



NEEDS ASSESSMENT

Village of Wayne, Ohio

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This report was completed as part of a Capstone class in the Master's of Public Administration program at BGSU, and does not reflect an official position of either the University or the program.

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Executive Summary

The purpose of the needs assessment was to offer statistically valid data regarding the needs, interests and opinions of the people in the village of Wayne, Ohio, in order to assist the village leadership in determining how to allocate resources gained from an unexpected tax surplus. This was achieved by working with the village mayor to design a survey that was used to determine which of six potential options was most important to the residents. The options were: parks, a community center, streets, sidewalks, public safety, and the option for the village to save the money.

The questionnaire was distributed to 446 residents of the village, of which 149 were returned. This resulted in a 33.4% response rate.

Major Findings:

The issues of most importance to the residents, in rank order, were:

- 1. Streets
- 2. Sidewalks
- 3. Public Safety
- 4. Parks
- 5. Save
- 6. Community center

Additionally, a portion of this survey asked respondents to determine the material composition of their water infrastructure, as part of a new administrative rule from the Environmental Protection Agency. The results were as following:

Plastic	43%
Copper	34%
Galvanized steel	7%
Combination copper and plastic	3%
Do not know	14%
Lead	0%

Purpose and Methodology

At the request of the village of Wayne council and concurrence by the mayor, graduate students from the Bowling Green State University public administration program conducted a needs assessment for the village of Wayne. With the support of council and the mayor, the group conducted a mailed survey to all registered voters within the village of Wayne proper. The analysis of the needs assessment is based upon those mailed surveys which were returned to the graduate student research group.

Any background information or data was collected through either open-sourced information available to the research group, or through interviews with the mayor at the beginning of this project. Any summary, position or assertion made herein is based on objective data gathered through this research process and is not necessarily the position of Bowling Green State University or the public administration program, or any other institution, department or program associated with Bowling Green State University. The project was completed under the direction of Shannon K. Orr, Ph.D., associate professor/graduate coordinator for BGSU's master's of public administration program.

Introduction of Municipality

The village of Wayne, Ohio, is a small, rural municipality located in the Southeast section of Wood County. The village of Wayne was incorporated in 1836 and is roughly .32 square miles in size. As of the 2010 United States Census, the village of Wayne had a population of 887 residents across 324 households. The average household size for Wayne is 2.74, while the average family size is 3.17. The racial composition of the village is 95% white, while each of the other Census-collected racial identities accounts for less than 1% each. Additionally, 2.6% of residents of the village of Wayne identify as bi-racial.

As per records obtained through the Wood County Board of Elections, there were roughly 500 registered voters within the Village of Wayne. The current mayor is Craig Everett and the six-member council consists of President Andy Gross and members Doreen Ault, Mike Bechstein, Mandy Camden, Terry Stearns and Danny Ziegler.

Background Information

Throughout the past few years, the state of Ohio has cut funding to its municipalities. Due to decreasing state revenues, many municipalities were left to solve budget deficits. In response to the cut in state funding, the village of Wayne passed a .75% municipal income tax to offset the revenue cuts. Original estimates concluded that the village would generate roughly \$98,000 annually from the newly passed income tax, covering the income lost through state funding. In the two subsequent years since passing the income tax the village generated more income than originally predicted, leaving it with a current surplus.

Due to the budget surplus, village officials began to explore possible options for reinvesting the revenue back into the municipality. Municipal officials identified a few possible avenues for reinvesting revenue through input at council meetings. One option discussed

included addressing abandoned buildings throughout the village. A majority of these buildings were left vacant after a long-time resident of the village passed away, leaving the buildings abandoned. Another option for reinvesting into Wayne included the development of a community center, possibly through acquiring and converting one of the abandoned buildings within the municipality. Due to the degraded condition of the village playground, the town's insurance carrier required the municipality to remove the playground. Interest has also been expressed in reinvesting surplus money into the construction of a new playground for the village park.

