

## CAMPBELL COUNTY CONSERVATION DISTRICT 2017 SURVEY RESULTS

In the spring of 2017, surveys were sent to land owners in south Campbell County at the request of the Campbell County Conservation District. The purpose of the survey is to assess residents' attitudes and preferences with respect to land uses and future development patterns. 2,240 surveys were mailed out and the survey was also posted on the Campbell County Conservation District's web site. 844 surveys were returned for a response rate of 38.0%. This report provides an overview of the attitudes and preferences.

### *Characteristics of the survey participants*

89% of the participants are residents of southern Campbell County and 95% own land in the southern portion of the county (Tables 1 and 2). When asked the name of the community closest to where they live (Table 3), almost 25% indicated California, 22% said Alexandria, 19% stated Grants Lick, and the remaining 25% live close to one of the many other small communities in southern Campbell County (Camp Springs, Cold Spring, Claryville, Melbourne, Mentor, Highland Heights, Silver Grove).

<b>Table 1</b>		
<b>Are you a resident of southern Campbell County?</b>		
<b>Response</b>	<b>%</b>	<b>Number</b>
<b>YES</b>	<b>89.3%</b>	<b>725</b>
<b>NO</b>	<b>10.7%</b>	<b>87</b>
<b>Total</b>	<b>100%</b>	<b>807</b>

<b>Table 2</b>		
<b>Do you own property in southern Campbell County?</b>		
<b>Response</b>	<b>%</b>	<b>Number</b>
<b>YES</b>	<b>95.2%</b>	<b>768</b>
<b>NO</b>	<b>4.8%</b>	<b>39</b>
<b>Total</b>	<b>100%</b>	<b>807</b>



<b>Table 3</b>		
<b>What is the community nearest to where you live or that you identify with</b>		
<b>Response</b>	<b>%</b>	<b>Number</b>
<b>California</b>	<b>24.6%</b>	<b>205</b>
<b>Alexandria</b>	<b>22.2%</b>	<b>185</b>
<b>Grants Lick</b>	<b>19.1%</b>	<b>159</b>
<b>Camp Springs</b>	<b>9.4%</b>	<b>78</b>
<b>Cold Spring</b>	<b>7.3%</b>	<b>61</b>
<b>Claryville</b>	<b>6.7%</b>	<b>56</b>
<b>Melbourne</b>	<b>6.1%</b>	<b>51</b>
<b>Mentor</b>	<b>2.2%</b>	<b>18</b>
<b>Highland Heights</b>	<b>1.6%</b>	<b>13</b>
<b>Silver Grove</b>	<b>0.7%</b>	<b>6</b>
<b>Total</b>	<b>100%</b>	<b>832</b>

Nearly two-thirds (64.5%) of the participants are male (Table 4). According to the 2012 Census of Agriculture reported 69% of farm operators in Campbell County were male so, there is a similarity in the gender distribution of the county's farm operators and the respondents to this survey.

<b>Table 4</b>		
<b>Are you</b>		
<b>Response</b>	<b>%</b>	<b>Number</b>
<b>Male</b>	<b>64.5%</b>	<b>515</b>
<b>Female</b>	<b>35.5%</b>	<b>283</b>
<b>Total</b>	<b>100%</b>	<b>798</b>



10.6% of the participants are age 39 and younger (Table 5). Another 20.4% are age 40 to 54; 32.6% are age 55 to 64, 24.6% are age 65 to 74, while 11.8% are age 75 and older. In other words, one third of the survey participants are age 65 and older, one third are age 55 to 64 and less than one third are age 54 and younger. According to the 2012 Census of Agriculture, the average age of farmers in Campbell County was 58 and 57.7 in 2012. Hence the age distribution of these survey respondents is similar to that of those counted in the Census of Agriculture.

<b>Table 5</b>		
<b>What age range best describes you?</b>		
<b>Response</b>	<b>%</b>	<b>Number</b>
<b>20 - 29</b>	<b>1.6%</b>	<b>13</b>
<b>30 - 39</b>	<b>9.0%</b>	<b>72</b>
<b>40 - 54</b>	<b>20.4%</b>	<b>164</b>
<b>55 - 64</b>	<b>32.6%</b>	<b>262</b>
<b>65 - 74</b>	<b>24.6%</b>	<b>198</b>
<b>75+</b>	<b>11.8%</b>	<b>95</b>
<b>Total</b>	<b>100%</b>	<b>804</b>

Nearly one quarter of the survey respondents own 10 acres or less and 49.3% operate between 10 and 40 acres (Table 6). 20.2% operate farms of 41 to 100 acres and the remaining 6.4% own 100 acres or more. It is not possible to do an exact comparison with the size of farm operations in the 2012 Census of Agriculture. However, it can be said that a significantly larger number of the participants in the survey own 10 acres or less (24.2% v 4.4%) and similar proportions operate 10 to 40 acres (49.3%) or 10 to 49 acres (43.7% in 2012 Census). In the 2012 Census of Agriculture, the mean size of farms was 84 acres and the median size was 50 acres.



