

Appendix 5: Survey and Meeting Results

This appendix summarizes results from project outreach to date, including the survey, interactive online mapping tool, open houses and the Tanana Valley State Fair.

Resident Likes / Dislikes of the Project Area

Top Responses to the Question, “What do you like most about the area?”		
Salcha Open House (June 2018)	North Pole Open House (July 2018)	Tanana Valley State Fair (August 2018)
<ul style="list-style-type: none"> • Keep Salcha the same! Don’t want it to change • Rural • Family-oriented, awesome school 	<ul style="list-style-type: none"> • Trails • Privacy, low population • Open space and large lots • Good police and fire protection • Lots of churches to help people 	<ul style="list-style-type: none"> • Small town feel; everyone knows each other • Not overpopulated • Frequent wildlife encounters • Solitude • Open spaces

Top Responses to the Question, “What would you like to change?”		
Salcha Open House (June 2018)	North Pole Open House (July 2018)	Tanana Valley State Fair (August 2018)
<ul style="list-style-type: none"> • Improved cell and internet coverage • Bike path along the Richardson Highway • Turning and passing lanes on the Richardson Highway • Speed limit enforcement on the Richardson Highway • Better road maintenance 	<ul style="list-style-type: none"> • Air quality • Road safety: signage, maintenance, lighting • Junkyard enforcement • Lower energy costs • Access to quality and affordable housing 	<ul style="list-style-type: none"> • Need good public drinking water • Roads are too narrow and need wider shoulders for bikes • Need decent phone and internet service • Junkyards • Need more grocery stores • Need more space for kids to play

Location of Future Growth: Interactive Exercise

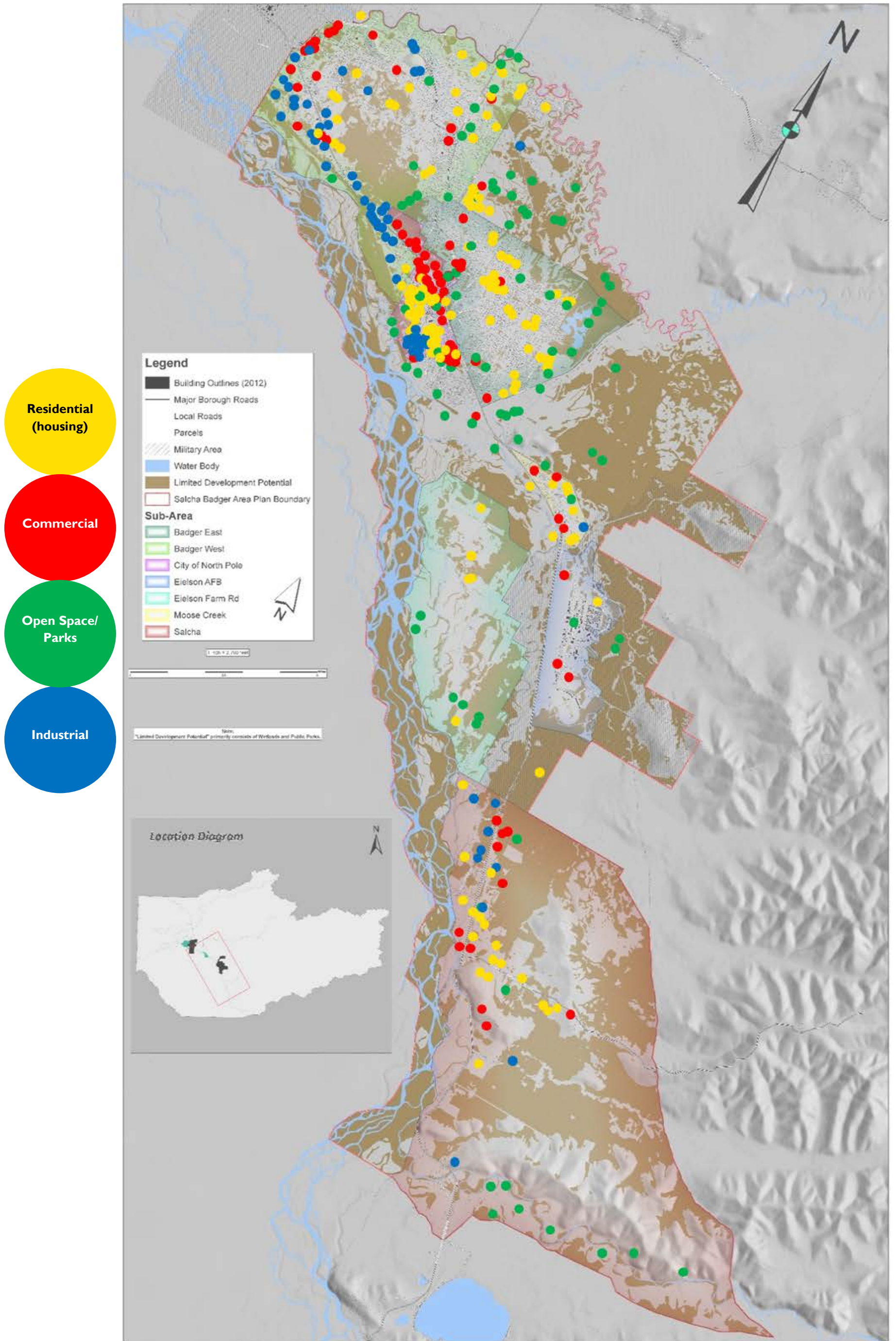
At a series of meetings in summer and fall 2018 the project team conducted an activity to learn about how residents want to see the area grow. Residents were asked the question, “Ten or more years from now, where and what type of development do you envision for the Salcha-Badger Road area?” Using color-coded dots, meeting participants indicated potential locations and densities using the key below.

- Yellow = residential/housing
- Red = commercial
- Blue = industrial
- Green = open space/parks

This activity was conducted at the May Working Group meeting, June Salcha Open House, July North Pole Open House and at the project booth for the Tanana Valley State Fair. The dots were then consolidated onto one map to show cumulative results (Figure 24).



