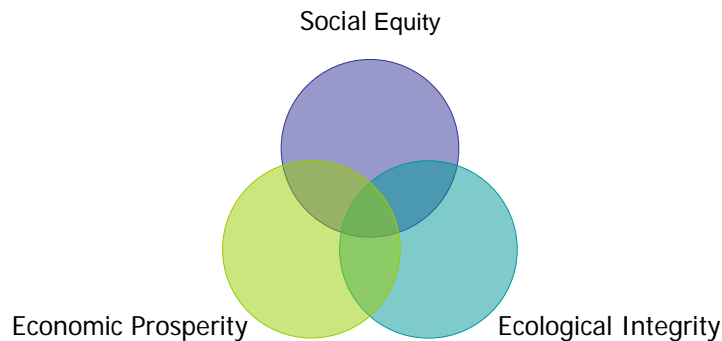


# Salem Area Sustainable Comprehensive Plan:

*A Community Vision and  
Comprehensive Plan Created through the Principles of  
Sustainability*

## Vision Report



*"One must care about a world one will never see."  
Bertrand Russell*

### **Cooperating Partners:**

Salem Area Chamber of Commerce

Salem Utilities Commission

The City of Salem

Ohio State University Extension

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## **Executive Summary**

The Salem Area residents have arrived at a list of aspirational vision statements that reflect the hopes and values of the Salem Area community. Using these vision statements to arrive at goals and intentionally implementing these goals over a long period of time can lead to a sustainable future. Salem's vision direction and list of vision statements is as follows:

### **Vision Direction**

A sustainable Salem Area community will be built on the priorities and dream of its residents. We will take an asset based approach, building our future upon the unique qualities that Salem has to offer including a desirable quality of life, and creating new innovative opportunities to be leaders in new technologies and the new economy. Based on the shared values and desires of the residents of this community the following Themes capture a unique position that will create a sustainable future for Salem residents:

#### **Economic Development**

#### **Education**

#### **Community Life & Values**

#### **Social Services**

#### **Infrastructure & Transportation**

#### **Natural Resources**

#### **Parks and Recreation**

#### **Housing**

#### **Historic Properties & Built Environment**

# Introduction

## What makes a Sustainability Plan Unique

Sustainability is based on finding the balance between the economic, environmental and social sectors of what creates a community. Each sector is intentionally connected to the other sectors to assure the availability of resources necessary to provide opportunities not simply for today but also for future generations. Every community must establish the cornerstones upon which it will build and sustain itself. The leaders of the Salem Area have chosen to build their community on the cornerstones of sustainability. These four cornerstones of sustainability have guided the process of the Salem Area's visioning as follows:

### 1. Balanced and Interconnected:

The concept of sustainability is defined as finding the long-term balance between environmental (built and natural), social and economic issues. Within this context, sustainability seeks to find and nurture a balance among these three key sectors that impact the viability and vitality of a community. Sustainability means giving all three factors careful consideration and act with intentionality, not causality, as community planning, development and redevelopment efforts move forward. The next step in the comprehensive planning process will begin to draw linkages among the input shared through visioning, arriving at holistic and consensus community goals.

### 2. Long Term:

Sustainability planning is about looking out generations, not just decades as is the case with most planning efforts. By focusing on the long term it forces us to look beyond the more immediate conflicts and begin to articulate what we want the future to be. The second question of the visioning session and survey, *What do you hope the Salem Area will become for your grandchildren and great-grandchildren?* pushes residents to think out 50 years.

### 3. Inclusionary:

Sustainability planning is a resident-driven process which insures that all segments of the community have the opportunity to become part of the process. This is accomplished in two ways: first, by insuring that the steering committee is comprised of members of all segments of the community, and second, by insuring that barriers to participation in the visioning are reduced. Using "Lasswell's Wheel" (see Exhibit I) the

steering committee has been formed to insure that all voices in the Salem Area community are at the table. Also using this tool, groups, organizations and resident populations that should be visited or surveyed were identified. Thirdly, barriers to participation in visioning were reduced by "going to where people gather," that is, by piggybacking on top of already scheduled gatherings and by going to places where residents were already familiar and comfortable.

#### 4. Multi-dimensional Indicators:

Multi-dimensional indicators provide an effective method to track and measure if chosen community goals are helping to reach the community's shared vision. They are multi-dimensional because they consider social, economic and environmental qualities in measuring progress.

### **Process**

The following report contains summary statements of individual resident's comments regarding what they currently value about the Salem Area community and what they hope for future generations in the Salem Area community. Resident input was obtained through face-to-face vision sessions conducted with various organizations and groups in the community, surveys of high school students and their parents, and comments received through a Chamber-sponsored web site. Over 1,080 Salem area residents of all ages, ethnicity, race, backgrounds and walks of life gave of their valuable time to provide their priorities, thoughts and dreams in this year long visioning process which began in the summer of 2005. What emerges from this input is a commonly shared ethos of Salem Area community residents. This shared vision will provide direction and goals for the next stage of this planning process, that is, the creation of the Salem Area's resident-directed comprehensive plan built upon the cornerstones of sustainability.

## Results from Vision Sessions

This vision session compilation is structured in the following manner:

The three major *components of sustainability* with the corresponding *Themes* emerging from the vision sessions as endorsed by the Salem Area Sustainable Comprehensive Plan Steering Committee include the following:

### I. Environmental Sustainability:

#### A. Natural Environment

- Natural Resources
- Parks and Recreation

#### B. Built Environment

- Historic Properties and Built Environment
- Infrastructure and Transportation
- Housing

### II. Economic Sustainability

- Economic Development

### III. Social Sustainability

- Education
- Community Life and Values
- Social Services



# COMPONENT: ENVIRONMENTAL SUSTAINABILITY

## Salem's Natural Environment

### Theme: Natural Resources

#### I. What we value (question #1):

##### Youth

Clean (57%)

*Salem's Youth value that the area doesn't have much pollution, that it's cleaner than neighboring towns, and that it's clean and safe for the teens and children*

*They appreciate that the parks and stores are clean and it's a clean and neighborly town*

Trees/Trails/Beauty (22%)

*The Youth value the trees, the trails in the woods and the scenery. They love the beauty of Salem*

Open Space (9%)

*Plenty of outdoor space*

Seasons/Weather (4%)

*Salem's Youth find the weather to their liking*

Downtown Upkeep and Recycling (4%)

*Salem Youth think that the city is kept in good order- well organized*

Other (4%)

*The young people of Salem like it that you really can't get lost here*

*They value the environment as this is where they grew up*

## **Adults**

Clean (44%)

*Residents of Salem truly value the cleanliness of their community, a clean environment is very important to them*

Seasons/Weather (15%)

*Love the four full seasons, and that the weather is favorable for the most part all year round*

Downtown Upkeep and Recycling (15%)

*Salem has places to recycle, just need to use them more*

Trees/Trails/Beauty (11%)

*Salem residents appreciate how many trees there are, i.e.: on State Street, it's really beautiful when trees are in bloom*

*They feel closeness to their environment and like the abundance of wild animals*

*They feel it would be awesome to expand budget so even more flowers could be planted; it's pretty now but could be more beautiful*

*Other scenic views make the town look more unique*

Open Space (11%)

*High value on the community being surrounded by farmland and like the open spaces and trees*

Water Quality (4%)

*Great water utility plants*

**II: What we hope (question #2):**

**Youth**

Clean (85%)

*Salem Youth want the area to be litter-free, a clean environment all around and remains beautiful*

Other (6%)

*Hope that there will not be much garbage lying around*

Trees/Trails/Beauty (3%)

*Young people of Salem want more trails in the woods and less graffiti in the park*

Water Quality (3%)

*Our environment to improve and the water quality*

Downtown Upkeep/Recycle (3%)

*Keep working to fix the Salem downtown up*

**Adults**

Clean (56%)

*Salem residents want a healthier town, a cleaner environment (No smoking in the city) and industrial properties on toxic release inventory are all off list, and that the city is still in shape and cleaned up*

Downtown Upkeep/Recycle (19%)

