



Meeting: Ashland Downtown Parking and Multi-Modal Circulation PAC Meeting
Date: February 4, 2015
Time: 3:30 PM – 5:00 PM
Location: Community Development building (Siskiyou Room), 51 Winburn Way

- I. Administration (Chair) (5 minutes)**
 - a. Welcome from the Chair
 - b. Minutes approval

- II. Public Comment (Public) (5 minutes)**

Note: Written comments may be submitted

- III. Executive Committee - Assigned to recommend potential Scope of Work amendments (20 minutes)**
 - a. Review existing Scope of Work
 - b. Land Use
 - c. Determine if Executive Committee is necessary

- IV. Draft East Main Multi-Modal Concept Drawings (40 minutes)**
 - a. Staff Presentation (colored handouts will be provided at the meeting)
 - Helman Street Traffic Signal
 - Trucking Impacts
 - Loading Zone proposal
 - Parking Impacts
 - Community Livability Report (specifically pages 6 & 90-94)

- V. Next Steps (20 minutes)**
 - a. University of Oregon Community Service Center (return for the March meeting)
 - Work thru elements of the draft plan that the committee would support
 - Develop Parking structure recommendation
 - Develop private/public parking lease strategies
 - Way Finding Strategies
 - b. Discuss proposed East Main Multi-Modal modifications
 - c. Discuss Streetscape modifications (this includes street lights, hanging baskets with water source to the poles, banners, electrical outlets, visual way finding options etc.)

**ASHLAND DOWNTOWN PARKING MANAGEMENT & CIRCULATION AD HOC ADVISORY COMMITTEE
MINUTES**

December 3, 2014

These minutes are pending approval by the Committee.

CALL TO ORDER The meeting was called to order at 3:30 p.m. in Pioneer Hall, 73 Winburn Way

Regular members present: Pam Hammond, Michael Dawkins, Rich Kaplan, Dave Young, John Williams, Emile Amarotico, Lisa Beam, Marie Donovan, Liz Murphy, Cynthia Rider, Joe Graf, John Fields (arrived at 3:40)

Regular members absent:, Joe Collonge,

Ex officio (non-voting) members present: Sandra Slattery, Bill Molnar, Katharine Flanagan, Mike Faught, and Lee Tuneberg

Ex officio (non-voting) members absent: Mike Gardiner, and Rich Rosenthal

City of Ashland Staff members present: Tami De Mille-Campos, Kristy Blackman, Maria Harris

Non members present: Don Anway (Neuman Hotel Group), Linda Fait (Diamond Parking), Edem Gomez, Adam Hanks and Carol Voisin

APPROVAL OF MINUTES

Minutes of November 5, 2014

Approved by unanimous consent, Kaplan abstained due to having not been present for that meeting.

Dawkins shared with the Committee his unhappiness with the seating arrangements. He would like the room to be arranged so that everyone can be seen while they are speaking. Others echoed the same feelings. Faught pointed out the reason behind the setup was to try to pull all of the voting and nonvoting members together at the table. Staff will arrange the room differently at the next meeting.

PUBLIC FORUM

Carolina Lavagnino, Executive Director of Sales and Marketing for the Neuman Hotel Group

She shared that the Neuman hotel group brings quite a few people into town thanks to their sales and marketing efforts and they will be bringing more into town with the opening of the convention center; Ashland Hills. The convention center will be able to hold large events up to 700 people. While there is plenty of parking available at the property, they are very concerned that the guests will have difficulty with parking when they come to downtown Ashland to play during their stay. The guests who visit downtown benefit everyone. With large events of that size, they won't be able to accommodate that many rooms so that means other hotels will benefit, restaurants will benefit and all of the downtown merchants will benefit as well. She added as a resident of Ashland she has encountered parking issues in the downtown on many occasions.

Louise Shawkat, 870 Cambridge St.

She is concerned about excess carbon in the atmosphere and feels we need to continue to be a model for Oregon cities. She said Ashland needs to reduce its carbon footprint and a parking transportation plan should do that. She stressed we need to increase our multi-modal roads by extending the road diet along Main Street. It would mean using electric trolleys that would run from one end of town to the other. She added trolleys are cute; cute invites tourists. She further added these two suggestions would reduce the demand for parking. Electric trolleys are used in other cities the size of Ashland and larger such as: Cambridge Massachusetts and Stanville Virginia. She urged the committee to stop doing business as usual, think globally/act locally and think about the long term and not just the short term.

Andrew Kubik, 1251 Munson Dr.

Without taking up any time he stated he would echo exactly what Louise said.

Colin Swales, 95 Coolidge St.

He thanked the Chamber of Commerce and City staff for the recent Festival of Lights celebration. He said it was amazing how well it was organized and how well the traffic flowed down Lithia Way while being diverted around the downtown. He said there were about 10,000 people that came into town for the celebration. He added that it is also interesting to see that when all of the parking is removed from the Plaza area those 10,000 people manage to park

quite easily. He had an appointment to get to so he was one of the first cars to follow behind the police escort as East Main Street opened back up and he stated it was incredible to see the multi-modal inequity in this town along East Main. You go from 3 full traffic lanes filled with people and revelers and all of the sudden those 10,000 people are squashed onto these narrow little sidewalks. His second point which he thinks can be done quickly without too much problem is getting a bike lane through downtown. Cyclists have to dodge and weave through there and he feels a bike lane should be a high priority for the committee.

Continued Evaluation of Parking & Circulation Management Plan

Faught said there was a lot of discussion at the last meeting and we went through kind of a brainstorming session. The notes that were taken during the meeting were put into categories by staff after the meeting and he read them to the committee (comments were hung on the wall for review and are also included in the November meeting minutes).

Tuneberg said he didn't recall the consultants providing numbers of employees during specific times of the day, such as peak number of employees on any given day. Faught said there are some data gaps. The information we have is the total amount of employees which was provided by the State of Oregon employment department.

Faught asked the committee if staff had captured what they were saying during the last meeting. Slattery said under parking supply it says "Growth/demand needs to be looked at by type of user (OSF, residents, tourists)". She's not sure that really captures it correctly and wonders if there is a better way of saying it. She said if we are talking about the downtown and railroad district, they're businesses/buildings and those buildings are occupied by owners and employees and not all of them are residents. There are people who work in Ashland that are not a part of the visitor base and there sort of left out of that description. Faught added that is sort of an expansion of what we had. Slattery also mentioned where it says "parking situation is seasonal", parking sort of ebbs and flows. During the holidays and on weekends it is much more challenging but that falls out of that 9 month window and she added we are looking at a year round economy and not just 9 months of the year. Kaplan said he agrees the term "seasonal" kind of leads you in a wrong direction. The parking situation varies during the entire year, saying 9 months doesn't add much value. Faught clarified; maybe we should say it is year round because we don't have 3 free months out there.

Faught pointed out the data that was received from the consultant was current data and didn't really look out into the future so he feels there are some future data gaps in their analysis. We are looking at existing and long term growth demands and he mentioned at the last meeting that we have very limited available property in the downtown area. So if the committee thinks there is a supply issue, today or in the future, we need to figure out where those are now and put together a plan before development occurs and we miss that opportunity. With that said, he isn't sure we have sufficient data to help make those decisions. He had asked the Chamber if they could help pull some of that data together. He mentioned to Molnar that as they look at the current land use there is some potential residential development there as well. The two of them can pull some data as they look at what might actually build out but he thinks it would be valuable if there was more future data available as the committee begins making some of these decisions. He added he appreciates everyone being open to bringing more data to the table. He said this is our vision and our future plan so we want to make sure that we aren't just looking at a snapshot of today when we make these decisions which affect the future.

Faught displayed one of the maps from the November meeting which displays the buildable land within the downtown study area. He pointed out to the committee that he had the Public Works GIS department put the map together. He added as you look at how much detail is in this map he wonders if it would be best to have a subcommittee work on this and a few other key areas within the plan. He isn't sure how effective it is for the entire group to look at some of these things. The subcommittees would drill down and then bring strategies back to the entire body for further discussion and decision making.

Dawkins said he heard that this was in the process and he gave it quite a bit of thought. He is really against having subcommittees, simply because he believes this committee is made up of a great cross section of people. He feels that by breaking the committee up into subcommittees essentially it is kicking the can down the road because eventually the whole committee has to come back to discuss what the subcommittee has done. He added that even though it is a large group, he feels all-in-all they have done fairly well working together and now that the consultants are away they can drill down into the bigger issues.

Kaplan asked if the subcommittees are established how much staff support would be involved. Faught answered it would require himself, Molnar and Tami to pull all of the details together.

Marsh likes the idea of the smaller groups. She said there is so much to do and she thinks if the committee was to break down into smaller groups and dive into it then they can bring it back to the body and hash it out again, which needs to happen anyway. She feels the committee needs to go over it again and again because it needs to be right. She added it is something that is going to carry us through for the next 25 years. As it is the committee has been meeting for a year now and in another year she isn't sure it will even be done unless we can start drilling down.

Sandra thinks it would be helpful if staff could define what the groups would do so they could determine what kind of work is involved and then whether or not that works in a small or large group so they could get a sense of timing. She thinks there is a lot that needs to be done, whether they do that in a large group or not they need to get a sense of the timing.

Faught said on the supply side he envisioned this particular subcommittee drilling down on all the parking options, including whether or not to change the restricted parking as recommended in the draft management plan. They will look at what inventory is left, future inventory that is needed and then determine based on what is available out there what kinds of strategies will get us through the next 20-25 years. He envisioned it being 4 or 5 people and thinks this one will probably take 2 or 3 months of work as this one is probably the most complex piece. There are a couple other subcommittees that he is recommending. There is the multi-modal piece which is complex as well. Land use is another one. He envisions with the land use subcommittee it would include one or both of the Planning Commissioners as it directly relates to the Planning Commission and maybe even a city Councilor as well.

Young stated he would tend to agree with Dawkins and he still isn't clear why we need subcommittees at this stage. He added we have completely exhausted the contractual money paid to our consultant and they came up with a phased approach which included public-private partnerships. He also added no other part of the Transportation System Plan includes this level of detail. He fundamentally disagrees with the idea that this level of detail is important. 6 months ago the committee agreed to focus on identifying public-private supply options that doesn't preclude that concept being what is agreed upon and then like other areas of the TSP, when there is either development or when there's funding we then form a subcommittee to do that work. To him that is the model that the rest of the TSP has always worked on so he is confused about why we need to do this now and delay the completion of this committee. Faught answered he needs to make sure he has the assumptions of the committee correct and his assumption based on the last meeting was that the committee wasn't interested in accepting the draft plan as is and that the committee wanted to work on additional parking supply and more vision. He added, from a staff perspective he needs to know if his assumption is accurate.

Dawkins said regarding land use, there isn't a whole lot that can be done with that because the downtown has certain requirements. He pointed out; there is underground parking in all of the Lithia Way development that is occurring. He also added we aren't bringing a huge influx of people into town with the way that development is taking place. A majority of the development occurring in the downtown are high end condos used as 2nd homes. He said there could be a committee to discuss the land use but he doesn't think they would have a whole lot to offer the group because it isn't really an issue related to this committee.

Donovan said she disagrees with Dawkins. The reason they had that conversation at the last meeting was in order to move forward and do anything constructive or meaningful she feels the committee needs to look at all of these other issues. She said a lot of the minutiae that will be involved in some of the discussions and side meetings will be a lot of staff time and then they will have data that they can actually use. She thinks there was a consensus at the last meeting that they were not comfortable rubber stamping the consultants plan. She feels we need to look at this some more.

Williams likes the idea of subcommittees for several reasons, not just because it helps to divide and concur all of the work but it also allows the committee to work on issues where they think they add the most value and sort of drill down into areas where some of their individual expertise's may be.

Marsh feels land use inevitably has to be a part of this because we need to know what the buildup potential is of downtown as we look at what parking supply is going to be required over a long period of time. She feels land use is where it starts in terms of defining the issue.

Kaplan remembers one of the key premises of the consultant's report is that we may have a supply issue but it is predominately a distribution issue. He asked if that is no longer the consensus of the group. Faught said that is the foundation of the question and his take from the last meeting is that is no longer the consensus of the committee. The committee talked about how the plan recommends moving employee parking out into the residential areas and as he said at the last meeting that makes him extremely nervous because he knows he will be inundated with phone calls. Rider pointed out she will get the phone calls to because some of them will be her employees. He said while it seems like an easy solution, if he lived out there that would be a problem for him. He mentioned another question is can you do that without building quite a bit of infrastructure to make it safe. His take from the last meeting is that the committee had moved from that analysis to looking at long term parking needs, not only because that seems like an area where we may encounter problems but also because we have limited areas where we can take advantage of future parking facilities.

Young responded he thinks we need to separate out the recommendation about parking permits and moving things out into the railroad district, which a lot of people have reservations about, from the core assumption that was data driven (from surveys, expertise of the consultants) and said there is a lot of efficiency to be gained with the existing parking stock. Also, their data showed there wasn't as big of a problem with employee parking as some thought. Their core assumption includes identifying additional parking from public/private sources which is thinking about the future. He feels the whole plan took the future into consideration and not just the current needs. He doesn't think the committee should change the assumptions that they ran on for a long time.

Beam agrees with what was deemed as opportunity for turnover and changes to signage and identifying loading zones etc. She feels those are short term fixes and she would think from the city's perspective they would be quick fixes. As a committee, for long term opportunities she personally doesn't feel just moving and pushing people out into residential areas is a good solution and would cause residents in those affected areas to be upset with that. She thinks the committee does need to keep exploring opportunities and not kick the can down the road for someone else to solve.

Fields spoke to Dawkins' previous comment and said what is driving the downtown development is relative values and where people see they can make profits. He said there is a parking problem but it's in a good way; people are coming to downtown. He added he doesn't think it is a crisis but the question is the future. He said this is the same discussion that has been had for the past 30 years. He feels if we are going to spend time understanding this and making any decisions we need to have a good understanding and a vision of what the dynamic forces are and can we guess it right.

