



Executive Summary

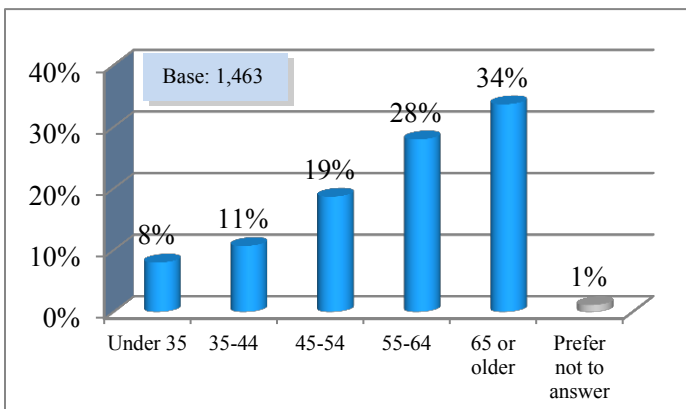
Overview and Methodology

This research was initiated by Woodford Forward to identify and explore perceptions and attitudes of Woodford County residents about issues impacting plans for the future of the county.

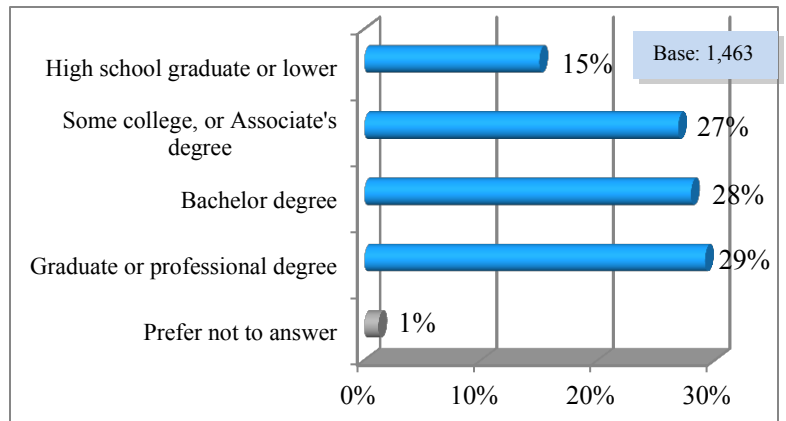
The research methodology sought to reach every household in Woodford County via a mail survey that offered an option to complete the survey online. The mail survey of 1,329 respondents residing in Woodford County was conducted between April 27, 2015 and June 2, 2015. An additional 134 completes were collected through an online survey. 51 surveys were returned to date after the closing date for a total of 1,514 completed surveys.

Based on a total number of 11,128 resident households in Woodford County, the sample of 1,463 provides research results at the standard 95% confidence level with a margin of error of plus or minus 2.39%.

