

WALTON HILLS COMMUNITY LIFE CENTER SURVEY

Final Report of Survey Results To Aid Council in Choosing a Site and Programming Recommendations

Prepared for the
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EXECUTIVE SUMMARY

Methods

The Building and Land Committee desired to obtain residents' opinions on the three areas being considered as potential sites for the new Community Life Center:

- The current Village Hall site
- Unused land at T.G. Young Park
- Undeveloped Village-owned land on Walton Road, northwest of Village Hall

Surveys were distributed to a stratified random sampling of 25% of the Village residents in which 241 surveys were mailed on July 21, 2006. In order to determine if a Village resident's opinions of each site would be different based on proximity to the site and the potential impacts he or she might experience, the Village agreed to divide the community into six neighborhoods. Once the neighborhood boundaries were chosen, a stratified random sample was conducted to select 25% of households from each neighborhood.

An additional 13 surveys were mailed to all households on Dellwood Street when it was discovered that none of the Dellwood addresses had been randomly selected for Neighborhood 2.

A total of 126 completed surveys were returned for a return rate of 49.6%. With this level of return, we can be 90% certain that the results obtained in this study are within +/- 6.8% of the results that would be obtained had every resident of Walton Hills received, completed AND returned the survey.

Results

The survey sought to gain perspective on residents' opinions and reasoning on where the new center should be located in the Village, what residents valued in a Community Life Center, and suggestions on amenities and programs that should be offered. In order to identify preferences based on demographics, the survey asked various questions related to age, gender, and household size and makeup.

Respondents were asked to rank the three potential sites based on various site characteristics and also to identify the importance of each of the various characteristics when determining the best location. Overall, when both answers are considered:

- **Best Site based on weighted responses.** When rating the sites based on specific characteristics, and weighting the characteristics based on importance, T.G. Young Park received the highest score. The weighted scores are as follows:
 - T.G. Young = 89.76
 - Walton Road Site = 88.75
 - Current Village Hall Site = 85.61
- **Importance of Site Characteristics:** Respondents ranked the six site characteristics on a scale of one to six. Safety ranked the highest – as the most important characteristic - with an average ranking of 4.6, while the Likelihood of Combining a Visit (to the new center with a visit to the same location for another purpose) was ranked the lowest. The average rankings are as follows:
 1. Safety (4.6)
 2. Potential for expansion (4.2)
 3. Availability of parking (4.2)

4. Access to the facility (4.2)
5. Compatibility with surrounding neighborhood (3.5)
6. Likelihood of combining a visit (3.2)

- **Site Characteristics:** Respondents were asked to rate each of the three sites in terms of safety; access to the facility; potential for expansion; availability of parking; compatibility with surrounding neighborhood; and likelihood of combining a visit, on a scale of 1 for Very Poor to 5 for Very Good. The responses were averaged and the highest and lowest rankings are as follows:

	Highest	Lowest
Village Hall	<ul style="list-style-type: none"> - Safety (4.5) - Likelihood of combining a visit (3.4) - Compatibility w/ surrounding neighborhood (3.7) - Access (4.0) 	<ul style="list-style-type: none"> - Potential for expansion (2.7) - Availability of parking (3.1)
T.G. Young Park	<ul style="list-style-type: none"> - Potential for expansion (4.3) - Availability of parking (4.1) 	<ul style="list-style-type: none"> - Safety (3.5)
Walton Road	none	<ul style="list-style-type: none"> - Compatibility w/ surrounding neighborhood (3.4) - Likelihood of combining a visit (3.3)

- **Site Suitability:** The survey revealed that respondents felt that the most suitable site is the unused land at Thomas G. Young Park, with almost 80% of respondents believing it to be either suitable or highly suitable. The Walton Road site was deemed the 2nd-most suitable and the Current Village Hall site is ranked the least suitable.
- **Site Preference:** Survey respondents also ranked T.G. Young Park as the most preferred, the Walton Road site as the 2nd-most preferred, and the current Village Hall site as the least preferred.
- **Site Preference by Neighborhood:**
 - Neighborhoods 1 & 2 (within ¼ mile of all 3 sites) both selected the T.G. Young site as the most preferred site.
 - Neighborhood 4 (within ¾ mile from T.G. Young Park) ranked the Walton Road site and TG Young Park about equally
 - Neighborhoods 3, 5 and 6 (all farthest from TG Young Park) ranked the Walton Road as the most preferred site
 - None of the neighborhoods ranked the Village Hall site as the most preferred.
- **Site Preference by Age Group:** The 70+ year-old age group favored the Village Hall site as the most preferred, T.G. Young Park second and the Walton Road site last. Village Hall was likely the most favored because it was considered the safest, having the police and fire departments on site. In contrast, those in the age range of 30 to 54 years chose T.G. Young Park at the most preferred site.
- **Programming:** The following seven programs were chosen by at least 50% of the respondents with the top two selected by at least 70%. When sorted for the total number of respondents who chose an activity/program for one or more age group, the most popular program – chosen by 85% of all 131 respondents - was for Aerobics/Exercise/Yoga.

1. Aerobics/Exercise/Yoga for	Adults	71%
2. Family fun nights	Families	70%
3. Aerobics/Exercise/Yoga for	Seniors	57%
4. Music concerts for	Families	53%
5. Arts & Crafts/Hobbies for	Seniors	52%
6. Dance classes for	Adults	50%
7. Dance classes for	Teens	50%

- **Programming write-in response:** 49 people provided additional ideas on what they would like to see offered and the most common write-in was an exercise and weight room, with cardio equipment, followed by educational programs.
- **Likelihood of using the new Community Life Center:** 54% of the respondents indicated that it was “Highly Likely” they would use the new center, while another 36% indicated they were somewhat likely to use the center. Less than 10% indicated they were not likely at all to use the new facility.
- **Additional Comments and Suggestions:** There was space on the questionnaire for people to provide additional comments. Of the 126 completed surveys, 66 (52%) included written comments. The comments covered a number of different topics, but the most common (as stated by 17 respondents addressed their *want/need* for the Village to provide specific facilities for them. Many respondents, therefore, felt compelled to indicate their support for the building of a Community Life Center. However, the second most common write-in (by 15 people) was indicating their lack of support for building a Community Life Center, mostly because of concerns about cost. It is important to realize, however, that the 15 who either opposed or questioned the need to build a facility represent only 12% of the 126 surveys that were received.
- **Current Attendance:** The majority (48%) of the respondents indicated that they had attended a function at the community room between 1 and 5 times in that last 12 months while 26% had not attended any function at the existing community room in the last year.
- **Satisfaction with Dissemination of Information about the Community Room:** Over 56% of respondents were satisfied or very satisfied that the information was adequate, while 22.9% were somewhat satisfied and only 9.9% were not satisfied.
- **Source of Information about Events and Programs in Walton Hills:** The Owl was cited by nearly all respondents (96%) as the manner in which residents receive information about Village events and programs, 58.7% (nearly 2/3) also stay informed through the reader board sign at Village Hall.

INTRODUCTION

As the Village of Walton Hills begins the planning and development of a future Walton Hills Community Life Center, it is crucial that Village officials receive feedback from community members in order to create a facility that will meet the diverse needs of its residents. The Village retained the Cuyahoga County Planning Commission to assist the Council Building and Land Committee with the preparation and implementation of a survey to gauge residents' opinions about the potential locations for a new community life center and to gather ideas and suggestions regarding programming for future events. The CPC has over 55 years of community planning experience and has assisted the Village in formulating and preparing the 2004 Walton Hills Master Plan. As part of the Master Plan process, the CPC conducted a 19-question Community Attitudes Survey.

The Building and Land Committee and the CPC believe gathering public opinion and citizen participation are essential components of the community planning process. Surveys are one method of acquiring such information. According to the Federal Highway Administration, public opinion surveys assist the decision-making process for any community development project by:

- Assessing widespread public opinion
- Gathering information for community developments
 - Influence decisions made by officials
 - Help address public concerns and develop communication
- Focusing public thoughts about a service
 - Gather information in a controlled manner

Being an issue that has been well-discussed and studied (with another survey having been completed 10 years ago to assess need); this survey assumed that there IS a need/desire for a new Community Life Center, and instead focused on *where* the facility should be located. The questionnaire was designed to obtain residents' opinions on the three areas being considered as potential sites for the new Community Life Center:

- Current Village Hall Site: 5-acre potential location could include the open area between the two existing parking lots, northeast of Village Hall



- Unused land at T.G. Young Park: 39-acre potential location for the facility at T.G. Young Park south of the new parking lot.



- Undeveloped Village-owned land on Walton Road: 11-acre site located northwest of Village Hall.



An informational packet was prepared by the Building and Land Committee with technical assistance from the County Planning Commission. . The packet was sent out along with the survey to help survey recipients make informed decisions while completing the survey. The survey packet contained facts about each site as well as pros and cons to building at the various locations.

WALTON HILLS COMMUNITY LIFE CENTER

Key Information For Choosing a Site

Background for the Community Life Center Survey



METHODOLOGY

At the start of the project, there was discussion about the number of residents to be surveyed. It was agreed to conduct a stratified random sampling of the Village residents in order to maximize the time and effort of the County Planning Commission without compromising the integrity of the survey results. It was also agreed that it was not necessary to include a question about whether or not the Village should pursue the construction of such a facility, because that question had been asked in the past.

When collecting data on a large group of people (called a “population”) it is not necessary to survey the entire population. Instead, surveys are typically conducted on a randomly selected sample of people from the population (in this case – Village households), which then allows the surveyor to draw conclusions about how the entire population would respond based on the responses from this randomly selected group of people.

The process of determining the size of the random sample is based on the number of people in the entire group and how "accurate" the results need to be. Anytime a survey is conducted on only a portion of a population, there will be some margin of error in the results, but when the margin of error is reduced to just a few percentage points, it often becomes of little concern.

The Village Council agreed to sample 25% of total households in the Village, so of the 954 addresses included in the Village’s mailing list, 241 surveys were mailed on July 21, 2006. In order to determine if a Village resident’s opinions of each site would be different based on proximity to the site and the potential impacts he or she might experience, the Village agreed to divide the community into neighborhoods. Once the neighborhood boundaries were chosen, a stratified random sample was conducted to select 25% of households from each neighborhood.

Six neighborhoods were identified based on the following criteria:

Area 1 was comprised of houses within ¼ mile (10 minute walking distance) of the Village Hall/Walton Road sites;

Area 2 was comprised of houses within ¼ mile (10 minute walking distance) of the T.G. Young Park site;

Area 3 was comprised of houses within approximately ¾ mile (5 to 10 minute biking distance) of the Village Hall/Walton Road sites;

Area 4 was comprised of houses within approximately ¾ mile (5 to 10 minute biking distance) of the T.G. Young Park site;

Area 5 was comprised of houses that were within approximately ¾ mile (5 to 10 minute biking distance) of ALL THREE SITES: the Village Hall, Walton Road AND T.G. Young Park sites;

Area 6 was comprised of houses living beyond ¾ mile of all of the potential sites, generally houses located to the north along Dunham Road and on Alexander Road west of Dunham Road.

Map 1, on page 9, illustrates the boundaries of the six neighborhoods, the representative location of all 954 residential addresses in the Village and the locations of households selected to receive the survey.

The questionnaires were color coded by neighborhood so that when the forms were returned, it was possible to identify all returned surveys and report the results by neighborhood to determine if opinions and preferences differed based on proximity to the potential sites.

After the addresses were selected, it was discovered that in Neighborhood 2 (houses near the T.G. Young site) no addresses on Dellwood Avenue were included in the mailing. Since the purpose of dividing the

Village into neighborhoods was to see if those closest to each site (and therefore most likely to be impacted by traffic, noise, etc) were more likely to be in favor of or opposed to the new facility, it was determined to send the survey to all 13 houses on Dellwood and to code them so the Dellwood results could be kept separate from the 25% sample.

