

INITIAL SURVEY RESULTS SUMMARY

January 12, 2021

Respondent Characteristics Summary:

- 104 completed surveys
- Wide age distribution – over 70% came from ages 35-44 and 55-74 but, less than 10% came from ages 34 and below. More effort may need to be made to reach younger residents.
- 2/3 of respondents were female (51% of population is female)
- 80% were White/Caucasian (53% of population is White Alone from 2019 census data). More effort may need to be made to reach a more diverse population of residents.
- 95% of respondents live in Springdale and 70% were long-time residents (20+ years)
- 10% of respondents own/operate a business in Springdale.

Question Responses Summary:

1. What do you love about Springdale, why do you call it home? Think about how you would describe Springdale to someone who has never visited.

Most mentioned characteristics: Central location, the Community Center that provides a lot for a very reasonable price, quiet/safe/tight-knit community, public services (especially police, fire, and trash pickup), many respondents have lived in Springdale for 15+ years and love it.

- a. Quiet/Safe/Sense of community - 45
- b. Location - 39
- c. Community Center - 31
- d. Public Services - 29
- e. Diversity - 24
- f. Schools - 16
- g. Shopping/Restaurants/Etc. - 15
- h. Parks - 13
- i. Events/Activity - 5
- j. Other - Public transportation, good tax rate and property values, walkability & bike ability, great health department, convention center, local leaders, well-maintained homes/yards

2. What do you think is the city's biggest opportunity? Think about the things you said you loved about Springdale, or the reasons you choose to live here, are any of these strengths the city can build on? Is there anything happening in town that you think is the start of something great?

Main emphasis on renovating the Tri-County Mall, multiple mentions of mixed-use and some mentions of big box stores. People want a wider range of activities offered at the Community Center, there is a concern that Springdale is too senior-oriented. This would include more classes for youth and middle-aged people, a daycare, an indoor pool (and keep the pool open longer), etc. Multiple mentions of an outdoor mall, grocery store, restaurants, bars, etc. References to Liberty Center & Hyde Park Square. Even split of respondents wanting more affordable housing and more luxury housing. Desire for more community activities such as 4th of July, “Taste of Springdale,” concerts in the park, sausage/beer fest, and overall beautification.

- a. Businesses - 40
- b. Community Center - 17
- c. Events - 13
- d. Parks - 10
- e. Housing - 8
- f. Diversity - 4
- g. Walk/Bike-ability – 4
- h. Other – Bring in fiber optics, renewable energy, convention center, more diverse representation, infrastructure improvements, senior/community, community college

3. What do you think is the biggest challenge facing the city? Think about the things you would like to change about life in Springdale.

Main theme is that the loss of businesses has hit Springdale hard and everyone wants to see a form of city center come back that attracts people. More restaurants/destinations are desired, so people do not have to spend as much money outside of Springdale. Division about whether to have more or less affordable housing/rental properties. Desire for rules about maintaining properties to be enforced more. City is too oriented toward seniors, should try to attract younger people and families.

- a. Loss of businesses - 50
- b. Upkeep/Maintenance - 12
- c. Leadership - 9
- d. Community Center - 7
- e. Infrastructure - 6
- f. Diversity - 5
- g. Safety - 5
- h. Community events – 3
- i. Other – Budgets too low, too many & not enough affordable housing, motels “bring in strange people,” want to raise chickens and keep bees, too much traffic occasionally, desire to join e-commerce and focus less on brick-and-mortar stores.

4. Do you have a suggestion on how the city could address this challenge? Have you seen something that worked in another community? Do you have an idea for a program or effort that you think could make a positive impact?

- a. **Economy** - Solicitation of businesses, grocery store, more restaurants and luxury stores, partner with warehouse suppliers and technology-based corporations (e.g. Sharonville Main Street stores), make mall mixed-use, get rid of motel & gas station.
- b. **Community** - More community events, wider range of amenities and programs at Community Center, diversity & inclusion council, more family-oriented activities, public square, botanical gardens, turf field for year-round use, Streets of Liberty/Voice of America Park, more programming and partnership with schools, DORA (e.g. Wyoming), general beautification (parks, walking paths, murals, streetlamps, etc.), botanical gardens, **sidewalks (mentioned a lot)**

5. If you could visit Springdale 20 years from now, what would you hope to find? Think about what you would like to see or be able to do in Springdale in 2040.

