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RESEARCH AND TRAINING SPECIALISTS, INC
Concord, North Carolina



**Fairview
2016 CITIZEN SURVEY**

Paul C. Friday, Ph.D.

President

1424 Chadmore Lane, NW

Concord, NC 28027

Tel: 704-784-2675

email: rtsfriday@vnet.net

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Executive Summary

Sample Frame and Sample

The 2016 Fairview Town survey was mailed to a proportionate stratified random sample of 1,000 Fairview Town voters on September 6. The sample frame accurately reflected the voting list by district, Party, age, and gender. A return date of September 30 was requested. Surveys were accepted through October 12.

- 27 surveys were returned to the Town office as not deliverable.
- 341 of the 973 surveys assumed to have been delivered were completed and returned. This is a response rate of 35% - a good rate for mailed surveys. Five surveys were received after October 12 but were not included in the analysis.
- **This number of responses provides 95% confidence that the results have a margin of error of $\pm 4.87\%$**

Those responding to the survey were disproportionately female and over age 65. Males and voters under age 35 were significantly under-represented and the findings should be considered accordingly. No questions were asked regarding political party, race or voting district.

Reasons for Living in Fairview

- The primary reason residents say they have chosen to live in Fairview is the country lifestyle, 65.1% (73.3% in 2011).
 - The second primary reason is low taxes, 42.8% (43.7% in 2011).
 - The availability of large lots and low crime are tied for the third reason (42.8%).
 - Family and friends living nearby (40.5%) was second in 2011 but is the sixth reason this year.

Concerns about the quality of Life

- 98.2% of those who answered feel either Somewhat Safe (28.9%) or Very Safe (69.3%) in Fairview. 97.7% felt this way in 2011.
- 95.7% of residents are either somewhat concerned (23.3%) or very concerned (72.4%) about maintaining a low tax rate. This is the same total as in 2011.
- 92.5% of residents are either somewhat concerned (25.7%) or very concerned (66.8%) about preserving Fairview's rural/small town atmosphere. Total in 2011 was 92.8% but with more people very concerned in 2011.
- The fewest number of residents are either somewhat concerned (33.9%) or very concerned (17.6%) about increased shopping options. 48.5% are not concerned.

- 81.6% are concerned about water quality; female respondents are more concerned than male residents ($p < .05$).
- Older residents are more concerned than younger residents about crime ($p < .016$). It is not significant between those who are retired and those who are not.
- Younger residents (under 35) are statistically significantly more concerned than older residents about increased shopping options ($p < .01$).

Recruitment of Businesses

- 53.4% of respondents want Fairview to recruit a major grocery chain while only 19% want industry recruited. 49.0% wanted a major grocery chain in 2011.
- 42.2% want a pharmacy and 40.2% want some type of fast food establishment.
- 36.7% support an assisted living facility while 34.6% support a retirement community.

Opinions on Issues and Development

- Residents were asked if they would support more housing/commercial development to increase access to water/sewer. 44.9% said no while 32.0% said yes; 23.1% were not sure or did not answer.
 - Considering only those who expressed an opinion: 58.4% oppose; 41.6% favor.
- Other issues:

<i>Statement on Issues/ Development</i>	<i>Agree</i>	<i>Disagree</i>
Fairview should encourage continued agricultural activities	96.7	3.3
Most residential development should be designated for lots one acre or larger	93.0	7.0
Replace outdated fire trucks	85.8	14.2
Contract with Union County Sheriff's Office for a dedicated Deputy Sheriff for the town	70.6	29.4
The Town should own a combined Town Office/Meeting Room facility	69.3	30.7
The Town should consider buying the old Fairview Elementary School property and buildings	62.7	37.3
A compact traditional town center with small shops should be developed	53.7	46.3
Some areas of Fairview should be designated for lots smaller than one acre	28.0	72.0
Clustering of homes, without increasing overall density, should be permitted	24.8	75.2

Garbage/Recycling

- Of those who answered the question, 32% use the Piedmont Garbage/Recycling facility. 56% have private garbage collection.

Water/Sewer

- 74.0% of those responding say the availability of county water is somewhat important (20.3%) or very important (53.7%). Three of the six not answering indicated that they already have it.
- 71.4% of those responding say it is either somewhat likely (17.8%) or very likely (53.5%) that they would tap on to water service if it were available. However:
 - 91.5% of *those who say that the availability of county water is important* say that they are likely to tap on.
 - 21.4% of those who say it is not important say they are likely to tap on.
- 58.8% of those who answered say the availability of county sewer is somewhat important (26.8%) or very important (32.1%).
- 58.3% of those who answered are somewhat (24.0%) or very likely (34.3%) to tap on to sewer service if it were available. Note:
 - 88.5% *who feel county sewer is important* are likely to tap on; 18.8% who say it is not important are likely to tap on.

Website

- 30.2% of residents (N=103) say they have visited the Fairview website.
 - 7.0% say they do not use a computer.
- 90.3% of users found the information useful.
- 63.3% (N=197) of those who answered (311) and have email addresses say they would like the Town of Fairview to develop an email distribution list.

Property Tax Increase

The distribution of responses on tax increases is shown below. There were several no responses for each item. To simplify the data, no responses were eliminated. The table below lists the items and provides the percentage and number of respondents who agree with each level of tax increase.

	<i>1 cent increase</i>	<i>2 cents increase</i>	<i>3cents increase</i>	<i>No increase</i>
a) Purchasing an additional tract of land for Town development		28.5 (75)	10.3 (27)	61.2 (161)
b) Replace outdated fire equipment	39.2 (118)	25.6 (77)	12.6 (38)	22.6 (68)
c) Have a Town owned single office/meeting facility	29.4 (85)	14.5 (42)	6.2 (18)	49.8 (144)
d) Expand Fairview Park	25.9 (76)	13.6 (40)	6.8 (20)	53.7 (158)
e) Contract with Union County Sheriff's Office for a dedicated Deputy Sheriff for the town			44.0 (117)	56.0 (149)

* Number of respondents is in parentheses

- 77.4% of those who answered are willing to pay at least the 1 cent property tax increase to replace outdated fire equipment.
- Respondents are split nearly 50/50 on willingness to pay the minimum 1 cent increase for a single office/meeting facility.
- 44% would pay the minimum of a 3 cent increase for a designated deputy.
- Only 38.8% are willing to pay the minimum 2 cent increase for the purchase of additional land for development.

