

Charleston County Greenbelt Program

Results of Citizen Survey



Presentation to GAB
November 28, 2017



Summary of Greenbelt Survey

- Who participated in the Survey
- Which Greenbelt Landscapes are most important?
- How do you use greenspace?
- What are the most critical areas of need?
- What types of greenspace do you use most frequently?
- Where should the County direct its funding?

Charleston County Greenbelt Program

How was the survey publicized?



➤ Direct Contact

- Direct email to Greenbelt contacts to announce survey and remind them prior to closing survey – 94 contacts
- Direct email to planning and zoning department contacts – 772 contacts
- Posted to Charleston County employee weekly newsletter – 2000 employee contacts
- **Totals: 2,864 contacts**

➤ **Media Outreach and Publication**

- Charleston Post and Courier article on October 18, 2017 (the survey was closed on November 10, 2017)
- Posted to Charleston County Greenbelt Program web site
- Social Media:
 - City County Management Association posted on October 20, 2017
 - Facebook: October 16, 28 and November 7
 - Twitter: October 17, November 2, 7, 8 and 10

▀ Social Media Specifics

- **Facebook:**

- October 16: Reach 4,434; Shares 36, Likes 12
- October 28: Reach 1,178; Shares 1, Likes 3
- November 7: Reach 6,888, Shares 0, Likes 3
- Facebook Reach defined as within their News Feed

- **Twitter:**

- October 17: North Charleston Government has 20,000 followers) tweeted the survey which was retweeted. 4 other retweets and 5 likes
- November 2: Retweets 5; Likes 2
- November 7: IOP Government tweeted the survey, County retweeted with link, 5 retweets, 2 likes
- November 8: No retweets or likes
- November 10; retweets 5, likes 2

➤ November 2nd Public Workshop

- Computer and paper surveys were made available
- Published two announcements in Post and Courier
- Direct email to 94 Greenbelt contacts



Charleston County Greenbelt Program

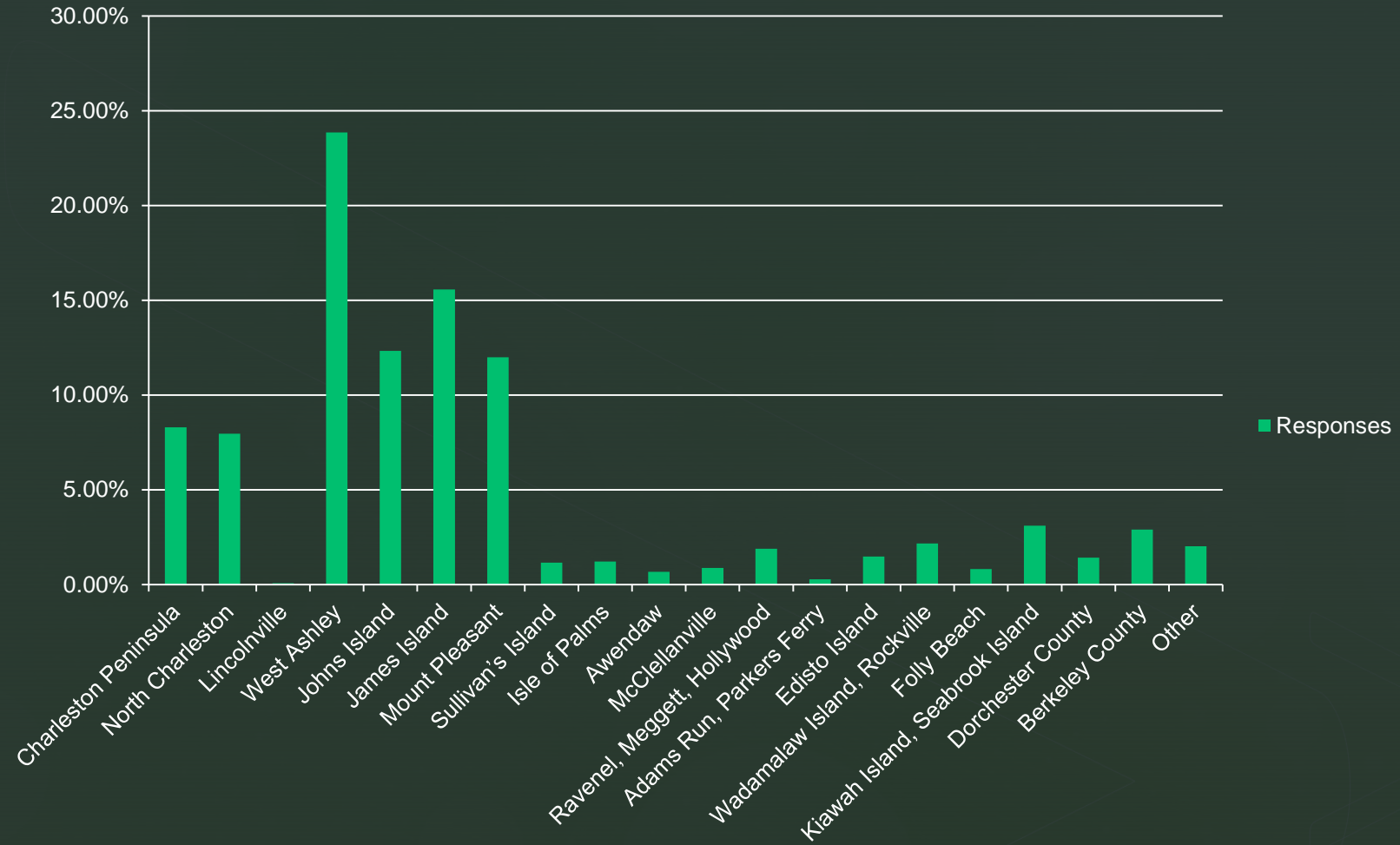
Who Participated in the Survey?



