

Public Input Summary

Round Two: Community Choices
(October 1-October 31, 2022)

November 14, 2022

This document provides a summary of the input received through the second round of public input for Advance Knox. It represents the input of over 3,900 people who attended events or participated online in the month of October 2022. This input, the second of three rounds in Advance Knox, serves as feedback on the proposed scenarios for Knox County.

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A. OVERVIEW AND PURPOSE

From Sunday, October 1 through Monday, October 31, 2022, Advance Knox held a series of public events and an online survey, called “Community Choices,” for the second round of public input. Over 3,900 people participated. The purpose of this second round of public input was to:

1. Provide an update on the plan process and the results of previous input (goals)
2. Introduce scenario planning and gather feedback on scenario preferences (three scenarios)
3. Gather feedback on potential types of places that could accommodate some County growth (four community types)

Nineteen in-person events were conducted including three public open-house style meetings and 16 facilitated small group sessions. Additionally, one facilitated virtual meeting was conducted. An online activity, available at AdvanceKnox.org, gathered similar input to the in-person events.

The Advance Knox public input process is qualitative research. Participants, while diverse, may not represent all interests in the county. This summary is based on the input of those who participated and is not intended to depict public consensus. This input serves as one datapoint, which will be considered along with quantitative data in the planning process.

COMMUNITY CHOICES EVENTS

Sunday October 2nd

- 2:00 pm – New Hopewell Elementary School

Monday October 3rd

- 5:30 pm – Gresham Middle School

Tuesday October 4th

- Knoxville Chamber
- Boys and Girls Club
- South Doyle Neighborhood
- 5:30 pm – Cedar Bluff Middle School

Wednesday October 5th

- 12 pm – Virtual

Monday October 10th - 20th

- Young Professionals of Knoxville
- Home Builders Association
- Hardin Valley Business Association
- Knox County Planning Advocates

Monday October 24th - 27th

- South Knox Senior Center
- Oakwood/Lincoln Park
- DR Horton
- Karns Senior Center
- Barrington
- Carter Senior Center
- Halls Senior Center
- Corryton Senior Center
- West Knox Senior Center

PARTICIPATION AT A GLANCE

Open houses: **134**

Virtual: **130**

Additional in-person: **231**

Online input: **3,410**

Total participants: **3,905**

Total exit questionnaires: **3,503**

COMMUNICATION AND OUTREACH

To inform the public about the importance of Advance Knox and Community Choices events, the County conducted a communication and outreach campaign. That effort included traditional media and electronic communication, as well as word-of-mouth outreach. Specific communication and outreach activities included:

- Project Website
- News articles in local publications (10)
- Press releases
- Mayor's weekly video
- eNewsletters (11 sent to nearly 5,000 subscribers)
- Social media posts and paid advertising (Planning, TPO, local influencers)
- Targeted outreach to student groups at the University of Tennessee and Pellissippi State Community College
- Flyers distributed to students at all elementary and middle schools, libraries, and senior centers in Knox County
- Advisory Committee outreach (external) to personal networks



Do you care about growth and transportation in Knox County?
We want to hear from you!

COMMUNITY CHOICES

October 2-5

Knox County has choices about how and where it grows. Based on input gathered in March and April, three scenarios have been prepared to show some of those choices. Come and learn about these alternatives and have your say about the best path for Knox County.

Attend the event most convenient to you. The in-person events will be self-paced but short presentations will be made at the beginning and halfway point.

AdvanceKnox.org

Sunday OCT 2
• 2-4 pm New Hopewell Elementary School

Monday OCT 3
• 5:30-7:30 pm Central High School

Tuesday OCT 4
• 5:30-7:30 pm West Valley Middle School

Wednesday OCT 5
• 12-1 pm Virtual Meeting (registration required)



ADVANCE KNOX
Engage in our land use and transportation future.



B. WHAT WE DID

The in-person events and online input involved the same activities. At the open houses, activities were set up in a series of stations which participants could visit in any order, at their own pace. A brief presentation was made at the beginning and middle of each open house to give the participants context for the activities. The presentation primarily described the three conceptual scenarios. The other in-person meetings were led by a consultant or staff facilitator. The activities were:

1. Priorities

Identify three of the Advance Knox goals that are MOST important to you. Rank them 1, 2, 3, with 1 being the most important.

2. Communities

New types of housing and development will be needed to accommodate the county's growing population. Let us know if you would like to see the following (four) community types to complement our current options. Dislike, Neutral, Like).



3. Choices

Learn about the three conceptual scenarios, titled Outward Bound, Town and Country, and On The Road Again, and rate how well each scenario addresses the goals that are important to you. (1-5 stars) For each, use written comments to tell us: What do you like about this scenario? What concerns you about this scenario?



