2025 Transylvania County COMPREHENSIVE PLAN

Public Input Meeting Report

Tuesday, April 28, 2015

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Overview and Summary of Findings

This report reviews the input from the Public Input Meeting event for the 2025 Comprehensive Plan held on April 28, 2015 at the Brevard Community Church. The objective of this report is to synthesize and review the concerns, ideas, and aspirations expressed at the event. This information combined with the data from the survey and community meetings, will provide the framework for the 2025 Comprehensive Plan.

The community input provided during the Public Input Meeting revealed several important overarching assets, opportunities, and obstacles when it comes to growth and development. The common overlapping themes include:

1. E***ducation, environment***, and ***people*** are the greatest assets of Transylvania County.
2. ***Shared values*** (people) and ***natural resources*** must be protected and preserved as the County grows.
3. The greatest obstacles in the County we will face over the next ten years are ***funding, leadership*** (polarizing politics, city/county division, lack of common vision), and ***lack of infrastructure*** (water/sewer, roads, utilities, health care) as key obstacles to overcome.

Background

What is a Comprehensive Plan?

A comprehensive plan is a long-range guide for making development and policy decisions based upon the growth preferences of the public and elected officials of Transylvania County. The comprehensive plan evaluates existing conditions, projects growth and development patterns, and identifies needs and assets of the community. Furthermore, the comprehensive plan establishes a vision for the County and sets goals and objectives to achieve this vision. The comprehensive plan considers all seven of the basic planning elements (population growth, housing, economic development, natural resources, transportation, community facilities and services, and land use) as well as defines character traits that are unique to Transylvania County (e.g. recreation, tourism, health). The comprehensive plan is not a regulatory document, but is a guide for policy and development decisions over the next 10 years.

2025 Transylvania County

Shaping Transylvania County
A Survey for the 2025 Comprehensive Plan

What is a comprehensive plan?

How Can You Get Involved?

Why Should We Do Comprehensive Planning?

Where are we in the Process?

The 2025 Transylvania County Comprehensive Plan will guide growth and development by addressing three main questions: (1) what is the current condition of Transylvania County; (2) what do we want Transylvania County look and feel like in 10 years; and (3) what needs to happen to achieve this?

Why should we plan?

Transylvania County has experienced major changes over the last ten years. The County is not the same place it was 10 years ago, nor will it be the same place 10 years from now. Like other counties in the Western North Carolina region, and all over the country, Transylvania County must take active, thoughtful steps to compete in a competitive global environment. It must do what it can to improve the quality of life for its current citizens; enhance the qualities that make Transylvania County a desirable place to live, work, visit, and/or start a business; and preserve the existing culture that makes Transylvania County what it is. The path to accomplish these goals involves a comprehensive planning process that evaluates where Transylvania County has been, where it is currently, and where it is going in the future.

The planning process gives an analysis of existing trends and growth patterns in all sectors of the community: population, housing, economics, transportation, natural resources, land use, and community facilities and services. It asks the question of the citizens, "How do you want Transylvania County to grow over the next 10 years?" And it provides the framework for how to achieve this end goal. Overall, a comprehensive plan gives you factual data on where we are currently heading based on the "business as usual" model, documents how the citizens want to grow, and provides community leaders with the framework for making the decisions that assist in accomplishing this goal.

Public Participation Process

Community members want to participate in major decisions that are important to them. Comprehensive planning attracts public involvement because people are directly affected by the decisions made and actions taken. Therefore, it should not be a question of whether to have public participation but rather how to design a process that yields the most benefits.

The primary aim of a public participation process is to allow meaningful input into a governmental decision-making process. While involving community members in the County's comprehensive planning processes takes additional time and resources, it has many benefits:

- Public participation processes are opportunities for mutual education of everyone involved.
- Decision makers often can get additional information, creativity, and input about values, attitudes, and preferences from the citizens who will be most impacted by their decisions.

- Public participation may yield changes in behavior. The likelihood of people changing their behaviors increases when they are aware, informed, and self-convinced that the change is needed.
- Effective public participation can help build relationships between community members across demographic groups, geographical distances and differing political viewpoints.
- Community members are more likely to support decisions that they help make, even when the decisions are hard.
- Taking part in effective public participation encourages civic and community responsibility in meaningful ways.

Public participation will not succeed if it is not genuine—that is, if decision makers are using it as a way to sell a predetermined plan or solution and do not truly care about stakeholder concerns. Public participation is not a one-time event such as a public hearing. The most common pitfalls associated with public participation are processes that are too little, too late, or too negative or unsafe to be constructive to anyone, either the participants or the decision makers.

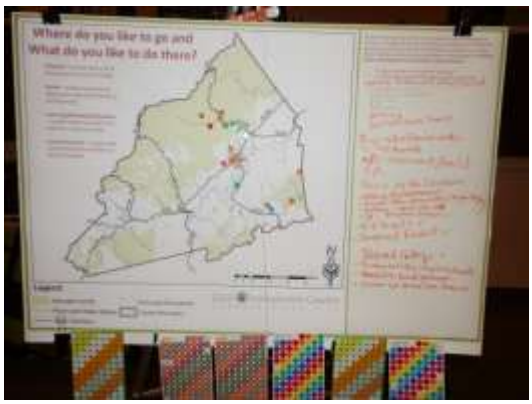
Successful public participation takes adequate time, resources, and flexibility. Public participation is constructive when all partaking listen to each other, make positive contributions, gain a deeper knowledge of the issue(s), and develop trust and respect for each other, even when there is disagreement.

April 28, 2015 – Public Input Meeting, Brevard Community Church

When the Transylvania County Planning Board and Planning and Community Development Department began the 2025 Comprehensive Plan, it was important to all that the public's voices drive the content of the plan. The Planning Board recruited more than 40 "Community Advocates" to assist with the public participation component of the plan. Together, the Planning Board, Community Advocates, and staff generated an Existing Conditions Report, a survey, a consensus building workshop (which became the April 28, 2015 Public Input Meeting) and Open Houses. The April 28th Public Input Meeting, served as the keystone for the public participation component.

The Public Input Meeting was promoted through multiple resources. There were two ads in the Transylvania Times, posters were distributed around the County, individual fliers were passed out, radio interviews were conducted, the County's Facebook page included a post for the event, County Commissioner and Planning Board meetings include the announcement, and emails were distributed to vast number of individuals in the County through sources such as the Chamber of Commerce, City of Brevard, and Transylvania County Planning and Community Development Department to name a few.

The Planning and Community Development Department sent out an RFP to solicit a public facilitator for the event. The public facilitator was to work with staff, Planning Board, and Community Advocates to design and implement the consensus building workshop. Out of seven competitive applicants, staff selected two local candidates to collaborate on the project: Angela Owen, of TBL Leadership Partners, and John Fenner, of Center for Courage and Renewal and John Fenner Consulting.



The Public Input Meeting provided a platform for members of the community to express their concerns, aspirations, and ideas for the future of Transylvania County. Attendees provided individual input on poster boards and collaborative input via small group discussion lead by the public facilitators. There were three questions that framed the evening and this report summarizes those findings. The three questions were:

1. What are our assets?
2. What do you see Transylvania County being/having 10 years from now?
3. What are the obstacles for achieving this?

The evening began with registration for the event. Each person was randomly assigned a color to correlate with

tables around the room – this separated folks who came together. There were three maps located in the foyer after the registration table and by the food and restrooms, asking questions regarding assets, favorite places to go in Transylvania County, and areas that need attention. Next, the group was welcomed by Planning Board Chair, Wayne Hennie, and Planning and Community Development Director, Mark Burrows. Mr. Burrows premiered the video and promoted participation for the 2025 Comprehensive Plan survey.

Facilitators, John and Angela then began facilitating the meeting. The Community Advocates served as table facilitators, who were trained in advance by John and Angela. The attendance for the evening was approximately 140 participants, not including Planning Board and staff.

Data Summary

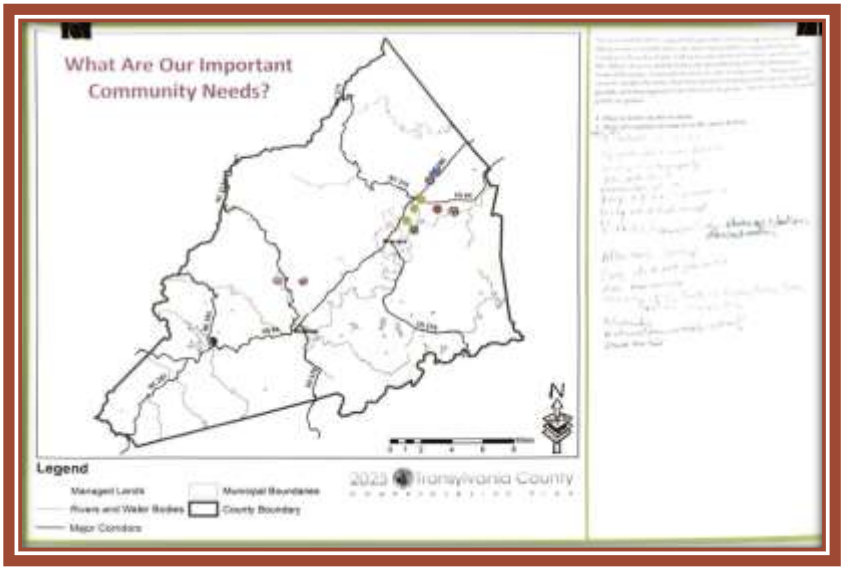
Citizen input was collected in two ways, through a self-guided mapping exercises and small group facilitated questions. The self-guided mapping exercises were available in the entry of the venue and individuals were encouraged to write their comments on the maps provided.

