

# Cumberland County, PA Comprehensive Plan

## *Household Opinion Survey Analysis On Draft Goals and Objectives*

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# Today's Focus

- CLUS background
- Project overview
- Survey design & results
  - Participants
  - Conserve
  - Grow
  - Connect

Cumberland County, PA Comprehensive Plan:  
Household Opinion Survey Analysis  
on Draft Goals and Objectives



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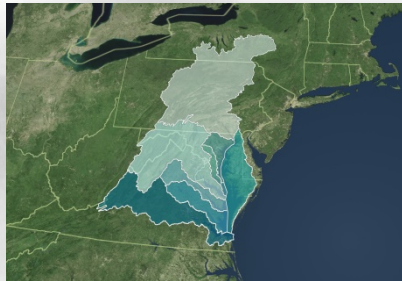


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# CLUS Mission and Goals

- To promote **applied interdisciplinary research** on issues related to land use and sustainability.
- To support affordable, **sustainable solutions** in our local, regional, and global communities.
- To create **professional development** opportunities for faculty and staff, and high-impact learning experiences for students.





# What we do...

- Grants
- Service Contracts
- Continuing & Professional Education
- Outreach & Student Engagement



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# Project Background



Cumberland County wanted feedback on the three themes of the draft Comprehensive Plan

Figure 1. Chart outlining the long range guidelines for updating Cumberland County Comprehensive Plan.

<i>General</i>  <i>Specific</i>	Plan Elements	Description		
	<b>Themes</b> <i>(chapters of the plan representing the overarching challenges facing the County)</i>	<i>Conserve</i>	<i>Grow</i>	<i>Connect</i>
	<b>Functional Elements</b> <i>(Issues that should be considered under each theme)</i>	Natural Resources Agriculture Preservation Historic Preservation	Economic Development Housing Community Facilities Land Use	Transportation Stakeholder Engagement
	<b>Goals</b>	The aspirational future condition for each functional element		
	<b>Objectives</b>	The actions that must be taken to achieve the goal		
	<b>Strategies</b>	Specific steps that outline how to achieve each objective		

# Survey Design

The Cumberland County Planning Department drafted the survey, which was approved by the commissioners and available online and via paper



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## CUMBERLAND COUNTY COMPREHENSIVE PLAN SURVEY

The Cumberland County Planning Commission's mission is to partner with our urban, suburban, and rural communities to implement plans that promote economic development, provide more housing and transportation choices, and protect clean air, land, and water. Learn more about the CCPC and CLUS partnership.

[Goals and Objectives Overview](#)





# Survey Dissemination

## “Random Sample”

- 6,200 postcards mailed to residents
- 399 responses

## “Convenience Sample”

- Social media, news (ABC27)
- 2,593 responses

2,992 completed surveys!



**Cumberland County Planning Department**  
310 Allen Road, Suite 101  
Carlisle, PA 17013  
www.ccpa.net/planning  
(717) 240-5362

Dear resident,

Cumberland County is updating its comprehensive plan and needs **your input** on the future of the county. Contact us to learn more or to receive a paper survey.

Please visit [www.centerforlanduse.org/survey](http://www.centerforlanduse.org/survey) to take our survey and learn more about this important effort.

Tha

### How can we plan for the future in Cumberland County?

Conserve	Grow	Connect
<ul style="list-style-type: none"><li>• Natural Resources •</li><li>• Agricultural Preservation •</li><li>• Historic Preservation •</li></ul>	<ul style="list-style-type: none"><li>• Housing • Land Use •</li><li>• Economic Development •</li><li>• Community Facilities •</li></ul>	<ul style="list-style-type: none"><li>• Transportation • Stakeholder Engagement •</li></ul>

We Need Your Input! Take the survey by using the link below or QR code to the right:

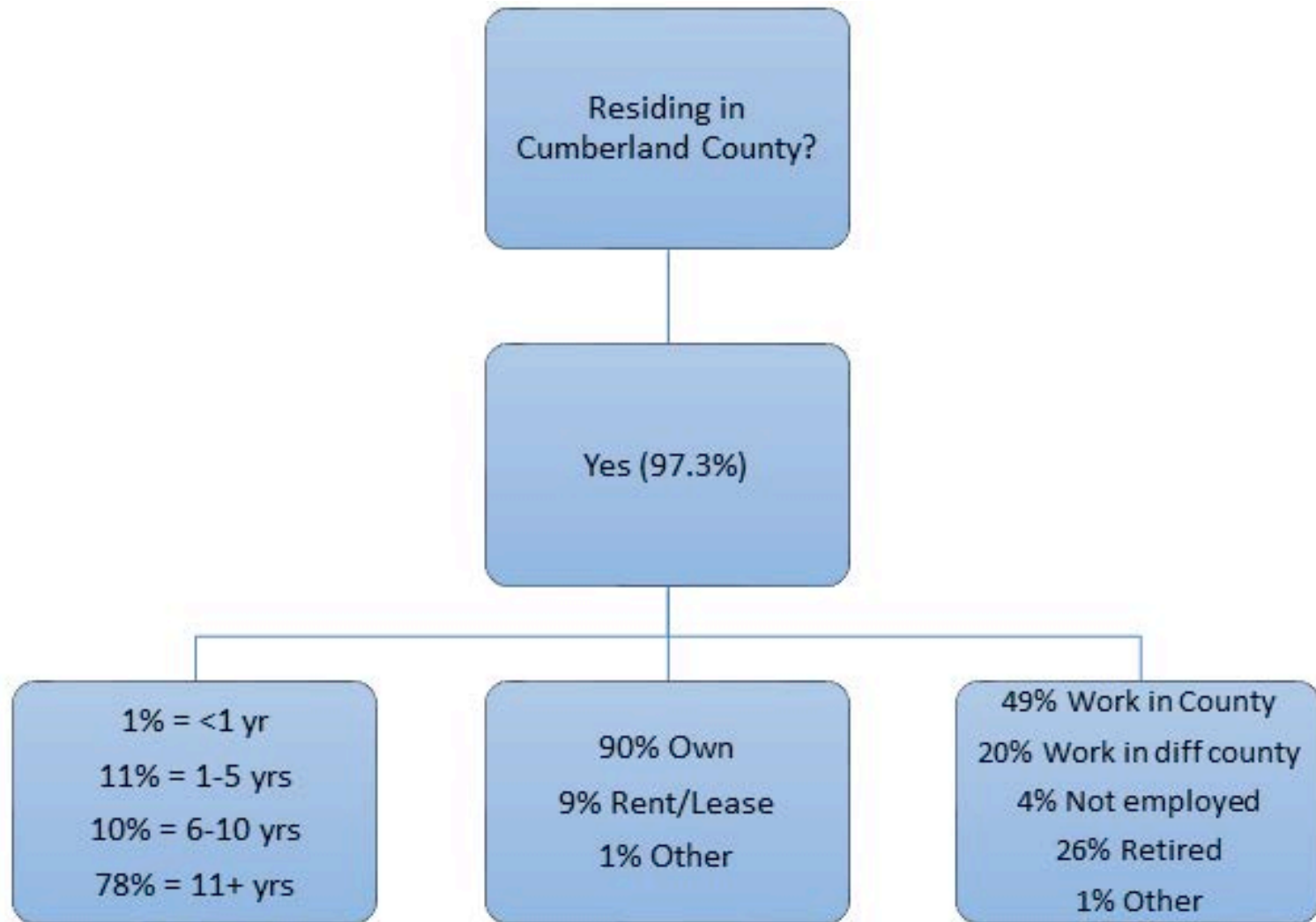
[www.centerforlanduse.org/survey](http://www.centerforlanduse.org/survey)



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# Demographics



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# Conserve

*Cumberland County must conserve the natural, cultural, and recreational resources that represent the basic, essential elements required to support a high quality of life, protect public health, and spur economic growth.*



# Summary Results:

## Natural & Cultural Resources

- Participants favored **maintaining existing parks (94%)** over developing new parks, trails, and greenways (78%)
- Item with lowest percentage of importance was **Protecting Steep Slopes (53%)**