Comments

A total of 121 comments/suggestions were offered, more than one by some residents. An attempt was made to classify them into general categories. The following table shows the general topics. The specific comments are in Appendix II.

Comment		Frequency	Percent
	Development	34	28.0
	Taxes-Spending	26	21.5
	Traffic-roads	21	17.4
	Parks, recreation, Town offices	14	11.6
	Water, Sewer, gas	7	5.8
	Crime, crime control, safety	5	4.1
	Internet	4	3.3
	Services	8	6.6
	Thanks	2	1.7
	Total	121	
Missing	System	220	
Total		341	100.0

Fairview 2016 CITIZEN SURVEY

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Introduction

The Town of Fairview has been incorporated for fifteen years. In 2011 the elected officials of the Town contracted to have a survey of community residents to determine their opinions on a variety of issues. It has been five years since that survey was conducted and the Town Council wanted to know what the current feelings and opinions of residents are. The following are the results.

Methodology

The Council wanted the opinions of those who live in the town and vote in Fairview elections.

The Sample Frame depends upon the size of the population and the degree of confidence you want to have in the accuracy of the results. There is a standardized statistical formula for this. Thus, for Fairview, which has 2,195 persons registered to vote, the following number of responses were needed:

To have 99% percent confidence that the results are within $\pm 3\%$ - 1014

To have 99% percent confidence that the results are within $\pm 5\%$ - 511

To have 95% percent confidence that the results are within $\pm 5\%$ - 327

The generally accepted criterion is 95% confidence of findings that are within $\pm 5\%$. To achieve this in mailed surveys the general rule of thumb is that you need to distribute at least 3 times the minimum number needed. Therefore: 1,000 surveys were sent to residents. The return rate determines the actual confidence and accuracy of the results.

A proportionate stratified random sample methodology was used. Sampling is done to reduce the costs of surveying the entire population and randomly drawn samples have been proven accurate, within defined percentage ranges, in determining the actual attitudes and feelings of the population. A proportionate stratified sample is the most accurate method since it gives each registered voter the same probability of being selected, regardless of party, district, gender, race or age. Voter registration lists provide all of this information.

With so many variables it is not possible to select the "perfect" sample but the percentages of the population should be realistically reflected in the sample.

The following table shows the distribution of the election roll information and the characteristics of the sample frame of 1,000:

Table 1 Comparison: Voter List Demographics and Sample Demographics

Characteristic	Voter List %	Sample Frame %
District		
12	57.5	57.6
32	42.5	42.4
Party		
REP	61	61.4
DEM	18	19.2
UNA	21	19.4
Race		
White	99.3	99.5
Other	0.7	0.5
Gender		
Male	48.3	47.6
Female	51.3	52.4
Missing	0.4	
Age		
Under 25	12.7	13
26-35	10	10
36-45	11.5	12
46-55	23.4	23
56-65	19.9	20
Over 65	22.5	22

Surveys were mailed on September 6, 2016 and residents were asked to return them directly to RTS by September 30, 2016. Addressed and stamped return envelopes were provided. A copy of the survey is Appendix I.

All surveys received through October 12 were used. Six surveys arrived after that date but were not included in the analysis.

- 27 surveys were returned to the Town office as not deliverable.
- 341 of the 973 surveys assumed to have been delivered were completed and returned. This is a response rate of 35% - a good rate for mailed surveys.
- **This number of responses gives 95% confidence that the results have a margin of error of $\pm 4.87\%$.**

Findings

Demographics

- Those responding to the survey were disproportionately female and over age 65. Males and voters under age 35 were significantly under-represented and the findings should be considered accordingly. No questions were asked regarding political party, race or voting district.

Table 2 Comparison: Voter List Demographics Sample Demographics and Response Demographics

Characteristic	Voter List %	Sample Frame %	Response Percent
Gender			
Male	48.3	47.6	41.9
Female	51.3	52.4	57.2
Missing	0.4		0.9
Age			
Under 25	12.7	13	3.5
26-35	10	10	3.5
36-45	11.5	12	9.4
46-55	23.4	23	25.5
56-65	19.9	20	25.6
Over 65	22.5	22	32.0
No Response			0.3

- 33.7% say they are retired.
- 65.2% of those who answered (valid percent column) have lived in Fairview more than 15 years.

Table 3 Length of Respondent Residence in Fairview

		Frequency	Percent	Valid Percent
Valid	Less than 1 year	2	.6	.6
	1-5 years	38	11.1	11.3
	6-10 years	29	8.5	8.6
	11-15 years	48	14.1	14.3
	More than 15 years	219	64.2	65.2
	Total	336	98.5	100.0
Missing	System	5	1.5	
Total		341	100.0	

Reasons for Living in Fairview

- The primary reason residents say they have chosen to live in Fairview is the country lifestyle, 65.1% (73.3% in 2011).
 - The second primary reason is low taxes, 42.8% (43.7% in 2011).
 - The availability of large lots and low crime are tied for the third reason (42.8%).
 - Family and friends living nearby (40.5%) was second in 2011 but is the sixth reason this year.

