

Executive Summary

Overview and Methodology

This research was initiated by The Fayette Alliance to gauge Fayette County voter opinion regarding priorities for Lexington/Fayette County elected officials, including focus on the issue of Urban Service Area expansion.

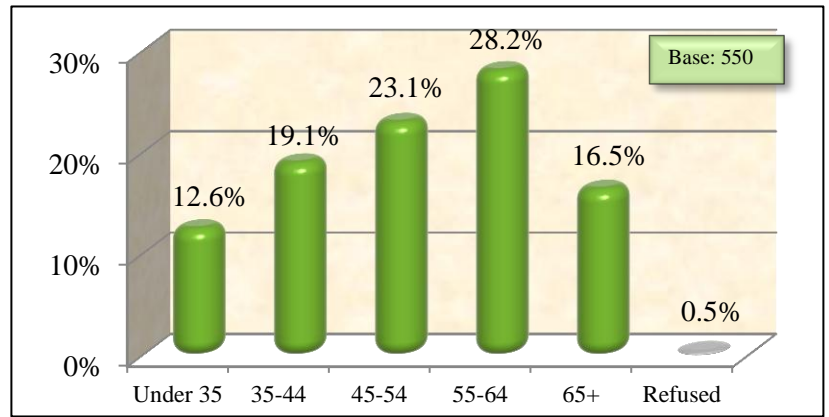
A multi-mode method was used for data collection, consisting of a telephone survey and an online survey. The telephone survey of 175 registered voters residing in Fayette County was conducted between March 9, 2012 and March 16, 2012. An additional 375 completes were collected through an online survey of registered voters residing in Fayette County conducted between March 11, 2012 and March 17, 2012.

Those who indicated they currently held, or were running for, an elected office were excluded from participation in the survey.

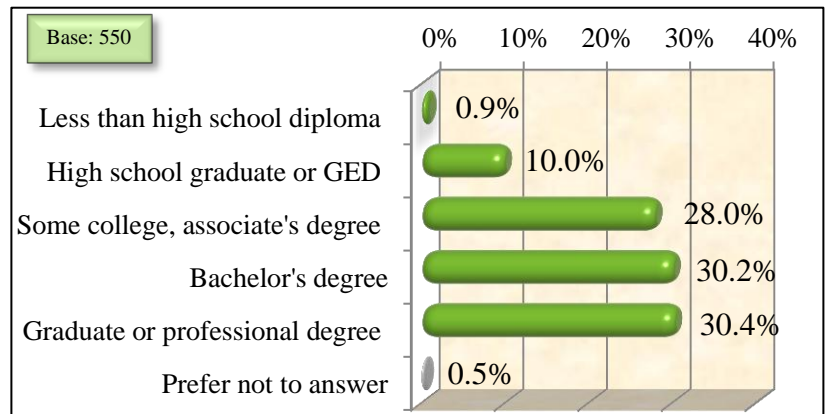
The Fayette Alliance was not identified as the sponsor of the research.

Based on a total number of 189,937 registered voters in Lexington/Fayette County, the sample of 550 provides research results at the standard 95% confidence level with a margin of error of plus or minus 4.17%.

