

Goshen Growth Strategy—Growing with Purpose

The City of Goshen and the Goshen Growth Strategy Steering Committee would like to thank all of those who participated in the public engagement activities over the past several months. Below is a summary of the information collected and analyzed at this point. More details and information will be provided soon!

- Community Listening Sessions - 4 sessions with 50 participants
- Web-Based Survey – 936 completed surveys
- 8 Focus Groups 8 – Environmental, Builder/Developers, College Students, Industrial, Council, Youth (Goshen High School), Latino/a/x, Small Business
- Press Releases, Notices, and Newsletter Articles
- First Fridays in August (Promoted Survey) and September (Promote Survey and collected 50 additional Postcards)

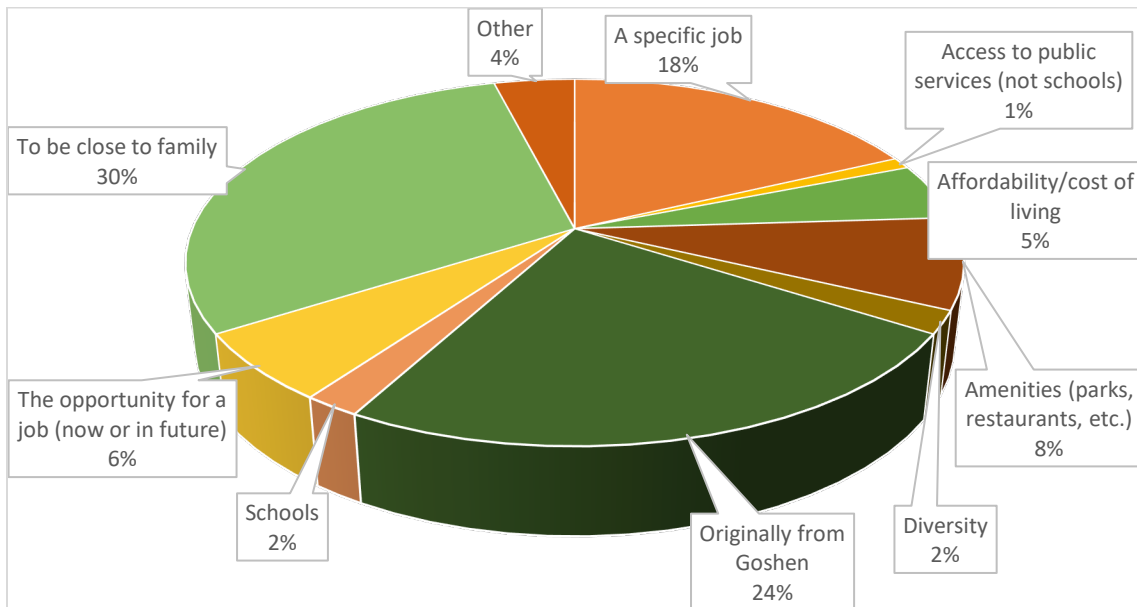
Some preliminary results of the survey are:

936 Total Survey	Percentage
Goshen Residents	79%
Lived in Goshen > 10 years	70%
Age 35-44	22%
College Graduate	36%
Married	74%
Female	56%
Self-Identify as White/Caucasian	82%
HHI = \$50,000 - \$74,999	20%
HH Size of 2 People	37%
Homeowner	86%

