

Shape Ypsilanti - Focus Group Jan-Feb 2013

Values Vote/Shape Tallies

Each focus group member had an unlimited number of votes for brainstormed guiding values they felt were important. Each group member had one shape to place by the guiding value they felt was most important to discuss.

Value	# of votes	Attendance	%	# of shapes	Focus Group	Date	Time
Mindfulness of the legacy	9	11	82%	0	Steering Committee	1/23/2013	7:00 p.m.
Transparency	5	11	45%	0	Steering Committee	1/23/2013	7:00 p.m.
Equity	5	11	45%	0	Steering Committee	1/23/2013	7:00 p.m.
Inclusion of broad range of people and ages	11	11	100%	2	Steering Committee	1/23/2013	7:00 p.m.
Inclusion to serve not just the usual suspects	8	11	73%	0	Steering Committee	1/23/2013	7:00 p.m.
Mindful of the past	6	11	55%	0	Steering Committee	1/23/2013	7:00 p.m.
Broad range of housing	7	11	64%	0	Steering Committee	1/23/2013	7:00 p.m.
Historic Resources	10	11	91%	0	Steering Committee	1/23/2013	7:00 p.m.
Quality of Place	11	11	100%	0	Steering Committee	1/23/2013	7:00 p.m.
Accessible Government (Quality of Place)	3	11	27%	0	Steering Committee	1/23/2013	7:00 p.m.
Beauty & Vibrancy (Quality of place)	8	11	73%	0	Steering Committee	1/23/2013	7:00 p.m.
Engaged, welcoming community	11	11	100%	1	Steering Committee	1/23/2013	7:00 p.m.
Vision to enrich community, look forward	6	11	55%	0	Steering Committee	1/23/2013	7:00 p.m.
Access to opportunity	11	11	100%	0	Steering Committee	1/23/2013	7:00 p.m.
Follow through	2	11	18%	0	Steering Committee	1/23/2013	7:00 p.m.
Natural Assets	8	11	73%	0	Steering Committee	1/23/2013	7:00 p.m.
Value the River	10	11	91%	0	Steering Committee	1/23/2013	7:00 p.m.
Walkability/Accessibility	4	4	100%	1	Westside Neighborhoods	2/9/2013	1:00 p.m.
Financial Sustainability	3	4	75%	1	Westside Neighborhoods	2/9/2013	1:00 p.m.
Cultural Diversity and Compassion	3	4	75%	0	Westside Neighborhoods	2/9/2013	1:00 p.m.
Engaged Citizenry	2	4	50%	0	Westside Neighborhoods	2/9/2013	1:00 p.m.
Public Safety	4	4	100%	0	Westside Neighborhoods	2/9/2013	1:00 p.m.
Sense of Community	4	4	100%	1	Westside Neighborhoods	2/9/2013	1:00 p.m.
Planning for the long-term	3	4	75%	0	Westside Neighborhoods	2/9/2013	1:00 p.m.
Incentivize local economy	4	4	100%	0	Westside Neighborhoods	2/9/2013	1:00 p.m.
Value Natural Resources	4	4	100%	1	Westside Neighborhoods	2/9/2013	1:00 p.m.
Openness to Unconventional Land Uses	3	4	75%	0	Westside Neighborhoods	2/9/2013	1:00 p.m.
Parkridge Park	6	7	86%	0	Parkridge Center	2/9/2013	9:00 a.m.
Stable zoning for neighborhoods	7	7	100%	2	Parkridge Center	2/9/2013	9:00 a.m.
More opportunities for folks to engage with the	7	7	100%	0	Parkridge Center	2/9/2013	9:00 a.m.
Better Streets for Residents/visitors	7	7	100%	0	Parkridge Center	2/9/2013	9:00 a.m.

