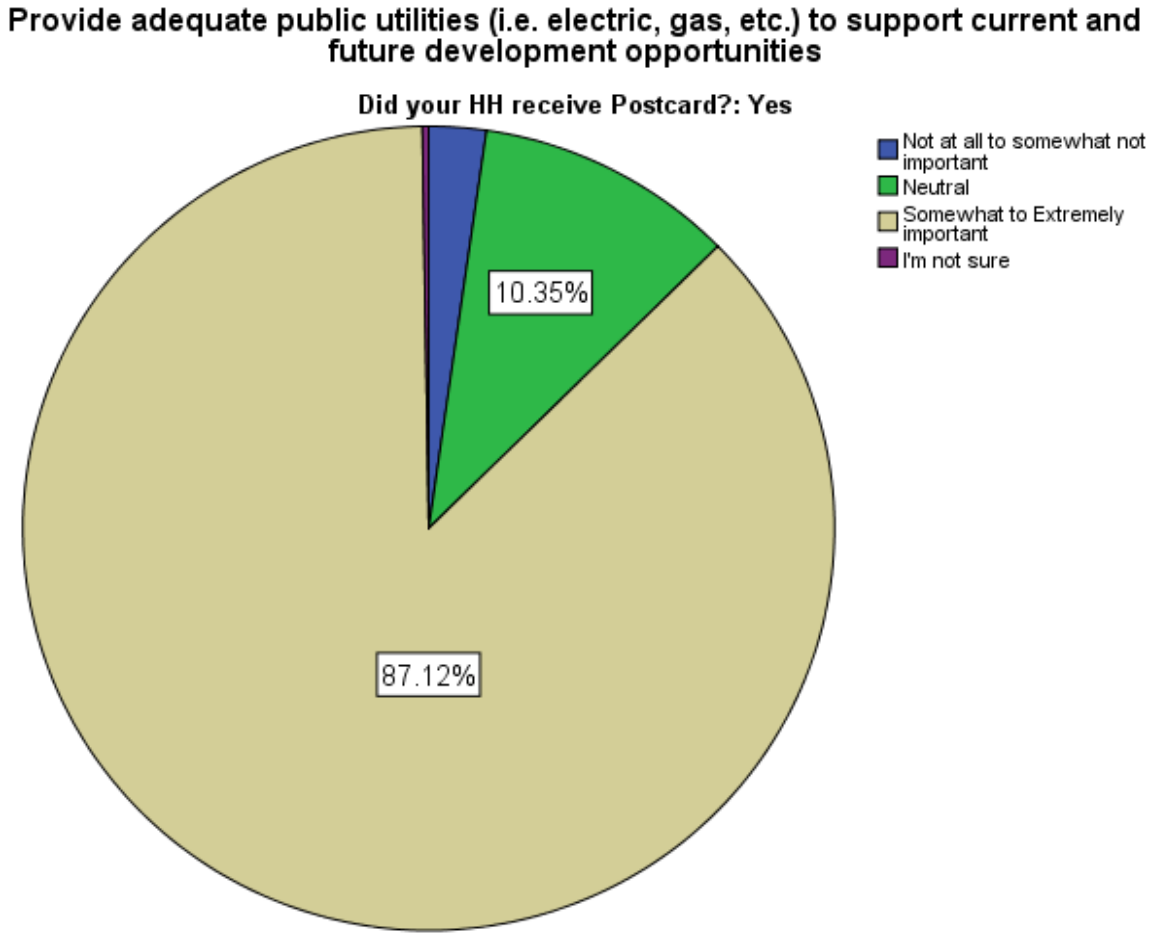
Provide solid waste disposal and recycling services (i.e. household hazardous waste, electronics, yard waste, etc.)[a]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all to somewhat not important	65	2.5	2.5	2.5
	Neutral	173	6.7	6.7	9.2
	Somewhat to Extremely important	2327	89.7	90.4	99.7
	I'm not sure	9	.3	.3	100.0
	Total	2574	99.3	100.0	
Missing	System	19	.7		
Total		2593	100.0		

a. Did your HH receive Postcard? = No

Provide Adequate Public Utilities to Support Current and Future Development Opportunities

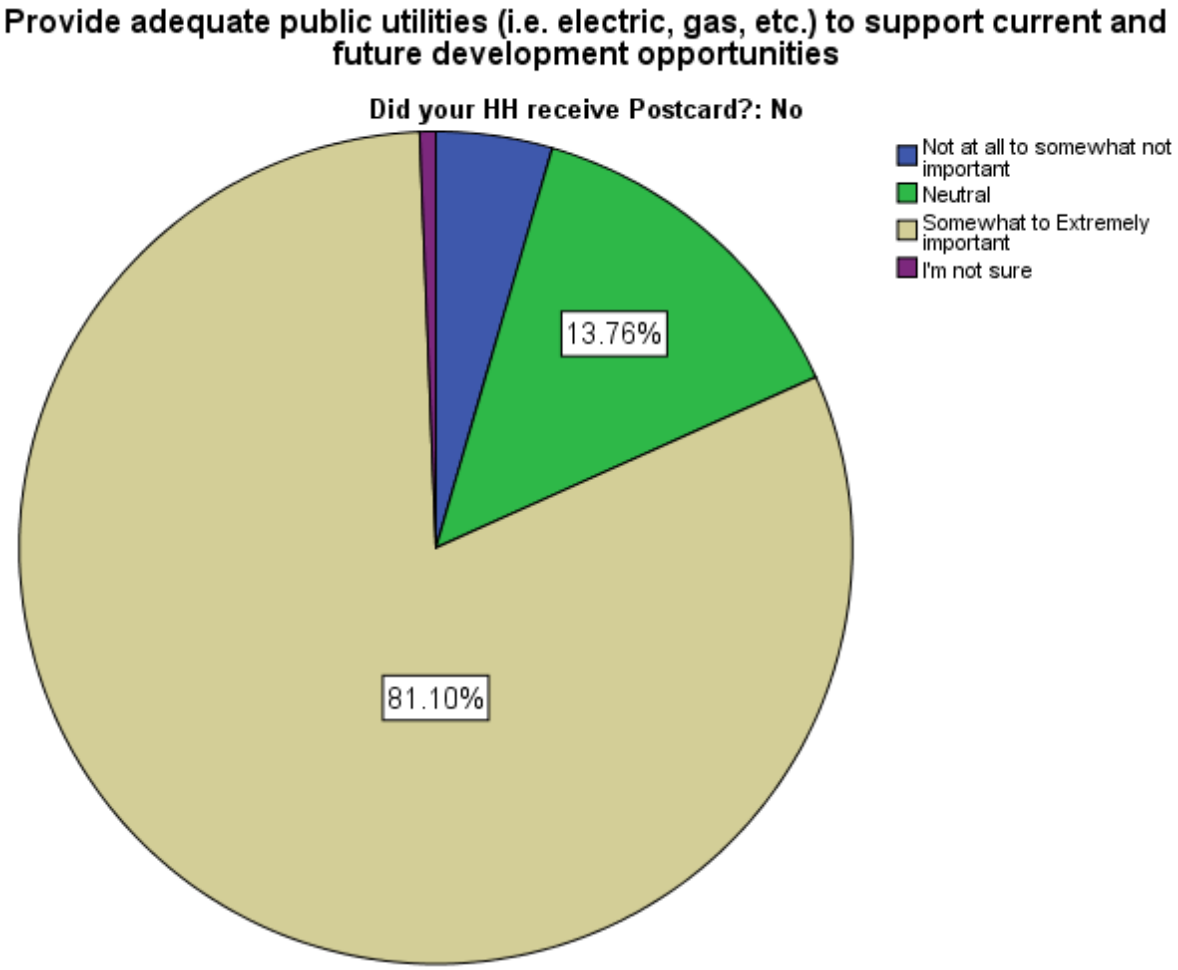
While there was a resounding affirmation of the importance in providing adequate public utilities to support current and future development opportunities in Cumberland County, there was five percentage point difference between the random and convenience sample. Yet, combining the two samples, 82% report this item to be important.



Provide adequate public utilities to support current and future development opportunities[a]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all to somewhat not important	9	2.3	2.3	2.3
	Neutral	41	10.3	10.4	12.6
	Somewhat to Extremely important	345	86.5	87.1	99.7
	I'm not sure	1	.3	.3	100.0
	Total	396	99.2	100.0	
Missing	System	3	.8		
Total		399	100.0		

a. Did your HH receive Postcard? = Yes



Provide adequate public utilities (i.e. electric, gas, etc.) to support current and future development opportunities[a]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all to somewhat not important	116	4.5	4.5	4.5
	Neutral	354	13.7	13.8	18.3
	Somewhat to Extremely important	2086	80.4	81.1	99.4
	I'm not sure	16	.6	.6	100.0
	Total	2572	99.2	100.0	
Missing	System	21	.8		
Total		2593	100.0		

a. Did your HH receive Postcard? = No

Comments Related to Community Facilities

The final question of the survey was an open comment box in which survey participants were able to provide additional feedback on whatever topic(s) they desired. The comments were coded using the themes of the proposed Cumberland County Comprehensive Plan survey. The comments that related to the theme of community facilities are summarized below with quotation marks indicating a participant's direct words. Even though quotations are the direct statement of individual participants, their ideas are supported by other participant comments.

"Need[ing] to balance new development with the maintenance of the existing public infrastructure" including "having adequate availability of emergency services" comprised the sentiment of comments connected to community facilities. The sentiment is further felt in "major improvements are sorely needed to the County and State infrastructure: water lines, sewer lines, roads, bridges, power lines. If this isn't addressed soon, Cumberland County won't be able to handle our growth." Need for "clean water and sanitation" were included in comments by others. Yet there were other survey participants who "support expansion of sewer and water to existing homes and developments … but do not support expansion to encourage future development" and "land use and limiting the expansion of municipal water/sewer will help curtail that growth."

Other participants identified a focus on "encourage[ing] shared water/sewer systems to ensure proper maintenance and keep costs in line" with others writing "they are considering bringing in public water to Channel Drive. As a number of the people on this street are elderly, I feel this would cause considerable financial burden. In addition to this, most homes have already installed water filtration systems. I have had no problems with the well water in the last twenty years. Finally, I fear this would cause disruption to the wildlife population along the creek as happened when they installed the sewer system years ago. At that time the wild duck population disappeared for years and has finally repopulated. I would hate to see this happen again."

"Open space and farmland cost the County less as there is no need for the infrastructure support that development of housing would require, such as, schools, fire and police protection, sewers, electrical grids, roads, etc."

There were several comments about recycling from "Cumberland County needs a recycling center for electronics," "large items," and "yard waste" with one survey participant focusing on it needing to be a service provided at "the house" level. Another user who took the survey near the closing date of the survey was happy that the County was providing recycling service: "I am really happy that we will finally have a place to recycle our old electronic items, this is a program that is really needed, and I thank the County for providing this service." An additional aspect of recycling commented on by a participant was to "separate food waste from general waste" with another participant stating the County should "penalize people who do not recycle."

Planned Land Use

There were two sections pertaining to land use that aligned with the proposed Cumberland County Comprehensive Plan theme of growth. The first section sought opinions regarding the importance of objectives related to land use in Cumberland County and the second focused on the types of land use.

The following six statements focused on importance to residents:

1. Locate new development near existing infrastructure (i.e. sewer, water, roads)
2. Improve the appearance of new buildings
3. Maintain existing properties
4. Minimize conflicts between new and existing development
5. Provide for mixing of land uses (I.e. allowing more than one type use on a lot or in a building)
6. Allow commercial uses to be located near residential uses

To make the scale more useful in analysis regarding the above statements, the scale was recoded into the following 4 categories:

- Somewhat unimportant to not important at all
- Neutral
- Somewhat important to extremely important
- I'm not sure

Eleven statements assessed participants' opinions on the current amount of each type of land use:

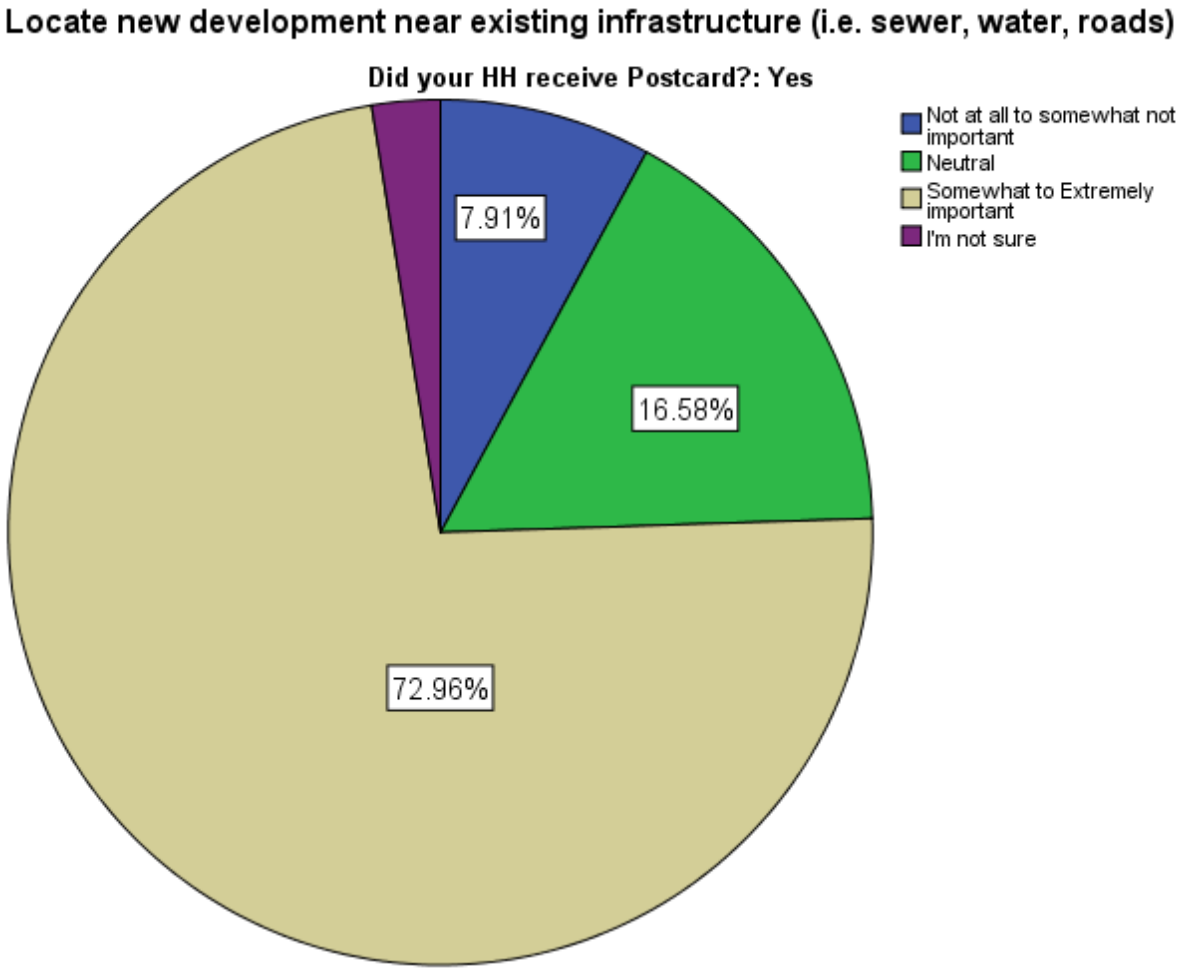
1. Big box retail
2. Shopping centers
3. Warehousing
4. Manufacturing
5. Professional office
6. Educational facilities (i.e. schools, libraries, etc.)
7. Health care and human services (i.e. hospitals, nursing homes, etc.)
8. Agriculture
9. Open Space
10. Mixed uses (i.e. more than one use on a lot or in a building; different uses located on different lots located close to one another)
11. Recreational facilities

To make the scale more useful in analysis regarding the above statements, the scale was recoded into the following 4 categories:

- Somewhat too much to way too much
- Just the right amount
- Somewhat not enough to way not enough
- I'm not sure

Locate New Development Near Existing Infrastructure

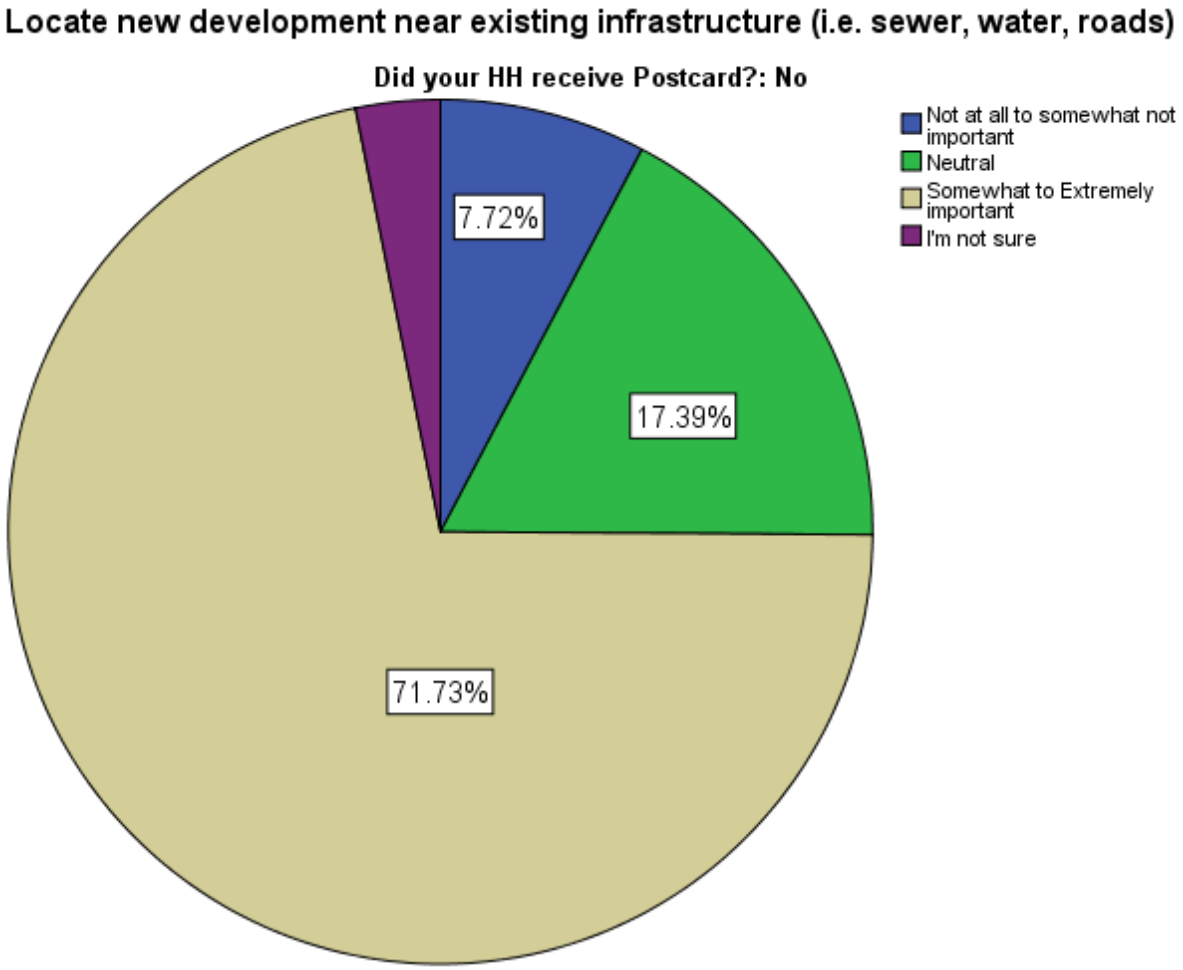
Both the random sample and the convenience sample provided similar responses when it came to locating new development near existing infrastructure, like sewer, water, roads, in Cumberland County.



Locate new development near existing infrastructure (i.e. sewer, water, roads)[a]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all to somewhat not important	31	7.8	7.9	7.9
	Neutral	65	16.3	16.6	24.5
	Somewhat to Extremely important	286	71.7	73.0	97.4
	I'm not sure	10	2.5	2.6	100.0
	Total	392	98.2	100.0	
Missing	System	7	1.8		
Total		399	100.0		

a. Did your HH receive Postcard? = Yes



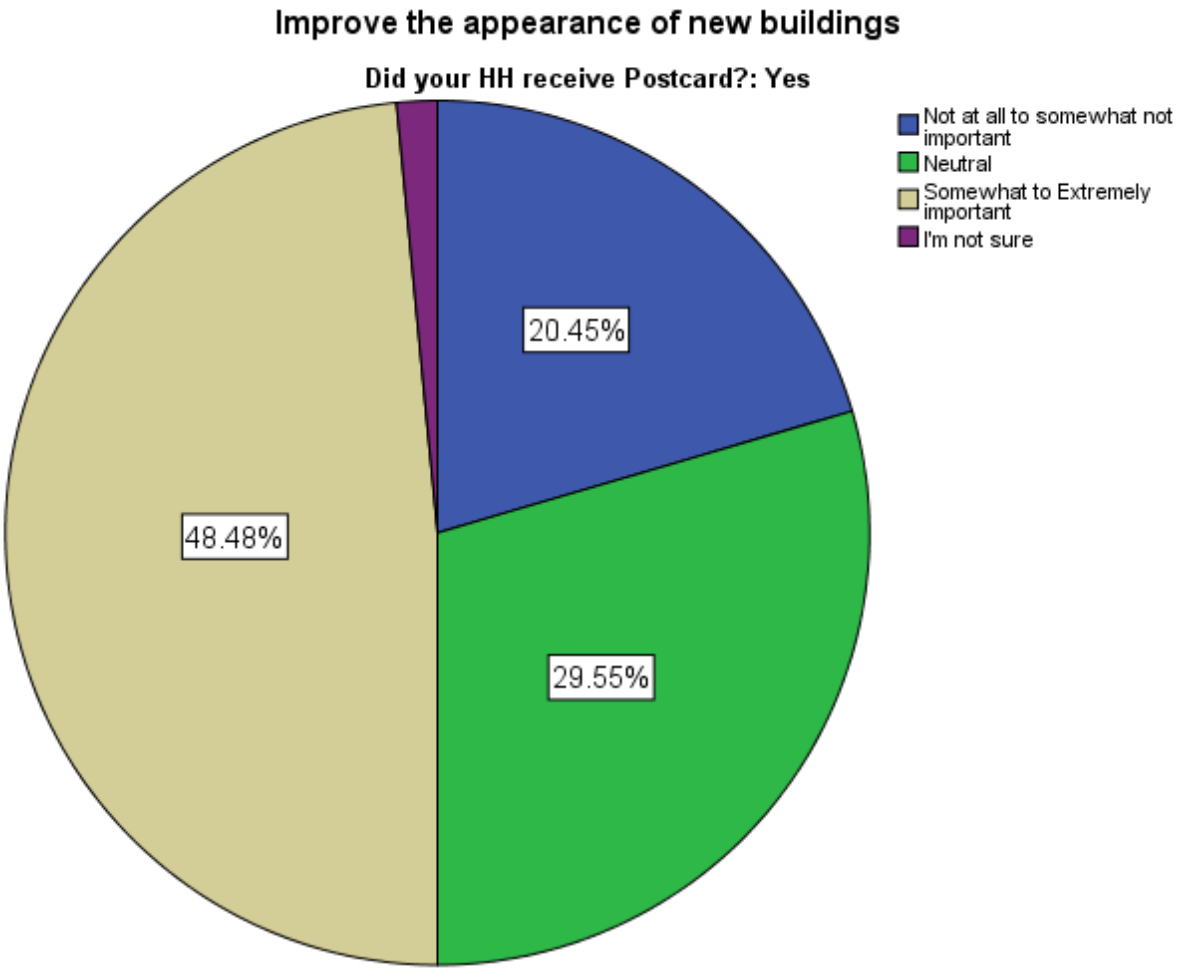
Locate new development near existing infrastructure (i.e. sewer, water, roads)[a]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all to somewhat not important	198	7.6	7.7	7.7
	Neutral	446	17.2	17.4	25.1
	Somewhat to Extremely important	1840	71.0	71.7	96.8
	I'm not sure	81	3.1	3.2	100.0
	Total	2565	98.9	100.0	
Missing	System	28	1.1		
Total		2593	100.0		

a. Did your HH receive Postcard? = No

Improve the Appearance of New Buildings

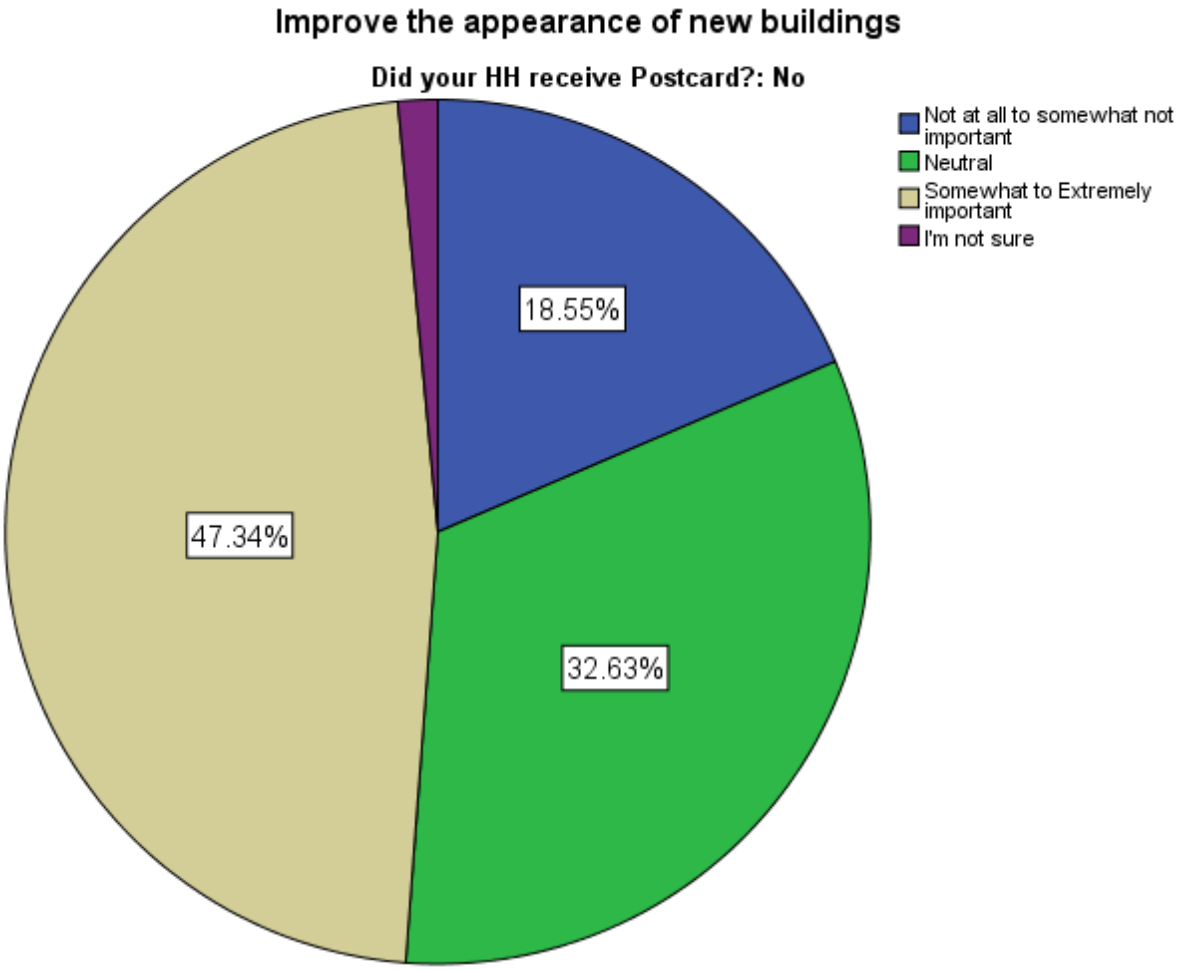
Less than half of survey respondents in the random sample and the convenience sample reported improving the appearance of new buildings in Cumberland County as somewhat to extremely important. Nearly 20% reported improving the appearance of new buildings as somewhat to not at all important with about 30% reporting a neutral opinion on the matter.



