

**Summary Memo**  
**Round 2 of Public Engagement**  
**April 17, 2019**

This document summarizes the second round of public engagement for Wayne Onward, which was conducted between March 5, 2019 and March 31, 2019. Input was gathered in the following three ways:

- Four (4) “Opportunities” workshops held in different locations throughout the County on two evenings (03/05/19, 03/07/19); and
- Online survey (03/08/19 – 03/31/19)

The memo includes the following:

1. Purpose
2. Outreach and Publicity
3. Approach
4. Results
  - Draft Goals
  - Key Questions
  - Opportunities Map
5. Participation and Satisfaction
6. Appendix – Opportunities Map

## 1. Purpose

In August 2018, Wayne County launched a process called Wayne Onward to update its comprehensive plan. The County’s last comprehensive plan was adopted in 1997, with an audit conducted in 2007. Insight from the community has been a critical component of the Wayne Onward process. A first round of engagement was held in fall 2018, which included Focus on the Future Workshops and online activities designed to foster big picture thinking about the future. Through the second round of public engagement, including Opportunities Workshops and online activities, activities were focused on gathering comments on preliminary goals and concepts for the plan.

## 2. Outreach and Publicity

Extensive outreach and publicity were conducted to spread the word broadly about the chance to participate. The Team, Staff and Steering Committee capitalized on existing networks through outreach to community groups, organizations, churches, educational institutions and local governments.

Outreach and publicity included the following:

- 2,500 printed rack cards distributed throughout the County.
- Over 100 groups, organizations or individuals connected to networks of interest were contacted about the opportunity, including schools, nonprofit organizations, interest groups (e.g. Farm Bureau, business groups, etc.), local governments and others.
- A press release was distributed, and multiple media stories were published, including in The Daily Record and The Budget
- A social media account was created for Wayne Onward and social media posts were shared, by a number of key community organizations, including the Wooster Chamber of Commerce, Wayne County Public Library, and others.

### 3. Approach

Wayne Onward’s second round of public engagement included four face-to-face public workshops held throughout the County on two different nights (03/05/19 and 03/07/19). Workshops were held at the Sonnenberg Village Welcome Center, the Wayne County Administration Building, Schmid Hall in Orrville, and the Wooster High School Library. The workshop activities were conducted in small groups of 5-8 at a table, with a volunteer recorder documenting input. Online engagement mimicked the workshop activities through a web-based survey.

Engagement at the workshops and online included three main activities focused on Draft Goals, Key Questions and an Opportunities Map. Each activity had a corresponding comment form, in addition to an Opportunities Map for the third activity (interactive map online). Real-time keypad polling was also used at three of the four workshops.

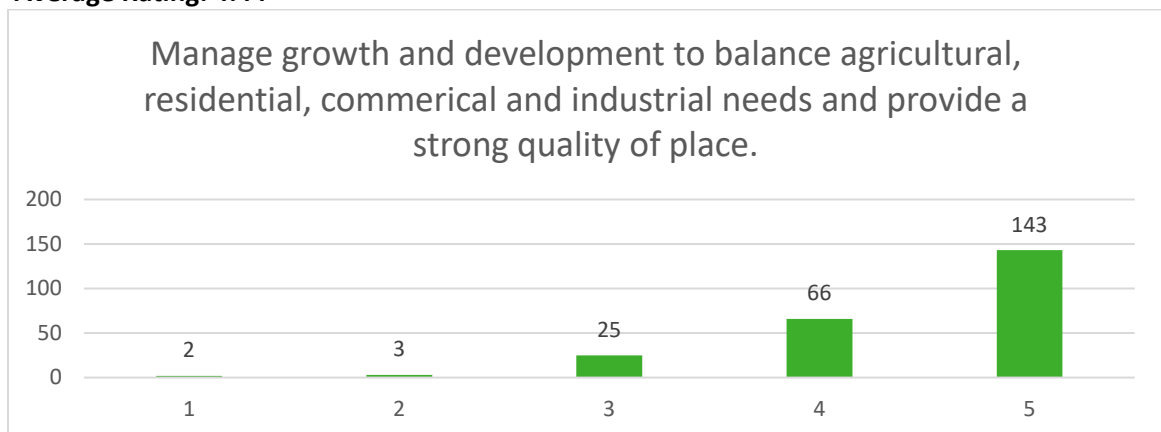
### 4. Results

This section summarizes input collected. It provides insight into how the participants answered and rated draft goals and key questions in the Wayne Onward process, and how they commented on the Opportunities Map.

#### Activity 1: Draft Goals

Activity 1 had participants rate the draft goals for the plan, 1-5, 1 being no support and 5 being complete support. All goals were well supported, with Goals 1-3 moving forward governing strong support, resulting in a recommendation for no revisions. Following the second round of public engagement it is recommended that Goal 4 is changed to clarify that the focus is on roadway infrastructure, and Goal 5 is shortened with the specific topics listed as objectives.

