

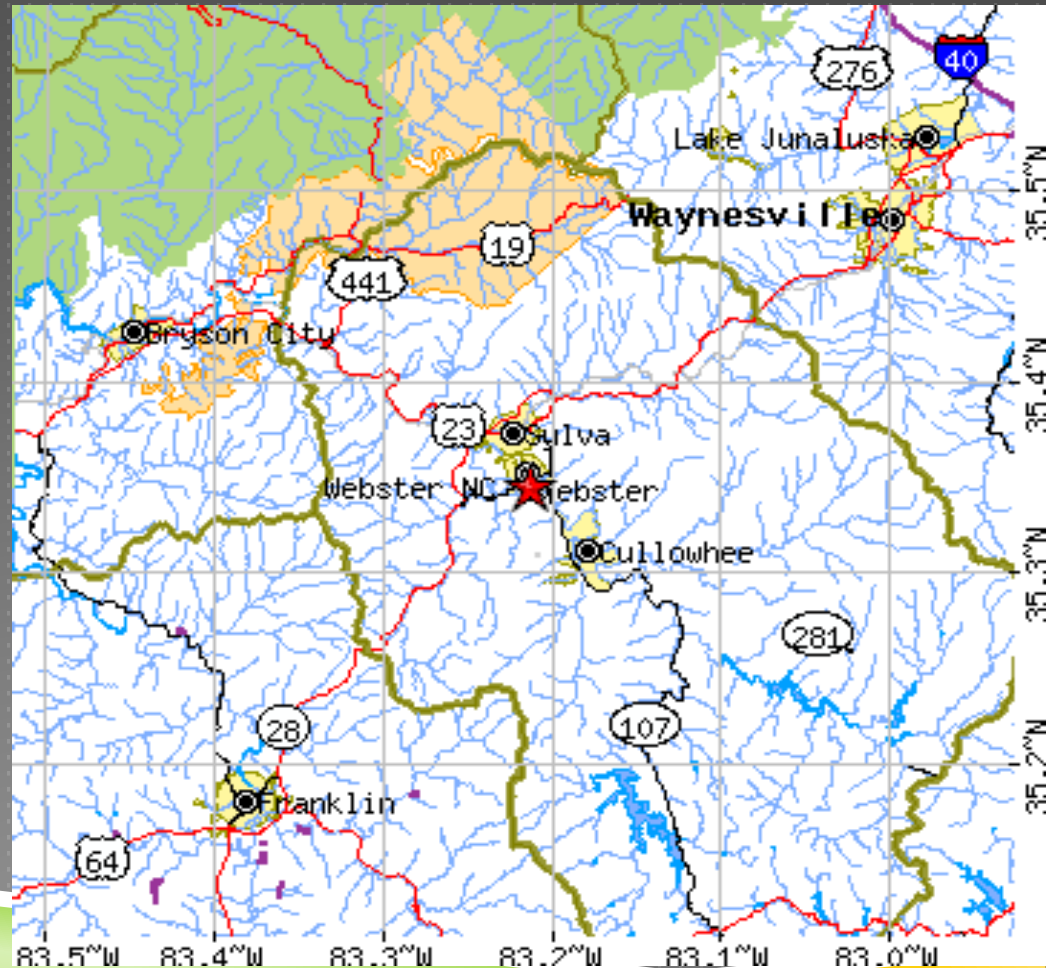


WINNING WEBSTER

Nicole Thigpen,
Ian Simpson,
Caroline Edmonds

OBJECTIVE

- ▶ What services and developments do Webster and surrounding residences desire and what is the feasibility of these developments for the Town of Webster?



RESEARCH

- ▶ Webster: Heart and Soul
- ▶ Visiting the Town of Webster
- ▶ Interviewing the Mayor