The small group facilitated portion of the meeting was designed with a bottom-up approach. Individuals were asked a series of questions (one at a time) and were asked to write their individual responses on a sticky note. Then they were to share with the group their responses. The group then categorized like responses and named the categories. In addition, they prioritized each category by assigning dots to their individual priority and provided their top three for the wordle. The groups were then asked reflective questions on their responses (e.g. similar patterns, differing opinions) and lastly, what was the most important first step in attaining this vision for the County.

The following tables and charts are a summary of the meeting. The full tabulated results can be found in Appendix A. The meeting evaluation results can be found in Appendix B.

Mapping Exercise #1 – What are Our Important Community Needs

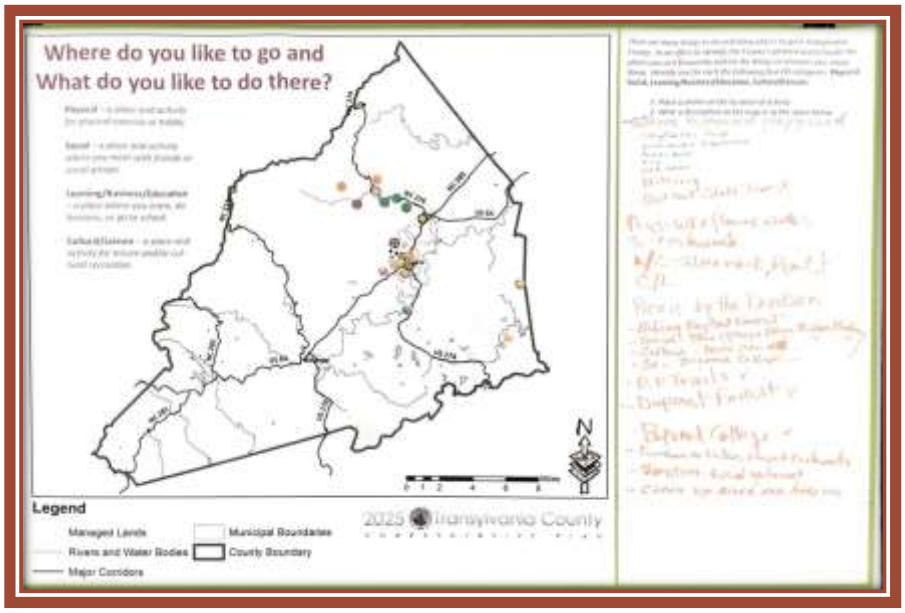
Services and Facilities support the growth of a thriving community. Many services and facilities are directly funded or supported by the County such as the Public Safety Facility, Animal Control, and the Landfill. Other services are provided by the City of Brevard, Town of Rosman, or private businesses like Comporium. Participants were asked to list the services and/or facilities that Transylvania County could use to support growth and development over the next 10 years. These services may be public or private. Some of the common responses included affordability, bike trails, infrastructure, and industrial development.



What are our important community needs?
Affordable child care
Upgrade water and sewer facilities
Develop Ecusta property
Hike/Bike Trail
Infrastructure out 280
Keep rail road for commerce
Develop rails to trails concept
Public transportation, electric charge station downtown
Affordable housing
Early childhood education
Jobs- More industry
Services of all kinds for Rosman, Balsam Grove, Toxaway, communities.
Entrepreneurship
If not a rail then certainly a trail!
Ecusta Bike Trail

Mapping Exercise #2 - Where do you like to go and what do you like to do there?

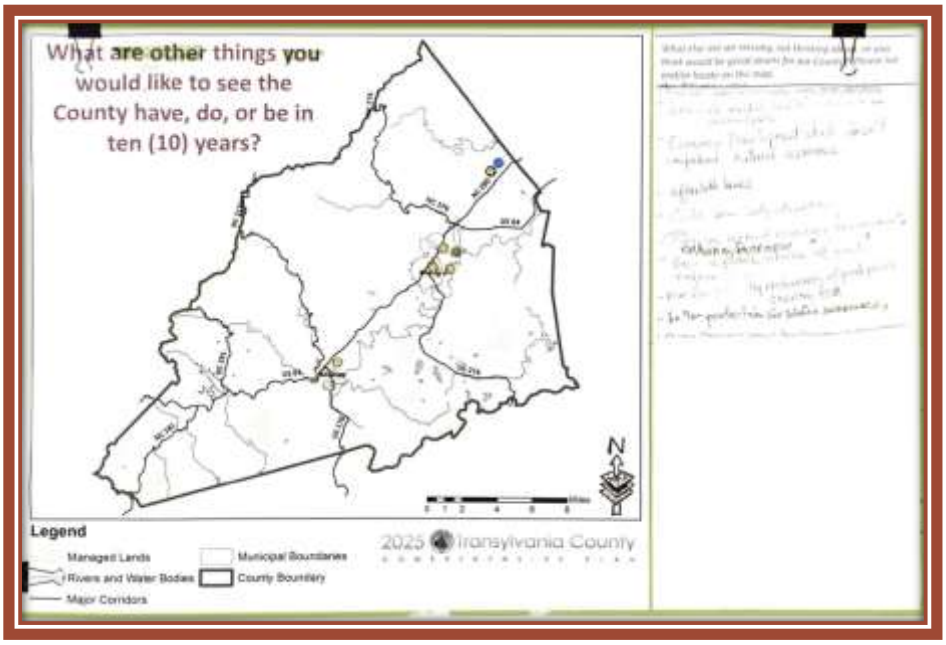
There are many things to do and many places to go in Transylvania County. In an effort to identify the County's greatest assets, locate the places you visit frequently and list the things or activities you enjoy doing. Participants were asked to identify one for each of the four (4) categories: Physical, Social, Learning/Business/Education, Cultural/Leisure. Common responses included hiking, Pisgah Forest and DuPont Forest, Downtown activities, breweries, and other activities.



Where do you like to go and what do you like to do there?
Improve Rosenwald Playground
Looking Glass Rock- Physical; Bracken Mountain- Cultural/ Leisure; Farmers Market; Biking; Church- Worship
Hiking
DuPont State Forest
Phys- Wildflower Walks; S- Restaurants; L/E- Silvermont, Rec center; C/L- Picnic by the Davidson
Hiking Pisgah Natl. Forest; Social- Bluegrass and Blue Ridge Bakery; Culture- Music Ctr.; Ed. Brevard College
P.F. Trails; DuPont Forest; Brevard College
Downtown activities, shops restaurants
Breweries/Social gatherings
Clean up river for more use

Mapping Exercise #3: What are other things you would like to see the County have, do, or be in ten (10) years?

In this final exercise, participants were asked what we were missing, not thinking about, or what they think would be a great asset for the growth of the County. They were then asked to list and locate it on the map.



What are other things you would like to see the County have, do, or be in ten (10) years?
Make 280 corridor business ready- water, sewer, utilities, and substance abuse
Accessible mental health services for children/youth
Economic Development which doesn't comprehend natural resources
Affordable homes
Child care/ Early Education
Preserve natural resources/ environment
Enhance/increase natural resources/environment
Be a place where all feel enfranchised
More family friendly restaurants w/ good prices and healthy food
Better protection for water resources
Enhance protection of people (police enforcement) to retard terrorists.

Question #1:

Transylvania County has many assets. Some are used, some are under-utilized, while others are relied upon too much. What are the things in Transylvania County that we can build upon in order to enhance our lives over the next 10, 20, 30 years? In other words, what are the County's most important assets (to you) to be supported, maintained, and/or enhanced? Name 3 and use 1 word to name or describe each asset.

Figure 1. Question #1 Wordle results.

Participants were asked the question above in order to identify the County's assets. They were then asked to categorize them and vote on the categories that were most important. Below are some of the individual responses prior to categorization (the complete results are found in Appendix A).