Improve the appearance of new buildings[a]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all to somewhat not important	81	20.3	20.5	20.5
	Neutral	117	29.3	29.5	50.0
	Somewhat to Extremely important	192	48.1	48.5	98.5
	I'm not sure	6	1.5	1.5	100.0
	Total	396	99.2	100.0	
Missing	System	3	.8		
Total		399	100.0		

a. Did your HH receive Postcard? = Yes



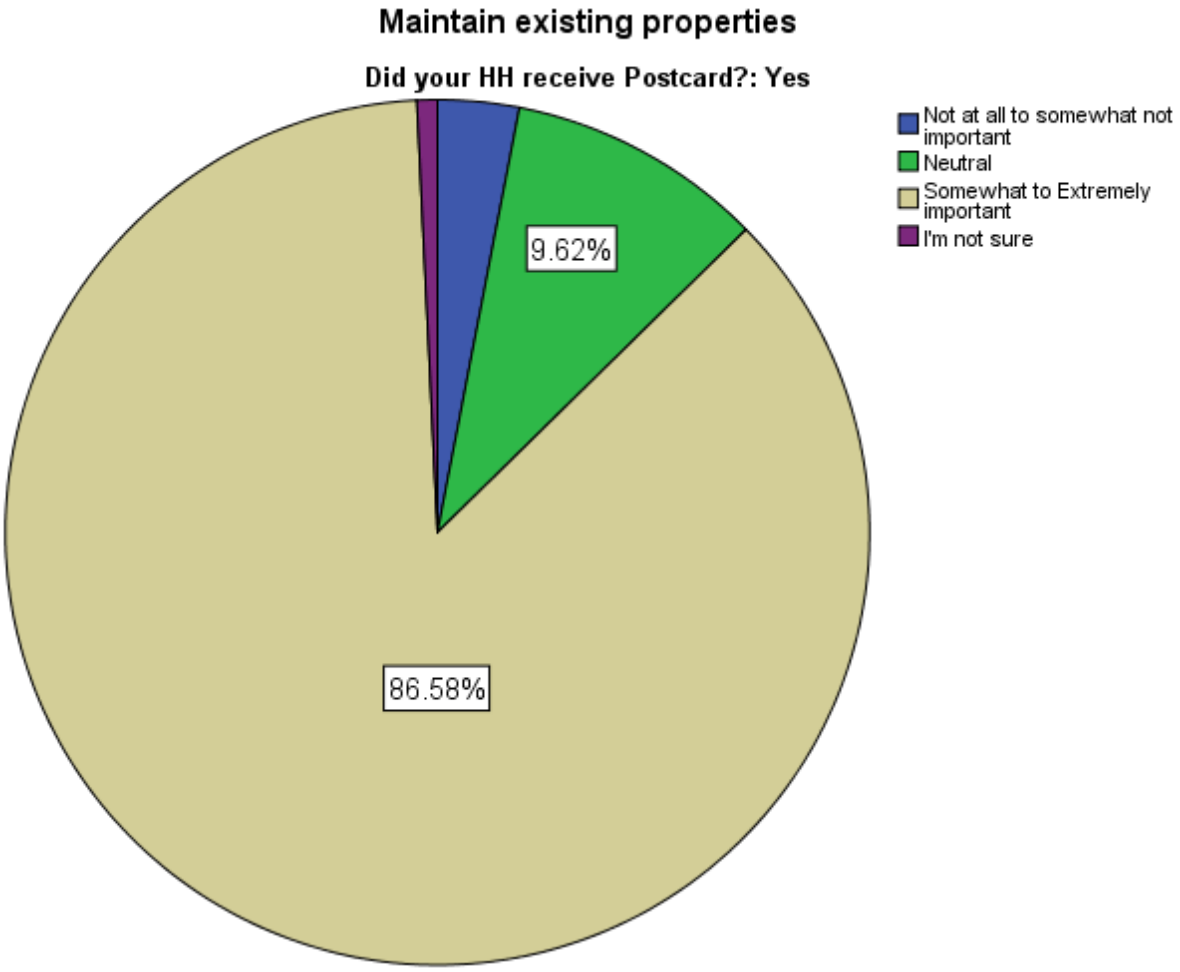
Improve the appearance of new buildings[a]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all to somewhat not important	477	18.4	18.6	18.6
	Neutral	839	32.4	32.6	51.2
	Somewhat to Extremely important	1217	46.9	47.3	98.5
	I'm not sure	38	1.5	1.5	100.0
	Total	2571	99.2	100.0	
Missing	System	22	.8		
Total		2593	100.0		

a. Did your HH receive Postcard? = No

Maintain Existing Properties

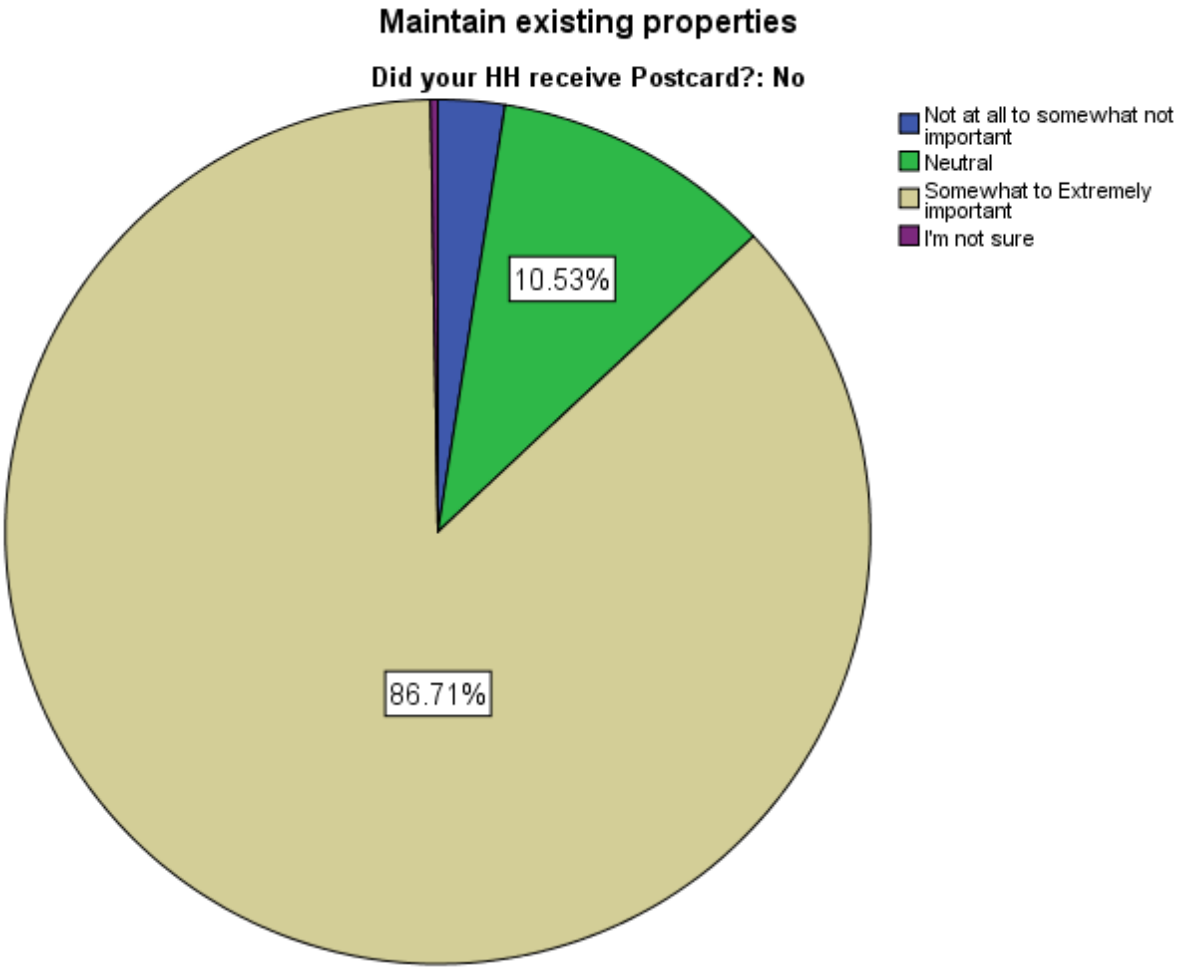
Both the random sample and the convenience sample provided similar responses when it came to maintaining existing properties in Cumberland County.



Maintain existing properties[a]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all to somewhat not important	12	3.0	3.0	3.0
	Neutral	38	9.5	9.6	12.7
	Somewhat to Extremely important	342	85.7	86.6	99.2
	I'm not sure	3	.8	.8	100.0
	Total	395	99.0	100.0	
Missing	System	4	1.0		
Total		399	100.0		

a. Did your HH receive Postcard? = Yes



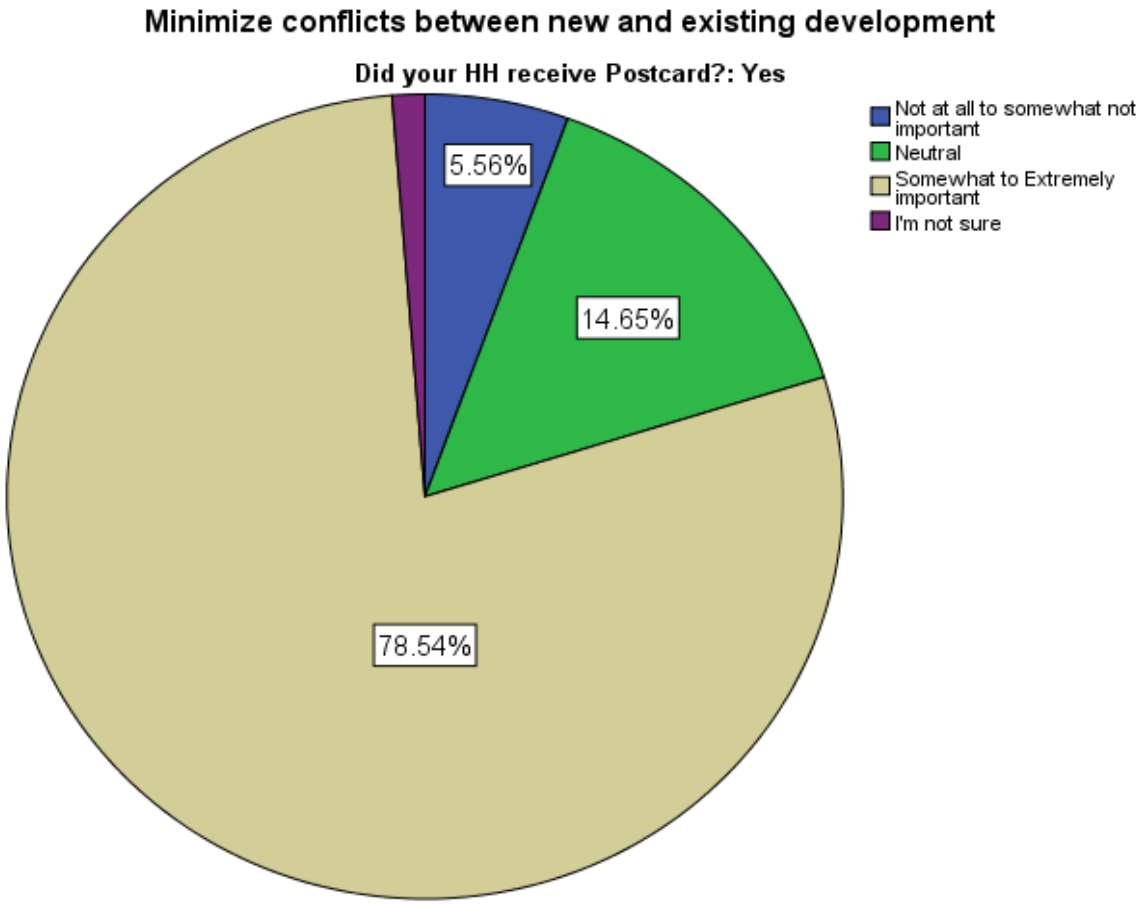
Maintain existing properties[a]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all to somewhat not important	64	2.5	2.5	2.5
	Neutral	271	10.5	10.5	13.0
	Somewhat to Extremely important	2231	86.0	86.7	99.7
	I'm not sure	7	.3	.3	100.0
	Total	2573	99.2	100.0	
Missing	System	20	.8		
Total		2593	100.0		

a. Did your HH receive Postcard? = No

Minimize Conflicts between New and Existing Development

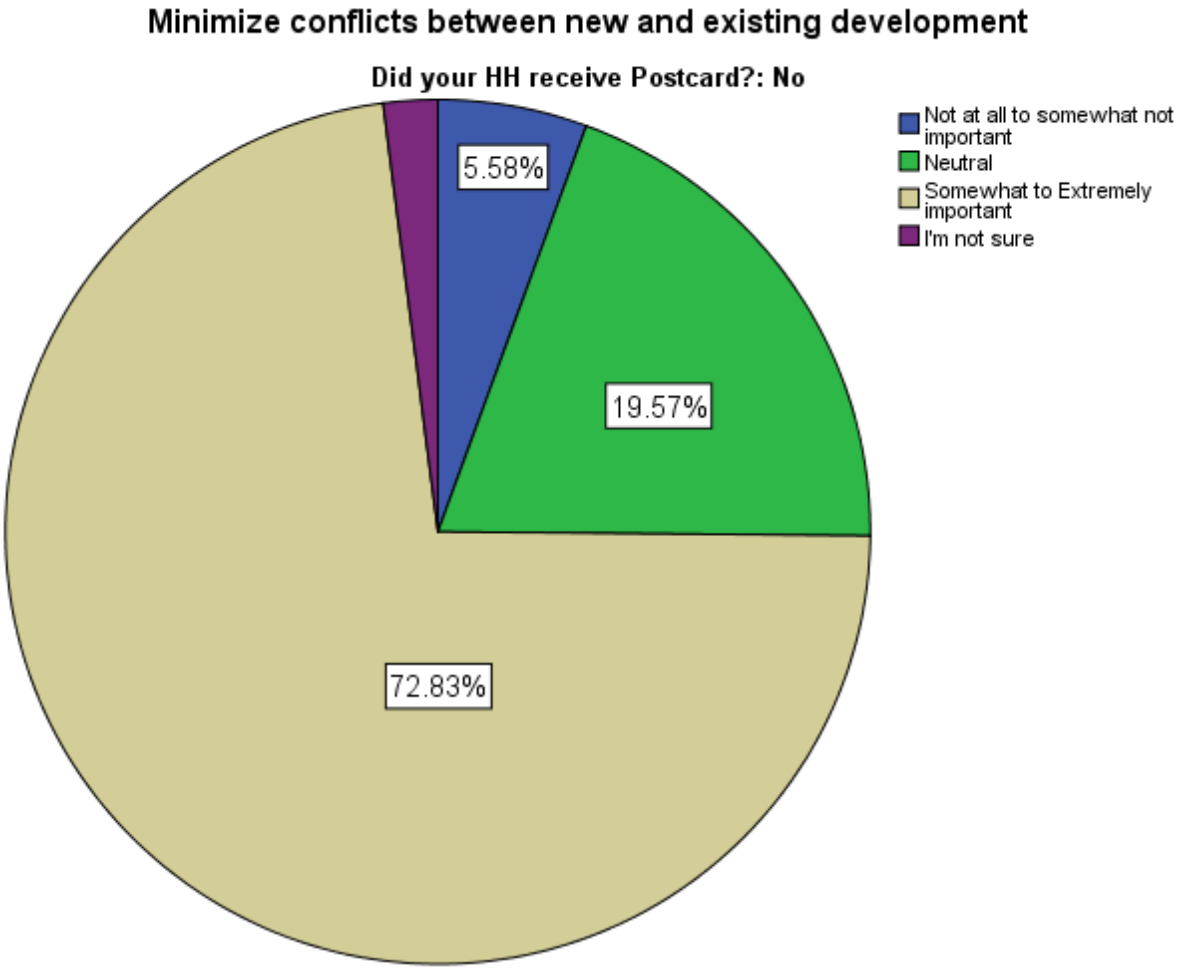
About 6% of both the random sample and the convenience sample reported that it is not important for Cumberland County Planning Department to minimize conflicts between new and existing development, but from there, the two groups reported different percentages on neutral opinions and those with the opinion that it is somewhat to extremely important. Overall, 74% of the combined sample believe it is important for Cumberland County Planning Department to minimize conflicts between new and existing development.



Minimize conflicts between new and existing development[a]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all to somewhat not important	22	5.5	5.6	5.6
	Neutral	58	14.5	14.6	20.2
	Somewhat to Extremely important	311	77.9	78.5	98.7
	I'm not sure	5	1.3	1.3	100.0
	Total	396	99.2	100.0	
Missing	System	3	.8		
Total		399	100.0		

a. Did your HH receive Postcard? = Yes



Minimize conflicts between new and existing development[a]

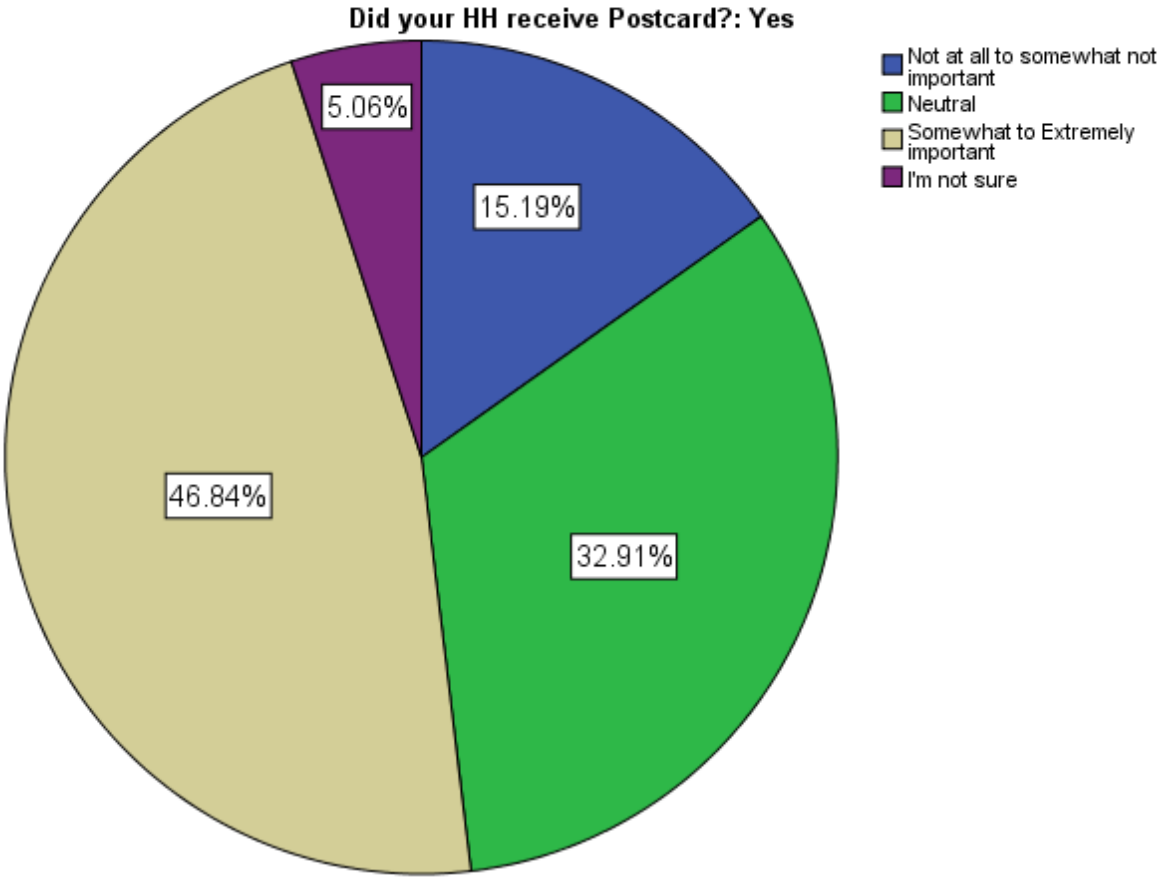
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all to somewhat not important	143	5.5	5.6	5.6
	Neutral	502	19.4	19.6	25.1
	Somewhat to Extremely important	1868	72.0	72.8	98.0
	I'm not sure	52	2.0	2.0	100.0
	Total	2565	98.9	100.0	
Missing	System	28	1.1		
Total		2593	100.0		

a. Did your HH receive Postcard? = No

Provide for Mixing of Land Uses

Just under half of survey respondents from both the random sample and the convenience sample reported that it is important for Cumberland County to provide for a mixing of land uses and approximately 30% reported a neutral opinion on the matter.

Provide for mixing of land uses (I.e. allowing more than one type use on a lot or in a building).

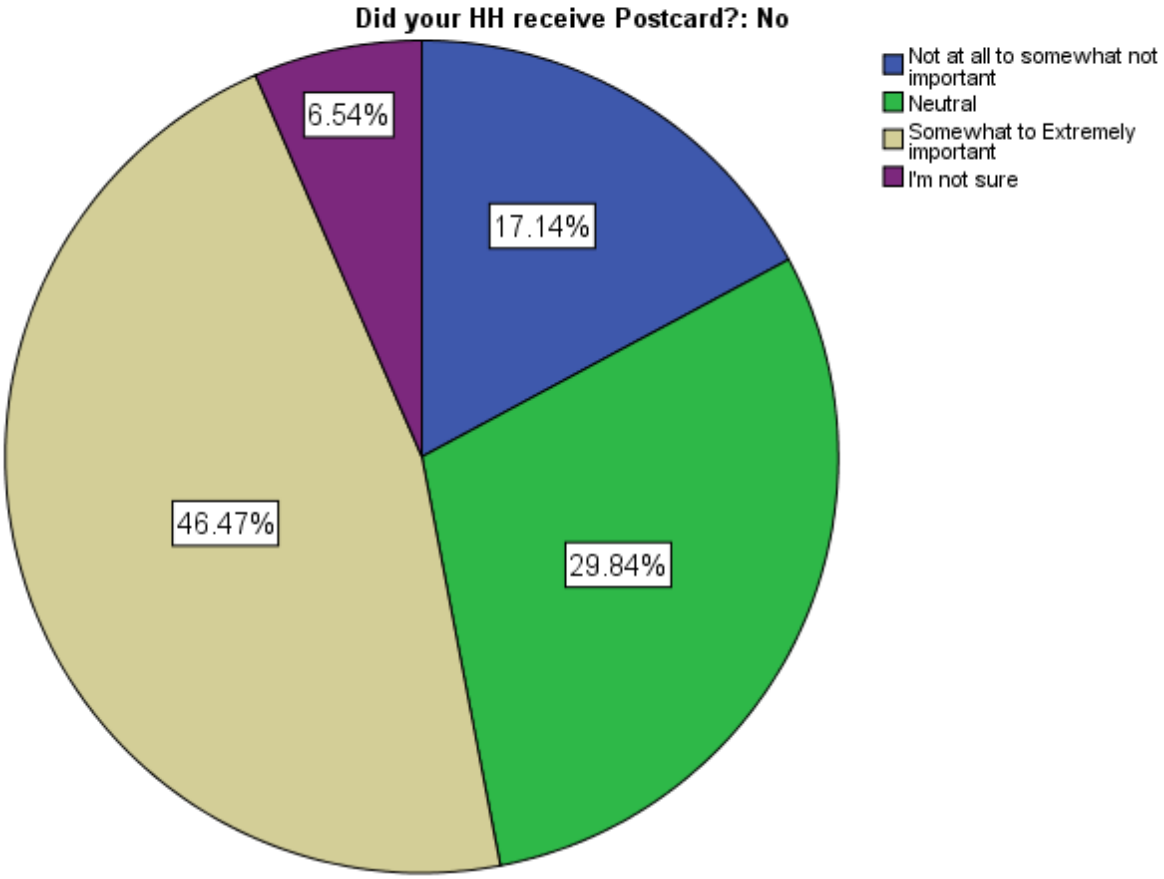


Provide for mixing of land uses (allowing more than one type use on a lot or in a building).[a]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all to somewhat not important	60	15.0	15.2	15.2
	Neutral	130	32.6	32.9	48.1
	Somewhat to Extremely important	185	46.4	46.8	94.9
	I'm not sure	20	5.0	5.1	100.0
	Total	395	99.0	100.0	
Missing	System	4	1.0		
Total		399	100.0		

a. Did your HH receive Postcard? = Yes

Provide for mixing of land uses (I.e. allowing more than one type use on a lot or in a building).



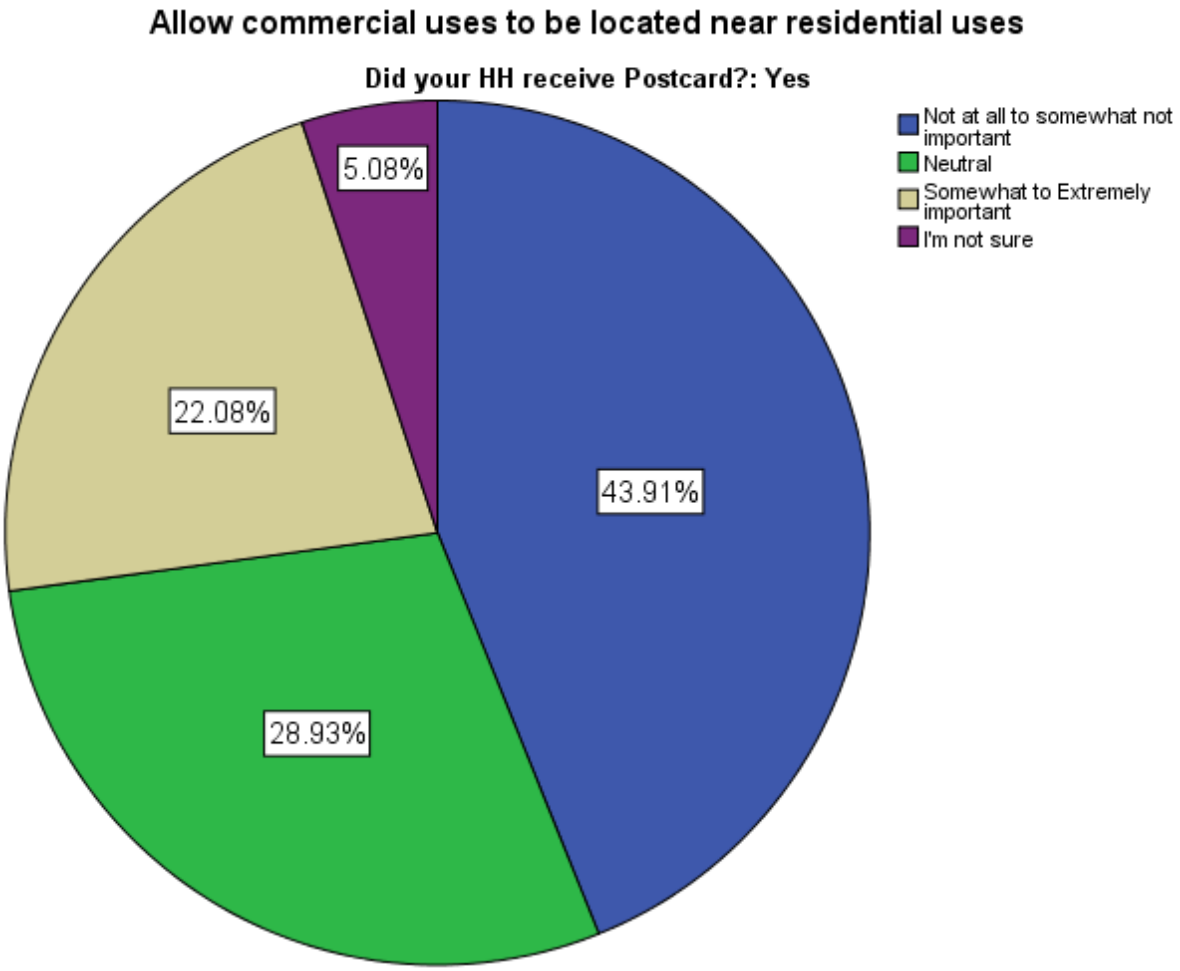
Provide for mixing of land uses (I.e. allowing more than one type use on a lot or in a building).[a]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all to somewhat not important	440	17.0	17.1	17.1
	Neutral	766	29.5	29.8	47.0
	Somewhat to Extremely important	1193	46.0	46.5	93.5
	I'm not sure	168	6.5	6.5	100.0
	Total	2567	99.0	100.0	
Missing	System	26	1.0		
Total		2593	100.0		

a. Did your HH receive Postcard? = No

Allow Commercial Uses to be Located near Residential Uses

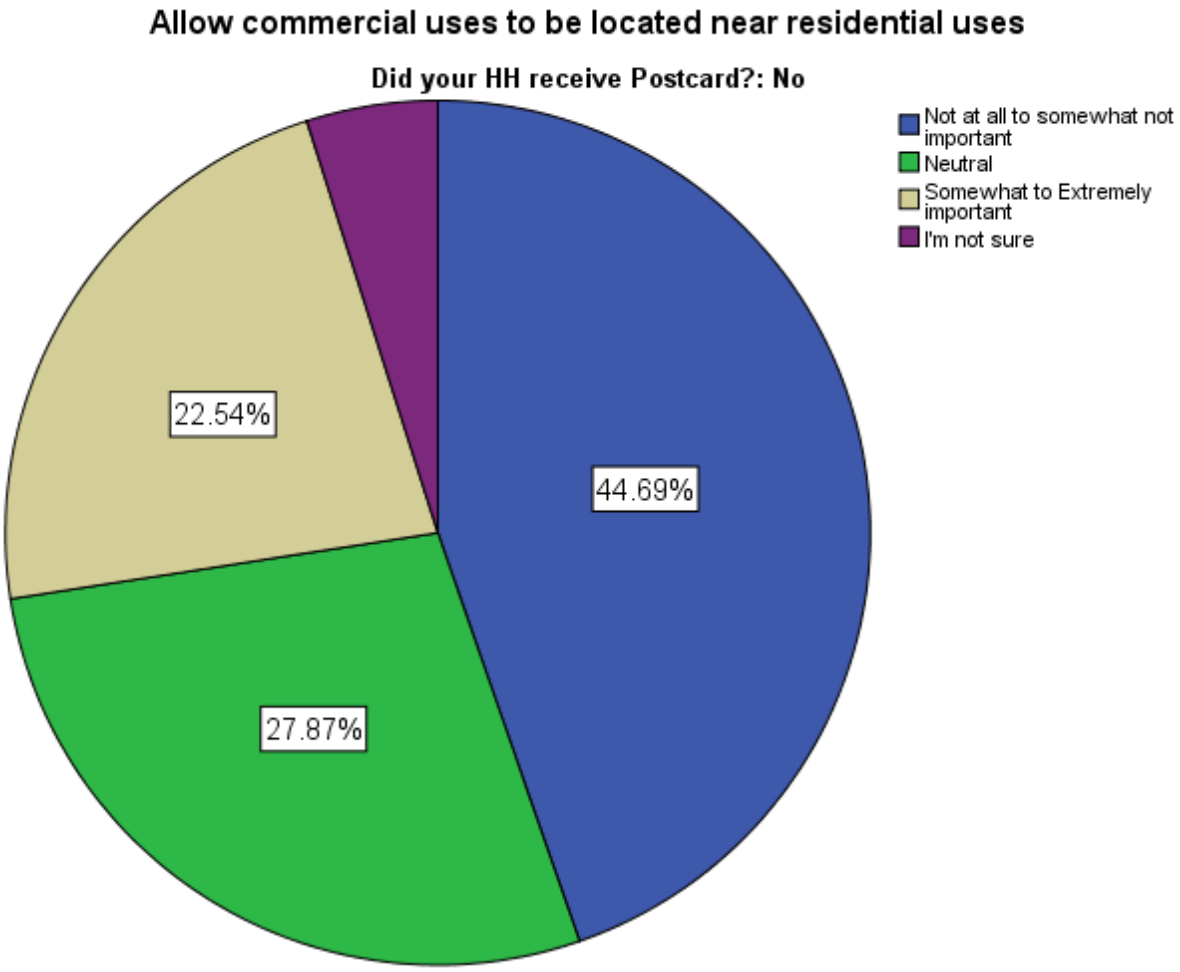
Both the random sample and the convenience sample provided similar responses when it came to allowing commercial uses to be located near residential uses in Cumberland County. Twenty-two percent indicate this to be important while double that percentage rate indicated that allowing commercial uses to be located near residential uses not to be important.



