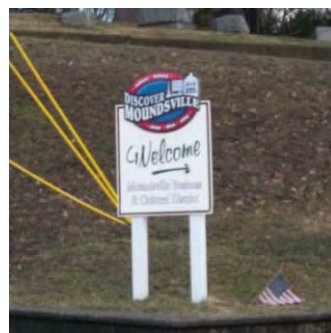
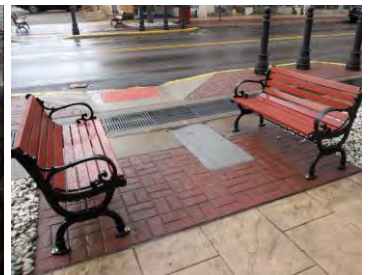


2011-
2012

First Impressions

Moundsville, WV

A Program for Community Development



Submitted by: Kelly Nix & Daniel Eades • WVU Extension Service
Community Economic & Workforce Development
2011-2012



First Impressions

A Program for Community Development

Introduction

Communities trying to envision the future need an accurate and unbiased picture of the present. The First Impressions program of the West Virginia University Extension Service provides this perspective by helping a community learn about its strengths and weaknesses as seen through the eyes of a first-time visitor. To accomplish this task, a team of anonymous visitors traveled to the community and recorded their First Impressions.

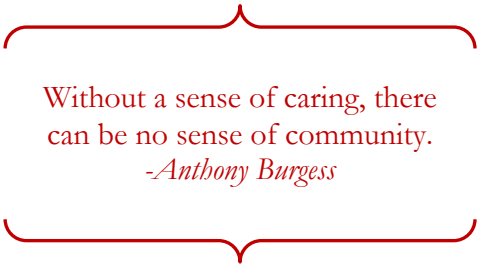
First Impressions was developed by Andy Lewis, University of Wisconsin Extension Associate Professor, and James Schneider, Grant County (WI) Economic Development Director. The West Virginia University Extension Service Community Resources & Economic Development Team adapted the First Impressions Program to meet the need of West Virginia communities. The program has also been used by Kansas State University Extension. At present, over 150 communities in five states have successfully used the program.

Preface

The Moundsville visit consisted of fourteen (14) visitors during the months of January and February 2012. The visitors included of six (6) males and eight (8) females. There were five visitors between the ages of 20-24, six visitors between 25-34, one between ages 45-54 and two between the ages of 55-64. Team members pose as prospective business owners, vacationers, shoppers and potential residents. Retail stores, residences, education, government, tourism and accessibility to services were investigated. Team members drove and walked through the town. They visited stores, offices, parks, and other places throughout the community.

Appearance, amenities, access, and attitude are among the community characteristics visitors evaluated. Observations were recorded and then compiled into this community report that includes recommendations.

Why “places” are important to communities



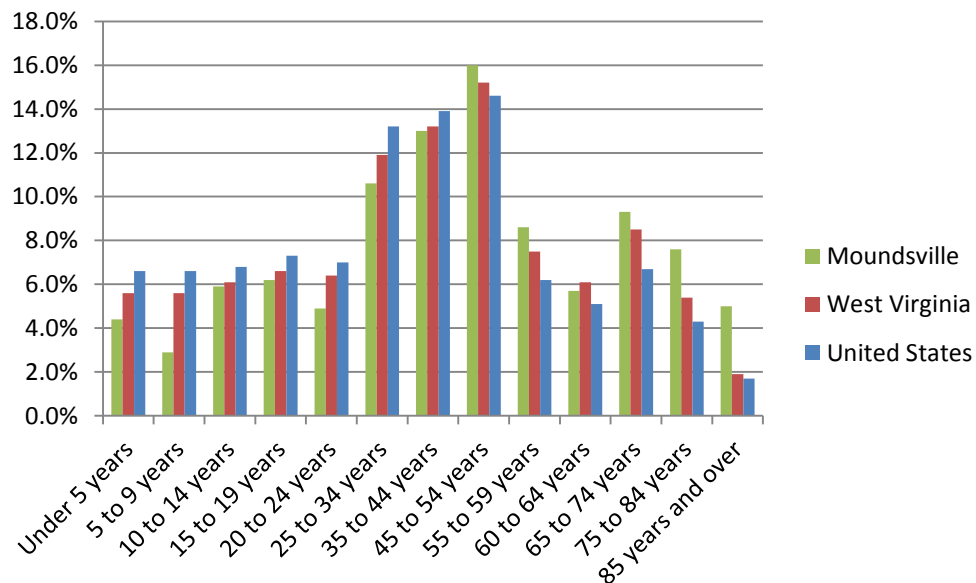
*Without a sense of caring, there
can be no sense of community.
-Anthony Burgess*

Public places are a “place” for our public lives. They are the parks where celebrations are held, where races end, where children learn many skills, where the seasons are marked and where cultures mix. They are the streets and sidewalks in front of homes and businesses where friends run into each other and where both social and economic exchanges take place.

About Your Community

The goal of the First Impressions program is to inform and guide public action by making the community aware of its assets and challenges. Like many Rust Belt communities Moundsville, a city and community largely defined by its past links to industry has been impacted by the loss of traditional manufacturing and major regional employers. Unemployment between 2006 and 2010 averaged approximately six percent with county rates rising over 11 percent after the financial crisis of 2008; median income (\$28,496) was 55 percent of the national average (\$51,914). Fortunately, the community has numerous assets, especially human resources, which can be leveraged for community initiated projects that can improve both aesthetics and the well being of Moundsville's citizens.

Population Distribution for Selected Geographies, 2006-2010



Relative to the state and nation, Moundsville's population is skewed toward an older demographic: 28% of the city's population was over the age of 60, compared to 22% for the state and the national average of 18%. Older populations present challenges, however they also provide valuable resources. Many in this demographic will likely be retired and therefore possess both time and valuable experience that can be harnessed for local community projects.