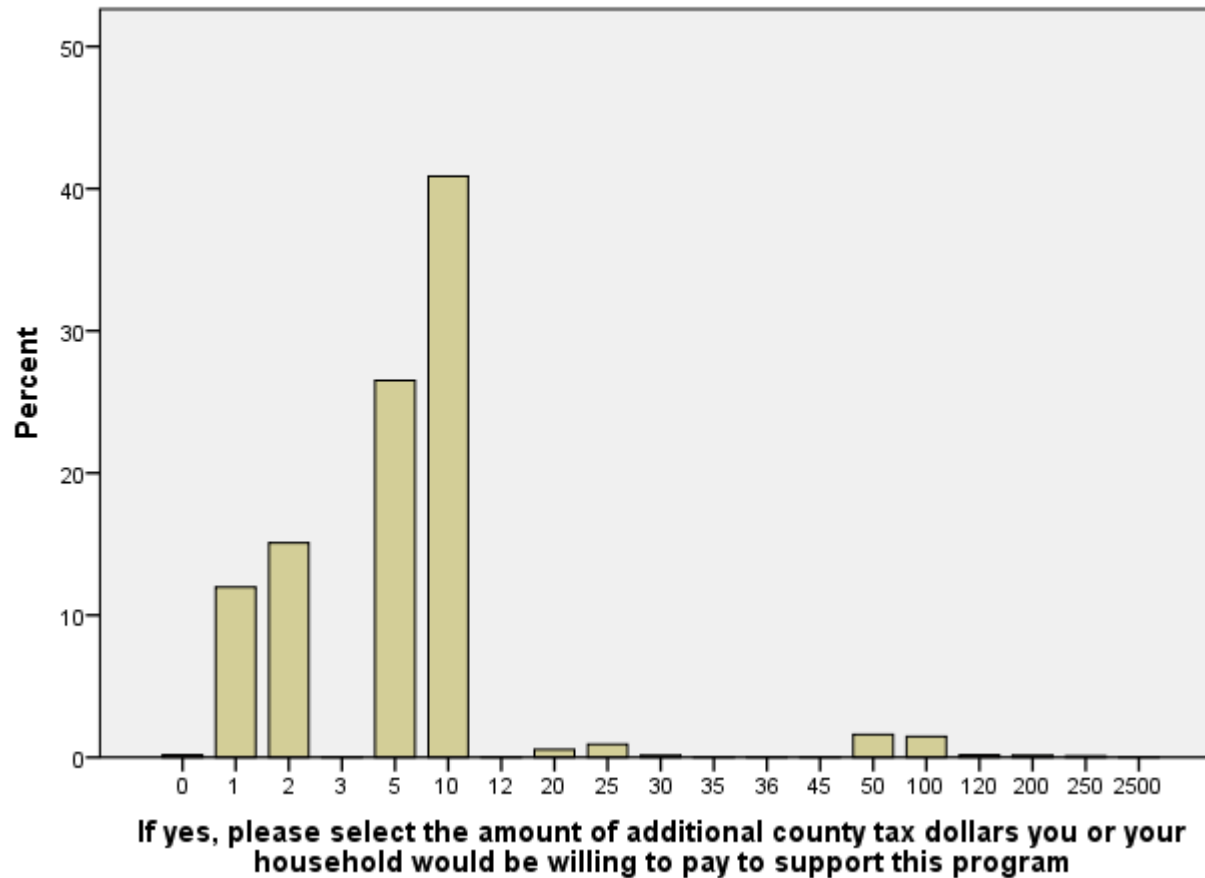


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# Funding: Farm Preservation

Amount of additional county tax dollars HH willing to pay to support Farm Preservation program



81% Support

Median=\$5

Mode=\$10



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# Funding: Farm Preservation

## Related comments from open responses:

- *“Preserve our farm lands and parks that have made the county so beautiful”*
- *“The Farmland Preservation program is a very valuable program that should continue to be funded.”*
- *“\$10 a year is nothing to maintain that land and I would consider even more.”*
- *“Farm prime farmland”*
- *“Since warehouses consume such a large amount of available land, warehouses should be taxed for farmland preservation and open space/parks, both the creation and maintenance.”*



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# Funding: Farm Preservation

