

Pikeville Comprehensive Plan Update 2013

Pikeville High School – Survey

<https://www.surveymonkey.com/s/PHSCITYSURVEY>

Survey Questions

1. Please indicate how often you use the following media: (Daily, weekly, monthly, rarely, never)
 - a. Facebook
 - b. Twitter
 - c. Instagram
 - d. Radio Station 107.5
 - e. Radio Station 95.5
 - f. Radio Station 93.1
 - g. Pike TV
 - h. Pikeville Newspaper (Appalachian News Express or Pikeville Medical Leader)
 - i. Other Newspaper (USA Today, Lexington Herald-Leader, etc.)
 - j. Other or comments _____

2. How interested would you be in the following coming to Pikeville? (Very Interested, Somewhat Interested, Not at All Interested)
 - a. Internet Café
 - b. Coffee House
 - c. Teen Club
 - d. Frisbee Golf
 - e. Drive-In Movie Theatre
 - f. Video Game Café
 - g. Ice Cream Shoppe
 - h. Yogurt Shop
 - i. Bookstore
 - j. Paint Ball
 - k. Put Put
 - l. Other or Comments _____

3. How interested would you be in having more of these types of restaurants in Pikeville: (Very Interested, Somewhat Interested, Not Interested)
 - a. Fast Food (Raising Cain's)
 - b. Casual, Moderately Priced (Cheddars, Panera, Ruby Tuesday, Cracker Barrel, Golden Corral)

- c. Deli (Schlotzky's Deli)
 - d. Breakfast (Waffle House, IHOP)
 - e. Other or comments _____
4. How interested would you be in having these types of stores in Pikeville: (Very Interested, Somewhat Interested, Not at All Interested)
- a. Target
 - b. Kohl's
 - c. Frozen Yogurt
 - d. Bookstore (Barnes & Noble)
 - e. Record Store
 - f. Apple Store
 - g. Bike Shop
5. What do you like to do on weekends:
- a. Go to the movies
 - b. Outdoor recreation (hiking, biking, boating, etc.)
 - c. Go out to eat
 - d. Shop
 - e. Attend sports events
 - f. Go to Concerts or hear bands
 - g. Other or comments _____
6. How important to you are having the following things available in Pikeville? (Very Important, Somewhat Important, Not Important)
- a. More Parking Downtown
 - b. Public Transportation between Downtown and other areas
 - c. Recycling
 - d. Good School System
 - e. Airport with commercial air service
 - f. Good roads
 - g. Entertainment Activities
 - h. Sports Activities
 - i. Healthy Environment
 - j. Other or comments _____
7. Do you think you will live in Pikeville as an adult?
- a. Yes
 - b. No
 - c. Maybe

8. What grade are you in? _____

9. How long have you lived here?

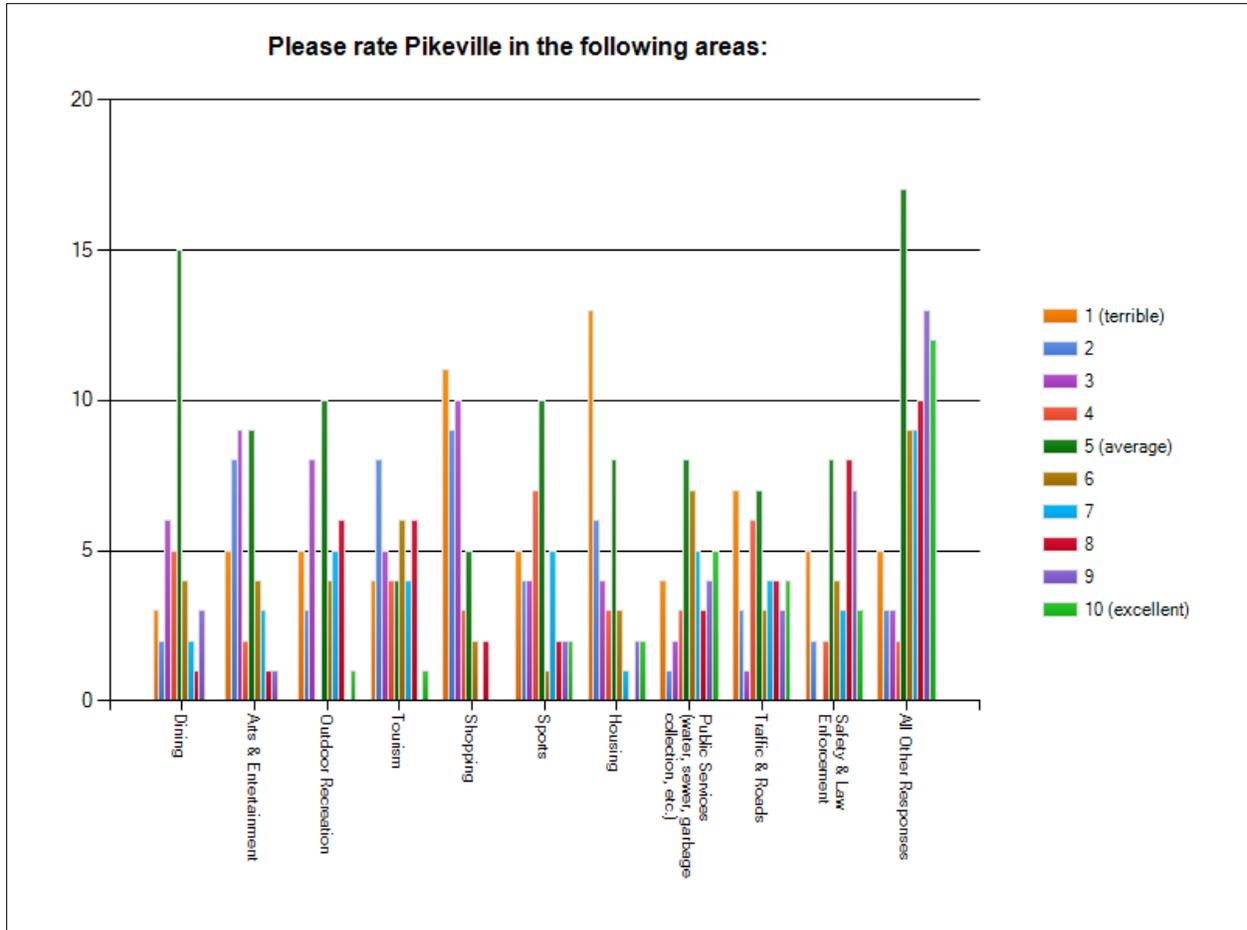
- a. One year or less
- b. One – five years
- c. Five – ten years
- d. More than ten years

