



Roanoke City Plan 2040

Community Response Report

Purpose

The City of Roanoke is working on a new Comprehensive Plan that will guide policy decisions and long-term investments in our community until 2040. The project overview for Plan 2040 has been categorized into six phases. As part of Phase 3, ten open house community meetings were scheduled and an online survey was posted to obtain community input. This report was created to analyze responses obtained from these outreach methods.

Prepared October 2018
for
The City of Roanoke
by
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City Planner II

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Open House Meetings

Design, Methods, and Results

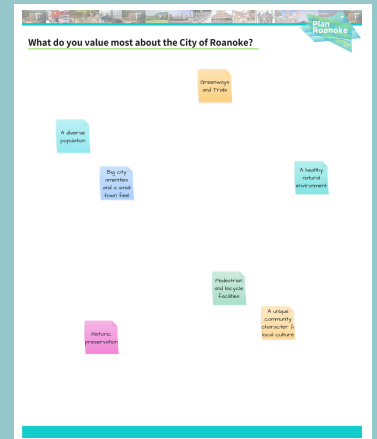
Meetings were designed to address the guiding themes for the comprehensive plan, major points of interest for local families, and the community's overall vision for Roanoke's next 20 years. Approximately 200 community members were in attendance and engaged in six activities to determine trends in each of these areas.

Meeting Design

Community members engaged in the following activities during each open house:

- **Value Board:** The community was asked, “What do you value most about the City of Roanoke?”. Attendees were provided sticky notes to write their own responses and two stickers to vote. Stickers could be placed on member responses and pre-drafted responses. Pre-drafted responses were pulled from common themes found in responses to the online community survey and are as follows:

- A diverse population
- Big city amenities and a small town feel
- A healthy natural environment
- Greenways and trail
- Historic preservation
- Pedestrian and bicycle facilities
- A unique community character and local culture



- **Change Board:** The community was asked, “What change would make a difference to you and your family?”. Attendees were provided sticky notes to write their own responses and two stickers to vote. Stickers could be placed on member responses and pre-drafted responses. Pre-drafted responses were pulled from common themes found in responses to the online community survey and are as follows:

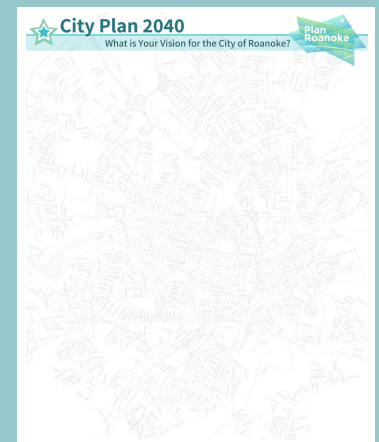
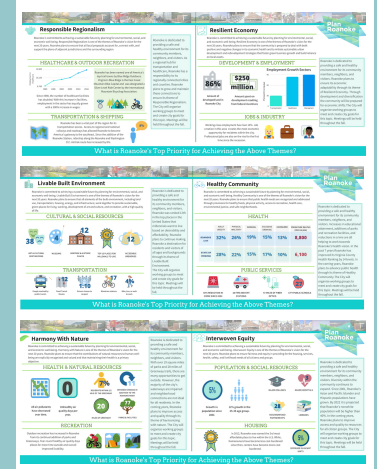
- Increase in economic and job opportunities
- Better transportation options
- More housing choices
- Reduced crime
- Inclusion of all residents
- Improved community health
- Improved infrastructure



Meeting Design

4

- Theme Boards: The community was asked, “What is Roanoke’s top priority for achieving the above themes?” for each of six comprehensive plan themes. Sticky notes were provided for individual responses. The themes were chosen based on recommendations by the American Planning Association and are as follows:
 - Harmony with nature
 - Healthy Community
 - Interwoven equity
 - Livable built environment
 - Responsible regionalism
 - Resilient economy
- Vision Board: The community was asked, “What is your vision for the City of Roanoke in 2040?”. Sticky notes were provided for individual responses.
- Mapping Exercise: Community members were provided with sticky dots to identify strengths, opportunities, and concerns on a large-scale map of Roanoke. Sticky dots were color coordinated to each identifier. The results from this activity were entered into a public, online mapping system and will not be addressed in this report.



Methods

Categorization

Public responses were sorted using the following method:

1. Public comments for each activity were manually entered into a spreadsheet with the corresponding number of votes.
2. A coding plan was created in bitext (an online text categorization tool) to sort responses into categories based on topics found within the text. Long responses were separated into sentences and phrases during sorting. This allowed better identification of multiple categories of interest within single responses. The following categories were used:

- | | | |
|--------------------|-------------------------|-------------------------|
| • Activities | • Environmental | • Pedestrian Access |
| • Arts and Culture | • Food Access | • Poverty |
| • Bike Access | • Health | • Public Transportation |
| • Community | • Historic Preservation | • Safety |
| • Connectivity | • Housing | • Senior and Disabled |
| • Crime | • Infrastructure | • Tourism |
| • Development | • Jobs | • Transportation |
| • Economy | • Local Government | • Youth |
| • Education | • Outdoor Recreation | • Not Categorized |

Data Cleaning

The following methods were used to improve accuracy:

1. Responses that contained multiple topics from a single category were removed to avoid duplication within a category.
2. Responses that were able to be sorted into more than one category were duplicated, so as to be represented in each qualifying category.

Calculations

Responses were quantified using the following method:

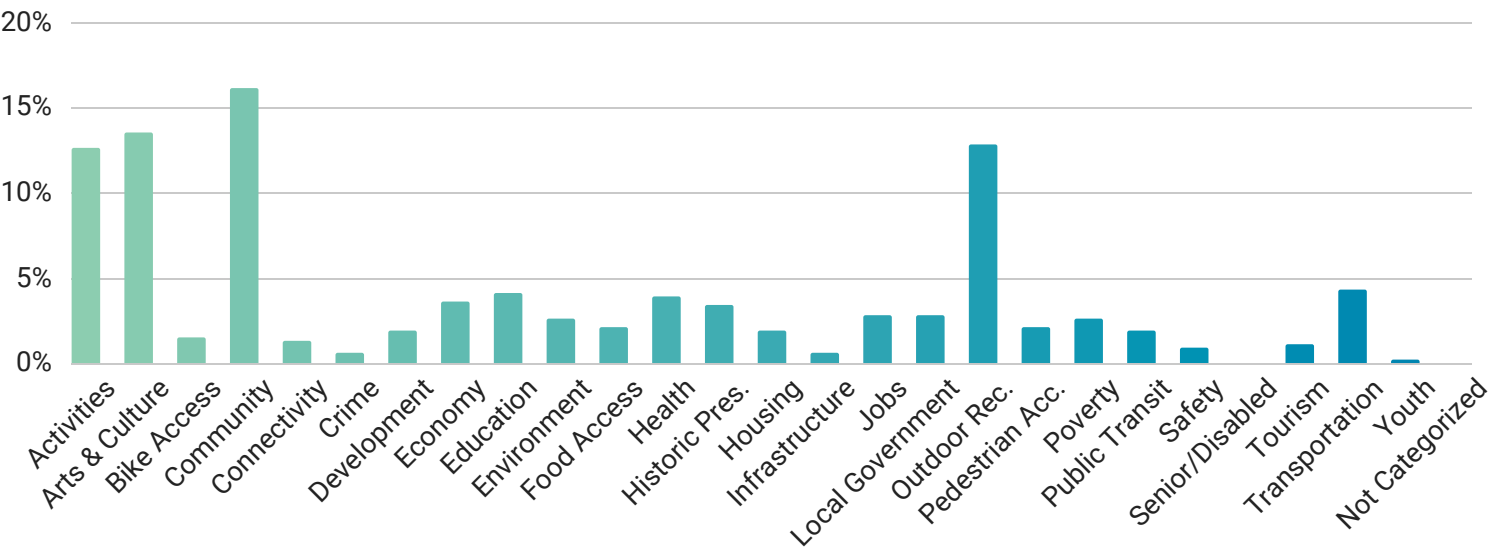
1. The quantity of responses within each category were calculated.
2. Votes for each individual response were added to the quantity of responses for each category.
3. The quantity of responses and votes for each meeting activity were calculated.
4. The quantity of responses and votes for each category were then divided by the quantity of responses and votes for each meeting activity, and multiplied by 100 to achieve a percentage.

Additional Analyses

Bitext was also used to identify positive and negative sentiments for the responses. Textfixer was used to identify the most common words mentioned for each activity.