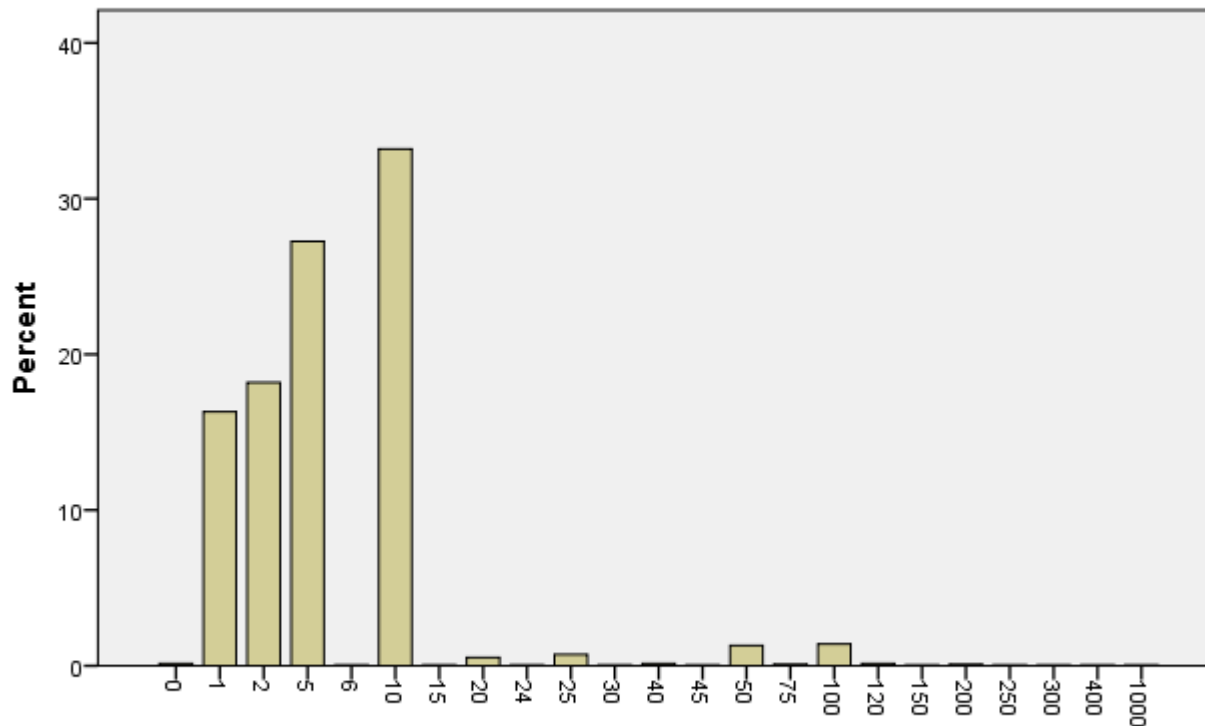
Eight broad themes emerged from the 19% who said no to increase funding for additional farms to participate in the farm preservation program:

- *The Workings of the Farm Preservation Program;*
- *Alternative Ideas to the Current Farm Preservation Program;*
- *Other County Budget Priorities;*
- *More Information Needed;*
- *Subsidies;*
- *Free Market;*
- *Taxation; and,*
- *Individual Choice.*



# Funding: Development of Parks, Trails, and Nature Preserves

Amount of additional county tax dollars your HH willing to pay to support the development of additional parks, trails, and nature preserves



If yes, please select the amount of additional county tax dollars you or your household would be willing to pay to support the development of additional parks, trails, and nature preserves

77% Support

Median=\$5

Mode=\$10



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# Funding: Development of Parks, Trails, and Nature Preserves

Related comments from open responses:

- *“... would like to see more upkeep on the existing parks and trails in the area”*
- *“Cumberland Valley Rail Trail is a great asset. I'd love to see a network of trails for walking, biking, etc. across the county”*
- *“We need more walking trails and bicycle paths”*
- *“Cumberland County is huge why not give us a bike trail connecting Lemoyne, New Cumberland, Camp Hill, Mechanicsburg, Shiremanstown, Carlisle...”*



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# Funding: Development of Parks, Trails, and Nature Preserves

Four broad themes emerged from the 23% who said no to increase funding to develop additional parks, trails, and nature preserves:

- *Enough Parks;*
- *Alternative Ideas to Current Proposal Statement;*
- *Other County Budget Priorities; and,*
- *Taxation.*



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# Selected Comments: Conserve

- “This is a beautiful, natural area. Please set highest priority of protecting our natural resources, forests, water, etc.”
- “We need more native plants and trees to be planted to support wildlife and protect endangered species. If a new business is built or a development is built, planting should be with natives”
- “Carlisle has some of the worst air quality in in the state and even the country. We have plenty of warehouses, truck stops, and other facilities that attract 24 hour truck traffic. I would like to see the county focus on being a good living place for its residents”
- “Preserve existing farmland and historic barns. Provide grants to maintain historic barns”



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# Grow

Cumberland County's planned commercial, industrial, and residential growth must be founded upon suitable public facilities and compatible land use patterns that enhance our position as a preferred place to live, work, conduct business and visit.