In addition to time, knowledge, and experience, this population likely has some of the strongest links with the community; they have lived in the area the longest, they likely own their home, they know their neighbors, in short they are invested in the community. Research indicates that homeownership and length of residency are positively linked to political participation and civic engagement (Rolo, Wilson, Hughes 2010). In Moundsville, more than 70% of homes are owner occupied and nearly 52% of homeowners have maintained their residency for more than 20 years. To harness this wealth of experience and

commitment, the community could develop programs and projects that provide ample opportunities to engage in community development.

A second human asset is Moundsville's educated population. The city has experienced firsthand the economic impacts of structural changes that have occurred as the U.S. economy has transitioned from a goods-producing to a service-producing and knowledge economy. The ability to compete in this new economy requires a well-educated, trainable, and adaptable workforce. In 2010, median weekly earnings for a worker with less than a high school diploma were \$444. High school graduates earned nearly 41 percent more (\$626), and those with bachelor's degrees earned 134 percent more (\$1,038) than those with no high school diploma. Unemployment rates in 2010 were 14.9 percent for workers with no high school diploma, 10.3 percent for high school graduates, and 5.4 percent for workers with a bachelor's degree or higher.

Earnings and Unemployment by Educational Attainment Level, U.S. Averages, 2010

Educational Attainment	Median Weekly Earnings	Unemployment Rate
Less Than High School Diploma	\$444	14.9
High School Diploma	\$626	10.3
Associate's Degree	\$767	7.0
Bachelor's Degree	\$1,038	5.4

In Moundsville, approximately 10 percent of the population has a bachelor's degree or higher educational attainment. This rate is lower than both the state (17.3%) and national (27.9%) rates. Similarly, high school graduation rates in Moundsville (80.3%) were lower than the state (81.9%) and nation (85.0%).

Educational Attainment of Population 25 Years and Over, 2006-2010

	High School	Bachelor's Degree
Moundsville	80.3%	9.7%
West Virginia	81.9%	17.3%
United States	85.0%	27.9%

In addition to economic participation, research indicates that college graduates are more likely to engage in volunteer activities than those with lower educational attainments (Volunteering in the United States, 2011). According to the Bureau of Labor Statistics the volunteer rate in 2010 was 42.4 percent for college graduates, compared with 18.2 percent for high school graduates, and 9.8 percent for those with less than a high school education (Volunteering in the United States, 2011). To increase both economic and civic participation the community should emphasize increasing high school graduation rates, identify and support partnership opportunities with local universities and community and technical colleges to encourage degree completion, and actively involve its well educated population in community projects.

Finally, residents and community leaders should remember that "community" often extends beyond the city limits, or in the case of Moundsville even state borders. According to U.S.

Census Bureau, Longitudinal Employer-Household Dynamics (LEHD) statistics more than 81 percent of workers employed in Moundsville live outside of the city limits, including 22.5 percent commuting from Ohio.

Home Destination Report: Where workers live who are employed in Moundsville, WV (2009)

Home City	Percentage of Workforce
Moundsville, WV	18.10%
Wheeling, WV	7.50%
Glen Dale, WV	4.70%
McMechen, WV	3.50%
New Martinsville, WV	3.00%
All Other Locations	63.0%

This population, although not residing in the city, possesses skills and resources that could be utilized by the community. Most are spending a third of their day here and have an interest in the well being of the town and its residents. These workers and the businesses that employ them should be considered an essential element in future development projects.

Top 20 Employers in Moundsville

Company Name	Primary NAICS Description	Employees
Consolidation Coal Co	Bituminous Coal & Lignite Surface Mining	474
Kammer-Mitchell Plant	Electric Power Distribution	275
Marshall County Schools	Elementary & Secondary Schools	251
Army National Guard	National Security	200
Mound View Health Care Inc	Nursing Care Facilities (Skilled Nursing Fclts)	150
Kroger	Supermarkets/Other Grocery	75
Mc Donald's	Full-Service Restaurants	70
Regional Jail	Correctional Institutions	69
WV Health & Human Svc Dept	Other Human Resource Programs Admin	60
Pepsi Bottling Group	Soft Drink Manufacturing	51
Grand Vue Park/Marshall Co. Park & Rec.	Nature Parks & Other Similar Institutions	50
Moundsville Volunteer Fire	Fire Protection	47
Adena Industries	All Other Misc Ambulatory Health Care Svc.	45
H&R Block	Tax Preparation Services	40
New Vrindaban Community Inc	Religious Organizations	40
Transportation Dept	Regulation & Administration-Transportation	40
Wendy's	Full-Service Restaurants	40
Walmart Supercenter	Department Stores	35
Goodwill	Used Merchandise Stores	31
Gopals Garden Inc	Elementary & Secondary Schools	30

References

2006-2010 American Community Survey. Moundsville, West Virginia, United States.
Prepared by the U.S. Census Bureau, 2011.

ReferenceUSA. Infogroup, Inc. 2012. Accessed April 5, 2012.

Rotolo, T., Wilson, J. and Hughes, M. E. (2010), Homeownership and Volunteering: An
Alternative Approach to Studying Social Inequality and Civic Engagement.
Sociological Forum, 25: 570–587.

Volunteering in the United States, 2011. Bureau of Labor Statistics, United States
Department of Labor. February 22, 2012.

First Impressions - Moundsville, N=14

Location			
		Frequency	Valid Percent
Valid	Moundsville	14	100.0

What is your gender?			
		Frequency	Valid Percent
Valid	Male	6	42.9
	Female	8	57.1
	Total	14	100.0

Which best describes your age?			
		Frequency	Valid Percent
Valid	20-24	5	35.7
	25-34	6	42.9
	45-54	1	7.1
	55-64	2	14.3
	Total	14	100.0

As you approached the Community:

Q1. How did you visualize the community before visiting, i.e., what did you expect to see?

