

# 2025 Public Input Analysis

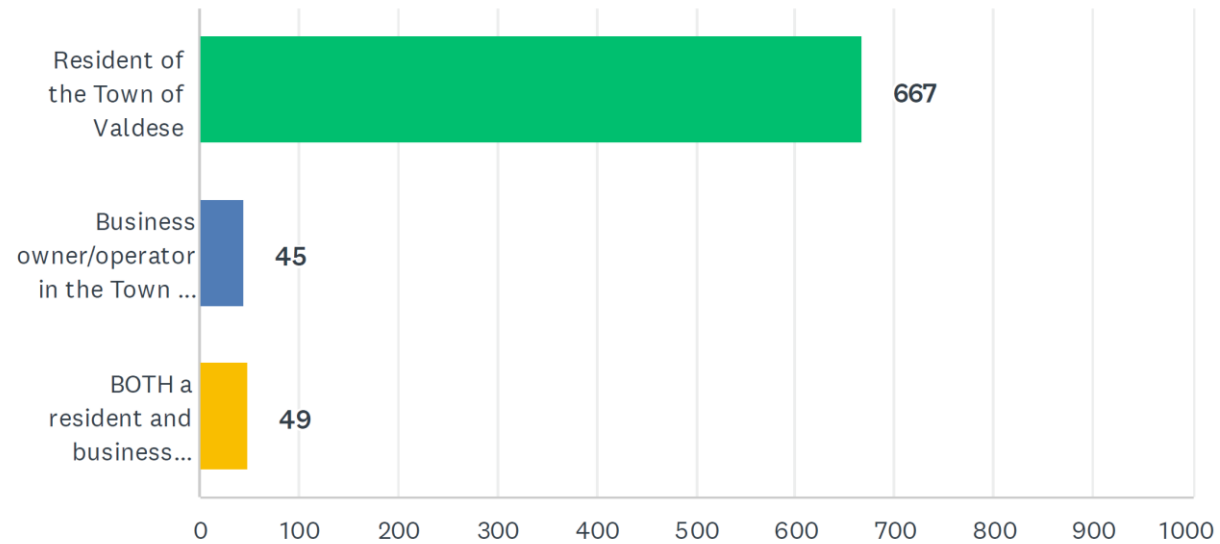
The Valdese Town Council asked the Western Piedmont Council of Governments (WPCOG) to conduct a public input assessment, including an 8-question survey to gather public opinion. The survey ran from January 2 to February 28, 2025, collecting 766 responses, both online and on paper. The Council aims to address public input as they plan future initiatives, the fiscal year budget, and capital improvements.