Individual Responses to Question #1			
Ecusta Trail	Artistic/musical heritage	Schools	Better Roads
Bike Trail	Beautiful nature	School systems	Hiking
Clean water	Outdoor activities	People	Biking paths
French Broad River	Natural environment	Volunteer system	Outdoors
Forests	Water	Willing workers	Roads
Public Lands	Land, water, and rivers	Diversity	Hiking
Natural Resources	Friendly diversity	Climate	Protect water
Environment	creative ideas	4 Seasons	Water
Diversity	Schools	Beauty	Clean water
Children	Knowledge	Waterfalls	Schools
People	Forest Land	Nature	Downtown
Strong Community	Nature	Parks/Forests	Jobs to supply living wage
Good jobs	Forest	Outdoor recreation	Schools
Employment	Outdoor Recreation	Local arts/artists	Colleges
Small town atmosphere	Schools	Library	Brevard Music Center
Farmers market	Downtown	People development	Forest

The individual tables then grouped each of these items into like categories and voted on what categories were most important. The categories that received the most votes (highest voted category on each table) were **Education**, **Natural Resources/Environment**, **People**, **Culture**, and **Economic Opportunities** (including outdoor recreation). The table below shows these results.

Top Voted Categories	
Education and Fine Arts	10
Natural Resources	9
Economy/Infrastructure	7
Natural Resources	6
Education	6
People	6
Nature	6
Education	5
Natural Resources	5
Education	5
People	5
Environment	5
Community	4
Economy	4
Culture	4
Education	4
Outdoor Recreation	4
Nature	3

Out of the highest voted categories at each table, the categories that received the most mention in the entire room were **Natural Resources** (voted the most), followed by **Education**, **Culture/People**, and **Economy**.

Highest Voted Categories (Room)	
Category	**Votes**
Natural Resources	6
Education	5
Culture/People	3
Economy	3

In summary, the individual responses can be viewed as action items for the Comprehensive Plan, while the categories serve as focus areas to leverage in planning future growth and development. Out of the top four categories, we can summarize the following:

Education: Community members cited educational references spanning all age groups. Some of the specific assets highlighted included the Transylvania County Schools, Brevard College, Blue Ridge Community College, The Brevard Music Center, The Porter Center, and people.

Natural Resources Environment: Described as beautiful, natural assets were consistently touted as important to maintain and support. Forests, parks, rivers, climate, nature, clean water, outdoor trails, waterfalls, and natural resources were listed as examples of environmental assets in Transylvania County. Available because of our natural assets, outdoor recreational activities such as hiking and biking were also listed among the environmental assets to maintain, support, and build upon.

People: Citing friendly, creative, diverse and attitude of residents among the list of descriptors, table participants listed people as one of Transylvania County's most important assets. Community participants also highlighted willing workers and a volunteer system among the strengths of the county's people.

Cultural Resources: Appreciation for cultural resources resonated as a theme at the public input session. Participants highlighted the Brevard Music Center, the Porter Center, the Transylvania County Library, music, art and mountain heritage.

Employment Opportunities: Jobs and employment resonated as assets to build upon at many of the tables. Specific types of jobs referenced included industrial jobs, outdoor recreation jobs, and environmentally responsible jobs. References to commercial properties, empty storefronts, under-utilized former industrial areas, living wage, and an aging workforce were included in this category.

Question #2

Imagine you are in Transylvania County 10 years from now. The County is exactly as you have scripted it to be 10 years ago and you are now living in this County. If you were to stop and take a photograph of it as it is in this future place, what do you see in the picture? Describe 3 things you see using 3 words or less for each item.

Figure 2. Question #2 Wordle results.

For question #2, participants were asked the question above in order to identify the things they imagine Transylvania County being/doing/having ten years from now. As with the first question, participants were then asked to write their individual responses, categorize their answers as a table, and then vote on the categories that were most important. Below are some of those responses (the complete results are found in Appendix A).

Individual Responses to Question #2			
Landscape w/o pollutants	Clean industry based on environment	Young people retention	Black and brown businesses
Clean watershed	New low-impact industries	Engaged youth	Ecusta property developed, mixed-use
Greenspace	Growing school registration	Careers/growth	Stronger sense of community
Technical institute	Everyone employed	Lower taxes	Diversity
Modern education building	Light industry	Strong Economy	No hungry people
Clean technical employment	Living wage jobs	Large Industry	Not much bigger
Diversity/equal opportunity	Tier 1 community	Small businesses	A-1 High-tech education
Happy families/safe	Clean environment	Strong Economy	Stronger neighborhood schools - thriving colleges
No more people	Still pristine	Good jobs	County school buildings in good condition
More people of color	Young families	Green Spaces	Vibrant school system
Diverse friendly community	Ecusta trail	Clean streams and air	French Broad River clean and protected
No cars in city/small buses frequently	Families enjoying Brevard	Preservation of natural resources	Bike lanes and racks like European community

The individual tables then grouped each of these items into like categories and voted on what categories were most important. The categories that received the most votes (highest voted category on each table) were **Education**, **Natural Resources/Environment**, **People**, **Culture**, and **Economic Opportunities** (including outdoor recreation). The table below shows these results.

Highest Voted Categories Per Table	
Category	**Votes**
Thriving Economy	7
Jobs	7
Family Oriented	6
Strong Job Opportunities	6
Clean Environment	6
Outcome of Infrastructure and Jobs	6
Jobs	6
Protected Environment	6
Sustainable Development	5
Diversity/people	5
Sense of Community	5
Youth Retention	5

Economic Development	5
Environment	4
Education	4
Industry	4
Transportation	4
Excellent Diverse Population	4
Infrastructure	4
Education	4
Economic Development	4
Infrastructure	3
Environment	3

Out of the highest voted categories at each table, the categories that received the most mention in the entire room were **Economy/Jobs, Environment**, **People/Community**, and **Infrastructure**.

Highest Voted Categories (Room)	
Category	**Votes**
Economy/Jobs	**7**
Environment	**4**
People/Community	**4**
Infrastructure	**4**

In summary, we can say the following about the results:

Economy/Jobs: Many of the items related to the economy and jobs, including the desire for more small businesses, larger industry, well-paying jobs, sustainable development and green technology. Participants referenced the need to keep younger people in the County by having a supportive job network multiple times.

Environment: When depicting the future as they would have it, community members described clean watersheds, pollution-free & pristine landscape, greenspace, healthy natural resources, better landscaping of businesses, clean rivers, a usable community lake, rails to trails, bike lanes, and the absence of telephone poles.

People/Community: Population diversity and young people ranked among the highest mentioned items. Also included were young happy families, racial diversity and equality, a sense of community, and strong citizen involvement.

Infrastructure: Water and sewer infrastructure was mentioned numerous times. This infrastructure would support economic development efforts as well as other growth areas. Improved transportation networks, including bike and pedestrian facilities, were also mentioned frequently.

Question #3

You now know what your ideal Transylvania County will be like 10-20 years from now. Now let's think about getting there from where we are today. With your ideal picture in mind, name 3 things that are challenges or obstacles for achieving your ideal image and what we as a community can do to address them? In other words, name three obstacles the County will have to overcome, or be aware of, in order to become your pictured County.

Figure 3. Question #3 Wordle results

For question #3, participants were asked what obstacles the County would face in achieving question #2. As with the other questions, participants were asked to write their individual responses, categorize their answers as a table, and then vote on the categories that were most important. Below are some of those responses (the complete results are found in Appendix A).

Individual Responses to Question #2			
Ordinance useless	Regulations	Lack of roads across county	Shared use of water
Too much structured planning, more spontaneous development	No Common citizen vision	Lack of manufacturing space	Active RR or Ecusta Trail
Policies and politics	Infrastructure capabilities	Apathy	Affordable housing
Taxes too high	Money	Government selling of forest lands	Lack of unity between City and County
Funding	$	lack of infrastructure	Lack of County commitment
Abolish UDO	Clean environment	Career focus education	Loss of cultural identity
Government not open to younger generation	Public awareness	Attracting quality businesses	Unwillingness to pay the bills
Infrastructure, water, sewer, roads	County Commissioners	Over-use of resources	No infrastructure water and sewer
Insufficient utility infrastructure	Taxes utilization	Balancing industries environment	Poor road maintenance
Sierra Club, AAW, ACLU, NAACP	Community disinterests	Responsible waste removal	Resistant to change

The individual tables then grouped each of these items into like categories and voted on what categories were most important. The categories that received the most votes (highest voted category on each table) were **Education**, **Natural Resources/Environment**, **People**, **Culture**, and **Economic Opportunities** (including outdoor recreation). The table below shows these results.

Highest Voted Categories Per Table	
Category	**Votes**
Lack of Infrastructure and Funding	7
Jobs	7
Lack of Infrastructure	7
Regulations	6
Polarization/Gridlock in Local Government	6
Polarized Leadership	6
Funding	6
Regulations	5
Infrastructure	5
Politics	5
Economic Challenges	5
Economic Development	5
Economic	5
Infrastructure	5

Limited Land, Buildings, Water/Sewer	5
Poor Political Leadership	5
Funding	4
Leadership and Attitude	4
$	4
Attitudes	4
Money	4
Infrastructure	4

Out of the highest voted categories at each table, the categories that received the most mention in the entire room were **Funding**, **Lack of Infrastructure**, **Politics/Leadership**, and **Economy/Jobs.**

Highest Voted Categories (Room)	
Category	**Votes**
Funding	5
Lack of Infrastructure	5
Politics/Leadership	5
Economy/Jobs	4

In summary, we can say the following about the results:

Funding: According to the participants, a shrinking tax base and an unwillingness to raise taxes are the major reason for inadequate funding. Some other reasons are that there is no infrastructure, no economic development, lack of resources to draw from, lack of vision and willingness to invest.