*Would like to see more focus on Salem downtown; upkeep there*

*Realize the environment is much better off with more recycling, need to get everyone to do their part*

Water Quality (13%)

*End the city water monopoly*

Trees/Trails/Beauty (6%)

*Appreciate the trees, environmental closeness*

Open Space (6%)

*The residents like the open spaces*

## Theme: Parks and Recreation

### I. What we value (question #1):

#### Youth

##### Sports and Activities (38%)

*The Youth of Salem value their sports programs. They feel that they are well organized and coached*

*They truly feel that the community is behind them with its support. "It seems as if the whole town shows up for Friday night sports games" "I like that the whole community supports the sports teams and that the whole community is involved in their children's lives or school activity" and "People are always donating to help make Salem sports better" are quotes from youth*

*The football stadium is something to be proud of, it shows that the community again values sports, not only football but soccer, basketball, and cross country as well as T-Ball, Little Quaker football and cheerleading- it all keeps kids out of trouble*

*There are plenty of activities to do: the new movie theater, the pool, the restaurants, churches, after-school activities*

*The Salem Community is so unified when it comes to community events*

*The clubs*

##### Parks (35%)

*It's nice to have an outdoor place to play, they provide a place for: tennis, basketball, soccer and baseball, swimming, playgrounds- really nice for little kids with things like the wooden castle, plus a duck pond, band shell*

*Chantel Shuman or Memorial Park; Centennial*

*The parks are nice and kept clean, fun to play at, have a good amount of activities provided and a place for picnics*

Community Center (18%)

*The Community Center is high on the list for what the youth value in Salem as it provides a place to all ages to go to hangout and enjoy the activities there and encourages physical fitness for all*

Arts, Culture and Entertainment (4%)

*People are involved in the theater and the town, and appreciate the events planned for the area*

*Like the high school bands and all the music corporation*

*Enjoy the street parades*

Other (4%)

*A Quaker City drag strip*

*Lots of places in the county to run dirt bikes*

Golf (1%)

*The Salem Country Club*

## **Adults**

Parks (32%)

*It's nice to have things available to us like: the Duck pond, playgrounds and pavilions*

*There are a nice amount of parks in our area: Kelly Park, Memorial Park, Burchfield, Centennial Park*

*"I like the parks that we have. They are all beautiful in their own way. We have the Waterworth Park that has the trail, music performances, and you can feed the ducks. Centennial Park has a pool for the kids, tennis courts, basketball courts, and a nice playground."*

*"I really like the park system –it's a great place for walking, various sports, and hiking through the woods, having picnics, listening to concerts, and taking in the scenery."*

*Salem residents appreciate the fact that the parks are well-kept*

*Music in the park on Sundays*

Community Center (21%)

*The Community Center is a valuable asset to the community, no tax dollars*

*The Community Center is a nice addition to help keeps kids off the streets and getting away from the television*

*The Salem Community Center promotes a healthy lifestyle*

Sports and Activities (21%)

*There is a nice assortment of sports for kids, the football team*

*Festivals, Jubilee gathering, First Night Celebration*

*Having sports places: Soccer, Baseball/Softball fields, tennis, the pool*

*All the stores and activities kids can do here to stay out of trouble*

*Would like to see a lighted ice rink and Christmas lights in the winter months*

*Salem offers a lot of facilities in which children can take advantage of*

*YWCA*

Arts, Culture and Entertainment (14%)

*The Community Theater, my kids .love going to the Community Center*

*The free band concerts on Sunday summer evenings*

*The cultural offerings are good for a town this size, the charity dinners and cultural events*

*Museum, Memorial Building*

Golf (5%)

*Salem Golf Club, The Country Club*

*The gold courses with 20 mile radius, inexpensive courses and club*

Churches (1%)

*The Banquet in Salem*

## **II. What we hope (question #2):**

### **Youth**

Sports and Activities (59%)

*Have soccer part of all school activities for all grades*

*Have better football and baseball fields; add more fields, an indoor soccer field, have a community basketball league for students, and a youth tennis league, add a skating rink*

*Provide more activities for kids, more places to hang out at night*

*More things to attract people here*

*Salem buys better equipment for the sports*

*Salem to have a study area*

*Salem Cross Country team will have more state championships than any other city in Ohio, Salem athletics to gain a constant winning tradition, still competitive in the sports leagues - a community bonds together through sports*



Parks (20%)

*Get a skate park back, build a bike park*

*Bigger, better parks, parks are kept pretty- less graffiti, more parks*

*Restore the parks' restrooms*

Arts, Culture and Entertainment (18%)

*Would like to have a better/larger movie theater*

*Salem needs more entertainment*

*The theater to be better funded*

Other (2%)

*We need a mall*

*People's number one place to live*

*Plant trees*

Community Center (1%)

## **Adults**

Sports and Activities (36%)

*Easy access to Space Shuttle, Quaker Drag Strip attracts people*

*More activities where youth are comfortable, that there be things for our young people to do so that they do not have to go to bigger towns to do things, more sports activities*

*Provide an athletic camp for kids*

*More affordable recreational places for youth*

*Salem could provide more recreational options: The Athletic Center proposed some time ago become a reality, indoor soccer, an ice rink*

*Salem should interest small business such as spas, karate lessons, sushi bars and bicycle trails*

*Division II instead of III*

*Salem will need more things for our kids to do to keep them out of trouble, nice place for the kids to hang out*

Arts, Culture and Entertainment (30%)

*More festivals, Jubilee, Quaker Wood Festival*

*Bigger movie theaters and stores*

*Look for more culture opportunities and more music*

*Arts, theater and learning will continue to grow*

*Better/more entertainment*

*Tie theater to Community Center*

Parks (22%)

*Add a skateboard site, more bike paths*

*Bigger pool/parks, largest parks for low income and middle family*

*Would like to see an indoor water park brought here*

*Expand our park to keep this city looking beautiful*

*Social environment at our parks*

Community Center (9%)

*The Community Center should be open to all, the Community Center was built for all but is too expensive for poor people*

*Expansion of the Community Center to include basketball courts, indoor soccer and outdoor activities*

Other (3%)

*Keep the Banquet in Salem*

*Longer curfew for underage kids*

*A "diner place" for kids to hang out*

# Salem's Built Environment

## Theme: Historical Properties and Built Environment

### I. What we value (question #1):

#### Youth:

Small Town (69%)

*Salem Youth like that Salem is a small town in the middle of places to go- that it's not too far from bigger cities*

*They like it that it's small enough to know your way around and everyone knows everyone*

*They appreciate that it's small enough to walk about everywhere need to*

*That is a small town, but has all that a big city has*

*Everything is close together, easy shopping access*

*Not too small, not too big*

*Small active community with great values*

History/Downtown Buildings and Historic Homes (13%)

*Likes how Salem looks old, makes for an enjoyable walk downtown*

*Likes the old downtown buildings and historical homes*

*Likes the older school buildings because that's where parents and relatives went to school too*

*Traditional town*

*We also have a historic district that was once part of the Underground Railroad. That's pretty exciting to know a small town was part of a big movement*

*Salem has a rich history*

*Salem is a historical town with beautiful old buildings*

*Some youth like to drive through the historical district and look at how old some of the homes are*

*They like the look of Salem's downtown; the old buildings are pretty neat*

*Places like: The Burchfield, Butler, and Historical Museums, give Salem character*

*The antiques*

*Looking at the old buildings, it's pretty cool to look at a really old picture and then look at a more recent photo*

Nice Neighborhoods, Keep Nice by Fix-up (7%)

*Like that the restaurants are all together and not on one end of town*

*Think how classy downtown Salem looks*

*Say it's small, nice community*

*Friendliness of the residents*

*Quiet, quaint neighborhoods make it a nice area*

*Most Homes in the city are well kept and clean, unlike many towns in the area*

*Salem has Nice houses*

*They say it's a good place to grow up – to live, a nice place to call home*

Community and Town Growth (4%)

*Salem is a growing, thriving community and the youth like these facts*

*It's a little city*

*We try and improve the city by building new things*

Other (4%)