<b>Response</b>	<b>%</b>	<b>Number</b>
<b>Less than 1 acre</b>	<b>0.9%</b>	<b>7</b>
<b>1 to 10 acres</b>	<b>23.3%</b>	<b>183</b>
<b>10.1 to 20 acres</b>	<b>29.1%</b>	<b>228</b>
<b>21 to 40 acres</b>	<b>20.2%</b>	<b>158</b>
<b>41 to 60 acres</b>	<b>11.5%</b>	<b>90</b>
<b>61 to 80 acres</b>	<b>3.8%</b>	<b>30</b>
<b>81 to 100 acres</b>	<b>4.9%</b>	<b>38</b>
<b>100 or more acres</b>	<b>6.4%</b>	<b>50</b>
<b>Total</b>	<b>100%</b>	<b>784</b>

*Use of land and reasons for moving to or staying in South Kenton County and*

When asked about how they use their land (Table 7), 40.1% stated "subsistence farming for the family's own use" and 9.1% stated they had a "commercial agricultural operation." 27% indicated that their land was used for "residential as well as conservation/preservation purposes," and 24% noted that their land was for residential purposes only. This is a remarkably high proportion of respondents who assert that their primary relationship to their land is to provide for their family's own food needs. Moreover, that fact that over a quarter of the respondents report that their land's primary use is conservation or preservation is also significant since this indicates a broad opportunity for Conservation District programs.

Survey participants also identified their reasons for moving to or remaining in Campbell County (Table 8). The responses cluster into two themes. First is the "desire for a rural lifestyle" (29.2%) as well as an opportunity to "raise food for my family" (12.7%). The other theme is family, since a quarter of the reasons focus on the desire 'to be close to family" and another 16.3% state their tie to the community is the importance of retaining "the family farm." Hence, a rural lifestyle and family are the primary anchors for life in southern Campbell County. 7.4% of the reasons reflect the "easy access to



employment" because of their residence in southern Campbell County and 3.6% state that what ties them to the area is their "commercial farm."

<b>Table 7</b>		
<b>Which of the following best describes the use of your land?</b>		
<b>Response</b>	<b>%</b>	<b>Number</b>
<b>Subsistence farming for family's own use</b>	<b>40.1%</b>	<b>320</b>
<b>Residential as well as conservation/preservation purposes</b>	<b>27.0%</b>	<b>216</b>
<b>Residential only</b>	<b>23.8%</b>	<b>190</b>
<b>Commercial agricultural operation</b>	<b>9.1%</b>	<b>73</b>
<b>Total</b>	<b>100%</b>	<b>799</b>

<b>Table 8</b>		
<b>Select all of your reasons for moving to or remaining in Campbell County</b>		
<b>Response</b>	<b>%</b>	<b>Number</b>
<b>To experience a rural lifestyle</b>	<b>29.2%</b>	<b>620</b>
<b>To be close to family</b>	<b>25.1%</b>	<b>534</b>
<b>To retain the family farm</b>	<b>16.3%</b>	<b>346</b>
<b>To raise food for my family</b>	<b>12.7%</b>	<b>269</b>
<b>Easy access to employment</b>	<b>7.4%</b>	<b>157</b>
<b>To farm for commercial use</b>	<b>3.6%</b>	<b>77</b>
<b>Other</b>	<b>5.8%</b>	<b>124</b>
<b>Total</b>	<b>100%</b>	<b>2,127</b>



*Perspectives on land use and future development*

All of us have an image in our mind when we think of a rural area. Survey respondents were asked to indicate a description that best reflects what comes to their mind when they think of a rural landscape (Table 9). 74.5% state they think of "wide areas of open grass land or pastures or unbroken wooded tracts" and 66.5% say that "small operating family farms (under 50 acres) represent the meaning of a rural landscape. 47.5% say it is "large operating farms (50 acres or more)" while 29.5% report that "large single home lots (5 acres or more)" are part of the rural landscape while 22.6% feel it would include "stand alone small stores and service businesses."

<b>Table 9</b>						
<b>How much does each of these statements reflect what you think of when you imagine a rural landscape?</b>						
<b>When I think of a rural landscape, I think of or picture a place with....</b>	<b>Not at all</b>		<b>Somewhat</b>		<b>Very Much</b>	
	<b>%</b>	<b>N</b>	<b>%</b>	<b>N</b>	<b>%</b>	<b>N</b>
<b>Wide areas of open grass land or pastures or unbroken wooded tracts</b> <b>N = 836</b>	<b>1.9%</b>	<b>16</b>	<b>23.6%</b>	<b>197</b>	<b>74.5%</b>	<b>623</b>
<b>Small operating family farms (Under 50 acres)</b> <b>N = 833</b>	<b>3.4%</b>	<b>28</b>	<b>30.1%</b>	<b>251</b>	<b>66.5%</b>	<b>554</b>
<b>Large operating farms (50 acres or more)</b> <b>N = 827</b>	<b>10.6%</b>	<b>88</b>	<b>41.8%</b>	<b>346</b>	<b>47.5%</b>	<b>393</b>
<b>Large single home lots (5 acres or more)</b> <b>N = 833</b>	<b>26.8%</b>	<b>223</b>	<b>43.7%</b>	<b>364</b>	<b>29.5%</b>	<b>246</b>
<b>Stand alone small stores and service businesses</b> <b>N = 827</b>	<b>27.7%</b>	<b>229</b>	<b>49.7%</b>	<b>411</b>	<b>22.6%</b>	<b>187</b>
<b>Groupings of adjacent small stores and service businesses in and around small communities (e.g., Grant's</b>	<b>17.6%</b>	<b>13</b>	<b>68.9%</b>	<b>51</b>	<b>13.5%</b>	<b>10</b>