Lack of Infrastructure: Limited land, buildings, industrial sites, sewer and water infrastructure were the most important of infrastructure needed. Also included were improved transportation networks, roads, utilities, medical care, Brevard bypass, and railroad use.

Politics/Leadership: Politics served as a big obstacle. Divided leadership, polarizing politics, City and County cooperation, lack of vision, inflexible attitudes, non-progressive politics, and inability to solve problems were some of the leading comments.

Economy/Jobs: Lack of job opportunities and economic development were obstacles for achieving desired results. Cost of living and affordable housing were linked to this category.

Question #4
Reflective Questions (Grid)

While staff compiled the priority results in order to display a Wordle (word graphic showing highest priorities) for each question, the groups were asked to reflect on their work by answering four questions:

1. **What Patterns do you notice?**
2. **Where is there agreement? What do you, as a table, have in common?**
3. **Where are there differing opinions?**
4. **What questions do you have?**

The reflective questions show us what the group observed through their work. Some of the responses were as follows:

Reflection Questions
4a. What patterns do you notice?
● **Pro growth**
● **Pro jobs**
● **Pro infrastructure improvements**
● **Concerns about local government: regulation, leadership, cooperation**
● **Preserving natural resources**
4b. Where is there agreement? What do you, as a table, have in common?
● **Economic development/growth/jobs**
● **Infrastructure improvements needed**
● **Preservation of natural resources**
● **Need for better collaboration/cooperation between city and county government**
● **Concern over quality of education**
4c. Where are there differing opinions?
● **Natives vs. Newcomers**
● **Prioritization of issues**
● **Planning strategies**
● **How to achieve shared vision**
● **Optimism vs. Lack of Optimism re: ability of leadership to achieve a vision for the future**
4d. What questions do you have?
● **Comprehensive Planning Process Questions**
● **City/County Cooperation**
● **Health Care**
● **Payment for improvements**
● **How much would it cost to buy back Davidson River Village?**

Question #5

Question #5: FINAL QUESTION: If you were to look back from 2025, what was the most important first step that was taken to create the collective vision and priorities of Transylvania County?

Participants were asked this question so that County leaders have some insight on what steps can be taken to assist in achieving the goals of the comprehensive plan. Some of the categories that developed include **Community Input**, **Leadership**, **Infrastructure**, **Economic Development**, **Vision/Consensus Building**, **Revenue Spending**, and **Miscellaneous**. An example of these results include (all results are located in Appendix A):

FINAL QUESTION: If you were to look back from 2025, what was the most important first step that was taken to create the collective vision and priorities of Transylvania County?	
Community Input	Provide the means to seed and listen to community concerns, priorities and insight!
	The most important first step was the decision of the County Planning Board and Board of Commissioners to "consult" the community and solicit input from all sectors. This comprehensive plan will be the result of the County's collective thinking.
Leadership	True political leadership, the courage to take risks for reach- in the long-term goal- the courage to invest in infrastructure to draw sustainable businesses, the political will to implement zoning, all leading to full and fulfilling employment, community prosperity and a healthy future.
	Both elected bodies (City Council and County Commissioners) were replaced with people willing to be leaders, make decisions and move forward.
Infrastructure	We must fund infrastructure. Without infrastructure there is no economic development, which means no jobs, which means no growth.
	Improved infrastructure- this inviting new job opportunities by bringing in job markets. Affordable homes for all types of job levels. Excellent education throughout Transylvania County- Elementary -Middle Schools -High Schools. Current textbooks, equipment, buses, sports, scholar opportunities- making our schools #1!
Economic Development	The 3 governments were consolidated to work on one set of priorities. New roads, Rosman to Airport; one water and sewer authorization for the county; realistic look at job possibilities.
	Attract companies from outside the county to expand their business here (e.g. Oskar Blues, South Carolina Story).
Vision/ Consensus Building	The first step would be to create a rough consensus for moving ahead! Unanimity is not possible. So aim for a majority- the larger the better. Just move even if it is only a 51% majority.
	The most important step from 10 years ago (2015) was I create a REALISTIC vision.
Revenue/ Spending	You have to spend and invest money to make money. If not spending it will lead to economic prosperity, then how has that been going for us? (not good)
	Getting our representatives to realize that only by spending money (from the increased tax revenues) can you move forward.

Miscellaneous	A comprehensive long range plan processed through the several segments of Transylvania County and eagerly supported by the County Commissioners and City Counsel.
	1. Set a real goal/goals and publicly announce- print it. 2. Create a set of measurements to track progress to the goal. 3. Create a time-line of desired progress.

Facilitator Observations

John and Angela provided a brief training session to a group of volunteer Table Facilitators. These volunteers quickly learned the process and led their table groups with excellence. Table seating was loosely formatted to foster diversity of thought and cross-representation of communities. Table facilitators leveraged the process to engage participants at their tables both individually and collectively, creating an environment that fostered individual thinking against a backdrop of more collective understanding. Planning Board Members engaged table participants via active listening and played vital roles in collecting summaries from each table.

The energy level in the room was high throughout the evening's process. Community participants expressed their viewpoints and interests in an atmosphere of mutual respect and positive spirit. Expressing gratitude for the "spirit" of the Public Input Meeting, participants at many tables expressed a desire to move past the differences that often divide our county and forward into a place of bridge building solutions.

Conclusions

Community members who engaged in the Public Participation Input Meeting demonstrated energy and passion for the future of Transylvania County. Participating community members embraced the input process and expressed enthusiasm for the opportunity to share their thoughts and make their voices known. The spirit of the evening reflected hope and optimism for Transylvania County's future as well as a diversity of thought.

As reflected in the summaries of each question, several ideas were shared among participants with overlapping themes emerging between questions. For example, *education, environment*, and *people* were consistent themes for both Question #1 (the county's most important assets) and Question #2 (the things one would see in ideal Transylvania County in 2025). These themes reflect shared values for the people and natural resources, as well as a common desire to protect and preserve them both as the county moves forward.

A number of different opinions and perspectives also surfaced throughout the process. Different ideas about “natives” and “newcomers,” residents and tourists, land use regulations, and the types of businesses to attract to the county were listed, to name just a few. These differences present obstacles and opportunities, which are important to acknowledge and address in the 2025 Comprehensive Plan.

Highlighting *government regulations* (land use, business, taxes), *leadership* (polarizing politics, city/county division, lack of common vision), and *infrastructure* (water/sewer, roads, utilities, health care) as key obstacles to overcome, participants expressed the compelling need for leaders to build bridges by creating a common vision for Transylvania County and to develop innovative solutions to achieve such a vision. Although obstacles such as these were highlighted as part of the process, a spirit of opportunity permeated participating citizens.

Similarly, community members want, need and expect community leaders to

- Work together across boundaries (County, City of Brevard, Town of Rosman, etc.);
- Engage in meaningful discourse with one another while maintaining mutual respect;
- Build bridges that lead to solutions to the challenges we face; and
- Exercise decisive leadership in moving Transylvania County forward.

Based on this Public Input Meeting, the work by the planning staff, and Planning Board members, we think that the 2025 Comprehensive Plan will capture the hopes, dreams, and needs of Transylvania County residents. We look forward to seeing how all the public input comes together and is synthesized by the Planning Board and staff as they begin to develop draft goals and objectives.