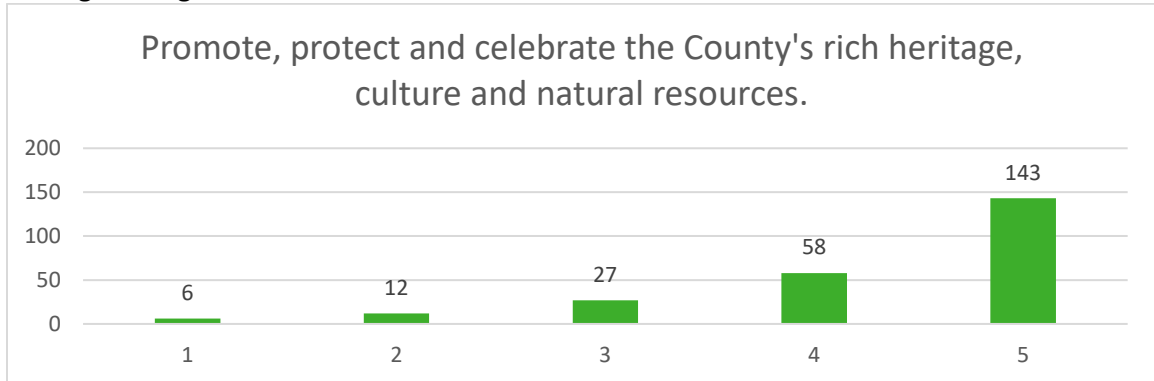
#### 1. Average Rating: 4.44



#### Key Comments:

- Preserve and protect farmland by developing where there is existing infrastructure.
- Balance of all types of development throughout the County.
- Control and direct growth with zoning.

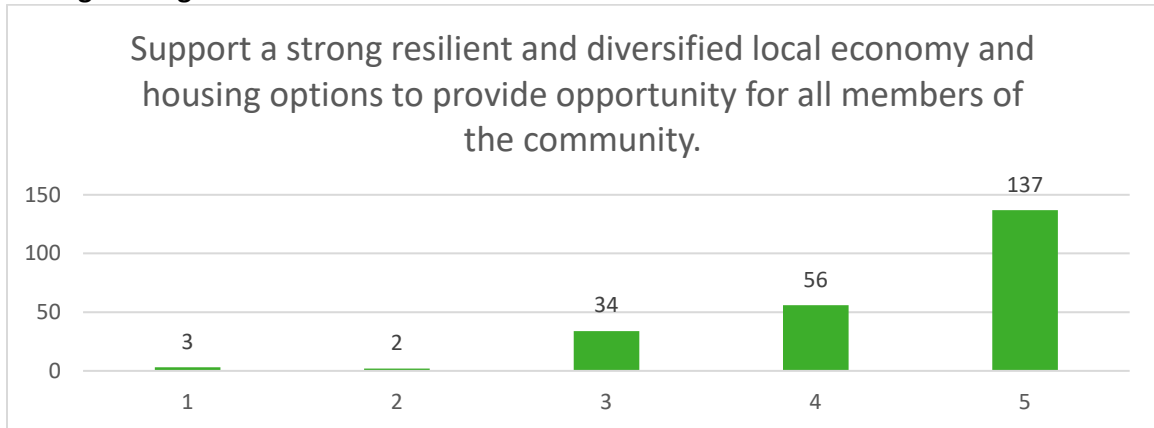
**2. Average Rating: 4.26**



**Key Comments:**

- Falls lower on the priority list for some relative to other recommendations, but still important.
- Encourage new ideas, people, and innovation in addition to preserving what the County has now.
- Focus on natural resources, rural tourism, and historical locations.

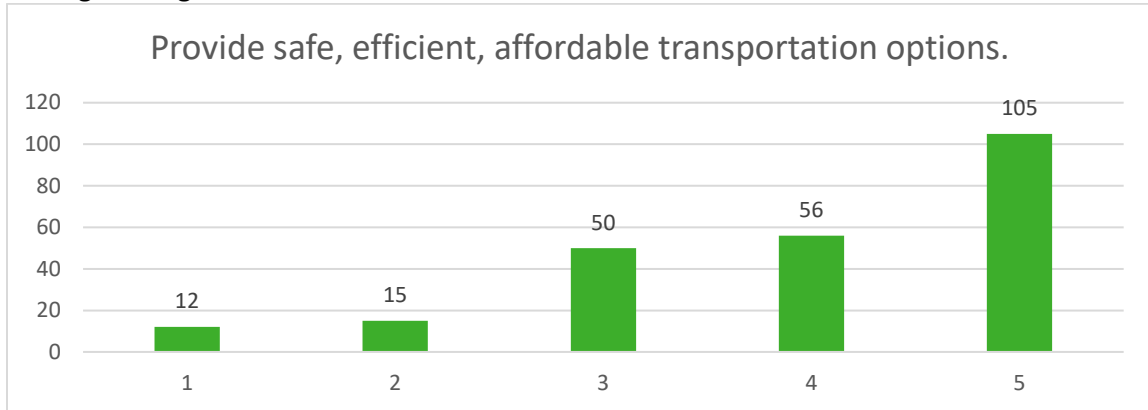
**3. Average Rating: 4.38**



**Key Comments:**

- Provide and support low-income and affordable housing.
- Focus residential development in municipality boundaries.