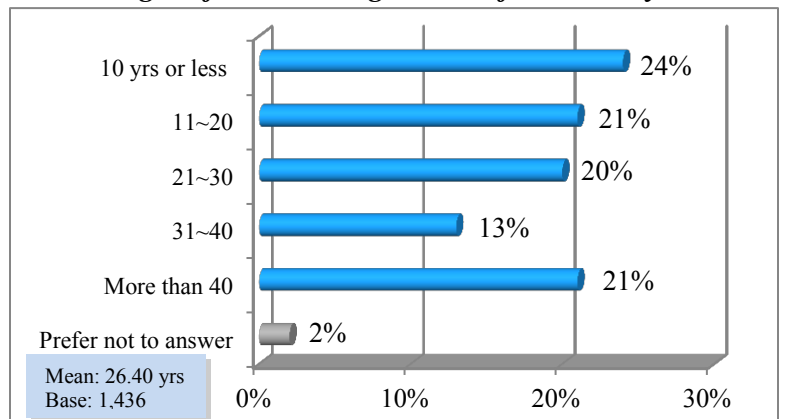
Age Group



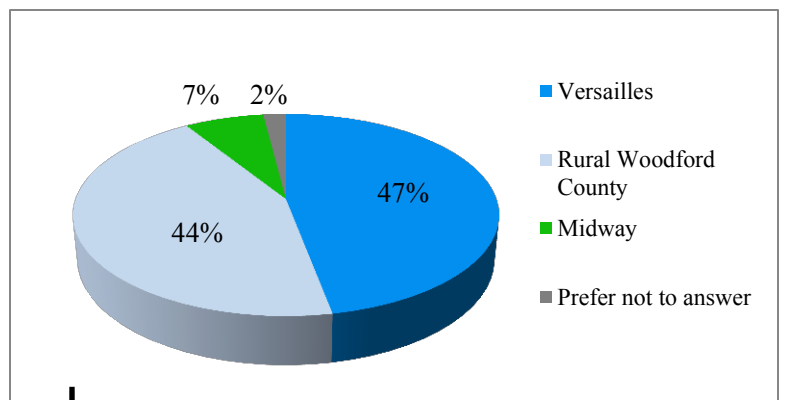
Education Level



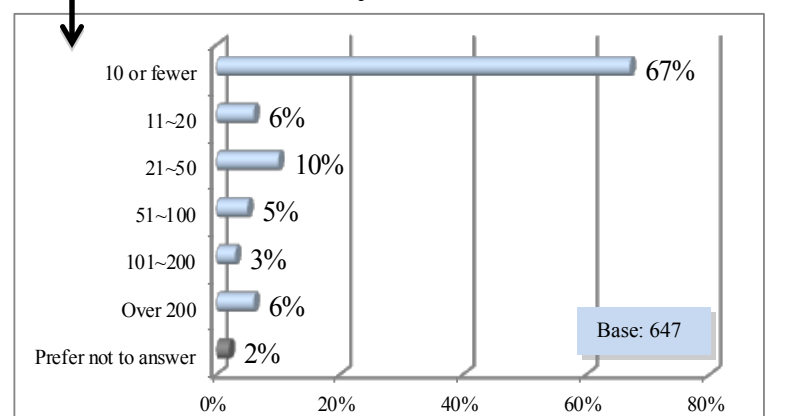
Length of Time Living in Woodford County



Area of Residence



Number of Acres Owned



Best Aspects of Living in Woodford County*

<i>What do you like most about living in Woodford County?*</i>	2015 (Base: 1,463)
Small town atmosphere	41%
Beautiful countryside	27%
Location	21%
People/ family in the community	16%
Peaceful, quiet	9%
Horse farms	8%
Safety/ low crime	8%
Schools	6%
Lifetime resident	4%
Less traffic/ congestion	3%
Uniqueness/ character	2%
Clean	2%
Quality of life	1%
Quality responders (Police, Fire, EMT)	1%
Other	7%
No answer	10%

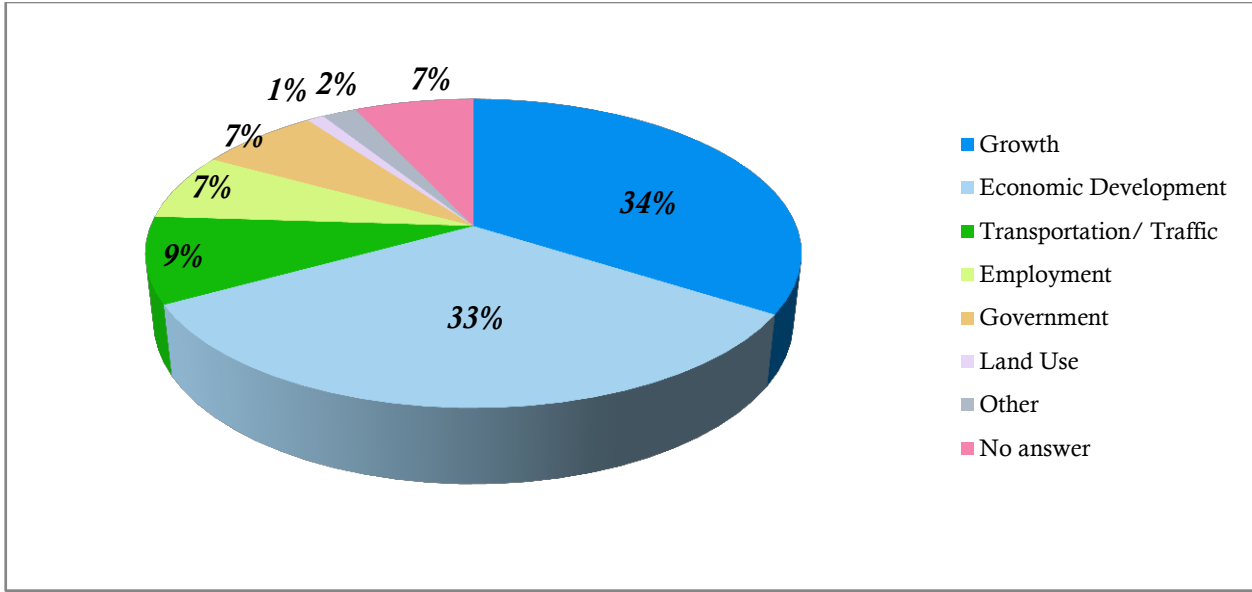
* Totals may add to more than 100% due to multiple responses