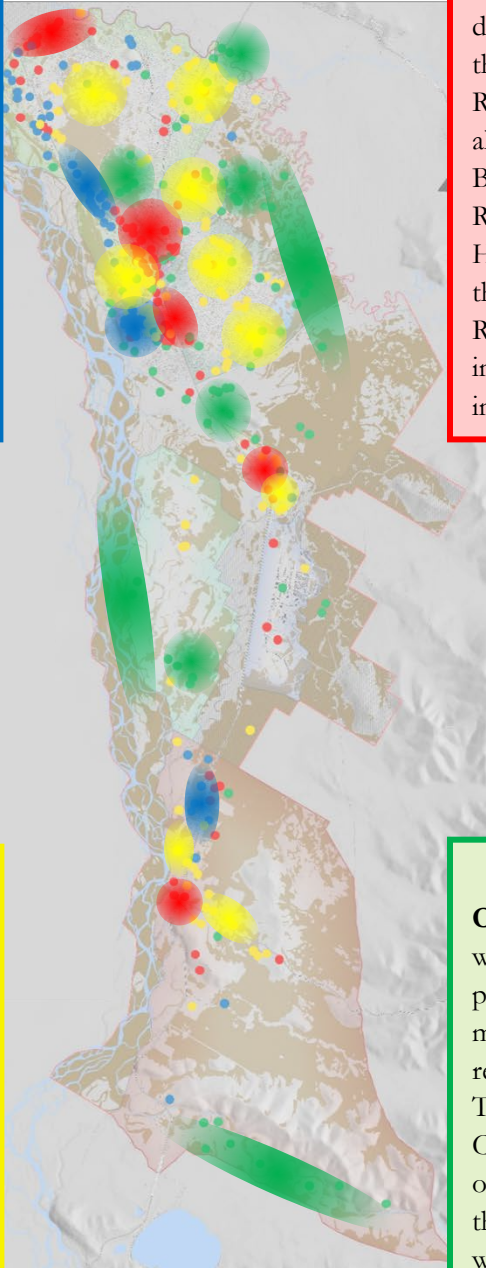
Figure 24: Preferred Location of Future Growth: Results of Interactive Activity



Overall, residents envision more growth in the City of North Pole and surrounding areas, with less growth in the southern portions of the project area. This reflects other feedback received during the process, with Salcha residents expressing their desire for limited or no additional growth in the area. Areas with increased concentrations by category include:

Industrial – growth around the existing refinery site in the City of North Pole; industrial along the Richardson Highway north of the City of North Pole boundaries; scattered industrial elsewhere, including alongside the Richardson Highway in the northern part of Salcha.

Commercial – significant expanded commercial development in the core area of the City of North Pole along the Richardson Highway; increases along the western portion of Badger Road between Dennis Road and the Richardson Highway; increases just south of the City of North Pole along the Richardson Highway; smaller increases in commercial activity in Salcha and Moose Creek.



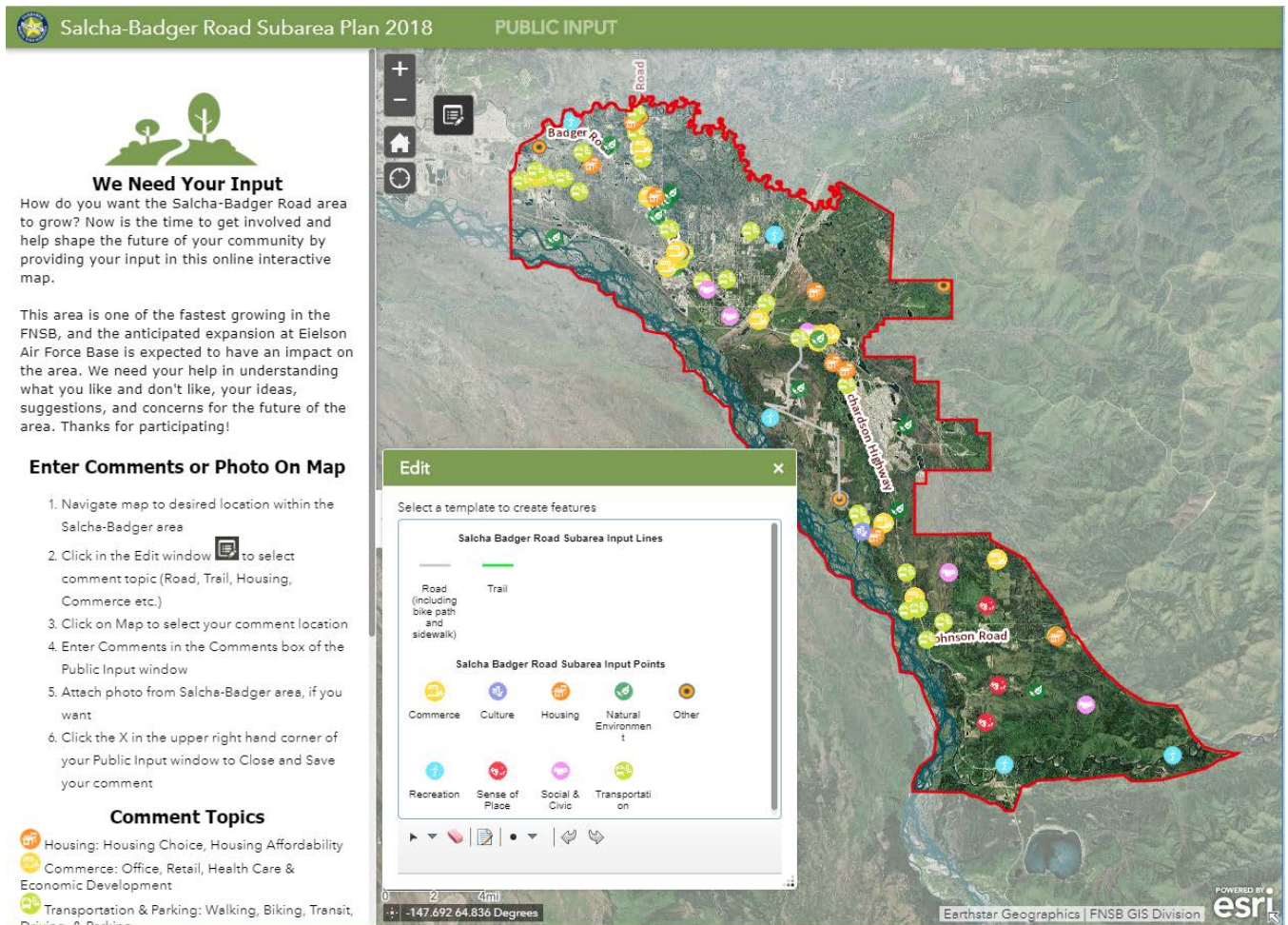
Residential – residents who participated in the activity placed dots indicating a desire for expanded residential growth in the City of North Pole and throughout the Badger East and Badger West subareas. Smaller numbers of housing dots were added in Moose Creek, and in Salcha along the Richardson Highway and Johnson Road.