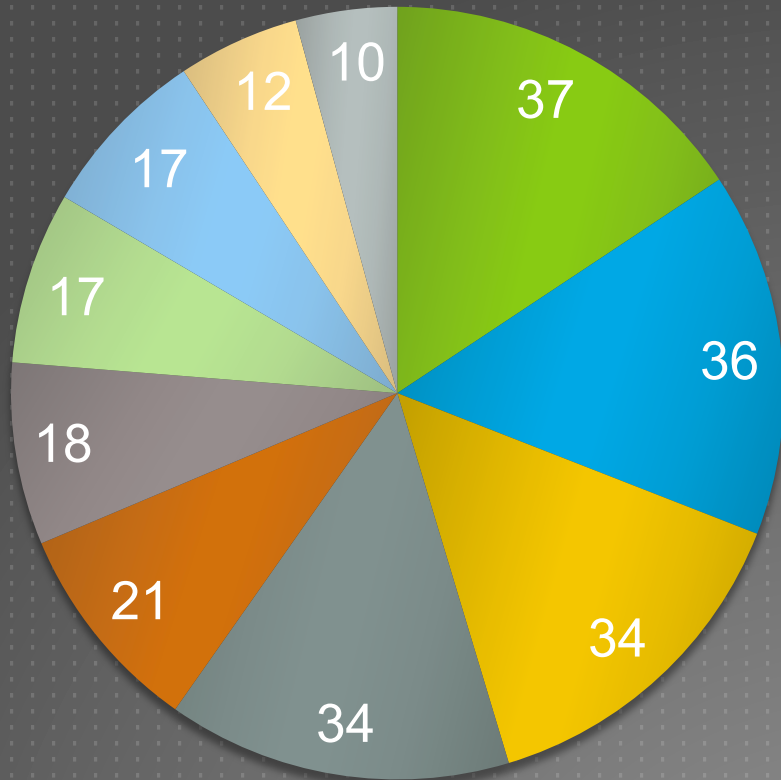


SURVEY

- ▶ 66 respondents
- ▶ Door-to-door
- ▶ Online
 - ▶ Qualtrics

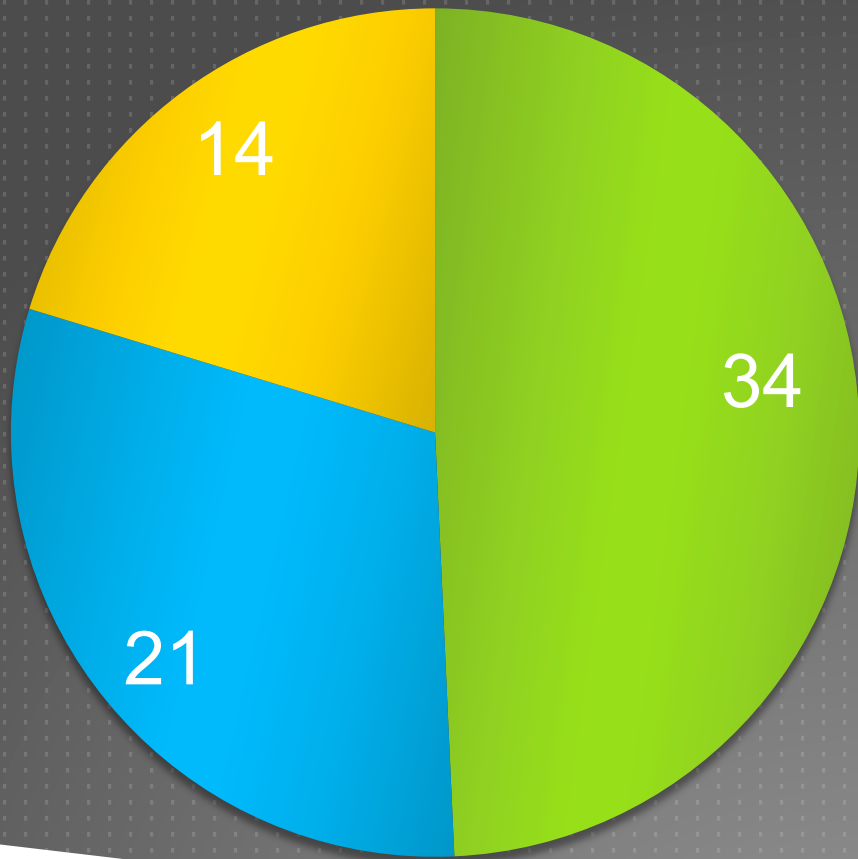


WHY PEOPLE CHOSE TO LIVE IN WEBSTER



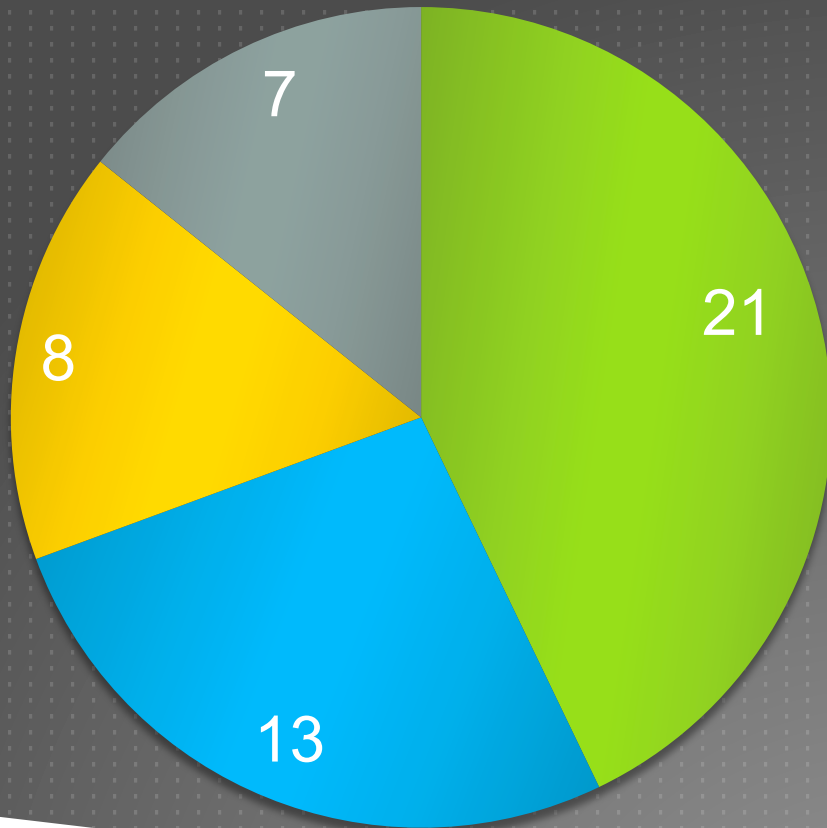
- ▶ It's a safe community – 37
- ▶ Small town feel – 36
- ▶ Quality neighborhoods – 34
- ▶ Scenic beauty – 34
- ▶ Close to friends/family – 21
- ▶ Type of housing – 18
- ▶ Access to quality schools – 17
- ▶ Ample space for housing/privacy -17
- ▶ I grew up here – 12
- ▶ Other - 10

WALKING PATH ON BUCHANAN LOOP



- ▶ Yes - 34
- ▶ No - 21
- ▶ Not sure - 14

PREFERENCE OF SURFACE FOR WALKING PATH



- ▶ Concrete sidewalk - 21
- ▶ Asphalt shoulder - 13
- ▶ Gravel or chat shoulder - 8
- ▶ Other - 7

WHAT WOULD IMPROVE YOUR SENSE OF COMMUNITY IN WEBSTER?

► Some responses were-

- More community activities to bring people together.
- Decorative lighting and events for the holidays.
- It's fine, right now.
- Being able to contact the Mayor and Town Officials.
- An annual Christmas event and a coffee shop.
- New street signs.
- Not losing the post office.
- A Town center.
- Ethnic diversity.

#1 Priority

Picnic/Performance Pavilion

A place where the community can gather to host events, socialize and conduct a variety of functions.

**Estimate: \$40,000 to
\$80,000**



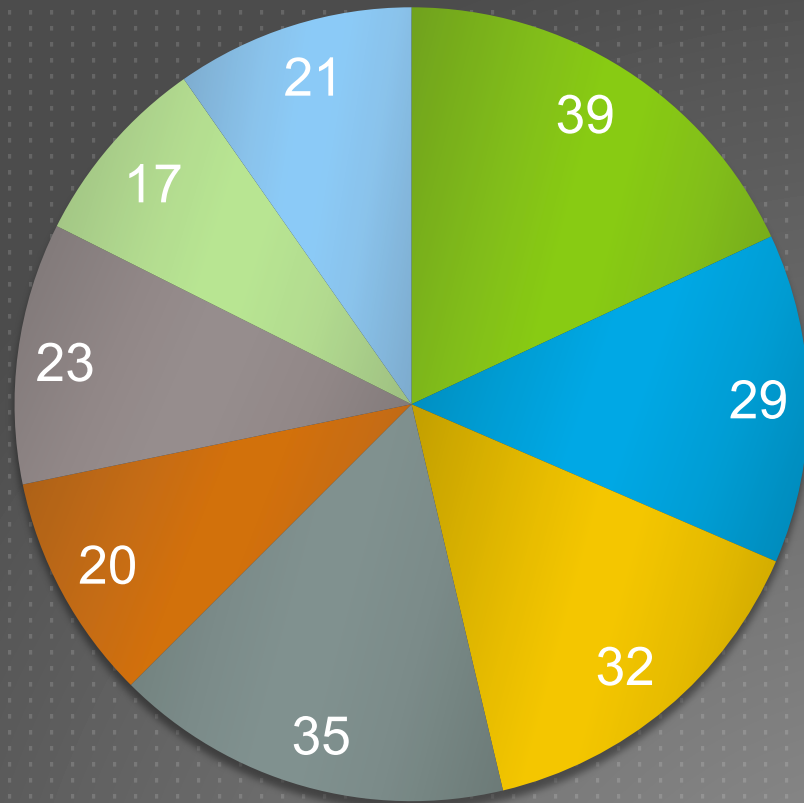
THE FUTURE OF WEBSTER

- What the residents want in the future
- Recommendations on how the Board can best serve the community of Webster