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Safe, secure community	7	7	100%	5	Parkridge Center	2/9/2013	9:00 a.m.
Attractive neighborhoods	7	7	100%	1	Parkridge Center	2/9/2013	9:00 a.m.
Support downtown business community	6.5	7	93%	0	Parkridge Center	2/9/2013	9:00 a.m.
City communication of services	7	7	100%	0	Parkridge Center	2/9/2013	9:00 a.m.
Economic Stability	4	4	100%	1	Jane & Joe Session 1	2/16/2013	1:00 p.m.
Diversity	4	4	100%	0	Jane & Joe Session 1	2/16/2013	1:00 p.m.
Walkability, bikability & transit	2	4	50%	0	Jane & Joe Session 1	2/16/2013	1:00 p.m.
Cooperative	3	4	75%	0	Jane & Joe Session 1	2/16/2013	1:00 p.m.
Innovation	2	4	50%	0	Jane & Joe Session 1	2/16/2013	1:00 p.m.
Action!	3	4	75%	0	Jane & Joe Session 1	2/16/2013	1:00 p.m.
Fun!	3	4	75%	0	Jane & Joe Session 1	2/16/2013	1:00 p.m.
Diversity of Transportation	9	9	100%	2	Jane & Joe Session 2	2/16/2013	2:00 p.m.
Diversity & Collaboration	8	9	89%	1	Jane & Joe Session 2	2/16/2013	2:00 p.m.
Value back into the Community	4	9	44%	0	Jane & Joe Session 2	2/16/2013	2:00 p.m.
Efficiency	3	9	33%	0	Jane & Joe Session 2	2/16/2013	2:00 p.m.
Appealing Destination	7	9	78%	0	Jane & Joe Session 2	2/16/2013	2:00 p.m.
Fun!	7	9	78%	0	Jane & Joe Session 2	2/16/2013	2:00 p.m.
Sense of Community	8	9	89%	3	Jane & Joe Session 2	2/16/2013	2:00 p.m.
Education	7	9	78%	0	Jane & Joe Session 2	2/16/2013	2:00 p.m.
Growth - Encourage & Attract Business	8	9	89%	2	Jane & Joe Session 2	2/16/2013	2:00 p.m.
Safety	5	9	56%	0	Jane & Joe Session 2	2/16/2013	2:00 p.m.
Partners with Neighbors	2	9	22%	0	Jane & Joe Session 2	2/16/2013	2:00 p.m.
Well-distributed influence	1	9	11%	0	Jane & Joe Session 2	2/16/2013	2:00 p.m.
Improve Neighborhoods	8	10	80%	0	Arts & Events	2/19/2013	6:00 p.m.
Community building	4	10	40%	0	Arts & Events	2/19/2013	6:00 p.m.
Safety	5	10	50%	0	Arts & Events	2/19/2013	6:00 p.m.
No blight, derelict properties	8	10	80%	1	Arts & Events	2/19/2013	6:00 p.m.
Use Water Street	9	10	90%	0	Arts & Events	2/19/2013	6:00 p.m.
Great Location	6	10	60%	0	Arts & Events	2/19/2013	6:00 p.m.
Reach out to Townships	5	10	50%	1	Arts & Events	2/19/2013	6:00 p.m.
Preserve the City	10	10	100%	1	Arts & Events	2/19/2013	6:00 p.m.

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Bridge EMU/Ypsi Gap	9	10	90%	0	Arts & Events	2/19/2013	6:00 p.m.
Bring/Incentivize creativty	9	10	90%	3	Arts & Events	2/19/2013	6:00 p.m.
Space for Arts & Activities	8	10	80%	3	Arts & Events	2/19/2013	6:00 p.m.
Allow food in the city	10	10	100%	0	Arts & Events	2/19/2013	6:00 p.m.
Complete Transportation System	10	10	100%	1	Arts & Events	2/19/2013	6:00 p.m.
Friendlier streets	6	10	60%	0	Arts & Events	2/19/2013	6:00 p.m.
Improve existing resources (parks, programmin	3	8	38%	0	EMU Students	2/25/2013	4:00 p.m.
Measurable impacts	1	8	13%	0	EMU Students	2/25/2013	4:00 p.m.
Celebrate	1	8	13%	0	EMU Students	2/25/2013	4:00 p.m.
Target revitalization of abandoned commercial	4	8	50%	2	EMU Students	2/25/2013	4:00 p.m.
Fun! Later business hours for students & more	5	8	63%	1	EMU Students	2/25/2013	4:00 p.m.
Quality Transportation	6	8	75%	0	EMU Students	2/25/2013	4:00 p.m.
Convenience Stores	1	8	13%	0	EMU Students	2/25/2013	4:00 p.m.
EMU is part of the community	7	8	88%	3	EMU Students	2/25/2013	4:00 p.m.
Revitalize between EMU & Downtown	4	8	50%	2	EMU Students	2/25/2013	4:00 p.m.
Feeling of safety	7	8	88%	0	EMU Students	2/25/2013	4:00 p.m.
Solid Education System	3	8	38%	0	EMU Students	2/25/2013	4:00 p.m.
Events & Programs to bring EMU & Ypsi togeth	8	8	100%	3	EMU Students	2/25/2013	4:00 p.m.
Safety	5	5	100%	2	Youth & Religious	2/20/2013	6:00 p.m.
Involve youth	5	5	100%	2	Youth & Religious	2/20/2013	6:00 p.m.
Link EMU students to the community	5	5	100%	1	Youth & Religious	2/20/2013	6:00 p.m.
Diversity of Housing	5	5	100%	0	Youth & Religious	2/20/2013	6:00 p.m.
Efficiency	1	5	20%	0	Youth & Religious	2/20/2013	6:00 p.m.
Create Urban Place to live, work, shop & play	6	6	100%	0	Business	2/20/2013	3:00 p.m.
Better Business Environment that is welcoming	6	6	100%	3	Business	2/20/2013	3:00 p.m.
Fiscal Sustainability	5	6	83%	0	Business	2/20/2013	3:00 p.m.
Physical Sustainability	4	6	67%	0	Business	2/20/2013	3:00 p.m.
Community building	2	6	33%	0	Business	2/20/2013	3:00 p.m.
Easy to use transportation system	4	6	67%	0	Business	2/20/2013	3:00 p.m.
Plan, maintain & create recreation & events for	3	6	50%	1	Business	2/20/2013	3:00 p.m.
Public Safety	n/a	n/a	n/a	2	Business	2/20/2013	3:00 p.m.