Downsides of Living in Woodford County*

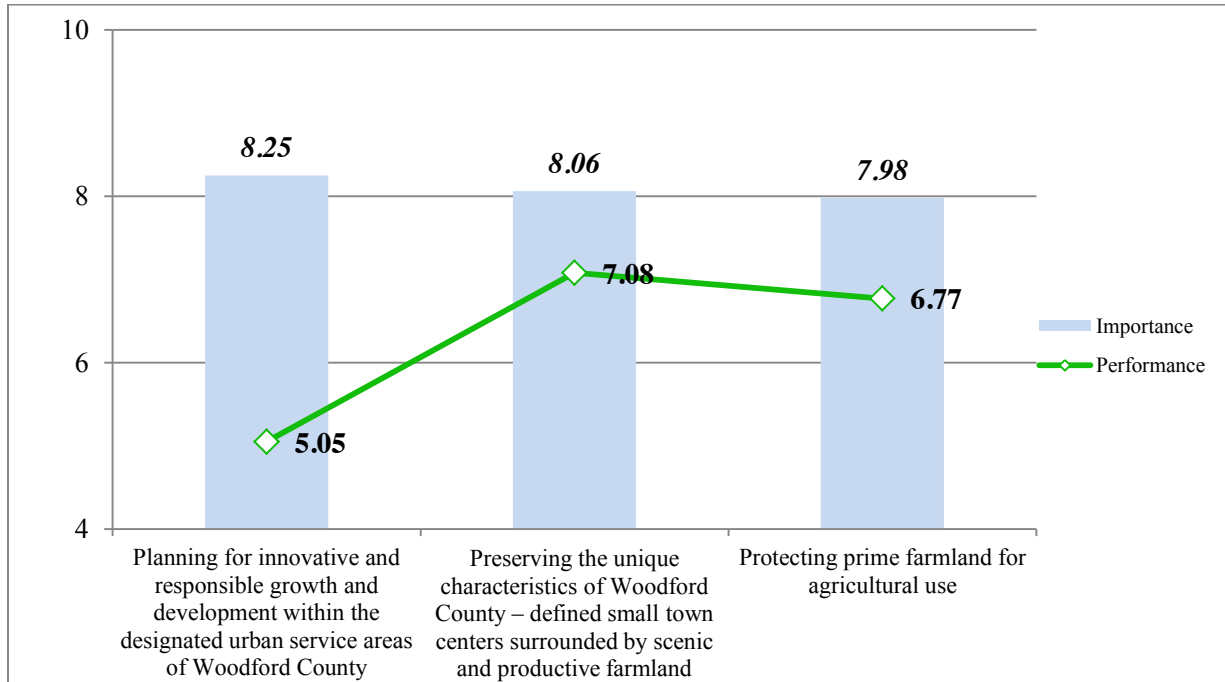
<i>What, if any, are the downsides of living in Woodford County?*</i>	2015 (Base: 1,463)
Lack of available goods & services locally	35%
Lack of restaurants	24%
Few entertainment options	14%
Lack of growth	7%
High cost of living	5%
Push for growth/development/sprawl	4%
Traffic	4%
Road conditions/safety	2%
Vacant commercial buildings/land	2%
Lack of job opportunities	2%
Small town politics	2%
Lack of representation of all constituents	2%
Water/sewer quality and expense	1%
Political favoritism/cronyism/good old boy network	1%
Other	15%
No answer	20%