# Q1: Participation

## Q1 I am a (select one):

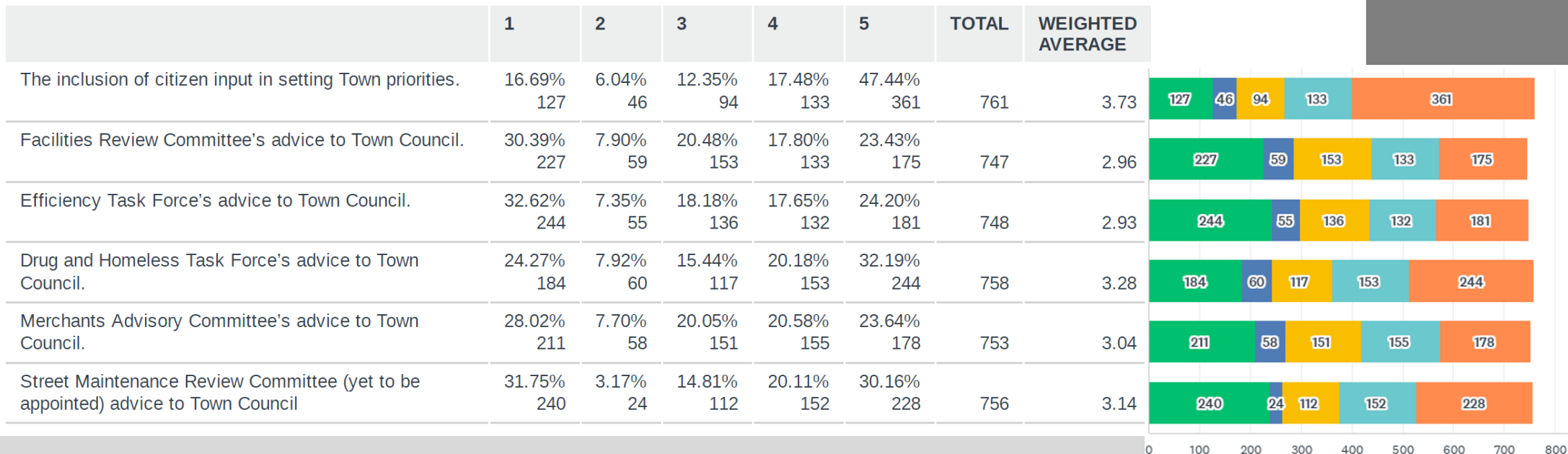
Answered: 761 Skipped: 5



ANSWER CHOICES	RESPONSES	
Resident of the Town of Valdese	87.65%	667
Business owner/operator in the Town of Valdese	5.91%	45
BOTH a resident and business owner/operator in the Town of Valdese	6.44%	49
TOTAL		761

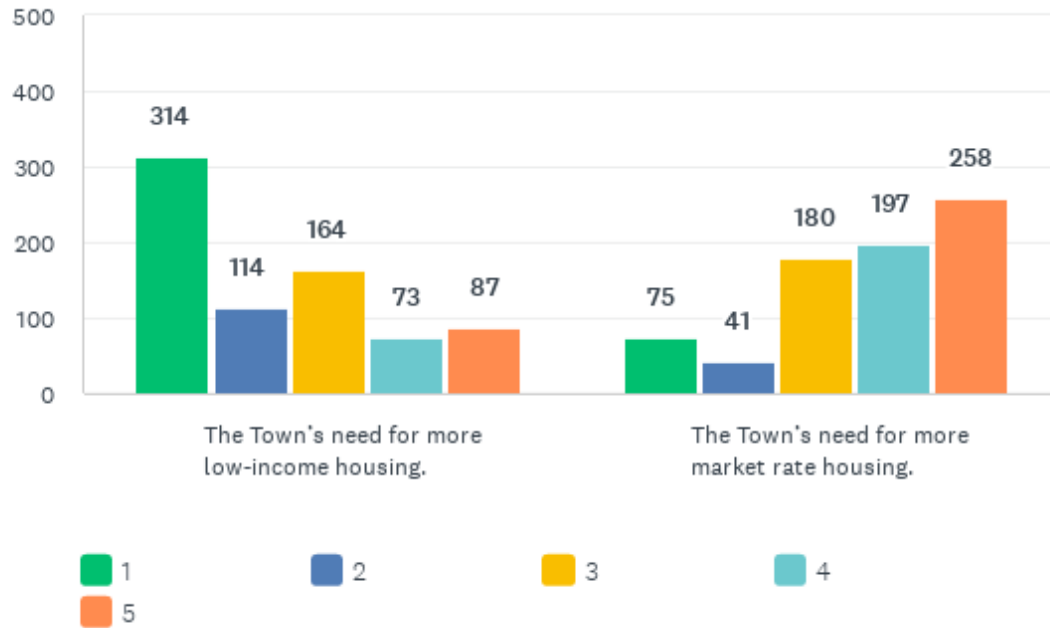
# Q2: Importance

- The most important categories for surveyors include citizen input in Town priorities, with 64% rating this as 4 or 5. This was followed by the Drug and Homeless Task Force’s advice to the Council, with nearly 52% rating this as 4 or 5 as well. The Street Maintenance Review Committee also ranked high, with 50% of respondents rating this as 4 or 5.
- The remaining categories were split on levels of importance and had a majority of respondents rate them as 1. The Facilities Review Committee had about 38% rate this category as 1 or 2 and 41% rate it as 4 or 5. The Efficiency Task Force had about 40% rate this category as 1 or 2 and 42% rate it as a 4 or 5. Lastly, the Merchants Advisory Committee had about 36% rate this category as 1 or 2, and 44% rate it as a 4 or 5.



