

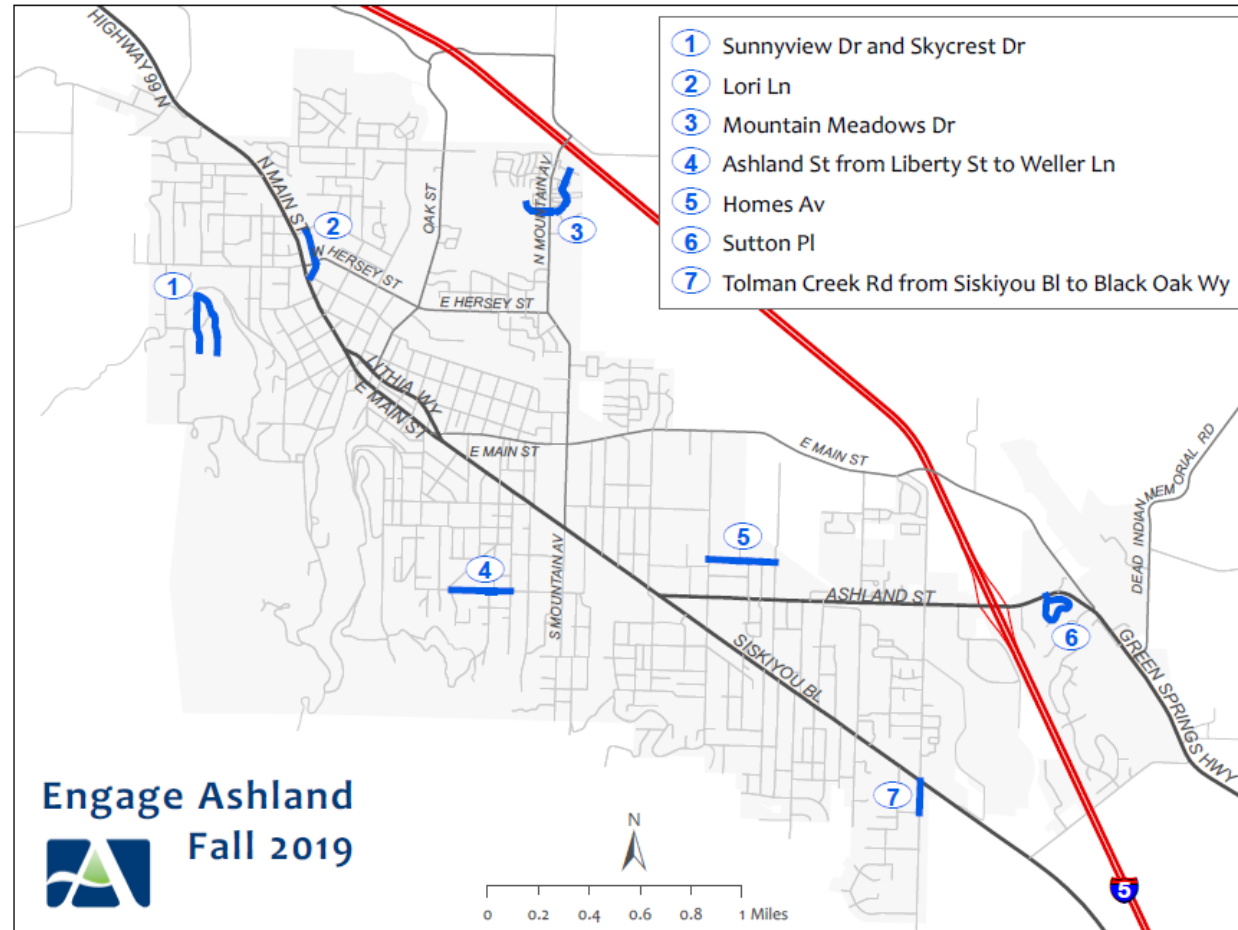
Engage Ashland

FALL 2019 OUTREACH HELD ON OCTOBER 7, 2019

PRESENTED ON NOVEMBER 19, 2019 BY KELLY A. MADDING, CITY ADMINISTRATOR

Overview

- Community outreach program geared at creating a face-to-face dialog between residents and the City.