Results: Value Board

Response Categories



Community Topics

Diversity
Inclusion
Resources
Neighborhoods



Common Words

Downtown
Community
Greenways
Parks
Historic

Top Voted Categories

- 1

Greenways & Trails
- 2

Big City Amenities/Small Town Feel
- 3

Pedestrian & Bicycle Facilities
- 4

A Diverse Population
- 5

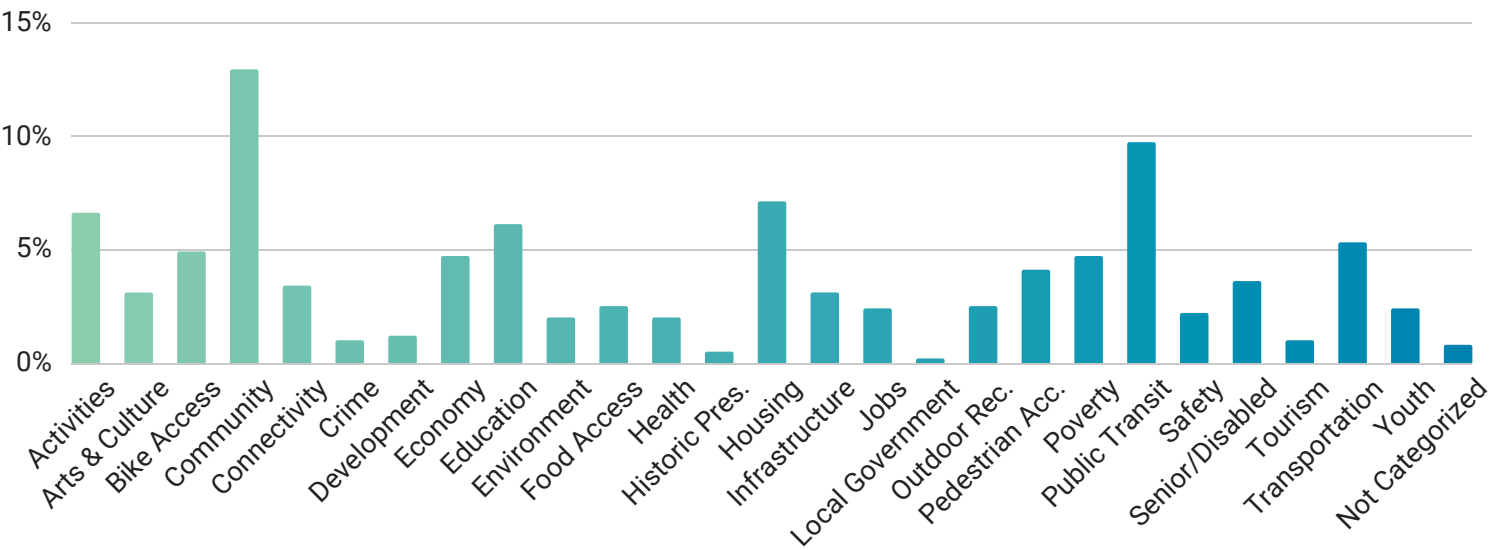
A Healthy Natural Environment
- 6

Community Character/Culture
- 7

Historic Preservation

Results: Change Board

Response Categories



Community Topics

- Diversity
- Inclusion
- Equity
- Services
- Neighborhoods



Common Words

- Bus
- Housing
- Public
- Community
- Transportation

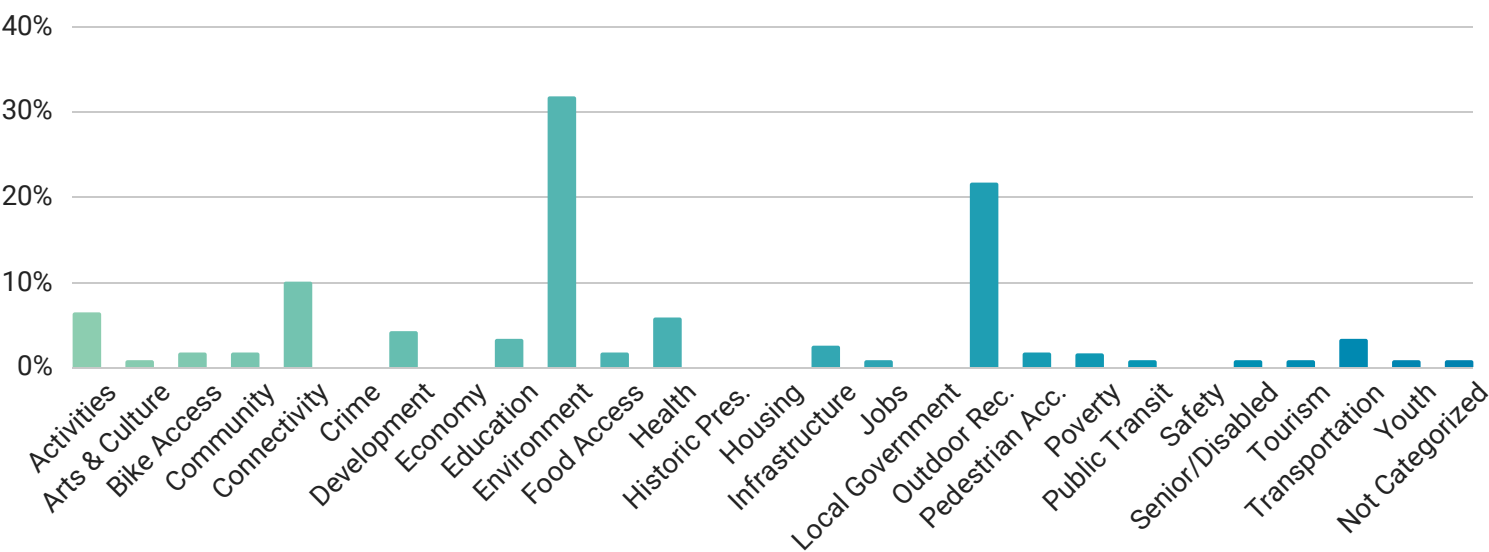
Top Voted Categories

- 1 Increase in Economic & Job Opportunities
- 2 Inclusion of All Residents
- 3 Better Transportation Options
- 4 Tree Planting
- 5 More Housing Choices
- 6 Improved Infrastructure
- 7 Improved Community Health

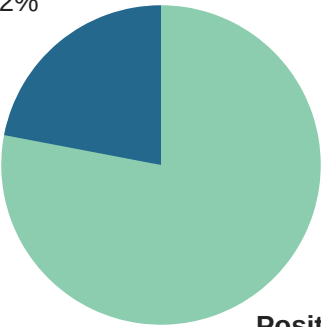
Results: Theme Board - Harmony with Nature

J

Response Categories



Negative
22%



Positive
78%



Common Words

Greenways
Clean
Access
Energy
Solar

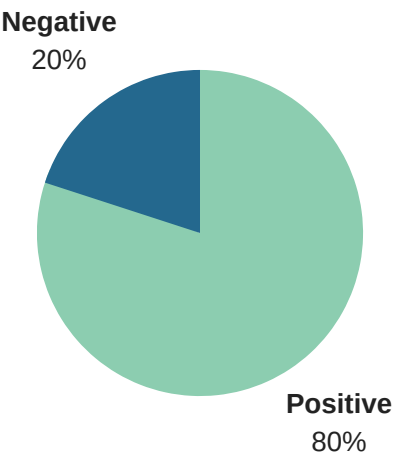
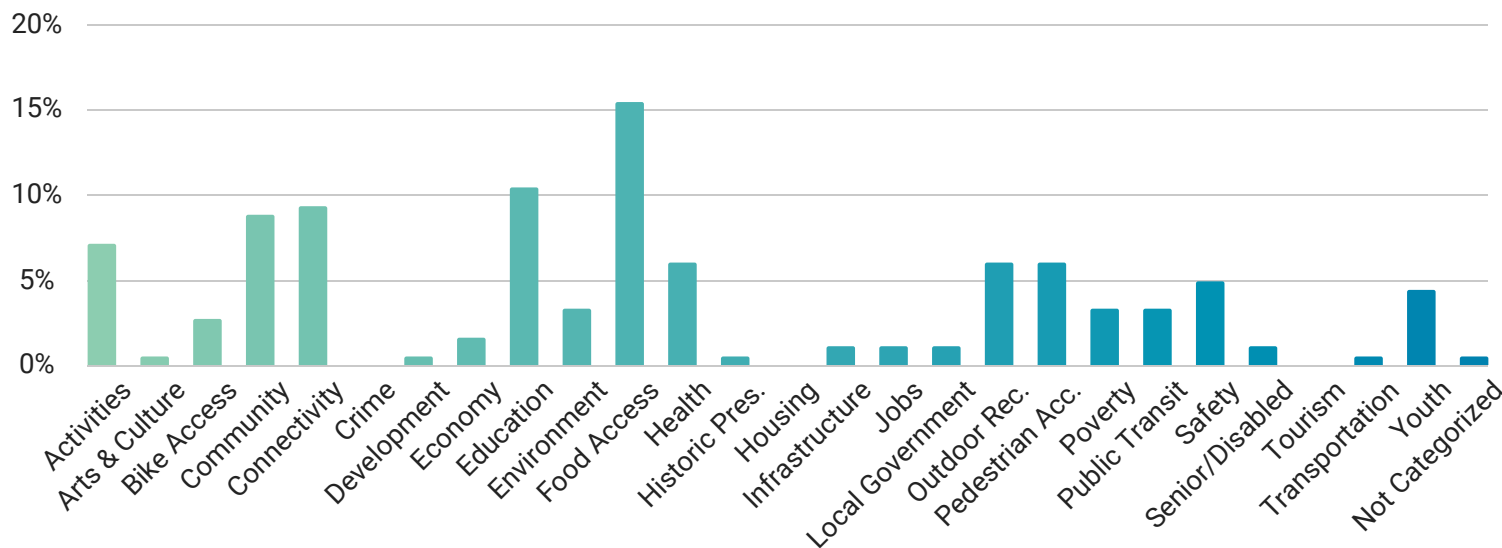
Environment Topics

- 1 Clean Energy
- 2 Recycling

- 3 Clean Waterways
- 4 Tree Planting

Results: Theme Board - Healthy Community

Response Categories



Common Words

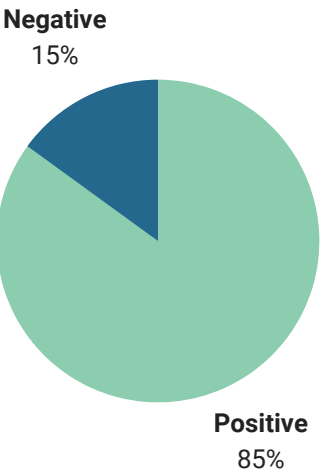
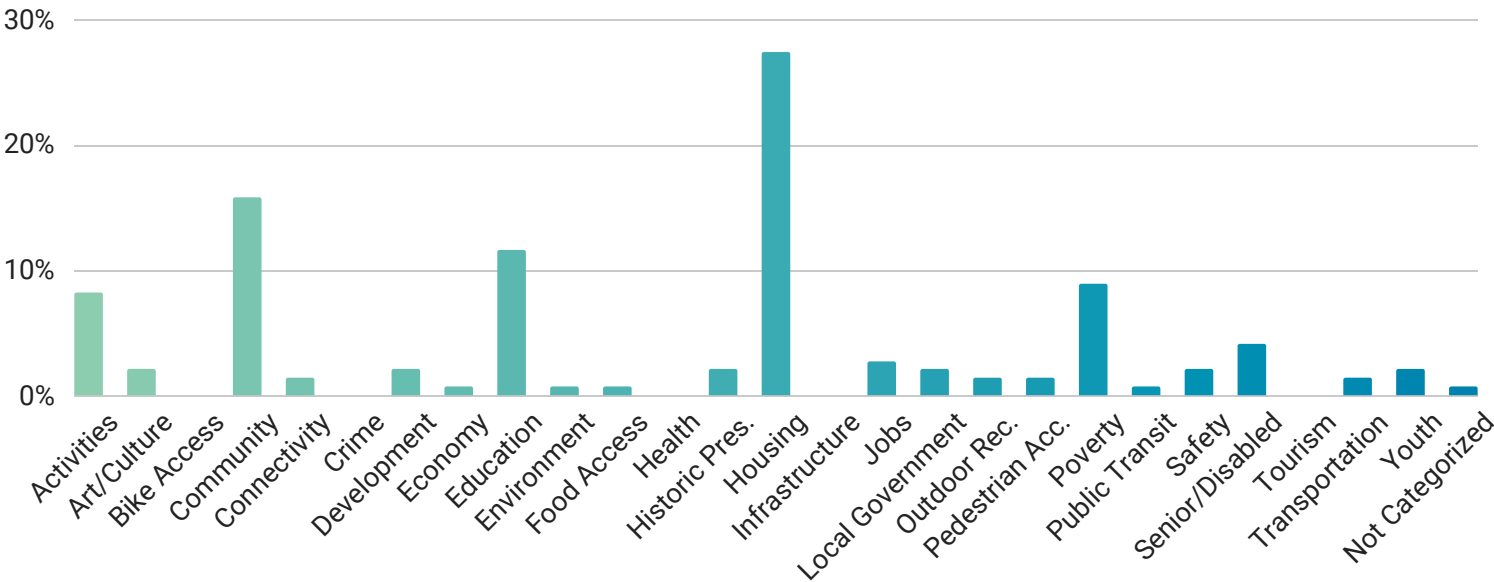
- Food
- Health/Healthy
- Schools
- Public
- Access

Food Access Topics

- | | | | |
|---|---------------|---|-------------------|
| 1 | Availability | 3 | Health in Schools |
| 2 | Affordability | 4 | Health Education |

Results: Theme Board - Interwoven Equity

Response Categories



- Common Words
- Housing/House
 - Homeless
 - Community
 - Activities
 - Affordable

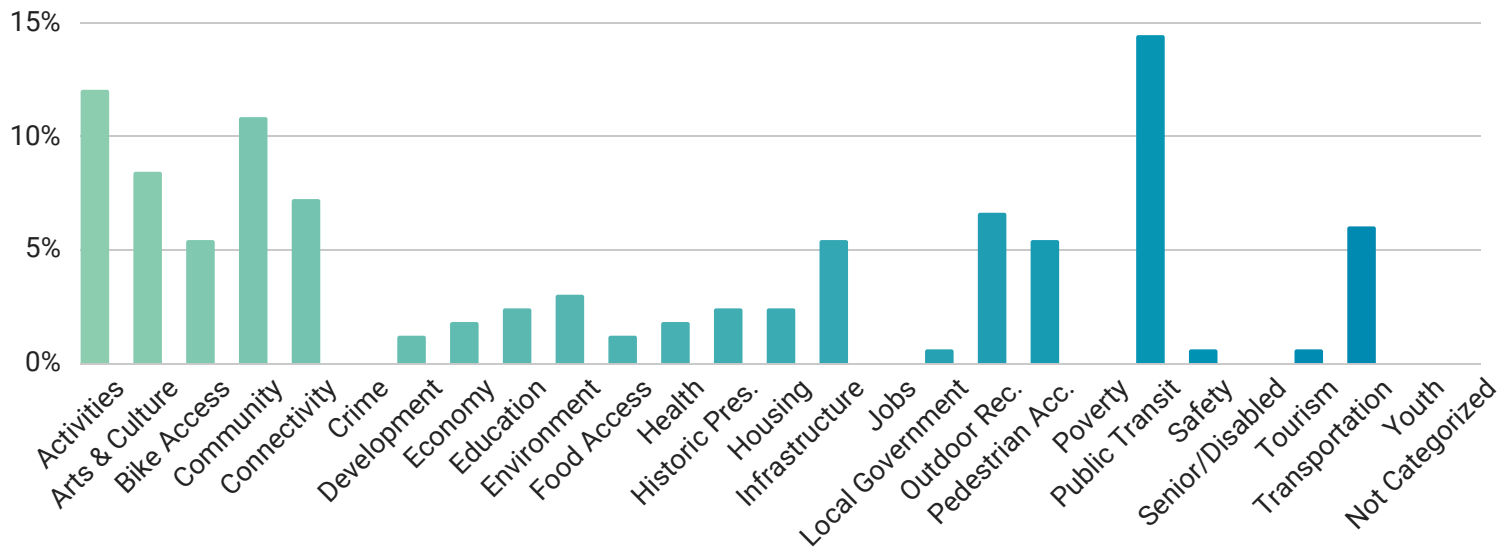
Housing Topics

- | | | | |
|---|--------------|---|---------------------|
| 1 | Affordable | 3 | Homeless |
| 2 | More Options | 4 | Senior and Disabled |