- I expected a typical WV town of 10,000 – vacant buildings, old housing stock, troubled infrastructure, poor code enforcement, few assets beyond the penitentiary.
- Small, older building stock, lots of commercial.
- Small insignificant town with little resources.
- I expected it to be economically impoverished with dirty and unkempt streets and buildings.
- Small, economically depressed town.
- I expected to see a more rural area.
- A typical small WV city. Sort of lack of zoning and out of date.

Q1. How did you visualize the community before visiting, i.e., what did you expect to see? Continued:

- Being from a small town from the southern part of the state I imagined it being very similar to that, an older population with an aging cityscape.
- I imagined the town to be much smaller with limited buildings outside of the downtown area.
- I expected to see a small town with one central main street and surrounding rural areas. Not a lot of arts or cultural destinations.
- I wasn't too sure. I know about "The Mound" and the prison but that was about it. I figured it would have that old industrial feel that most of the Northern Panhandle communities have.
- I expected small, rural countless abandoned buildings. Also, I expected few attractions available to the public.
- Somewhat big, the website was quite detailed with the aspects of tourism.
- Bad roads, hills, lots of meth, poverty hill folk, old signs, white, rural, old, dying, still town, no wireless internet, bad cell reception, alcohol abuse, no sun, cold, dark, and wet.

Q2A. The "five minute" impression: Take one drive through without stopping. As you exit the community, pull over to the side of the road and write down what you felt about the community with only this quick look.

- More new development than the anticipated along Rt. 2 and bridge over the Ohio River was a nice surprise – great access!
- Lots of power plants, but was a beautiful community.
- Not as small as I expected, a little outdated. Has a lot of potential i.e., park, cabins, museum mound.
- Felt like it was a smaller Morgantown. People seemed friendly and involved.
- It's kind of depressing because you can tell it used to be in better shape in years past.
- I was impressed by Jefferson Avenue.
- In need of renovation.
- Nice looking place.
- One gets the impression that the area is definitely the economic center of town.
- Spread out. It felt a bit disjointed but beautiful old homes coming into town.
- Older community with some eye sores but lots of potential. Distinct difference in housing condition, some really nice with beautiful architectural detail, others run down and in need of cleaning and renovation.
- Much less "industrial" than I was expecting. Nice neighborhoods, low traffic, several green spaces.
- Town was larger than expected – Sensible traffic layout and very clean.
- The community had met the needs and some of the peoples want by providing on one street Kroger, Walmart, Peeples and several other stores. The place was fairly clean. There were some brown spaces, a beautiful high school, very unique large houses, and a group of very small houses.



Several respondents commented on the residential areas of the community.

Q2B. What is your first impression of the community's overall artistic value and beauty?

- Until you get into the downtown neighborhoods and main street areas, it is not very attractive. There are eyesores along gateway routes (power substation, Fostoria site) and rundown facilities (Cataract Institute). The riverfront has enormous potential, but the industrial and rundown housing between 2 and the river is a problem, as well as the abandoned Ohio power plant.
- Really nice older homes. No downtown design, cohesion. Nice paved sidewalks and street lights.
- Grand Vue Park is beautiful. Great tourist options. The homes and businesses are pretty run down as well; needs some assistance with remodeling.
- Quaint architecture, people are proud of what they have and take care of their homes and yards, lots of businesses both local and franchise common thread of unity.
- There is potential but currently some buildings are run down.
- Main Street (Jefferson Ave.) is very artistic and beautiful.
- The penitentiary was beautiful along with the Indian mound; although the rest of the town (neighborhood area) could use some upgrades, improvement. The restaurant/shops by the main street were really quaint and cute.
- The community doesn't seem to have a distinct artistic feel, however one does get the feeling that they have traveled back in time to a more, simpler time.
- Looks like most places on Ohio River.

Q2B. What is your first impression of the community's overall artistic value and beauty? Continued

- There are some beautiful properties and eyesore properties. I could imagine with a little money how the community's overall aesthetic value and beauty can be improved. For instance, the riverfront park has so much potential.
- The aesthetic value would increase in warmer months/sunnier days. There are some very attractive ones but the aesthetic value of the nice areas is completely diminished by some very large eyesores.
- Maybe it was because it was sunny but the area felt much warmer and friendlier than the industrial areas like Wheeling. Downtown had some cool buildings, prison looked awesome, great old theatre featuring live music on a regular basis.
- Moundsville is clean and aesthetically appealing and possesses many businesses with varying purposes. Most houses are well kept with several green spaces.
- A good amount of green space. It was winter, but I didn't see any beauty to the area. The Pavilion in the park (riverfront) was good, but small. The roads in that park could be developed with a much larger stadium and possibly an outdoor theater. Big speakers could be placed there for all to hear the game, presentation, etc. A bike trail may also be able to go there.



The Strand Theatre is one example of an artistic venue in the community.

Q3. The community entrances: Go about 1 mile out each road and return. List each road (Rt. 50 West, etc.) and list positives and negatives for each.