WEBSTER 10 YEARS FROM

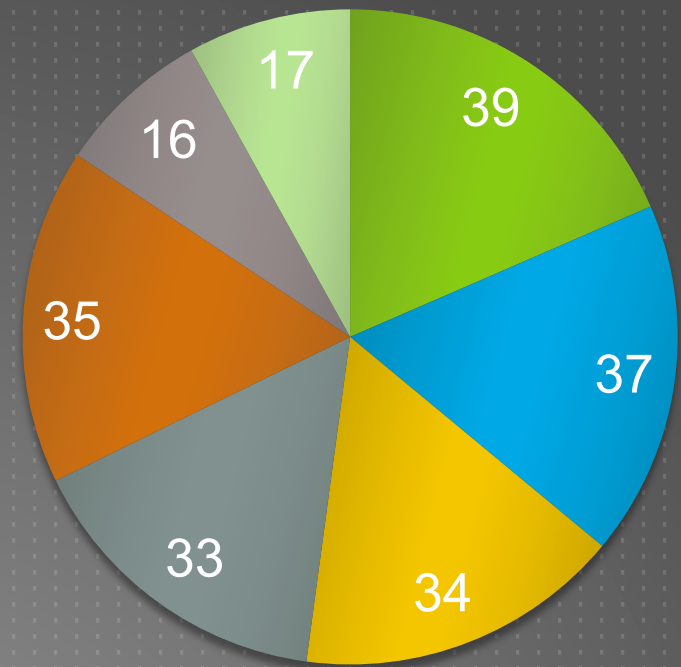
NOW



- ▶ Ability to walk or bike safely to meet daily needs- 34 responses
- ▶ Proximity to high-quality neighborhoods- 16 responses
- ▶ Caring and connected neighbors- 39 responses
- ▶ Small town feeling- 46 responses
- ▶ Plentiful parks and open spaces- 26 responses
- ▶ Residents represent a mix of ages- 27 responses
- ▶ Access to transportation options- 23 responses
- ▶ Diversity of ethnic backgrounds and income levels- 13 responses
- ▶ Other- 5 responses

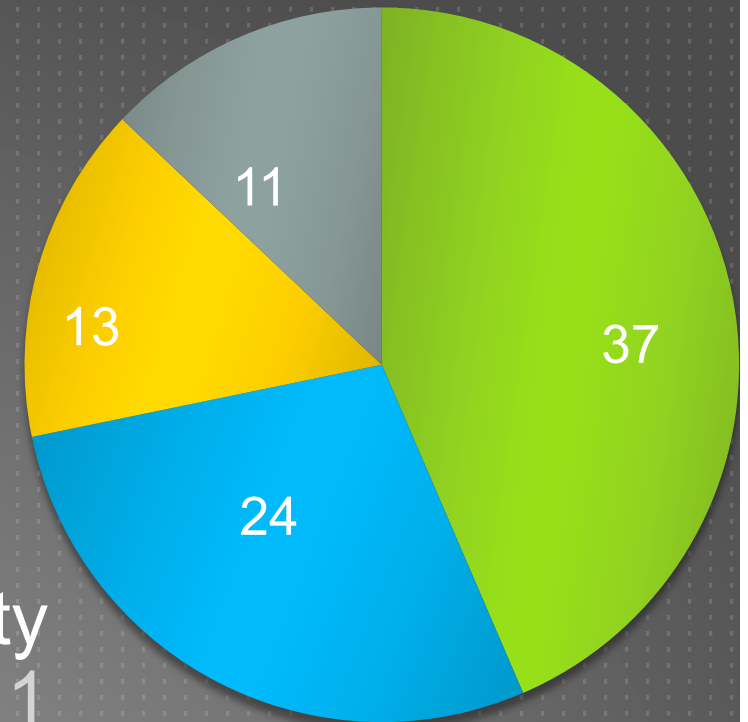
IMAGINE WEBSTER IN 25 YEARS

- ▶ Family friendly- 39 responses
- ▶ Maintain a residential feel- 37 responses
- ▶ Environmentally healthy- 34 responses
- ▶ Abundant and attractive trees and landscaping- 33 responses
- ▶ Minimal traffic congestion- 35 responses
- ▶ Healthy local food and shopping- 16
- ▶ Access to lifelong learning opportunities- 17

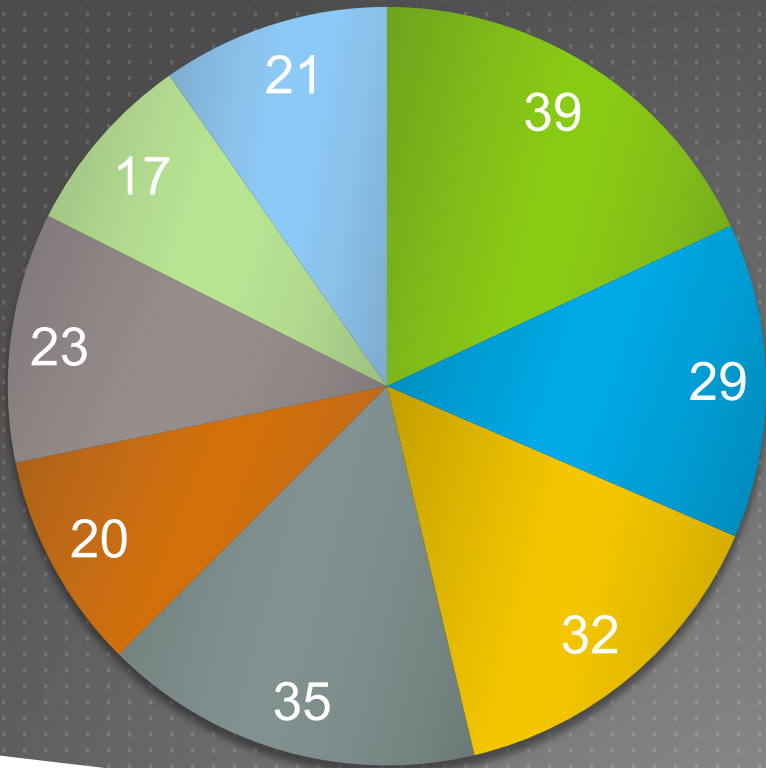


WEBSTER'S ECONOMIC ROLE IN THE FUTURE

- ▶ A residential-only community, but with access to nearby jobs, goods and services- 37 responses
- ▶ A residential community with nearby access to parks, open space and recreational opportunities- 24 responses
- ▶ A full-service community- 13 responses
- ▶ A mix of a residential community and a full-service community- 11 responses