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Value	% votes for important in each focus group	# of shapes in each focus group	Focus Group	Description
Inclusion of all people & ages	100%	2	Steering Committee	
	18%		<i>Historic/Real Estate</i>	Equity in decision making
Cultural Diversity & Compassion	75%	0	Westside Neighborhoods	Folks have affordable, accessible transportation (sun-powered buses)
			<i>Steering Committee</i>	Housing for all stages of life and incomes
			<i>Steering Committee</i>	Walkable
			<i>Steering Committee</i>	Accessibility for wheelchairs & strollers (ramps in parks)
			<i>Steering Committee</i>	Communication to all (flyers, posters, people, web)
			<i>Steering Committee</i>	Events in schools
			<i>Steering Committee</i>	Include low-income people
			<i>Steering Committee</i>	Bike-friendly
			<i>Steering Committee</i>	Part of regional transit network
			<i>Steering Committee</i>	Embrace status as a college town
			<i>Steering Committee</i>	Ask EMU students to embrace Ypsilanti
Diversity	100%	0	Jane & Joe Session 1	Social programs and weave into community
			<i>Westside Neighborhoods</i>	Integrate economic levels throughout - # of social service, # of expensive homes in every neighborhood
			<i>Westside Neighborhoods</i>	More awareness of what is going on in other neighborhoods
Diversity	100%	0	Jane & Joe Session 1	Housing - products, price, all ages and sustainable
			<i>Jane & Joe Session 1</i>	Class
			<i>Jane & Joe Session 1</i>	Diversity, Pride and Heritage
			<i>Jane & Joe Session 1</i>	Respect for Ypsi
			<i>Jane & Joe Session 1</i>	More open, less insular
			<i>Jane & Joe Session 1</i>	Student power

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Diversity cont.			<i>Jane & Joe Session 1</i>	Cohesive
			<i>Jane & Joe Session 1</i>	Family - the Scandinavia of the Midwest
Diversity & Collaboration	89%	1	<i>Jane & Joe Session 2</i>	
			<i>Jane & Joe Session 2</i>	Collectivity
			<i>Jane & Joe Session 2</i>	Integration
			<i>Jane & Joe Session 2</i>	Interdisciplinary
			<i>Jane & Joe Session 2</i>	Sharing
Diversity of Housing	100%	0	<i>Youth & Religious</i>	
				Affordable housing, tax base
				Huron/Hamilton - group home concentration
				Housing is critical in county - need SROs
Quality of Place	100%	4	<i>Steering Committee</i>	
			<i>Steering Committee</i>	Need a positive brand
			<i>Steering Committee</i>	Safety is key
			<i>Steering Committee</i>	Walkability
			<i>Steering Committee</i>	Multitple, vibrant business districts
			<i>Steering Committee</i>	Continue, maintain & communicate events (Festivals, Car Shows)
			<i>Steering Committee</i>	Ypsi Pride Day more often
			<i>Steering Committee</i>	Place a traveler can call home
			<i>Steering Committee</i>	Great potential
			<i>Steering Committee</i>	Parks with activities
			<i>Steering Committee</i>	Need visitor friendly navigation
			<i>Steering Committee</i>	Retention of EMU students (EMU discount card)
	64%		<i>Historic Pres./Real Estate</i>	Increase pride of living in Ypsi

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Quality of Place cont.		1	<i>Historic Pres./Real Estate</i>	Promote the City <i>Historic Pres./Real Estate</i> Work on image/perceptions
Better Business Environment that is welcoming & attractive	100%	3	Business	<i>Business</i> A dedicated business attraction plan <i>Business</i> perfectly planned placement of businesses <i>Business</i> Not overbuilt <i>Business</i> Sense of no crime <i>Business</i> Street cleanliness <i>Business</i> Public safety <i>Business</i> good lighting <i>Business</i> parking <i>Business</i> safe on street <i>Business</i> Image is important <i>Business</i> Foot traffice every day - a critical mass <i>Business</i> Unique & organic creating an atmosphere that enables things to happen without steering <i>Business</i> businesses with more consistent hours <i>Business</i> Make downtown harder to establish business in, seeing more quality tenants
Phycial Sustainability	67%	0	Business	Everyone can get what they need in the City <i>Business</i> All of Ypsi are members of YFCoop <i>Business</i> Know where you are and be comfortable <i>Business</i> Food access