Route Name	Positives	Negatives
Grandview Road	Terrific pavement, views	Too narrow!!!
2 N	Glendale is nice	No distinctive differentiation
250 S/E?	Reasonable unincorporated areas – not too run down or junky	Very steep, windy, some pavement issues
Jefferson Ave.	Sidewalks, street lights	Abandoned buildings
Rt. 2	Amenities	Confusing road pattern
Route 2	Clearly marked	Not a main highway
Route 2 and 250	Lots of retail	More landscaping
Rt. 2 & Roberts Ridge Road	People around walking	More landscaping
Highway 17/17 th Street	Residential/County fairgrounds	Need better view of stop signs
Waynesburg Pike	Good view of city	Lots of litter
WV Route 2 to Glendale	Good signage	Potholes
US Route 250	Good signage	
Jefferson Ave.	Very pretty	N/A
Route 2	Organized (stoplights)	Some congestion in areas
Route 250	Hilly and pretty	Narrow in places
Rt. 2 and 250	Nice looking sign	Bad signage hard to find Grand Vue Cabins
Rt. 2 and Roberts Ridge Road	Good signage by informative listing of civic organizations	Closed down power plant – huge eye sore
Waynesburg Pike	Good view of city	Windy and narrow road, litter and trash
Fifth Street	Labels	Potholes
Fourth Street	Road	Rundown homes
Second Street	Signs	
250 towards Fairview	Route was well maintained	Signage into city needs updated
4 th Street towards Maxwell Acres	Scenic route along creek	Large amounts of litter
Rt. 2 S	Beautiful old homes	Moundsville sign didn't grab me
250/2 from North	N/A	The 250 sign hides the Moundsville sign, strip area is the first thing you see
Rt. 40	Large Clean	None



Examples of two welcome signs in the community.

Welcome signs:

Q3. How would you rate the readability of the welcome signs?			
		Frequency	Valid Percent
Valid	Fair	3	21.4
	Good	2	14.3
	Very Good	7	50.0
	Excellent	2	14.3
	Total	14	100.0

Readability of the welcome signs comments:

- Not sure I saw any incoming welcome signs.

Q4. How would you rate the direction of the signs' locations to points of interest?			
		Frequency	Valid Percent
Valid	Poor	1	7.1
	Fair	5	35.7
	Good	6	42.9
	Very Good	1	7.1
	Excellent	1	7.1
	Total	14	100.0

Signs directions to points of interest comments:

- These signs were not large enough or they were not there at all.

5. Getting from A to B...please comment on the following:

Q5A. Are street signs well placed?			
		Frequency	Valid Percent
Valid	Yes	12	92.3
	No	1	17.7
	Total	13	100.0
Missing	No Response	1	
Total		14	

If no, which ones?

- Cedar Ave. sign on 2nd Street is hard to see.
- In places of residence and coming in on Rt. 2 Many basic street signs were missing.

Q5B. Are street signs easy to read?			
		Frequency	Valid Percent
Valid	Yes	14	100.0

Q5C. Are the traffic patterns sensible?			
		Frequency	Valid Percent
Valid	Yes	12	85.7
	No	2	14.3
	Total	14	100.0

If no, which ones?

- 250 through town and access to Grand Vue Park from many routes.

Q5D. Are there any potential trouble spots that could be unsafe?			
		Frequency	Valid Percent
Valid	Yes	6	46.2
	No	7	53.8
	Total	13	100.0
Missing	No Response	1	
Total		14	

If yes, please describe?

- Fostoria and First turns onto First in traffic.
- Stop signs are in places that need a traffic light.
- The traffic light at the Walmart if you want to go straight into the plaza by the Dairy Queen.
- Down in some different trailer park areas.
- The Old Fostoria Glass Factory site halfway demolished right on the corner of the street.

Q5E. Are the roads in good repair?			
		Frequency	Valid Percent
Valid	Yes	11	84.6
	No	2	15.4
	Total	7	100.0
Missing	No Response	1	
Total		14	

If no, which ones?

- Town roads are rundown.
- Riverfront Park.

Q5F. Are the roads too narrow?			
		Frequency	Valid Percent
Valid	Yes	4	30.8
	No	9	69.2
	Total	13	100.0
Missing	No Response	1	
Total		14	

If so, which ones?

- Grandview Road and Center Street.
- Grand Vue Park.
- Middle Grave Creek.
- Waynesburg Pike.
- Generally most streets have on-street parking which generates this problem.

6A. Main Downtown Business Area



The appearance of the downtown business area was rated 'fair' to 'very good.'

Q6A1. Overall appearance of the main downtown business area...size?			
		Frequency	Valid Percent
Valid	Fair	4	28.6
	Good	3	21.4
	Very Good	7	50.0
	Total	14	100.0

Q6A2. Overall appearance of the main downtown business area...buildings?			
		Frequency	Valid Percent
Valid	Fair	7	50.0
	Good	6	42.9
	Very Good	1	7.1
	Total	14	100.0

Q6A3. Overall appearance of the main downtown business area...windows?			
		Frequency	Valid Percent
Valid	Poor	3	21.4
	Fair	4	28.6
	Good	7	50.0
	Total	14	100.0

Q6A4. Overall appearance of the main downtown business area...sidewalk displays?			
		Frequency	Valid Percent
Valid	Poor	6	42.9
	Good	6	42.9
	Very Good	1	7.1
	Excellent	1	7.1
Total		14	100.0

Q6A5. Overall appearance of the main downtown business area...signage?			
		Frequency	Valid Percent
Valid	Poor	1	7.1
	Fair	6	42.9
	Good	5	35.7
	Very Good	2	14.3
	Total	14	100.0

Q6A6. Overall appearance of the main downtown business area...Other please list? Street Trees			
		Frequency	Valid Percent
Valid	Poor	1	100.0
Missing	No Response	13	
Total		14	

Q6A6. Overall appearance of the main downtown business area...Other please list? Range of Businesses			
		Frequency	Valid Percent
Valid	Fair	1	100.0
Missing	No Response	13	
Total		14	



Visitors mentioned empty storefronts and broken windows in the downtown area.