<b>Lick, Mentor)</b> N = 74						
<b>Clustered housing developments with less than one acre lot sizes</b> N = 822	<b>92.2%</b>	<b>758</b>	<b>6.1%</b>	<b>50</b>	<b>1.7%</b>	<b>14</b>
<b>Large office/facility buildings (private or government)</b> N = 837	<b>94.7%</b>	<b>793</b>	<b>4.3%</b>	<b>36</b>	<b>1.0%</b>	<b>8</b>
<b>Large supermarkets or discount stores with large illuminated parking lots</b> N = 838	<b>92.5%</b>	<b>775</b>	<b>6.7%</b>	<b>56</b>	<b>0.8%</b>	<b>7</b>
<b>Factories or warehouses</b> N = 835	<b>93.7%</b>	<b>782</b>	<b>5.6%</b>	<b>47</b>	<b>0.7%</b>	<b>6</b>

These descriptions probably represent what most people think of when they picture a rural landscape. What does not reflect a rural landscape are "clustered housing developments with less than one acre lot sizes," "large office/facility buildings (private or government)," "large supermarkets or discount stores with large illuminated parking lots," and "factories or warehouses." Each of these had 90% or more of the survey respondents say that the statement did "not at all" represent a rural landscape.

Table 10 highlights what the participants in this survey feel are the three most important types of land to preserve and protect in southern Campbell County. These are: farmland (for crops and/or pasture) (30.7%), natural landscapes for plants and wildlife (29.7%) and, natural landscapes for outdoor recreation such as hiking or trail riding (19.5%).

<b>Table 10</b>		
<b>The three most important types of land to preserve and protect in southern Campbell County.</b>		
<b>Response</b>	<b>%</b>	<b>Number</b>
<b>Farmland (for crops and/or pasture)</b>	<b>30.7%</b>	<b>741</b>
<b>Natural landscapes for plants and wildlife</b>	<b>29.7%</b>	<b>718</b>



<b>Natural landscapes for outdoor recreation such as hiking or trail riding</b>	<b>19.5%</b>	<b>472</b>
<b>Scenic views and vistas</b>	<b>11.7%</b>	<b>283</b>
<b>Natural landscapes and farms for tourism enterprises</b>	<b>8.3%</b>	<b>201</b>
<b>Total</b>	<b>100%</b>	<b>2,415</b>

Participants also commented on what they viewed as the three greatest threats to farmland and natural landscape preservation in southern Campbell County (Table 11). 23% identified "Urban and/or suburban development patterns," 19% indicated "Lack of public interest and concern," and 17% noted "Few or no public policies that support continuation and expansion of farming." Another 16% stated that there was "No comprehensive plan for land preservation" in Campbell County. These responses indicate a sense that others in the county do not share the same interest in protecting the agricultural industry and the rural landscape that it is a part of as much as those who reside in southern Campbell County.

<b>Table 11</b>		
<b>The three greatest threats to farmland and natural landscape preservation in southern Campbell County.</b>		
<b>Response</b>	<b>%</b>	<b>Number</b>
<b>Urban and/or suburban development patterns</b>	<b>22.9%</b>	<b>536</b>
<b>Lack of public interest and concern</b>	<b>18.9%</b>	<b>442</b>
<b>Few or no public policies that support continuation and expansion of farming</b>	<b>17.3%</b>	<b>404</b>
<b>No comprehensive plan for land preservation</b>	<b>15.9%</b>	<b>373</b>
<b>Farm profitability</b>	<b>14.8%</b>	<b>346</b>
<b>Intergenerational transfer of land ownership</b>	<b>10.2%</b>	<b>239</b>
<b>Total</b>	<b>100%</b>	<b>2,340</b>





The mental images participants have of what a rural landscape is like and their views on the types of land that need to be protected are reaffirmed in how they responded to a series of statements about land use and development in the southern part of Campbell (Table 12). 91.2% strongly agree or agree that "It is important to keep agriculture a viable part of the southern Campbell County economy." Similarly, 88.1% strongly agree or agree that "It is important to maintain the rural character of southern Campbell County." Moreover, 82.6% strongly agree or agree that "Subdivisions and other residential development should be directed away from land which is being used for agriculture." A much smaller proportion of the survey participants express a desire to support the protection of land by directing "Subdivisions and other residential development ... away from land which is being used for preservation or conservation purposes."

