

## Move Findlay Forward Workshops Engagement Summary | June 29, 2022

### Overview

The first round of engagement focused on educating the public on the existing conditions and trends about the city and gathering initial thoughts and ideas about how the City of Findlay government can continue to move the community forward. There were five options for getting involved: (3) in-person workshops, a virtual workshop, an online survey, multiple meeting-in-a-box small group sessions, and (2) pop-up student engagement sessions.

Participants were asked to provide input to help develop a Vision Statement for the Findlay Forward Strategic Plan and to determine issues and opportunities in the city that the plan should address. The survey was a qualitative assessment and does not represent a statistically valid sample, but robust and broad participation generated meaningful results which will be used to develop the framework for the Findlay Forward Strategic Plan.

### Who We Heard From Participants

#### 942 Total Participants

- 30 COT members
- 408 Online
- 20 Virtual
- 276 Meeting-in-a-box (see participant breakdown below)
  - 54 Kiwanis
  - 9 South Street Neighborhoods Association
  - 14 Health, Equity and Diversity Delegation
  - 12 New Life Assembly of God
  - 73 Gateway Church
  - 23 First Presbyterian Church
  - 52 Findlay City Schools National Honor Society
  - 6 Findlay Art League
  - 33 Japanese community groups
- 208 In-Person (see participant breakdown below)
  - 29 at Alumni Memorial
  - 69 at 50 North
  - 40 at Alexandria's
  - 70 at student intercept events

#### Note on statistical significance:

The Move Findlay Forward Workshops do not represent a statistically valid, random survey. However, the following figures represent the sample sizes required for different margins of error for the population of Findlay (40,313) at a 95% confidence level. With participation over 900 people, this demonstrates the strength of results of the process.

Margin of error	Ideal sample size
5%	381
4%	592
3%	1040
2%	2266
1%	7756

### Key Insights

- There was participation from a wide range of ages, including those under 18 and 18-24 who are typically not well-represented in the planning process.
- The engagement process achieved broad geographic reach to the areas of the city. Areas which low representation are primarily industrial (B) and the University of Findlay (F). 70 students from the University of Findlay participated in pop-up sessions, but the pop-up sessions did not include exit questionnaires.
- Participants were not as diverse as the community. Residents who identify as

Black/African American, Hispanic/Latino, and more than one race were underrepresented in the process.

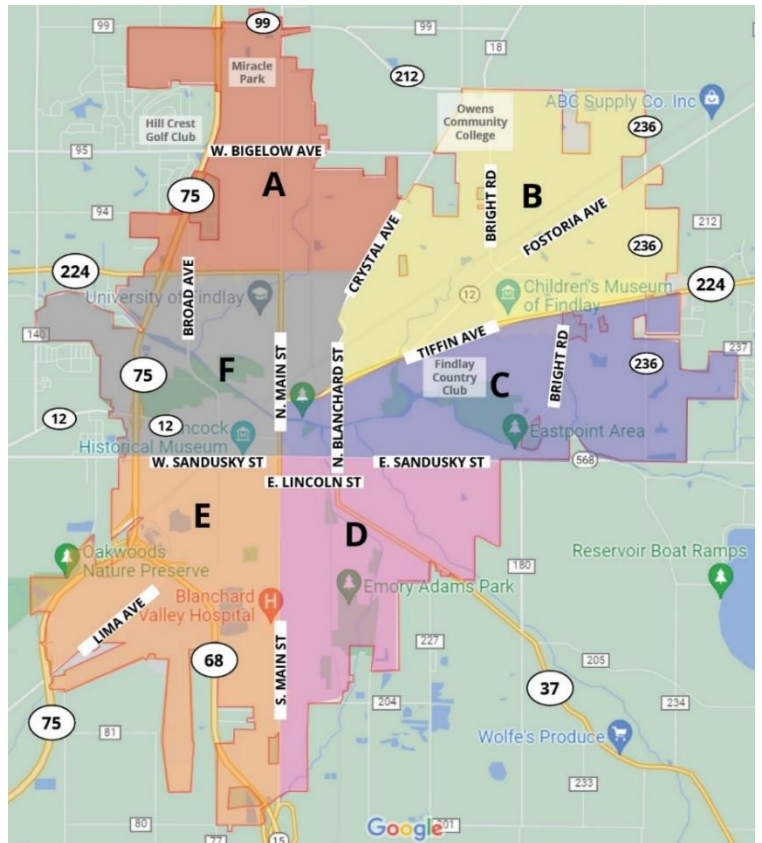
- Residents employed in manufacturing were represented in the process (10%) but were underrepresented relative to city-wide occupation in manufacturing (24%).