4. Exit Questionnaire: Tell us about yourself

Before participants left the event, they were asked to fill out an exit questionnaire. Similarly, the online format asked participants to provide a bit of information about themselves. Those responses provide insight into how people heard about the event and characteristics of participants.

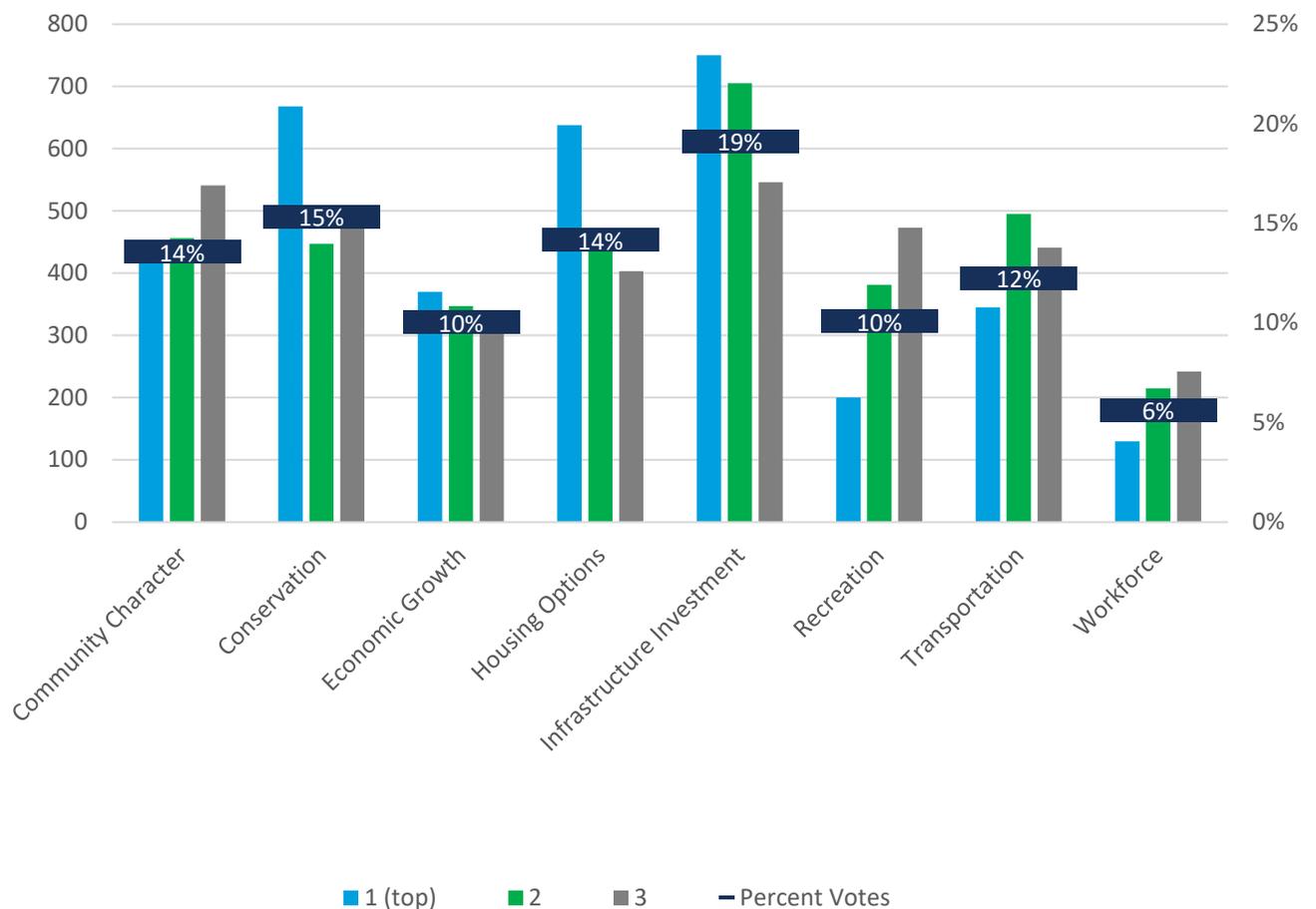


C. WHAT WE LEARNED

The planning team assembled all ratings and comments into a database. All the ratings were quantified, and open-ended comments were organized by theme for each prompt. All input in verbatim form is contained in the appendix of this memo.

Priorities

The chart below shows the eight Advance Knox goal topics and their ranking from 3,510 unique responses. All the goals were important, but “Infrastructure Investment” received the most first and second rankings. The goals for “Conservation” and “Housing Options” received the second-most first priority rankings, and “Community Character” was among the top-three for many other participants. These priorities will be used to inform which attributes of the scenarios should be emphasized in developing a new “preferred” scenario. The full goal statements follow in the order from highest to lowest ranked.