A total of 126 original surveys were completed by adult household members and returned for a return rate of 49.6%. With this level of return, the study achieved a statistical error rate of 6.8% at the 90% confidence level. In other words, there is 90% certainty that the results obtained in this study are within +/- 6.8% of the results that would be obtained had every resident of Walton Hills received, completed AND returned the survey.

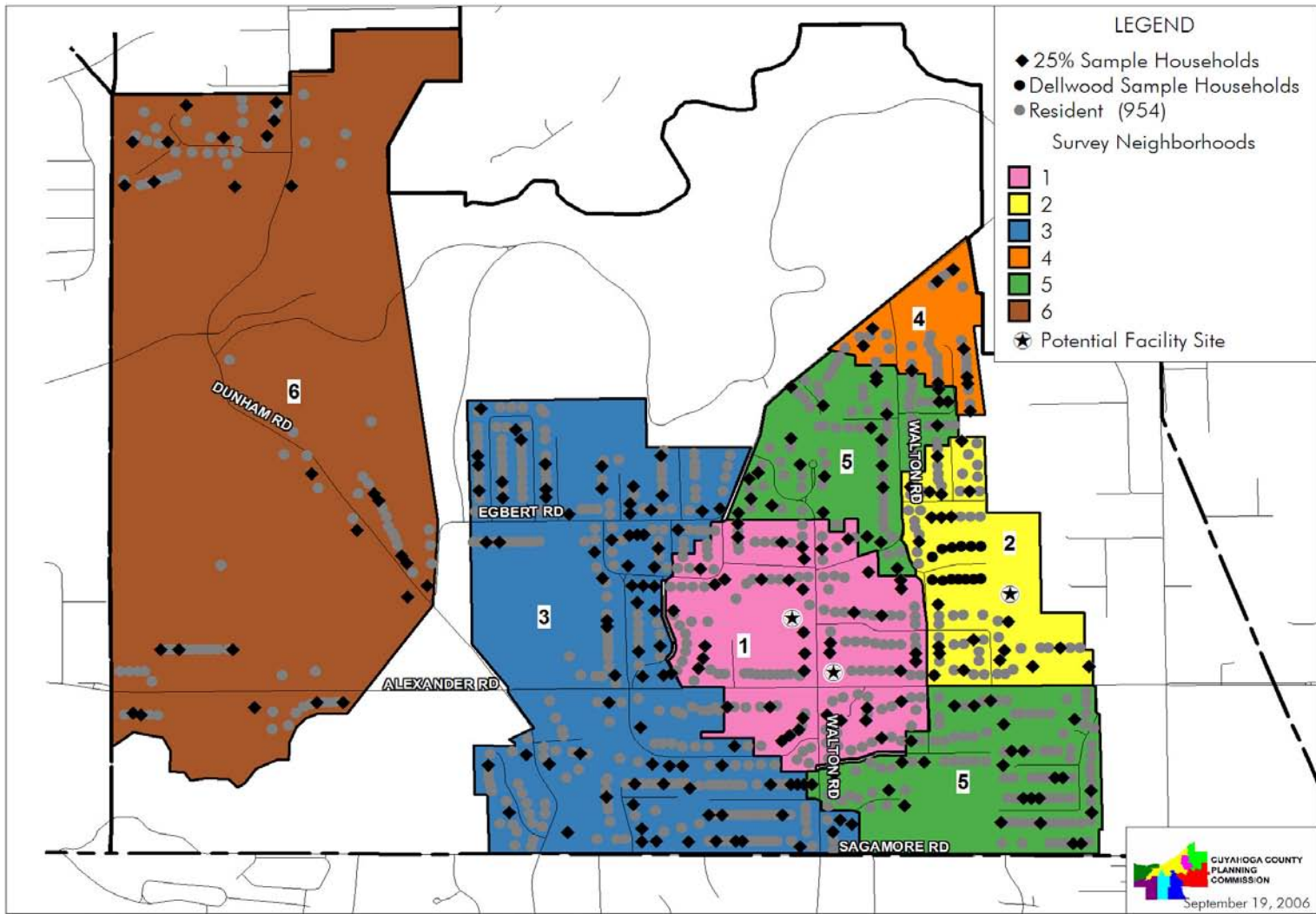
Table 1. First Mailing to 25% of Households in Village				
Neighborhood # (corresponds to Map)	Number of addresses by Neighborhood	Number of Surveys Mailed	Original Surveys Completed & Returned	% of mailed
1	168	42	18	42.9%
2	87	22	12	54.5%
3	337	85	43	50.6%
4	37	10	7	70.0%
5	215	54	29	53.7%
6	110	28	9	32.1%
Total	954	241	118	49.0%
Second Mailing to Dellwood Addresses				
	Addresses on Street	100% Mailed	Original Surveys Completed & Returned	% of mailed
2 DW	13	13	8	61.5%
TOTAL	954	254	126	49.6%

The neighborhood with the highest rate of return was Neighborhood #4; the neighborhood located approximately ¼ to ¾ mile from T.G. Young Park. The neighborhood with the lowest rate of return (32.1%) was Neighborhood #6, where the houses are approximately a mile or more from the potential sites.

Five additional surveys forms were returned, but the forms were photocopies of the original colored. Since they were not the original questionnaires, it was not possible to determine if they were from households that had already submitted an original form (i.e. both husband and wife completed a form), or if they were filled out by residents from addresses not included in the random sample. Therefore, these returned forms were not considered valid returns and were not included in the results.

Map 1.

Walton Hills Community Survey: Universe of Residents and Sampled Households



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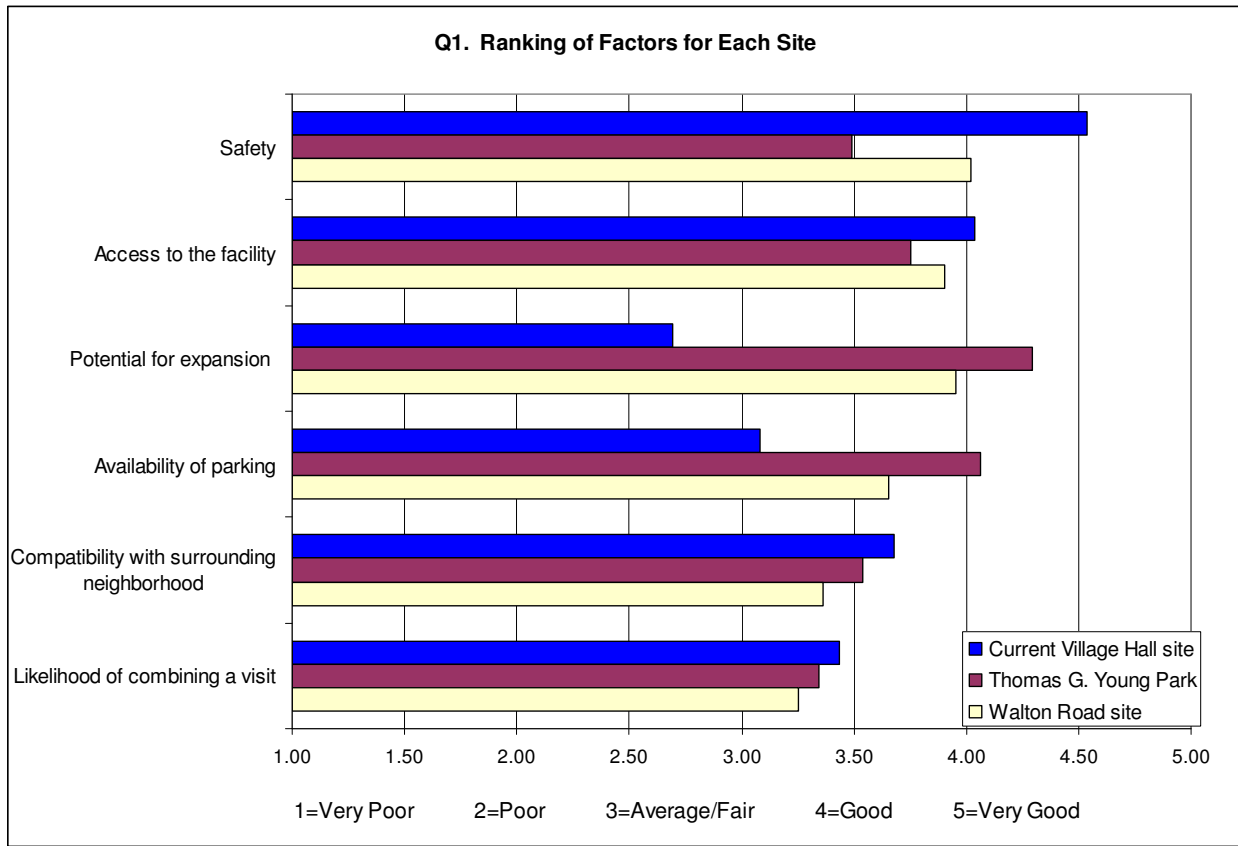
RESULTS FOR SELECTING A SITE

The first four questions of the survey sought to gain a perspective on residents' opinions on where the new facility should be located, based on both suitability and preference.

Q.1. How do you rate each of the sites based on the following considerations?

The results of Question 1 show how respondents viewed each of the three proposed sites in terms of six site factors, including safety; potential for expansion; likelihood of combining a visit (with another purpose); compatibility with the surrounding neighborhood; availability of parking; and access to the facility. The Current Village Hall site ranked highest for four of the site characteristics, including safety; likelihood of combining a visit; compatibility with the surrounding neighborhood; and access. It ranked lowest in terms of potential for expansion and availability of parking. T.G. Young Park ranked highest in those categories that the Village Hall site ranked the lowest: potential for expansion and availability of parking. TG Young ranked lowest for safety, likely due to the fact that it is the farthest from the police station. The Walton Road site did not rank highest in any category, but did rank the lowest in terms of likelihood of combining a visit and compatibility with the surrounding neighborhood.