# Summary Results: Economic Development

- **95% of survey participants reported reusing existing developed sites to be important**
- Approximately 58% report it is important to provide grants and financing opportunities to businesses in Cumberland County
  - 26% reported a neutral opinion
  - 14% reported it is not important



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# Summary Results: Community Facilities

- Participants reported the following to be important:
  - repair existing sewer and water systems (92%);
  - protect drinking water supplies (97%);
  - provide emergency services (95%);
  - provide solid waste disposal and recycling services (91%);
  - provide adequate public utilities to support current and future development opportunities (82%).
- Providing wireless broadband technology and expanding sewer and water systems to support future growth were marked to be important by 70% of survey participants.



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# Summary Results: Housing

- 83% → important to preserve and rehabilitate the existing housing stock.
- 72% → important to provide appropriate housing for special needs populations
  - Yet only 58% → important to provide housing at all income levels
    - 20% → not important to provide housing at all income levels



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# Summary Results: Housing Stock

- **As pecking order of housing value goes down, resident opinion of having too much of that particular type of housing stock rises:**
  - Single Family Detached (17%)
  - Two Family Attached (19%)
  - Townhouses (29%)
  - Apartments (21%)
  - Mobile Homes (40%).
- **Nearly 42% of survey respondents reported “I’m not sure” on stock of tiny homes**



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# Summary Results: Land Use

Statements on planned land use showed more variation in responses than all other categories.

- Maintain existing properties (87%)
  - Improve the appearance of new buildings (47%)
- Locate new development near existing infrastructure (~75%)
- Minimize conflicts between new and existing development (75%)
- <25% of survey respondents reported it to be important to allow commercial uses to be located near residential uses
  - 45% said it is not important at all



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# Summary Results:

## Land Use Types

- Participants responded that there is not enough open space (60%) and recreational facilities (57%), and that there is too much warehousing (66%).
- 64% identified healthcare and human services as being just the right amount
  - but over 25% believe that there is not enough healthcare and human services available.
- **Manufacturing (47%) and agriculture (54%)** are the two land use types where survey participants responded it to **NOT be enough**



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# Selected Comments: Grow

- “The growing retired population in Cumberland County require smaller, one story homes in the County in order to downsize locally...”
- “Need[ing] to balance new development with the maintenance of the existing public infrastructure”
- “Stop building warehouses! Enough is enough!”
- “I am not sure what you mean by mixed land use”
- “Ventures should be offered incentives to reuse existing and historic buildings or otherwise face significant disincentives for building new.”
- “Efforts should be made to attract business to existing buildings or developed lands”



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# Connect

*Cumberland County must be connected locally and globally through a safe, efficient transportation system and proactive, collaborative stakeholder relationships.*



# Summary Results:

## Transportation

- Only 27% of survey participants identified improving and preserving Carlisle Airport to be important.
- **Participants responded that it is important to:**
  - **maintain existing roads (97%)**
  - **replace structurally deficient bridges (95%)**
  - **reduce congestion (86%)**
  - **expand bicycling opportunities (50%)**
    - 28% report it not to be important



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# Resident Engagement

- The two best communication methods were email (49%) and mail (41%)
- 32% identified the County website
- Even though 33% report using social media as a good communication method, there was a significant difference based on age.



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# Selected Comments: Connect

- “If we continue to build road systems, we need to widen them so that it's safe for bicyclists and pedestrians to use the roads as well - we need more multi-modal road systems”
- “Cumberland County needs to focus more on providing quality and affordable transportation, facilities, etc. for older and disabled individuals living here”
- “The biggest challenges facing the county are inadequate roads to support the excessive truck traffic”
- “Better long-term planning of residential developments is necessary... Better foresight should be used in approving these projects... to minimize future traffic congestion”
- “Roads and bridges need to be fixed before any more expansion”





# Thank you!





# CCPC project team @ SU

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