Goals Survey Summary

Survey Date: August 21, 2020 – September 30, 2020
Location: Perspectives 2040 web page, paper surveys available at pop-up outreach events

Survey Purpose: The primary purposes of this survey were to:
1) Give the public with an opportunity to provide input on Perspectives 2040 Plan goals.
2) Collect feedback from the public for the Project Steering Committee to consider in the development of the plan's final goals.
3) Solicit new concepts and solicit what the public wants from Greene County in the future.

Survey Summary: This survey was open from August 21, 2020 until September 30, 2020. The survey recorded 52 responses. The survey included six questions – three related to the goals and three aimed to collect some demographic information. Survey responders were first asked to rank goals in order of importance in regards to Perspectives 2040. Once they ranked goals, they were prompted to fill out two open ended questions. The first open ended question asked "Are there any other concepts you would like to add to the goals?" while the second open ended question asked "What do you envision for the future of Greene County?" Following this, three demographic questions were asked. Those demographic questions included; relation to Greene County, age, and zip code.

The first prompt, asking to rank the eight goals in order of importance, was very insightful. By a fair margin, the public ranked "Preserve natural resources" as the most important goal for Perspectives 2040. 27% of responders ranked it as their highest priority goal, the most of any option. This was also the only goal to not be ranked last by any responder. On the opposite end of the poll, "Promote countywide coordination" was ranked the lowest, with 35% of responders ranked it as the lowest. In addition to the low ranking, it was the only goal to not be ranked first goal by anyone. Figure 1 shows the results of the goal ranking prompt. Note that the x-axis label represents the average score if each #1 rank = 8 points, #2 rank = 7 points, and so on.
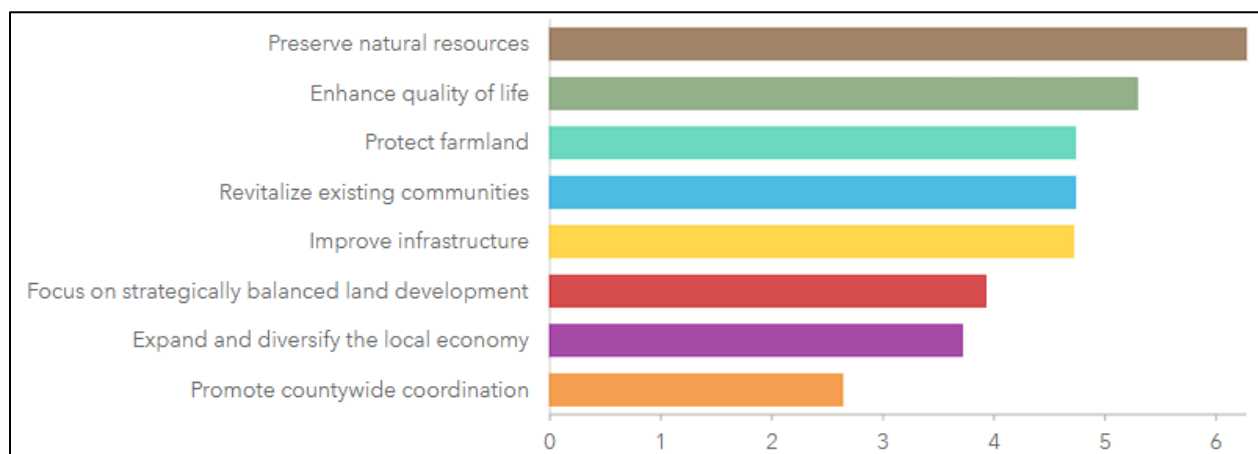

Figure 1 Goal Prioritization

The results of this prompt when compared to the Steering Committee's ranking are interesting. The Steering Committee and public ranking of goals were opposite of each other. Figure 2 compares the Steering Committee rankings to the public rankings.

Goal	Steering Committee Ranking	Community Ranking
Focus on Strategically Balanced Land Development	1	6
Protect Farmland	2	3
Expand and Diversify the Local Economy	3	7
Improve Infrastructure	4	5
Revitalize Existing Communities	5	4
Promote Countywide Coordination	6	8
Preserve Natural Resources	7	1
Enhance Quality of Life	8	2

Figure 2 Steering Committee Goal Prioritization vs. Public Goal Prioritization

There are a couple notable observations from this comparison. The top two rankings by the public, "Preserve natural resources" and "Enhance quality of life" were ranked the two least important by the Steering Committee. Some goals, such as "Revitalize existing communities," "Improve infrastructure," and "Protect farmland" were ranked very similarly between both the public and the Steering Committee.

