

ASH GROVE COMMUNITY OPINION SURVEY - 2015

RESPONSES and COMPARISONS

1. How long have you lived in Ash Grove?		
	2015	2004
Under 1year	10%	3%
1-2 Year	7%	6%
3-5 Years	10%	5%
6-10 Years	15%	9%
11-15 Years	10%	4%
16-19 Years	12%	7%
20+ Years	39%	33%

2. Where did you live before moving to Ash Grove?		
	2015	1998
Springfield	19.4%	5.6%
Elsewhere in Greene County	14.5%	15.0%
Elsewhere in Missouri	22.3%	24.61%
Another State	26.2%	15.6%
Grew up in Ash Grove/Area	19.3%	28.1%

3. Why did you choose to live in Ash Grove? What was important in your decision?				
	2015		1998	
	Less	Most	Least	Most
Price of land/housing	4.8%	34.9%	6.0%	29.9%
Small town atmosphere	6.7%	46.6%	1.2%	58.1%
Work in Ash Grove	26.2%	17.4%	38.9%	26.9%
Close to Springfield	10.6%	29.1%	7.8%	34.1%
Quality of schools	11.6%	25.2%	9.6%	47.9%
Low crime rate	5.8%	44.6%	3.0%	59.3%
Look and character of the town	6.8%	32.2%	-----	-----
Grew up in Ash Grove	31%	19.4%	38.9%	26.3%
Close to Springfield and lakes	15.5%	23.3%	-----	-----

4. Do you own or rent your home?			
		2015	1998
Own		81.50%	75.40%
Rent		17.40%	20.4%

5. How would you like to see the population of Ash Grove grow?			
		2015	1998
Present rate		35.90%	48.50%
Faster rate		45.60%	20.40%
Slower rate		10.80%	12.80%
Not at all		8.80%	16.80%

6. Rate the general visual and aesthetic appeal of the buildings, signs, and streetscapes along the corridors leading into Ash Grove		
	Less Appealing	More Appealing
Highway 160 (East of 4-way)	11%	66.90%
Highway 160 (West of 4-way)	23.30%	35.90%
Highway V (North of Hwy 160)	19.40%	39.80%
Highway F (South of Hwy 160)	32.90%	28.10%

See Responses on Q. 19 – 2004 Questionnaire

7. How much do you agree or disagree with the following statement: Requiring minimum standards for buildings, signage, landscaping, and streetscapes along the corridors leading into Ash Grove will help improve the marketability of Ash Grove will provide a sense of place		
	2015	2004
Strongly agree	38.80%	55%
Agree	32.90%	35%
Neutral	17.40%	3%
Disagree	5.80%	4%
Strongly Disagree	2.91%	1%

8. As the town grows, is it important to maintain Ash Grove's small town image?			
2015		1998	
Not important	10.7%	No	10.2%
Neutral	23.2%	No Opinion	8.4%
Important	64.0%	Yes	80.2%

9. Rate the following sign types as appropriate for the corridors leading into Ash Grove?

	Not Appropriate	Neutral	Appropriate
Signs about 10' high	15.5%	22.3%	29.1%
Signs about 20' high	23.3%	23.3%	20.3%
Signs about 30' high	32.0%	22.3%	9.7%
Electronic Reader Board Signs	42.7%	11.6%	14.6%
Single Pole Signs	18.4%	18.4%	33%
Ground or Monument Signs	16.5%	16.5%	38.8%
Dual Pole Signs	16.5%	27.2%	23.3%
Landscaped Signs	6.7%	14.5%	52.4%

See responses to Q. 18, 2004 Questionnaire- Agreement on lower signs

10. Rate the general visual and aesthetic appeal of Historic Main Street's

	Not Appealing	Neutral	Appealing
Buildings	36.8%	23.3%	36.8%
Signs	33.9%	26.2%	29.1%
Lighting	13.6%	23.3%	33.9%
Sidewalks	15.5%	20.3%	56.3%
Streetscape	30.6	27.2%	33%
Window Displays	35.9	14.6%	27.1%

11. As Historic Main Street is revitalized, is it important to maintain its historical character?

Not important 12.6%	Neutral 11.7%	Important 71.8%
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12. How do you rate the following sign types as appropriate for Historic Main Street?

	Not Appropriate	Appropriate
Wall signs attached to buildings	15.5%	46.6%
Projecting Signs like the Pantry Sign	18.4%	52.4%
Window Signs	13.6%	48.5%
Neon Signs	44.6%	24.2%
Intermittent Lighted Signs	40.7%	23.3%
Refurbished Painted Wall Signs on Bldgs	17.4%	46.6%
Canopy Signs	22.3%	41.7%
Menu Board Sign	27.1%	33.9%

13. Do you feel the following community services are satisfactory? On a scale from 1- 10 with 1 being the most unsatisfactory and 10 the most satisfactory, please rate the services.