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Phycial Sustainability cont.			<i>Business</i>	Self-ability to provide for self
			<i>Business</i>	Handicap accessibilitiy
			<i>Business</i>	Will be able to have public services, i.e., police, fire, etc., to develop along with new growth
Appealing Destination	78%	0 Jane & Joe Session 2	<i>Jane & Joe Session 2</i>	Rustic Charm
			<i>Jane & Joe Session 2</i>	Hipstoric
			<i>Jane & Joe Session 2</i>	Trees
Great location!	60%	0 Arts/Events	<i>Arts/Events</i>	Proximity to Ann Arbor to Detroit
			<i>Arts/Events</i>	Make Ypsilanti a destination city for visitors
			<i>Arts/Events</i>	Stop living in Ann Arbor's shadow. Stop comparisions
Sense of Community	100%	1 Westside Neighborhoods	<i>Westside Neighborhoods</i>	Good town/gown relationships
			<i>Westside Neighborhoods</i>	Less bright lines between students and neighborhoods
			<i>Westside Neighborhoods</i>	Mixed use/better integration/no student ghetto/no adult homeowner ghetto
			<i>Westside Neighborhoods</i>	Diveristy of housing stock/neighborhoods
			<i>Westside Neighborhoods</i>	Common space to gather/city-supported gathering spaces
			<i>Westside Neighborhoods</i>	historic character
			<i>Westside Neighborhoods</i>	Workers, landlords, homeowners, renters and EMU student work together in system
			<i>Westside Neighborhoods</i>	Community relationships
			<i>Westside Neighborhoods</i>	Relationships with adjacent communities

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			<i>Westside Neighborhoods</i>	City support the school district
Sense of Community cont.	89%	3	Jane & Joe Session 2	
			<i>Jane & Joe Session 2</i>	Horizontality
			<i>Jane & Joe Session 2</i>	Neighborhood garage sale
			<i>Jane & Joe Session 2</i>	Anti-suburban
Cooperative	75%	0	Jane & Joe Session 1	
			<i>Jane & Joe Session 1</i>	Investment in small projects
			<i>Jane & Joe Session 1</i>	Unnecessary duplication of efforts
			<i>Jane & Joe Session 1</i>	Become more aware of others
			<i>Jane & Joe Session 1</i>	Less fighting/less combative
			<i>Jane & Joe Session 1</i>	Celebrate other's successes
			<i>Jane & Joe Session 1</i>	Decrease/eliminate clash of institutional styles and protection of fiefdoms
Community Building	40%	0	Arts/Events	
			<i>Arts/Events</i>	Use existing avenues to persuade ethnic groups to use all facilities
			<i>Arts/Events</i>	Americorps or youth leadership geared towards community projects
			<i>Arts/Events</i>	community-wide service days, focused on MLK day
			<i>Arts/Events</i>	Community radio station
Community Building	33%	0	Business	
			<i>Business</i>	Community Space, like the frieghthouse
			<i>Business</i>	Inclusive and cooperative including other municipalities, departments, cities, counties and businesses
			<i>Business</i>	Strong partnership with EMU

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Community Building cont.			<i>Business</i>	Not about ego, it is about people. Is it in the best interest of the people (collectively) of the City of Ypsilanti?
Better EMU/City Relationship	75%	1	Jane & Joe Session 1	
			<i>Jane & Joe Session 1</i>	Single-most important cooperative effort
			<i>Historic/Real Estate</i>	Attract faculty to live here
			<i>Historic/Real Estate</i>	Improve connections with the City (physical connections)
			<i>Historic/Real Estate</i>	Consider the impact of campus expansions on City
			<i>Historic/Real Estate</i>	Integration into decision-making (two-way)
			<i>Historic/Real Estate</i>	Bring students more into the community
Revitalize between EMU & Downtown	50%	2	EMU Students	
			<i>EMU Students</i>	Revitalize empty housing between Cross & Michigan, needs greater oversight. Has poor conditions & safety
			<i>EMU Students</i>	How can we neutralize areas along Washtenaw and Michigan and First, where people are afraid?
Bridge EMU/Ypsi gap	90%	0	Arts/Events	
			<i>Arts/Events</i>	Bridge gap between EMU & community
	88%	3	EMU Students	
EMU is part of the community			<i>EMU Students</i>	EMU is part of the community, not a separate entity (i.e. residents, \$, etc.)
			<i>EMU Students</i>	Stronger connection between EMU & Ypsi community

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Events & Programs to bring EMU & Ypsi together	100%	3	EMU Students	EMU should program for greater community involvement. Service projects? LBC?
				Make students aware of all that Ypsilanti has to offer, and make residents aware of what EMU has to offer
				Events during the summer, EMU leaves, city seems to stop
				Events like th Color Run are a great way to bring together students and the community
				Website links to Visit Ypsi and Marketing
				Outreach/relationship between local businesses and students at EMU
				Events when students around
				Festivals, collaboration with Visit Ypsilanti and EMU
Link EMU students to the community	100%	1	Youth & Religious	Collaboration Ypsi/EMU
				EMU students help with high school kids
				EMU sports teams active in the community
Attractive neighborhoods	100%	1	Parkridge Center	Parkridge Center Enforcement of noise ordinance - loud noise
				Parkridge Center Blight enforcement
				Parkridge Center Minigrants for neighborhood projects
				Parkridge Center Partner with neighborhood associations for grants
				Parkridge Center City Beautification - not just downtwon