- a. Thriving mall & Community Center
- b. Grocery store and retail
- c. Tight-knit, diverse character maintained & strong sense of community
- d. Better public transit, sidewalks, bike paths
- e. More parks
- f. More luxury housing and stores/Active nightlife
- g. More renewable energy & green infrastructure
- h. Buried electrical lines
- i. Health center for seniors
- j. More affordable housing

6. Is there anything else you would like to share with us? Please use the space below for any additional comments, questions, or thoughts you want to share with the planning team.

- a. Renovated pool & indoor pool (e.g. Sharonville or Evendale)
- b. Enforcement of rules to maintain properties
- c. Bring back the 4th of July festival
- d. Incentives/grants for diverse small businesses
- e. Development that encourages a healthy, active lifestyle
- f. Renewable energy & green infrastructure
- g. Fewer zoning rules, encourage integration of uses
- h. Convert mall to health center (Mercy, TriHealth)
- i. More creative spaces (e.g. creative arts space in Fairfield)
- j. Better communication about events happening (mention that many people did not know about the survey)

City Amenities Used Most Commonly:

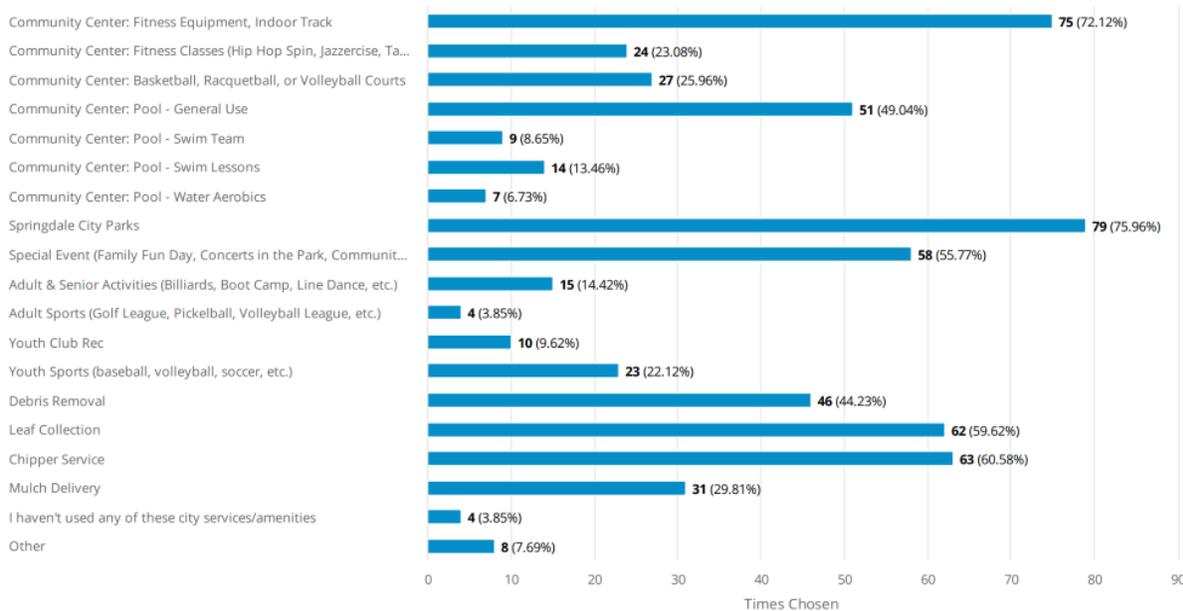
1. **Springdale City parks (76%)**
2. **Community Center: Fitness equipment, indoor track (72%)**
3. **Chipper service (61%)**
4. **Leaf collection (60%)**
5. **Special event (Family Fun Day, Concerts in the Park, etc.) (56%)**
6. Community Center: Pool – General Use
7. Debris removal
8. Mulch delivery
9. Community Center: Basketball, racquetball, or volleyball courts
10. Community Center: Fitness classes (Hip hop, spin, jazzercise, etc.)
11. Youth sports (Baseball, volleyball, soccer, etc.)
12. Adult & Senior activities (Billiards, boot camp, line dance, etc.)
13. Community Center: Pool – Swim lessons
14. Youth club rec
15. Community Center: Pool – Swim team
16. Community Center: Pool – Water aerobics
17. Adult sports (Golf league, pickleball, volleyball league, etc.)