	Village Hall Site	T. G. Young Park	Walton Rd Site
Safety	4.54	3.49	4.02
Access to the facility	4.04	3.75	3.90
Potential for expansion	2.69	4.29	3.95
Availability of parking	3.08	4.06	3.65
Compatibility with surrounding neighborhood	3.68	3.54	3.36
Likelihood of combining a visit	3.44	3.34	3.25

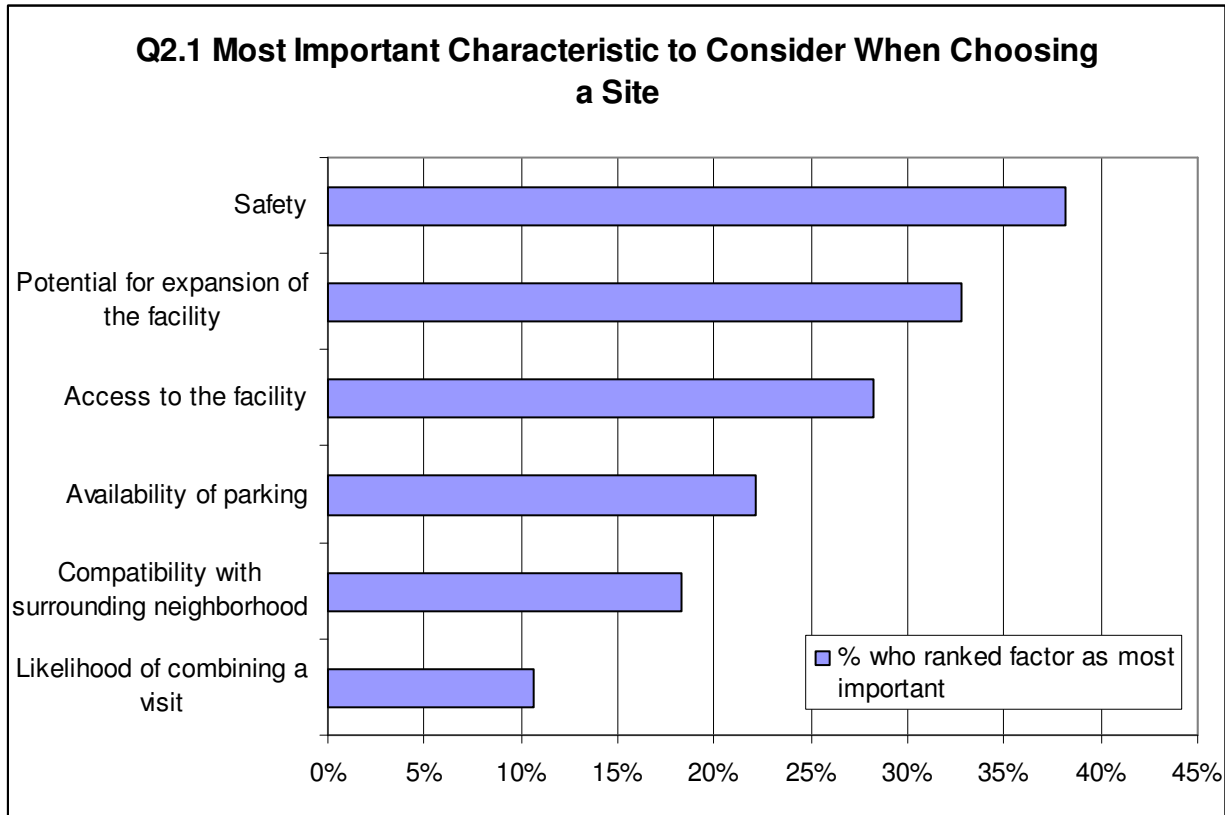


Q.2. Rank the following factors from 1 to 6 to indicate how important you think each is when determining the best site for the new Community Life Center.

Question 2 serves as a qualifier for Question 1: it asked the survey respondents to rank the importance of each of these factors when considering site selection. The chart for Question 1 is arranged in order of importance based on the ranking from Question 2.

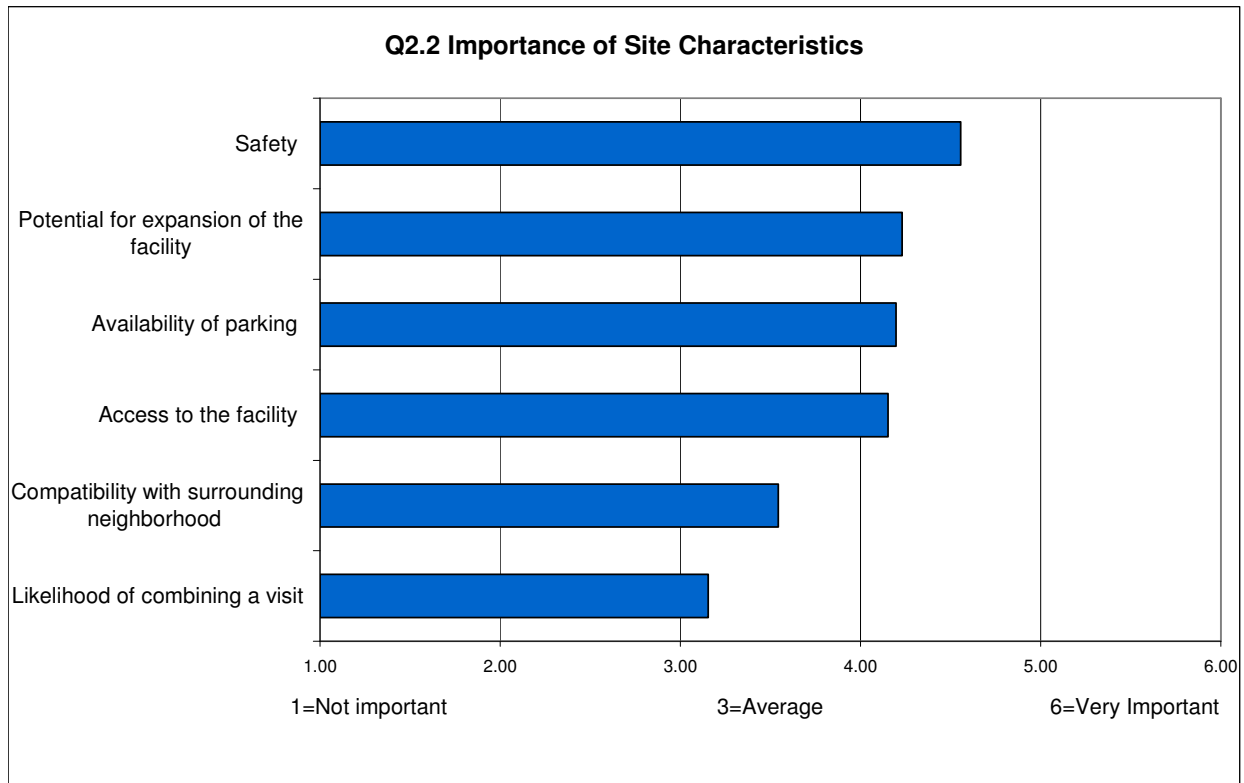
Respondents ranked the six site characteristics on a scale of one to six, from Most Important to Least Important. When sorting the results based on the number of times a characteristic was chosen as the most important factor, 38% of respondents reported that **safety** was the most important consideration. The responses do not add up to 100% because some respondents ranked more than one characteristic as the most important – giving two or more the same ranking.

	% who ranked factor as most important
Safety	38.20%
Potential for expansion of the facility	32.80%
Access to the facility	28.20%
Availability of parking	22.10%
Compatibility with surrounding neighborhood	18.30%
Likelihood of combining a visit	10.70%



When the responses for all the factors were scored on a scale of one to six and averaged, again the most important factor to consider when determining the site is safety, with an average ranking of 4.6. The next three factors - potential for expansion, availability of parking and access to the facility - all ranked very closely as important factors. The factor considered to be of the least importance was the likelihood of combining a visit to the new center with a visit to the same location for another purpose, with an average ranking of 3.15. The results for Question 2 reveal that the residents of Walton Hills place a high value on safety, but also believe that the potential for expansion is an important factor in terms of site location for the Community Life Center.

Q2.2. Importance of Site Characteristics	
	Average Response
Safety	4.56
Potential for expansion of the facility	4.23
Availability of parking	4.20
Access to the facility	4.15
Compatibility with surrounding neighborhood	3.54
Likelihood of combining a visit	3.15



Analysis of Question 1 when weighted by results from Question 2.

As noted in Question 1, respondents were asked to rank the three potential sites based on various site characteristics and, in Question 2, to identify the importance of each of the various characteristics when determining the best location. Overall, when both answers are considered, the average ranking from Question 2 can be used to weight the responses from Question 1. This in turn generates an overall score for each site T.G. Young - 89.76; Walton Road Site - 88.75; and Current Village Hall Site - 85.61

While the Current Village Hall site ranked the highest in four different categories, only the safety characteristic was highly weighted characteristic, the other characteristics were weighted significantly lower. In contrast, although T.G. Young Park did not rank as high in safety as did the other two sites, the Park site ranked the highest in terms of potential expansion and availability of parking—the 2nd and 3rd most important factors.

Q2.3. Overall Score for Each Site Based on Average Rating from Q1, Weighted by Average Ranking from Q2.							
	Average Ranking (Q2)	Average Rating (Q1)					
		Current Village Hall site	Weighted Score*	T.G. Young Park	Weighted Score*	Walton Road site	Weighted Score*
Likelihood of combining a visit	3.2	3.44	10.83	3.34	10.54	3.25	10.26
Compatibility with surrounding neighborhood	3.5	3.68	13.02	3.54	12.53	3.36	11.91
Access to the facility	4.2	4.04	16.76	3.75	15.58	3.90	16.21
Availability of parking	4.2	3.08	12.93	4.06	17.05	3.65	15.33
Potential for expansion	4.2	2.69	11.40	4.29	18.15	3.95	16.73
Safety	4.6	4.54	20.66	3.49	15.90	4.02	18.30
<i>Overall Score</i>			85.61		89.76		88.75

** The weighted score is the product of the average ranking and the average rating.*

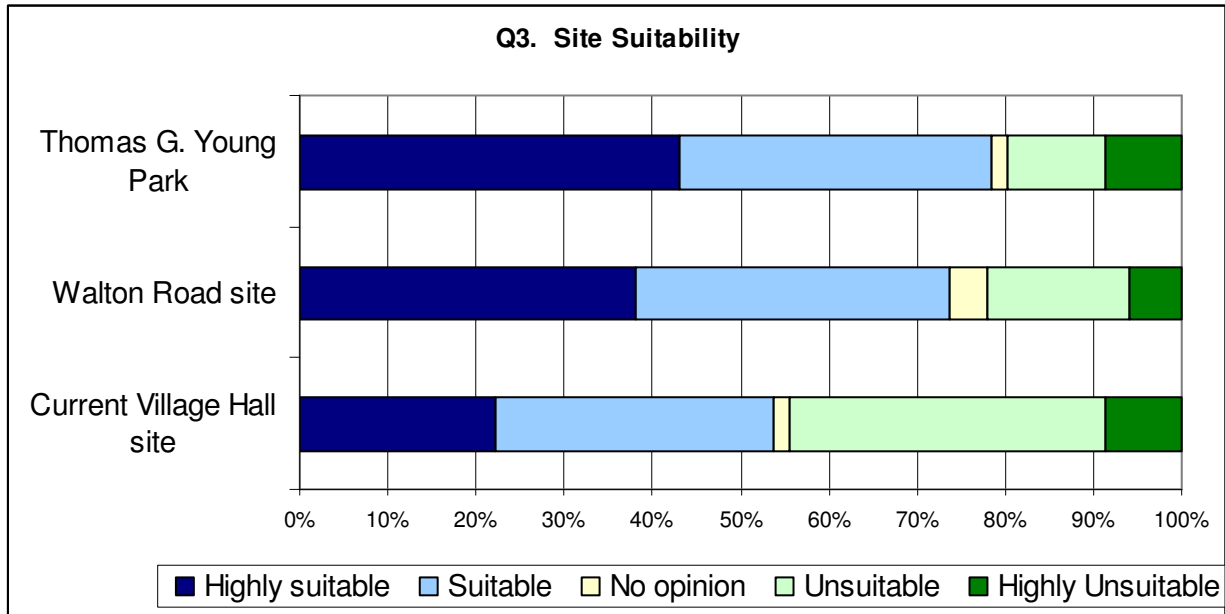
It should also be noted that safety, the most important characteristic, can be more easily addressed than more fixed site constraints such as availability of parking and potential for expansion of the facility on the site.

Q.3 Rate the three potential sites according to your opinion of each one's suitability as the location for the new Community Life Center.

For Question 3, each site was rated independently as to its suitability for the new facility: Highly Suitable, Suitable, Unsuitable, Highly Unsuitable or No Opinion. Most respondents deemed T.G. Young Park the most suitable site for the future Community Life Center, with almost 80% of those responding considering it either highly suitable or suitable. On average, the Village Hall site was deemed the least suitable; likely due the fact that it is considered lacking in terms of potential for expansion and availability of parking.