# Q3: Housing

3) On a scale of 1 to 5, with 1 being the LOWEST and 5 being the HIGHEST, please rate how important each of the following are to you:

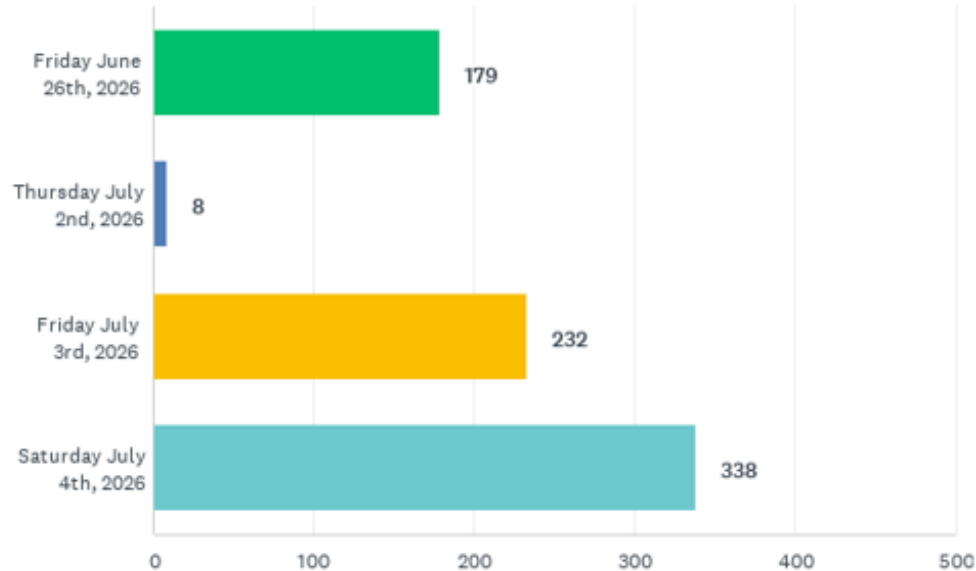


- Over half, 60% of respondents, rated the Town's need for more market-rate housing as a high importance by choosing either 4 or 5. Another 24% rated this category as medium importance and chose 3.
- Alternatively, 57% of respondents rated the Town's need for more low-income housing as low importance by choosing either 1 or 2. Another 22% rated this category as medium importance and chose 3.

	1	2	3	4	5	TOTAL	WEIGHTED AVERAGE
The Town's need for more low-income housing.	41.76% 314	15.16% 114	21.81% 164	9.71% 73	11.57% 87	752	2.34
The Town's need for more market rate housing.	9.99% 75	5.46% 41	23.97% 180	26.23% 197	34.35% 258	751	3.70

# Q4: Independence Day Celebration

4) Please choose your preferred date for the Town to celebrate Independence Day 2026.

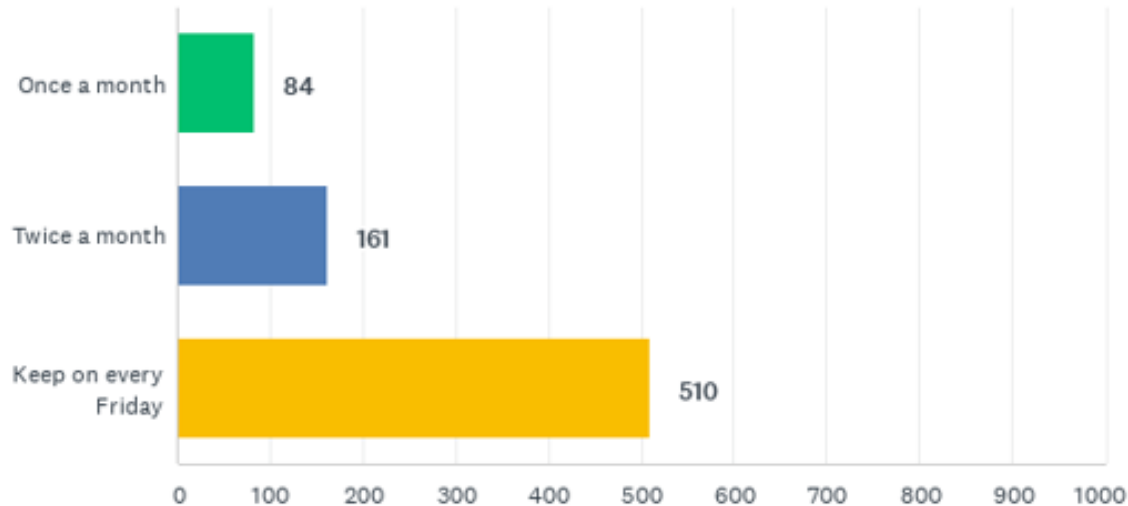


- About 45% of respondents said that they wanted to celebrate Independence Day 2026 on Saturday, July 4<sup>th</sup>. Another 31% chose Friday, July 3<sup>rd</sup>, and 23% chose Friday, June 26<sup>th</sup>.

