

Wheelfest Questionnaire Results

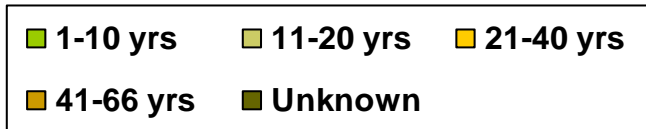
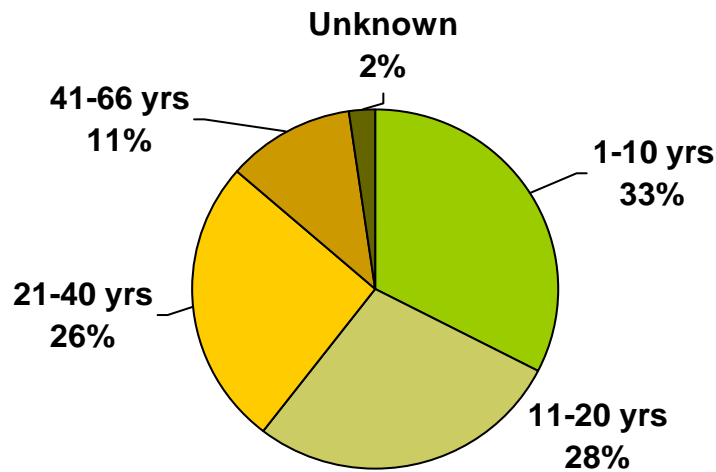


Compiled and presented by the
2020 Committee

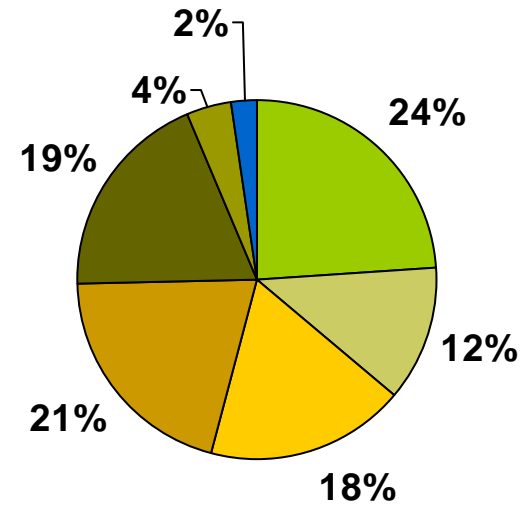
Resident Demographics

175 Responses

Years Residing In Wayne



Age

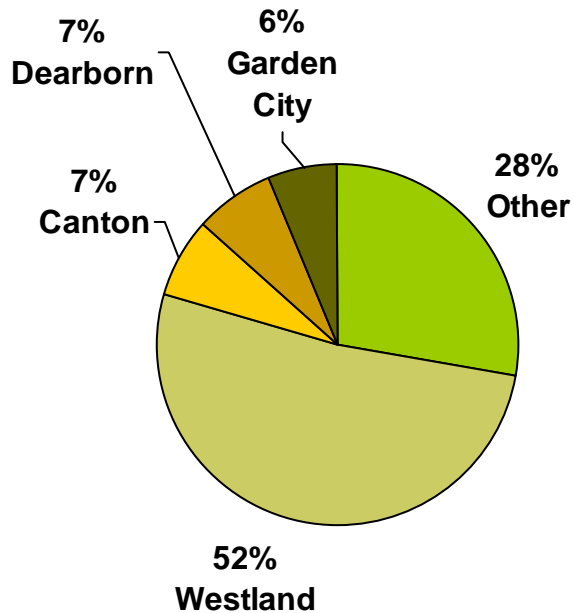


67% of participants have resided in Wayne for more than 10 years
39% of respondents were between the ages of 36-55 years of age