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Attractive neighborhoods cont.	45%		<i>Historic/Real Estate</i>	More aggressive code enforcement
Stable zoning for neighborhoods	100%	2	Parkridge Center	
			<i>Parkridge Center</i>	Issue with halfway houses, adult day care homes coming into neighborhoods without notice to those living there
	18%		<i>Historic/Real Estate</i>	Consider zoning's impact on neighborhood character
			<i>Historic/Real Estate</i>	Balance of uses/density and balance of homeowners/renters
			<i>Historic/Real Estate</i>	Size of structures, lot coverage, setbacks
	45%		<i>Historic/Real Estate</i>	Protect & Stabilize neighborhoods
	55%		<i>Historic/Real Estate</i>	Promote homeownership
			<i>Historic/Real Estate</i>	Better branding of neighborhoods
			<i>Historic/Real Estate</i>	Active neighborhood associations
	45%		<i>Historic/Real Estate</i>	Have a plan to deal with foreclosures/vacant buildings
Improve Neighborhoods	80%	0	Art/Events	
			<i>Art/Events</i>	Expand Wireless Ypsi into neighborhoods
				Easy, clear access to the river
				Recycling bins outside next to trash cans
Walkability/Accessibility	100%	1	Westside Neighborhoods	
			<i>Westside Neighborhoods</i>	Adequate crosswalks
			<i>Westside Neighborhoods</i>	Safe place to walk with kids and elder
			<i>Westside Neighborhoods</i>	Don't feel contained by busy roads & traffic
			<i>Westside Neighborhoods</i>	bus services

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Walkability/Accessibility cont.	27%		<i>Westside Neighborhoods</i>	stroller-friendly
			<i>Westside Neighborhoods</i>	way-finding
			<i>Westside Neighborhoods</i>	Bike-friendly
			<i>Historic/Real Estate</i>	Ease of movement for vehicles, walking, etc.
			<i>Historic/Real Estate</i>	All areas accessible for students
			<i>Historic/Real Estate</i>	More two-way streets
Walkability, bikability, transit	50%	0	Jane & Joe Session 1	
			<i>Jane & Joe Session 1</i>	Sustainability, future-oriented, climate issues
Diversity of Transportation	100%	2	Jane & Joe Session 2	
			<i>Jane & Joe Session 2</i>	Sidewalks on Washtenaw
			<i>Jane & Joe Session 2</i>	More places to lock my bike
			<i>Jane & Joe Session 2</i>	Public transportation
			<i>Jane & Joe Session 2</i>	Rail to Detroit
			<i>Jane & Joe Session 2</i>	100% walkability
Complete Transportation System	100%	1	Arts/Events	
			<i>Arts/Events</i>	Change all street names to spices and flowers
			<i>Arts/Events</i>	Better access to water at Frog Island Community Garden
			<i>Arts/Events</i>	Cross Street and others are two-way traffic
			<i>Arts/Events</i>	Pedestrian bridge for Amtrak users at Depot Town, access on both sides of tracks
			<i>Arts/Events</i>	Bike tours or walking tours, renegade in style
			<i>Arts/Events</i>	More parking

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Complete Transportation System cont.			<i>Arts/Events</i>	Transportation to Detroit
			<i>Arts/Events</i>	Comprehensive bike lane system
			<i>Arts/Events</i>	More bicycle racks
			<i>Arts/Events</i>	Transportation to the airport
			<i>Arts/Events</i>	Street repairs
			<i>Arts/Events</i>	Bike lockers at train station
Quality Transportation	75%	0 EMU Students		Quality of transportation between parts of town including: bike paths, bus routes, sidewalks, etc.
			<i>EMU Students</i>	Transit within Ypsi nota s easy as between Ypsi and A2
			<i>EMU Students</i>	A provision of transportation options, A welcme connection for opportunity of strength between the City of Ypsi and EMU
			<i>EMU Students</i>	Lots of pedestrian traffic, but sidewalks/bike lanes not always present/maintained
Easy to use transportation system	67%	0 Business	<i>Business</i>	Signs, especially for visitors
			<i>Business</i>	Quality infrastructure
			<i>Business</i>	Good bus system
			<i>Business</i>	Well signed directionals
			<i>Business</i>	Adequate well-signed parking
			<i>Business</i>	Walkability

Shape Ypsilanti - Focus Group Jan-Feb 2013

Top Values Descriptions

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Easy to use transportation system cont.			<i>Business</i>	How will mass transit enter into our economic outlook & sustainability?
			<i>Business</i>	Walkability
Better Streets for Residents/visitors	100%	0	Parkridge Center	
			<i>Parkridge Center</i>	Slow traffic - speed bumps are loud, traffic signal needs change
			<i>Parkridge Center</i>	Repairs needed
			<i>Parkridge Center</i>	On-street parking on one-way streets
Friendlier Streets	60%	0	Arts/Events	
			<i>Arts/Events</i>	Dog friendly venues
			<i>Arts/Events</i>	Public drinking fountains
			<i>Arts/Events</i>	Little free libraries
Engaged, welcoming, community	100%	1	Steering Committee	
Engaged Citizenry	50%	0	Westside Neighborhoods	
			<i>Steering Committee</i>	Public Art
			<i>Steering Committee</i>	Enhance & optimize things like events (keep parts oiled up, volunteers/organizers engaged)
			<i>Steering Committee</i>	Beautification of the edges (welcome sign, mural on I-94 wall)
			<i>Steering Committee</i>	Need a theme for Ypsi
			<i>Westside Neighborhoods</i>	Transparent processes
			<i>Westside Neighborhoods</i>	Clear communication - feels haphazard now
			<i>Westside Neighborhoods</i>	Full information and analysis given to residents
			<i>Westside Neighborhoods</i>	Things do well - on-line