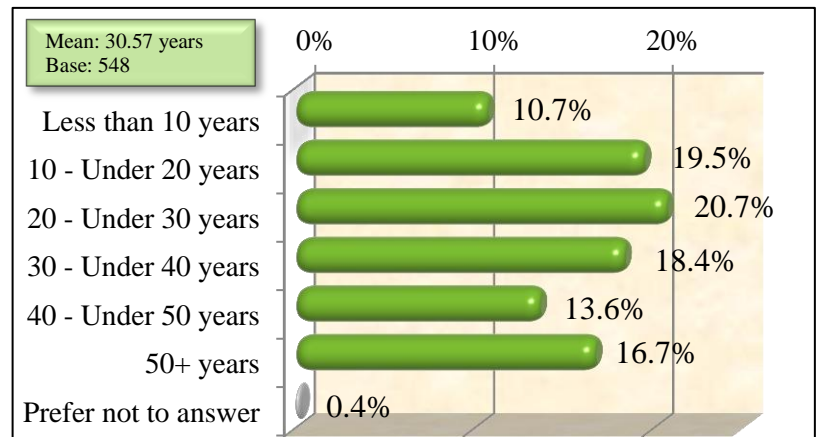
Age Group



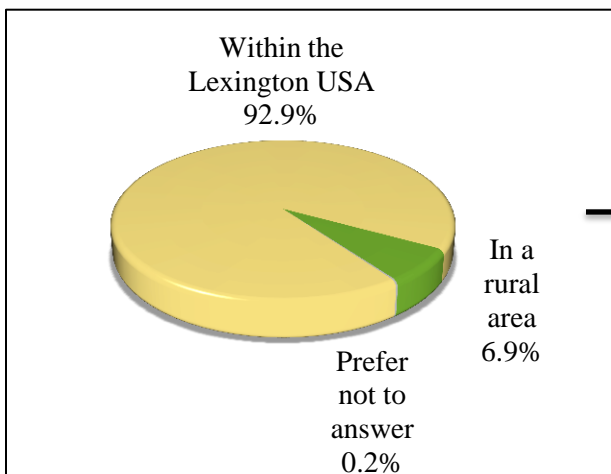
Education Level



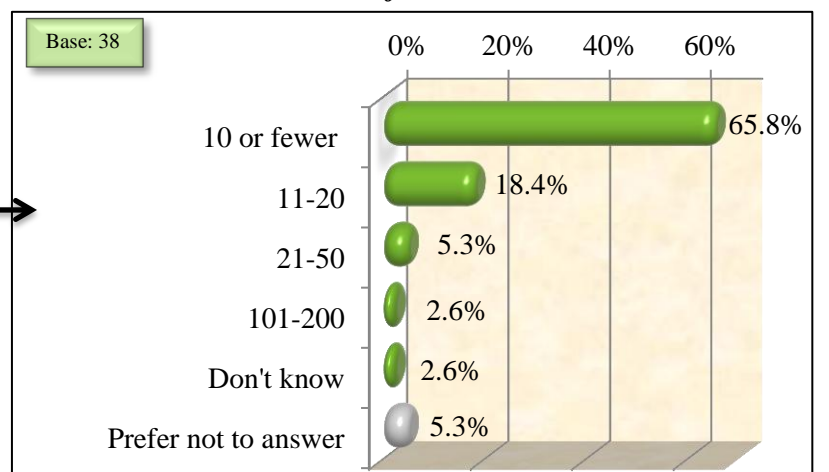
Length of Time Living in Lexington



Residence in USA or Rural Area



Number of Acres Owned



Insights

Most-valued aspects of Fayette County

- The attributes of a mid-size city with a small town feel
- A strong sense of community
- The convenience of having numerous retail and dining options
- A variety of recreational, cultural and entertainment options

Importance of current issues

- Growth and development is at the forefront of the most important issues facing Fayette County, followed by economic issues centered around employment
- While ensuring that citizens have basic infrastructure and services leads as most important of the aided statements, preservation of the unique characteristics of the area, planning for growth and protecting farmland all received high importance ratings (8 or above out of 10)

Fayette County's performance handling current issues

- The highest performance ratings were given to preserving the unique characteristics of the Bluegrass
- The greatest gap between importance and performance lies with the provision of basic infrastructure and services
- Residents feel that making improvements in handling storm water, the sewer system and water quality should be the highest priority among all of the focus areas covered
- Locally grown food production and protecting key agriculture areas were seen as the second and third priorities for Fayette County planners

