

CITY OF XENIA:

STRATEGIC INITIATIVES UPDATE

Q1 2010

			Vision Planning
		Focus Group	
Levy Education	A Presentation to the Xenia City Council January 28, 2010		
			Citizen Survey



COMMUNITY SURVEY REVIEW

SURVEY DETAILS

- Wright State University—Center for Urban & Public Affairs
- Survey conducted from 11/5/09 – 12/3/09
- 90 questions
- 400 individuals living in Xenia surveyed (49% response rate)
- Scientifically significant survey

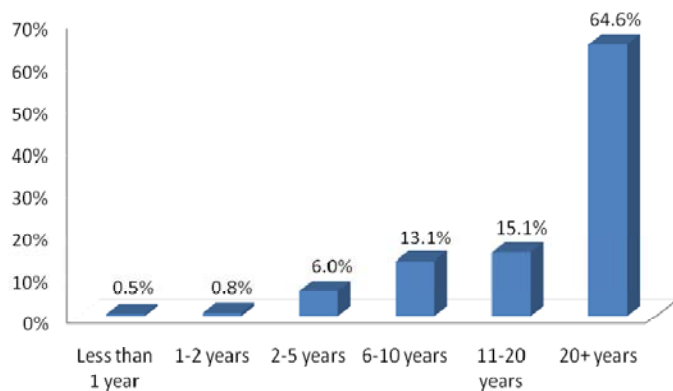


COMMUNITY SURVEY REVIEW

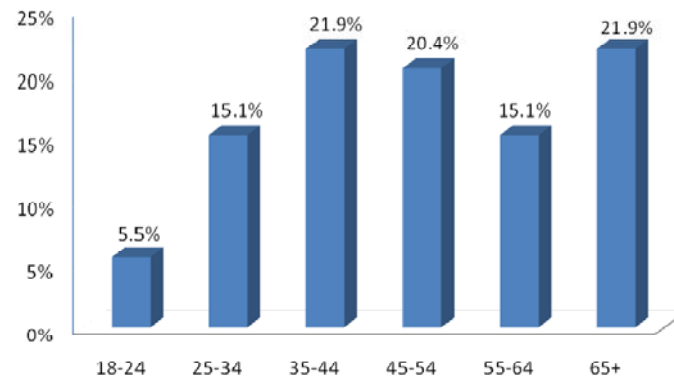
DEMOGRAPHICS PROFILE

- Education:
 - 95% High School Diploma/equivalent
 - 20% of those also had college degree
 - 8% of those also had post-graduate degree (master's or PhD)
- 57% Female; 43% male

How long have you lived in the City of Xenia?



Age of Survey Respondents





COMMUNITY SURVEY REVIEW

CITIZEN SATISFACTION

- Satisfaction with Xenia as a place to live: 85%
- Describe the Xenia you would like to live in:
 - 62.5%: "Community with convenient access to employment, dining, and shopping"
 - 17.8%: "Community with a vibrant downtown"
 - 10.3%: "'Bedroom' community"
 - 9.3%: "Community focused on recreation options"
- Likely to recommend Xenia:
 - 77.4%: "Very Likely" (28.8) or "Likely" (48.6)
 - 15.8%: "Unlikely"
 - 6.9%: "Very Unlikely"



COMMUNITY SURVEY REVIEW

FUNDING & SUPPORT FOR NEW FUNDING

- Compared to taxes paid how do you rate Xenia's services:
 - 54.2%: "Excellent" (5.7) or "Good" (48.4)
 - 32.3%: "Fair"
 - 13.5%: "Poor"
- What ballot initiatives are you likely to support:
 - 49.5%: "Would not support any ballot initiative, regardless of type"
 - 43.4%: "Support a combination of income tax and property tax"
 - 39.3%: "Support an income tax"
 - 17.3%: "support a property tax"

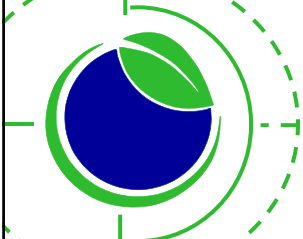


COMMUNITY SURVEY REVIEW

FUNDING & SUPPORT FOR NEW FUNDING

- Will citizens support a tax increase to maintain or enhance public safety services?
 - 54.9% Prefer the City maintain service levels even if it means a tax Increase
 - 22.7% Prefer the City enhance service levels even if it means a tax increase
 - 22.4% Prefer the City reduce the level of service rather than increase taxes

77.6% prefer a tax increase to avoid a reduction in service levels.

