



For digital submission

## Copy of Town of Pine Level Economic Development Strategic Plan Community Questionnaire

**Town of Pine Level is partnering with the NC Department of Commerce's Main Street and Rural Planning Center to create an economic development strategic plan. The strategic planning initiative is designed to assist communities across the state of North Carolina leverage their assets to increase local economic opportunity.**

**This questionnaire will help us understand the preferences and priorities of the community regarding the economy in the Town of Pine Level. This will guide the development of a strategic plan with recommendations the community can take to expand and improve its economy. While completing this survey, please keep these objectives in mind.**

**Please take 15 minutes to complete the following survey. All information will be collected anonymously, and any personally identifiable data will be withheld from the final report.**

**Thank you for your time!**

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**Please tell us a bit about yourself.**

1. Are you a resident of the Town of Pine Level?

☐ Yes

☐ No

2. Did you grow up in the Town of Pine Level or relocate as an adult?

☐ I grew up here.

☐ I moved here as an adult

Other (please specify)

3. What is your age?

- ☐ Under 18
- ☐ 18-24
- ☐ 25-34
- ☐ 35-44
- ☐ 45-54
- ☐ 55-64
- ☐ 65+

4. What race or ethnicity best describes you?

- ☐ White
- ☐ Black or African American
- ☐ Hispanic or Latino
- ☐ Asian or Asian American
- ☐ American Indian or Alaska Native
- ☐ Native Hawaiian or other Pacific Islander
- ☐ Multiple ethnicity

Prefer to self describe

5. What is your gender?

- ☐ Male
- ☐ Female

Prefer to self describe

6. What is your relationship with the Town of Pine Level?

- ☐ Resident
- ☐ Business Owner
- ☐ Work in town
- ☐ Visitor
- ☐ Property Owner
- ☐ Other (please specify)

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7. What are the Top 5 most important issues facing the Town of Pine Level? (please Rank "1" most important, Rank "2" next important, and so on)

- ☐ Adequate Housing
- ☐ Appearance/ Aesthetics
- ☐ Code Enforcement
- ☐ Communicating with Citizens
- ☐ Fire Services
- ☐ Flooding/ weather impacts
- ☐ Job Creation/Business Development
- ☐ Maintenance of streets
- ☐ Management of growth
- ☐ Parks and recreation
- ☐ Public Safety
- ☐ Sidewalks/walkability
- ☐ Stormwater runoff
- ☐ Other

8. If Other, Please specify.

9. Please rate the following statements by selecting the answer that most closely represents your opinion.

"I am pleased with the overall direction the Town is taking..."

|                                  | Agree or Disagree    |
|----------------------------------|----------------------|
| In General                       | <input type="text"/> |
| with Parks and Recreation        | <input type="text"/> |
| With services and utilities      | <input type="text"/> |
| with economic development        | <input type="text"/> |
| with leadership of the community | <input type="text"/> |

10. Please indicate what type of growth you would like to see over the next 10 – 20 years by choosing the answer that best describes your opinion.

| Type of Growth          |                      |
|-------------------------|----------------------|
| Agricultural growth     | <input type="text"/> |
| Healthcare growth       | <input type="text"/> |
| Industrial growth       | <input type="text"/> |
| Residential growth      | <input type="text"/> |
| Retail business growth  | <input type="text"/> |
| Service business growth | <input type="text"/> |
| Other (please specify)  | <input type="text"/> |

11. Where do you get MOST of your information about the Town of Pine Level?

- ☐ Johnstonion News
- ☐ Town of Pine Level Website
- ☐ Facebook
- ☐ "Pine Level Folks" Community Facebook Group
- ☐ TikTok
- ☐ Other News or Media (please specify)

12. . In the last 12 months, about how many times have you or other members of your family participated in the following activities in the Town of Pine Level?

| Frequency                           |                      |
|-------------------------------------|----------------------|
| Shopped at a locally owned business | <input type="text"/> |
| Attended a community event          | <input type="text"/> |
| Eaten at a restaurant               | <input type="text"/> |
| Purchased goods or services         | <input type="text"/> |
| Visited Downtown                    | <input type="text"/> |
| Used Parks & Recreation facilities  | <input type="text"/> |

13. Rate the overall quality of life aspects in the Town of Pine Level.

|                                                      | Rating               |
|------------------------------------------------------|----------------------|
| Community Appearance                                 | <input type="text"/> |
| Community Pride/Sense of Place                       | <input type="text"/> |
| Cost of Living                                       | <input type="text"/> |
| Education - K-12 Public                              | <input type="text"/> |
| Education- K-12 Private and Charter                  | <input type="text"/> |
| Education - Local opportunities for higher education | <input type="text"/> |
| Employment Opportunities                             | <input type="text"/> |
| Entertainment Opportunities                          | <input type="text"/> |
| Parks and Recreation                                 | <input type="text"/> |
| Safety                                               | <input type="text"/> |
| Shopping and Services Offered                        | <input type="text"/> |
| Streets and Sidewalks                                | <input type="text"/> |

14. Please indicate the type of businesses that are most needed in the Town? (check all that apply)

☐ General Retail

☐ Beauty- Salons or Barber

☐ Car rentals

☐ Car Sales

☐ Grocery Store

☐ Finance- Banks

☐ Clerical

☐ Bar or Brewery

☐ Restaurants

☐ Specialty Retail

☐ Hardware Store

☐ Other (please specify)

15. When visiting Downtown Pine Level, what is purpose of your visit? (check all that apply)

- ☐ Church or faith-related
- ☐ Eating/Drinking
- ☐ Post Office
- ☐ Professional services (attorney, yoga studio, spa, etc.)
- ☐ Retail shopping
- ☐ Other (please specify)

16. If you do NOT visit Downtown, why not?

17. When visiting Downtown in the future what would you like to see? (Check all that apply)

- ☐ Art & Cultural Activities
- ☐ Community Festivals/ Gatherings
- ☐ Food Trucks
- ☐ Medical or Dental Office Cluster
- ☐ Night Life/ Entertainment
- ☐ Park & Recreation
- ☐ Professional Service (yoga/dance studio, attorney, spa, etc.)
- ☐ Restaurants/Eating establishments
- ☐ Retail Shopping
- ☐ Other (please specify)

18. What Economic Development issues should the Town of Pine Level focus on? (Please rank your TOP 5 issues. Rank 1 is most important area of focus and Rank 2 is next important and so on.)

-   Broadband/Internet
-   Community appearance
-   Downtown revitalization
-   Entrepreneurship
-   Housing Affordability
-   Housing Quality
-   Industrial recruitment
-   Industrial sites
-   Roads
-   Small Business Development
-   Transportation
-   Utilities
-   Workforce Development/Training

19. Do you have any additional community planning and economic development comments regarding the Town of Pine Level?



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**Your time and effort on this questionnaire are greatly appreciated.**