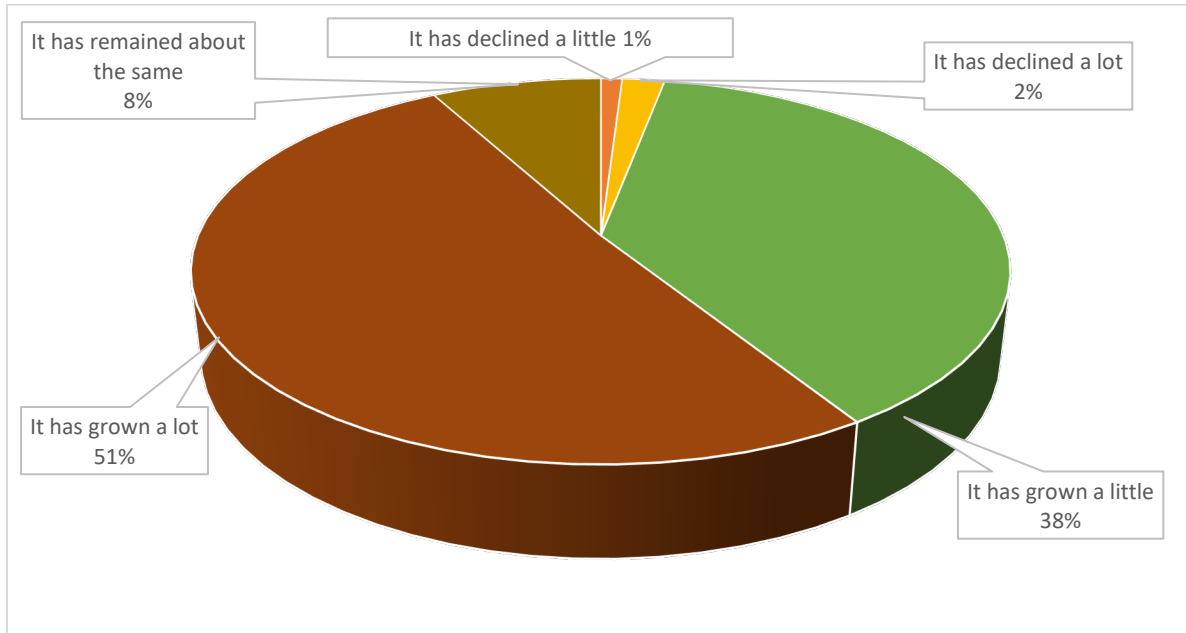
Survey key findings:

- Housing, transportation (traffic flow), and diversity of manufacturing seemed to be most top of mind
- Opinions from survey results vary on the question of diversity (cultural, social, and/or political)
- When it comes to more “things to do,” restaurants (variety in particular) seemed to be of most interest
- There’s a general appreciation for parks, nature, and, especially, trails
- When growth was specifically mentioned, it was mostly in support of smart growth, infill, and density

Of those who responded that they were residents, they were asked “what is your top reason for choosing to live in Goshen” the responded



When asked which best describes how you think the City of Goshen's population has changed in the past 5 years? The responses were:



When the question "What do you like about Goshen NOW" was asked the responses were:

Quality of Place	64%	Downtown, density (16%); Parks, nature (16%); Trails, "walkability" (16%)
Social, Cultural	14%	Diversity (13%)
Other	7%	"Nothing" (5%)
Governance	5%	Civic engagement, planning, leadership (5%)
Quality of Life	5%	Housing (2%)
Economic Development	3%	Manufacturing, industry, jobs (2%)
Transportation	2%	Roads (3%)

When the question “What do you not like about Goshen NOW” was asked the responses were:

Quality of Life	27%	Housing (17%), not enough affordable housing in particular
Transportation	22%	Too much traffic, construction (22%)
Quality of Place	20%	Lack of variety of businesses, especially restaurants (8%)
Social, Cultural	15%	Too much diversity of people, politics, lifestyles (12%)
Economic Development	8%	Not enough diversity of industry (8%)
Governance	7%	Planning, zoning, approval processes (4%)
Other	2%	Growth in general (2%)

When the question “What would you like to see in Goshen” was asked the responses were:

Quality of Place	43%	More amenities: arts, parks, plazas, etc. (12%)
Quality of Life	27%	Housing, especially affordability and variety (22%)
Transportation	14%	Traffic flow (11%)
Economic Development	6%	More diverse economy (4%)
Governance	6%	Improved zoning, planning, approval processes (4%)
Social, Cultural	3%	Diversity, integration in particular (2%)
Other	1%	No more growth (1%) (followed closely by annexation)