1,487 Charleston County residents participated in the survey. Each response is regarded as a unique response

Where do you live?

Where do you live? (Select one)

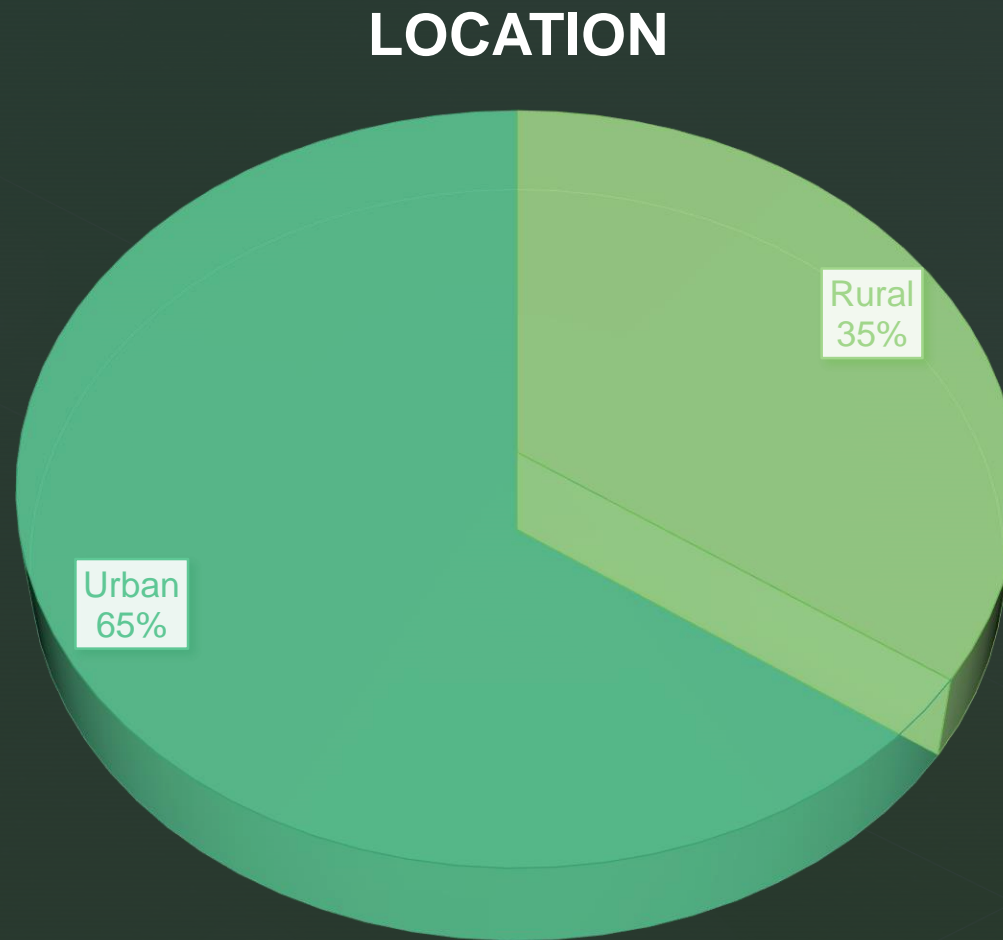


Where do you live?