10. Where do you live:

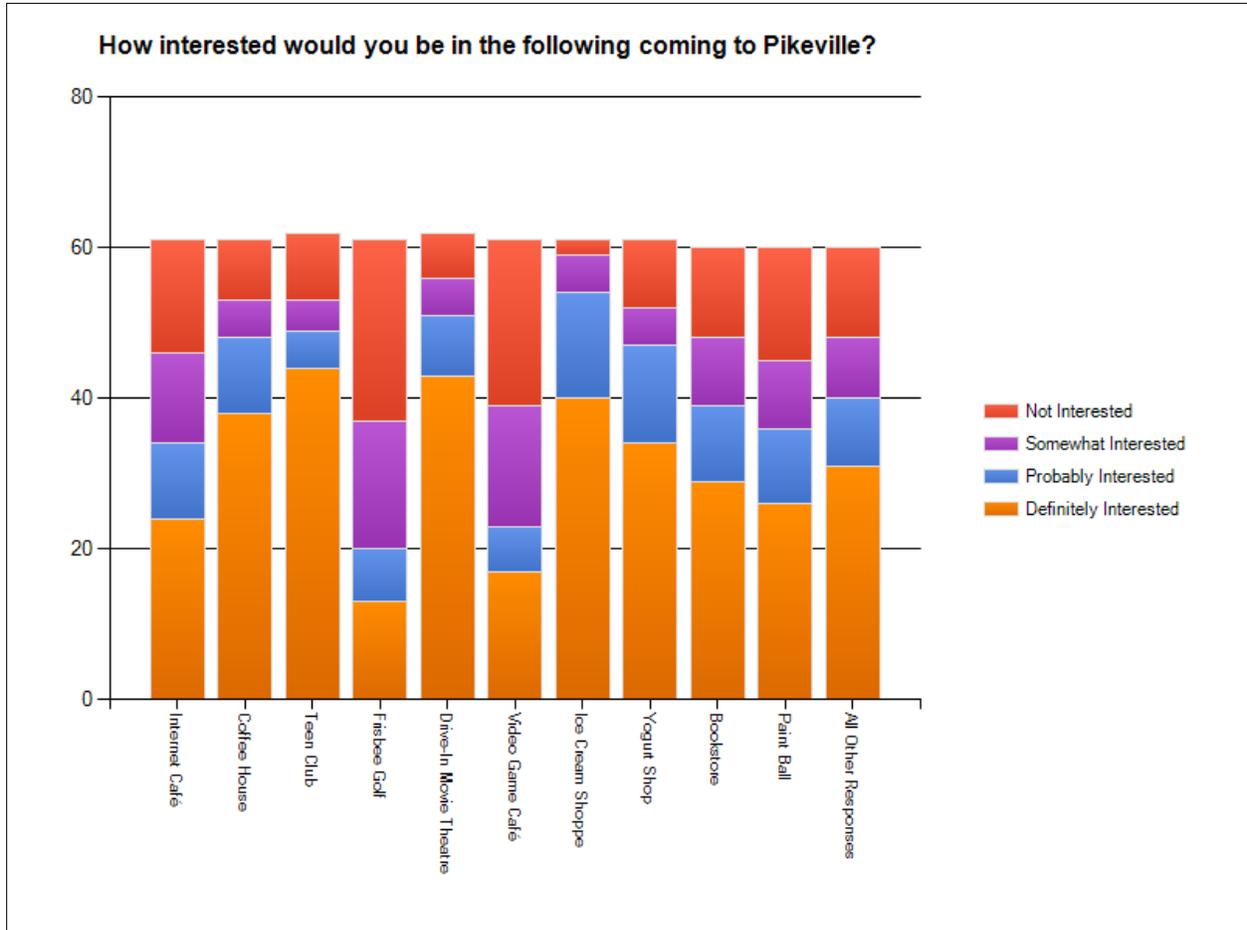
- a. Pikeville
- b. Pike County
- c. Other _____