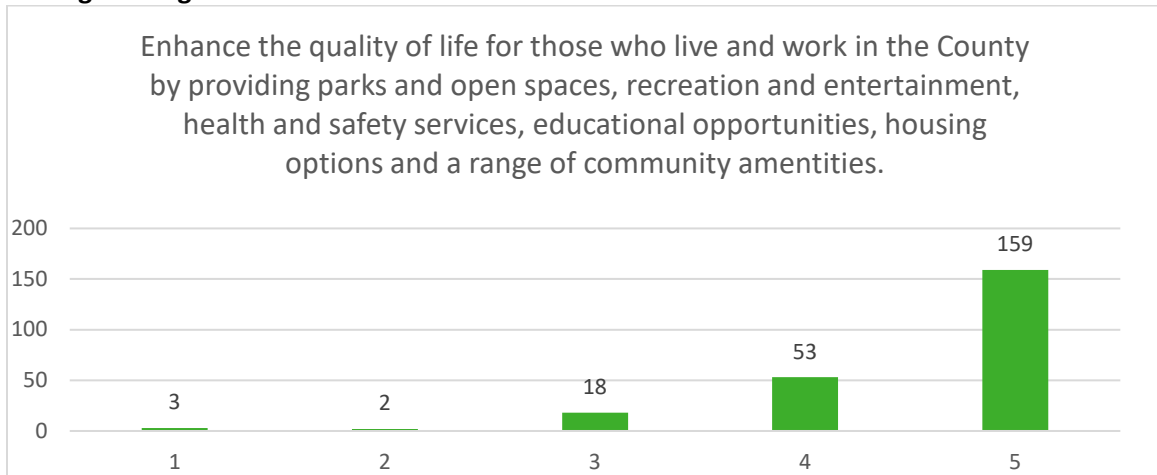
**4. Average Rating 3.96**



**Key Comments:**

- Increase safety on roadways (highest priority).
- Improve connectivity across the county (e.g. roadways, bike trails).
- Provide transportation options for older adults and those who cannot drive.
- Fiscal and environmental sustainability are important.

**5. Average Rating: 4.54**



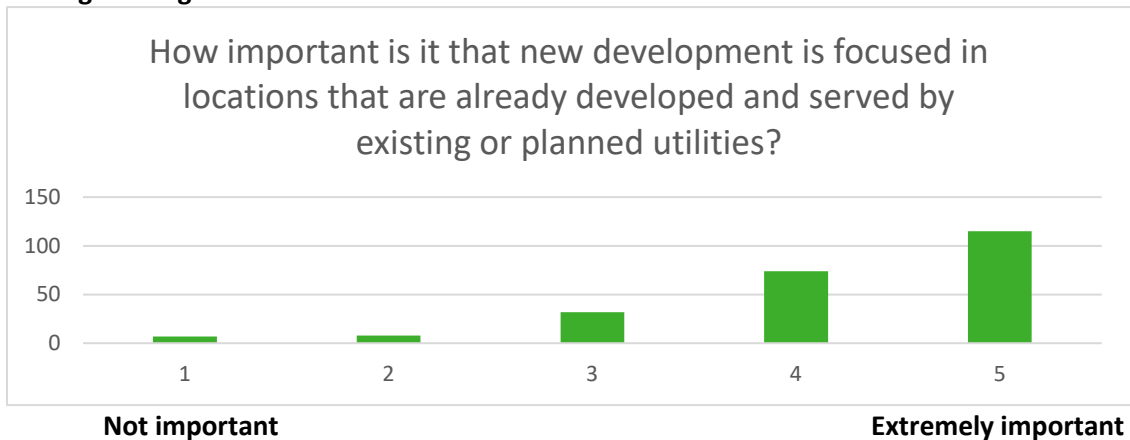
**Key Comments:**

- Goal is strong, but includes so much that it is confusing
- Preserve, maintain, and fund greenspace and parks
- Focus on family friendly options
- Support safety and health services