Methodology

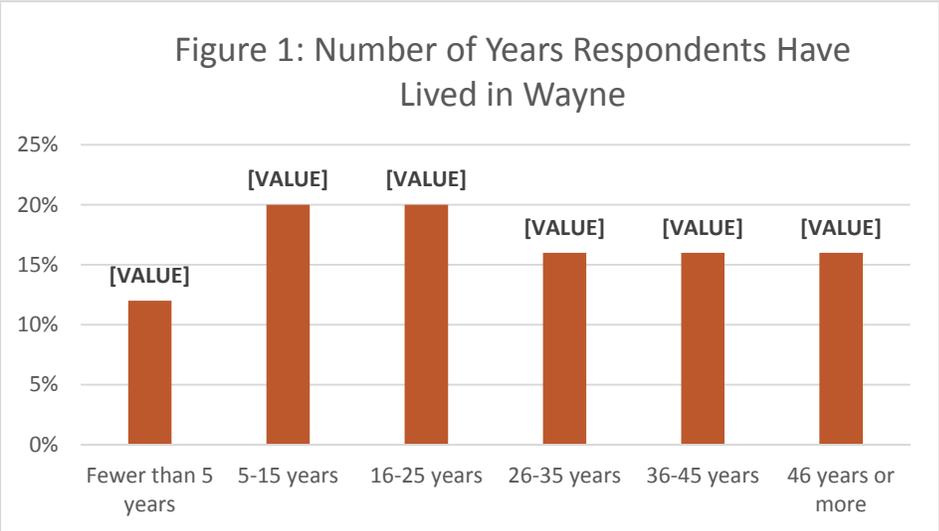
The public administration program at Bowling Green State University was approached requesting assistance in determining the needs and desires of the residents of the village of Wayne as it related to reinvesting budget surplus back into the village. A group of graduate students in the program developed a three-part survey (see Appendix A). The first section of the survey consisted of seven questions using a Likert-scale. Respondents were asked to gauge their position on six different possible options for reinvestment. A seventh question was added for respondents to write their own concerns or suggestions for how the Village should reinvest the monies. The second section of the survey asked respondents for information regarding the material composition of their water infrastructure. This portion was added when in the early part of the project, the Environmental Protection Agency (EPA), released new administrative rules regarding municipal water supply. This section was included in the survey to assist the village with the unfunded mandate from the EPA. Finally, the third part asked respondents for demographic information. Demographic information was limited to data that the group felt was relevant to the purpose of the study (household size, number of minor children in the home, marital status, and whether the respondent owned or rented his or her home).

The three-page survey, along with a cover letter, was mailed to all registered voters within the village of Wayne. The group began with a list of registered voters within the village, which was provided by the Wood County Board of Elections. With the assistance of the local United States Postal Service (USPS) Post Master, deceased residents and residents no longer residing in the municipality were removed from the sample. Ultimately, 446 registered voters in the municipality received a mailed survey. The village of Wayne established a drop-box location and survey recipients were asked to either drop the surveys at the drop box or mail the survey back to the Village office. Return postage was not provided due to budget constraints. The surveys were mailed to registered voters during the first week of March, 2017. Respondents were asked to return their survey by April 1, 2017. The research group collected and analyzed 149 surveys, resulting in a 33% response rate for the survey.

Results

Demographic Profile of Respondents

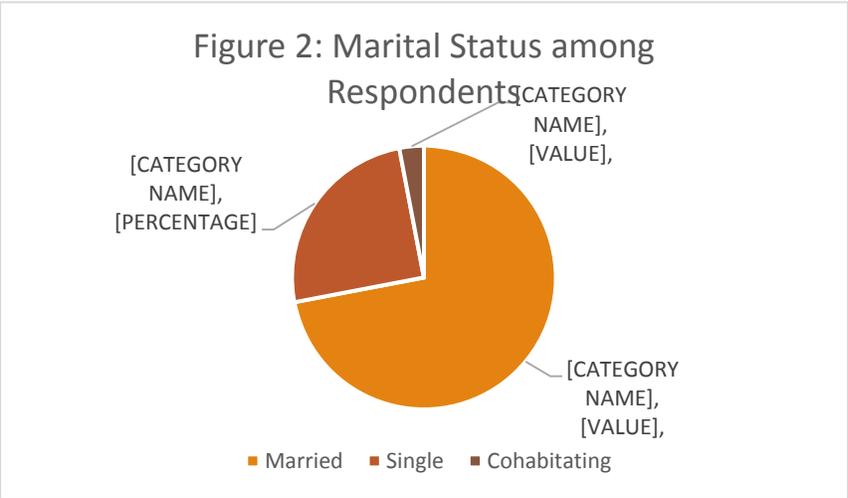
Respondents have lived in Wayne for a range of one to 77 years, with an average of 25.76 years and a median of 25 years. Figure 1 shows the distribution of respondents' length of time living in