Engage Ashland
Fall 2019

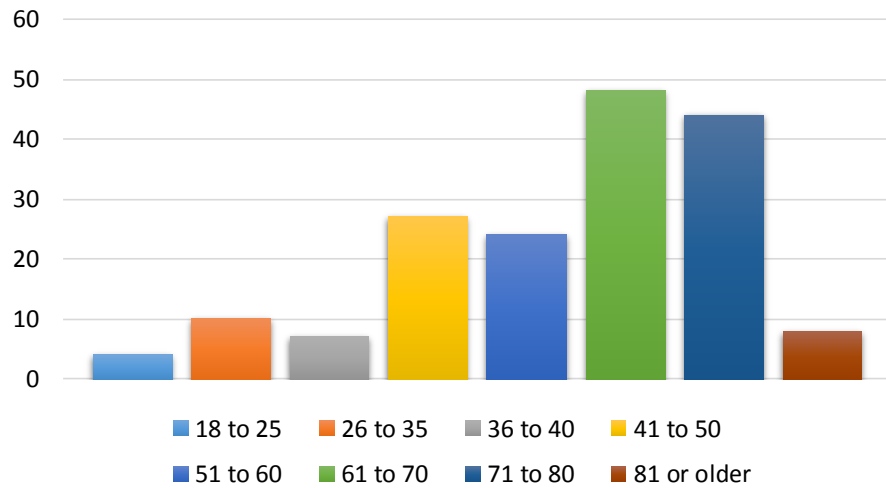
7 teams of Councilors and staff.

69 residents answered the door.

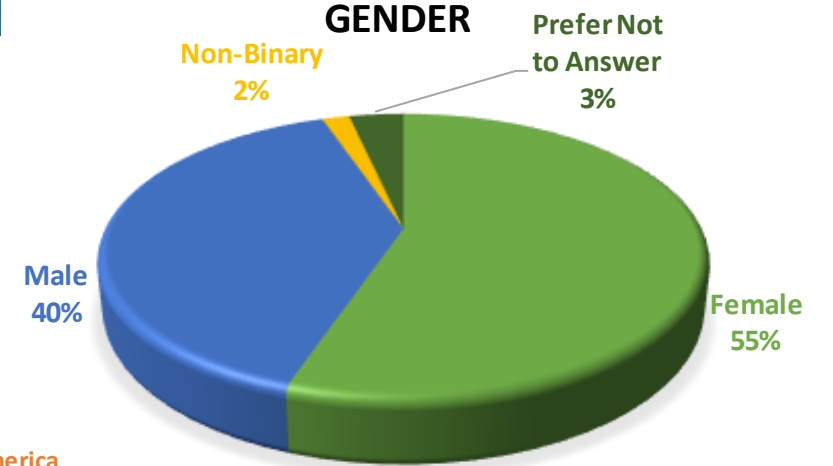
172 residents took the survey.