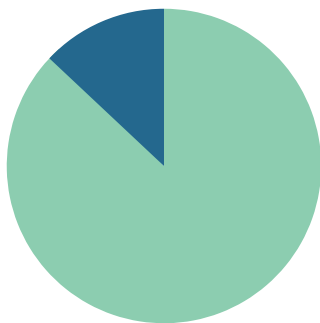
Results: Theme Board - Livable Built Environment

12

Response Categories



Negative
13%



Positive
87%



Common Words

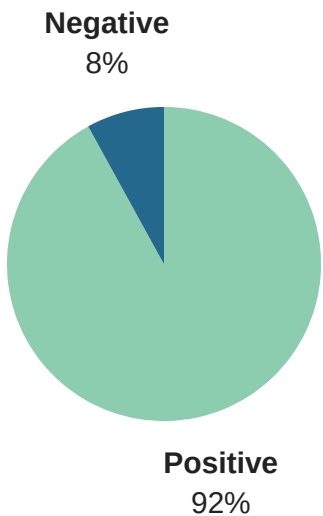
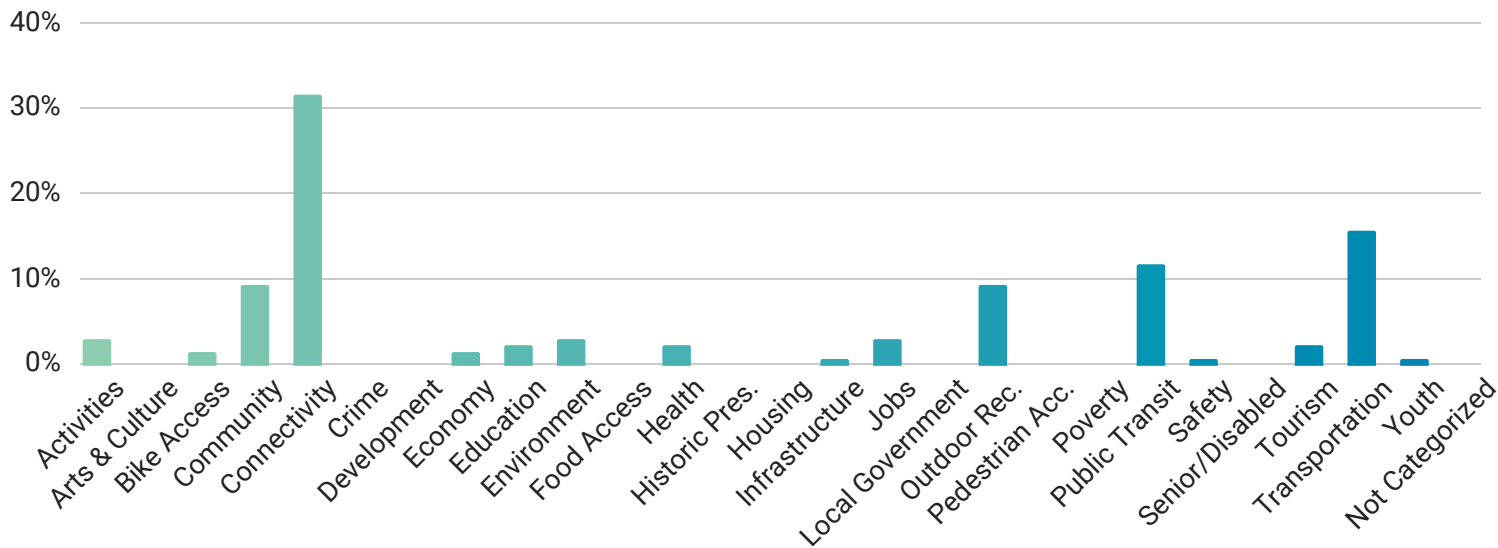
Transportation
Public
Greenway
Better
Bus

Public Transit Topics

- | | | | |
|---|-----------------|---|----------------------|
| 1 | Extended Hours | 3 | Access/Affordability |
| 2 | Expanded Routes | 4 | Improved Service |

Results: Theme Board - Responsible Regionalism

Response Categories



Top Priority
Connectivity

Common Words

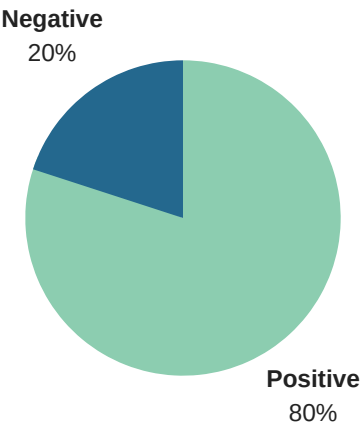
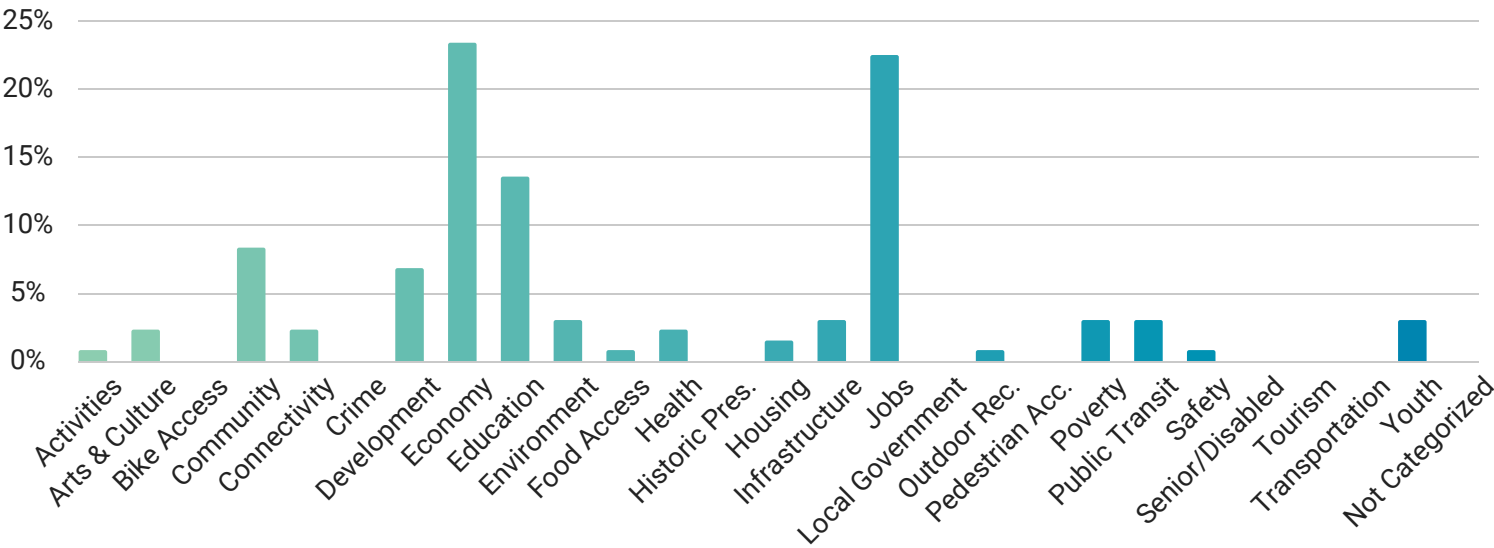
County
Amtrak
Regional
Trail
Community

Connectivity Topics

- | | | | |
|---|----------------|---|--------------|
| 1 | Public Transit | 3 | Partnerships |
| 2 | Greenway | 4 | Air/Rail |

Results: Theme Board - Resilient Economy

Response Categories



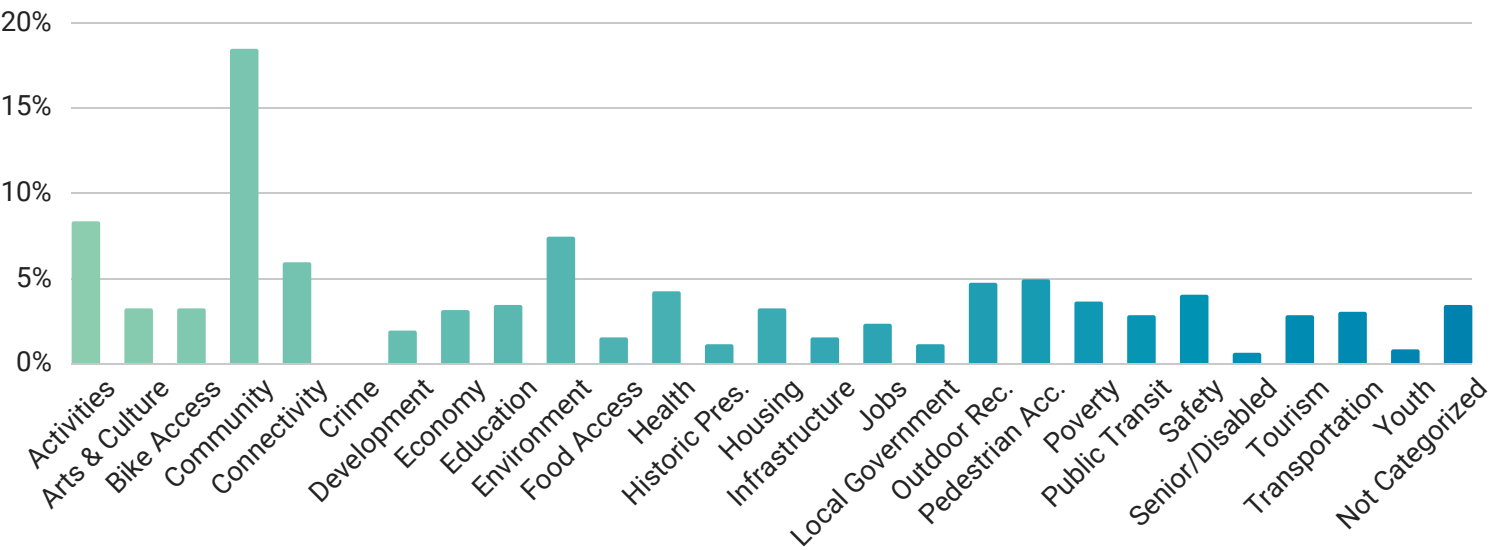
Common Words

- Jobs
- Businesses
- Tech
- Development/Growth
- Education/Training

Economy Topics

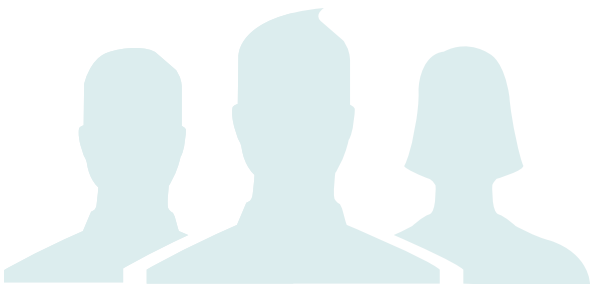
- 1 Diversification
- 2 New Business
- 3 Incentives
- 4 Workforce

Response Categories



Top Categories

Community
Activities
Environment



Common Words

Community
Neighborhoods
Opportunities
Safe
Environment

Community
Topics

- 1 Diversity
- 2 Equity
- 3 Family

- 4 Connection
- 5 Service
- 6 Inclusion



Dream today. Shape tomorrow.

What do you think Roanoke should look like in 20 years? Help us build a Comprehensive Plan for the future.