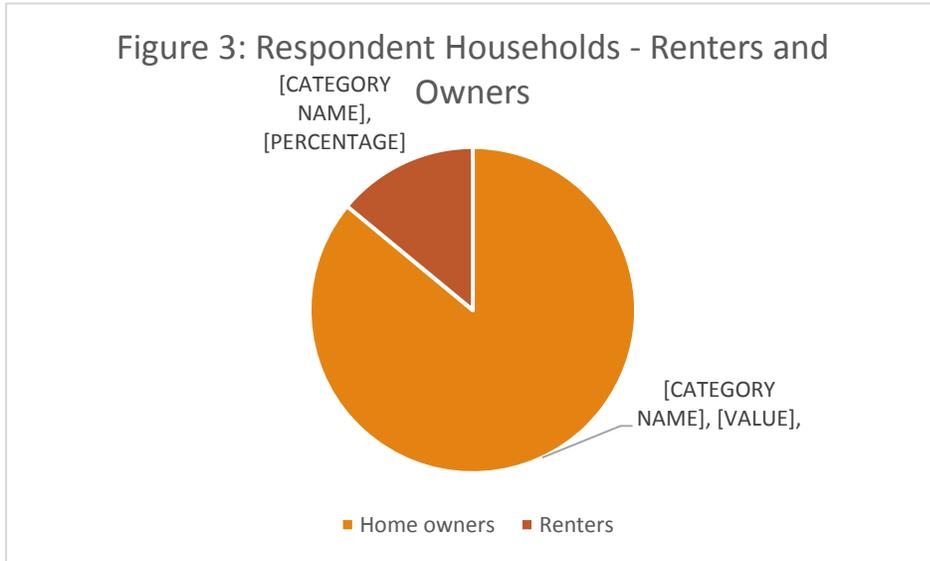
the village.

Household Profile of Respondents

Households without minor children living in the home comprised the largest share of respondents (70%). The average household among respondents has .7 minor children at home, with most respondents reporting 0. The average household size among those surveyed is 2.54, with the median and mode for each of 2. This is very comparable to the 2010 Census data, which found the average household size for the village to be 2.74. Among survey respondents, 25% are single, 72% are married and 3% cohabitating, as depicted in Figure 2.



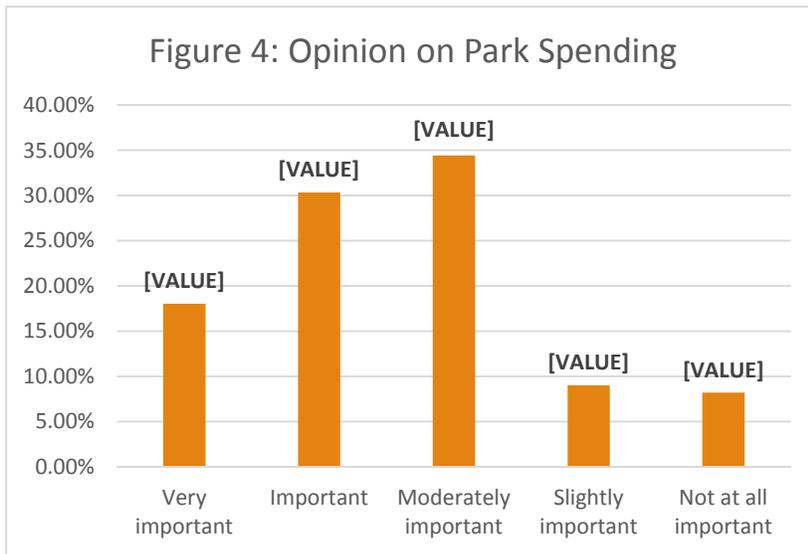
Finally, 86% of respondents reported owning their home, while 14% said they rented, as depicted in Figure 3.



Opinions on Spending Options

Option 1: Spend on Parks

Among the six different options listed on the survey, spending on parks ranked fourth-highest with 18.03% of respondents ranking it very important, 30.33% identifying it as important, and 34.43% classifying it as moderately important. A combined 17.22% of respondents ranked parks as slightly important or not at all important. Figure 4 depicts a breakdown of responses:



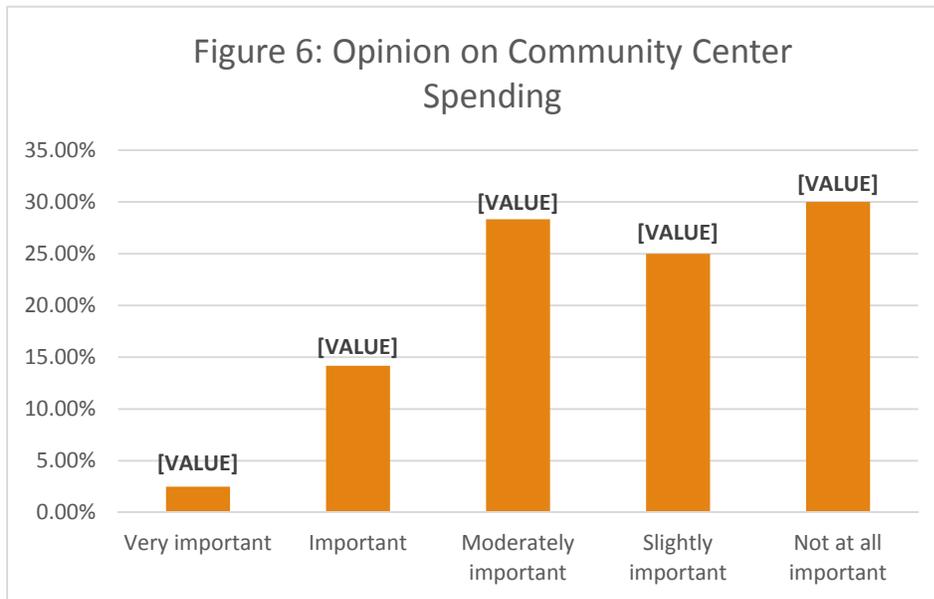
Twenty-five additional comments were collected on park spending, as detailed below:

Figure 5: Park Spending Comments

Description	Number of Responses
Need better maintenance	11
Children need place to play	6
Park board already has fund	4
Park is in good condition	2
Make improvements to school park	2

Option 2: Spend on a Community Center

The option to spend resources on a community center was the lowest-ranked for survey respondents with a combined 55% ranking it as slightly important or not at all important. Among those surveyed, 2.5% listed a community center as very important, 14.17% listed it as important, and 28.33% called it moderately important. These results are represented in Figure 6:



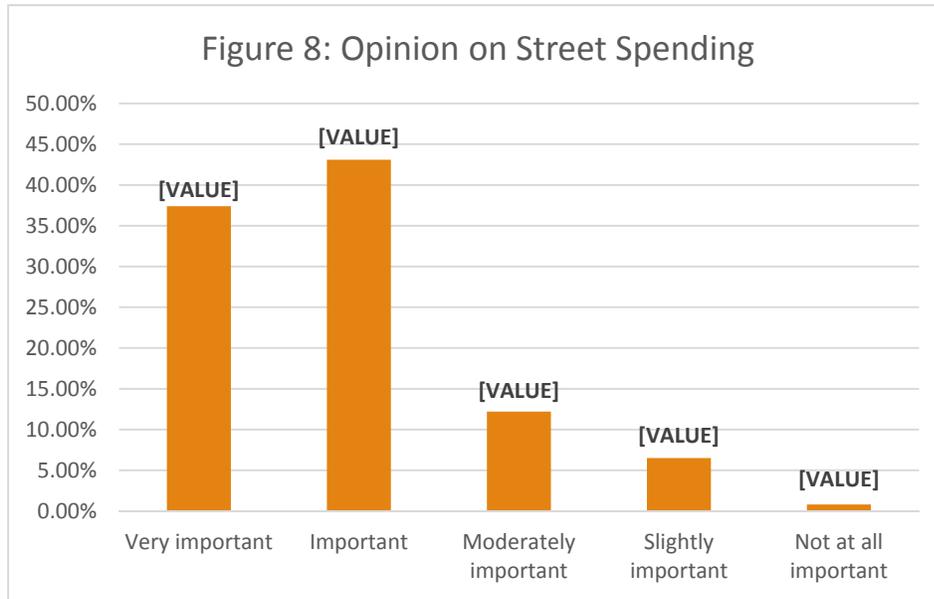
Listed below is a breakdown of comments collected regarding community center spending:

Figure 7: Community Center Spending Comments

Description	Number of Responses
Confusion as to whether we already have community center	9
Indoor space for children to play	2
Waste of money/resources	1

Option 3: Spend on Streets

Allocating resources toward spending on streets was the highest-ranked response among respondents, with 37.40% listing it as very important and 43.09% calling it unimportant. A combined 18.78% ranked street spending moderately important, slightly important, or not at all important. Figure 8 is a bar graph to depict street spending responses.



Additionally, 13 qualitative responses were collected regarding streets:

Figure 9: Street Spending Comments

Description	Number of Responses
Fix pot holes, provide better maintenance	5
Alleys need attention	4
Streets seem fine	3
Address problem of people walking on streets	1

Option 4: Spend on Sidewalks

Overall, investment in sidewalks was ranked as the second-highest priority among respondents, with 57.72% of those surveyed identifying sidewalks as very important or important. This option was listed as moderately important for 25.20% of respondents, slightly important for 8.94% of respondents, and not at all important among 8.13% of respondents. Figure 10 depicts the levels of importance for sidewalk spending:

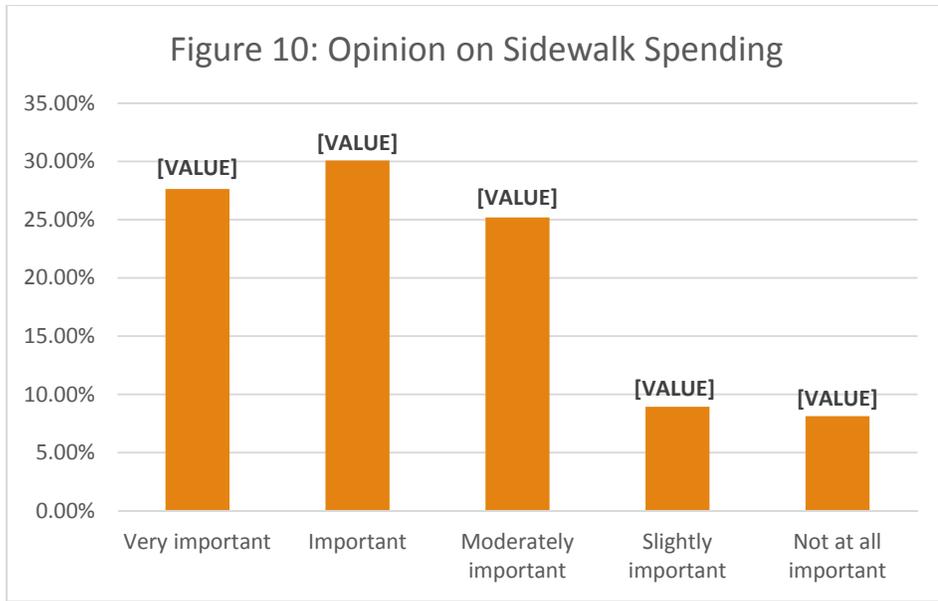


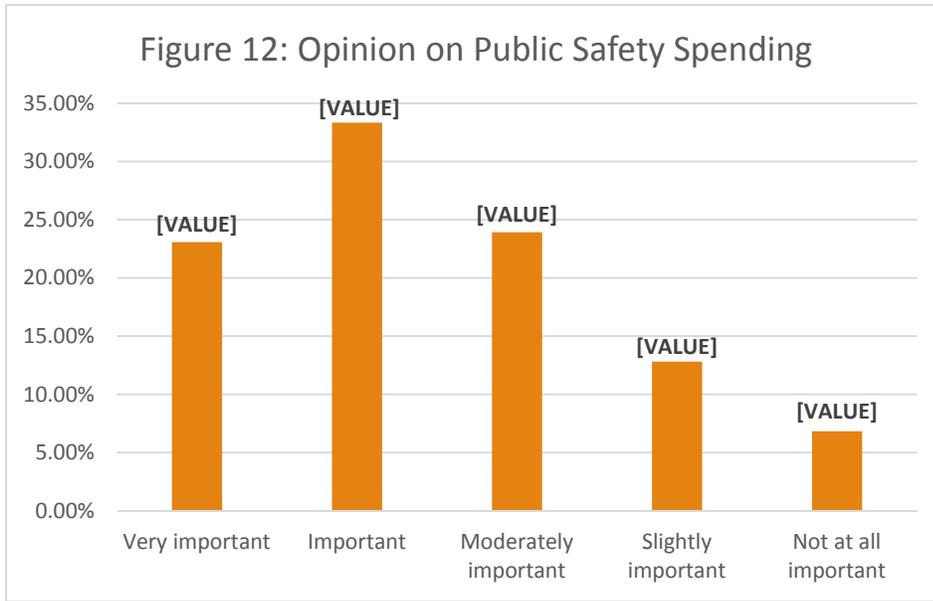
Figure 11 lists a breakdown of the 19 comments collected regarding spending on sidewalks.

Figure 11: Sidewalk Spending Comments

Description	Number of Responses
All sidewalks need repair	7
Property owner responsible to fix	4
Too many areas have no sidewalks	3
Sidewalks near post office need attention	2
Center Street to Main Street sidewalks worst	2
Residential areas	1

Option 5: Spending on Public Safety

With 23.08% of respondents listing it as very important and 33.33% ranking it as important, public safety was the third-highest ranking option for spending. In addition, 23.93% identified it as moderately important. Nearly 20% of all respondents selected slightly important or not at all important for this option. These results are displayed in Figure 12 below.



