Community Analysis of the "Windshield Experience:"

Use of Resident Employed Photography in Developing an Application for National Scenic By-Way Designation for the Ashley River Road

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Description

Presents a summary of analyses integrating diverse stakeholder values in the development of a community-based application for National Scenic By-Way designation for a stretch of historic road in Charleston and Dorchester Counties, South Carolina. Combines qualitative and quantitative data derived from Resident Employed Photography (REP) analyzed through “community values interpretive modeling” techniques, representing a means for identifying “common ground” and weighing the dimensions and sub-dimensions of areas of interest.

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Introduction

Traditional planning processes are criticized as a form of "professional elitism" in which planning is "***for***" rather than "***with***" those most directly affected—the community members. There exists a growing realization that the sustainability of planning processes is contingent upon acknowledging and integrating community members in order to determine and best save their interests.

The ecology of a community, that inter-connectivity and concern among people for each other and the places where they live, is the foundation for civic involvement that leads to sustainability. Community, rather than a static condition, is a dynamic process in which "common ground" concerns are voiced and explored, where functional conflict is embraced as a means of molding the present to ensure a valued common future. Community involvement provides the opportunity for collective reflection and to create or identify and challenge consensus. Participation by local communities in programs assures that planning programs and projects address the needs and priorities of the local people, and provides assurances that subsequent development will reflect the characteristics embodied in their ideals for a community experience.

The question arises, "How best can we engage the community in planning processes?" Traditional approaches, such as mailed- and telephone-surveys, for soliciting community input are often viewed by community members as intrusive and bothersome. Questionnaire scaling techniques often fail to capture the complexities of community values.

The Community and Regional Development Team at the *Center for the Future* has been using and refining a community planning approach called "Resident Employed Photography" (REP) to better integrate community values in planning processes. As the saying goes, "A picture is worth a thousand words." The REP process is a highly effective means of capturing and communicating social and physical characteristics valued by community members, and is a valuable approach for identifying "common ground" values and concerns among diverse stakeholder groups. Community members typically regard the REP process as both interesting and fun. It overcomes many of the pitfalls associated with conventional data collection methods, and succeeds in soliciting participation among traditionally marginal groups. It perpetuates involvement in planning processes as curious community members turn out en masse to review photographs of their community. So successful is the REP process that several offices of the North Carolina Downtown Development Association now require communities to complete the process prior to approval of grant funds.

This report presents the findings of the REP process used to assist preparation of a National Scenic By-Way Grant application sought for of the Ashley River Road in Charleston and Dorchester Counties, South Carolina. Data acquired using REP methods are analyzed and reported using descriptive statistical analyses and "Community Values Interpretive Modeling" techniques.

Methods

Identification of Critical Themes: Beginning in June 1999, several "information meetings" were held with community or "stakeholder" groups to assist the planning team in identifying the most prevalent issues related to current and future activity along the Ashley River Road. Conversations were held with representatives of the following groups:

- Developers and Real Estate Agents
- Owners of Private Land
- Sub-Division Residents and Neighborhood Associations
- Leaders and Members of Local Churches
- Historic Site / Attraction Employee or Volunteer
- Ashley River Conservation Coalition Member
- State Scenic River Advisory Council Member
- Preservationists / Conservationists

From this dialogue and feedback at the initial community workshops on August 26 and 28, 1999, the following themes were identified as the most critical in influencing Ashley River Road's current and future conditions (abbreviated theme title used in remainder of report in parentheses):

- Preservation of Historic Character along Ashley River Road (History)
- Controlling / Reducing Traffic along Ashley River Road (Traffic)
- Creating / Improving Recreational Access to Resources along the Road and River (Recreation)
- Protection of Private Property Rights (Property)
- Increasing Safety along Ashley River Road (Safety)
- Protection of Aesthetic Qualities within the Ashley River Road Corridor (Aesthetics)
- Preservation / Protection of Nature and Wildlife along Ashley River Road (Nature)

Consequently, these seven themes were used to guide the REP process. Again because "a picture is worth a thousand words," a variety of sub-themes were anticipated and, in fact, emerged during the REP process, but the REP process as applied in this project can be generally understood as focusing on the themes listed above.