** Totals may add to more than 100% due to multiple responses*

Single Most Important Issue Facing Woodford County



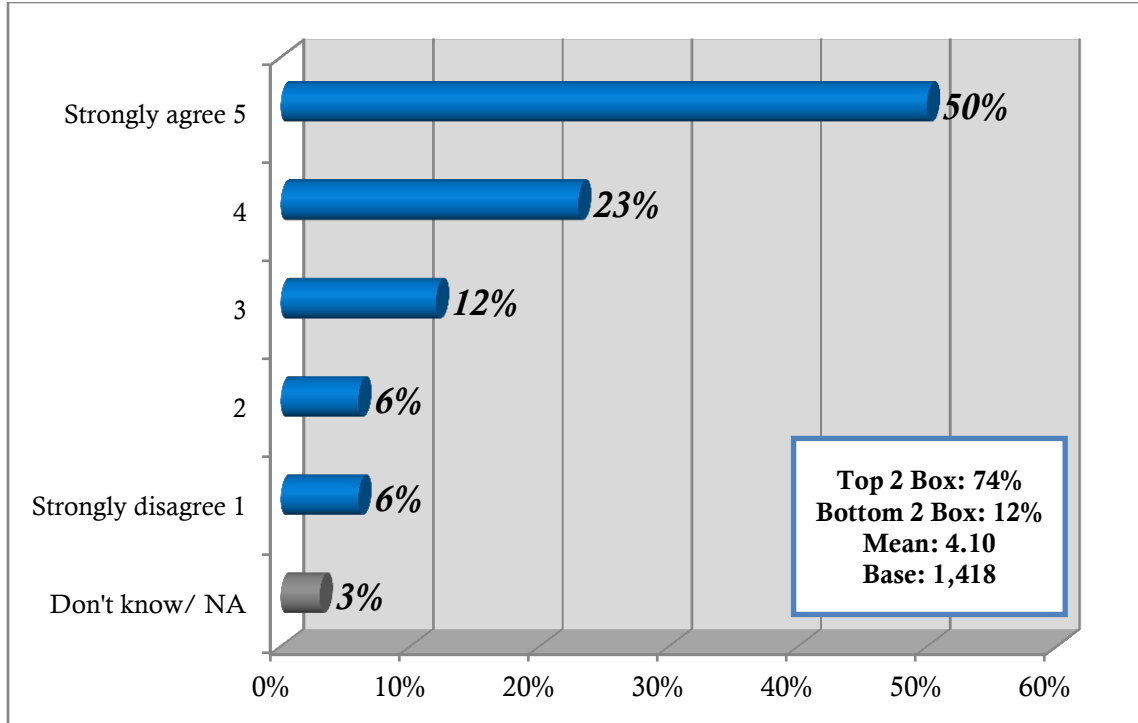
Comparison in Importance & Performance Ratings