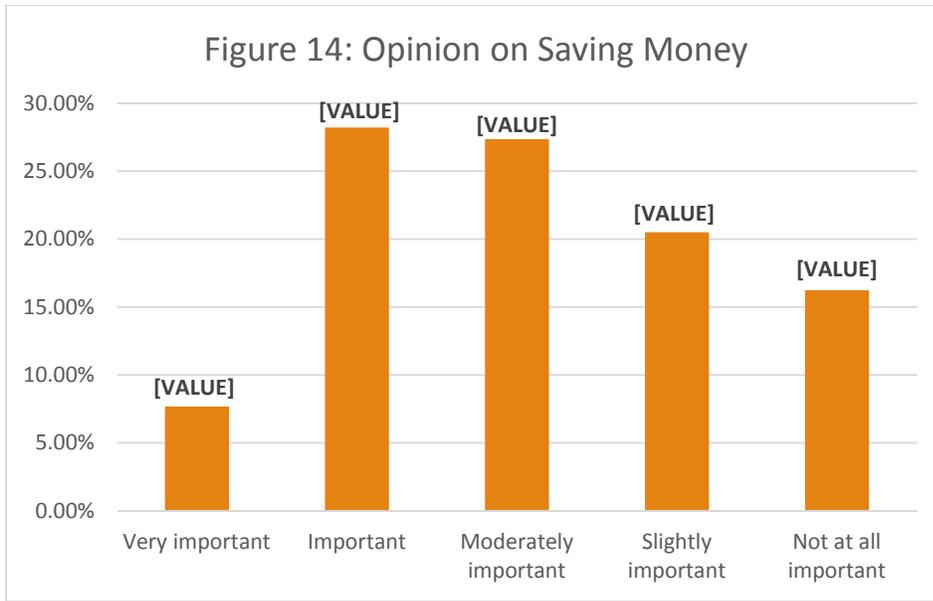
Comments regarding public safety varied. Some respondents were unclear on the definition of public safety. A summary of comments is listed in Figure 13.

Figure 13: Public Safety Comments

Description	Number of Responses
Confusion regarding question	3
Police and Fire Dept. do great job	3
Police already have funding	2
Don't see police enough	2
Village should maintain water hydrants	1
Should invest in fire equipment	1

Option 6: Save Money

The option to save the money was the lowest ranked, with a combined 36.75% of respondents listing it as slightly important or not at all important. It was ranked very important by 7.69% of respondents, which was the lowest of all options. Complete results for this option are depicted in the bar graph in Figure 14.



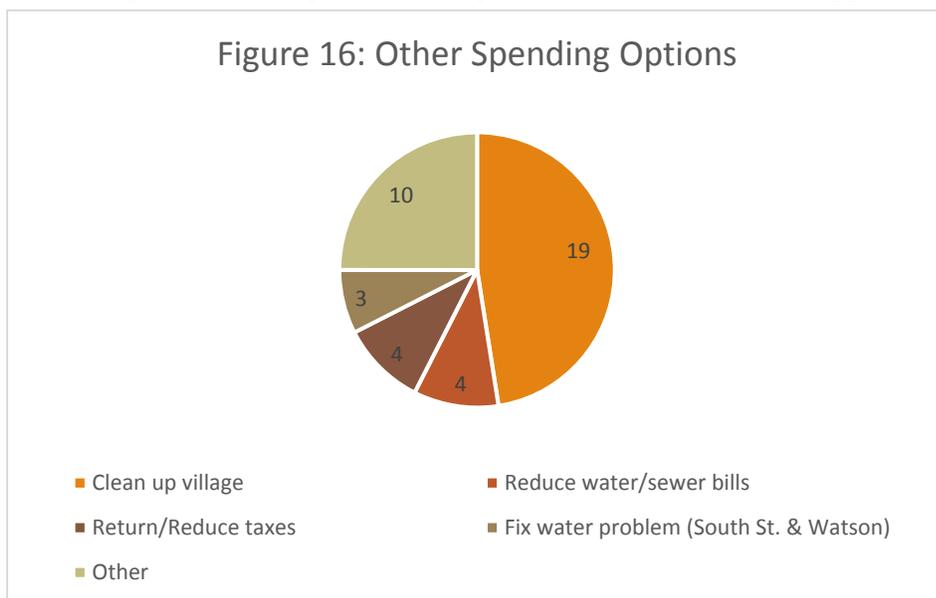
A handful of comments were collected regarding saving money. Some comments were suggestions for how to spend the money, and were instead tabulated in Option 7: Other. Figure 15 displays the comments regarding the option of saving:

Figure 15: Save Money Comments

Description	Number of Responses
Save for “rainy day” fund	4
Invest money into the village	3
Save a portion of the money	2

Option 7: Other

Figure 16 is a depiction of responses collected as other suggestions for spending the