The next prompt asked if there were any other concepts the responder would like to add to the existing list of goals. Figure 3 details the comments received for this prompt. Note that 32 responders skipped this prompt. These comments have not been edited. Please note that many of these responses are general comments and not new concepts for goals.

Are there any other concepts that you would like to add to the goals?
Focus on the broken window effect, createa more peaceful environment possible more rest areas good scenic views possible classical music in those areas
Pressure plates @ bike crossings, many people dont push buttons. bike lanes dont work when some people still use the road (Detroit St)
County self-reliance and sustainability
Protect non conventional farmland
Keep green spaces close to down town areas
Build a natitorium/ 50 m pool and develop more bike trails
Decrease segregation between economic classes and ethnic backgrounds. Stop migration of services to wealth white Beavercreek at the expense of the services to the rest of the county.
Keep.more greene space, more farmland especially for organic farms and agriculture,
Develop more outdoor recreational opportunities and enhance those we already have
Expand programs for urban gardening; Expand natural environment, not just preserve what's left.
Grow current resources such as WPAFB.
Please put in some community gardens for people to grow their own food. Stop with housing developments that strip our lands, crowd our schools and infrastructure, and make it hotter because trees are cut down.
Clean energy

Are there any other concepts that you would like to add to the goals?
Create more natural habitats for wildlife and more parks!
Bellbrook will never be a great community to visit until downtown is expanded somehow. One small grocery store and one small restraunt and two pizza places do not make a city. Need to come up with reasons to come to Bellbrook. there are none now.
Greater waterway access and improved river/lake/reservoir facilities
Keep public land public
1)Preserve natural areas like parks, nature reserves, campgrounds, etc. 2) create intercommunity collaboration spaces 3)Cross country bike paths and trails - possible Eagle Scout projects to construct and maintain
Pedestrian friendly communities & Eliminate bottlenecks in the roads (i.e. 35, factory, etc)

Figure 3 Additional Concepts

The final non-demographic question asked what the responder envisioned for Greene County's future. Figure 4 details the responses for this prompt. Note that 17 responders skipped this prompt. These comments have not been edited.

What do you envision for the future of Greene County?
- More/connecting trails - Preserve open/green spaces; less development of businesses and houses
Natural spaces, kids spaces, splash park areas
Mountain Bike Trails
Plenty of natural spaces exist (ie. the Narrows). There will be a massive shift of open land available when Farmland owners decide to sell to Developers in the coming decade. This land should be utilized in a way that provides economic benefit.
Pristine natural spaces
Recognition of growth of urban areas.
Natural spaces; more farms; more people growing crops to sustain themselves
Work needs to continue to revitalize traditional cities and villages, making them more self-sufficient and walkable; strengthen local farm-to-table system
Vibrant towns and not just urban sprawl
More clean energy projects
More equity, social & environmental justice
Preserved natural spaces; Preserve farmland and agriculture based businesses; Greenbelts; alternative energy; active small towns
Yellow Springs
Neat areas to relax in, maybe some cool dining options, etc.
The goals are poorly defined and are intertwined: not exclusive. The question is very poor and can not provide accurate balanced information. I
Revitalize xenia and fairborn..
Beavercreek
Create a master plan for the county balancing recreational, economic and service for our residents and link in with business and local organizations to leverage their strengths and assets
End reliance on foul smelling and toxic or extractive industry
Would like more natural places and vibrant towns
Focus on small, family owned business to support our communities
Family and community friendly gardens.
Keep it green. Less housing developments.