Allow commercial uses to be located near residential uses[a]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all to somewhat not important	173	43.4	43.9	43.9
	Neutral	114	28.6	28.9	72.8
	Somewhat to Extremely important	87	21.8	22.1	94.9
	I'm not sure	20	5.0	5.1	100.0
	Total	394	98.7	100.0	
Missing	System	5	1.3		
Total		399	100.0		

a. Did your HH receive Postcard? = Yes



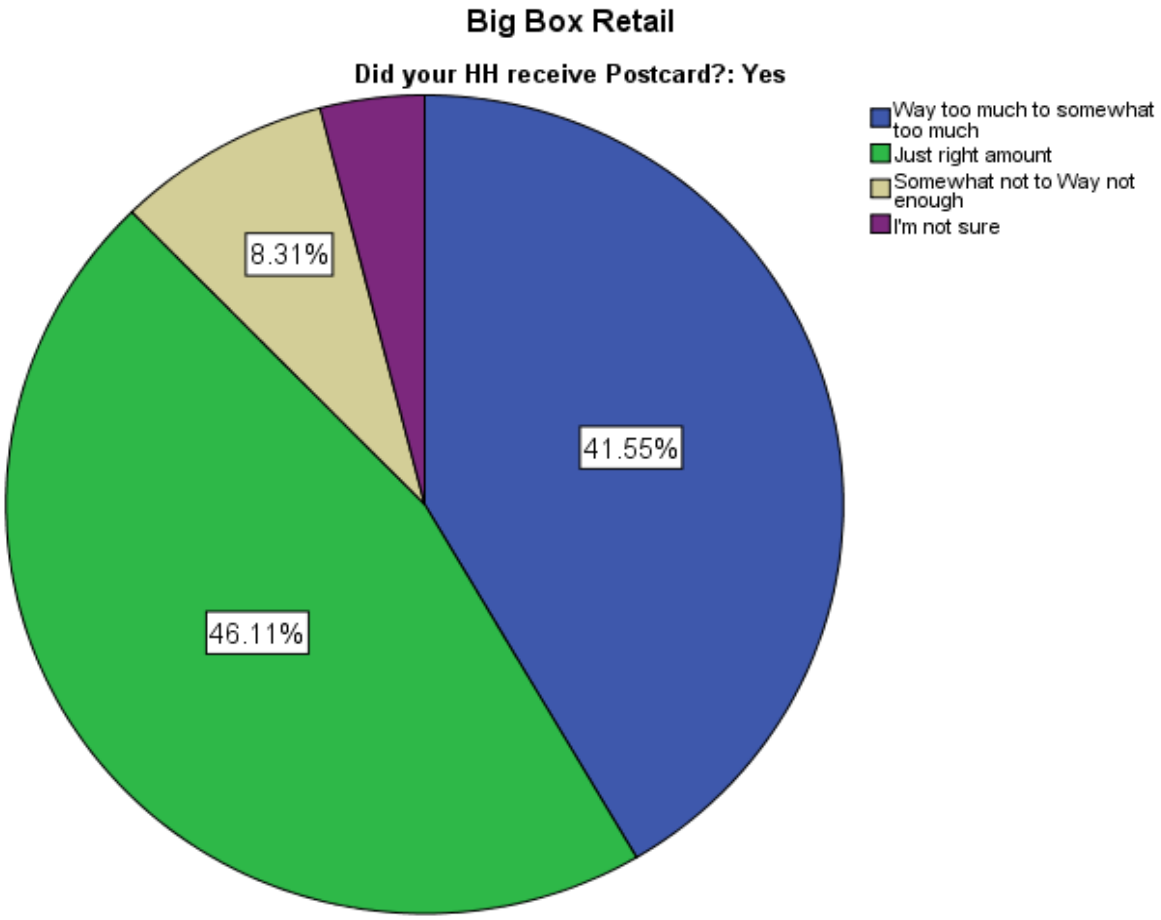
Allow commercial uses to be located near residential uses[a]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all to somewhat not important	1148	44.3	44.7	44.7
	Neutral	716	27.6	27.9	72.6
	Somewhat to Extremely important	579	22.3	22.5	95.1
	I'm not sure	126	4.9	4.9	100.0
	Total	2569	99.1	100.0	
Missing	System	24	.9		
Total		2593	100.0		

a. Did your HH receive Postcard? = No

Land Use Types: Big Box Retail

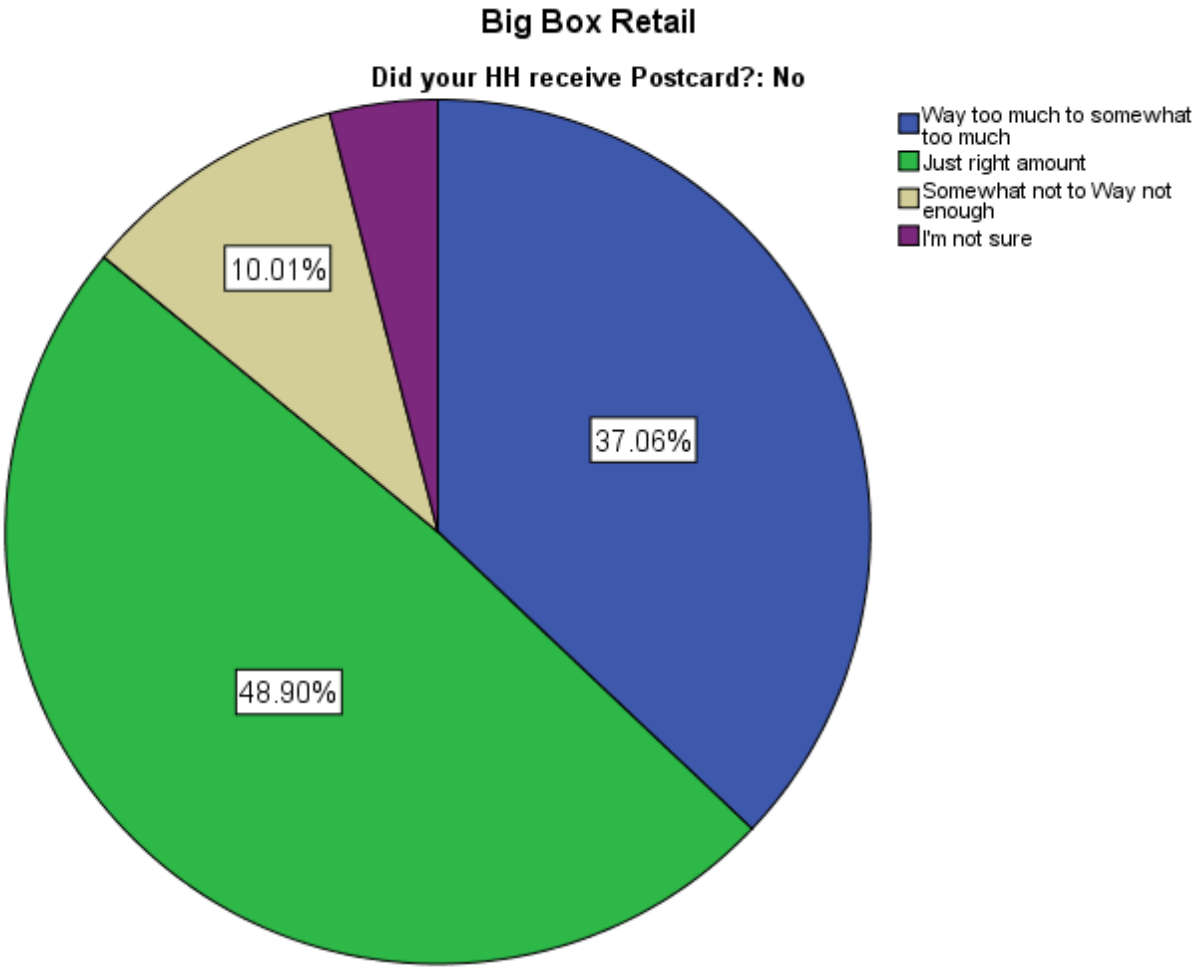
Both the random sample and the convenience sample provided somewhat similar responses when it came to the amount of big box retail in Cumberland County. The two samples were split between just the right amount and way too much. In short, the respondents are indicating there is no need for big box retail expansion in Cumberland County.



Big Box Retail[a]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Way too much to somewhat too much	155	38.8	41.6	41.6
	Just right amount	172	43.1	46.1	87.7
	Somewhat not to Way not enough	31	7.8	8.3	96.0
	I'm not sure	15	3.8	4.0	100.0
	Total	373	93.5	100.0	
Missing	System	26	6.5		
Total		399	100.0		

a. Did your HH receive Postcard? = Yes



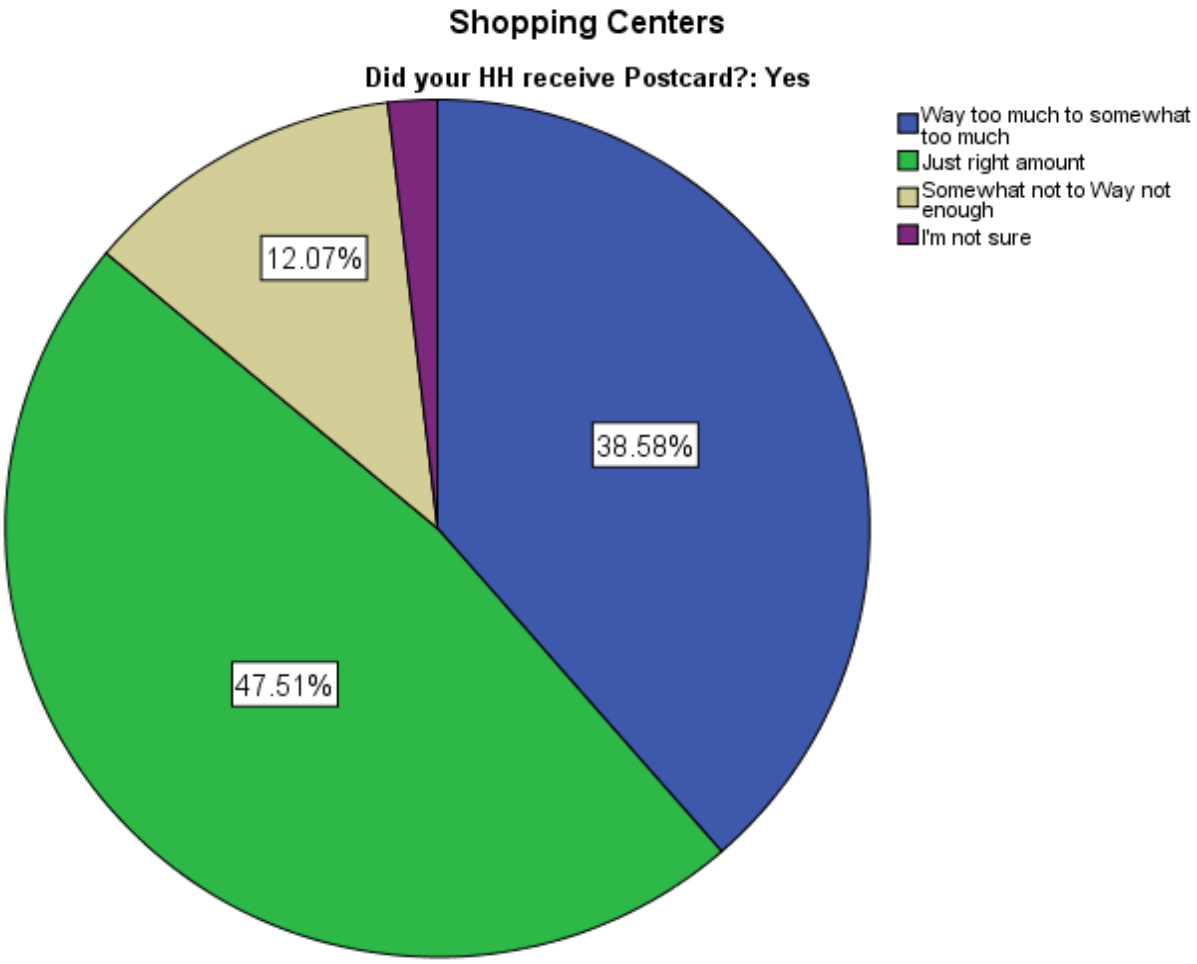
Big Box Retail[a]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Way too much to somewhat too much	892	34.4	37.1	37.1
	Just right amount	1177	45.4	48.9	86.0
	Somewhat not to Way not enough	241	9.3	10.0	96.0
	I'm not sure	97	3.7	4.0	100.0
	Total	2407	92.8	100.0	
Missing	System	186	7.2		
Total		2593	100.0		

a. Did your HH receive Postcard? = No

Land Use Types: Shopping Centers

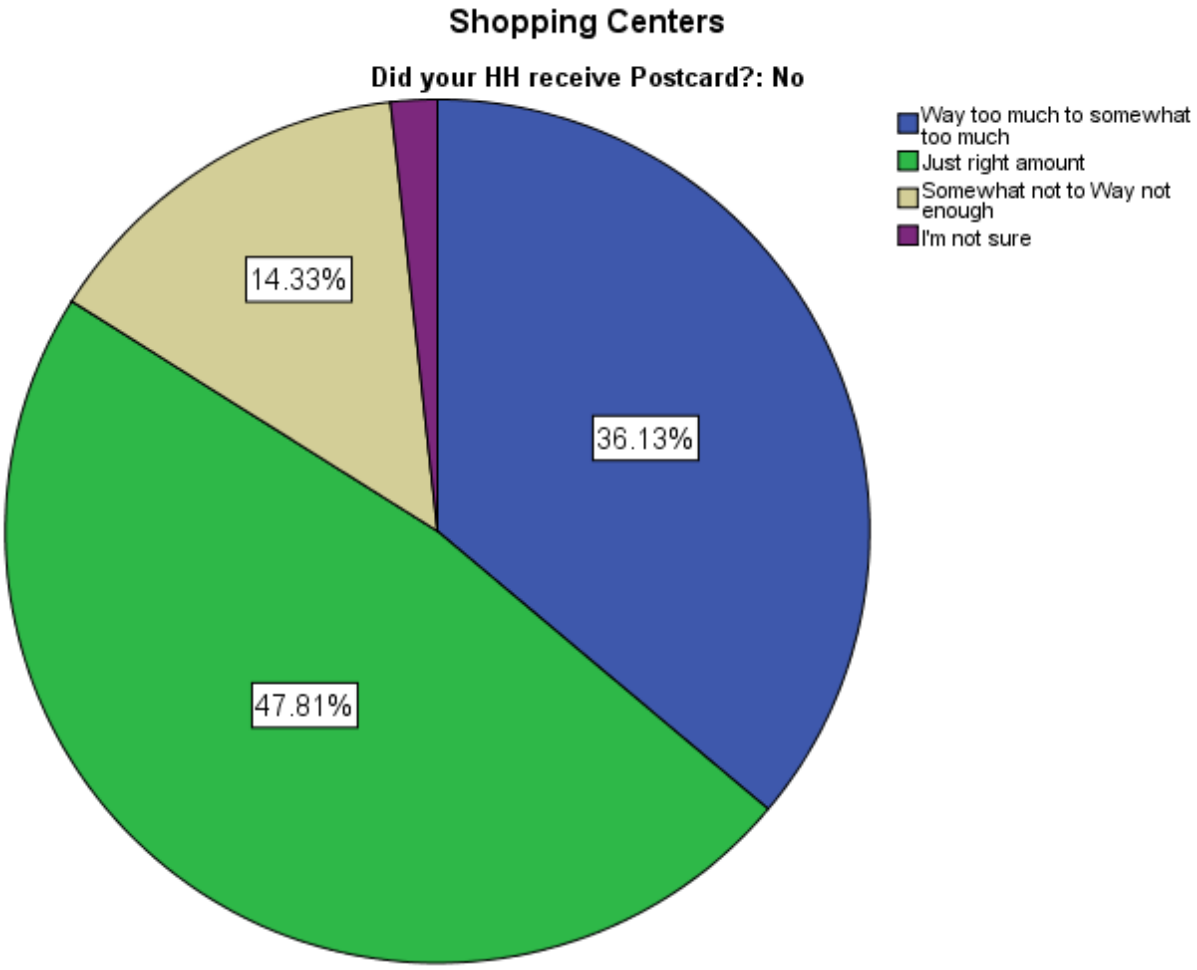
Both the random sample and the convenience sample provided somewhat similar responses when it came to the amount of shopping centers existing in Cumberland County. The two samples were split between just the right amount and way too much. In short, the respondents are indicating there is no need for shopping center expansion in Cumberland County.



Shopping Centers[a]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Way too much to somewhat too much	147	36.8	38.6	38.6
	Just right amount	181	45.4	47.5	86.1
	Somewhat not to Way not enough	46	11.5	12.1	98.2
	I'm not sure	7	1.8	1.8	100.0
	Total	381	95.5	100.0	
Missing	System	18	4.5		
Total		399	100.0		

a. Did your HH receive Postcard? = Yes



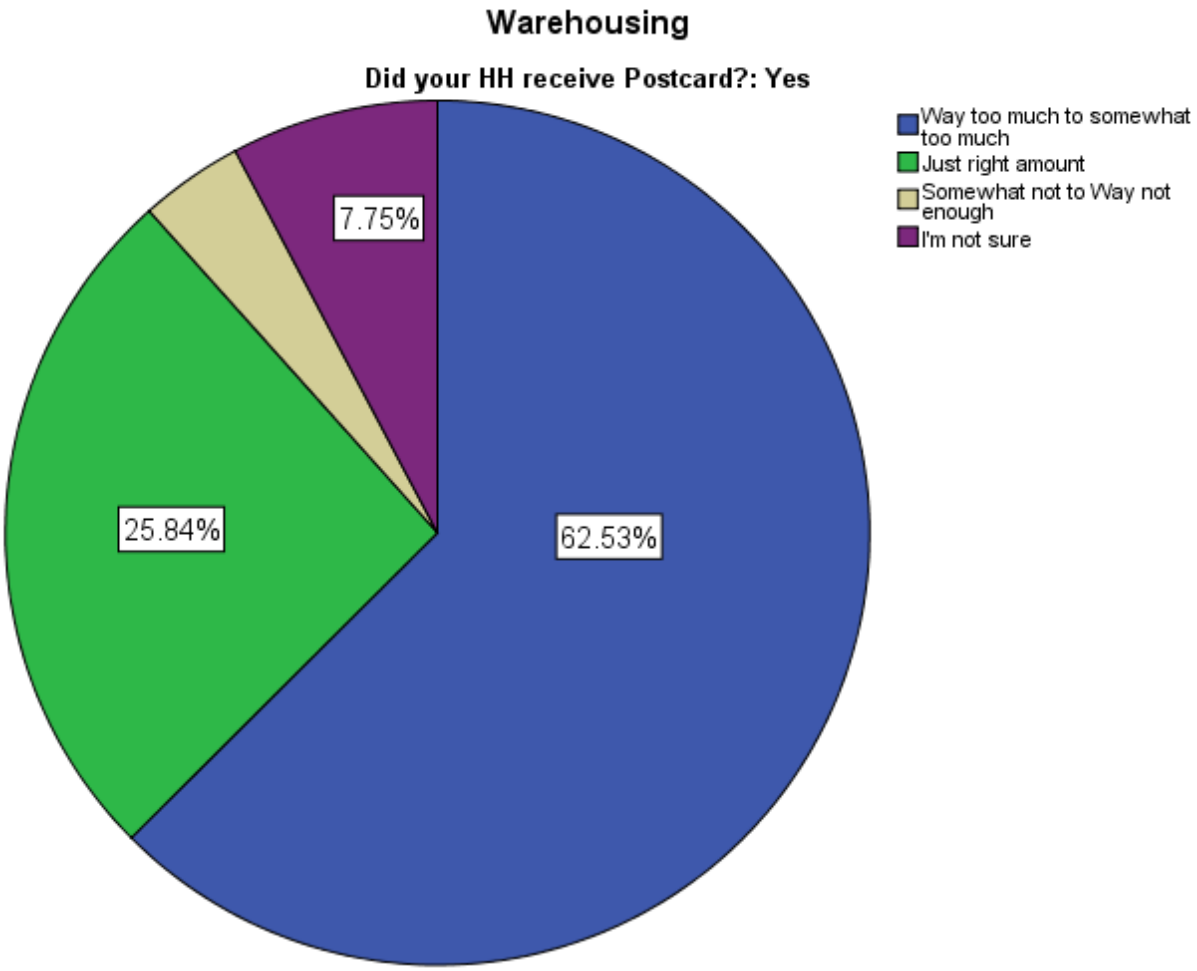
Shopping Centers[a]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Way too much to somewhat too much	875	33.7	36.1	36.1
	Just right amount	1158	44.7	47.8	83.9
	Somewhat not to Way not enough	347	13.4	14.3	98.3
	I'm not sure	42	1.6	1.7	100.0
	Total	2422	93.4	100.0	
Missing	System	171	6.6		
Total		2593	100.0		

a. Did your HH receive Postcard? = No

Land Use Types: Warehousing

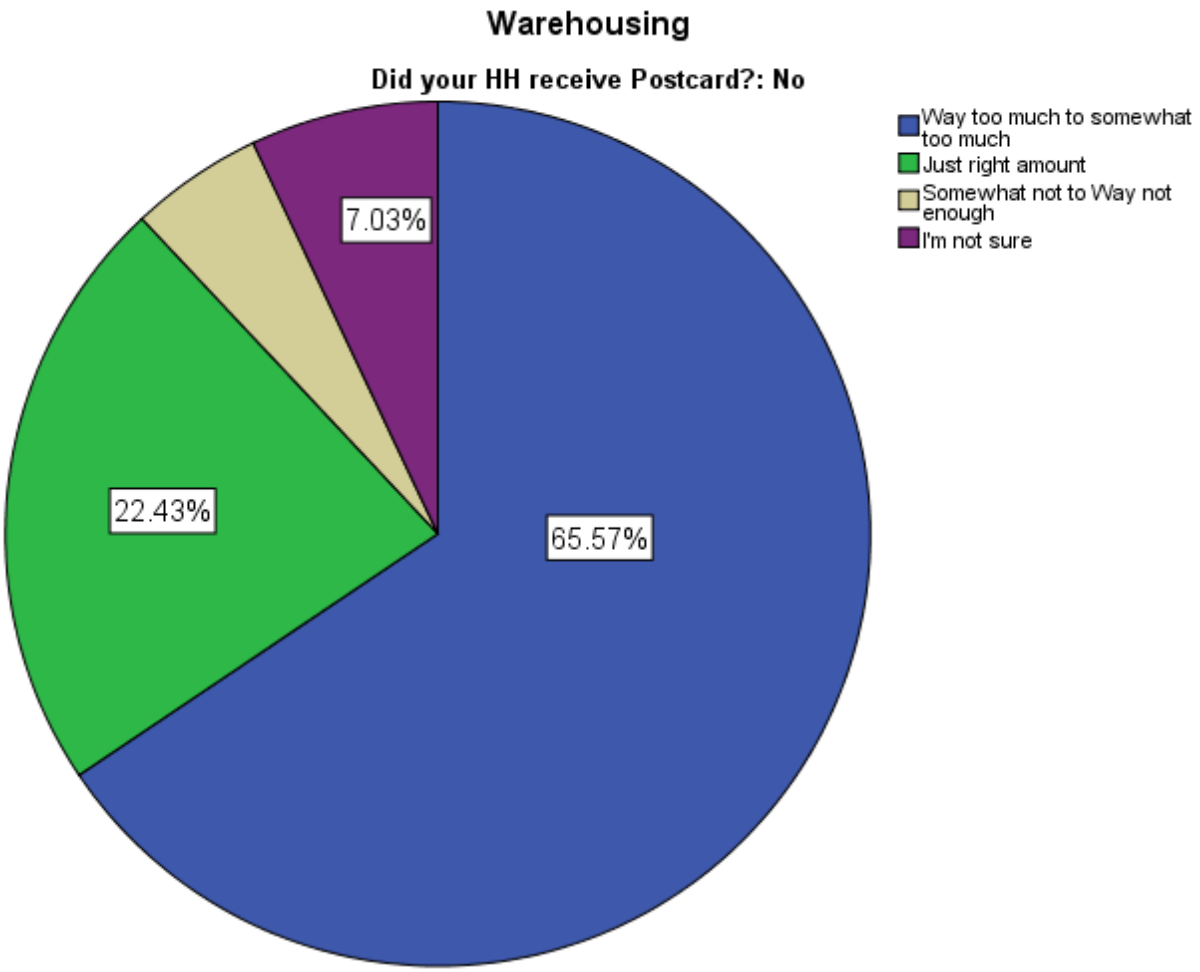
Both the random sample and the convenience sample provided somewhat similar responses when it came to the amount of warehouses existing in Cumberland County. Nearly 65% between the two samples report they believe there is way too much warehousing in Cumberland County. In short, the respondents are indicating there is no need for warehousing expansion in Cumberland County.



Warehousing[a]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Way too much to somewhat too much	242	60.7	62.5	62.5
	Just right amount	100	25.1	25.8	88.4
	Somewhat not to Way not enough	15	3.8	3.9	92.2
	I'm not sure	30	7.5	7.8	100.0
	Total	387	97.0	100.0	
Missing	System	12	3.0		
Total		399	100.0		

a. Did your HH receive Postcard? = Yes



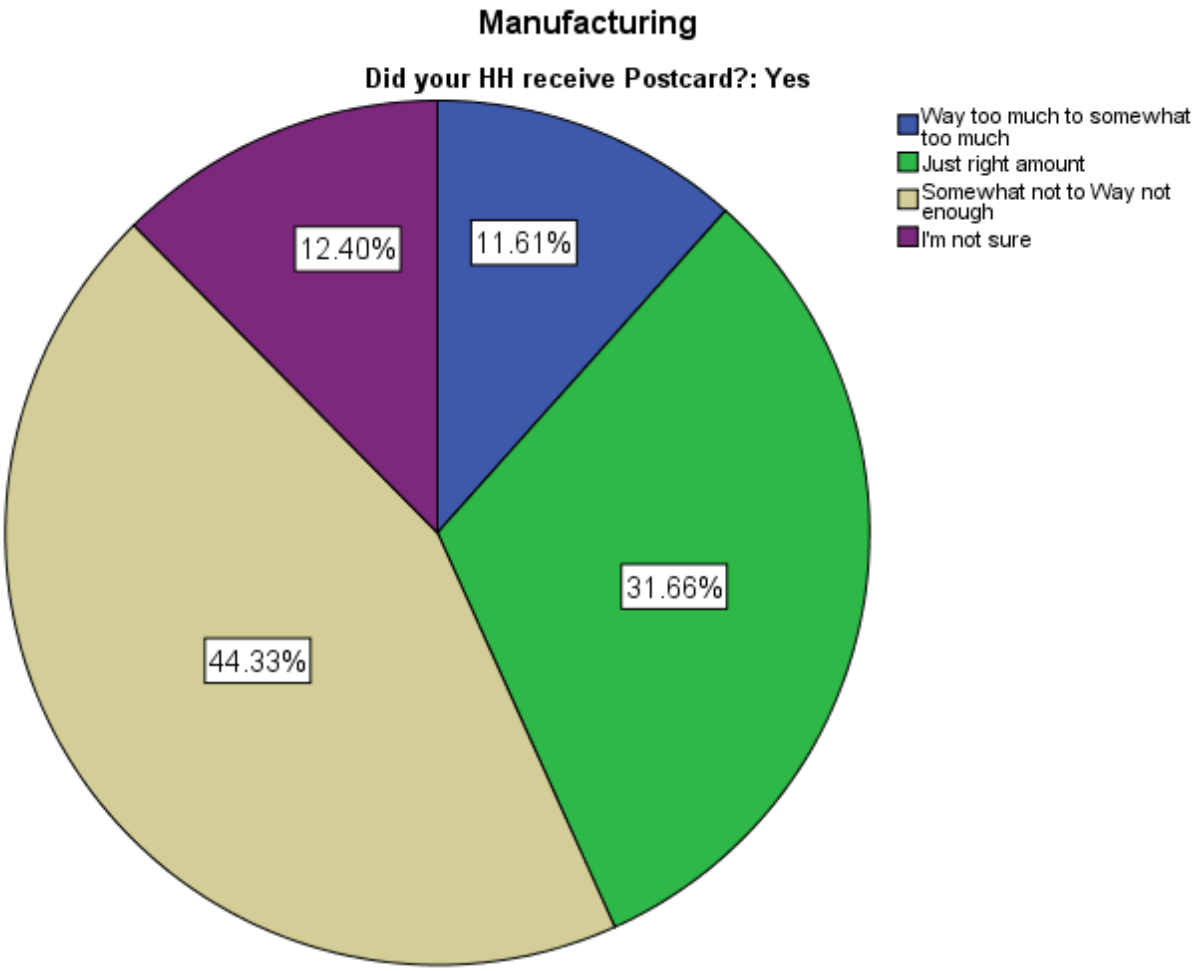
Warehousing[a]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Way too much to somewhat too much	1596	61.6	65.6	65.6
	Just right amount	546	21.1	22.4	88.0
	Somewhat not to Way not enough	121	4.7	5.0	93.0
	I'm not sure	171	6.6	7.0	100.0
	Total	2434	93.9	100.0	
Missing	System	159	6.1		
Total		2593	100.0		

a. Did your HH receive Postcard? = No

Land Use Types: Manufacturing

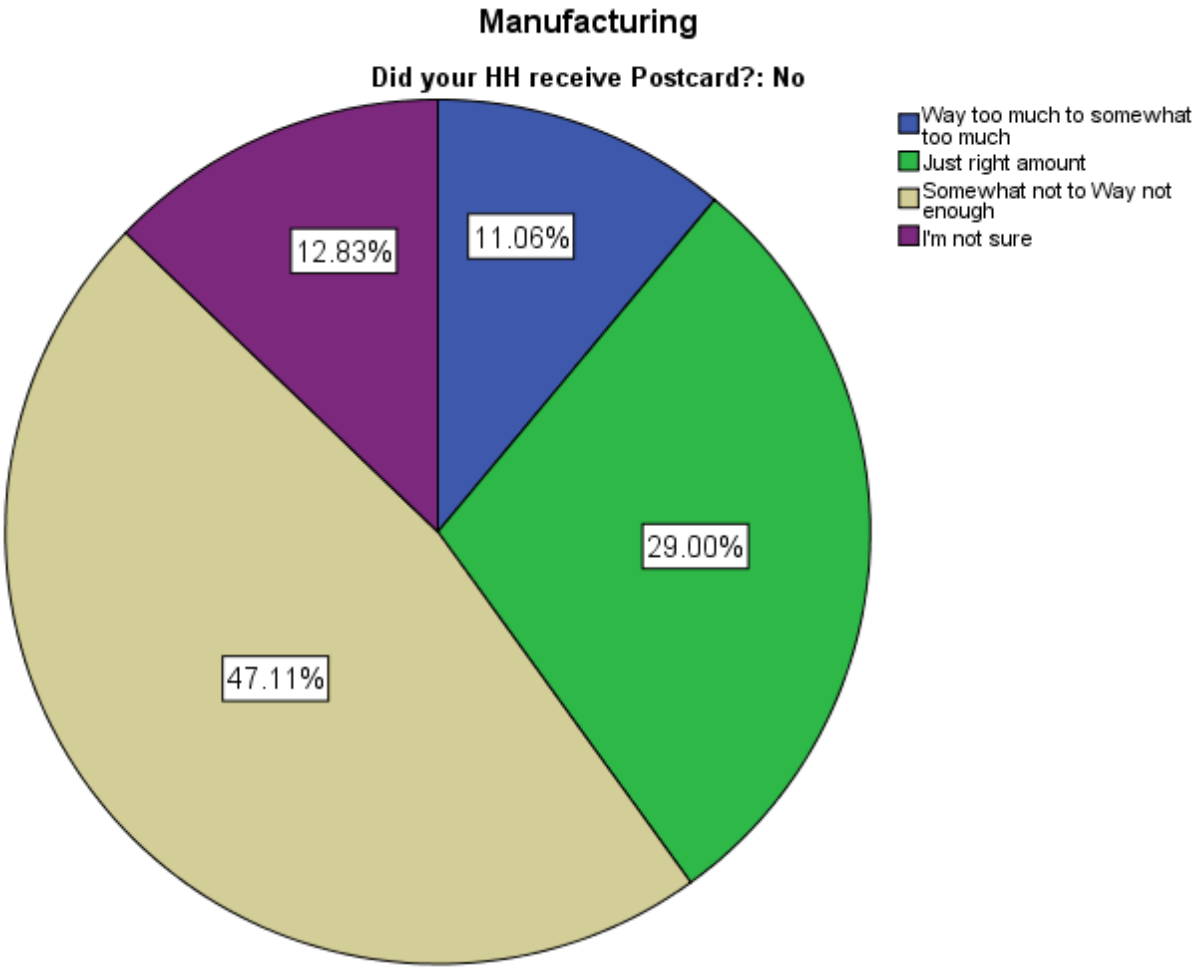
Both the random sample and the convenience sample provided somewhat similar responses when it came to the amount of manufacturing existing in Cumberland County. The two samples were split between just the right amount and not enough. Eleven percent report there is way too much and another 12% are not sure about the amounts of manufacturing in Cumberland County.