1. Infrastructure Investment

Efficient infrastructure investments that support and anticipate planned growth and are maintained through strategic, fiscally responsible decisions.

2. Conservation

Conservation of natural areas and resources that include ridges and valleys, rivers and streams, wetlands, historic and agricultural assets and scenic views.

3. Housing Options

Housing and neighborhood options that meet a wide range of types, locations, and affordability to meet the need of a growing and changing population.

4. Community Character

Strong places with distinct identities, including natural areas and development that range from employment centers to rural communities and include walkable neighborhoods and mixed-use centers.

5. Transportation

A safe and connected transportation system that provides options and supports a growing community.

6. Economic Growth

A growing and resilient economy with sustained business investments and diverse employment opportunities, strengthening the county's fiscal health and services.

7. Recreation

A connected network of greenways, parks, and water trails that provide recreational opportunities.

8. Workforce

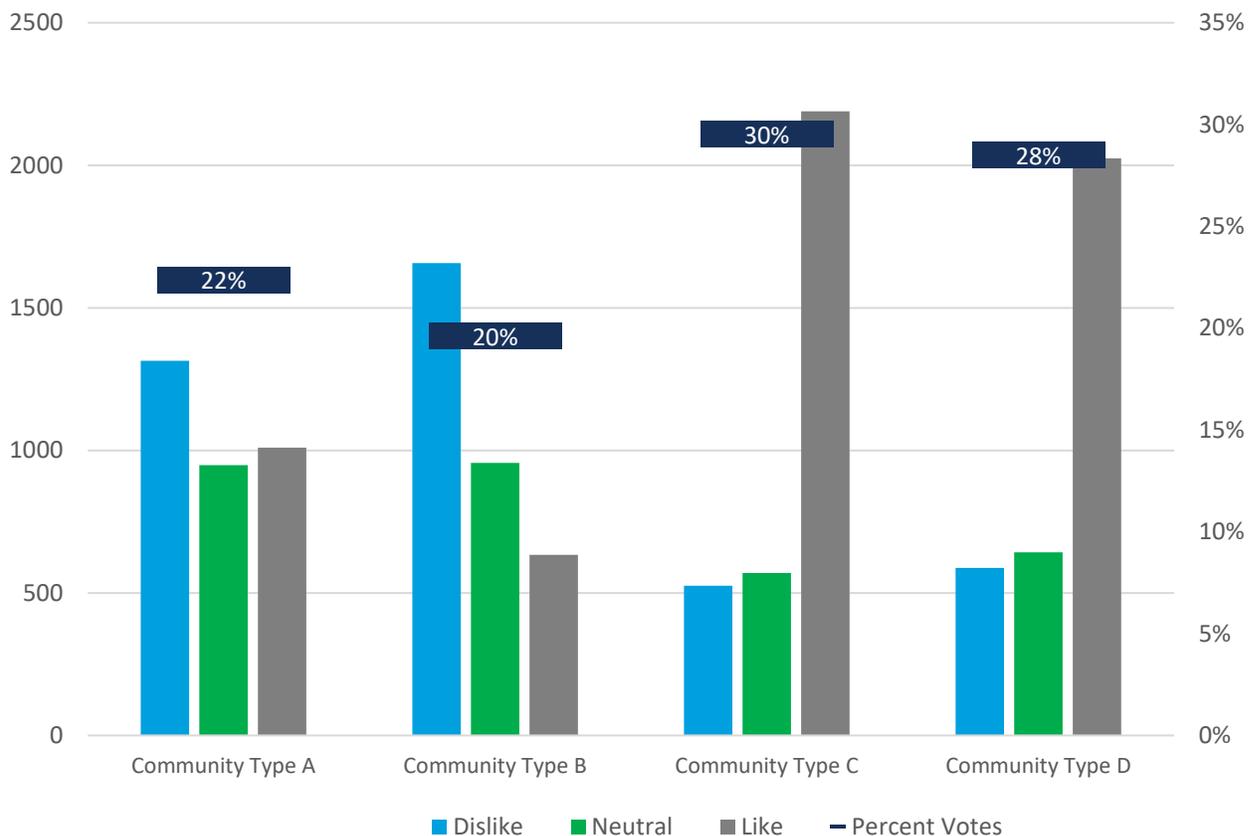
Educational opportunities that attract, foster, and retain an engaged and successful workforce.

Communities

The chart below summarizes the ratings from 3,376 unique responses to the communities prompts.