Rider mentioned OSF isn't building another theater but there is no doubt that even a 1% swing (which in their marketing world is not that huge) is 4,000 more patrons. They certainly hope they will have more people coming each and every year. Hackett mentioned last month about there not being a huge increase from them but what he was talking about was that they aren't expecting huge amounts of additional people due to adding another theater or something of that sort. She said the biggest time that they have capacity to grown would be the February, March, April, September months but they even have capacity to grow during the busy season. For instance, even when they are at 100% capacity it doesn't mean they are at 100% for every single show.

Faught mentioned that we have to make sure that parking isn't an issue where OSF can't expand, or if the Neuman Hotel group starts bringing in more people we don't want that to be a problem either.

Anyway stated it is not just OSF though. Faught apologized to Anyway but said he isn't able to take his input during the middle of the meeting but if any non members have input they are more than welcome to submit those to staff.

Hammond shared that she had a 17% increase in sales in November which was likely due to having more customers

in her store. Faught pointed out this gets back to the data gaps, which the Chamber is willing to bring to the table. He said that's the piece that's missing and we don't have enough data yet to say how far we should go.

Flanagan said Ashland wouldn't be Ashland without OSF and it is the cornerstone to why people come to Ashland but she would like everyone to remember that there are over 300,000 people that come every year and about half of those come to see OSF. She said Rider explained the dynamics of how that can ebb and flow. They have a certain amount of capacity in terms of lodging space, restaurants, parking etc. but we also want to increase that capacity because Ashland is a visitor destination. There are a lot of different reasons that attract people to Ashland; recreational events, wellness, micro brews, mountain biking or a number of different things.

Faught asked Slattery to speak to the vision of the committee. Slattery mentioned as she has been thinking about all of this and reading about what was discussed at the November meeting, criticism is an interesting word and sometimes people can get defensive when others are critical but she feels it is where we need to be. She doesn't feel it's bad where the committee has come from over the last year, she thinks the consultants provided a level of analysis that was needed but for her if she is going to envision the future those data gaps are pretty big because what the consultants didn't do was look at the full picture of the future economy; who's currently using it and where we are going. She said it's not just the Chamber that provides data but also the Employment Department is able to provide some of the information regarding who is occupying the space downtown. There is a great amount of data from the Planning department and through the Chamber but all of that together is what the committee should be looking at, factual data. The consultants that were hired were fine but the students didn't have the depth of experience and knowledge to really give a picture of what the community is in this particular area. She added she loves the conversation of multi-modal and if the committee wants to vision the future and look at nicer sidewalks, better lighting, connecting the downtown to the railroad district, making it easily accessible and safe to walk etc. that is what we should be thinking about because if multi-modal is put in then you can see how all of those connect together and make it a wonderful user experience for residents, employees and visitors.

Dawkins said he was really taken by some of the things Slattery said at the last meeting and he has been thinking about it quite a bit. He said the conflict really seems to be whether there is a parking supply problem or a distribution problem. One of the problems they have as a group is there really isn't a problem, Ashland works just fine the way it is. The business community is perfectly fine with the status quo, they'd like more parking but if they can't get that it'll be fine.

Hammond said as a community member and a business owner she is for change in the downtown and Beam said she isn't ok with status quo either.

Hammond also responded to an earlier comment that Dawkins made, she said there are people who live above the downtown businesses year round. Dawkins replied that he is a huge supporter of the businesses downtown, from a planning action standpoint they look at what has been built. Some of them are owner occupied but most of them, specifically on Will Dodge Way are vacant (2nd homes).

Fields said it brings us back to the land use. The city wanted to see the downtown's density grow & encourage it and they eliminated any parking requirement and what that did was allowed people to develop and create this density. He added what makes a downtown work is continuous storefront and having the density that works. Land use is that mechanism where he wishes would determine where parking is going to go and who pays for it. The community has to decide if they want to build parking garages in preparation for growth or development requirements related to parking.

Faught commented that this is very complex and it leads him back to why the committee needs to drill down on the details.

Beam said she likes the idea of the committee at least talking about what they see in the future because that is the driving force. Not only taking into consideration the tourists but also recognizing the regional growth. We need to keep it convenient for when people do come to Ashland.

Marsh said she was just looking at the title of this committee and it's real clear in listening to everyone's comments that what this group is talking about is morphing into a full downtown study because they are starting to pick up all of the other areas; land use, amenities etc. She thinks maybe the committee needs to decide if this is something they are willing to take on and if so, is that something we have the staff capacity to take on. If that is what they decide then maybe it is something that should be taken to Council to fill them in on the direction that the committee is going because this is something that is much broader than how it started out. Young asked if that is the level of detail that is required for the TSP. Marsh said if he is asking her if she is worried about finishing the TSP, the answer is no because there is a whole level of detail already completed. What this group is coming to is can they do the work of circulation and parking without looking at land use and if you are looking at land use then the amenities should also be looked at. She added it becomes this comprehensive thing that is morphing and you can reel it all back and decide to only do certain pieces but that is the question that the committee is struggling with.

Donovan said she thinks part of the struggle with that is they were looking at changing lanes, pushing traffic into residential areas, what should be done with employee parking and what became clear is that none of the solutions made any sense. Then they started thinking maybe they needed to look a little broader and that is when it started to evolve and it felt like they were getting ready to endorse something that wasn't comfortable. It felt premature and she doesn't want to rubber stamp something that feels that way. She feels the committee needs to do this right and either decide to finish it or decide to be done with it.

Rider said she thinks what the committee is actually trying to do is decide what the problem is to be solved and that is why the answers don't feel right. She thinks there are both distribution issues and future supply issues. She doesn't think it is an either or.

Faught shared that he was also uncomfortable with the general solutions that were outlined in the plan. He also said this may be why it has been studied for many, many years; because it is more complex than just figuring out 3 lanes to 2 lanes. He would recommend the committee looks at all of the elements and do the plan correctly. He thinks that the land use can be centric to the TSP.

Kaplan said he hopes the committee isn't throwing out the low hanging fruit from the consultants plan. Faught said he thinks once the committee defines what they really want to do and agrees to the subcommittees then they can start pulling up pieces from the draft plan which will be used as background data. He feels what was missing from the consultant's report was land use, the vision, future parking supply etc. Kaplan replied he believes that is beyond what the initial charter of this committee was.

Molnar added a few months ago the City Council directed the Planning Commission to take a look at the zoning issues related to the downtown. Since they are doing some bigger projects they haven't been able to get to it but they were hoping to scope that. They had envisioned that as they were taking a look at some of those issues they would be doing it on a parallel track and being able to come back to this committee and display some of the findings. They always intended to sort of fuse the findings and bring them back to this committee.

Murphy stated when she joined the committee which was the first time she had ever served on one she just assumed that every City had a plan in place and she is marveled that a city can run without a plan. She is questioning if they are the right group to put this plan together and she isn't sure how they determine that or not.

Graf said it seems to him that they can't do their job without making some guesses about what is going to happen in the future. He added they can make guesses about what is going to happen in the future without being the group that makes a recommendation about what should happen in the future to City Council. It is important for them to make the best guess and recommendation but it could be completely wrong. He feels the problem still needs to be defined and that can only be done once the nuances are understood.

Young wanted to clarify an earlier comment that Rider made about either having a distribution or supply problem, he said phase 1 very clearly was both supply and distribution and he isn't sure how it was characterized as either or. He went on to say the committee needs to decide if the consultants plan should just be ditched. In terms of what Graf said he doesn't feel the future can ever be predicted but the committee can decide what they would like the future to

look like.

Kaplan said he isn't sure that the future can't be predicted but certainly the committee needs a set of assumptions to follow.

Marsh said if the committee decides that they would like to take a comprehensive look at these issues as discussed, her answer to Murphy's earlier question is she does think this is the right group to do that. Each person was carefully chosen by the Mayor to offer diversity. She is very confident that the committee is capable of taking this on. She said if the sense of the group is to move forward with this she would recommend an executive committee sit down with staff and come up with a proposed work plan. Then when the draft work plan comes back to the committee the group can decide whether or not to move forward.

The following committee members volunteered for the executive group: Williams, Fields, Dawkins, Slattery, Graf, Donovan and Young.

January meeting information will be relayed to the committee via email.

ADJOURNMENT

Meeting adjourned at 5:10 pm

Respectfully submitted,

Tami De Mille-Campos, Administrative Assistant



THE NCSTM
The National Citizen SurveyTM

Ashland, OR

Community Livability Report

2014



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About

The National Citizen Survey™ (The NCS) report is about the “livability” of Ashland. The phrase “livable community” is used here to evoke a place that is not simply habitable, but that is desirable. It is not only where people do live, but where they want to live.

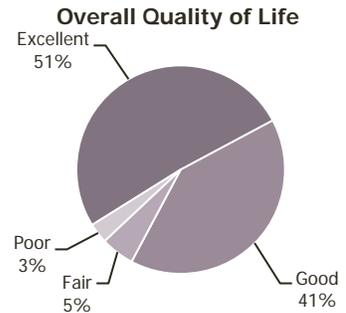
Great communities are partnerships of the government, private sector, community-based organizations and residents, all geographically connected. The NCS captures residents’ opinions within the three pillars of a community (Community Characteristics, Governance and Participation) across eight central facets of community (Safety, Mobility, Natural Environment, Built Environment, Economy, Recreation and Wellness, Education and Enrichment and Community Engagement).

The Community Livability Report provides the opinions of a representative sample of 397 residents of the City of Ashland. The margin of error around any reported percentage is 5% for the entire sample. The full description of methods used to garner these opinions can be found in the *Technical Appendices* provided under separate cover.



Quality of Life in Ashland

Almost all residents rated the quality of life in Ashland as excellent or good. Residents rated overall quality of life higher than the national benchmark (see Appendix B of the *Technical Appendices* provided under separate cover).



Shown below are the eight facets of community. The color of each community facet summarizes how residents rated it across the three sections of the survey that represent the pillars of a community – Community Characteristics, Governance and Participation. When most ratings across the three pillars were higher than the benchmark, the color for that facet is the darkest shade; when most ratings were lower than the benchmark, the color is the lightest shade. A mix of ratings (higher and lower than the benchmark) results in a color between the extremes.

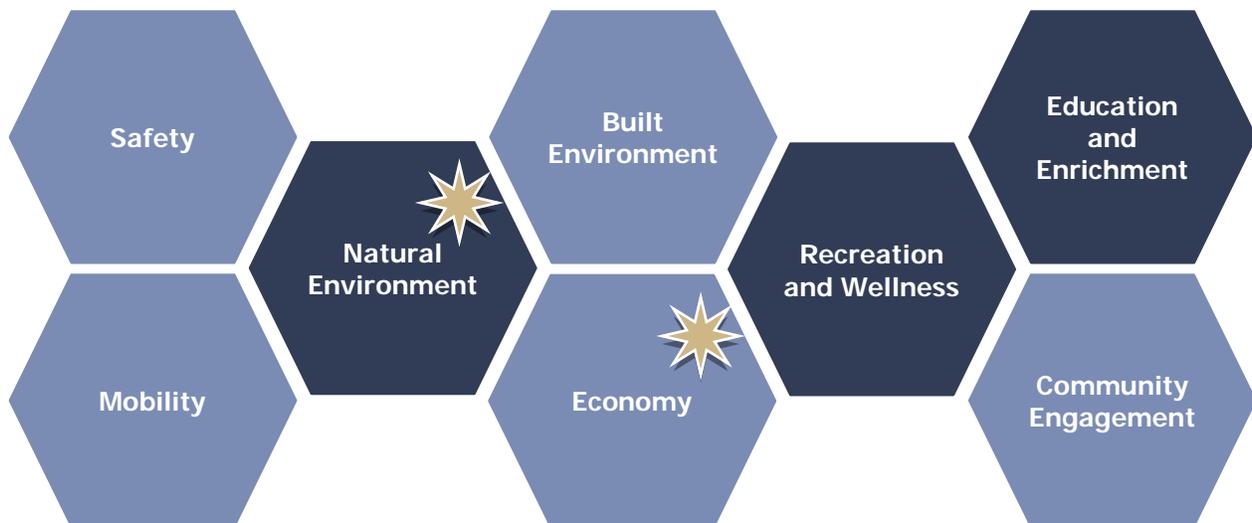
In addition to a summary of ratings, the image below includes one or more stars to indicate which community facets were the most important focus areas for the community. Residents identified Natural Environment and Economy as priorities for the Ashland community in the coming two years. It is noteworthy that Ashland residents gave favorable ratings to both of these facets of community, and gave particularly high ratings for the Natural Environment. Recreation and Wellness and Education and Enrichment also received ratings higher than what's reported in other communities across then nation. Ratings for Safety, Mobility, Built Environment and Community Engagement were positive and similar to other communities. This overview of the key aspects of community quality provides a quick summary of where residents see exceptionally strong performance and where performance offers the greatest opportunity for improvement. Linking quality to importance offers community members and leaders a view into the characteristics of the community that matter most and that seem to be working best.

Details that support these findings are contained in the remainder of this Livability Report, starting with the ratings for Community Characteristics, Governance and Participation and ending with results for Ashland's unique questions.

Legend

- Higher than national benchmark
- Similar to national benchmark
- Lower than national benchmark

★ Most important



Community Characteristics

What makes a community livable, attractive and a place where people want to be?

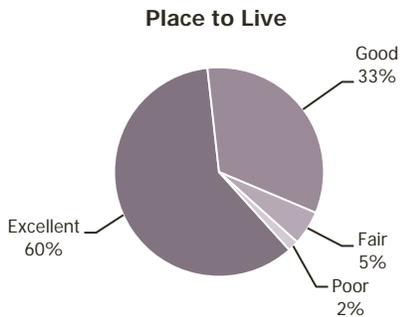
Overall quality of community life represents the natural ambience, services and amenities that make for an attractive community. How residents rate their overall quality of life is an indicator of the overall health of a community. In the case of Ashland, 93% rated the City as an excellent or good place to live. Respondents' ratings of Ashland as a place to live were higher than ratings in other communities across the nation.