Manufacturing[a]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Way too much to somewhat too much	44	11.0	11.6	11.6
	Just right amount	120	30.1	31.7	43.3
	Somewhat not to Way not enough	168	42.1	44.3	87.6
	I'm not sure	47	11.8	12.4	100.0
	Total	379	95.0	100.0	
Missing	System	20	5.0		
Total		399	100.0		

a. Did your HH receive Postcard? = Yes



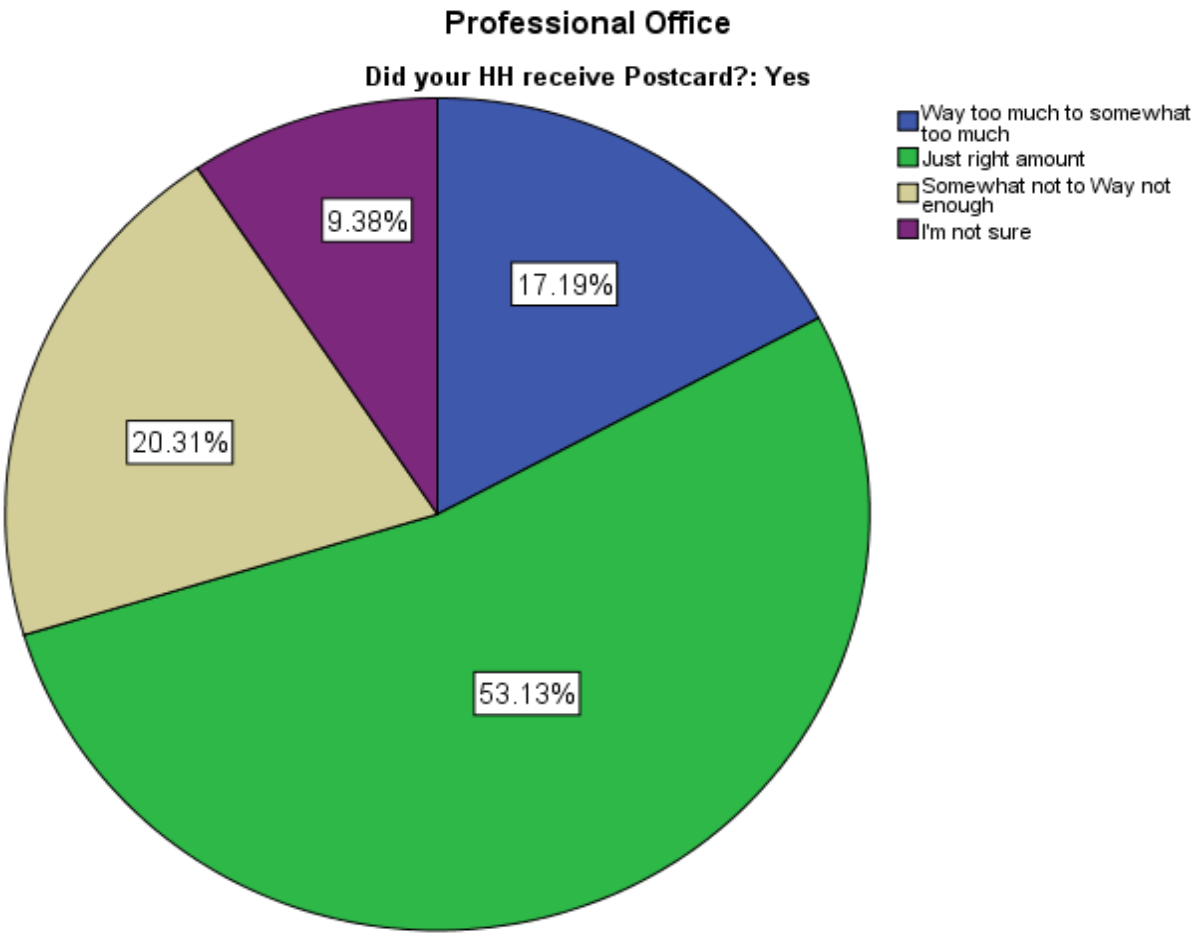
Manufacturing[a]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Way too much to somewhat too much	268	10.3	11.1	11.1
	Just right amount	703	27.1	29.0	40.1
	Somewhat not to Way not enough	1142	44.0	47.1	87.2
	I'm not sure	311	12.0	12.8	100.0
	Total	2424	93.5	100.0	
Missing	System	169	6.5		
Total		2593	100.0		

a. Did your HH receive Postcard? = No

Land Use Types: Professional Office

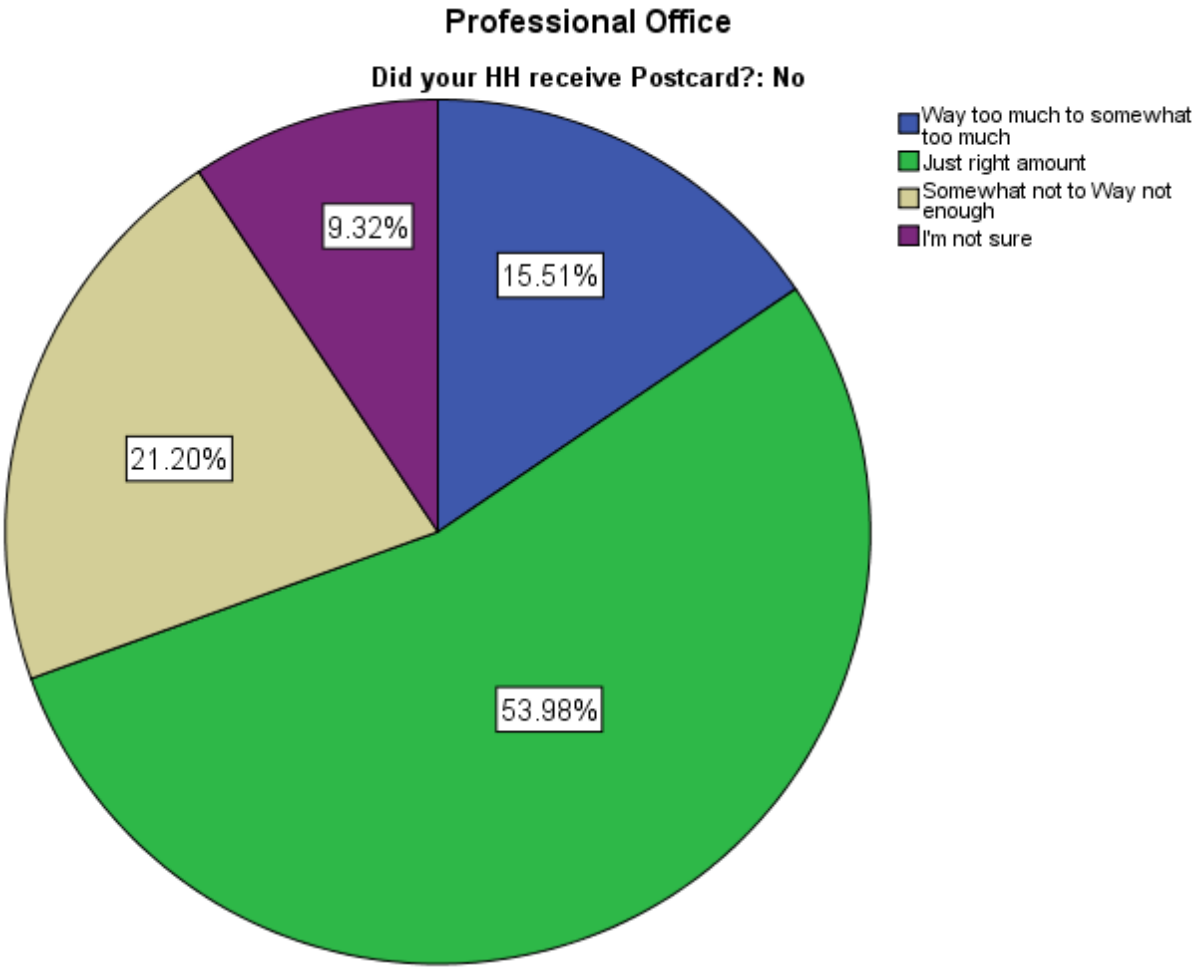
Both the random sample and the convenience sample provided similar responses when it came to the amount of existing professional office space in Cumberland County. Over 53% reported there being just the right amount of professional office space in the county with about 20% reporting not enough professional office space and about 16% reporting there is too much professional office space in Cumberland County.



Professional Office[a]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Way too much to somewhat too much	66	16.5	17.2	17.2
	Just right amount	204	51.1	53.1	70.3
	Somewhat not to Way not enough	78	19.5	20.3	90.6
	I'm not sure	36	9.0	9.4	100.0
	Total	384	96.2	100.0	
Missing	System	15	3.8		
Total		399	100.0		

a. Did your HH receive Postcard? = Yes



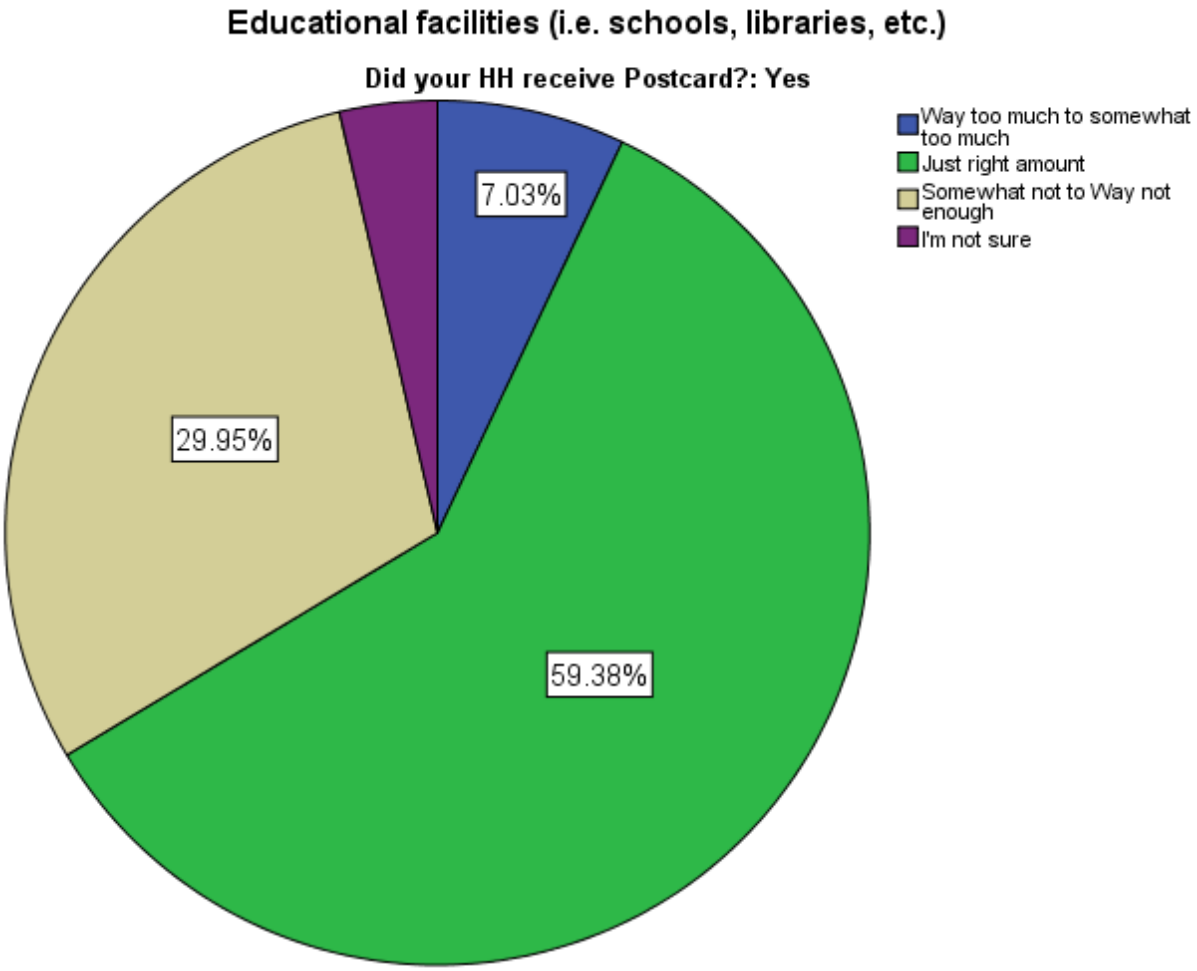
Professional Office[a]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Way too much to somewhat too much	376	14.5	15.5	15.5
	Just right amount	1309	50.5	54.0	69.5
	Somewhat not to Way not enough	514	19.8	21.2	90.7
	I'm not sure	226	8.7	9.3	100.0
	Total	2425	93.5	100.0	
Missing	System	168	6.5		
Total		2593	100.0		

a. Did your HH receive Postcard? = No

Land Use Types: Educational Facilities

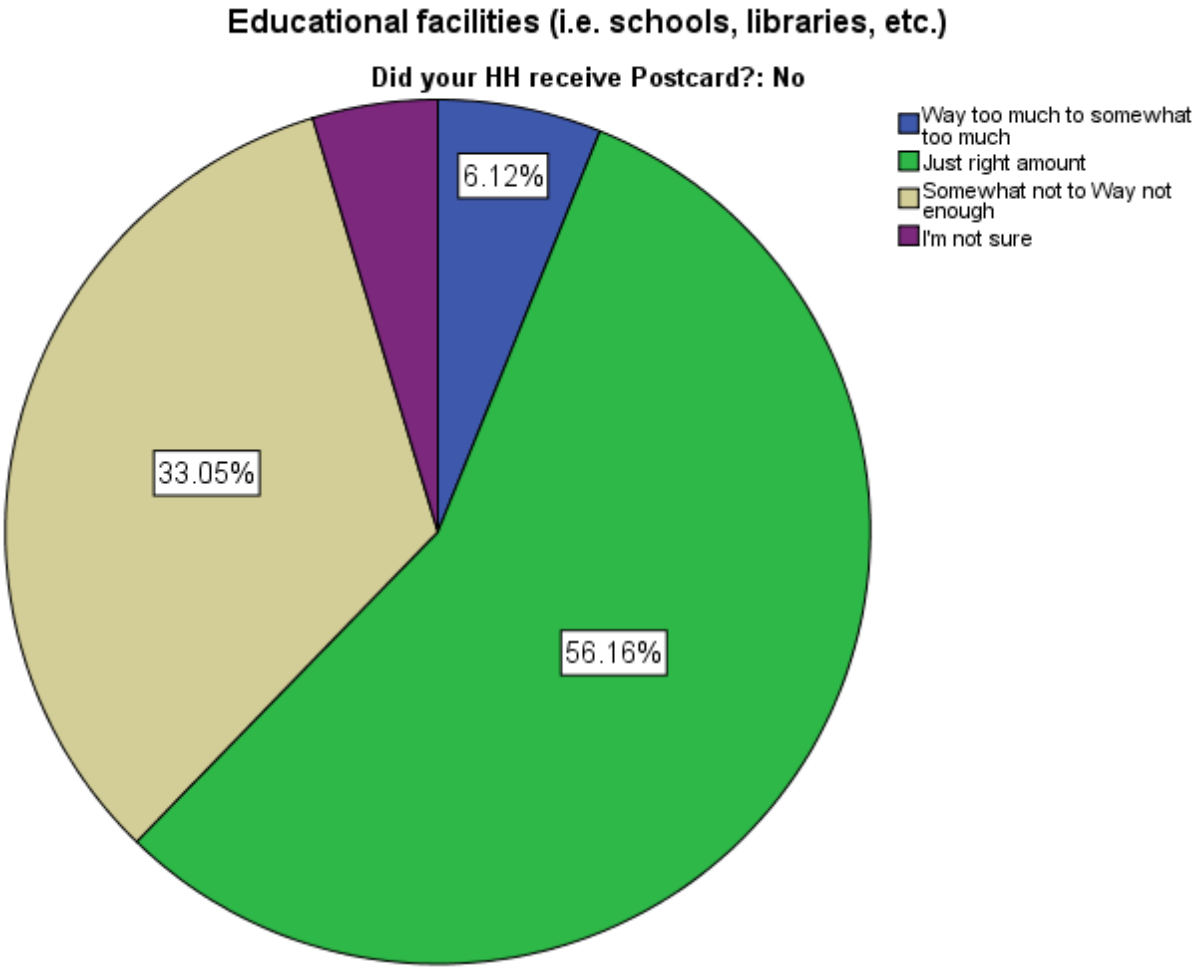
Both the random sample and the convenience sample provided somewhat similar responses when it came to the amount of educational facilities, like schools, libraries, etc. existing in Cumberland County. Approximately 57% report there is just the right amount of educational facilities with 33% of the combined sample reporting not enough educational facilities exist in Cumberland County.



Educational facilities (i.e. schools, libraries, etc.)[a]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Way too much to somewhat too much	27	6.8	7.0	7.0
	Just right amount	228	57.1	59.4	66.4
	Somewhat not to Way not enough	115	28.8	29.9	96.4
	I'm not sure	14	3.5	3.6	100.0
	Total	384	96.2	100.0	
Missing	System	15	3.8		
Total		399	100.0		

a. Did your HH receive Postcard? = Yes



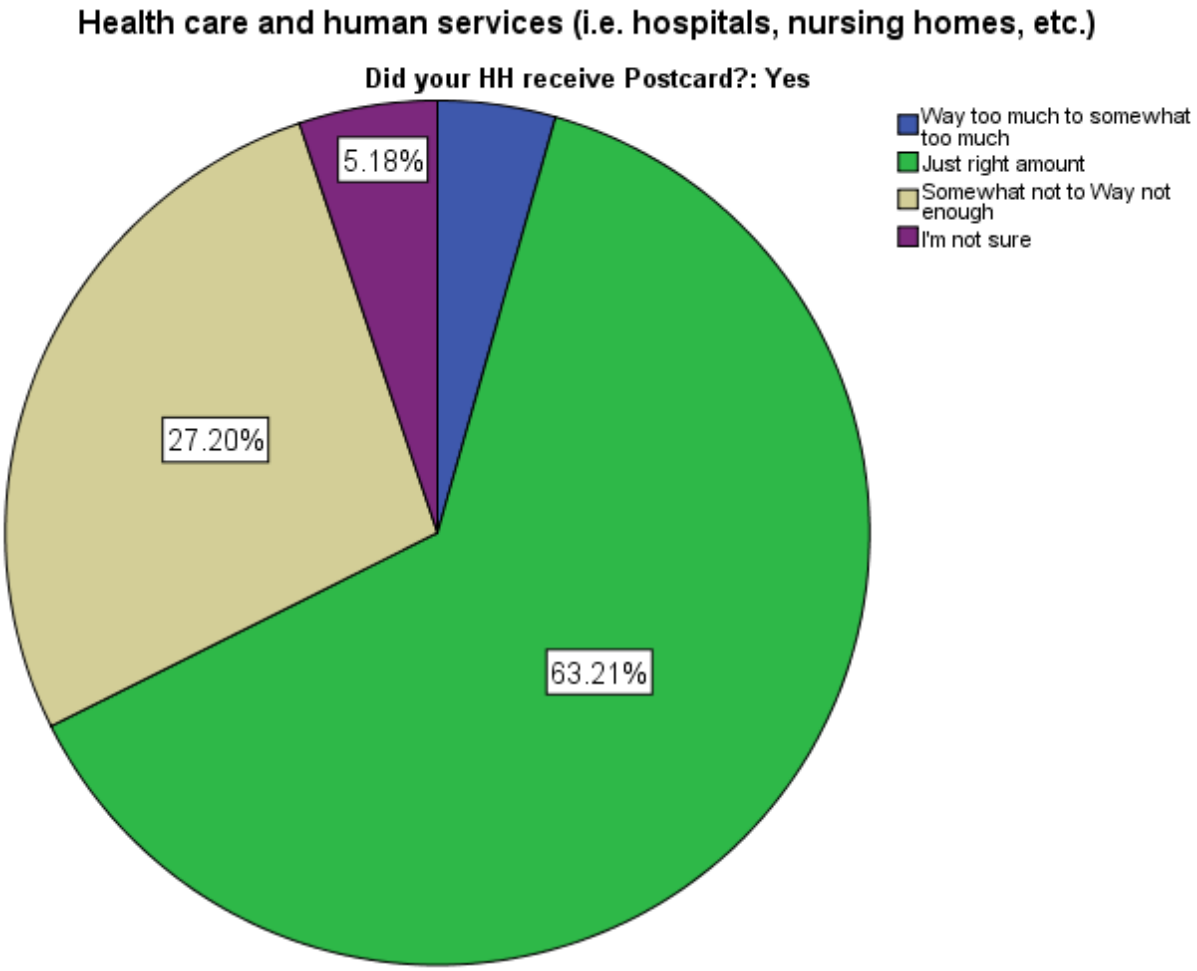
Educational facilities (i.e. schools, libraries, etc.)[a]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Way too much to somewhat too much	149	5.7	6.1	6.1
	Just right amount	1368	52.8	56.2	62.3
	Somewhat not to Way not enough	805	31.0	33.0	95.3
	I'm not sure	114	4.4	4.7	100.0
	Total	2436	93.9	100.0	
Missing	System	157	6.1		
Total		2593	100.0		

a. Did your HH receive Postcard? = No

Land Use Types: Health Care and Human Services

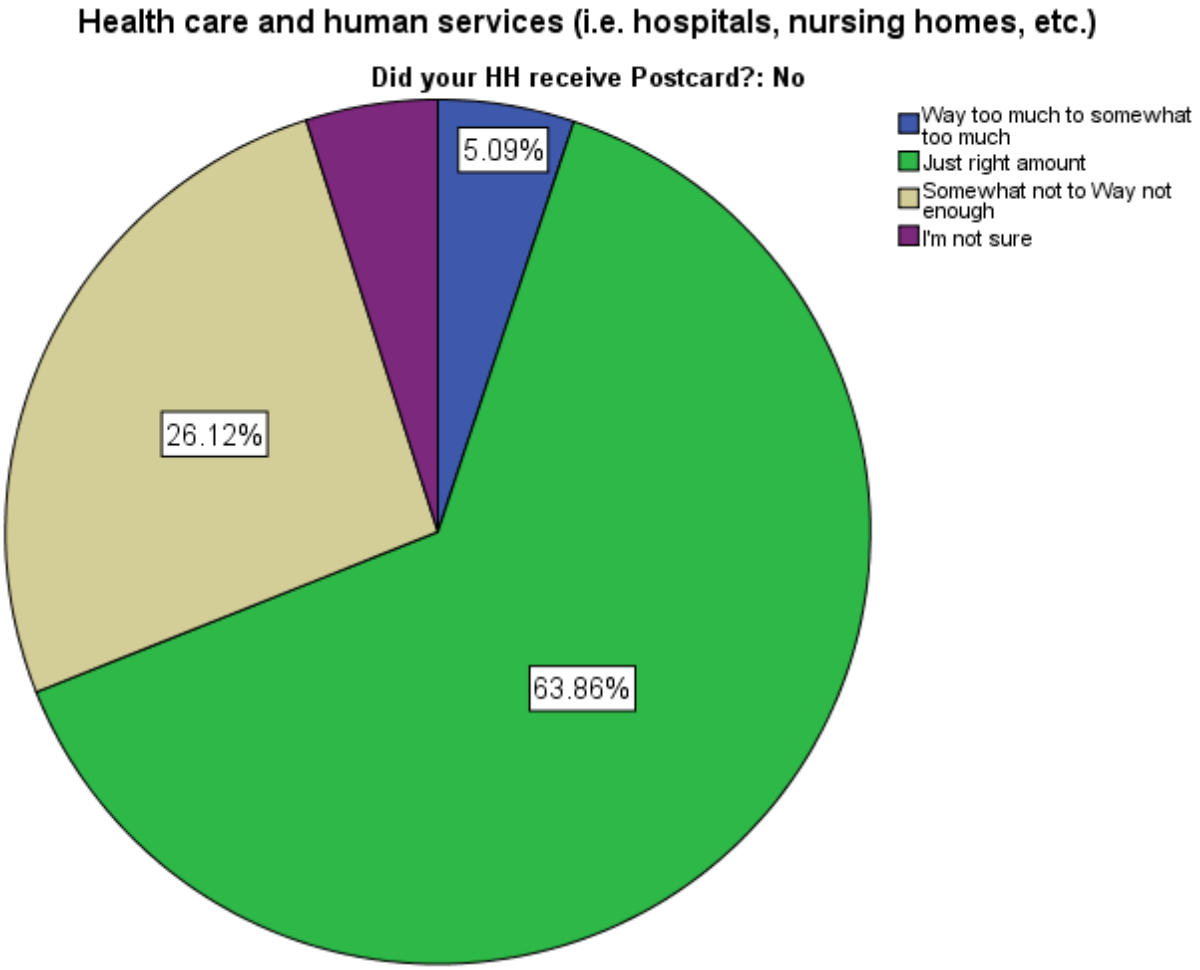
Both the random sample and the convenience sample responded similarly when it came to the amount of existing health care and human services in Cumberland County. Two-thirds of the combined sample report there is just the right amount of health care and human services with 26% reporting way not enough health care and human services in Cumberland County.



Health care and human services (i.e. hospitals, nursing homes, etc.)[a]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Way too much to somewhat too much	17	4.3	4.4	4.4
	Just right amount	244	61.2	63.2	67.6
	Somewhat not to Way not enough	105	26.3	27.2	94.8
	I'm not sure	20	5.0	5.2	100.0
	Total	386	96.7	100.0	
Missing	System	13	3.3		
Total		399	100.0		

a. Did your HH receive Postcard? = Yes



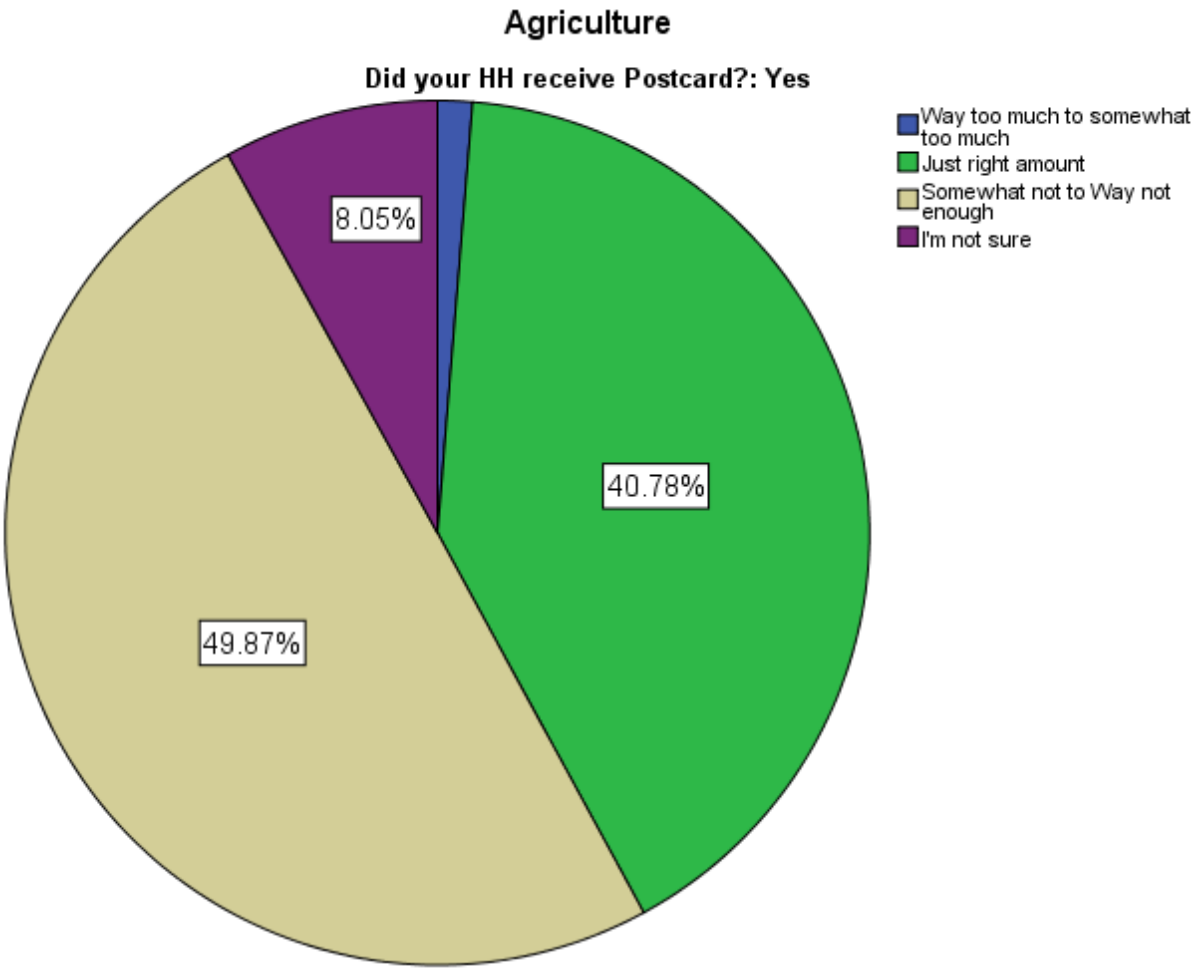
Health care and human services (i.e. hospitals, nursing homes, etc.)[a]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Way too much to somewhat too much	124	4.8	5.1	5.1
	Just right amount	1555	60.0	63.9	69.0
	Somewhat not to Way not enough	636	24.5	26.1	95.1
	I'm not sure	120	4.6	4.9	100.0
	Total	2435	93.9	100.0	
Missing	System	158	6.1		
Total		2593	100.0		

a. Did your HH receive Postcard? = No

Land Use Types: Agriculture

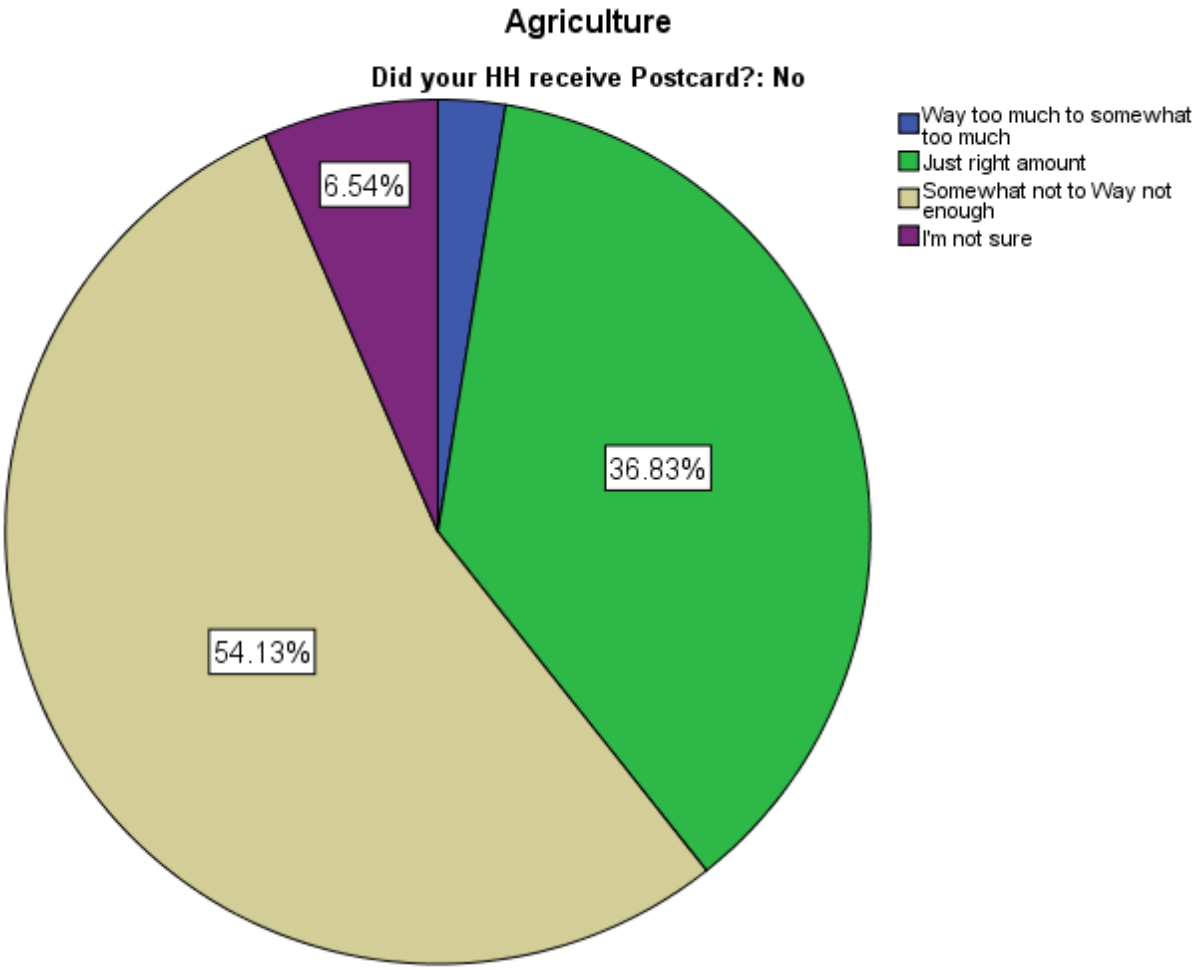
The random sample and the convenience sample provided somewhat similar responses when it came to the amount of existing agriculture in Cumberland County. Approximately 54% of the combined sample reported not enough agriculture with 37% reporting that there is just the right amount of agriculture in Cumberland County.