Main downtown business area other comments:

- Wardens' quarters and a few Victorian homes are beautiful.
- Old architecture and great music that provides positive atmosphere but too many boarded up windows.
- Many windows boarded up. Buildings are really nice, old architecture, but there are many vacant storefronts and boarded up windows. Lots of potential.
- There were about 3 cleaned up buildings in the downtown area (Ruttenberg's, Theresa's Fabrics, Allen's Bootery; the remainder of the buildings were fair to poor. They were either dirty (like consignment shop) or had broken window on outside, just needed redone like Theresa's Fabrics. There could be more burger shops, wing shops, ice cream shops, Subway, healthy food choices, pizza shop. The consignment shop should be decluttered. The brick wall at the drive through BB&T bank could have a mural painted. The Chamber of Commerce was more beautiful inside than the most fancy restaurant in town (Alexander's). The outside of the Chamber could use beautification and a new front door.
- Several windows were boarded up or broken.

Q6A7. Is there a specific area of the main downtown business area that creates a particular atmosphere?

		Frequency	Valid Percent
Valid	Yes	9	69.2
	No	4	30.8
	Total	13	100.0
Missing	No Response	1	
Total		14	



The benches and brickwork were mentioned as positive attributes of the downtown area.

Q6A. Specific Area of Main Downtown Business Area that Creates a Particular Atmosphere:

Specific Area	Type of Atmosphere Created	Why Positive?	Why Negative?
Downtown	Positive	Nice brickwork additions, benches, etc.	Not Applicable
Downtown	Positive	Wider, more attractive walking areas	Not Applicable
Downtown craft and artist	Positive	Local products sold at local businesses	Not Applicable

Q6A. Specific Area of Main Downtown Business Area that Creates a Particular Atmosphere Continued:

Specific Area	Type of Atmosphere Created	Why Positive?	Why Negative?
Downtown	Positive	Has a feel of a small, artsy Appalachian town	Not Applicable
Downtown	Positive	Downtown older buildings resemble nostalgic 60's-70's	Not Applicable
Downtown	Positive	Very quaint	Not Applicable
Downtown	Positive	Artistic, beautiful	Not Applicable
Downtown	Positive	Music on Jefferson Ave.	Not Applicable
Downtown	Positive	Artsy type, feel, atmosphere, neat	Not Applicable
Downtown	Positive	The ability to have little shops with photography etc., makes for a welcoming downtown area	Not Applicable
Main Street	Positive	Craft type stores and music creates a shopping and dining feeling	Not Applicable
Main Street area (Jefferson Ave.)	Positive	Have a lot of crafts and art stores that create an Americana aesthetic. This is a positive atmosphere with friendly people	Not Applicable
Generally between 5 th and 2 nd street there are craft type stores	Positive & Negative	It is positive as long as the outside is clean and inviting. Some craft stores were clean and bright and eye catching from the outside and this encourages people to want to enter. People like craft stores because of the "homemade" aspect.	When the stores do not have new paint, or they are dirty and dirty windows, this causes one not to even want to enter.
The downtown area	Positive & Negative	Downtown area provides a sense that the town was once thriving and vibrant	Downtown has several abandoned buildings, dead plants and broken windows



Visitors listed craft stores among the positive aspects of the downtown area.

6B. Public Amenities

Q6B1. Public amenities...rate the quality of the benches in terms of working order.			
		Frequency	Valid Percent
Valid	Poor	3	21.4
	Fair	1	7.1
	Good	5	35.7
	Very Good	1	7.1
	Excellent	4	28.6
	Total	14	100.0

Q6B2. Public amenities...rate the quality of the pay phones in terms of working order.			
		Frequency	Valid Percent
Valid	Poor	8	80.0
	Fair	1	10.0
	Good	1	10.0
	Total	10	100.0
Missing	Not Applicable	4	
Total		14	

Q6B3. Public amenities...rate the quality of the water fountains in terms of working order.			
		Frequency	Valid Percent
Valid	Poor	10	83.3
	Fair	1	8.3
	Good	1	8.3
	Total	2	100.0
Missing	Not Applicable	4	
Total		14	

Q6B4. Public amenities...rate the quality of the public restrooms in terms of working order.			
		Frequency	Valid Percent
Valid	Poor	9	75.0
	Fair	2	16.7
	Good	1	8.3
	Total	12	100.0
Missing	Not Applicable	2	
Total		14	

Q6B5. Public amenities...rate the quality of the recycling receptacles in terms of working order:			
		Frequency	Valid Percent
Valid	Poor	11	91.7
	Fair	1	8.3
	Total	12	100.0
Missing	Not Applicable	2	
Total		14	

Q6B6. Public amenities...rate the quality of garbage/trashcans please list in terms of working order.			
		Frequency	Valid Percent
Valid	Fair	1	50.0
	Poor	1	50.0
	Total	2	100.0
Missing	Not Applicable	2	
Total		14	

Q6B7. Public amenities...rate the quality of the landscape in terms of working order:			
		Frequency	Valid Percent
Valid	Poor	1	100.0
Missing	Not Applicable	13	
Total		14	

Q6B8. Public amenities...rate the quality of the public transportation in terms of working order:			
		Frequency	Valid Percent
Valid	Good	1	100.0
Missing	Not Applicable	13	
Total		14	

Q6B9. Public amenities...rate the quality of the handicap accessibility in terms of working order:			
		Frequency	Valid Percent
Valid	Poor	1	100.0
Missing	Not Applicable	13	
Total		14	

Public amenities other comments:

- Trash cans were few and far between.
- Did not see pay phones, water fountains, public restrooms, recycling receptacles. Could use 5 more benches per side. I did see sidewalk accessibility.

6C. Other streetscape appearance enhancements

Q6C1. Have the grounds been landscaped with flowers & trees?			
		Frequency	Valid Percent
Valid	Yes	8	57.1
	No	6	42.9
	Total	14	100.0



Many visitors noticed areas of green space such as the grounds near the court house.