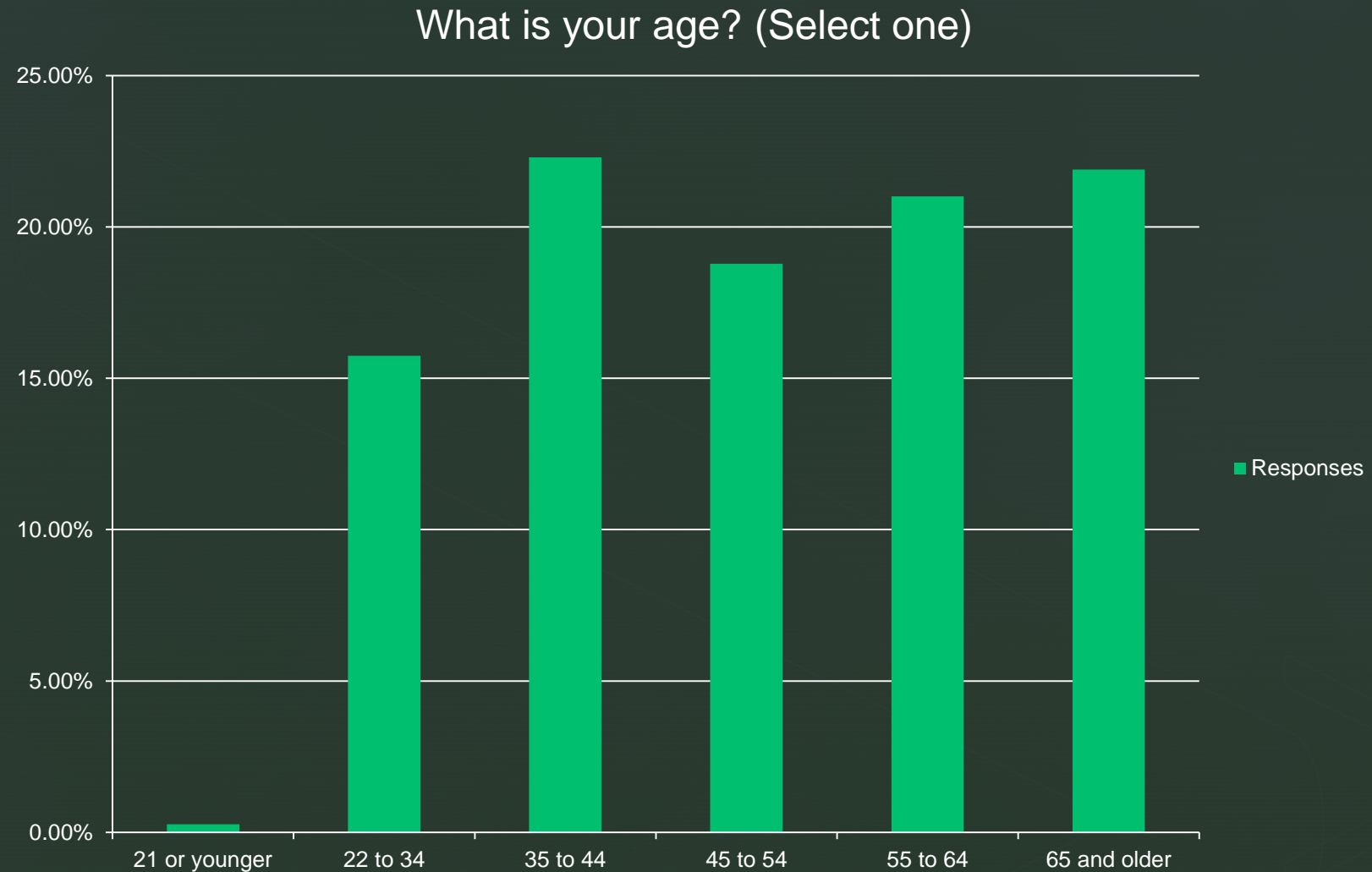
- **# 1: West Ashley – 354 responses – 23.85%**
- **# 2: James Island – 231 responses – 15.57%**
- **# 3: John's Island – 183 responses – 12.33%**
- **# 4: Mount Pleasant – 178 responses - 11.99%**