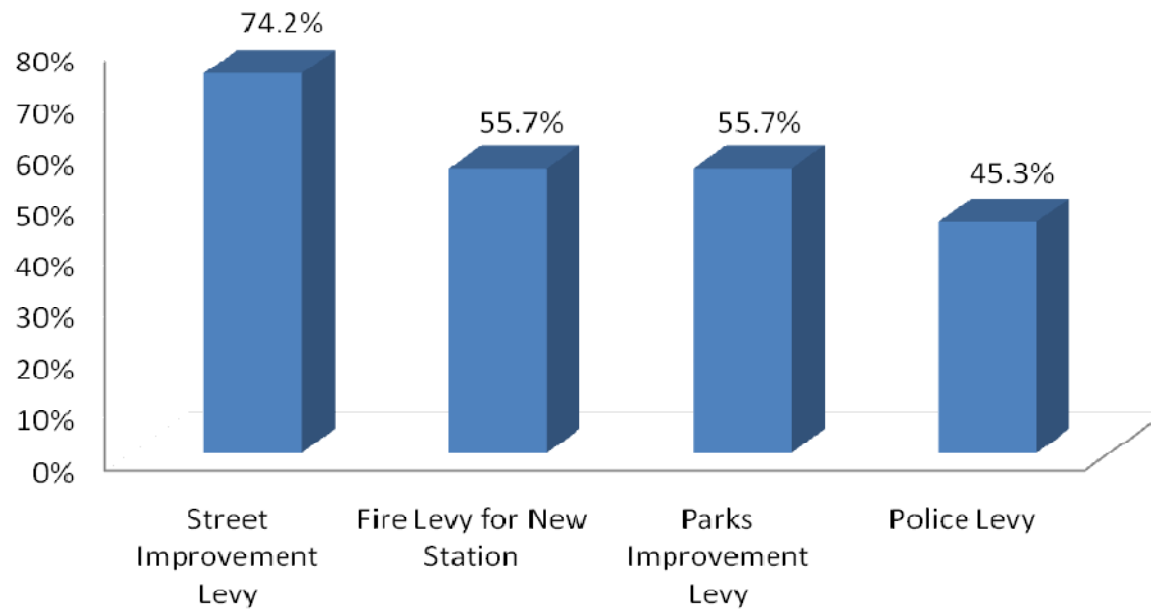


COMMUNITY SURVEY REVIEW

FUNDING & SUPPORT FOR NEW FUNDING

“Despite 49.5% indicating they would not support any new taxes, more than 50% indicated support for 3 of the 4 levies presented”

Citizen support for potential ballot initiatives:





COMMUNITY SURVEY REVIEW

PLANNING FOR THE FUTURE

- Which option would make you more likely to visit Xenia's downtown:

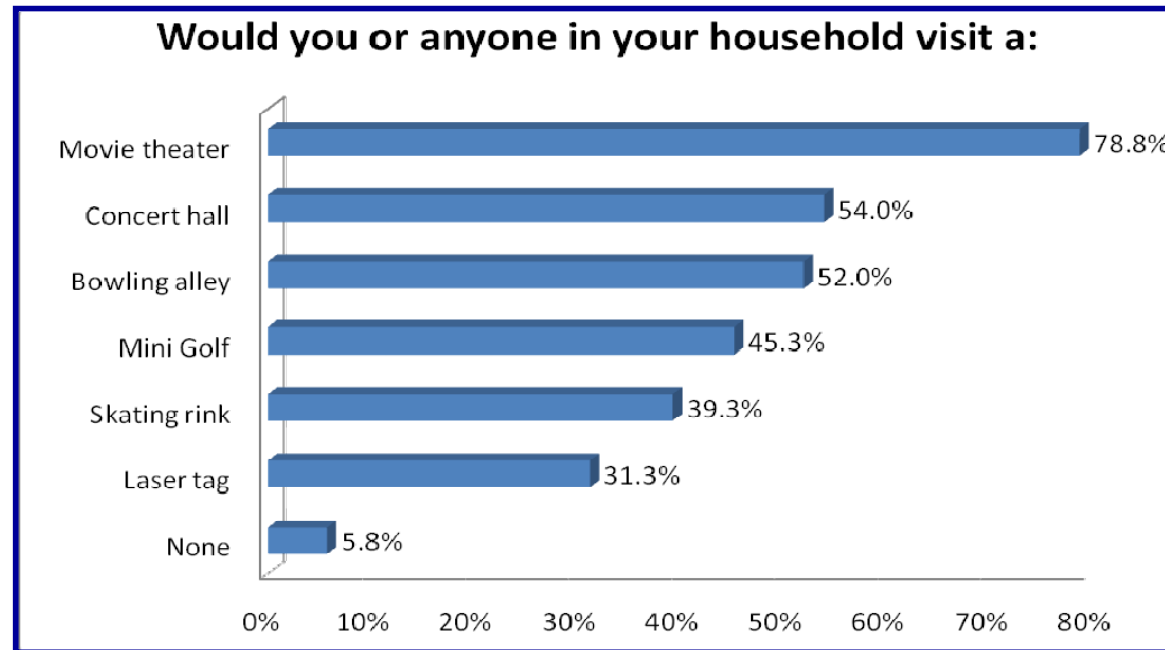
Option	% of Respondents
<u>Retail</u>	<u>66.5%</u>
<u>Entertainment Options</u>	<u>64.3%</u>
<u>Restaurants</u>	<u>48.5%</u>
<u>Outdoor Recreation</u>	<u>38.3%</u>
<u>Other</u>	<u>2.5%</u>