### Demographics and Exit Questionnaire Responses

Columns in light blue are for comparison to the larger Findlay community. Columns in white show statistics for participants.

Age	Count	Percent	Census (2019 ACS)
<18	30	3%	21%
18-24	114	13%	12%
25-34	130	14%	15%
35-44	203	22%	11%
45-54	148	16%	12%
55-64	138	15%	12%
65+	142	16%	17%

Where do you live? (Reference map)	Count	Percent
A	92	11%
B	69	8%
C	172	21%
D	132	16%
E	99	12%
F	45	5%
I live in the County	166	20%
I live outside the County	59	7%



<b>Race/Ethnicity</b>	<b>Count</b>	<b>Percent</b>	<b>Census (2020 Decennial) (Race/Ethnicity Separate in US Census – Does not equal 100%)</b>
Asian	44	5%	3%
Black/African American	10	1%	3%
White/Caucasian	727	88%	86%
Native Hawaiian or Pacific Islander	1	0%	0%
Hispanic/Latino	14	2%	7%
Native American or Alaska Native	1	0%	0%
2 or more races	18	2%	6%

<b>Gender</b>	<b>Count</b>	<b>Percent</b>	<b>Census (2019 ACS)</b>
Male	403	50%	48%
Female	394	49%	52%
Non-binary	8	1%	NA

<b>Born outside USA?</b>	<b>Count</b>	<b>Percent</b>	<b>Census (2019 ACS)</b>
Yes	87	11%	5%
No	728	89%	95%

<b>Language</b>	<b>Count</b>	<b>Percent</b>	<b>Census (2019 ACS)</b>
Speak only English	742	93%	93%
Speak a language other than English	59	7%	7%

<b>Military</b>	<b>Count</b>	<b>Percent</b>
Yes, I am on active duty	4	0%
Yes, I have a civilian job	8	1%
Yes, I am retired from active duty or civilian job	25	3%
No, I am not affiliated	767	95%

<b>Do you work in Findlay?</b>	<b>Count</b>	<b>Percent</b>
Yes	629	76%
No	194	24%

<b>Occupation</b>	<b>Count</b>	<b>Percent</b>
Retired	136	16%
Home-maker	23	3%
Student	58	7%
<b>Employed</b>		
Employed in education	73	9%
Employed in government	40	5%
Employed in health care	27	3%
Employed in manufacturing	62	7%
Employed in office/administration	196	24%
Self-employed	59	7%
Employed in service	47	6%
Other	106	13%

<b>Occupation compared to census (employed only)</b>	<b>Count</b>	<b>Percent</b>	<b>Census (2019 ACS)</b>
Employed in education and health care	100	16%	19%
Employed in government	40	7%	3%
Employed in manufacturing	62	10%	24%
Employed in office/administration	196	32%	8%
Employed in service	47	8%	4%
Self Employed and Other	165	27%	41%

<b>How did you hear about Findlay Forward? (select all that apply)</b>	<b>Count</b>	<b>Percent</b>
Word of mouth	381	45%
Online news	20	2%
Social media	96	11%
City website	14	2%
Findlay Forward website	13	2%
Email	233	27%
Newspaper article/ad	90	11%
Poster/flyer	32	4%
Other	22	3%

<b>Why did you attend? (select all that apply)</b>	<b>Count</b>	<b>Percent</b>
I want to be helpful in shaping the future of Findlay	477	56%
I am curious about planning for the future	322	38%
I am skeptical of the planning process	72	8%
I was asked by a friend/neighbor/family	137	16%
I am worried about Findlay's future	160	19%



### **Activity 1: Write the Headline**

Participants were asked to write the headline to show what they hope the news will say about Findlay in 10 years. Results from Activity 1 will be used to write a Vision Statement for the Strategic Plan.