*Want to keep it like it is*

*Really like that it is easy to get around*

*Neighbors are nice and the town will support us in whatever we do*

*Small but not boring, a neat little town*

*Likes the whole setup of the town*

*Appreciate the close-knit community*

Recreation/Football Stadium and Culture (3%)

*Salem has a lot of beautiful buildings that provide wonderful activities and services for the members of the community  
Great Community Center*

## **Adults:**

Small Town (71%)

*The fact that we are a small town and that a lot of people you've known for years still live here*

*Really like the small town atmosphere*

*Just big enough that it has the basic needs available to the people who live here*

*Everything is close by so you don't have to drive 10 miles to get a loaf of bread*

*Comforts of a small town, but within reach of major cities*

*Small and personal, a quiet town/community that still has some things for people, restaurants, stores, etc.*

*Residents like the opportunity to live in a small city*

*Lots to be said for a small town, small-town atmosphere with many advantages*

*Small town values without the hectic pace of a large metropolitan city*

History/Downtown Buildings and Historic Homes (15%)

*Appreciate things like: Historical Home Tours, the Memorial Building, the Downtown Theater, the Ambience of Historical Downtown, the central buildings like the Community Center and Wal-Mart*

*Like the history of the town and historical buildings, love all the historical sites*

*Salem's downtown has older, historic buildings*

*Many assets, like the schools*

*How we have kept the downtown with the old fashion historical feel, but still moving forward with retail shopping, we can have both and a great place to live*

*Especially like the size of Salem community and the history and Quaker heritage found here*

*Sure miss the old stores downtown*

*All the historical homes and buildings show a lot of character and charm*

*Historical background, like the Underground Railroad*

*Love the older, bigger houses*

*A lot of history and culture*

*Wonderful historic buildings and think it's important to educate the children on the history of the community*

*There's a historical value that's embraced by the community*

*The historic district, wonderful old home architecture and the fact that Salem values its history*

Nice Neighborhoods/Keep Nice by Fix-up (5%)

*Value the quiet community, that it's a nice place to live and work and raise a family*

*Everyone seems to at least be associated with everyone, small and quaint*

*Hometown feeling  
Like how we are kind of out in the country, but we're not*

*Beautiful homes along South Lincoln Avenue*

Other (5%)

*Variety of shops, things to do and nice people*

*The people who are dedicated to serving the town*

*Slower pace than a big city*

*Easy to get around*

*Easy going small town*

Recreation/Football Stadium and Culture (2%)

*Like the size of the community and the cultural offerings*

*A small community, but close to the larger cities that can provide the cultural and other amenities, like airports*

*A small town yet offers arts, theater, etc.*

*Union Hall*

Stays the same (1%)

*A decent town  
"Country City"*



Community and Town Growth (1%)

*Salem keeps growing*

*Like the fact that they are open to new businesses and growth as well as maintaining the historical side too*

*Like the size of the town and the growth it's had in the last few years*

*Growing for the future, finally growing*

*Like how the city is organized*

**II. What we hope (question #2):**

**Youth:**

Stay the same (39%)

*Yet gets some of its work back*

*The community will stay the same; it is good now- it might get even better*

*Same, but with more opportunities*

*Stays the same, but it wouldn't hurt if it improves though  
Stay a small town, not get too big*

*Think it will be more like Boardman*

*That it will stay smaller and not get big like Boardman*

*Stays small and pleasant*

*Stays small and close-knit giving our children and grandchildren the opportunity that was given us*

*Like how it is now*

*In the aspect of being a small town*

Community and Town Growth (17%)

*A little crowded, much more populated*

*Grows and becomes well known by other states*

*Don't want it to whittle away to nothing*

*Keep same traditions and not a "city" in which buildings pop up and the population grows*

*Will be a larger community in the future*

*It's like New York City*

*That Salem continues to grow, but a little slower and better... not to lose its small town atmosphere and the crime rate goes up*

*More of an urban environment*

*It won't expand too much*

Small Town (13%)

*Want it to be a small, conservative town*

*More active, not so small*

*Still small with graduating classes of 250 or more*

*Most likely to be small, but there will be a lot more to do*

Nice Neighborhoods/Keep Nice by Fix-up (13%)

*Not as run down*

*Nice place to live*

*Still be the nice town they grew up in*

*As nice if not nicer*

Other (8%)

*Thinks Salem is more older-people oriented*

*More modern*

*More European standard*

*More new buildings and supplies*

History/Downtown Buildings and Historic Homes (7%)

*Keep the historic buildings and historic sights*

*Still carry on tradition*

*Still a Historically based town with deep roots*

*History Memories*

*Hopefully in 25 to 50 years Salem has fixed up its old buildings, built some new and cleaned up, like less graffiti*

*Restore old buildings so people can appreciate Salem's history*

*That Salem can be modernized without destroying too much of the environment*

*Would like to have a museum that preserves all of our city's history*

*That the buildings would be better buildings, like the school*

*Still have the classic feel to it, such as the downtown area*

*It is a well taken care of historical place and wants it to continue to be*

*Improvements need to be made to the school and other buildings*

*Salem to keep the historical buildings so our children can see them*

Recreation/Football Stadium and Culture (3%)

*An Astrodome with indoor football field*

*Theater need redone*

*More attractions like a mall and bigger movie theater*

**Adults:**

Stay the Same (34%)

*Still the quaint little town*

*Keep what this town is all about*

*Want to remain the "City of Peace" for our children and grandchildren*

*Retain small town values*

*Maintains its uniqueness*

Small Town (23%)

*Does not lose its small town appeal*

Community/Town Growth (18%)

*Continue to grow, but to stay a nice place to live*

*Continue to grow, but maintain small community feeling*

*A larger community with many more people*

*How to implement planned growth*

*Control of urban sprawl*

*Remains similar in size as growth tends to isolate people; keeps singular identity and not evolve into another Wal-Mart/Home Depot demographic*

*A larger version on its small town feel*

*It's the size of New York City*

*Stay small with growth being in commerce and communication*

*Like to see zoning also in outlying townships south*

*More small-town feel retailers*

History/Downtown Buildings and Historic Homes (11%)

*Less vacant*

*Tax credits for renovation*

*Redesign old buildings for new businesses*

*Fix old buildings or tear them down*

*That the small shops downtown still stay in business and co-exist with the big chains that come into town*

*History memories*

*This town is unique, Salem held the second meeting to declare women's rights, a very historic place, I value that we kept it historic over the years*

*Still have older historical homes*

*A town filled with pride of its rich history*

*New school buildings built*

*Love and hope our old century homes remain well-maintained*

Nice Neighborhoods/Keep Nice by Fix-up (9%)

*Affordable and well-kept*

*Pride of ownership*

*To be able to walk and children to play in their neighborhoods safely*

*Quaint*

*A thriving community would take better care of its neighborhoods*

Other (4%)

*To be like Boardman or Canfield*

*A nice isolated city*

*More modern look because of technology*

*Keep small town feel where families feel comfortable*

*An easy going town*

*Wireless*

Recreation/Football Stadium and Culture (1%)

*Some places that kids can go*

*Keep the small town feel, but also provide a wealth of opportunities and activities for future generations*

## Theme: Infrastructure/Transportation

### I. What we value (question #1):

#### Youth

Easy to Get Around (47%)

*The Youth of Salem appreciate the fact that it's easy get around town and to all the places they need to go. The city is easy to get across town as there isn't too much traffic*

Traffic Conditions (20%)

*The streets are not really busy in Salem, and traffic conditions aren't too bad opposed to bigger cities like Boardman*

Walkable/Bikeable (20%)

*Really appreciate that there isn't much traffic, so you can walk/ride bike anywhere and be safe*

*Because the Salem community is smaller- aren't any extremely busy streets- can walk most anywhere*

Good Roads/Sidewalks (13%)

*Having Salem streets maintained is important*

#### Adults

Traffic Conditions (32%)

*Salem residents appreciate that they don't have to fight traffic on the interstate and that there isn't much traffic in town to be concerned about*