Growth in Lexington

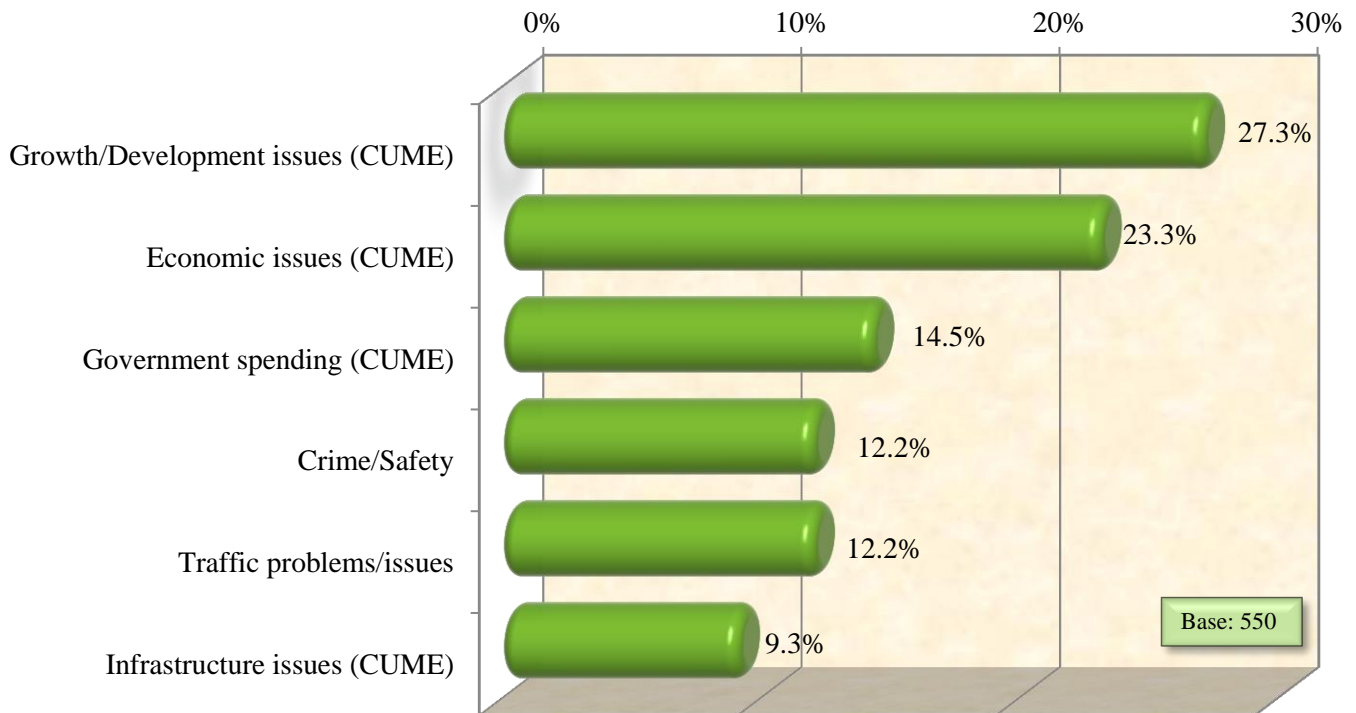
- A 76% majority agree that the Fayette Alliance's mission statement (*Lexington should be a model for innovative and sustainable growth, by connecting and balancing its vibrant city with its productive and unique Bluegrass farmland*) is an appropriate vision for the future of Lexington and the Bluegrass
- A slightly higher percentage of residents feel that there has been improvement in the cooperation to both grow the city and preserve the farmland than have not seen improvement. A majority are neutral
- Just under 60% feel there is sufficient land for development within the Urban Service Area for the next 5-10 years. Over a fourth do not know
- Over two thirds indicated they are **more likely** to vote for a candidate who is opposed to Urban Service Area boundary expansion

Issues Facing Fayette County (Unaided)

<i>What do you think is the most important issue facing Fayette County today?*</i> <i>(Unaided)</i>	2012 (Base: 550)
Managing growth/Overdevelopment	16.0%
Lack of jobs/employment opportunities	13.8%
Crime/Safety	12.2%
Traffic problems/issues	12.2%
City budget/Funding	10.9%
Redeveloping downtown and other city areas	9.5%
Reduction of greenspace/farmland	6.7%
Quality/poor quality of the education system	6.5%
High taxes	5.1%
Poor roads/streets/street design	5.1%