Public Survey

Design, Methods, and Results

The public survey was designed to discern valuable community assets, concerns, and desires for the City of Roanoke in the next 20 years. Community members were able to access the survey online at PlanRoanoke.org. The survey was publicized through various methods, including: community meetings, distribution of handouts in public locations, local news outlets, and organizational promotions.

Survey Design

The public survey contained 31 questions that addressed strengths and challenges regarding Roanoke City's future. Questions included access, affordability, and quality of life measures. Each included survey question is detailed below:

1. What do you believe are the biggest strengths of the City of Roanoke? (Check all that apply)

- ☐ Housing choices
- ☐ Transportation options
- ☐ Economic and job opportunities
- ☐ Historic preservation
- ☐ A diverse population
- ☐ Educational opportunities
- ☐ A healthy natural environment
- ☐ A unique community character and local culture
- ☐ Relationship with the region and state
- ☐ Public safety
- ☐ Community health
- ☐ Pedestrian and bicycle facilities

Other (please specify)

2. What do you believe are the biggest challenges for the City of Roanoke? (Check all that apply)

- ☐ Housing choices
- ☐ Transportation options
- ☐ Economic and job opportunities
- ☐ Historic preservation
- ☐ Inclusion of all residents
- ☐ Educational opportunities
- ☐ Negative environmental impact
- ☐ Maintaining community character and local culture
- ☐ Relationship with the region and state
- ☐ Public safety
- ☐ Community health
- ☐ Pedestrian and bicycle facilities

Other (please specify)

3. The City of Roanoke provides a high quality of life for residents.

Strongly Disagree

Disagree

Not Sure

Agree

Strongly Agree

☐

☐

☐

☐

☐

4. The City of Roanoke has a healthy mix of rental and home ownership units.

Strongly Disagree

Disagree

Not Sure

Agree

Strongly Agree

☐

☐

☐

☐

☐

5. There is an adequate variety of housing types (apartment complexes, small apartments, townhouses, duplexes, condominiums, and single family homes) that are affordable to meet the needs of all citizens.

Strongly Disagree

Disagree

Not Sure

Agree

Strongly Agree

☐

☐

☐

☐

☐

6. It is easy to travel (Check all that apply)

- ☐ Within the city (neighborhood to neighborhood)
- ☐ Outside the region
- ☐ Within the valley (between Roanoke, Roanoke County, Salem and Vinton)
- ☐ I do not find it easy to travel
- ☐ Within the region (Blacksburg, Franklin County, Boutetourt County, Lynchburg)

7. My primary means of transportation (Check all that apply)

- | | |
|---|--|
| <input type="checkbox"/> Car – single occupancy | <input type="checkbox"/> Walk |
| <input type="checkbox"/> Carpool/ride share | <input type="checkbox"/> Bicycle |
| <input type="checkbox"/> Transit | <input type="checkbox"/> Hired Vehicle |

8. My preferred means of transportation (Check all that apply)

- | | |
|---|--|
| <input type="checkbox"/> Car – single occupancy | <input type="checkbox"/> Walk |
| <input type="checkbox"/> Carpool/ride share | <input type="checkbox"/> Bicycle |
| <input type="checkbox"/> Transit | <input type="checkbox"/> Hired Vehicle |

9. What barriers, if any, exist to prevent you from using your preferred means of transportation.

10. The City of Roanoke has a healthy natural environment including clean air and clean water.

Strongly Disagree	Disagree	Not Sure	Agree	Strongly Agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

11. Littering is not a problem in my community.

Strongly Disagree	Disagree	Not Sure	Agree	Strongly Agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

12. Developing greenways, trails, water access points, and improving park facilities is a good use of City resources as it capitalizes on our natural assets.

Strongly Disagree	Disagree	Not Sure	Agree	Strongly Agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

13. The city and its residents understand the importance of energy conservation.

Strongly Disagree	Disagree	Not Sure	Agree	Strongly Agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

14. The regional economy is likely to grow.

Strongly Disagree	Disagree	Not Sure	Agree	Strongly Agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

15. The regional economy can adapt and grow if faced with an economic downturn or decline of a single industry.

Strongly Disagree	Disagree	Not Sure	Agree	Strongly Agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

16. The City of Roanoke is an inclusive community where everyone feels welcomed, valued, and respected.

Strongly Disagree	Disagree	Not Sure	Agree	Strongly Agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

17. I feel safe in my neighborhood.

Strongly Disagree	Disagree	Not Sure	Agree	Strongly Agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

18. What factors affect your sense of safety?

19. The City of Roanoke is a great place to raise children.

Strongly Disagree	Disagree	Not Sure	Agree	Strongly Agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

20. The City of Roanoke provides quality educational opportunities for all residents.

Strongly Disagree	Disagree	Not Sure	Agree	Strongly Agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

21. City of Roanoke residents are healthy.

Strongly Disagree	Disagree	Not Sure	Agree	Strongly Agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

22. I have access to a grocery store and fresh food in my community.

Strongly Disagree	Disagree	Not Sure	Agree	Strongly Agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

23. All City of Roanoke residents have access to a grocery store and fresh food.

Strongly Disagree	Disagree	Not Sure	Agree	Strongly Agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

24. I have access to parks or recreation facilities to engage in physical activities.

Strongly Disagree	Disagree	Not Sure	Agree	Strongly Agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

25. All City of Roanoke residents have access to parks or recreation facilities to engage in physical activities.

Strongly Disagree	Disagree	Not Sure	Agree	Strongly Agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

26. I hope the next Comprehensive Plan will address...

28. In what ZIP code is your home located?

Other (please specify)

27. My dream for the City of Roanoke in 2040 is...

29. I live in the City of Roanoke.

☐ Yes

☐ No

30. I work in the City of Roanoke.

☐ Yes

☐ No

31. How likely is it that you would recommend the City of Roanoke to a friend or colleague?

NOT AT ALL LIKELY					EXTREMELY LIKELY					
0	1	2	3	4	5	6	7	8	9	10

Methods

Categorization

Survey Monkey was used to administer the survey and quantify the results. In addition, bitext was used to categorize open-ended survey responses. The same categorization, data cleaning, and percentage calculation methods that were used for the public meeting responses were utilized for the public survey. Questions 1 and 2 used quantity of responses as opposed to percentages, since respondents were able to select more than one category. New coding plans were used dependent upon each survey question and are as follows:

"Other" responses from Question 1 used the following categories:

- Arts and Culture
- Community
- Events
- Infrastructure
- Local Government
- Location
- Outdoor Recreation
- Public Services
- Dining and Breweries
- Size
- Youth

"Other" responses from Question 2, and questions 26 and 27 used the following categories. Crime was excluded from categorization of questions 26 and 27.

- | | | |
|--------------------|--------------------------|-------------------------|
| • Activities | • Environmental* | • Pedestrian Access* |
| • Arts and Culture | • Food Access | • Poverty |
| • Bike Access* | • Health* | • Public Transportation |
| • Community | • Historic Preservation* | • Safety* |
| • Connectivity | • Housing* | • Senior and Disabled |
| • Crime | • Infrastructure | • Tourism |
| • Development | • Jobs | • Transportation* |
| • Economy* | • Local Government | • Youth |
| • Education* | • Outdoor Recreation | • Not Categorized |

*The quantity of "other" responses sorted into this category were added to the corresponding multiple choice category provided in the survey question.

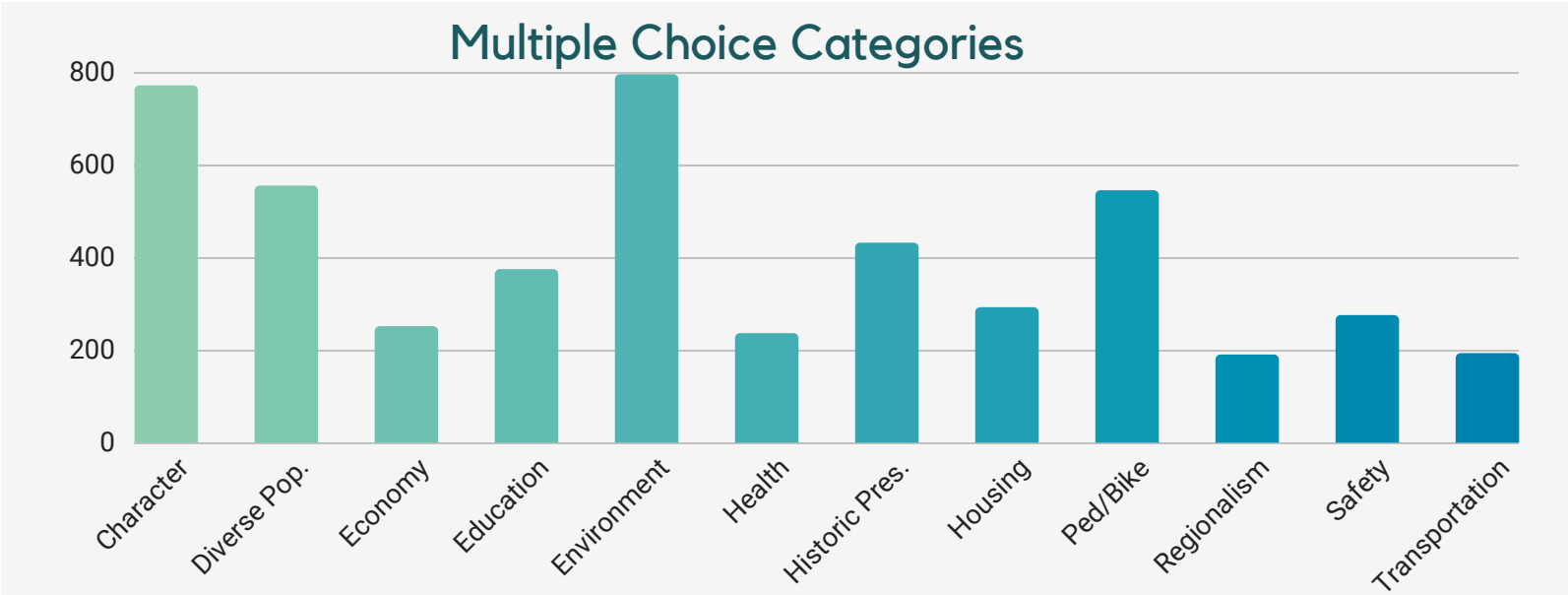
Question 9 used the following categories:

- Affordability
- Airport
- Bike Access
- Carpool/Ride-share
- Connectivity
- Convenience
- Distance
- Maintenance
- Parking
- Pedestrian Access
- Public Transportation
- Safety
- Senior and Disabled
- Traffic
- Train

Question 18 used the following categories:

- Aesthetics
- Community
- Crime
- Drugs
- Infrastructure
- Law Enforcement
- Poverty
- Time

