A. APPENDIX

The following section of the plan contains the results of the 40 question telephonic survey that was conducted as part of the public input process. The survey was conducted to solicit more targeted feedback from citizens, which provided strategic insight into the attitudes and beliefs of community members, as well as their level of satisfaction with specific City services.

Residents were randomly selected and interviewed telephonically. A total of 300 interviews were completed over five days, generating statistically sound results within a 5.63% margin of error 95% of the time. The 40 question survey took the average respondent 12.5 minutes to complete.

METHODOLOGY

Respondents	Residents of Wooster, Ohio
Interviewing dates	December 8-12, 2013
Type of survey	Telephonic
Number of completed interviews	300
Average length	12.5 minutes
Margin-of-error	+ /- 5.63% with 95% confidence

The citywide survey conducted from December 8-12, 2013 was designed to gain citizen feedback on a wide-range of important issues and priorities being considered in the City's ongoing comprehensive plan update process. The survey also provides baseline metrics upon which city officials can measure future performance and the impact of plans and initiatives. The survey questions were developed by Aimpoint Research consultants in collaboration with representatives of OHM Advisors and members of the Wooster Envisioned Steering Committee.

In general, surveys of this type are intended to take a snapshot of public opinion at a specific time and on specific issues. The survey results provide a conduit for public opinion to be considered in planning and communications initiatives. It is important to note that respondents react to questions with top-of-mind responses and are not privy to in-depth supporting information nor do they have the luxury of debating the questions with experts. Therefore the survey results provide general guidance for planning purposes, but should not be interpreted as a referendum on complex policy and planning decisions.

Residents of Wooster, Ohio were randomly selected and interviewed telephonically. 300 interviews were completed over 5 days and results are statistically sound within a 5.63% margin of error 95% of the time. The survey was 40 questions in length and took the average respondent 12.5 minutes to complete. The following report presents the results of the survey. Due to rounding, the values indicated may not necessarily add up to 100%.

EXECUTIVE SUMMARY

Happy in Wooster

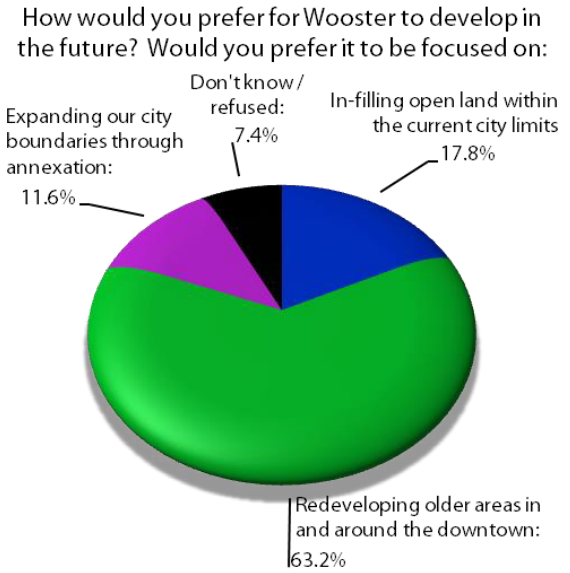
Sixty-four percent of citizens believe Wooster is headed in the right direction, while 21% believe it's on the wrong track. A 3:1 ratio of 'right direction' to 'wrong track' respondents indicates citizens are generally happy living in the City of Wooster and there is relative political stability. Citizens indicate they like Wooster's small town ambiance and friendly people most. Notwithstanding, there does appear to be some disparity between wards. Wards 1 and 3 have the most content citizens, while Wards 2 and 4 indicate a greater degree of discontent. Ward 4 citizens harbor the most negativity, with nearly twice the number of citizens believing things are on the wrong track than the city as a whole. There was also some disparity between age groups with citizens age 25-34 being most content and those 45-54 the most negative.

Mid-Career Concerns

Citizens are split over whether Wooster has the right mix of jobs and employment opportunities to support their families for the next ten years. Forty-nine percent of residents say the jobs they need are present, while over 40% indicate concern. Women have quite a bit more anxiety about the situation with a majority reporting they do not believe Wooster has the right mix of jobs to support them in the future. Perhaps of most significance is that residents age 35-54 exhibit the most apprehension about their future job prospects in Wooster. The lack of perceived career opportunities by 63% of those age 45-54 is noteworthy and presents an important planning consideration because they tend to be the highest earners contributing to the Wooster tax base. Job creation is by far the highest priority for citizens when they consider their quality of life in Wooster and an absolute imperative for the 45-54 demographic.

Redevelopment, Not Expansion

The citizens of Wooster have great clarity when it comes to their preference for future development. Nearly two-thirds indicate future development should be focused on redeveloping older areas near downtown and another 18% want in-fill development within the city limits. Only 12% of residents believe expanding the city boundaries through annexation should be a priority. While there is a lack of consensus about what part of town should be the highest priority for new development, it is clear that citizens perceive that plenty of in-fill and redevelopment opportunities exist and should be considered before expansion beyond the current city boundaries.



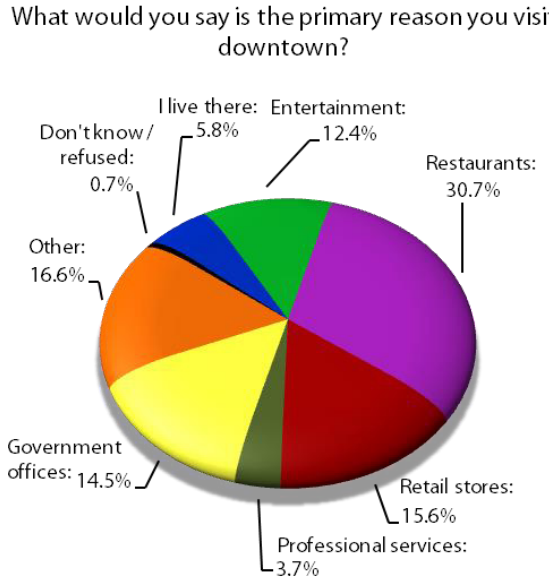
It's All Here! (Almost)

Nearly three-quarters of Wooster residents find the goods and services they regularly require locally. Eighty-five percent of men see no need to travel beyond Wooster to meet their needs. Contrastingly, 61% of women and 40% of younger residents stay local. Medical services, retail diversity and restaurants are the primary draw for

those who feel they need to leave Wooster for the goods and services they require.

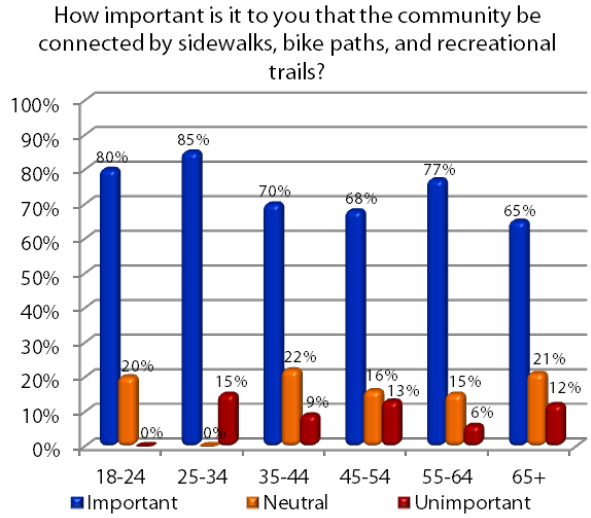
Downtown is the Cultural Center

Downtown Wooster truly serves as the cultural center of the city and a regular destination for the majority of citizens. Over half of residents report going downtown 'all the time' and over 81% of them visit downtown at least a couple times a month. Citizens primarily visit downtown to enjoy the restaurants, retail stores, entertainment and the library. Not surprisingly, residents want more of the same. Seventy-three percent of residents report that more retail, entertainment and restaurants would encourage them to more frequently head downtown. Finally, citizens note a desire for additional parking downtown to make frequenting its destinations more convenient.



Connectivity and Sustainability Matter

Nearly 74% of residents say connectivity is important with 52% indicating it is 'very important.' The vast majority of men and women in Wooster agree that it is essential that the community be connected with sidewalks, bike paths and recreational trails. It is also clear that interest in these connections will only intensify over time. Over 80% of residents between the ages of 18 and 34 believe connectivity is important compared to 65% of senior citizens.



It is equally important to the citizens of Wooster that the community become more sustainable by emphasizing green practices and policies. Over 69% of residents believe being a sustainable community is important. Women and the younger generations feel even stronger about it with 72% of women and 100% of 18-24 year olds signifying the importance of green practices.

City Services and Safety Viewed Positively

The City of Wooster gained high marks across the board for its many services and utilities. Of particular note is the high opinion of Wooster's public safety forces that directly contribute to the fact that 86% of residents feel safe and secure in the community. The only guidance relative to city services of note is the fact that some residents believe property maintenance is an issue and should be targeted on the south end of town.

A Family Town

Wooster is, by all accounts, a family town. Sixty-five percent of residents believe when it comes to homes and amenities available in the community, it is families who are most attracted to making their home in Wooster. However, while 49% of citizens believe that families is exactly what Wooster should continue to attract, over 40%

believe the community needs to attract more young professionals.

Future Priorities

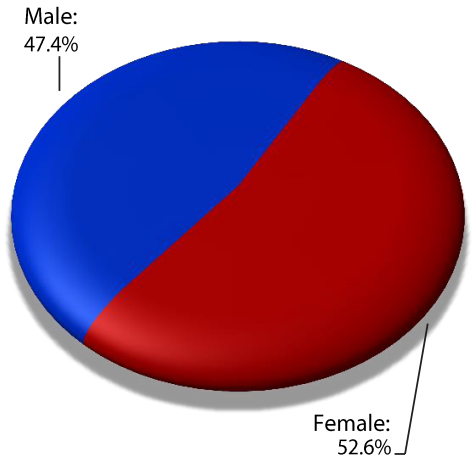
In addition to guidance on redevelopment, connectivity and sustainability, residents provided some insight into the types of jobs they would prefer to see more of in the future. Nearly a third of residents want Wooster to attract light manufacturing jobs, while another third want more education and technology-oriented opportunities.

It is clear the citizens of Wooster love their community and want to see it continue to evolve to provide even more opportunities for them to comfortably live, work and play for generations to come. It is equally clear that economic development must be a priority and that it, more than any other consideration, has a significant impact on the ability of citizens to achieve their career goals without leaving town. The anxiety of those mid-career residents who are most invested in the community can be countered with a diversified and expanding jobs base that can support their next steps…and their families. Equally important to consider is the next generation and whether they see Wooster as a place they can stay their whole life, rather than come back to later in life.

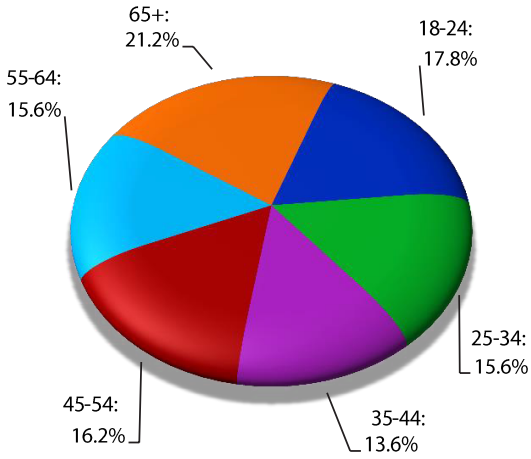
These challenges, and others, can be overcome with vision, leadership, planning and innovative thinking. The citizens of Wooster have confidence in their city's leadership and are willing partners in building a community that continues to progress and thrive.

PROFILE OF RESPONDENTS

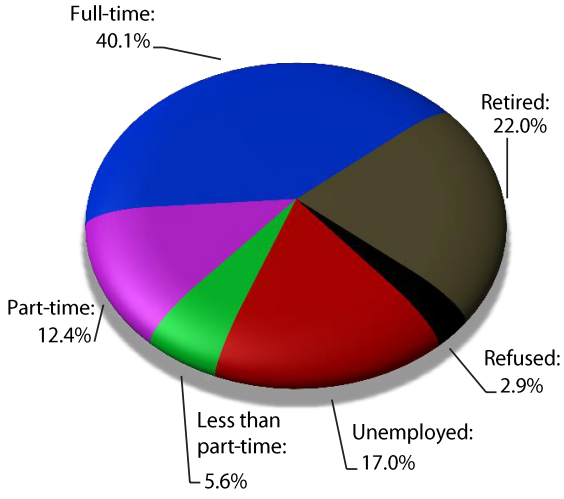
Gender:



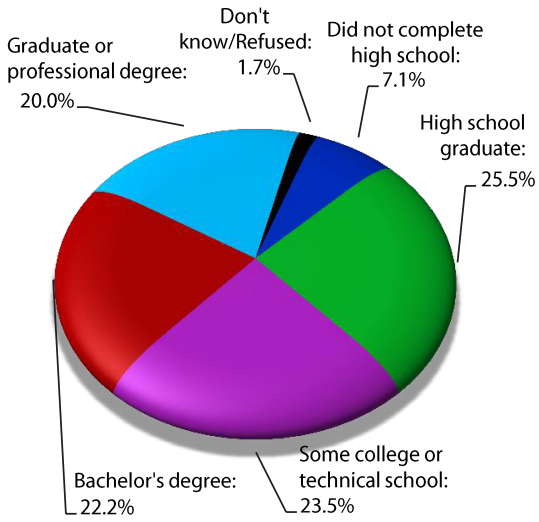
Age:



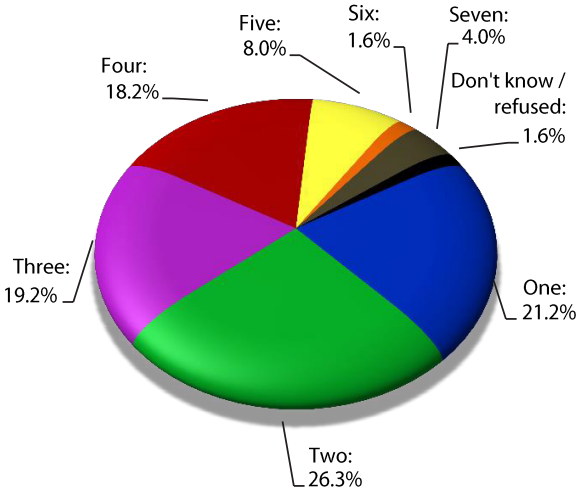
Employment Status:



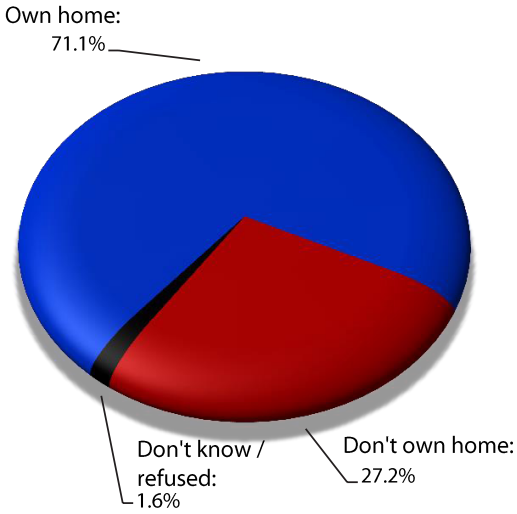
Level of Education:



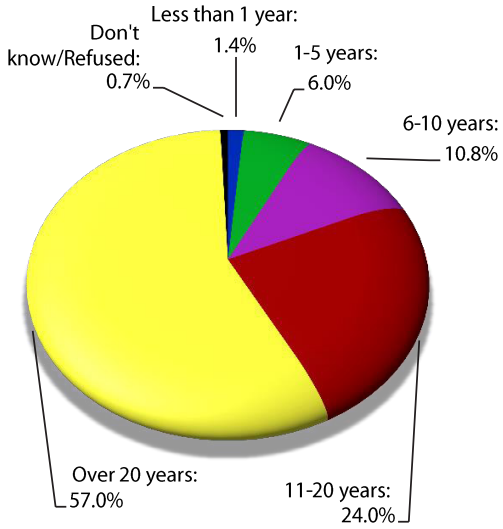
Residents in household:



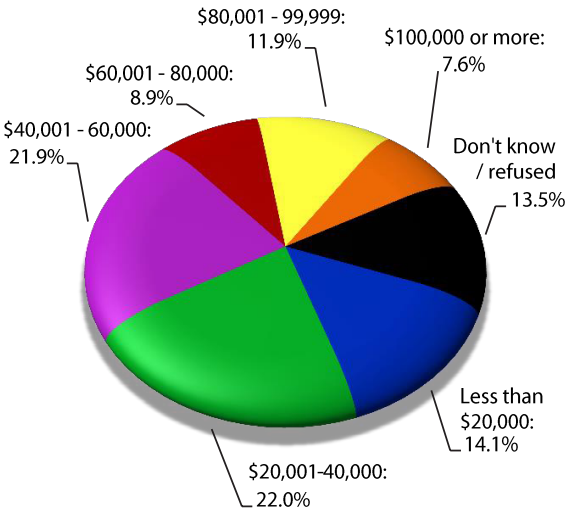
Home ownership:



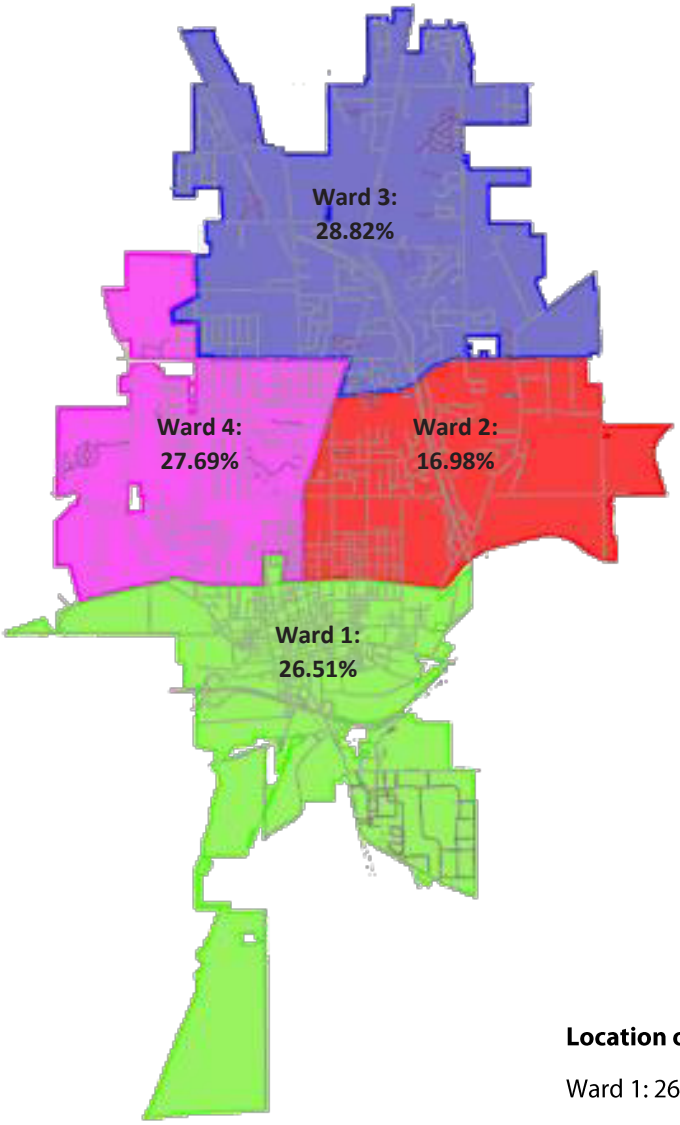
Time living in Wooster:



Household Income:



Ward Breakdown:



Location of 18-24 age group:

Ward 1: 26.9%

Ward 2: 21.0%

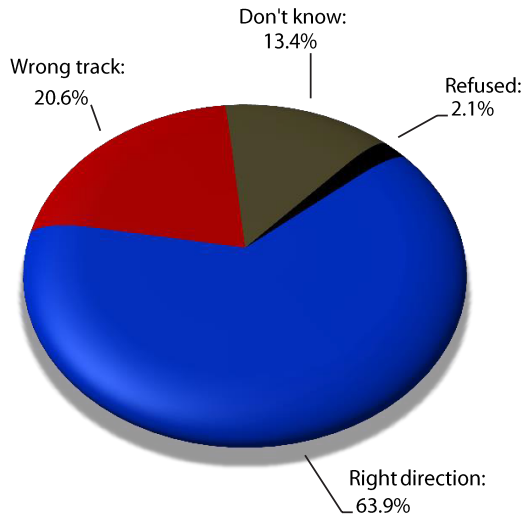
Ward 3: 12.4%

Ward 4: 12.9%

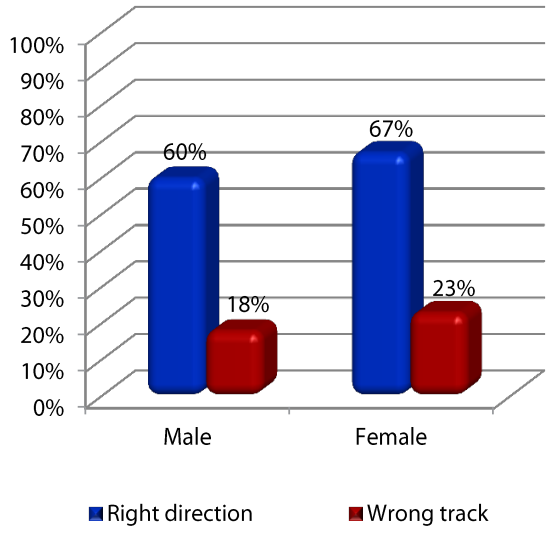
SURVEY RESULTS

Generally speaking, would you say that things here in Wooster are going in the right direction, or have they gotten off on the wrong track?

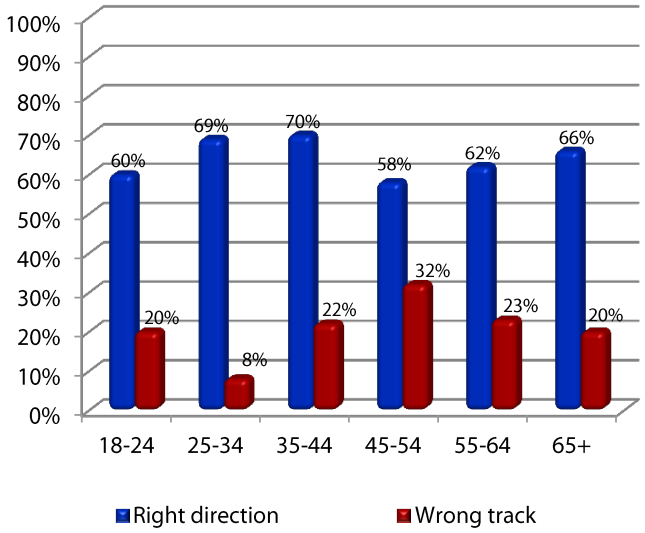
All Respondents



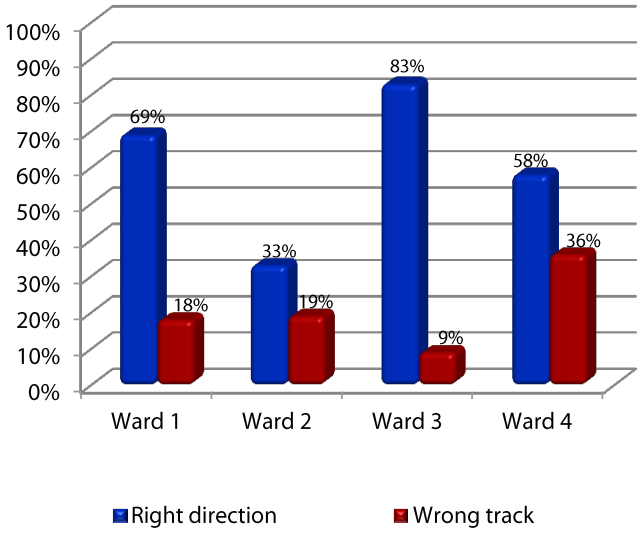
Gender Breakdown



Age Breakdown



Ward Breakdown

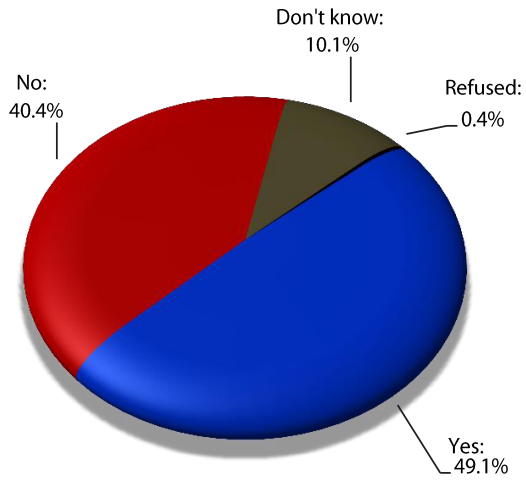


What is the one thing you like most about living in Wooster?

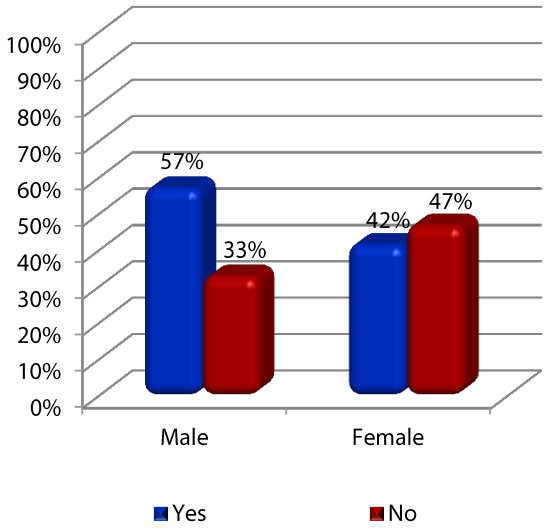
What is the one thing you like least about living in Wooster?

Do you believe Wooster has the right mix of jobs and employment opportunities to support your family over the next 10 years?

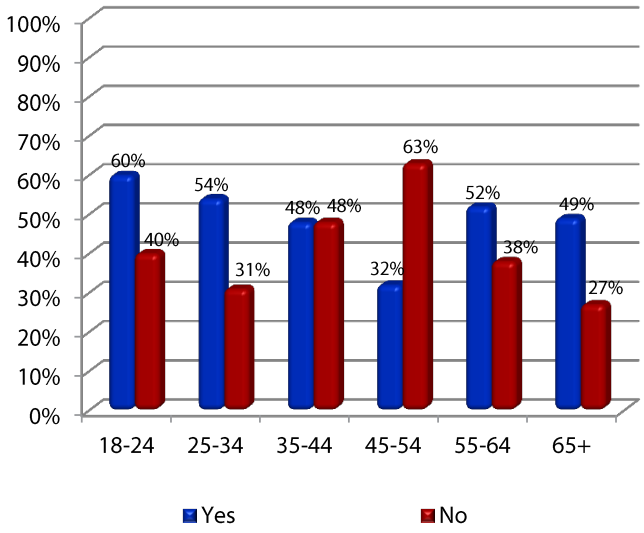
All Respondents



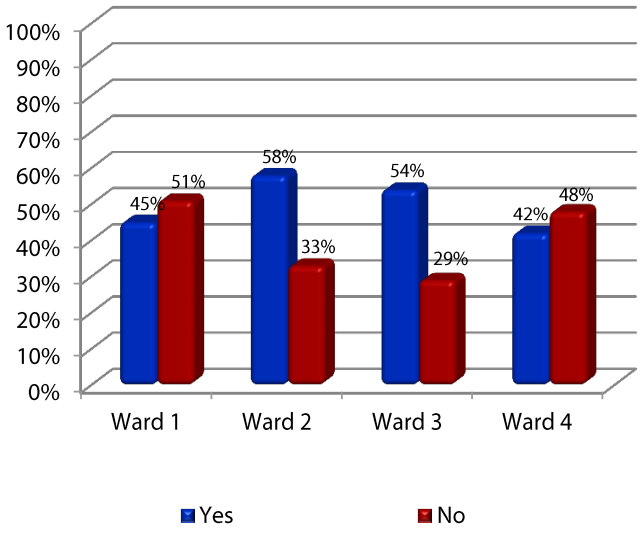
Gender Breakdown



Age Breakdown

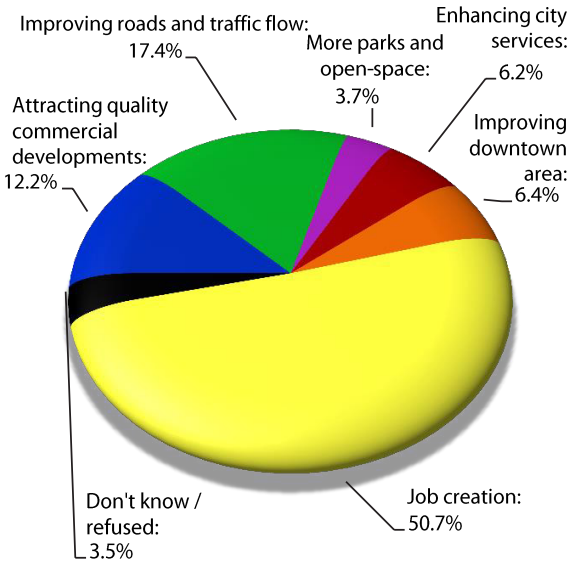


Ward Breakdown

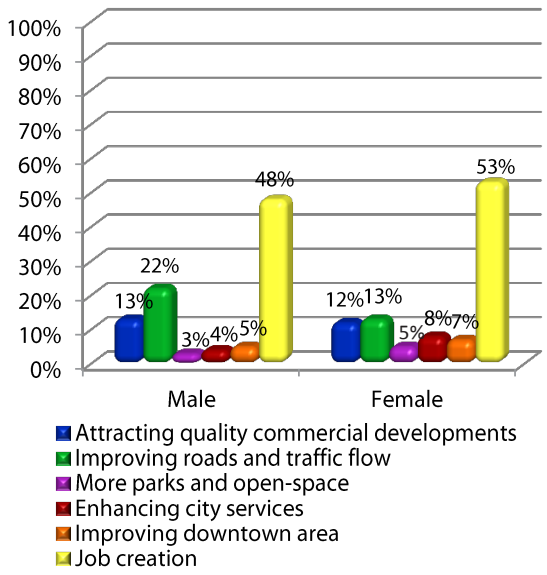


Of the following, which would you focus on most to improve Wooster's quality of life?