Open Space/Parks – residents would like to see open space protection and park access along major waterways and existing recreation areas including the Tanana River, Salcha River and Chena River, and Chena Lakes; other locations were identified throughout residential areas within the project boundaries.










Interactive Map Results

The Fairbanks North Star Borough (FNSB) Community Planning Department built and maintained an online, interactive mapping tool for residents to share their comments. The map was available from April through September 2018. Residents could add a location-tagged comment. Location-based comments received at the Tanana Valley State Fair were also added to the map. A screenshot of the map is visible in Figure 25. Raw commenting results are shown in Appendix 10: Interactive Map Responses.

Figure 25: Screenshot of Interactive Web-based Map with Results and Instructions



Overall, 82 comments were added to the map across the following categories:

Category		Definition	# of Comments Received
Transportation		Walking, Biking, Transit, Driving, & Parking	30
Commerce		Office, Retail, Health Care & Economic Development	13
Natural Environment		Stormwater, Snow Management, Flood & Wildfire Safety	11
Other		Anything else	8
Housing		Housing Choice, Housing Affordability	7
Social & Civic		Government, Civic Institutions, Social & Community Services, Utilities & Education	5
Recreation		Parks, Open Space, Access to Nature, Recreational Facilities	5
Sense of Place		Aesthetics, Design, Parks, Historic Preservation, & Safety	2
Culture		Arts, Entertainment, Events, Cultural Uses, & Diversity	1

Specific findings, recommendations and comments are incorporated into each of the focus area appendices that follow.

Community Survey Results

To collect feedback on ideas, opportunities and challenges from residents in the Salcha-Badger Road area, the project team created and distributed a project survey to community members. The survey was posted on the project website, distributed via the project email list, shared via hard copy at community meetings, North Pole Library, North Pole City Hall and Salcha Senior Center, advertised at the project table at the Tanana Valley State Fair, shared via social media, distributed through networks of project working group members, and a postcard was sent to every property owner in the plan area. The survey opened in April 2018 and closed September 30, 2018. Over 100 people completed the survey.

The survey results are not statistically valid but do supplement information from in-person meetings, interviews and other research. This appendix offers a synopsis of survey results; additional, topic-specific results are available in subsequent focus area appendices. For the full set of raw survey results, see Appendix 9: Community Survey Responses.

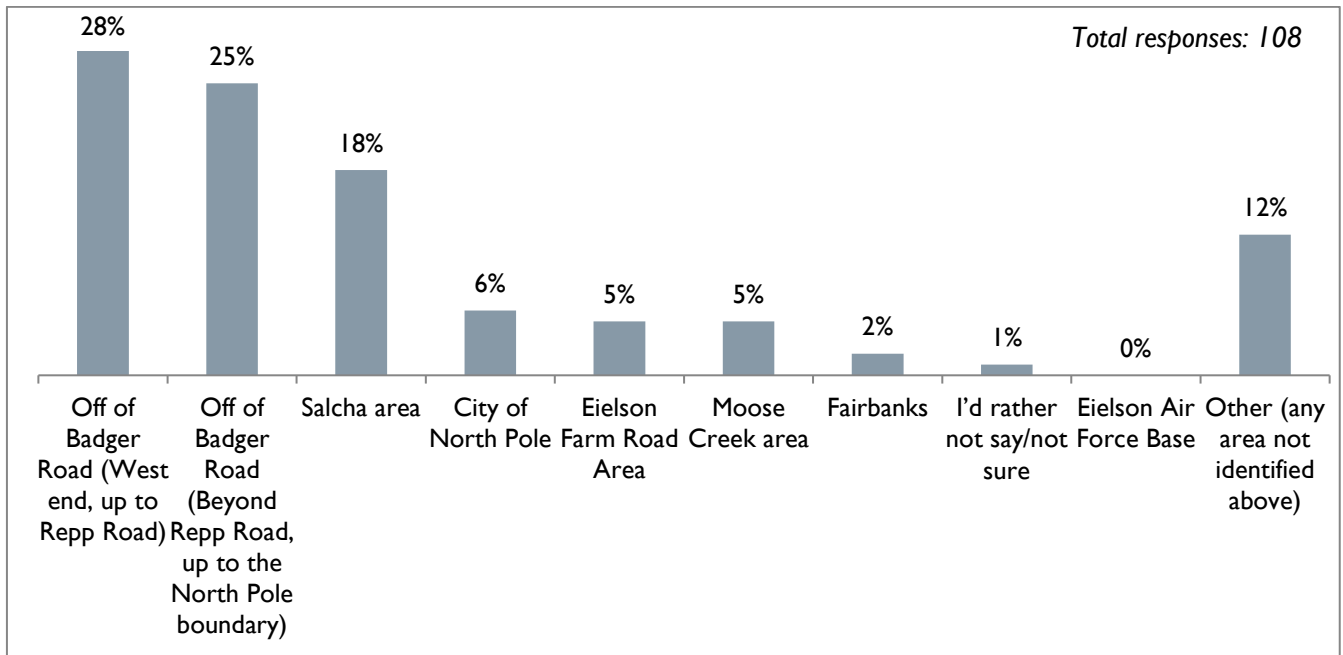
Who responded to the survey?