Pikeville Comprehensive Plan Update
 Pikeville High School Survey Findings

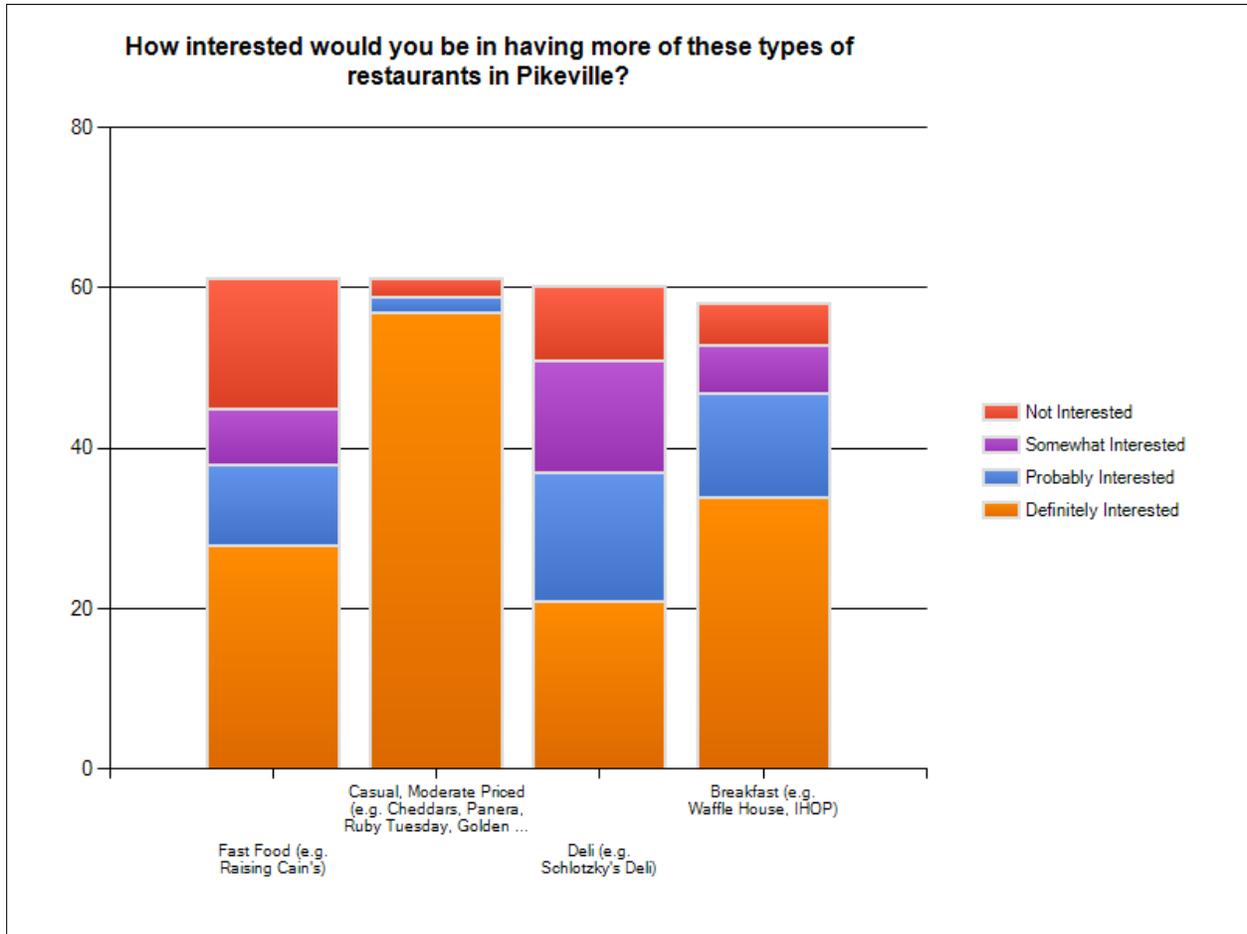
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