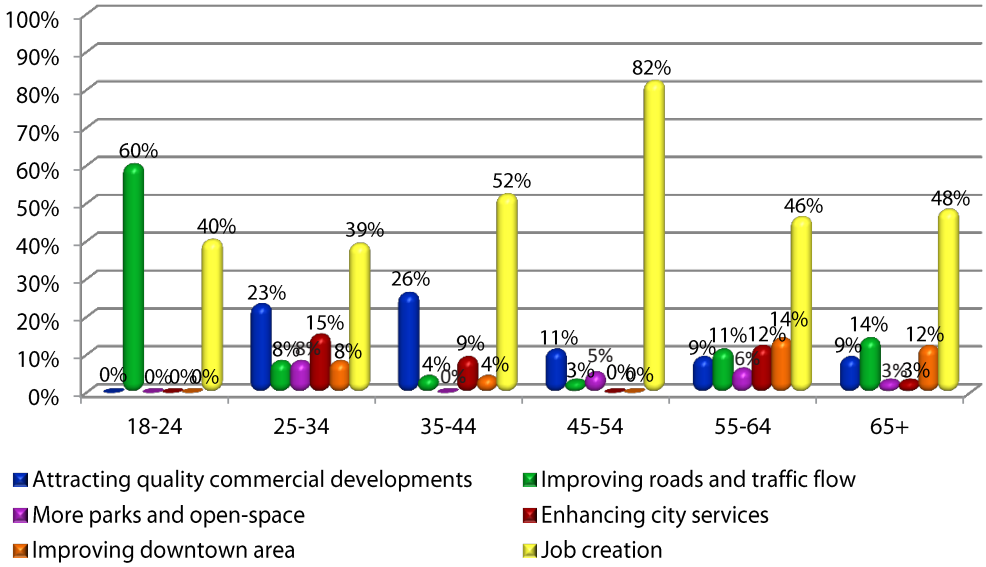
All Respondents

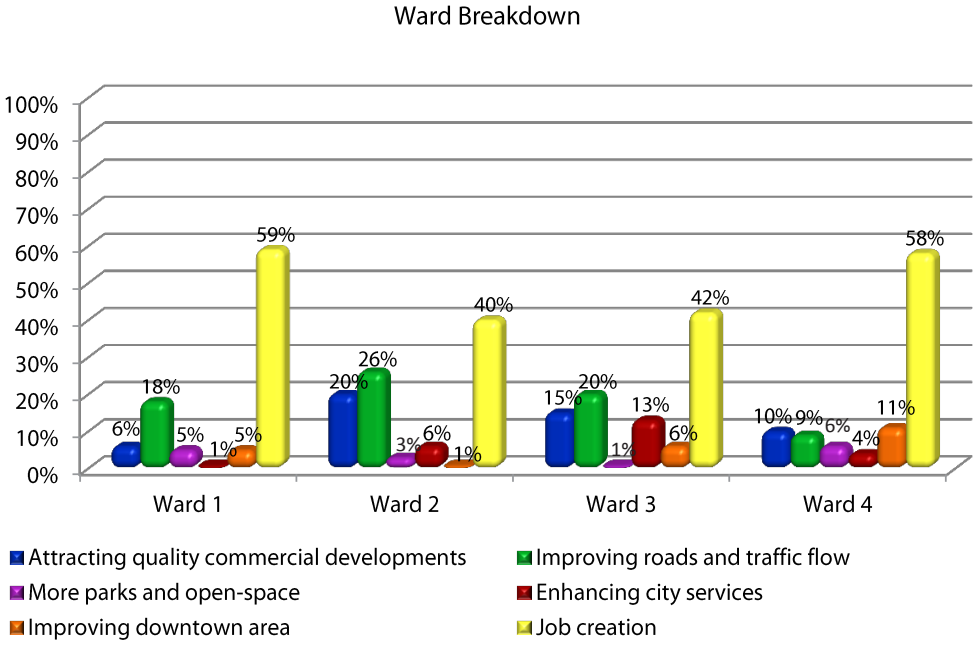


Gender Breakdown



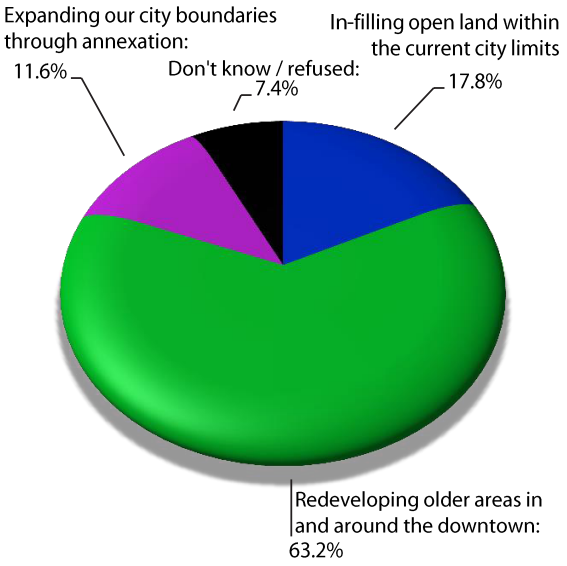
Age Breakdown



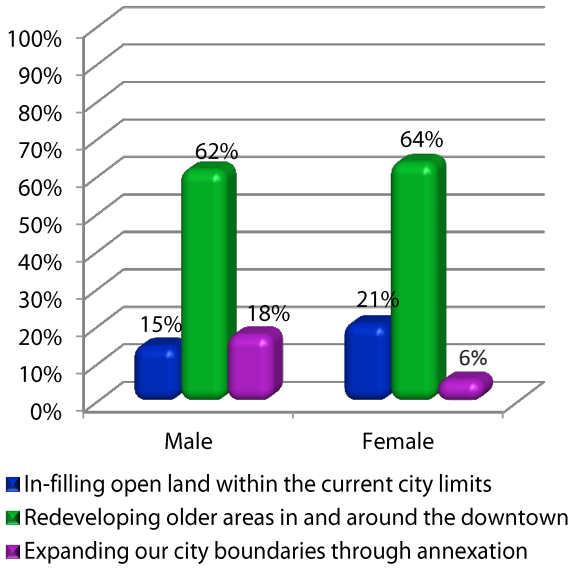

Ward Breakdown
100%
90%
80%
70%
60%
50%
40%
30%
20%
10%
0%
6%
18%
5%
1%
5%
59%
20%
26%
3%
6%
1%
40%
15%
20%
1%
13%
6%
42%
10%
9%
6%
4%
11%
58%
Ward 1
Ward 2
Ward 3
Ward 4
Attracting quality commercial developments
Improving roads and traffic flow
More parks and open-space
Enhancing city services
Improving downtown area
Job creation

How would you prefer for Wooster to develop in the future? Would you prefer it to be focused on:

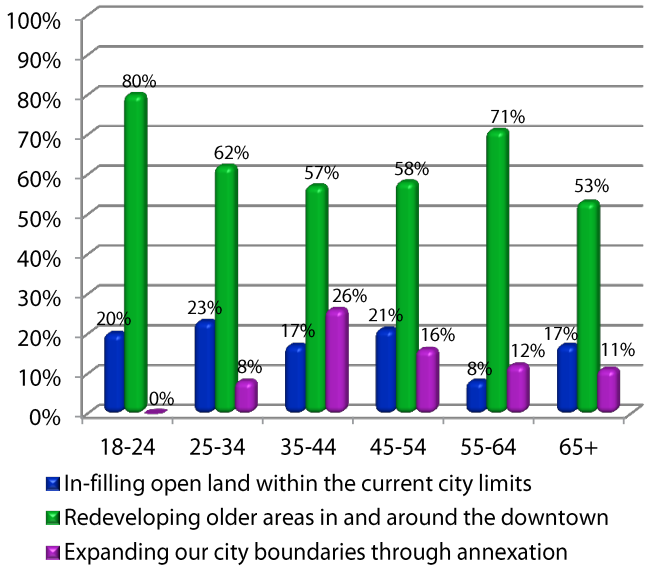
All Respondents



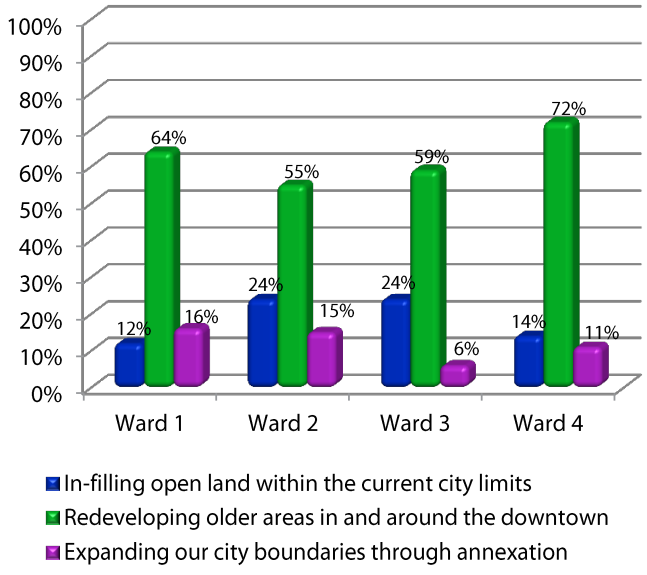
Gender Breakdown



Age Breakdown

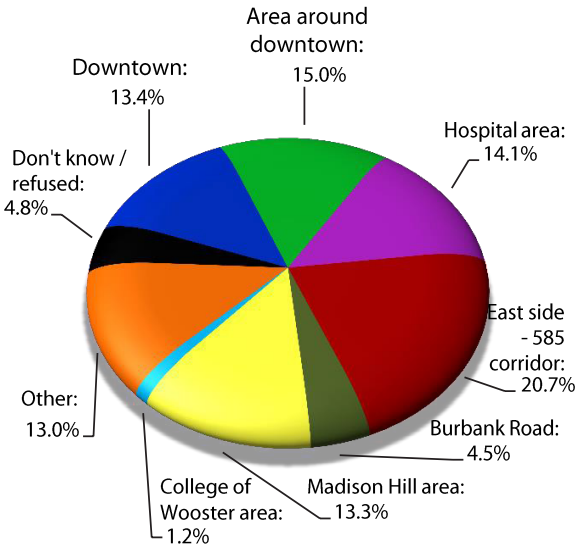


Ward Breakdown

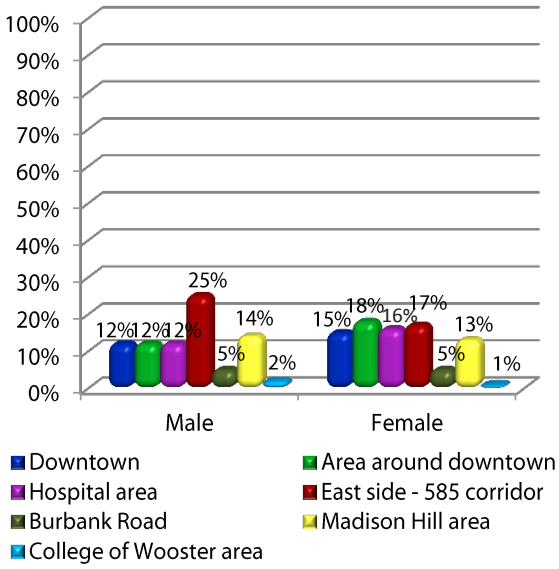


What part of the city do you believe should be the highest priority for new development?

All Respondents



Gender Breakdown



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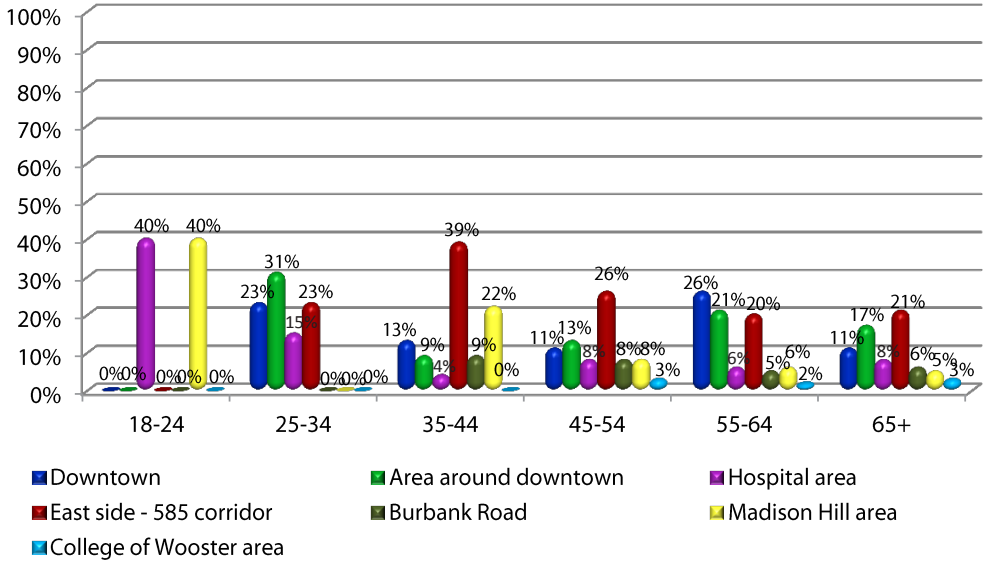

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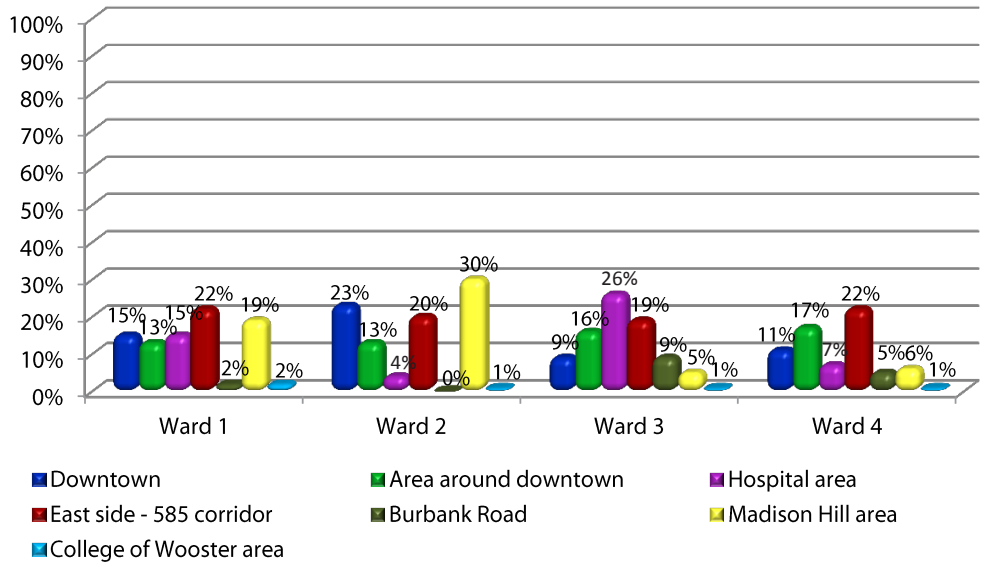
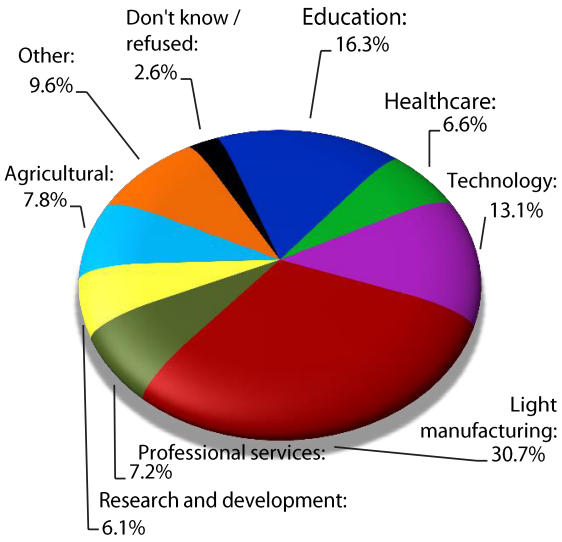


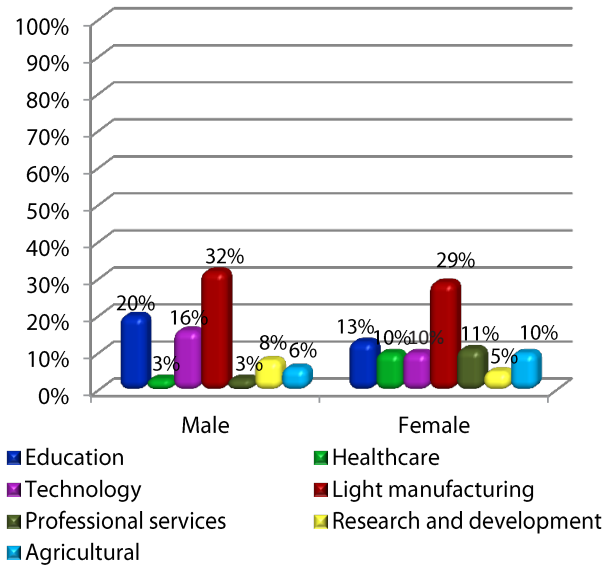
Other Responses

What kinds of jobs would you most like to see Wooster attract more of in the future?