Agriculture[a]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Way too much to somewhat too much	5	1.3	1.3	1.3
	Just right amount	157	39.3	40.8	42.1
	Somewhat not to Way not enough	192	48.1	49.9	91.9
	I'm not sure	31	7.8	8.1	100.0
	Total	385	96.5	100.0	
Missing	System	14	3.5		
Total		399	100.0		

a. Did your HH receive Postcard? = Yes



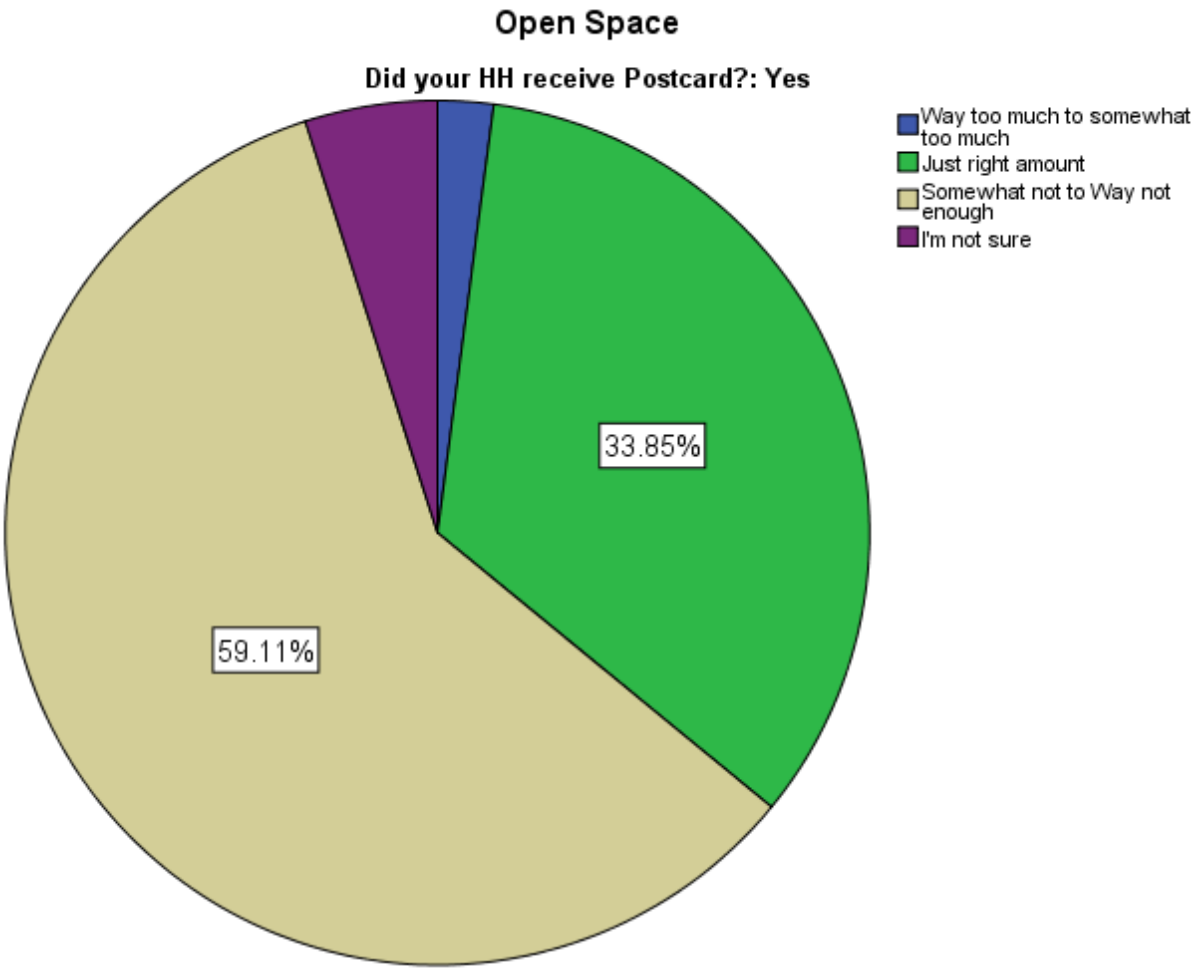
Agriculture[a]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Way too much to somewhat too much	61	2.4	2.5	2.5
	Just right amount	896	34.6	36.8	39.3
	Somewhat not to Way not enough	1317	50.8	54.1	93.5
	I'm not sure	159	6.1	6.5	100.0
	Total	2433	93.8	100.0	
Missing	System	160	6.2		
Total		2593	100.0		

a. Did your HH receive Postcard? = No

Land Use Types: Open Space

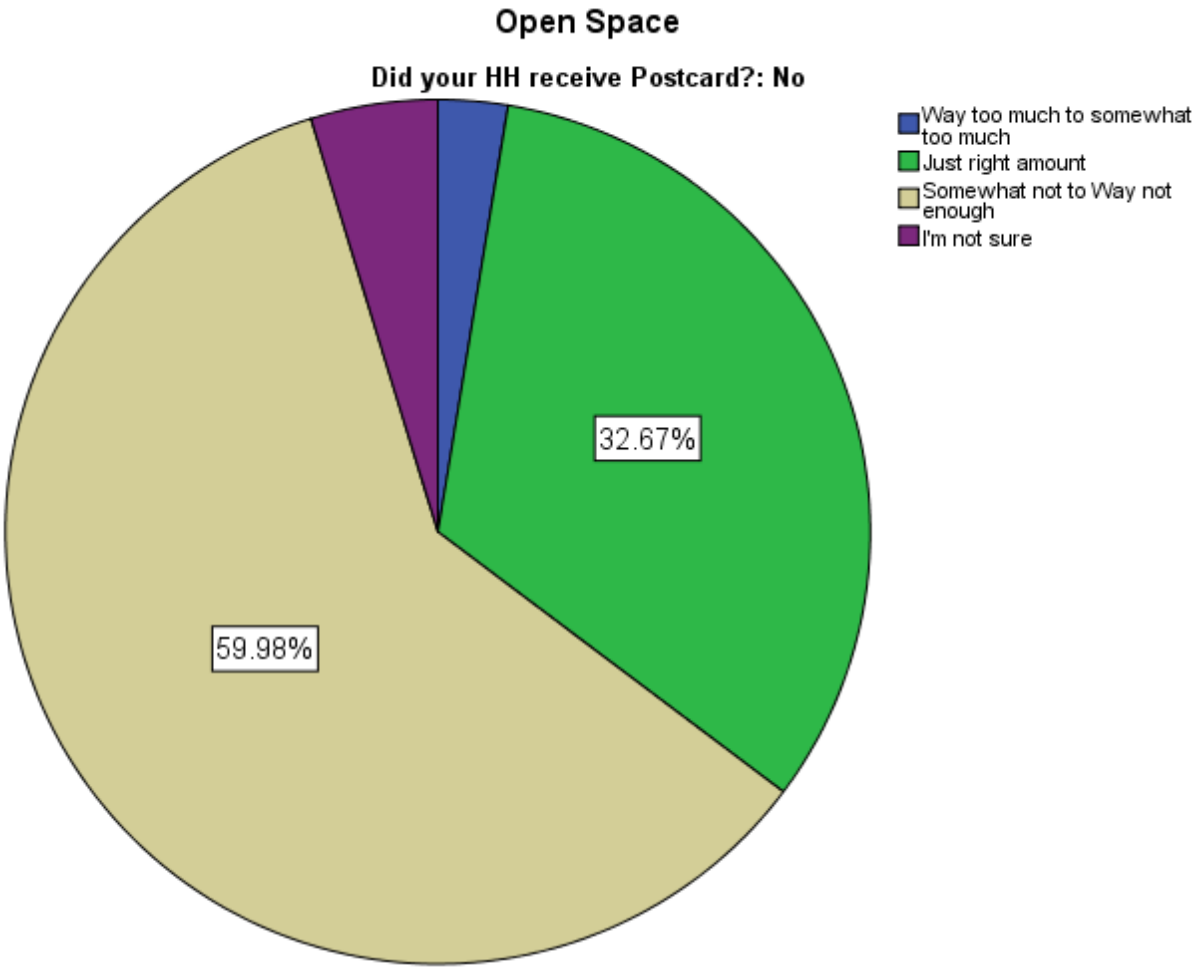
The random sample and the convenience sample responded similarly when it came to the amount of existing open space in Cumberland County. Nearly 60% of the combined sample reported somewhat to way not enough open space in Cumberland County with 33% reporting just the right amount of open space availability in Cumberland County.



Open Space[a]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Way too much to somewhat too much	8	2.0	2.1	2.1
	Just right amount	130	32.6	33.9	35.9
	Somewhat not to Way not enough	227	56.9	59.1	95.1
	I'm not sure	19	4.8	4.9	100.0
	Total	384	96.2	100.0	
Missing	System	15	3.8		
Total		399	100.0		

a. Did your HH receive Postcard? = Yes



Open Space[a]

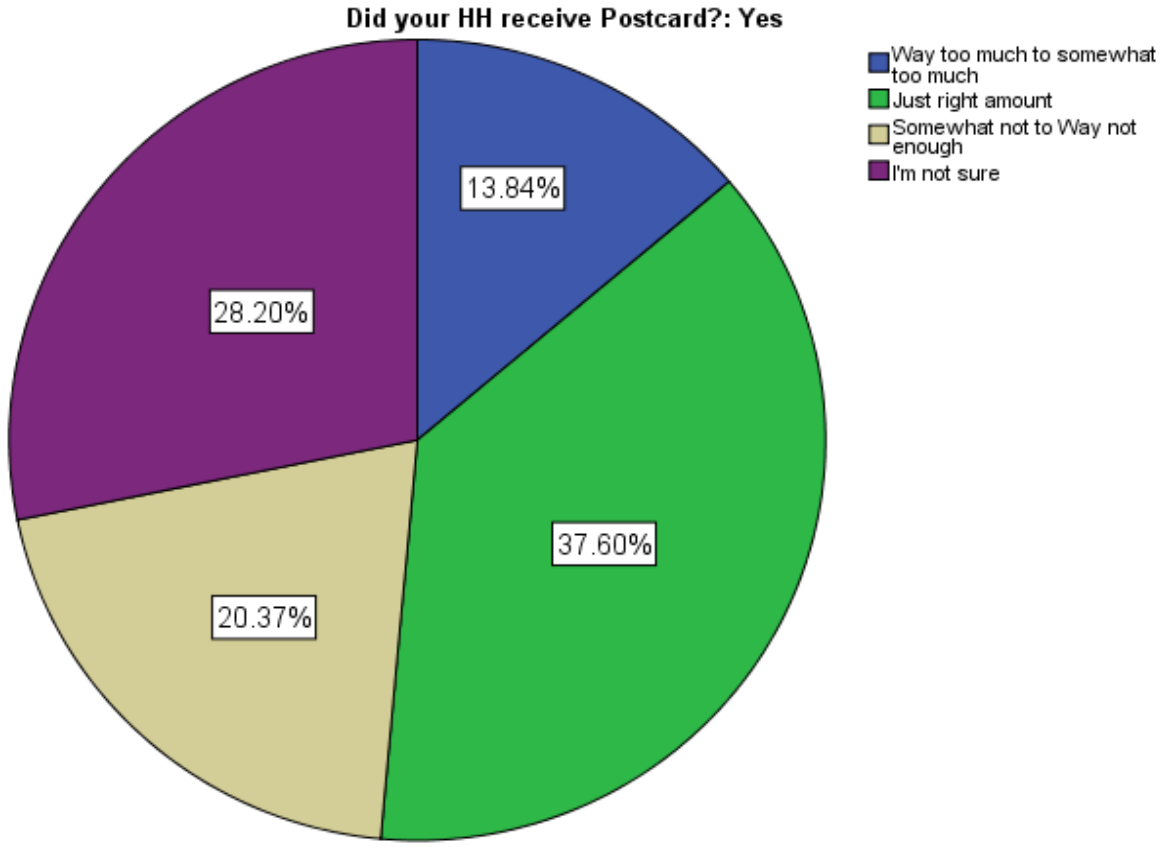
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Way too much to somewhat too much	63	2.4	2.6	2.6
	Just right amount	792	30.5	32.7	35.3
	Somewhat not to Way not enough	1454	56.1	60.0	95.3
	I'm not sure	115	4.4	4.7	100.0
	Total	2424	93.5	100.0	
Missing	System	169	6.5		
Total		2593	100.0		

a. Did your HH receive Postcard? = No

Land Use Types: Mixed Uses

Both the random sample and the convenience sample provided somewhat similar responses when it came to the amount of existing mixed use land in Cumberland County. Thirty-five percent of the combined sample reported just the right amount of mixed use land, 28% reported not sure about the amount of existing mixed use land, and 23% reported not enough mixed use. In short, the responses to this statement do not offer a clear path for future direction in Cumberland County.

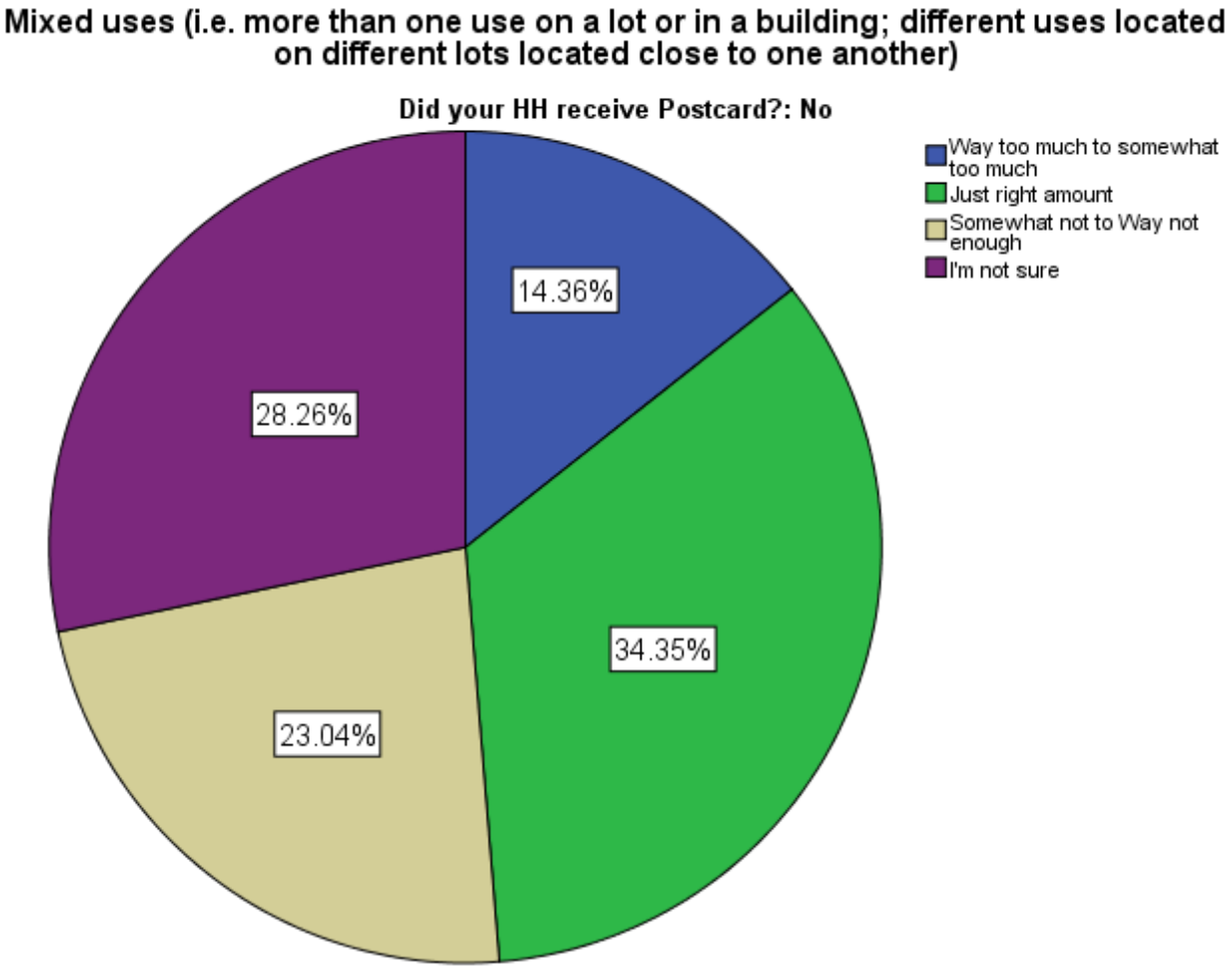
Mixed uses (i.e. more than one use on a lot or in a building; different uses located on different lots located close to one another)



Mixed uses[a]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Way too much to somewhat too much	53	13.3	13.8	13.8
	Just right amount	144	36.1	37.6	51.4
	Somewhat not to Way not enough	78	19.5	20.4	71.8
	I'm not sure	108	27.1	28.2	100.0
	Total	383	96.0	100.0	
Missing	System	16	4.0		
Total		399	100.0		

a. Did your HH receive Postcard? = Yes



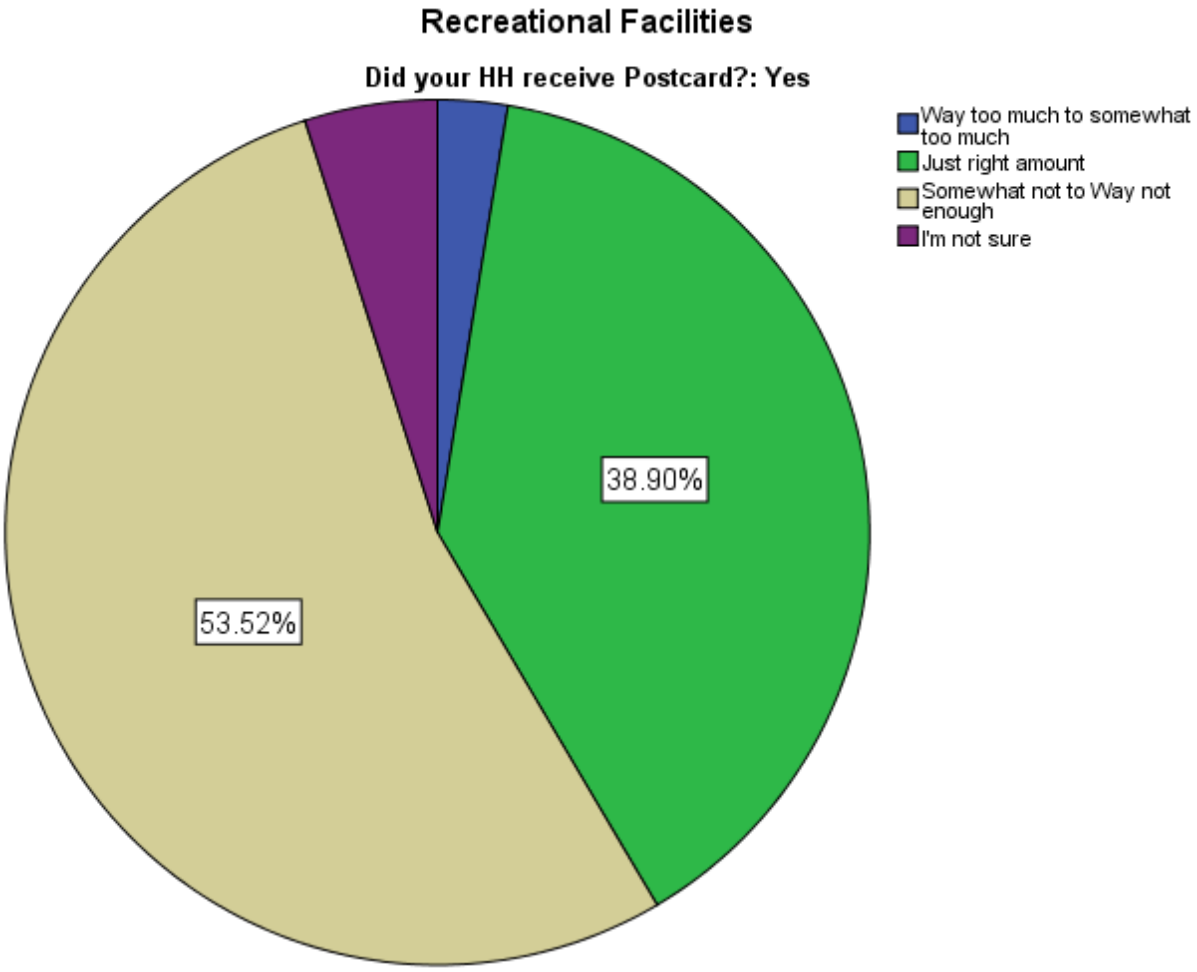
Mixed uses (i.e. more than one use on a lot or in a building; different uses located on different lots located close to one another)[a]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Way too much to somewhat too much	349	13.5	14.4	14.4
	Just right amount	835	32.2	34.3	48.7
	Somewhat not to Way not enough	560	21.6	23.0	71.7
	I'm not sure	687	26.5	28.3	100.0
	Total	2431	93.8	100.0	
Missing	System	162	6.2		
Total		2593	100.0		

a. Did your HH receive Postcard? = No

Land Use Types: Recreational Facilities

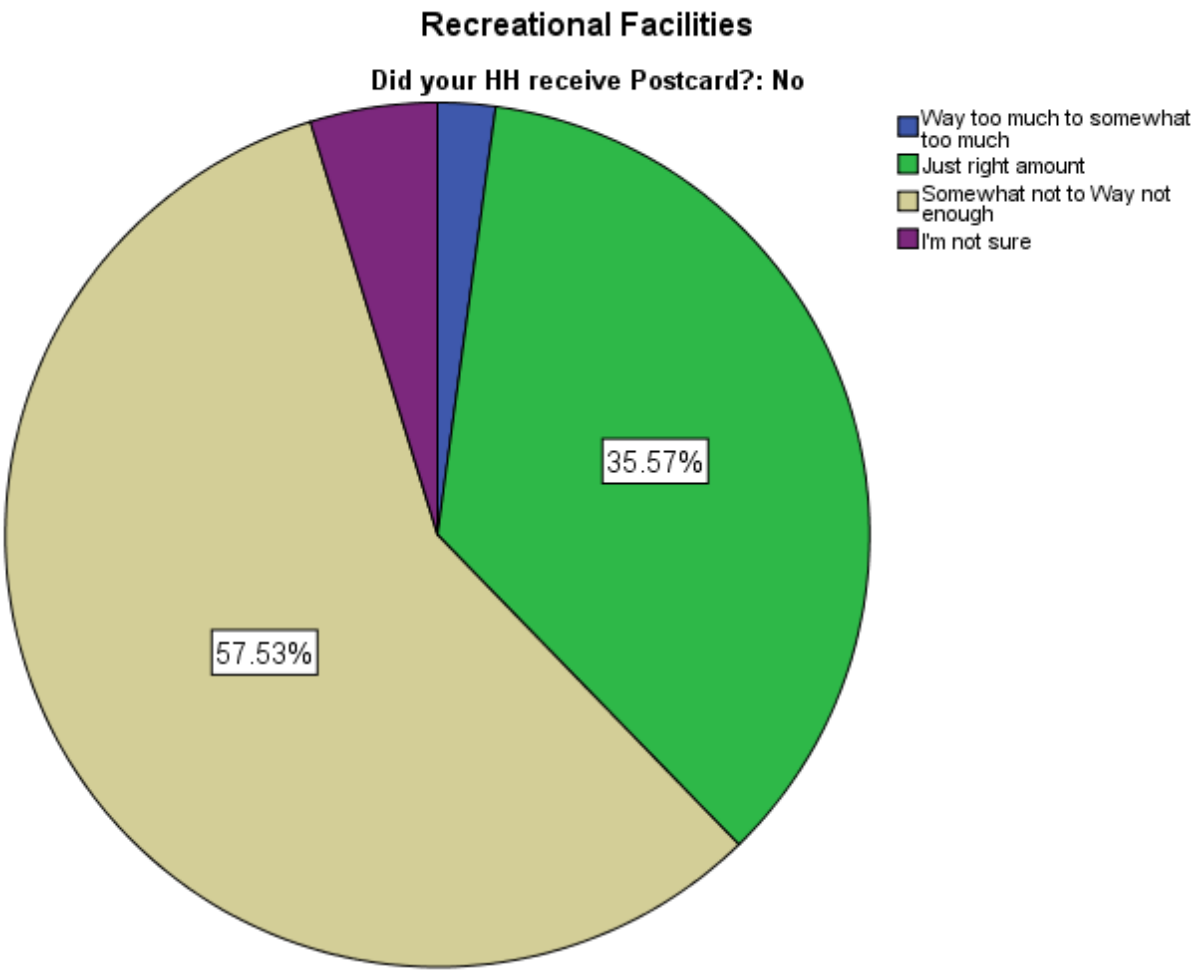
Both the random sample and the convenience sample provided similar responses when it came to the amount of existing recreational facilities in Cumberland County. Fifty-seven percent of the combined sample reported there was not enough recreational facilities in Cumberland County.



Recreational Facilities[a]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Way too much to somewhat too much	10	2.5	2.6	2.6
	Just right amount	149	37.3	38.9	41.5
	Somewhat not to Way not enough	205	51.4	53.5	95.0
	I'm not sure	19	4.8	5.0	100.0
	Total	383	96.0	100.0	
Missing	System	16	4.0		
Total		399	100.0		

a. Did your HH receive Postcard? = Yes



Recreational Facilities[a]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Way too much to somewhat too much	52	2.0	2.2	2.2
	Just right amount	860	33.2	35.6	37.7
	Somewhat not to Way not enough	1391	53.6	57.5	95.2
	I'm not sure	115	4.4	4.8	100.0
	Total	2418	93.3	100.0	
Missing	System	175	6.7		
Total		2593	100.0		

a. Did your HH receive Postcard? = No

Comments Related to Planned Land Use

The final question of the survey was an open comment box in which survey participants were able to provide additional feedback on whatever topic(s) they desired. The comments were coded using the themes of the proposed Cumberland County Comprehensive Plan survey. The comments that related to the theme of planned land use are summarized below with quotation marks indicating a participant's direct words. Even though quotations are the direct statement of individual participants, their ideas are supported by other participant comments.

Many survey participants commented on not understanding what is meant by the term mixed land use which seemed acknowledged by another survey participant who self-identified a landscape architect stating that "Traditional Neighborhood Development and mixed use developments are still new to this area, but hopefully they will catch on and will become the norm … as parks and trail systems can have a tremendous effect on environmental conditions, source of positive economic benefits and promotes a healthy lifestyle. Traditional Neighborhood Developments are great way to have short distances to get all the necessities you need and introduce easy accessible ways to 'commercial' areas of the site and provide open spaces."

While survey participants often started their comments with "I am not sure what you mean by mixed land use" they would then go onto saying what they were or were not comfortable seeing within the County. Most survey participants identified concerns over allowing commercial uses to be located near residential uses as is representative in "residential use and commercial use properties should be substantially distanced from each other unless located in a downtown city area as to not have the residents bothered from unwanted traffic and people around their peaceful homes" and "we need better zoning to prevent inappropriate neighbors like warehouses next to schools and residents." The willingness to consider different types of land use in residential zones ran the gamut among survey participants from "commercial properties should not be permitted mix use for near residential areas" to survey participants indicating that it depends on which types of businesses are permitted, such as "concerning allowing industry and residential zoning in the same neighborhoods or buildings, Do I want an oil refinery next to my house? No. Do I mind if a small cabinet maker, bicycle repair shop or similar businesses are in my neighborhood? Again, No." There were a few other survey participants who believe that the County "could do better planning to develop mixed use village districts, walkable communities, to embrace smart growth concepts" citing "if you visit other parts of the country, you can see how far behind our area is in doing the above and how popular they are among residents of these other towns."

A strong, consistent message of dislike for warehousing in Cumberland County was expressed by almost all survey participants who wrote open comments related to warehousing. The dissenting voices to the problematization of warehousing was for Cumberland County residents to "remember that warehouses increase the tax base" and that "warehousing is a vital component to the local economy. Infrastructure investment from the Federal and State budgets can help this area deal with the increase in truck traffic. Heavier reliance on trees and green space around warehousing on the Interstate 81 corridor helps to soften the look and provides environmental benefits (more landscaping, wetland plants, wildflowers, etc.)." Otherwise, the many, many comments offered by survey participants were direct with "stop building warehouses! Enough is enough!" More detailed responses were along the lines of "having great concern that an economic over reliance on warehouse construction and logistics may narrow the County's future economic growth and make Cumberland County very vulnerable to downturns in that one industry." Another comment that encapsulated the sentiment of survey participants writing on the topic was that "we have absorbed our fair share of warehouses. I am not sure that we have calculated

the true cost (social and economic) of warehouses on our communities - air pollution, traffic, accidents, wear and tear on roads, etc." plus the "ugliness of warehouses that has replaced what had been beautiful scenery." Other survey participants expressed deep concern over the process of how the public voice of Cumberland County residents are not being heard when it comes to development. For example, "warehouses are encroaching on open space and farmland. Exit 44 is already exceeding its planned capacity. Nothing can stop warehouse expansion: public meetings, protests, and letters to the editor. We have no say in rezoning decisions. Despite vociferous opposition at hearings, supervisors approve rezoning requests anyhow. We need referendums so that public opinion can matter and be measured for zoning decisions. Democracy does not work under the present system and we feel our opinions do not matter." This frustration of the public voice being dismissed by supervisors "for the sake of development" was expressed for other areas of Cumberland County and over other types of development. For this reason, a few survey participants wrote that they "support County oversight of Township Supervisors."

There were survey participants that offered ideas on empty warehouses. One idea was to "have land used by abandoned warehousing rezoned so it can be redeveloped into high-density neighborhoods and connect those neighborhoods to the grid. Keep the development close-in and connected." Others wrote that "companies that want to build new warehouses in Cumberland County should provide proof that they have done an extensive search of the vacant properties," proving that none of the existing properties "fit their needs before applying for new building permits." Other participants were interested in "allowing for warehouses that are out of date to be transformed into indoor sport arenas like Twin Ponds or Spooky Nook." Participants identifying the need for "a large indoor recreation facility" came from families with children interested in sports and those families "who are not participating in sports, but need more recreation opportunities in our county, especially for middle and high school aged kids."

A "community pool and park complex would be nice for families and children" was expressed by a few survey participants, including for "East Pennsboro Township instead of paying another township to use their pool." "Skateboard and bike parks" were other recreational facilities requested through the open comments. Yet, others identified wanting "passive outdoor recreation that protects natural areas unlike athletic fields and similar facilities" such as individuals and families that "enjoy hiking, biking, skiing and kayaking." "Maintaining green space is important, but it does not mean that every square inch of protected land needs to be mowed or turned into a soccer field" one survey participant commented with other survey participants arguing that "land development does not require clear cutting the land to build housing, schools, shopping centers, recreational facilities, etc." and points to "Hilton Head, South Carolina," as an example.

