

CITY OF ROME SURVEY SUMMARY



Priority Economic Development Needs

Cleaning Contaminated Properties and Adaptive Reuse & Rehabilitation of Buildings with a focus on energy efficiency came across as strong themes for economic development.

Most Important for Downtown Rome

Top Public Responses

- Commercial Building Reuse (66%)
- Public Safety Improvements (58%)
- Business Incentives / Incubators (56%)

Top High School Responses

- Create Walkable Streets (62%)
- Improve Access to Healthy Food (51%)
- Enhance Parks & Greenspace (51%)

Barriers to Local Development

Top Public Responses

- Local Taxing Structure (47%)
- Departure of Educated Professionals (45%)
- Poverty (42%)

Top High School Responses

- Provide Free Wi-Fi (66%)
- Fill Vacancies & Beautify Streets (54%)
- Improve Perception of Rome Schools (51%)
- Clean Contaminated Properties (51%)

Most Important Community Development Needs

Community Policing, Crime Prevention, Walkable Streets, Safe Sidewalks and the Reuse of Vacant Houses, Buildings and Lots came across as strong themes for neighborhoods.

Priorities for the City of Rome to Address

Top Public Responses

- Clean Contaminated Properties (58%)
- Fill Vacant Buildings & Houses (44%)
- “Complete Streets” Projects (41%)

Issues that Need Priority Attention

Top Public Responses

- Public Safety (28%) / Behavioral Health (28%)
- Small Business Development (27%)
- Youth & Recreation (26%) / Urgent Care (26%)

Health & Wellness

Top Public Responses

- Primary Care / Physicians (63%)
- Urgent Care / Clinics (49%)
- Behavioral / Mental Health (37%)

Venues & Events to Support

Top High School Responses

- Restaurants & Cafes (83%)
- Movies & Theaters (82%)
- Festivals, Fairs & Annual Events (71%)

Other Priorities

Top Public Comments

- Lowering Taxes
- Creating Jobs
- Addressing Drug Use

Top High School Comments

- Wi-Fi – Technology upgrades
- Boring – Need something to do
- Leave – Experience new places

Most Needed Improvements

Enhance Transportation Services

Top Public Responses

- Improve Sidewalks and Walkways for Pedestrians (69%)
- New Services and Alternative Transportation (39%)
- Add Bike Lanes to Streets (35%)
- Improve Bus Routes and Schedules (33%)

Housing

Top Public Responses

- Address Vacant and Abandoned Housing (52%)
- Provide Quality Affordable Housing (44%)
- Support Housing Rehabilitation (32%)

Sidewalks and Better Pedestrian Access, Alternatives to Traditional Transportation and More Convenient Public Bus Service were Strong Themes to Enhance Transportation

This document presents results drawn from Qualtrics software and shows general trends and common responses. This summary is not a complete analysis, the full results are available in the appendix. Any information and recommendations are presented in good faith and believed to be correct. In no event will Cornell Cooperative Extension of Oneida County or any of its components be responsible for damages of any nature whatsoever resulting from the use of or reliance upon such information.

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Education...

Resources for Future Success

Top High School Responses

- Scholarships (72%)
- College Prep Programs (70%)
- College Classes (AP) (69%)

Community Schools

Top High School Responses

- Job & Soft Skills Training (53%)
- Academic Support (52%)
- Health & Wellness (49%)

Top Public Responses

- Financial Literacy (59%)
- Academic Support (57%)
- Soft Skill Training (54%)
- Literacy (52%)

Barriers to Employment

Top Public Responses

- Education Level (57%)
- Training & Soft Skills (56%)
- Addiction Issues (35%)
- Affordable Childcare (35%)
- Limited Transportation (33%)

Retaining Residents

Top Public Responses

- Homebuyer Incentives (56%)
- New Employee Recruitment Packages (47%)
- College Graduate Incentives – Student Loan Payoffs (44%)

1,064 Accessed the Community Survey

227 Youth / Students (under age 18)
837 Public / Adults (over age 18)

Household Income

25% of adults that answered the survey live in households with an income less than \$50,000, while 33% live in households with an income over \$80,000.

Household Income	Youth Survey	Public Survey
Less than \$20,000	4%	3%
\$20,000 - \$29,999	2%	4%
\$30,000 - \$39,999	2%	8%
\$40,000 - \$49,999	1%	8%
\$50,000 - \$59,999	4%	10%
\$60,000 - \$69,999	.5%	10%
\$70,000 - \$79,999	.5%	9%
\$80,000 or More	21%	35%
Not Sure	50%	2%
Prefer Not to Share	15%	11%

Age

Approximately one third of the adults that provided their age were under 40 years old.

Age Range	Public Survey
Under 18	1%
18-25	9%
25-39	26%
40-54	32%
55-70	27%
Over 70	3%
Prefer not to share	2%

Who did we hear from...

Household Size

Persons per Household	Youth Survey	Public Survey
One	1%	14%
Two	8%	34%
Three	14%	19%
Four	34%	21%
Five	23%	6%
Six	9%	3%
More than Six	5%	1%
Prefer not to share	6%	2%

Gender

A third of public participants were male while nearly two-thirds were female.

Gender	Youth Survey	Public Survey
Male	40%	33%
Female	47%	64%
Other / Prefer not to share	13%	3%

Race/Ethnicity

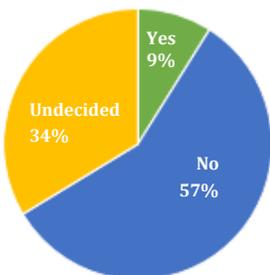
Youth respondents were more diverse than the public participants.

Race / Ethnicity	Youth Survey	Public Survey
White / Caucasian	67%	86%
Black / African American	4%	2%
Native American / Alaskan	2%	0%
Native Hawaiian / Pacific	.5%	0%
Asian	.5%	1%
Hispanic / Latino	3%	1%
Two or More Races	14%	3%
Other / Prefer not to share	9%	7%

Who will live here...

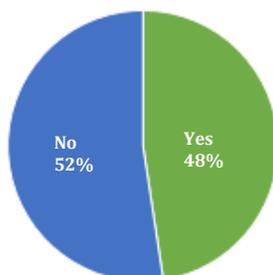
Based on the responses from the high school surveys, there is potential to retain youth in Rome.

Do you plan on making Rome your home upon graduating from high school/college?



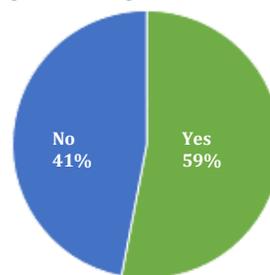
High School Students

If offered tuition incentives at a local college, would you agree to live and work in Rome for the next five years upon graduation?



High School Students

Would you consider living in Rome if there was a program to partially pay for your student loans in exchange for renting or owning a home in the City?



High School Students

Survey Themes

Infrastructure

Employment

Education

Public Safety

Technology

Beautification

Health

Housing

Quality of Life