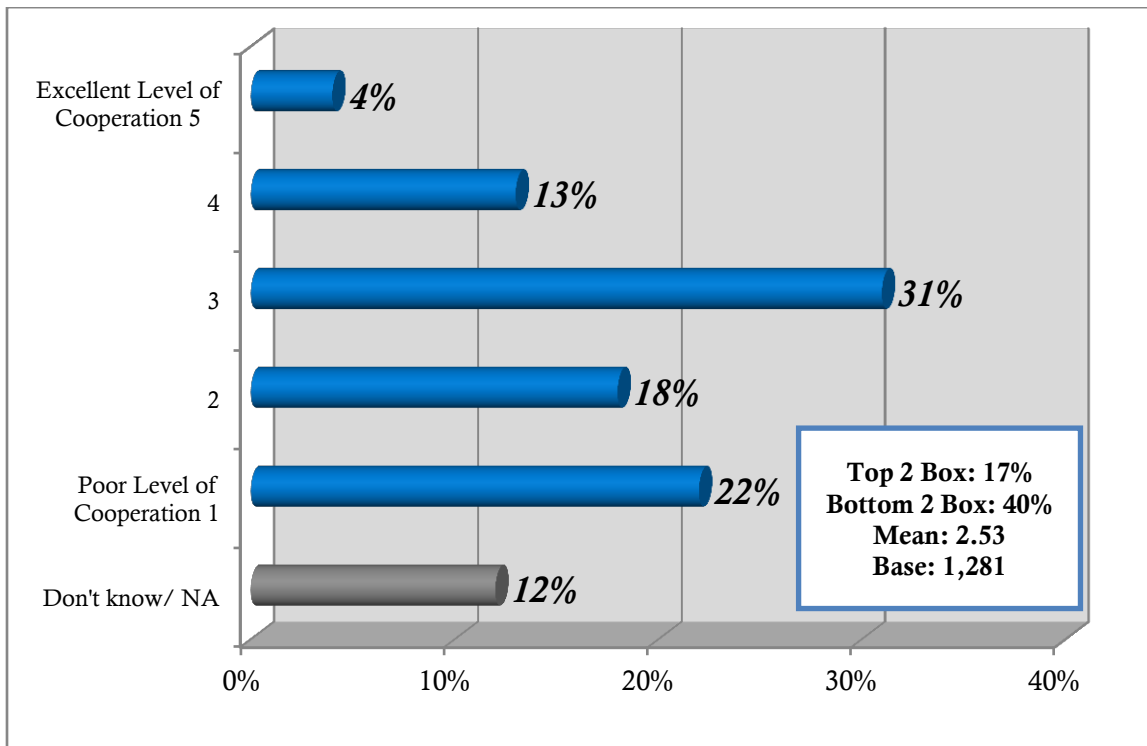
Priority Ratings

	Mean	Top 2 Box	Bottom 2 Box
Redevelopment of vacant land and property within the urban service areas	8.47	64%	4%
Basic infrastructure services such as sewers, roads and other public services	8.33	54%	2%
Protecting Woodford County's key agricultural areas such as horse farms from development	8.18	60%	6%
Attracting new business (retail stores, restaurants) to Woodford County	7.87	54%	6%
Encouraging more locally grown and produced food products to make our community more self-sustaining and grow our agricultural economy	7.84	48%	4%
Historic preservation of existing buildings in the county	7.59	60%	6%
Revitalization of Versailles and Midway central business district buildings and streetscapes	7.28	54%	7%
Expanding the county's recreational trail system	6.92	48%	9%
Addressing affordable housing needs in the community	6.79	30%	9%
Funding for a Purchase of Development Rights Program to preserve Woodford County's farmland	6.62	31%	13%
Beautification of the US 60 corridor leading into Versailles	6.45	29%	13%
Development of Midway Station	5.70	15%	16%
Completion of a Northwest Connector road between US 62 and US 60	5.16	19%	29%