In addition to bicycling and walking paths, there were a few comments wanting "safe places to exercise with dogs." As noted by a survey participant, an "increase in people also means there is an increase in pet populations for which there is no place for them to run or play, creating unclean, unfair, disrespectful situations for others as well as unsafe situations for pets" but even those in rural areas want additional opportunities for their dogs as a participant wrote, "please bring more dog friendly walking paths and parks closer to rural Silver Spring Township area."

In addition to desiring additional recreation spaces for pets, population growth also means there are necessary additions to be made to recreation options within Cumberland County as demonstrated by the following comment: "Cumberland County has reached a point in its development where monetary resources should be allocated to help keep its residents, especially skilled workers, within the County. In part, there definitely needs to be additional recreational attractions to the County to retain the types of people who work and contribute to the budget via taxes. I am a skilled worker who earns an above average income and enjoy living in Cumberland County to a certain degree. However, I am considering

other places to live, in large part because there is not enough emphasis on recreational activities in the County and the options are relatively limited, especially in terms of cycling and running paths." This comment along with other participants reporting "we need to think of the future and to do what attracts millennials" appears to push for expansion of recreational activities of adult sport leagues to sports that can be enjoyed individually.

Libraries were another facility identified as being "able, with additional funding, to expand [to include] development of community centers." Survey participants identified "support for libraries is crucial. It is amazing how many people use libraries, both in my personal observation and statistically as shown over the last twenty years. It is equally amazing how many people do not realize what libraries offer and are pleasantly surprised when they learn of the availability." While some survey participants called for "more library funding," another participant wants a "switch to a countywide library system like Dauphin County. Each library duplicating services and not providing uniform services/programs is frustrating. My tax dollars goes to Fredricksen Library and they do not provide near the level of children's evening programming that Simpson Library does. Fredricksen Library makes registration a requirement for nearly everything and have so few offerings for those who work." One survey participant commented that "the library fee is another fee that [supports] just a few people using the libraries and should be eliminated," yet another participant commented that "libraries can help enormously to support our generally excellent public schools in the County, as is the absolute need to ensure a vibrant economy that will support these types of public infrastructure."

Most comments regarding schools were of survey participants expressing concerns regarding overcrowding in Cumberland County public schools with "where are the incoming children going to go to school?" when "both Lower Allen Elementary and Rossmoyne Elementary schools are falling apart, and neither one can house an entire school population. Is anyone talking to the West Shore School District?" Similar comments on "school overcrowding" were identified at "Cumberland Valley School District and it should have an additional high school as the current one is very crowded." Survey participants go on to say that "if the new housing developments are going to continue to be approved, the County needs to look at the impact on local schools. Classrooms are overcrowded and cannot keep up with the demands of hundreds of new homes each year" with others saying "do not add more housing developments without first addressing infrastructure problems, like water and sewer access, school and library services. Think and plan first" and "invest in education." Other survey participants expressed the view that "money is being wasted on new school structures. If you have children then you should be taxed, people working, but without children, a smaller tax and retirees, no school tax at all." In addition to survey participants opposed to property owners being responsible for school tax regardless of whether the household has children enrolled in the public school system, other participants wrote that "yes, we need housing and schools for our children, but not at the expense of developing so much of the available land" and another participant wrote on their concerns regarding the location of new schools. For example, in addition to the "clear cutting techniques that destroyed an entire farm for an elementary school, it is located within 1,000 feet of Interstate 81, a significant source of air pollution that is known to be linked to asthma, heart disease, autism, etc. Let's pull back on 'growth' and keep our County beautiful and healthy."

Survey participants were thinking about "local" agriculture and the future of farmland in Cumberland County. There were a few survey participants that commented "we cannot count on other nations to continue to plant, grow, harvest, and transport food to use when their populations are growing, too" and "off-loading food [originating in] other states and countries from distribution centers in our neighborhoods is ridiculous when our local farms can support us and we can support them." "With a growing national population, feeding that population is critical and keeping enough land to feed future

generations is the highest priority. We can't just have enough land to support the current population and we can't replace farmland once it's paved over and has buildings on it. Farmland preservation by itself is not enough. We have to stop rezoning land from agricultural to commercial and residential."

"Help people get started in farming." "Farms need to be protected from conversion to non-farm use, yes, but new generations of farmers need help acquiring farmland. The Cumberland Area Economic Development Corporation appears to be emphasizing agricultural conservation as well, but I'm not seeing the benefits of these efforts. My wife and I are trying to farm in Cumberland County; however, it does not appear to be possible. Opportunities for farms and land just don't exist or just aren't reasonable for a young farmer to be able to survive. As such, our inability to find farmland here will likely result in us moving out of the County to pursue our farming goals and dreams." Another young survey participant echoed the sentiment that it is "impossible to find farmland at a younger age that's not a million plus dollars because developers can pay that" with others writing "give farmers the opportunity to start businesses on the farm" and "offering tax breaks for farms – not deferred taxes, but reduce taxes when farms are sold to be used as farms." The survey participant goes onto say "the air in the County is bad enough, the truck traffic is bad enough, the access to local food is improving, but not good, so if a farm family can get a break on the taxes (like some of the industrial sites), maybe the quality of life for all of us can be maintained."

Others simply wrote "keep our farmland." Additional comments included "promote long term sustainable agriculture (i.e. like Adams County fruit trees)," "organic farming," and "an effort made to increase viability and opportunities for agritourism for the area. Would like to see County agencies more heavily promote ecologically-sound agriculture practices and production of items other than commodity crops."

"I'd love to see incentives for privately owned, farm to table restaurants versus chain restaurants. Cumberland County is seriously lacking these." Another comment on encouraging small restaurants to open focused on Cumberland County alcohol licenses. "As alcohol sales regulations continue to become more manageable from a business perspective, we need to make it easier and more affordable for small restaurants to open locations in the County. Alcohol sales for small businesses generate a lot of profit, and offset other costs incurred by running a business. Currently, only large chains/businesses can afford alcohol licenses. This closes the door to opportunity for many small businesses." One participant claimed "we need more restaurants. They are always crowded with waiting times" while other participants focused on suggesting specific types of restaurants being that "Cumberland County is one of the fastest growing counties in the state on which it should capitalize in attracting businesses, such as The Cheesecake Factory, P. F. Chang's China Bistro, etc. These businesses can attract patronage for many miles around our county thus bringing dollars to the area."

One participant described wanting a "walkable shopping/café environment, like there is in West Chester, because while Enola and East Pennsboro has none of that, there is a hunger for it. Instead of pizza shops and diners, it would be nice to have a coffee shop or more sophisticated options that would make it a destination. West Chester revitalized itself, attracted businesses, and has many parades and close-the-street festivals. Camp Hill has some of that on Market Street and Lemoyne is trying, too. Enola has Summerdale Plaza and Route 15 diners. Is there a way to have a train museum and more upscale shops and restaurants?"

Several survey participants commented additional "retail needed in Carlisle. Stop putting everything in Camp Hill and Mechanicsburg." "There are no nice clothing stores in the Carlisle area, but we are lucky enough though to have a wonderful bookstore, The Whistlestop." Other participants commented "We need more clothing and shoe franchises in Carlisle – not boutiques, but mid-range clothing, like Boscov's, DSW, NY & Co., etc." Other suggestions included bringing Trader Joe's to Carlisle. Whole Foods

was another grocery store identified, but not situated to a particular locale. Additionally, outdoor gear retailers, REI and EMS, were identified as other big box retail interests by survey participants.

Other comments pertaining to land use in Silver Spring Township included “there are definitely enough malls,” “too much big box retail,” and “the shopping complexes in Silver Spring Township have terrible traffic patterns within those complexes which make it difficult to leave the facility.”

Connect

Cumberland County must be connected locally and globally through a safe, efficient transportation system and proactive, collaborative stakeholder relationships.

The two goals associated with this theme are:

1. Develop a safe, multimodal transportation system that is supported by responsible land use planning, accessible to all users, respects natural resources and serves the mobility needs of residents, businesses, and through travelers
2. Forge strong partnerships with government organizations, nonprofits, educational institutions, and residents to effectively address issues that supersede political boundaries

Transportation

Eight statements aligned with the Cumberland County Comprehensive Plan theme of connect. Seeking opinions regarding the importance of objectives related to transportation in Cumberland County, respondents identified importance on a scale from Not at all important, Somewhat unimportant, Neutral, Somewhat important or Extremely important or I'm not sure on the following 8 statements:

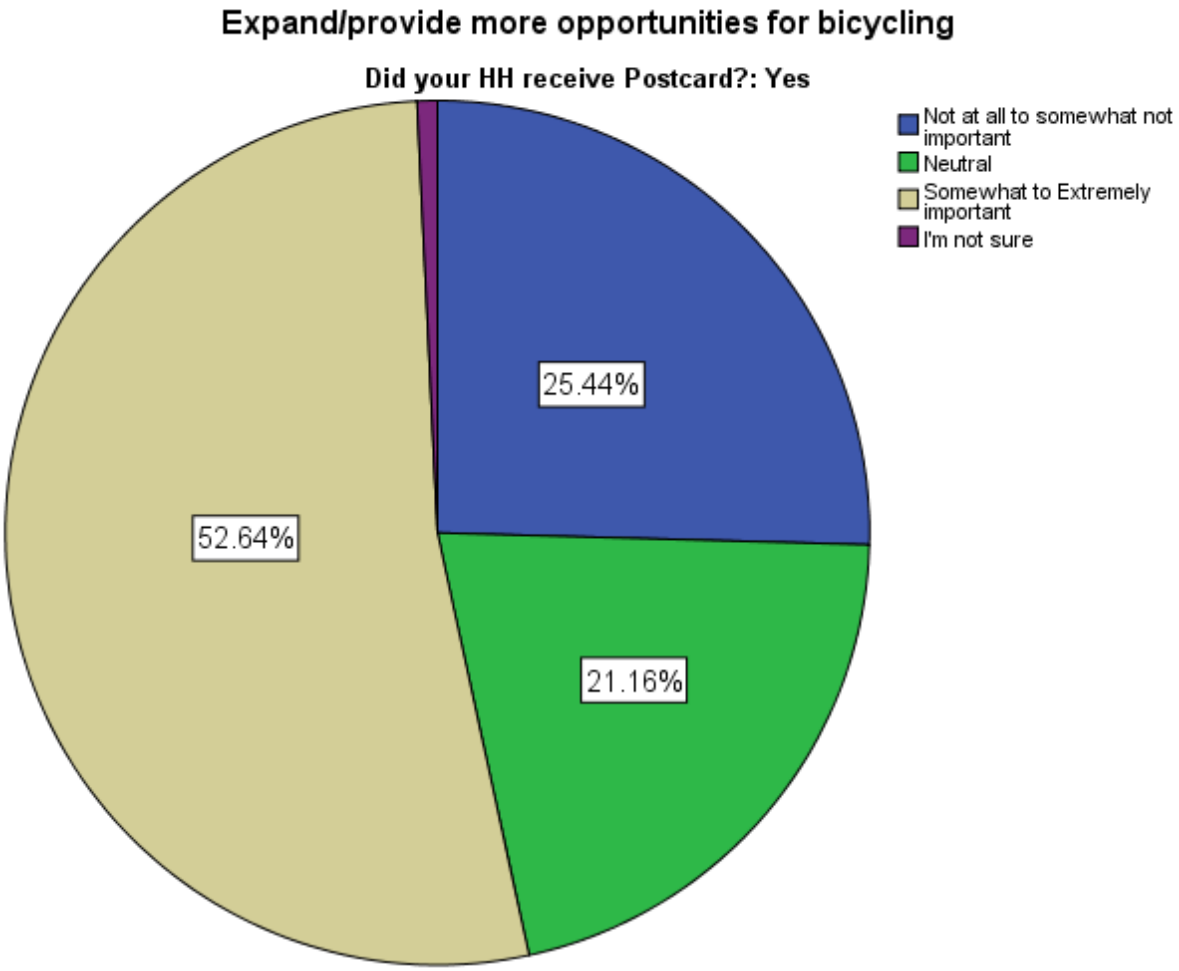
1. Expand/provide more opportunities for bicycling
2. Provide more sidewalks
3. Increase public transit service
4. Encourage rail freight transportation
5. Improve and preserve the Carlisle Airport
6. Reduce congestion
7. Maintain existing roads
8. Replace structurally deficient bridges

To make the scale more useful in analysis, the scale was recoded into the following 4 categories:

- Somewhat unimportant to not important at all
- Neutral
- Somewhat important to extremely important
- I'm not sure

Expand Opportunities for Bicycling

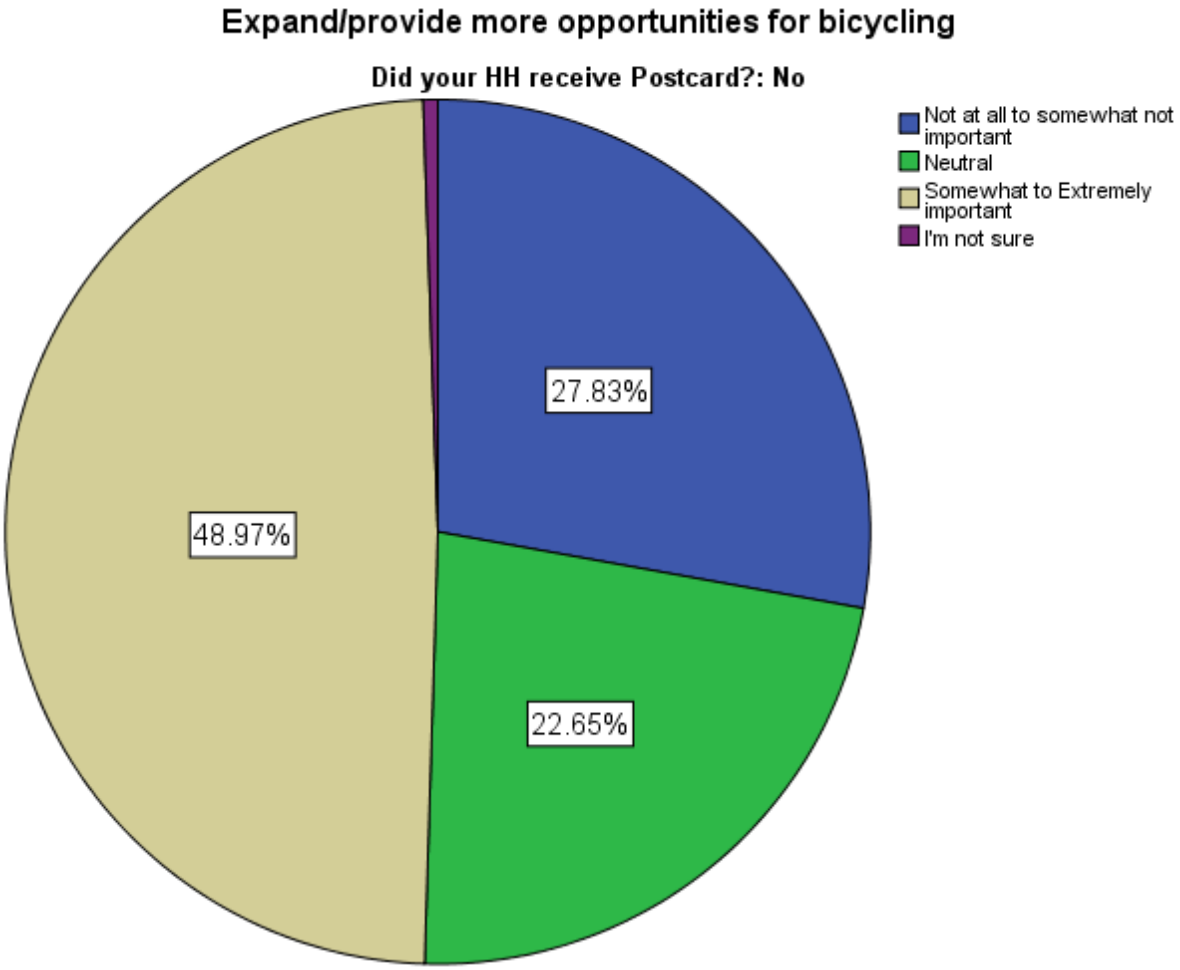
Expanding opportunities for bicycling in Cumberland County were reported important to 50% of the combined sample. Over one quarter of respondents countered with expansion of bicycling opportunities not being important and 23% of survey respondents were neutral on the importance of expanding opportunities for bicycling in Cumberland County.



Expand/provide more opportunities for bicycling[a]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all to somewhat not important	101	25.3	25.4	25.4
	Neutral	84	21.1	21.2	46.6
	Somewhat to Extremely important	209	52.4	52.6	99.2
	I'm not sure	3	.8	.8	100.0
	Total	397	99.5	100.0	
Missing	System	2	.5		
Total		399	100.0		

a. Did your HH receive Postcard? = Yes



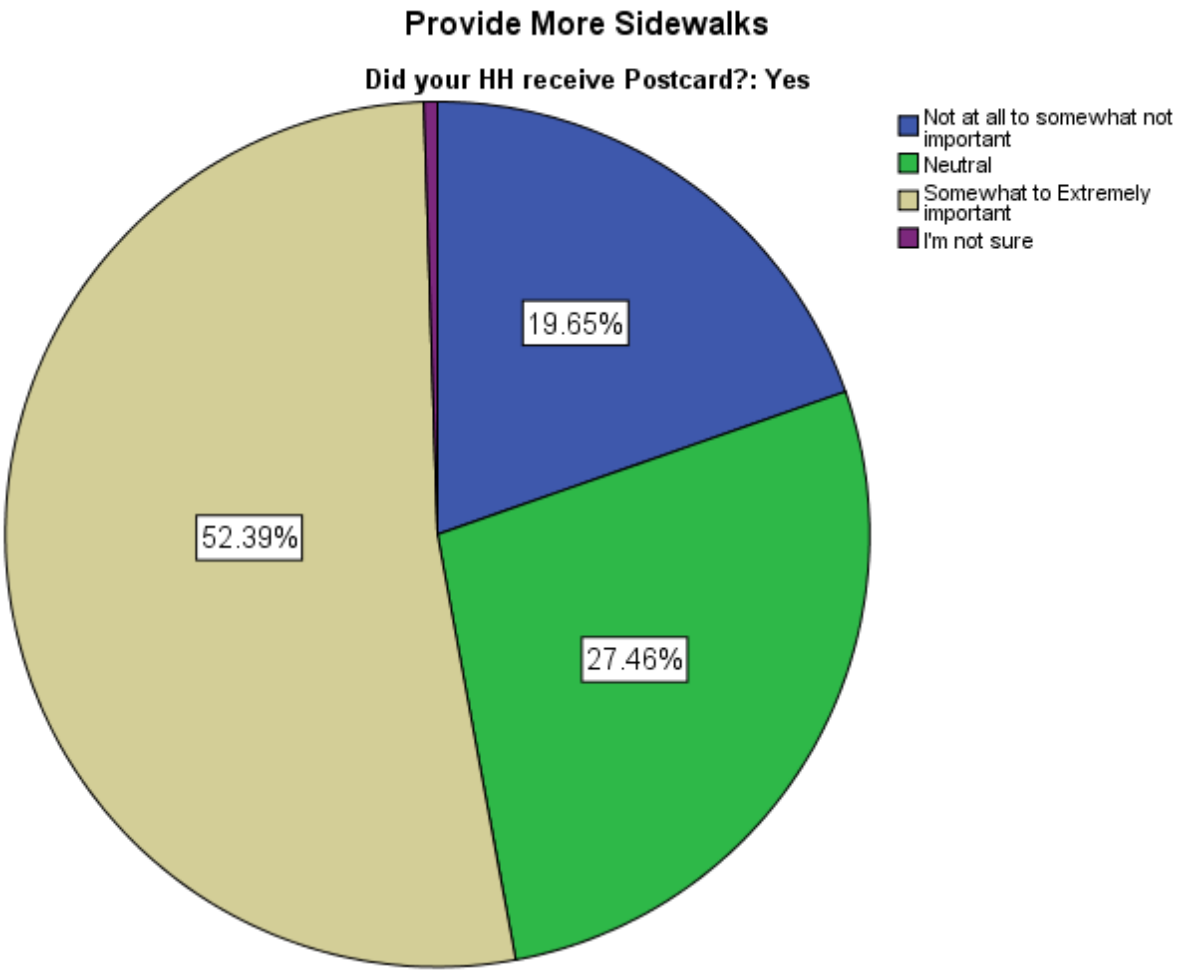
Expand/provide more opportunities for bicycling[a]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all to somewhat not important	715	27.6	27.8	27.8
	Neutral	582	22.4	22.7	50.5
	Somewhat to Extremely important	1258	48.5	49.0	99.5
	I'm not sure	14	.5	.5	100.0
	Total	2569	99.1	100.0	
Missing	System	24	.9		
Total		2593	100.0		

a. Did your HH receive Postcard? = No

Provide More Sidewalks

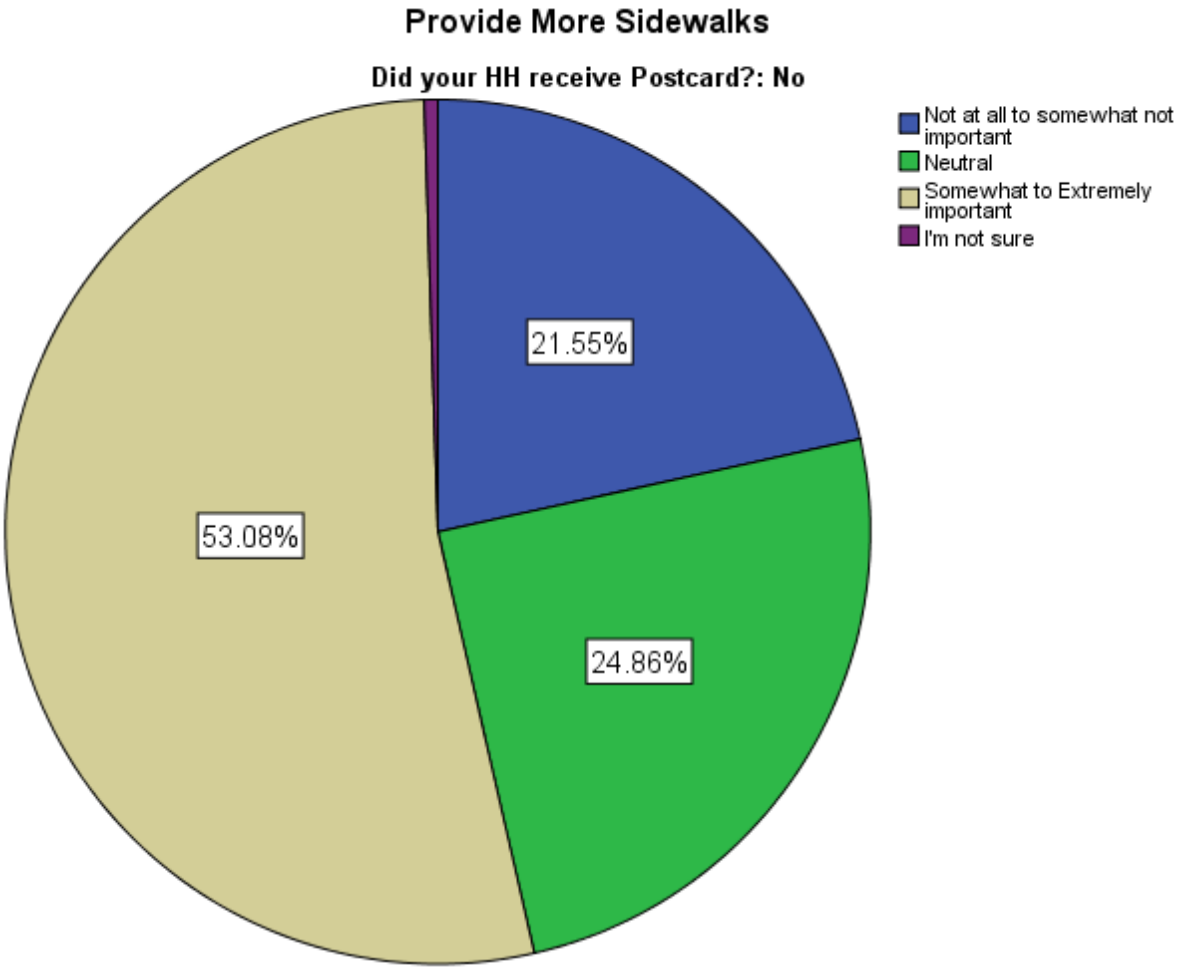
Fifty-three percent of the combined sample reported providing more sidewalks in Cumberland County to be important. One quarter of respondents were neutral on their opinion regarding and 21% report providing more sidewalks in Cumberland County as not important.



Provide More Sidewalks[a]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all to somewhat not important	78	19.5	19.6	19.6
	Neutral	109	27.3	27.5	47.1
	Somewhat to Extremely important	208	52.1	52.4	99.5
	I'm not sure	2	.5	.5	100.0
	Total	397	99.5	100.0	
Missing	System	2	.5		
Total		399	100.0		

a. Did your HH receive Postcard? = Yes



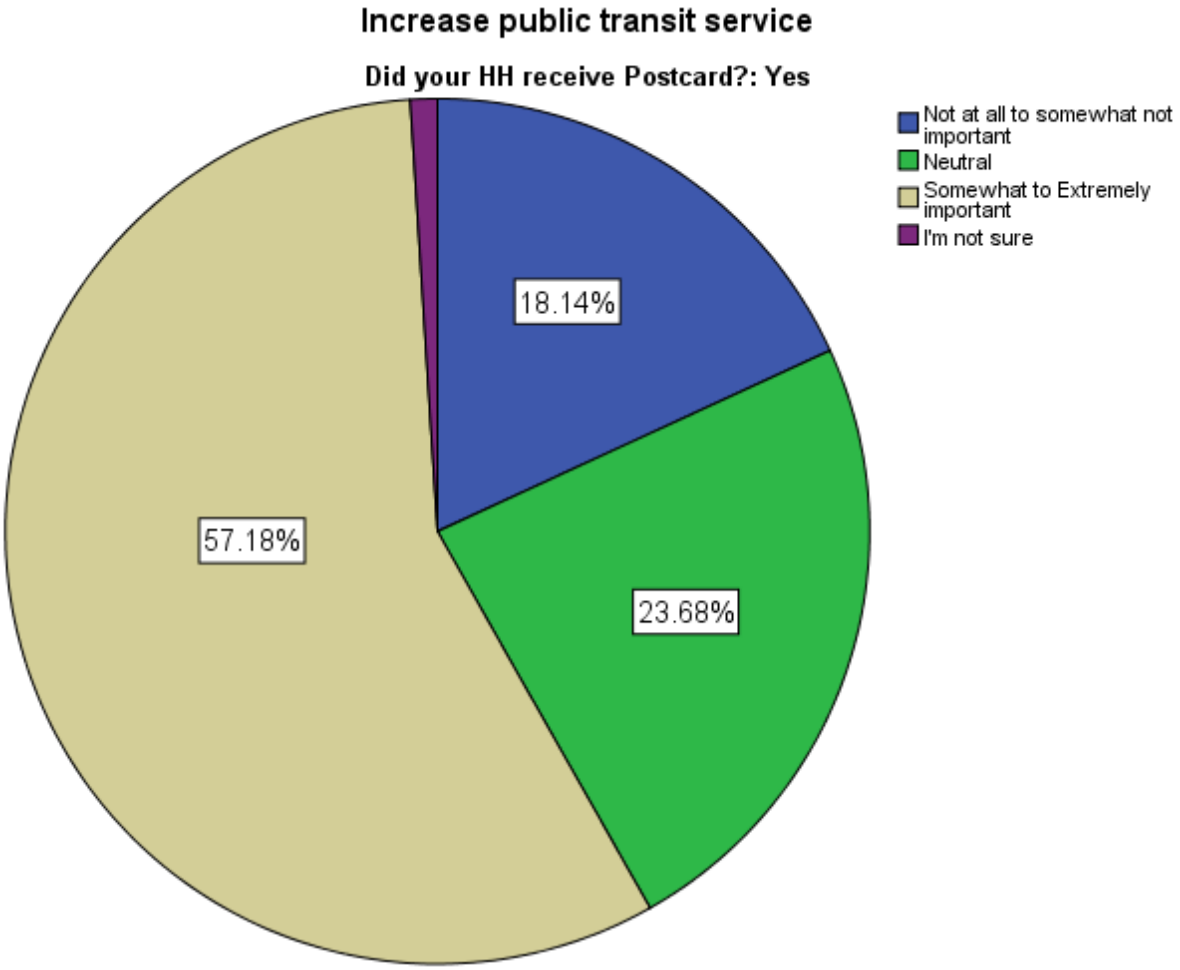
Provide More Sidewalks[a]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all to somewhat not important	553	21.3	21.6	21.6
	Neutral	638	24.6	24.9	46.4
	Somewhat to Extremely important	1362	52.5	53.1	99.5
	I'm not sure	13	.5	.5	100.0
	Total	2566	99.0	100.0	
Missing	System	27	1.0		
Total		2593	100.0		

a. Did your HH receive Postcard? = No

Increase Public Transit Service

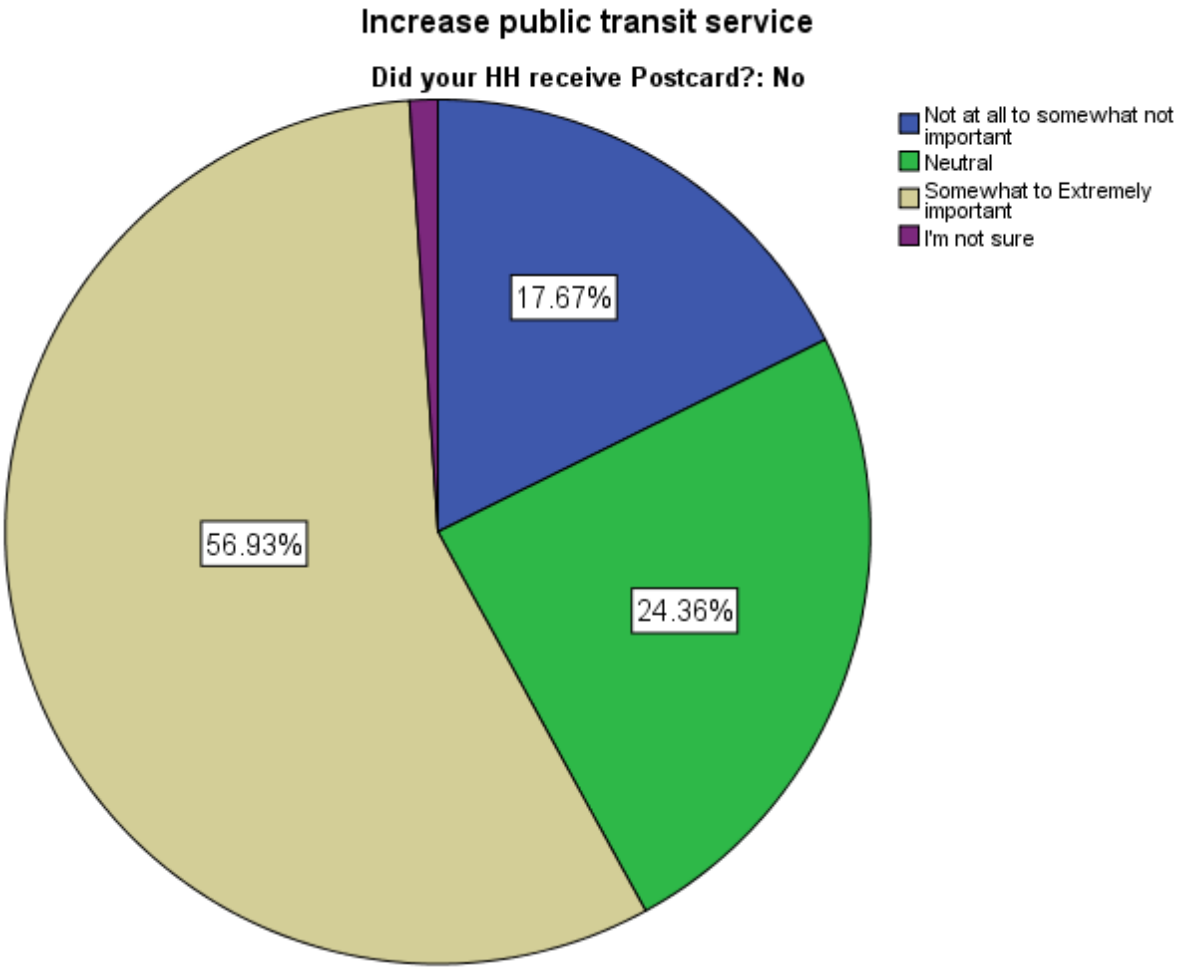
Both the random sample and the convenience sample provided similar responses when it came to the importance of increasing public transit service in Cumberland County.