Q6C2. Are there small areas of green space?			
		Frequency	Valid Percent
Valid	Yes	10	71.4
	No	4	28.6
	Total	14	100.0

Q6C3. Hanging baskets?			
		Frequency	Valid Percent
Valid	Yes	5	35.7
	No	9	64.3
	Total	14	100.0

C6C4. Flags/banners?			
		Frequency	Valid Percent
Valid	Yes	13	92.9
	No	1	7.1
	Total	14	100.0

Q6C5. Walking, sidewalks?			
		Frequency	Valid Percent
Valid	Yes	14	100.0

Q6C6. Trails?			
		Frequency	Valid Percent
Valid	Yes	10	71.4
	No	4	28.6
	Total	14	100.0

Q6C7. Paths?			
		Frequency	Valid Percent
Valid	Yes	9	64.3
	No	5	35.7
	Total	14	100.0

Q6C8. Other? Do these items need revitalized?			
		Frequency	Valid Percent
Yes		1	100.0
Missing	No Response	13	
Total		14	

Other streetscape appearance comments:

- Very minimal WVU flags and banners.
- Could add some hanging baskets.
- Do the streetscape appearance enhancements need revitalized?

6D. Parking (on street and lots)

Q6D1. Was parking centrally located?			
		Frequency	Valid Percent
Valid	Yes	11	78.6
	No	3	21.4
Total		14	100.0

Q6D2. Was parking well lit?			
		Frequency	Valid Percent
Valid	Yes	9	69.2
	No	4	30.8
	Total	13	100.0
Missing	No Response	1	
Total		14	

Q6D3. Is parking secure?			
		Frequency	Valid Percent
Valid	Yes	13	92.9
	No	1	7.1
Total		14	100.0

Q6D4. Is there a charge for parking?			
		Frequency	Valid Percent
Valid	Yes	9	64.3
	No	5	35.7
Total		14	100.0

Q6D5. Did parking options provide convenient access to main attraction?			
		Frequency	Valid Percent
Valid	Yes	13	92.9
	No	1	7.1
Total		14	100.0

Other parking comments:

- Penitentiary parking is insufficient.
- I felt there was a lot of free parking on side streets. I liked the music on the streets.

6E. Sidewalks and pedestrian traffic

Q6E1. Are sidewalks in good condition?			
		Frequency	Valid Percent
Valid	Yes	14	100.0

Q6E2. Handicapped accessible?			
		Frequency	Valid Percent
Valid	Yes	11	78.6
	No	3	21.4
	Total	14	100.0

Q6E3. Is the community pedestrian friendly?			
		Frequency	Valid Percent
Valid	Yes	13	92.9
	No	1	7.1
	Total	14	100.0

Q6E4. How would you describe the amount of pedestrian traffic?			
		Frequency	Valid Percent
Valid	Low	9	64.3
	Moderate	5	35.7
	Total	14	100.0

Amount of pedestrian traffic comments:

- Saw maybe 7+ school-age kids walking around town during school hours.

7. Sociability:

Q7A. Is this a place where you would choose to meet your friends?			
		Frequency	Valid Percent
Valid	Yes	8	57.1
	No	6	42.9
	Total	14	100.0

Q7B. Do people come in groups?			
		Frequency	Valid Percent
Valid	Yes	7	53.8
	No	6	46.2
	Total	13	100.0
Missing	No Response	1	
Total		14	

Q7C. Are people talking with each other?			
		Frequency	Valid Percent
Valid	Yes	10	71.4
	No	4	28.6
	Total	14	100.0

Q7D. Are people smiling?			
		Frequency	Valid Percent
Total		14	100.0

Q7E. Do strangers make eye contact with one another?			
		Frequency	Valid Percent
Total		14	100.0

Q7F. Is there a mix of ages?			
		Frequency	Valid Percent
Valid	Yes	10	71.4
	No	4	28.6
	Total	14	100.0

Mix of age's comments:

- Fairly old population.
- A lot of young kids around on a Friday morning. Was school out or a lot of truancy?

Q7G. Is there a mix of ethnic groups?			
		Frequency	Valid Percent
Valid	Yes	1	7.1
	No	13	92.9
	Total	14	100.0

Mix of ethnic group's comments:

- Mostly Caucasian.

8. Recreation and tourism assets:

Q8A. How do you rate the community's recreational parks and playgrounds?			
		Frequency	Valid Percent
Valid	Poor	1	7.1
	Fair	5	35.7
	Good	5	35.7
	Very Good	2	14.3
	Excellent	1	7.1
	Total	14	100.0

Recreation and Tourism assets other comments:

- Shut down playground indoor pool used a lot.
- The park with the recreation center and pool is the best kept secret of Moundsville. They could use more outdoor toys for kids up by the cabins. This could include a bike rental if they don't have any.



A visitor mentioned a closed playground in the community.

Q8B. Are there any tourist attractions or special events that this community is known for?			
		Frequency	Valid Percent
Valid	Yes	13	92.9
	No	1	7.1
	Total	14	100.0

If yes, please list:

- Moundsville Penitentiary, Fostoria Glass.
- Zombie walk, Penitentiary, The Mound.
- Palace of Gold, The Mound, prison, toy factory, county fairgrounds.
- Penitentiary, Mound and museum.
- Penitentiary, Mound. (8)
- Marshall County Fair, The Mound State Penitentiary.
- The Mound – archeological attraction. The Penitentiary – Historical/architectural attraction.
- Strand theater (Wheeling Jamboree), Marx Toy Museum.
- Strand theater (2).
- Grand Vue Park.



The Grave Creek Mound is one of the most frequently mentioned attractions in the community.

Q8C. Does the community host any fairs or festivals?			
		Frequency	Valid Percent
Valid	Yes	11	91.7
	No	1	8.3
	Total	12	100.0
Missing		2	
Total		14	

If yes, please list:

- Craft, Halloween festivals, film festival.
- Strand Theater.
- Marshall Co. Fair. (5)
- Elizabethtown Festival. (2)



The penitentiary was a highlight for many visitors.