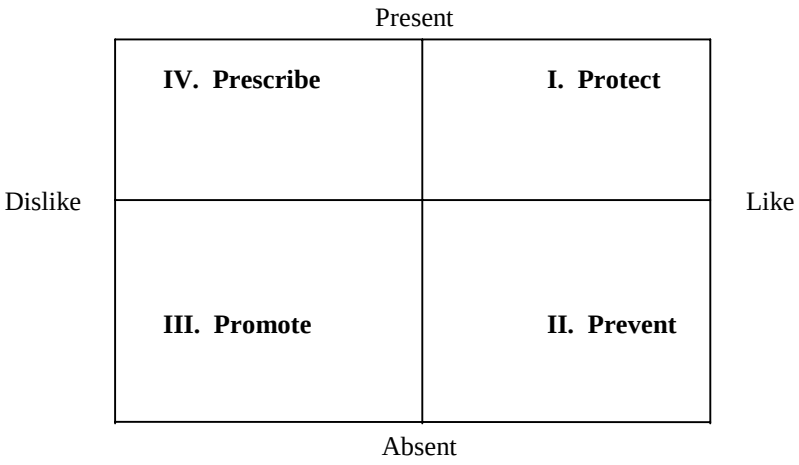
Study Participants: At the community workshops, the REP process was explained and community members invited to participate. Representatives from seven of the eight stakeholder groups volunteered to participate in the REP process. Unfortunately, there was no representation of the "Developers / Real Estate Agents" group. The absence of this group constitutes a limitation on the study results. A total of 36 community members completed the REP activity, producing 481 photographs of features and characteristics of Ashley River Road. The following table presents a description of stakeholder group representation in the REP process:

Stakeholder Group	*Number of Participants*	*Number of Photographs*
Developer / Real Estate Agent	0	0
Owner of Private Land	6	78
Sub-Div Resident/Neighborhood Association Representative	19	251
Leader / Member of Local Church	3	30
Historic Site / Attraction Employee	5	76
Ashley River Conservation Coalition (ARCC) Member	1	12
State Scenic River Advisory Council Member	1	19
Preservationist / Conservationist	1	15
Total	36	481

Stakeholder Participation (overall, by group)

Analyses: Two methods were employed in analyzing the REP data. First, descriptive statistics were used to examine data related to mean evaluation scores, importance scores, and performance scores. Mean scores were generated for the overall sample and for each stakeholder group.

The second method used in analyzing the REP results is "Community Values Interpretive Modeling" (CVIM) developed by the *Center for the Future*. The CVIM compares various themes by using frequency of report and average importance scores of various themes. It also includes a qualitative dimension that integrates community members' feelings about themes derived through content analyses of "comments" semantics. In prior research, it was observed that community members inventory their communities in terms of (1) both what is and is not present, and (2) what they like and do not like. These two dimensions, "present / absent" and "like / dislike" form the basis of the CVIM model. Below is an illustration of the CVIM model:



I. Protect- Liked because Present
II. Prevent- Liked because Absent
III. Promote- Disliked because Absent
IV. Proscribe- Disliked because Present

Based on response semantics, a characteristic or feature that is liked because it is present should be ***protected***—community members value its presence and it should be maintained. If the absence of a characteristic or feature is liked, it should be ***prevented***—community members value existing conditions free of this trait. Likewise, when community members report the absence of a characteristic or feature as something disliked, it should be ***promoted***—they desire conditions in which the trait is present. If they report the presence of a characteristic or feature as something disliked, solutions or remedies should be ***prescribed***—community members desire conditions free of this trait. Each theme, represented by several sub-themes, is modeled based on photo log data. A "relative power score" is calculated for each theme and its various sub-themes. The general formula used for determining a "relative power score" (RPS) is:

RPS = (# sub-theme reports / total theme reports) X (average theme importance)

The RPS is important because, using only average scores, results may be distorted in favor of less frequently reported sub-themes or themes which have a higher average importance score. For example, a sub-theme reported 50 times with a moderate average importance score should be more heavily considered than a sub-theme reported only twice but having a very high average importance score. This allows researchers to quantify the strength of each sub-theme relative to that of other sub-themes, thereby allowing them to identify the most prevalent sub-themes and which cell of the CVIM model best depicts the community's evaluation of the theme and sub-themes.

Results

The remainder of this report is divided into three sections. First basic statistics from the photo logs, including frequencies of theme related photographs, average evaluation scores, average importance scores, and average performance scores, representing the

overall study sample and each stakeholder group, are presented. Second, the results of the "Community Values Interpretive Modeling" are presented and discussed. Finally, a discussion of the comprehensive results and general recommendations is presented.