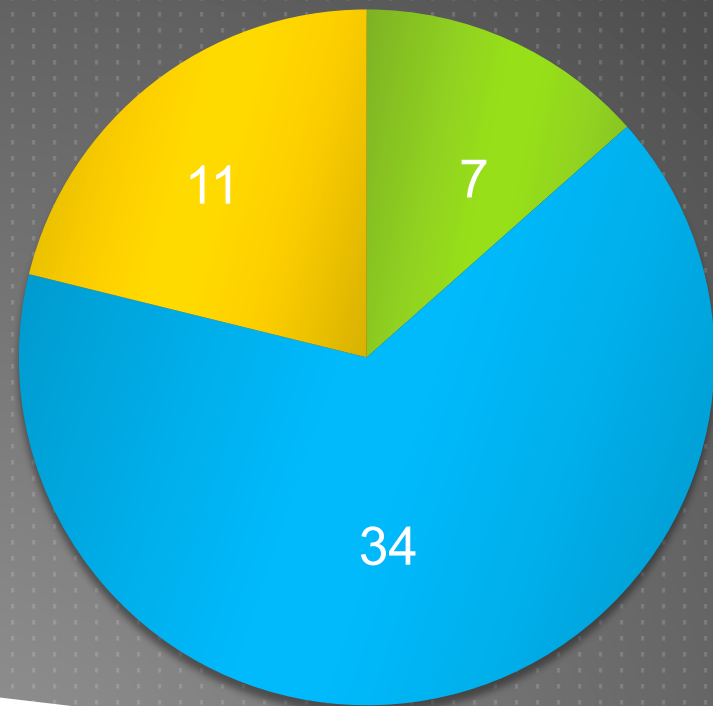
FACTORS CONTRIBUTING TO THE IMPROVEMENT OF THE COMMUNITY'S HEALTH OVER THE NEXT 10 TO 20 YEARS



- ▶ More opportunities to walk, bike and recreate-39 responses
- ▶ Provide healthy and safe activities for children- 29 responses
- ▶ Reduce the use and amount of chemicals entering the air and water- 32 responses
- ▶ Help seniors age in a place with safety and dignity- 35 responses
- ▶ More public facilities for exercise- 20 responses
- ▶ Better access to fresh and local produce- 23 responses
- ▶ Improve access to health care- 17 responses
- ▶ Improve accessibility for people with disabilities- 21 responses

TO WHAT DEGREE DOES THE TOWN BOARD MEET YOUR NEEDS?

- ▶ High degree- 7 responses
- ▶ Average/acceptable degree- 34 responses
- ▶ Minimum degree- 11 responses



HOW CAN THE TOWN BOARD BETTER SERVE THE COMMUNITY?

- ▶ 31 responses
- ▶ 11 desired communication with the Board.
- ▶ Recommendation-
 - ▶ Communicate with residents- newsletter subscription
 - ▶ Tell residents when Town meetings are held
 - ▶ Post results to this survey

THANK YOU!

ANY QUESTIONS?

Would you like a walking path -Not sure

As long as it would be available for biking and stroller use as well.

Depends on cost, and not raising taxes.

Doesn't care

Dont particularly want people from outside coming in and disrespecting my property. Especially by pet owners who do not have their pets on leashes and allow them to potty on my plants and flowers. I have to

Not sure its necessary

Not sure, haven't lived here very long.

Not sure, where would people park?

Probably though I wouldn't use it

seems unnecessary

The amount of traffic on the loop is not a safety hazard, if drivers stay alert to walkers.

Why live in Webster -Other

Access to grocery store, town amenities, park, sidewalk

Always lived here, but for few years.

Family property

Loved the people who are no longer with us- Rhineharts, Donnelly's

Near employment

nice community

No choice

retirement

The house we needed was here.

Very quiet where we live and hope it stays that way

What would be your preference for walking path -Other

Any

Don't need at all

Grass shoulder

mulched path or mix

Please leave as is.

Walk somewhere else

What would improve your sense of community in Webster

A Park

a town center

An annual Christmas event, a coffee shop, or small eatery of some sort (could be food truck), banners on poles, more landscaping.

Being able to contact the mayor or town officials when needed.

Diversity of ethnic backgrounds, age groups, income levels

It's fine, right now.

keep the post office

Keeping it a small town

Leash law for Webster. Also nuisance noise ordinance.

Less govt less taxes

Lights, hold events around holidays like the events in downtown sylva.

More child friendly play spaces. Continue to increase access for walking and biking safely.

More community activities, more things to bring people together.

More modern street lights. More shops

More walkability. Transit. Police.

No govt

not losing the post office

not something town government could or should do

The street signs need improvement, as they are getting hard to read.

Trash pickup

Turn the softball field into a rec park/dog park once Smoky Mt. H.S. has built a replacement.

Zoning

Most desirable elements 10 years from now -Other

2 lanes on Buchanan Loop

Benches on Buchanan loop

high end homes, retain value (high)

safety

Tax Rate Reduced. Scale down any extras that cost money

Most desirable elements 25 years from now -Other

2 lanes on Buchanan Loop

Get rid of town hall

nothing needed

smaller parcels "downtown". convenient services and shopping

Traffic congestion is a problem.

walkable and bikeable

zoning, no trailers, no modulars, stick built

How do you feel the Town Board can better serve Webster

1. Make Buchanan Loop a 2 lane road. 2. Make a sidewalk on Buchanan Loop a priority. 3. Trash pickup would be nice since we pay Webster taxes but receive no amenities.

1. Please do not widen the 1 way portion of Buchanan Loop, as it is, it is a very effective traffic calmer. 2. Keep Webster the quiet, rural town that it is. 3. Work to designate North River Rd. as a scenic by way to keep traffic (especially dump trucks) through Webster at a minimum.

1. Traffic and speed control on 116. PLEASE!! 2. City Gov. and law enforcement. 3. Reduce gun fire in and around Webster. 4. We have a need for city sewage lines.

Annex

Be available when needed.

Connect town into Sylva

Consider the thoughts of all people in Webster

continue cooperation with Jackson County sheriff's department to keep speeding under control. much better now. continue seeking input such as this survey.

Continue to offer surveys! Thank you!

Dont spend any more money reduce tax

Fix the R1 Zoning to eliminate manufactured homes.

get Mark to clean up his yard

Hold events similar to 4th of July picnic, Halloween in Webster, etc.

Honestly, the only thing I know is that the board restricts development to the point of absurdity. I heard a story about someone who purchased a beautiful valley and planned a golf course. The board said no and instead it became a trailer park. The person who was building a child care facility had to move elsewhere. I don't understand these choices but I am curious to learn more. Thanks for doing this survey, look forward to being in the community.

I feel like the town board should try to personally meet the residents of Webster

I love Webster just like it is

increase communication to residents concerning issues

Involve the entire community and help reduce the excessive traffic on Webster rd.

keep it the same. residential only. low taxes. don't expand city limits.

keep us informed and included

Leave it small. Do not plan anything that costs us more money. Reduce taxes. No new services. Raise rent of apt above town hall. Don't pay sherriff to patrol main street. Highway patrol can do this. N river needs patrol

Leave Webster as it is. If it is not broke don't fix it.

Limit geographical expansion- no more annexation.

Members make contact at times with residents for concerns, ideas, etc.

Members need to be open with what they do and reach out to the community in every way possible.

