

Report to the Community

Project Good START

Prepared For:

**The Village of Windham
Portage County**

January 2005

Prepared By:

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Project Good START was funded by a Rural Community Development Initiative grant from the U.S. Department of Agriculture, Rural Housing Service

VILLAGE OF WINDHAM: SUMMARY OF THE RCDI HOUSEHOLD SURVEY

SUMMARY OF RESPONDENTS

- 1 107 respondents
- 2 41 in 2-person households, 22 in 1-person, 20 in 3-person, and 27 in 4+
- 3 55 have lived here Over 30 years
- 4 79% own their own home
- 5 30 were aged 55-64, 26 were 45-54, 24 were 35-44, 17 were 65-74, 15 were 75+, 12 were 25-34, and 3 were <25
- 6 38 were retired, 27 worked outside Portage County, 25 worked in the county but outside Windham, 12 worked in Windham, 2 were self employed, 3 unemployed
- 7 39 worked in manufacturing, 38 retired, 12 service or retail, 6 government, 2 on assistance, 1 in farm or ag production
- 8 81% had high school degree or GED
- 9 34% had some college, college degree, or graduate program degree
- 1 **SHOPPING:** 62 shopped several times a week in Windham, 25 once a month, 9 monthly, and 7 several times a year.

TOP TEN MOST USED BUSINESS

	Business	Avg.
1	Sparkle market	4.03
2	Bank	3.51
3	Pharmacy	3.42
4	Hardware	3.13
5	General store	3.02
6	Convenience store	2.74
7	Medical services	2.47
8	Restaurant	2.44
9	Auto repair/parts	2.18
10	Laundromat	1.52

RATING DOWNTOWN FACTORS

	Factors in descending order	Avg.
1	Store hours	3.61
2	Helpfulness of clerks	3.51
3	Parking availability	3.36
4	Safety	3.22
5	Building appearance	2.89
6	Overall appearance	2.69
7	Retail prices	2.61
8	Advertising/promotions	2.51
9	Community cleanliness	2.45
10	Retail selection	2.45
11	Sidewalk conditions	2.12

TOP COMMUNITY FEATURES

	Community service/feature	Avg.
1	Fire department	4.03
2	Refuse collection	3.68
3	Police	3.54
4	Electricity	3.46
5	Natural gas	3.35
6	Public schools	3.32
7	Street conditions	3.26
8	Snow removal	3.19
9	Sewage	3.18
10	Day care facilities	3.13
11	Water service	3.12

12	Cable television service	3.04
13	Water quality	3.01
14	Telephone service	3.00
15	Vocational/technical schools	2.96

LOWEST SCORING FEATURES

	Community service/feature	Avg.
21	Health care	2.25
22	Recreational programs	2.22
23	Senior citizen programs	1.99
24	Cultural/entertainment	1.89
25	Job opportunities	1.46

TOP 10 DEVELOPMENT OPTIONS

	Development strategies	Avg.
1	Recreation programs/youth	4.57
2	Attraction/retention industry	4.51
3	Planning economic growth	4.40
3	Community streetscape	4.40
5	Community based develop't	4.38
6	Attract service industry	4.36
7	Recreation programs/adult	4.31
8	Civic center	4.25
9	Park development	4.22
10	Comprehensive plan	4.16

SOURCES OF INFORMATION Newspaper (37), word of mouth (36), Villager (27), Record-Courier (16), Newsletter (5), Signs (5), Store fronts (4)

WHAT HAS KEPT YOU IN WINDHAM?

Family (53), small town charm (40), housing costs (23), rural location (19), job (11), schools (10), other (28)

MOST DESIRED NEW BUSINESS

Grocery store (32), Other retail stores - 15 types mentioned (31), Restaurant (27), Recreation for family, etc. (17), Medical services (13), Beauty salon/barber (12), Industry (9), Auto parts (9), Movies (7), Bank/ATM (7)

WHAT IS THE MOST IMPORTANT ISSUE FACING WINDHAM RIGHT NOW? (open-ended question)

- 2 Attraction/retention of industry and jobs (mentioned 37 times)
- 3 Recreation programs/facilities/civic center for youth, adults (15)
- 4 Improve the negative factors: drugs, animals, "dumping ground" (7)
- 5 Improve housing, projects, apartments, senior housing (7)
- 6 Infrastructure/water and sewer (6)
- 7 Leadership/trust in government (6)
- 8 Streetscape (3)
- 9 Planning for growth (3)
- 10 Losing population (2)
- 11 Also mentioned: improve community services, library, positive thinking, open 225 through arsenal, need to grow

AFFILIATIONS

- 1 27 different organizations were mentioned when people were asked what clubs, organizations or associations they belonged

- to.
- 2 These included churches (mentioned by 22), service clubs, and interest groups.