Good Roads/Sidewalks (21%)

*Appreciate new and maintained roads, need RR overpass, but some streets are too narrow*

Other (18%)

*Continued regulation of Salem's growth by permits, supervision, and zoning*

Easy to Get Around (14%)

*Door to door CARTS program, good cost, transportation*

*Like how the city, Salem, is put together well, as it makes for easy access to places*

Location (11%)

*The community location is great as it is centrally located and close to highways and railroads and river*

Walkable/Bikeable (4%)

*Appreciate the sidewalks, the ease of walking around*

**II. What we hope (Question #2):**

## **Youth**

Better Roads, etc, (48%)

*Salem Youth would like to see all the roads, streets and sidewalks to be in good condition*

*It is also hoped that all streets will have sidewalks*

*Remove the hill close to Wal-Mart to minimize the chances of crashes*

*Add crosswalks at all schools, not just the elementary*

*Wouldn't want to see State Street turned into a 4-lane highway*

Better Traffic Flow (26%)

*Not wanting more traffic, but understanding with more strict speed limits and updated traffic lights that the streets can still be safe*



Alternative Transportation (17%)

*A tour bus system would be nice, as well as all kids getting to ride the school bus to school*

*Putting the school system in a central place, would permit all students to go to one place and transportation would be easier*

*Give more trolley rides or add another mode of transportation in the area to make getting around safe for everyone*

Planned Growth (6%)

*As expansion will happen, better zoning laws would help keep growth favorable*

Easy to Get Around (3%)

*Salem Youth appreciate the layout of the area that makes it easy to get around*

## **Adults**

Better Traffic Flow (41%)

*Add stop lights at major points such as Marcs, Lincoln/State and add left turn arrows at busy intersections, add right turn only at Marc's and Aldi's*

*Enforce the speed limits, could generate more revenue from fines*

Better Roads, etc. (30%)

*Provide more/better parking with good access, i.e.: at the Post Office*

*Snow removal on all sidewalks*

*Better highway around the city and not through it, with the by-pass connecting to Route 11 and complete Route 62*

*Re-open road in Centennial Park*

*Add a railroad bridge at South Lincoln Avenue crossing like that at West State Street overpass*

*No brick sidewalks, develop Salem's sidewalks in same theme as downtown*

*Infrastructure improvements made on south end of town and extend the bypass*

Alternative Transportation (11%)

*Hub for regional transportation*

*Train to Pittsburg*

*Better mass transit system for the needy*

*Bike trails and public transportation*

Planned Growth (11%)

*Keep small town feel with planned, controlled growth with appropriate infrastructure/green space*

*Outlying areas adjusted with zoning standards to enhance aesthetics of greater area*

Other (5%)

*Salem has a town square*

*Utilities underground*

Easy to Get Around (2%)

*Residents hope that everything will still be close to get to*

## **Theme: Housing**

### **I. What we value (question #1):**

#### **Youth**

Population/Growth (50%)

*The youth like it that the area's population is growing slowly, keeping it close to what is now would be okay*

Good Area/View (25%)

*Living by the golf course provides a great view*

Nice Homes/ Codes (25%)

*Find value in the fact that there are nice looking homes in the area*

#### **Adults**

Nice Homes/Codes (42%)

*Feel that there are lots of good, nice homes in Salem and appreciate the nice, new neighborhoods*

Cost of Living/Affordable/Local Ownership (29%)

*Residents like the cost of living here, and the affordable housing/real estate*

Population/Growth (29%)

*Appreciate how the city is growing to meet the population growth so that it isn't too crowded, like a major city*

### **II. What we hope:**

#### **Youth**

Population/Growth (82%)

*Some youth responded that there will be too many people, but most responded that they realize that population growth is inevitable and some would like to see that happen*

Nice Homes/ Codes (9%)

*They hope to see more nice homes come to Salem Area*

Other (9%)

*Some stated that they may not be living here in 25 to 50 years*

### **Adults**

Population/Growth (33%)

*Realize the fact that the area will continue to grow, could become a very large city in 25 to 50 years*

Nice Homes/Codes (28%)

*Hopeful of more new homes, even condos to come to the area*

Senior Housing (17%)

*Would like to see more options for senior housing, better places for low income and elderly to live*

Cost of Living/Affordable/Local Ownership (11%)

*Salem residents would like to see a high percent of owner occupied homes*

Downtown living (11%)

*Residents would like to see the downtown area as a residential area as well*

# COMPONENT: ECONOMIC SUSTAINABILITY

## Theme: Economic Development

### I. What we value (question #1):

#### Youth:

Retail, entertainment, shopping mall (84%)

*Salem has "big box" stores that provide a wide variety of products at a reasonable cost and provide a place for youth to meet and hang out, especially when other places are closed. We appreciate the Wal Mart Superstore, Home Depot, and Tractor Supply Store*

*Salem's wide variety of fast food restaurants is conveniently located*

*We value shopping in the downtown area with the wide variety of shops that embody the hometown feel. We value that with all of the new retail stores outside of the downtown area, the downtown is still surviving*

*Salem has good places to eat; Friends Coffee Shop, Ricky's English Pub, Ice cream Parlor (breakfast)*

*Salem has lots of cool local stores, both big and small, but it is not overwhelming stores and entertainment*

*We value the new growth of many new stores and new restaurants in Salem. New stores by hospital*

*We value the wide variety of stores in Salem in all price categories and different kinds of products. Salem has everything that you need. We have more than other towns in Columbiana County*

*We value the great grocery stores such as Freshmark*

*We value the theater and other entertainment venues and wish they were less expensive*

Economic growth and opportunity (11%)

*We value that Salem is growing with new stores, including big stores such as Wal Mart, and the community center*

*We value that Salem has many shopping, fast food and entertainment options (perks of a larger city) and still maintains its small town atmosphere*

*We value Salem's high potential for economic and commercial expansion*

*We value Salem's retail expansion which means we can stay home to shop*

*We value that Salem's business sector is growing*

More Jobs/better jobs/high paying jobs (4%)

*Salem's new shops are providing many new jobs*

*Salem has more job opportunities*

Other (1%)

### **Adults:**

Retail, entertainment, shopping mall (64%)

*We value the wide variety of businesses and stores in Salem including places to eat, places that provide personal services (barber shops, grocery stores deliver and have a bank), Friends Coffee House (with internet)*

*We value the economical "big box" stores that provide a wide variety of products in one place, such as Wal Mart and Home Depot*

*We value downtown shopping and the convenience it provides; it is close to get what you need*

*We value the active downtown businesses and vibrant downtown*

*We value the convenience, variety and closeness of shopping in Salem; you can get everything you need close by*

*We value the good shopping centers and retail plazas near Wal Mart*

*We value good places to eat (Jalisco's)*

*We appreciate that retail and entertainment businesses (restaurants) are open later than in most small towns*

*We appreciate the restaurants such as Jalicos and the Friends Coffee Shop*

Re-Invest in Community/revitalize our economy (11%)

*The City of Salem puts tax money back into the city for its betterment*

*We value the Salem Community Foundation, its commitment to community improvement, and the dollars available for scholarships through the Salem Alumni Associations*

More jobs, better jobs, high paying jobs (10%)

*We value how the community is growing with many new businesses which will provide more new jobs*

*Salem has many jobs for young adults*

Economic growth in Salem (7%)

*We value that Salem is growing and new stores are coming in*

*We appreciate that Salem's residents want the community to grow and are supportive of growth*

*We value that Salem has all of the convenience of a bigger city, including a hospital, library, and large retail businesses*

Knowledge economy, hi tech jobs (4%)

*We value the excellent jobs available at the hospital*

*Salem prepares its citizens and youth for a changing economy*

Industry, manufacturing (1%)

*Salem is big enough to attract business and industry but small enough to maintain its small town feel*

*We appreciate that Salem is home to manufacturers who contribute to the tax base*

*We value Salem's current industrial base. We appreciate that Tri-Fab has had no layoffs due to economic reasons for 30 years*

Other (3%)