Basic Statistics:

Photographic Representation of Themes: A total of 478 usable photo log entries (3 missing) were analyzed. By far, the greatest number of photo log entries analyzed were provided by the "Sub-Division / Neighborhood Association Representative" stakeholder group (N=249), while no participation in the REP process by a "Developer / Real Estate Agent" group was attained. Generally speaking, the "aesthetics" theme was the most frequently addressed theme. "Aesthetics" was the most frequently addressed theme by all groups except "Leaders / Members of local Churches," who more frequently addressed the "Safety" theme, and "Ashley River Conservation Coalition Members" who reported the "property rights" theme with equal frequency. A summary of theme-related photographs, overall and by stakeholder group, is presented in the following table:

Stakeholder Groups

Theme	Owner of Private Land	***Sub Div / Neighborhood Assoc. Rep.***	***Leader / Member of Local Church***	***Hist. Site / Attraction Employee***	***ARCC Member***	***State Scenic River Advisory Council***	Preservationist/ ***Conservationist***	**Total**
History	11	35	4	7	1	0	4	**62**
Traffic	2	32	2	9	1	0	1	**47**
Recreation	1	8	0	6	0	0	0	**15**
Property Rights	9	7	0	3	4	0	1	**24**
Safety	4	20	19	4	2	0	1	**50**
Aesthetics	47	136	5	45	4	19	7	**263**
Nature	4	11	0	1	0	0	1	**17**
Total	**78**	**249**	**30**	**75**	**12**	**19**	**15**	**478**

Evaluation, Importance and Performance: Each photograph was scored on three dimensions by the photographer. The three dimensions, their meanings, and the scales used to measure them are:

- "*Evaluation*:" Extent to which the photographer liked / disliked the specific feature photographed; scale ranged from 1= "completely disliked" to 7="completely liked."
- "*Importance*:" Rating of the importance of theme represented by the photograph; scale ranged from 1= "extremely unimportant" to 7="extremely important."
- "*Performance*:" Rating of performance of photographed feature as a representation of associated theme; scale ranged from 1= "extremely poor" to 7="extremely good."

Average evaluation, importance, and performance scores were calculated for each theme. The themes with the highest average evaluation scores, using the 7-point scale described above, were "Nature" (5.47) and "Recreation" (5.13), while the themes with the lowest average evaluation scores were "Traffic" (2.32) and "Safety" (2.32). All themes had high average importance ratings, as would be expected given the process used to select the themes, but "History" produced the highest average score at 6.45. The themes with the highest average performance scores were "History" (5.53) and "Property" (5.35), while "Traffic" (4.09) and "Aesthetics" (4.59) showed the lowest average scores. The themes displaying the greatest discrepancies between average importance and average performance (***average importance – average performance***) are areas of concern. That is, the theme is important but the function in community is not performed at the desired level. The themes showing the greatest disparity between importance and performance were "Traffic" (2.31) and "Aesthetics" (1.76). The results of descriptive analyses of evaluation, importance and performance data for the overall study sample and for each stakeholder group are presented in the following two tables:

Theme	*Average "Evaluation"*	*Average "Importance"*	*Average "Performance"*	*"Importance" – "Performance"*
History	4.73	**6.45**	**5.53**	0.92
Traffic	2.32	6.40	4.09	**2.31**
Recreation	**5.13**	5.93	4.93	1.00
Property	4.83	6.26	**5.35**	0.91
Safety	2.32	**6.42**	5.20	1.22
Aesthetics	3.17	6.35	4.59	**1.76**
Nature	**5.47**	6.35	5.21	1.14
All Themes	**3.44**	**6.36**	**4.81**	**1.55**

