

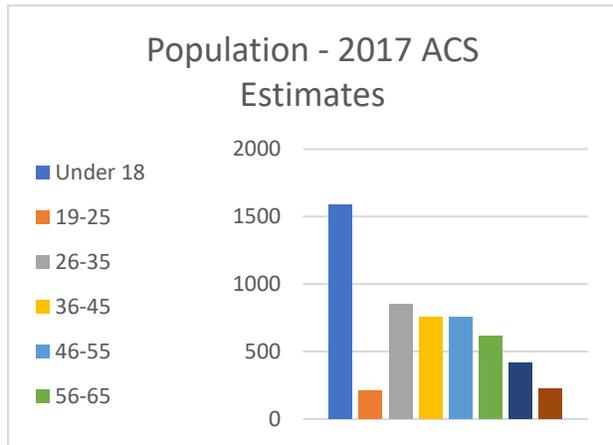
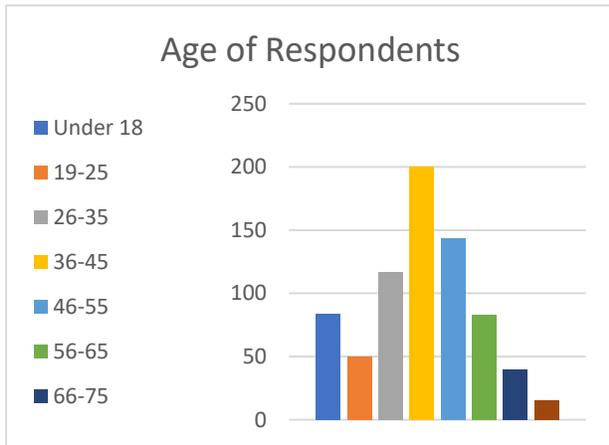
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Willard Comprehensive Plan Survey Results

The survey for the City of Willard's Comprehensive Plan was open for public input from January 21, 2019 to February 22, 2019. Of its estimated 5,426 residents, 742 submissions were received. With this large response, the survey submissions represent approximately 14% of Willard's population.

Demographics

An overwhelming 70% of survey respondents identified as female, totaling 515 submissions. The remaining submissions identified either as male or preferred not to say.



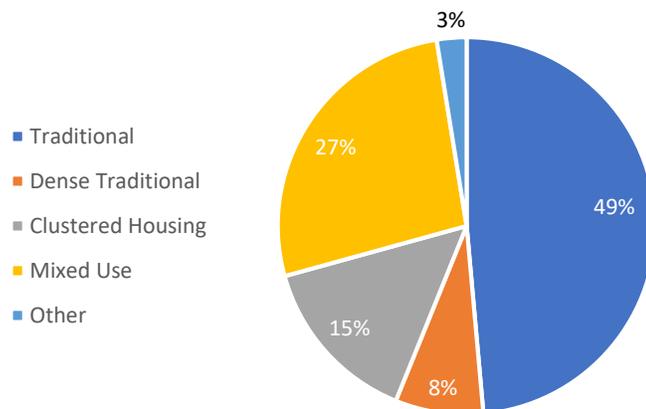
Housing

Homeowners greatly outnumber those who rent, with 72% respondents reporting they own their home.

According to the American Community Survey's 2017 estimates, 71.4% of Willard residents own their home. This shows that the responses to this survey have provided relatively accurate data.