*We value that Salem is willing to help persons who are starting businesses by shopping locally and promoting locally owned businesses. Salem provides assistance to businesses who want to move here*

*Salem Area residents value Salem's reasonable cost of living.*

*We value that our work/employment is in Salem; we value jobs that we love in Salem*

*We value that Salem is home to successful people and philanthropic donors who are committed to giving back to local economic development efforts*

**II. What we hope (question #2):**

**Youth:**

Retail, entertainment, shopping mall (43%)

*Salem has more and varied restaurants, including more sit down restaurants such as the Olive Garden and Outback, and an array of restaurants that provide a wide variety of options for families and individuals*

*Salem has more shopping opportunities including clothing stores*



*Salem has many entertainment options in the downtown area, such as coffee shops and book stores, all without the city becoming too commercialized*

*There are many places to have fun in Salem, including an improved movie theater and bowling alley*

*Salem's many locally owned small businesses are thriving*

More jobs, better jobs, high paying jobs (20%)

*Salem has more and better jobs so that parents do not have to travel so far for work and can be home sooner*

*Salem has more job opportunities that pay higher wages that enable persons to support their families*

*Salem has more job opportunities for the youth of Salem and there are fewer jobless persons*

*Salem stays the same, but with better job opportunities*

*Salem's commercial base is a strong employer*

Economic growth in Salem (15%)

*Salem has more businesses, more big stores and fast food restaurants*

*Salem has expanded with the addition of a larger, nicer shopping mall so residents can shop at home. Parks are still available for city residents*

*Salem continues to expand by building new stores and buildings, particularly in the downtown area and in the area surrounding the Wal Mart*

*Salem is bigger and has more business and retail, but still maintains its small town feel and is not over developed*

*Salem has grown and offers amenities and fun things to do like those available in Youngstown, Alliance and Boardman*

*Salem has not grown to be as big as Boardman*

Re-Invest in Community/Revitalize our Economy (9%)

*Vacant lots in Salem have been revitalized as mini-malls*

*Salem is thriving and new investment benefits the community*

*Empty buildings in the downtown have been reused and green space on the outskirts of town does not need to be developed*

Industry, manufacturing (8%)

*Salem has brought back the jobs it lost for its residents. Industry has returned to Salem*

*Salem has more and better industries coming into town*

*More businesses exist in Salem, providing jobs for our children and grandchildren*

*Salem's Industrial Park provides ample space for new industrial growth*

Knowledge economy, high tech jobs (2%)

*Salem has up to date, more modern technology resources*

Other (3%)

*Salem is an affordable community*

*Salem residents and the City of Salem have fewer money issues. Incomes have increased and poverty is eliminated*

*The City takes leadership in bringing new jobs to Salem in sectors other than retail*

## **Adults:**

Retail, entertainment, shopping mall (30%)

*There are major stores once again in the Salem area*

*Salem's retail sector is prosperous and well developed including specialty stores and national chains, while still maintaining our small town feel*

*Salem is home to many nationally known quality restaurant chains such as Olive Garden, Outback, Spaghetti Warehouse, Texas Roadhouse, Perkins, Cracker Barrel, Applebee's*

*Salem has a major hotel/motel that is reasonably priced*

*Commercial and retail growth in the downtown area does not detract from, but enhances its historic character*

*Salem's downtown is an attractive place where people and families shop, gather, and seek entertainment*

More jobs, better jobs, high paying jobs (22%)

*Vocational education helps to spur job creation through the development of a trained workforce*

*Salem has a robust job market with opportunities in many sectors and unemployment is non-existent*

*Salem has attracted new business and industry, providing jobs for City and surrounding residents*

*Salem residents enjoy a good standard of living provided through high wage businesses and industries*

*Growth in Salem's service industry will help to replace manufacturing jobs*

Industry, manufacturing (15%)

*Salem has a strong manufacturing and industry sector*

*Salem has a healthy light industry sector  
Good paying industrial jobs have moved back into the Salem area, creating a more stable economic base*

*Salem's many industries provide well paying blue collar jobs*

Re-Invest in Community; revitalize our economy (12%)

*Salem is a booming town economically*

*Salem's downtown is economically vibrant*

*Salem is economically vibrant without losing its small town atmosphere*

*New people and investment are attracted to the Salem area*

*Salem's downtown provides many quality residential opportunities for residents in the second and third floors of retail/commercial buildings*

Economic growth in Salem (12%)

*Salem's assets have made it a desirable retirement center*

*Salem welcomes and supports new business*

*Salem has grown with new business and industry, increasing the tax base and benefiting the schools and community*

*Residents shop locally because they are able to find all of the goods and services they need in the Salem area*

*Steady economic growth in Salem has occurred with planned development to the north, east and west of the City*

*Salem is the economic hub for the surrounding area, featuring strong, steady, diverse, planned growth*

Knowledge economy, high tech jobs (5%)

*Salem is home to many high tech firms including telemarketers, electronics companies and technology-based employers*

*Salem's technology infrastructure is cutting edge both in local business and industry and in people's homes*

*Salem has a stable high tech sector providing a strong economic base and many employment opportunities for an educated workforce*

*Salem has many professional opportunities that attract our educated youth back here. Salem provides employment and business opportunities that keep our educated youth here*

*The excellent job market attracts many families to Salem. Salem's economy has shifted from basic industry to the service and technology sectors*

*Salem's industrial employers have embraced high tech and the knowledge economy in their production practices*

Other (4%)

*Residents are able to live and work in Salem because of the number of jobs available*

*Salem is an economically vibrant community with many quality employment opportunities that enable our grandchildren and great-grandchildren to continue to thrive here*

*Salem provides quality employment and business opportunities that keep our youth here*

*Salem is an affordable place in which to live because of a reasonable cost of living*

*There are many jobs available for youth*

*Salem's business and government sectors work closely together to attract new industry and for the betterment of the community and to market Salem as a good place to do business*

*The Chamber and City are effective in attracting new business and industry to Salem*

*Labor management relations among the city, employers and labor are cordial and collaborative*

*Salem keeps an ongoing inventory of available workforce skills*

# COMPONENT: SOCIAL SUSTAINABILITY

## Theme: Education

### I. What we value (question #1):

#### Youth:

Good School System/buildings (35%)

*We value Salem's schools, including Salem High School*

*We value Salem's football program and stadium*

Public Library (23%)

*We value the Salem Public Library – it has an extensive collection and makes Salem a wonderful place to live*

Support for School/Culture Functions (23%)

*The local community cares about and supports Salem's schools and school activities such as band, sports teams, choirs, etc.*

*The Salem community has a lot of school spirit*

*Students have the opportunity to be a part of many sports and extra curricular activities such as theater*

Good Teachers/Curriculum (11%)

*Salem's great teachers give their best. We value the Middle School teachers*

*We appreciate strong educational programs for students*

*Teachers do not give a lot of homework*

*Salem teachers and students create an environment supportive of educational attainment and learning*

Value Education/Higher Education (4%)

Other (4%)

*The Salem school system's small size allows students to know most of their classmates; students do not get lost in the crowd*

*The school system is well run*

*Salem students score higher than students in urban areas on important tests*

### **Adults:**

Good School System/Buildings (46%)

*We value the local school system*

*We value the small class sizes and lack of overcrowding*

*Our small town schools are safe for our children*

*We appreciate the sports stadium*

Support for School/Cultural Functions (25%)

*We appreciate that the Salem School System values and celebrates its Quaker heritage*

*Salem parents are involved in their children's education and good communications exists between parents and teachers*

*Salem schools take an interest in our children's education and their future*

*We value the Salem School's sports program*

*We value the school's art program, music program, band and vocal...*

*Salem residents take interest in their schools and are involved with supporting them*

*The Salem Alumni Association, Salem Boosters and Athletics Association focus on the need of young people*

Value Education/Higher Education (13%)

*Education is valued by Salem residents*

*Salem schools have a history of quality education*

*Salem values our many educational opportunities including the Kent State University Salem Campus and two large urban areas within 100 miles offering many educational resources (Mount Union, Youngstown State University, Allegheny Wesleyan College, and Hannah Mullins Nursing School)*