Q.3. Site Suitability						
	<i>Total Suitable/ Highly Suitable</i>	Highly suitable	Suitable	No opinion	Unsuitable	Highly unsuitable
Thomas G. Young Park	78.4%	43.1%	35.34%	1.72%	11.21%	8.62%
Walton Road site	73.7%	38.14%	35.59%	4.24%	16.10%	5.93%
Current Village Hall site	53.8%	22.2%	31.6%	1.71%	35.90%	8.55%

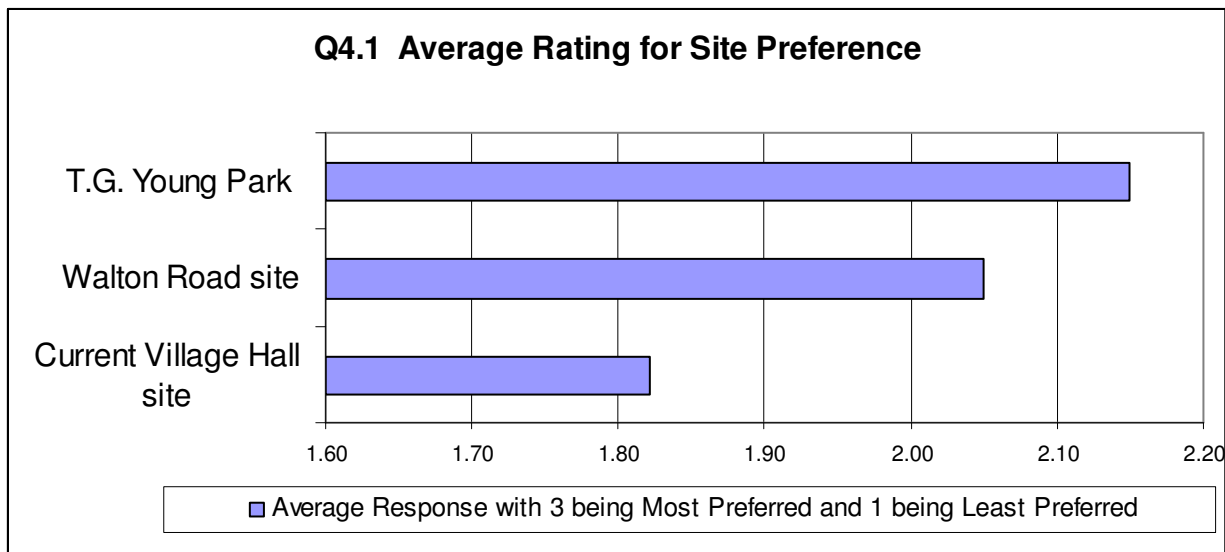
Site suitability was addressed because it has a different connotation than preference. Suitability implies a more empirically-driven decision based on measurable conditions, where preference implies a much more personal stance.



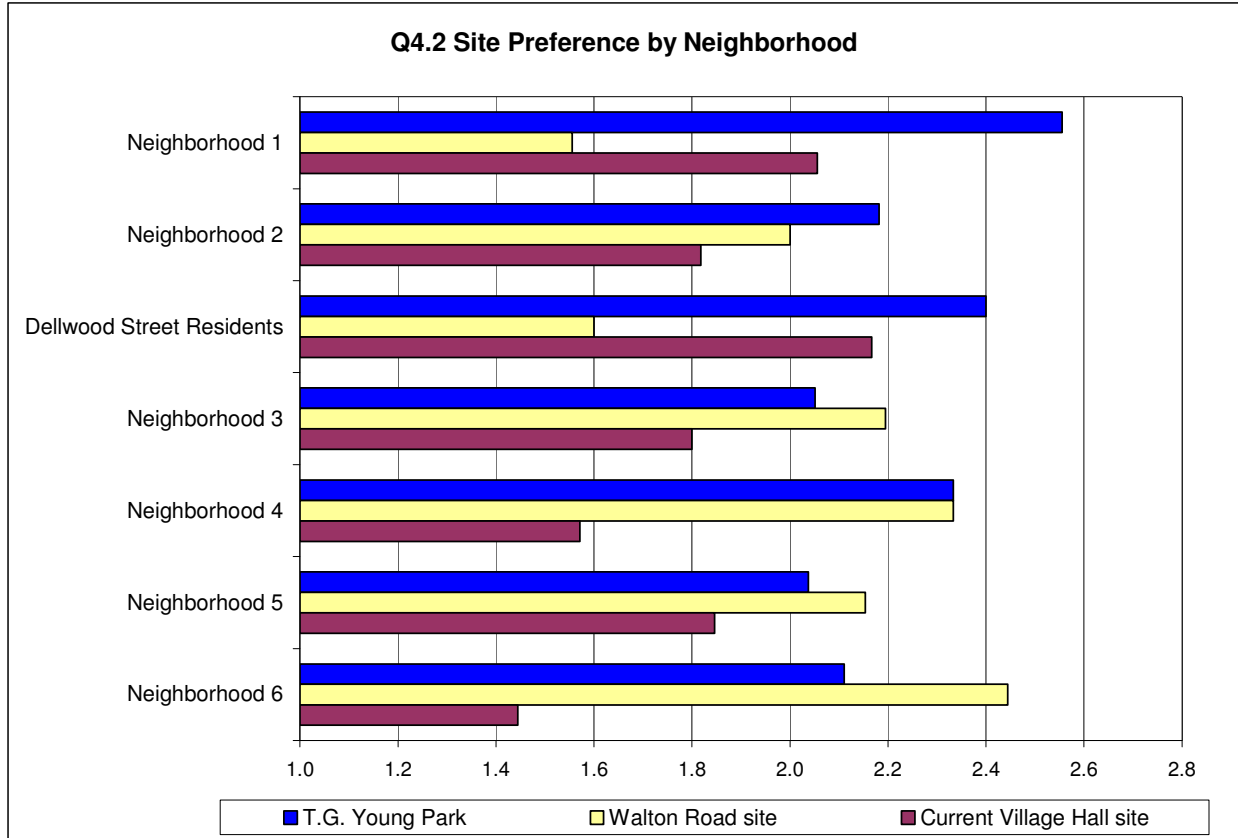
Q4. Rank the Sites from 1 to 3 based on your preferred location for the new Community Life Center.

Q4.1. Averaged Site Preference: Responses to Q4 were scored, giving each a score of one to three, with the most preferred receiving a score of 3, the next most preferred receiving a score of 2 and the least preferred receiving a score of 1. When the scores were totaled and averaged for each site, the respondents also ranked the T.G. Young site as the most preferred site for the Community Life Center, giving it an average ranking of 2.15 out of a scale of 3.

Q4.1 Average Rating for Site Preference	
	Averaged Rating
Current Village Hall site	1.82
Walton Road site	2.05
T.G. Young Park	2.15



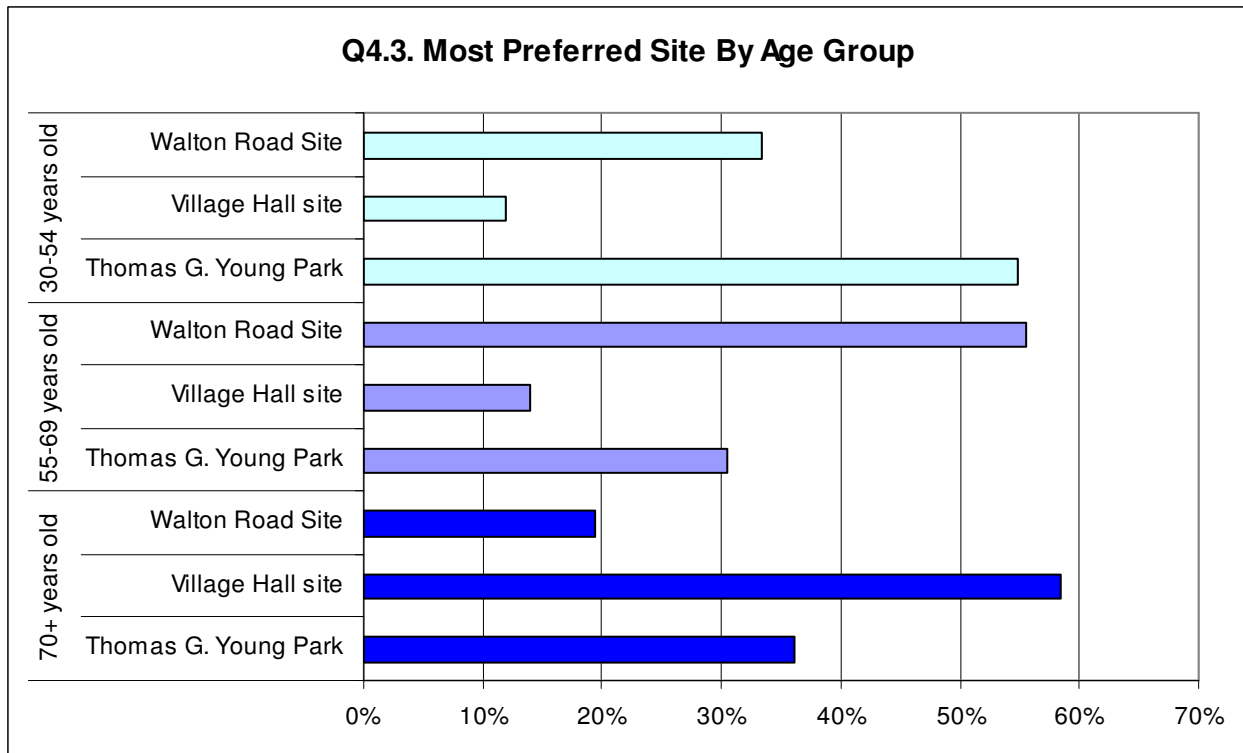
Q4.2 Site Preference by Neighborhood: When analyzed by neighborhood, those closest to the sites (within ¼ mile – Neighborhoods 1 and 2) each selected the T.G. Young site as the most preferred site. Residents in Neighborhood 4 – located ¾ mile from T.G. Young Park – ranked the Walton Road site and T.G. Young Park about equally, while Neighborhoods 3, 5 and 6 all ranked the Walton Road as the most preferred site. None of the neighborhoods ranked the Village Hall site as the most preferred.



Q4.2. Site Preference by Neighborhood				
	Most Preferred	Second Most Preferred	Least Preferred	Total Response w Opinion
<i>Neighborhood 1</i>				
T.G. Young Park	13	2	3	18
Current Village Hall site	5	9	4	18
Walton Road site	2	6	10	18
<i>Neighborhood 2</i>				
T.G. Young Park	5	3	3	11
Current Village Hall site	2	5	4	11
Walton Road site	4	3	4	11
<i>Dellwood Street Residents</i>				
T.G. Young Park	3	1	1	5
Current Village Hall site	3	1	2	6
Walton Road site	0	3	2	5

Q4.2. Site Preference by Neighborhood				
	Most Preferred	Second Most Preferred	Least Preferred	Total Response w Opinion
<i>Neighborhood 3</i>				
T.G. Young Park	13	15	11	39
Current Village Hall site	11	10	19	40
Walton Road site	18	13	10	41
<i>Neighborhood 4</i>				
T.G. Young Park	3	2	1	6
Current Village Hall site	1	2	4	7
Walton Road site	3	2	1	6
<i>Neighborhood 5</i>				
T.G. Young Park	9	10	8	27
Current Village Hall site	8	6	12	26
Walton Road site	10	10	6	26
<i>Neighborhood 6</i>				
T.G. Young Park	4	2	3	9
Current Village Hall site	1	2	6	9
Walton Road site	4	5	0	9

Q4.3 Site Preference by Age Group: The 70 and older age group favored the Village Hall site as the most preferred, T.G. Young Park second and the Walton Road site last. Village Hall was likely the most favored because it was considered the safest, having the police and fire departments on site. In contrast, the majority of respondents in the 30 to 54 age group selected T.G. Young Park at the most preferred location.