Stakeholder Groups

Theme	Owner of Private Land			***Sub Div / Neighborhood Assoc. Rep.***			***Leader / Member of Local Church***			***Hist. Site / Attraction Employee***			***ARCC Member***			***State Scenic River Advisory Council***			Preservationist/ ***Conservationist***		
	Avg. Eval	Avg. Imp.	Avg. Perf.	Avg. Eval	Avg. Imp.	Avg. Perf.	Avg. Eval	Avg. Imp.	Avg. Perf.	Avg. Eval	Avg. Imp.	Avg. Perf.	Avg. Eval	Avg. Imp.	Avg. Perf.	Avg. Eval	Avg. Imp.	Avg. Perf.	Avg. Eval	Avg. Imp.	Avg. Perf.
History	5.55	6.45	5.36	4.23	6.37	5.22	**7.00**	**7.00**	**7.00**	5.86	6.43	**5.57**	**7.00**	**7.00**	**7.00**	N/A	N/A	N/A	2.00	6.50	6.50
Traffic	1.50	6.00	3.50	2.19	**6.69**	4.47	2.00	6.00	3.00	3.11	5.78	3.56	1.00	6.00	5.00	N/A	N/A	N/A	3.00	5.00	5.00
Recreation	6.00	6.00	N/A	5.13	6.25	**5.38**	N/A	N/A	N/A	5.00	5.50	4.33	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Property Rights	**6.56**	**6.67**	**6.11**	3.29	5.67	4.00	N/A	N/A	N/A	4.67	6.33	4.33	4.00	6.50	6.50	N/A	N/A	N/A	4.00	5.00	5.00
Safety	3.75	4.75	3.75	3.12	6.60	3.94	1.63	6.53	6.53	1.25	**6.50**	4.50	1.50	**7.00**	6.50	N/A	N/A	N/A	2.00	6.00	6.00
Aesthetics	2.38	6.11	3.83	3.38	6.37	4.67	1.00	**7.00**	6.20	3.45	6.27	3.82	4.25	6.25	4.75	**3.42**	**6.74**	**6.53**	3.00	6.43	6.43
Nature	4.50	6.00	4.75	**5.64**	6.55	5.36	N/A	N/A	N/A	**6.00**	5.00	4.00	N/A	N/A	N/A	N/A	N/A	N/A	**7.00**	**7.00**	**7.00**
Overall	**3.51**	**6.14**	**4.35**	**3.49**	**6.42**	**4.72**	**2.27**	**6.63**	**6.30**	**3.73**	**6.16**	**4.04**	**3.67**	**6.50**	**5.83**	**3.42**	**6.74**	**6.53**	**3.00**	**6.27**	**6.27**

Results of Community Values Interpretive Modeling:

The Community Values Interpretive Modeling (CVIM) uses frequency of theme report and average importance scores to examine relationships among items. The CVIM further integrates qualitative data from "comments" semantics to explore various dimensions of the community valued for either their presence or absence.

In past research, team members from the *Center for the Future* observed that the experience of community is described not only in terms of likes and dislikes, but also in terms of those things absent or present that contribute to or detract from their experience. For example, comments sometimes state "this is a good example of…" which is interpreted as referring to a characteristic or trait present in the community, or may state "we need…" which is interpreted as referring to a characteristic or trait that is absent but desired. Content analysis determines, to the extent possible, whether the comments refer to a trait that is present or absent, and the "evaluation" variable identifies whether the item is liked or disliked. CVIM, rather than addressing only the relationship among themes, examines the various sub-themes that constitute the larger theme. Each sub-theme is given a "relative power score" that illustrates its importance, in terms of average importance scores for the theme and its percentage of the larger theme, which allows the researcher to better understand its influence in rating scores for the larger theme. In cases where the sub-theme appears in more than one cell of the model, the relative power score also aids the researcher in determining where the majority of the study participants addressing the theme think it belongs. By doing so one may identify those elements of a theme that are more important and better understand the constituent sub-themes, as well as relationships among larger themes. Content analyses of comments semantics helps explain ***why*** a theme does or does not perform well in the community. Because comments related to a given photograph frequently address or identify more than one dimension of a theme, the number of sub-themes addressed in the following portions of this report will exceed the number of photographs generated by the REP process.

"History" Theme: A total of 53 references to the "History" theme were made by the REP participants and are interpreted as representing 18 sub-themes. The "History" theme had an overall importance rating of 6.45 on a 7-point scale. An example of a photograph and comments addressing the "History" theme and how the data is interpreted is presented below:

Comments: "Beautiful example of the oak canopy associated with historic site."
Analysis: Liked because present ("like" is determined from the "evaluation" variable on the photo log; "present" is determined by content analysis of comments).

Sub-themes with the highest relative power scores reported as liked because present—characteristics or traits that should be ***protected***—were "historic / meaningful places," the "historic character of the corridor," and "compatible development." A few characteristics were reported as liked because absent—things that should be ***prevented***—but the relative power scores of these items were low. The sub-theme with the highest relative power score reported as disliked because absent—characteristics that should be ***promoted***—was the "protection of trees." "Inappropriate sub-division entrances and fences" was the sub-theme with the highest relative power score described as disliked because present—characteristics for which a solution needs to be ***prescribed***. Examination of the model shows that those addressing the "history" theme most often describe it in terms of things that currently exist and that they like, suggesting that most REP participants perceive

history-related characteristics of the Ashley River Road as best served through protection. The model examining the “history” theme is presented below:

History Theme

Present

Prescribe (1.22)**	**Protect (3.65)**
Inappropriate Sub-Division Entrances / Fences: 4* (0.49)** Lighted Signs: 2 (0.24) New Development 2 (0.24) Apartments: 1 (0.12) Boats Visible in Yards: 1 (0.12) Inadequate Visitation Hours at Historic Sites: 1 (0.12) Inappropriate Businesses: 1 (0.12)	**Historic / Meaningful Places: 12 (1.46)** **Historic Character: 10 (1.22)** **Compatible Development: 5 (0.61)** Appropriate Signs: 2 (0.24) Rural Character: 1 (0.12)
Promote (1.10)	**Prevent (0.49)**
Trees: 4 (0.49) Appropriate Siting of Mailboxes / Utilities: 2 (0.24 Public Buildings that Reflect Character of Road: 1 (0.12)	Development: 2 (0.24) Inappropriate Entrances: (0.12) Interstate Connector: (0.12)

Dislike ***Like***

Absent

*** Frequency of report of the sub-theme**

**** Relative power score of the sub-theme (mean importance score for theme X percentage of theme related responses)**

"Traffic" Theme: "Traffic"-related comments were reported by the REP participants a total of 55 times, and are interpreted as representing 12 sub-themes. The "traffic" theme had an overall importance rating of 6.40 on a 7-point scale. An example of photographs and comments addressing the "Traffic" theme is presented below:

Comments: "Heavy truck traffic moves too fast and is unsafe."

Only one "traffic" sub-theme was reported as either liked because present—should be ***protected***—or liked because absent—should be ***prevented***—but the relative power scores of these items were low. The sub-themes with the highest relative power score reported as disliked because absent—should be ***promoted***—were "adequate shoulders / pull offs," speed controls / enforcement," and "alternatives for traffic." As illustrated by the photograph above, "high speeds / large vehicles" was the sub-theme with the highest relative power score described as disliked because present—a solution needs to be ***prescribed***. Other sub-themes disliked because present were "traffic volume" and "poor sign placement." Examination of the model shows that those addressing the "Traffic" theme most often describe it in terms of things that they dislike, represented by the lack of things desired and the presence of existing problems. The model examining the "Traffic" theme is presented below:

Traffic Theme

Present

Prescribe (3.96)** **High Speeds / Large Vehicles: 23* (2.68)**** **Traffic Volume: 6 (0.70)** **Sign Placement: 4 (0.47)** Bacons Bridge Traffic: 1 (0.12)	**Protect (0.12)** Turn Lanes: 1 (0.12)
Promote (2.21) **Adequate Shoulders / Pull-Offs: 7 (0.82)** **Speed Controls / Enforcement: 4 (0.47)** **Alternatives for Traffic: 3 (0.35)** Bus Stops Off Ashley River Road: 2 (0.23) Adequate Traffic Signals: 2 (0.23) Adequate Sub-Division Access / Egress: 1 (0.12)	**Prevent (0.12)** Development of Bees Ferry: 1 (0.12)

Dislike ***Like***

Absent

*** Frequency of report of the sub-theme**

**** Relative power score of the model dimensions and sub-themes (mean importance score for theme X percentage of theme related responses)**

"Recreation" Theme: A total of 24 references to the "Recreation" theme were reported by the REP participants, and are interpreted as representing six sub-themes. The "Recreation" theme had an overall importance rating of 5.93 on a 7-point scale.

The sub-theme with the highest relative power score reported as liked because present—should be ***protected***—was "the intended use of utility right-of-way as a greenway." One characteristic was reported as liked because absent—should be ***prevented***—but the relative power score of this item was low. The sub-themes with the highest relative power scores reported as disliked because absent—should be ***promoted***—were "wide / adequate bike paths," "safe pedestrian and horse crossings," and "walking paths." No sub-themes were reported as disliked because present. Examination of the model shows that those addressing the "recreation" theme most often describe it in terms of things lacking, disliked voids in recreation opportunities that they wish to see filled. The model examining the "Recreation" theme is presented below:

Recreation Theme

Present

Prescribe (0.00)**	**Protect (1.98)** **Intended Use of Utility R/W as Greenway: 7 (1.73)** Crossing: 1 (0.25)
Promote (2.97) **Wide / Adequate Bike Path: 7 (1.73)** **Safe Pedestrian / Horse Crossings: 5 (1.24)** **Walking Paths: 3 (0.74)**	**Prevent (0.25)** Paving of West Ashley Greenway: 1 (0.25)

Dislike ***Like***

Absent

*** Frequency of report of the sub-theme**

**** Relative power score of the model dimensions and sub-themes (mean importance score for theme X percentage of theme related responses)**

"Property Rights" Theme: A total of 27 references to the "Property" theme were reported by the REP participants, and are interpreted as representing nine sub-themes. The "Property" theme had an overall importance rating of 6.26 on a 7-point scale. An example of photographs and comments addressing the "Property" theme is presented below:

Comments: "A good example of a private home that fits the character of the road."