Appendix A - Tabulated Responses

Question #1: Transylvania County has many assets. Some are used, some are under-utilized, while others are relied upon too much. What are the things in Transylvania County that we can build upon in order to enhance our lives over the next 10, 20, 30 years? In other words, what are the County's most important assets (to you) to be supported, maintained, and/or enhanced? *Name 3 and use 1 word to name or describe each asset.*

Table	Grouping/Category	Individual Responses	Votes
1	**Education**	Schools	6
		Colleges	
		Early Education	
		Brevard Music Center	
	Environment	Forest	4
		Flowers	
		Environment	
		Natural Surroundings	
	Social	People	3
		NAACP	
		Churches	
	Jobs	Jobs	1
		Ecusta Property Jobs	
2	**No Title**	Timber	6
		Water	
		Infrastructure	
		Forest	
	No Title	Empty storefronts	3
		Under-utilized former industrial areas	
	No Title	Youth	3
		People	
		Workforce	
		Conservative minded citizens	
3	**Nature**	Change of seasons	3
		Scenery	
		Outdoors	
		Waterways	
	People	Laidback lifestyle	2
		Diverse Community	
	Economy	Summer Camps	2
	Transportation	Lack of traffic congestion	0
4	**Community**	Volunteers	4
		Small town feel	
		People caring for one another	
		Vibrant culture (music, art, history)	
		Sense of community	
	Environment	Parks/Forests	3
		Natural Resources	
		Natural Environment	
	Services	Retirement factors/opportunities	1

		Educational system	
5	**People**	Diversity	6
		Attitude of residents	
		Local businesses, farms, etc.	
		People	
		The "supportive" culture of residents	
	Environment	Water	5
		View sheds	
		Nature	
	Cultural/Educational	Youth social opportunities	4
		Schools from preschool to college	
		Music Center, Porter Center, Friday Wald	
	Physical Activities	Biking/Ped safety	3
		Connectivity	
6	**Natural Resources**	Ecusta Trail	9
		Bike Trail	
		Clean water	
		French Broad River	
		Forests	
		Public Lands	
		Natural Resources	
		Environment	
	Community	Diversity	6
		Children	
		People	
		Strong Community	
	Jobs/Preparation	Good jobs	6
		Employment	
		Education	
	Vibrant Town	Small town atmosphere	1
		Farmers market	
		thriving downtown	
		downtown festivals	
7	**Education and Fine Arts**	Schools	10
		Brevard College	
		Brevard Music Center	
		Music	
		Culture, music, art, etc.	
	Environment	Clean water	8
		Outdoor trails/forest	
		Public Lands	
		Climate	
		Nature	
		Natural Beauty	
		Pisgah Forest	
		Environment	
	Sense of Community	Active caring communities	3
		Small community feel	

		Independent volunteers	
		Intelligent residents	
	Other	Diversity	1
		Silvermont	1
8	**Economy**	Industrial Jobs	4
		Jobs	
		Outdoor recreation	
		Nature (to use responsibly)	
	Culture	Culture	3
		Community	
		Community Involvement	
	Identity	Place	2
		Real - all types prosper	
9	**Education**	School system/schools	5
	Natural Resources	Nature	5
		Mountains	
		Natural Beauty	
		Bicycle Access	
		Biodiversity	
		Water	
	Communities	Communities	4
		Lack of Diversity	
	Employment	Work opportunities	3
		People growing older	
		Commercial properties - job possibilities	
	Location	Small town/rural community	3
		Low crime rate	
		Location	
10	**Culture**	Artistic/musical heritage	4
	Nature	Beautiful nature	4
		Outdoor activities	
		Natural environment	
	Resources	Water	3
		Land, water, and rivers	
	People	Friendly diversity	2
		creative ideas	
	Education	Schools	2
		Knowledge	
11	**Nature**	Forest Land	6
		Nature	
		Forest	
		Outdoor Recreation	
	Education	Brevard College	4
		Schools	
	Community	Downtown	3
		Strong reputation	
		Community of faith	
		Community	

	Location	Close to I-26	2
		Good location	
	Other	Water supply	2
		Safety	
12	**Economy/Infrastructure**	Roads	7
		Sewer	
		Water/Sewer Infrastructure	
		Jobs	
		Industry	
	Environment	Water	6
		Air	
		Recreation	
	Education	Public schools	6
	Good People	Families	2
		Communities	
		Small town friendly atmosphere	
13	**Education**	Schools	5
		School systems	
	People	People	5
		Volunteer system	
		Willing workers	
		Diversity	
	Environment	Climate	5
		4 Seasons	
		Beauty	
		Waterfalls	
		Nature	
		Parks/Forests	
		Outdoor recreation	
	Arts and Culture	Local arts/artists	3
		Music	
		Library	
14	**Education**	People development	4
		Great schools	
	Economic Development	Meaningful job creation	3
		Business environment	
		Children	
	Natural Resources - Management	Protect natural resources	2
		French Broad River	
		Water quality	
		Mountains	
	Natural Resources - Use	Recreation	2
		Tourism	
		Hiking/biking/rock climbing	
		Natural Resources	
	Cultural Heritage	Mountain culture	1
		Heritage	
	Diversity	Diversity	1
	Transportation	Public transportation (senior needs)	1

15	**Outdoor Recreation**	Bike Trail	4
		Play ground	
		Natural surroundings	
		Better Roads	
		Hiking	
		Biking paths	
		Outdoors	
		Roads	
		Hiking	
	Water	Protect water	4
		Water	
		Clean water	
	Other	Schools	2
		Downtown	2
		Jobs to supply living wage	2

Question #2: Imagine you are in Transylvania County 10 years from now. The County is exactly as you have scripted it to be 10 years ago and you are now living in this County. If you were to stop and take a photograph of it as it is in this future place, what do you see in the picture? *Describe 3 things you see using 3 words or less for each item*.

Table	Grouping/Category	Individual Responses	Votes
1	**Environment**	Landscape w/o pollutants	4
		Clean watershed	
		Greenspace	
	Education	Technical institute	4
		Modern education building	
	Jobs	Clean technical employment	3
		Diversity/equal opportunity	
	People	Happy families/safe	2
		No more people	
		More people of color	
		Diverse friendly community	
	Infrastructure	No cars in city/small buses frequently	0
2	**No Title**	Booming construction	6
		Small business flourishing	
		well-paying jobs	
		Small industry/middle class income jobs	
		Larger industrial economy	
		Higher standard of living	
		Ample new infrastructure	
	No Title	More young people	6
		Growing school registration	
		Maintain small town atmosphere	
		Young families w/children	
3	**Transportation**	Walking/biking paths	4
		Efficient transportation	
		Water issue resolved	
	Downtown	Quaint uptown	3

		Small town environment	
	Economy	Thriving economy	2
		High employment	
		Industrial complex	
		Davidson River Village reality	
	Schools	Outstanding school system	2
	Diversity	Minorities treated fairly	1
	Arts and Culture	Thriving arts district	0
4	**Infrastructure**	Business infrastructure	3
		Truck route	
	Environment	No telephone poles	3
		Usable community lake	
		Ecusta bike trail	
		Better landscaping of businesses	
		Healthy natural resources	
	Opportunity for Living Wage Jobs	Young people	3
		Diverse employment opportunities	
		Premier educational system	
	Supportive Community	Hospice facility	0
		Strong citizen involvement	
5	**Sustainable Development**	Cultural opportunities (music, senior, orchestra)	5
		Supportive employment opportunities	
		Attractive non-industrial development	
		full meaningful employment	
		Lively downtown (community engagement, more business)	
		Brevard College at 1,000+	
		Brevard college enlarged and engaged with BHS	
	Diversity/people	More families living here	5
		Satisfied residents	
		Hispanic and African American population increase	
		City officials represent diversity	
	Environment	Clean environment	4
		Clear French Broad River	
	Recreation	Bike/ped lanes	4
		Sidewalks	
		Ecusta trail complete	
6	**Strong Job Opportunities**	Clean industry based on environment	6
		New low-impact industries	
		Growing school registration	
		Everyone employed	
		Light industry	
		Living wage jobs	
		Tier 1 community	
	Clean Environment	Clean environment	6
		Still pristine	
	Young Families	Young families	5
		Ecusta trail	

		Families enjoying Brevard	
		Young families (employment available)	
		Multitude of college graduates	
	Vibrant Downtown	Park in downtown	3
		Full downtown tenants	
	No Title	Small town feel	1
		Sense of place	
		Smiling faces	
	Ecusta Trail	Ecusta trail complete	0
		Extended trail in town	
	Arts and Culture	Arts Center reputation	0
	Transportation	Viable transportation	0
7	**Strong Economy**	Vocational Training	7
		Living wage jobs	
		Abundant Jobs	
		Increased job opportunities	
		Higher employment clean-industries	
		Growing economy	
		Diverse job opportunities	
		Living wage jobs in meaningful fields for everyone	
		Vibrant downtown area	
	Clean Green Environment	Clean environment	5
		Natural beauty	
		People enjoying nature	
		Adequate resources	
		Clean water	
		Architecture along 64 Brevard style	
	Diversity in Governing Leadership	Diversity in governing leadership	4
	Families	Multi-generational activities	4
		3 generation families	
		Many young families	
		Young families stay here	
	Education	Innovative schools	1
		Excellent k-12 education	
		Education K-college	
	Other	A caring community	0
8	**Sense of Community**	Young families	5
		Cultural preservation	
		Harmony - diversity, history, growth	
	Strong Economy	Some manufacturing jobs	4
		Medium sized responsible businesses	
		Prosperous good jobs, affordable housing, living wage	
		Less regulations	
		No sprawl	
		Developed Outdoor Resources	
9	**No Title**	21st century businesses - high-tech	7
		Jobs above minimum wage	
		Places for folks to work	