ANSWER CHOICES	RESPONSES
Friday June 26th, 2026	23.65% 179
Thursday July 2nd, 2026	1.06% 8
Friday July 3rd, 2026	30.65% 232
Saturday July 4th, 2026	44.65% 338
TOTAL	757

# Q5: Family Friday Night Schedule

5) How often would you like to have Family Friday Night (FFN) free summer concerts during the months of June - August?

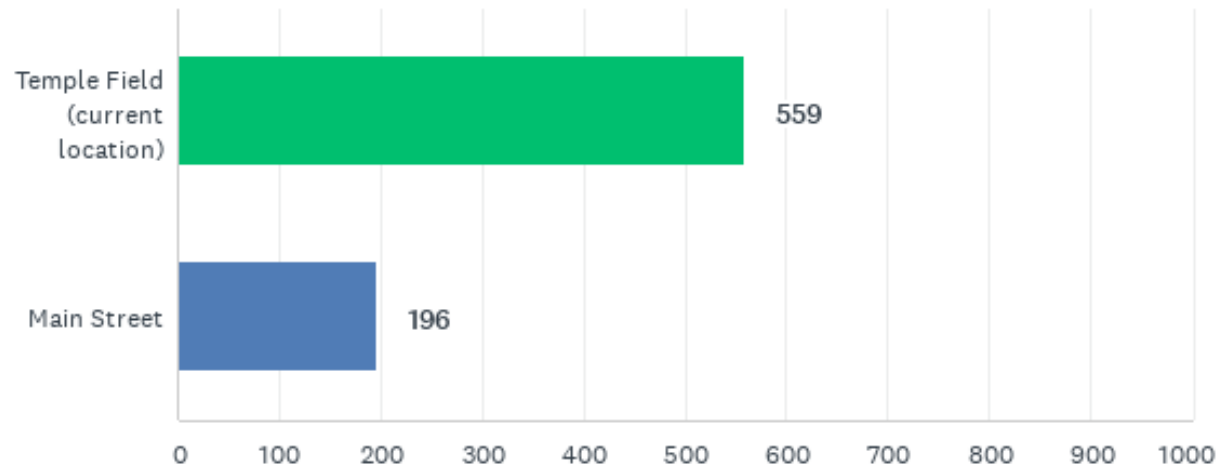


- About 68% of respondents said that they wanted to keep Family Friday Night (FFN) every Friday during June-August.
- Another 21% said they wanted it to occur twice a month, and 11% said once a month.

ANSWER CHOICES	RESPONSES
Once a month	11.13% 84
Twice a month	21.32% 161
Keep on every Friday	67.55% 510
TOTAL	755

# Q6: Family Friday Night Location

6) Where would you rather have Family Friday Night (FFN) free summer concerts?