The sub-themes with the highest relative power scores reported as liked because present—should be ***protected***—were "the exercise of good taste" by property owners and the "choice of owners to preserve nature." One characteristic was reported as liked because absent—should be ***prevented***—but the relative power score of this item was low. The sub-theme with the highest relative power score reported as disliked because absent—should be ***promoted***—was "adequate zoning," and referred to buffers, activities, sprawl containment, and types of homes. Only one characteristic was reported as disliked because present— a solution needs to be ***prescribed*** —but the relative power score of this item was low. Examination of the model shows that those addressing the "Property" theme most often describe it in terms of existing conditions deemed acceptable, with a possible footnote related to desired zoning. The model examining the "Property" theme is presented below

Property Rights Theme

Present

Prescribe (0.46)** Abuse of Private Property Rights: 2* (0.46)**	**Protect (3.71)** **Exercise Good Taste: 8 (1.86)** **Choice of Owners to Preserve Nature: 5 (1.16)** Community Involvement in Decisions: 1 (0.23) Freedom to Use Property w/o Restriction: 1 (0.23) Presence of Small Tract Owners: 1 (0.23)
Promote (1.62) **Adequate Zoning: 6 (1.39)** - buffers - activity - sprawl containment - types of homes Protection of Private Property Rights: 1 (0.23)	**Prevent (0.46)** Distasteful Development: 2 (0.46)

Dislike ***Like***

Absent

*** Frequency of report of the sub-theme**

**** Relative Power score of the sub-theme (mean importance score for theme X percentage of theme related responses)**

"Safety" Theme: REP participants made reference to the "Safety" theme a total of 35 times, and these references are interpreted as representing twelve sub-themes. The "Safety" theme had an overall importance rating of 6.42 on a 7-point scale. An example of photographs and comments addressing the "Safety" theme is presented below:

Comments: "Dislike high speed traffic that causes unnecessary deaths."

The sub-theme with the highest relative power score reported as liked because present—should be ***protected***—was "traffic controls." One characteristic was reported as liked because absent—should be ***prevented***—but the relative power score of this item was low. The sub-theme with the highest relative power score reported as disliked because absent—should be ***promoted***—was "turning lanes." The two sub-themes with the highest relative power scores reported as disliked because present— solutions need to be ***prescribed*** —were "poor road quality / traffic volume / speed" and "distractions by too many signs." Examination of the model shows that most responses related to the "Safety" theme referred either to currently unsafe conditions or the perceived need for enhanced safeguards. The model examining the "Safety" theme is presented below:

Safety Theme

Present

Prescribe (3.30)** **Poor Road Quality / Traffic Volume / Speed: 12 (2.20)** **Distractions by Too Many Signs: 6 (1.10)**	**Protect (0.92)** **Traffic Controls: 3 (0.55)** Ashley River Road Access Points: 1 (0.18) Readable Signs: 1 (0.18))
Promote (2.02) **Turning Lanes: 5 (0.92)** Readable / Maintained Signs: 2 (0.37) Greenways for Pedestrian Traffic Between Sub-Divisions: 1 (0.18) Lighted Entrances: 1 (0.18) Maintenance of Trees / Tree Canopy: 1 (0.18) Road Surface Maintenance: 1 (0.18)	**Prevent (0.18)** Developed Road Shoulders: 1 (0.18)

Dislike ***Like***

Absent

*** Frequency of report of the sub-theme**

**** Relative power score of the model dimensions and sub-themes (mean importance score for theme X percentage of theme related responses)**

"Aesthetics" Theme: A total of 288 references to the "Aesthetics" theme were reported by the REP participants, and are interpreted as representing thirty-seven sub-themes. The "Aesthetics" theme had an overall importance rating of 6.35 on a 7-point scale. An example of photographs and comments addressing the "Aesthetics" theme is presented below:

Comments: "I like seeing agricultural space beyond the road buffer."

