

## Gaylord Community Engagement Survey Results

The survey was conducted between July and November of 2016. Citizens were contacted to take part in the survey through cold-calling, door-to-door knocking, at community-wide events, at businesses, and online.

### **Snapshot of Gaylord**

This section provides the most popular response(s) for 7 of the 14 community-related questions and five demographic questions asked on the Gaylord Community Engagement Survey. This section **does not** include responses to the open-ended questions asked; those responses can be found in the *Gaylord Speaks* section of this document.

*Total Households Responded: 110*

*Q1: How many community events has your household attended in the last year?*

Most common response: 1-5 events (46%)

*Q4: What community resources has your household used in the last year?*

Most common response: Library (74%)

2<sup>nd</sup> common response: Parks (72%)

*Q7: How likely would your household be to take advantage of free Wi-Fi Internet in downtown Gaylord if it was available?*

Most common response: Not likely (35%)

2<sup>nd</sup> common response: Very likely (31%)

*Q8: What is your level of involvement in community groups and organizations?*

Most common response: Some involvement 1-2 groups (40%)

2<sup>nd</sup> common response: No involvement (39%)

*Q9: How do you CURRENTLY hear about City of Gaylord news, events, and announcements?*

Most common response: Newspaper (86%)

2<sup>nd</sup> common response: Word of Mouth (62%)

*Q10: How would you PREFER to hear about City of Gaylord news, events and announcements?*

Most common response: Newspaper (69%)

2<sup>nd</sup> common response: Facebook (62%)

Noteworthy response: Newsletter (27%)

*Q11: What is your impression of the City of Gaylord identity and brand?*

Most common response: Clear, memorable, and should not be changed (52%)

*Demographics:*

Most common **gender** of respondent: Female (70%)

Most common **age**: 45-54 (22%)

Most common **race/ethnicity**: White/Caucasian (94%)

Most common **number of years lived in Gaylord**: 25+ (48%)

## Responses by Demographic

This section provides the most common response(s) for 7 of the 14 community-related questions and the four remaining demographic questions asked on the Gaylord Community Engagement Survey.

### GENDER

Topic	Male	Female
<b>Number of community events attended</b>	1-5 events (45%)	1-5 events (48%)
<b>Community resources used</b>	Parks (67%) Library (59%)	Library (78%) Parks (75%) GAAC (61%)
<b>Likelihood to use free downtown Wi-Fi</b>	Not likely (48%) Very likely (32%)	Very likely (38%) Not likely (26%)
<b>Level of Involvement in Community Organizations</b>	No involvement (33%) Some (1-2 groups) (33%)	No involvement (43%) Some (1-2 groups) (43%)
<b>Currently hears news</b>	Newspaper (87%) Word of Mouth (65%)	Newspaper (86%) Word of Mouth (64%) Facebook (51%)
<b>Prefer to hear news</b>	Newspaper (77%) Posters (37%) Word of Mouth (33%)	Newspaper (61%) Facebook (52%)
<b>Perception of City brand</b>	Clear and no change (42%)	Clear and no change (50%)
<b>Age</b>	65-74 (21%)	45-54 (23%)
<b>Race/Ethnicity</b>	White/Caucasian (89%)	White (96%)
<b>Years lived in Gaylord</b>	25+ (45%)	25+ (49%)

*Hispanic, Mexican, or Chicano*

<b>Topic</b>	<b>Response</b>
<b>Number of community events attended</b>	1-5 (50%) None (30%)
<b>Community resources used</b>	Library (67%) GAAC (67%) Parks (67%)
<b>Likelihood to use free downtown Wi-Fi</b>	Very likely (100%)
<b>Level of Involvement in Community Organizations</b>	No (50%) Some (1-2 groups) (50%)
<b>Currently hears news</b>	Newspaper (83%) Word of Mouth (50%)
<b>Prefer to hear news</b>	Posters (50%) Word of Mouth (50%)
<b>Perception of City brand</b>	Clear and should change (60%)
<b>Gender</b>	Female (50%) Male (50%)
<b>Age</b>	35-44 (50%)
<b>Years lived in Gaylord</b>	1-5 (50%)