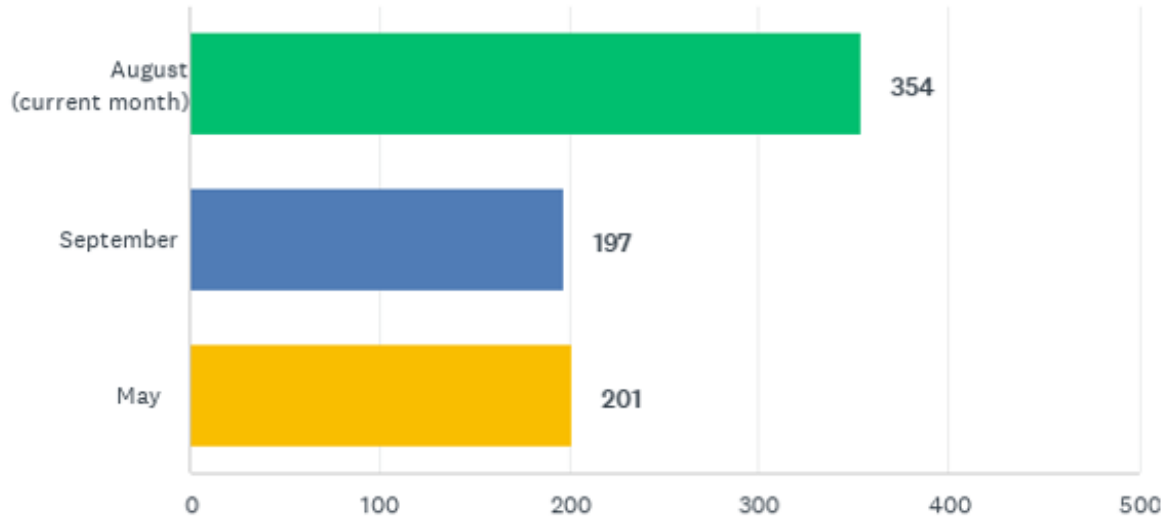


- 74% of respondents said that they want to continue having Family Friday Night concerts at Temple Field.
- 26% of respondents said that they want to have the summer concerts on Main Street.

ANSWER CHOICES	RESPONSES	
Temple Field (current location)	74.04%	559
Main Street	25.96%	196
TOTAL		755

# Q7: Waldensian Festival

7) Please select your preferred month for future annual Waldensian Festivals beginning in 2026.



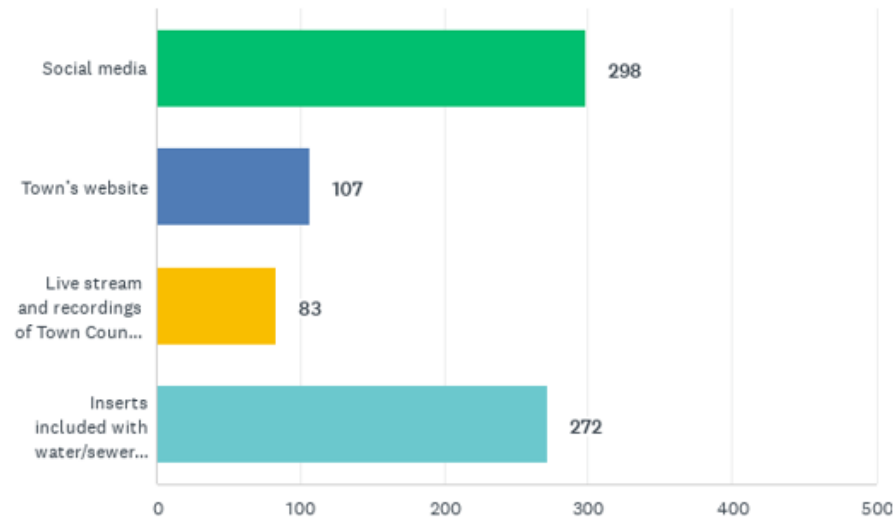
- 47% of respondents said that they wanted to have the annual Waldensian Festival in August.
- Almost 26% chose to have the festival during September, and 27% chose to have the festival during May.

ANSWER CHOICES	RESPONSES	
August (current month)	47.07%	354
September	26.20%	197
May	26.73%	201
TOTAL		752



# Q8: Communication

8) Which of the following is the most convenient way for you to receive Town news and event notifications?



- The majority of respondents, 39%, responded that social media was the most convenient way for them to receive Town news.
- This was followed by 36% choosing inserts included with water/sewer bills, 14% choosing the Town's website, and 11% choosing live streams and recordings of Town Council meetings.

ANSWER CHOICES	RESPONSES	
Social media	39.21%	298
Town's website	14.08%	107
Live stream and recordings of Town Council meetings	10.92%	83
Inserts included with water/sewer bill	35.79%	272
<b>TOTAL</b>		<b>760</b>

# Public Input Survey Takeaways

- Majority of people who took the survey are **residents** of Valdese.
- Most important to residents – **community input**, **homelessness** taskforce advice, and **street maintenance** review.
- The Town is interested in more **market rate housing**.
- Independence celebration was preferred on the **4<sup>th</sup> of July** (Sat), but not far behind the 3<sup>rd</sup> of July (Fri).
- Family Friday Night should be kept as is (**every Friday night**) and 74% want it at **Temple Field**.
- **The Waldensian Festival** should remain in **August**.
- Most convenient way to receive Town news – **social media** and **inserts** in the water/sewer bill.

Questions?