PROGRAMING AT THE NEW COMMUNITY LIFE CENTER

Questions 5 and 6 sought to gain a perspective on residents’ opinions on future programming provided at the new facility. Question 7 gave respondents space to write any additional comments or concerns they might have, including providing explanations for answers given. Question 8 through 10 gave residents an opportunity to comment on their attendance to, knowledge of, and satisfaction of advertising of current community programs.

Q.5. Indicate which programs you would like to see offered for each age group at the new Community Life Center.

Question 5 asked residents to select the programs they would like to see offered at the New Community Life Center. Respondents were allowed to select as many of the programs as they wanted, and were given additional space to write in other choices. Age groups were broken down into Children, Teens, Adults, Seniors and Families. Of the 126 surveys collected, 114 people identified one or more programs that they would like to see offered by the Village.

The following seven programs were chosen by at least 50% of the respondents with the top two selected by at least 70%:

1. Aerobics/Exercise/Yoga for	Adults	71%
2. Family fun nights	Families	70%
3. Aerobics/Exercise/Yoga for	Seniors	57%
4. Music concerts for	Families	53%
5. Arts & Crafts/Hobbies for	Seniors	52%
6. Dance classes for	Adults	50%
7. Dance classes for	Teens	50%

20 additional programming ideas were agreed to by 1/3 (33%) to ½ (50%) of the respondents.

8. Basketball for	Teens	49%
9. Healing arts for	Seniors	48%
10. Volleyball for	Teens	47%
11. Music concerts for	Adults	47%
12. Music concerts for	Seniors	45%
13. Arts & Crafts/Hobbies for	Adults	44%
14. Healing arts for	Adults	44%
15. Martial arts for	Teens	42%
16. Drama/Acting for	Teens	41%
17. Volleyball for	Adults	41%
18. Arts & Crafts/Hobbies for	Children	40%
19. Basketball for	Adults	39%
20. Environmental education for	Adults	38%
21. Drama/Acting for	Children	37%
22. Dance classes for	Teens	37%
23. Martial arts for	Children	37%
24. Dances for	Adults	37%
25. Basketball for	Children	35%
26. Environmental education for	Teens	34%
27. Martial arts for	Adults	34%

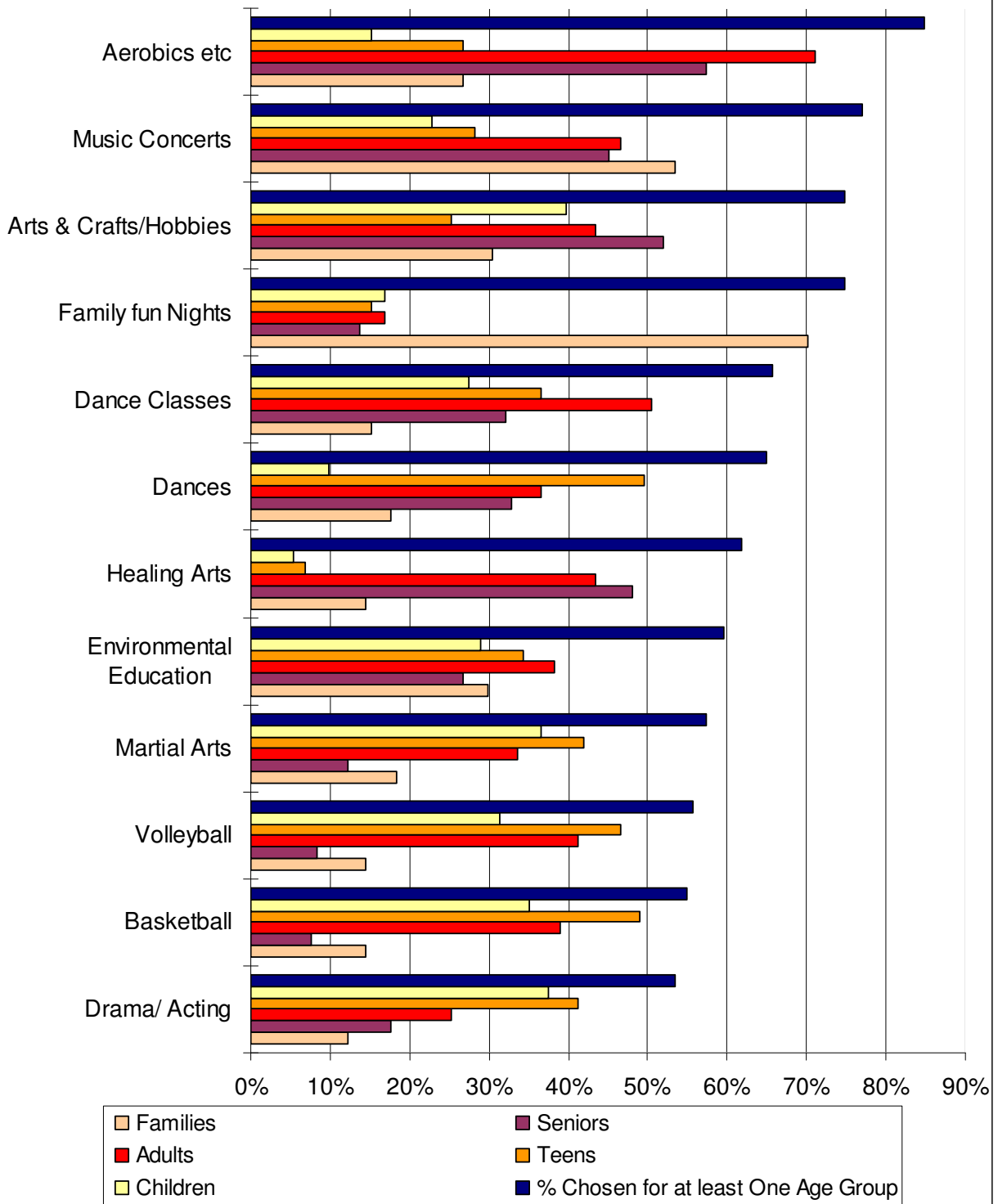
When sorted for the total number of respondents who chose an activity/program for one or more age group, the most popular program – chosen by 85% of all 126 respondents - was for Aerobics/Exercise/Yoga. In many cases, respondents selected more than one age group for each activity.

Q.5.2 Program Ideas in Order of Popularity of Activity						
	% chosen for at least one age group	% chosen for each age group				
		Children	Teens	Adults	Seniors	Families
Aerobics/Exercise/Yoga	85%	15%	27%	71%	57%	27%
Music Concerts	77%	23%	28%	47%	45%	53%
Family Fun Nights	75%	17%	15%	17%	14%	70%
Arts & Crafts/Hobbies	75%	40%	25%	44%	52%	31%
Dance Classes	66%	28%	37%	50%	32%	15%
Dances	65%	10%	50%	37%	33%	18%
Healing Arts	62%	5%	7%	44%	48%	15%
Environmental Education	60%	29%	34%	38%	27%	30%
Martial Arts	57%	37%	42%	34%	12%	18%
Volleyball	56%	31%	47%	41%	8%	15%
Basketball	55%	35%	49%	39%	8%	15%
Drama/ Acting	53%	37%	41%	25%	18%	12%

There were 12 respondents who did not select any programs on the form. Six of these also indicated that they did not favor a new Community Life Center at all and another one indicated that she and her husband (both in their 70s) did not participate in any community events and therefore had no opinion about programming.

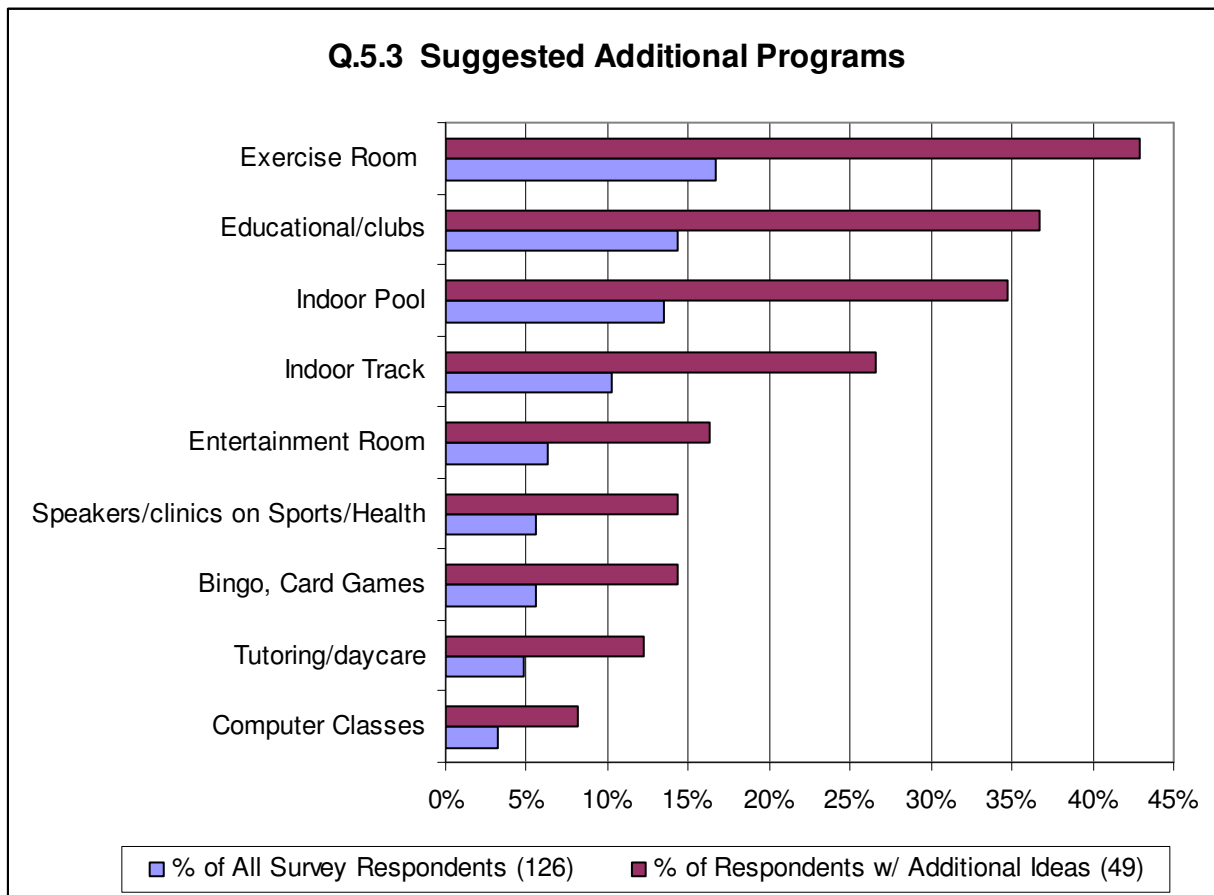
Graph Q.5.2 illustrates the various percentages of respondents who thought programs should be offered for the various age groups. However, it should be kept in mind that all survey respondents were adults over the age of 30, and the results of Question 5 are the opinions of the respondents on the types of activities that should be provided for the various age groups. The results should not be construed as the opinions of residents from each of the age groups. For example, the results may not reflect the programs children and teens themselves most desire.