To learn more about who responded to the survey, the project team asked residents where they live, using a map to help guide responses (Figure 26). More than half of the survey respondents live along the Badger Road area, with 28 percent in Badger West subarea and 25 percent in the Badger East subarea (Figure 27). Another 18 percent live in the Salcha subarea. Two percent of respondents were from Fairbanks (outside the project area) and 12 percent responded “other.” Many of the other responses reported they live off Nelson Road, which is part of the Badger East project subarea.

Figure 26: Map of Subareas for Project Survey

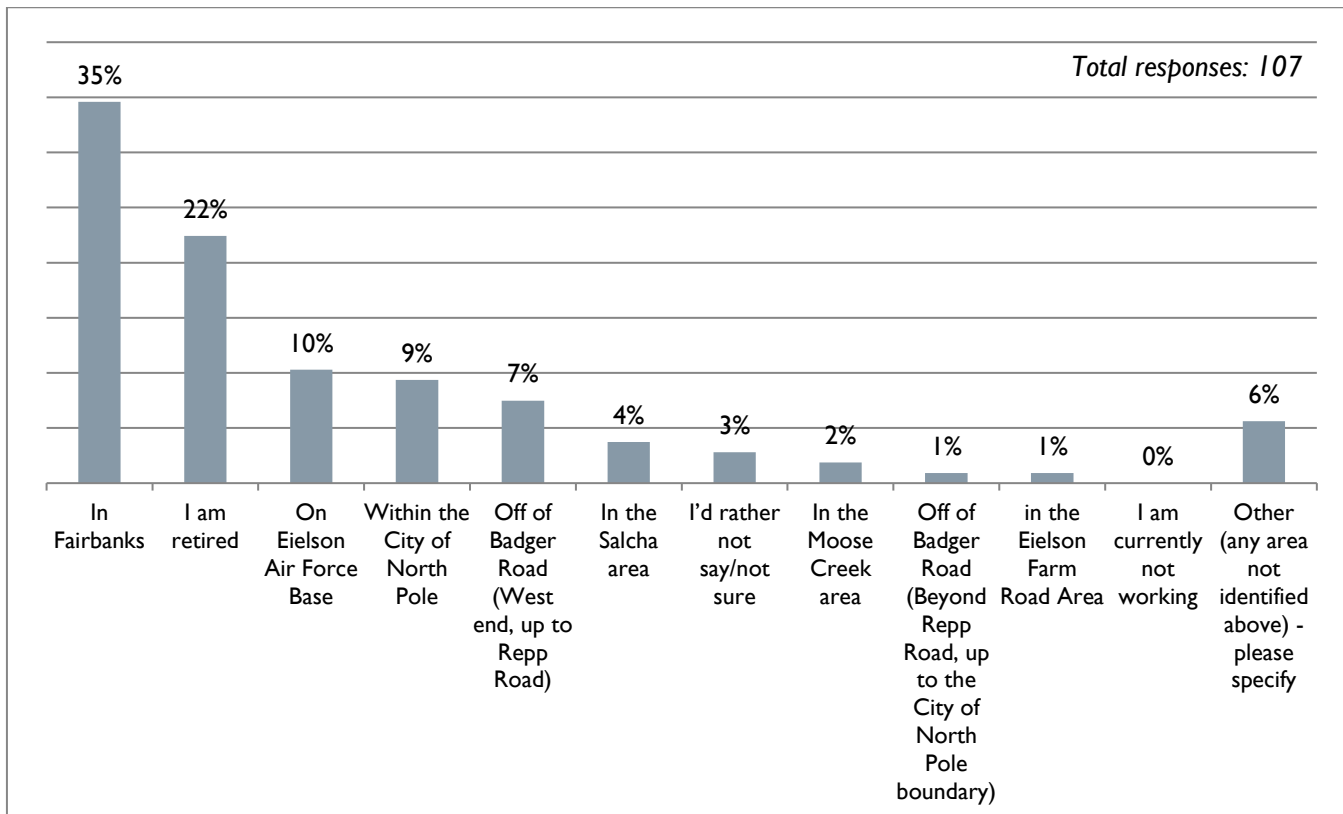


Figure 27: Survey responses to the question, "Where do you live?"



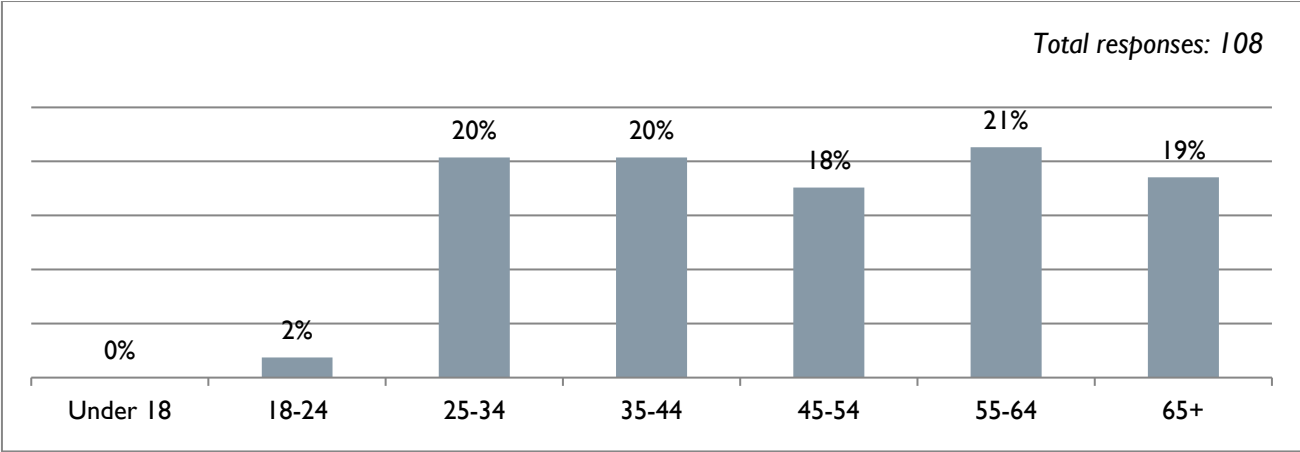
While most of the respondents live within the project area, many work outside the project area (Figure 28). Thirty-five percent of survey respondents commute to Fairbanks. Another 22 percent are retired, and 10 percent work on Eielson AFB.