Results: Strengths

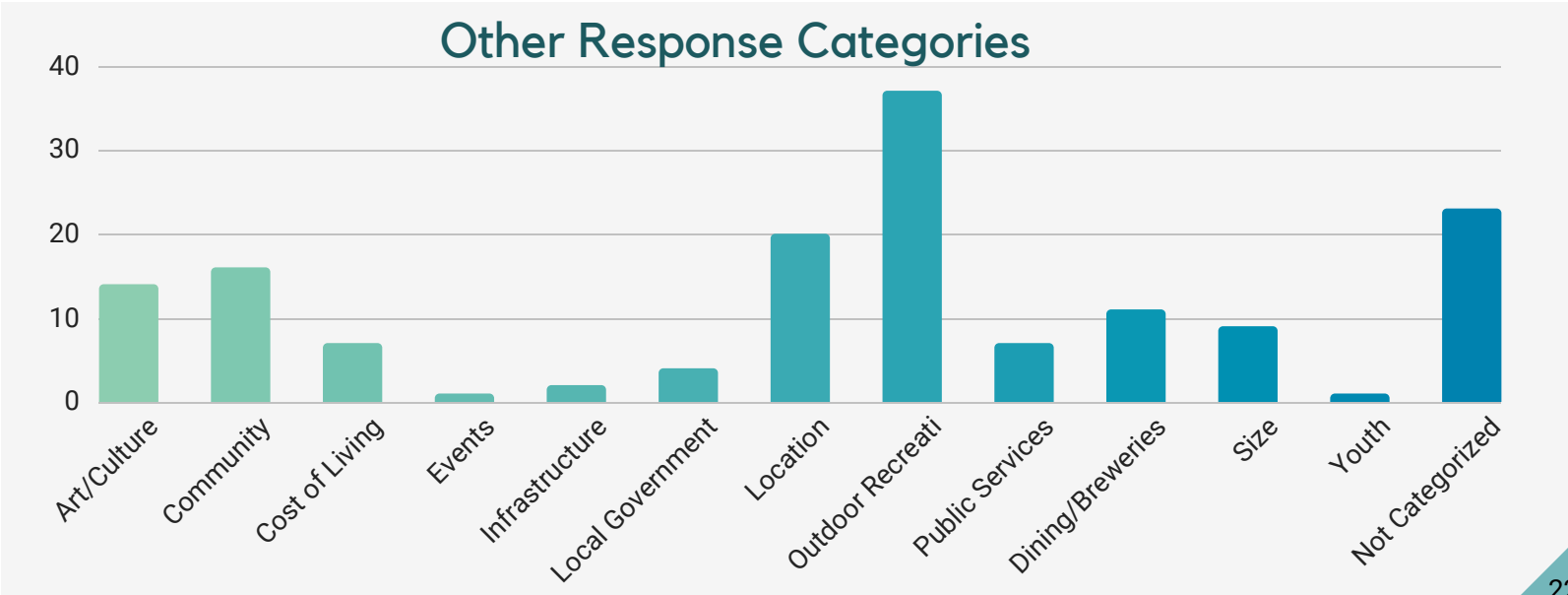


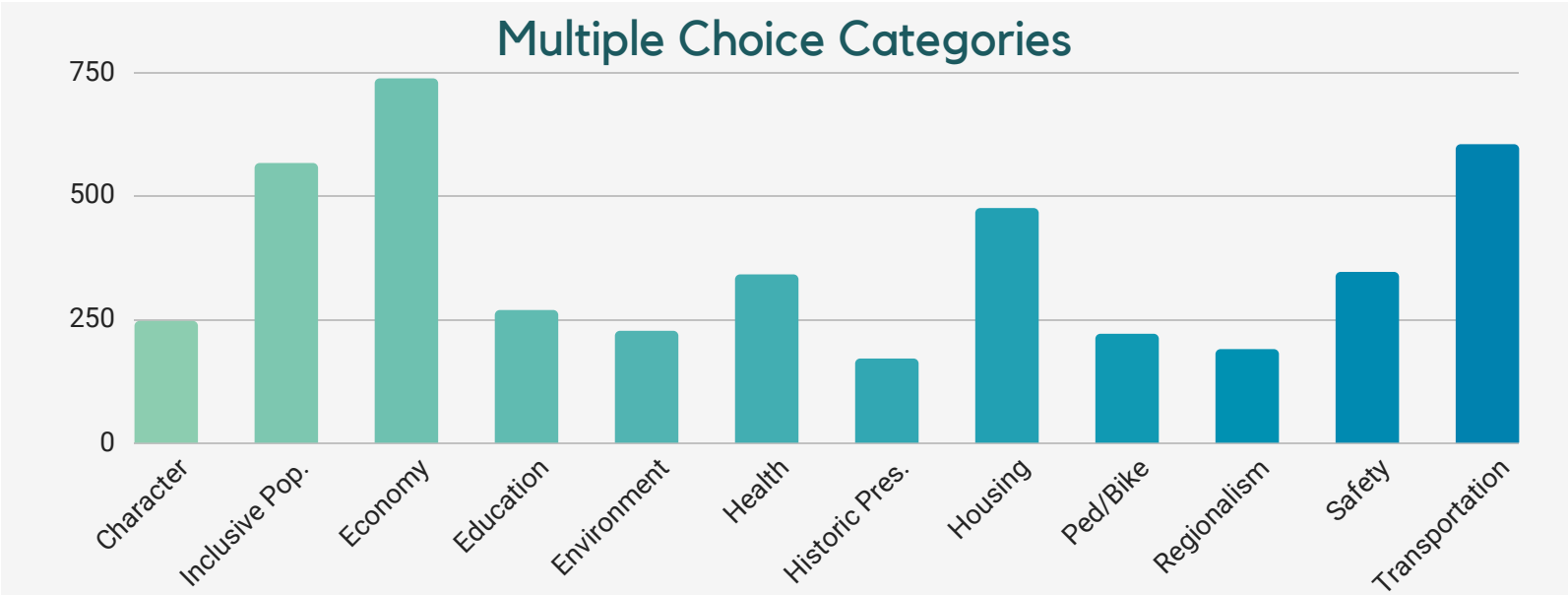
Top Multiple Choice Category

A Healthy Natural Environment

Top Other Response Category

Outdoor Recreation



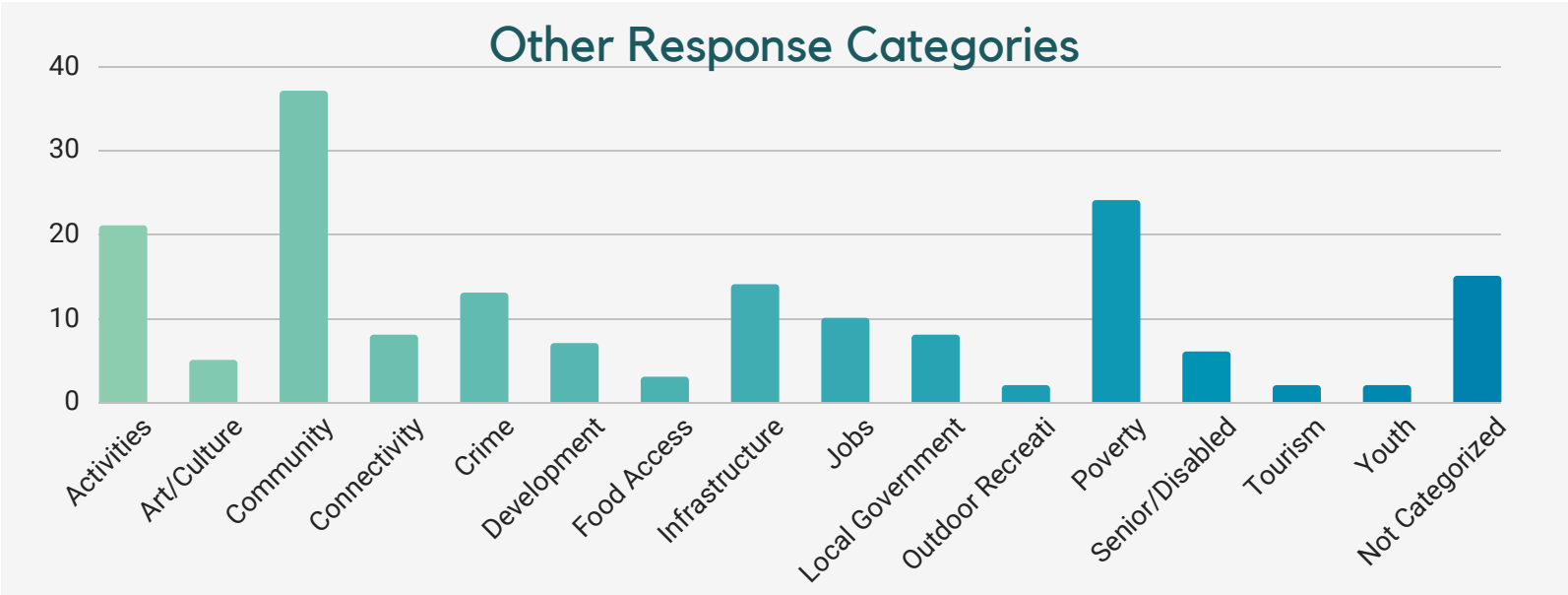


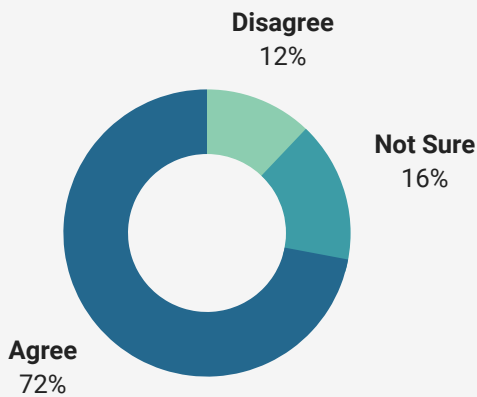
**Top Multiple
Choice Category**

Economic & Job
Opportunities

**Top Other
Response Category**

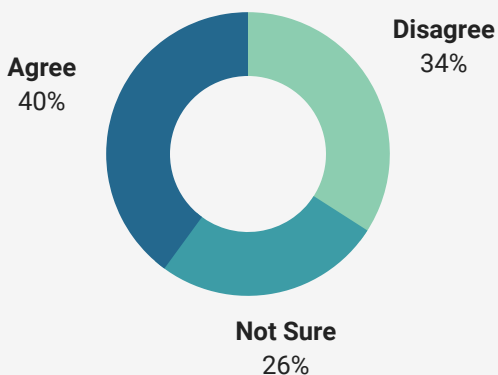
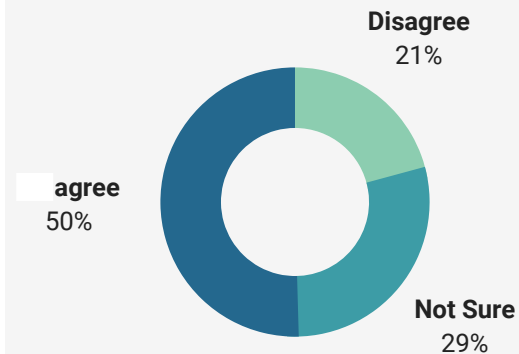
Community





Most **AGREE** Roanoke provides a high quality of life.

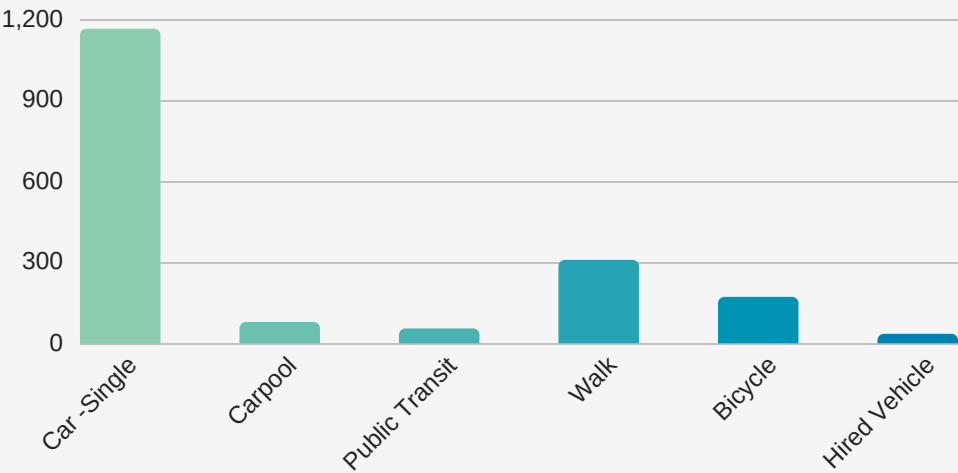
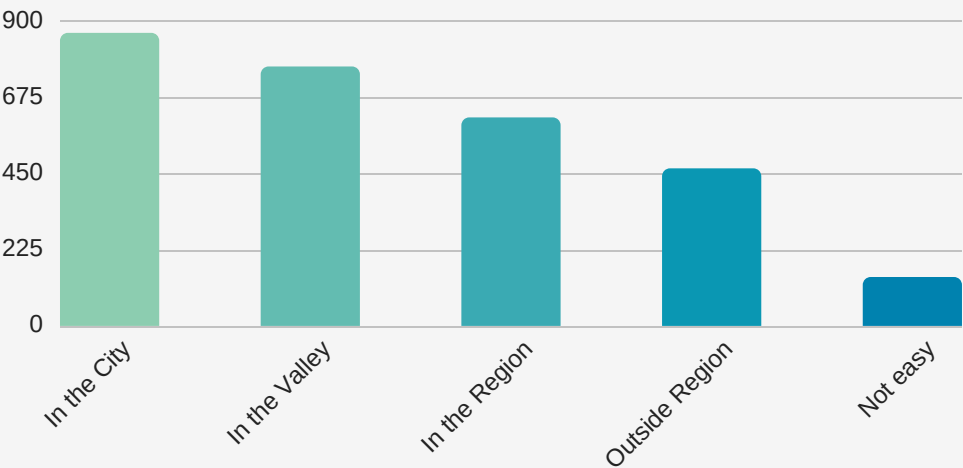
Most **AGREE** Roanoke has a healthy mix of rental and ownership units.