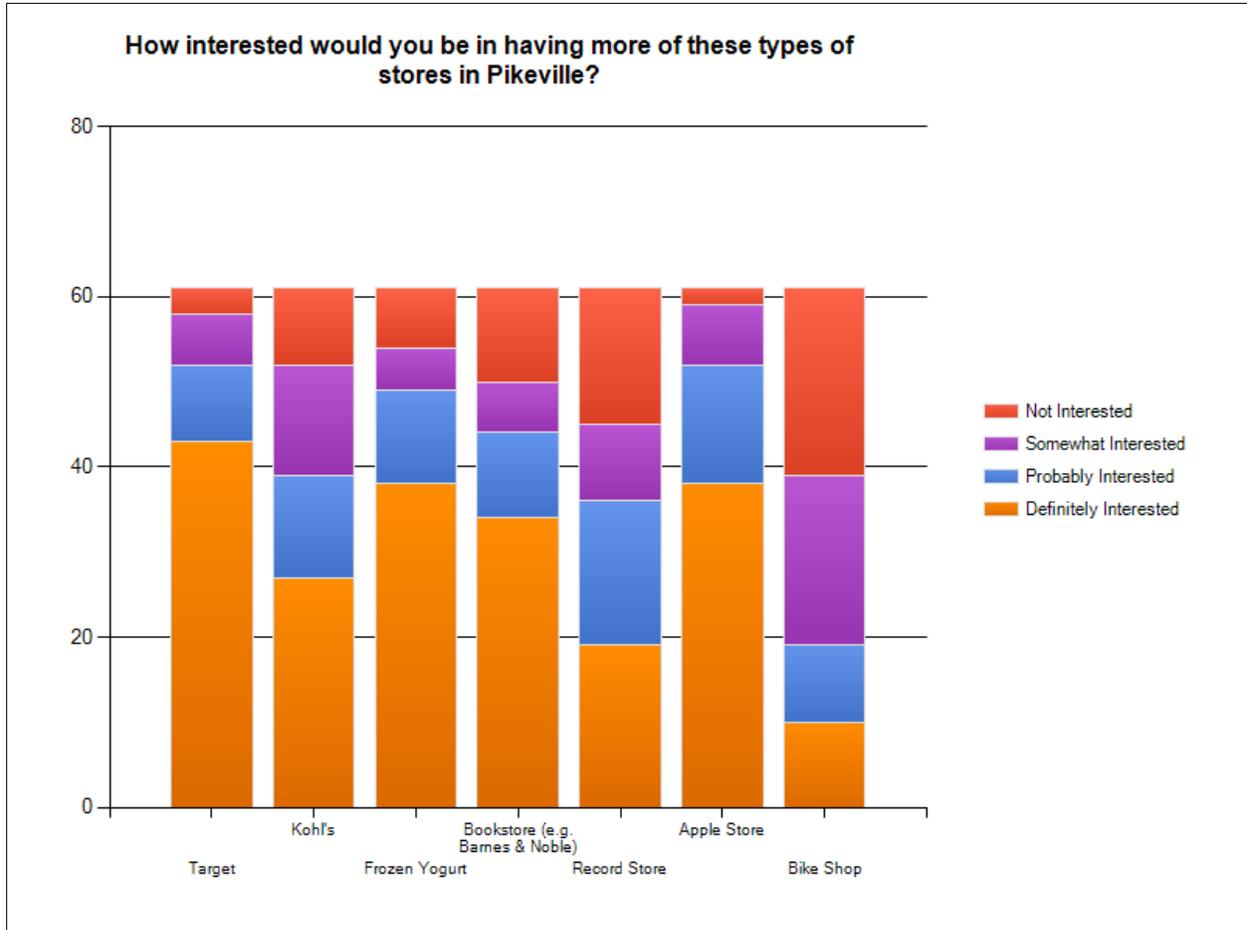
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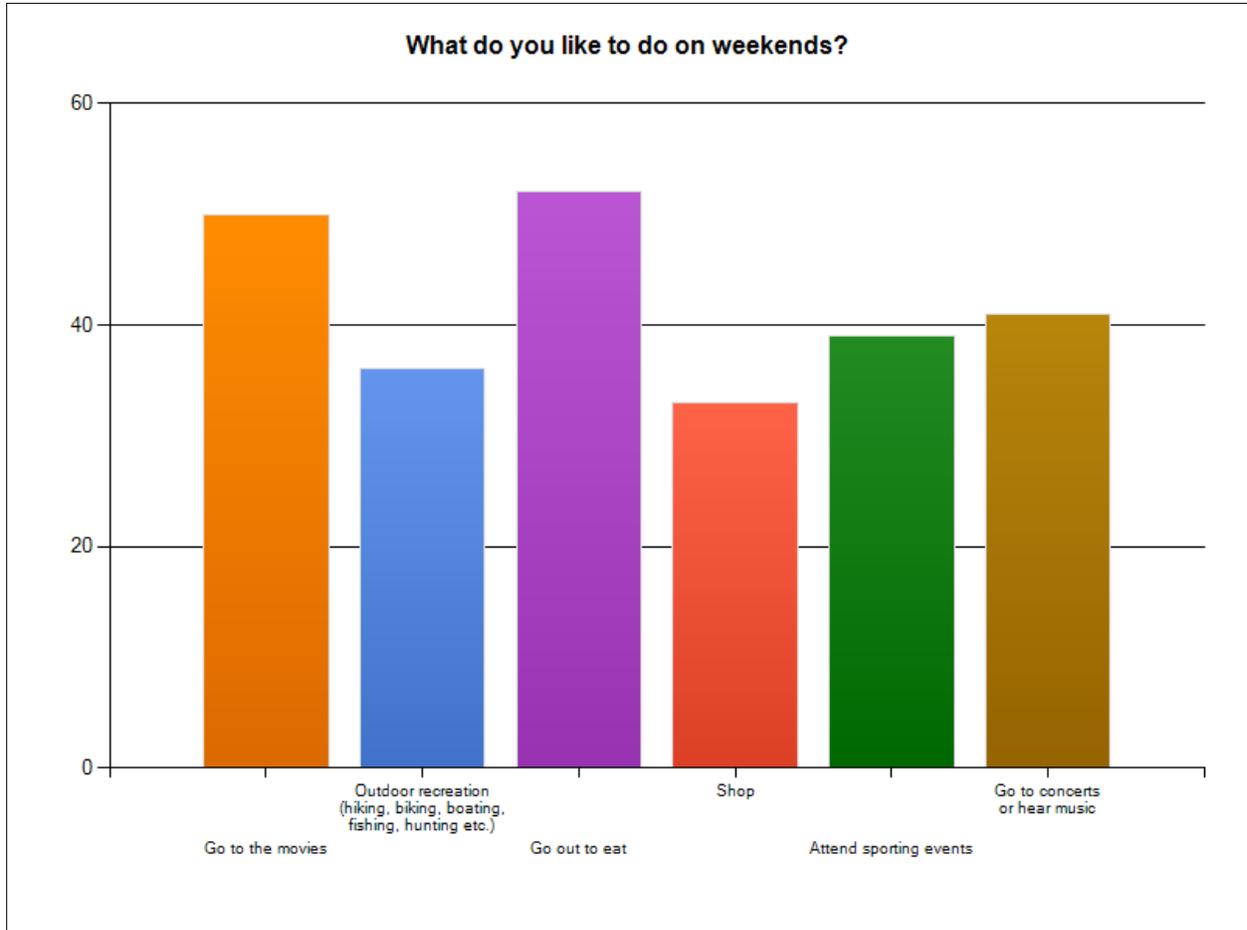
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