Figure 28: Survey responses to the question, "Where do you work?"



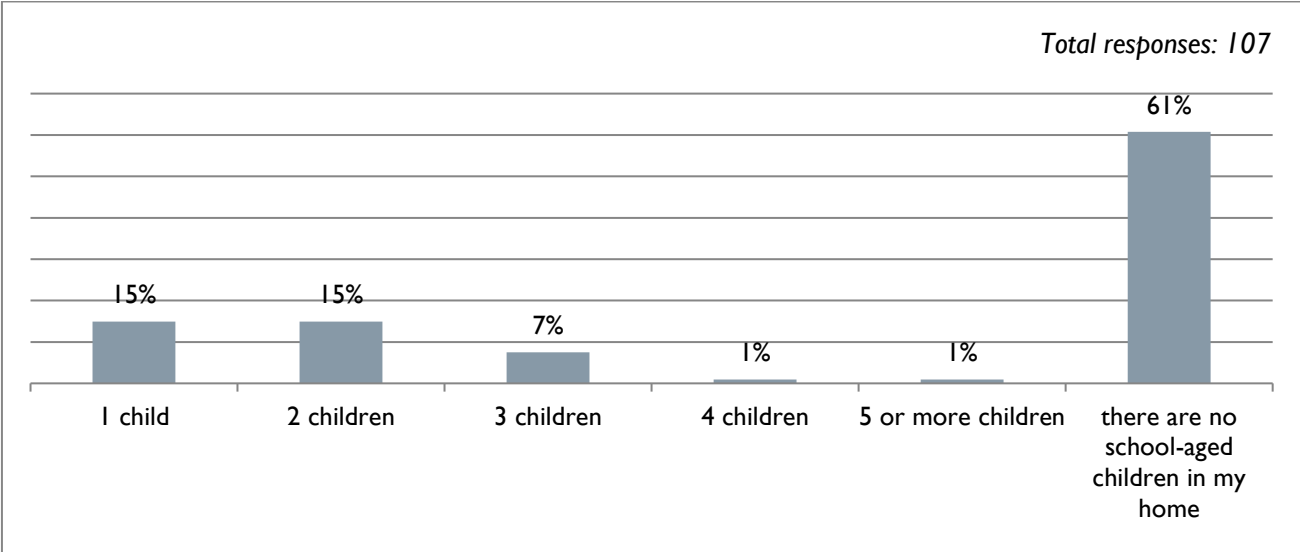
Most respondents are 25 years old or older, with an even distribution between five main age cohorts. The largest category is age 55-64 with 21 percent. Very few residents between the ages of 18 and 24 responded, and there were no responses from residents under 18.

Figure 29: Survey responses to the question, “What is your age?”



More than half (61 percent) of respondents do not have school-aged children living at home (Figure 30). Another 15 percent had one child and 15 percent have two children.

Figure 30: Survey responses to the question, “How many school-aged children live in your home?”



Results

NOTE: this section summarizes the responses to general survey questions. Topic-specific survey results can be found in each of the relevant focus area appendices.

Respondents are generally satisfied with the quality of life in the project area, with 61 percent giving the area an “A” or “B” grade level (Figure 31). Another 25 percent gave quality of life a “C,” and 13 percent gave it a “D” rating. There were no respondents who gave the area an “F” for quality of life.

Figure 31: Survey responses to the question, “How would you rate your overall quality of life in the Salcha-Badger Road area?”