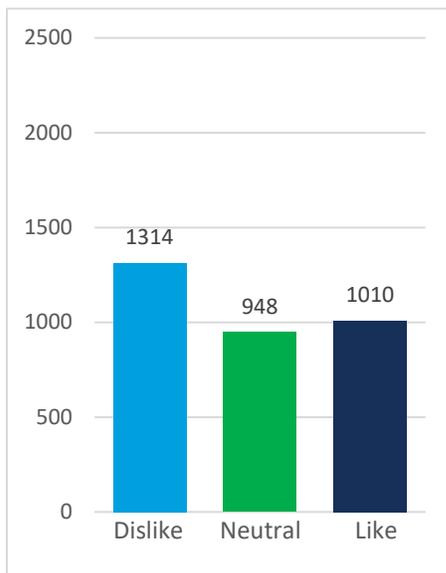
Opinions about the community types vary considerably. In general, types C and D that are more mixed use and walkable, were viewed more favorably than types A and B, that have compact housing types in a suburban car-focused development pattern.

There were also a significant proportion of neutral ratings. Many comments indicate that respondents may not like one or more of these community types, but they recognize that all these types are necessary to create more housing options in the County and they may be better than recent trends.



Community Type A

Residential areas that are more compact than typical single-family developments and feature small lots, attached housing, or small-scale multi-family housing. These areas may also include some small-scale commercial and office uses and civic uses (such as schools). Open space is mostly provided through private yards rather than public parks.



Comments in support of this type

- Like that it is more compact and would consume less land than typical single family
- Like that it would offer more housing options that are potentially affordable
- Like that there is private open space (yards)
- It may be appropriate in some areas and for certain markets

Comments against this type

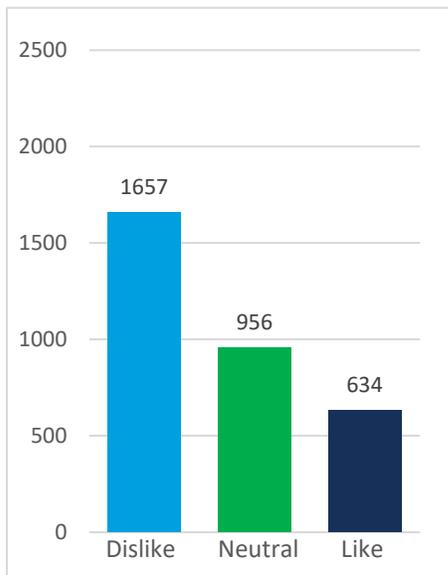
- Do not like “compact” housing. Looks too suburban and does not reflect “rural” Knox County.
- Looks too cookie-cutter
- Infrastructure does not/would not support this
- No mention of sidewalks, biking, connectivity
- Dislike that there is no public park space for and the emphasis on private yards.

Other comments about this type

- Dislike this housing type, but it is a needed option.
- Single family should be offered as a “choice”

Community Type B

Residential areas that are mostly composed of multi-family buildings in a suburban setting with supporting infrastructure. These areas may also include some small-scale commercial and office uses and civic uses (such as schools). Open space is provided by community and public parks.



Comments in support of this type

- Like that apartment buildings are good for many types of people
- Like that apartments can be affordable

Comments against this type

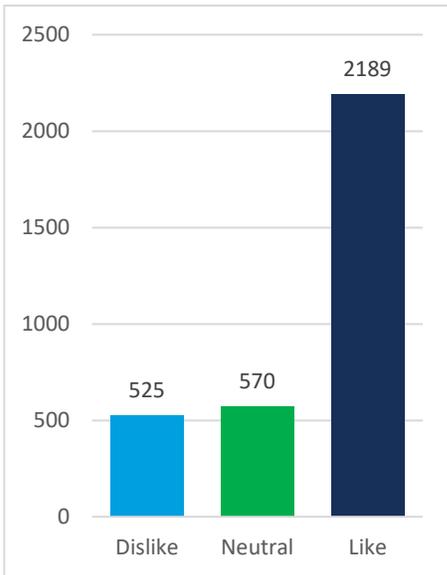
- Would cause too much traffic / overcrowding
- Dislike that it would make Knox County too much like a big city
- Want housing and parking to be more affordable
- Infrastructure cannot support this

Other comments about this type

- Dislike this type of housing, but think it is needed

Community Type C

Residential areas with a mix of housing types ranging from single-family to multi-story apartments in a pattern of walkable blocks with civic uses, and connections to a town center. Private open space is limited, while there is a greater amount of public open space.