Table 4 Reasons residents live in Fairview

2016	Reason	2011
65.1%	country lifestyle	73.3%
42.8%	low taxes	43.7%
42.1%	availability of large lots	38.3%
42.1%	low crime	41.4%
41.9%	small town lifestyle	35.6%
40.5%	family and friends nearby	45.8%
34.3%	schools	39.5%
26.7%	proximity to Charlotte	32.0%
26.7%	lived here all my life	27.0%
17.6%	convenient to work	19.0%
15.8%	affordable housing	16.6%
10.3%	retirement	13.4%
1.8%	for employment opportunities	1.3%

Table 5 Other reasons for living in Fairview

Agrarian economy/ country/farm and horses (8)
Marriage (3)
had to move/relocate (2)
Friendly people
Good places for road bikes
Parents live here
Privacy
Raised family here
Taxes were low, but not now
Unincorporated area

Concerns about the quality of Life

- 95.7% of residents are either very concerned (72.4%) or somewhat concerned (23.3%) about maintaining a low tax rate. This is the same total as in 2011.
- 92.5% of residents are either very concerned (66.8%) or somewhat concerned (25.7%) about preserving Fairview’s rural/small town atmosphere. Total in 2011 was 92.8% but with more people very concerned in 2011 (71.9%).
- The fewest number of residents are either very concerned (17.6%) or somewhat concerned (33.9%) about the increased shopping options. 48.5% are not concerned.

Table 6 Community Concerns, 2016 & (2011) in percent

	Very concerned	Somewhat concerned	Not concerned
Maintaining a low tax rate	72.4 (73.9)	23.3 (21.8)	4.3 (4.3)
Preserving rural/small town atmosphere	66.8 (71.9)	25.7 (20.9)	7.5 (7.2)
Tax increases	64.2 (65.6)	29.9 (28.4)	5.9 (6.0)
Water quality	54.9	26.7	18.4
Rapid growth	48.1 (51.3)	31.0 (29.5)	20.9 (19.2)
Town spending	40.4 (40.0)	44.6 (44.1)	15.0 (15.1)
Crime	37.5 (38.1)	40.8 (38.6)	21.7 (23.3)
Increased shopping options	17.6 (24.2)	33.9 (28.6)	48.5(47.2)

2011 percentages in parentheses; Water quality was not asked in 2011

There are three topics where there is a statistically significant difference between residents: water quality, crime, and increased shopping options

Each concern was crosstabulated with length of residence, gender, age and whether the respondent was retired or not to see if there were any significant¹ differences. Because of the small number of residents living in Fairview less than a year those persons were included, for analysis, with those in residence less than five years. Likewise, because of the small number of respondents under 25 they were included with those 26 to 35 in a new category of persons “under 35.”

¹ A statistic, Chi-square (χ^2), is used to determine if a particular relationship is statistically significant. This statistic controls for the different category sizes, such as having more women than men or if there are more older residents than younger ones, as in these data. If a relationship is considered significant it means that the finding would only be found by chance less than, for example, five times every 100 times the survey would be given ($p < .05$) or only 3 times every 100 surveys ($p < .03$) only 1 time every 100 surveys ($p < .01$) or one time in every thousand surveys ($p < .001$) etc. These are the criteria used in scientific research.

Water Quality

- Female respondents are more concerned than male residents about water quality ($p < .05$).

Table 7 Concern about Water Quality and Gender

Concern about water quality		Gender		Total
		Male	Female	
Very Concerned	Count	72	105	177
	% within Gender	52.6%	56.5%	54.8%
Somewhat Concerned	Count	32	55	87
	% within Gender	23.4%	29.6%	26.9%
Not Concerned	Count	33	26	59
	% within Gender	24.1%	14.0%	18.3%
Total	Count	137	186	323
	% within Gender	100.0%	100.0%	100.0%

Crime

- Older residents are more concerned than younger residents about crime ($p < .016$). It is not significant between those who are retired and those who are not.

Table 8 Concern about crime and age

Concern about crime		Age					Total
		Under 35	36-45	46-55	56-65	Over65	
Very Concerned	Count	4	8	28	42	42	124
	% within Age	16.7%	25.8%	32.6%	48.8%	40.8%	37.6%
Somewhat Concerned	Count	10	12	40	28	44	134
	% within Age	41.7%	38.7%	46.5%	32.6%	42.7%	40.6%
Not Concerned	Count	10	11	18	16	17	72
	% within Age	41.7%	35.5%	20.9%	18.6%	16.5%	21.8%
Total	Count	24	31	86	86	103	330
	% within Age	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Increased Shopping Options

- Younger residents (under 35) are statistically significantly more concerned than older residents about increased shopping options ($p < .01$).

Table 9 Concern about Increased Shopping Options and Age

Concern about Increased shopping options		Age					Total
		Under 35	36-45	46-55	56-65	Over65	
Very Concerned	Count	11	7	10	14	13	55
	% within Age	47.8%	21.9%	11.6%	17.7%	14.1%	17.6%
Somewhat Concerned	Count	3	12	28	27	35	105
	% within Age	13.0%	37.5%	32.6%	34.2%	38.0%	33.7%
Not Concerned	Count	9	13	48	38	44	152
	% within Age	39.1%	40.6%	55.8%	48.1%	47.8%	48.7%
Total	Count	23	32	86	79	92	312
	% within Age	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Feeling Safe

- 98.2% of those who answered feel either “Somewhat Safe” (28.9%) or “Very Safe” (69.3%) in Fairview. 97.7% felt this way in 2011.
 - There are no differences by demographics.

Table 10 How safe do you feel in Fairview?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Safe	233	68.3	69.3	69.3
	Somewhat Safe	97	28.4	28.9	98.2
	Somewhat Unsafe	4	1.2	1.2	99.4
	Very Unsafe	2	.6	.6	100.0
	Total	336	98.5	100.0	
Missing	System	5	1.5		
Total		341	100.0		

Recruitment of Businesses

- 53.4% of respondents want Fairview to recruit a major grocery chain while only 19% want industry recruited.
 - 49.0% wanted a major grocery chain in 2011.
 - 43.1% wanted a pharmacy chain in 2011.