What do you envision for the future of Greene County?
Keep the county green; don't over develop; use existing structures; invest in existing communities
Parks, less housing developments overtaking land.
there is a beautiful park outside Bellbrook with lots of places for sports etc. Why not also make an area with picknick t add a skating rink during winter months so they can watch grand children skate.
Better connection of bike path between all towns; robust downtown areas
1) Improved bike/hike trail connectivity 2) Better/more access to waterways 3) Revitalized town squares 4) An outdoor amphitheater/arena for >2000 people 5) Greater service economy (work-from-home friendly professional businesses)
Greene Co is home to WPAFB and is a prime location to encourage new housing & commercial growth. It is also the best of both worlds with outstanding natural parks & trails. Controlled growth saving the "green" portions of the Co. would be ideal.
Public lands/ park & rec/ nature preserves
Continued preservation and improvement of natural spaces for recreation and outdoor activities
I would love for Greene County to have an abundance of natural spaces, parks and trails. TO be able to walk on a sidewalk to my in-laws home would be wonderful.
Protected farmland, maintained natural spaces, maintained trails/paths
-Love the green spaces - More bike trails connecting existing ones so I don't have to go on 42 or 72.

Figure 4 Ideas for Greene County's Future

The first demographic question asked the responder to identify their relationship to Greene County. There were four choices, and the results are shown in Figure 5.
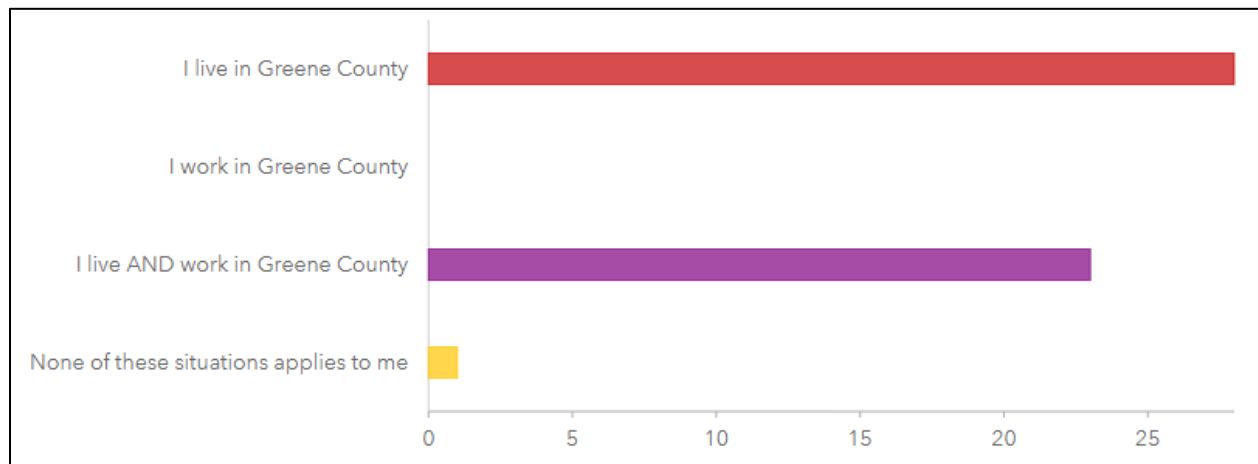