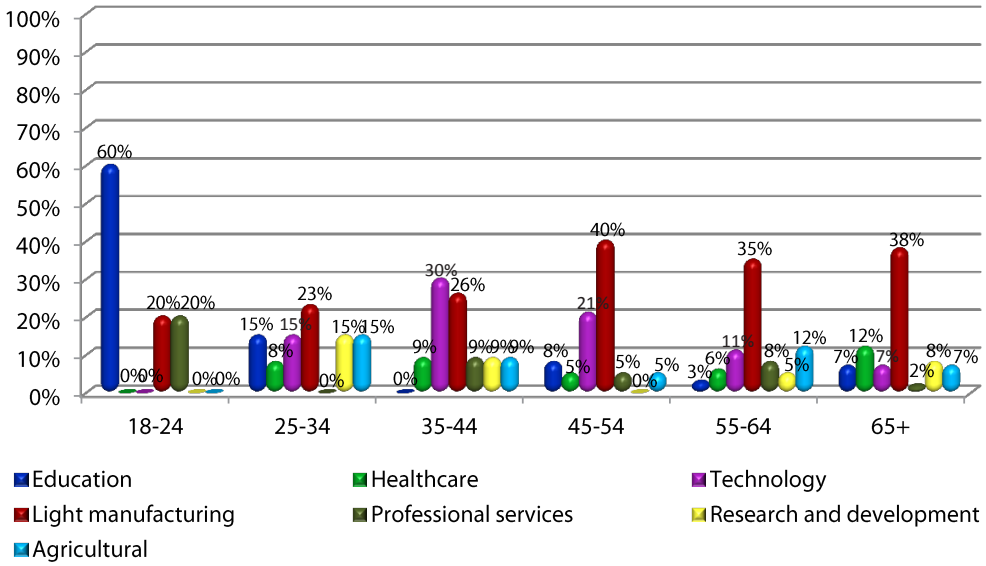
All Respondents



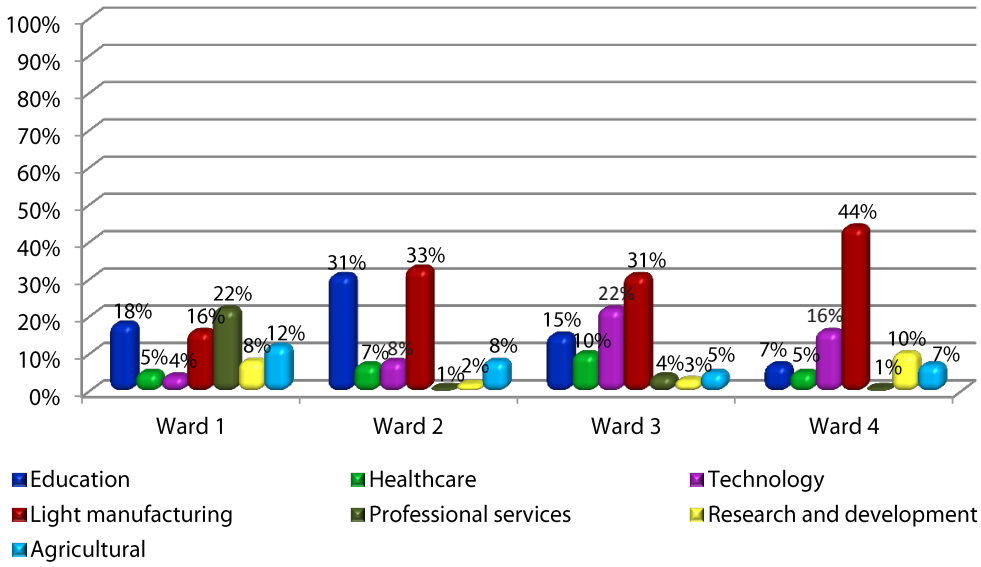
Gender Breakdown



Age Breakdown



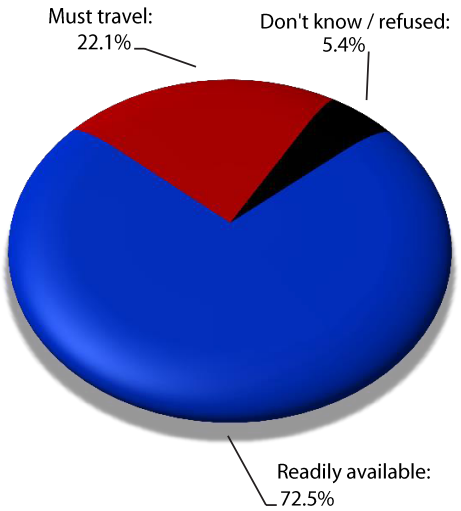
Ward Breakdown



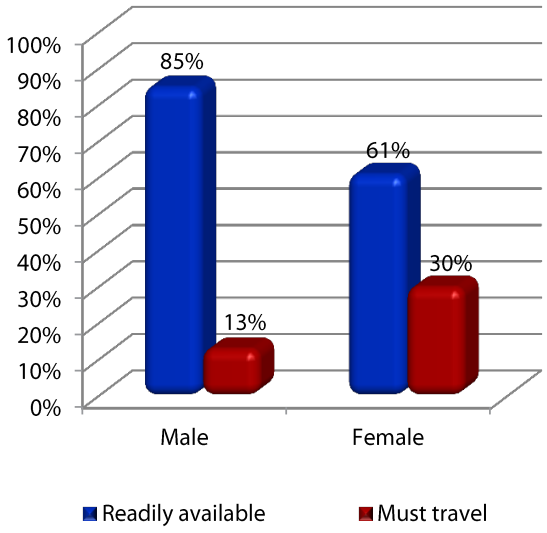
Other Responses

Are the goods and services you regularly need available locally, or do you need to travel outside Wooster to find them?

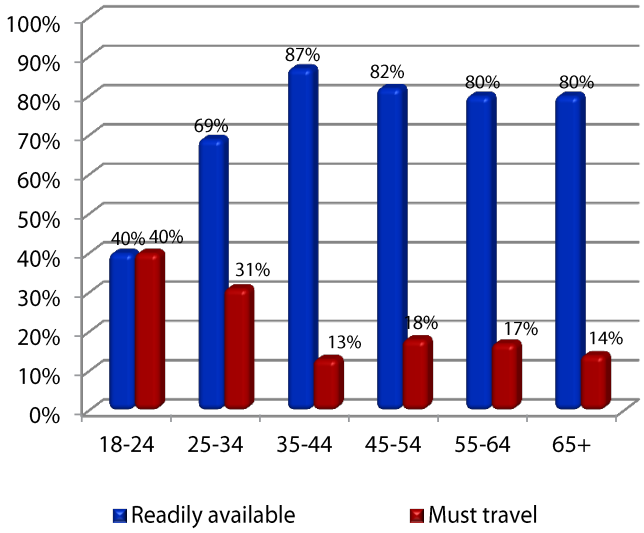
All Respondents



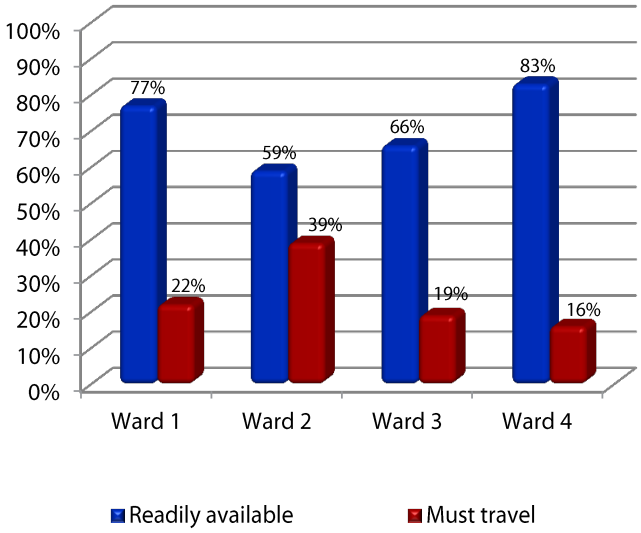
Gender Breakdown



Age Breakdown



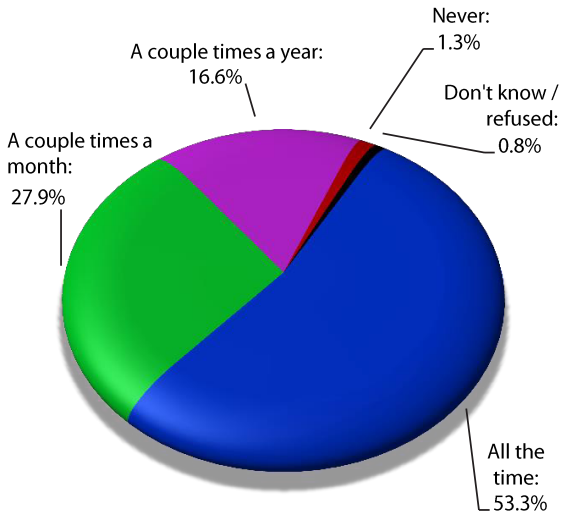
Ward Breakdown



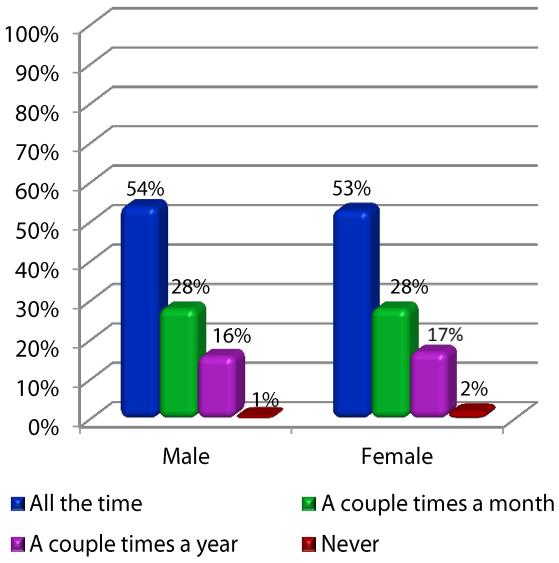
If these are not available what services are you traveling to find?

How frequently do you visit downtown Wooster?

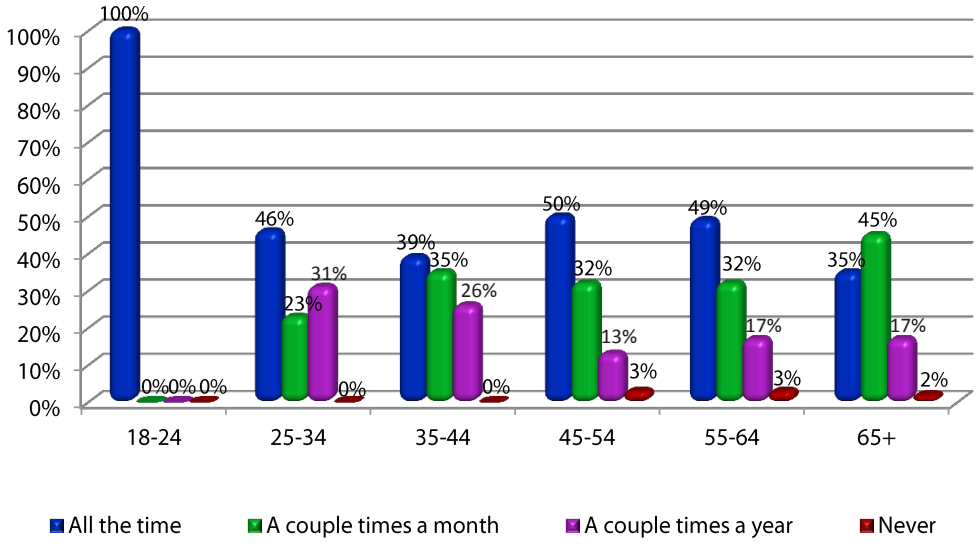
All Respondents

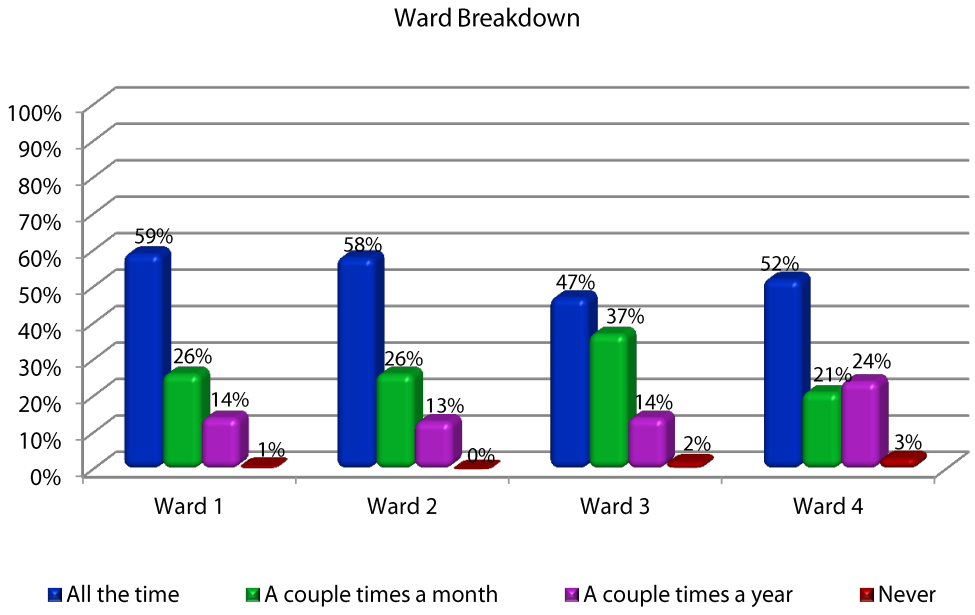


Gender Breakdown



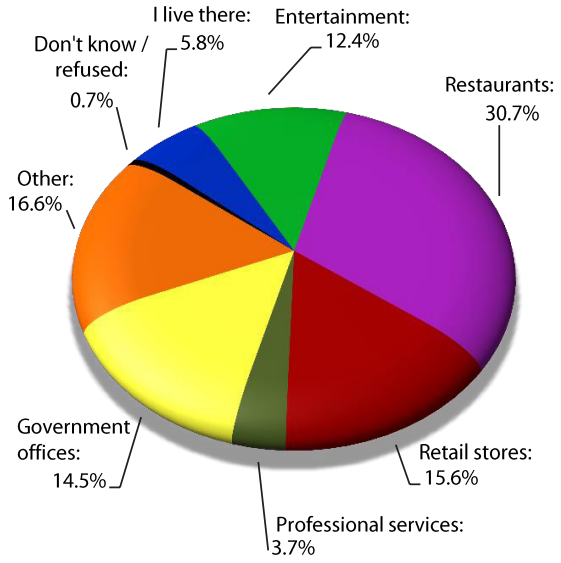
Age Breakdown



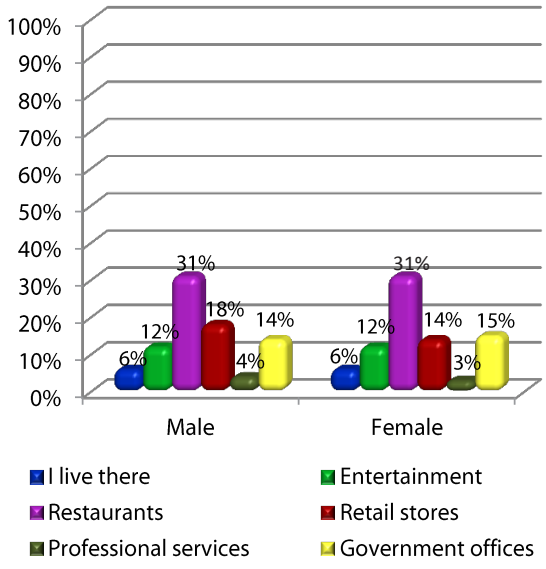

Ward Breakdown
100%
90%
80%
70%
60%
50%
40%
30%
20%
10%
0%
59%
26%
14%
1%
58%
26%
13%
0%
47%
37%
14%
2%
52%
21%
24%
3%
Ward 1
Ward 2
Ward 3
Ward 4
All the time
A couple times a month
A couple times a year
Never

What would you say is the primary reason you visit downtown?