Most **AGREE** Roanoke has an adequate, affordable variety of housing types.

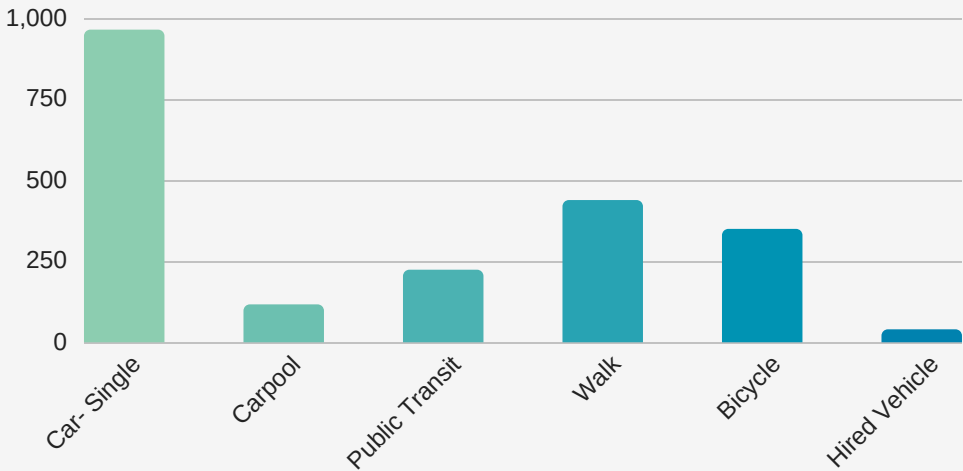
Results: Transportation

It is easy to travel...

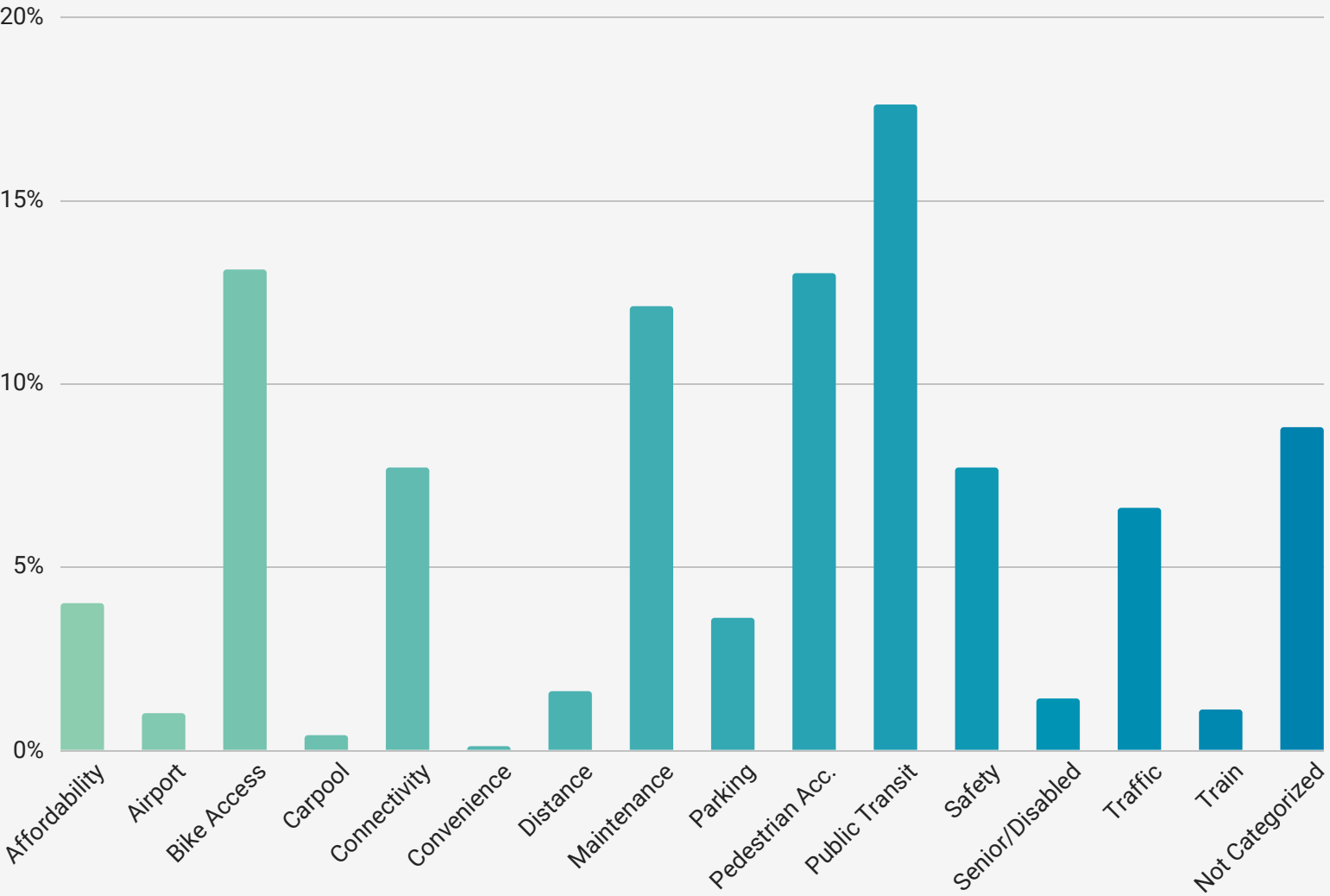


Primary means of transportation

Preferred means of transportation



Response Categories



Common Words
Bike
Lanes
Sidewalks
Bus
Traffic

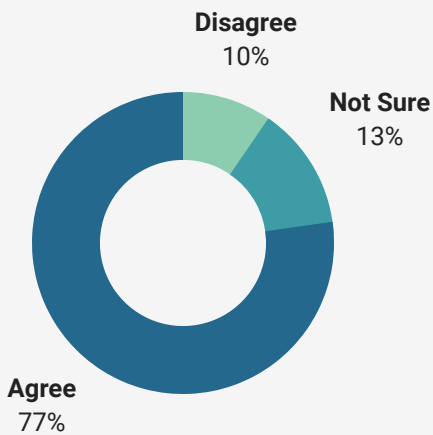
Top Category
Public Transit



Public Transit Topics
Schedule
Routes
Access
Reliability
Connectivity

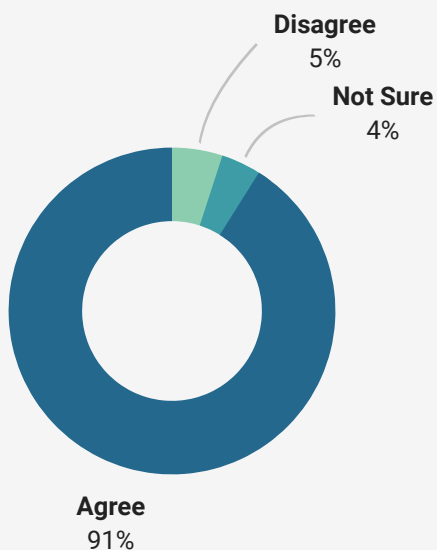
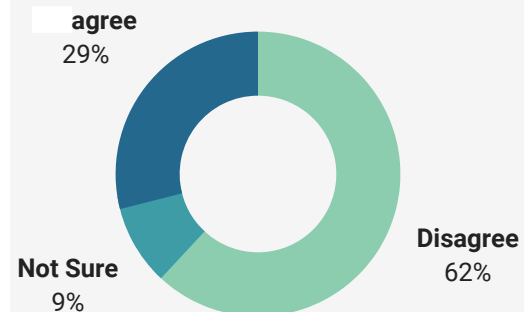
Results: Environment

23



Most **AGREE** Roanoke has a healthy natural environment.

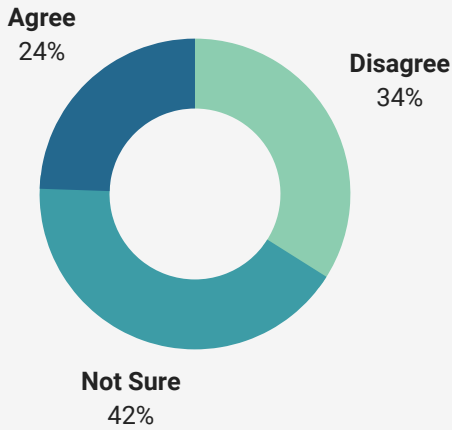
Most **DISAGREE** littering is **not** a problem.



Most **AGREE** developing parks and recreation facilities are a good use of resources.

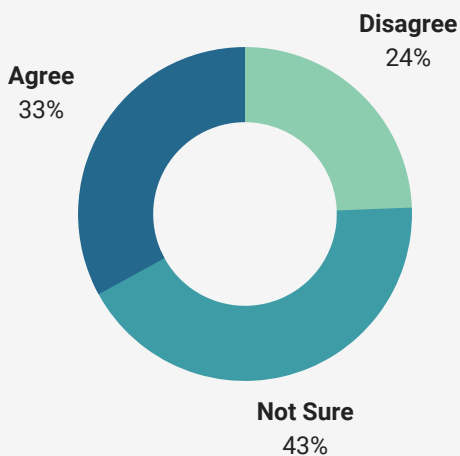
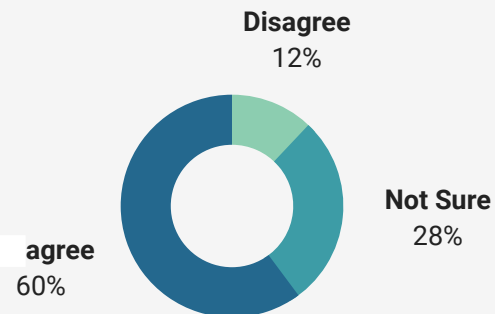
Results: Economy

g



Most are **UNSURE** residents understand the importance of energy conservation.

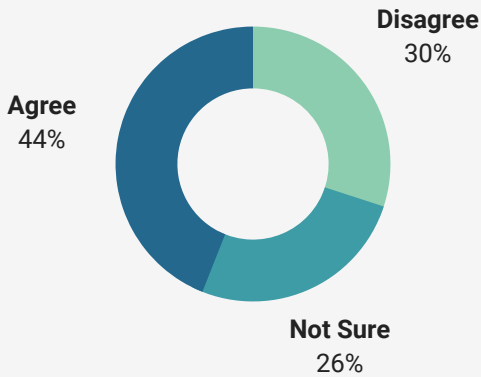
Most **AGREE** the regional economy is likely to grow.



Most are **UNSURE** the regional economy can adapt if faced with downturn.