Demographics

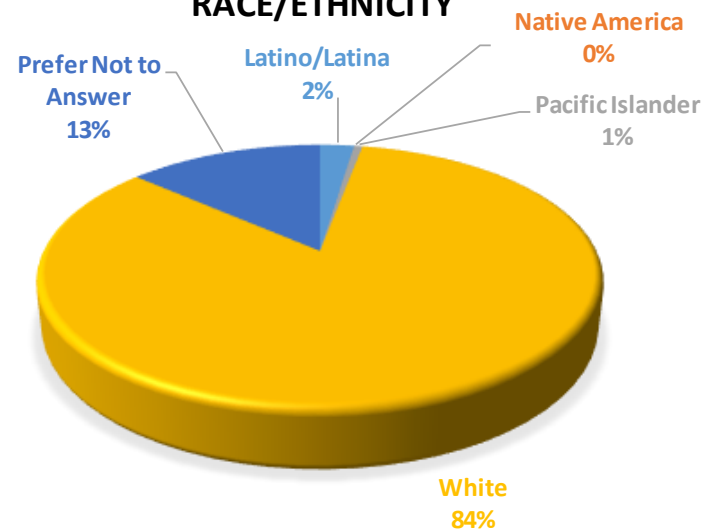
AGE RANGE



GENDER



RACE/ETHNICITY

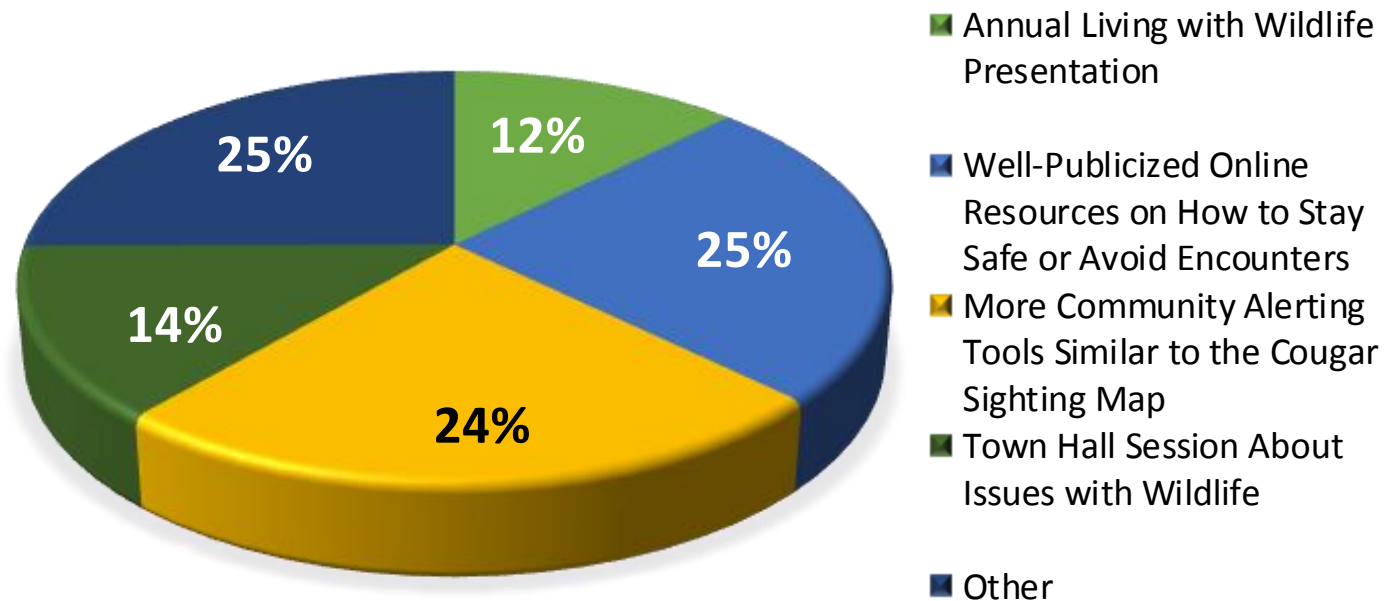


City Services

| Percentage Rated at Good or Higher | |
|------------------------------------|-----|
| Ashland Fiber Network (AFN) | 39% |
| City Parks | 90% |
| Electric Utility | 74% |
| Fire & Rescue | 82% |
| Police & Public Safety | 84% |
| Street Maintenance | 49% |
| Water & Energy Audits | 44% |
| Water Quality | 82% |
| Utility Billing | 51% |

Deer and Wildlife

Living with deer and wildlife has become common in Ashland. What resources would you like to see from the City about living amongst these animals?



Most 'Other' responses included reducing the number of deer.

Interaction with City Government

**How do you most interact with your City government?
This could be getting information from or reaching out to the City.**

69% online (social media, website, email)

59% via print media (letters, City Source, Newspaper)

21% in-person (stopping by or calling in)

11% other ways

Have you registered or attended a recreation class or event held by the Ashland Parks and Recreation Commission within the past year?