Top Overarching Issues Facing Fayette County



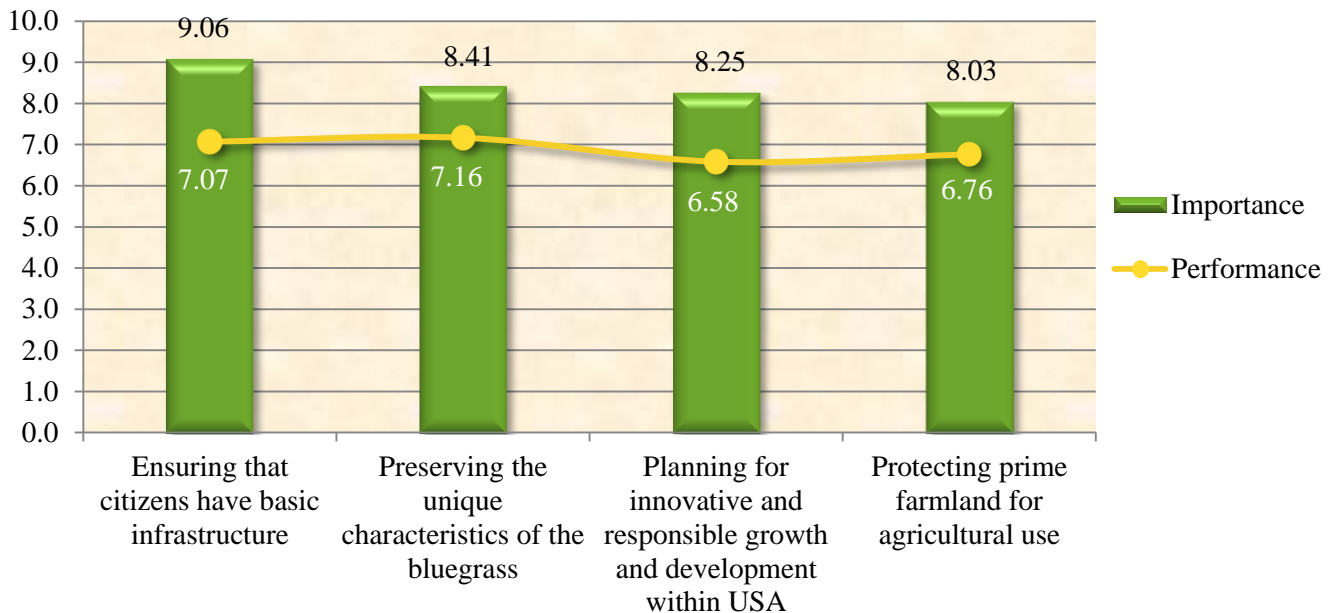
Importance and Performance (Aided)

Importance Ratings

Performance Ratings

<i>On a scale of 10 to 1, with 10 being highest in importance and 1 being lowest in importance, please rate how important each of the following is to you as a resident of Fayette County. (Aided)</i>	Mean Importance Rating (Base: 550)	Percent rating importance as a 9 or 10	<i>On a scale of 10 to 1, with 10 being excellent and 1 being poor, please rate how well you think Fayette County is doing in those same areas. (Aided)</i>	Mean Performance Rating (Base: 550)	Percent rating performance as a 9 or 10
Ensuring that citizens have basic infrastructure through public services including good quality water, an improved sewer system, and a safe and healthy environment	9.06	75%	Ensuring that citizens have basic infrastructure through public services including good quality water, an improved sewer system, and a safe and healthy environment	7.16	22%
Preserving the unique characteristics of the bluegrass that consists of a well-developed urban area surrounded by scenic and productive farmland	8.41	61%	Preserving the unique characteristics of the bluegrass that consists of a well-developed urban area surrounded by scenic and productive farmland	7.07	26%
Planning for innovative and responsible growth and development within the urban service area of Fayette County	8.25	55%	Planning for innovative and responsible growth and development within the urban service area of Fayette County	6.76	17%
Protecting prime farmland for agricultural use	8.03	50%	Protecting prime farmland for agricultural use	6.58	22%