VILLAGE OF WINDHAM: SUMMARY OF THE RCDI STUDENT SURVEY

SUMMARY OF RESPONDENTS

- 1 33 students responded
- 2 12 from 3 person households, 12 from 4, 4 from 4, 1 from 6, 1 from 8, 1 from 8+
- 3 25 lived where they are 11-20 yrs, 4 6-10 yrs, 2 2-5 yrs, and 1 <2 yrs.
- 4 20 male, 12 female
- 5 16 were age 17, 13 were 17, 2 were 19, and 1 was 16. All responding were seniors
- 6 11 work in Portage County outside Windham, 5 work in Windham, 3 work outside the county.
- 7 9 said they would live in the community after graduation, and 10 said they would return after college. 9 were interested in attending a discussion about the community.

DO PEOPLE IN WINDHAM....

Frequently	Sometimes	Never
Share community goals?		
1	24	7
Get along with each other?		
9	18	5
Have pride in their community?		
5	20	7

RATING PUBLIC SCHOOL FACTORS

	Factor	Avg.
1	Upkeep of buildings	4.03
2	Upkeep of grounds	3.69
3	Safe environment	3.59
4	Classes offered	3.03
5	Prepares for employment	2.69

BUSINESSES RANKED BY USE

	Business	Avg.
1	Groceries	2.91
2	General store	2.75
3	Restaurant	2.66
4	Pharmacy	2.63
5	Bank	2.59
6	Auto repairs/parts	2.16
7	Medical services	1.97
8	Beauty salon	1.56
9	Real estate/Realtors	1.50
10	Laundromat	1.38

RATING DOWNTOWN FACTORS

	Downtown Factor	Avg.
1	Service and attitude of clerks	3.09
2	Store hours	2.97
3	Retail prices	2.72
3	Retail selection	2.72
5	Safety	2.69

6	Building appearance	2.59
7	Overall appearance of village	2.56
8	Cleanliness	2.44
9	Advertising and promotions	2.41
9	Parking availability	2.41
11	Sidewalk conditions	1.97

How often do you shop in Windham? Several times a week (8), once a week (9), monthly (4), several times/year (1), never (10). **Do you bank in Windham?** 11 said yes. **If you plan to leave Windham, why?** College, nothing to do, town's too small, no jobs. **Where do you spend free time?** At home (14), friend's (14), other towns (5), mall (2), sports (3), working (1).

Responses compiled by Ohio Rural Community Assistance Program, WSOS CAC Inc., July 2004.

TOP TEN NEEDED BUSINESSES

	Business Type	Avg.
1	Clothing	3.78
2	Fast food	3.59
3	Restaurant	3.56
4	Footwear	3.50
5	Auto repair	3.25
6	Medical office	3.16
7	Day care	3.09
8	Convenience store	3.06
8	Pharmacy	3.06
8	Legal, accounting	3.06

TOP COMMUNITY FEATURES

	Feature or Service	Avg.
1	Fire	3.25
2	Restaurants	3.06
3	Water quality	3.03
3	Cable televisions service	3.03
5	Public schools	3.00
6	Water service	2.94
6	Telephone service	2.94
8	Electricity service	2.94
9	Natural gas service	2.87
9	Library	2.87

LOWEST SCORING FEATURES

	Feature or Service	Avg.
23	Parks and recreation	2.50
24	Job opportunities	2.44
25	Senior citizen programs	2.32
26	Cultural/entertainment	2.31
27	Private schools	1.97

TOP TEN DEVELOPMENT OPTIONS

	Development strategies	Avg.
1	Streetscape improvement	3.70
1	Recreation programs for youth	3.70
3	Increase size/population	3.55
4	Cultural/entertainment	3.47
5	Business development/revital	3.43
6	New private housing subdivis	3.42
6	Keep youth in the community	3.42
8	Recreation programs for adults	3.40
9	Planning for economic growth	3.37

Listing of Meetings Held:

Date	Location	Summary of Decisions/Actions

Other Entities Consulted/Resources

Name of Entity/Purpose	Contact Person	Contact Information

Task Force Action/Implementation Table Task Force _____ Date _____

General Goal	Action Step/Objective	Primary Responsible Person or Entity	Planned Completion Date	Notes/
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