Table 11 What Fairview Should Recruit

Fairview should recruit:	YES	NO	Not Sure/ No Response
Major grocery chain	53.4	34.9	11.7
A pharmacy Chain	42.2	40.8	17.0
Fast Food Restaurant	40.2	43.7	16.1
Development of an Assisted Living Facility	36.7	31.7	31.6
Development of a Retirement Community	34.6	32.3	33.1
Industry	19.6	54.9	25.5

- 91 or 26.7% of respondents wrote-in suggestions for additional retail or other services. Of those writing-in, 15.4% wrote “None.” Table 12 below gives a rank-ordering of what was suggested.

Table 12 Write-in Responses to What to Recruit to Fairview

What to recruit		Frequency	Valid Percent
	Full Service Restaurants	15	16.5
	None	14	15.4
	Post Office, Bank, UPS, FedEx	9	9.9
	Hardware, Home Depot, Lowes, Automotive	8	8.8
	Small shops, Town Center, Cafe	8	8.8
	Water, Sewer, trash-garbage pickup	8	8.8
	Fast Food	6	6.6
	Mall, Shopping Center, Big Box	6	6.6
	Medical Center	5	5.5
	Park-Recreation Facilities	5	5.5
	Internet	4	4.4
	Grocery-Pharmacy	3	3.3
	Total	91	100.0
Missing	System	250	
Total		341	

Opinions on Issues and Development

Residents were asked if they would support more housing/commercial development to increase access to water/sewer. 44.9% said no while 32.0% said yes and 23.2% were not sure or did not answer.

Table 13 Support for Housing/Commercial Development to Increase Access to Water/Sewer

Support for housing/commercial development	Frequency	Percent
Yes	109	32.0
No	153	44.9
Not Sure/No Response	79	23.2*
Total	341	100.0

- Computer rounding error

**Considering only those who expressed an opinion on the question about housing/commercial development to increase access to water/sewer:
58.4% oppose
41.6% favor**

The following are the responses to a series of questions regarding development.

Table 14 Opinions on development

	<i>Strongly agree</i>	<i>Agree</i>	<i>Disagree</i>	<i>Strongly Disagree</i>	<i>No Response</i>
a) Most residential development should be designated for lots one acre or <i>larger</i>	59.2	30.2	3.9	2.9	3.8
b) Some areas of Fairview should be designated for lots <i>smaller than one acre</i>	4.7	21.7	34.9	33.1	5.6
c) Clustering of homes, without increasing overall density, should be permitted	2.9	20.0	39.0	30.2	7.9
d) A compact traditional town center with small shops should be developed	15.2	35.5	24.9	18.8	5.6
e) Fairview should encourage continued agricultural activities	55.1	38.4	2.1	1.2	3.2
f) The Town should consider buying the old Fairview Elementary School property and buildings	13.5	40.7	22.3	10.0	13.5
g) The Town should own a combined Town Office/Meeting Room facility	14.4	47.7	18.5	9.1	10.3
h) Replace outdated fire trucks	26.7	53.1	9.4	3.8	7.0
i) Contract with Union County Sheriff's Office for a dedicated Deputy Sheriff for the town	27.3	39.6	20.2	7.6	5.3

For further clarification the data were analyzed by considering only those who responded and then combining those who answered strongly agree and agree into "Agree" and those who disagreed and strongly disagreed into "Disagree."

- **96.7% of those who answered believe that Fairview should encourage continued agricultural activities**
- **93.0% of those who answered believe most residential development should be designated for lots one acre or *larger***

The following table shows the rank-order of agreement to the statements.

Table 15 Rank Order of Agreement with Different Issues and on Development

<i>Statement on Issues/ Development</i>	<i>Agree</i>	<i>Disagree</i>
Fairview should encourage continued agricultural activities	96.7	3.3
Most residential development should be designated for lots one acre or larger	93.0	7.0
Replace outdated fire trucks	85.8	14.2
Contract with Union County Sheriff's Office for a dedicated Deputy Sheriff for the town	70.6	29.4
The Town should own a combined Town Office/Meeting Room facility	69.3	30.7
The Town should consider buying the old Fairview Elementary School property and buildings	62.7	37.3
A compact traditional town center with small shops should be developed	53.7	46.3
Some areas of Fairview should be designated for lots smaller than one acre	28.0	72.0
Clustering of homes, without increasing overall density, should be permitted	24.8	75.2

Support Differences

Only one statement showed any significant difference between residents: Town Center development.

Development of a Town Center

- There was a significant difference of opinion on whether a compact, traditional town center should be developed: Those ages 26-30 are significantly opposed while those over 65 are more supportive (p<.045).

Table 16 Support for the Statement that a Traditional Town Center be Developed by Age

A compact traditional town center with small shops should be developed		Age					Total
		Under 35	36-45	46-55	56-65	Over65	
Agree	Count	13	10	48	40	62	173
	% within Age	54.2%	31.2%	57.8%	49.4%	60.8%	53.7%
Disagree	Count	11	22	35	41	40	149
	% within Age	45.8%	68.8%	42.2%	50.6%	39.2%	46.3%
Total	Count	24	32	83	81	102	322
	% within Age	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Garbage/Recycling

- Of those who answered the question (valid percent), 32% use the Piedmont Garbage/Recycling facility.

- Of those who answered, 56% have private garbage collection.

Table 17 Use of Piedmont Garbage/Recycling Facility

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	108	31.7	32.0	32.0
	No	229	67.2	68.0	100.0
	Total	337	98.8	100.0	
Missing	System	4	1.2		
Total		341	100.0		

Table 18 Private Garbage Collection

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	187	54.8	56.0	56.0
	No	147	43.1	44.0	100.0
	Total	334	97.9	100.0	
Missing	System	7	2.1		
Total		341	100.0		

- Of those who have private collection, 9.7% also use the Piedmont facility.

Water

Importance

- 74.0% of those responding say the availability of county water is somewhat important (20.3%) or very important (53.7%). Three of the six missing indicated that they already have it².