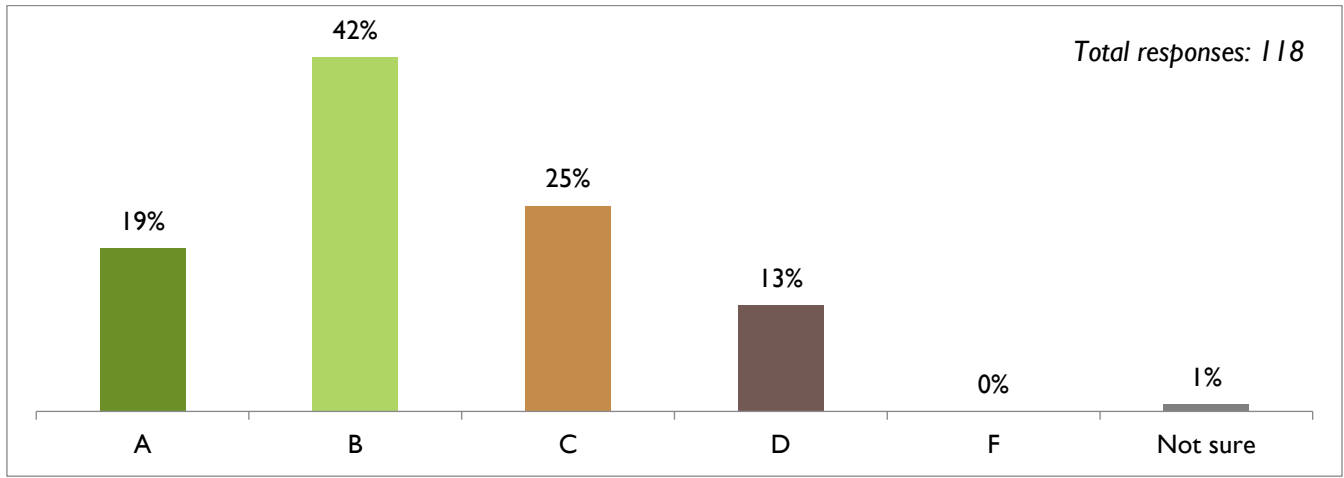
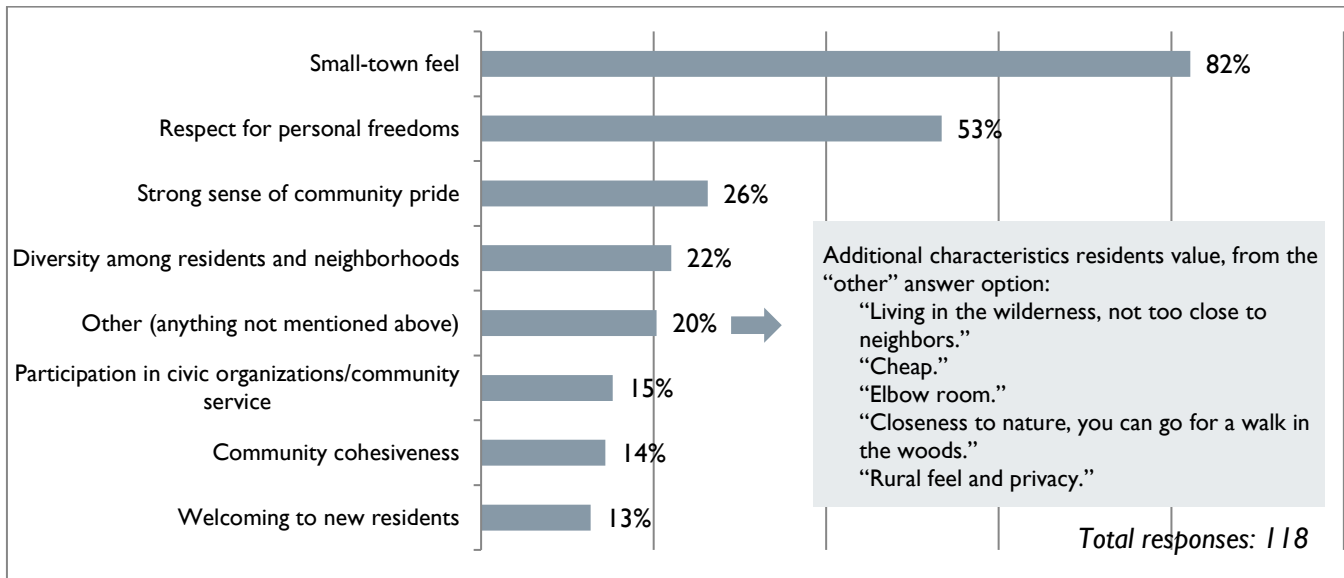


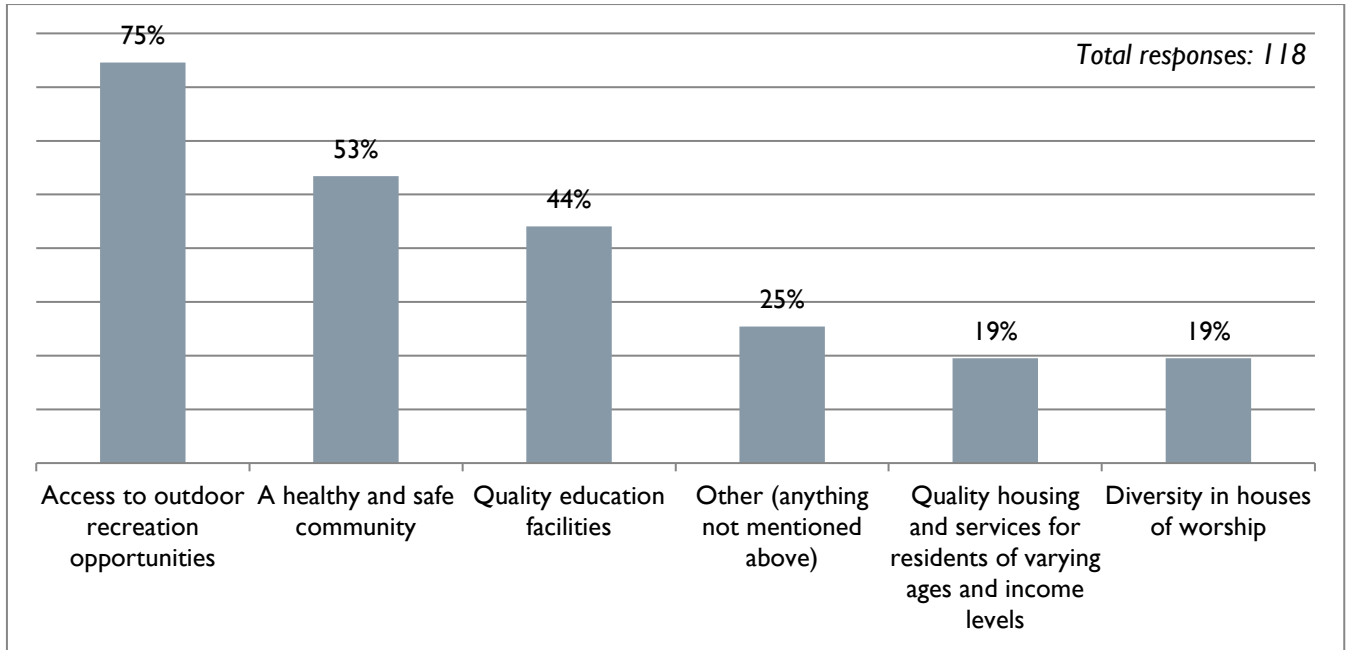
Figure 32: Survey responses to the question, “Select the three current characteristics you most value about the Salcha-Badger Road area (community characteristics)”



NOTE: This figure totals to more than 100 percent because survey respondents could select up to three answers.