The sub-themes with the highest relative power scores reported as liked because present—should be ***protected***—were "appropriate entrances," "effective setbacks / buffers," "nice appearance / landscaping," the "tree canopy," and "appropriate fences." "Sprawl / over-development" was the characteristic with the highest relative power score reported as liked because absent—should be ***prevented***. The sub-themes with the highest relative power scores reported as disliked because absent—should be ***promoted***—were "effective opaque / vegetative buffers," "trees / landscaping," "maintenance / weed control," "concealment of power lines," "proper scenic road management," and "proper gateways to Ashley River Road." The sub-themes with the highest relative power scores reported as disliked because present— solutions need to be ***prescribed*** —were "too many / bad signs," "visible cell tower," "pollution / litter," "visible power lines," "too much

development," "inappropriate signs / businesses," "junk in yards," and "inappropriate Goodwill / recycling siting." Obviously a complex theme, examination of the "Aesthetics" model shows that many things are currently being well done while others are considered either problem areas or voids to be filled. Within the Aesthetics model, certain sub-themes appear in more than one quadrant, but comparisons of the relative power scores within the quadrants provides clarification as to the manner in which "more" community members perceive the sub-theme. The model examining the "Aesthetics" theme is presented below:

Aesthetics Theme

Present

Prescribe (2.05)** **Too Many / Bad Signs: 29 * (0.63)**** **Visible Cell Tower: 13 (0.29)** **Pollution / Litter: 12 (0.27)** **Visible Power Lines: 10 (0.22)** **Too Much Development: 8 (0.18)** **Inappropriate Signs / Businesses: 7 (0.15)** **Junk in Yards: 6 (0.13)** **Inappropriate Goodwill / Recycling Siting: 5 (0.11)** Ugly Overpass: 3 (0.07) Destruction of Tree Canopy: 3 (0.07) Visible Mobile Homes: 3 (0.07) Homes / Businesses Too Close to Road: 3 (0.07) Bad Median: 3 (0.07) Intrusions of Modern Infrastructure: 2 (0.04)	**Protect (2.18)** **Appropriate Entrances: 42 (0.92)** **Effective Setbacks / Buffers: 21 (0.46)** **Nice Appearance / Landscaping: 12 (0.27)** **Tree Canopy: 12 (0.27)** **Appropriate Fences: 6 (0.13)** Preservation of Trees: 3 (0.07) Appropriate Businesses: 2 (0.04) Pullover for Viewing: 1 (0.02)
Promote (1.68) **Effective Opaque / Vegetative Buffers: 37 (0.82)** **Trees / Landscaping: 10 (0.22)** **Maintenance / Weed Control: 10 (0.22)** **Concealment of Power Lines: 6 (0.13)** **Proper "Scenic Road" Management: 4 (0.09)** **Proper Gateways to Ashley River Road: 4 (0.09)** Enforcement of Zoning: 3 (0.07) Inclusion of Community Values in Design Decisions: 1 (0.02) Concealment of Commercial Sites: 1 (0.02)	**Prevent (0.44)** **Sprawl / Over-Development: 12 (0.27)** Loss of Nature: 3 (0.07) Litter: 2 (0.04) Billboards: 1 (0.02) Service Stations: 1 (0.02) Strip Malls: 1 (0.02)

Dislike ***Like***

Absent

*** Frequency of report of the sub-theme**

**** Relative Power score of the sub-theme (mean importance score for theme X percentage of theme related responses)**

"Nature" Theme: REP participants made reference to the "Nature" theme a total of 43 times, and these references are interpreted as representing twelve sub-themes. The "Nature" theme had an overall importance rating of 6.35 on a 7-point scale. An example of photographs and comments addressing the "Nature" theme is presented below:

Comments: "Good preservation of trees in new development."

The sub-themes with the highest relative power scores reported as liked because present—should be ***protected***—were the "tree canopy," "natural / green space," and "scenic areas." "Destruction of trees for entrances" was the characteristic with the highest relative power score reported as liked because absent—should be ***prevented***. One sub-theme was reported as disliked because absent—should be ***promoted***—but its relative power score was low. The sub-theme with the highest relative power score reported as disliked because present— solutions need to be ***prescribed*** —was "signs nailed to trees." Examination of the model shows that most responses related to the "Nature" theme referred to existing conditions valued by the REP participants, with additional interest in avoiding other environmentally damaging activities. The model examining the "Nature" theme is presented below:

Nature Theme

Present

Prescribe (0.59)**	**Protect (3.69)**
Signs Nailed to Trees: 4* (0.59)**	**Tree Canopy: 12 (1.77)** **Natural / Green Space: 6 (0.89)** **Scenic Areas: 5 (0.74)** Agricultural Areas: 1 (0.15) Marshes: 1 (0.15)
Promote (0.15)	**Prevent (1.92)**
Adequate Protection of Tree Canopy: 1 (0.15	**Destruction of Trees for Entrances: 9 (1.33)** Fast Food Places: 1 (0.15) Litter: 1 (0.15) Too Many Golf Courses: 1 (0.15) Unnatural / Unattractive Entrances: 1 (0.15)