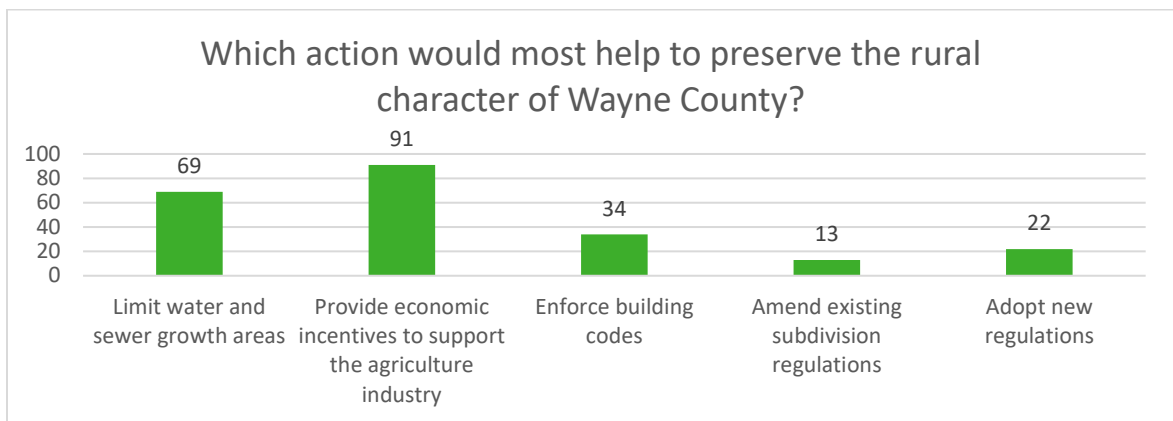
### Activity 2: Key Questions

Activity 2 included questions that will help to inform the plan’s recommendations. For some questions, respondents were asked to indicate how important they believed a question to be, rating on a scale of 1-5 where 1 is not important and 5 is extremely important. For other questions, respondents were asked to indicate which of several possible responses was most important. It is important to report that many comments indicated that all or most of choice options given were important. For this reason, it should not be a takeaway from the results that choices that received fewer responses are not at all important to the plan. Rather, they may simply be less important than other choices.

#### 1. Average Rating: 4.18



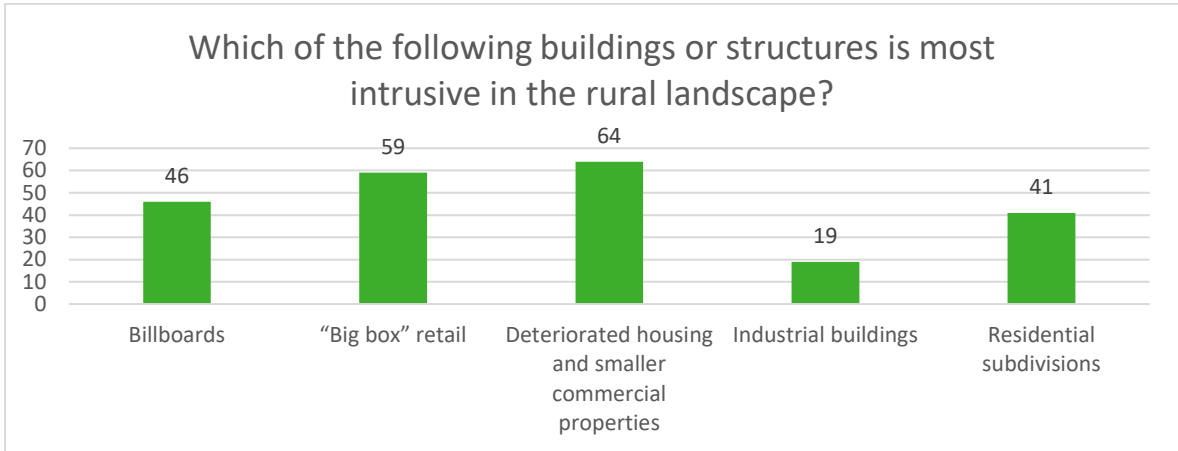
#### 2.



#### Key / Frequent Comments:

- Consider zoning to help preserve Wayne County’s rural landscape

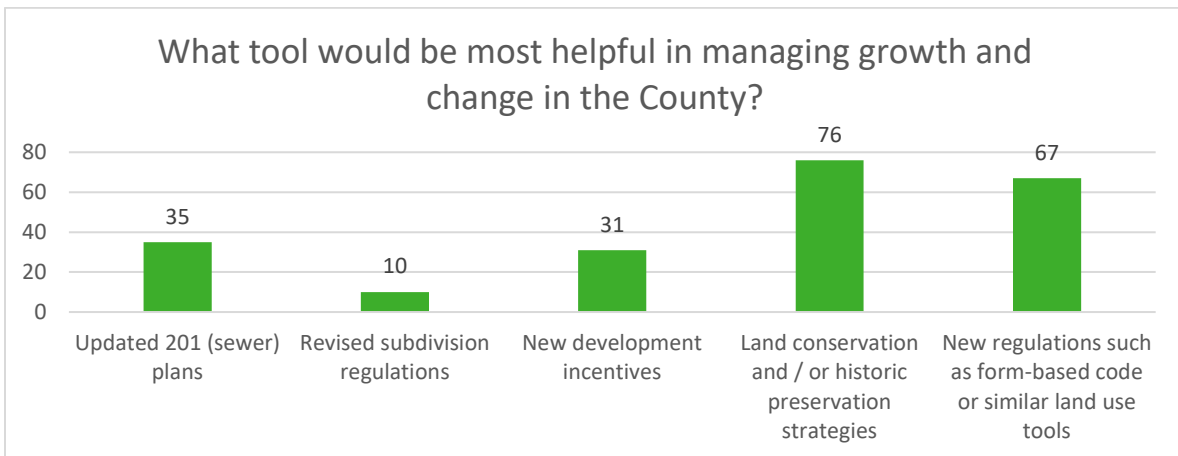
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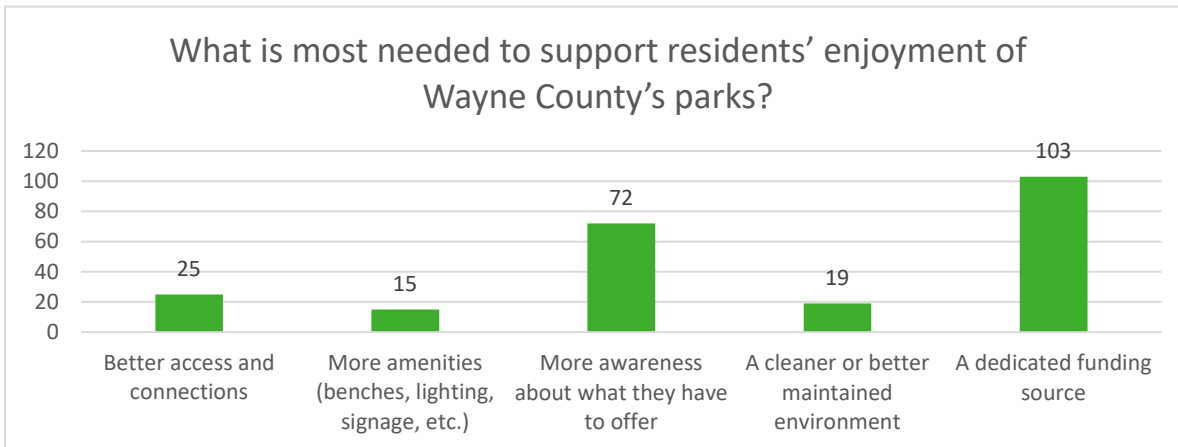
**Key / Frequent Comments:**