1,484 total responses

▀ Rural vs. Urban Survey Participants

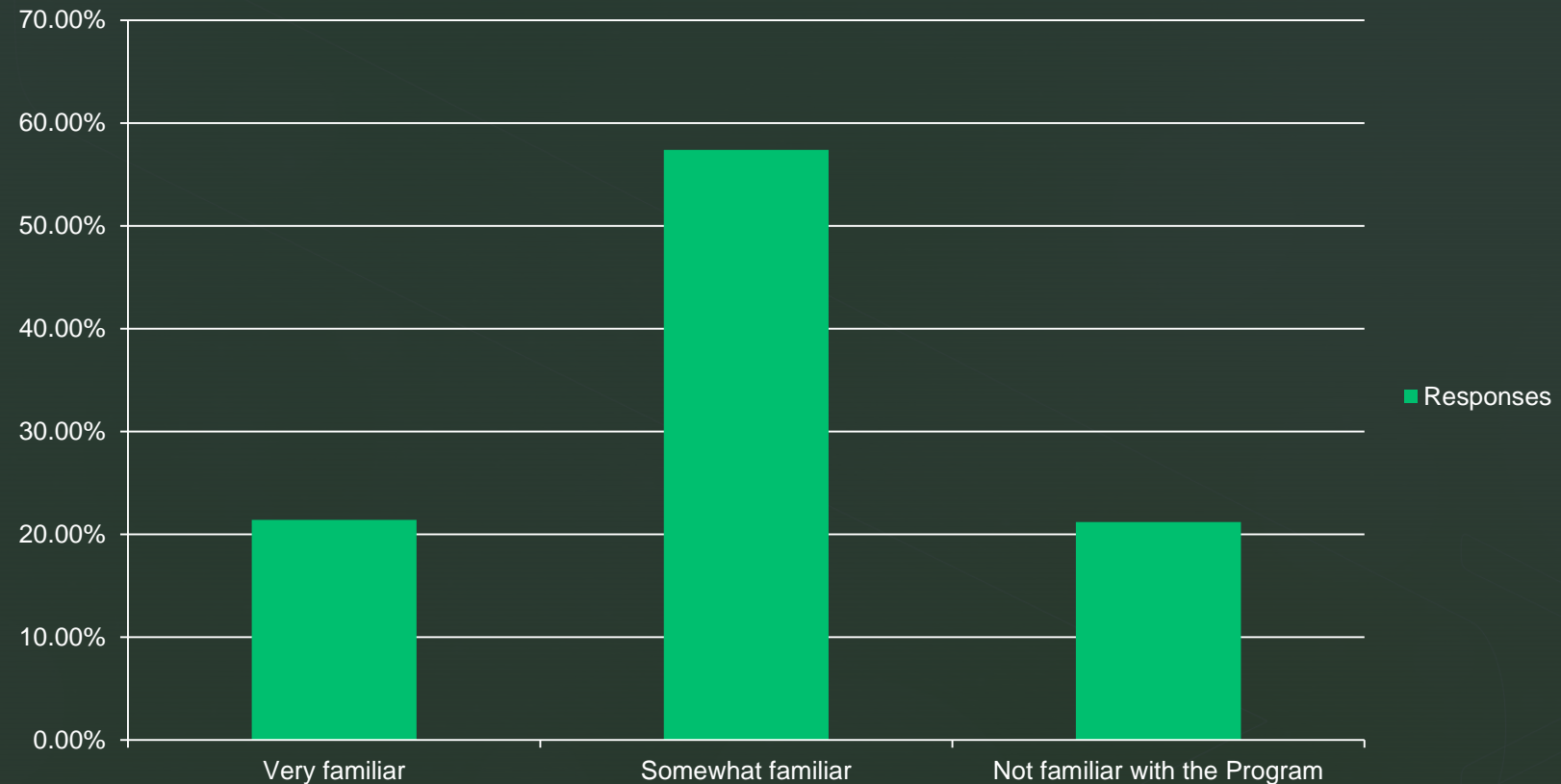


Age of Survey Participants



▀ Familiarity with the Greenbelt Program

How familiar are you with the Charleston County Greenbelt Program? (Select one)