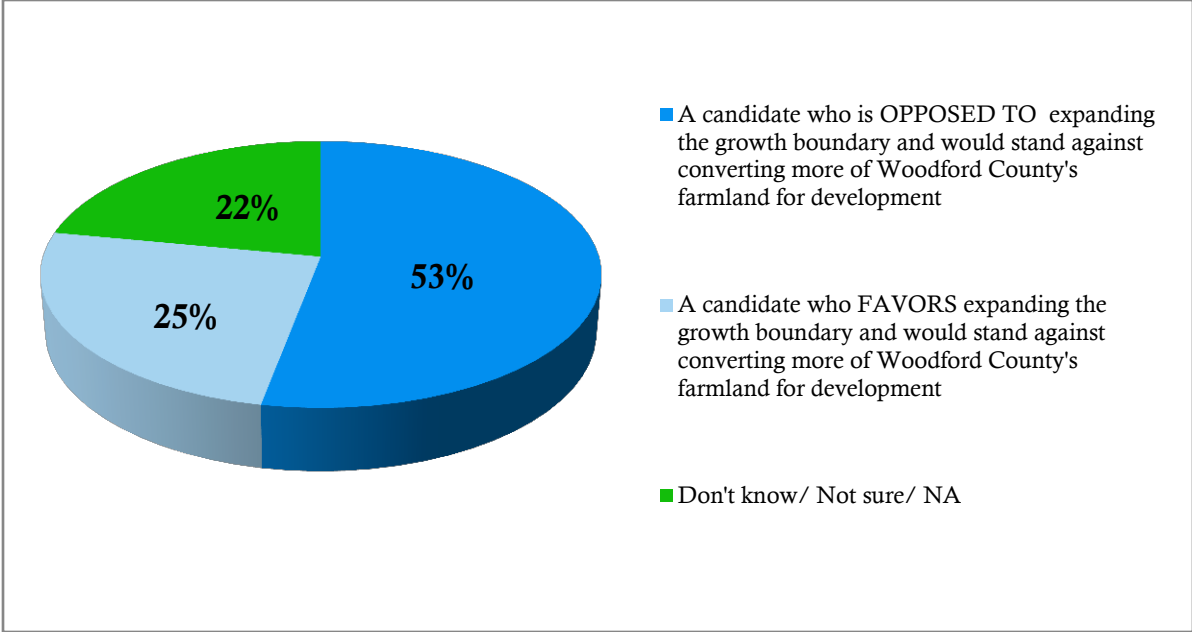
Agreement with Woodford Forward's Mission



Ratings of Level of Cooperation



Candidate Position Alignment



Insights

Community Identity: The Positives

Woodford County Residents see the best aspects of their community as having:

- Small town atmosphere, ideals and values
- Beautiful countryside and landscape
- A convenient, central, accessible location
- Friendly, caring people

Community Identity: The Downsides

Residents feel the primary downsides of living in Woodford County are:

- Lack of local goods, services & dining options
- Few options for entertainment
- Stagnation in growth & development

Importance & Performance

Woodford County residents believe that planning for innovative and responsible growth and development within the urban service area is highest in importance – yet give the lowest ratings for performance in that area.

Preserving the unique characteristics of Woodford County- defined small town centers surrounded by scenic and productive farmland is an area where performance is closer to the level of importance ratings given by citizens.

Priorities

Top 5 priorities:

- Redevelopment of vacant land & property within the urban service area
- Basic infrastructure services
- Protecting key agriculture areas from development
- Attracting new businesses
- Encouraging more locally grown food products & growing the agriculture economy

Mission

Nearly *three-quarters* of respondents agree with the statement:

“The future of Woodford County will depend on balancing a moderate level of innovative and sustainable growth around its central town centers, while at the same time protecting productive and unique farmland in the county.”

Candidate Support

Regarding the issue of candidate support regarding urban service area expansion, the community is divided.

- Just over half of respondents would be likely to vote for a local candidate who would be opposed to expanding the urban service area
- A quarter would vote for a candidate who would be in favor of expansion
- 20% are undecided

The Dilemma

The research and the responses of the survey participants underscores the major dilemma facing Woodford County and that is . . .

How does the community grow and become more vibrant and self-sustaining, while at the same time maintain its uniqueness and aesthetic beauty?

Community Support

High levels of support for:

- Preserving the unique landscape & beauty
- Encouraging infill development of the existing urban areas
- Maintaining the small town atmosphere
- Recognizing the altruism and caring aspect of the people of the community
- Encouraging the attraction of appropriate businesses to serve the needs of the community
- Growing the agricultural economy – locally grown products
- Historic preservation

Mixed levels of support for:

- Expansion of recreational trail system
- Affordable housing
- PDR funding
- Main road corridor beautification projects

Low levels of support for:

- Northwest connector road project
- Development of Midway station