But if growth should occur in the future, 82.8% strongly agree or agree that "If residential and retail development occurs around existing communities, it should maintain the small community character of these places." Moreover, 71.7% strongly agree or agree that "Residential and retail development in southern Campbell County should only be permitted around communities with appropriate infrastructure." There is a powerful reason for this, from the perspective of 74.5% of these respondents. The reason is that "If there is unrestricted residential growth in southern Campbell County, I am concerned that my property taxes will have to increase to pay for the cost of new services."

<b>Table 12 Perspectives on Land Use in Southern Campbell County</b>					
<b>Please indicate the extent to which you agree or disagree with the following statements.</b>	<b>Strongly Disagree 1</b>	<b>Dis-agree 2</b>	<b>Neutral 3</b>	<b>Agree 4</b>	<b>Strongly Agree 5</b>
<b>It is important to keep agriculture a viable part of the southern Campbell County economy</b> <b>N = 844</b>	<b>1.2% (10)</b>	<b>1.4% (12)</b>	<b>6.2% (52)</b>	<b>28.2% (238)</b>	<b>63.0% (532)</b>
<b>It is important to maintain the rural character of southern Campbell County</b> <b>N = 845</b>	<b>1.8% (15)</b>	<b>2.8% (24)</b>	<b>7.3% (62)</b>	<b>25.7% (217)</b>	<b>62.4% (527)</b>
<b>Subdivisions and other residential development should be directed away from land</b>	<b>2.4% (20)</b>	<b>4.2% (35)</b>	<b>10.9% (92)</b>	<b>30.5% (257)</b>	<b>52.1% (439)</b>



which is being used for agriculture N = 843					
I am satisfied with my access and availability to commercial and retail stores where I live N = 841	2.1% (18)	4.0% (34)	6.4% (54)	40.7% (342)	46.7% (393)
If there is unrestricted residential growth in southern Campbell County, I am concerned that my property taxes will have to increase to pay for the cost of new services N = 840	2.6% (22)	5.1% (43)	17.7% (149)	33.7% (283)	40.8% (343)
I am interested in learning about ways to protect my farm as agricultural land into the future N = 829	2.3% (19)	3.0% (25)	29.6% (245)	29.2% (242)	35.9% (298)
If residential and retail development occurs around existing communities, it should maintain the small community character of these places N = 839	1.5% (13)	3.1% (26)	12.5% (105)	48.0% (403)	34.8% (292)
Roads in southern Campbell County need significant improvements (e.g., widening, straightening, side ditch maintenance) N = 842	3.6% (30)	10.0% (84)	22.4% (189)	35.7% (301)	28.3% (238)
Existing regulations that permit a minimum lot size of 1 acre is appropriate zoning for southern Campbell County N = 837	8.7% (73)	13.1% (110)	22.5% (188)	30.0% (251)	25.7% (215)
Residential and retail development in southern Campbell County should only	3.0% (25)	4.5% (38)	20.9% (175)	48.9% (410)	22.8% (191)



<b>be permitted around communities with appropriate infrastructure</b> <b>N = 839</b>					
<b>Internet access in southern Campbell County is sufficient for my needs</b> <b>N = 832</b>	<b>17.9%</b> <b>(149)</b>	<b>15.3%</b> <b>(127)</b>	<b>14.2%</b> <b>(118)</b>	<b>32.1%</b> <b>(267)</b>	<b>20.6%</b> <b>(171)</b>
<b><i>Subdivisions and other residential development should be directed away from land which is being used for preservation or conservation purposes</i></b> <b>N = 125</b>	<b>4.8%</b> <b>(6)</b>	<b>3.2%</b> <b>(4)</b>	<b>61.6%</b> <b>(77)</b>	<b>12.0%</b> <b>(15)</b>	<b>18.4%</b> <b>(23)</b>
<b>If residential and retail development occurs around these existing communities, it should allow these communities to grow more</b> <b>N = 831</b>	<b>7.1%</b> <b>(59)</b>	<b>13.1%</b> <b>(109)</b>	<b>36.7%</b> <b>(305)</b>	<b>35.0%</b> <b>(291)</b>	<b>8.1%</b> <b>(67)</b>
<b>Southern Campbell County needs to have more employment centers (e.g., clusters of large employers).</b> <b>N = 843</b>	<b>25.9%</b> <b>(218)</b>	<b>33.7%</b> <b>(284)</b>	<b>28.9%</b> <b>(244)</b>	<b>7.7%</b> <b>(65)</b>	<b>3.8%</b> <b>(32)</b>
<b><i>Southern Campbell County needs more new roads</i></b> <b>N = 103</b>	<b>7.8%</b> <b>(8)</b>	<b>12.6%</b> <b>(13)</b>	<b>65.0%</b> <b>(67)</b>	<b>9.7%</b> <b>(10)</b>	<b>4.8%</b> <b>(5)</b>
<b>Subdivisions should be allowed in undeveloped areas</b> <b>N = 838</b>	<b>33.1%</b> <b>(277)</b>	<b>27.8%</b> <b>(233)</b>	<b>24.5%</b> <b>(205)</b>	<b>11.3%</b> <b>(95)</b>	<b>3.3%</b> <b>(28)</b>