Importance vs. Performance

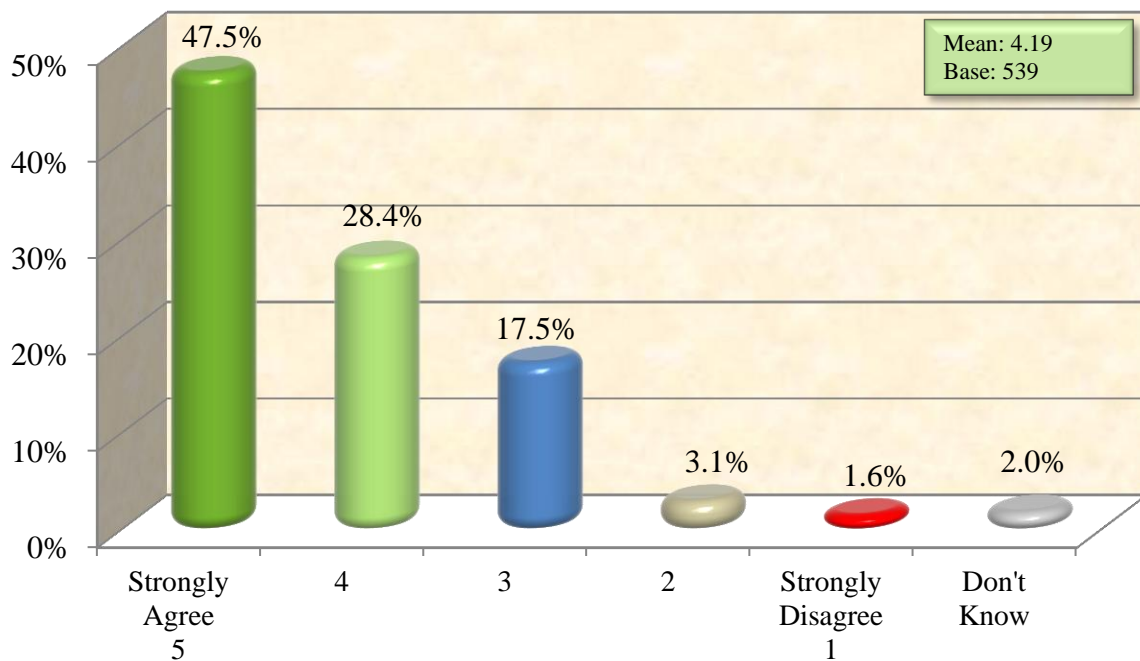


Priorities for Fayette County Planners

<i>[Please rate the following] focus areas in terms of how important of a priority they should be for Fayette County planners in the next 5-10 years.</i>	Mean	% Extremely High Priority
Improvements in the handling of storm water, sewers and water quality	4.36	55.6%
Encouraging more locally grown and produced food products to help counteract increasing food prices, make our community more self-sustaining and grow our agriculture economy	4.19	48.7%
Protecting Fayette County’s key agricultural areas such as horse farms from development	4.17	46.2%
Development of vacant land and abandoned property within the urban area	3.90	34.2%
Historic preservation and good design in our residential neighborhoods	3.88	29.1%