### **Write the headline: What do you hope the news will say about Findlay in 10 years? (% of 696 headlines)**

- Findlay has a high quality of life (38%)
  - Findlay schools provide high quality education
  - Findlay is a safe, crime and drug-free city
  - Findlay is a family-friendly city with child-friendly amenities. Findlay is a good place to raise a family.
  - Findlay is affordable (e.g., low cost of living, affordable housing, entertainment, events, and amenities)
  - Findlay is a healthy city with access to healthcare, mental health services, and addiction services
  - Findlay is a city that provides social services, particularly for the homeless
- Findlay has a high quality of place (27%)
  - Improvements to flooding issues
  - Riverfront used as an asset for Findlay
  - Beautification and physical improvements
  - Quality housing and development
  - Findlay has desired amenities like shopping, entertainment, and transit
  - Findlay is a destination for tourism
  - Findlay is environmentally friendly and sustainable
- Findlay is an open, welcoming, unified, and friendly community (26%)
  - Findlay is friendly and welcoming to all
  - Progress made addressing discrimination
  - Diversity, equity, and inclusion are priorities in the city
  - Findlay is a growing city that can attract and retain new residents, particularly young people
- Findlay is prosperous (24%)
  - Good job opportunities
  - Increasing income
  - New businesses and companies open in Findlay or move to Findlay
  - Findlay is successful, thriving, prosperous
  - Findlay experiences strong economic development
- Findlay is the best in city rankings (22%)
  - Best “Micropolitan”
    - 30% of comments in this theme specifically mention “Micropolitan”
  - Findlay is the best small city with a “big town” feel
  - Findlay is a forward-thinking, innovative city. Findlay is a leader among peer cities.

## **Activity 2: Ideas Brainstorm**

Participants were asked to share what services they would like to see the city provide or improve, what physical improvements they would like to see in Findlay, and what issues they would like addressed. Each comment was coded with an appropriate theme or themes. Themes are high-level, recurring ideas. Many comments appeared across all three questions, and these themes are listed below. The full results for each question can be found under the respective questions.

### **Top Themes Across All Questions** (% of all 2318 comments across all three questions)

- Quality of place and built environment (33%)
  - Public beautification (cleaning up litter, planting trees, etc.), address vacancy, flooding, housing quality and quantity, code enforcement
- Mobility options (25%)
  - Bike and pedestrian infrastructure, alternative transportation (public transit, micromobility), improved street maintenance and quality, traffic flow, parking
- More to do (15%)
  - Private amenities (bars, restaurants, coffee shops, etc.), entertainment, public community events, amenities for all ages (youth, children, seniors)
- Public safety and social services (15%)
  - Address drug issues, address crime, provide social services and addiction services
- Waste management and utilities (12%)
  - Improve and provide city waste management services (trash, recycling, yard waste) and improve other utilities (water, sewer, internet)
- Parks, recreation, greenspaces (10%)
  - Improve and maintain existing parks, expand parks, provide recreation facilities, improve recreation opportunities

### **What services would you like to see the City provide or improve on?** (% of 820 comments regarding services)

- Improve quality of place (28%)
  - Improvements to parks and recreation (parks maintenance, new parks, recreation leagues, etc.)
  - Support and incentivize private amenities and entertainment (restaurants, bars, coffee shops, etc.)
  - Host more events and provide public attractions (e.g. more community events, public concerts, more museums, events at libraries, etc.)
  - Improve code enforcement and building codes to improve quality of properties
  - Improve housing stock (quality, availability, affordability)
  - Address flooding and stormwater management
  - More public beautification efforts (e.g., clean up litter, planting trees, etc.)
- Mobility options (22%)
  - Provide more varied mobility options
  - Provide a fixed route public transportation service
  - Improved and expanded HATS services
  - Introduce micromobility (bikeshare, e-scooters, golf carts, etc.)
  - Improve street maintenance, traffic flow, and parking

- Improve bike and pedestrian mobility (bike paths, sidewalks, crosswalks, etc.)
- Airport (expanded services, infrastructure improvements, etc.)
- Waste management and utility improvements (19%)
  - Recycling center and curbside recycling
  - City trash collection
  - More frequent yard waste collection/leaf pick-up
  - Extended hours for green waste site
  - Options for composting
  - Improved trash and recycling collection at city events and in public spaces
  - Internet and broadband
  - Improve water quality
  - Improve billing system
- City operations and programming (18%)
  - Activities, services, events etc. for varied ages (youth, seniors, families)
  - Provide more community services/resources (e.g., daycare, services for seniors, translation, community classes, etc.)
  - Address and promote diversity, equity, and inclusion in the city (e.g., hiring practices and DEI training in city)
  - Improve promotion and communication (city communications, newsletters, community calendars, social media, etc.)
- Public safety and social services (16%)
  - Address drug issues
  - More police presence and improved response times
  - More neighborhood policing and integration of police into community
  - Increased police accountability
  - EMS – additional EMS services and faster response
  - Fire department – improve funding
  - Provide and expand social services for substance abuse, mental health, homeless
  - Expand and improve access to health care and mental healthcare (e.g. attract more healthcare professionals, improve affordability)
- Economic development and job preparedness (8%)
  - Improve school quality
  - Provide job training and resources to improve job preparedness
  - Education for life skills
  - Support for small businesses
  - Attract and retain employers