Table 19 Importance of the Availability of County Water

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Important	180	52.8	53.7	53.7
	Somewhat Important	68	19.9	20.3	74.0
	Somewhat Unimportant	37	10.9	11.0	85.1
	Not at all Important	50	14.7	14.9	100.0
	Total	335	98.2	100.0	
Missing	System	6	1.8		
Total		341	100.0		

² The survey did not include the option of "Already Have" for the water/sewer questions, 10-13. It is not clear how many of those who did not answer might also already have the service. For clarity, and to attempt to include only those without the service, percentages were calculated excluding the missing and already have responses.

- 58.8% of those answering say the availability of county sewer is somewhat important (26.8%) or very important (32.1%).

Table 20 Importance of The Availability of County Sewer

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Important	109	32.0	32.1	32.1
	Somewhat Important	91	26.7	26.8	58.8
	Somewhat Unimportant	47	13.8	13.8	72.6
	Not at all Important	93	27.3	27.4	100.0
	Total	340	99.7	100.0	
Missing	System	1	.3		
Total		341	100.0		

Tapping on

- 71.4% of those who responded say it is either somewhat likely (17.8%) or very likely (53.5%) that they would tap on to water service if it were available. 21 (6.1%) of the total indicated they already had water service; they were included in the missing category.

Table 21 Likelihood of Tapping on to Water Service if Available

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Likely	159	46.6	53.5	53.5
	Somewhat Likely	53	15.5	17.8	71.4
	Somewhat Unlikely	40	11.7	13.5	84.8
	Definitely Not	45	13.2	15.2	100.0
	Total	297	87.1	100.0	
Missing	System	44	12.9		
Total		341	100.0		

- 91.5% of those *who say that the availability of county water is important* say that they are likely to tap on.
 - 21.4% of those who say it is not important say they are likely to tap on.

Table 22 Importance of County Water and Likelihood of Tapping on

Likelihood of Tapping on		Importance of County Water		Total
		Important	Not Important	
Likely	Count	193	18	211
	% within Importance of County Water	91.5%	21.4%	71.5%
Unlikely or not at all	Count	18	66	84
	% within Importance of County Water	8.5%	78.6%	28.5%
Total	Count	211	84	295
	% within Importance of County Water	100.0%	100.0%	100.0%

- 58.3% of those who answered are somewhat (24.0%) or very likely (34.3%) to tap on to sewer service if it were available. Five of the 20 considered missing indicated they already have service.

Table 23 Likelihood of Tapping on to Sewer Service if Available

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Likely	110	32.3	34.3	34.3
	Somewhat Likely	77	22.6	24.0	58.3
	Somewhat Unlikely	60	17.6	18.7	76.9
	Definitely Not	74	21.7	23.1	100.0
	Total	321	94.1	100.0	
Missing	System	20	5.9		
Total		341	100.0		

- 88.5% who feel county sewer is important are likely to tap on; 18.8% who say it is not important are likely to tap on.

Table 24 Importance of County Sewer and Likelihood of Tapping on

Likelihood of tapping on to sewer		Importance of County Sewer		Total
		Important	Not Important	
Likely	Count	161	26	187
	% within Importance of County Sewer	88.5%	18.8%	58.4%
Unlikely or not at all	Count	21	112	133
	% within Importance of County Sewer	11.5%	81.2%	41.6%
Total	Count	182	138	320
	% within Importance of County Sewer	100.0%	100.0%	100.0%

Website

- 30.2% of residents (N=103) say they have visited the Fairview website.
 - 7.0% say they do not use a computer.

Table 25 Visiting Fairview's Website

	Frequency	Percent
No Response	2	.6
Yes	103	30.2
No	212	62.2
Do not use computer	24	7.0
Total	341	100.0

- 90.3% of users found the information useful.

The following are suggestions for things users would like to see on the site:

Table 26 Suggestions for Information on the Website

Suggestions
budget, expenses – year to date monthly expenses and accountability
community activities
future plans
more info on town council meetings and awareness of future plans
pictures of town park development park future plans
preserve environment conserve energy, how to get a paved road
unsanitized news about the town
website and Facebook page should be updated with all things that effect town-good and bad

- 63.3% (N=197) of those who answered (311) and have email addresses say they would like the Town of Fairview to develop an email distribution list.

Table 27 Interest in Fairview Developing an Email Distribution List

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	197	57.8	63.3	63.3
No	114	33.4	36.7	100.0
Total	311	91.2	100.0	
Missing System	30	8.8		
Total	341	100.0		

Property Tax Increase

The distribution of responses on tax increases is shown in Table 28. There were a number of no responses for each item.

Table 28 Amount of Acceptable Property Tax Increase for Various Expenditures-Percent of Total Sample

	1 cent increase	2 cents increase	3cents increase	No increase	No Response
a) Purchasing an additional tract of land for Town development (This decision would require more than a 1 cent increase)		22.0	7.9	47.2	22.9
b) Replace outdated fire equipment	34.6	22.6	11.1	19.9	11.8
c) Have a Town owned single office/meeting facility	25.0	12.3	5.3	42.2	15.2
d) Expand Fairview Park	22.3	11.7	5.9	46.3	13.8
e) Contract with Union County Sheriff's Office for a dedicated Deputy Sheriff for the town (This decision would require at least a 3 cent increase)			34.3	43.7	22.0

To simplify the data, no responses were eliminated. Table 29 lists the items and provides the percentage and number of respondents who agree with each level of tax increase.