More members involved in decisions / ideas and diversity of ethnic background on the board

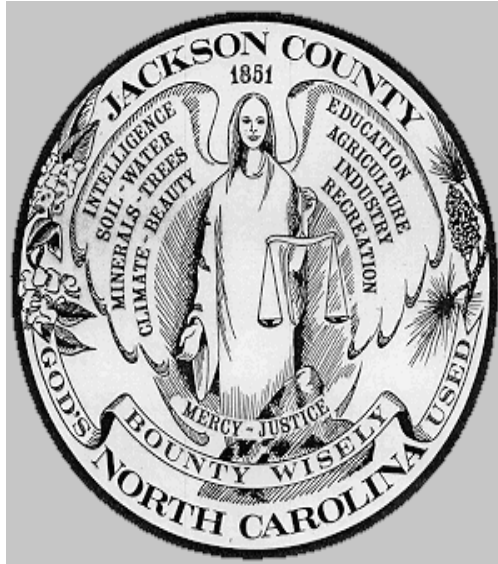
Stop trying to make Webster into a big city

Suggest parking for those outside Webster, no parking in the grass. Make rule for poop bags for dogs. They drink out of my stream which is fine but my grandkids always step in their poop when playing in the creek. Demand slowing speed of traffic- we need some speeding tickets on the loop.

Take care not to overreach for impossible goals.

the town board doesn't serve Webster

where will the results of the survey be? Don't allow storage units and apartments along Old Cullowhee Rd. do we need another used car lot or gas station?



Winning Webster's Business Proposal

Winning Webster

PO Box 1, Webster, NC 28788

(828)-631-5103

April 22, 2015

Presented to:
Town of Webster

Caroline Edmonds, Ian Simpson, Nicole Thigpen

104 Forsyth
Cullowhee, NC 28723

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Project Objective

The objective of the project being performed by the team Winning Webster is to figure out how residents see Webster now and to gather input from residents about how they would like the community to develop in the future. There has not been any information gathered in the past about Webster from residents of the community. Nick Breedlove, the mayor of Webster, feels that the best way to develop a plan for the future of Webster is to find out what the residents really want to get out of their small town regarding community, economy, and health. Our survey will cover topics including why residents have chosen to live in Webster, what residents currently like and dislike about the town, and how they would like to see the town in the coming years.

Investigation Process

We have accomplished a number of things in the Webster project to better understand the future developments of the town. Our team met with Mayor Breedlove and Don Kosteale, the town planning consultant, on February 23rd. We gained a better understanding of what the mayor was looking for in the survey that will be distributed to residents living within Webster. After sending a thank you e-mail to Nick and Don, we sent a quick paragraph to Don that would later be inserted into the “Heart and Soul” packet that included all of the future plans for the town. In our paragraph, we introduced ourselves as students and described our plans for the project. We created a memo about the meeting on February 25th to keep for our records. On March 2nd, our team visited with the mayor in Webster to get a better feel for the town. We saw

all of the historical landmarks and took notes on which houses to visit when we were to distribute the survey.

Tasks	Team Members	Start Date	Due Date	Duration
Interview with client	All	23-Feb	23-Feb	0
Thank you e-mail	Caroline	24-Feb	24-Feb	0
E-mail paragraph to Don	All	26-Feb	26-Feb	0
Client visit memo	Ian	23-Feb	25-Feb	2
Project Objectives & investigation process	All	23-Feb	25-Feb	2
Client visit at Webster	All	2-Mar	2-Mar	0
Thank you e-mail	Nicole	3-Mar	3-Mar	0
Client visit memo	Caroline	2-Mar	4-Mar	2
Internal resources and capabilities	All	2-Mar	4-Mar	2
First peer evaluation	All	4-Mar	4-Mar	0
Survey questions	All	1-Mar	6-Mar	5
Online survey	All	1-Mar	6-Mar	5
Code survey	Nicole	6-Mar	9-Mar	3
Decide how and where to distribute survey	All	6-Mar	9-Mar	3
Direct research findings	All	10-Mar	18-Mar	8
Create flyer for post office	All	18-Mar	22-Mar	4
Distribute survey	All	16-Mar	22-Mar	6
Meeting with professor	All	18-Mar	18-Mar	0
Record survey results	All	22-Mar	25-Mar	3
Analyze survey results	All	22-Mar	2-Apr	8
Update to the class	All	30-Mar	30-Mar	0
Proposed solutions	All	2-Apr	6-Apr	4
Actions to implement proposed solutions	All	2-Apr	6-Apr	4
Financial implications of proposed solutions	All	2-Apr	6-Apr	4
Business model canvas	All	2-Apr	6-Apr	4
Draft of business proposal	All	1-Apr	13-Apr	12
Presentation Visual Aid	All	6-Apr	13-Apr	7
Final business proposal	All	13-Apr	20-Apr	7
Final CD	All	13-Apr	20-Apr	7
Presentation Practice	All	13-Apr	13-Apr	0
Second peer evaluation	All	27-Apr	27-Apr	0
Course evaluation	All	29-Apr	29-Apr	0
Individual reflections	All	7-May	7-May	0

Webster- Environmental Scan

Demographics, Policy, Grants

Census

The 2010 Census revealed Webster to have 363 residents and 157 households. With 175 housing units, 65.6% of these are owner occupied, a rate similar to the overall rate for Jackson County. Webster has a mean age of 38.7 which is actually lower than most of the surrounding areas. 303.3 people per square mile reside in Webster. The racial makeup of Webster is about 94 % White 2% Black 1% Asian and 1% Hispanic. The town makeup has about 25% under the age of 18, 6% between 18 and 24, 20% from 25 to 44, 31% from 45 to 64, and about 18% at the age of 65 and over. The median income for a household is about \$40,000.00 per year and about 13% of the population of Webster lives below the poverty line.

Grants

Recently the town secured a grant from the Southwestern Commission's Mountain Landscapes Toolbox Implementation Fund. There are many other possible grants that Webster can be in contention for. These grants can either be ran publicly or privately. Some potential grants run by the NC Department of Commerce include the Community Development Block grant for economic development, Appalachian Regional Commission grants, grants from the community planning office in Asheville, as well as NC Broadband grants. These grants are for small community development, and public funds are allocated to do so. Other possible grants include the NC Catalyst grant that is mostly used for helping communities with low to medium

income families looking for growth. The Cannon Foundation grant is used for historic preservation and is something that Webster can identify with. The Community Foundation of Western Carolina provides grants to the 18 counties listed in western NC. The Golden Leaf Foundation provides grants to communities looking to promote the social welfare of NC residents which Webster is also in contention for. The NC Division of Parks and Recreation provides local grants for communities attempting to provide parks and recreational areas. The NC Trails Program provides grants for communities looking into trail construction and maintenance. This is one of the most important grants in the future as Webster looks to add trails, and safe walkways for residents. Lastly, The NC Rural Economic Development Center provides grants for rural communities developing economically.

Policy

Webster has a zoning ordinance, a sign ordinance, and a subdivision ordinance currently in place and is looking to add more in the future. Less than five years ago Jackson County passed regulation allowing the sale of liquor in the county. For some residents, this is a big deal considering that longtime residents in the past have had to deal with driving long distances to purchase alcohol. Jackson County also has a flood damage prevention ordinance that is used to regulate what and how one can build on a flood plain (many of which are located in Webster along the Tuck). Also, this ordinance is for the protection of all Jackson County residents and it may affect the sale of the property along the Tuckasegee River in Webster. Jackson County also had an Adult Establishment Ordinance that does not allow any adult establishments to be run without a license and also does not allow anyone under the age of 21 to enter these

establishments. Jackson County also has a historic preservation ordinance that does well to preserve much of the culture and history of areas such as Webster.