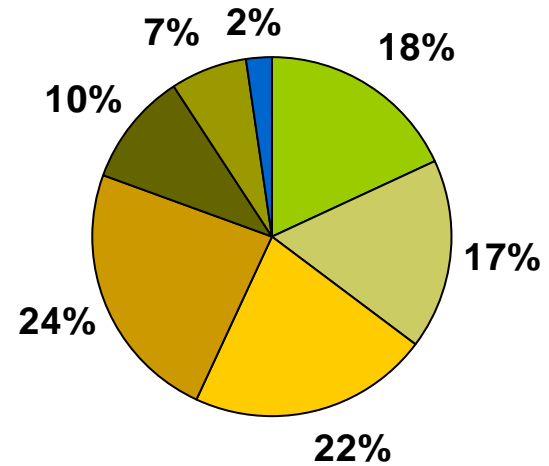
Non-Resident Demographics

88 Responses

City of Residence



Age

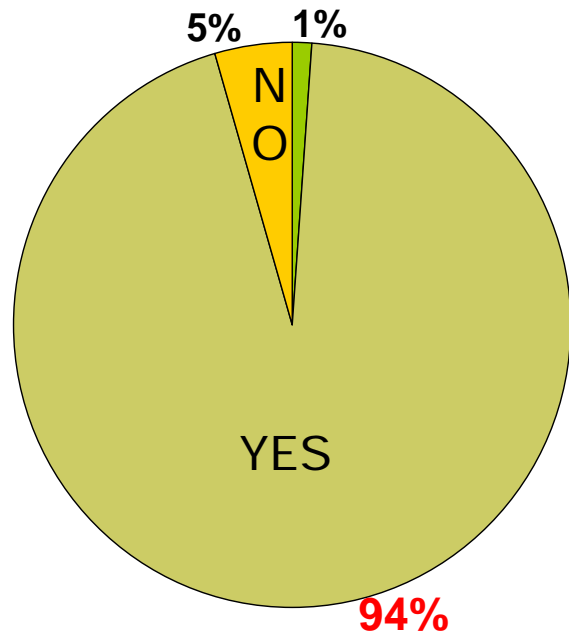


52% of participants resided in Westland

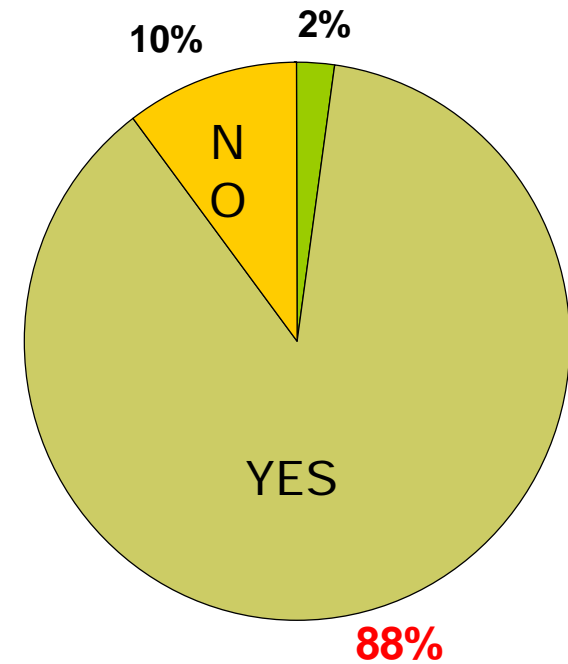
46% of respondents were between the ages of 36-55 years of age

*94% of Residents and 88% of Non-Residents
would patronize a farmer's market in
Wayne!!!!*