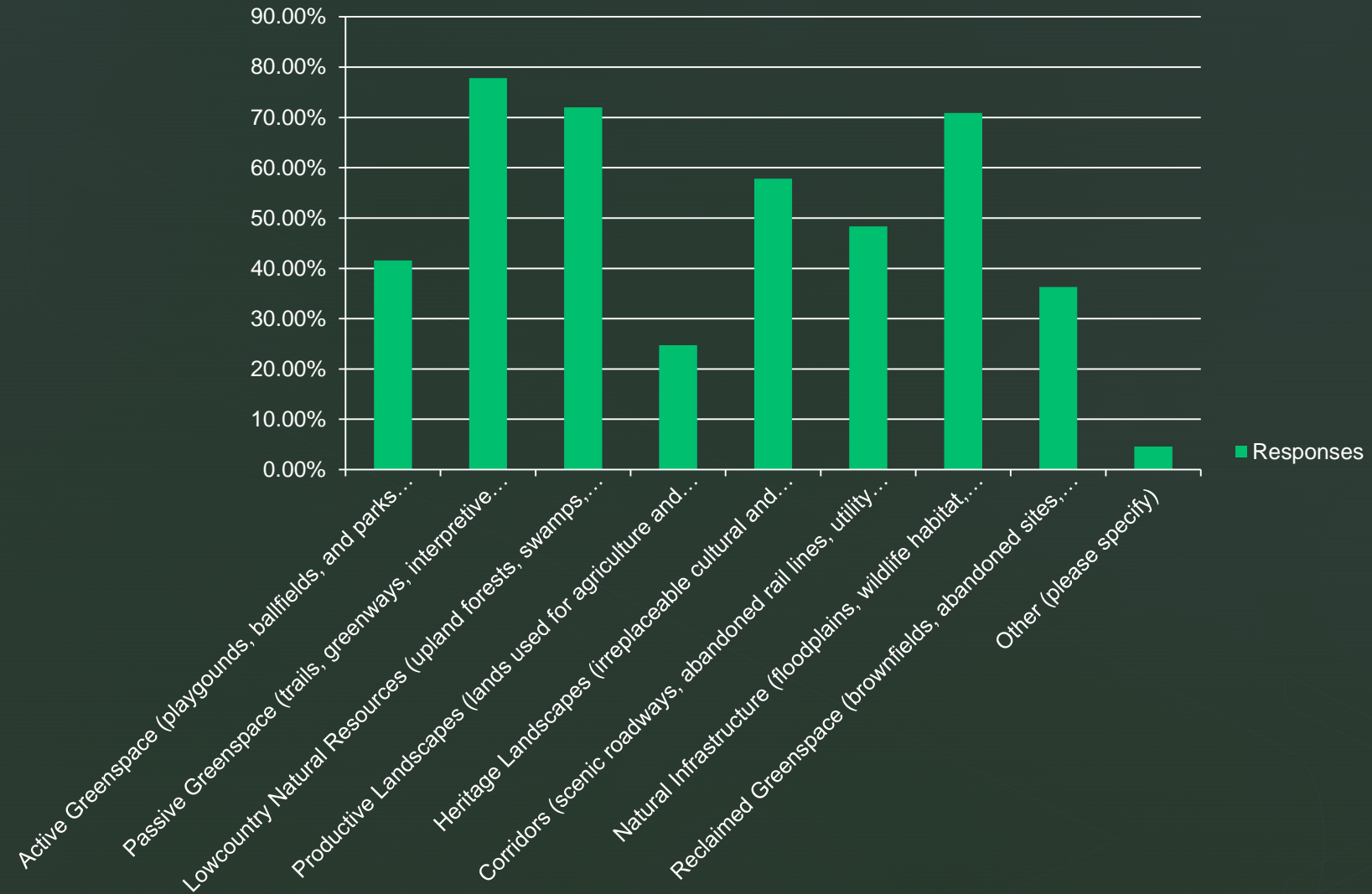


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Which Greenbelt Landscapes Are Most Important?



Which of the following landscapes do you feel are most important for the Greenbelt Program? (Select all that apply)



Most Important Landscapes?

- **# 1: Passive Greenspace** (trails, greenways, interpretive parks and access points for water activities, such as fishing, crabbing, boating, etc.) – **1,157 responses – 77.81%**
- **# 2: Low Country Natural Resources** (upland forests, swamps, bogs, brackish and freshwater wetlands, Carolina bays, marsh islands, cypress, backwater and saltwater marshes) - **1,071 responses – 72.02%**
- **# 3: Natural Infrastructure** (floodplains, wildlife habitat, riparian zones, and lands critical to clean water) – **1,054 responses – 70.88%**

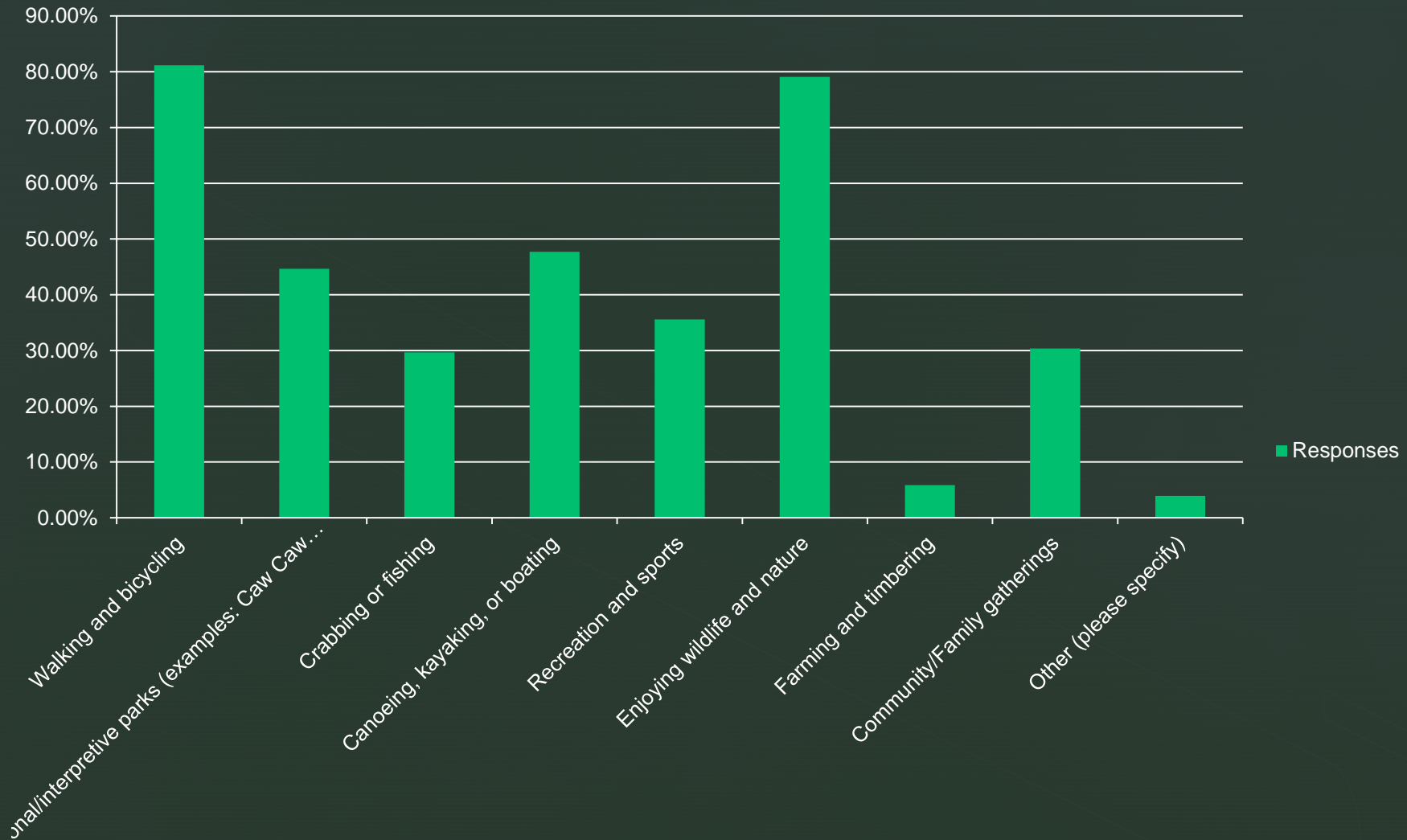
1,487 total responses

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How do YOU use Greenspace?