Q.5.2 Program Preferences by Age Group



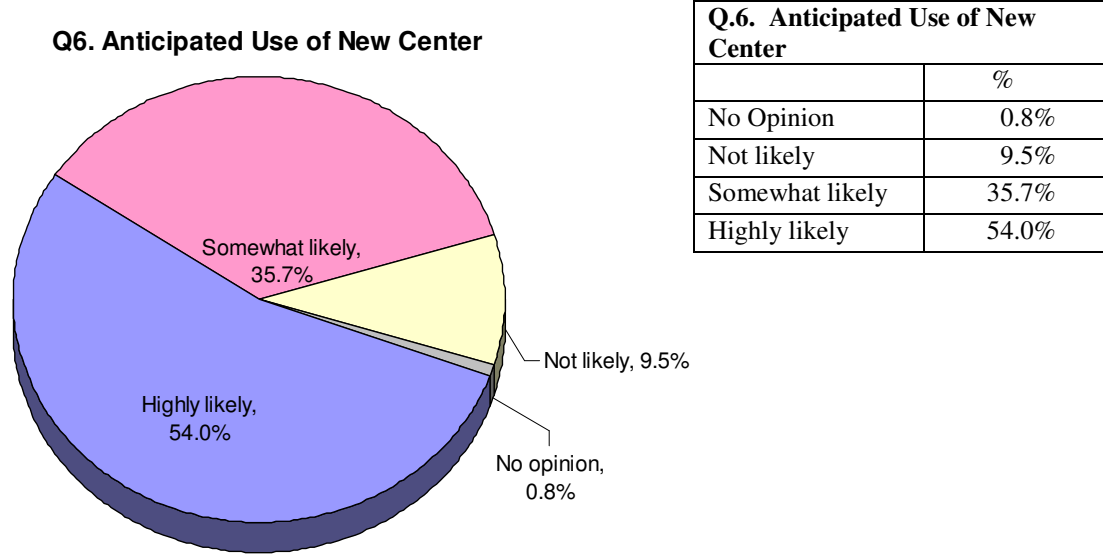
Other respondents wrote in additional programs that were not listed on the survey. The most common write-in was an exercise and weight room, with cardio equipment, followed by educational programs.

Q5.3. Suggested Additional Programs		
Activity	% of All Respondents	% of 49 Respondents who Wrote in Additional Ideas
Exercise Room	16.67%	42.86%
Educational/clubs	14.29%	36.73%
Indoor pool	13.49%	34.69%
Indoor track	10.32%	26.53%
Entertainment Room	6.35%	16.33%
Speakers/clinics on sports, health etc	5.56%	14.29%
Card games and Bingo	5.56%	14.29%
Tutoring/daycare	4.76%	12.24%
Computer classes	3.17%	8.16%



Q.6. How likely are you to use the new Community Life Center if it offers the program(s) you most desire?

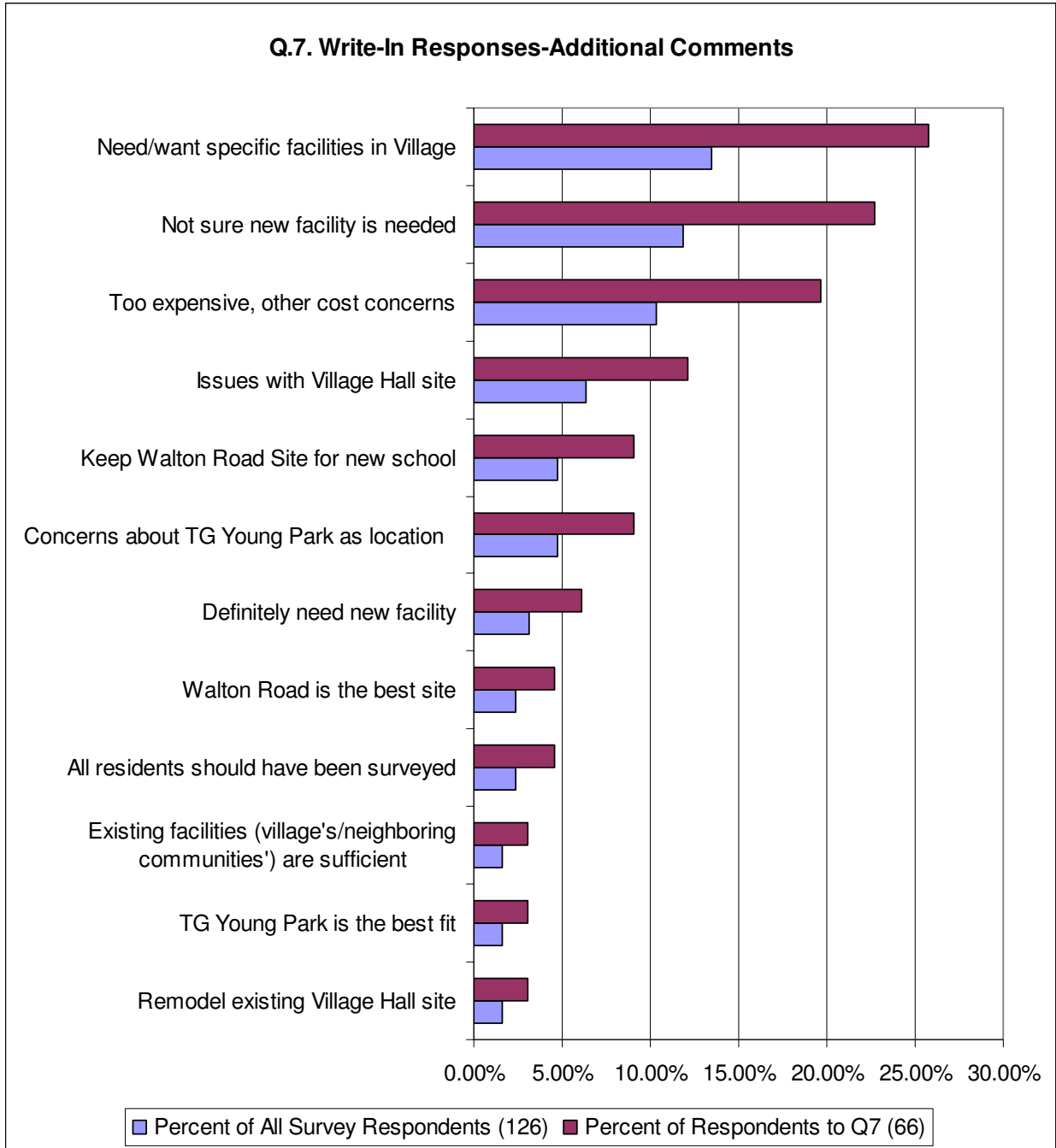
The pie chart below illustrates that 54% of the respondents indicated that it was ‘Highly Likely’ they would use the new center, while another 36% indicated they were ‘Somewhat Likely’ to use the center. Less than 10% indicated they were ‘Not Likely’ to use the new facility at all.



Q.7. Additional Comments and Suggestions.

Of the 126 surveys returned, 66 people included additional comments in the space provided in Q. 7. The most common written-in comment of the 66 indicates that the respondents *want/need* the Village to provide specific facilities for them. Many respondents, therefore, felt compelled to indicate their support for the building of a Community Life Center. However, the second most common write in was not in support of building a Community Life Center, many indicating they had concerns about cost, loss of taxes, and concern that not every resident had the chance to vote on whether or not a new center should be built.

Q.7. Additional Comments			
	Number of Respondents	% of All Survey Respondents (126)	% of Respondents to Q7 (66)
Need/want specific facilities in Village	17	13.49%	25.76%
Not sure new facility is needed	15	11.90%	22.73%
Too expensive, other cost concerns	13	10.32%	19.70%
Issues with Village Hall site	8	6.35%	12.12%
Concerns about TG Young Park as location	6	4.76%	9.09%
Keep Walton Road Site for new school	6	4.76%	9.09%
Definitely need new facility	4	3.17%	6.06%
All residents should have been surveyed	3	2.38%	4.55%
Walton Road is the best site	3	2.38%	4.55%
Remodel existing Village Hall site	2	1.59%	3.03%
TG Young Park is the best fit	2	1.59%	3.03%
Existing facilities (village's/neighborhood communities') are sufficient	2	1.59%	3.03%

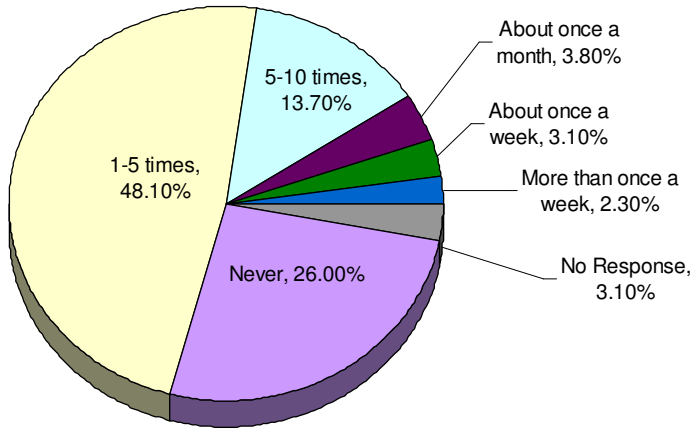


It is important to note that the survey did not ask residents their opinion on whether or not a new community life center was needed or wanted. Therefore, it is interesting to observe that some respondents – both those in favor and those not in favor of a new center - chose to make a specific comment about their opinion. The percentage of people who questioned the need of a new community life center comprises less than 12% out of the total survey responses, and many of these respondents also noted cost as their reasoning for their objection. On the other hand, it could also be concluded that the other 88% are in favor and support a new Community Life Center.

Q.8. About how often have you attended a Community Room function in the last 12 months?

Question 8 asked residents about their frequency of use of the current facilities. The majority of the responses were for one to 5 functions in the last year, while 26% had not attended any function at the existing community room in the last year. The next most frequent response was five to ten times in the last year, or approximately once a month to once every other month. The large percentage of respondents who marked “Never” and “1-5” per year times exhibits a large portion of the population that is either underserved or unmotivated to go to the current community facilities.

Q 8. Attendance at current Community Room Events in the last 12 months

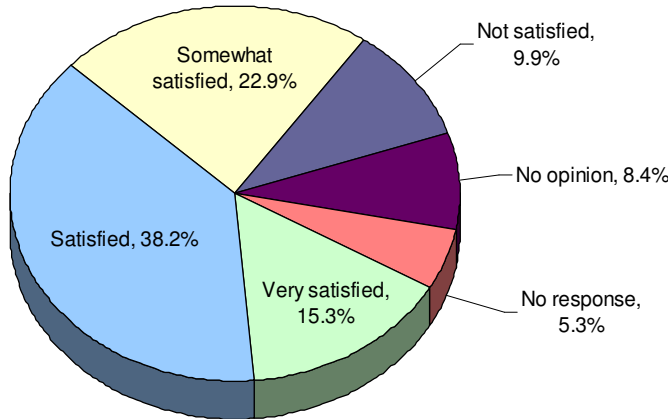


Q.8. Attendance at Current Community Events in last 12 Months	
No Response	3.1%
Never	26.0%
1-5 times	48.1%
5-10 times	13.7%
About once a month	3.8%
About once a week	3.1%
More than once a week	2.3%

Q.9. Indicate how you feel about the availability and adequacy of information regarding programs and events held at the Community Room.

Question 9 asked people to give their opinion about the information given out by the Village to advertise programs and events held at the Community Room. Of the ones that responded, over 56% were satisfied or very satisfied that the information was adequate.