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Engaged Citizenry cont.	100%	1	Steering Committee	Use
Access to opportunity			<i>Steering Committee</i>	Social support network
			<i>Steering Committee</i>	Opportunities there but are not known
			<i>Steering Committee</i>	Landing pages for google search on Ypsilanti
			<i>Steering Committee</i>	Networking
			<i>Steering Committee</i>	Everyone has the same chance
			<i>Steering Committee</i>	Access to show up and get a voice
Well-distributed influence	11%	0	Jane & Joe Session 2	
More opportunities for folks to engage with the city	100%	0	Parkridge Center	
			<i>Parkridge Center</i>	town halls in neighborhoods
			<i>Parkridge Center</i>	flyers
City communication of services	100%	0	Parkridge Center	
			<i>Parkridge Center</i>	City communciation of services
			<i>Parkridge Center</i>	Adult foster homes for rezoning
			27%	<i>Historic/Real Estate</i>
Efficiency	33%	0	Jane & Joe Session 2	
			<i>Jane & Joe Session 2</i>	Stream-lined processes
Efficiency	20%	0	Youth & Religious	
			<i>Youth & Religious</i>	Building permit guidelines

Shape Ypsilanti - Focus Group Jan-Feb 2013

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Preserve the City	100%	1	Arts/Events	Maintain dense, new urbanist, integrated aesthetic/foundation for new construction
			Arts/Events	Strong enforcement of building code, zoning and Historic District
			Arts/Events	Adaptive re-use encouragement
			Arts/Events	History Architecture
			Arts/Events	Rutherford Pool renovations
Historic Resources	91%	1	Steering Committee	Showcase and optimize architecture to visitors and community Tours
			Steering Committee	Re-use buildings while continuing history (make sure the regs are not too crazy)
			steering Committee	Access to volunteers
	73%	1	Historic/Real Estate	Consider the economics of historic preservation
			Historic/Real Estate	Adaptive re-use of structures (need to make sure zoning allows)
			Historic/Real Estate	Re-use of historic buildings sometimes creates incompatible uses in neighborhoods
			Historic/Real Estate	Possible expansion of historic districts?
36%	1	Historic/Real Estate	Bring non-taxable property back onto the tax rolls	
		Historic/Real Estate	Improve the perception of historic areas/better PR for what HDC does	
Value the River	91%	1	Steering Committee	Come to Parks and Recreation Committee Meetings
			Steering Committee	River Days
			Steering Committee	Maintain Access
			Steering Committee	How to see the river (lessons from other cities)

Shape Ypsilanti - Focus Group Jan-Feb 2013

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Value Natural Resources	100%	1	Westside Neighborhoods	
			<i>Westside Neighborhoods</i>	Need more trees
			<i>Westside Neighborhoods</i>	Maintain parks with eye toward sustainable practices
			<i>Westside Neighborhoods</i>	Signs to the river
			<i>Westside Neighborhoods</i>	Natural resources
			<i>Westside Neighborhoods</i>	The river and/or water
	86%	0	Parkridge Center	
Parkridge Park			<i>Parkridge Center</i>	Renovations
			<i>Parkridge Center</i>	More senior activity
Space for Arts & Activites	80%	3	Arts/Events	
			<i>Arts/Events</i>	Dog park
			<i>Arts/Events</i>	City-wide snow globe
			<i>Arts/Events</i>	More places to hang out that are not bars
			<i>Arts/Events</i>	Movies in Riverside/Frog Island Park
			<i>Arts/Events</i>	More actually public music allowed in parks
			<i>Arts/Events</i>	Big dance venue/ballroom
			<i>Arts/Events</i>	Use empty space in DTE building
			<i>Arts/Events</i>	All kinds of people out & about , walking, biking, talking, playing, reading, doing
			<i>Arts/Events</i>	outdoor Mitten Huron arts festival
			<i>Arts/Events</i>	more recreation activities, skate park, ice rink, etc
			<i>Arts/Events</i>	impromptu choir singing pop songs
			<i>Arts/Events</i>	movie theater
			<i>Arts/Events</i>	more/new youth attracting events in Riverside/Frog Island
			<i>Arts/Events</i>	Urban art areas
			<i>Arts/Events</i>	Phantom galleries at empty lots/storefronts

Shape Ypsilanti - Focus Group Jan-Feb 2013

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Space for Arts & Activites cont.			<i>Arts/Events</i>	Inner tube the river
Plan, maintain & create recreation & events for monetary benefit	50%	1	<i>Business</i>	Ice skating Recreation especially related to the river Activities (not just entertainment) Recreation Events plan and park maintenance plan
Improve existing resources (parks, programming, events)	38%	0	<i>EMU Students</i>	More community events for residents to attend Frog Island is great! We should invest in improving existing resources
Growth - Encourage & Attract businesses	89%	2	<i>Jane & Joe Session 2</i>	Job growth Creativity Innovation Arts capital of Michigan Energy independence Street vendors Vitality

