

### Public Engagement Results Matrix: Phases 1 and 2

Theme or Element	Phase 1 Results	Phase 1 Comments	RealityCheck2050 Guiding Principles	CGW Guiding Principles	CGW Comments
Downtowns	#1 "best place in community" at regional level	"I really like the downtown area and improvements that have been made"	Create places to live, play, work; quality of life (7 of 41 tables)	Grow/improve downtowns	"Vibrant, occupied downtowns"
	Top 5 "best place" in 13 of 14 counties	"Downtown Concord"	Compact centers/commercial nodes not strip development (28);		
	"Most important for future" in 8 of 14 counties	"Redevelopment efforts in older downtown Gastonia, Belmont..."	Protect small town culture/history and downtowns (8 of 41 tables)	Heritage	"Maintain unique character of each municipality and rural area"
		"I love the Charlotte uptown area, it provides a great place to just hang out"	Density focused near Charlotte (1 of 41 tables); Attract creative class (1 of 41 tables)		
		"Downtown York and Clover, particularly the historical downtown area"	Build on uniqueness of communities/region (7 of 41 tables)	Historic areas/neighborhoods	"Preserve historical sites-also leverage those to facilitate growth"
Parks/Greenways	#2 "best place in community" at regional level	"I really like Glencairn Gardens, it is a really beautiful attraction with gardens, trees and ponds..."	Connect greenways and green networks (21 of 41 tables)	Parks/Greenways	"More aggressive park development program"
	Top 5 "best place" in 13 of 14 counties	"Freedom Park--it has amenities for all people"			"Greenway options and preserve land for parks"
	#1 "most important for future" at regional level	"Cane Creek Park-Union Co-beautiful trails, water and natural area, horse friendly"			
	"Most important for future" in 13 of 14 counties	"The idea of the Carolina Thread Trail as a green network..."			
Natural Assets	#3 "best place in community" at regional level	"The natural areas-lakes, mountains, beautiful countryside"	Preserve land and access to open space for recreation (17 of 41 tables)		
	Top 5 "best place" in 13 of 14 counties	"Crowders Mt. State Park-White Water creek, the many small natural areas"	Protect natural environment (water 31 of 41 tables, air 4 of 41, general 4 of 41, tree cover 1 of 41)		
	"State parks, forests, preserved land" and "Rivers, streams and lakes" were 2 of top 5 "most important for future" at regional level	"Andrew Jackson State Park is a place I have enjoyed since childhood--it represents history"		Quality of life	"Overall quality of life: air & water quality, access to parks for all, preserve rural character"
		"Lake Norman"			
Open Space/Green Space	Top 5 "best place in community" in 4 of 14 counties	"South Mountain State Park"		Open Space	"Open space preservation"
	NOTE: All 4 of these counties also identified "Natural Assets" and "Parks" separately in their Top 5	"Lots of open land, wide open spaces"		Green Space	"Ensure developers retain green space/trees"
Farms/Farmers' Markets	"Farms" Top 5 in 1 of 14 counties	"My grandfather's farm"	Preserve agricultural land/local farming (27 of 41 tables)	Farmland, Working Farms	"Keeping farms/local foods"

	"Farms" were Top 5 "most important for the future" in 2 of 14 counties"	"Agri-Civic Center--the center highlights the importance of our agricultural heritage and support our local farmers/independent growers	Food security/safety (3 of 41 tables)	Rural Living	"Rural living/"downhome country"
	"Farmers' Markets" were Top 5 "most important for the future" in 2 of 14 counties	"Need to increase number of jobs in rural areas to decrease poverty"			
Neighborhood	#4 "best place in community" at regional level	"East Broad Street neighborhood is where I live and I feel very safe and comfortable there"	Mixed use focus (2 of 41 tables)		
	NOTE: Most decribed as "neighborhoods with housing, offices and shops together"	"Downtown Lincolnton, it is a beautiful place to live, work and play"	Housing mix near jobs (jobs/housing balance) (17 of 41 tables); Focus on infill (6 of 41 tables)	Housing near jobs	"Live, work, play"
	Top 5 "best place" in 7 of 14 counties	"My neighborhood-great people, near everything, community feel"	Ability to age in place/housing choice/visitability (9 of 41 tables)	Age in place	"Options for senior living (housing), activities, transportation"
				Mixed Use	"Mixed use, but not too compact: ex. Baxter Village but larger"
				Residential / commercial growth	"Balance between commercial and residential growth"
	"Shade Tree neighborhoods" were Top 5 as "most important for the future" in 2 counties, and "neighborhoods with housing, officies and shops together" were Top 5 in 2 other counties	"Chantilly neighborhood to walk to amenities between two great neighborhood[s], accessibility, the diversity of type people"	Walkable communities (6 of 41 tables)	Walkable communities	"Walkable communities (recreation / transportation) (bike lanes, sidewalks, greenways) walking to shops!"
Community Assets	#5 "best place in community" at regional level	"NC Research Campus"			
	Top 5 "best place in community" in 12 of 14 counties	"Stowe Botanical Gardens, Schiele Museum, community concerts"	Tourism as economic development (1 of 41 tables)	Community centers	"Community activity centers"
	Academic campuses were #2 "most important for the future" at regional level and Top 5 in 12 of 14 counties	"The Chester Center of York Technical College"	Workforce development and education (8 of 41 tables)	Education	"Better schools, more schools, not overcrowded"
		"Anson New Technology High School is probably the best that happened to the community..."		Workforce development	"Improved utilization / better educated workforce"
	Arts and community centers were #5 "most important for the future" at the regional level and Top 5 in 9 of 14 counties when combined with "Cultural Assets"				
	Medical Centers were Top 5 "most important for the future" in 5 of 14 counties			Hospitals / clinics	"Hospital or self-standing ER departments especially in rural areas"