*We appreciate our Catholic School, St. Paul*

Public Library (11%)

*We value the Public Library and appreciate its large volume of books, videos, and computers available*

*We appreciate the wireless internet available at the library*

*We value the children's and adult's sections at the library*

Good Teachers/Curriculum (5%)

*Salem teachers are dedicated and set high standards, creating an excellent school system*

*The teachers and coaches in the Salem Schools make all children feel at home*

*We value the qualifications and credentials of Salem's teachers*

*We appreciate the all day kindergarten*

Other (0%)

*We appreciate the Salem Alumni Association and the scholarships they provide for college bound students*

**I. What we hope (question #2):**



## **Youth:**

Good School System/Buildings (35%)

*Salem has an improved school system with new buildings including a new gym*

*Seventh and eighth grade students have their own school (middle school) and are separate from the High School*

*Salem's schools are comfortable and effective learning environments with air conditioning, improved lunches, new books, more field trips and new computers*

*Salem School's class sizes are small, allowing for individual attention*

*Salem School buildings are new, modern and provide all of the qualities, resources, and physical structure needed for a quality education for all students*

Support for School/Cultural Functions (23%)

*Salem's economy is vibrant, providing a substantial source of funding and support for the Salem School district*

Public Library (23%)

*The Salem Public Library has expanded and has more and newer books*

Good Teachers/Curriculum (11%)

*New teachers to teach little kids*

*Salem school students have many opportunities to learn varied topics and subjects because of the broad curriculum, including expanded foreign language offerings*

*Salem's teachers are excellent*

*Salem schools and teachers are so excellent that parents do not choose to send their children away for an education*

Value Education/Higher Education (4%)

*The community's commitment to and appreciation of education makes Salem a better place to live*

*The Salem community supports adequate funding for schools recognizing the important role of education in creating a desirable, attractive community*

*Organizations in Salem provide scholarships for those graduates who move on to higher education and training*

*Salem schools are well funded because education is a community priority*

*Few students drop out of school or college*

Other (4%)

*Salem's School Board provides competent informed leadership and decision making, providing a critical role in maintaining excellence and adequate funding in the Salem school system*

*Salem's school system is excellent, attracting new and retaining existing residents because people choose to raise their families in Salem*

## **Adults:**

Good School System/Buildings (60%)

*Salem's school buildings are new and modern and equipment is up to date*

*All of Salem's school buildings have gyms*

*Salem's 7<sup>th</sup> and 8<sup>th</sup> graders are in a new building separate from the High School*

Value Education/Higher Education (20%)

*Education is highly valued by the Salem community, and is a top priority for residents*

*Graduates from the Salem schools appreciate the excellent education they received and are eager and committed to give back to the Salem area through their support of the schools and community*

*Salem's Alumni Association and foundation continue to support Salem graduates through scholarships for higher education and advanced technical training*

*Kent State University – Salem provides accelerated programs within the High School*

*Kent State University – Salem becomes a four year residential college with expanded higher education opportunities and on-campus student housing*

Support for School/Cultural Functions (7%)

*Salem's residents support the schools adequately and are confident that their support is wisely used*

*Salem schools are financially sound with good resident support and involvement. School administration, staff and Board members are sensitive to resident's concerns and issues and promote a relationship of mutual understanding and collaborative goals*

*Salem residents choose to send their children to the local public schools because of their excellent academics, safe and clean environment and modern buildings*

Good Teachers/Curriculum (5%)

*The Salem schools have excellent and highly motivated teachers who give their best and are able to create an environment where their students are eager to learn*

*Students in the Salem schools have a wide variety of educational offerings and quality extra-curricular programs to choose from, such as music, sports and the arts*

*The Salem schools are very strong in traditional educational curriculum and are recognized for their excellence in academics*

High Tech (5%)

*Technology in the schools is state of the art, meets current trends, and provides a needed edge for Salem students*

Other (3%)

*Salem has a variety of school offerings, including Christian and parochial schools*

*Salem schools prepare students well for college, work, and current market needs*

*Families are attracted to Salem and graduates remain or return because of the excellence Salem School System and the quality education provided*

## Theme: Community Life & Values

### I. What we value (question #1):

#### Youth:

Friendly/Closeness/Family/Friends (54%)

*We value Salem because our friends and family are here, and it is a small town where everyone knows everyone else*

*We appreciate the small size of the Salem area community which allows us to be close to and hang out with our friends*

*Salem has good places to meet new people*

*Businesses in Salem are friendly*

Quiet/Small/Safe/Calm/Peaceful (19%)

*We value the Salem Area's small town atmosphere*

*Salem is a peaceful, safe town where people are trustworthy and polite*

*We value that nothing bad ever happens in this safe community of Salem*

*Salem is a very safe community where I am allowed to walk around with my friends*

*Everyone knows everyone else in Salem so you are not afraid of anyone*

*Salem is a small town that you can get around easily by walking and bicycle*

*Salem is a quiet, peaceful community without the noise of nearby larger cities, but it still has a lot of things going on*

Help Each Other/Generous (9%)

*We value the kind heartedness and generosity of the people in the Salem area*

*My friends are always there for me*

*Salem is like Mayberry where everyone helps everyone else when there is a need*

Family Centered/Good Place to Raise Children (4%)

*The Salem area's strong values make it a good place to raise children*

*The Salem area residents are supportive of sports and other activities their children participate in*

*The Salem area is a place to build pleasant childhood memories*

Religious/Values (4%)

*Salem has strong religious values and residents believe in God*

*The Salem area community is founded on a deep religious history and tradition*

*Residents have pride in the Salem area community and their Quaker heritage*

Becoming More Diverse (1%)

*The Salem area has a variety of people who take part in many different activities*

*The Salem area is gaining in diversity and still remains a close-knit community*

Other (9%)

*We appreciate that the Salem area is small enough that you can keep informed of community events*

*There are fewer fights and disagreements in the Salem area, and when they happen they are over quickly*

*The Salem area is a community of nice neighborhoods*

*Salem community residents take pride in maintaining attractive surroundings*

**Adults:**

Friendly/Closeness/Family/Friends (32%)

*We value the friendliness of Salem residents, and appreciate that everyone knows everyone else*

*We appreciate the closeness of family and friends in this small town*

*The many small businesses in Salem are friendly to shoppers*

*Salem's friendliness makes it easy to develop both personal and business relationships*

*Our older citizens are well taken care of and valued*

Quiet/Small/Safe/Calm/Peaceful (16%)

*Salem is a safe, peaceful community with a low crime rate and quiet neighborhoods*

*The pace in Salem is slow and unrushed*

*We appreciate Salem's small town feel where residents care about and have pride in their community*

Family Centered/Good Place to Raise Children (16%)

*Salem is a friendly place where people are easy to get to know*

*Salem is a good place to raise children because people are friendly and watch out for each other and their kids and the community comes together around our children*

*Salem is a family-oriented community where families have lived for generations, and my children can grow up in the same small town that I did*

*There are many activities for youth to engage in from youth groups to school clubs*

Help Each Other/Generous (14%)

*The Salem area is a community of high quality people willing to pull together and help each other in time of need*

*Salem is a close knit town where people care for each other and are generous*

*Salem has a long tradition of caring for others*

Religious/Values (11%)

*The Salem area is home to many fine churches and belief in God is important to residents*

*Community residents respect each other's religious values*

*We value Salem's religious heritage and the traditional values that are still upheld*

*Churches in Salem work together for the betterment of children, families and the community. One example is the Community Banquet*

*Salem residents have a great deal of pride in their traditions*

*People in Salem are hard working and honest, with strong character and values*

*Salem is known as the City of Peace*

Art/Entertainment/Culture (2%)

*Salem has excellent arts and entertainment, including the live theater and cultural attractions*

*Salem has many quality cultural activities, including the Butler, Historical Society, Salem Community Theater*

*Salem is a community of rich and noble heritage; the birthplace of the Woman's Suffrage and Quaker roots*