Increase public transit service[a]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all to somewhat not important	72	18.0	18.1	18.1
	Neutral	94	23.6	23.7	41.8
	Somewhat to Extremely important	227	56.9	57.2	99.0
	I'm not sure	4	1.0	1.0	100.0
	Total	397	99.5	100.0	
Missing	System	2	.5		
Total		399	100.0		

a. Did your HH receive Postcard? = Yes



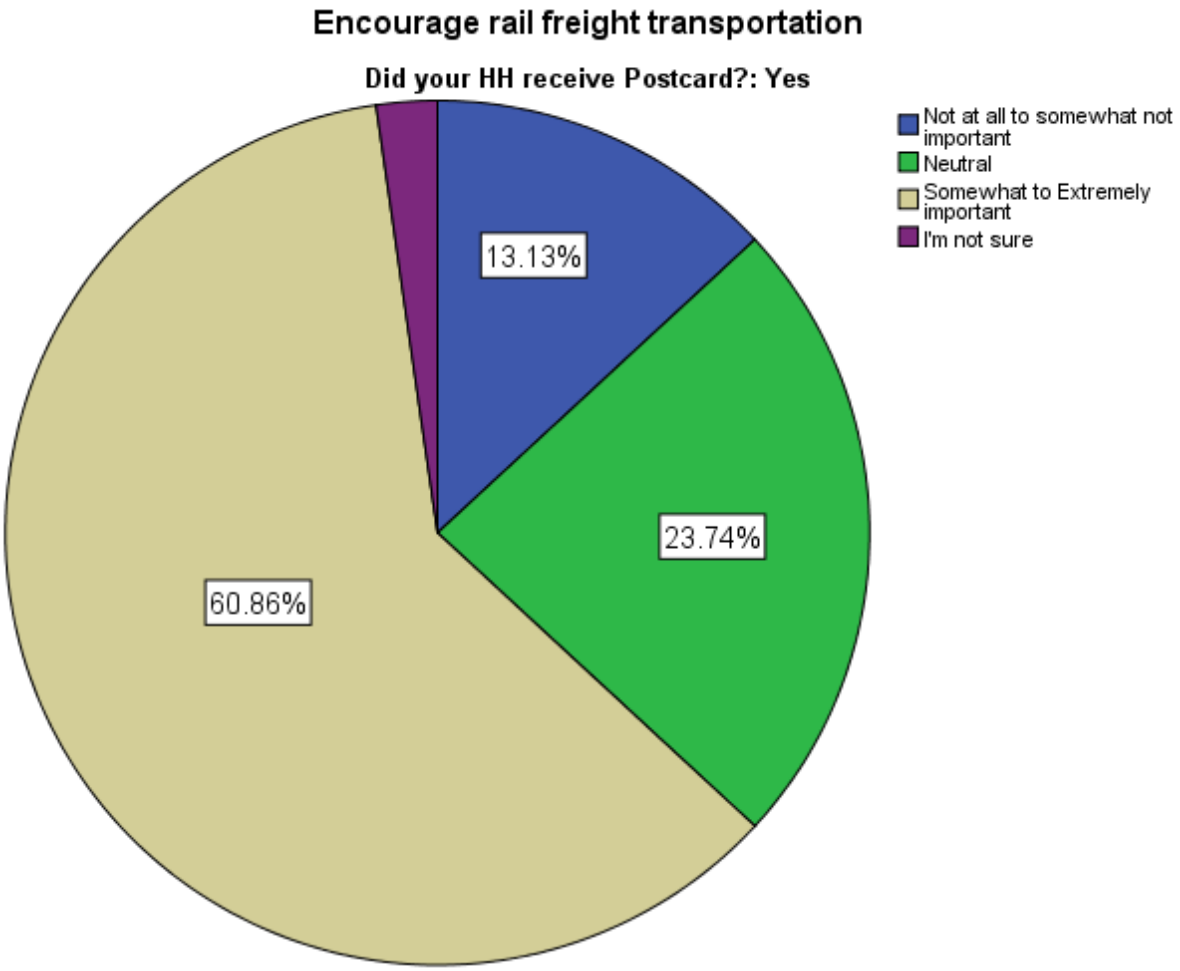
Increase public transit service[a]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all to somewhat not important	454	17.5	17.7	17.7
	Neutral	626	24.1	24.4	42.0
	Somewhat to Extremely important	1463	56.4	56.9	98.9
	I'm not sure	27	1.0	1.1	100.0
	Total	2570	99.1	100.0	
Missing	System	23	.9		
Total		2593	100.0		

a. Did your HH receive Postcard? = No

Encourage Rail Freight Transportation

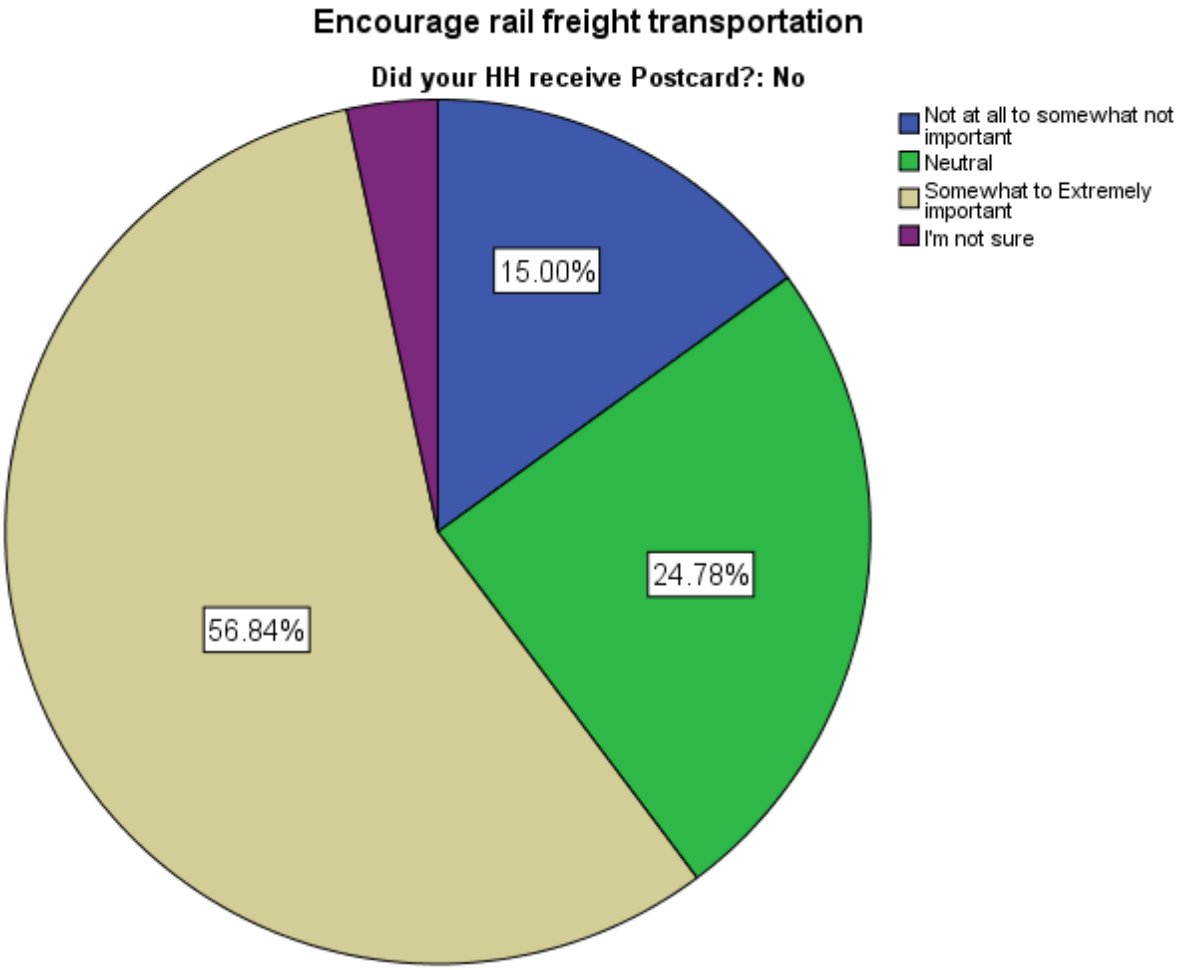
Both the random sample and the convenience sample provided somewhat similar responses when it came to the importance of encouraging rail freight transportation in Cumberland County. One quarter of the combined sample were neutral in their opinion regarding encouraging rail freight transportation in Cumberland County while 57% report encouraging rail freight transportation to be important.



Encourage rail freight transportation[a]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all to somewhat not important	52	13.0	13.1	13.1
	Neutral	94	23.6	23.7	36.9
	Somewhat to Extremely important	241	60.4	60.9	97.7
	I'm not sure	9	2.3	2.3	100.0
	Total	396	99.2	100.0	
Missing	System	3	.8		
Total		399	100.0		

a. Did your HH receive Postcard? = Yes



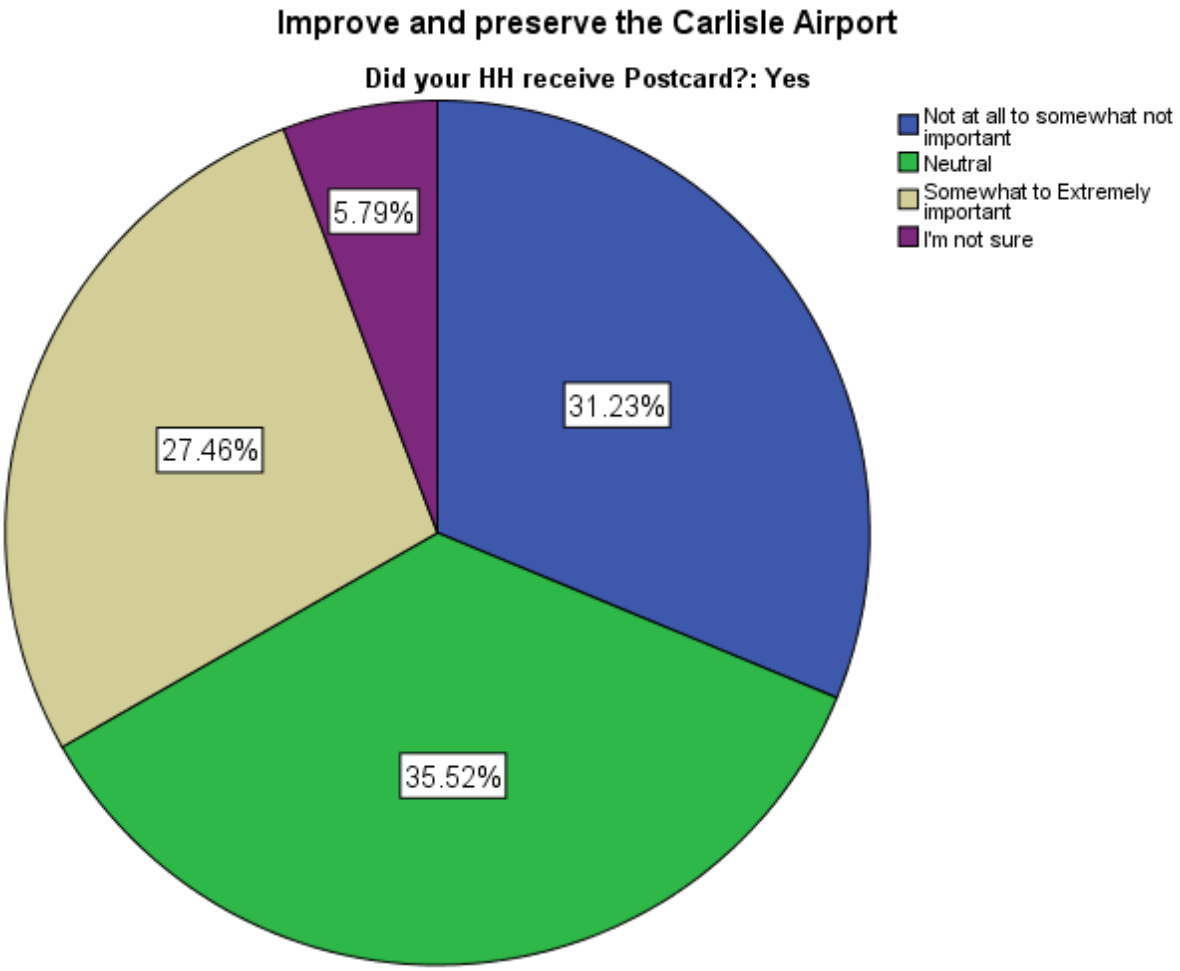
Encourage rail freight transportation[a]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all to somewhat not important	385	14.8	15.0	15.0
	Neutral	636	24.5	24.8	39.8
	Somewhat to Extremely important	1459	56.3	56.8	96.6
	I'm not sure	87	3.4	3.4	100.0
	Total	2567	99.0	100.0	
Missing	System	26	1.0		
Total		2593	100.0		

a. Did your HH receive Postcard? = No

Improve and Preserve the Carlisle Airport

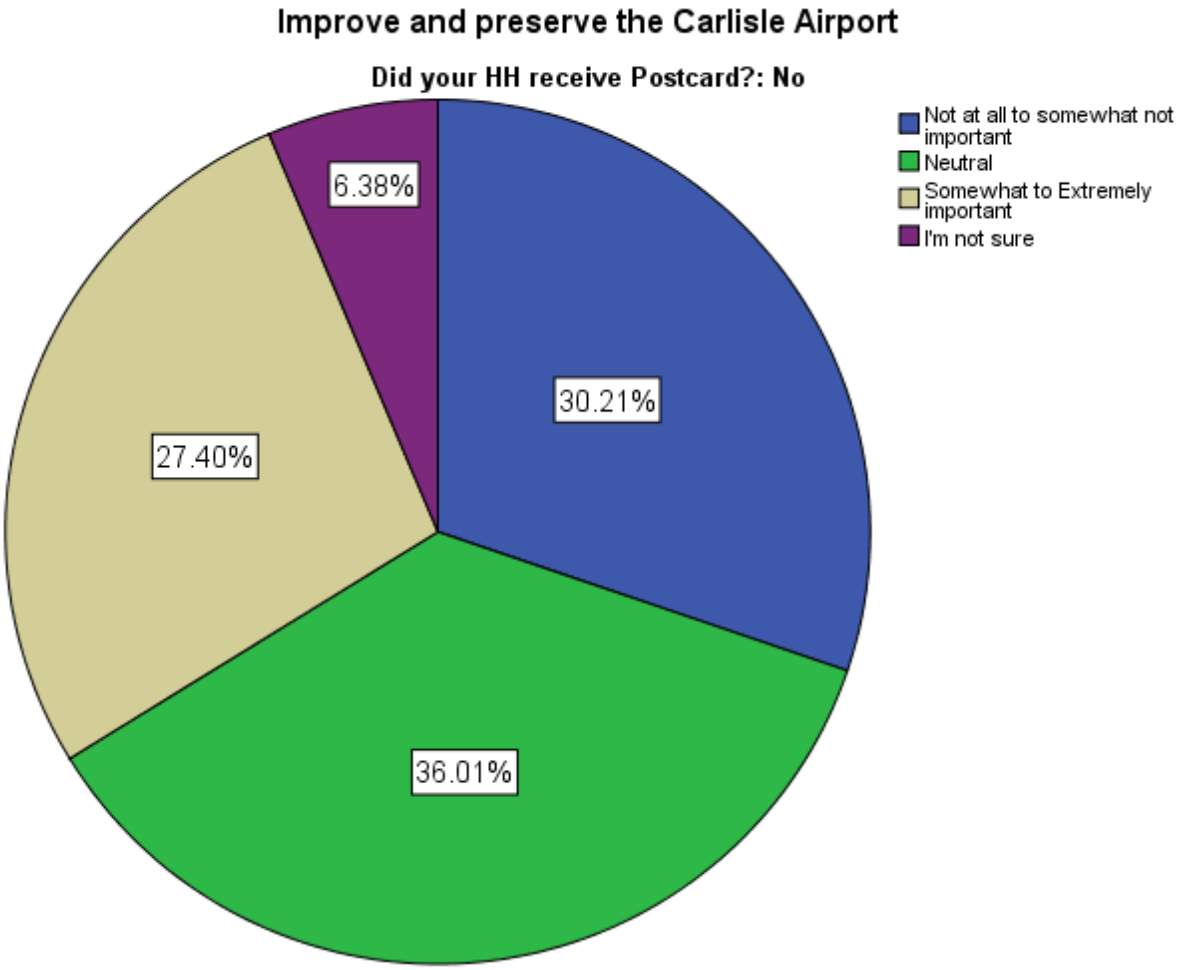
Both the random sample and the convenience sample responded similarly when it came to the importance of improving and preserving the Carlisle Airport. Only 28% of combined sample respondents indicated improving the Carlisle Airport to be important with 36% having a neutral opinion on the matter and 31% indicating that improving and preserving the Carlisle Airport is not important.



Improve and preserve the Carlisle Airport[a]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all to somewhat not important	124	31.1	31.2	31.2
	Neutral	141	35.3	35.5	66.8
	Somewhat to Extremely important	109	27.3	27.5	94.2
	I'm not sure	23	5.8	5.8	100.0
	Total	397	99.5	100.0	
Missing	System	2	.5		
Total		399	100.0		

a. Did your HH receive Postcard? = Yes



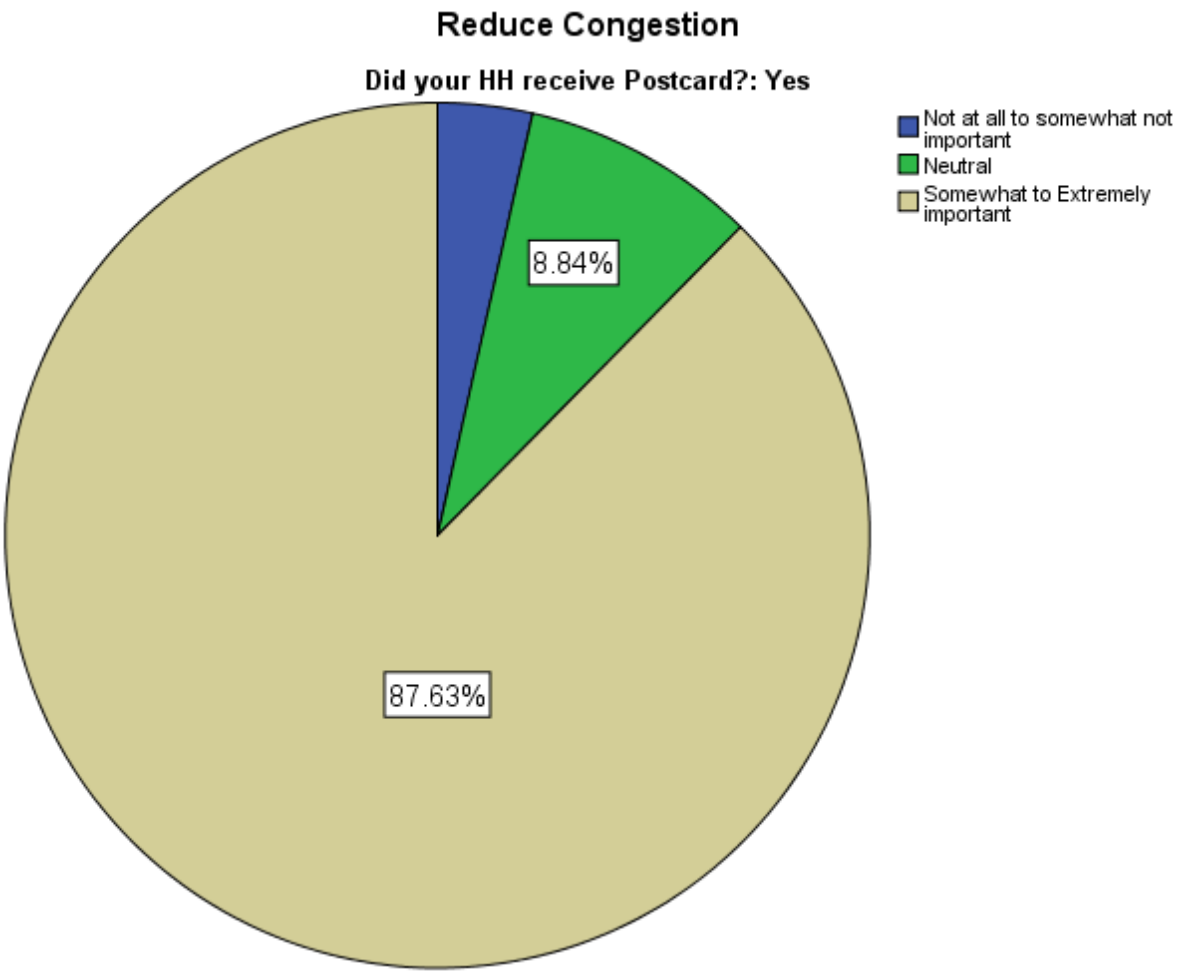
Improve and preserve the Carlisle Airport[a]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all to somewhat not important	776	29.9	30.2	30.2
	Neutral	925	35.7	36.0	66.2
	Somewhat to Extremely important	704	27.2	27.4	93.6
	I'm not sure	164	6.3	6.4	100.0
	Total	2569	99.1	100.0	
Missing	System	24	.9		
Total		2593	100.0		

a. Did your HH receive Postcard? = No

Reduce Congestion

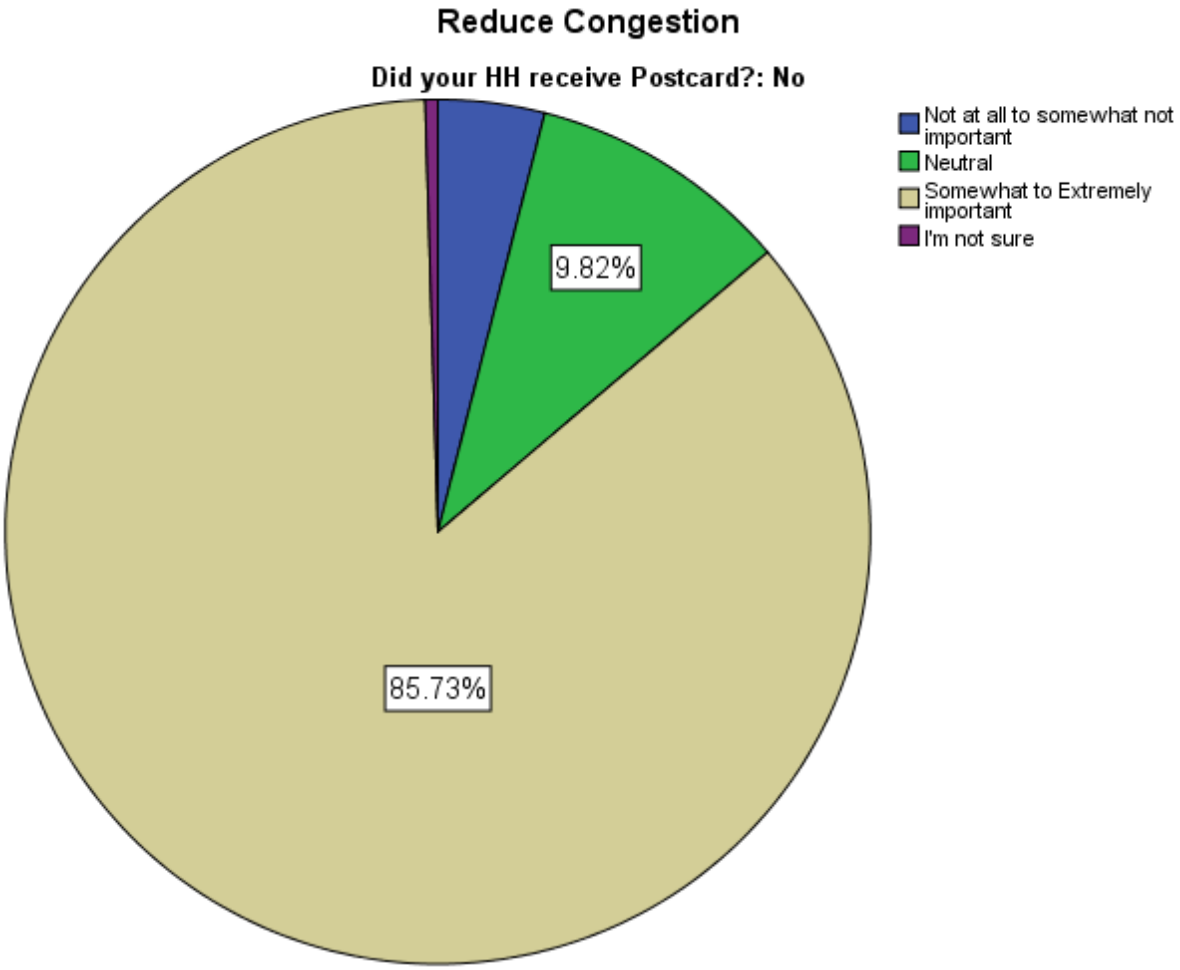
Both the random sample and the convenience sample provided similar responses when it came to the importance of reducing congestion in Cumberland County. Survey participants that did not rank reducing congestion as important reported a neutral opinion on the matter.



Reduce Congestion[a]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all to somewhat not important	14	3.5	3.5	3.5
	Neutral	35	8.8	8.8	12.4
	Somewhat to Extremely important	347	87.0	87.6	100.0
	Total	396	99.2	100.0	
Missing	System	3	.8		
Total		399	100.0		

a. Did your HH receive Postcard? = Yes



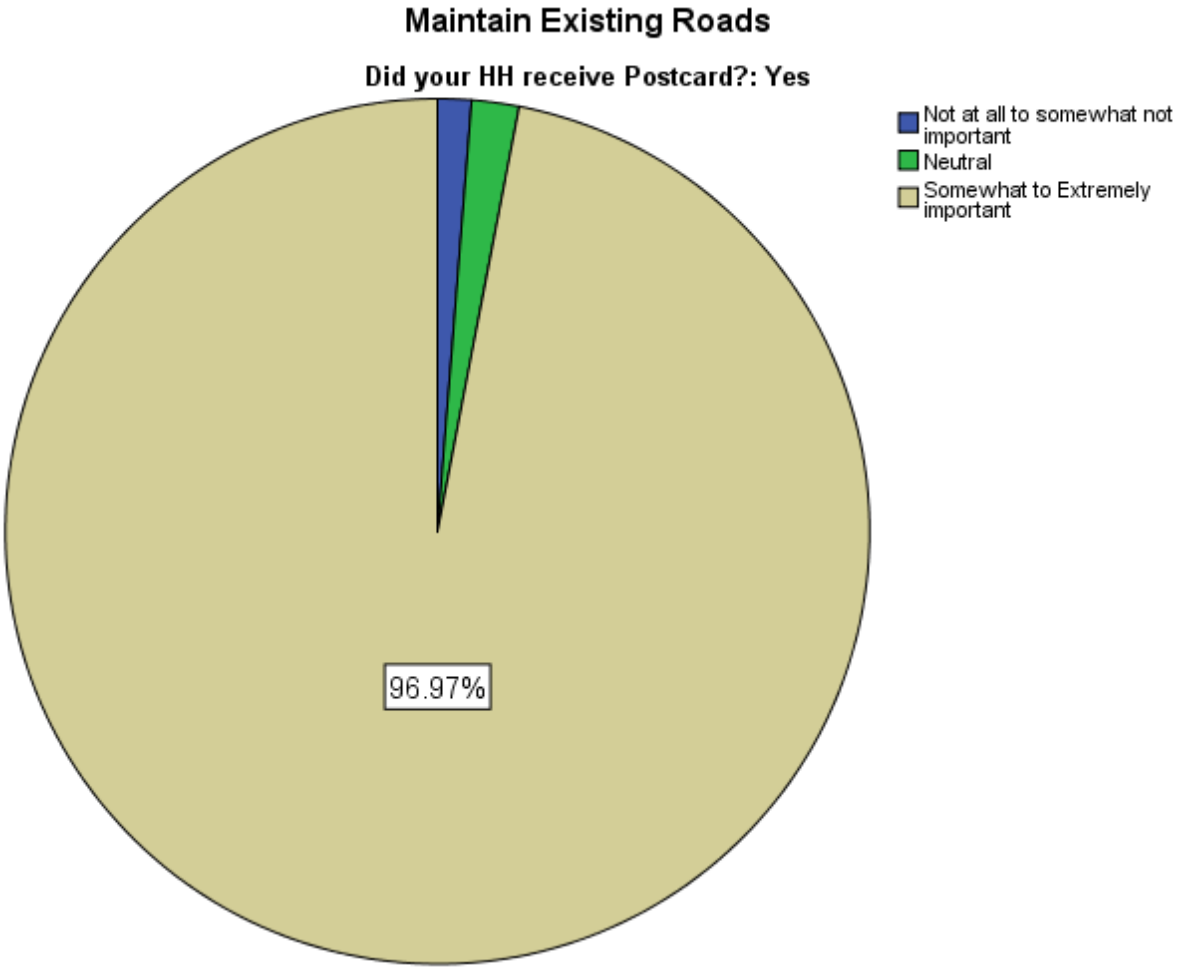
Reduce Congestion[a]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all to somewhat not important	102	3.9	4.0	4.0
	Neutral	252	9.7	9.8	13.8
	Somewhat to Extremely important	2199	84.8	85.7	99.5
	I'm not sure	12	.5	.5	100.0
	Total	2565	98.9	100.0	
Missing	System	28	1.1		
Total		2593	100.0		

a. Did your HH receive Postcard? = No

Maintaining Existing Roads

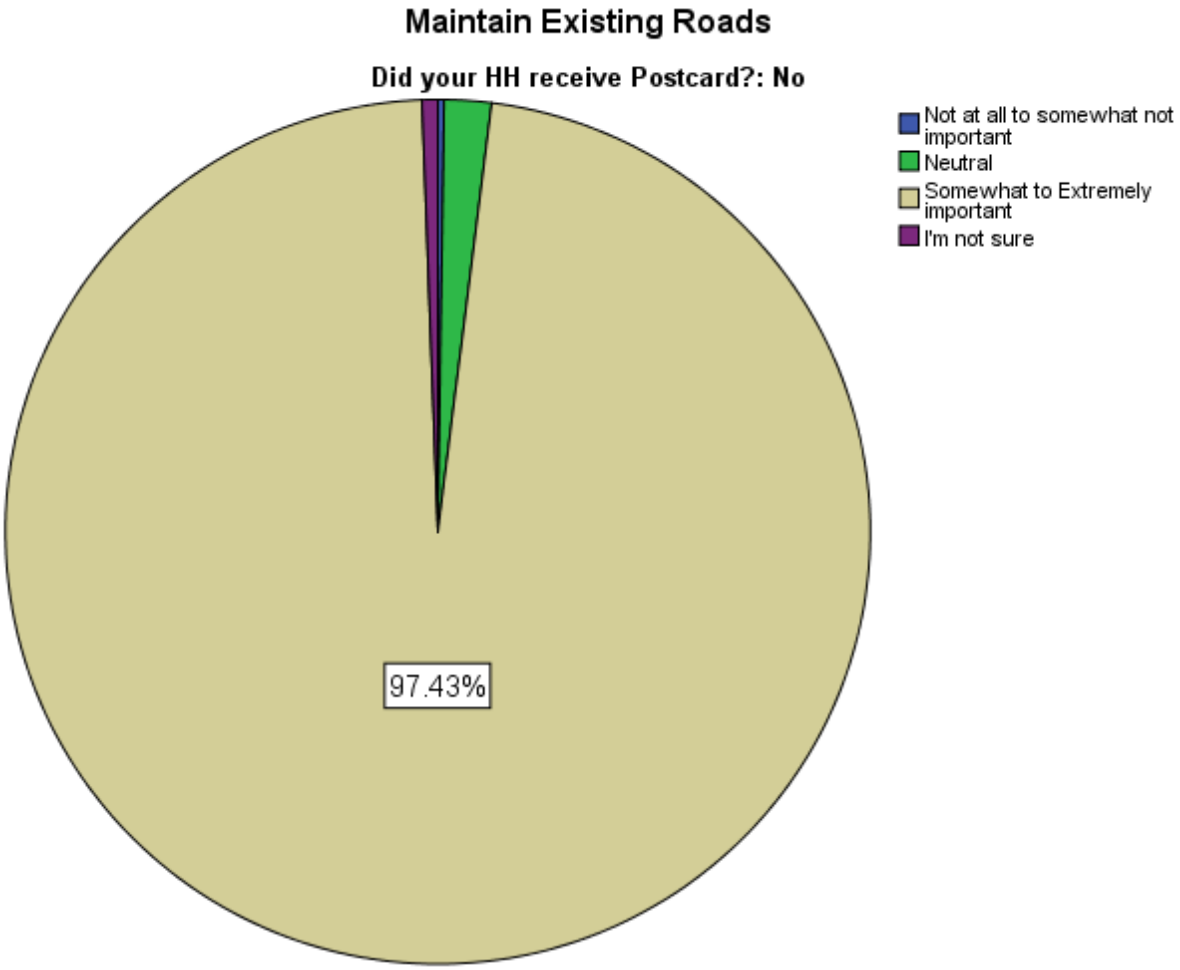
Ninety-seven percent of the combined sample reported that maintaining existing roads in Cumberland County is important.