Transportation Modes	"Improved roads" were "most important transportation feature at regional level and in 13 of 14 counties"	Best headline: "I-77 has been widened to six lanes from Statesville to Charlotte due to the counties and cities working together to make it happen!"	Enhanced transportation connections (within/through the region 23 of 41 tables, to rural 11 of 41 tables)	Infrastructure (including roads)	"Improvement to roads and infrastructure (accessibility and effectiveness)"
	"More sidewalks, trails, other safe places to walk" were 2nd "most important transportation feature" at regional level and in 13 of 14 counties	"Please incorporate sidewalks, so incredibly important to society!"		Sidewalks	"Pedestrian safety – sidewalks, walkability"
	"New/more bus or van transit" was one of top "most important transportation feature" in 4 of 14 counties	"Transportation is also an issue, no jobs, no funds, no ways to get to work"	Increased transit opportunities/options (rail 11 of 41 tables, general 8 of 41, new roads 5 of 41, bus 3 of 41)	Public Transportation	"Public transportation (poverty needs)"
				Multi-Modal	"Transportation choices (road improvements, east and west corridor, CATS bus to Charlotte)"
	"New/more rail transit" was one of top "most important transportation feature" in 4 of 14 counties	"Not only improving public transit in each community, but the regional connectivity of such systems"	Growth and development at densities to support transit (17 of 41 tables)	Transit (Bus/Van/Rail)	"Utilize rail system and airport as a draw"
				Bike Lanes	"Add bike lanes on every street"
Shopping	Top 5 "best place in community" in 2 of 14 counties	"Concord Mills"		Shopping	"Convenient location for shopping"
Jobs/Economic Development	#1 "greatest challenge" at regional level and #1 "greatest challenge in 12 of 14 counties"	"We work hard for industrial prospects"	Protect and grow economic drivers (airport, auto industry, identified targets) (9 of 41 tables)	Jobs, diverse jobs	"Better local mix of jobs"
	#2 "greatest challenge" in 2 of 14 counties	"What industries can we recruit now with the existing infrastructure to get immediate jobs?"	Redevelopment/reuse of empty/industrial/business sites (17 of 41 tables)		
		"Future employment centers are vital"	Identify and protect industrial/business opportunity sites (9 of 41 tables)		
		"We desperately need some sort of job creation"			
Managing Growth/Sustainable Development	#4 "greatest challenge" at regional level	"We want managed, reasonable growth at a pace that does not outstrip the county's financial ability to build schools and infrastructure"	Develop near existing or cost effective infrastructure (15 of 41 tables)	Managed	"Be very specific about where to grow"
	Top 5 "greatest challenge in 10 of 14 counties"	"Yes, keep the serenity & beauty while managing the right growth-growth for the betterment of our region..."		Coordinated	"Coordination is important to the county"
				Control sprawl	"Less sprawl, live-work – avoid 'spatial mismatch'"
				Quality growth	"High quality and thoughtful growth"
				Sustainability	"Grow in financially sound manner"

				Re-use and redevelopment	"Repurposing existing buildings/sites for redevelopment"
Infrastructure to Support Growth	#3 "greatest challenge" at regional level	"Could there be another commuting route made to Rock Hill through York for Lake Wylie/Clover residents?"	New infrastructure needed (5 of 41 tables)		
	Top 5 "greatest challenge" in 8 of 14 counties		Grow along corridors (2 of 41 tables)	Growth along corridors	"Improving 74 corridor"
Social Concerns/ Diversity	"Sense of community and the common good; unity across demographic lines" a Top 5 "greatest challenge" in 2 of 14 counties	"I enjoy the diversity here in Charlotte, there are so many different cultures here to experience"	Support equality and diversity (3 of 41 tables)		
	Concern for violence, drugs, crime a Top 5 concern in 1 of 14 counties	"Safe environment to raise youth"			
				Attract younger population to move into the area / keep youth population	"Activities / venues to keep younger people here - YP's & kids"
Other	Noted in social commentary	"...Our federal government is where the real problems start!"	Diversity of regulations (1 of 41 tables)		
		"...growth without the loss of its small town character"	Protect cost of living (1 of 41 tables)		
		"I love my neighborhood because it's quiet"	Protect suburban lifestyles (2 of 41 tables)		