Q8D. Would these attractions and events be of interest to visitors?			
		Frequency	Valid Percent
Valid	Yes	12	100.0
Missing	No Response	2	
Total		14	

Q8E. Do these attractions and events draw in people from outside the community?			
		Frequency	Valid Percent
Valid	Yes	12	100.0
Missing	No Response	2	
Total		14	

Q8F. Are there specialty shops or other features of the community that would bring you back to visit?			
		Frequency	Valid Percent
Valid	Yes	8	61.5
	No	5	38.5
	Total	13	100.0
Missing	No Response	1	
Total		14	

If yes, which ones?

- Craft stores are unique.
- Craft stores.
- The Mound, Penitentiary. (2)
- Downtown area.
- Grand Vue Park. (2)
- Various museums in the community.

Q8G. Are overnight accommodations available in the community?			
		Frequency	Valid Percent
Valid	Yes	10	76.9
	No	3	23.1
	Total	13	100.0
Missing	No Response	1	
Total		14	

Q8H. If yes, how would you rate the quantity of options?			
		Frequency	Valid Percent
Valid	Poor	7	70.0
	Fair	3	30.0
	Total	10	100.0
Missing	Not Applicable	1	
	No Response	4	
Total		14	

Q8I. If yes, how would you rate the appearance of the overnight accommodations?			
		Frequency	Valid Percent
Valid	Fair	4	40.0
	Very Good	2	20.0
	Excellent	4	40.0
	Total	10	100.0
Missing	Not Applicable	3	
	No Response	1	
Total		14	

Overnight accommodations comments:

- It would help to turn the Fame and Fortune building (very large building with only one store on its side) into a hotel.

9. Residential Areas:

Q9. Please rate the appearance of the residential areas in the community.			
		Frequency	Valid Percent
Valid	Poor	1	7.1
	Fair	2	14.3
	Good	9	64.3
	Very Good	2	14.3
	Total	14	100.0

Appearance of the residential areas in the community comments:

- Majority in poor condition with some BEAUTIFUL homes and areas sprinkled through.

10. The people:

Q10A. How would you rate the friendliness of the residents in the community?			
		Frequency	Valid Percent
Valid	Good	5	35.7
	Very Good	5	35.7
	Excellent	4	28.6
	Total	14	100.0

Q10B. How would you rate their knowledge of their community?			
		Frequency	Valid Percent
Valid	Good	3	21.4
	Very Good	6	42.9
	Excellent	5	35.7
	Total	14	100.0

The People Comments:

- Blue collar, working class, nice people.

11. Community Information

Q11A. Were you able to find a facility brochure (tourist type)?			
		Frequency	Valid Percent
Valid	Yes	12	85.7
	No	2	14.3
	Total	14	100.0

Q11B. Were you able to find businesses/attractions brochures or directory?			
		Frequency	Valid Percent
Valid	Yes	12	85.7
	No	2	14.3
	Total	14	100.0



Most visitors reported they were able to find brochures and directories about area businesses.

Q11C. Were you able to find information on the community profile (demographic, industrial type information for prospective business people, etc.)?			
		Frequency	Valid Percent
Valid	Yes	7	50.0
	No	7	50.0
	Total	14	100.0

Q11D. Were you able to find a map of the town or community?			
		Frequency	Valid Percent
Valid	Yes	12	85.7
	No	2	14.3
Total		14	100.0

Q11E. Other (i.e. bulletin/notice tourism, kiosks, etc.)?			
		Frequency	Valid Percent
Valid	Yes	11	84.6
	No	2	15.4
	Total	13	100.0
Missing	No Response	1	
Total		14	

Community Information Comments:

- Family Resource Network Resource Guide good, could use some pictures.
- Website: Needs updated, copyright ended in 2011. Doesn't mention The Den which is a huge attraction site. Website needs work to make aesthetically pleasing.

12. Other local area

Q12A. Rate the overall appearance of the town that the community is located in (friendly displays, signage, consistent branding, etc.).			
		Frequency	Valid Percent
Valid	Fair	5	35.7
	Good	7	50.0
	Very Good	1	7.1
	Excellent	1	7.1
	Total	14	100.0

Q12B. Retail...rate the variety of retail businesses in the area (apparel, grocery, restaurants, etc.).			
		Frequency	Valid Percent
Valid	Poor	2	14.3
	Fair	4	28.6
	Good	8	57.1
	Total	14	100.0

Q12C. Education...rate the general appearance of school facilities in the community.			
		Frequency	Valid Percent
Valid	Fair	4	28.6
	Good	6	42.9
	Very Good	4	28.6
	Total	14	100.0

Q12D. Health Care...rate the availability of health care facilities (i.e. physicians, dentists, optometrists, hospitals, emergency clinics) in the community.			
		Frequency	Valid Percent
Valid	Fair	6	42.9
	Good	6	42.9
	Very Good	2	14.3
	Total	14	100.0

Q12E. Religion...rate the availability of religious denominations in the community.			
		Frequency	Valid Percent
Valid	Fair	2	15.4
	Good	5	38.5
	Very Good	4	30.8
	Excellent	2	15.4
	Total	13	100.0
Missing	No Response	1	
Total		14	

Public and Civic Infrastructure

Q12F. Is there a City or Town Hall?			
		Frequency	Valid Percent
Total		14	100.0

Q12G. Police/EMS/Fire Department?			
		Frequency	Valid Percent
Valid	Yes	14	100.0

Q12H. Is there a library?			
		Frequency	Valid Percent
Valid	Yes	14	100.0

Q12I. Are there other places you would want to visit in the area if you were to visit the community for an event, vacation, or other?			
		Frequency	Valid Percent
Valid	Yes	10	76.9
	No	3	23.1
	Total	13	100.0
Missing	No Response	1	
Total		14	

If yes, please list:

- Palace of Gold. (6)
- All tourist destinations listed.
- Strand Theater. (2)
- Bonnie Bed and Breakfast.
- The Wheeling Jamboree.
- Prison tour.