Maintain Existing Roads[a]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all to somewhat not important	5	1.3	1.3	1.3
	Neutral	7	1.8	1.8	3.0
	Somewhat to Extremely important	384	96.2	97.0	100.0
	Total	396	99.2	100.0	
Missing	System	3	.8		
Total		399	100.0		

a. Did your HH receive Postcard? = Yes



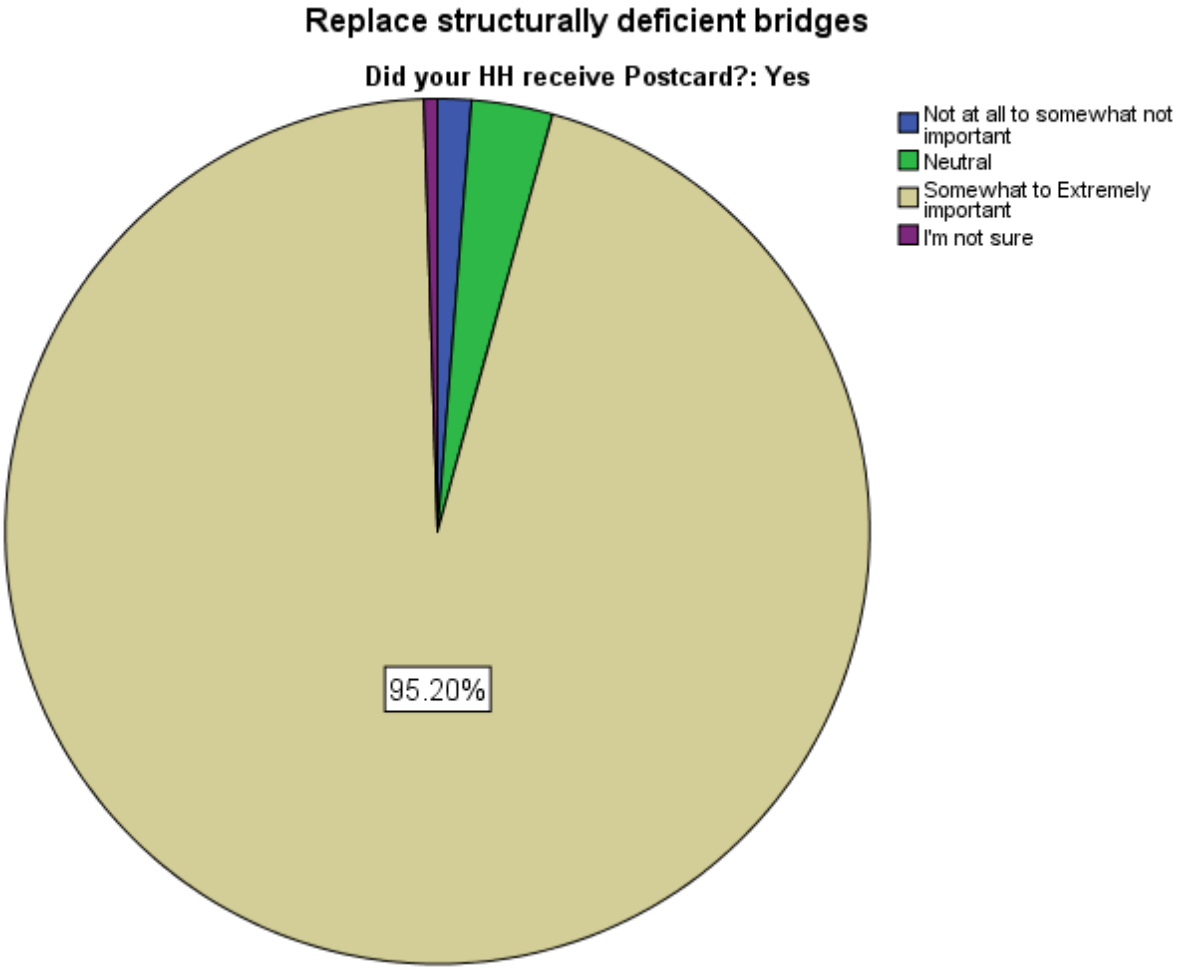
Maintain Existing Roads[a]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all to somewhat not important	6	.2	.2	.2
	Neutral	45	1.7	1.8	2.0
	Somewhat to Extremely important	2501	96.5	97.4	99.4
	I'm not sure	15	.6	.6	100.0
	Total	2567	99.0	100.0	
Missing	System	26	1.0		
Total		2593	100.0		

a. Did your HH receive Postcard? = No

Replacing Structurally Deficient Bridges

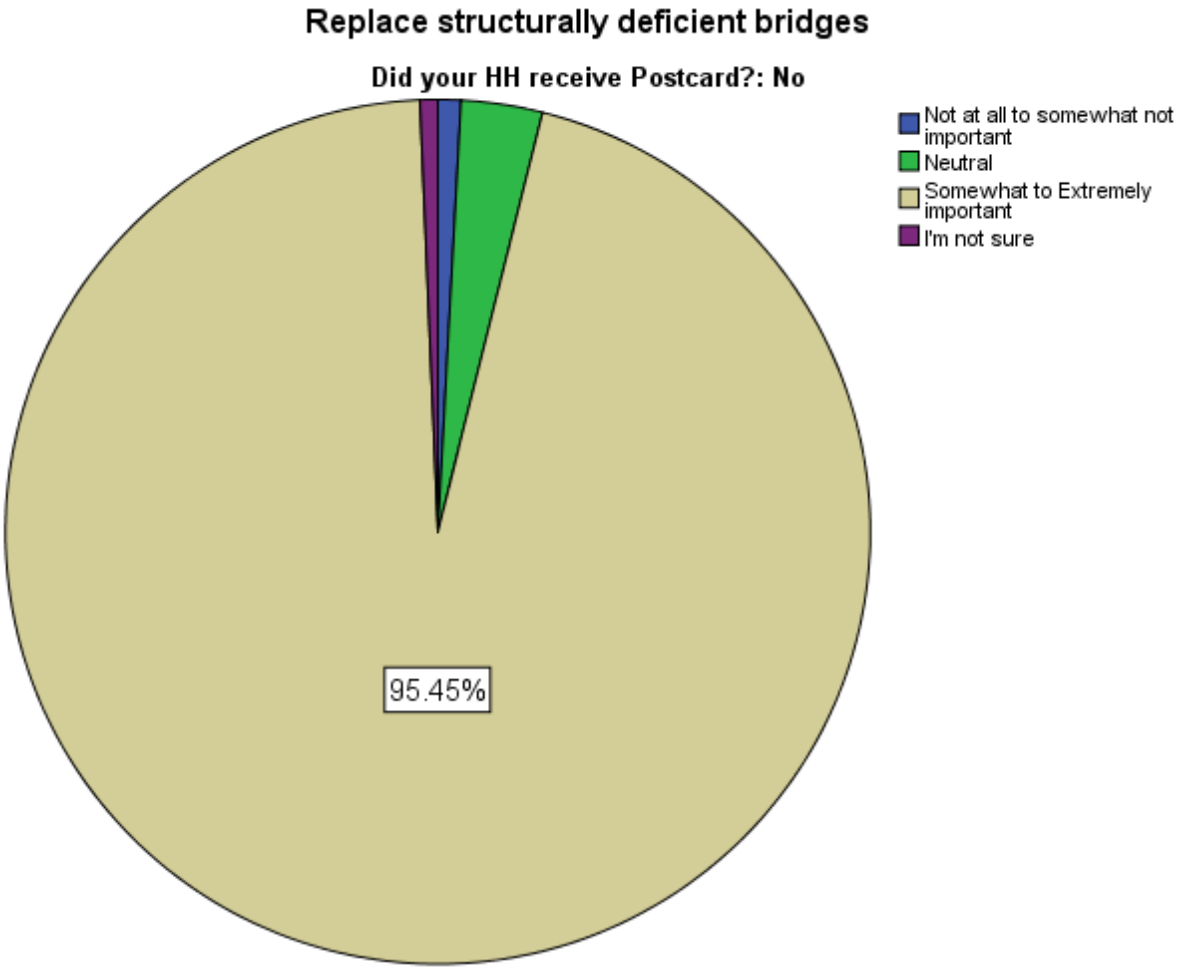
Ninety-five percent of the combined sample reported that replacing structurally deficient bridges in Cumberland County is important.



Replace structurally deficient bridges[a]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all to somewhat not important	5	1.3	1.3	1.3
	Neutral	12	3.0	3.0	4.3
	Somewhat to Extremely important	377	94.5	95.2	99.5
	I'm not sure	2	.5	.5	100.0
	Total	396	99.2	100.0	
Missing	System	3	.8		
Total		399	100.0		

a. Did your HH receive Postcard? = Yes



Replace structurally deficient bridges[a]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all to somewhat not important	22	.8	.9	.9
	Neutral	78	3.0	3.0	3.9
	Somewhat to Extremely important	2452	94.6	95.4	99.3
	I'm not sure	17	.7	.7	100.0
	Total	2569	99.1	100.0	
Missing	System	24	.9		
Total		2593	100.0		

a. Did your HH receive Postcard? = No

Comments Related to Transportation

The final question of the survey was an open comment box in which survey participants were able to provide additional feedback on whatever topic(s) they desired. The comments were coded using the themes of the proposed Cumberland County Comprehensive Plan survey. The comments that related to the theme of transportation are summarized below with quotation marks indicating a participant's direct words. Even though quotations are the direct statement of individual participants, their ideas are supported by other participant comments.

Airport

The few participants identifying a desire to improve and preserve the Carlisle Airport made note of economic opportunities - "use often for business flights" and "seeing airplanes bring people in from other states for shows or college programs. These people bring money with them." This same survey participant went on to say that the Carlisle Airport has "been a great way to travel throughout the years. The airport is in nice condition but could use some improvements. Guest tie-downs are almost nonexistent for several planes on a weekend. I would like to see this improved." Other comments reported the "Carlisle airport is more important to the County than might be immediately obvious. It should not be sacrificed to other land uses" and that it "one of the most underappreciated and neglected assets we have" in Cumberland County.

Bicycling

Survey participants supporting the expansion of more bicycle opportunities state that "if we continue to build road systems, we need to widen them so that it's safe for bicyclists and pedestrians to use the roads as well - we need more multi-modal road systems" and would "like to see more urgency to create safe pathways for pedestrians and cyclists as well as increased efforts to improve relationships between motorists, pedestrians and cyclists in this area." In this context, "any new road should include bike right of ways. There are few places that you can walk /ride from one area to another without walking on the edge of the road." A few specific locations identified for pedestrian and bike paths were the Carlisle Pike as it "has become a freeway" and "all the way down Good Hope and Sporting Hill Road to Lambs Gap Road." Other supportive comments promoted the "need [of] more protected connections (Sidewalks/bikeways/paths) between neighborhoods and services. Many residents are isolated and can't get between their residential neighborhood and schools/services (i.e. Bus routes) without walking on highly traveled roads, endangering their life, and the lives of their children/friends. We need protected walkways, paths, bikeways between the neighborhoods and schools, shopping, and other services," such as the "YMCA." Others identified riding their bike to work and knowing colleagues who also ride plus "most trips are for less than 5 miles and walking or biking these distances would be healthier if our transportation networks better supported these activities."

Pedestrian Sidewalks

There were survey participants who indicated desire for "more pedestrian accessibility and safety within Cumberland County" and if this were to occur, "I would be more inclined to ditch my car and walk to places within our cities, if there were infrastructure that more easily supported walking."

"The county should have more influence in the land development process to make development more

uniform. Municipalities need to stop waiving sidewalk requirements for developers. The County should expressly not support sidewalk waivers! Cumberland County is very disjointed when it comes to sidewalks and pedestrian connectivity." As another participant noted, "have the developers [be] required to set aside connections (paths/sidewalks) to other neighborhoods and improve roads and extended access improvements to roads improvements within 5-10 miles from their sites."

"New developments are taking all open land and some are getting parks and sidewalks. Yet older homes and communities are left to fend for themselves. Example - Sample Bridge Road bridge project will connect Mil Fording Crossing to the new nature preserve park with a sidewalk. However all the other homes along Sample Bridge Road have no sidewalk and no safe access to that park (unless by car)."

Skepticism exists in comments, such as "despite the survey's mention of sidewalks, the County has long neglected to consider pedestrians (not just hikers); projects improving roadways [including bridges and traffic lights] too often assume an absence of pedestrians." Another participant described "walking in Camp Hill Borough to be rather frustrating because a lot of paving has 3 inch tripping points. I know efforts were underway to encourage residents to repave their walkways. Not all houses have paving. Some streets have no paving. In light of recent events where people were hit by cars, it might be a good idea to review safe walkways."

Participants identified "really would like more sidewalks as traffic gets busier and safety becomes a greater concern" in "Silver Spring Township" and at Wertzville and Valley Roads. "Wertzville and Valley Roads are dangerous to walk. Other streets and roads are similar. You cannot walk to the park without walking on the edge of a road. There are some blind curves on this road." Additionally, within more populated areas, adults "walking with small children encounter difficulty and danger due to the brief timing allotted for crosswalk signals, [so] having automated and longer crosswalk signals would make a great improvement."

Public Transportation

Comments related to public transit service n were heavily critiqued even by those indicating an interest and need in using the service. For example, a participant wrote that "better bus service that is not absolutely useless to get around in the east end of the County. [Cumberland County has] a bus service that is underutilized and encourages people to drive their cars." This sentiment is felt in other participant comments, such as

- "Bus service in this county is horrible. No Sunday Service, No evening service. No mid-day service to Upper Allen Township. No bus service from one Boro or Township to another;"
- "Park and rides and real bus stops should be installed along bus routes" and a survey participant interested in using the bus to commute to work from outside of Mechanicsburg is "unable to do so" because of limited routes.
- "I want you to replace public transportation CAT Bus service with another service. The current CAT Bus service doesn't service Cumberland County but a few bus stops. It only really serves Dauphin County. We need better bus service for working adults in Cumberland and Dauphin Counties."
- "Urgent! Long overdue! From Carlisle to Camp Hill along Rte. 11 (Carlisle Pike) dedicated bus stops with shelters are desperately needed for bus riders. Bus riders now stand anywhere along the highway sometimes in ditches/weeds and wave down a bus, like living in a country with an emerging economy, not a few miles from the state capital. Businesses along Rte. 11 should be responsible for installation of bus stops/shelters. This is serious safety issue."
- "Cumberland County needs to focus more on providing quality and affordable transportation,

facilities, etc. for older and disabled individuals living here," such as a "a resident who is unable to drive for medical reasons so improving public transportation opportunities would be great for citizens like myself."

There were additional survey participants thinking about public transportation within their daily life as one indicated "[having] moved to current location because it was near several CAT bus routes that could take me to a hospital, malls, pharmacies, doctors, schools, grocery store and I could walk to the library in its previous location" while another participant stated that "I have been riding the Capital Area Transit Buses for 26 years" and an additional survey participant commented that "currently, the bus systems that run in our area are CAT and the Rabbit. We should invest in more public transit, and bike routes. If we can expand the routes or subsidize, then more people would use it. On the CAT website, it says that we would need a petition, which should include signatures and the optimal hours of operation. I would buy a monthly bus pass, if it ran."

Like mentioned at the start of the section on public transportation, both those who use or support public transportation and those who do not, critique its operation with participants noting that "it is very disappointing to see an empty CAT bus running through Carlisle. I think that funding needs to be looked into again and see if it would be better for another area of the budget. To me the need isn't great at all when they are always running empty. This is wasteful. Or they should run maybe one bus which covers the entire loop/run" and other ideas included using "a less expensive option, such as a van" or for Cumberland County residents to utilize the marketplace of "taxis" and "UBER" for their public transportation needs.

Rail

Participants identified "a light rail system has been the talk for decades" and that "it should be looked at again" as "it would be an ideal way to fight the congestion we face in the county" with "commuter opportunities" but also need "rails to haul freight." "We have far too many truck terminals in the county and on Interstate 81. Require and support rail delivery to and from future terminals and require a gradual transition to rail support for all current terminals."

Bridges

"Roads and bridges need to be fixed before any more expansion" characterized the sentiment of most comments on replacing structurally deficient bridges. Although, there were participants who stated "it is important to repair structures where it makes financial sense. For example, I don't believe all bridges that have issues should be replaced. Let's repair what makes sense to repair and even close bridges that are no longer needed based on current usage data." A "good example of a bridge that could be eliminated instead of replaced would be the Craighead bridge over Yellow Breeches Creek," according to another participant. On the other hand, there were comments identifying specific bridges that needed to be repaired, like "Wolf Bridge," "Orrs Bridge in Hampden Township is dangerous/deteriorating and is in need of replacement," and a survey participant identified having lived on "Sample Bridge road for [nearly 4 decades] and have watched the township supervisors approve hundreds of new homes which will add too much traffic on our road without replacing the bridge over the creek. That bridge is a hazard and I feel it's very irresponsible for the supervisors to keep approving more and more housing without upgrading the road and bridge. "

Roads and Congestion

Road conditions and traffic congestion drew by far the most comments with the focus on Interstate 81. Survey participants identified "the biggest challenges facing the county are inadequate roads to support the excessive truck traffic" resulting from the growth of "warehouses." The following statement encapsulates the sentiment of the many, many comments about serious safety concerns on I-81: "In the past 12 years we have seen a steady increase in traffic accidents and fatalities on our highways as the number of warehouses have increased. We feel that it is extremely important to halt further construction of warehouses until the traffic and pollution issues are addressed and resolved. Interstate 81 must be expanded to 6 lanes with the inner lanes being set as express lanes between the Carlisle Pike and pass the Allen Road exits." Yet survey participants also recognize that "the future of Cumberland County will be driven by Interstate 81. Any plans about the future of Cumberland County should begin with that reality. It must be enlarged or a whole alternate parallel developed. Issues about enlarging....or diverting...and the impact that it will have on adjoining or other locations needs to pull together the various municipalities and townships which could be affected by land taking, interchanges and their impact need to be worked into the scene from one end of the County to the other! First, there needs to be intensive work with PennDOT to discover when and what kind of plans are being considered. The impact on Carlisle and the intensely developed area from Carlisle eastward will be huge. Potential for opening the Western portion of the County should be given a high priority in planning for the future. The future is not just the next ten years, but the next century or more." While "expand[ing] Interstate 81 to six lanes" was a common response, some survey participants limited the expansion of Interstate 81 to the section "from Route 581 to Allen Road." Additional comments to improve traffic and reduce accidents is to "connect I-81 to the turnpike on the west side of Carlisle with a limited access highway. Access/exit with the turnpike can be by EZ-pass (as it is in other parts of the Commonwealth)" and to place "barriers along the entire length of I-81 median are necessary to prevent crossover crashes."

Even though the focus of comments by survey participants were on Interstate 81, there were plenty of other comments that were directed to the traffic congestion that builds on county routes and local roads due to "housing development." According to comments "the Carlisle Pike has been the same size for 30 years and the population has exploded since [that time]. The area needs a better road system before other areas get developed." "The Carlisle Pike needs to be a priority. Speed limits through sections are too high and through other sections are too low. A heavier police presence is necessary to combat street racing and aggressive driving." Whether referencing the Carlisle Pike or other roads within the County, participants can be heard stating that "Cumberland County roads are some of the worst" to drive on.

Other "main arteries" reported as common congestion points and safety concerns included the Route 11/15 and Route 581 with survey participants identifying intervention "is both a state and a county problem. How do you fix that without stunting growth? That's the million dollar question. The answer is to stay the course of measured growth that Cumberland County has used over the last 30 years. Keep doing (and listening) to surveys like these and keep putting the residents of the County first and foremost in your plans" while other survey participants state that "until something is done about the terrible traffic problem on the Carlisle Pike, there should be no [further] development or housing. More and more people and business are coming in and no one addresses the traffic problem."

Some survey participants identify "roundabouts are more efficient than stoplights" in referencing the traffic light at Woods Drive and Hogestown Road, yet others commented that "Carlisle does not need roundabouts" to address traffic flow.

Participants living in Lower Allen Township indicated concern near "Lisburn and Rossmoyne Roads. Although bounded by two-lane roads that can't be widened, Supervisors continue approving high-density housing. Even at Slate Hill and Lisburn Roads, there is extensive housing being added next to a warehouse and a prison. Soon residents will spend a lot more time trying to reach Route 15 - even if PennDot puts bigger bridges over the turnpike, there is no room to add lanes to the existing roads."

A resident wrote that "a four way stop sign is needed at the corner of Old Stonehouse Road and Boiling Spring Road because line of sight is limited when pulling out." Other safety concerns are about the speed with which vehicles exit highways into residential areas, such as "my street can be entered from Rte. 11/15 and it concerns me to see people go down my street at a higher than normal speed near Beverly Park where there are children and pets. Numerous properties at Beverly/Westerly Rd has had a car drive into their backyard. Maybe we need to build a wall?"

A participant noted that "roads using 40-45 mph need to be reviewed for blind hills near new community entrances and exits, such as 'Traditions of America' and another development just across the road. There are lots of accidents that are contributed to a combination of a restricted age community and significant blind spots entering and exiting with fast moving traffic."

Traffic studies are not only requested by survey participants on Interstate 81, but also "on Silver Spring Road, at the following intersections: Woods Drive, Bashore Road and Brackbill Blvd. Left turn lanes are greatly needed for these intersections. A signal light at Bashore and Brackbill will improve the flow for trucks onto and off of Silver Spring Road."

Finally, "better long-term planning of residential developments is necessary. For example, the only access into Walden is on Rte. 114 or Silver Spring Road, both of which are two-lane roads. The development will have around 800 units, primarily residential, which will add significant traffic on the access roads. Better foresight should be used in approving these projects in the future to minimize future traffic congestion that will result."

Communication with Residents

Cumberland County Planning Department sought to have residents identify the best communication methods through one question with six options. Survey respondents were asked to select all good communication methods for them. The top two preferred communication methods are email and mail.

The best way for Cumberland County to communicate with me is (select all that apply)		
Communication Method	**Random Sample**	**Convenience Sample**
Newspaper	21.3%	19.0%
Television	28.1%	28.2%
Social Media (Facebook/Twitter)	20.1%	35.4%
Email	53.9%	47.7%
Mail	55.4%	39.3%
In person public meetings	13.8%	11.8%
Website	33.1%	31.8%

Survey participants identified having learned about the Cumberland County Comprehensive Plan Survey Feedback most often through news outlets of abc27, Patriot-News, Penn Live, Carlisle Sentinel, and WHTM. In terms of social media platforms, Facebook was a common method through which participants learned about the survey with fewer individuals identifying LinkedIn. Various townships and boroughs passed on survey notification either through email, newsletter, or their Facebook pages. Local associations and libraries were other common groups that informed county residents about the survey. Below is a word cloud that captures the most common methods through which survey participants learned about the survey. The bolder and larger the word, the more often it was cited.

Comments Related to Communication

Many participants wrote positive comments about being provided the opportunity to provide feedback to the County through this survey. The word cloud below depicts the most commonly used words by survey participants who expressed an appreciation in the opportunity to give feedback. More specifically, many residents liked that Cumberland County Planning created a survey to gain resident input on the future of their county.

Forging Strong Partnerships

Some survey participants identified wanting interaction between Cumberland County Planning Office and residents in the form of “forums or public meetings … to generate brainstorming, a format for residents to provide suggestions that would allow improvement of the area” yet for others, “I think having this kind of survey is a great idea. Due to work or children's after school activities a lot of people have a hard time getting to public forums and meetings. This is a very smart, creative way to make sure every ones voice is heard.”

Residents expressed feelings of frustration when their voice and/or that of their community is ignored on development issues. For example, “too much vacant land is being rezoned without notification of nearby residents. Residents within 10 square mile radius should be notified by mail if rezoning has been requested and this should include the next meeting date with zoning boards to discuss the changes. It is difficult to discern when meetings will occur which will affect the use of vacant lands” and other participants framed their concern in “we need a way as citizens to stand up for ourselves and have an actual voice in future warehouse development and not continue to allow these to be rubber stamped by municipalities” while another survey participant commented that the “County should have more authority over municipalities when it comes to planning. I live in Hampden Township and they still are permitting new development that does not include sidewalks/trails” with additional participants contributing “please update the Comprehensive Plan and help the local municipalities update their planning.” Moreover, residents are eager to see and hear the results of the survey. “The reasons for the

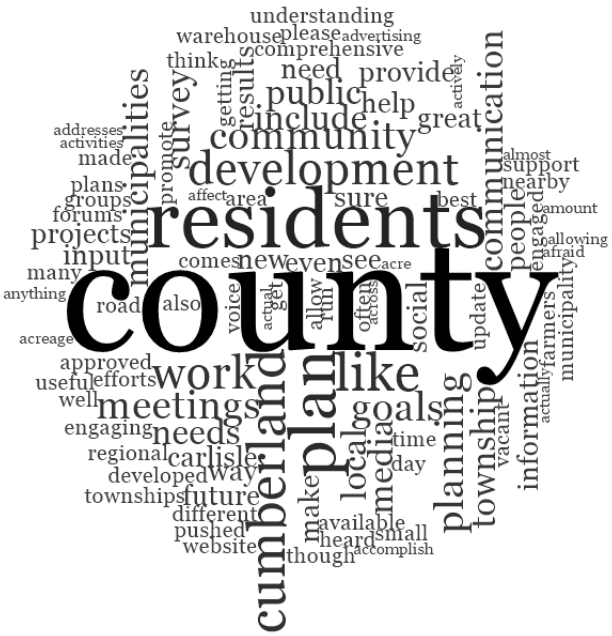
projects and the taxes necessary to accomplish the desired results should be explained in several different types of communication to gain the support of the residents of Cumberland County. As projects are developed, information on the success of the projects should be widely disseminated."

One survey participant expressed frustration over traditional "operating hours of County offices that are not conducive to engaging and supporting those residents that work during the day and are not located in Carlisle. I need to take a vacation day to do anything that requires interaction at the County level. The only time I hear from my elected representatives and office holders is when they are subject to re-election. There needs to be more transparency and communication."

Other comments by survey participants focused on the development and maintenance of partnerships within municipalities and other organizations that may lead to enhanced coordinated planning within the county and the region. For example, for participants wanting increased adherence from municipalities in aligning and implementing the County Comprehensive Plan, "the County needs a plan that has some teeth. Would like to see Cumberland County do what Chester County is doing with their Vision Partnerships Program where when a municipality updates or creates a plan, and makes it consistent with the County's Comprehensive Plan, then they get all or some of their costs covered for that plan. Would like to see more multi-municipal and regional planning efforts." Continuing along the line of building regional partnerships, one survey participant wrote "Cumberland County needs to stay actively engaged and a full funding participant in both the HATS MPO and Tri-County Regional Planning Commission planning processes." The survey was targeted to the experiences and opinions of Cumberland County residents, but there was a single comment stating to "make sure you include input from realtors, builders and developers when revising the Comprehensive Plan so all sides of development are represented in the new plan."

Even though there were a few negative comments, residents expressed positive engagement and interaction with the County, including "with whatever goals and priorities that are selected, the County should further cultivate, join and/or maintain interest groups to guide the development of the goals over the course of the plan. Then, not only does the County get its work done--it also helps to inspire, connect and support the work of other groups with similar goals, which can have broad ripple effects. We need many hands to lift up these goals to make Cumberland County all that it can be."

Below is a word cloud that depicts frequently used words by survey participants in identifying opportunities to forge partnerships between the County and residents and the County and municipalities and various organizations.



Synopsis

As part of the 2017 Comprehensive Plan update, the Cumberland County Planning Department consulted with the Center for Land Use and Sustainability (CLUS) and Shippensburg University to gather public feedback on the draft goals and objectives. Funding for this project came from the Greater Harrisburg Association of REALTORS®. An online survey was developed by the Cumberland County Planning Department with input from the CLUS, which was also available in paper format upon request, with sections reflecting the themes found in the goals and objectives: *Conserve*, *Grow*, and *Connect*. In total, 2,992 surveys were completed, including 399 surveys from the random sample (postcards mailed to 6,200 randomly selected residential addresses). In addition to the reporting of frequencies on 80 statements, there were three open ended questions yielding nearly 1,675 comments that were organized into themes and integrated into the full report.

In many ways, Cumberland County residents are mourning the loss of a rural environment that they grew up in or chose to live in. In moving forward, most survey participants expressed wanting the County to protect the rural nature of Cumberland County in both maintaining farmland and engaging in practices that will contribute to greater sustainability through better stewardship of land and lower resource consumption. They also want to see innovation and the development of a high skilled workforce plus building capacity of young adult farmers. Survey participants have a keen interest in enjoying nature whether it be observing wildlife or utilizing outdoor spaces for recreation purposes. They also want safe roads and bridges for vehicles and pedestrians. Thus, survey analysis points to residents wanting their leaders to balance growth with maintaining a good quality of life in Cumberland County. Finally, residents want their voices to be heard at the municipality and county levels when their community speaks on an issue of concern and for the Cumberland County Planning Department to engage and communicate with residents in a variety of formats. As shared in the open comments, participants were grateful for the opportunity to provide feedback on the draft comprehensive plan.