Comments in support of this type

- Like the diverse array of housing options and styles in this community type
- Like potential for sustainable development patterns
- Like the walkability and access to both other communities and shops and restaurants
- Fits well with existing land use

Comments against this type

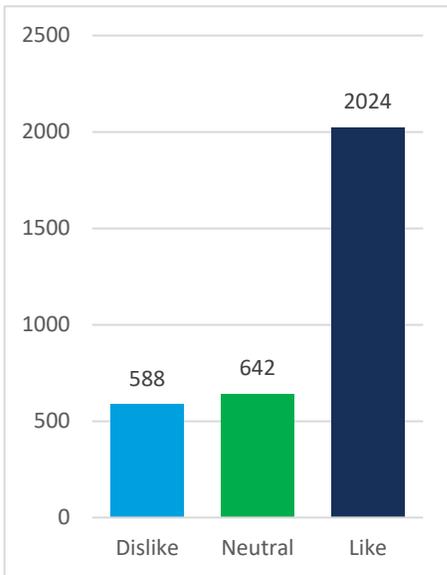
- Don't want to lose the character of Knox County
- Too dense
- Dislike street parking
- Worried about traffic

Other comments about this type

- Like that it offers lots of public outdoor space but want to keep private yards

Community Type D

Mixed-use centers with commercial, office, residential, and other uses integrated in a walkable pattern with connections to surrounding neighborhoods. Some buildings may have multiple uses within them such as office or residential above ground floor retail. These areas have buildings near the street and parking may be on the street or in shared lots and structures behind the building.



Comments in support of this type

- Like walkable centers that are interesting to look at and close to their homes
- Like housing options for young people and families in transition
- Like that it encourages diversity and attracts a new, talented workforce
- Like the flexibility of building uses

Comments against this type

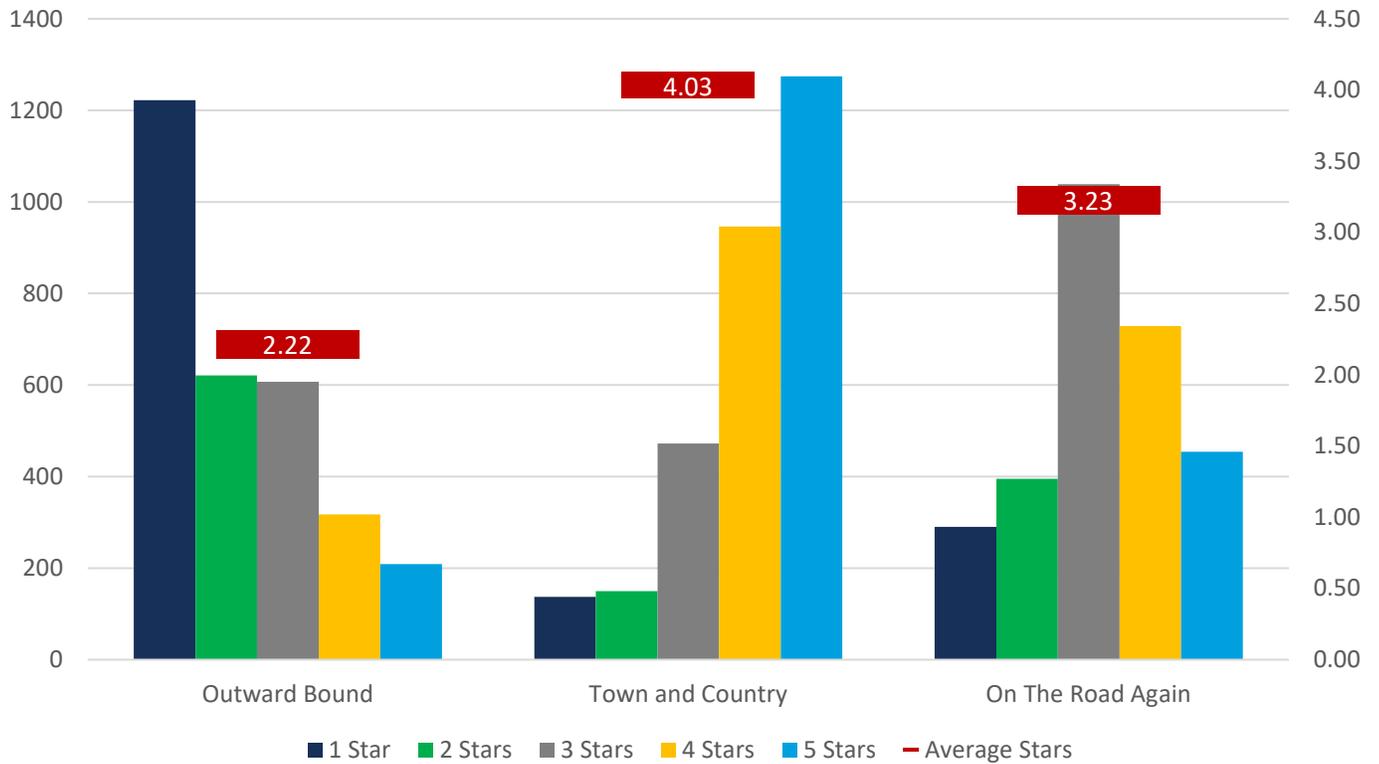
- Do not want to become like a big city (too urban)
- Worried about traffic
- Don't want to pay to park
- Infrastructure cannot support this