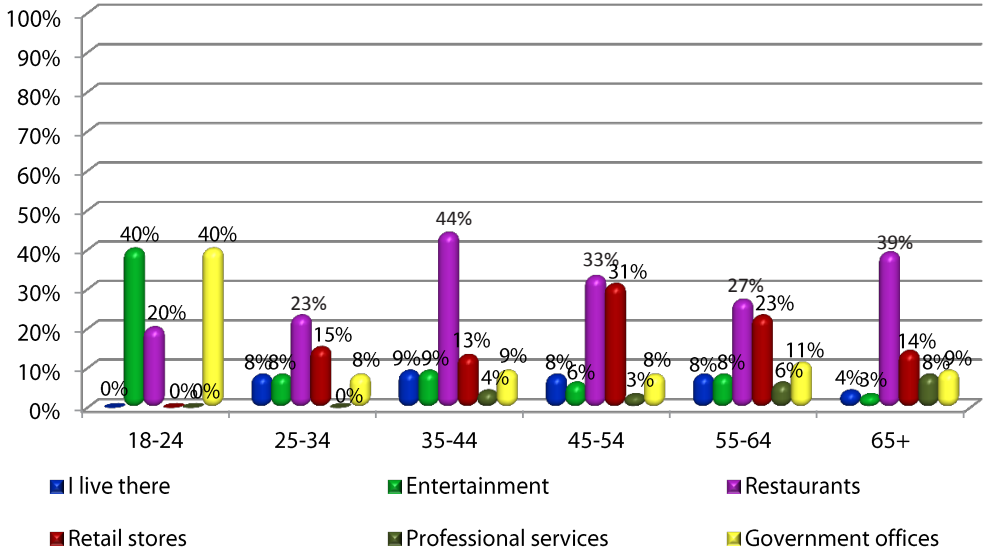
All Respondents



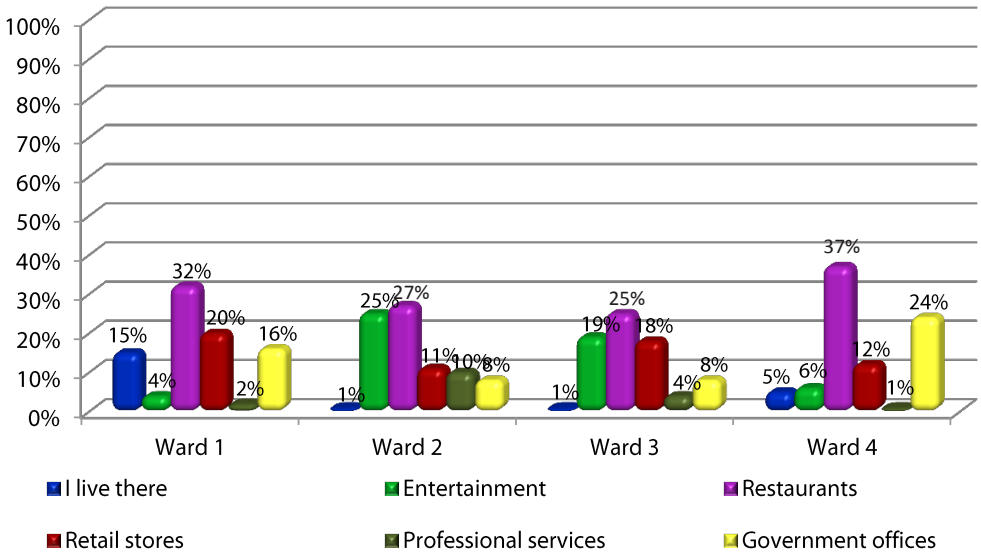
Gender Breakdown



Age Breakdown



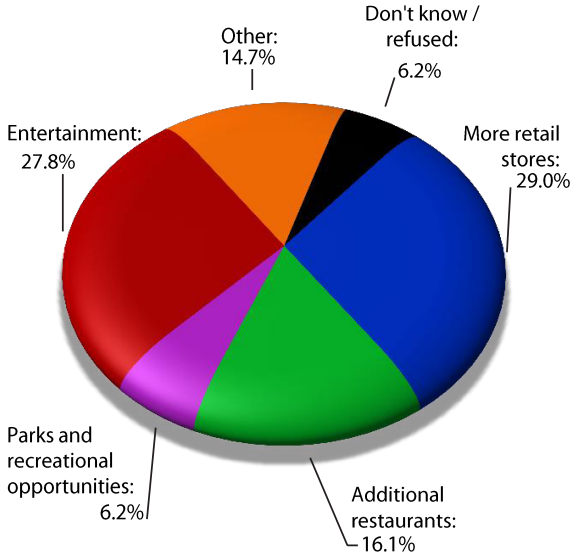
Ward Breakdown



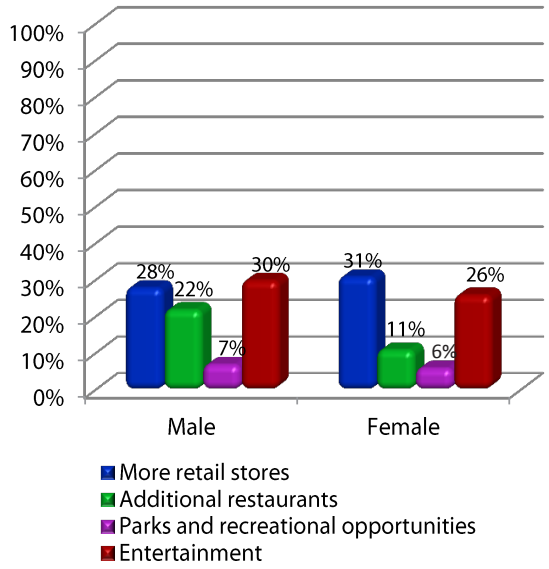
Other Responses

What would most encourage you to come downtown more often?

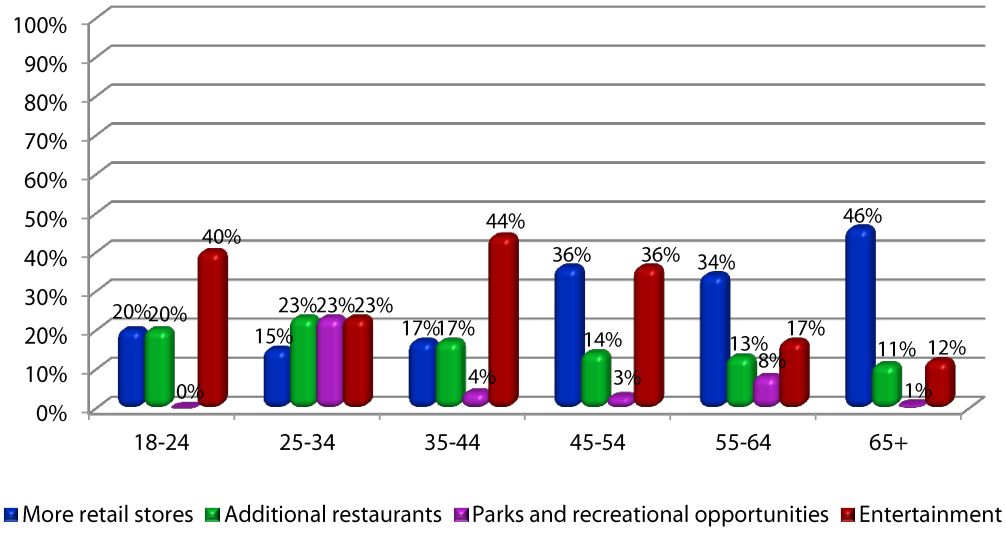
All Respondents



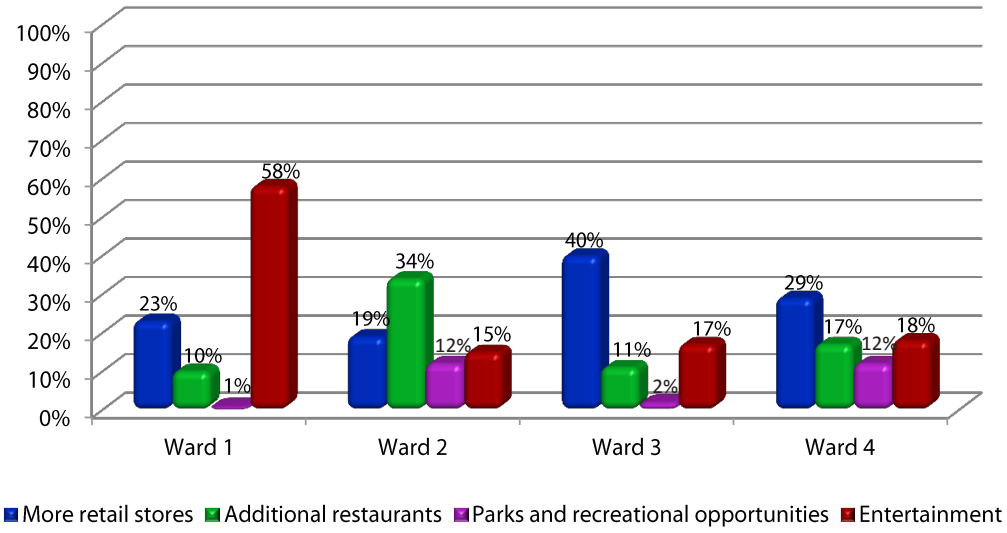
Gender Breakdown



Age Breakdown



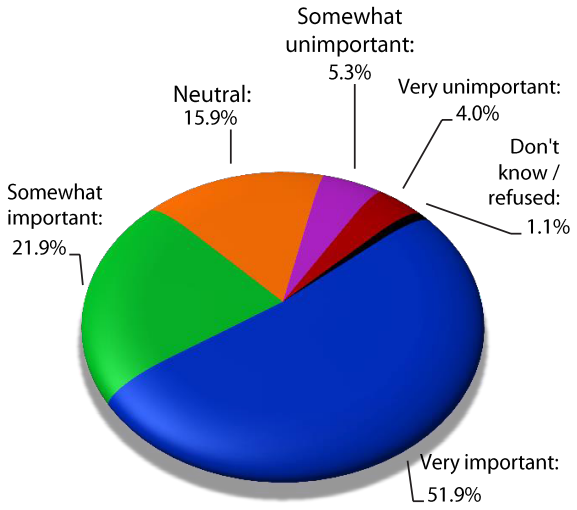
Ward Breakdown



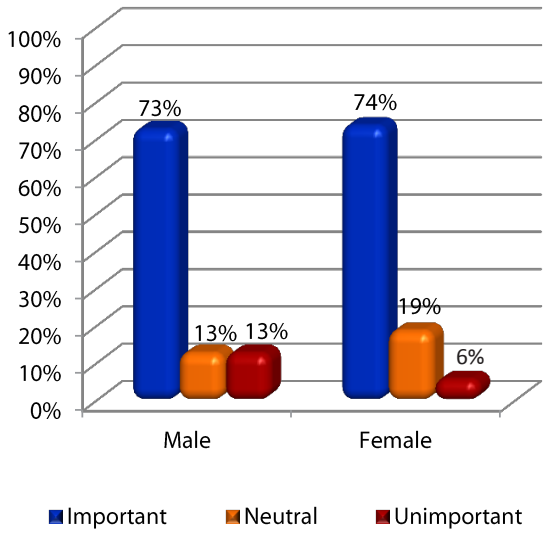
Other Responses

How important is it to you that the community be connected by sidewalks, bike paths, and recreational trails?