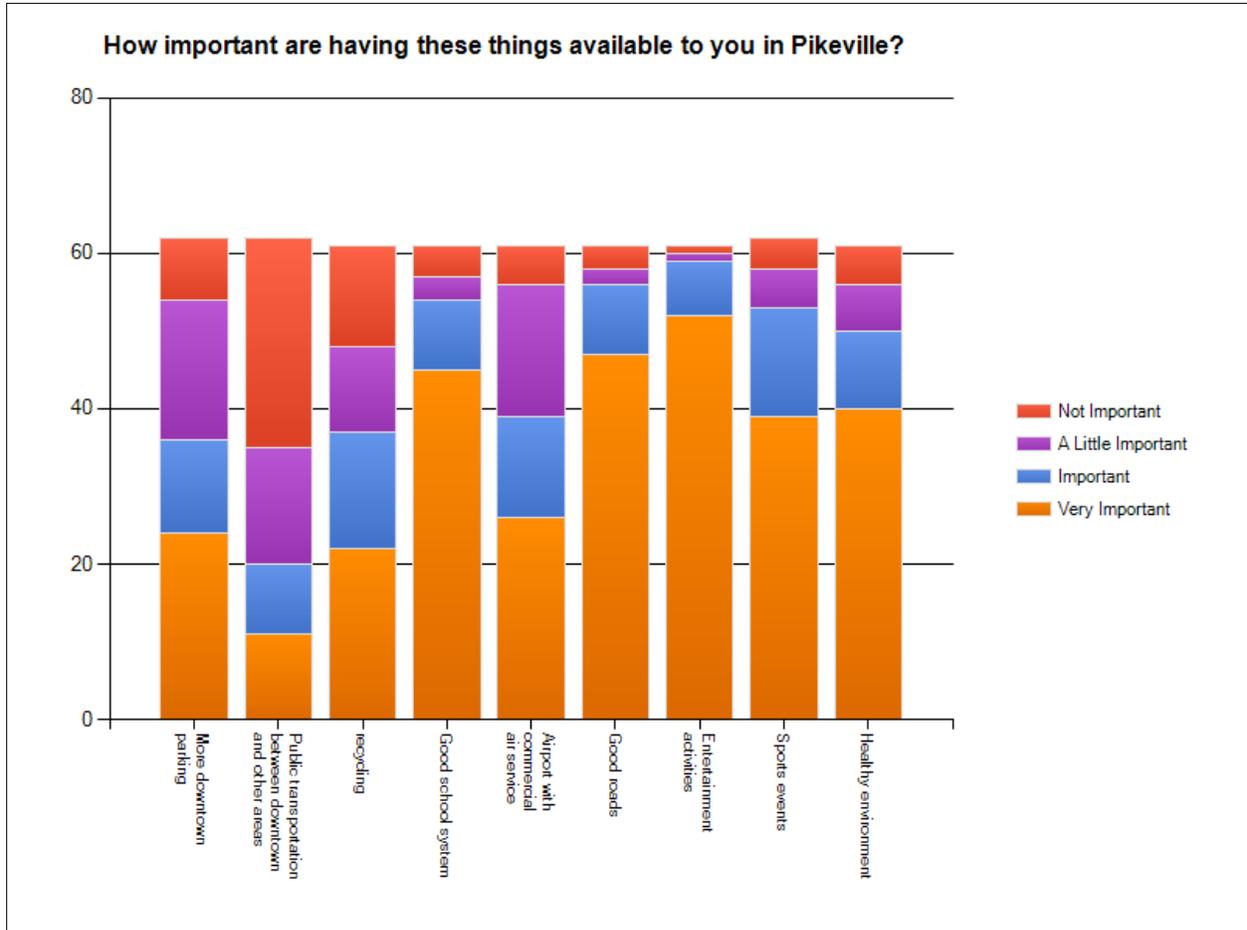
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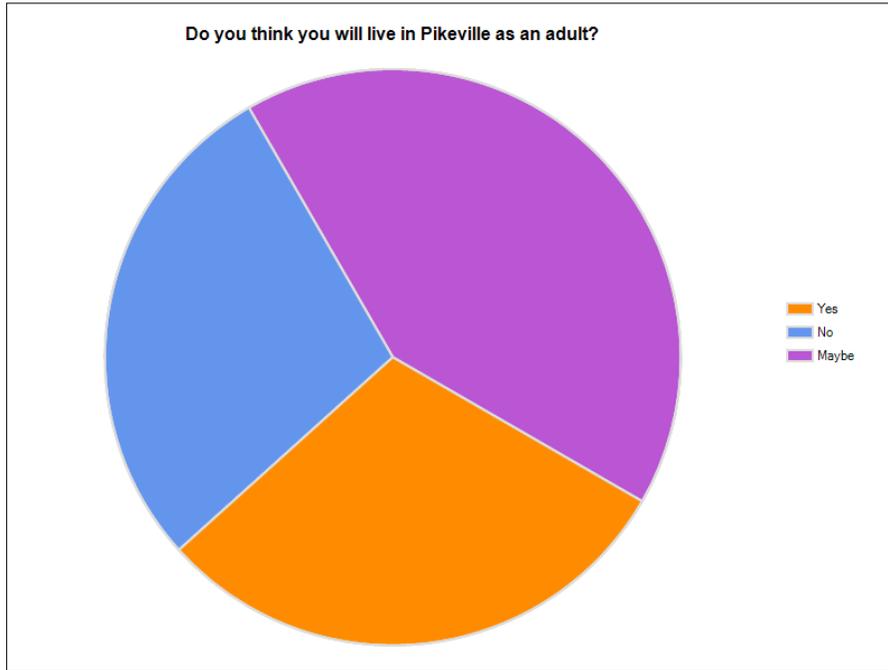
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