Other comments about this type

- Worried about affordability and want to make sure that people can afford to live and work in the County

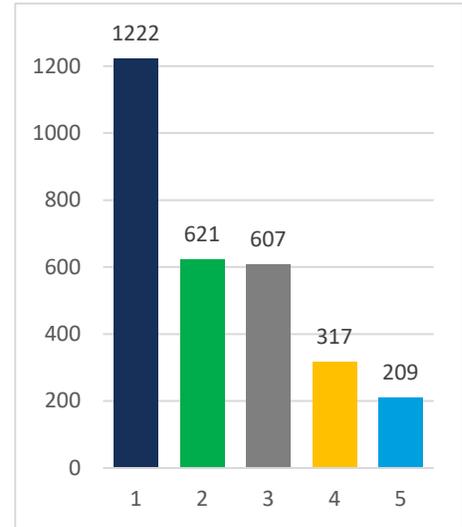
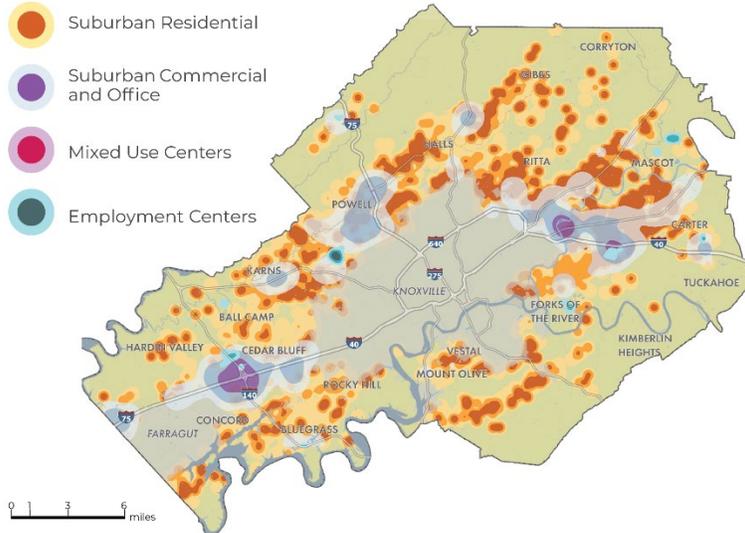
Choices

The chart below summarizes the ratings from 3,081 unique responses. The Town and Country alternative was highest rated and had the most 4 and 5-star ratings. The following pages break down the ratings and comments for each of the scenarios.



Outward Bound

In this scenario, growth continues in our existing pattern of single-family subdivisions in current hotspots and rural areas. Employment occurs primarily in existing locations and strip commercial grows along major corridors.



2.2 STARS

PEOPLE LIKE THAT

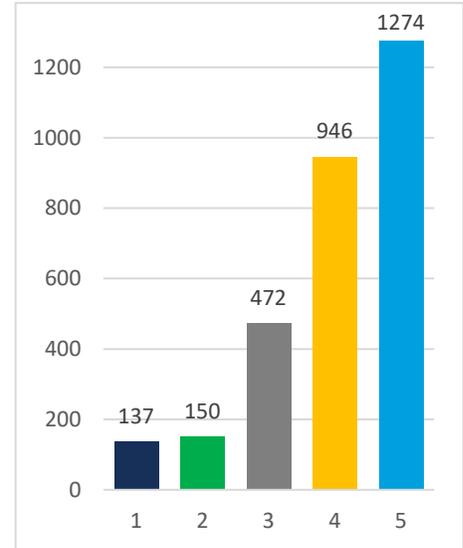
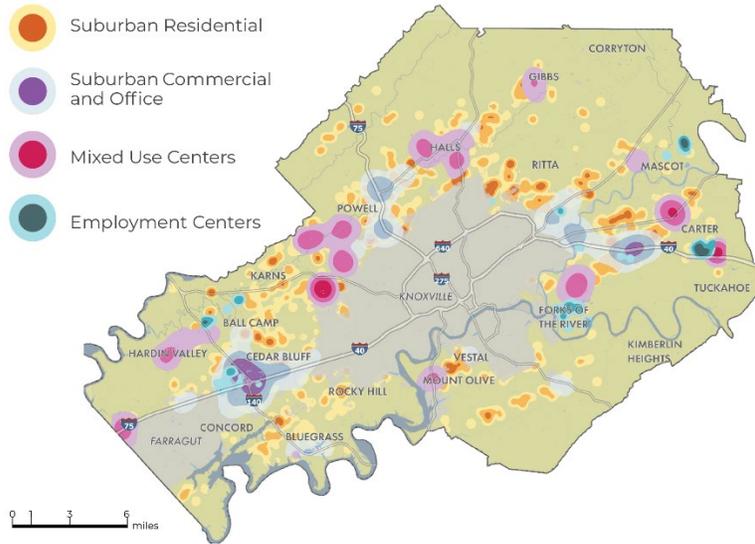
- It has sufficient housing and private outdoor space.
- It maintains rural community character
- There would be less traffic in residential areas
- People of all ages can live comfortably, especially seniors.
- It would be easy to implement