Dislike ***Like***

Absent

*** Frequency of report of the sub-theme**

**** Relative power score of the model dimensions and sub-themes (mean importance score for theme X percentage of theme related responses)**

Summary of Overall Theme Siting in CVIM Models: Examination of the CVIM models suggests the "History," "Nature," and "Property" themes are best understood as elements of the community regarded by members as assets or positive elements, as doing well and worthy of protection. The "Recreation" theme appears best understood as an element of the community lacking, and one that they would like to see advanced. "Traffic" and "Safety" themes are most often depicted as areas in need of remedy, areas most frequently characterized by existing problems, although "Safety" is also frequently represented as lacking sufficient attention. The "Aesthetics" theme appears in all quadrants of the model in sufficient frequency to warrant further dialogue, but is most often characterized as worthy of protection yet laden with problems. A summary CVIM model illustrating theme loadings is presented below:

Combined Themes

Present

Overall Prescribe (1.93)** **Aesthetics: 93*, mean importance = 6.35, (1.13)**** **Traffic: 34, mean importance = 6.40, (0.42)** **Safety: 18, mean importance = 6.42, (0.22)** History: 10, mean importance = 6.45, (0.12) Property: 2, mean importance = 6.26, (0.02) Nature: 1, mean importance = 6.35, (0.01) Recreation: 0, mean importance = 5.93, (0.00)	**Overall Protect (2.24)** **Aesthetics: 99 (1.20)** **History: 30 (0.37)** **Nature: 25 (0.30)** **Property: 16 (0.19)** Recreation: 8 (0.09) Safety: 5 (0.06) Traffic: 1 (0.01)
Overall Promote (1.68) Aesthetics: 76 (0.93) Traffic: 19 (0.23) **Recreation: 15 (0.17)** Safety: 11 (0.14) History: 9 (0.11) Property: 7 (0.08) Nature: 1 (0.01)	**Overall Prevent (0.51)** Aesthetics: 20 (0.24) Nature: 13 (0.16) History: 4 (0.05) Property: 2 (0.02) Recreation: 1 (0.01) Safety: 1 (0.01) Traffic: 1 (0.01)

Dislike ***Like***

Absent

*** Frequency of report of the sub-theme**

**** Relative power score of the model dimensions (overall mean = 6.36) and sub-themes (mean importance score for theme X percentage of theme related responses)**

Conclusions and Recommendations:

Based on community feedback at the most recent planning workshop, it appears that the Community Values Interpretive Modeling (CVIM) techniques provides an accurate representation of community members' feelings and concerns related to current and future conditions along Ashley River Road. Additional "Importance-Performance" (I-P) analyses were performed, but the community overwhelmingly opted for the CVIM results as a better characterization of their feelings and perceptions regarding conditions along the Ashley River Road. Although the I-P method is useful, it fails to capture the meanings associated with the frequency of report of the theme and sub-themes, and the research team considers this an important consideration. Therefore, the following recommendations integrate I-P findings but place greater emphasis on results of CVIM modeling. In summary:

- ***Aesthetics***- needs further discussion, many good / many bad things, should pay careful attention to sub-themes

- ***Traffic***- high agreement, problem area requiring attention /solutions

- ***Recreation***- high agreement, fewer people addressed this theme but those who did regarded it as an area lacking in the community

- ***Property***- fairly high agreement, protect what you have and be aware of threats including abuse of property rights

- ***Nature***- high agreement, doing well BUT also stressed concern for preventing future harms

- ***Safety***- high agreement, needs attention

- ***History***- fairly high agreement, protect what you have and be aware of threats

National Scenic By-Way planning, to the extent possible, should consider how to:

- ***Protect***- appropriateness of entrances, the tree canopy, green space, freedoms of property owners, historic places, etc.

- ***Prevent***- excessive / distasteful development, loss of nature, etc.

- ***Promote***- better tree canopy protection strategies, effective opaque / vegetative buffers, turning lanes, adequate zoning, pedestrian / bike paths, recreation crossings, speed controls, etc.

- ***Prescribe***- speed problems, commercial traffic flow, poor / too many signs, visibility of cell tower and utilities, sprawl, etc.

The next steps in the National Scenic By-Way application process include drafting a road management plan that incorporates community values identified in the REP analyses and community values (CVIM) modeling. National Scenic By-Way Management Plans are non-regulatory, but articulation of community values in the plan assists county and regional planners and the community in devising strategies to sustain the characteristics of the road regarded as assets, and to address the characteristics of the road regarded as liabilities. A website documenting the planning process and implementation of the management plan is being developed by the Ashley River Conservation Coalition.