How do you currently use greenspace? (Select all that apply)



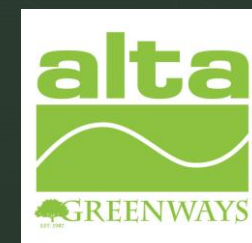
Use of Greenspace?

- **# 1: Walking and Bicycling – 1,203 responses – 81.7%**
- **# 2: Enjoying wildlife and nature – 1,172 responses – 79.08%**
- **# 3: Canoeing, kayaking or boating – 707 responses – 47.71%**

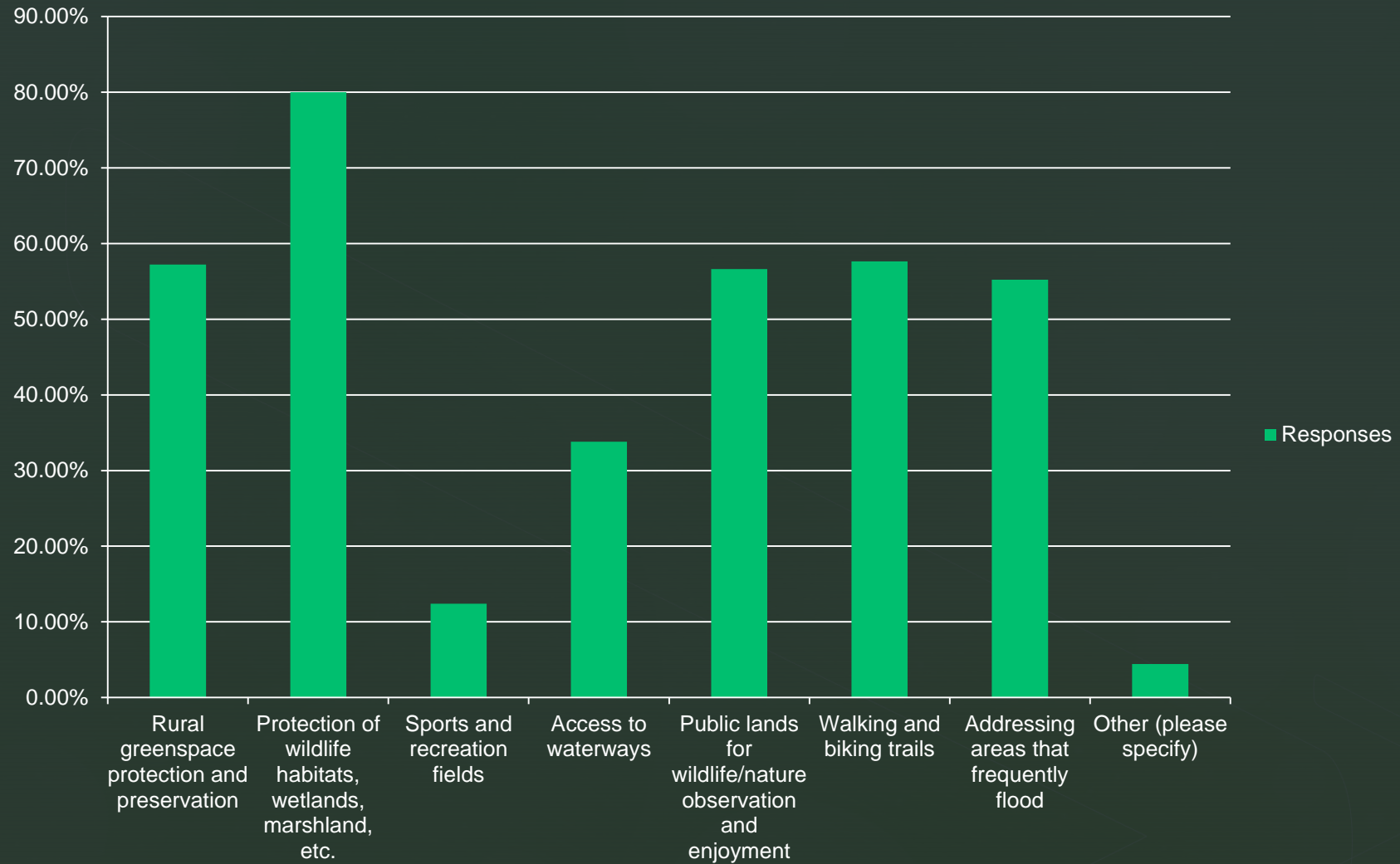
1,482 total responses

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What are the most critical areas of need for the Greenbelt Program?