COMMUNITY SURVEY REVIEW

PLANNING FOR THE FUTURE

- Which entertainment options would you or a member of your household be willing to visit:

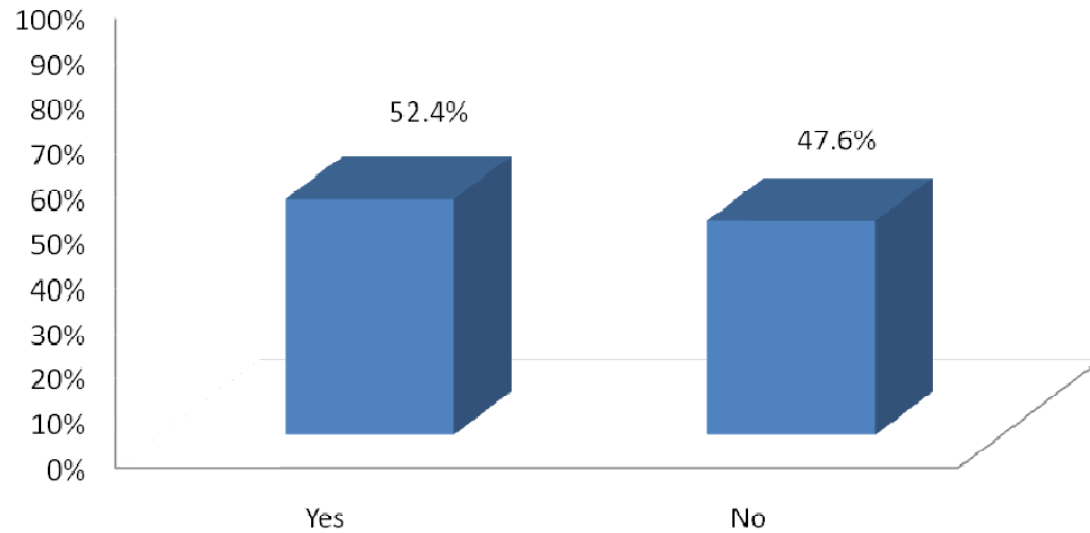




COMMUNITY SURVEY REVIEW

IMAGE OF XENIA

Do you believe the City of Xenia has a problem with its image?





COMMUNITY SURVEY REVIEW

ROLE OF SURVEY RESEARCH

“Respondents were asked if they believe the city should conduct regular surveys to assess the quality of customer service, citizen perception on community issues, and to identify citizen needs and desires with respect to service delivery. 89.3% of respondents indicated that similar surveys should be conducted in the future.

A like percentage (89.3%) indicated that surveys such as this one should be used to help identify Council priorities and as a guide for future resource allocations.



COMMUNITY SURVEY REVIEW

How should dollars be allocated?