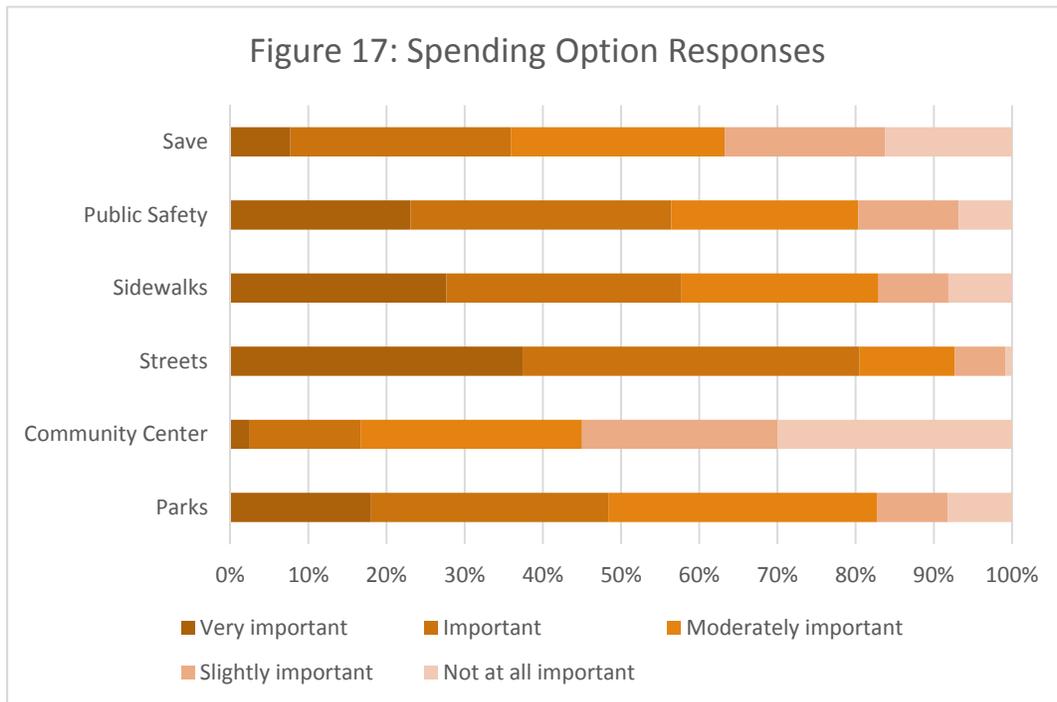


additional resources. Below is a list of comments included in the “other” category:

- Town is nice
- Host community work days
- Need events to bring townspeople together
- Disagree with taxation in general (2)
- Need more accountability for village employees
- Appreciate idea of surveying townspeople
- Address heroin problem
- New holiday decorations
- Do not spend additional tax money on police

Overall Spending Results

Responses were combined into the following chart (Figure 17), which is a stacked bar graph to illustrate the overall rankings of the importance of each option:



As illustrated in the stacked bar graph, spending on streets is ranked most important. Sidewalks is the second-highest, with public safety a close third. Spending on parks is fourth with saving the money fifth and allocating resources toward a community center the lowest-ranked choice.

Material Composition of Water Infrastructure

The second section of the survey asked respondents to determine the material composition of their water infrastructure, as part of a new administrative rule from the Environmental Protection Agency. Respondents were given an illustration and directions for determining the composition of their water infrastructure (see Appendix A). The results were as follows:

Plastic	43%
Copper	34%
Galvanized steel	7%
Combination copper and plastic	3%
Do not know	14%
Lead	0%

Summary

By working with a group of graduate students from Bowling Green State University, officials for the village of Wayne were able to gather valuable data from the town's residents while providing worthwhile experience to students. Students gained practice in developing and distributing a survey, and tabulating and analyzing its results, while the village learned important information regarding how the townspeople would like the village to spend the unexpected tax surplus. This project also provided the village the opportunity to meet requirements set forth by the EPA to survey residents on the material composition of the water infrastructure – an unexpected yet useful cost-savings to the village.

Based on the data provided by the 149 returned surveys, public opinion indicated that spending on streets was the most important among residents of the village of Wayne. While public safety and sidewalks followed close behind, spending on a community center and the option to save the money were clearly not as important to residents as the other options listed. Combined with demographic data, which identified that most households do not have minor children living at home, village resources should be allocated to projects that meet the needs of all residents, and not just those with young families. Additional comments gathered through the survey provided residents a unique opportunity to share their opinions with their elected officials. It is the hope of the graduate students who compiled this data that the information is useful and will be utilized in future decision-making.

Appendix A: Cover Letter and Survey

Mayor Craig Everett
The Village of Wayne
125 Schoolhouse St.
P.O. Box 39
Wayne, OH 43466

March 1, 2017

Dear Resident of Wayne,

In an effort to better understand the needs of our village, I am inviting you to take just a few minutes to complete the enclosed survey.