Table 29 Amount of Acceptable Property Tax Increase for Various Expenditures-Percent of Those Who Answered

	<i>1 cent increase</i>	<i>2 cents increase</i>	<i>3cents increase</i>	<i>No increase</i>
a) Purchasing an additional tract of land for Town development		28.5 (75)	10.3 (27)	61.2 (161)
b) Replace outdated fire equipment	39.2 (118)	25.6 (77)	12.6 (38)	22.6 (68)
c) Have a Town owned single office/meeting facility	29.4 (85)	14.5 (42)	6.2 (18)	49.8 (144)
d) Expand Fairview Park	25.9 (76)	13.6 (40)	6.8 (20)	53.7 (158)
e) Contract with Union County Sheriff's Office for a dedicated Deputy Sheriff for the town			44.0 (117)	56.0 (149)

* Number of respondents is in parentheses

Each item had a minimum required increase, e.g. 1 cent for replacing fire equipment, Town-owned office/meeting facility, and expansion of the park. There was a 2 cent minimum set for land purchase and 3 cent minimum for contracting for a designated deputy. It can be assumed that those who would pay more would also be willing to pay the minimum. Table 30 shows the percent who are willing to pay at least the minimum requested increase and those who are not.

Table 30 Percent of Residents Willing to Pay the Minimum Required Tax Increase for Various Expenditures

Expense	<i>Would pay Minimum increase</i>	<i>No increase</i>
Replace outdated fire equipment	77.4 (233)	22.6 (68)
Have a Town owned single office/meeting facility	50.2 (145)	49.8 (144)
Expand Fairview Park	46.3 (136)	53.7 (158)
Contract with Union County Sheriff's Office for a dedicated Deputy Sheriff for the town	44.0 (117)	56.0 (149)
Purchasing an additional tract of land for Town development	38.8 (102)	61.2 (161)

- 77.4% of those who answered are willing to pay at least the 1 cent property tax increase to replace outdated fire equipment.
- Respondents are split nearly 50/50 on willingness to pay the 1 cent increase for a single office/meeting facility.

- 44% would pay the minimum of a 3 cent increase for a designated deputy.
- Only 38.8% are willing to pay the minimum 2 cent increase for the purchase of additional land for development.

Who's in Favor, Who's Not

The data were analyzed to see if there was any pattern to who supported at least the suggested minimum increase and those who said they did not want an increase. Those who did not answer were not included.

- The only statistically significant difference is for support to increase taxes for a designated deputy. Women were more likely than men to support the increase for a deputy ($p < .036$).

Table 31 Support for Minimum 3 cent increase for Designated Deputy

Designated Deputy		Gender		Total
		Male	Female	
Support Minimum Increase	Count	45	72	117
	% within Gender	37.8%	49.7%	44.3%
No Increase	Count	74	73	147
	% within Gender	62.2%	50.3%	55.7%
Total	Count	119	145	264
	% within Gender	100.0%	100.0%	100.0%

Comments

A total of 121 comments/suggestions were offered, more than one by some residents. An attempt was made to classify them into general categories. Table 32 shows the general topics. The specific comments are in Appendix II.

Table 32 General Categories of Comments

Comment		Frequency	Percent
	Development	34	28.0
	Taxes-Spending	26	21.5
	Traffic-roads	21	17.4
	Parks, recreation, Town offices	14	11.6
	Water, Sewer, gas	7	5.8
	Crime, crime control, safety	5	4.1
	Internet	4	3.3
	Services	8	6.6
	Thanks	2	1.7
	Total	121	
Missing	System	220	
Total		341	100.0



7400 Concord Highway
Monroe, NC 28110

Appendix I: Survey

September 6, 2016

Dear Fairview Residents:

The Town of Fairview has now been incorporated for almost fifteen years. Fairview is very different now than it was then. While we are still rural and agricultural in many ways, Fairview is changing. Our effort to incorporate and become a town was to better guide future development in a direction that the town's residents want, and we, the Fairview Town Council, want as much guidance as possible from you, the people who call Fairview home.

Enclosed is a questionnaire which, like the major national surveys, is being sent out randomly to residents in the Town of Fairview. Because you are part of a "representative sample" of residents, your views and opinions are especially important.

Please take the time to complete this short survey. You do not have to identify yourself unless you choose to do so. The survey questionnaire is to be returned directly to Research and Training Specialists, Inc. A postage paid envelope is provided for your use. They will tabulate and analyze the questionnaires and report the findings to us to aid our town in our planning activities.

Too often, town planning is undertaken by "experts" who do not necessarily make the effort to find out what the people who live in the town want. It's been five years since we conducted our last survey, which was very helpful, but times change and we want to move forward with plans that truly reflect the current wishes of our community.

PLEASE DO NOT THROW THIS SURVEY AWAY. YOUR OPINION IS TOO VALUABLE TO US TO WASTE.

Please reply by September 30, 2016 and thank you for your participation.

Sincerely yours,

Phillip Thomas, Mayor

Council Members: Jerry Clontz, Bradley Purser, John Biggers, Gary Wilfong

www.Fairviewnc.gov

2016

TOWN OF FAIRVIEW CITIZEN SURVEY

The Town of Fairview is conducting this survey because we value your opinions and ideas.

You have been selected at random; not every household will get a survey. This means that your opinions are especially important to help guide the Town in making decisions. Please take the time to answer these few questions. Your answers are anonymous. Please do not put your name on this instrument.

1. How long have you been a resident of Fairview?

₁ Less than a year ₂ 1-5 years ₃ 6-10 years ₄ 11- 15 years ₅ more than 15 years

2. Of the following, what are the reasons you chose to live in the Fairview area? [Mark all that apply]

- _a lived here all my life _b family and friends nearby _c for employment opportunities
- _d small town lifestyle _e proximity to Charlotte _f retirement
- _g low taxes _h affordable housing _i low crime
- _j convenient to work _k availability of large lots _l schools
- _m country lifestyle _n Other _____

3. How concerned are you about the following as they relate to the future quality of life in The Town of Fairview over the next ten years?