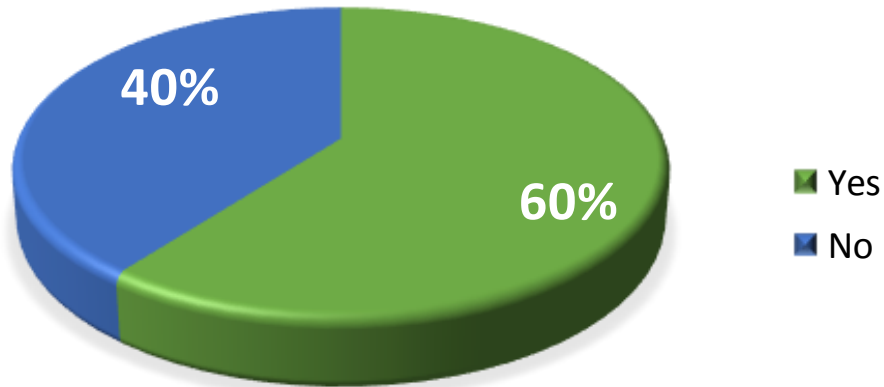
71% have not

26% have participated in one to five classes or events

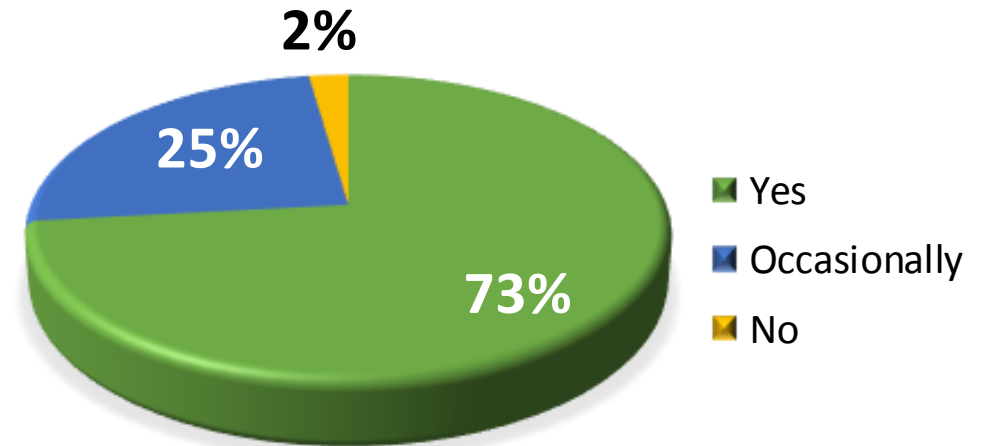
26% have participated in six or more classes or events

Climate and Energy Action

Are you aware that the City has a Climate and Energy Action Plan (CEAP)?



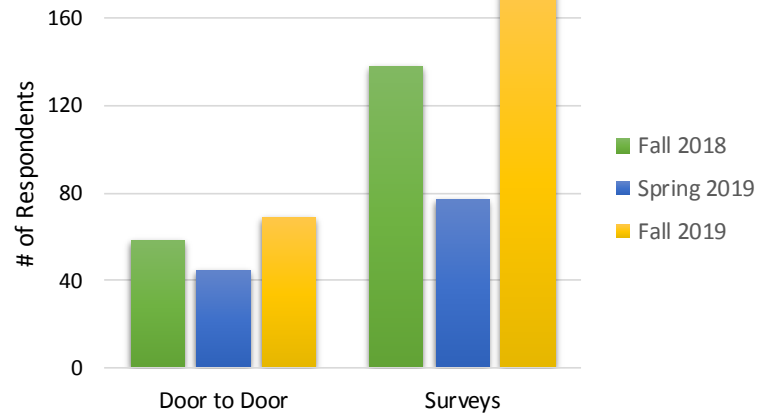
Is your household taking steps to conserve or reduce its energy consumption?