		More minorities in County and City jobs	
		Older healthier jobs	
		Factories throughout County	
		Commerce Park	
		Black and brown businesses	
		Ecusta property developed, mixed-use	
	No Title	Stronger sense of community	5
		Diversity	
		No hungry people	
		Not much bigger	
	No Title	A-1 High-tech education	3
		Stronger neighborhood schools - thriving colleges	
		County school buildings in good condition	
		Vibrant school system	
	No Title	French Broad River clean and protected	3
	No Title	Bike lanes and racks like European community	1
		No bikes on County roads	
		Bike lanes downtown	
10	**Excellent Diverse Population**	Racial, cultural economic diversity/harmony	4
		Diverse peoples	
		Cultural diversity and quality	
	Infrastructure	Improve infrastructure	4
		Improve our codes to attract new business	
		Improve traffic flow	
		Adequate infrastructure	
	Environment	Healthy forests, fields, and fresh flowing water	3
		Quality/beauty environment	
		Healthy unpolluted Environment	
	Jobs	Jobs for young graduates	2
		Available jobs for younger generation	
	Arts	Thriving arts community	0
11	**Youth Retention**	Young people retention	5
		Engaged youth	
	Economic Development	Careers/growth	5
		Lower taxes	
		Strong Economy	
		Large Industry	
		Small businesses	
		Strong Economy	
		Good jobs	
	Protected Land	Green Spaces	4
		Clean streams and air	
		Preservation of natural resources	
	Quality Education	Education opportunities	2
		One High School	
		Energetic Educational campuses	
	Recreation	Physically active	2
		Hiking/biking downtown	

		Pet friendly	
	Other	Safe place to live	0
12	**Outcome of Infrastructure and Jobs**	Student population growing not declining	6
		Lots of young families	
		younger families residing here	
	Jobs	Manufacturing jobs	6
		Very strong economy	
		Full employment	
		Low unemployment	
		Employment	
		10-15 small industries with 30-50 employees each	
		Thriving businesses throughout county	
		Booming industry	
	Infrastructure	County wide water authority	5
		Very low poverty	
		Good infrastructure sewer/water	
		Large new water treatment plant	
		Straighter wider roads in western part of county	
	Recreation	Pedestrian/bike walkways	1
		More recreational opportunities	
13	**Protected Environment**	Beautiful nature	6
		Good environment	
		Clean air and water	
		Educational outdoor opportunities	
		More rainy day recreation	
		New Mary C. Jenkins Center	
	Economic Growth	Better Jobs for graduates	5
		Young people settled here	
		Better housing	
		Manufacturing facilities	
		Jobs with Livable wages	
		Small clean industry	
		Full employment headline	
	Infrastructure	Better roads	4
		Well planned infrastructure	
	Excellent Education	Excellent education	3
		Smiling children	
		Educational and infrastructure	
14	**Education**	Families with children filling our schools	4
		Student and teachers supported	
		Educated pre-school - college	
	Economic Development	Prosperous and Diverse	4
		Jobs supporting family	
		Small business successful	
		More affordable housing	
	Environment Protected	All roads have bike lanes	3
		Rails to trails	
		Green and clean	

		City/County outdoor destination	
	Other Private	Private property being maintained	1
15	**Jobs**	Same plus jobs	7
		More and better jobs	
		Long term high paying jobs	
		Large business park	
		Strong economic growth and development	
		Thriving businesses at all levels	
	Education	Improved schools	5
		New Schools	
		New Better Schools	
		Better Schools	
	Multi-modal	Safer well planned roads, By-pass	3
		Public Transportation	
		Walkable bikable communities	
		True biking capital - bike lanes, bike tourism	
	Property Rights	Property rights protected	2
		Property rights	
	Housing	Affordable housing	1
		Senior citizen assisted living	
	Security	Enhanced police security	1
	Other	More diversity	1
		Green technology	

Question #3: You now know what your ideal Transylvania County will be like 10-20 years from now. Now let's think about getting there from where we are today. With your ideal picture in mind, name 3 things that are challenges or obstacles for achieving your ideal image and what we as a community can do to address them? In other words, name three obstacles the County will have to overcome, or be aware of, in order to become your pictured County.

Table	Grouping/Category	Individual Responses	Votes
1	**Regulations**	Ordinance useless	5
		Overzealous codes	
		too much structured planning, more spontaneous development	
		Population growth lack of zoning	
	Politics	Policies and politics	4
		Vision (lack)	
	Revenue	Taxes	2
		Taxes too high	
		funding	
	Lack of resources	Lack of jobs	2
		Limited resources	
2	**No Title**	Abolish UDO	6
		Government Owning Land	
		Brevard's strangle hold on roads, water, sewer, communication, ETJ	
		Government not open to younger generation	
		Restrictive lands use regulations	

		City of Brevard turning away businesses	
	No Title	Infrastructure, water, sewer, roads	3
		Insufficient utility infrastructure	
	No Title	Sierra Club, AAW, ACLU, NAACP	2
		Citizens opposed to jobs	
	No Title	Focus on younger generation	1
		Catering to retirees	
3	**Funding**	Shrinking tax base	4
		$	
		Shrinking tax base	
	Jobs	Employment	4
		Job creation	
	Leadership and Attitude	Realistic goals	4
		Leadership	
		Can do attitudes	
		Viewing minorities equally	
		NC DOT with vision	
	Regulatory	Regulations	0
		Worsened Regulatory laws	
4	**Different Stakeholder Buying**	No Common citizen vision	0
		Common goals	
	Limited Infrastructure	Infrastructure capabilities	0
		Traffic congestion	
		Lack of sidewalks from town to Music Camp	
	Limited Funds/Resources	Money	0
		$	
		Limited employment opportunities	
		Lack of economic development	
5	**Infrastructure**	Clean environment	5
		Transport access roads	
		Community resources water, parks, roadways	
	Politics	Public awareness	5
		$	
		Politics	
		County Commissioners	
		Taxes utilization	
		Community disinterests	
		Long range plan	
		Disconnect between segments	
	Employment	Employment	5
		Lack of employment opportunities	
		Employment	
		Cost of living/housing	
6	**Polarization/Gridlock in Local Government**	Can't problem solve or work together	6
		Non-progressive government	
		Lack of City and County working together	
		Tension between those with different opinions	
		Small government theory proponents	

		3 government groups not solving problems	
	No $	Lack of Funds	5
		Lack of money to invest	
		Money	
		Money lack thereof	
	Missing/inadequate Infrastructure	Lack of roads across county	3
		lack of infrastructure	
		Lack of manufacturing space	
		Neighboring sprawl increasing drive time	
	Apathy	Apathy	3
		Citizen non-involvement	
		Apathy of the people	
	Brand Degradation	Government selling of forest lands	1
7	**Lack of Infrastructure and Funding**	lack of infrastructure	7
		Lack of skilled labor	
		New businesses	
		Career focus education	
		Attract environmentally friendly business	
		Adequate job training	
		Attracting quality businesses	
		Funding	
		Greed	
	Conflicting Needs for Resources	Over-use of resources	5
		Balancing industries environment	
		Responsible waste removal	
	No Title	Affordable housing	5
		Lack of affordable housing	
		Affordable housing	
		Affordable housing	
		Affordable livable housing	
	Lack of Political Cohesion	Lack of involved community	4
8	**Polarized Leadership**	Divided leadership	6
		Partisan politics	
		State Legislature/Community representative	
	Lack of Empowerment	Reaching community consensus	5
		Turning a blind eye to disenfranchised needs	
		Opposing community values	
		Do unto others as you would have others do unto you	
	Lack of Jobs	Job creation	5
		Abundant Jobs	
		Lack of living wage jobs	
		Lack of good jobs	
	Inadequate Funding	Inadequate tax revenue	4
		Financial resources	
		$	

		Affordable health care	
		Funding for conservation	
		Investment in public schools	
		Resources for schools	
	Infrastructure	Shared use of water	0
		Brevard bypass with water/sewer lines	
		Active RR or Ecusta Trail	
		Land Resources for development	
		Affordable housing	
9	**Economic Challenges**	Available land for development	5
		Bad infrastructure	
		Lack of unity between City and County	
		Lack of County commitment	
		Irresponsible lack of job growth	
	Cultural Challenges	Loss of history/culture	2
		Loss of cultural identity	
	Natural Resources	Destruction of natural resources	2
		Abuse of natural resources	
10	**Funding**	Unwillingness to pay the bills	6
		Tax base too low	
		Funding	
		No infrastructure water and sewer	
		Poor road maintenance	
	No Title	Resistant to change	5
		Greatly divergent opinions politically	
		Stuck in old ways of doing things	
		Political will	
		Forward practical thinking in leadership	
		Apathy in political center	
		Lack of decisive action	
	Jobs	Not willing to give incentives to attract businesses	3
		Lack of good paying jobs	
		Jobs	
		Confusing laws for factories or businesses	
	Community	Lack of diversity	5
		Weak sense of community	
	Education	Education	2
		Lack of knowledge of extent of problem	
		NC funding for public schools	
11	**$**	Unwillingness to raise taxes for infrastructure	4
		Refuse to raise taxes	
		$ for infrastructure	
	Investment	Plan realistically	4
		Follow pipe dreams	
		New industry shortage	
		Need by-pass	
		County water and sewer	
		Potable water shortage	
		lack of vision	