What strategies do respondents support for sustaining the rural character and the farms of southern Campbell County? First, only 14.6% support (strongly agree or agree) the idea that "Subdivisions should be allowed in undeveloped areas." 65.1% indicate that they are "interested in learning about ways to protect my farm as agricultural land into



the future." But, 55.7% believe (strongly agree or agree) that "Existing regulations that permit a minimum lot size of 1 acre are appropriate zoning for southern Campbell County," so efforts to increase the minimum lot size would meet with mixed support. Finally, 43.1% strongly agree or agree that "If residential and retail development occurs around these existing communities, it should allow these communities to grow more."

Even though many of these respondents live in rural areas, 87.4% assert (strongly agree or agree) with the statement, "I am satisfied with my access and availability to commercial and retail stores where I live." Moreover, only 11.5% support (strongly agree or agree) the idea that "Southern Campbell County needs to have more employment centers (e.g., clusters of large employers)." This likely reflects the fact that living in southern Campbell County still allows access to employment centers in the region. This likely accounts for the strong support (64.0% strongly agree or agree) for the statement that "Roads in southern Campbell County need significant improvements (e.g., widening, straightening, side ditch maintenance)." Interestingly, though, support for new roads in southern Campbell County is much more divided (65% neutral on this issue).

Those survey participants who own farmland in southern Campbell County were asked to indicate what they would prefer to and what will actually happen to their farm when they stopped actively farming (Tables 13, 14 and 15). To make the comparison simpler to see a comparison of the prefer and will ACTUALLY happen is presented first. More than three quarters would prefer that a family member or other heirs would continue to farm the land, but slightly less than half believe this will actually happen. Indeed, all three options that would keep their land actively in agriculture have a higher proportion of respondents saying they would prefer these outcomes but a smaller number saying this will actually happen. Only the option of "sell to a developer" shows a quadrupling in the proportion of respondents selecting this option. In other words, what farmland owners hope is the future of their farm is very different from what they expect will actually happen to their farm.

<b>Table 13 Comparison of Farmland Owners Expectations On the Future of their Farms</b>		
<b>Possible Outcomes</b>	<b>What I Prefer</b>	<b>What I believe will Actually happen</b>
<b>Have a family member or other heirs continue to farm the land</b>	<b>76.9%</b>	<b>49.2%</b>
<b>Sell to another farmer</b>	<b>31.9%</b>	<b>23.1%</b>
<b>Rent the land to another farmer</b>	<b>17.8%</b>	<b>17.5%</b>



<b>Sell to a developer</b>	<b>3.0%</b>	<b>12.9%</b>

<b>Table 14</b>						
<b>Please indicate the extent to which you would PREFER to have the following happen to your farm when you stop farming</b>						
<b>Preference</b>	<b>Not at all</b>		<b>Somewhat</b>		<b>Very Much</b>	
	<b>%</b>	<b>N</b>	<b>%</b>	<b>N</b>	<b>%</b>	<b>N</b>
<b>Have a family member or other heirs continue to farm the land</b> <b>N = 641</b>	<b>3.1%</b>	<b>20</b>	<b>20.0%</b>	<b>128</b>	<b>76.9%</b>	<b>493</b>
<b>Sell to another farmer</b> <b>N = 593</b>	<b>9.4%</b>	<b>63</b>	<b>28.7%</b>	<b>197</b>	<b>31.9%</b>	<b>333</b>
<b>Rent the land to another farmer</b> <b>N = 584</b>	<b>15.8%</b>	<b>106</b>	<b>42.6%</b>	<b>292</b>	<b>17.8%</b>	<b>186</b>
<b>Sell to a developer</b> <b>N = 583</b>	<b>71.9%</b>	<b>483</b>	<b>10.1%</b>	<b>69</b>	<b>3.0%</b>	<b>31</b>

<b>Table 15</b>						
<b>Please indicate how likely you believe the following will ACTUALLY happen to your farm when you stop farming</b>						
<b>Belief in future outcome</b>	<b>Not at all</b>		<b>Somewhat</b>		<b>Very Much</b>	
	<b>%</b>	<b>N</b>	<b>%</b>	<b>N</b>	<b>%</b>	<b>N</b>
<b>Have a family member or other heirs continue to farm the land</b> <b>N = 628</b>	<b>12.9%</b>	<b>81</b>	<b>37.9%</b>	<b>238</b>	<b>49.2%</b>	<b>309</b>
<b>Sell to another farmer</b> <b>N = 580</b>	<b>27.8%</b>	<b>161</b>	<b>49.1%</b>	<b>285</b>	<b>23.1%</b>	<b>134</b>