Which of the following do you regard as the most critical areas of need for Charleston County? (Select all that apply)



▀ Area of Need? 1,485 total responses

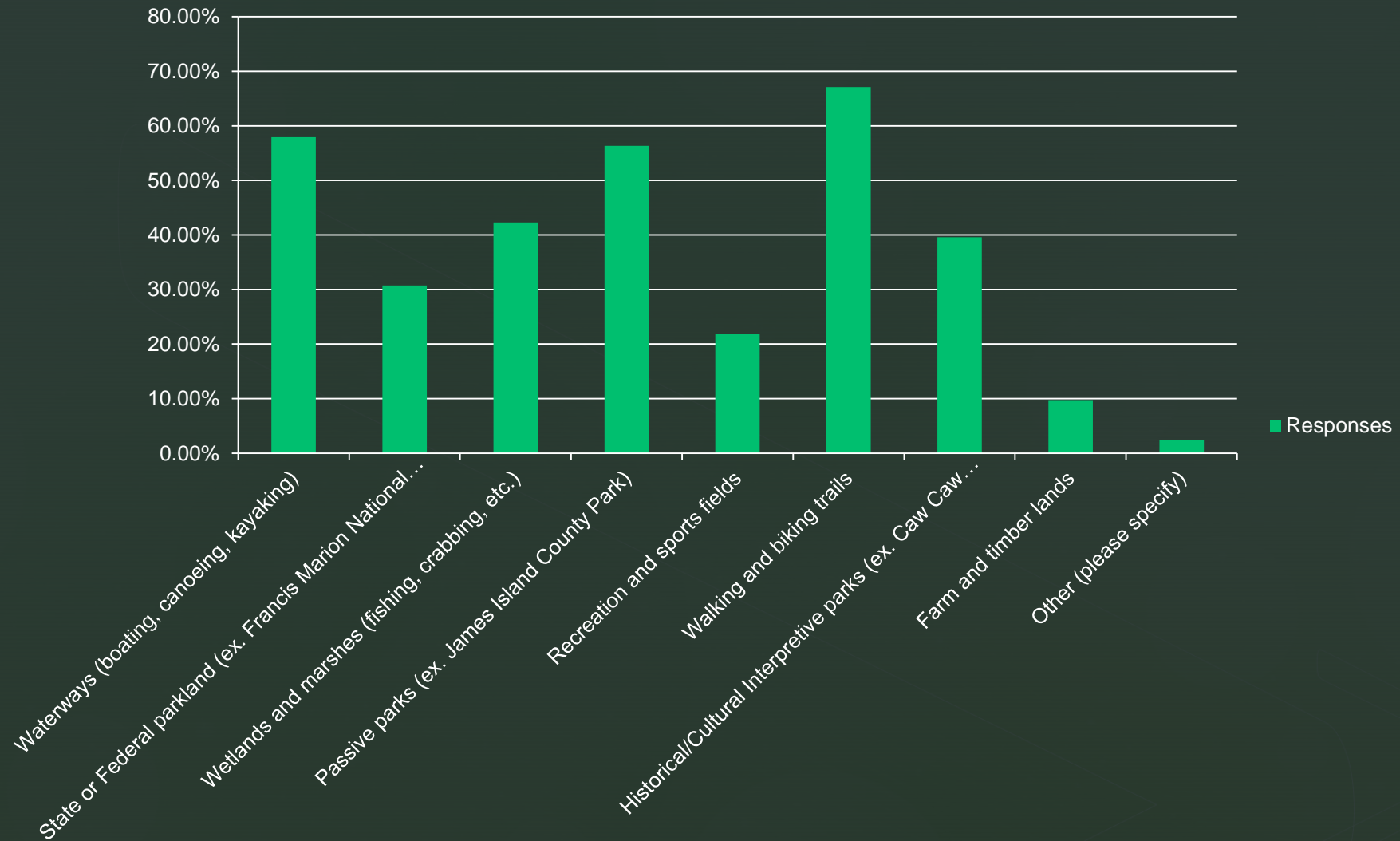
- **# 1:** Protection of wildlife habitat, wetlands, marshland, etc. – **1,188 responses – 80%**
- **# 2:** Walking and bicycling trails – **856 responses – 57.64%**
- **# 3:** Rural greenspace protection and preservation – **850 responses – 57.24%**
- **# 4:** Public lands for wildlife, nature observation and enjoyment – **841 responses – 56.63%**
- **# 5:** Addressing areas that frequently flood – **820 responses – 55.22%**

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What types of Greenspace do you, your family and friends use most frequently?



What types of greenspace do you, your friends, and your family use most frequently? (Select all that apply)



▀ Greenspace used most frequently?

- **# 1: Walking and bicycling trails – 993 responses – 67.09%**
- **# 2: Waterways (boating, canoeing, kayaking) – 857 responses – 57.91%**
- **# 3: Passive Parks (ex. James Island County Park) – 834 responses - 56.35%**