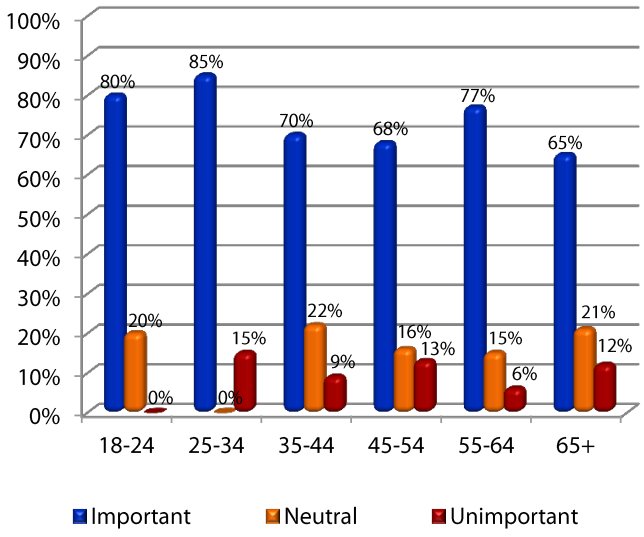
All Respondents



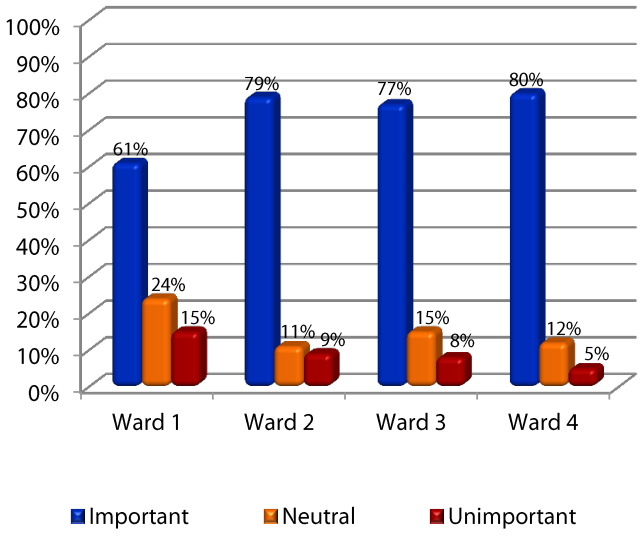
Gender Breakdown



Age Breakdown

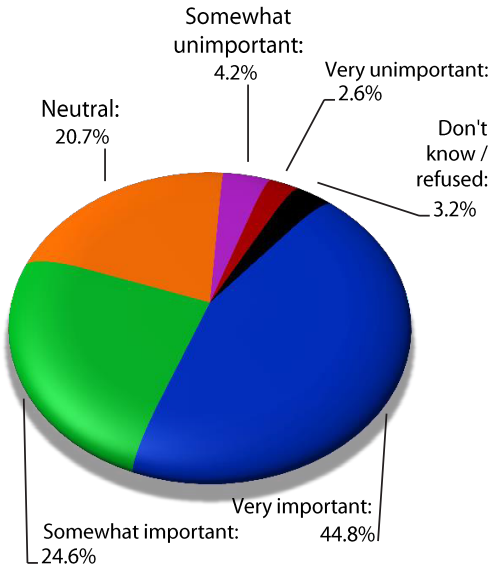


Ward Breakdown

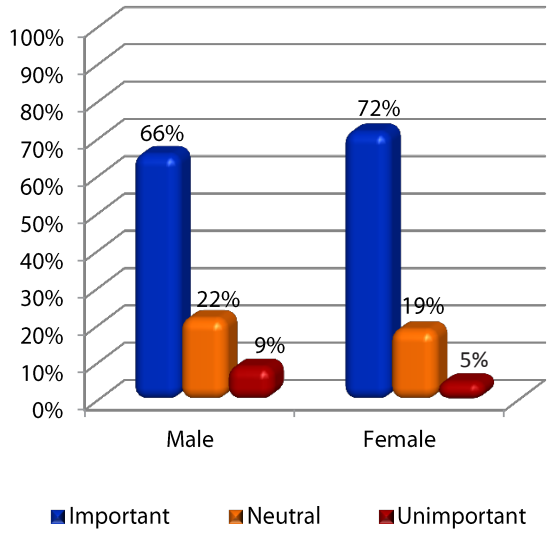


How important is it to you that the Wooster works to be a more efficient and sustainable community by focusing on green practices and policies?

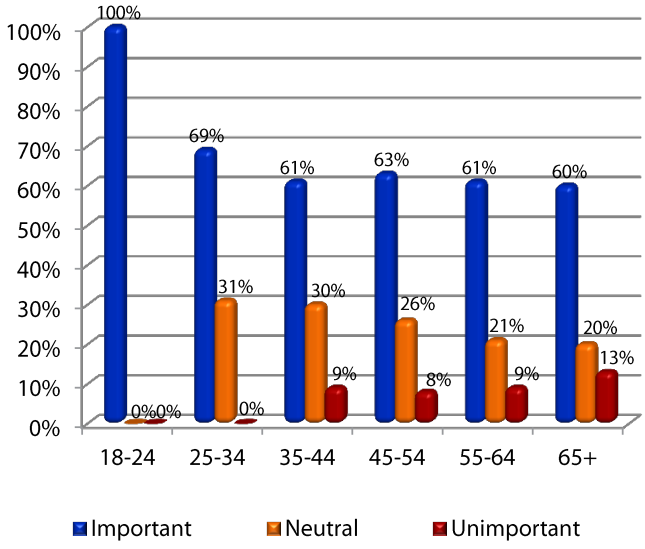
All Respondents



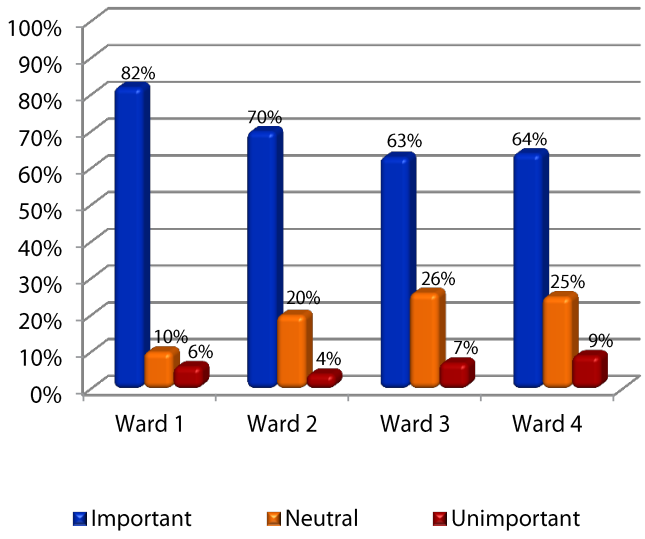
Gender Breakdown



Age Breakdown



Ward Breakdown



On a scale of one to five, with one being excellent and five being poor, how would you rate the quality of the following city services and conditions? (All breakdowns represent 2013 results only)