The number one community characteristic residents most value is the area’s “small-town feel,” with 82 percent of residents selecting that as a valued characteristic (Figure 32). Over half of residents (53 percent) selected “respect for personal freedoms” as a valued community characteristic. When asked about valued quality of life characteristics, the top response was “access to outdoor recreation opportunities” (75 percent), followed by 53 percent who selected “a healthy and safe community” (Figure 33).

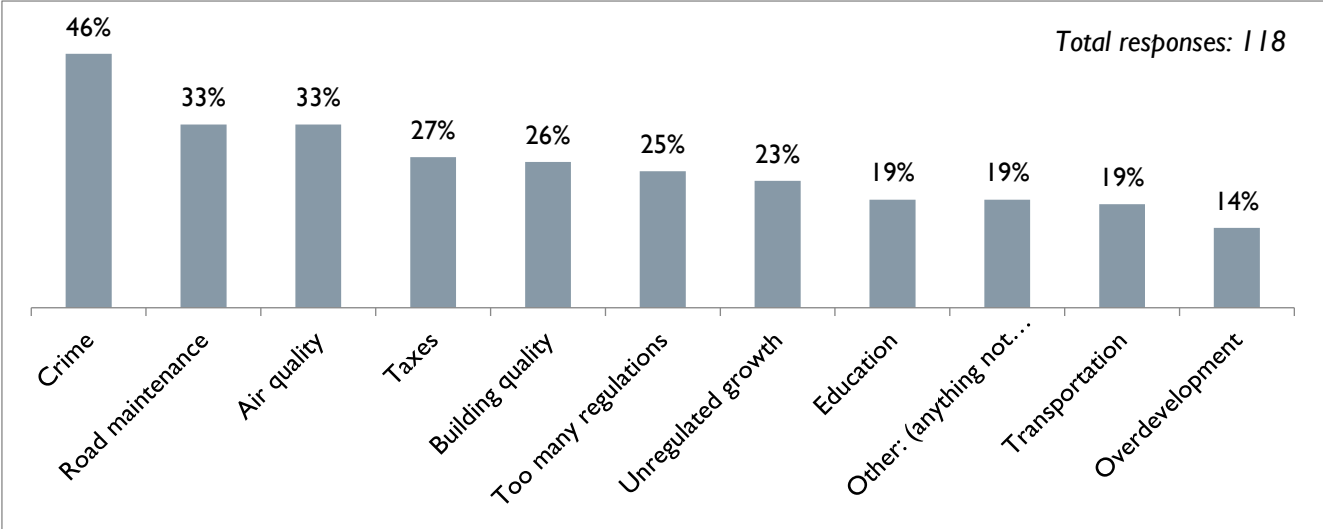
Figure 33: Survey responses to the question, “Select the three current characteristics you most value about the Salcha-Badger Road area (quality of life)”



NOTE: This figure totals to more than 100 percent because survey respondents could select up to three answers.

Community members were asked the biggest issues facing the Salcha-Badger Road area and given a range of options to choose from (Figure 34). “Crime” received the most responses (46 percent), followed by 33 percent for both “road maintenance” and “air quality.”

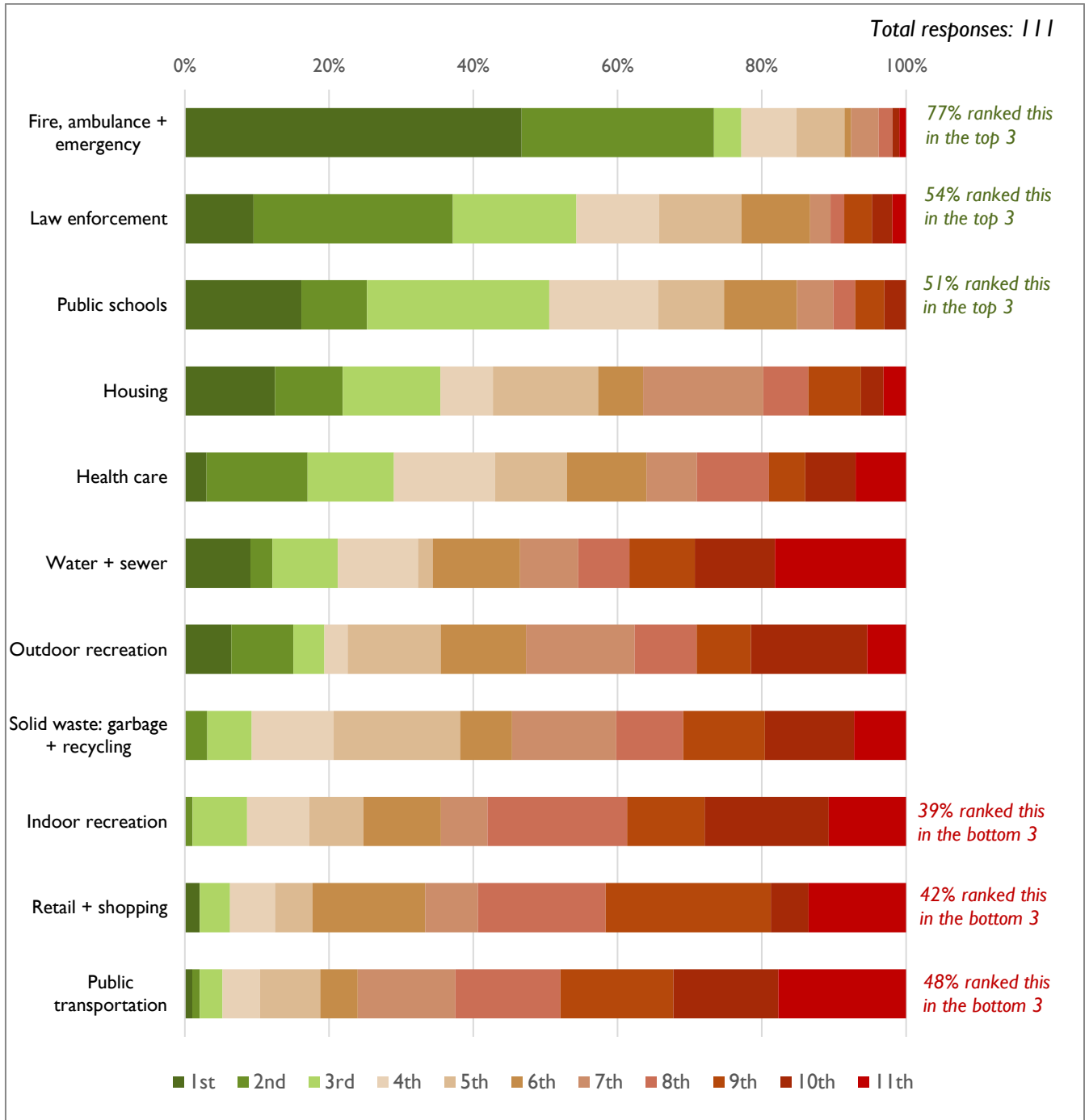
Figure 34: Survey responses to the question, “What are the three biggest issues facing the Salcha-Badger Road area?”