13. Using your “senses”

Q13A. Did you experience any pleasant smells in the community?			
		Frequency	Valid Percent
Valid	Yes	2	14.3
	No	12	85.7
	Total	14	100.0

If yes, please list:

- Mexican Restaurant.
- The delicious smell of Mexican food outside of the Acapulco Restaurant.

Q13B. Did you experience any unpleasant smells in the community?			
		Frequency	Valid Percent
Valid	Yes	2	14.3
	No	12	85.7
	Total	7	100.0

If yes, please list:

- Convenience store old, musty.
- Ohio River.

Q13C. Did you experience any pleasant sounds in the community?			
		Frequency	Valid Percent
Valid	Yes	7	50.0
	No	7	50.0
	Total	14	100.0

If yes, please list:

- The music playing on Jefferson Ave.
- The kids riding bikes.
- The music playing downtown.
- Music from the PA system in the downtown area. (4)

Q13D. Did you experience any unpleasant sounds in the community?			
		Frequency	Valid Percent
Valid	Yes	2	14.3
	No	12	85.7
	Total	14	100.0

If yes, please list:

- Truck traffic.
- Music downtown! Creepy! Music only reinforced the quiet emptiness of downtown.

Q13E. Did you feel welcome in the community?		
	Frequency	Valid Percent
Total	14	100.0

Lasting Impressions:

Q14A. What is the most positive thing you observed about the community?

- It has many assets that need tying together – integration better way finding, better road connection, etc.
- Friendly people. (2)
- Historical buildings.
- Sidewalks.
- The Glass Company.
- People are genuine and care about their community.
- The warmth and generosity of the people.
- Jefferson Ave.
- Nice people, great tourist attractions.
- The downtown area.
- The community has a very quiet peaceful atmosphere.
- The kindness of the community.
- A lot of assets to work with! Plenty of attractions, county park is awesome! Neat architectural features downtown, easy to get to.
- I really liked the variety of tourist places.
- Citizens were very pleasant and easy to talk to. Various attractions in the community were clean and accessible.



Visitors mentioned many assets of the community including the downtown area, architecture, and sidewalks.

Q14B. What is the biggest challenge facing the community?

- It seems like there are too many interests at cross purposes.
- Economic development. (3)
- Political cooperation.
- Dilapidated building.
- Mining activity.
- Coming together to make decisions.
- Honing in on industries, i.e., tourism.
- Invasion of ziplines.
- Being in West Virginia and on Ohio River.
- The lack of a nearby federal highway.
- Lack of motels.
- Updating schools/civic organization buildings sitting vacant. Glass factory vacant, huge eyesore.
- Economic development. Capacity for implementing progressive programs.
- Building hotels/motels.
- Publicity.
- Lack of sleeping accommodations.
- Attracting people to Moundsville from Wheeling.
- Advertising their many attractions to the public.

Q14C. What is one thing that you would change about the community?

- The substation and Fostoria site.
- The area between Rt. 2 and the river.
- Remove old buildings.
- I would accentuate the attractions.
- More accommodations and restaurants; develop tourism.
- More activities for young people.
- The power plants.
- Getting hotel accommodations in order to boost tourism. Opening back up ice cream store.
- Get a federal highway.
- A large scale beautification program would go a long way to improve the overall appearance of the community.
- Waterfront Park – Develop this area beginning with a rail trail, include amphitheater for concerts, coffee shop, etc.
- Campground turned trailer park.
- Get rid of that music!
- Beautify and revamp the Riverfront Park.
- The Riverfront Park is extremely underdeveloped. Countless opportunities exist on the property.



Many visitors mentioned the potential of River Front Park to enhance recreation.



The power plant and substations were mentioned as a challenge faced by the community.

Q14D. From your perspective, what additional activities would you suggest to be offered in this community?

- Boating from the Marina.
- A highway would really help the infrastructure.
- More seasonal festivals and arts and cultural activities in the summer.
- Skate park, a movie theater, more diverse selection of restaurants.
- More youth engagement. Building basketball, skate park, mall, etc.
- The community seems to be lacking in cultural events i.e., music, art, theater.
- Outdoor concerts, markets.
- Zipline (coming soon!). Greater diversity in downtown shops.
- Events that take advantage of the river, additional emphasis on music and arts.
- Paddle boats, walking trails, roller rink (demolition area), arcades; community gym by downtown to hangout after school with consignment.
- Local groups that gather likeminded individuals to engage members of the community.



Activities that take advantage of river access may enhance the community.

Q14E. What time of the year would you be more apt to want to visit the community?			
		Frequency	Valid Percent
Valid	Spring	3	30.0
	Summer	4	40.0
	Fall	2	20.0
	Winter	1	10.0
	Total	10	100.0
Missing	No Response	4	
Total		14	

Q14F. What will you remember most about the community six months from now?

- The Penitentiary and Grand Vue Park = Good.
- My first “drillers” campground = Bad.
- Nice people, welcoming and enthusiastic.
- The wonderful view at Grand Vue Park cabins.
- Tourist attractions.
- The people.
- Jefferson Ave’s beauty.
- How friendly everyone was. How they needed help updating, renovating their town and the sense of pride they have in their youth.
- That it was not as bad as I had imagined in my mind. The days we were there were cold, dark and rainy.
- The most impressionable aspect of the town is how quaint it is.
- The State Museum at the Mound (Grave Creek Mound Archaeological Complex)
- Friendly people.
- The old town architecture in the downtown area.
- Creepy music downtown, Grand Vue Park, Strand Theater.
- The Grave Creek Mound.
- Surprisingly bigger than expected. Friendly citizens and various attractions. Would definitely visit again.



Visitors said they will remember the penitentiary, the Grave Creek Mound, and several other features of the community.