## AGE

Topic	18-24	25-34	35-44	45-54	55-64	65-74	75+
<b>Number of community events attended</b>	1-5 (50%)	1-5 (46%) 6-10 (31%)	1-5 (47%) 6-10 (27%)	1-5 (43%)	1-5 (50%) 6-10 (44%)	1-5 (53%)	1-5 (45%)
<b>Community resources used</b>	Parks (71%) Library (57%)	Library (92%)	Parks (93%) GAAC (71%) Library (57%)	Library (84%) GAAC (79%) Parks (79%)	Parks (69%) Library (63%)	Parks (87%) Library (67%) GAAC (53%)	Library (73%) Parks (45%) Trails (45%)
<b>Likelihood to use free downtown Wi-Fi</b>	Very likely (38%) Not likely (25%) Somewhat likely (25%)	Very likely (69%)	Very likely (47%)	Somewhat likely (41%) Very likely (27%)	Not likely (33%) Moderately (33%)	Not likely (65%)	Not likely (64%)
<b>Level of Involvement in Community Organizations</b>	No involvement (63%)	Some (1-2 groups)(50%) No (42%)	No (40%) Some (1-2 groups) (40%)	No (41%) Some (1-2 groups) (41%)	Some (1-2 groups) (40%) No (33%)	Some (1-2 groups) (38%) Moderate (3-4) (31%)	Some (1-2 groups) (45%) No (45%)
<b>Currently hears news</b>	Newspaper (75%) Word of Mouth (63%) Facebook (63%)	Newspaper (92%) Word of Mouth (77%) Facebook (69%)	Newspaper (80%) Facebook (53%)	Newspaper (86%) Word of Mouth (68%)	Newspaper (81%) Word of Mouth (56%)	Newspaper (88%) Word of Mouth (82%)	Newspaper (91%) Word of Mouth (55%)
<b>Prefer to hear news</b>	Facebook (88%) Newspaper (75%) Posters (63%)	Facebook (73%) Newspaper (55%)	Newspaper (47%) Newsletter (40%)	Newspaper (80%) Posters (40%) Facebook (40%)	Newspaper (53%) Newsletter (47%) Posters (40%)	Newspaper (69%)	Newspaper (91%)
<b>Perception of City brand</b>	Vague and should be changed (38%)	Clear and no change (45%)	Vague and should change (50%) Clear and no change (42%)	Clear and no change (65%)	Clear and no change (42%)	Clear and no change (42%)	Clear and no change (80%)
<b>Gender</b>	Male (50%) Female (50%)	Female (77%) Male (23%)	Female (71%) Male (29%)	Female (76%) Male (24%)	Female (75%) Male (25%)	Female (65%) Male (35%)	Female (70%) Male (30%)
<b>Race/Ethnicity</b>	White/ Caucasian (100%)	White/ Caucasian (75%)	White/ Caucasian (92%)	White/ Caucasian (95%)	White/ Caucasian (100%)	White/ Caucasian (100%)	White/ Caucasian (100%)
<b>Years lived in Gaylord</b>	Less than 1(38%) 1-5 (38%)	1-5 (46%) 6-10(23%)	1-5 (29%) 11-15 (21%)	25+ (55%)	25+ (69%)	25+ (71%)	25+ (100%)