*Salem is a city of parades, for example the Grande Parade and the Christmas parade*

Other (9%)

*Salem residents have a great deal of pride in their community*

*Many Salem residents volunteer in their community*

**II. What we hope (question #2):**

**Youth:**

Stay Same/Small/Close Knit (25%)

*Salem remains a small, close knit town where everyone knows you*

*Salem residents are kind, polite, respectful and caring toward each other*

Safe/No Drugs/Great Place to Raise a Family (14%)

*My children want to live in Salem because it is a safe community that provides a good place for them to raise their children without fear of drugs or violence*

*There is no vandalism, bullying or crime in Salem*

*Salem is a drug free community*

*Salem is a community where there are many fun things for youth to be involved in and many social opportunities to get to know other people*

More Diverse Racially/Culturally (11%)

*Salem is an accepting community of diverse cultures, races and ethnic groups*

*Salem is a more culturally and racially mixed community in which people live in mutual respect and understanding and reach out to get to know each other*

Will be Better/Take Pride (10%)

*Salem residents take pride in their Quaker heritage*

*Salem is a better place with community pride and involvement*

Same Values/Kind/Helpful/Friendly (9%)

*Salem is known for its traditional Quaker values and friendly, kind and helpful residents*

Will Grow/Active (5%)

*Salem is a larger community that still maintains its small town, personal feel and slower pace*

*Salem residents are actively involved in their community*

*Salem is a vibrant community where there are many and varied fun activities*

Other (11%): Peaceful/Quiet

*Salem remains a calm, relaxed and peaceful community*

Note: The following category is being included because it had so many responses and should therefore be take into account in light of the community's strong desire to retain their youth. This category is included as a caution about some youth's feelings, and the bolded responses typify the types of comments made by youth under this category. (Won't be Living Here (15%): ***I hope Salem is a better place, but I won't be living here... I will go away to college and won't come back... I won't raise my children here, etc.***

## **Adults:**

Stay Same/Small/Close Knit (23%)

*Salem is a "Mayberry" community where people care about their neighbors and are close to their family and friends*

Safe/No Drugs, etc. /Great Place to Raise a Family (22%)

*Salem is a safe place to raise a family where children can play and walk through the community without fear*

*Salem's vibrant economy offers many opportunities for work that pays enough to effectively raise a family*

*Salem is a drug free community.  
Children are valued in Salem and there are many opportunities for youth to be involved and take on leadership roles in the community*

Will be Better/Take Pride (17%)

*Salem residents take great pride in their community*

*Residents of Salem are actively involved in activities that work toward the betterment of their community*

*Salem remains a small town but with modern amenities*

*Salem supports its small businesses by shopping locally whenever possible*

Same Values: Kind/Helpful/Friendly (14%)

*Residents of Salem are kind and willing to help others when the need arises*

*Salem maintains traditional moral values and adults and youth have a true moral compass as embodied in the Quaker heritage, the Bible and the constitution*

*Salem residents care about their children and their education*

*The Salem community is known as a place where residents treat each other with respect and trust, and community wide cooperation is an important value*

More Diverse Racially/Culturally (5%)

*Salem is a community that accepts diversity and is less socially divided*

Will Grow/Active (2%)

*Salem's growth has made it an even better place to raise a family because of the enhanced access to employment opportunities, shopping alternatives, and excellent services*

*Salem's younger generations help the community to grow and become more vibrant, but not so large that we lose our small town atmosphere and values*

Other (17%)

Culture/Arts/Entertainment:

*Salem's vibrant arts and cultural community assets and activities draw persons from outside of the local area to the amenities and events that Salem has to offer*

Religious Involvement:

*Salem is a spiritual community with a broad interest and involvement in religious activity*

Other:

*There is peace and harmony and common goals in Salem between the various segments of the community, including the City and Township and the schools*

*The Salem community embraces youth and the elderly, providing supportive services and care for both*

## Theme: Social Services

### I. What we value (question #1):

#### Youth

Good Police Department, Safe, Low Crime Rate (81%)

*A very high number of Salem youth expressed how much they value the fact that Salem is safe and that there isn't much crime here, "Nothing bad ever happens here", you can walk where you want without fear*

*Salem Youth Comments: "There is a good police department there to serve" "The police are fast when you call them" and "can handle anything that goes wrong", "they are there when needed"*

*Salem is safe for kids, kids can even play in the streets*

*There is low crime rate in Salem, don't even have to lock our house or car doors*

*"I like the close-knit factor of our community that makes me feel safe."*

Nice Hospital, Health Caregivers (9%)

*Appreciate having a hospital close by, "I really value the hospital. Not many communities have close access to such a nice hospital like Salem does. It also provides jobs for the area." And "I value the fact that Salem has a close community hospital. We are lucky to have that in our community."*

*Proud of our hospital, excellent hospital*

Other (7%)

*People here in Salem are always giving back to the community and others*

*Beautiful buildings that provide excellent services for the Salem community*

Good Service Organizations (1%)

*Value the charitable organizations in Salem*

Fair Media (1%)

*"Salem News is a great newspaper for being a small town"*

Good Fire Department (1%)

*"There is a good fire department there to serve"*

## **Adults**

Good Police Department, Safe, Low Crime Rate (58%)

*Find a lot of value in the safety of Salem, the low crime rate, one of the safest cities (32nd in USA in 2002)*

*"Mayberry" atmosphere, feel safe at night when walking, safe place to raise a family, overall feeling of safety, rural atmosphere- safe environment*

*Excellent Police Department, quick response, appreciate the protection of the police in Salem*

Good Service Organizations (18%)

*Salem has great community involvement, great civic organizations*

*Churches, Church women united*

*Active Historical Society, people and programs*

*Large number and diverse selection of service clubs and organizations: Active Alumni Association, Salem Community Foundation, Rotary, all in Salem*

*Salem's service organizations are broad based*

*Strong ecumenical effort to help the less fortunate, Banquet of Salem, AIS, Church Women United, church food banks*

*Convenient services and goods in short time, people (clerks) go out of their way to service you*

*Continued aid for homeless and helpless*

Nice Hospital, Health Caregivers (10%)

*Good doctors, hospitals, quality physicians, available resources*

*"Some of the best medial facilities in this country"*

*"Salem Community Hospital, great service, accessible for all incomes, centrally located, caring doctors and nurses and staff", keep growing, progressiveness*

*Appreciate the health care and other services for senior populations, health care system is good and improving*

Other (6%)

*Generational continuity, good friendships that continue through the years*

*"Community helps each other with programs like Headstart"*

*Salem has good attorneys*

*Salem is starting to grown in terms of services such as the Community Center, WalMart and Home Depot*

Good Fire Department (4%)

*The Salem Area has excellent fire departments, quick response*

Good Government (2%)

*Easy to implement changes*

*"I value the willingness of local people to serve in elected offices, on boards, to offer assistance in money to other townspeople"*

*For the size of Salem Area Chamber of Commerce, business people work hard for city of this size*

Fair Media (2%)

*Like the local paper*

*"Communication in community*

*Excellent Media representation*

## II. What we hope (question #2):

### Youth

Good Police Department, Safe, Low Crime Rate (92%)

*Want to see Salem have less crime, most likely see more crime with more people coming in, less vandalism - better respond time for police*

*"My kids will be here as long as it is still a safe town"; "I want it to be a safe and close-knit town for all the children to come and be part of", "a safe haven in which to raise a family"*

*"For my children I would probably want it to be a drug free place", "I hope incoming drugs are gone", a lot less drug use*

*"I know I will always be able to trust our authorities and so I would feel happy to know our children are protected"*

Nice Hospital, Health Caregivers (3%)

*There is a hospital only 5 minutes from my house*

Good Fire Department (3%)

*Do not like how they got rid of the fire department jobs*

*Better respond time for fire department*

*The Salem Area community would have a lot of great people and an awesome mayor*

Good Government (1%)



*"I hope Salem will be a more positive, safer and well-known community in 25 to 50 years"*

Other (1%)