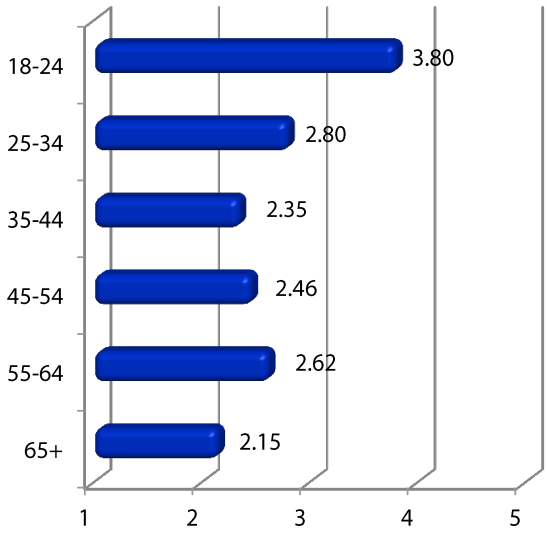
Wooster's recreational department

2012 Respondents

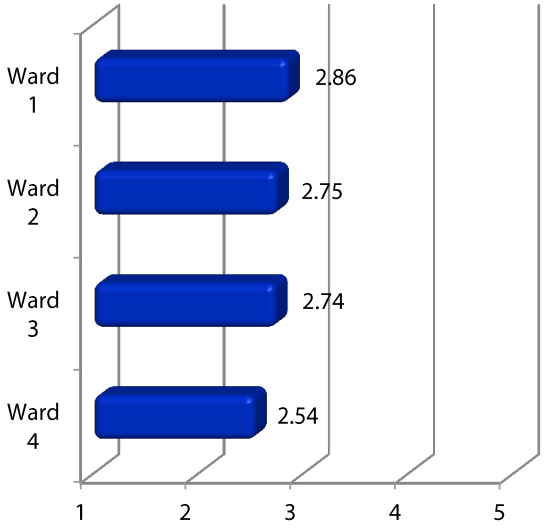
2013 Respondents

Gender Breakdown

Age Breakdown

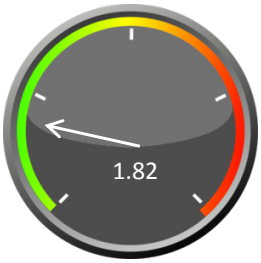


Ward Breakdown



Wooster's Fire Department

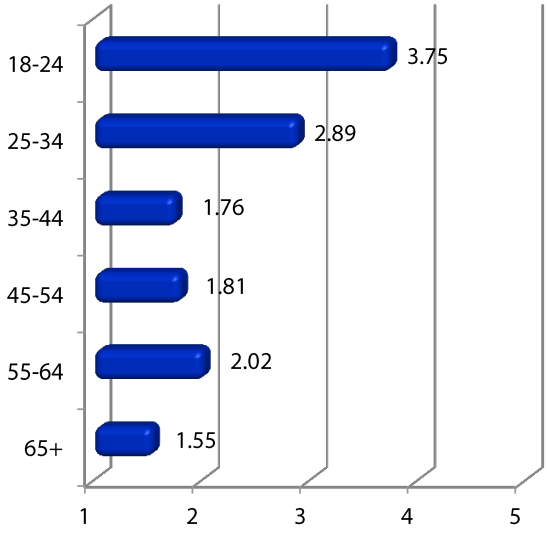
2012 Respondents



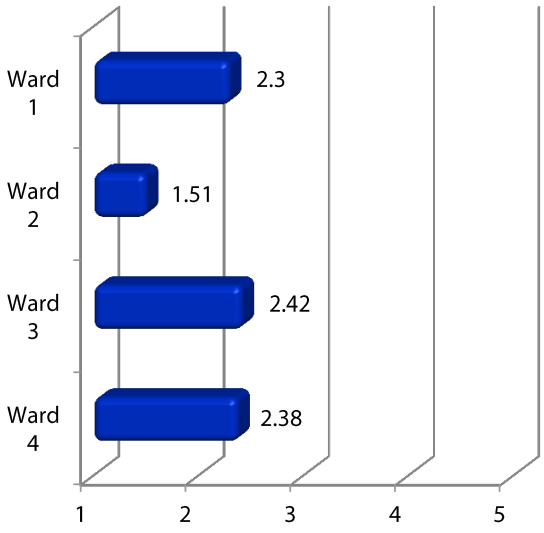
2013 Respondents

Gender Breakdown

Age Breakdown

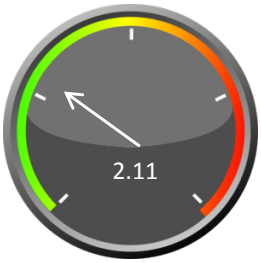


Ward Breakdown



Wooster's Police Department

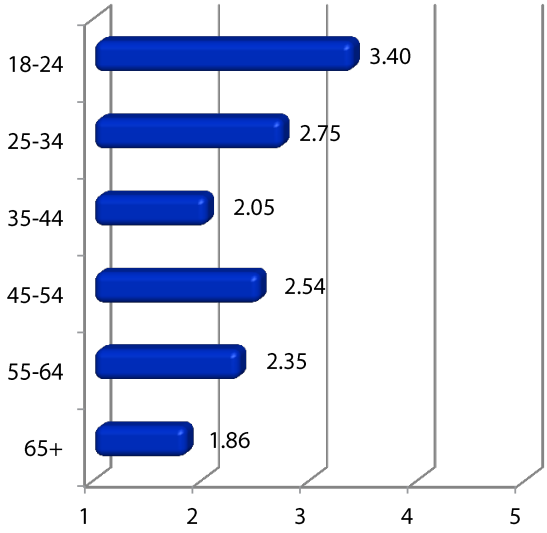
2012 Respondents



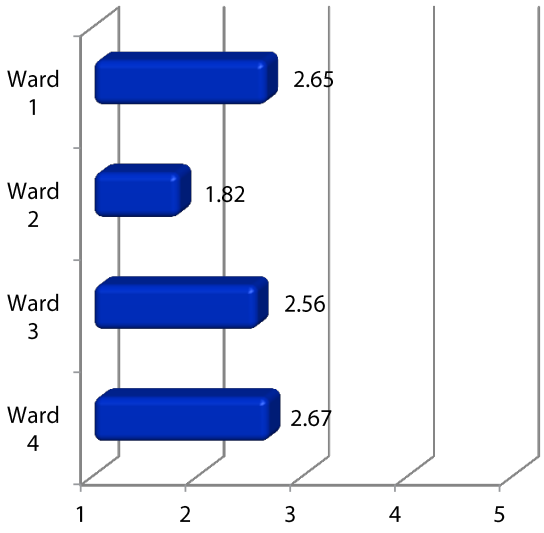
2013 Respondents

Gender Breakdown

Age Breakdown

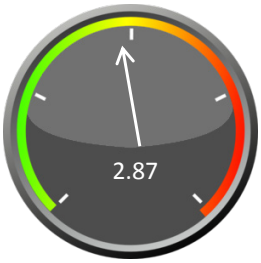


Ward Breakdown

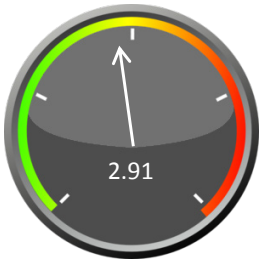


Wooster's Street Maintenance Service

2012 Respondents

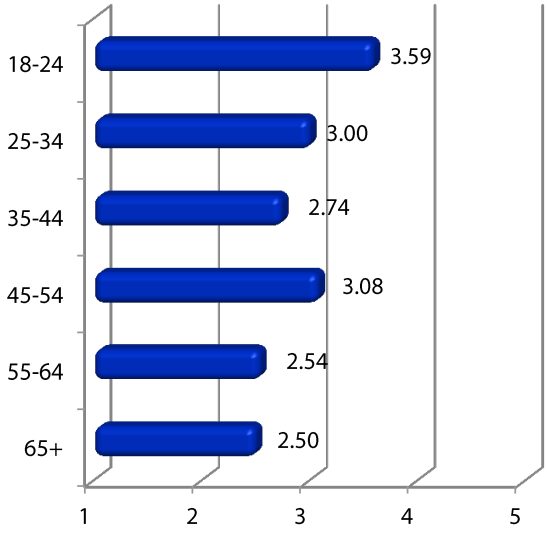


2013 Respondents

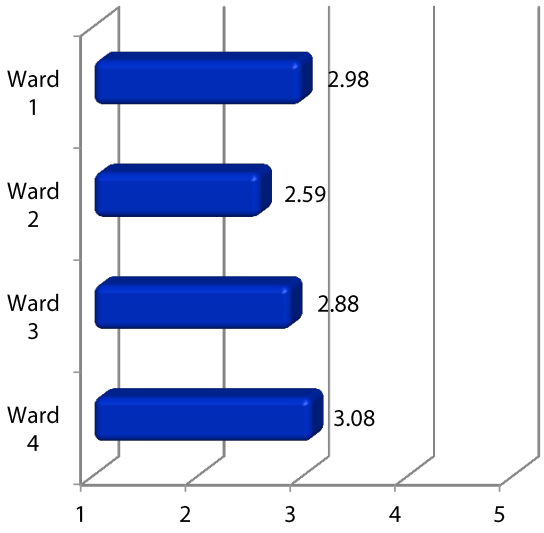


Gender Breakdown

Age Breakdown

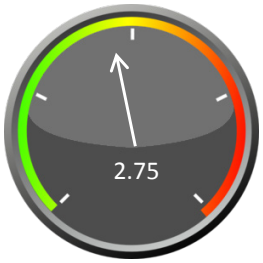


Ward Breakdown



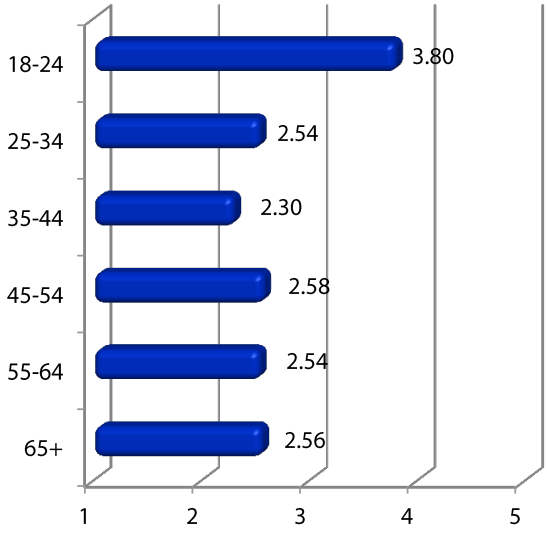
Wooster's traffic

2013 Respondents

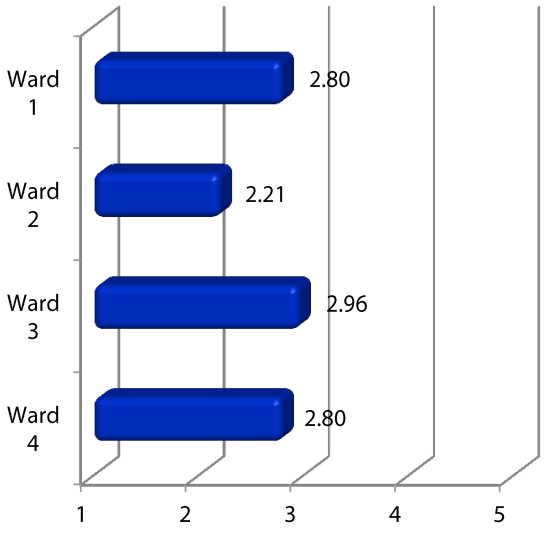


Gender Breakdown

Age Breakdown

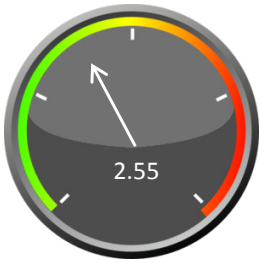


Ward Breakdown



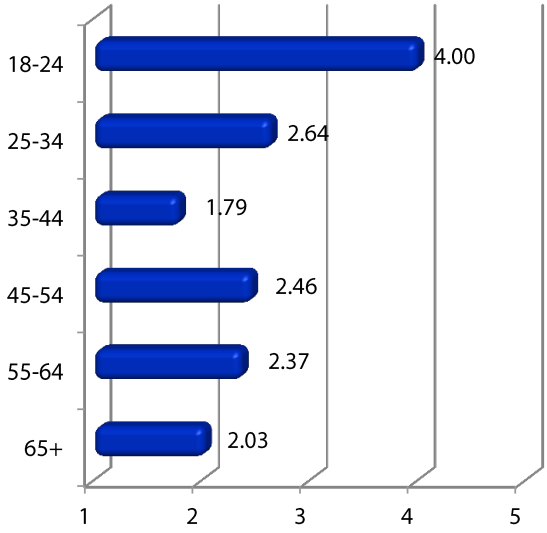
Water utility

2013 Respondents

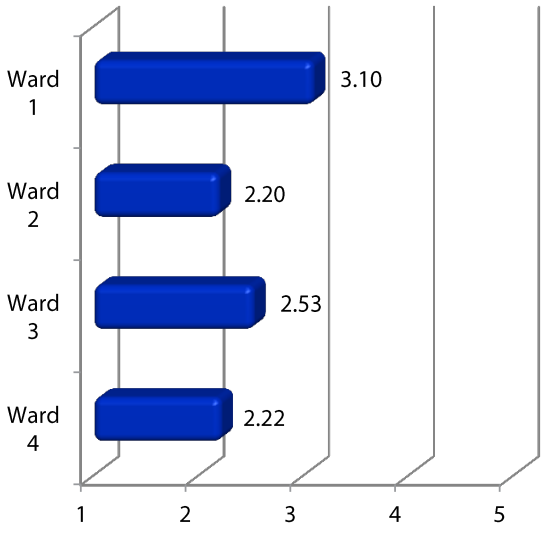


Gender Breakdown

Age Breakdown

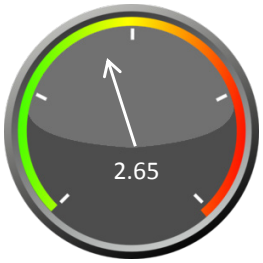


Ward Breakdown



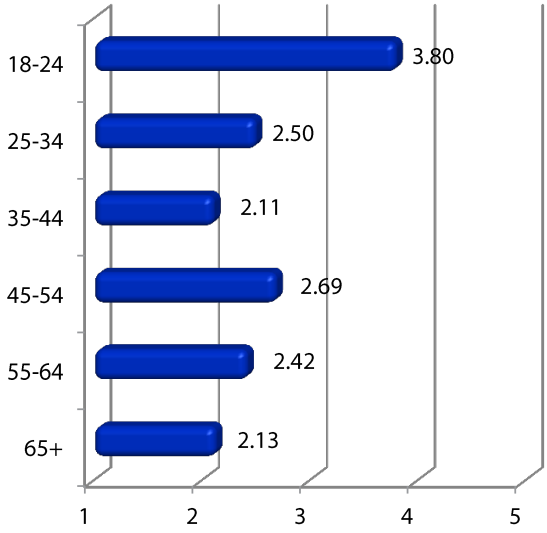
Sewer utility

2013 Respondents

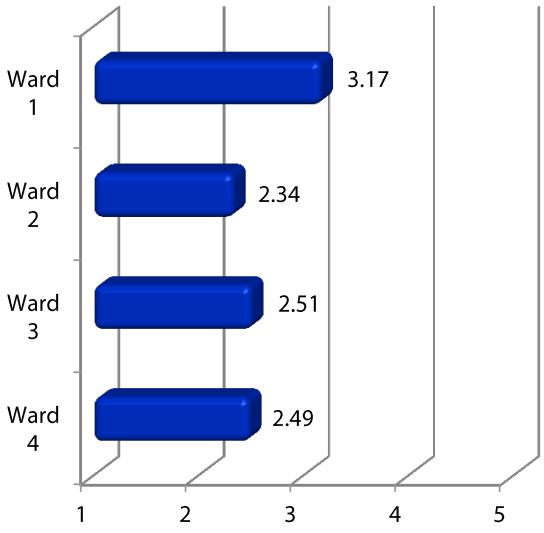


Gender Breakdown

Age Breakdown

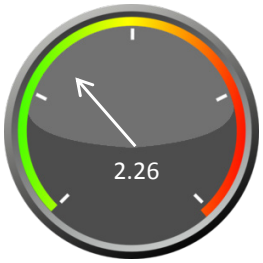


Ward Breakdown



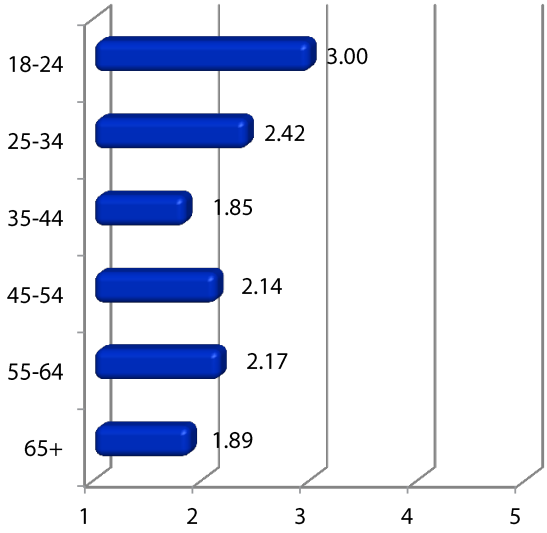
Trash service

2013 Respondents

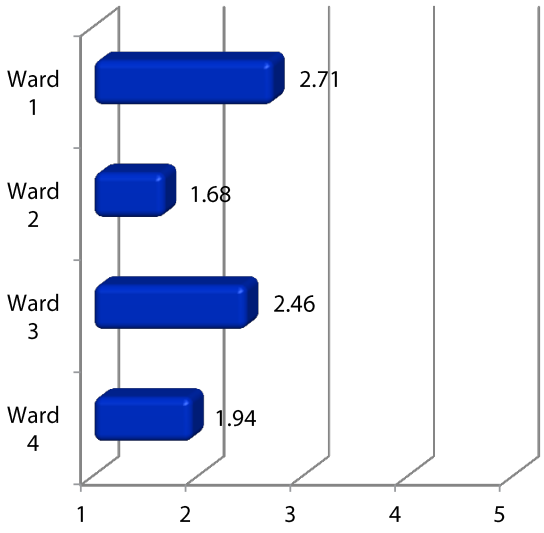


Gender Breakdown

Age Breakdown



Ward Breakdown

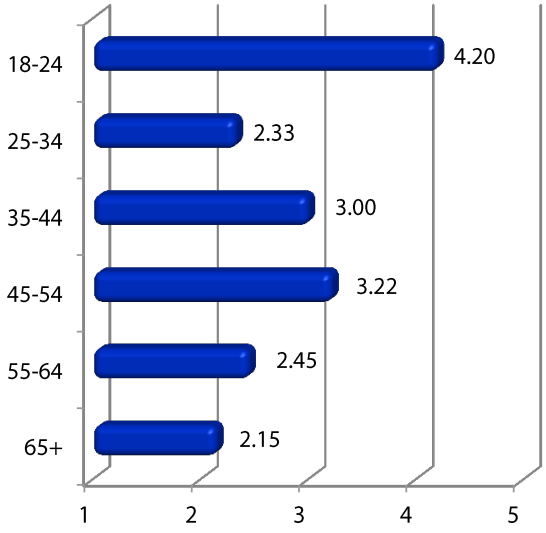


Snow removal