	Fear and Conflict	Narrow religious views	4
		Conflicted views fueled by churches	
		Fear of diversity	
	Private property rights	Narrow private property views	2
12	**Economic Development**	Cost of living	5
		Good paying jobs	
		Low wages	
		Retention of talent	
	Government Mindset	Visionless elected leaders	4
		Balance of county integrity	
		City 's unwillingness to work with each other	
	Affordable Housing	Lack of affordable housing	3
		Affordable Housing	
	Regulations	UDO	2
		Inflexible regulations	
	Land Use	Park Land over 50%	2
		No Land Use regulations	
	Health Care	Hospital quality	2
		Fractured health care system	
		Preventative care	
13	**Jobs**	Lack of industry	7
		Lack of industry	
		Labor supply	
		Lack of industry	
		Income above minimum wage	
		Lack of jobs	
		Jobs	
		Living wage and jobs	
		How Ecusta property is developed	
	Lack of Infrastructure	Lack of infrastructure	7
		Water and sewer infrastructure	
		Water and sewer	
	Housing	Affordable housing	6
		Affordable housing	
		Affordable housing	
		Types of housing, location, types, price	
		Housing needs	
	Demographics	County school enrollment	1
		Keep younger generation here	
		aging population	
	Apathy for Public	Public participation	0
14	**Economic**	Trained workers	5
		Not attracting good paying jobs	
		Too many service jobs	
		No Living wage jobs	
	Infrastructure	No infrastructure	5
		No interstate highway	
		Adequate infrastructure	
		Lack of infrastructure	

		Need stronger infrastructure	
	Lack of Involvement	Minorities underrepresented	3
		No youth outlook	
		Isolated community	
	Housing	Affordable housing shortages	3
		Limited middle income housing	
	Systemic Poverty	Poverty pockets	0
	Other	Time	0
		Funding	
		$	
		Approval	
15	**Limited Land, Buildings, Water/Sewer**	Limited building land	5
		Available industrial sites	
		Water/sewer	
		Infrastructure	
		Available land/ lands taken out of federal/state holding and flood plain	
	Poor Political Leadership	Poor leadership	5
		Lack of vision/respect	
		Political atmosphere	
		County commissioners	
		Countywide government unity	
		Regulations/reform	
		State Legislature	
	$	$	4
		Money	
		Lack or resources	
		Funds	
		Money for development	
	Economic Development	Business recruitment	4
		Career development	
		Attracting companies to area	
	Other	Divided Community racial/political	1
16	**Attitudes**	Flexible attitudes	4
		Willingness to change	
		Need youth vision	
		Consideration of the other	
	Money	Expanded tax base	4
		No jobs for young people	
		Money for infrastructure	
		Money	
	Infrastructure	Roads to handle growth	4
		Infrastructure	
		Roads	
		Medical care	

Reflection Questions (Grid)
4a. What patterns do you notice?
● **Pro growth**
● **Pro jobs**
● **Pro infrastructure improvements**
● **Concerns about local government: regulation, leadership, cooperation**
● **Preserving natural resources**
● **Importance of education**
● **Quality of life issues**
● **Need for affordable housing**
● **Community: need for unity, polarizing pressures**
4b. Where is there agreement? What do you, as a table, have in common?
● **Economic development/growth/jobs**
● **Infrastructure improvements needed**
● **Preservation of natural resources**
● **Need for better collaboration/cooperation between city and county governments**
● **Concern over quality of education**
● **Interconnectedness of issues**
● **Concern over aging population and desire to keep young people here**
4c. Where are there differing opinions?
● **Natives vs. Newcomers**
● **Prioritization of issues**
● **Planning strategies**
● **How to achieve shared vision**
● **Optimism vs. Lack of Optimism re: ability of leadership to achieve a vision for the future**
● **Diversity: chasm between Latino population and others, invisible African American community**
● **Residents vs. tourists**
● **Taxation: more or less and how?**
● **Types of businesses: manufacturing, small business, etc.**
● **Land use regulations**
● **Preservation of land vs. enough land already restricted**
● **Definition of affordable housing**
● **How much emphasis to place on outdoor activities**
4d. What questions do you have?
● **Comprehensive Planning Process Questions**
o **Will there be benchmarks and accountability built into plan?**
o **How will this information be shared?**
o **What is the timeline for this process?**
o **In what communities will input be sought?**
o **What is the next step after this meeting?**
o **How will the County Commissioners act on the outcome - recommendation?**
o **How will there be representational input with survey?**
o **What value will our elected leaders, Commissioners, place on all community input?**
o **How will there be representational input with survey?**
o **How do we plan to survey the homeless?**

- How do we facilitate the vision for the county?
- How do we keep the motivation and engagement of the community? How do we engage minorities in the process?
- How can we go about implementing these ideas?
- Why have needed improvements, past goals not been accomplished?

- **City/County Cooperation**
  - Do we need an official liaison to foster collaboration between City and County?
  - How can we get the city and County to work together?
  - Should we consolidate local governments?
- **Health Care:**
  - Future of Transylvania Regional Hospital
  - Who has control and ownership of health care system?
  - Where does health care fit?
  - Can mental health resources be included in plan?
- **Payment for improvements**
  - Are we willing to pay for improvement?
  - How does our "dream" get paid for?
  - How does the current utilization of our tax dollars support growth?
- **How much would it cost to buy back Davidson River Village?**
- **Why don't we recognize the importance of early childhood education as building block?**
- **What do we do about nutrition/hunger?**
- **Will Brevard College move into areas of science and math technology?**
- **Why are we all here? And how do we maintain this while growing?**
- **How much reliance on tourism is too much?**
- **Status and possibilities for infrastructure**
- **What provision for continuous planning?**
- **Balance between regulation & protection**
- **How can we use help to develop a desire in people to seek out available jobs?**
- **How can we incentivize people to get off welfare and trade it for meaningful work?**

FINAL QUESTION: If you were to look back from 2025, what was the most important first step that was taken to create the collective vision and priorities of Transylvania County?	
Community Input	Provide the means to seed and listen to community concerns, priorities and insight!
	The most important first step was the decision of the County Planning Board and Board of Commissioners to "consult" the community and solicit input from all sectors. This comprehensive plan will be the result of the County's collective thinking.
	Community Building! For example, this sort of meeting, together with the 25 community meetings, is a "first step" in community building. The founding of an NAACP chapter was also a "first step" in community building. The more opportunities to really talk with each other across our differences, the better.
	Getting citizens at the various community meeting to participate in thinking and planning.
	Hearing voices of our citizens.
	We came together and we talked together.
	Getting community input from as many people as possible, followed by ACTION. Get it done.
	The most important first step was to involve all community members to "envision" the future that they want.
	The most important step was to involve many voices in looking at our values and visions.
	Ask for public input and used the data from the public to implement the plan that provided answers to the problems identified. Such as jobs, schools, infrastructure.
	The most important first step was to discover what "the people", or residents see happen in this county. The second step was to carry through with these wishes, based on benchmarks to guarantee this.
	Inner reaction of ideas from people of diverse backgrounds.
	Open and inclusive conversations!
	Creating a process for broad-based input from county residents- in 2015 and in previous decades there has been too little bridge-building, consensus-building, diffusion and distrust. These meetings are a step in the right direction.
	First step- meaningful discourse. Somehow hearing from those we usually don't hear from. What do the kids at the colleges think? What do longtime residents, folks who use Sharing House and other similar programs, young parents think? How do we get their participation?
	The most important first step is to have the public input and buy in, but it mustn't stop there. Decisive leadership must follow.
	Creating a process to bring the community together to create a vision. We met new people, shared stories and perspectives and enjoyed working together. It was a great start!