<b>Rent the land to another farmer</b> <b>N = 582</b>	<b>35.6%</b>	<b>207</b>	<b>46.9%</b>	<b>273</b>	<b>17.5%</b>	<b>102</b>
<b>Sell to a developer</b> <b>N = 589</b>	<b>62.3%</b>	<b>367</b>	<b>24.8%</b>	<b>146</b>	<b>12.9%</b>	<b>76</b>

*The proposed Cincy Eastern Bypass – A solution or another problem?*

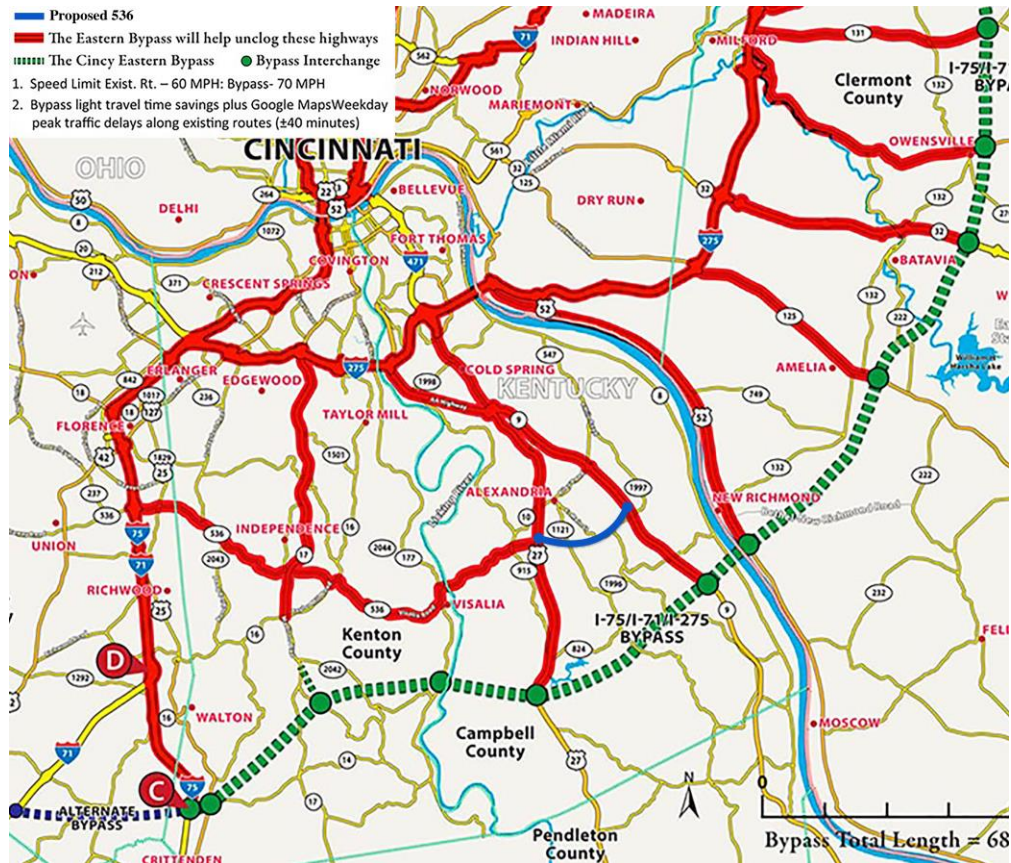
As noted earlier, the majority of survey participants neither agreed nor disagreed with the need for new roads in southern Campbell County. But one particular road project has attracted considerable discussion. The survey presented a map of the proposed route of the Cincy Eastern Bypass so that respondents could situate their land in relation to the possible route and then asked a series of questions, after this introduction.

*The map shows the probable route of the proposed "Cincy Eastern Bypass." This would be a new 4-lane 70 mph limited access interstate highway from I-75 just west of Dixie Highway at 14, northeast across south Kenton County, through southern Campbell County, and into Ohio.*

*Investments also have been made in the planning and design for improving and expanding the KY 536 corridor in both Kenton and Campbell Counties. This would provide a connection from I-75 at Mt. Zion Road to the AA Hwy.*







The first issue drawing agreement by a majority of the participants focused on the impacts of the proposed bypass (Table 16). It is important to understand the context of the comments of 39.5% of the respondents who stated (strongly agree or agree) that “The property I own will be directly affected by the proposed route of the Cincy Eastern Bypass,” so this provides a context from which 4 in 10 commented on these statements. More than half of all survey participants asserted (strongly agree or agree) that “Construction of the proposed Cincy Eastern Bypass will damage the environmental quality (56.3%) and/or the agricultural resources (56.7%) of southern Campbell County.”