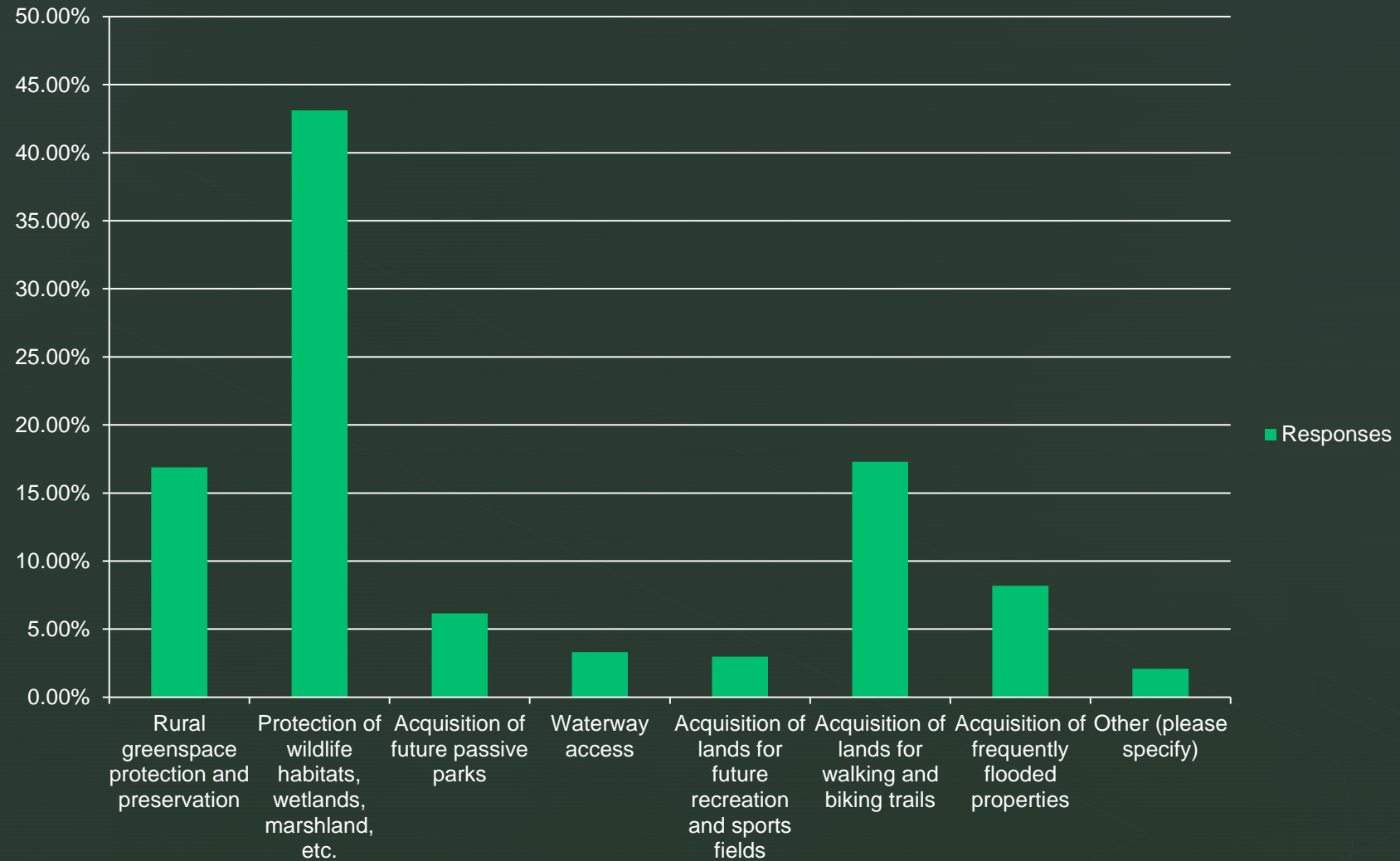
1,480 total responses

Charleston County Greenbelt Program

- Where should Charleston County direct most of the funding for the Greenbelt Program?



Where should Charleston County direct most of the funding for the Greenbelt Program? (Select one)



Direct Greenbelt Funding?

- **# 1:** Protection of wildlife habitat, wetlands, marshland – **638 responses – 43.11%**
- **# 2:** Acquisition of land for walking and biking trails – **256 responses – 17.30%**
- **# 3:** Rural greenspace protection and preservation – **250 responses – 16.89%**

1,480 total responses

Charleston County Greenbelt Program

Written Comments from Survey Participants



➤ Sample of Written Comments (400 responses)

- Comments that expressed the need to **conserve land and water resources** as part of the Greenbelt Program – 110 responses
- Comments expressing concern about **the impact of development** on natural resources – 74 responses
- Comments that expressed an interest in **bicycling and walking trails** as part of the Greenbelt Program – 69 responses
- Comments that expressed need to expand and improve **public access and parks** as part of Greenbelt Program – 43 responses

- Sample of Written Comments (400 responses)
 - Comments specific to **wildlife protection** – 47 responses
 - Comments that asked to conserve and protect **Ashley Hall Plantation** – 10 responses
 - Comments that asked to support future development of the **proposed LowLine** urban greenway – 4 responses
 - Comments about the need to protect **beaches** with Greenbelt resources – 8 responses

- Sample of Written Comments (400 responses)
 - Comments defining the **urgency** of conserving land and water resources – 30 responses
 - Comments defining concerns about **flooding** – 36 responses
 - Comments in support of using **conservation easements** as a tool for the Greenbelt Program – 12 responses
 - Comments that **support the work** accomplished to date and **appreciative** of the County's efforts thus far – 60 responses



Questions and Discussion