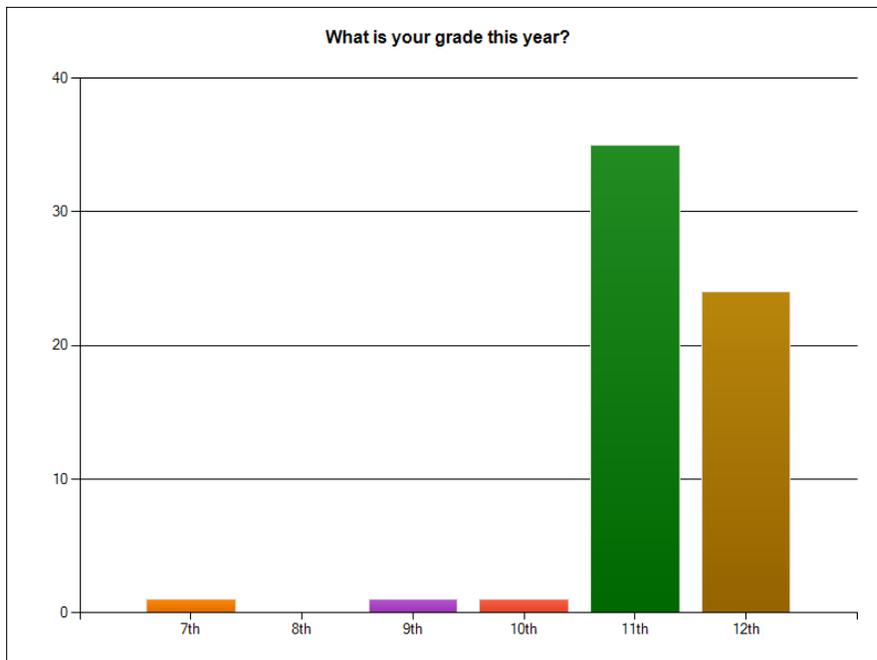
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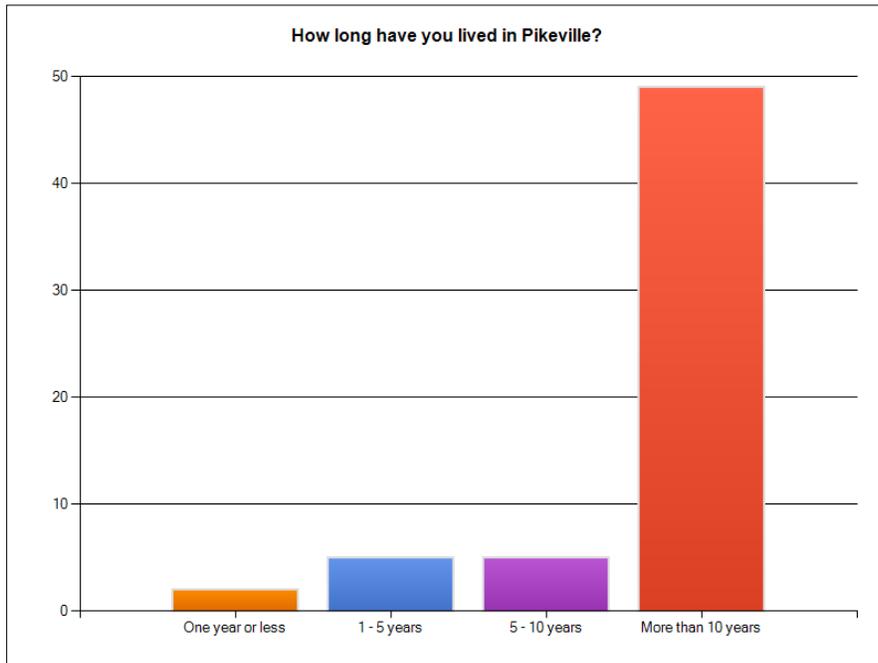
Question 7