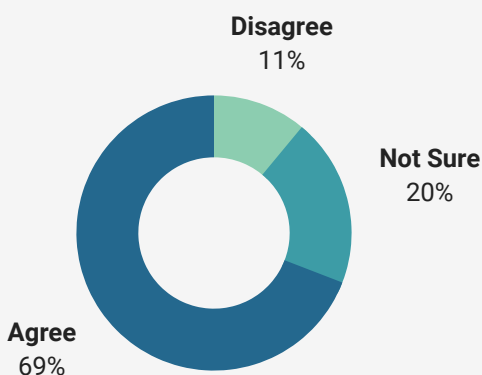
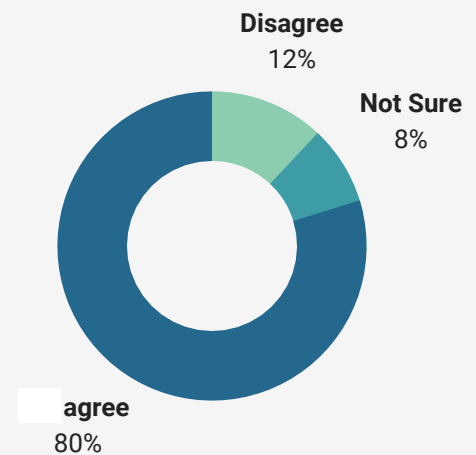
Results: Community

2J



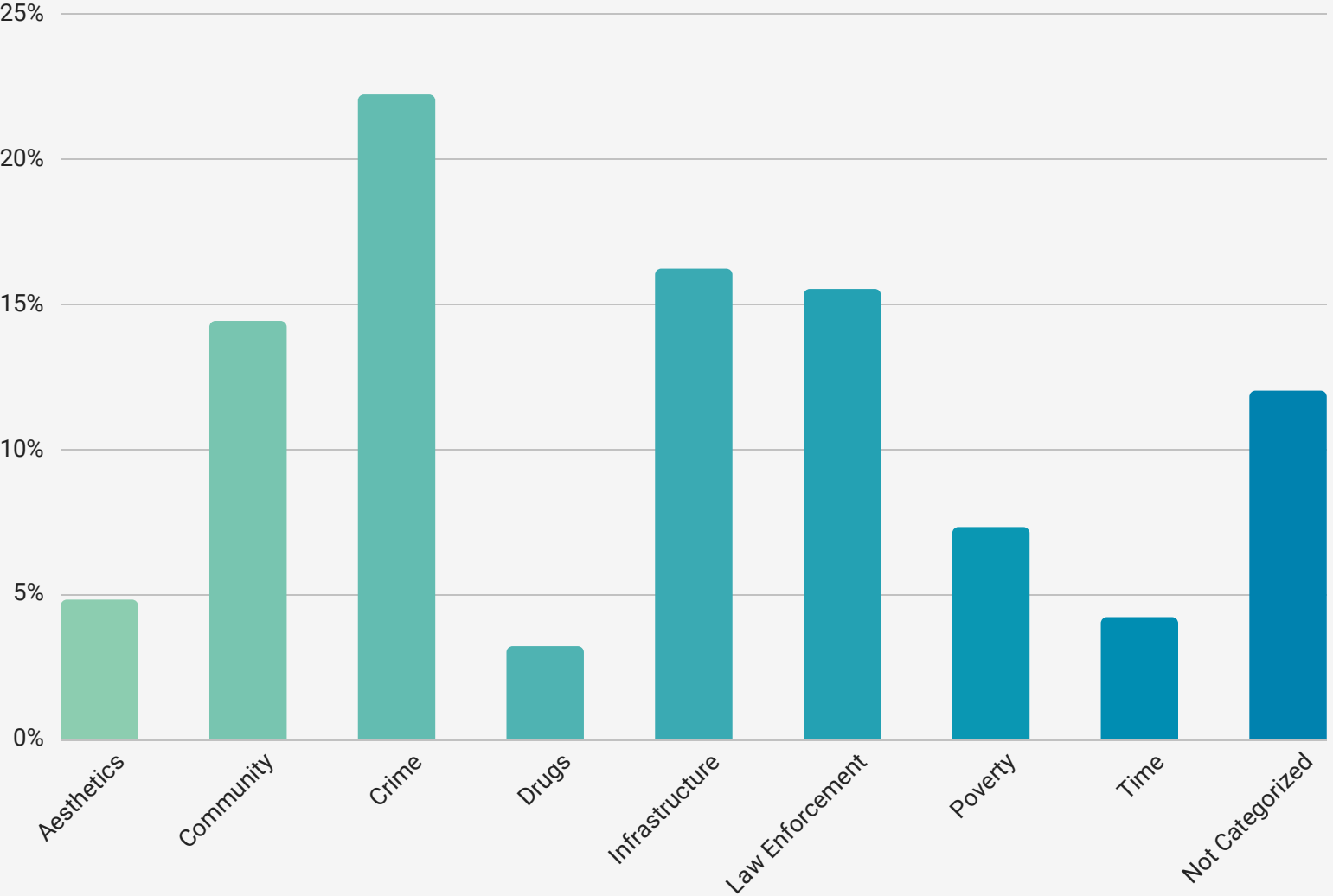
Most **AGREE** Roanoke is an inclusive community.

Most **AGREE** they feel safe in their neighborhood.



Most **AGREE** Roanoke is a great place to raise children.

Response Categories



Common Words

Police
Crime
Neighborhood
People
Street

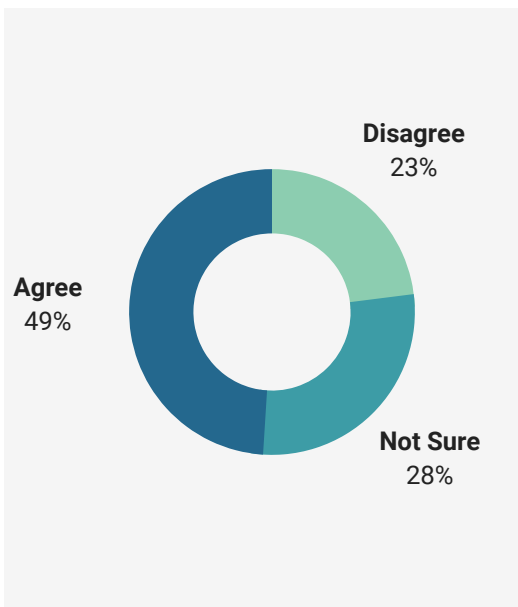
Top Category

Crime



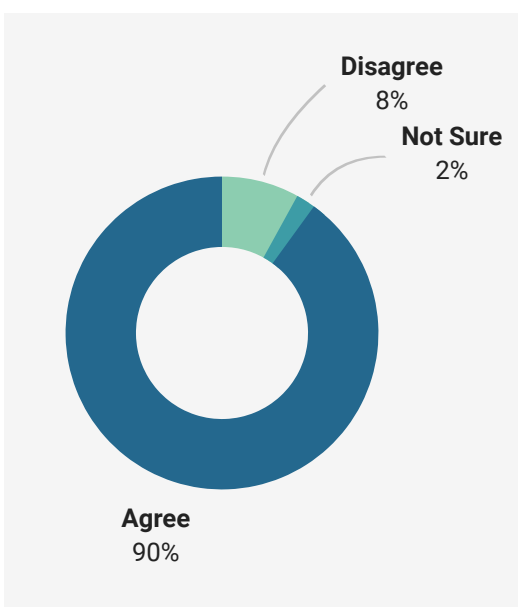
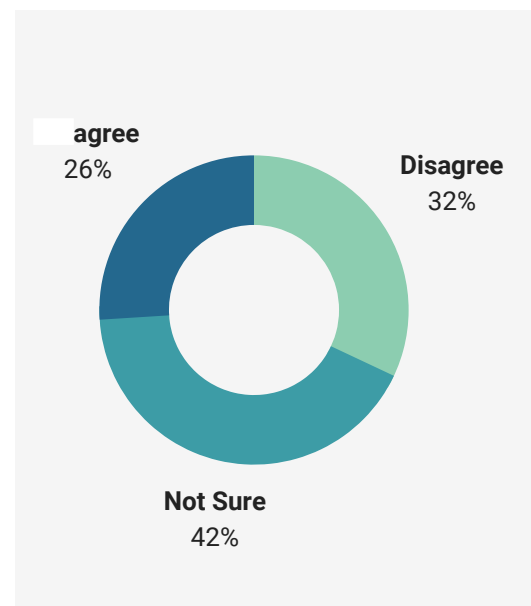
Negative
61%

Positive
39%

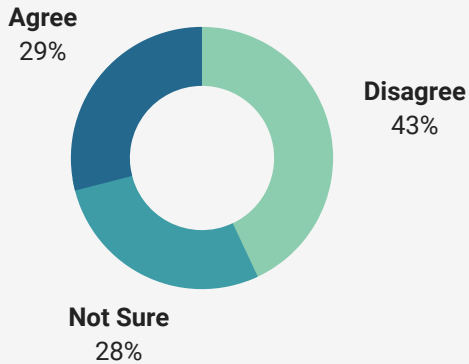


Most **AGREE** Roanoke provides quality educational opportunities.

Most are **UNSURE** Roanoke residents are healthy.

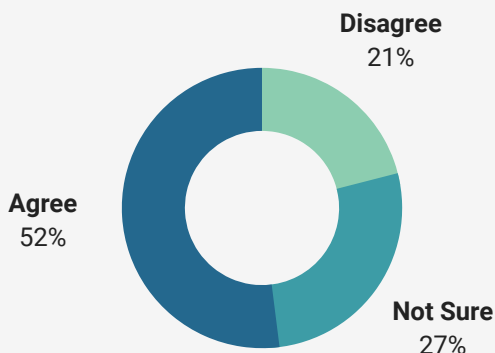
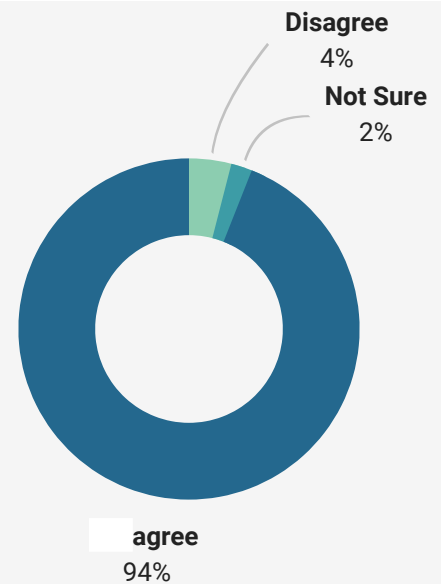


Most **AGREE** they have access to a grocery store and fresh food.



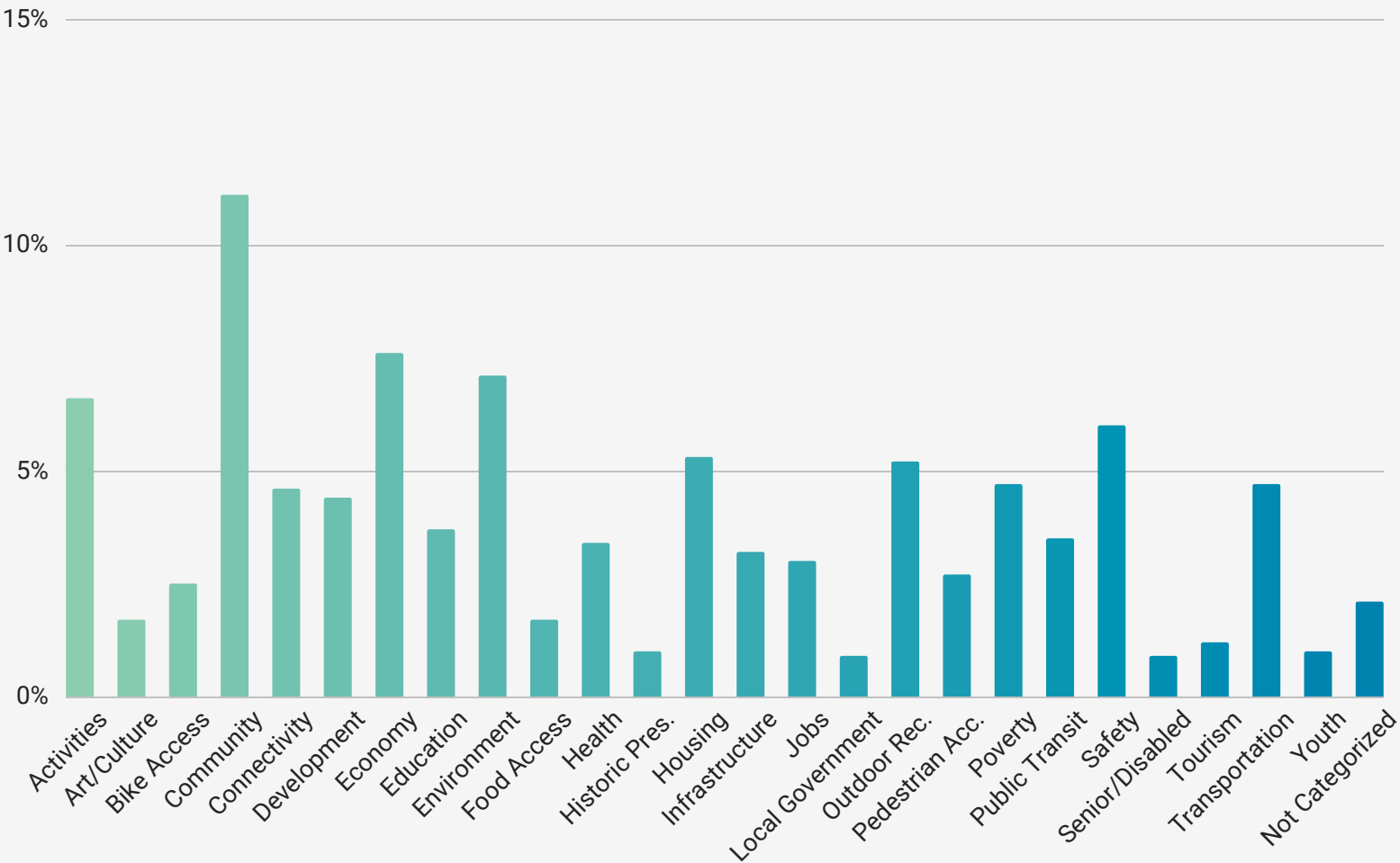
Most **DISAGREE** all residents have access to a grocery store and fresh food.