History

Webster was established in 1851. It is a very small town with a population of 386 in 2014. Since 2000, it has had a negative population growth of 20.63 percent. The dividing line between Macon and Haywood until Jackson was created was the Tuckasegee River. It was on this river that the county and the state established Webster. The county was named after the Democratic president and North Carolinian Andrew Jackson and the government center for the New England Whig Daniel Webster of Massachusetts. In April 1853, for 100 dollars, an 18-acre tract of land, bought from Nathan Allen, became the site of Webster, Jackson's county seat. Sylva became the new county seat in 1913. Today Webster is a quaint community of residential homes, small businesses, and the historic Webster United Methodist Church located in the center of town along the picturesque Tuckasegee River. Built in 1881, the church is listed on the National Register of Historic Places. The eastern border of the town runs along Hwy 107, which is the main route traveling north to south across Jackson County. Along this section of 107 in Webster are numerous local and regional franchise businesses, plus local services. The campus of the Southwestern Community College is along this route. The old Webster Rock School is being used as the Southwestern Child Development Center, and by the Family Resources Center for Jackson County. The old Gym/Auditorium is sometimes used for community events. The school was used as a combination Elementary/High School until 1960 and an Elementary School until 1973.

A few programs in Webster include the Smoky Mountain First in Families, a program of Barium Springs. It assists individuals with developmental disabilities and traumatic brain injuries in becoming self-sufficient involved members of the community according to their self-defined needs. Also located in Webster, Clean Slate Coalition is a coalition of community leaders in WNC intent on helping women facing serious life challenges find transitional housing that supports their goals for starting life anew.

Social behavior changes

Much of the world has taken a liking to the outdoors, as people are becoming more health conscious. This is evident with the new fad diets, like the Paleo diet. The love for the outdoors has become more evident as North Face and Patagonia has become one of the most popular brand names for young people and older people alike. While hiking has always been a popular pastime, fishing has become a hobby of many people in Western North Carolina, and Webster has done its part to accommodate these individuals with becoming a Mountain Heritage Trout City. A Mountain Heritage Trout City is one that provides a public place to fish, in Webster it is on the Tuckasegee River. The Trout City can get the fisherman outfitted with a license, rod, reel, and small tackle box for an extremely reasonable price and even give fishing tips. This is a social behavior change for Webster as they are trying to accommodate the people around them, and bring people in from surrounding towns, to get to know the town a little bit, and enjoy the beautiful scenery. As Webster is a close neighbor to Western Carolina University, becoming a Trout City was a great choice as so many of the students at WCU are outdoor enthusiasts and like to fish! With some proper marketing of this change to Webster, the Trout City will be a

destination for tourists who would like to try their hand at fishing, whether they are young or old. This also gives the opportunity for more avid fisherman to bring their families to a safe environment where they can learn to fish, and enjoy each other's company. The town is also trying to cater to the younger crowd. For example, Webster is talking about building a playground so that children and young folks will have a place to play outdoors.

Technological

Broadband internet, and television is available to Sylva, Dillsboro, and Webster, as well as the surrounding towns and counties. Broadband is a service that can transmit information at up to 40 times the speed of a dial-up modem connection. As the connection is always on, like water or electricity, users do not need to dial up every time they want to log on. Broadband ADSL also lets people surf the internet and use the telephone at the same time.

Industry

A town that is similar to Webster in size and population is Beech Mountain, North Carolina. One of the things that makes Beech Mountain memorable and an attractive community is the wide variety of recreational opportunities available to residents and tourists alike. Beech Mountain has a park and trail system that winds through a 43-acre recreational park, making up over 20 miles of hiking trails. Also in the recreational park are 50 miles of paved bike routes. There is a 1-acre field designated for flying kites. The Beech Bark Park is a dog park that has two play areas, one for large dogs, and one for small dogs, dog watering stations, waste stations, tables and benches and a picnic shelter. Another recreation opportunity is the Ski Resort that includes slopes, a Brewing Company, and a Sky-bar serving food and beverages at the top of the

mountain. Beech Mountain has Annual Town Recreational events that bring in a lot of revenue to the small town. Some of the events include a Winterfest, College Week, Snowman Building Contest, 80's Weekend, Easter Egg Hunt, Town Birthday Party, Arbor Day, Bike races, Town Hall Street Dance, Fishing Derby, Crafts on the Green, Annual Roasting of the Hog, Leaf-lookers Hayride and many more! All summer long the town has Street Dances, Sunday Concerts, Disc Golf, Fishing, Hiking, Mountain Biking, Canoeing, and Scenic Lift Rides. Beech Mountain would be a good town for Webster to be modeled after as its success has come entirely from outdoor activities. It is a quaint little town that is beautiful and has a lot to offer the younger generation who enjoy the outdoors. Beech Mountain is a perfect example of how trends are changing among people of all ages to become more health conscious through exercise and being outdoors. Even people from large cities enjoy the feel of a small town, and the community that comes with it.

Impact

The trend for small towns seems to be getting people to spend their time outdoors. Having a walking trail, a dog park, or a basketball/ tennis court in Webster would attract people to the center of town when the weather is nice. A small farmers market would also attract people from other surrounding towns as well as bring fresh produce to Webster. Adding attention to the river would be beneficial as well. A lazy river business or a fishing derby for kids in the summer would be a great way to attract a younger crowd. Even though budgets, liability, and space are all concerns, increasing the outdoor activity might benefit the town of Webster.

Survey

Team Winning Webster worked alongside the Mayor of Webster and the Town Planner, to develop a survey to be distributed among the residents of Webster. The survey provided the opportunity for residents of Webster to share their opinions with the Town Board and weigh in on some of the decisions that the Board is trying to make. As this was the first time that the Town Board has reached out to its residents, many people were willing to take the survey.

To reach the residents, Team Winning Webster created an online survey through Qualtrics. With the help of Mayor Breedlove, we were able to put a link in the local newspaper as well as a flyer at the post office in Webster. We had a total of 9 responses from the online survey. We then drove door to door to approximately 135 households either dropping off an addressed and stamped envelope with the survey inside, or if the resident was home, we spoke with them about the survey, and if they had time, they filled out the survey on the spot. This is where the majority of our responses came from. We had a total of 66 respondents.

Overall, it was a great experience to meet the residents of Webster. We were able to talk with some residents who have been living in Webster their entire lives and talking with these folks gave us great insight into how the residents view Webster, and how they would like to see Webster grow in the near future.

The survey questions we collectively decided on with the mayor and town planner started out by asking the residents why they moved to Webster and what they liked most about Webster. Next a question about a looming project was presented. This possible project has to do with creating a safe walking trail around an already existing walking area within Webster named

Buchanan Loop. Currently, residents are forced to walk on the street or in the grass when walking around Buchanan Loop, and the proposed trail would hopefully create a safer way for the residents of Webster to do so. The next questions in our survey were asking the residents how they would prefer to see Webster in the next 15 to 25 years. Our survey ended with questions asking the residents to grade how the town board has been performing recently and also asking residents for any advice to be relayed to the town board. We feel these questions cover a lot of ground and are the first big step in helping the town board make decisions in the future that will reflect the views of Webster residents.