	Getting information from the people in the County, and encouraging County leaders to look at what everyone thought was important.
	Ask for input.
	Participatory process. Keeping the community informed. Being here this evening and participating in other planning sessions- (Brain storming sessions).
	Obtained input from community, disperse of information to general population. Community buy-into process and goals.
	Most important first step: Find an effective way to hear from diverse representatives of our county.
	Engaged in dialogue. Hearing from all facets and income levels in the community. Being caring of each other and the needs of all people. Being inclusive of all people and their needs.
	The major first step is gathering genuine input from community members- as many as possible- then listening to their ideas.
	Community outreach to 50% of county residents through: Church Groups, Education Groups, Community Centers/Neighborhoods, Civic and other organizations.
	Participating in a session such as this to help bring common focus to the issues at hand.
	Networking to find out what the majority agrees on to act toward. This process is repeated until each project/vision is completed.
	Opening the planning process to community members- making the effort to involve as many as possible.
	Getting to know other citizens.
	Communicate with each other. Discussed all of the issues that will make a difference.
	Educate community about asset-based community development.
	1st step: An unbiased (your current survey is biased toward zoning) survey that is statistically valid (not just based on how many hippies you can line up). Then weigh the survey by the economic input of the actual taxpayers - that would give the upper end of the county a voice because townships pay most of the taxes.
	From the collective group input that originated, take the input and put into Acton. Market our resources (assets) aggressively.
Leadership	True political leadership, the courage to take risks for reach- in the long-term goal- the courage to invest in infrastructure to draw sustainable businesses, the political will to implement zoning, all leading to full and fulfilling employment, community prosperity and a healthy future.
	County leaders and City leaders working together to reach a common goal that benefits everyone.
	Both elected bodies (City Council and County Commissioners) were replaced with people willing to be leaders, make decisions and move forward.
	County leaders (political, educational, business, and cultural) set aside partisan bias and work to a shared vision.

	Streamlining momentum to take ideas to the next level. Strong collaboration and clear goals; non-partisan government used to move goals into reality. No in-fighting, no politics just get it done.
	We held a vote of no confidence and ousted our County Commissioners, replacing them with people with progressive mindsets.
	Voted for County, City, and Town leaders willing to work together and lead in making the case for citizens to participate and pay the bill needed for community investment.
	Leadership of County, Brevard, Rosman and County School System work together to develop a county-wide vision.
	We agreed (we the leaders and politicians) to put the future of Transylvania County first and partisanship second.
	A strong leader with access to funds must step forward and the crowd will live with his preference.
	Collaboration to make a change in government, use of funds, process of decision making.
	First Step: Elect County Commissioners who will develop vision by truly listening to all constituents in the county, who will value diversity, who are willing to change, and grow, who will inspire the citizens to become involved in a bold and creative future where all are welcomed and celebrated and where opportunities abound.
	Cooperation within the government- elected officials cooperating.
	Informed visionary public officials.
	To have the members of the Planning Board and the Board of Commissioners have an open mind and not just say NO to everything.
	Elect County Commissioners that have the interest of all residents and vote representative and not personal agenda.
Infrastructure	We must fund infrastructure. Without infrastructure there is no economic development, which means no jobs, which means no growth.
	Invest in infrastructure.
	Improved infrastructure - this invites new job opportunities by bringing in job markets. Affordable homes for all types of job levels. Excellent education throughout Transylvania County- Elementary -Middle Schools -High Schools. Current textbooks, equipment, buses, sports, scholar opportunities- making our schools #1!
	The infrastructure which was strengthened with resolve to focus on current as well as future needs - basic needs- not "pie in the sky ideas, not "what ifs" but concrete, common sense plans for the greater good.
	Provided an adequate infrastructure to attract industry providing adequate paying jobs and affordable housing to attract well educated young people.
	Infrastructure to create jobs. Create jobs that would keep local young people and families in our county.
	Cooperative county-wide water and sewer system. Table land use issue. Overall upgrade of infrastructure. Focus on needed utilities to attract job providers.

	Water is vital. We must take control or we will lose control. We must dedicate funds.
	Built new potable water supply.
	Countywide authority for water/sewer.
	Agreed on basic needs, infrastructure, roads, protect our water, education, patience with process, don't leave out healthcare.
	Increase taxes to support building infrastructure to attract business!
	As a county, the 280 corridor and 64 towards Rosman has the infrastructure in place that has brought a variety of businesses to TC that created more JOBS that attracted young families that moved here to stay and increased our school enrollments- at all levels.
Economic Development	The 3 governments were consolidated to work on one set of priorities. New roads- Rosman to Airport. One water and sewer authorization for the county. Realistic look at job possibilities.
	Attract companies from outside the county to expand their business here (e.g. Oskar Blues, South Carolina Story).
	Decide how to develop an economy that was sustainable (producing above living-wage salaries), while maintaining the employment of people from our communities. Realizing education is as important as our economy and our environment. *Everything is equally important* Education, Economy, Environment, Representation, Industry.
	Speak with one voice, one vision, towards a pro-growth agenda! 1. Jobs, 2. Infrastructure, 3. Economy.
	Recruit industry
	Jobs, Jobs, Jobs, Good Jobs.
	Develop a diverse economic development plan .
	Careful thought of economic development and how to keep the assets of the county.
	Created incentive for new business and industries.
	A self-supporting county large industry, jobs for our kids. If they keep having to leave, our county cannot grow. Obstacles: A large portion of our residents are retirees. They don't want industry!
	We need to look at the job market and affordable housing so people can afford to stay in the community they grew up in and love.
	Looking back the first step to improving the county is to recognize that our younger generation could be our greatest asset and we need to have good enough jobs to sustain a young family. We need to move away from the retirement community/tourism community to bringing in well-paying jobs to give our younger generation an opportunity to live, work, and raise their families here.
Vision/ Consensus Building	Plan for the future. Have a vision for the county.
	The most important step from 10 years ago (2015) was I create a REALISTIC vision.

	The first step would be to create a rough consensus for moving ahead! Unanimity is not possible. So aim for a majority- the larger the better. Just move even if it is only a 51% majority.
	We started with seeing ourselves as a family with all voices being worthy and deserving to be heard. We realized that we do have a shared vision and with openness and good communication and heart, we can find a creative way to reach our shared goals.
	A group came forward with a vision for the future of Transylvania County and a leader came and led the way!
	Collaborate with common vision for growth in the community. Acceptance of community values. Recognize the value of land use planning.
	Intentional effort to identify and bridge gaps: Cultural, economic, and political.
	There seem to be two schools of thought in TC on almost all issues. City v. County, alcohol v. no alcohol, Ecusta Trail v. Rail ED pursuing, higher taxes to fund growth v. low taxes. We must get agreement and/or buy-in from both camps to be successful.
	Acknowledge that there is a very large difference in what the urban and retirement sections of the community want vs. the wants desires and dreams of the rural section of the community.
Revenue/ Spending	Generate enough revenue to invest in this community to MAKE IT HAPPEN! JUST DO IT
	You have to spend and invest money to make money. If not spending it will lead to economic prosperity, then how has that been going for us? (not good)
	Getting our representatives to realize that only by spending money (from the increased tax revenues) can you move forward.
Miscellaneous	A comprehensive long range plan processed through the several segments of Transylvania County and eagerly supported by the County Commissioners and City Counsel.
	1. Set a real goal/goals and publicly announce- print it. 2. Create a set of measurements to track progress to the goal. 3. Create a time-line of desired progress.
	Consolidate laws so businesses can come here easily. Be aggressive in seeking funding from tax structure innovation and resources for mountain communities, organizations, schools, facilities for youth, professionals and seniors.
	Acknowledged we needed to address the challenges and are working towards a goal.

Appendix B - Tabulated Responses

2025 Transylvania County COMPREHENSIVE PLAN

2025 Comprehensive Plan—Public Input Session
Presenters: John Fenner & Angela Owen
April 28, 2015 at 7:00 PM
Brevard Community Church

Evaluation Form

Please rate the Program:

37.0% **Excellent**
48.1% **Very Good**
9.9% **Good**
2.5% **Fair**
0.0 % **Poor**

How did you learn about this program:

o Transylvania Times 17.4%
o Comporium Cable Magazine 0.0%
o Planning Website 9.3%
o Email Correspondence 27.9%
o Word of Mouth 29.1%
o Other: 16.3%
Facebook; Library; VISION; School Club; County Commissioners Meeting; NAACP Communication; Flyer & JHCP Communication

PLEASE RATE TODAY'S EVENT BY CIRCLING YOUR OPINION:
SA - *Strongly Agree*, A - *Agree*, N - *Neutral*, D - *Disagree*, SD - *Strongly Disagree*

	SA	A	N	D	SD
1. The presenter was knowledgeable and professional.	65.4%	32.1%	2.5%	0.0%	0.0%
2. The program content was appropriate.	63.0%	32.1%	4.9%	0.0%	0.0%
3. The program materials were appropriate.	61.7%	32.1%	6.2%	0.0%	0.0%
4. The time was well planned.	59.3%	35.8%	4.9%	0.0%	0.0%
5. The facilities were clean and appropriate.	86.4%	13.6%	0.0%	0.0%	0.0%

***81 Forms Completed**

Comments:

What did you like most about this Program? ____

What areas need improvement? _____

General Comments: _____

COMMENTS (Summary):

What did you like most about this Program?

Chatting with Others
Respect for community input Small Table Format
Spirit of Group
Opportunity to interact with people I didn't know Meeting Others
Time to discuss underlying issues Rules of engagement excellent

What areas need improvement?

Need more Diversity None
Publicity of Meeting
Timing was tight - not much time for discussion Improved promotion of event
Better coordination with Brevard & Rosman

General Comments:

Rules of engagement excellent Good job
Good process
Good to Involve the Community Overall good communication of ideas