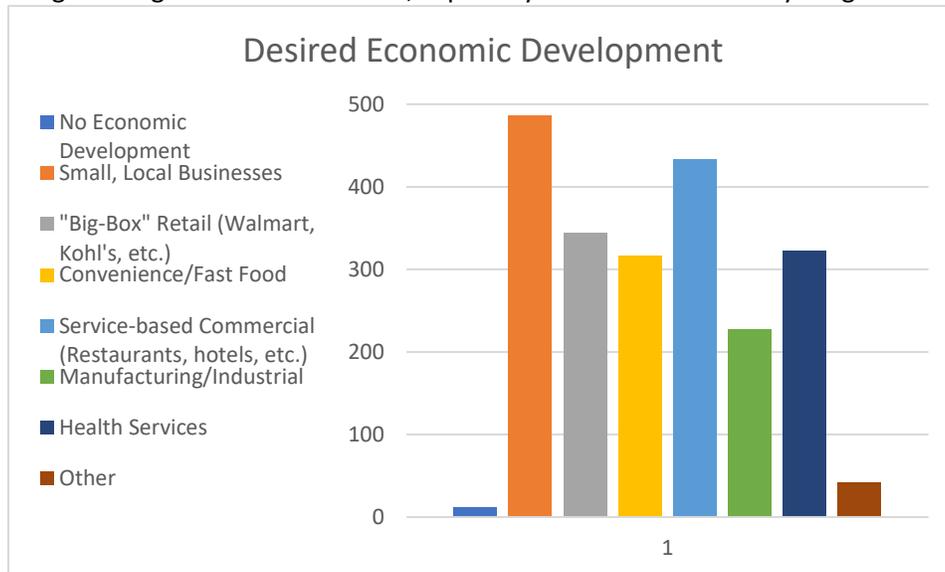
A question regarding length of residence in the city showed that 61% of respondents have lived in Willard for more than 10 years.

Desired Housing Developments



Economic Development

In the survey’s question seeking additional thoughts from respondents, business variety was by far the most frequent suggestion. Many comments in this section called for introducing businesses providing space for social gatherings and entertainment, especially for adolescents and young adults.

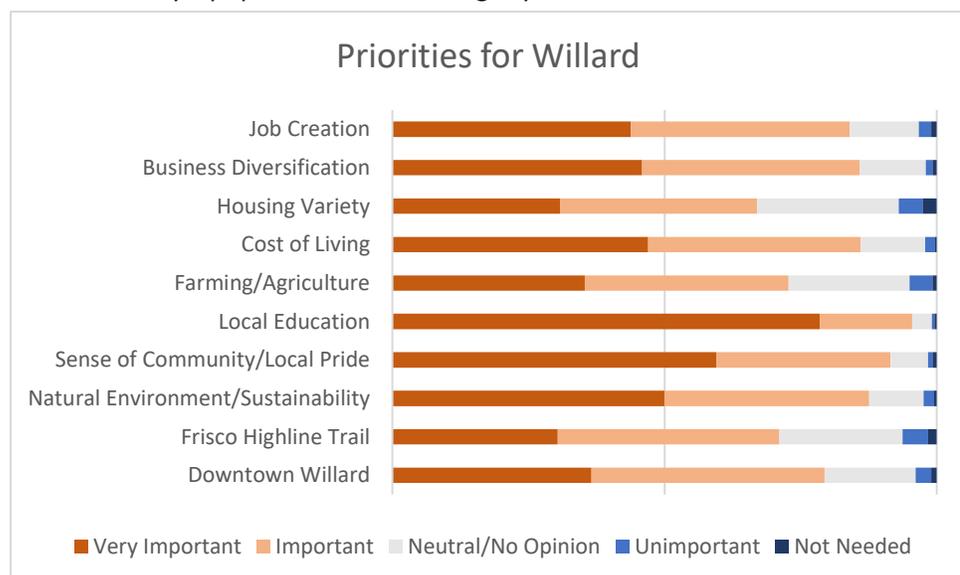


The majority of respondents in the work force commute between two and twenty-five miles per day, which likely indicates that many of Willard’s workers commute to Springfield. 42% of respondents reported working in or within two miles of Willard. The creation of jobs within Willard was also a hot topic among respondents who left additional comments; 84% of submissions listed job creation as “important” or “very important.”

Land Use/Environment

The pro-growth sentiment of Willard’s residents was evident in the responses, with 49% of residents claiming they would like to see the city’s population increase slightly over the next two decades, and 30% stating they would like to see significant growth.

Increases in commercial property were highly favored and infill of the downtown area was especially emphasized. In addition to population growth, many respondents supported expansion of Willard’s city limits.



Transportation, Infrastructure, and Community Facilities

Overall, respondents were split in their satisfaction with street conditions, with 43% claiming they were either “satisfied” or “very satisfied,” and 36% claiming they were either “dissatisfied” or “very dissatisfied”; 21% answered “neutral/no opinion.” Ratings for water and sewer were also more positive than negative, though large numbers of respondents had no opinion on these issues.

Parks and recreational facilities also received attention, with many respondents calling for more parks and improved facilities. Only 23% of respondents felt “very satisfied” with the city’s parks, and even fewer felt “very satisfied” about recreational facilities.