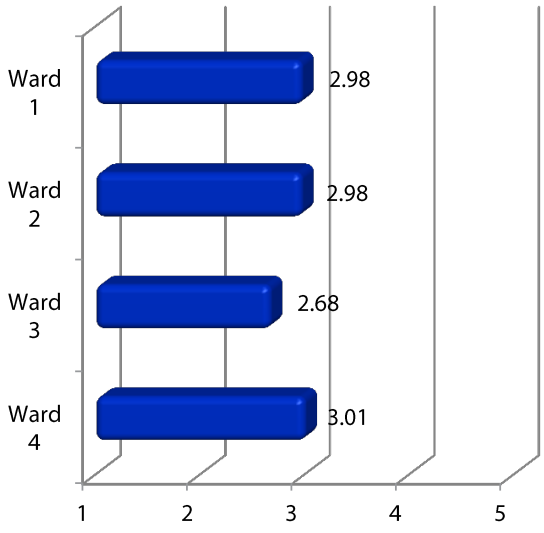
2013 Respondents

Gender Breakdown

Age Breakdown



Ward Breakdown

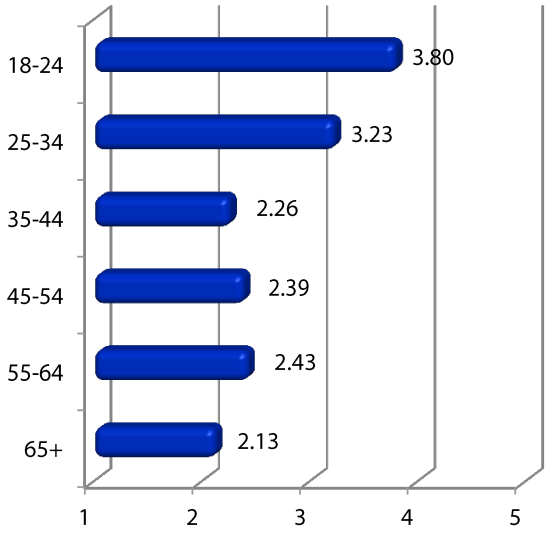


Overall beauty of the city

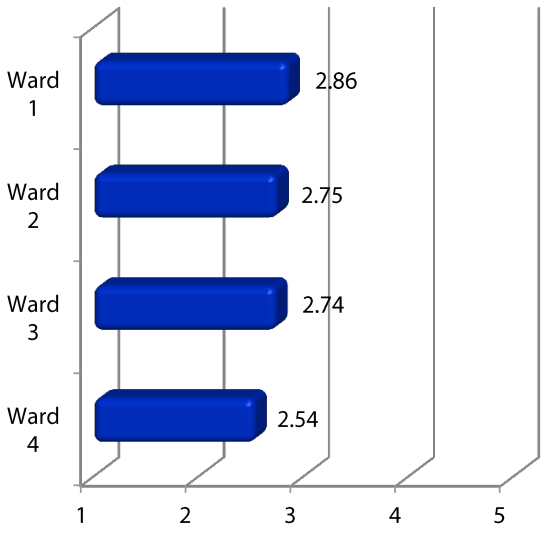
2013 Respondents

Gender Breakdown

Age Breakdown



Ward Breakdown

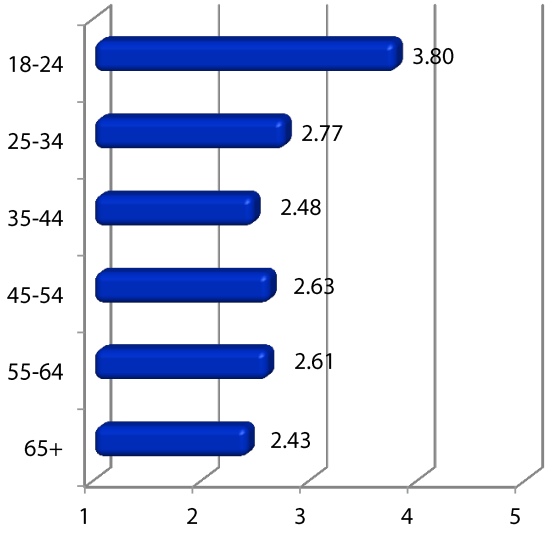


Property maintenance within the city

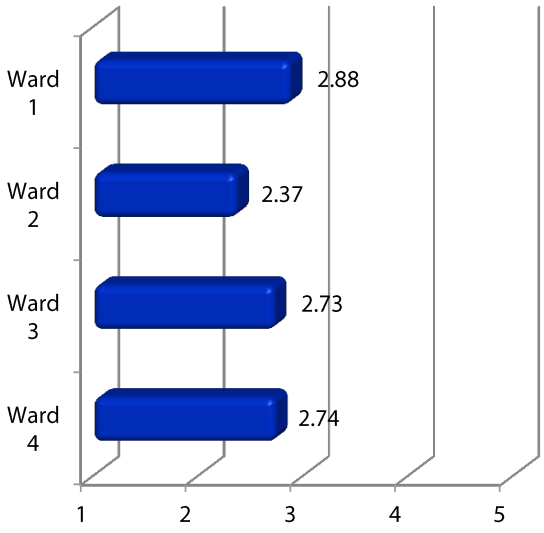
2013 Respondents

Gender Breakdown

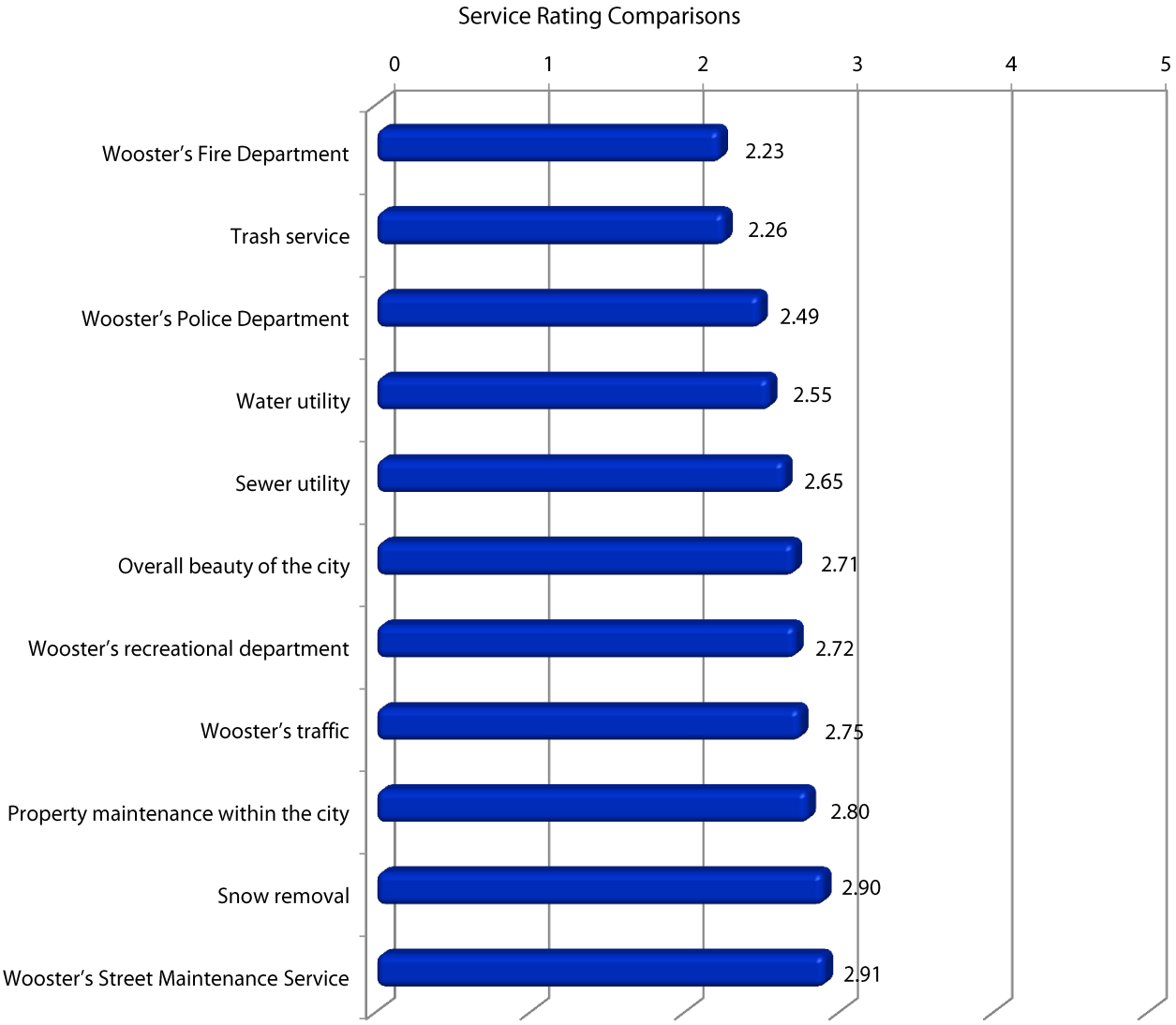
Age Breakdown



Ward Breakdown



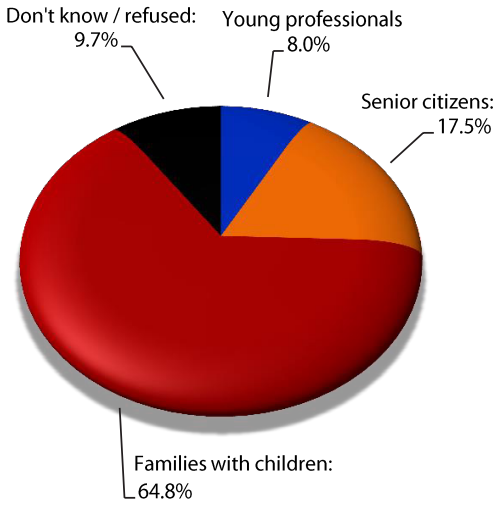
On a scale of one to five, with one being excellent and five being poor, how would you rate the quality of the following city services and conditions?



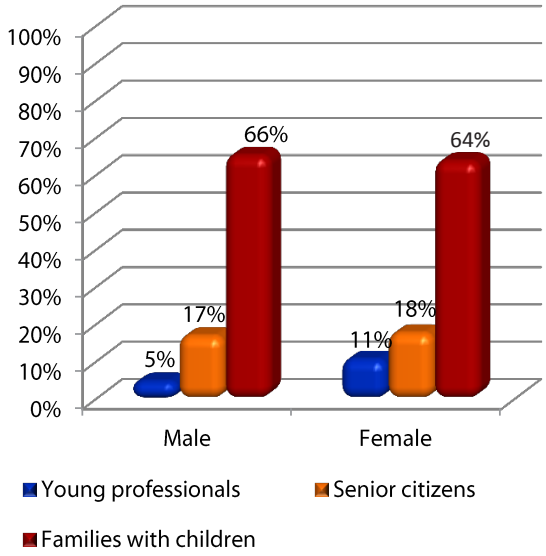
If you feel property maintenance is an issue what area of the City should be targeted for improvement?

Considering the homes and amenities available in the community, which of the following groups of individuals do you believe is most attracted to living in Wooster?

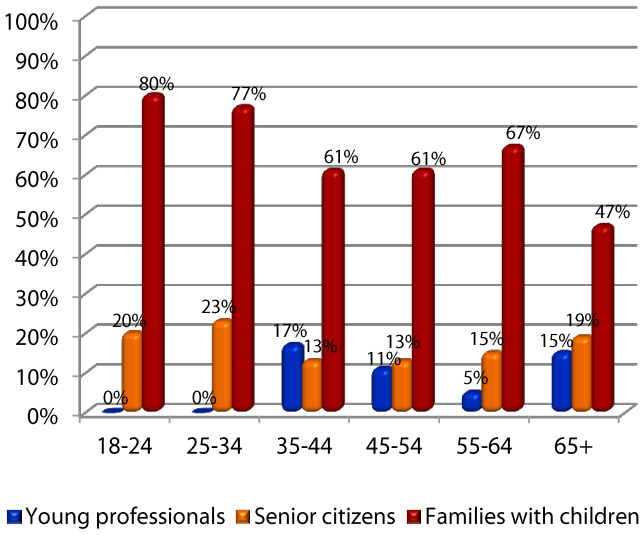
All Respondents



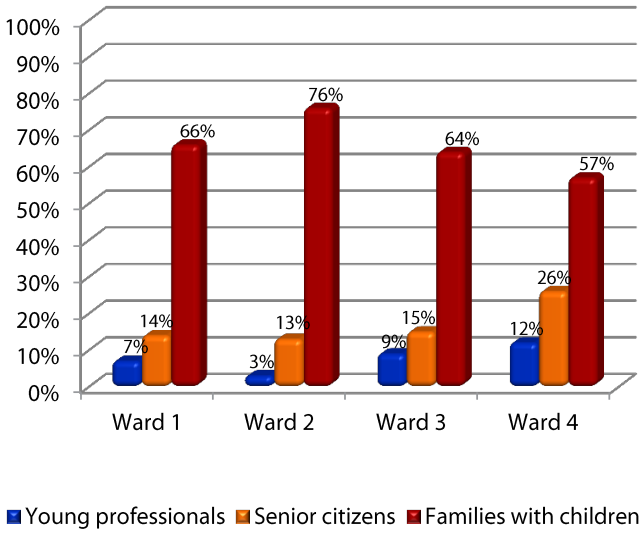
Gender Breakdown



Age Breakdown

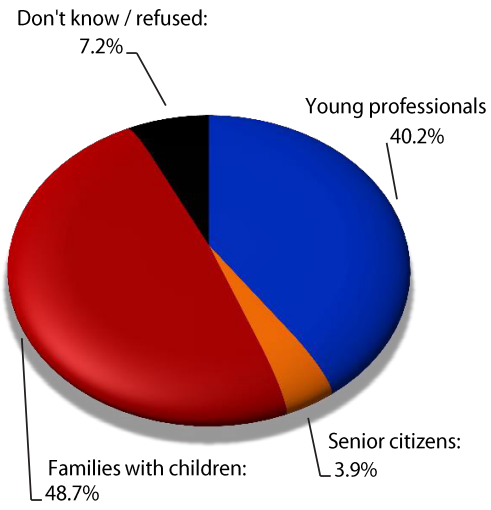


Ward Breakdown

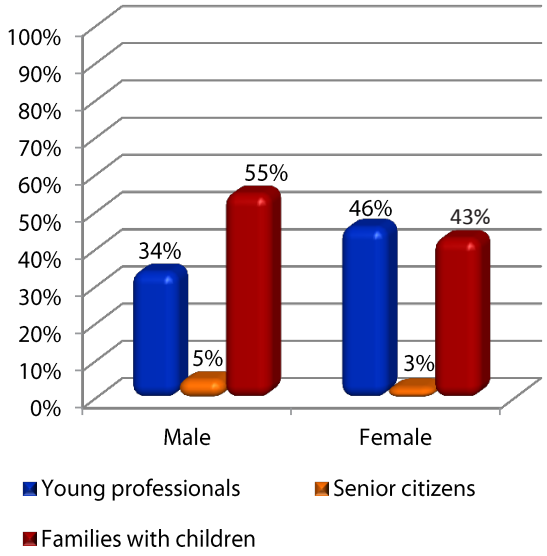


And of those same groups, which would you most like Wooster to attract more of?

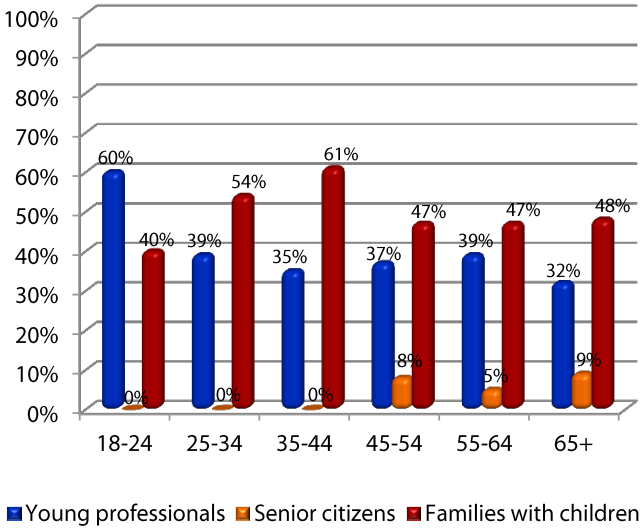
All Respondents



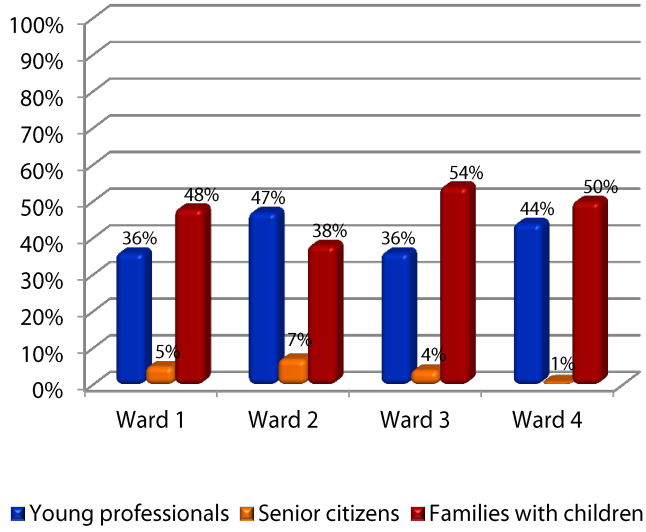
Gender Breakdown



Age Breakdown

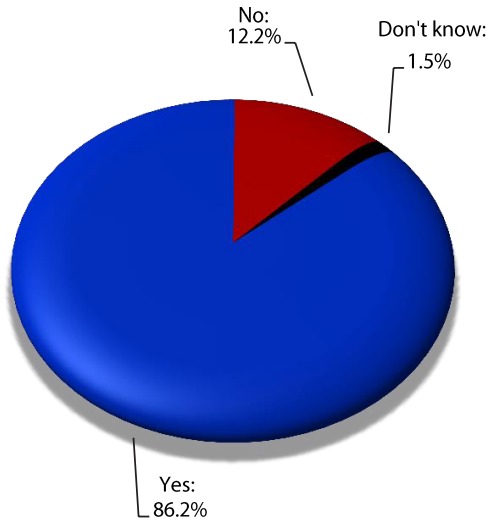


Ward Breakdown

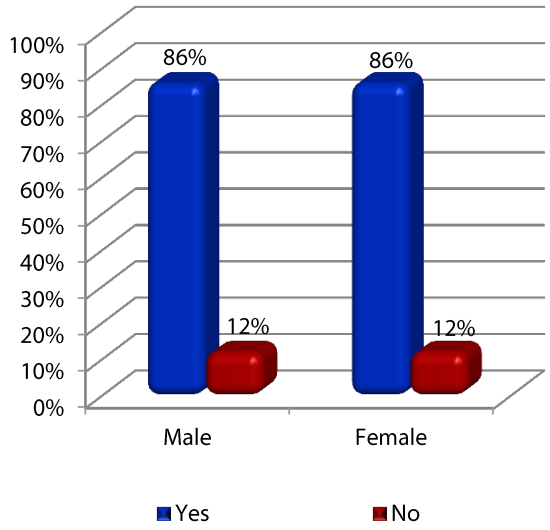


Do you feel safe and secure in the City of Wooster?

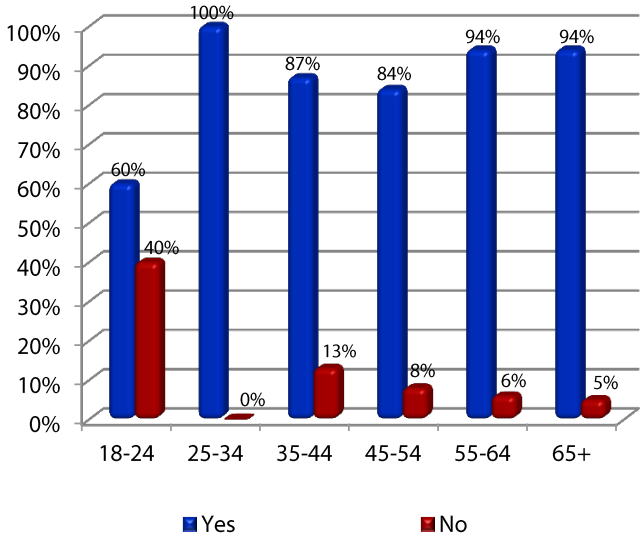
All Respondents



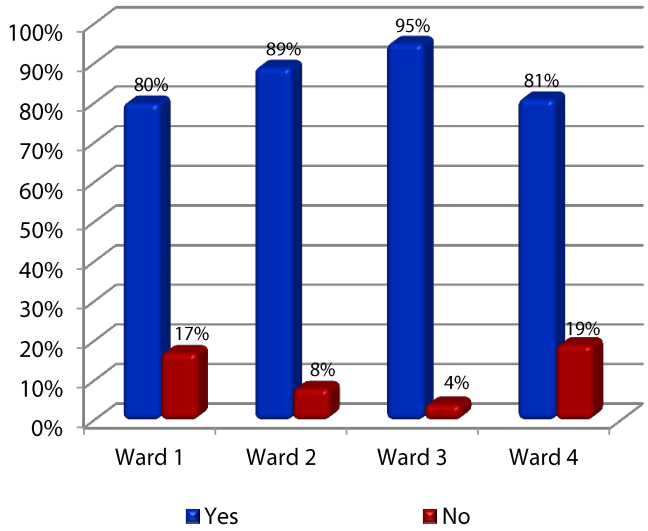
Gender Breakdown



Age Breakdown



Ward Breakdown



If no, what makes you feel unsafe?

And, if you could change one thing about Wooster, what would it be?