Town of Webster Survey

Why did you choose to live in Webster? (Select all that apply)

- It's a safe community
- Access to quality schools
- Small town feel
- The scenic beauty
- Great neighborhoods
- Type of housing
- Close to family/friends
- I grew up here
- Other, please specify _____

Would you like a dedicated walking path around Buchanan Loop?

- Yes
- No
- Not Sure, please explain _____

What would be your preference for a surface on the walking loop?

- Gravel or chat shoulder
- Asphalt shoulder
- Concrete sidewalk
- Other, please specify _____

What would improve your sense of community in Webster?

Ten years from now, in 2025, what do you believe will be the most desirable elements of a great Webster?

(Select all that apply)

- Ability to walk or bike safely to meet daily needs
- Proximity to high-quality neighborhoods
- Caring and connected neighbors
- Small town feeling
- Plentiful parks and open spaces
- Residents represent a mix of ages from children to senior citizens
- Access to transportation options
- Diversity of ethnic background and income levels
- Other, please specify _____

Please flip to other side

Imagine Webster as you'd like to see it 25 years from now for you and future generations. What will be the most desirable attributes of a great Webster? (Select all that apply)

- Family friendly
- Access to great schools
- Environmentally healthy
- Abundant and attractive trees and landscaping
- Healthy, local food and shopping
- Minimal traffic congestion and transportation options
- Many recreational opportunities
- Maintain residential feel
- Access to lifelong learning opportunities
- Access to nature
- Other, please specify _____

Which of the following do you believe should describe Webster's economic role/identity in the future?

- A full-service community where people can live, work and buy all of their goods and services nearby
- A mix of a residential community and a full-service community
- A residential community with nearby access to parks, open space and recreational opportunities
- A residential-only community but with access to nearby jobs, goods and services

Which factors do you believe will contribute most to improving the community's health over the next 10 to 20 years? (Select all that apply)

- More opportunities to walk, bike and recreate
- Provide healthy and safe activities for children
- Reduce the use and amount of chemicals entering our air and water
- Help seniors age in place with safety and dignity
- More public facilities for exercise
- Better access to fresh and/or local produce
- Improve access to health care
- Improve accessibility for people with disabilities

Do you feel the Town Board is executing your wishes?

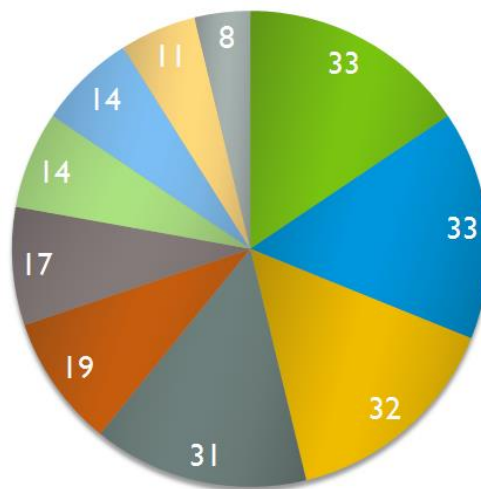
- Yes
- No
- Not sure

Thank you for your feedback!

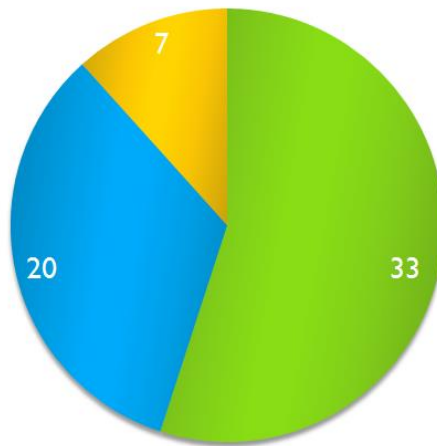
Survey results

Team Winning Webster distributed 135 surveys by foot to the residents of Webster. In total, we received 66 surveys, and the results made up the statistical data that have allowed us to formulate some proposed solutions and recommendations to the Mayor and the Town Board of Webster.

The first question of the survey asked the residents why they chose to live in Webster. Some of the highest responses were because Webster is a safe community, Webster has a small town feel, Webster is beautiful scenically, Webster has great neighborhoods and some of the lower responses involved the type of housing in Webster, access to quality schools, and being close to family and friends. Based on the results of this survey question, the majority of residents moved to Webster because of the attributes that Webster still possesses. With this being said, team Winning Webster feels that it is important that Webster maintains these attributes in an effort to remain the Town of Webster that the residents love.

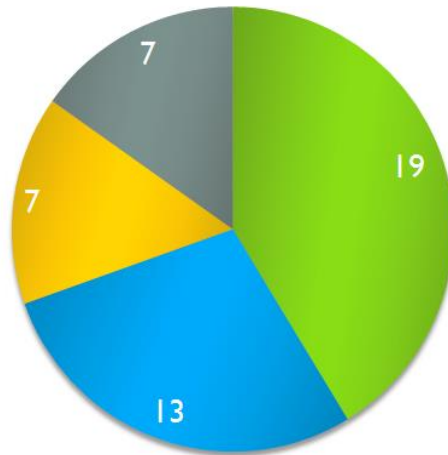


The second question of the survey asked the residents of Webster whether or not they would like a walking path on Buchanan loop. 34 residents answered yes, 21 answered no, and 14 residents were not sure. Most of the people that were unsure about the walking path wanted more information on how much the path would cost, would their taxes be raised, where people walking the path would park, where the path itself would be, etc. Also, a couple of residents raised the concern of whether the walking path would take up part of the road itself or whether the walking path would be in resident's yards. This is a very important point raised by the residents as, if the walking path is going to require Buchanan Loop road to be widened, many residents may differ about the path.



The third question of the survey asked residents to identify what type of material they would prefer the walking path be made of. 8 residents responded gravel or chat shoulder, 13 residents responded asphalt shoulder, 21 residents responded concrete sidewalk, and 1 resident

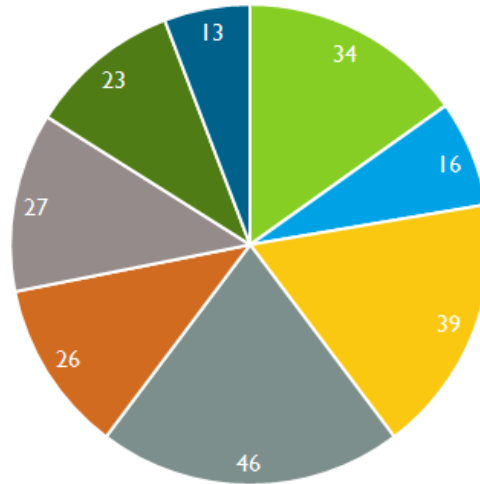
responded other. Based on the results to this question, the residents would prefer a concrete sidewalk if the walking path were to be put onto Buchanan Loop.



The fourth question of the survey asked residents what would improve their sense of community in Webster. As this was an open-ended question, we were unable to form quantitative data, but rather qualitative data. A couple of the residents said that their sense of community in Webster could be improved by social gatherings and decorations during the holidays and throughout the year.