This survey is designed to collect public opinion regarding how we best invest in our community. This assessment is possible with the cost-free support of Bowling Green State University, whose graduate students are collecting and tabulating the results. The survey outcomes will be shared at future Council meetings.

The survey is voluntary, your answers will be kept confidential, and you may choose to not answer any question. Please return your completed survey using the enclosed reply envelope. **Responses must be postmarked by April 1, 2017 to be included in the final evaluation.** Thank you for your valuable input!

As always, if you have any questions or concerns, please feel free to contact me.

Sincerely,

Craig Everett
Mayor, Village of Wayne
Telephone: 419-288-3075
Fax: 419-288-3075
Email: villageofwayne@yahoo.com

Survey Part 1: Please let your village government officials know how you would like village money to be used with this part of the survey. Below are seven options of how village officials could use the money. Please circle how important each option is to you. (For example, if you want a lot more money spent on parks circle **Very Important**, or if you want a lot less money spent on parks circle **Not Important At All**.)

Also, using the area under each option, please explain how you believe that money should be used for that option. (For example, under the option “Spend on Sidewalks” you could write the location of a sidewalk in need of repair.)

<u>Option 1: Spend on Parks</u>	¹ Very Important	² Important	³ Moderately Important	⁴ Slightly Important	⁵ Not Important At All
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<u>Option 2: Spend on a Community Center</u>	¹ Very Important	² Important	³ Moderately Important	⁴ Slightly Important	⁵ Not Important At All
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<u>Option 3: Spend on Streets</u>	¹ Very Important	² Important	³ Moderately Important	⁴ Slightly Important	⁵ Not Important At All
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<u>Option 4: Spend on Sidewalks</u>	¹ Very Important	² Important	³ Moderately Important	⁴ Slightly Important	⁵ Not Important At All
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<u>Option 5: Spend on Public Safety</u>	¹ Very Important	² Important	³ Moderately Important	⁴ Slightly Important	⁵ Not Important At All
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<u>Option 6: Save the Money</u>	¹ Very Important	² Important	³ Moderately Important	⁴ Slightly Important	⁵ Not Important At All
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<u>Option 7: Other</u>	¹ Very Important	² Important	³ Moderately Important	⁴ Slightly Important	⁵ Not Important At All
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<u>Material:</u>	¹ Plastic	² Copper	³ Lead	⁴ Galvanized Steel	⁵ Do Not Know
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Survey Part 2: Thank you to a pending or former resident of Wayne Village fulfill an obligation to a pending or former resident of Wayne Village

Flowchart: For starters, is your water meter outside or inside?

to assist Wayne Village to report on the material make-up of water service lines. Please report below on the make-up of your service line. Please circle the material make-up below.

For your assistance, please use the following link to a NPR webpage to help determine the make-up of your service line; or use the flowchart below that is based on the NPR webpage. <https://apps.npr.org/find-lead-pipes-in-your-home/en/>

It could be outside, on the sidewalk or in the part of the yard that faces the street, and look something like this.



It could be inside, in the basement, crawlspace or even garage, and look like this. [Pictured below]



Next, find the pipe. Walk the shortest path from the water meter (or well cap) to your home. That's where the pipe will enter your house. Now go inside and find the pipe. It should be 1 inch in diameter, and have a shutoff valve that looks something like this. (If you have a well, it should lead to a pressure tank, with a faucet at the base). [Pictured below]

Next, find the pipe. It should be 1 inch in diameter and enter the house from a few feet underground before connecting to the water meter. You'll also see a valve on it, which looks something like this. [Pictured below]



If you can see that the pipe is made of plastic, please circle **Plastic** above. If it is metal and "orange like a penny," please circle **Copper** above. If it is metal, silver or gray, and a magnet can stick to it, please circle **Galvanized Steel** above. If it is metal, silver or grey, and a magnet cannot stick to it, please circle **Lead**. If you cannot find and/or figure out the material make-up, please circle **Do Not Know** above.

Survey Part 3: Thank you for completing parts 1 and 2 of the survey. In part 3 we are asking you some more information to better determine the make-up of Wayne Village, to better understand its needs. Please place an X in the box next to the correct answer, or write a number if a number is asked for.

1) Are you a homeowner or a renter?

₁Homeowner

₂Renter

2) How long have you been a resident of Wayne?

₁(Number of years) _____

3) What is the size of your household?

₁(Number of people) _____

4) Do you have children that are minors living with you? If “yes,” how many?

₁Yes ₃(Number of children that are minors) _____

₂No

5) Are you single, married, or cohabitating?

₁Single

₂Married

₃Cohabitating

Thank you for completing the survey.

Please return to [completed by village] by April 1, 2017.