Police protection	<i>Except for "Connected Sidewalks," the data collected on this 3 part question #13 was informational for the City to use to evaluate these services.</i>
Code Enforcement	
Sewer Service	
Water Service	
Street Lights	
Trash Service	
<i>The Mayor has copied all the responses to these questions for that purpose. Question 13 includes below</i>	

Recycling	
Street Maintenance	
Building Inspection	
Building Permitting	
Animal Control	
Stormwater Management	
Parks Maintenance	
Tree Planting	
Right of Way Maintenance	
Plant Maintenance	
Website	
Connected Sidewalks	

14. Which is more important to you?	2015	2004
Sense of Security	5.9%	Not available
Sense of Safety	3.9%	Not available
Sense of Community	3.9%	Not available
All are equally valued	79.6%	86%

Question 15 was poorly constructed. Responses were not calculated

16. What recreational facilities/ programs you would like in Ash Grove?

Organized Recreational Activities -BMX Motor Cross - Booster Ball - Movie Theatre - Anything that benefits kids – Safe environment for all ages - Something for tweens - Big Bands in the Park - Bowling Alley - Driving Range - Community Center (4) - Rodeo Arena - Dog Park - Community Fitness Center - Mini Golf - Paint Ball – Stained glass and painting classes - Youth Soccer - Pool time for seniors – water aerobics or swim laps

17. Would you be in favor of allowing a small home accessory unit located on the same lot as a principal residence, but physically separated? These small home are sometimes called Backyard Cottages, In-law Quarters or Guest Quarters

YES	NO	NO OPINION
53.3%	16.5%	24.2%

18. Do you think there is a need for small cottage type homes under 1200 sq.ft. built in a court of 5 to 9 detached homes organized around an internal shared courtyard similar to senior housing but the home would be owner occupied?

YES	NO	NO OPINION
50%	23.3%	22.3%

SEE QUESTION 19 ON THE LAST PAGE OF THIS DOCUMENT

20. Improving the character and quality of Ash Grove will make it a city where more people will want to live. Do you agree?

NO	NEUTRAL	YES
7.7%	6.8%	71.8%

21. Ash Grove needs economic development. What would be good to pursue? Below are a few ideas. Do you agree? The other half is for your ideas.

	Disagree	Neutral	Agree
Light manufacturing	3.8%	10.6%	66.9%
Specialty shops on Main Street	9.7%	7.76%	64%
Tourism	12.68%	19.4%	39.8%
Better marketing of our town	7.76%	12.6%	60.23%

Some ideas:

Jobs that are not family owned.

Shops - Coffee shop, Subway, Taco Bell, Movie Theatre, Have shops like Hardy or Eureka Springs AR.

Tourism – Bike Tourism, Team Involved Courts,

Marketing – Highlight historic significance of town.

Other : It is often said it is the “old timers” who want to keep Ash Grove’s small town feel and character. This was written on one of the survey’s pages.

“My family and I moved here in July 2015. We live in a nice neighborhood, the lighting is good, new sidewalks. I am handicapped and I love the sidewalks. I can walk my dog while using my walker. I didn’t know if we could adjust to City life, but we really have taken to it well.

As far as economic development, you might want to step back and look at what you have. The question is: do you want to stray from what you have? Change will happen. Just be careful or you might lose what makes this town so appealing.

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*The Ash Grove Community Opinion 2015 Survey was enclosed in the July 8 ,2015 water bills. (Some were personally delivered to the Senior Housing residents.) Approximately 600 were sent out or delivered. Survey returns were accepted through August 2015 with 103 surveys returned. This response rate of 17% is considered average for mailed surveys. (www.surveygizmo.com)

Many of the responses to the questions used a Likert scale of 1-10 for ratings or opinions. This scale allowed the interpretations of “Least and Most” or more general interpretations. It also allowed for the responses considered neutral.

An important participation incentive to survey respondents is that their opinions will be heard and that action will be taken based on their feedback. www.surveygizmo.com

The introduction to the 2015 Survey read, “The City of Ash Grove is in the process of updating information for the Comprehensive Plan of Ash Grove. We need your help. We are asking for your opinions to help the City achieve the kind of future desired by you and your neighbors.”

Our citizens have spoken, again. Their voice should not be ignored. This survey has answered several ordinance questions discussed in the past year and shall be a part of the guide for future planning and ordinance writing..

19. Which of the following housing options would you select, now or in the future, if they were available and money were no object.

	2015	Only 4 are same options as 2004
Single family subdivision home on a 13000+ sq. ft. lot.	32%	11%
Single family subdivision home on a 7000 sq. ft. lot	21%	Not in 2004
Home in a classic neighborhood near retail & recreation	22%	23%
Home on tree lined street with sidewalks on both sides	48.5%	Not in 2004
Patio home/duplex in classic neighborhood – owner owned	17%	Not in 2004
Cottage home in a cottage court	19.4%	Not in 2004
Large townhouse or condominium (owned) near retail & recreation	.067%	6%
Large loft in one of the Main Street buildings	15.9%	11%

* See following “General Neighborhood Photos from VPS” for more information