Residents

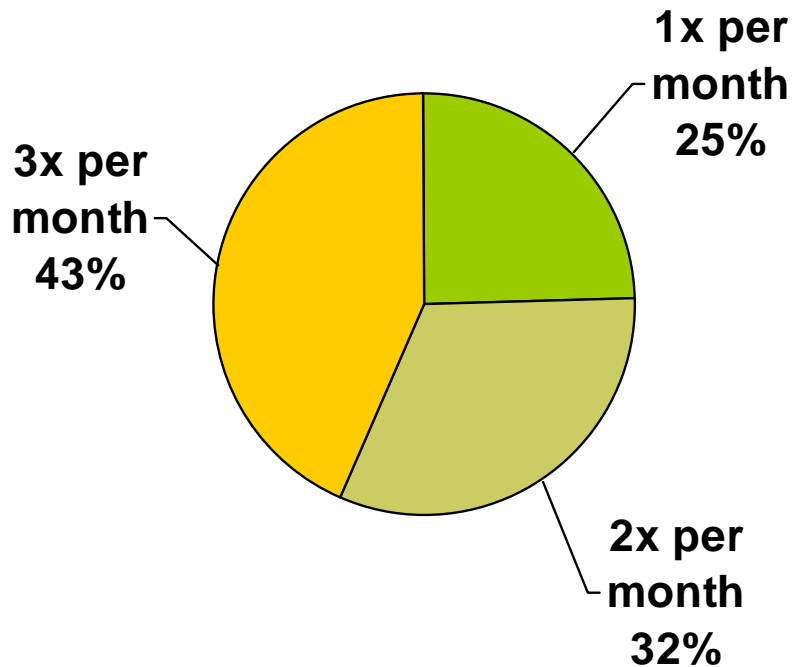


Non- Residents

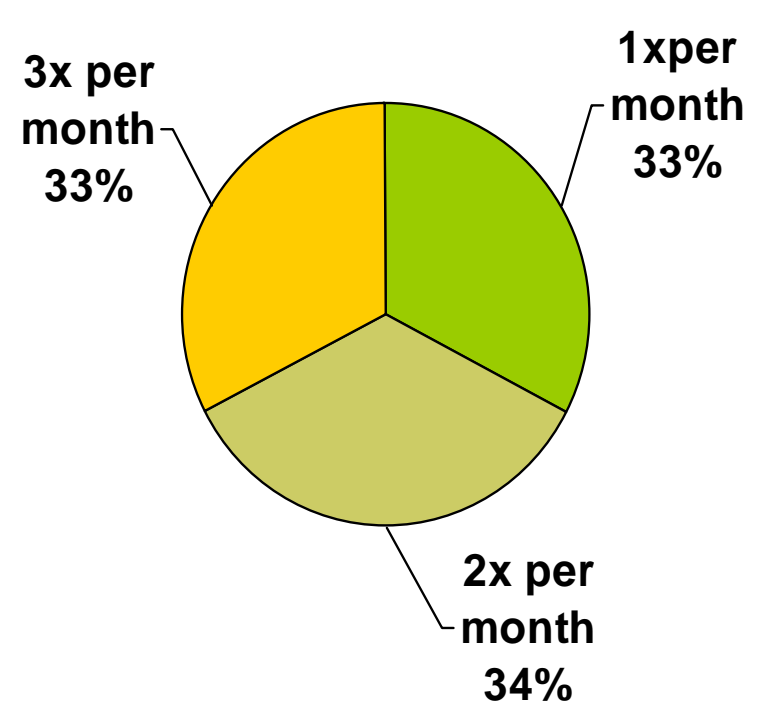


Frequency of Patronage to Local Farmer's Market

Residents



Non-Residents



88 non-residents will travel to Wayne at least once per month likely patronizing local business at the same time.

“Are you aware that the City’s website has been fully redesigned and contains more information than ever?”

Non-Residents

| | |
|----|-----------|
| 1 | NO ANSWER |
| 27 | “YES” |
| 60 | “NO” |

Residents

| | |
|-----|-------|
| 102 | “YES” |
| 73 | “NO” |

58% of residents were aware of the website redesign while 31% of non-residents were aware of the website redesign. Neighboring communities are paying attention!

“Have you viewed The Wayne History Mural on the east side of the State Wayne Theater?”