NOTE: This figure totals to more than 100 percent because survey respondents could select up to three answers.

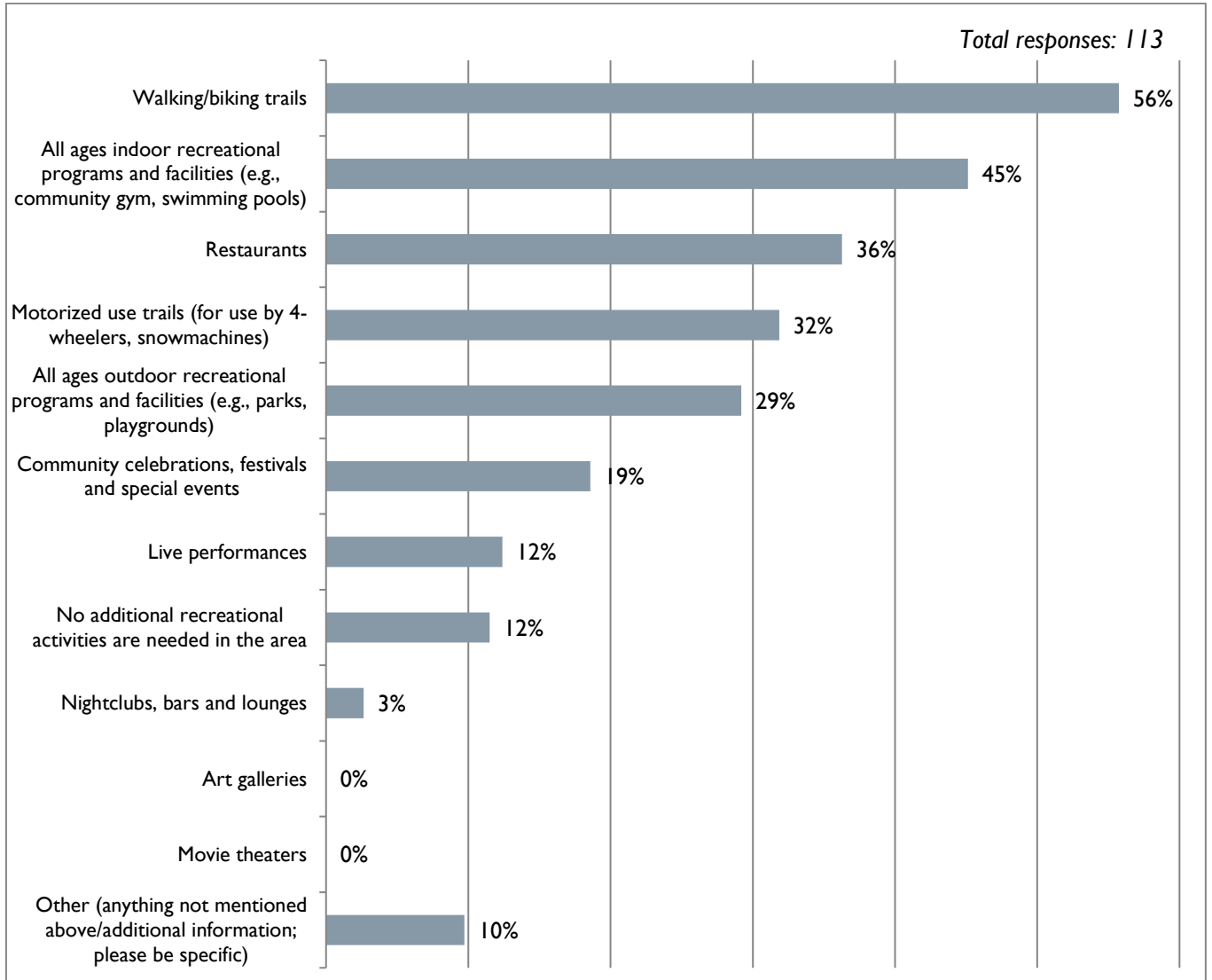
The project team asked residents to rank a list of facilities and services in order from most important (1st) to least important (11th). Results are shown in Figure 35, from top (highest ranking) to bottom (lowest ranking) based on the number of combined first, second and third choice rankings. The most important service was “fire, ambulance and emergency,” with 77 percent of respondents ranking it as their first, second or third most important. Other high-ranking categories included “law enforcement” and “public schools.” The lowest ranked categories include “public transportation,” “retail and shopping,” and “indoor recreation.”

Figure 35: Survey responses to the question, “Rank the following facilities/services in order of importance.”



The survey asked respondents about the types of additional recreational activities they would like to see in the project area (Figure 36). The highest scoring category was walking/biking trails with 56 percent, followed by indoor recreation programs and facilities with 45 percent.

Figure 36: Survey responses to the question, “What additional types of recreational activities are needed in the Salcha-Badger Road area? Select your top three.”



NOTE: This figure totals to more than 100 percent because survey respondents could select up to three answers.