Most **AGREE** they have access to parks or recreation facilities.



Most **AGREE** all residents have access to parks or recreation facilities.

Response Categories



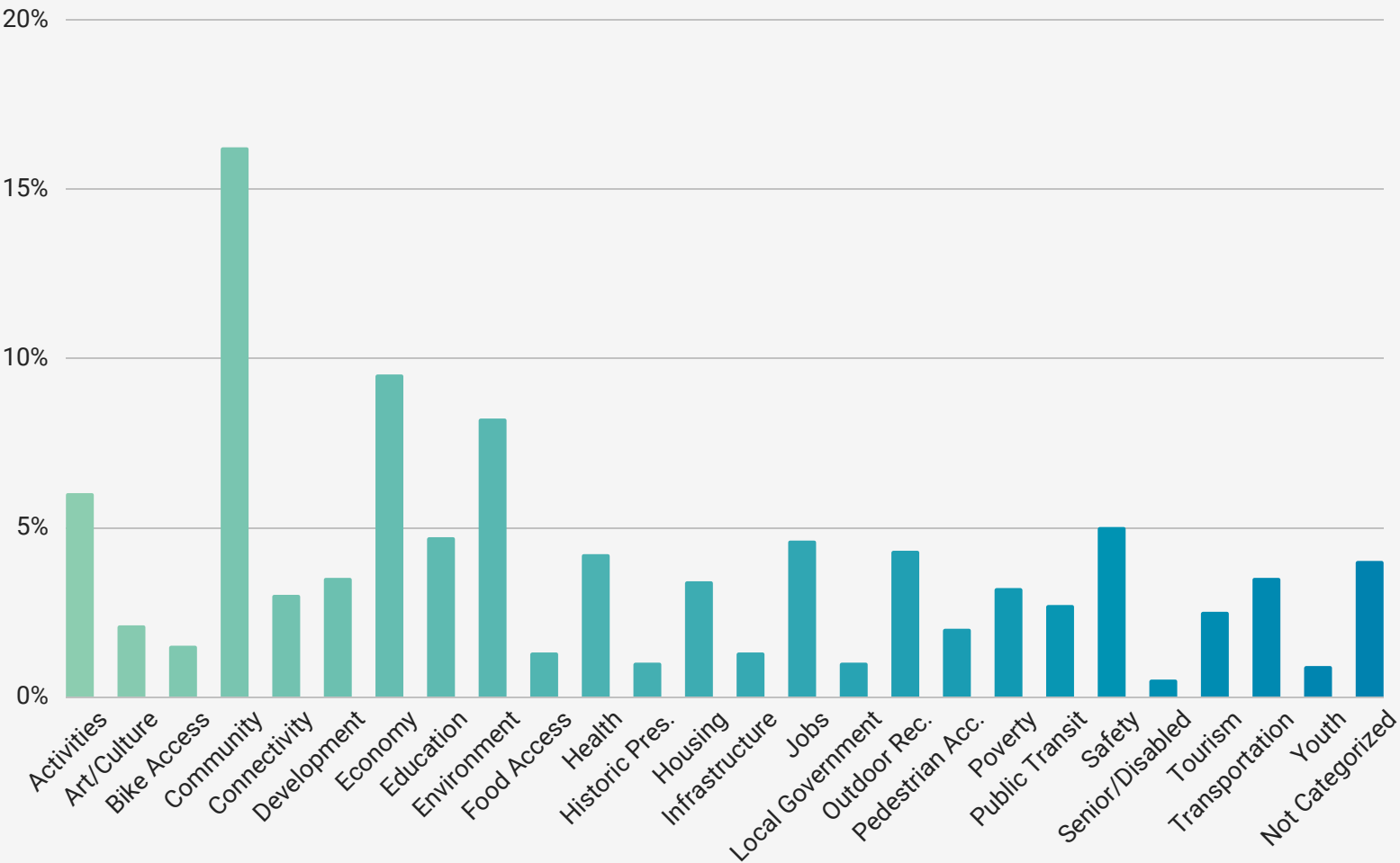
Common Words
Downtown
Housing
Public
Transportation
Neighborhoods

Top Category
Community

Three dark teal silhouettes of people's heads and shoulders, arranged side-by-side, representing a community.

Community Topics
Neighborhoods
Diversity
Family
Equity
Services

Response Categories



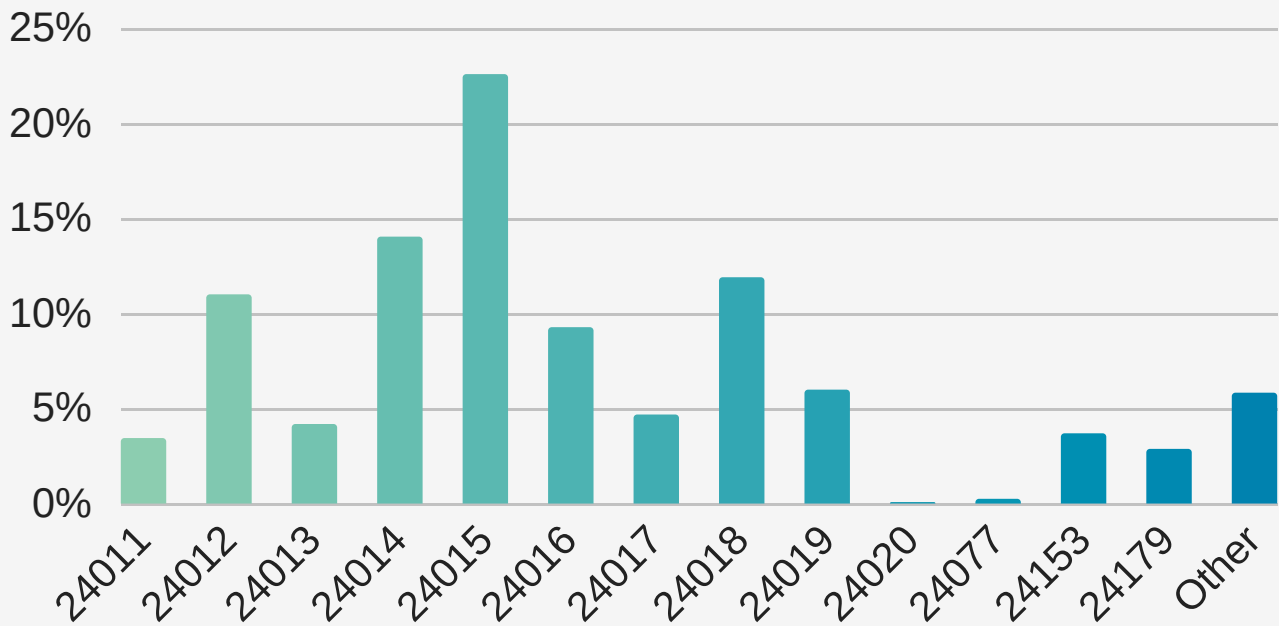
Common Words
Community
People
Opportunities
Public
Neighborhoods

Top Category
Community



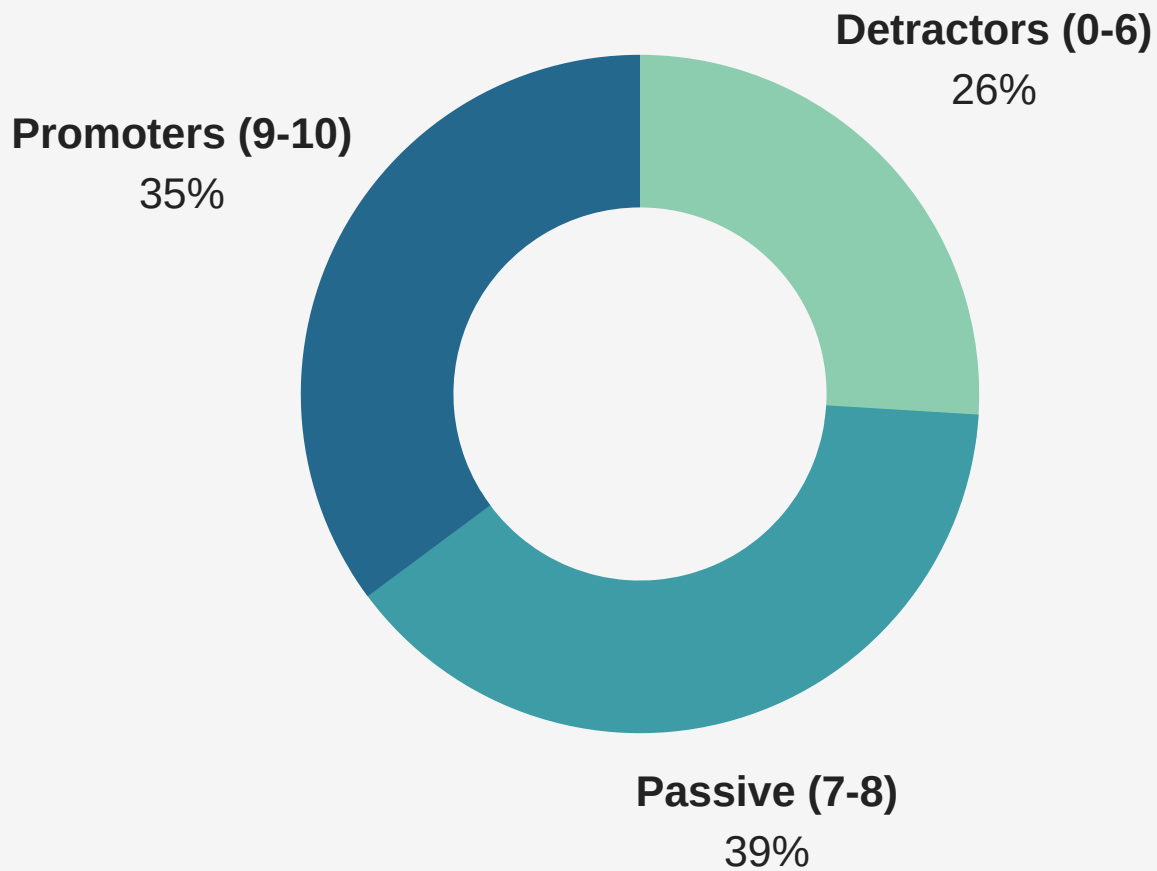
Community Topics
Neighborhoods
Diversity
Family
Equity
Services

Respondent's zip code



70%
Live in the
City

Work in the
City
63%



Most would
PASSIVELY

recommend the City of
Roanoke to others
(scale 1-10).

7.5

Average
Score



Findings

Community Needs

Open House meetings and survey responses aided in identifying and prioritizing means for addressing community needs. These outreach methods also helped to identify the community's vision for Roanoke's next 20 years.



Most said
Community
should be part of
2040's
Dream
Plan
& Vision

Residents are
concerned about
Health
Housing
& Economy

Priorities



Environment



Food
Access



Housing



Public
Transit



Connectivity



Economy