



Appendix C

Interview and Focus Group Questions

- 1. Interview Questions:** What in your opinion could the community of _____ do to make it easier to attract and keep employees for your business? Specifically, what could be done in the areas of: housing, transportation, recreation, entertainment, clubs, restaurants, shopping, health promotion and care, civic venues, services and overall community appearance?
- 2. Focus Group Questions:** The background literature read for this project suggests many options for improving the livability of a community. Which options, in your opinion, offer the greatest potential for the community of _____ to succeed in the 21st century? Specifically, what is your opinion on the need for:

Education

- Quality opportunities for education from pre-school, primary and secondary levels through all levels of university education
- Technical and apprentice training
- Continuing professional education
- Life-long learning

Greenspace/Recreation

- Natural amenities with public access
- Places for recreation - urban sports
- Places for recreation - outdoor, non-team sports
- Golf courses
- Trails – walking/hiking, biking (road/dirt), cross-country skiing, motorized sports (summer/winter)

Third Places

- Coffee shops/restaurants by type, micro-breweries/places for nightlife
- Outdoor places where people can gather (fairgrounds, city square, plazas, parks, small green spaces, outdoor dining, etc.)
- A town center/recognizable downtown/unique sense of place
- A sense of vibrancy/energy in the city especially in the downtown – often described as a diversity of people visible on the street
- Senior centers/other meeting places for the elderly

Transportation

- Walkable/bikable streets: bike lanes/trails/sidewalks/quality intersections
- Mass transit/ cab service
- Low traffic and short commute time
- Community designed for people not cars



Housing

- Quality housing from entry level to luxury in cost
- Range of housing types and sizes
- Identifiable neighborhoods

Health/Health Care

- Healthclubs, Y's, etc.
- Hospitals, healthcare facilities
- Senior care facilities (assisted living, nursing)

Culture

- Museums, places of culture, civic places
- Historic districts
- Churches
- Places that attract tourists
- Venues for art, music, theater

Services

- High speed internet/quality cell phone services
- IT support
- Postal services/printing and copy shops
- Dry cleaners/ Laundromats/other cleaning services
- Repair shops/services

Retail

- Big box retail/national brand chains
- Local retail
- Specialty and boutique shops

Food Supply

- Ready access to quality food that does not require a car
- Farmers' markets
- Community Supported Agriculture
- Ability to purchase locally-grown food.