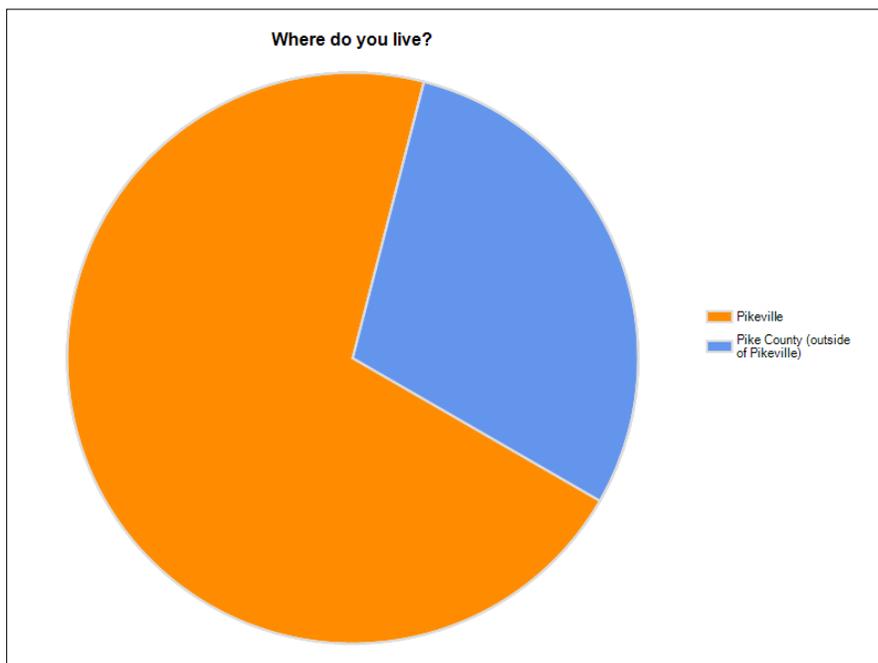
Question 8



Question 9



Question 10



**Pikeville Comprehensive Plan Update
Pikeville High School Focus Group
December 13, 2013, Pikeville High School**

This focus group was held at Pikeville High School, organized by Ms. Susan Huffman and facilitated by Miriam Silman. This was a follow-up to an informational gathering on November 1, 2013, introducing students to the City Commission and asking them to provide input for the Comprehensive Plan Update. These notes represent a summary of both discussions.

Information & Communication:

What media sources do you use to communicate with others and get news and information?

- Facebook (all)
- Twitter (some)
- Do NOT read the newspaper – get all news from internet, some from TV
- None of the students watch Pike TV regularly; many do not have access as their households have satellite television connections

Do you pay attention to politics?

- Yes to national politics – almost all participants had paid close attention to the recent presidential election
- No to local politics – not one of the participants could name a commissioner or knew who had run or been elected.

How to get young people to pay attention to/ participate in City activities?

- Social Media is the best way
- Appalachian Wireless has free giveaways for liking them on Facebook – consider something like that – e.g. tickets to expo center, etc.

What would you like to know from the City of Pikeville?

- Last year there was participation from some students in a recycling grant – one student asked where the money had been spent? City Manager Donovan Blackburn provided that information (Cardboard bailer & recycling center/ transfer station in collaboration with Pike County).

Implications: Students are not informed about or connected to the governmental authority & structure of the City of Pikeville. Even if they do make a connection there may not be follow-up to maintain that participation. Traditional news media such as newspapers and local television are not utilized by this demographic. The City of Pikeville should strongly consider using social media to engage young people in and make them aware of City activities.

Retail & Restaurant Resources:

What do you spend money on?

- Needs to be “worthwhile”
- Subjective for each person
- Music, food, gas, clothes, media, technology, sports

Where do you shop?

- Online
- Target – would like one locally
- Kohl’s – would like one locally

What kind of shopping would you like to see here?

- Would like a bookstore here – Barnes & Noble – could accommodate the internet café
- Ice Cream/ Frozen Yogurt shop – should be downtown – retro, like a 40s soda fountain – maybe a full diner
- Second hand record shop

Would you like to have an Internet Café in Pikeville?

- Yes – coffee house/ internet café
- Should be downtown – use one of the empty buildings – NOT up on College Hill – will not be accessible/ comfortable for non-UPike students
- Thompson Road would be okay – most have transportation (these were mostly juniors & seniors)
- Not a lot of current interaction with UPike students – this might be a way to promote it

What restaurants/ eateries would you like in Pikeville?

- Diner/ Soda Fountain
- Internet Café
- Coffee House
- Video Game Cafe

- More restaurants in town – casual, inexpensive but not fast food – like Cheddars, Panera, Shlotzky’s Deli
- Need a signature food/ restaurant that Pikeville can be known for
- Consider a café in the new library on Thompson Road
- Teen Club – like Karma at Myrtle Beach

Implications: While there have been many improvements to the retail and restaurant resources in Pikeville there is a gap in meeting the needs/ desires of this student demographic. Mid-price, non fast-food restaurants are in need Downtown. Casual places to sit and “hang out” with friends such as a coffee house, internet café, bookstore/ library café or video game café are in demand. Students are interested in department stores that provide a variety of goods (Target, Kohls) as well as specialty shops (bookstore, ice cream/ yogurt store). The idea of Pikeville developing a signature food is very creative and worth consideration.

Leisure & Entertainment:

What sports/ outdoor recreation facilities do you use in Pikeville and how well do they meet your needs?

- Soccer fields are good
- Bob Amos is good but not safe/ comfortable at night – needs more police presence or security
- Paint Ball field – not working for youth to use – too hard to get access to, coverage, needs to be fixed
- YMCA is outdated and “nasty” (dirty) and more geared for older people (don’t feel comfortable going there) – “our training facility at PHS is better than the Y”
- Would like more options for getting personal training at the YMCA
- Yoga & Zumba are good but yoga is not convenient for youth, Zumba needs more space
- Canoeing is not appealing
- Kayaking is appealing but no one is ever there, unclear how to rent/ participate – need better information out how and when it is available, how much it costs, etc.