Non-Residents

42 “YES”

46 “NO”

Residents

140 “YES”

35 “NO”

48% of non-residents and 80% of Wayne citizens have taken the time to view The Wayne History Mural

“Do you support the idea of additional public art?”

| Residents | |
|-----------|-------|
| 155 | “YES” |
| 14 | “NO” |
| 6 | MAYBE |

| Non-Residents | |
|---------------|-------|
| 80 | “YES” |
| 8 | “NO” |

89% of residents would like to see additional public art in Wayne. Ideas included: statues, sculptures, paintings/more murals, public gardens, public art show, modern art, fountain, tag art (graffiti), student artwork and work of local qualified artists.

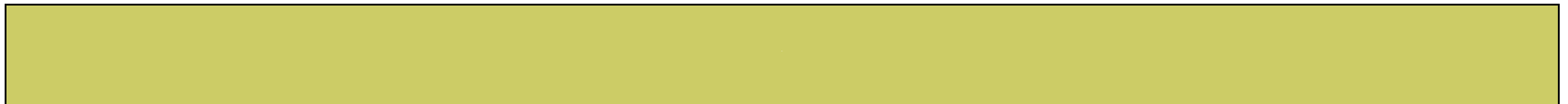
“Cruisin’ Michigan”

39% of **residents** attended the Cruisin’ Michigan event this summer.

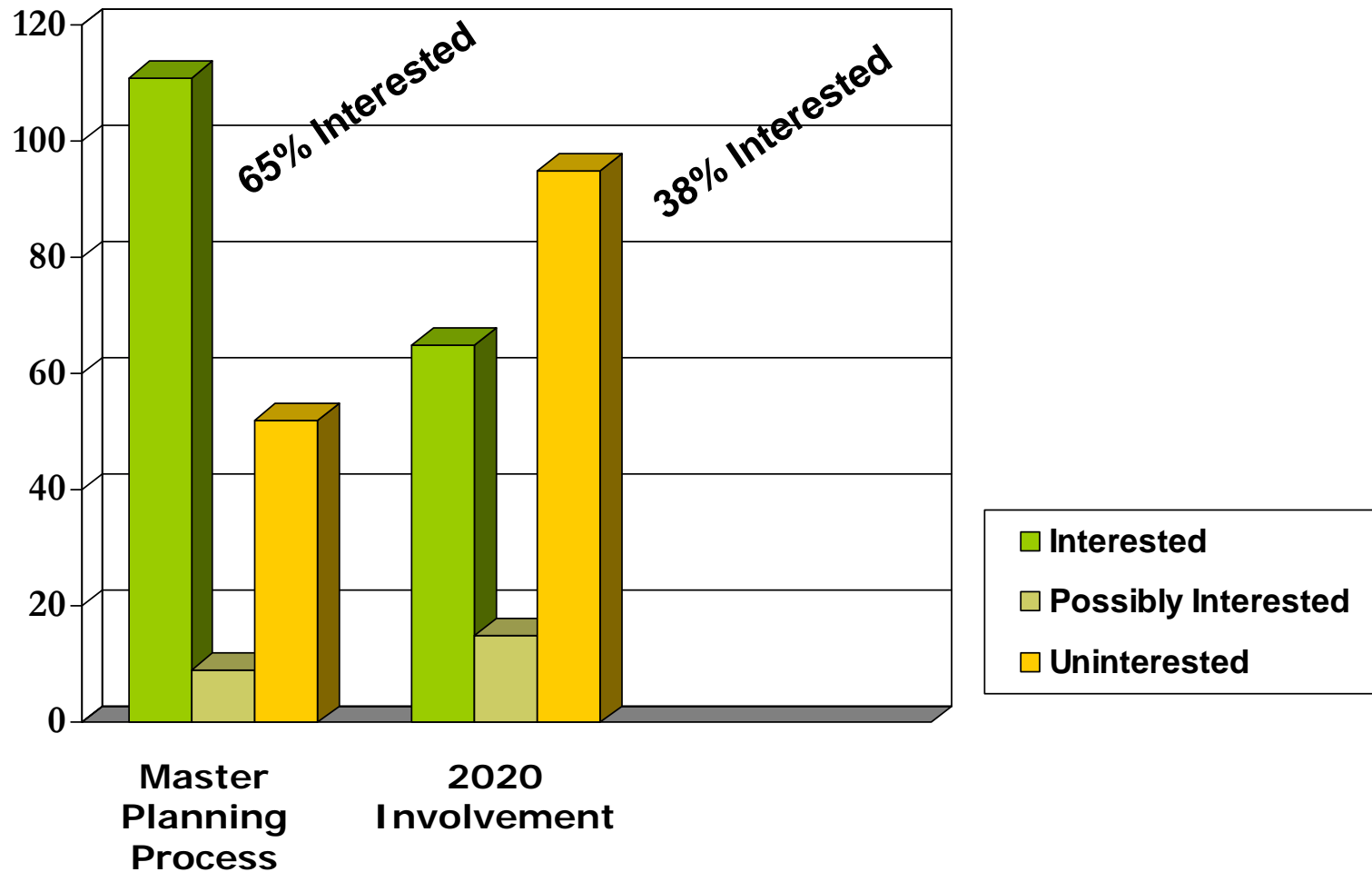
76% of will make an effort to attend in 2009... NEARLY DOUBLE THE TURNOUT AMONGST THIS GROUP!