PEOPLE ARE CONCERNED THAT

- New housing will not have enough infrastructure to support it
- Reliance on cars for transportation and worsening traffic
- It is a wasteful consumption of land and would create a more sprawled community
- There are not a lot of affordable housing options
- This type of development not working in the future since it is not working now

Town and Country

This scenario shows growth focused on our existing community and employment centers. New centers are established with a mix of retail, offices, homes, schools, parks, and public spaces.



4.0 STARS

PEOPLE LIKE THAT

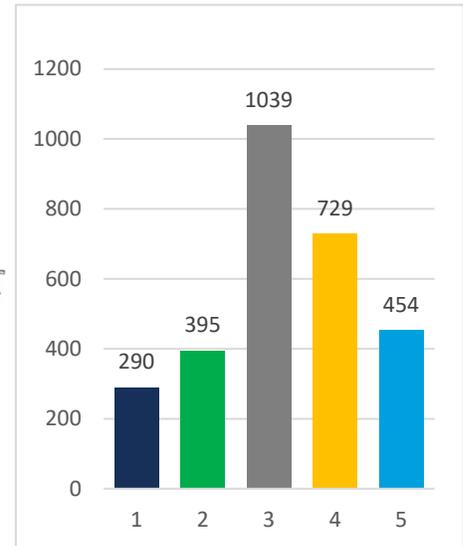
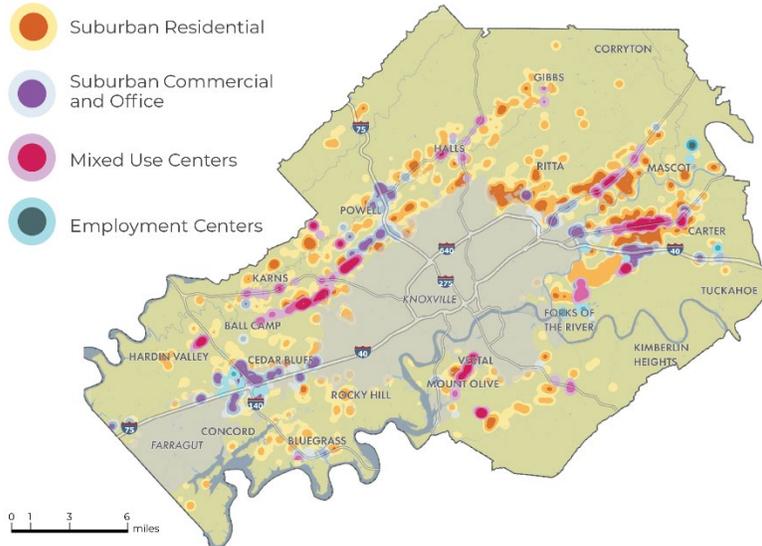
- It consumes less land, less sprawl
- It introduces more walkable mixed-use centers
- It allows more rural areas to stay rural
- It includes more jobs
- It has the potential to improve traffic issues
- It rates highest in conservation, housing options, economic growth, and recreation

PEOPLE ARE CONCERNED THAT

- Centers seem to be islands that are disconnected
- Some areas are already overcrowded (traffic/schools)
- It would not help affordability
- It would be better to focus on maximizing existing centers and existing infrastructure before creating new
- It still includes too much suburban residential
- It is too dense. Larger parcels are important for comfortable living

On The Road Again

This scenario includes suburban single-family growth that is balanced with an emphasis on redevelopment along commercial corridors to provide a mix of retail, employment, and multifamily housing.