Response Conclusion: Residents of Springdale highly value the tight-knit character of the city. There are many different opinions about things such as how many rental properties should be available and whether development should favor affordability or luxury amenities; but there seems to be agreement that the Tri-County Mall should be converted or redeveloped, and that the Community Center is great but should be renovated and increase programming. It appears many people want Springdale to become a destination city with restaurants, bars, cafes, and retail stores that draw in people from other communities.

Other trends noted from the survey responses include concerns over houses and yards not being maintained as well as they should be, and the need to attract younger residents to live here. Springdale’s population has diversified over the past decade, and this trend is projected to continue. In many communities that undergo a demographic shift in the population, and corresponding changes to the local business base to serve the needs of different ethnic or racial backgrounds, this change can be a source of celebration as well as concern by various residents. This dichotomy is evident in the comments that value the growing diversity of the community. Some responses encouraged more ethnic-focused events and programs, while some comments identified concern with specific aspects of the changes in our community, such as the growth of ethnic restaurants or grocery stores. Building greater communication and understanding between our residents, regardless of ethnic or racial backgrounds, can be a guiding principle to make sure we continue to ask the right questions for the best possible outcomes through the Plan Springdale process.

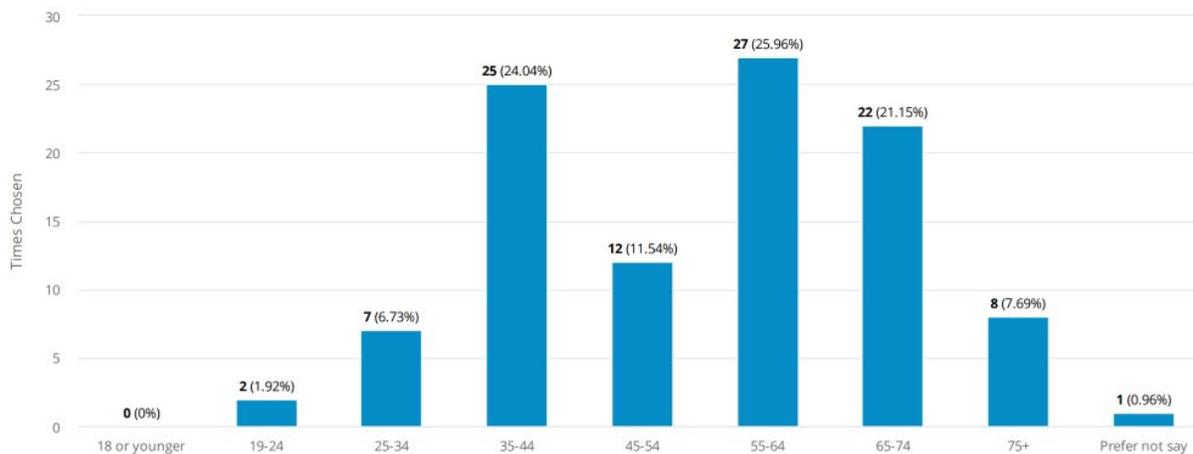
Which of the following City amenities or services have you used at least once within the past 1-2 years?

Number of responses: 104



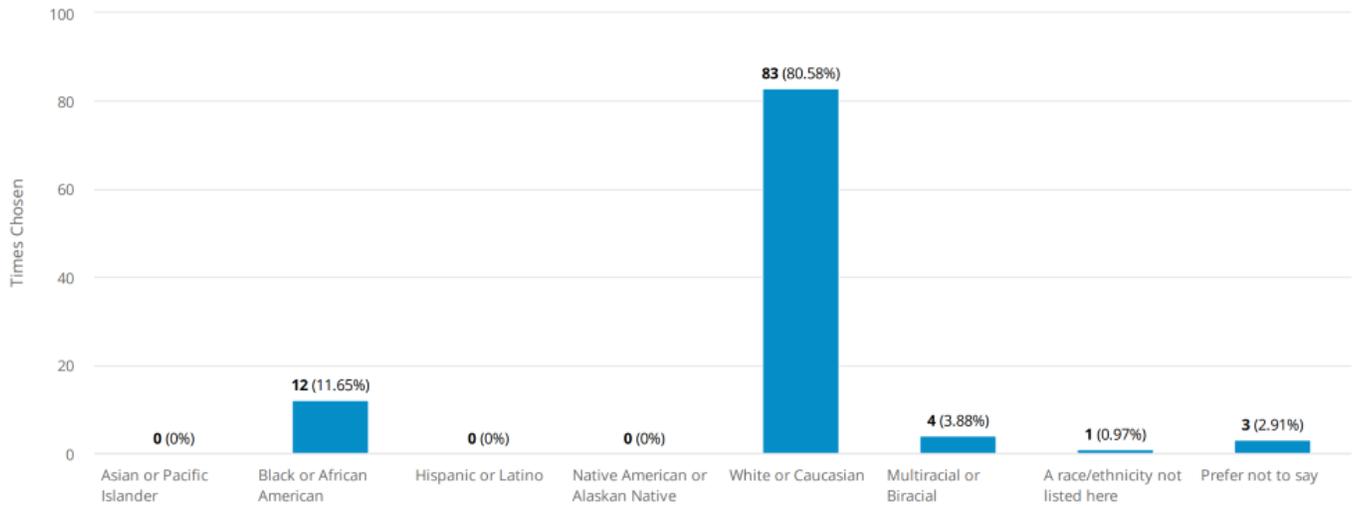
What is your age?