32% of **non-residents** attended the Cruisin’ Michigan event this summer; majority from City of Westland.

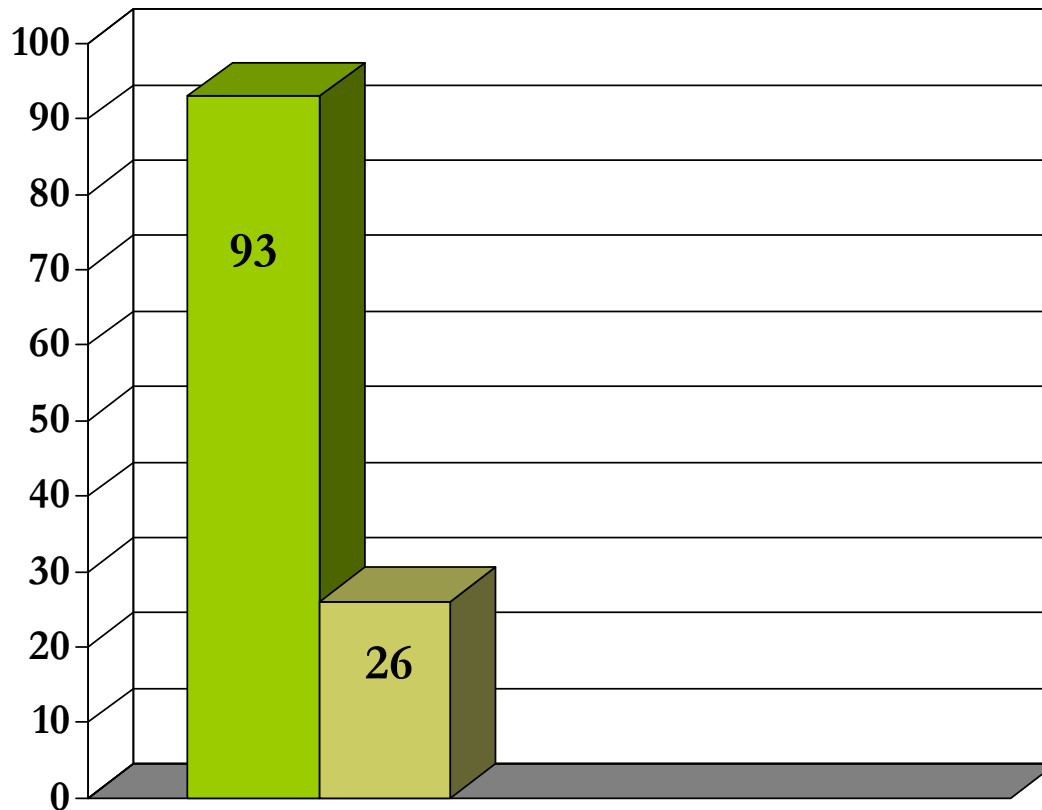
61% will make an effort to attend in 2009... NEARLY DOUBLE THE TURNOUT AMONGST THIS GROUP!