In addition to rating the City as a place to live, respondents rated several aspects of community quality including Ashland as a place to raise children and to retire, their neighborhood as a place to live, the overall image or reputation of Ashland and its overall appearance. Over 8 in 10 residents rated these community characteristics positively and most were rated higher than the national benchmark.

Delving deeper into Community Characteristics, survey respondents rated over 40 features of the community within the eight facets of Community Livability. Within the facet of Safety, 9 in 10 residents rated feeling safe in Ashland as well as in their neighborhood and in downtown/commercial areas. These ratings were similar to those of other communities. Ratings for Mobility were generally favorable with over 90% of residents positively rating Ashland's path and walking trails and ease of walking. Within Mobility, the only aspect that received a rating below the national benchmark was public parking. Aspects of Natural Environment received positive ratings from at least 83% of respondents with almost all residents rating the overall natural environment and cleanliness of Ashland higher than the national benchmarks. Ratings within Built Environment varied, with respondents rating the overall built environment and public places higher than the national benchmark. However, the availability of

affordable quality housing and variety of housing options were rated below the national benchmarks; about 15% of residents positively rated the availability of affordable quality housing. In the facet of Economy, six out of the eight characteristics were rated positively by at least 50% of participants. The remaining two characteristics, cost of living and employment opportunities, were rated below the benchmark with 21% and 9%, of participants rating these features positively. Almost all aspects of Education and Enrichment received positive ratings from most participants. Ratings for education and enrichment opportunities, religious or spiritual events/activities, cultural/arts/music activities, adult education opportunities and K-12 education were all above the national benchmark. Similarly high

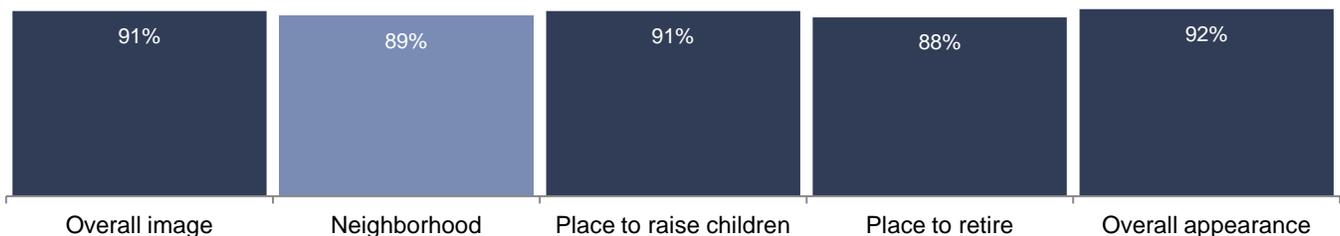
ratings were also found in the facet of Community Engagement with over 70% of residents rating all aspects of this facet positively.



Percent rating positively (e.g., excellent/good)

Comparison to national benchmark

■ Higher ■ Similar ■ Lower



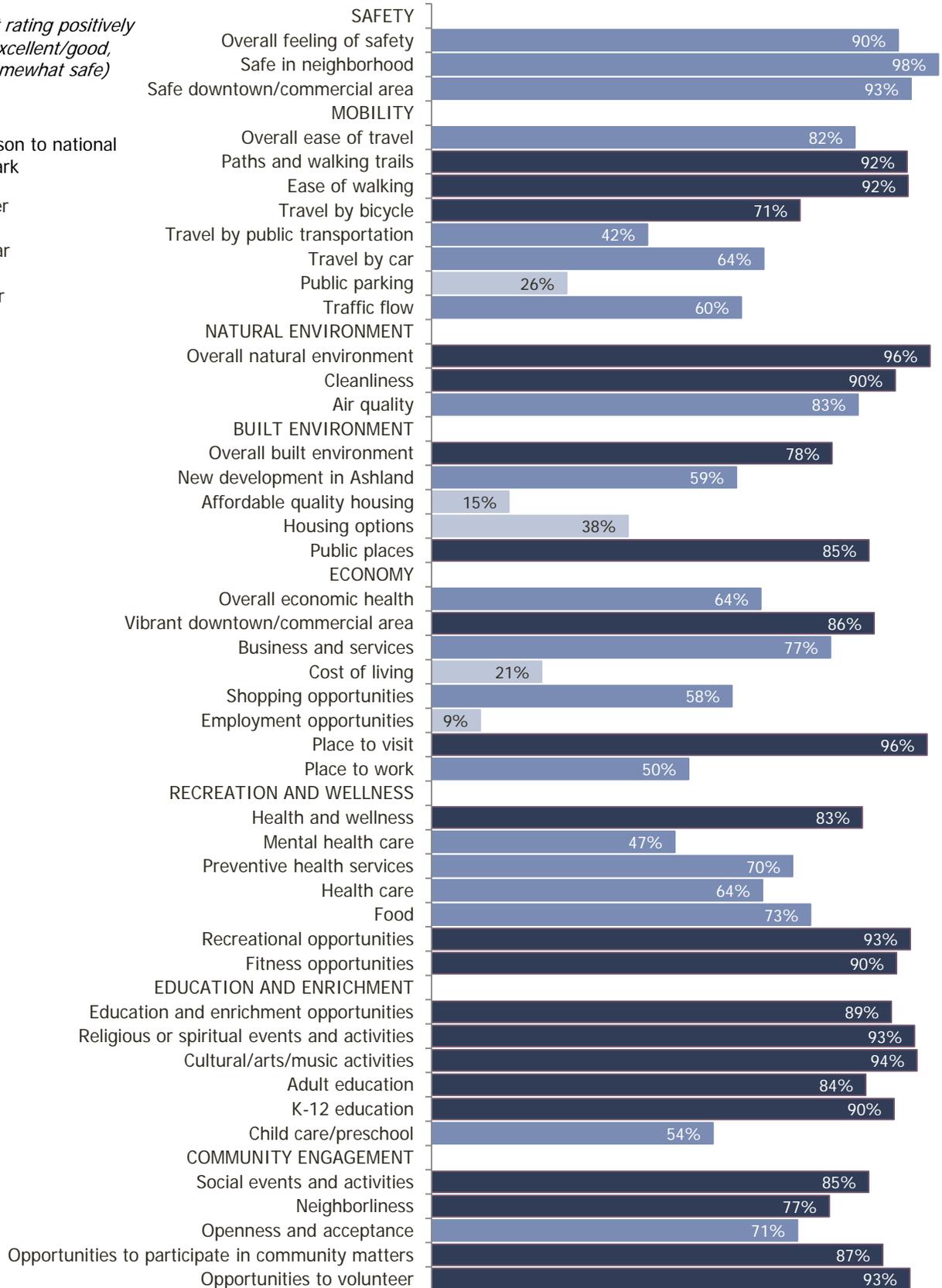
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Figure 1: Aspects of Community Characteristics

*Percent rating positively
(e.g., excellent/good,
very/somewhat safe)*

Comparison to national
benchmark

- Higher
- Similar
- Lower



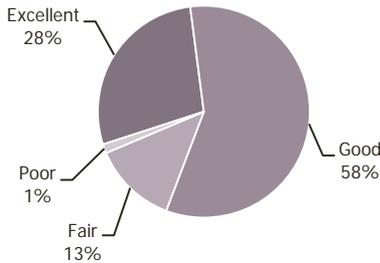
Governance

How well does the government of Ashland meet the needs and expectations of its residents?

The overall quality of the services provided by Ashland as well as the manner in which these services are provided are a key component of how residents rate their quality of life. Residents' ratings for the overall quality of City services were similar to the national benchmark. Most residents (86%) rated City services positively, while only 40% rated the Federal Government's services positively. Over 8 in 10 residents gave positive ratings for Ashland's customer service, a rating that was similar to the benchmark.

Respondents evaluated over 30 individual services and amenities available in Ashland. Ratings for all the services within the facet of Safety were similar to the national benchmark with fire and ambulance/EMS services rated the highest. Within Mobility, most aspects received positive ratings from a majority of participants and were similar to the national benchmark, with the exception of snow removal, which 46% of participants rated positively and was below the benchmark. All aspects of the Natural Environment were rated positively by at least three-quarters of respondents. More than half of residents rated the amenities and services within Built Environment positively and these ratings were similar to the national benchmark. Ashland's residents were the most pleased with sewer services, power utilities and utility billing. Economic development was rated the lowest among all 30 aspects of Governance, but this rating was still similar to the national benchmark. In the facet of Recreation and Wellness, City parks, recreation programs and recreation centers were rated higher than the benchmark. Amenities included in the facet of Education and Enrichment were rated positively by about 8 in 10 residents. Within the facet of Community Engagement, ratings for public information were rated the highest (77% excellent or good), while confidence in City government and treating all residents fairly received the lowest ratings. All aspects of Community Engagement were similar to the national benchmark.

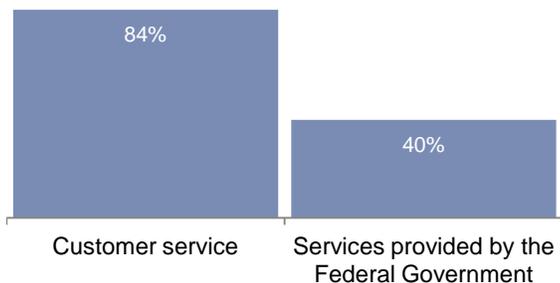
Overall Quality of City Services



Percent rating positively

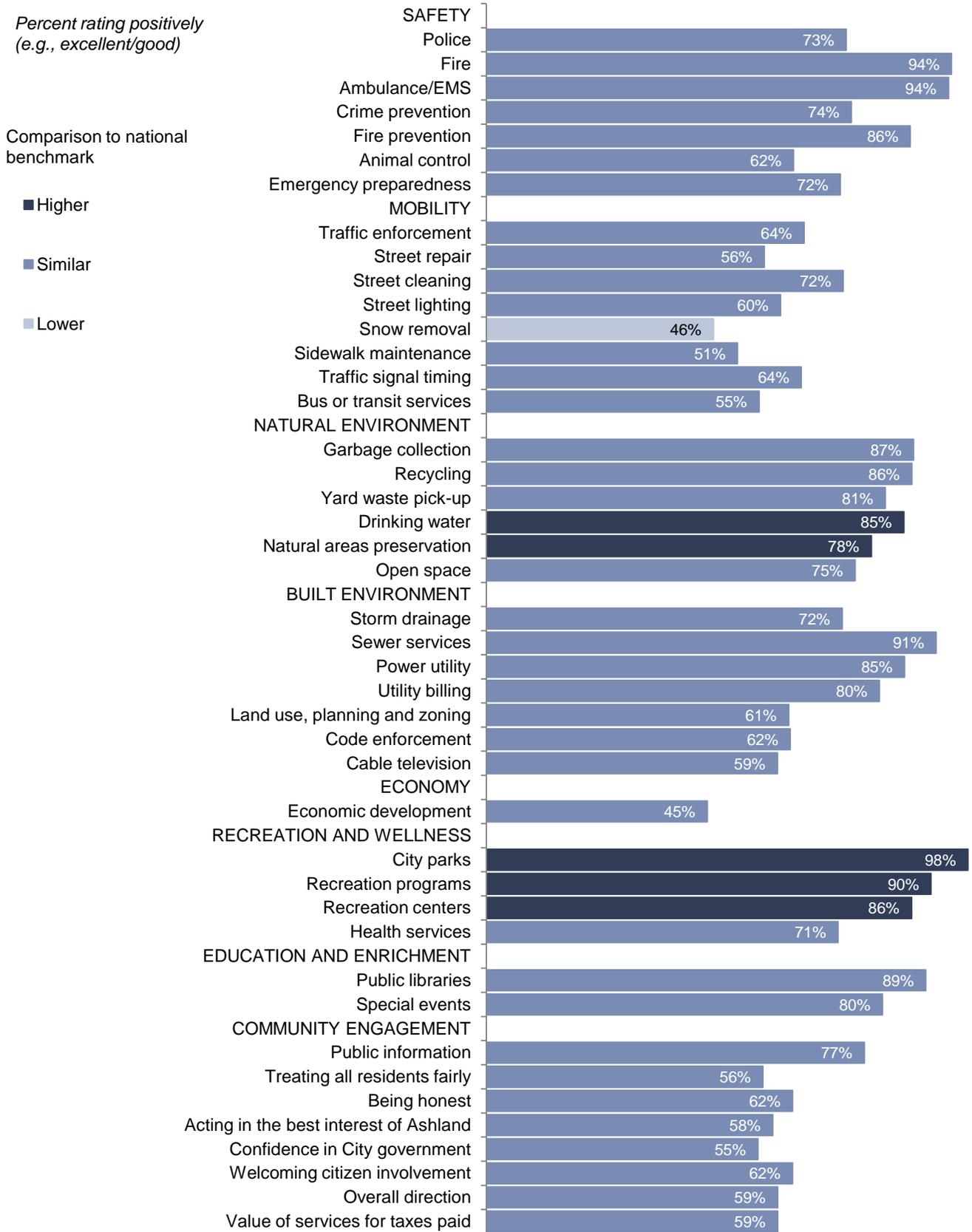
Comparison to national

■ Higher ■ Similar ■ Lower



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Figure 2: Aspects of Governance

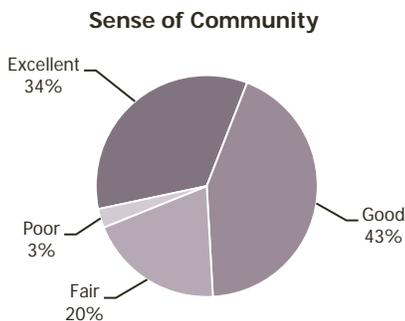


Participation

Are the residents of Ashland connected to the community and each other?