Q9. Satisfaction with Community Room Information

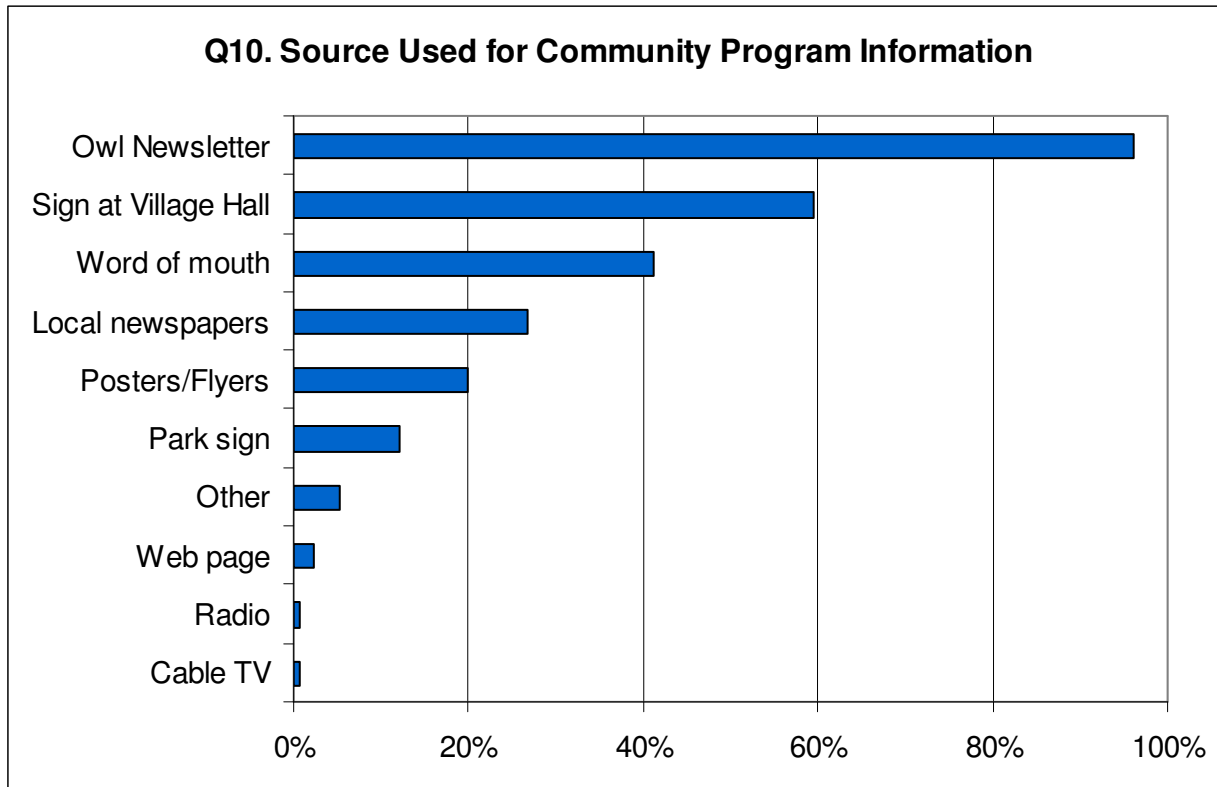


Q.9. Satisfaction with Information Distributed	
Very satisfied	15.3%
Satisfied	38.2%
Somewhat satisfied	22.9%
Not satisfied	9.9%
No opinion	8.4%

Q.10. How do you get your information about Events and Programs in Walton Hills? (check as many as apply).

The Owl was cited by nearly all respondents (96%) as the manner in which residents receive information about Village events and programs, 58.7% (nearly 2/3) also stay informed through the reader board sign at Village Hall. These figures will become more significant in the future building and advertising for the new Community Life Center, as the Village seeks to obtain feedback and participation during the planning, implementation and programming process.

Q10. Most Frequent Source of Program Information	
Owl Newsletter	96.0%
Sign at Village Hall	58.7%
Word of mouth	41.3%
Local newspapers	26.1%
Posters/Flyers	19.1%
Park sign	11.9%
Other	5.6%
Web page	2.4%
Cable TV	0.8%
Radio	0.8%

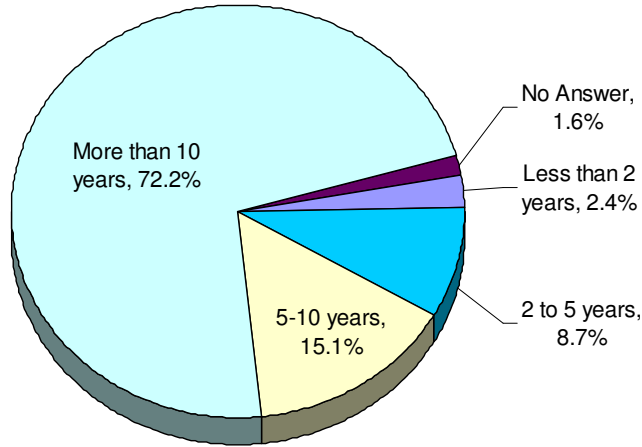


DEMOGRAPHIC PROFILE OF RESPONDENTS

Q.11. How long have you been a resident of Walton Hills?

It is clear from Question 11 that most people who responded have a stake in the Village; over 88% have lived in the Village for at least 5 years.

Q11. Years lived in Walton Hills

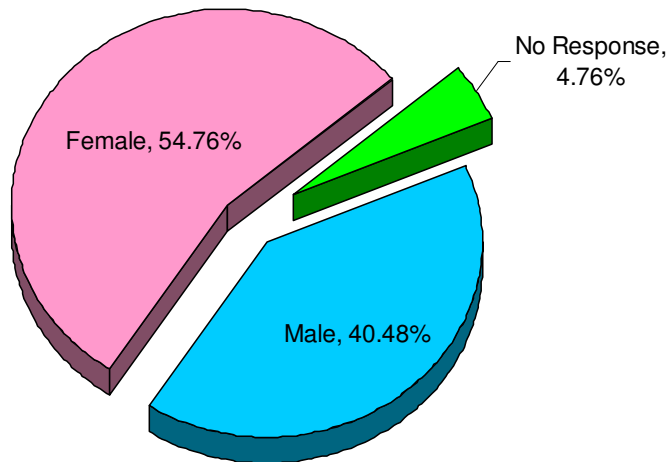


Q.11. Years Lived In Walton Hills	
Less than 2 years	2.38%
2 to 5 years	8.73%
5-10 years	15.08%
More than 10 years	72.22%

Q.12. What is your gender?

Based on those that responded, the majority of the surveys were completed by women (55%) while only 41% were completed by men. The other 5% left the question blank.

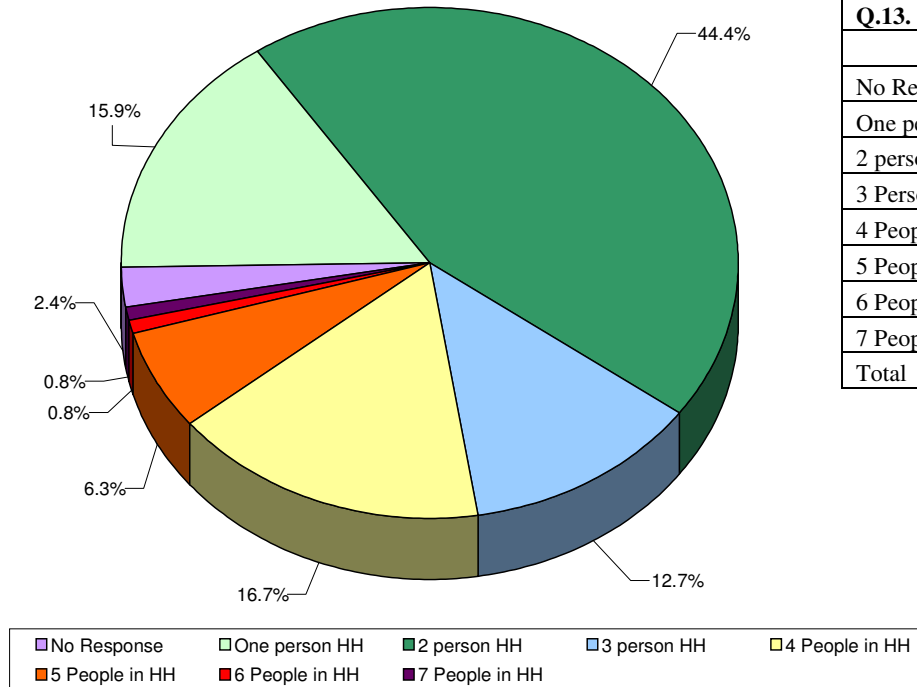
Q12. Gender % of Walton Hills Residents



Q.13. How many total people live in your household?

The most often reported number was 2, for an average number of persons per household of 2.52.

Q13. Total People in Household



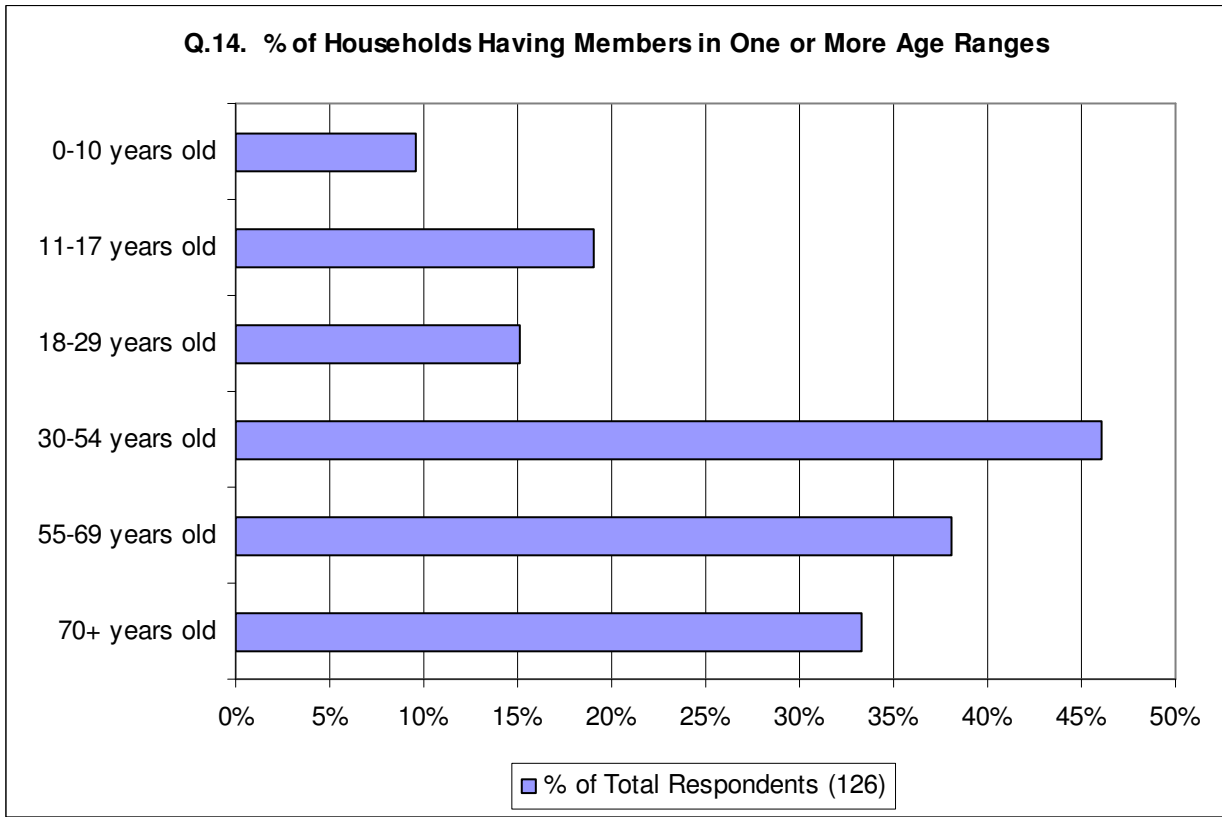
	HHlds	%
No Response	3	2.4%
One person HH	20	15.9%
2 person HH	56	44.4%
3 Person HH	16	12.7%
4 People in HH	21	16.7%
5 People in HH	8	6.3%
6 People in HH	1	0.8%
7 People in HH	1	0.8%
Total	126	

Q.14. Indicate the number of people in your household that are in each of the following age groups.

Nearly half of all the respondents had a member of his or her household who was in the 30 to 54 age range.