	Very concerned ₁	Somewhat concerned ₂	Not concerned ₃
a. Crime			
b. Increased shopping options			
c. Maintaining a low tax rate			
d. Preserving rural/small town atmosphere			
e. Rapid growth			
f. Tax increases			
g. Town spending			
h. Water quality			

4. How safe do you feel living in Fairview?

₁ Very Safe ₂ Somewhat safe ₃ Somewhat unsafe ₄ Very unsafe

5. Would you support the recruitment to Fairview of:

- a. Major grocery chain ₁ Yes ₂ No ₃ Not sure
- b. A pharmacy Chain ₁ Yes ₂ No ₃ Not sure
- c. Development of a Retirement Community ₁ Yes ₂ No ₃ Not sure
- d. Development of an Assisted Living Facility ₁ Yes ₂ No ₃ Not sure
- e. Industry ₁ Yes ₂ No ₃ Not sure
- f. Fast food restaurant ₁ Yes ₂ No ₃ Not sure

5a. What additional retail or other services would you like to have in Fairview?

6. Would you support more housing/commercial development to increase access to water/sewer? (Note: water and sewer customers, not tax payers, would pay for this).

₁ Yes ₂ No ₃ Not sure

7. Please indicate whether or not you agree with each of the following statements:

	<i>Strongly agree₁</i>	<i>Agree₂</i>	<i>Disagree₃</i>	<i>Strongly Disagree₄</i>
a) Most residential development should be designated for lots one acre or <i>larger</i>				
b) Some areas of Fairview should be designated for lots <i>smaller than one acre</i>				
c) Clustering of homes, without increasing overall density, should be permitted				
d) A compact traditional town center with small shops should be developed				
e) Fairview should encourage continued agricultural activities				
f) The Town should consider buying the old Fairview Elementary School property and buildings				
g) The Town should own a combined Town Office/Meeting Room facility				
h) Replace outdated fire trucks				
i) Contract with Union County Sheriff's Office for a dedicated Deputy Sheriff for the town				

8. Do you use the Piedmont Garbage/Recycling facility? ₁ Yes ₂ No

9. Do you privately contract for your garbage collection? ₁ Yes ₂ No

10. How important to you is the availability of County water?
 ₁ Very Important ₂ Somewhat important ₃ Somewhat unimportant ₄ Not at all important

11. How important to you is the availability of County sewer?
 ₁ Very Important ₂ Somewhat important ₃ Somewhat unimportant ₄ Not at all important

12. If water service were available in your location how likely would you be to tap on?
 ₁ Very likely ₂ Somewhat likely ₃ Somewhat unlikely ₄ Definitely not ₅ Already on

13. If sewer service were available in your location how likely would you be to tap on?
 ₁ Very likely ₂ Somewhat likely ₃ Somewhat unlikely ₄ Definitely not

14. Fairview has a website, www.Fairviewnc.gov, where there is general information on Town Council meetings, agendas, permits, an events calendar, a blog by the Mayor, Town history, Town Facebook page and other information. Have you visited the site?

₁ Yes ₂ No ₃ Don't use the computer

14a. IF you've visited www.Fairviewnc.gov did you find the information there useful?

₁ Yes ₂ No ₃ Not Applicable

14b. Please let us know if there is anything you would like to see on the site that is not currently there.

15. IF you have an email address, would you like the Town to develop an email distribution list to send you important notices and communications? ₁ Yes ₂ No

The Town of Fairview currently provides three services: (1) Planning and Zoning (2) Recreation areas and (3) Fire Protection through supplemental funding to Fairview Fire and Rescue. Law enforcement protection is currently being provided by Union County Sheriff's office.

The following chart is offered to help you make an informed decision regarding the next set of questions.

The current tax rate is 2 cents for each \$100 of property value. The chart shows what the actual tax payments would be at different rates. An increase for each 1 cent in tax rate would add the following amount to your tax bill.

	AMOUNT OF YEARLY FAIRVIEW PROPERTY TAXES PAID AT FOLLOWING TAX RATES			
	Current	1 cent increase	2 cent increase	3 cent increase
Tax rate:	2 CENTS	3 CENTS	4 CENTS	5 CENTS
PROPERTY VALUE				
\$50,000	\$10.00	\$15.00	\$20.00	\$25.00
\$100,000	\$20.00	\$30.00	\$40.00	\$50.00
\$150,000	\$30.00	\$45.00	\$60.00	\$75.00
\$200,000	\$40.00	\$60.00	\$80.00	\$100.00
\$250,000	\$50.00	\$75.00	\$100.00	\$125.00

16. Given the formula above and knowing your own valuation, how much would you be willing to pay in a possible tax increase for each of the following services?

	1 cent ¹ increase	2 cents ₂ increase	3cents ₃ increase	No increase ₄
b) Purchasing an additional tract of land for Town development (This decision would require more than a 1 cent increase)				
b) Replace outdated fire equipment				
c) Have a Town owned single office/meeting facility				
d) Expand Fairview Park				
e) Contract with Union County Sheriff's Office for a dedicated Deputy Sheriff for the town (This decision would require at least a 3 cent increase)				

The following is for demographic and statistical purposes. The information helps us better understand how different segments of our community feel.

17. What is your gender? ₁ Male ₂ Female

18. What is your age group?

₁ Under 25 ₂ 26-35 ₃ 36-45 ₄ 46-55 ₅ 56-65 ₆ Over 65

19. Are you retired? ₁ Yes ₂ No

20. Please provide us with any comments/suggestions you would like the Town Council to consider:

The Town Council of Fairview appreciates your time and effort in answering this survey!

Please return this survey in the postage-paid envelope to Research & Training Specialists, Inc. 1424 Chadmore Lane NW, Concord, NC 28027. Any questions about the survey can be directed to rtsfriday@vnet.net.

