

APPENDIX D: 2015 COMMUNITY SURVEY, KEY FINDINGS RECAP & RESULTS

The following is page 39 of a presentation given by Fallon Research & Communications, Inc. to the Genoa Township Board of Trustees on December 3, 2015, and to the Genoa Township Zoning Commission on January 11, 2016, as well as the results to the 25 survey questions:

- Residents appeared to be highly satisfied living in Genoa Township and, quite frankly, were exuberant about the services it provides to the community and its citizens
- The Township's leaders and administration got high marks for the work done to manage the development that has occurred over the past years, but there was palpable apprehensiveness about the rate of future growth; notably, few residents seemed to want to either stop growth or, conversely, allow it to continue unabated, as most preferred to continue to allow development with safeguards to avoid unintended consequences...
- especially those affecting traffic flow and road capacity
- Philosophically, residents indicated that they were supportive of growth, in concept, but also appeared to be very wary of it; paradoxical views about the beneficial impact commercial development can have on the quality of life and seemingly-incongruent preference to not have further commercial growth may be very instructive of the undercurrent of ambivalence that seemed to exist
- There was little disenchantment with traffic *within* the township boundaries, and most indicated that they were satisfied with both the availability and proximity of existing services, shopping and entertainment; however, they seemed to robustly oppose any future additional commercial development within Genoa Township; tellingly, regardless of where they lived, residents preferred that any future commercial development be located in other parts of the community, away from them
- Viewed differently, most residents appeared to be willing to accept additional residential development, and were most inclined to prefer single family homes located north of Big Walnut Road, which would be similar in style to the existing character of the community; although age-restricted condominiums garnered a narrow majority of support, the prospect of condominiums north of Big Walnut Road was quite polarizing, which is another indication of the complex and tentative views residents had about future development
- Although it should not be construed as disenchantment with current offerings, the prospect of expanding the trail system for running, walking and biking to connect some of the parks and neighborhoods in the township was met with nearly-universal approval and, presumably, will likely be viewed as enhancing the high quality of life that residents have come to expect from Genoa Township

Key Findings Recap

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PLANNING & ZONING SURVEY

Genoa Township, Ohio

11/17/2015 – 11/20/2015

N=301, +/- 5.64%

Adult Township Residents 18 or Older

(Percentages may not add up to 100% due to rounding)



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Q. 1. Generally speaking, would you say that Ohio is going in the right direction, or has it gotten off onto the wrong track?

73.2% Right direction
 14.2 Wrong track
 2.9 Mixed/both (volunteered)
 9.7 Unsure/no answer

Q. 2. Would you say that Delaware County is going in the right direction, or has it gotten off onto the wrong track?

77.6% Right direction
 5.6 Wrong track
 1 Mixed/both (volunteered)
 15.8 Unsure/no answer

Q. 3. Would you say that Genoa Township is moving in the right direction or has it gotten off onto the wrong track?

81.8% Right direction
 6.6 Wrong track
 1.3 Mixed/both (volunteered)
 10.2 Unsure/no answer

Q. 4. How long have you lived in Genoa Township? Is it less than 5 years, 5 to 20 years or more than 20 years?

16.8% Less than 5 years
 66.7 5 to 20 years
 16.2 More than 20 years
 .3 Unsure/no answer

Q. 5. What is the biggest reason that you moved to, or have stayed in, Genoa Township?

20.4% The school system
 14.6 Like the housing/Housing stock
 11 To be near employment/Job opportunity
 11 To be near family/Marriage
 9.5 The rural atmosphere/To be in the country

6.3	Like the area/neighborhood/community
5.6	Convenient access to services, shops, recreation and activities
4.4	Grew up here
2.4	A family-oriented community
2	A safe place to live
2	Wanted open space/Large lot
2	To be in the Westerville area
1.7	Lower housing costs
1.6	No city tax
4.6	Other
1	Unsure/no answer

Q. 6. Generally speaking, how would you rate the quality of most services provided to your neighborhood by Genoa Township? Would you generally say that they are excellent, good, fair, poor or very poor?

96.7% TOTAL POSITIVE RATING

57.1	Excellent
39.6	Good

2%	Fair
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.3% TOTAL NEGATIVE RATING

.3	Poor
0	Very poor

1%	Unsure/no answer
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Q. 7. How would you rate the job that Genoa Township leaders have done managing and planning for growth? Would you generally say excellent, good, fair, poor or very poor?

81.4% TOTAL POSITIVE RATING

26.7	Excellent
54.7	Good

9.1%	Fair
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2.1% TOTAL NEGATIVE RATING

1.7	Poor
.4	Very poor

7.5%	Unsure/no answer
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Q. 8. Which of the following would you say is the most important aspect that Genoa Township leaders should consider when new housing and commercial growth is planned? Is it...

(randomly rotated)

39% Road and traffic capacity
 13.5 School capacity
 13.1 Matching the character of the community
 3.9 The cost of the homes and whether they will be affordable
 9.3 Maximizing open space...or...
 5.4 Convenience for local residents
 11.9 All/combination (volunteered)
 2 Other (volunteered)
 1.9 Unsure/no answer

Q. 9. Would you say that traffic congestion in Genoa Township is a very big problem, somewhat of a problem, not much of a problem or not a problem at all?

11.5% Very
 41.3 Somewhat
 35 Not much
 11.2 Not at all
 1 Unsure/no answer

Turning to a related topic...

Q. 10. At this time, how convenient would you say that it is to drive to commercial services, such as grocery stores, retail shops, banks, restaurants, doctor's offices? Would you say very convenient, somewhat convenient, not very convenient or not at all convenient?