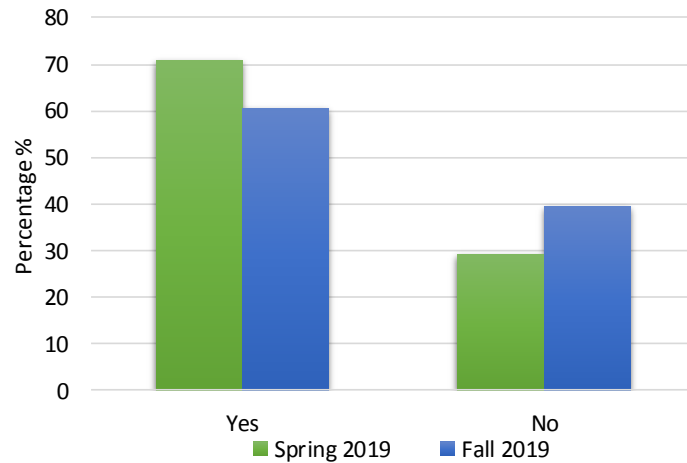
98 respondents shared efforts they are taking to conserve or reduce energy consumption.

Comparison to Previous Outreach

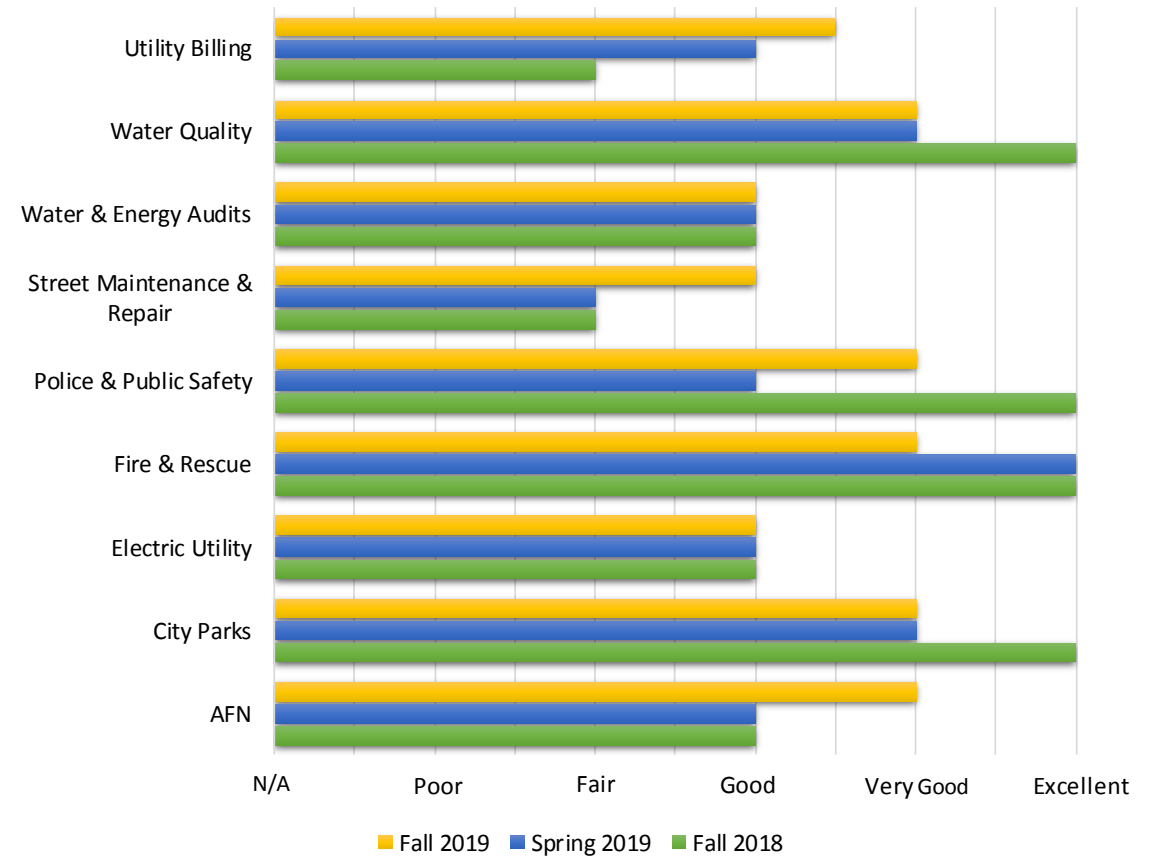
Number of Respondents Over Time



Comparison of Climate Plan Awareness



Comparison of City Services



For complete results go to...

ashland.or.us/outreach