It is important to place these perspectives within another context and that is the existing discussions and planning for improvements to Hwy 536 which has continued for many years. In this discussion, 25.7% indicate that property they own will be directly affected by the proposed route for the expansion and extension of KY 536. Over half of the survey participants state “I support the improvement and expansion of the KY 536 corridor to provide a connection to the AA highway.” Despite this, many believe (strongly agree and agree) that “Improvement and expansion of the KY 536 corridor to provide a connection from US 27 to the AA highway will damage the environmental quality (47%) and/or the agricultural resources (39.7%) of southern Campbell County.”

Responses to three options indicate how conflicted residents of southern Campbell County are with respect to all these proposed road projects.

- 47% are neutral on the statement “I support the construction of the proposed Cincy Eastern Bypass.”
- 39.1% strongly agree or agree with the statement “I support BOTH the construction of the proposed Cincy Eastern Bypass AND the improvement of the KY 536 corridor to provide a connection to the AA highway,” while 39.8% strongly disagree or simply disagree
- And, while a less active discussion, 41.1% strongly agree or agree with the statement “I support the construction and maintenance of another Ohio River and Licking River bridge in southern Campbell County” while 30.7% strongly disagree or disagree.

<b>Table 16 Perspectives on Proposed Road Projects</b>					
<b>Please indicate the extent to which you agree or disagree with the following statements.</b>	<b>Strongly Disagree 1</b>	<b>Dis-agree 2</b>	<b>Neutral 3</b>	<b>Agree 4</b>	<b>Strongly Agree 5</b>
<b>Construction of the proposed Cincy Eastern Bypass will damage the environmental quality of southern Campbell County</b>  N = 794	<b>6.4% (51)</b>	<b>12.3% (98)</b>	<b>24.9% (198)</b>	<b>22.5% (179)</b>	<b>33.8% (268)</b>
<b>Construction of the proposed Cincy Eastern Bypass will damage the agricultural resources of southern Campbell County</b>  N = 793	<b>6.7% (53)</b>	<b>11.1% (88)</b>	<b>25.6% (203)</b>	<b>23.8% (189)</b>	<b>32.8% (260)</b>
<b>I support the improvement and expansion of the KY 536 corridor to provide a connection to the AA highway</b>  N = 790	<b>15.3% (121)</b>	<b>9.1% (72)</b>	<b>21.4% (169)</b>	<b>30.1% (238)</b>	<b>24.1% (190)</b>
<b>Improvement and expansion of the KY 536 corridor to provide a connection from US 27 to the</b>	<b>11.6% (80)</b>	<b>20.9% (144)</b>	<b>20.3% (140)</b>	<b>23.3% (161)</b>	<b>23.9% (165)</b>





<b>AA highway will damage the environmental quality of southern Campbell County</b> N = 690					
<b>The property I own will be directly affected by the proposed route of the Cincy Eastern Bypass</b> N = 780	<b>22.9%</b> <b>(179)</b>	<b>20.6%</b> <b>(161)</b>	<b>20.5%</b> <b>(160)</b>	<b>14.4%</b> <b>(112)</b>	<b>21.5%</b> <b>(168)</b>
<b>Improvement and expansion of the KY 536 corridor to provide a connection to the AA highway will damage the agricultural resources of southern Campbell County</b> N = 791	<b>9.4%</b> <b>(74)</b>	<b>18.3%</b> <b>(145)</b>	<b>32.6%</b> <b>(258)</b>	<b>20.1%</b> <b>(159)</b>	<b>19.6%</b> <b>(155)</b>
<b>I support BOTH the construction of the proposed Cincy Eastern Bypass AND the improvement of the KY 536 corridor to provide a connection to the AA highway</b> N = 794	<b>26.6%</b> <b>(211)</b>	<b>13.2%</b> <b>(105)</b>	<b>21.2%</b> <b>(168)</b>	<b>19.4%</b> <b>(154)</b>	<b>19.7%</b> <b>(156)</b>
<b>I support the construction and maintenance of another Ohio River and Licking River bridge in southern Campbell County</b> N = 788	<b>20.2%</b> <b>(159)</b>	<b>10.5%</b> <b>(83)</b>	<b>28.2%</b> <b>(222)</b>	<b>24.5%</b> <b>(193)</b>	<b>16.6%</b> <b>(131)</b>
<b>The property I own will be directly affected by the proposed route for the expansion and extension of KY 536</b> N = 776	<b>25.6%</b> <b>(199)</b>	<b>24.4%</b> <b>(189)</b>	<b>24.4%</b> <b>(189)</b>	<b>12.0%</b> <b>(93)</b>	<b>13.7%</b> <b>(106)</b>
<b><i>I support the construction of the proposed Cincy Eastern Bypass</i></b> N = 83	<b>21.7%</b> <b>(18)</b>	<b>4.8%</b> <b>(4)</b>	<b>47.0%</b> <b>(39)</b>	<b>7.2%</b> <b>(6)</b>	<b>19.3%</b> <b>(16)</b>



*Perspectives on the Campbell County Conservation District*

<b>Table 17</b>		
<b>Are you familiar with the Campbell County Conservation District?</b>		
<b>Response</b>	<b>%</b>	<b>Number</b>
<b>YES</b>	<b>73.2%</b>	<b>602</b>
<b>NO</b>	<b>26.8%</b>	<b>220</b>
<b>Total</b>	<b>100%</b>	<b>822</b>

Three quarters of the survey respondents indicated they are familiar with the Campbell County Conservation District (Table 17). The participants were asked to indicate all the Campbell County Conservation District programs they were familiar with (Table 18) and the top 8 programs are highlighted in this table.