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			<i>Jane & Joe Session 2</i>	Jobs for EMU students
Growth - Encourage & Attract businesses cont.			<i>Jane & Joe Session 2</i>	Food carts
			<i>Jane & Joe Session 2</i>	Hopeful
			<i>Jane & Joe Session 2</i>	Public space for arts, music, events and impromptu happenings
			<i>Historic/Real Estate</i>	Ensure that zoning is redevelopment friendly
Bridge/Incentivize Creativity	90%	3 Arts/Events	<i>Arts/Events</i>	Passion for the area
			<i>Arts/Events</i>	Privately owned, not chains, unique shopping
			<i>Arts/Events</i>	Pop up shops
			<i>Arts/Events</i>	Food from India, Italy, Mexico, Thailand, Korea
			<i>Arts/Events</i>	All weather farmers market location
			<i>Arts/Events</i>	Creative community
			<i>Arts/Events</i>	Every storefront filled with something
			<i>Arts/Events</i>	Business discounts for showing library card
			<i>Arts/Events</i>	Ypsi small business kick ball league
			<i>Arts/Events</i>	Fresh food restaurants for dinner time
			<i>Arts/Events</i>	Comedy club (a good one)
			<i>Arts/Events</i>	Food carts for small businesses
			<i>Arts/Events</i>	Rent incentives for start-ups
			<i>Arts/Events</i>	Emphasis on attracting musicians/techie
			<i>Arts/Events</i>	Focus on incentives for local businesses
			<i>Arts/Events</i>	Self starters within community

Shape Ypsilanti - Focus Group Jan-Feb 2013

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Fiscal Sustainability	83%	0	Business	Business Sustainability
			Business	Complimentary businesses
			Business	Will it help businesses thrive & grow?
			Business	Will the concept, thought and/or plan still be relevant in 20 years?
			Business	Prosper, not survival
Financial Sustainability	75%	1	Westside Neighborhoods	Are we looking at power sources that can be fed to citizens/non-profits?
			Westside Neighborhoods	
Economic Stability	100%	1	Jane & Joe Session 1	Growth and Industry
			Historic/Real Estate	Employment opportunities
			Historic/Real Estate	Have a strong (and well funded) DDA with a focus on bus. recruitment
Safety	50%	0	Jane & Joe Session 1	Crime-free: Is it or do we aspire to it?
			Jane & Joe Session 1	Community watch
			Jane & Joe Session 1	Look at processes
			Jane & Joe Session 1	Strengthen neighborhood associations and neighborhood watches
Safety	56%	0	Jane & Joe Session 2	Clean
			Jane & Joe Session 2	Neighborhood signs

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Safety	100%	2	Youth & Religious	
			<i>Youth & Religious</i>	Police presence - officer come in and say hi at youth programs
			<i>Youth & Religious</i>	concern about police/fire budgets
			<i>Youth & Religious</i>	Better control of party store hangouts
			<i>Youth & Religious</i>	Safe transportation, pick up and drop offs for kids
			<i>Youth & Religious</i>	Safety from break-ins
			<i>Youth & Religious</i>	Parks need to be safer with more lighting, prevent stuff from going on at night
			<i>Youth & Religious</i>	Lighting
			<i>Youth & Religious</i>	Downtown churches have street folks coming in at night
			<i>Youth & Religious</i>	Ordinances for local businesses to have open windows visible from the street
			<i>Youth & Religious</i>	Image problem - push the good things
Public Safety	100%	0	Westside Neighborhoods	
			<i>Westside Neighborhoods</i>	We like our policemen and women
			<i>Historic/Real Estate</i>	Increase/work on the perception of safety
		2	<i>Business</i>	Public Safety
Safe, secure community	100%	5	Parkridge Center	
			<i>Parkridge Center</i>	More police presence (3 notes and 1 shape)
			<i>Parkridge Center</i>	Cameras (3 notes and 1 shape)
			<i>Parkridge Center</i>	Drug trafficking
		0	Arts/Events	
Safety	50%		<i>Arts/Events</i>	Cameras on Michigan Avenue Downtown
			<i>Arts/Events</i>	Police walking the beat

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Feeling of Safety	88%	0	EMU Students	Revitalize empty housing between Cross & Michigan, needs greater oversight. Has poor conditions & safety
			EMU Students	A feeling of more safety at night. More lighting
			EMU Students	Feeling of safety among the community to different areas of the community. Campus town vs. Downtown vs. Depot town vs. Ypsi's west side
Support downtown business community			Parkridge Center	
			Parkridge Center	way-finding
			Parkridge Center	remove median on Michigan Ave
			Parkridge Center	Business owner permit parking
Planning the long-term	75%	0	Westside Neighborhoods	environmental and financial for sustainability
			Westside Neighborhoods	pragmatism
			Westside Neighborhoods	permaculture
			Westside Neighborhoods	invest more up front for best in long-term
			Westside Neighborhoods	Anything we are throwing away that could be used?
Incentivize Local Economy	36%		Historic/Real Estate	Learn from/look at past policies when planning for the future
			Westside Neighborhoods	Local vendors given incentives to stay
			Westside Neighborhoods	Alleviate local taxes for people participating in local non-profits