**What physical improvements would you like to see happen in the City? (% of 784 comments regarding physical improvements)**

- Downtown and riverfront (24%)
  - Beautification of spaces downtown and on riverfront
  - Address vacancies downtown
  - Improve parking downtown
  - Provide parks, green space in downtown
  - More private amenities (restaurants, shops, etc.) downtown
  - Use the river as a community asset and connect to downtown



- Develop a major city feature downtown or along river (e.g., concert venue, amphitheater, park or greenspace, riverwalk, etc.)
- Improved flooding and stormwater management
- Alternative mobility options (22%)
  - Bike and pedestrian infrastructure (More and improved bike lanes, shared use paths, sidewalks, crosswalks, and bike parking)
  - Physical improvements related to public transit
- Beautification, code violations, and vacancy (20%)
  - Public beautification (plant trees, public art, clean up litter, bury power lines, more lighting, etc.)
  - Address vacant and underutilized spaces (vacant buildings, vacant lots, mall)
  - Code enforcement for private properties
- Parks and recreation (19%)
  - More/new parks in areas without parks
  - Improved parks/park maintenance
  - More amenities in parks (playgrounds, splash pads, etc.)
  - Utilize areas that flood as greenspace
  - Indoor recreation spaces (new recreation facility)
  - Provide spaces for youth and children
- Street and traffic improvements (18%)
  - Repave roads and fill potholes
  - Improve traffic flow
  - Improve parking
- Quality of private development (13%)
  - Private amenities (More restaurants, shopping, concert venues, etc.)
  - More affordable housing (low and middle income)
  - Wider variety of housing
  - More single-family homes
- Accessibility of and physical improvements to community facilities (11%)
  - Improvement or expansion of city facilities (library, schools, city hall)
  - Healthcare facilities and facilities for social services
  - Accessibility for all ages and abilities (youth, seniors, children, people with mobility limitations)
- Improvements to utilities and environment (8%)
  - Improvement of city services/city provided utilities (water, sewer, etc.)
  - Address environment (recycling, solar panels, electric vehicle charging, etc.)

**What issues would you like to see the City address?** (% of 714 comments regarding issues in the City)

- Quality of built environment (25%)
  - Affordable housing for low- and middle-income households
  - Improve housing quality
  - Expand housing supply and variety
  - Address flooding and stormwater management
  - Improve property quality through code enforcement, building codes, and design review
  - Address vacancies (e.g., mall, homes, businesses, lots)

- City operations and services (22%)
  - Improve social services (mental health services, substance abuse and addiction services, and address homelessness and poverty)
  - Improve government transparency
  - Improve cooperation between City and other agencies (e.g., Hancock County)
  - Improve city services and utilities (e.g., waste management, water quality, utility costs)
- Employment, business development, and education (15%)
  - Retaining major employers like Marathon and Whirlpool
  - Attracting new employers and diversifying employment
  - Job training in K-12 and for adults
  - Support small businesses
  - Maintain and improve school quality
  - Provide quality school environment
  - Support school system through improved funding/levies
  - Retain and attract young people
- Safety, crime, and police practices (15%)
  - Address crime and drug issues
  - Tougher enforcement and sentencing, particularly for violent criminals and drug dealers
  - Improved police response time
  - Police reform and accountability (training, body cameras, etc.)
- Mobility and transportation (11%)
  - Address traffic and street maintenance
  - Maintain and repair streets
  - Improve parking, particularly downtown
  - Improve, repair, and expand sidewalks
  - Reroute through traffic out of downtown, particularly large trucks
  - Provide alternative mobility options (public transportation, bike infrastructure, pedestrian infrastructure, micromobility options)
- Tolerance and community connections (10%)
  - Address discrimination and improve diversity, equity, and inclusion efforts
  - Improve sense of tolerance and unity in the city
  - Allow opportunities to improve sense of community, community identity, and opportunities for different groups to interact and socialize
- Not enough to do (7%)
  - Resources, activities, and services for all ages (e.g., youth, seniors, families)
  - Private amenities (entertainment, food/restaurants, arts, etc.)
  - More recreation and green spaces/maintenance of parks and recreation