The Future of Lexington

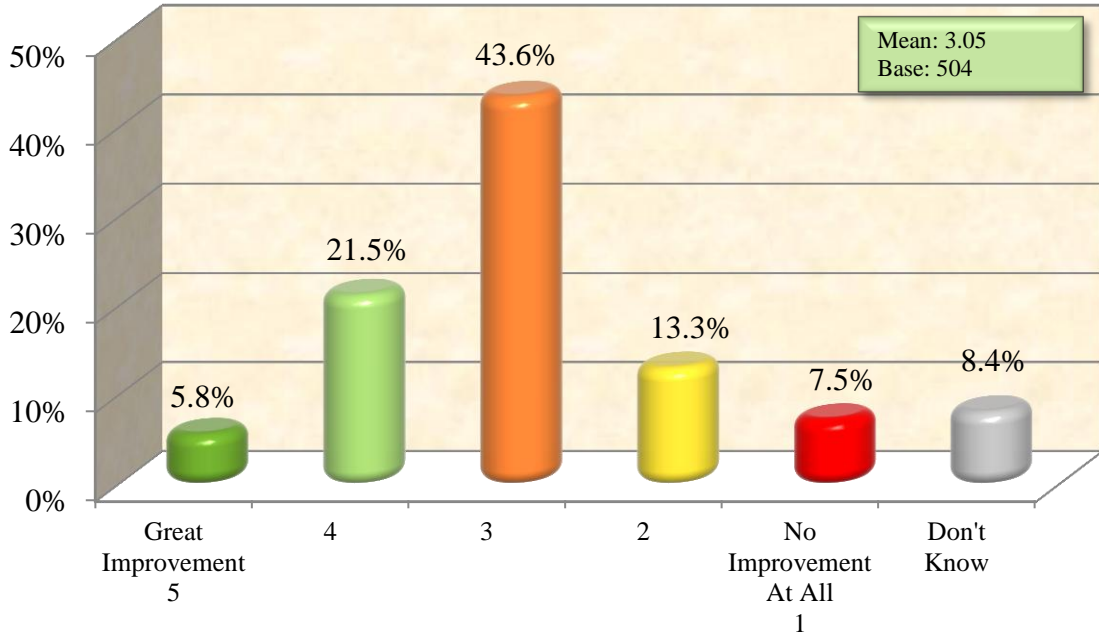
Lexington should be a model for innovative and sustainable growth by connecting and balancing its vibrant city with its productive and unique Bluegrass Farmland.
 (Scale: Strongly Agree = 5; Strongly Disagree = 1)



Improvement in Efforts toward Encouraging Cooperative Growth in the Past Five Years

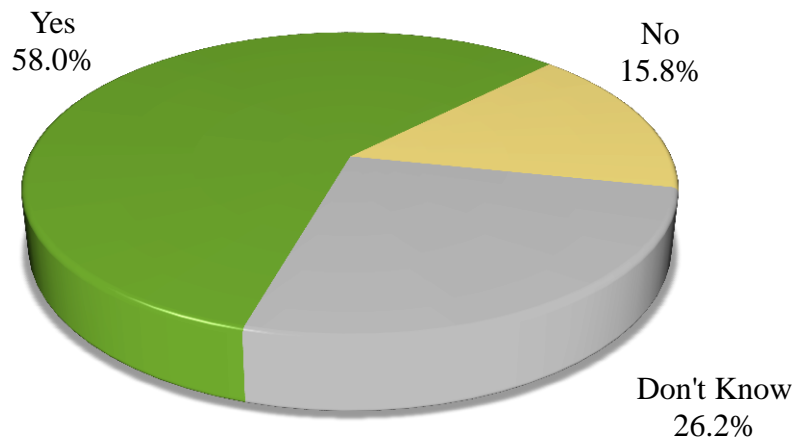
How much improvement have you seen over the past 5 years in encouraging cooperation to both grow our city and preserve our Bluegrass farmland in Lexington?

(Scale: Great Improvement = 5; No Improvement at All = 1)



Adequacy of Current Acreage Available for Development within the Urban Service Area

Do you feel that [the currently potential 12,000+ acres of land available for residential, industrial, and commercial development projects inside the urban service area of Lexington] will adequately serve the needs of Fayette County for the next 5-10 years?



Likelihood of Voting for a Candidate Who Favors Expansion of the Urban Service Area

When you consider voting for an elected official in Fayette County, would you be more likely to vote for [a candidate who is in favor of expanding the growth boundary and favors converting more farmland for development, or a candidate who is opposed to expanding the growth boundary and opposes converting more farmland for development]?