Number of responses: 104



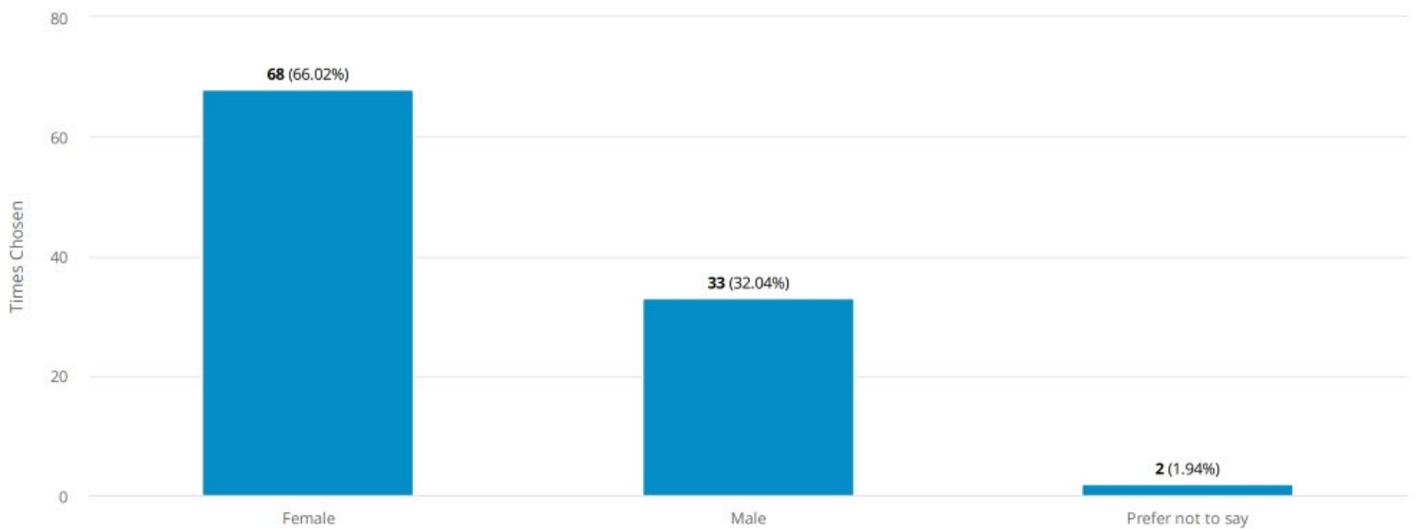
Which of the following best describes you?