Appendix II: Comments

Development
current minimum subdivision acreage too restrictive
don't seek out development. If it comes, so be it
don't mind some growth, but would like to see money spent wisely not on silly stuff, like new fountain (Mint Hill)
Fairview is a good small town. Please don't change it
Fairview is a hidden gem. Keep conservative. Avoid cheaply built subdivisions. Maybe outlaw trailers.
I want to be away from developments.
if Fairview doesn't grow it will be left behind in technology areas
keep country setting
keep county atmosphere.
keep Fairview beautiful country living area--don't need shopping, subdivisions in our backyard
keep Fairview rural
keep Fairview rural with country style living (no more than 1 house per acre). retirement community
keep Fairview rural. Let the big city ugliness stay in the big city.
keep Fairview rural. Plenty of resources within a short drive
keep Fairview small town rural.
keep govt small/no development, no retail, no parks, no bldgs for govt
keep it a quiet bedroom community
keep things like they are--it is why we moved here.
land purchase for future growth
maintain rural community.
more employment
moved here to get away from small lots. Prefer to keep Fairview with large lots
Need more creativity and use of present resources. Programming needs to be more than baseball diamond and a Big Box store!
no more housing developments
no park-- most people who live in this area have enough property they don't need a park.
Please do not allow additional housing developments. Please!!
please don't spoil our rural lifestyle!
please keep rural small town atmosphere, but add sewer, water, & internet.
slow down growth
some limited development with small town center. Sewer. Limited housing
stay small and rural
We like the country lifestyle & do not want to change things.
would like a few businesses with town center but continue country feel
would like small traditional town center-not strip mall.

Taxes/Spending
adding more shopping centers will increase taxes and do away with life I wanted
Already pay enough taxes with County and Fairview
build commercial base to increase tax revenue
can't afford increase in expenses
decrease school tax for retired people
elderly citizens simply cannot afford any tax increases.
increased taxes not only way to make improvements. Decrease spending or better manage budget.
no more taxes.
no need for increased spending by town
no need to raise taxes. Keep it rural.
No new taxes unless for garbage p/u
no new taxes. Keep rural atmosphere.
no tax increase
no tax increase except fire dept. I liked town the way it was 30 years ago.
purchasing Old Fairview elementary was a good idea, but significant remodel costs make that cost prohibitive now.
school tax is crazy. No children lower my taxes.
school tax is way too high.
spending money on shopping centers, office bldgs not needed due to proximity of Monroe, Mint Hill, Locust.
taxes are too high.
taxes have gone up too much for rural properties since we moved here. No more increases
taxes too high already
town council does not spend money wisely. council has not been honest in past. Very arrogant.
What are funds from fire tax supposed to pay for? Did town not just buy new truck?
when you pave our street, we can talk tax increase (running cedar lane)
wish town would be fiscally conservative. No tax increase.
would like to see something from taxes we pay now.

Traffic, Roads
4 lane hwy 218
Ban engine brake use in town limits
control spending. No new taxes-we pay enough now.
enforce speed limits on Brief Rd. Also, too many large trucks
fix bad roads
Get state to make hwy 218 a no trucks allowed highway.
goose creek behind country hills needs to be cleaned of a massive dam blocking the creek. Causes flooding
hwy 218 & Sikes Mill needs a turn lane at city limit
improve road/traffic conditions.
keep up the intersection of 601 & 28. Looks like crap all the time
make speed limit 45 mph. Can't get out of my driveway
need to contract with one trash service at good service. Numerous trash trucks are breaking up roads
new retail should be part of a larger plan of controlled growth
nice attractive sign on 601
noise restrictions on dirt bikes, motorcycles, 4 wheelers
reduce traffic on hwy 218
road maintenance Barrier Farms rd. at least address the potholes by hwy 601 and Barrier.
sidewalk and paved st. (running cedar lane)
speed limit 45 mph in town limits
street improvement in Tallwood
traffic much worse now than when we moved here from Indian Trail. Getting too crowded.

Parks, recreation
buy property for town to expand beside park for all offices/services
do away with beer sales. Stop the park. Both will cause trouble in the future.
Park isn't completed yet-why option to expand?
basketball court in park--none in area now
please allow further funding of park. Will be great asset to town
should use old elementary school for town office/meeting rooms
don't need a park when Fairview elementary school playground is open to the public.
money squandered on stupid park. Only people benefiting from park are Haiglers. They pushed that purchase for their own gain.
can't wait for the park to be built!
no expanding park. keep taxes low. We may regret park, costly to maintain. May be liability.
no park. we did not want it anyway.
in 16d you state expand Fairview park--What Park?
remodel old Fairview school into town hall.

Disappointed that recreation areas have been priority. Is there not more to a "town" than sports?

town ancestors built old Fairview school property. Should belong to Fairview.

Water, Sewer, gas

arsenic contamination of well water. Unable to drink

county sewer & natural gas lines are most needed out here.

county water. Wells around here are full of arsenic and other contaminants and people are not aware.

make water available to smaller tracts of land at reasonable cost.

natural gas

we need clean water

we need clean water. Our wells we terrible. Water should be #1 concern in this town.

Crime, crime control, safety

We moved from Charlotte to leave crime. New developments will bring crime.

Fairview fire and rescue site with continuing education class schedule and place to sign up. First aid, cpr, etc.

better policing on Howey Bottoms/West Duncan to stop dumping garbage, tires, dead cows, etc.

be more prepared to take care of drug use and trafficking in area. E-mail tips on preventing burglary, awareness.

Concerned about crime-we were robbed

Internet

Improve internet service.

bring in fiber optics

would like to have Time Warner for better internet service

need high speed internet to work at home

high speed internet, cable TV

Services

substation for fire dept. Replace old fire dept.

fire dept is on low end of scale. How can we improve that?

fire dept slow in answering calls

fire dept should be upgraded. Should be done before any more funds spent on park.

need new fire station and deputy for town

we should verify demand before increasing park space, adding fire equip, adding dedicated deputy sheriff.

new fire dept--current one is outdated and unattractive to the town.

replace fire trucks if needed

Thanks

Thanks!

Thank you for giving Fairview residents this chance to let you know what we think.
--

Other

disband Fairview!! Too many municipalities in Union County
--

zoning dept doesn't enforce anything. No protection for property owners!
--

stay out of property owner's business

less govt is better