An engaged community harnesses its most valuable resource, its residents. The connections and trust among residents, government, businesses and other organizations help to create a sense of community; a shared sense of membership, belonging and history. About 77% of respondents rated sense of community in Ashland positively, a rating which is higher than what's seen in communities across the nation. This sentiment is reflected in the high percent of residents who would recommend Ashland as a place to live and the percentage of residents who plan on remaining in Ashland.

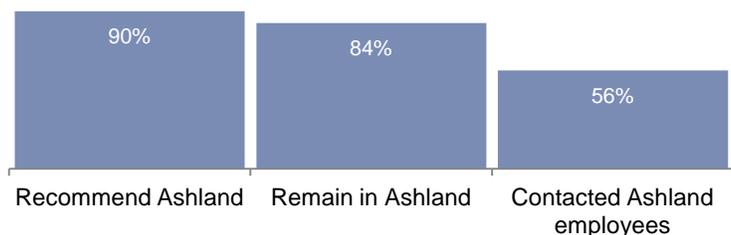
The survey included over 30 activities and behaviors for which respondents indicated how often they participated in or performed each, if at all. Within the facet of Safety, at least 80% of Ashland's residents did not report a crime and were not the victim of a crime, ratings which were similar to other communities. While 24% of respondents reported that they used public transportation instead of driving (a rating similar to the benchmark), more than half of residents reported carpooling and almost 90% reported walking or biking instead of driving (ratings of participation that were higher than in other communities). Almost all residents reported conserving water and recycling at home, which placed Ashland higher than the national benchmark for these aspects of Natural Environment. In the facet of Economy, a little over half of residents work in Ashland which is higher than the national benchmark and about one-quarter of residents thought the economy would have a positive impact on their income (which is similar to the benchmark). Ratings for Recreation and Wellness were generally positive; more participants in Ashland than elsewhere across the nation had used Ashland recreation centers or visited City parks. More than three-fourths of residents reported being in very good to excellent health, eating 5 portions of fruits and vegetables and participating in moderate/vigorous physical activity. Within the facet of Education and Enrichment, more than 7 in 10 residents used Ashland public libraries and attended a City-sponsored event while just over 40% reported participating in religious or spiritual activities. Most ratings within the facet of Community Engagement were similar to the national benchmark; however, ratings for voting in local elections, volunteering, campaigning for an issue cause or candidate and participating in a club were higher than the national benchmark.



Percent rating positively (e.g., very/somewhat likely, yes)

Comparison to national benchmark

■ Higher ■ Similar ■ Lower



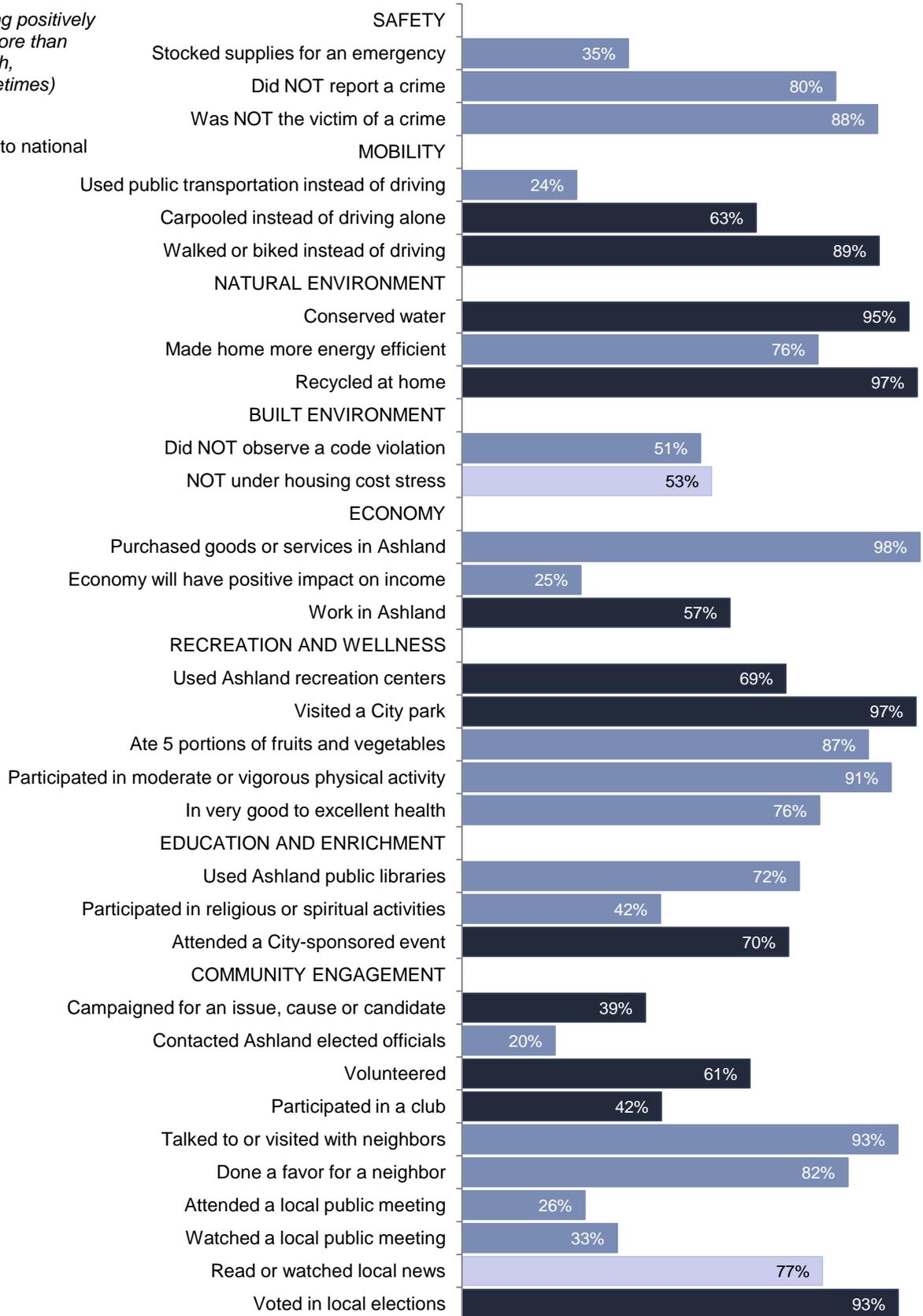
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Figure 3: Aspects of Participation

Percent rating positively
(e.g., yes, more than
once a month,
always/sometimes)

Comparison to national
benchmark

- Higher
- Similar
- Lower

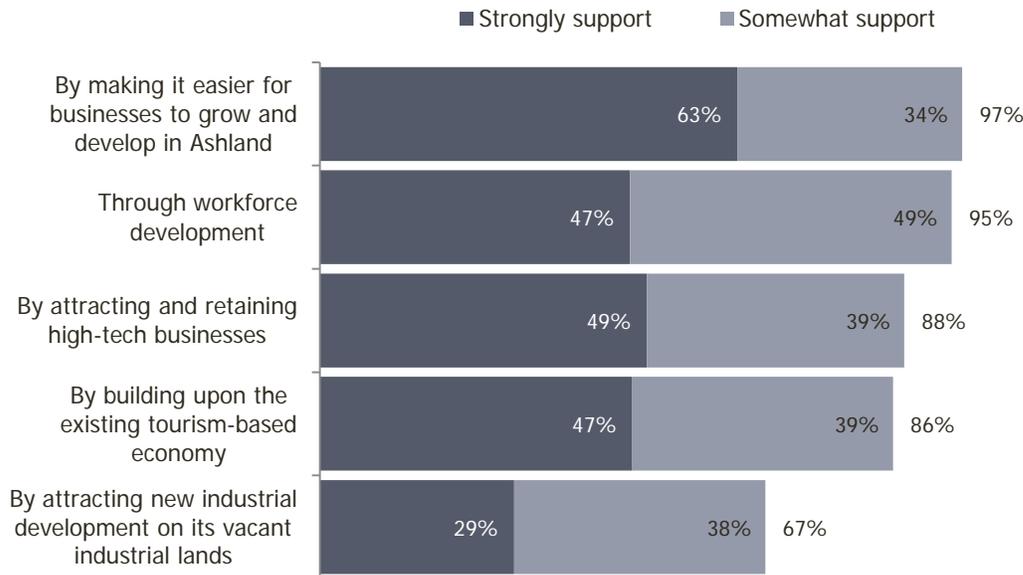


Special Topics

The City of Ashland included four questions of special interest on The NCS. The first question asked residents to rate to what extent they supported or opposed the City focusing its economic development efforts. Almost all residents supported making it easier for businesses to grow and develop in Ashland (97%) and improving workforce development (95%). Residents were least likely to support the City attracting new industrial development on its vacant industrial lands.

Figure 4: Support for Economic Development Efforts

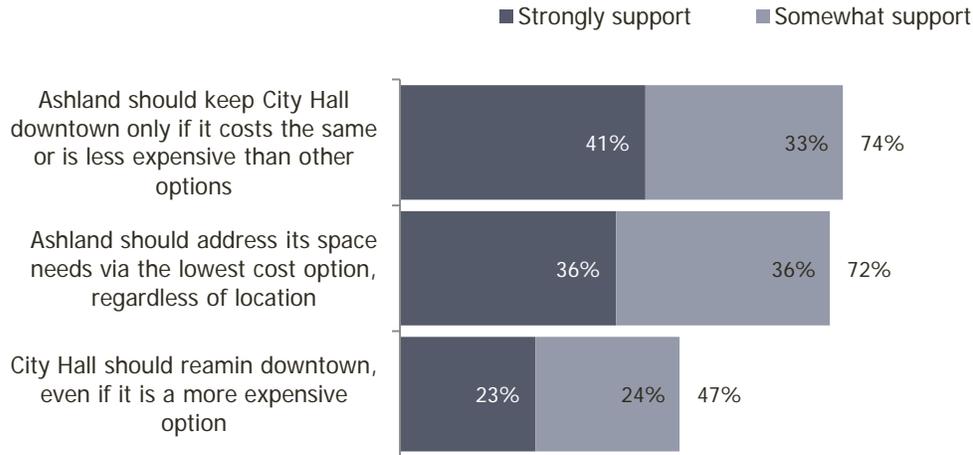
Please indicate the extent to which you support or oppose the City of Ashland focusing its economic development efforts in each of the following potential ways:



The second question asked residents to what extent they supported or opposed Ashland’s proposed solutions to the space issues facing the City’s facilities. A majority (74% of residents) said they supported the City keeping City Hall downtown but only if it costs the same or is less expensive than other options. A similar number of residents also favored Ashland addressing its space needs via the lowest cost option, regardless of location.

Figure 5: City Facility Needs

City staff is researching ways to address the City's facilities space needs, including possibilities for replacing City Hall. The City has run out of room in its existing building. Please indicate the extent to which you support or oppose the following options:

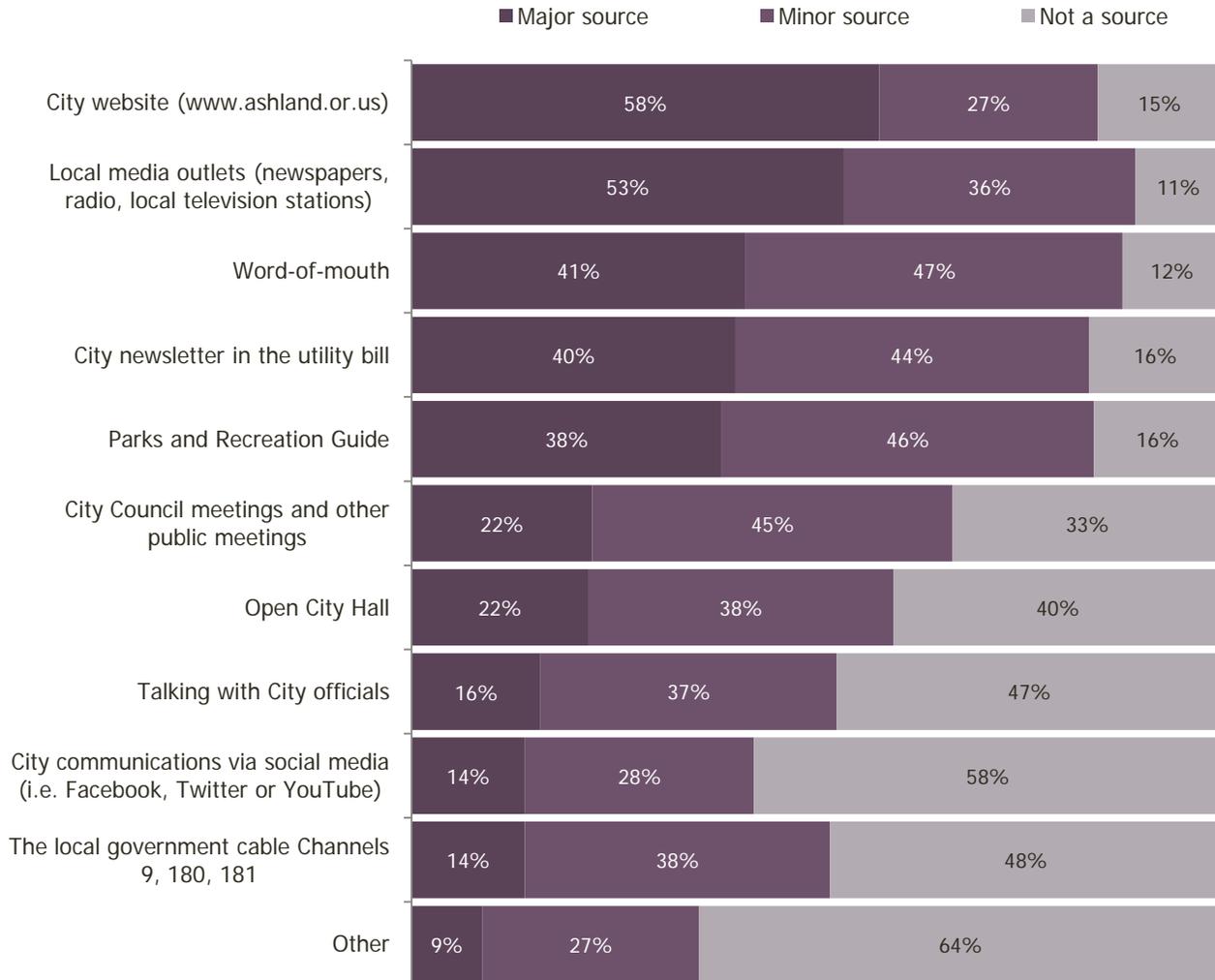


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The third question asked residents where they obtained information about the City’s activities, events and services. A little over half of respondents reported using the City website and local media outlets as major sources of information. Around 40% of participants reported word-of-mouth and the City newsletter in the utility bill as major sources. Residents were the least likely to obtain formation from the local government cable channels, talking with city officials, social media or other unlisted sources.