The fifth question of the survey asked residents what the most desirable elements of Webster would be 10 years from now. 34 residents responded with the ability to walk or bike safely to meet their daily needs, 16 residents said that they would like Webster to be in proximity to high-quality neighborhoods, 39 residents said that they would like to have caring and connected neighbors, 46 residents said that they would like Webster to remain a small town with a small town feeling. 26 residents responded that they would like Webster to have plentiful parks

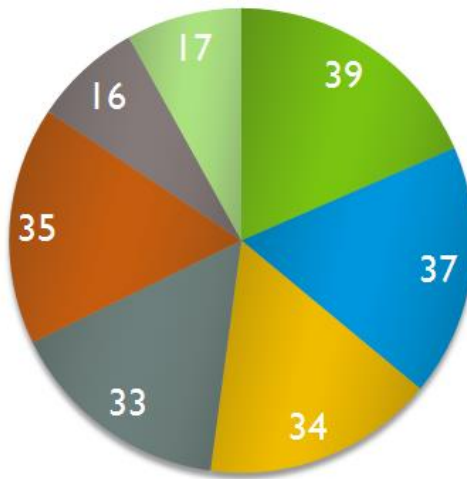
and open spaces, and 27 residents responded that they would like Webster to have residents that represented a mix of age groups from children to senior citizens. 23 residents responded that they would like to have access to transportation options, and 13 residents responded that they would like to have diverse residents with different ethnic backgrounds and income levels.



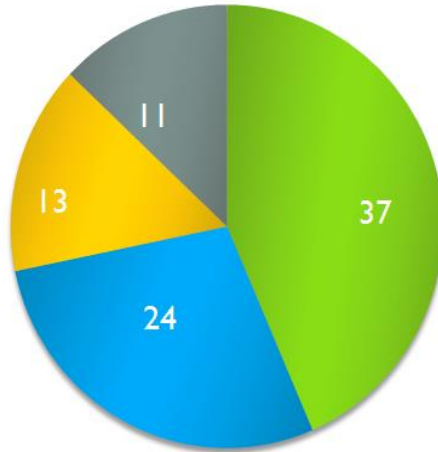
The sixth question of the survey asked the residents of Webster to imagine their town in 25 years, and then to choose the elements that they felt best described an ideal Webster. 44 residents said that they would like the town to be family friendly. 32 residents said that they wanted access to great schools, 37 residents desired that the town be environmentally healthy, and 33 residents said that they wanted Webster to have abundant trees and attractive landscaping. 26 residents said that they would like to have healthy local food and shopping in town, 35 residents stated that they would like to have minimal traffic congestion and transportation options, 19 residents said that they wanted to have many recreational opportunities, and 39 residents said that they wanted to maintain a residential feel among the community. 17 residents

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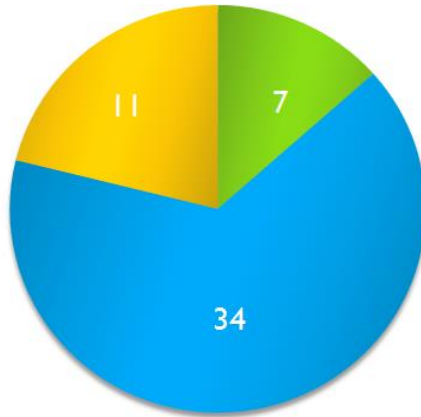
said that they wanted access to lifelong learning opportunities, and 37 residents said that they would like to have access to nature. Based on the results of this question, team Winning Webster has come to the conclusion that the residents of Webster do not desire many changes in the town geographically or physically, but rather desire changes in the community and the people.



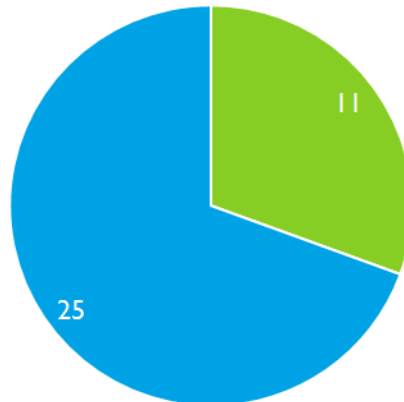
The seventh question on the survey asked the residents to identify Webster's economic role in the future. 13 people said that they would like it to be a full-service community, 12 people said that they would like it to be a mix of a residential and full-service community, 27 people said that they wanted it to be a residential community with nearby parks, 40 people said that they wanted it to be a residential community with access to nearby jobs. Based on the results of this question, the majority of the residents desire Webster to remain a residential only community but have access to nearby jobs.



The final two questions of the survey asked residents how they felt about the Town Board and how the residents felt the Town Board could better serve the town. The first of the questions asked the residents to what degree they felt the Town Board meets their needs and wishes. 8 residents said that the Town Board met their needs and wishes to a high degree, 37 people said the Board met their needs to an average/acceptable degree and 13 people said the Board met their needs to a minimum degree.



The final question of the survey asked the residents how the Town Board could better serve the residents of Webster. Out of the 31 people who took the time to respond, 11 residents requested better communication between the Town Board and the residents. Based on the result of this question, the team Winning Webster recommends that the Town Board make a large effort to inform the Town of Webster of what the board does, when the board meetings are held, and then allow the residents a place and time to voice their opinion on the matter before the Town Board makes large decisions.



Proposed Solutions

We recommend that before making any progress toward the construction of a walking path around Buchanan Loop that the town board should estimate tax raises and present them to residents. The NC Trails Program is a program dedicated to helping towns to construct walkways like the proposed one around Buchanan Loop. This grant will most likely still require residents to match the fees to a certain amount but would certainly do much to help provide much of the financial burden. The communication of this idea will be noted in the following proposals. We also agree that the same should be done with consideration to the performance pavilion. The estimated cost of the pavilion is between 40,000 and 80,000 dollars. These two projects represent an obvious tax hike for residents, many of which complained of the current tax status of Webster within our survey findings. In the long run, we feel that these two ideas are a good way to meet the needs of Webster residents while keeping the area a residential community.

One of the most common problems raised by residents seemed to be concerning the communication between the town board and residents. Many residents had no idea when town hall meetings took place and had never heard from the town board, yet they still wanted to know more about the decision-making process of the survey. We feel that a great way for the board to begin this process is through the implementation of a town newsletter. This newsletter could be a hard copy or a digital newsletter circulating the emails of all Webster residents a few times per month or as often as necessary. Seeing that the average age of Webster is in the 30s, one would assume that most people use email and would actively engage in a town newsletter. Another option could be a mailing list, much like a digital newsletter to keep the residents up on recent

happenings, decision, and town meetings. These two solutions have a very minimal financial effect, if any, and seem to meet the current communication needs of the residents.

Another way to add communication between the town board and residents of Webster is to create a community Facebook page where users can post on housing, town issues, crime watch, items for sale, community proposals, and other aspects important to the people of Webster. Many large neighborhoods and small towns have created pages like this, with someone on the town board as a moderator to keep the page in order. This is another zero cost solution that can create an active way for residents and the town board to interact.

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