*Salem remain basically the same but with more landscaping and comforting*

*People of the Salem Area cut down on drug and alcohol use, less people smoking*

## **Adults**

Good Police Department, Safe, Low Crime Rate (69%)

*Crime level to stay down, no gang problems, less trouble*

*Better notification of offenders living in our community*

*With growth will come many more wide-spread problems – gangs, drugs, violence*

*Salem Area is Drug Free!*

*Metro Police*

*To be a comfortable and safe place to live*

Good Government (13%)

*Political change and support on the west end of town*

*Good local government- cooperating, for Salem to be professional through the council and mayor elections*

*Better relations between Salem City and Perry Township*

*Ethics and patriotism*

*Charter government, cohesive government*

*Several comments made about council and school board to make good, smart decisions for the community and not to bring any personal issues into it*

*Want to see their children and grandchildren play a role in the community*

Good Service Organizations (8%)

*Salem to have good support services*

*Make the community better, thriving community with opportunities*

*Emotional support for new comers to community such as Welcome Wagon*

Nice Hospital, Health Caregivers (4%)

*Affordable health care for all in the Salem Area*

*Reverse the isolation of Senior population*

Other (3%)

*Reach out to other communities*

*Be more inclusive*

*All English speaking citizens*

Good Fire Department (2%)

*That the fire district issue will be resolved*

*That there still is a fire department*

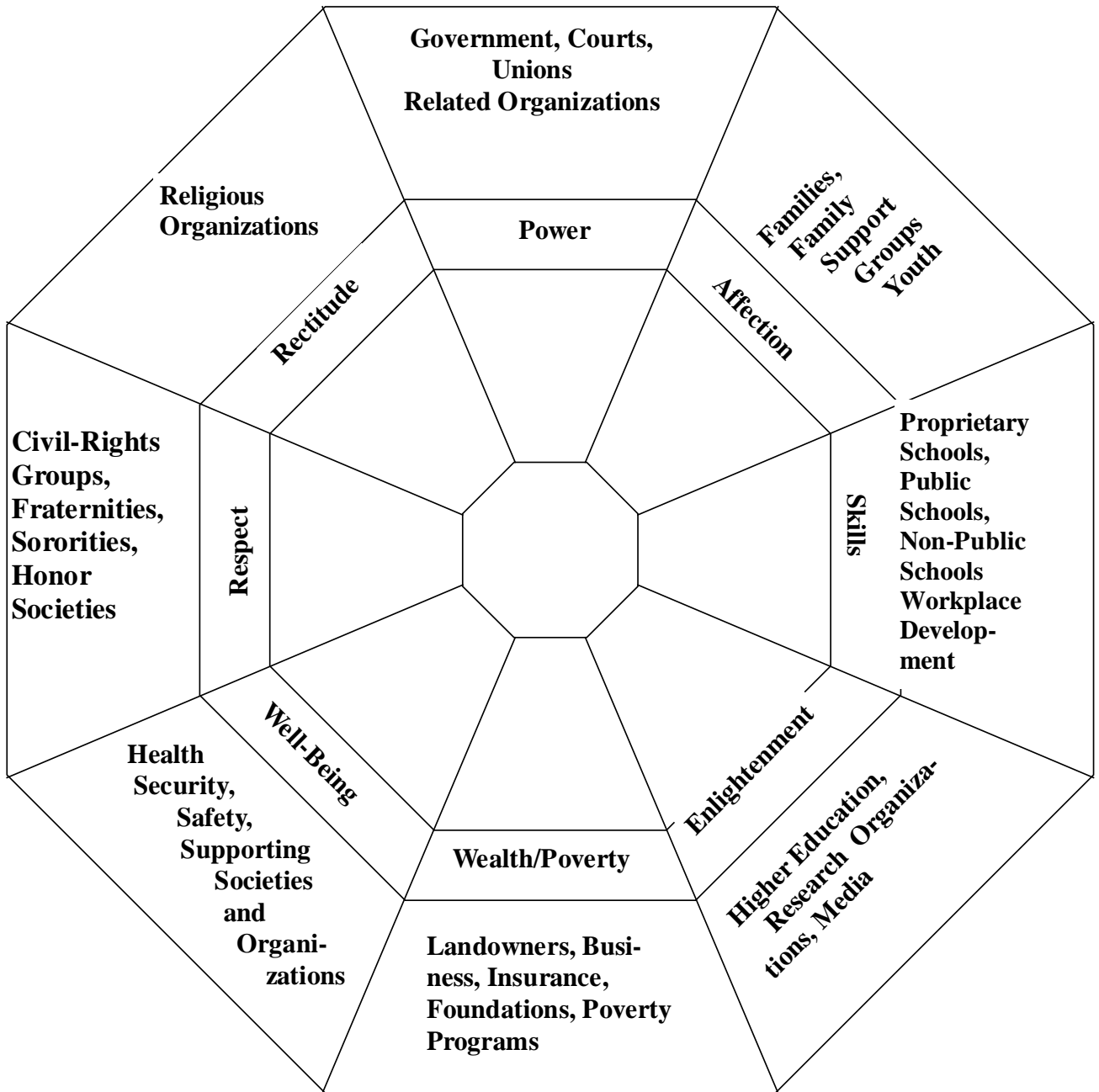
Fair Media (1%)

*Fairer media (comprehensive)*

*Not to play upon tempers and conflicts with city heads*

*Have a radio station like WWWVA/Jamboree*

# Exhibits



Harold D. Lasswell, *POLITICS: WHO GETS WHAT, WHEN, HOW*, Meridian Books, THE WORLD PUBLISHING COMPANY, Cleveland and New York, 1958, p. 202

Prepared by: Laverne L. Cunningham, The Ohio State University  
 Revised by: Myra Moss and Bill Grunkemeyer, OSU Extension

**GREATER SALEM AREA SUSTAINABLE COMPREHENSIVE PLAN**  
**VISIONING SESSIONS**  
*Status Report as of 4/13/06*

<b>Community Sector and Category</b>	<b>Date</b>	<b>Organization/Entity</b>	<b>Facilitator(s)</b>	<b># of Participants</b>	<b>Notes Typed</b>
<b>Wealth/Poverty</b> Chamber, Industry Small Business Community Action Landowners, Insurance Foundations, Consumers	6-21-05 5-10-05	Salem Rotary Club- Entity 1 COC- Steering Committee- Entity 7	Audrey Null & D. Moore M. Moss, B. Grunkemeyer, E. Oelker	60 40	Yes Yes
<b>Well-Being</b> Recreation, Law Enforcement Emergency Services/Fire Solid Waste Management Recycling, Health	9-20-05	Smith Center- Entity 2	?	12	Yes
<b>Enlightenment</b> Universities, Media Research Organizations					
<b>Rectitude</b> Religious Organizations Ministerial Associations	8-7-05	6 <sup>th</sup> Street Christian Church Sunday School- Entity 3	A. Null & D. Moore	34	yes
<b>Skills</b> Public & Non-Public Schools Career Centers/Tech Schools/Workforce Dev.					
<b>Power</b> City/Village Councils, Courts Planning Commission Human Services Township Trustees	2/2006	AFL-CIO- Entity 11	Audrey Null	15	Yes

<b>Affection</b> Youth, Families Senior Citizens, 4-H	10-05	8 <sup>th</sup> graders & their parents- Entity 4	Survey	253	Yes
	10-2005	High Schoolers & Adults- Entity 5	Survey	600	Yes
	9-23-05	Copeland Oaks Retirement Village- Entity 6	?	9	Yes
	2-2006	Salem Alumni Association- Entity 10	Audrey Null	9	Yes
<b>Respect</b> Citizen Groups Service Clubs Civil Rights Groups	6-9-05	Kiwanis- Entity 8	A. Null & D. Moore	30	Yes
	9-6-05	Salem Lions Club- Entity 9	A. Null & D. Moore	22	Yes
<b># of Community Categories Represented: 6 of 8</b>					
<b># of Vision Exercises Conducted: 11 ( two through survey instrument)</b>					
<b>Total # of Participants: 1084</b>					