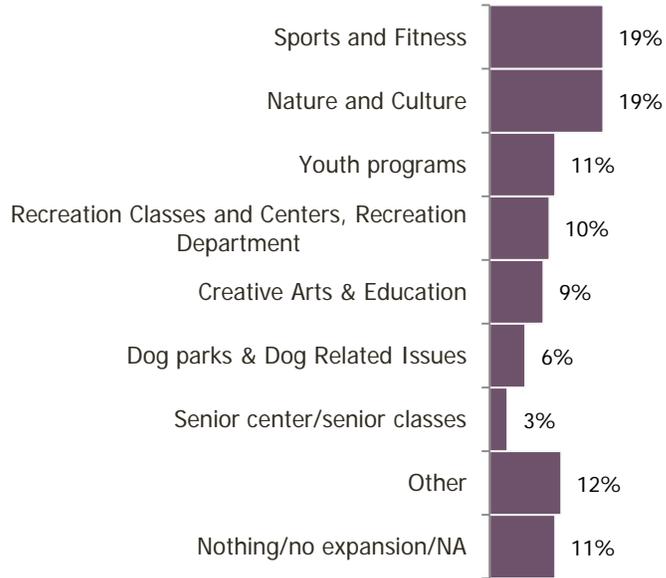
Figure 6: Information Sources

Please indicate how much of a source, if at all, you consider each of the following to be for obtaining information about the City government and its activities, events and services:



The final question asked residents to describe which programs or services should be offered or expanded by Ashland's Parks and Recreation department. Most comments revolved around sports and fitness or nature and cultural programs.

Figure 7: Comments about Parks and Recreation Programs or Services
Which programs and services should be offered or expanded by Ashland Parks and Recreation?



Conclusions

Residents continue to enjoy a high quality of life in Ashland.

Almost all residents gave positive ratings for the overall quality of life and Ashland as a place to live. About 9 in 10 residents rated Ashland's overall image and appearance positively with a majority reporting that they plan on remaining in Ashland. These ratings are similar to the ratings from the City's 2012 iteration of the survey which suggests that residents continue to enjoy living in Ashland. Compared to other communities, more residents thought Ashland is an excellent or good place to raise children and an excellent or good place to retire. Additionally, most respondents (a higher number than elsewhere across the nation) reported satisfaction with the overall quality of City services.

Economy is important to residents.

Residents indicated that Economy would be an important focus area over the next two years. Economy ratings varied; for example, almost all residents gave positive ratings for Ashland's downtown/commercial areas and Ashland as a place to visit, with both of these aspects being rated higher than the benchmark. However, cost of living and employment opportunities received positive ratings from fewer than 25% of respondents and were rated lower than what's reported in other communities. When asked about a variety of economic development efforts, a majority of participants supported all of the proposed efforts, with the highest number of participants supporting efforts to make it easier for businesses to grow and develop and efforts through workforce development.

Recreation and Wellness is a valued community asset.

Overall, the facet of Recreation and Wellness received positive ratings that tended to be higher than ratings seen in other communities. At least 9 in 10 participants gave positive ratings to the recreation and fitness opportunities provided in Ashland, both of which were rated higher than the national benchmark. Participants are pleased with the quality of recreation centers, recreation programs and City parks and almost all residents have visited a City park and a majority reported using Ashland recreation centers within the last year. High numbers of respondents also gave favorable ratings to health and wellness opportunities in Ashland.

Ashland's residents appreciate Education and Enrichment.

Education and Enrichment ratings tended to be higher than the benchmark and almost every aspect of Education and Enrichment received positive ratings from a majority of participants. Almost all residents rated the educational opportunities available in Ashland as excellent or good, a rating that is higher than the benchmark. Compared to other communities, Ashland's ratings for adult education opportunities and K-12 education are higher. When compared to other communities, a higher number of respondents in Ashland reported attending a City-sponsored event. Residents' ratings for cultural/arts/music event opportunities were higher than in 2012, as were ratings for availability of affordable quality child care/preschool.

THE NCSTM
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Ashland, OR

Dashboard Summary of Findings

2014



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Summary

The National Citizen Survey™ (The NCS™) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA). The survey and its administration are standardized to assure high quality research methods and directly comparable results across The NCS communities. The NCS captures residents’ opinions within the three pillars of a community (Community Characteristics, Governance and Participation) across eight central facets of community (Safety, Mobility, Natural Environment, Built Environment, Economy, Recreation and Wellness, Education and Enrichment and Community Engagement). This report summarizes Ashland’s performance in the eight facets of community livability with the “General” rating as a summary of results from the overarching questions not shown within any of the eight facets. The “Overall” represents the community pillar in its entirety (the eight facets and general).

By summarizing resident ratings across the eight facets and three pillars of a livable community, a picture of Ashland’s community livability emerges. Below, the color of each community facet summarizes how residents rated each of the pillars that support it – Community Characteristics, Governance and Participation. When most ratings were higher than the benchmark, the color is the darkest shade; when most ratings were lower than the benchmark, the color is the lightest shade. A mix of ratings (higher and lower than the benchmark) results in a color between the extremes.

Not only did residents identify Natural Environment, Education and Enrichment and Community Engagement as community facets that were strongest compared to other places, but for each of those, Community Characteristics were also seen to be especially good. Within the Natural Environment facet, Community Characteristics and Participation aspects also saw exceptionally high ratings. Mobility saw exceptional ratings within the pillar of Participation. In the pillar of Governance, Recreation and Wellness was the only facet that earned ratings higher than the benchmark. Broadly, ratings about the community’s characteristics across most of the facets were stronger than were ratings of governance or citizen engagement. This information can be helpful in identifying the areas that merit more attention.

Figure 1: Dashboard Summary

	Community Characteristics			Governance			Participation		
	Higher	Similar	Lower	Higher	Similar	Lower	Higher	Similar	Lower
Overall	27	20	5	5	40	1	13	21	2
General	6	1	0	0	3	0	0	3	0
Safety	0	3	0	0	7	0	0	3	0
Mobility	3	4	1	0	7	1	2	1	0
Natural Environment	2	1	0	2	4	0	2	1	0
Built Environment	2	1	2	0	7	0	0	1	1
Economy	2	4	2	0	1	0	1	2	0
Recreation and Wellness	3	4	0	3	1	0	2	3	0
Education and Enrichment	5	1	0	0	2	0	1	2	0
Community Engagement	4	1	0	0	8	0	5	5	1

Legend	
	Higher
	Similar
	Lower

The National Citizen Survey™

Figure 1: Detailed Dashboard

	Community Characteristics	Trend	Benchmark	Percent positive	Governance	Trend	Benchmark	Percent positive	Participation	Trend	Benchmark	Percent positive
General	Overall appearance	↔	↑	92%	Customer service	↔	↔	84%	Recommend Ashland	↔	↔	90%
	Overall quality of life	↔	↑	92%	Services provided by Ashland	↔	↔	86%	Remain in Ashland	↔	↔	84%
	Place to retire	↔	↑↑	88%	Services provided by the Federal Government	↓	↔	40%	Contacted Ashland employees	↔	↔	56%
	Place to raise children	↔	↑	91%								
	Place to live	↔	↑	93%								
	Neighborhood	↔	↔	89%								
Safety	Overall feeling of safety	*	↔	90%	Police	↓	↔	73%	Was NOT the victim of a crime	↔	↔	88%
	Safe in neighborhood	↔	↔	98%	Crime prevention	↔	↔	74%	Did NOT report a crime	*	↔	80%
	Safe downtown/commercial area	↔	↔	93%	Fire	↔	↔	94%	Stocked supplies for an emergency	*	↔	35%
					Fire prevention	↔	↔	86%				
					Ambulance/EMS	↔	↔	94%				
					Emergency preparedness	↔	↔	72%				
Mobility	Traffic flow	↔	↔	60%	Traffic enforcement	↔	↔	64%	Carpooled instead of driving alone	*	↑	63%
	Travel by car	↔	↔	64%	Street repair	↔	↔	56%	Walked or biked instead of driving	*	↑↑	89%
	Travel by bicycle	↔	↑	71%	Street cleaning	↔	↔	72%	Used public transportation instead of driving	*	↔	24%
	Ease of walking	↔	↑↑	92%	Street lighting	↔	↔	60%				
	Travel by public transportation	*	↔	42%	Snow removal	↓	↓	46%				
	Overall ease travel	*	↔	82%	Sidewalk maintenance	↔	↔	51%				
	Public parking	*	↓	26%	Traffic signal timing	↔	↔	64%				
Natural Environment	Paths and walking trails	↔	↑↑	92%	Bus or transit services	↔	↔	55%				
	Overall natural environment	↔	↑↑	96%	Garbage collection	↔	↔	87%	Recycled at home	↔	↑	97%
	Air quality	↔	↔	83%	Recycling	↔	↔	86%	Conserved water	*	↑	95%
	Cleanliness	↔	↑	90%	Yard waste pick-up	↔	↔	81%	Made home more energy efficient	*	↔	76%
					Drinking water	↔	↑	85%				
Built Environment					Open space	*	↔	75%				
					Natural areas preservation	↔	↑	78%				
	New development in Ashland	↔	↔	59%	Sewer services	↔	↔	91%	NOT experiencing housing cost stress	↔	↓	53%
	Affordable quality housing	↔	↓↓	15%	Storm drainage	↔	↔	72%	Did NOT observe a code violation	*	↔	51%
	Housing options	↔	↓	38%	Power utility	↔	↔	85%				
	Overall built environment	*	↑	78%	Utility billing	*	↔	80%				
	Public places	*	↑	85%	Land use, planning and zoning	↑	↔	61%				
				Code enforcement	↔	↔	62%					
				Cable television	↔	↔	59%					

Legend

↑↑ Much higher ↑ Higher ↔ Similar ↓ Lower ↓↓ Much lower * Not available

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	Community Characteristics	Trend	Benchmark	Percent positive	Governance	Trend	Benchmark	Percent positive	Participation	Trend	Benchmark	Percent positive
Economy	Overall economic health	*	↔	64%	Economic development	↑	↔	45%	Economy will have positive impact on income	↔	↔	25%
	Shopping opportunities	↑	↔	58%					Purchased goods or services in Ashland	*	↔	98%
	Employment opportunities	↔	↓	9%					Work in Ashland	*	↑	57%
	Place to visit	*	↑↑	96%								
	Cost of living	*	↓	21%								
	Vibrant downtown/commercial area	*	↑↑	86%								
	Place to work	↔	↔	50%								
Recreation and Wellness	Business and services	↔	↔	77%								
	Fitness opportunities	*	↑	90%	City parks	↔	↑	98%	In very good to excellent health	*	↔	76%
	Recreational opportunities	↔	↑↑	93%	Recreation centers	↔	↑	86%	Used Ashland recreation centers	↔	↑	69%
	Health care	↑	↔	64%	Recreation programs	↔	↑	90%	Visited a City park	↔	↑	97%
	Food	↔	↔	73%	Health services	↔	↔	71%	Ate 5 portions of fruits and vegetables	*	↔	87%
	Mental health care	*	↔	47%					Participated in moderate or vigorous physical activity	*	↔	91%
	Health and wellness	*	↑	83%								
Education and Enrichment	Preventive health services	↔	↔	70%								
	K-12 education	↔	↑	90%	Public libraries	↔	↔	89%	Used Ashland public libraries	↔	↔	72%
	Cultural/arts/music activities	↑	↑↑	94%	Special events	*	↔	80%	Participated in religious or spiritual activities	↔	↔	42%
	Child care/preschool	↑	↔	54%					Attended a City-sponsored event	*	↑	70%
	Religious or spiritual events and activities	↔	↑	93%								
	Adult education	*	↑	84%								
Community Engagement	Overall education and enrichment	*	↑	89%								
	Opportunities to participate in community matters	↔	↑	87%	Public information	↔	↔	77%	Sense of community	↔	↑	77%
	Opportunities to volunteer	↔	↑↑	93%	Overall direction	↑	↔	59%	Voted in local elections	↔	↑	93%
	Openness and acceptance	↔	↔	71%	Value of services for taxes paid	↔	↔	59%	Talked to or visited with neighbors	*	↔	93%
	Social events and activities	↔	↑	85%	Welcoming citizen involvement	↔	↔	62%	Attended a local public meeting	↓	↔	26%
	Neighborliness	*	↑	77%	Confidence in City government	*	↔	55%	Watched a local public meeting	↓	↔	33%
					Acting in the best interest of Ashland	*	↔	58%	Volunteered	↔	↑	61%
					Being honest	*	↔	62%	Participated in a club	↔	↑	42%
					Treating all residents fairly	*	↔	56%	Campaigned for an issue, cause or candidate	*	↑	39%
									Contacted Ashland elected officials	*	↔	20%
								Read or watched local news	*	↓	77%	
								Done a favor for a neighbor	*	↔	82%	

Legend

↑↑ Much higher ↑ Higher ↔ Similar ↓ Lower ↓↓ Much lower * Not available



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Ashland, OR

Trends over Time

2014



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Trend data for Ashland represent important comparison data and should be examined for improvements or declines. Deviations from stable trends over time, especially, represent opportunities for understanding how local policies, programs or public information may have affected residents' opinions.