Option	More	Same	Less
	63.7%	33.8%	2.6%
	62.3%	28.7%	9.0%
Condition of streets and curbs	49.0%	46.1%	4.9%
Downtown improvement and revitalization	42.7%	54.9%	2.3%
Parks and Recreation	37.4%	55.3%	7.3%
Fire and EMS services	37.0%	57.3%	5.7%
Property maintenance enforcement	35.6%	57.7%	6.7%
Park Maintenance	33.7%	56.7%	9.6%
Police services	32.4%	60.7%	6.9%
Building improvements	32.2%	48.8%	18.9%
Street lightning	32.1%	60.3%	7.7%
Street beautification projects	29.3%	65.8%	4.9%
Traffic enforcement in neighborhoods	22.3%	61.8%	15.9%
Traffic flow on City streets	15.8%	60.7%	23.5%
Zoning code enforcement			
Additional pedestrian and bike trails			



COMMUNITY SURVEY REVIEW

PRIORITIZING THE NEEDS OF XENIA

Service	% of Respondents Ranking in Top 3
Downtown revitalization	45.0%
Maintenance of streets, curbs and sidewalks	35.8%
Build a recreation center	30.0%
Recreation programs	28.0%
Quality of police services	19.0%
Parks facilities	18.0%
Quality of fire and EMS services	17.0%
Speed enforcement in neighborhoods	15.0%
Hiring additional police personnel	12.0%
Management of traffic flow (Progress Dr, etc.)	9.8%
Hiring additional fire personnel	9.0%
Effective communication with the public	7.8%
Other	7.8%
Quality of water and wastewater utilities	7.5%
Maintenance of city buildings	4.0%
Zoning code enforcement	3.3%



STAKEHOLDER FOCUS GROUP

FOCUS GROUP DETAILS

- Facilitated by Xenia firm *3F Coaching*
- 4 hour roundtable session
- Included leaders from education & business, boards/commissions, local organizations, former City leaders, & more
- Participants explored three critical community elements:
 - ECONOMIC DEVELOPMENT
 - QUALITY OF LIFE
 - GOVERNANCE & COMMUNITY LEADERSHIP
- Participants were asked four key questions:
 - ARE WE ON THE RIGHT TRACK?
 - WHERE ARE WE OFF TRACK?
 - WHAT DOES XENIA HAVE TO DO EXTREMELY WELL OVER TIME TO ACHIEVE OUR VISION?
 - HOW WILL XENIA DO THAT?



STAKEHOLDER FOCUS GROUP

FOCUS GROUP FINDINGS & RECOMMENDATIONS

- Need for more and better communication
 - Promote Xenia's strengths, locally and regionally
 - Market Xenia's business community and development potential
 - Re-enforce the "story of Xenia" and correct negative perceptions
- Leverage existing relationships, create new partnerships
 - Work closely with educational institutions to enhance workforce, improve Xenia's image
 - Strengthen partnerships with Downtown merchants & local business
 - Facilitate volunteerism and entrepreneurship
- Maintain strong local government
 - Develop effective plans and see them through
 - Ensure fiscal responsibility, accountability, and transparency
 - Uphold core services (public safety) and enhance service deficiencies (recreation)



NEXT STEPS

COMMUNICATIONS & PUBLIC RELATIONS

Survey and focus group results emphasize the need to communicate better with the public

Improved communications is a critical need in order to legitimize the levy and implement our vision plan

- Recommend securing assistance to develop outreach strategies and a communication plan
 - Help enhance our communications capacity and ability
 - Aid in educating community: economic condition, fiscal situation, and levy significance
- Exploring diverse communication mechanisms
 - Considering City utilization of social media outlets
 - Enhancing our use of traditional media: press release procedures, etc.



NEXT STEPS

LEVY PLANNING

- Enabling legislation pending
- Internal levy education committee established
- Levy education materials in progress
- Informational meeting with bargaining units held

- Need to solicit members for campaign committee
- Need campaign fund contributions
- Need to develop campaign structure and strategies



NEXT STEPS

VISION PLAN

1. Focus Group: Follow-up meeting being scheduled
2. Community Outreach: Public relations strategies pending
3. Economic Development Strategy: staff committee set to meet, finalize product for council
4. Community Recreation Initiative: compiling list of stakeholders for a facilitated meeting to explore options
5. Fire Service Options: presentations on service options to be scheduled
6. Design Guidelines: recommended guidelines to council in February?
7. Downtown Revitalization: presentation on strategy and program elements Feb. 11
8. Comprehensive Plan Update: initiation still pending