- All are very important

4.



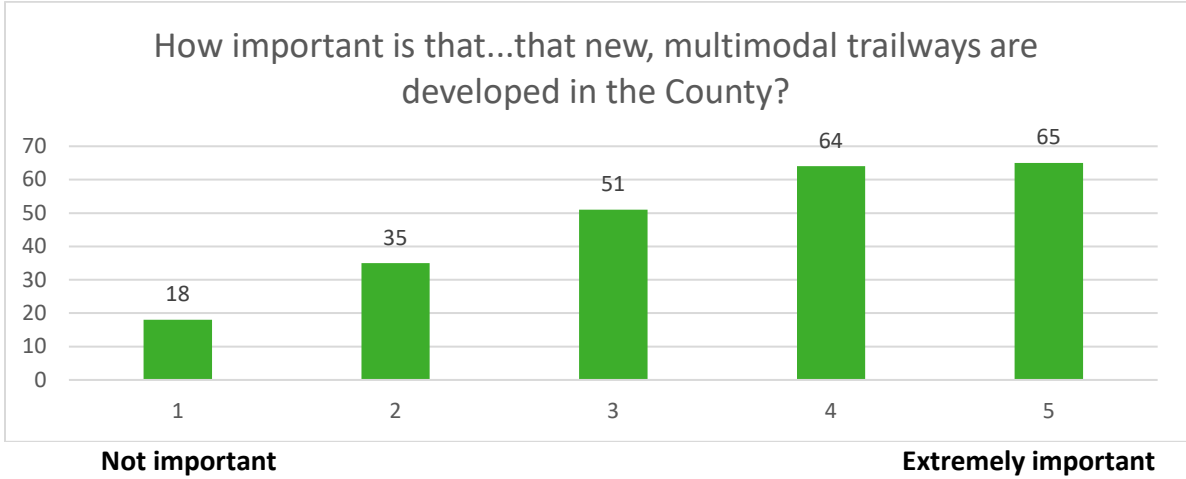
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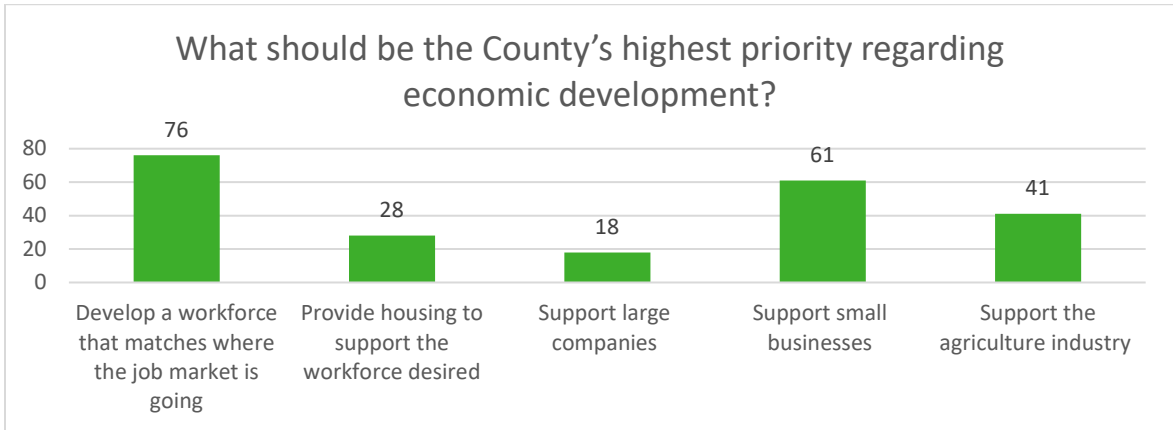
**Key / Frequent Comments:**

- Improving access and maintenance is critical (vs. need for more parks and open spaces).