Age Groups	Respondents with Household Occupants in Age Range		Number of residents	% of all residents in Respondents' Households
	#	%*		
0-10	12	10%	22	6.81%
11-17	24	19%	35	10.84%
18-29	19	15%	29	8.98%
30-54	58	46%	98	30.34%
55-69	48	38%	74	22.91%
70+	42	33%	65	20.12%
Total			323	100.00%

* Percent of total number of respondents (126). Since households can have occupants of various ages, the percentages do not add up to 100 %.

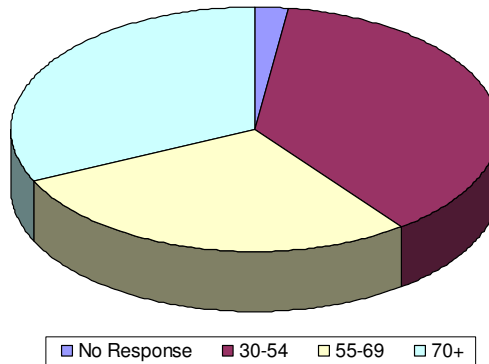


Q.15. What is your age?

Question 15 asked the person completing the survey to indicate their age. The largest age group responding was between 30 and 54 years old, followed by those 70 years and older.

Q15. Age of Respondent	
No Response	2.30%
18- 29 years old	0.0%
30-54 years old	37.4%
55-69 years old	28.2%
70+ years old	32.1%

Q 15. Age of Respondent



APPENDIX – Summary of Detailed Responses

Question 7 included space for respondents to write in any additional comments they had.

Of the 126 surveys returned, 66 included write-in comments. Many of the responses touched on more than one topic. The responses were categorized by the various topic raised, as summarized below.

	Percent of All Survey Respondents (126)	Percent of Respondents to Q7 (66)	Number of Responses
a. Need/want specific facilities in Village	13.49%	25.76%	17
b. Not sure new facility is needed	11.90%	22.73%	15
c. Too expensive, other cost concerns	10.32%	19.70%	13
d. Issues with Village Hall site	6.35%	12.12%	8
e. Concerns about T.G. Young Park as location	4.76%	9.09%	6
f. Keep Walton Road Site for new school	4.76%	9.09%	6
g. Definitely need new facility	3.17%	6.06%	4
h. All residents should have been surveyed	2.38%	4.55%	3
i. Walton Road is the best site	2.38%	4.55%	3
j. Remodel existing Village Hall site	1.59%	3.03%	2
k. T.G. Young Park is the best fit	1.59%	3.03%	2
l. Existing facilities (village's/neighborhoods) are sufficient	1.59%	3.03%	2
m. No Opinion-Don't participate in Village functions	0.79%	1.52%	1
n. Environmental concerns	0.79%	1.52%	1
o. Keep for Residents only	0.79%	1.52%	1
p. Design issues need to be considered	0.79%	1.52%	1
q. Provided additional programming suggestions	0.79%	1.52%	1

The following further groups the comments – some are repeated because they cover multiple topics.

- A. Reasons for why a new facility is needed, requests for specific elements for the new facility.
1. A new community center is definitely needed - meetings, group get-togethers, separate rooms for smaller meetings, new kitchen
 2. I very much would like to see our community make this center a reality.
 3. Our family moved here less than 2 years ago and the only thing we miss from Brecksville is the community center. I had my wedding shower there and it was very nice. My husband and I would go at least 4 times a week to work out...
 4. Since moving to Walton Hills, we have learned a good deal about this community. While residents are quite social most of the year, winter brings isolation. Having a variety of activities designed to draw residents out and allow them to interact in...
 5. For a new building, having a basketball court is a must.
 6. There should be enough land available for possible future community pool.
 7. Add an in-door swimming pool, lake club isn't suitable for most people. An indoor pool can be used year round (exercise for senior, recreation for others) Build it during new construction, don't add it on later like this village is used to doing
 8. Majority of choice already exist in our programs. A pool is a must for families and senior. An indoor track and exercise facility is also a must- those choices should be on this sheet. Take a look at Macedonia's facility & Brecksville. But we don't need one as large...
 9. A large indoor swimming pool would be wonderful all year around as some people do not like to swim

outside in the summer

10. Would like an indoor pool.
11. A "performance platform" outdoors should be built for concerts and other events at the site...
12. I would like a place where I can go and exercise freely with good quality weight machines and quality elliptical and treadmill machines
13. Would definitely like a walking track.
14. We need a small track indoors for walkers and runners. It's safer than walking out on the road.
15. Most successful community centers have full workout/ exercise facilities and indoor pools. My family definitely would use the center regularly to work out and or swim. A sauna would be nice too! Good examples are Solon's and Macedonia's
16. I would like to see a community center comparable to Valley View. An exercise room with free weights, nautilus equipment and a running track would be a plus
17. Would like to have the capability for use for small events- weddings/ showers/ birthday parties etc, where Walton Hills residents may rent out for use. Would need kitchen availability.

B. Reasons given for why a new facility is Not needed:

- Too Expensive,
 - Sufficient facilities already available
 - Never voted, don't believe Village residents want a new center
1. We are both against any new community center. The money should be used to help seniors pay the increasingly higher property taxes. We have the park & the lake, what else do you need? Don't waste our money on someone's lofty ideas!
 2. Walton Hills is a Village! We don't need to raise taxes for all of the above when schools, gyms, recreation centers etc are available and close by.
 3. I don't feel we need the added expenses & we don't need the center. If I want exercise classes, I go to Macedonia. I don't want other families from other neighborhoods coming to Walton Hills
 4. The council promised that the community center would be the decision of all residents. Now elected council makes the decision! We have a school issue and a questionable future for the Ford plant. No community center anywhere at this time!
 5. I don't believe a community life center is needed in the village. Upkeep and maintenance is going to be a burden on the taxpayers. This needs to be put on the ballot before proceeding.
 6. I'm not sure we need a new center. Too many towns have built expensive recreation centers that they can't afford to run.
 7. In my opinion, we do not need a community center. If needed people can join Macedonia or Brecksville- after all they are going broke!!!
 8. The Villagers of Walton Hills do not want or need a community center! Our household would not use it; our taxes would go up & it would not be a selling point for our homes. The school system issues needs to be addressed rather than a life center!
 9. I don't believe we need a work out facility in the village. An addition to the village hall would be ample for gatherings
 10. Other surrounding communities have a recreation center with an indoor pool for those who can't walk or run on a track
 11. We do not need a community center. There are not enough people to use or support it. We don't use the facilities we now have. There is talk of building a school, which then would be available to use. Village never voted on whether we want a center....
 12. We don't feel we need the center. Just another white elephant like Macedonia's.
 13. Before a location is picked, a study of needs for a new building should be added based upon village growth. Most land is now developed so no major changes in population are expected. Do we really need this large complex?
 14. Question not asked- Do we even need this expense? When others around us are languishing??

15. Are Basketball & volleyball really necessary? There are trails for bikes and hiking at Metroparks, so are they so are they necessary? How many people would use them?
- C. Some voiced opinions about the current Village Hall site; either suggesting remodeling of existing facilities or reasons why the Village Hall site is a good or bad location.
1. Why no estimated costs mentioned? Only one site should be considered: Village Hall Site
 2. Remodel current community building to better accommodate some of the Village's needs.
 3. I don't believe we need a work out facility in the village; an addition to the village hall would be ample for gatherings
 4. Expand the current village hall for administrative and safety department and build the community Life Center at T.G. Young Park
 5. Building the new community center at the current village hall site would provide on site security as the police dept. would better patrol the area.
 6. The current Village hall site is my least preferred because I feel we could be using this when the new center is being built. The Police department and officers could have more room and be separate from the recreation department
 7. Current village hall site is too small
 8. City hall doesn't have enough space & parking.
- D. Others also expressed concern about cost, but were calling for caution and further study rather than already determining a facility was unnecessary:
1. If we are able to join the Cuyahoga Heights school district, can we afford this? We will need the Walton Road site if a new grade school is built in the village
 2. Cost should be considered
 3. Because surrounding cities ran into financial trouble, we should study this project very, very carefully.
 4. Careful consideration should be given to the cost of maintain such a facility, i.e. cleaning, general upkeep, replacement costs for wear and tear in tables, chairs, floor coverings, etc. when rentals are incurred. There should be a on-site person to oversee the management of such facility.
 5. I would hope that this center takes into consideration the possible loss of taxes from the Ford plant.
 6. Don't stick your neck out too far. What are you going to do when Ford Motor Co is not contributing? (tax wise)
 7. We don't need a huge facility like some of the other communities (who are having problems maintaining them). I think we can build something reasonable and if expansion is needed then we can add at that time.
- E. Seven raised issues with T.G. Young Park as the site:
1. I would like to see the site at T.G. Young Park however the Village must build another access road to lessen the traffic for nearby residents
 2. Concerned about choice of Young Park. Dellwood is already having speeding and congestion problems. Kids on Bikes and on Food and cars going too fast. Recipe for disaster!
 3. I am afraid of all the kids if it's by the park
 4. Placement at T.G. Young Park will place the majority of recreation programming at one campus
 5. The T.G. Young Park site is a bad choice: it is isolated on a side street and will be expensive to provide security.
 6. T.G. Young Park is a good location for a gas well and probably the only!
 7. T.G. Young Park should be used for the future school because outdoor equipment is in place; it is more secluded, has plenty of parking, and is already maintained.
- F. Six voiced concern that the Walton Road site should be preserved for a future school:
1. Would love to see a school on Walton road site.
 2. Walton Rd is the best location, but if there is any chance we will need the space for a school, save it. I am afraid of all the kids if it's by the park

3. Since education has been made a top priority in the Village, the Walton Road site should not be used UNLESS it is big enough for both!
 4. Walton Road property should be kept for potential elementary school
 5. Walton Road best for a new School, Current village hall site is too small
 6. We will need the Walton Road site if a new grade school is built in the village
- G. Three reiterated their preference for the Walton Road site.
1. I think the Walton Rd Site is perfect- It seems like there is enough land to build both a community life center and an elementary school with good planning design. It is also close to the village hall and police department
 2. The Recreation Center should be on the Walton Road Site because it is more visible and accessible.
 3. Walton Rd is the best location.
- H. Three felt that all residents should have been surveyed or the issue should be on the ballot so everyone can decide if such a facility is warranted.
1. The village as a whole should be contacted so that everyone has a say about this.
 2. The council promised that the community center would be the decision of all residents. Now elected council makes the decision! We have a school issue and a questionable future for the ford plant. No community center anywhere at this time!
 3. I don't believe a community life center is needed in the village. Upkeep and maintenance is going to be a burden on the taxpayers. This needs to be put on the ballot before proceeding.
- I. Two expanded on their reasons for why T.G. Young Park was their preferred site.
1. T.G. Young Park offers the most potential for expansion, also the ability to combine visits with children. Playground is added benefit, especially during summer months, supervision would be necessary of course
 2. The Community Life Center should be located at T.G. Young Park, which would allow for expansion of the Current village hall for administrative and safety departments.
- J. The remaining miscellaneous comments were not seconded by other respondents.
1. Make sure it won't flood (construction site)
 2. My husband & I are senior citizens and have been living in the Village for many years. We take part in very few programs. Therefore, we have no opinion about the Community Life Center.
 3. Ensure the facility is for residents only, not the past generations of kids, running around with grandma not paying attention, DO NOT WANT a family to abuse the rights of family members visits who do not live here in Walton Hills. (Expanded 2 page answer with survey hardcopy)
 4. Please plan the design such that multiple purposes can occur at the same time. For example, dance class, piano lessons and dog training can all take place on the same night in separate and distinct areas. See Valley View's center for ideas
 5. Saturday night dances were very popular years ago. They offered socialization- relaxation, not to mention great exercise- I would very much like to see something like this at the new CC. Also, the hall council could be rented for extra revenue.