Meaningful differences between survey years have been noted within the following tables as being "higher" or "lower" if the differences are greater than seven percentage points between the 2012 and 2014 surveys, otherwise the comparison between 2012 and 2014 are noted as being "similar." Additionally, benchmark comparisons for all survey years are presented for reference. Changes in the benchmark comparison over time can be impacted by various trends, including varying survey cycles for the individual communities that comprise the benchmarks, regional and national economic or other events, as well as emerging survey methodologies.

Overall, ratings in Ashland for 2014 generally remained stable. Of the 92 items for which comparisons were available, 79 items were rated similarly in 2012 and 2014, five items showed a decrease in ratings and eight showed an increase in ratings. Notable trends over time included the following:

- Within the facet of Education and Enrichment, ratings remained stable across all three pillars. The only notable differences were for cultural/art/music activities and child care/preschool, whose ratings increased compared to 2012.
- In the facet of Community Engagement, fewer participants reported attending or watching a local public meeting in 2014. Also within this facet, ratings increased for the overall direction Ashland is taking.
- Among ratings available for comparison in Economy, shopping opportunities and economic development increased from 2012, while ratings for the remaining aspects remained stable.
- Under the pillar of Governance, most City service ratings remained stable. However, ratings decreased for police services and snow removal; ratings increased for animal control and land use, planning and zoning.

The National Citizen Survey™

Table 1: Community Characteristics General

	Percent rating positively (e.g., excellent/good)			2014 rating compared to 2012	Comparison to benchmark		
	2011	2012	2014		2011	2012	2014
Overall quality of life	91%	91%	92%	Similar	Much higher	Much higher	Higher
Overall image	89%	90%	91%	Similar	Much higher	Much higher	Higher
Place to live	95%	94%	93%	Similar	Much higher	Much higher	Higher
Neighborhood	84%	89%	89%	Similar	Much higher	Much higher	Similar
Place to raise children	87%	92%	91%	Similar	Much higher	Much higher	Higher
Place to retire	91%	89%	88%	Similar	Much higher	Much higher	Much higher
Overall appearance	92%	92%	92%	Similar	Much higher	Much higher	Higher

Table 2: Community Characteristics by Facet

		Percent rating positively (e.g., excellent/good, very/somewhat safe)			2014 rating compared to 2012	Comparison to benchmark		
		2011	2012	2014		2011	2012	2014
Safety	Overall feeling of safety	NA	NA	90%	NA	NA	NA	Similar
	Safe in neighborhood	99%	97%	98%	Similar	Much higher	Much higher	Similar
	Safe downtown/commercial area	96%	92%	93%	Similar	Much higher	Higher	Similar
	Overall ease of travel	NA	NA	82%	NA	NA	NA	Similar
	Paths and walking trails	90%	87%	92%	Similar	Much higher	Much higher	Much higher
	Ease of walking	91%	90%	92%	Similar	Much higher	Much higher	Much higher
	Travel by bicycle	75%	77%	71%	Similar	Much higher	Much higher	Higher
	Travel by public transportation	NA	NA	42%	NA	NA	NA	Similar
	Travel by car	72%	62%	64%	Similar	Much higher	Similar	Similar
Mobility	Public parking	NA	NA	26%	NA	NA	NA	Lower
	Traffic flow	64%	56%	60%	Similar	Much higher	Higher	Similar
Natural Environment	Overall natural environment	94%	96%	96%	Similar	Much higher	Much higher	Much higher
	Cleanliness	91%	90%	90%	Similar	Much higher	Much higher	Higher
	Air quality	80%	80%	83%	Similar	Much higher	Much higher	Similar
Built Environment	Overall built environment	NA	NA	78%	NA	NA	NA	Higher
	New development in Ashland	57%	65%	59%	Similar	Similar	Higher	Similar

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		Percent rating positively (e.g., excellent/good, very/somewhat safe)			2014 rating compared to 2012	Comparison to benchmark		
		2011	2012	2014		2011	2012	2014
	Affordable quality housing	20%	20%	15%	Similar	Much lower	Much lower	Much lower
	Housing options	36%	36%	38%	Similar	Much lower	Much lower	Lower
	Public places	NA	NA	85%	NA	NA	NA	Higher
Economy	Overall economic health	NA	NA	64%	NA	NA	NA	Similar
	Vibrant downtown/commercial area	NA	NA	86%	NA	NA	NA	Much higher
	Business and services	68%	73%	77%	Similar	Higher	Much higher	Similar
	Cost of living	NA	NA	21%	NA	NA	NA	Lower
	Shopping opportunities	48%	45%	58%	Higher	Similar	Lower	Similar
	Employment opportunities	12%	14%	9%	Similar	Much lower	Much lower	Lower
	Place to visit	NA	NA	96%	NA	NA	NA	Much higher
	Place to work	41%	45%	50%	Similar	Much lower	Much lower	Similar
	Health and wellness	NA	NA	83%	NA	NA	NA	Higher
	Mental health care	NA	NA	47%	NA	NA	NA	Similar
Recreation and Wellness	Preventive health services	67%	68%	70%	Similar	Much higher	Much higher	Similar
	Health care	51%	49%	64%	Higher	Similar	Lower	Similar
	Food	74%	70%	73%	Similar	Much higher	Much higher	Similar
	Recreational opportunities	87%	87%	93%	Similar	Much higher	Much higher	Much higher
	Fitness opportunities	NA	NA	90%	NA	NA	NA	Higher
	Religious or spiritual events and activities	89%	88%	93%	Similar	Much higher	Much higher	Higher
	Cultural/arts/music activities	86%	83%	94%	Higher	Much higher	Much higher	Much higher
Education and Enrichment	Adult education	NA	NA	84%	NA	NA	NA	Higher
	K-12 education	82%	88%	90%	Similar	Much higher	Much higher	Higher
	Child care/preschool	41%	41%	54%	Higher	Similar	Similar	Similar
Community Engagement	Social events and activities	89%	86%	85%	Similar	Much higher	Much higher	Higher
	Neighborliness	NA	NA	77%	NA	NA	NA	Higher

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	Percent rating positively (e.g., excellent/good, very/somewhat safe)			2014 rating compared to 2012	Comparison to benchmark		
	2011	2012	2014		2011	2012	2014
Openness and acceptance	78%	72%	71%	Similar	Much higher	Much higher	Similar
Opportunities to participate in community matters	81%	82%	87%	Similar	Much higher	Much higher	Higher
Opportunities to volunteer	91%	90%	93%	Similar	Much higher	Much higher	Much higher

Table 3: Governance General

	Percent rating positively (e.g., excellent/good)			2014 rating compared to 2012	Comparison to benchmark		
	2011	2012	2014		2011	2012	2014
Services provided by Ashland	84%	85%	86%	Similar	Much higher	Much higher	Similar
Customer service	82%	85%	84%	Similar	Much higher	Much higher	Similar
Value of services for taxes paid	60%	63%	59%	Similar	Much higher	Higher	Similar
Overall direction	58%	52%	59%	Higher	Similar	Similar	Similar
Welcoming citizen involvement	66%	67%	62%	Similar	Much higher	Much higher	Similar
Confidence in City government	NA	NA	55%	NA	NA	NA	Similar
Acting in the best interest of Ashland	NA	NA	58%	NA	NA	NA	Similar
Being honest	NA	NA	62%	NA	NA	NA	Similar
Treating all residents fairly	NA	NA	56%	NA	NA	NA	Similar
Services provided by the Federal Government	38%	53%	40%	Lower	Similar	Much higher	Similar

Table 4: Governance by Facet

		Percent rating positively (e.g., excellent/good)			2014 rating compared to 2012	Comparison to benchmark		
		2011	2012	2014		2011	2012	2014
Safety	Police	78%	82%	73%	Lower	Similar	Similar	Similar
	Fire	92%	96%	94%	Similar	Similar	Higher	Similar
	Ambulance/EMS	94%	92%	94%	Similar	Higher	Higher	Similar
	Crime prevention	75%	70%	74%	Similar	Higher	Similar	Similar
	Fire prevention	81%	86%	86%	Similar	Higher	Much higher	Similar
	Animal control	NA	55%	62%	Higher	NA	Lower	Similar
	Emergency preparedness	79%	73%	72%	Similar	Much higher	Much higher	Similar
Mobility	Traffic enforcement	66%	64%	64%	Similar	Similar	Similar	Similar
	Street repair	60%	58%	56%	Similar	Much higher	Much higher	Similar
	Street cleaning	81%	76%	72%	Similar	Much higher	Much higher	Similar
	Street lighting	63%	53%	60%	Similar	Similar	Lower	Similar
	Snow removal	NA	75%	46%	Lower	NA	Much higher	Lower
	Sidewalk maintenance	62%	55%	51%	Similar	Higher	Similar	Similar
	Traffic signal timing	58%	62%	64%	Similar	Higher	Much higher	Similar

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		Percent rating positively (e.g., excellent/good)			2014 rating compared to 2012	Comparison to benchmark		
		2011	2012	2014		2011	2012	2014
Natural Environment	Bus or transit services	48%	52%	55%	Similar	Lower	Similar	Similar
	Garbage collection	89%	88%	87%	Similar	Much higher	Higher	Similar
	Recycling	90%	89%	86%	Similar	Much higher	Much higher	Similar
	Yard waste pick-up	82%	82%	81%	Similar	Much higher	Much higher	Similar
	Drinking water	80%	79%	85%	Similar	Much higher	Much higher	Higher
	Natural areas preservation	75%	80%	78%	Similar	Much higher	Much higher	Higher
	Open space	NA	NA	75%	NA	NA	NA	Similar
Built Environment	Storm drainage	72%	78%	72%	Similar	Much higher	Much higher	Similar
	Sewer services	84%	86%	91%	Similar	Much higher	Much higher	Similar
	Power utility	82%	80%	85%	Similar	Much higher	Higher	Similar
	Utility billing	NA	NA	80%	NA	NA	NA	Similar
	Land use, planning and zoning	53%	50%	61%	Higher	Much higher	Higher	Similar
	Code enforcement	56%	58%	62%	Similar	Much higher	Much higher	Similar
	Cable television	61%	63%	59%	Similar	Higher	Much higher	Similar
Economy	Economic development	30%	34%	45%	Higher	Much lower	Much lower	Similar
Recreation and Wellness	City parks	94%	95%	98%	Similar	Much higher	Much higher	Higher
	Recreation programs	90%	89%	90%	Similar	Much higher	Much higher	Higher
	Recreation centers	NA	83%	86%	Similar	NA	Much higher	Higher
	Health services	65%	67%	71%	Similar	Similar	Similar	Similar
Education and Enrichment	Special events	NA	NA	80%	NA	NA	NA	Similar
	Public libraries	84%	87%	89%	Similar	Similar	Higher	Similar
Community Engagement	Public information	74%	78%	77%	Similar	Much higher	Much higher	Similar

Table 5: Participation General

	Percent rating positively (e.g., always/sometimes, more than once a month, yes)			2014 rating compared to 2012	Comparison to benchmark		
	2011	2012	2014		2011	2012	2014
Sense of community	83%	78%	77%	Similar	Much higher	Much higher	Higher
Recommend Ashland	93%	89%	90%	Similar	Much higher	Higher	Similar
Remain in Ashland	83%	85%	84%	Similar	Similar	Similar	Similar
Contacted Ashland employees	64%	59%	56%	Similar	Much higher	Much higher	Similar

Table 6: Participation by Facet

		Percent rating positively (e.g., always/sometimes, more than once a month, yes)			2014 rating compared to 2012	Comparison to benchmark		
		2011	2012	2014		2011	2012	2014
Safety	Stocked supplies for an emergency	NA	NA	35%	NA	NA	NA	Similar
	Did NOT report a crime	NA	NA	80%	NA	NA	NA	Similar
	Was NOT the victim of a crime	87%	86%	88%	Similar	Similar	Similar	Similar

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		Percent rating positively (e.g., always/sometimes, more than once a month, yes)			2014 rating compared to 2012	Comparison to benchmark		
		2011	2012	2014		2011	2012	2014
Mobility	Used public transportation instead of driving	NA	NA	24%	NA	NA	NA	Similar
	Carpooled instead of driving alone	NA	NA	63%	NA	NA	NA	Higher
	Walked or biked instead of driving	NA	NA	89%	NA	NA	NA	Much higher
Natural Environment	Conserved water	NA	NA	95%	NA	NA	NA	Higher
	Made home more energy efficient	NA	NA	76%	NA	NA	NA	Similar
	Recycled at home	98%	97%	97%	Similar	Much higher	Much higher	Higher
Built Environment	Did NOT observe a code violation	NA	NA	51%	NA	NA	NA	Similar
	NOT under housing cost stress	46%	52%	53%	Similar	Much lower	Much lower	Lower
Economy	Purchased goods or services in Ashland	NA	NA	98%	NA	NA	NA	Similar
	Economy will have positive impact on income	16%	22%	25%	Similar	Similar	Higher	Similar
	Work in Ashland	NA	NA	57%	NA	NA	NA	Higher
Recreation and Wellness	Used Ashland recreation centers	NA	65%	69%	Similar	NA	Much higher	Higher
	Visited a City park	98%	96%	97%	Similar	Much higher	Much higher	Higher
	Ate 5 portions of fruits and vegetables	NA	NA	87%	NA	NA	NA	Similar
	Participated in moderate or vigorous physical activity	NA	NA	91%	NA	NA	NA	Similar
	In very good to excellent health	NA	NA	76%	NA	NA	NA	Similar
Education and Enrichment	Used Ashland public libraries	80%	75%	72%	Similar	Much higher	Higher	Similar
	Participated in religious or spiritual activities	NA	48%	42%	Similar	NA	Lower	Similar
	Attended a City-sponsored event	NA	NA	70%	NA	NA	NA	Higher
Community Engagement	Campaigned for an issue, cause or candidate	NA	NA	39%	NA	NA	NA	Higher
	Contacted Ashland elected officials	NA	NA	20%	NA	NA	NA	Similar
	Volunteered	68%	67%	61%	Similar	Much higher	Much higher	Higher
	Participated in a club	47%	45%	42%	Similar	Much higher	Much higher	Higher
	Talked to or visited with neighbors	NA	NA	93%	NA	NA	NA	Similar
	Done a favor for a neighbor	NA	NA	82%	NA	NA	NA	Similar

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	Percent rating positively (e.g., always/sometimes, more than once a month, yes)			2014 rating compared to 2012	Comparison to benchmark		
	2011	2012	2014		2011	2012	2014
Attended a local public meeting	35%	35%	26%	Lower	Much higher	Much higher	Similar
Watched a local public meeting	45%	42%	33%	Lower	Similar	Higher	Similar
Read or watched local news	NA	NA	77%	NA	NA	NA	Lower
Voted in local elections	80%	88%	93%	Similar	Higher	Much higher	Higher



THE NCSTM
The National Citizen SurveyTM

Ashland, OR

Comparisons by Demographic Subgroups

2014



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Summary

The National Citizen Survey™ (The NCS™) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA). The survey and its administration are standardized to assure high quality research methods and directly comparable results across The NCS communities. This report discusses differences in opinion of survey respondents by employment, number of years living in Ashland, presence of children 17 or under in household, annual household income, age and sex.