**6. Average Rating: 3.53**



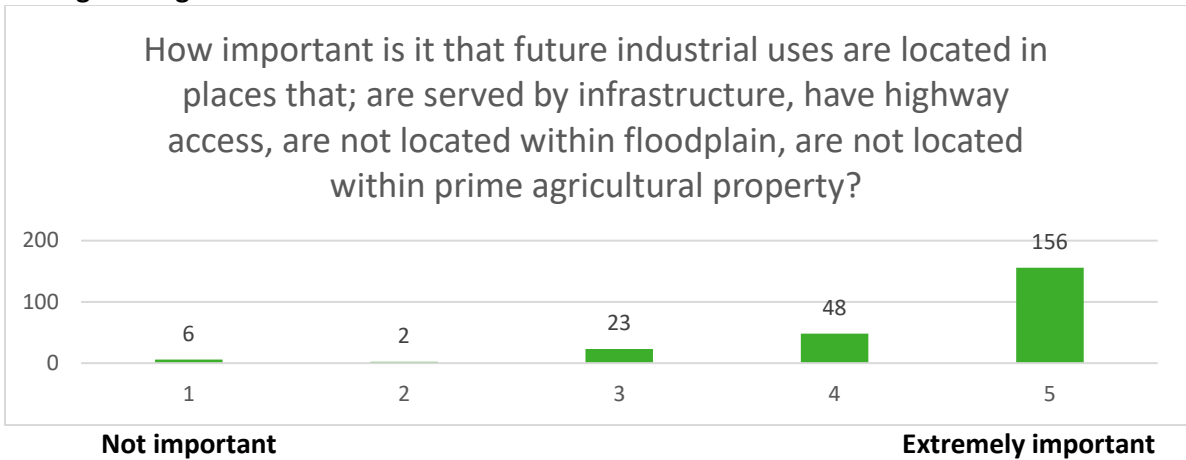
**7.**



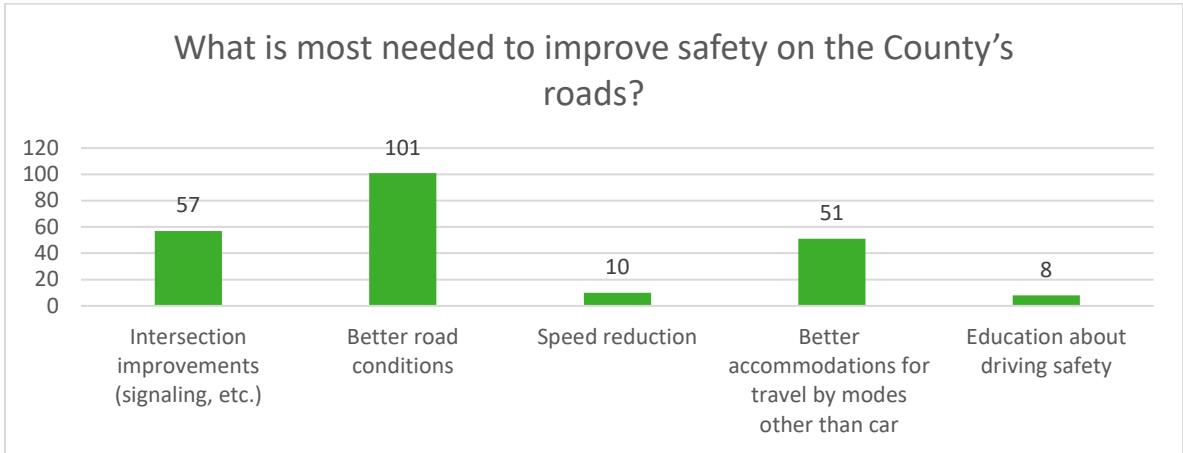
**Key / Frequent Comments:**

- Entry level housing should also match the job market

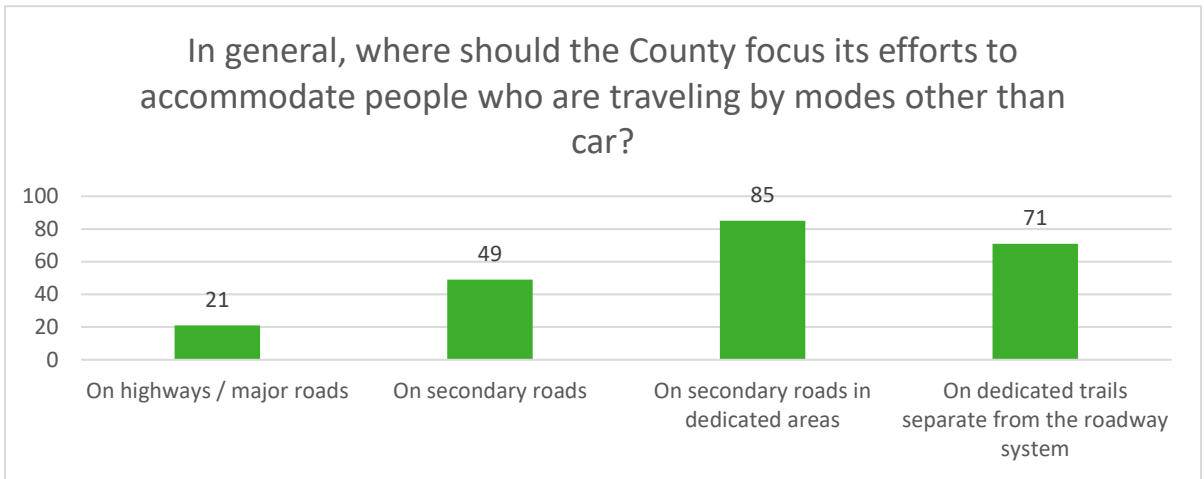
**8. Average Rating: 4.47**



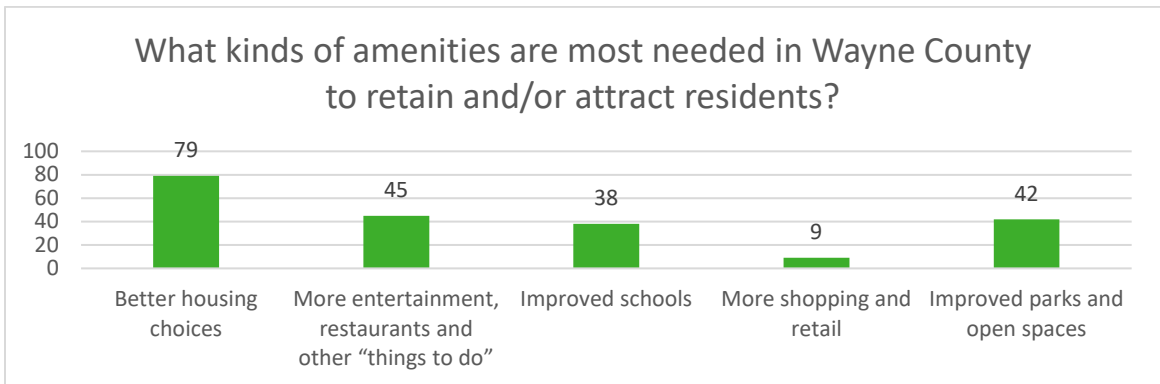
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10.



11.

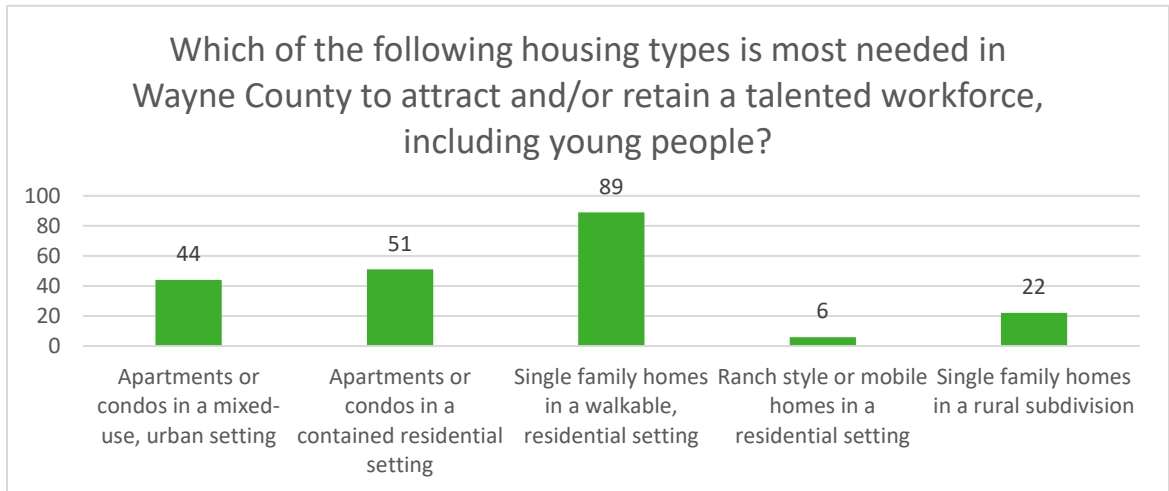


**Key / Frequent Comments:**

- Affordable housing should be a focus of the County.
- Location, maintenance, and design quality are very important.



12.



### Activity 3: Review Opportunities Map

In Activity 3, participants were able to review the opportunities map and provide feedback. A number of the comments about the Opportunities map reinforced and gave additional support to what is on the map currently. For example, in general the opportunity areas for community investment were echoed in the participants' comments.

However, there were a few comments on the opportunities map that the team feels warrant changes to the map:

- The size of the shading on Creston is too large and should be made smaller to the west.
- Wooster "focused growth" should be shifted to the east because of the floodplain.
- Open space in Rittman should be added as an area to be preserved.
- In addition to Wooster, Orrville should be identified as a community where there should be focused growth.

Other comments were not applicable to the particular map (too specific in focus) but should be included in the final plan, such as:

- Identify 57 as needing roadway improvements.
- Pay attention to watersheds.
- Utilize universal design and aging in place strategies.
- Focus on dangerous intersections (e.g. 83 and Jentes Rd).
- Consider zoning.
- Keep more young employees to build a stronger workforce.