Number of responses: 103



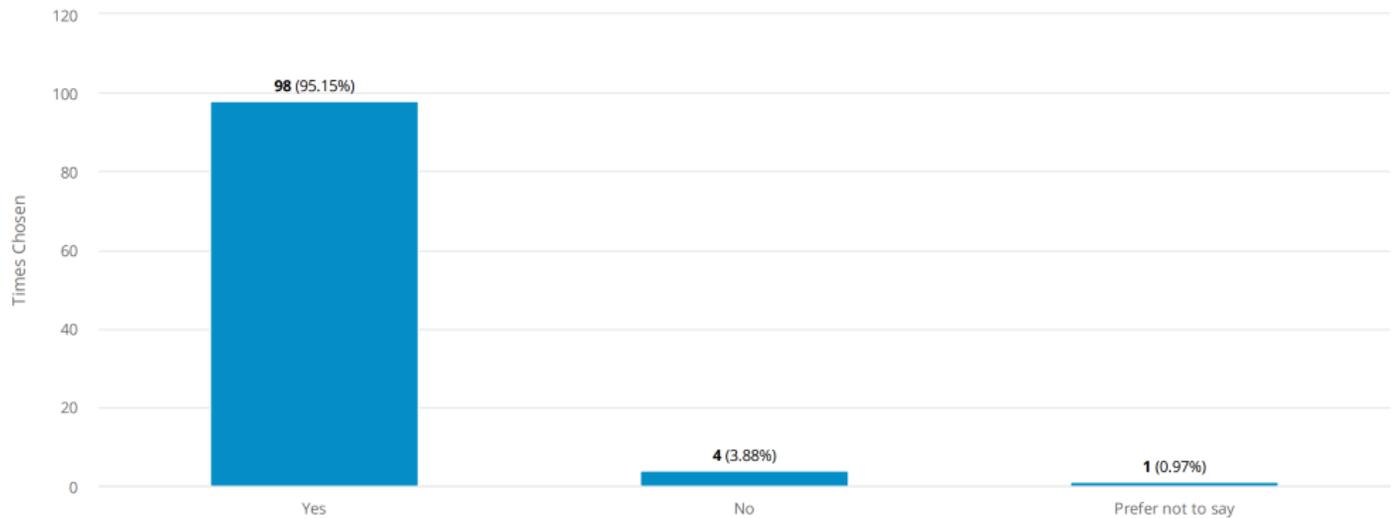
Are you...

Number of responses: 103



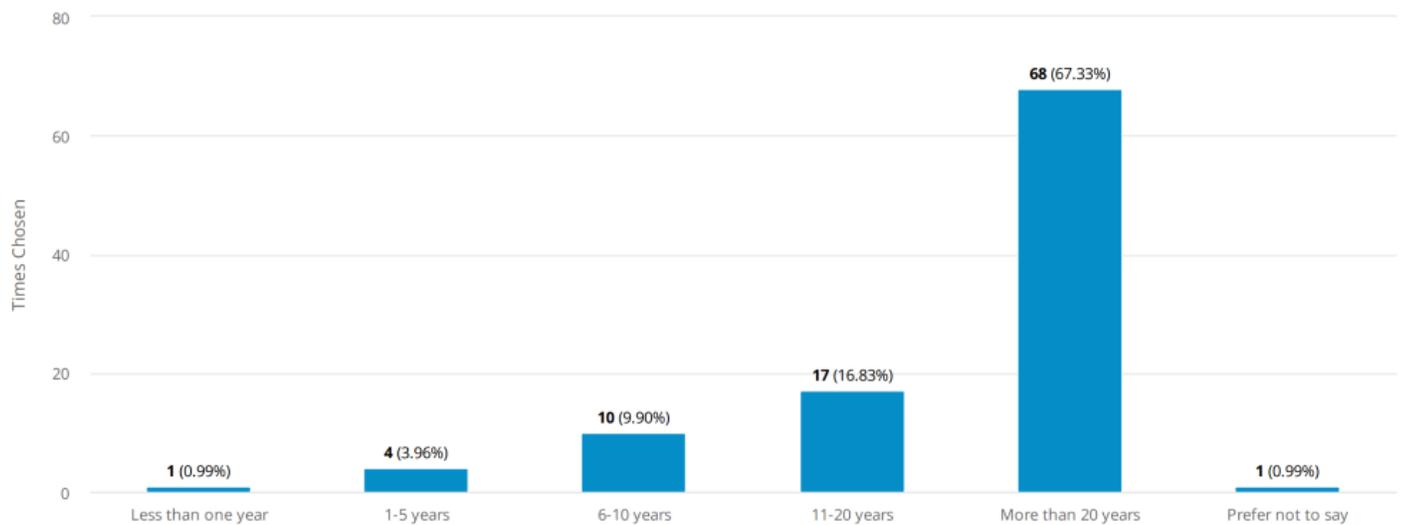
Do you live in Springdale?

Number of responses: 103



If you live in Springdale, how long have you been a resident?

Number of responses: 101



Do you own or operate a business in Springdale?

Number of responses: 104