Figure 5 Survey User Relationship to Greene County

The second demographic prompt asked the responder which zip code they were from. In total, responses came from 11 unique zip codes, 10 of which were at least partially located in Greene County. Figure 6 features a map showing zip codes, and how many responses came from each zip code. Note that 2 responders did not answer this prompt.
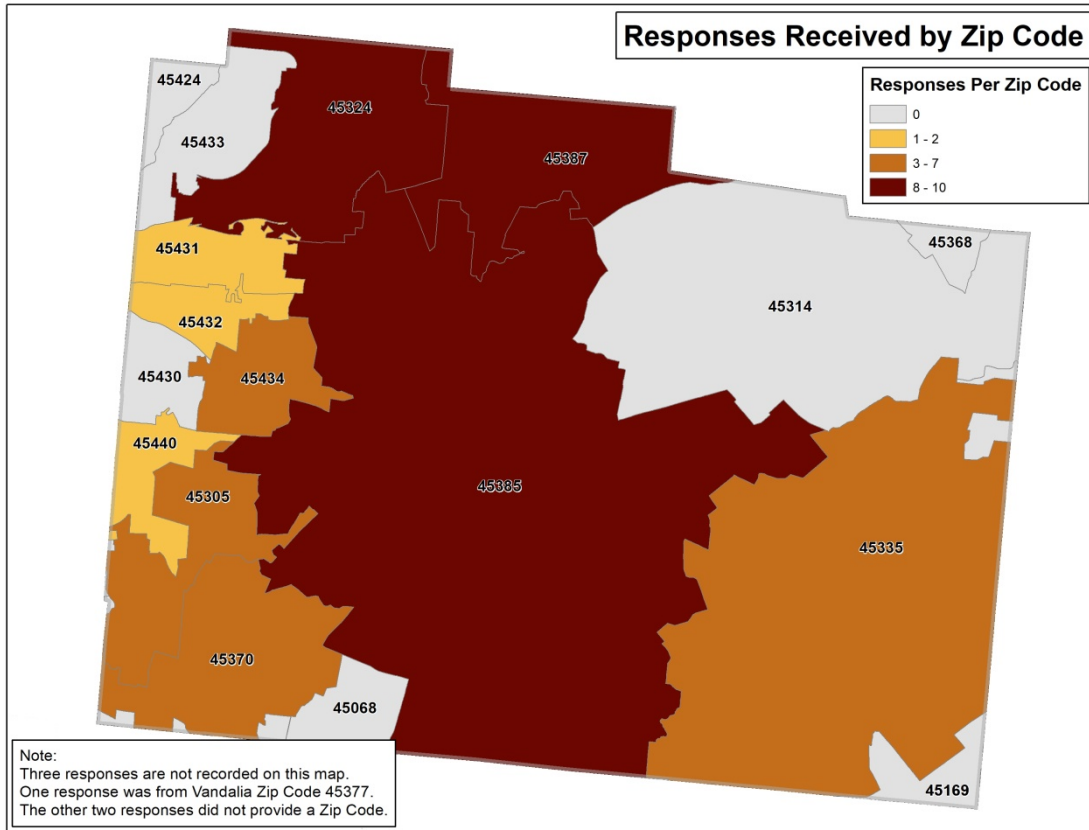
Figure 6 Survey User ZIP Code

The final demographic question asked the user to identify which age range best described them. Figure 7 shows the results of this prompt.
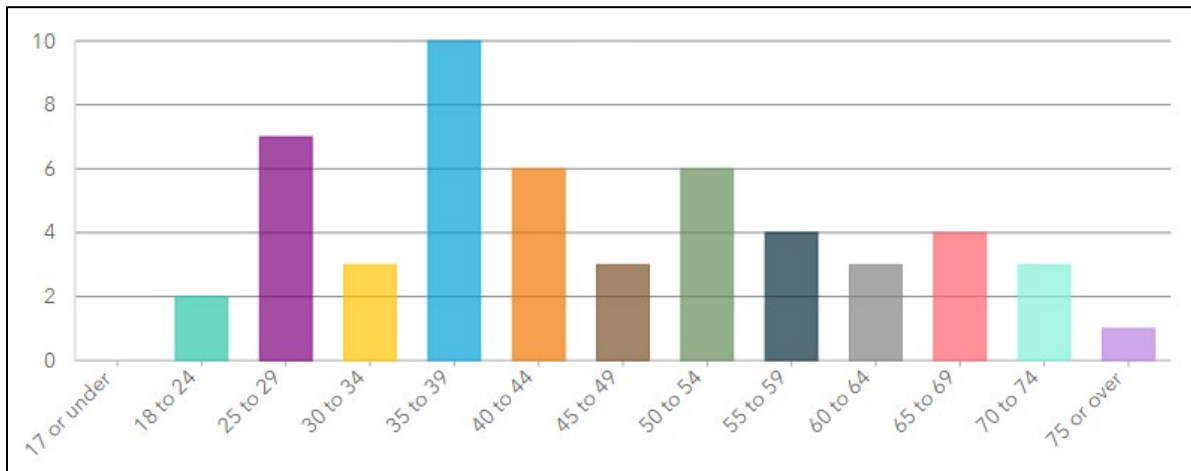

Figure 7 Survey User Age Range

Survey Outcomes/Next Steps: The survey's responses will prove valuable in narrowing down the goals for Perspectives 2040. Following review by the project team, the public ranking of the current goals will be presented to the Steering Committee for further discussion. Comments and ideas provided by the public in this survey will continue to be used to further develop Perspectives 2040.