More than one in five (22.9%) of the survey respondents indicate that they are familiar with the Back Roads Farm Tour. But then familiarity with Conservation District programs drops precipitiously with the second most recognizable program the Kentucky Heritage Land Conservation Properties (Hawthorne Crossing Conservation Area and the Saint Ann Woods and Wetlands). Agricultural Districts and Tree Planting Grants each received recognition by 8.2% of the respondents, while 7.3% said they were familiar with each of the following programs (Dead Animal Removal Grant, Lime Spreader Rental and Farm to Fork). It is remarkable that the respondents to this survey generated 2,428 responses to this list of 15 sponsored programs for an average of 162 persons saying they were familiar with a particular county-sponsored program.

<b>Table 18</b>		
<b>Please check all the Conservation District programs you are familiar with</b>		
<b>Response</b>	<b>%</b>	<b>Number</b>
<b>Back Roads Farm Tour</b>	<b>22.9%</b>	<b>555</b>
<b>Kentucky Heritage Land Conservation Properties (Hawthorne Crossing Conservation Area and the Saint Ann Woods and Wetlands)</b>	<b>8.7%</b>	<b>210</b>



<b>Agricultural Districts</b>	<b>8.2%</b>	<b>199</b>
<b>Tree Planting Grant</b>	<b>8.2%</b>	<b>199</b>
<b>Dead Animal Removal Grant</b>	<b>7.3%</b>	<b>178</b>
<b>Lime spreader rental</b>	<b>7.3%</b>	<b>178</b>
<b>Farm to Fork</b>	<b>7.3%</b>	<b>176</b>
<b>Scholarships</b>	<b>6.6%</b>	<b>159</b>
<b>Art and Writing Contest</b>	<b>5.1%</b>	<b>124</b>
<b>Supervised agricultural experience (SAE) placement program with Campbell County High School</b>	<b>4.2%</b>	<b>102</b>
<b>Education Grant</b>	<b>3.8%</b>	<b>91</b>
<b>Farm dumps</b>	<b>3.4%</b>	<b>82</b>
<b>Right to Farm Forum</b>	<b>3.3%</b>	<b>79</b>
<b>Nontraditional Agriculture</b>	<b>3.1%</b>	<b>75</b>
<b>Envirothon</b>	<b>0.9%</b>	<b>21</b>
<b>Total</b>	<b>100%</b>	<b>2,428</b>

## Summary

The Campbell County Agricultural Development Council 2015 Update of the Campbell County Comprehensive Plan eerily foreshadows many of the results of this survey. For example, that report noted the great potential for Campbell County farmers to produce for local markets and to offer agritourism experiences. That report also noted several challenges for agricultural production in the county such as the high price of land, the aging farming population and “the lack of understanding of the importance of agriculture by our urban citizens” (p. 6). The report goes on to say:

“Lack of public knowledge about the importance of agriculture continues to threaten existing farming operations. While Campbell County has not experienced as rapid an urban growth as neighboring counties, we nonetheless will continue to see urban



development encroaching agriculture enterprises. This will and has impacted traditional county agriculture in two ways. Land values have escalated to the point where their cost is prohibitive for potential producers to initiate new farming enterprises or existing farmers to expand. As urban expansion escalates, environmental concerns will become more of an issue” (p.6).”

While the age of farm operators is rising, it is significant that 10% of the respondents to this survey were 39 and younger. Small subsistence as well as commercial farm operators predominated in this survey and reflect the opportunity people have to live a rural agricultural lifestyle in southern Campbell County with the access to urban opportunities they want and need. While there is an overwhelming desire for the rural landscape and the farming way of life to continue and thrive, respondents pinpointed the challenge as did the Agricultural Development Council: “Lack of public knowledge about the importance of agriculture continues to threaten existing farming operations.” The rural landscape of southern Campbell County contributes significantly to the economic diversity, environmental health and quality of life, yet it seems to be taken for granted by many in the county. The overwhelming majority of these respondents hope to see their farms continue in agricultural production in the future or contributing to the environmental vigor of the region, but sadly too many don’t think this will actually happen.

Communities across the nation are pursuing public policies as well as public/private partnerships to insure a future for their natural and agricultural resources and opportunities for their residents who cherish a way of life and places that enrich their lives. The participants in this survey are not saying don’t grow as a community, instead, do so with an understanding of the values that are provided by the southern part of the county.

This report is a collaboration of Drs. Lori Garkovich and Darryl Strode of the Department of Community and Leadership Development at the University of Kentucky.

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