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Incentivize Local Economy cont.			<i>Westside Neighborhoods</i>	School district affects who lives here and the city's finances
Openess to Unconventional Land Uses	75%	0	<i>Westside Neighborhoods</i>	Urban farming
			<i>Westside Neighborhoods</i>	say what is allowed and not allowed on yards and lawns
			<i>Westside Neighborhoods</i>	temporary use of foreclosed, underused, vacant properties
			<i>Westside Neighborhoods</i>	yard share
			<i>Westside Neighborhoods</i>	community gardens
			<i>Westside Neighborhoods</i>	pop-ups, short-term use
Allow food in the City	100%	0	<i>Arts/Events</i>	Urban/Household farming/agriculture
			<i>Arts/Events</i>	Broaden farm animals beyond chickens/bees
			<i>Arts/Events</i>	Edible Street scaping
			<i>Arts/Events</i>	Food Carts
			<i>Arts/Events</i>	Farming allowed on vacant lots
Create Urban Place to live, work, shop & play	100%	0	<i>Business</i>	Mixed business
			<i>Business</i>	Focusing in urban development - BID, lofts, biz in downtown, & neighborhoods to follow
Innovation	50%	0	<i>Jane & Joe Session 1</i>	Eclectic
			<i>Historic/Real Estate</i>	Flexible zoning
			<i>Historic/Real Estate</i>	New technology (wireless, alternative energy)

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Value back into the Community	44%	1	Jane & Joe Session 2	
			<i>Jane & Joe Session 2</i>	Integrity
			<i>Jane & Joe Session 2</i>	A leader
			<i>Jane & Joe Session 2</i>	Left-heavy but open-minded
			<i>Jane & Joe Session 2</i>	Inclusive
Celebrate	13%	0	EMU Students	
			<i>EMU Students</i>	Highlight outstanding community members
Action!	75%	0	Jane & Joe Session 1	
			<i>Jane & Joe Session 1</i>	Passionate
			<i>Jane & Joe Session 1</i>	Greater concentration of efforts
			<i>Jane & Joe Session 1</i>	Doin' it
Fun	75%	0	Jane & Joe Session 1	
			<i>Jane & Joe Session 1</i>	Adventure filled
			<i>Jane & Joe Session 1</i>	Booze
			<i>Jane & Joe Session 1</i>	French Toast
Fun	78%	0	Jane & Joe Session 2	
			<i>Jane & Joe Session 2</i>	Alive
			<i>Jane & Joe Session 2</i>	Love
			<i>Jane & Joe Session 2</i>	Awesomesauce!
			<i>Jane & Joe Session 2</i>	Dog park
			<i>Jane & Joe Session 2</i>	More playground equipment
			<i>Historic Pres/Real Estate</i>	Arts and cultural spaces and opportunities

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Fun! Later business hours for students & more or better communicated weekend events in Ypsi	63%	1	EMU Students	More of a nightlife, things that are open later Lack of 24-hour business within the community. Limited hours of operation for other businesses Weekends! There is more than A2
Education	45%	0	Jane & Joe Session 2	Better school district
Solid Education System	38%	0	EMU Students	A solid education system should be the bedrock of a community
Partners with Neighbors	22%	0	Jane & Joe Session 2	Maintaining a better relationship with Ann Arbor - Partnership vs. rivalry
	78%		Historic Pres/Real Estate	Involve neighborhoods in the redevelopment process
Reach out to Townships	50%	1	Arts/Events	Reaching out to similar built environment in Twp (immediately east/west)

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Use Water Street	90%	0	Arts/Events	Arts/Events Traders Joes on Water Street
				Arts/Events Something! Occupy Water Street
				Arts/Events Water Street wave pool/water park
				Arts/Events County fitness center on Water Street
				Arts/Events Affordable high rise or attached condo complex on Water Street
No blight, derelict properties	80%	1	Arts/Events	Arts/Events Disallow negelected & derelict properties. Some are perennial
				Arts/Events Upgrade abandoned properties. Depot, Thompson Block, Tridge
Target revitalization of abandoned commercial & industrial spaces	50%	2	EMU Students	Abandoned Ford Motor Company. Could be put to good use with a good plan
				EMU Students Empty spaces downtown, along Huron St. Spark innovation, creativity, business
Convenience Stores	13%	0	EMU Students	Convenience stores closer to campus

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Measurable impacts	13%	0	EMU Students	Have good method to measure impact of policies to make sure they <i>EMU Students</i> are working
Involve Youth	100%	2	Youth & Religious	<i>Youth & Religious</i> Non-traditional programs <i>Youth & Religious</i> Youth voice <i>Youth & Religious</i> Tolerance <i>Youth & Religious</i> Acceptance of youth <i>Youth & Religious</i> Community awareness <i>Youth & Religious</i> Youth spaces <i>Youth & Religious</i> Rec. center will be paid service, low-income youth won't get to use