Responses in the following tables show only the proportion of respondents giving a certain answer; for example, the percent of respondents who rated the quality of life as “excellent” or “good,” or the percent of respondents who attended a public meeting more than once a month. The Analysis Of Variance (ANOVA) and chi-square tests of significance were applied to these comparisons of survey questions. A “p-value” of 0.05 or less indicates that there is less than a 5% probability that differences observed between subgroups are due to chance; or in other words, a greater than 95% probability that the differences observed are “real.” Where differences were statistically significant, they have been shaded grey.

The margin of error for this report is generally no greater than plus or minus five percentage points around any given percent reported for the entire sample (397 completed surveys). For subgroups of responses, the margin of error increases because the sample size for the subgroup is smaller. For subgroups of approximately 100 respondents, the margin of error is plus or minus 10 percentage points.

Notable differences between demographic subgroups included the following:

- Residents aged 18-34 years old, those who have lived in Ashland for less than five years, lower income residents (those making less than \$100,000) and male residents rated the overall quality of life lower than their counterparts. Differences between groups were also noted for Ashland as a place to live, Ashland as a place to raise children and Ashland as a place to retire.
- Within Community Characteristics, aspects of Economy relating to the cost of living in Ashland were given lower ratings by residents who were currently employed and those with children 17 and under living in their household. Additionally, residents whose annual household income was lower than \$100,000 rated employment opportunities lower than residents making more than \$100,000 annually.
- Participation in Community Engagement activities tended to be highest for long term residents, those with higher incomes and those with children in the household. Residents aged 18-34 years old reported being less likely to attend a local public meeting, contact an Ashland elected official to express their opinions and campaign or advocate for an issue, cause or candidate than those ages 35 and older. However, younger residents were more likely to participate in a club than older residents.
- Community Characteristics related to Recreation and Wellness tended to be given lower ratings by residents aged 18-34 years old and those whose annual income was less than \$49,999 compared to older residents and those whose annual income was more than \$50,000. Male residents and those with children 17 or under in the household rated the availability of affordable quality mental health care higher than their counterparts. Within Governance, higher income, long-term and older residents tended to give higher ratings to Recreation and Wellness services (i.e. recreation centers, health services, etc.).
- Differences were also noted between residents on aspects of Education and Enrichment. Under Community Characteristics, Education and Enrichment ratings tended to be highest among residents older than 35, those with higher incomes (greater than \$50,000) and long-term residents. Participation in Education and Enrichment activities varied across groups.

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Table 1: Community Characteristics - General

Percent rating positively (e.g., excellent/good)	Currently employed			Number of years in Ashland			Children 17 or under in household		Overall
	Yes, full-time	Yes, part-time	No	5 years or less	6 to 20 years	More than 20 years	No	Yes	
The overall quality of life in Ashland	93%	87%	93%	86%	98%	91%	93%	88%	92%
Overall image or reputation of Ashland	94%	84%	94%	88%	97%	89%	91%	93%	91%
Ashland as a place to live	95%	87%	95%	85%	99%	95%	94%	89%	93%
Your neighborhood as a place to live	81%	93%	94%	84%	91%	92%	89%	88%	89%
Ashland as a place to raise children	92%	88%	93%	87%	95%	92%	91%	93%	91%
Ashland as a place to retire	90%	86%	89%	84%	94%	87%	90%	85%	88%
Overall appearance of Ashland	91%	97%	90%	90%	95%	92%	92%	93%	92%

Table 2: Community Characteristics - General

Percent rating positively (e.g., excellent/good)	Annual household income			Age			Gender		Overall
	Less than \$49,999	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	Female	Male	
The overall quality of life in Ashland	89%	91%	100%	83%	95%	94%	96%	86%	92%
Overall image or reputation of Ashland	89%	92%	97%	87%	90%	94%	96%	86%	91%
Ashland as a place to live	90%	93%	100%	82%	97%	96%	96%	89%	93%
Your neighborhood as a place to live	86%	89%	94%	83%	87%	94%	89%	88%	89%
Ashland as a place to raise children	88%	91%	99%	85%	95%	92%	94%	89%	91%
Ashland as a place to retire	84%	89%	98%	80%	92%	90%	90%	87%	88%
Overall appearance of Ashland	96%	88%	92%	91%	95%	92%	96%	88%	92%

Table 3: Community Characteristics - Safety

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Currently employed			Number of years in Ashland			Children 17 or under in household		Overall
	Yes, full-time	Yes, part-time	No	5 years or less	6 to 20 years	More than 20 years	No	Yes	
Overall feeling of safety in Ashland	87%	92%	92%	84%	96%	90%	90%	92%	90%
In your neighborhood during the day	100%	97%	98%	97%	99%	99%	97%	100%	98%
In Ashland's downtown/commercial area during the day	94%	94%	90%	95%	94%	88%	92%	94%	93%

Table 4: Community Characteristics - Safety

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Annual household income			Age			Gender		Overall
	Less than \$49,999	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	Female	Male	
Overall feeling of safety in Ashland	90%	92%	87%	84%	91%	93%	91%	90%	90%
In your neighborhood during the day	97%	99%	100%	97%	99%	98%	97%	100%	98%
In Ashland's downtown/commercial area during the day	94%	94%	91%	97%	92%	91%	93%	93%	93%

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Table 5: Community Characteristics - Mobility

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Currently employed			Number of years in Ashland			Children 17 or under in household		Overall
	Yes, full-time	Yes, part-time	No	5 years or less	6 to 20 years	More than 20 years	No	Yes	
Overall ease of getting to the places you usually have to visit	87%	72%	82%	80%	80%	86%	82%	82%	82%
Traffic flow on major streets	50%	71%	64%	66%	63%	51%	62%	54%	60%
Ease of public parking	29%	25%	25%	33%	21%	27%	26%	27%	26%
Ease of travel by car in Ashland	63%	72%	59%	61%	65%	66%	61%	72%	64%
Ease of travel by public transportation in Ashland	47%	33%	41%	35%	49%	41%	40%	46%	42%
Ease of travel by bicycle in Ashland	78%	69%	65%	77%	78%	56%	68%	79%	71%
Ease of walking in Ashland	97%	88%	91%	91%	95%	91%	92%	94%	92%
Availability of paths and walking trails	93%	93%	92%	91%	93%	92%	92%	92%	92%

Table 6: Community Characteristics - Mobility

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Annual household income			Age			Gender		Overall
	Less than \$49,999	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	Female	Male	
Overall ease of getting to the places you usually have to visit	78%	84%	86%	75%	84%	84%	82%	83%	82%
Traffic flow on major streets	65%	58%	49%	61%	51%	65%	59%	63%	60%
Ease of public parking	27%	22%	34%	24%	27%	28%	22%	33%	26%
Ease of travel by car in Ashland	63%	64%	68%	60%	66%	65%	65%	64%	64%
Ease of travel by public transportation in Ashland	44%	50%	25%	36%	49%	41%	48%	34%	42%
Ease of travel by bicycle in Ashland	76%	70%	63%	84%	72%	63%	74%	68%	71%
Ease of walking in Ashland	90%	94%	94%	92%	93%	92%	91%	94%	92%
Availability of paths and walking trails	92%	92%	95%	96%	90%	92%	93%	91%	92%

Table 7: Community Characteristics - Natural Environment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Currently employed			Number of years in Ashland			Children 17 or under in household		Overall
	Yes, full-time	Yes, part-time	No	5 years or less	6 to 20 years	More than 20 years	No	Yes	
Quality of overall natural environment in Ashland	98%	95%	95%	94%	99%	96%	95%	100%	96%
Air quality	87%	79%	81%	77%	83%	88%	84%	79%	83%
Cleanliness of Ashland	88%	92%	90%	82%	95%	93%	90%	89%	90%

Table 8: Community Characteristics - Natural Environment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Annual household income			Age			Gender		Overall
	Less than \$49,999	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	Female	Male	
Quality of overall natural environment in Ashland	95%	97%	99%	96%	99%	95%	98%	94%	96%
Air quality	85%	79%	84%	88%	79%	82%	84%	81%	83%

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Percent rating positively (e.g., excellent/good, very/somewhat safe)	Annual household income			Age			Gender		Overall
	Less than \$49,999	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	Female	Male	
Cleanliness of Ashland	94%	86%	88%	88%	89%	91%	92%	87%	90%

Table 9: Community Characteristics - Built Environment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Currently employed			Number of years in Ashland			Children 17 or under in household		Overall
	Yes, full-time	Yes, part-time	No	5 years or less	6 to 20 years	More than 20 years	No	Yes	
Overall "built environment" of Ashland (including overall design, buildings, parks and transportation systems)	77%	72%	82%	79%	79%	74%	78%	77%	78%
Public places where people want to spend time	89%	80%	82%	82%	87%	86%	85%	84%	85%
Variety of housing options	40%	36%	37%	36%	45%	33%	37%	41%	38%
Availability of affordable quality housing	18%	8%	17%	13%	21%	11%	15%	17%	15%
Overall quality of new development in Ashland	59%	55%	60%	59%	58%	60%	58%	61%	59%

Table 10: Community Characteristics - Built Environment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Annual household income			Age			Gender		Overall
	Less than \$49,999	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	Female	Male	
Overall "built environment" of Ashland (including overall design, buildings, parks and transportation systems)	75%	81%	82%	80%	71%	82%	80%	74%	78%
Public places where people want to spend time	84%	90%	83%	82%	90%	83%	87%	81%	85%
Variety of housing options	31%	42%	50%	31%	43%	40%	35%	44%	38%
Availability of affordable quality housing	12%	12%	21%	13%	13%	17%	14%	17%	15%
Overall quality of new development in Ashland	56%	61%	68%	55%	63%	58%	61%	56%	59%

Table 11: Community Characteristics - Economy

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Currently employed			Number of years in Ashland			Children 17 or under in household		Overall
	Yes, full-time	Yes, part-time	No	5 years or less	6 to 20 years	More than 20 years	No	Yes	
Overall economic health of Ashland	57%	65%	70%	68%	64%	58%	66%	57%	64%
Ashland as a place to work	50%	53%	47%	57%	44%	50%	52%	43%	50%
Ashland as a place to visit	97%	94%	95%	94%	96%	98%	96%	95%	96%
Employment opportunities	7%	10%	10%	10%	9%	9%	10%	7%	9%
Shopping opportunities	59%	60%	57%	63%	62%	50%	57%	60%	58%
Cost of living in Ashland	13%	21%	30%	27%	22%	15%	24%	12%	21%
Overall quality of business and service establishments in Ashland	73%	79%	81%	72%	83%	77%	77%	76%	77%
Vibrant downtown/commercial area	85%	87%	85%	86%	86%	86%	86%	83%	86%

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Table 12: Community Characteristics - Economy

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Annual household income			Age			Gender		Overall
	Less than \$49,999	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	Female	Male	
Overall economic health of Ashland	57%	69%	73%	51%	69%	65%	67%	60%	64%
Ashland as a place to work	46%	50%	60%	55%	42%	52%	48%	53%	50%
Ashland as a place to visit	92%	99%	99%	91%	98%	97%	97%	94%	96%
Employment opportunities	9%	5%	18%	7%	12%	9%	9%	9%	9%
Shopping opportunities	53%	62%	68%	54%	65%	56%	57%	60%	58%
Cost of living in Ashland	22%	18%	24%	24%	11%	26%	17%	27%	21%
Overall quality of business and service establishments in Ashland	74%	78%	86%	68%	78%	81%	76%	79%	77%
Vibrant downtown/commercial area	83%	85%	95%	84%	86%	86%	91%	79%	86%

Table 13: Community Characteristics - Recreation and Wellness

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Currently employed			Number of years in Ashland			Children 17 or under in household		Overall
	Yes, full-time	Yes, part-time	No	5 years or less	6 to 20 years	More than 20 years	No	Yes	
Health and wellness opportunities in Ashland	88%	74%	84%	78%	86%	87%	84%	81%	83%
Fitness opportunities (including exercise classes and paths or trails, etc.)	88%	86%	95%	78%	95%	95%	89%	92%	90%
Recreational opportunities	96%	93%	89%	93%	92%	94%	91%	97%	93%
Availability of affordable quality food	77%	62%	77%	70%	76%	76%	73%	73%	73%
Availability of affordable quality health care	63%	54%	71%	65%	63%	67%	61%	73%	64%
Availability of preventive health services	72%	60%	74%	68%	72%	70%	67%	77%	70%
Availability of affordable quality mental health care	46%	45%	50%	56%	44%	43%	41%	65%	47%