59.7% Very
 34.7 Somewhat
 2.3 Not very
 1.7 Not at all
 1.6 Unsure/no answer

Q. 11. If future commercial development was located closely enough to your home that you could walk or ride a bike to it, would you be more or less likely to support such growth, or would it make no difference in your opinion?

22% More likely
 37.7 Less likely
 35.8 No difference
 4.5 Unsure/no answer

Q. 12. Generally speaking, do you agree or disagree that well-planned commercial growth is a good way for the Township to improve the quality of life?

72.2% Agree
22.6 Disagree
5.3 Unsure/no answer

Thinking more about future planning and growth options...

Q. 13. Which of the following would you say is the way that you feel that township leaders should manage growth? Should they...(randomly rotated)...pass policies to stop any further growth...develop stricter policies to slow the rate of growth...encourage growth where it should occur, but manage it more carefully through more controls...or...leave growth alone because adequate controls exist?

4.7% Pass policies to stop any further growth
19.2 Develop stricter regulations to slow the rate of growth
55.7 Encourage growth where it should occur, but manage it more carefully through more controls...or...
15.3 Leave growth alone because adequate controls exist
5.2 Unsure/no answer

Q. 14. Generally speaking, which of the following residential uses would you prefer for the undeveloped land in Genoa Township? Is it...

(randomly rotated)

46.2% Single family homes with large yards
3.3 Condominiums
4.8 Age-restricted condominiums
7.8 Single family homes with small yards...or...
27.8 Or, would you prefer to not have any more homes built in Genoa Township
5.2 All/combination (volunteered)
1.7 Other (volunteered)
3.3 Unsure/no answer

Q. 15. If homes are built in Genoa Township in the future, would you prefer that they be...(rotated)...similar to the existing single family houses in the township, so they fit with the character of the community...or...a wider variety, including smaller homes and condominiums, to meet a greater range of housing needs for seniors, singles and empty-nesters?

61.3% Similar to the existing single family houses
33.5 Wider variety, including smaller homes and condominiums
.3 Mixed/some of both (volunteered)
1 No more houses (volunteered)
3.9 Unsure/no answer

Q. 16. Generally speaking, which of the following commercial uses would you prefer for the undeveloped land in Genoa Township? Is it...

(randomly rotated)

- 6.6% Shops and boutiques
- 3.6 Grocery and retail stores
- 7.2 Professional offices
- 21.7 Restaurants and entertainment...or...
- 51.3 Or, would you prefer to not have any more businesses built in Genoa Township
- 3.7 All/combination (volunteered)
- 2.3 Other (volunteered)
- 3.5 Unsure/no answer

Q. 17. If future stores and businesses are built in Genoa Township, would you prefer that they be...(rotated)...located south of Big Walnut Road, where most of the commercial development exists...or...located north of Big Walnut Road, where it is still largely undeveloped?

- 48.2% Located south of Big Walnut Road
- 44.3 Located north of Big Walnut Road
- .7 Mixed/some of both (volunteered)
- 2.6 No more businesses (volunteered)
- 4.3 Unsure/no answer

Q. 18. If new housing developments in Genoa Township are built with houses located close to one another, in order to have more common open spaces in the neighborhoods, would you prefer that they be...(rotated)...located south of Big Walnut Road...or...located north of Big Walnut Road?

- 26.7% Located south of Big Walnut Road
- 59.2 Located north of Big Walnut Road
- 1.9 Mixed/some of both (volunteered)
- 3 No more houses (volunteered)
- 9.2 Unsure/no answer

Looking at some specific ideas...

(RANDOMLY ROTATED NEXT 5 QUESTIONS)

Q. 19. Do you favor or oppose having neighborhoods with single family detached homes on quarter to half-acre lots north of Big Walnut Road, which would be similar to those in the southern part of the township?

- 73.5% Favor
 - 20.4 Oppose
 - 6.2 Unsure/no answer
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Q. 20. Do you favor or oppose allowing condominiums to be built on some of the unused land north of Big Walnut Road?

43.5% Favor
52.6 Oppose
3.9 Unsure/no answer

Q. 21. Do you favor or oppose expanding the trail system for running, walking and biking that connects some of the parks and neighborhoods in the township?

89.6% Favor
7.8 Oppose
2.6 Unsure/no answer

Q. 22. Do you favor or oppose allowing future homes to be built close together, with less space between them, in order to provide larger common open spaces within or between neighborhoods?

31.4% Favor
64.3 Oppose
4.2 Unsure/no answer

Q. 23. Do you favor or oppose allowing more age-restricted condominiums to be built in the township for residents over 55 years of age?

52.8% Favor
39.6 Oppose
7.6 Unsure/no answer

Finally, I have a few short questions for statistical purposes...

Q. 24. I would like to read you a list of age groups. Please stop me when I get to the one you are in.

35.8% 18 to 44
42 45 to 64
21.9 65 and older
.3 Unsure/no answer

Q. 25. Which of the following do you consider to be your ethnicity or main race? Is it...

88.7% White
4 African-American
1.1 Hispanic/Latino
1 Asian/Indian...or...
2 Something else

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1 Mixed race (volunteered)
2.3 Unsure/no answer

Gender:

48.1% Men
51.9 Women

Note: The entire Community Survey presentation as well as all cross-tabulations and verbatim responses were posted on the Township’s website, www.genoatwp.com, and made available for review at the Zoning Office. All of this material will remain on file with the Township and may be obtained via a public records request.