## 5. Participation and Satisfaction

Participation in the workshops and online met high expectations for the process, with approximately 250 people participating in the second round of engagement. Participants who attended the public workshops filled out an exit questionnaire about their experience and themselves. Of those who

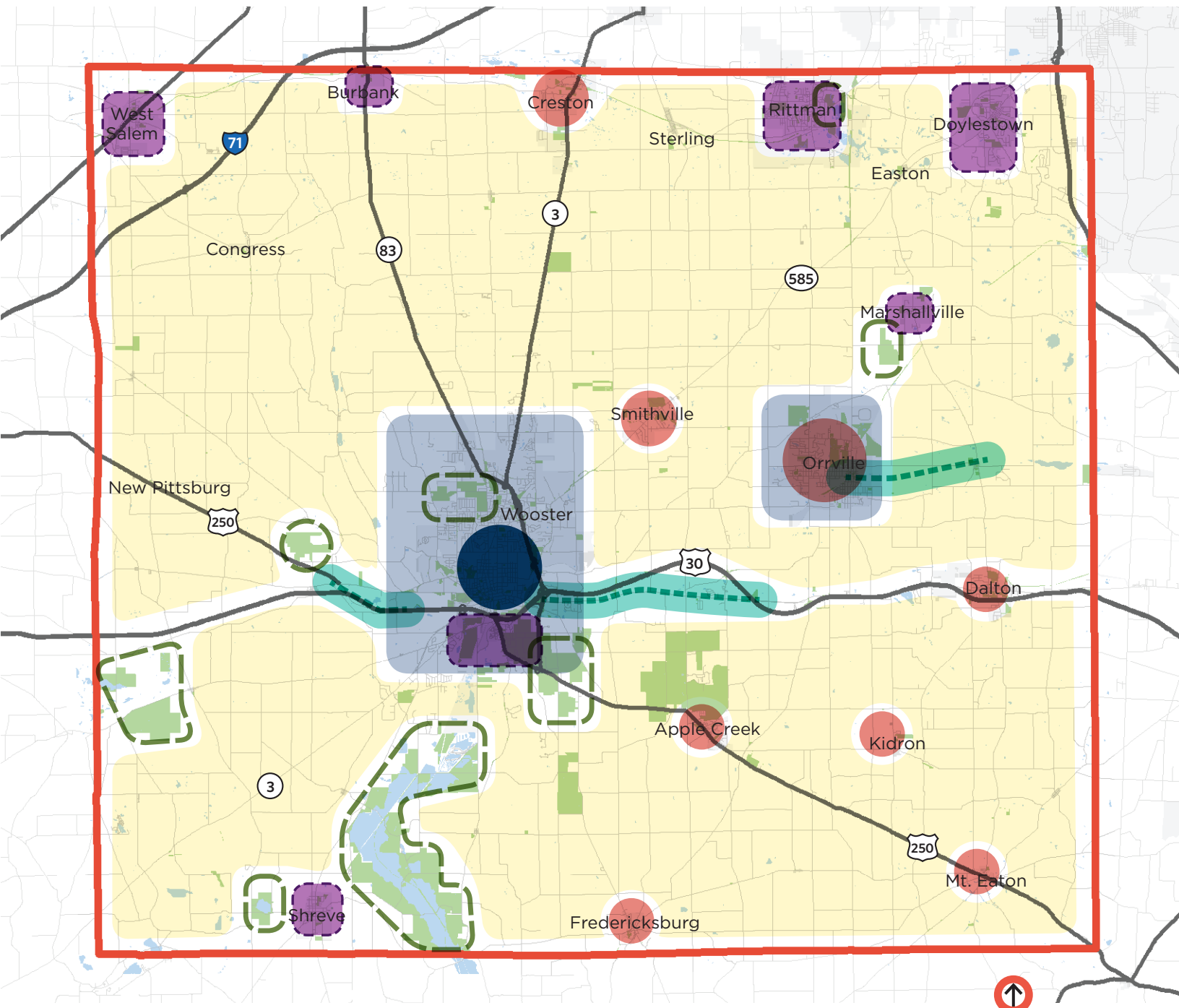
participated, 120 people completed the exit questionnaire (approximately 50%). The following insight is based on responses.

### **Key Takeaways regarding participation and satisfaction**

- Newspaper articles (27%) and word of mouth (26%) were most common ways people heard about the “Opportunities” workshops.
- Over 4,500 unique comments were collected from the workshops and online input (including all three activities and general comments).
- Participants were drawn from Wayne County’s cities (54%), townships (35%), and villages (10%).
- Participants varied in the amount of time they lived in the County, ranging from long-time to recently moved residents.
- Workshop satisfaction rates were very high; 100% of participants in the workshop said they felt comfortable working within the small groups, and 100% felt that their input was heard.
- 100% of participants said they will stay involved with the planning process for Wayne Onward.
- Follow-up focus groups may be held later in the spring, specifically to ensure representation from the Amish.

## **5. Appendix – Opportunities Map**

The following page includes an updated opportunities map, reflecting comments from the second round of engagement.



## OPPORTUNITIES MAP

- Agricultural Preservation
- Community Investment
- Community Enhancement
- Open Space Conservation
- Downtown Strengthening
- Focused Growth
- Corridor Enhancement