



ZEBULON

NORTH CAROLINA

FY 25-26 Budget

2025 ONLINE SURVEY RESPONSES

Public Responses

- Public Safety (88%)
- Economic Stability and Growth (68%)
- Transportation and Infrastructure (67%)
- Parks and Recreation (35%)
- Vibrant & Accessible Downtown (35%)
- Environmental Sustainability (28%)
- Cultural Arts (18%)

Public Safety

Quicker Emergency
Services

65%

Additional First
Responders

59%

Traffic Safety and
Enforcement

58%

Public Feedback

"Please consider what additions or upgrades to our emergency services need to happen to support our growing community (police, fire, EMS, urgent care and ER services)."

"Making sure that Public Safety services do not have to play "catch up" with the town's growth. Strained emergency services result in substandard care, the citizens and visitors deserve the best 24/7."

"24/7 line to have open for police protection -I called no one was available to answer phone, even 911. Called numerous times."

Economic Stability and Growth

Infrastructure
Improvements

78%

Support for Local
Businesses

68%

Marketing Campaigns
to Attract New
Business

62%

Public Feedback

"We need and desire more stores. We are living in Zebulon but our disposable income goes to Wendall and Knightdale. Walmart and Food Lion are no longer sufficient for the individuals who have moved out this way. We desire to spend our money in Zebulon but with only fast foods and Southland we have limited options."

"We need to fix whatever the issue is that is preventing new business to come to Zebulon. We need new restaurants and retail to keep our residents from giving their money to all the other nearby towns!"

"With the rapid rate of development and growth in our town, it is important that the businesses and outlets grow alongside it. There should be stores and amenities within the town for us to frequent and give back to without going to other towns and giving them our business."

Transportation and Infrastructure

Roadway
Improvements
86%

Roadway
Maintenance
78%

Traffic Calming
Measures
59%

Public Feedback

"Please improve roads and traffic lights to better handle rush hour traffic for the present as well as future growth."

"Transportation needs to be prioritized. Traffic volume on Pearces Rd, Shepherd School Rd, the intersection of Gannon and Arendell, and the Walmart intersection all need attention. Pearces and 97 need to be a roundabout and wholly reconfigured."

"Sidewalks and crosswalks with pedestrian signals. People want to be safe while crossing streets and walking."

Parks and Recreation

Maintenance and
Renovation of
Current Parks
77%

New Park and
Greenway
Construction
56%

Additional
Programming for
Kids
48%

Public Feedback

"Imagine more walking trails, connected sidewalks, and beautiful spaces that encourage people to enjoy every corner of Zebulon. We don't need to lose our country charm to grow—we just need smart, intentional upgrades that support the people who live here."

"Focusing on quality-of-life improvements—such as parks, walkable neighborhoods, public spaces, and environmental protection—not only boosts local pride and cohesion, but also creates lasting value that won't disappear if a large employer relocates."

"It's really important that we add more recreation activities for littles ages 2 - 5. Soccer, Tball, Basketball, etc that are accessible for working parents. Having activities during the day is great but evening activities would be nice, too."

Vibrant & Accessible Downtown

Activate Unused or
Underused
Downtown Spaces
79%

Streetscape
Improvements
58%

Additional Events,
Festivals, and
Programming
54%

Public Feedback

"I live and work downtown and walk to work each day. The sidewalks are streets are dirty, trash and traffic cones...knocked over plants, cigarette butts are all I see. The businesses that are closed do not maintain their store frontage. Vacant spaces are eyesores...windows are filthy/or broken. It really takes away from those of us who make an effort to make our storefronts inviting."

"Developing downtown, by making it more modern and walkable. Reimagine the Whitley Gallery block it is totally empty and can be redeveloped. Also offer a variety of businesses downtown, since we lost Hummingbird cafe and Rootbound, the majority of new businesses DT are adult afterhours establishments. "

"Stronger incentives to bring new businesses to Zebulon as a whole and particularly downtown. Increase matching grant dollars for downtown building improvements both exterior and interior to more impactful amounts. Create more downtown outdoor gathering spaces and parking."

Environmental Sustainability

Protection of Natural
Resources and Green
Space
66%

Community
Gardens
47%

Resources to Support
Community Forestry
Efforts
46%

Public Feedback

“I thought we received a grant to build a natural playground at little river. A splash pad or rubber mulch all inclusive playground would be a phenomenal addition.”

“In what ways can we keep working to build a robust greenway network.”

“Add parks and rec space to compete with other county community greenspace initiatives.”

Cultural Arts

Family-Friendly
Experiences
79%

Concerts
51%

Art & Sculptures in
Parks or along
Trails/Greenways
33%

Public Feedback

"I would love to see businesses thriving, a lot of family-friendly places to visit in the downtown area, all sorts of pickup games and a play area for ALL accessibility."

"It is important we give our young children and teens programs and opportunities in our own town to nourish their mind and set them up for success in the future. Opportunities to keep them busy like the cop events or sports or family events so they are not wandering on the streets after school with no purpose."

"In general, the community continues to grow with families that are just looking for family-friendly things to do, safe places for their teens to have fun and nice parks to have amazing picnics and look at art."