3.2 STARS

PEOPLE LIKE THAT

- It emphasizes existing under-utilized corridors. Redevelopment is important
- It offers more employment opportunities than the trend
- It preserves greenspace and consumes land more slowly compared to the trend
- It has mixed-use spaces and less single family residential sprawl
- There is potential for transit
- Good use of existing infrastructure

PEOPLE ARE CONCERNED THAT

- This option is not bold enough - mediocre
- It could lead to worsening traffic on corridors
- It is still rooted in automobile dependency and lack of walkability
- It doesn't rate high on housing or transportation
- Redevelopment of corridors is challenging and may not be achievable
- It could lead to more sprawl

D. WHO WE HEARD FROM

Attendance

The following summarizes the demographic characteristics and experience of those 89.7% of participants who returned an exit questionnaire (3,503 participants of 3,905 total participants). All exit questionnaire data is included in the Appendix.

PARTICIPATION AT A GLANCE

Open houses: **134**
Virtual: **130**
Additional in-person: **231**
Online input: **3,410**

Total participants: 3,905
Total exit questionnaires: 3,503

Participant Background

The exit questionnaires provide insight into demographic characteristic of participants compared to Knox County’s demographics reported by the American Community Survey (ACS), 2020 (5-year estimates), excluding the City of Knoxville and Town of Farragut.

Participants were demographically and geographically diverse. The process gained input from all age groups, all racial groups, all income levels, educational attainment, tenure, and location within Knox County. The tables on the following page summarize the exit questionnaire responses.

Motivation and Communication

The exit questionnaires asked participants to share their opinions about the interactive workshop and activities.

How did you hear about this workshop? Common responses:

- Word of mouth 23%
- Online News 27%
- Website 12%
- Physical news 14%
- Email 19%
- Other 28%
 - Senior Center Information
 - Young Professionals of Knoxville
 - Knox Area Association of Realtors
 - Endeavor Event
 - Chamber meetings
 - Mayor’s Office

- Home Builders Association of Greater Knoxville
- Boys and Girls Club meeting
- County Commission
- Social Media (Facebook, LinkedIn)
- TV News
- Personal recommendations

Have you previously participated in the AdvanceKnox process?

- Yes 11%
- No 89%

E. APPENDIX

The following is the complete set of exit questionnaire summary statistics.

A. EXIT QUESTIONNAIRE SUMMARY STATISTICS

1. How did you hear about this event?

	Respondents	Percent
Word of Mouth	554	23%
Online News	661	27%
Knoxplanning.org	106	4%
Advanceknox.org	186	8%
Newspaper / flyer	342	14%
Email	457	19%
Other	682	28%
Total	2434	100%

2. Have you previously participated in the AdvanceKnox process?

	Respondents	Percent
Yes	321	11%
No	2669	89%
Total	2990	100%

3. Which racial group do you most closely identify with?

	Respondents	Percent	2020 ACS
American Indian / Alaskan Native	7	-	-
Asian	20	1%	2%
Black / African American	52	2%	4%
White/Caucasian	2588	91%	86%
Two or more races	79	3%	6%
Other	107	4%	2%
Total	2853	100%	100%

Are you Hispanic / Latino?

	Respondents	Percent	2020 ACS
Yes	72	3%	5%
No	2587	91%	

4. What is your age?

	Respondents	Percent	2020 ACS
Under 15 years	19	1%	19%
15-24 years	140	5%	12%
25-34 years	637	21%	13%
35-44 years	688	23%	13%
45-54 years	541	18%	13%
55-64 years	454	15%	13%
65 or over	490	17%	17%
Total	2969	100%	100%

5. What is your highest level or education?

	Respondents	Percent	2020 ACS
Less than a High School Diploma	32	1%	7%
High School Diploma	106	4%	24%
Some College	349	12%	20%
Associates Degree	202	7%	9%
Bachelor's Degree	1129	39%	24%
Master's Degree/ Ph.D.	1078	37%	16%
Total	2896	100%	100%

6. Where do you live?

	Respondents	Percent
Within Knox County (outside of Knoxville or Farragut)	1428	50%
City of Knoxville	1083	38%
Outside Knox County	152	5%
Town of Farragut	197	7%
Total	2860	100%

7. If you live the County, how long have you lived here?

	Respondents	Percent
0-4 years	521	19%
5-19 years	871	32%
20+ years	1367	50%
Total	2759	100%

8. Tell us about your annual household income?

	Respondents	Percent	2020 ACS
Less than \$50,000	396	16%	32%
\$50,000-\$100,000	852	34%	35%
Greater than \$100,000	1275	51%	33%
Total	2523	100%	100%

9. Do you own property and/or a business in Knox County?

	Respondents	Percent
Own property	1815	81%
Own a business	67	3%
Own both property and a business	349	16%
Total	2231	100%

For a full list of comments across all activities, visit <https://www.planning-next.com/knoxcomposite-2>