## Years lived in Gaylord

Topic	Less than 1	1-5	6-10	11-15	16-20	21-24	25+
<b>Number of community events attended</b>	1-5 (63%)	1-5 (46%) 6-10 (31%)	1-5 (40%)	1-5 (63%)	1-5 (75%) 6-10 (25%)	6-10 (67%)	1-5 (45%)
<b>Community resources used</b>	Parks (70%) GAAC (50%)	Library (92%)	Library (90%) Parks (70%) GAAC (60%)	Library (88%) GAAC (75%) Parks (75%)	GAAC (75%) Parks (50%)	Library (100%) Trails (67%)	Parks (79%) Library (70%)
<b>Likelihood to use free downtown Wi-Fi</b>	Very likely (29%) Somewhat likely (29%) Not likely (29%)	Very likely (69%)	Very likely (40%) Moderately likely (30%)	No (33%) Somewhat likely (33%) Very likely (33%)	Not likely (25%) Somewhat (25%) Moderately (25%) Very (25%)	Very likely (67%)	Not likely (43%)
<b>Level of Involvement in Community Organizations</b>	No involvement (75%)	Some (1-2 groups)(50%) No (42%)	Some (1-2 groups) (67%)	No (50%) Some (1-2 groups) (38%)	Some (1-2 groups) (50%) No (50%)	No (67%)	Some (1-2 groups) (42%)
<b>Currently hears news</b>	Newspaper (75%) Word of Mouth (75%) Facebook (50%)	Newspaper (70%) Word of Mouth (60%) Facebook (50%)	Newspaper (100%) Facebook (50%)	Newspaper (67%) Facebook (67%)	Newspaper (100%) Word of Mouth (75%)	Newspaper (100%) Word of Mouth (67%)	Newspaper (94%) Word of Mouth (69%)
<b>Prefer to hear news</b>	Newspaper (57%) Posters (57%)	Facebook (67%) Newspaper (55%)	Newspaper (44%) Newsletter (44%)	Newspaper (63%) Newsletter (63%) Facebook (63%)	Newspaper (75%)	Newspaper (100%) Posters (67%)	Newspaper (79%)
<b>Perception of City brand</b>	Clear and should be changed (43%)	Clear and no change (41%)	Vague and should be changed (44%)	Clear and no change (50%)	Clear and no change (42%)	Clear and no change (50%) Clear and should be changed (50%)	Clear and no change (61%)
<b>Gender</b>	Female (75%) Male (25%)	Female (70%) Male (30%)	Female (67%) Male (33%)	Female (89%) Male (11%)	Male (75%) Female (25%)	Male (67%) Female (33%)	Female (71%) Male (29%)
<b>Race/Ethnicity</b>	White/Caucasian (100%)	White/Caucasian (85%)	White/Caucasian (89%)	White/Caucasian (89%)	White/Caucasian (75%)	White/Caucasian (67%)	White/Caucasian (96%)
<b>Age</b>	18-24 (38%) 45-54 (38%)	25-34 (32%) 35-44 (21%)	25-34 (30%) 45-54 (30%)	35-44 (33%) 45-54 (22%) 65-74 (22%)	35-44 (50%)	18-24 (33%) 25-34 (33%) 35-44 (33%)	45-54 (25%) 65-74 (25%)

## Gaylord Speaks

The purpose of this section is to provide an overview of the most popular/meaningful feedback given to the 7 open-ended questions on the Gaylord Community Engagement survey.

*Q2: What comments or concerns do you have about the community events currently being offered*

- More young people should be involved
- Events should start later to accommodate people who work
- Many responses indicated that the events are very good and high quality. Specific responses include, "They are great!," "I enjoy them each time I attend" and "Egg Days—awesome!"

*Q3: What types of community events that are not currently being offered would your household like to see in Gaylord?*

- More cultural events; specific responses include plays and indoor concerts
- Events should be held year round
- Classic Car Show
- More for young adults to be involved in

*Q5: What comments or concerns do you have about the community resources currently being offered?*

- Concerns with the GAAC. Specific concerns include charging full price when it will close soon; having a year round pool available; and poor quality pool maintenance
- Concerns about the narrow streets caused by the new planters
- Not enough involvement
- Need to have a survey more often
- Several responses indicated that the resources are good and high quality.

*Q6: What types of community resources that are not currently being offered would your household like to see in Gaylord?*

- Community Center
- Fitness playground for adults
- Increase trail system
- Ice cream truck or popcorn wagon at the park
- Dog park
- Bowling alley
- Art Center
- Park activities

*Q12: What types of issues, projects, and/or proposed ordinances would your household like to hear about an express interest on?*

- Danza Medical School
- Building Inspecting
- Street projects
- Downtown area improvements
- Ordinance enforcement
- Police
- Winter parking ordinance

*Q13: What is the best way to make this information available?*

- Newspaper
- Website
- Facebook
- Open Houses
- Church bulletins
- Newsletter
- Text
- Radio
- Email

*Q14: What would be the best way for your household to express your opinion on City issues, projects, and proposed ordinances?*

- Attend City Council meeting/speak with the Mayor or a City Council Member
- Surveys
- Suggestion box
- Newsletter
- Space for comment online
- In writing/email
- A few negative comments, including "I would enjoy a little transparency, there seems to be too many vague issues" and "They do what they want anyways"

## **What's Next?**

The Gaylord City Council, along with City administration and staff, should have a special conversation as to how to use this information in order to improve and enhance the services the City provides. Specific recommendations include, but are not limited to:

- Organizing a task force
- Offering regular updates in a newsletter on issues that residents are concerned about
- Expanding and enhancing the ways that the City communicates and receives feedback from residents