What sports/ outdoor recreation facilities/ activities would you like to see in Pikeville?

- Would like Paint Ball and Air Soft facilities – could be a metal warehouse or something simple like that – does not need to be fancy at all
- Laser Tag – wish it was still here

- Put Put – but clean – the last one got so run down
- Indoor swimming pool would be great – bubble again like when our parents were young? -- would be good to have a lifeguard and designated free & adult swim times
- Need bike paths/ running paths through town – it is too dangerous now to ride a bike or run – people would use it – think about Hilton Head where everyone uses bikes
- Skating Rink would be fun
- Skateboarding – unclear if there is a strong demand or why it did not work out
- Spring soccer league would be good – for training and fun – does not have to be formally associated with a big league, could be more low key
- Frisbee Golf/ Ultimate Frisbee – cheap and accessible
- Teen Club – like Karma at Myrtle Beach
- Drive-in Movie Theatre – 100% interest & enthusiasm!
- Pikeville should tap into the national efforts to combat obesity and promote fitness, through community activities (e.g. First Sunday walks) and through the White House initiative Let's Move!
- Sportsman's Club & Firing Range – for safe use of firearms – so many people have them here, would be popular – some interest in Archery – not many as familiar with it but others interested

Implications: There are a number of outdoor recreation facilities in Pikeville but they do not necessarily cater to the interests or needs of young people. Safety, cleanliness and activity should all be considered as improvements are made. Some activities that would draw youth can be developed relatively inexpensively (Frisbee Golf, Paint Ball). Youth should be consulted and have an opportunity for input as new recreational activities and facilities are being considered and developed.

Other needs in Downtown?

- Parking is still a problem
- Difficult to get through the residential streets with parking on both sides on bicycle or jogging
- Public Transportation -- between downtown and other areas (Thompson Road, Bob Amos, etc.) – like the Trolley at Hillbilly Days
- Promote recycling opportunities – curbside pick up is the ideal
- Improve the Gazebo in the Park – it appears run down, not conducive to weddings & other nice activities – paint job, landscaping, etc. all needed

Implications: Participating students were mostly juniors and seniors and had access to cars and transportation. However, accessibility of new retail, restaurant and outdoor recreation should consider transportation needs. Further study of the need for and projected utilization of public transportation may be indicated.

Arts & Entertainment:

- Positive feedback about the construction of the JWT facility in Pikeville – excited to hear that there will be opportunities for youth involvement
- Like the Artisan Center Bears throughout downtown
- Positive feedback about Main Street Live – would like to expand it into the Spring & Fall in addition to Summer – best time slot? 7 – 9 p.m.
- LOVE Muscle on Main – think it is fun, appreciate the opportunities for fundraisers there
- Some disappointment in the Expo Center – it is not big enough to get “big acts” and sometimes what is there is not interesting enough to warrant spending the money
- Go to the movies (Riverfill 10) but it is expensive so only if there is something that is worthwhile seeing in the theatre (as opposed to home entertainment)
- Would like a Drive-in Movie Theatre
- More live music – could be done inexpensively by inviting local groups that play for Hillbilly Days to play for Main Street Live and similar events

Implications: Students are participating in the existing arts and entertainment activities but there are structural barriers (expense) and increased competition (availability of in-home entertainment). Outdoor activities in good weather are still a strong draw.

Impact of UPike on young people:

How does having UPike in the community impact you?

- Minimal interaction between PHS and UPike except for students who take classes at UPike
- *Interesting observation:* When colleges come to PHS to talk they don't bring students! Students are the best salespeople for college in general and specific colleges...

- One student comment: wish the medical school would move beyond only primary care training and provide specialty training – then would consider attending medical school there

Implications: There may be more opportunities for interaction between UPike and non-student youth living in Pikeville.

Economics of being a high school student:

What types of youth employment opportunities are there in Pikeville?

- Very limited
- Can only find work at Food City & Velocity
- Babysitting
- Fast Food
- Need more employment opportunities

Implications: Youth are suffering during in the current economic climate, but there may be more persistent barriers limiting opportunities for youth seeking employment.

Future of Pikeville:

Do you want to return to Pikeville to live as an adult?

- 2/3 said definitely yes, after college

Why do you think Pikeville would be a good place to live in the future?

- Good place to grow up
- Safe
- See people you know – not so big you feel alone or lost
- Everyone can have a back yard

Implications: These students feel very good about Pikeville as a place to have grown up and as a place to continue to live. As future residents they should be actively engaged and have opportunities for input into current decisions impacting development and growth of the city so that they feel a strong sense of ownership and desire to continue to live here. This emphasizes the need to utilize current technology and social media as a primary mode of communication with this demographic of future residents, voters and workers.

Other miscellaneous comments:

- The rivalry between Pikeville and Pike County is exaggerated
- Airport will be a very positive asset to the community

How can the City of Pikeville increase participation from youth:

- School survey this winter
- Add questions to the end of year survey they complete for school
- Have ongoing feedback through social media
- Develop short trailer(s) to be shown before movies (Pike TV could create & update from its footage)

Summary:

Participating students are overall very positive about living in Pikeville now and for the future. They see the benefits as far outweighing the problems, but they have some concrete ideas and suggestions about ways to make the City of Pikeville more hospitable for young people. The most important information may be that these students are interested in the City, and have creative and practical ideas for improvement. However, they do not know how to participate in and engage in the development and decision-making processes. The City should consider ways to promote this engagement and supp