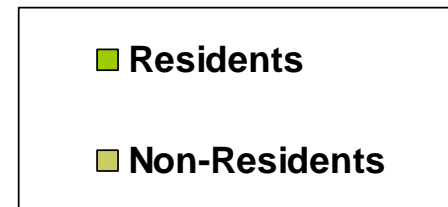
Interest Expressed in Community Involvement (Residents Only)



Interest Expressed in Receiving Email Communications



Please bear in mind that several residents did not supply their email address because they are already on the distribution list



**Number of respondents (45%)
requesting to be added to City's email
distribution list**

Attracting people to our City and keeping resident shoppers local

The most recent Wayne businesses patronized included primarily Northside Hardware, Kroger, Sav-a-Lot, Acorn Shop and Dairy Queen.

Residents would patronize the following businesses if they were to come to Wayne:

- ❑ Upscale *and* moderately priced restaurants
- ❑ Coffee Shop
- ❑ Sonic
- ❑ Clothing Store
- ❑ Boutiques
- ❑ Craft Store
- ❑ Holiday Market or equivalent
- ❑ Wal-Mart

General Comments Section

Taken from questionnaires completed by both residents and non-residents.

COLOR KEY-



Recurring feedback noted by several respondents



Single points of feedback

Additional points of interest....

 *Recurring Feedback*

 *Non-Recurring Feedback*

Comments included:

- ❑ Push unity and pride
- ❑ Parks need family restrooms
- ❑ **Wayne needs more businesses and commerce**
- ❑ Combine Wheelfest with Cruisin' Michigan
- ❑ **Would like to see a sprinkler park and more for kids to do**
- ❑ Fix the roads
- ❑ Survey is a great idea
- ❑ More outdoor events like Cruisin' Michigan along US 12
- ❑ Must keep city a family friendly AND safe place
- ❑ **Develop real downtown feel with a pulse**

Additional points of interest....

 *Recurring Feedback*

 *Non-Recurring Feedback*

- ❑ Need reasonable tax rates so we can continue to live here
- ❑ **Downtown improvements needed badly**
- ❑ Get rid of Metro Mall
- ❑ **More entertainment and SHOPPING needed**
- ❑ There needs to be a city center and I feel officials are resisting
- ❑ **Need to become Royal Oak of the west side**
- ❑ City needs to be more modern
- ❑ Make business owners clean up their sites
- ❑ Demolish Westchester Towers
- ❑ **City needs real restaurants- no more coney islands!**
- ❑ City should be more involved with the schools
- ❑ **Demand that Kroger is cleaned up**

Additional points of interest....

 *Recurring Feedback*

 *Non-Recurring Feedback*

- ❑ Follow University's recommendations from 3 years ago!
- ❑ **We love all the parks and Washington Trail**
- ❑ No more bars
- ❑ **Attract new businesses so I don't have to shop in Livonia and Westland**
- ❑ Advertise City functions better
- ❑ **Need curbside recycling**
- ❑ Would like to see a skate park open
- ❑ **Wheelfest is great!**
- ❑ Nice new website, it's where I learned about the mural
- ❑ **Host a praise fest in the City**
- ❑ City administration hasn't let new commerce in

Next Step Recommendations

1. Send thank you message to all survey respondents
 1. Use City of Wayne email platform.
 2. Include a reminder and instructions for auto-email communications for those respondents not presently enrolled
2. Share Survey Results with Planning Commission and LSL.
 1. 20/20 members are willing to volunteer.
3. Prioritize Farmer's Market initiatives and prepare for a May 2009 launch
4. Upgrade internal technology platforms
 1. Improve daily productivity
 2. Aid future bench-marking and planning capabilities.