Table 14: Community Characteristics - Recreation and Wellness

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Annual household income			Age			Gender		Overall
	Less than \$49,999	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	Female	Male	
Health and wellness opportunities in Ashland	80%	85%	91%	66%	91%	88%	83%	84%	83%
Fitness opportunities (including exercise classes and paths or trails, etc.)	87%	91%	95%	82%	89%	95%	91%	90%	90%
Recreational opportunities	88%	97%	96%	93%	95%	91%	93%	92%	93%
Availability of affordable quality food	62%	83%	83%	57%	79%	78%	71%	77%	73%
Availability of affordable quality health care	52%	74%	71%	46%	65%	72%	63%	67%	64%
Availability of preventive health services	62%	79%	74%	60%	72%	74%	74%	66%	70%
Availability of affordable quality mental health care	44%	45%	56%	47%	51%	45%	41%	56%	47%

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Table 15: Community Characteristics - Education and Enrichment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Currently employed			Number of years in Ashland			Children 17 or under in household		Overall
	Yes, full-time	Yes, part-time	No	5 years or less	6 to 20 years	More than 20 years	No	Yes	
Overall opportunities for education and enrichment	86%	83%	95%	86%	90%	91%	88%	93%	89%
Availability of affordable quality child care/preschool	50%	44%	70%	50%	69%	45%	47%	63%	54%
K-12 education	88%	81%	96%	76%	93%	94%	92%	85%	90%
Adult educational opportunities	84%	71%	92%	75%	86%	92%	83%	87%	84%
Opportunities to attend cultural/arts/music activities	94%	91%	95%	92%	96%	93%	92%	99%	94%
Opportunities to participate in religious or spiritual events and activities	91%	93%	96%	93%	92%	95%	93%	95%	93%

Table 16: Community Characteristics - Education and Enrichment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Annual household income			Age			Gender		Overall
	Less than \$49,999	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	Female	Male	
Overall opportunities for education and enrichment	84%	94%	92%	79%	90%	94%	90%	88%	89%
Availability of affordable quality child care/preschool	49%	59%	51%	51%	50%	62%	48%	61%	54%
K-12 education	84%	95%	92%	70%	88%	96%	93%	84%	90%
Adult educational opportunities	76%	90%	90%	71%	80%	93%	84%	83%	84%
Opportunities to attend cultural/arts/music activities	90%	97%	99%	90%	95%	96%	94%	94%	94%
Opportunities to participate in religious or spiritual events and activities	91%	96%	98%	92%	92%	96%	92%	95%	93%

Table 17: Community Characteristics - Community Engagement

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Currently employed			Number of years in Ashland			Children 17 or under in household		Overall
	Yes, full-time	Yes, part-time	No	5 years or less	6 to 20 years	More than 20 years	No	Yes	
Opportunities to participate in social events and activities	83%	79%	90%	81%	90%	81%	83%	89%	85%
Opportunities to volunteer	95%	84%	97%	86%	94%	97%	92%	94%	93%
Opportunities to participate in community matters	94%	74%	89%	86%	91%	84%	86%	92%	87%
Openness and acceptance of the community toward people of diverse backgrounds	72%	61%	76%	74%	74%	64%	70%	75%	71%
Neighborliness of residents in Ashland	78%	69%	81%	76%	80%	73%	77%	77%	77%

Table 18: Community Characteristics - Community Engagement

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Annual household income			Age			Gender		Overall
	Less than \$49,999	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	Female	Male	
Opportunities to participate in social events and activities	80%	87%	90%	78%	80%	91%	89%	79%	85%
Opportunities to volunteer	89%	94%	97%	86%	92%	96%	95%	89%	93%

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	Annual household income			Age			Gender		Overall
	Less than \$49,999	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	Female	Male	
Percent rating positively (e.g., excellent/good, very/somewhat safe)									
Opportunities to participate in community matters	82%	90%	93%	81%	90%	88%	91%	83%	87%
Openness and acceptance of the community toward people of diverse backgrounds	66%	74%	77%	69%	66%	76%	70%	73%	71%
Neighborliness of residents in Ashland	72%	83%	82%	71%	72%	84%	76%	78%	77%

Table 19: Governance - General

	Currently employed			Number of years in Ashland			Children 17 or under in household		Overall
	Yes, full-time	Yes, part-time	No	5 years or less	6 to 20 years	More than 20 years	No	Yes	
Percent rating positively (e.g., excellent/good)									
The City of Ashland	83%	82%	91%	82%	87%	89%	87%	81%	86%
The value of services for the taxes paid to Ashland	58%	51%	67%	62%	57%	58%	61%	54%	59%
The overall direction that Ashland is taking	58%	52%	64%	61%	63%	53%	57%	62%	59%
The job Ashland government does at welcoming citizen involvement	64%	49%	70%	58%	67%	61%	61%	65%	62%
Overall confidence in Ashland government	56%	45%	60%	60%	55%	50%	57%	48%	55%
Generally acting in the best interest of the community	60%	45%	66%	65%	57%	55%	59%	57%	58%
Being honest	62%	58%	65%	65%	59%	64%	61%	64%	62%
Treating all residents fairly	55%	42%	66%	55%	59%	54%	55%	57%	56%
Overall customer service by Ashland employees (police, receptionists, planners, etc.)	83%	73%	95%	78%	84%	92%	84%	84%	84%
The Federal Government	43%	23%	49%	28%	41%	54%	40%	39%	40%

Table 20: Governance - General

	Annual household income			Age			Gender		Overall
	Less than \$49,999	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	Female	Male	
Percent rating positively (e.g., excellent/good)									
The City of Ashland	84%	87%	94%	78%	85%	90%	90%	81%	86%
The value of services for the taxes paid to Ashland	56%	64%	63%	51%	56%	65%	61%	58%	59%
The overall direction that Ashland is taking	56%	64%	62%	49%	62%	62%	62%	55%	59%
The job Ashland government does at welcoming citizen involvement	54%	71%	73%	52%	63%	68%	67%	58%	62%
Overall confidence in Ashland government	51%	60%	61%	51%	51%	60%	53%	56%	55%
Generally acting in the best interest of the community	53%	64%	68%	50%	57%	65%	56%	62%	58%
Being honest	56%	71%	67%	47%	63%	69%	64%	60%	62%
Treating all residents fairly	50%	65%	59%	40%	54%	65%	55%	57%	56%
Overall customer service by Ashland employees (police, receptionists, planners, etc.)	80%	91%	89%	69%	84%	93%	86%	82%	84%
The Federal Government	30%	47%	54%	18%	43%	49%	44%	35%	40%

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Table 21: Governance - Safety

Percent rating positively (e.g., excellent/good)	Currently employed			Number of years in Ashland			Children 17 or under in household		Overall
	Yes, full-time	Yes, part-time	No	5 years or less	6 to 20 years	More than 20 years	No	Yes	
Police/Sheriff services	73%	58%	83%	67%	78%	75%	70%	82%	73%
Fire services	90%	94%	98%	92%	94%	97%	94%	93%	94%
Ambulance or emergency medical services	90%	92%	97%	88%	94%	97%	94%	93%	94%
Crime prevention	72%	58%	87%	79%	75%	70%	72%	80%	74%
Fire prevention and education	86%	76%	94%	80%	86%	91%	83%	95%	86%
Animal control	55%	64%	68%	62%	64%	62%	60%	70%	62%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	63%	67%	83%	63%	77%	71%	75%	60%	72%

Table 22: Governance - Safety

Percent rating positively (e.g., excellent/good)	Annual household income			Age			Gender		Overall
	Less than \$49,999	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	Female	Male	
Police/Sheriff services	62%	80%	86%	49%	74%	86%	78%	67%	73%
Fire services	94%	99%	92%	91%	92%	98%	97%	90%	94%
Ambulance or emergency medical services	92%	93%	100%	90%	91%	97%	95%	91%	94%
Crime prevention	66%	85%	76%	56%	75%	83%	74%	75%	74%
Fire prevention and education	80%	94%	93%	74%	85%	93%	90%	82%	86%
Animal control	64%	64%	60%	59%	60%	66%	71%	53%	62%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	71%	70%	75%	55%	62%	83%	81%	63%	72%

Table 23: Governance - Mobility

Percent rating positively (e.g., excellent/good)	Currently employed			Number of years in Ashland			Children 17 or under in household		Overall
	Yes, full-time	Yes, part-time	No	5 years or less	6 to 20 years	More than 20 years	No	Yes	
Traffic enforcement	64%	57%	72%	58%	71%	66%	61%	75%	64%
Street repair	56%	58%	55%	58%	61%	52%	53%	67%	56%
Street cleaning	71%	69%	76%	59%	82%	75%	74%	67%	72%
Street lighting	51%	64%	65%	53%	62%	64%	57%	67%	60%
Snow removal	43%	38%	56%	42%	44%	54%	49%	37%	46%
Sidewalk maintenance	49%	45%	58%	51%	55%	43%	48%	58%	51%
Traffic signal timing	64%	61%	67%	58%	69%	62%	65%	61%	64%
Bus or transit services	48%	58%	61%	55%	57%	56%	53%	60%	55%

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Table 24: Governance - Mobility

Percent rating positively (e.g., excellent/good)	Annual household income			Age			Gender		Overall
	Less than \$49,999	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	Female	Male	
Traffic enforcement	60%	67%	80%	51%	72%	69%	73%	56%	64%
Street repair	57%	59%	61%	65%	52%	56%	56%	57%	56%
Street cleaning	73%	70%	77%	62%	77%	76%	74%	70%	72%
Street lighting	56%	62%	60%	49%	59%	66%	59%	60%	60%
Snow removal	44%	44%	52%	40%	42%	52%	49%	42%	46%
Sidewalk maintenance	53%	44%	59%	54%	51%	49%	54%	46%	51%
Traffic signal timing	65%	56%	75%	58%	70%	64%	63%	65%	64%
Bus or transit services	57%	53%	53%	39%	63%	59%	56%	54%	55%

Table 25: Governance - Natural Environment

Percent rating positively (e.g., excellent/good)	Currently employed			Number of years in Ashland			Children 17 or under in household		Overall
	Yes, full-time	Yes, part-time	No	5 years or less	6 to 20 years	More than 20 years	No	Yes	
Garbage collection	87%	79%	92%	82%	88%	88%	87%	84%	87%
Recycling	88%	77%	90%	83%	83%	93%	88%	81%	86%
Yard waste pick-up	76%	77%	88%	70%	87%	84%	84%	73%	81%
Drinking water	84%	84%	85%	80%	85%	88%	85%	82%	85%
Preservation of natural areas such as open space, farmlands and greenbelts	81%	65%	84%	71%	81%	82%	76%	81%	78%
Ashland open space	68%	73%	83%	68%	76%	81%	76%	69%	75%

Table 26: Governance - Natural Environment

Percent rating positively (e.g., excellent/good)	Annual household income			Age			Gender		Overall
	Less than \$49,999	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	Female	Male	
Garbage collection	83%	89%	92%	80%	85%	90%	87%	86%	87%
Recycling	82%	89%	93%	80%	83%	91%	88%	85%	86%
Yard waste pick-up	79%	76%	89%	73%	76%	86%	89%	71%	81%
Drinking water	75%	91%	94%	83%	81%	88%	85%	83%	85%
Preservation of natural areas such as open space, farmlands and greenbelts	69%	85%	87%	69%	79%	82%	80%	76%	78%
Ashland open space	70%	82%	79%	64%	74%	80%	77%	71%	75%

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Table 27: Governance - Built Environment

Percent rating positively (e.g., excellent/good)	Currently employed			Number of years in Ashland			Children 17 or under in household		Overall
	Yes, full-time	Yes, part-time	No	5 years or less	6 to 20 years	More than 20 years	No	Yes	
Storm drainage	77%	52%	82%	56%	76%	82%	72%	74%	72%
Sewer services	97%	84%	90%	84%	95%	93%	91%	91%	91%
Power (electric and/or gas) utility	84%	74%	93%	70%	91%	90%	88%	74%	85%
Utility billing	82%	71%	85%	66%	86%	85%	83%	72%	80%
Land use, planning and zoning	62%	61%	62%	65%	58%	61%	60%	65%	61%
Code enforcement (weeds, abandoned buildings, etc.)	66%	52%	64%	53%	66%	65%	59%	69%	62%
Cable television	55%	57%	64%	62%	56%	62%	61%	55%	59%

Table 28: Governance - Built Environment

Percent rating positively (e.g., excellent/good)	Annual household income			Age			Gender		Overall
	Less than \$49,999	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	Female	Male	
Storm drainage	68%	72%	83%	49%	74%	82%	77%	68%	72%
Sewer services	85%	96%	93%	88%	92%	92%	96%	86%	91%
Power (electric and/or gas) utility	81%	84%	92%	75%	81%	92%	88%	81%	85%
Utility billing	75%	81%	86%	69%	76%	88%	84%	74%	80%
Land use, planning and zoning	59%	62%	70%	50%	73%	59%	64%	59%	61%
Code enforcement (weeds, abandoned buildings, etc.)	64%	57%	70%	48%	70%	65%	67%	56%	62%
Cable television	65%	50%	71%	63%	50%	65%	61%	57%	59%

Table 29: Governance - Economy

Percent rating positively (e.g., excellent/good)	Currently employed			Number of years in Ashland			Children 17 or under in household		Overall
	Yes, full-time	Yes, part-time	No	5 years or less	6 to 20 years	More than 20 years	No	Yes	
Economic development	41%	50%	45%	48%	42%	45%	44%	46%	45%

Table 30: Governance - Economy

Percent rating positively (e.g., excellent/good)	Annual household income			Age			Gender		Overall
	Less than \$49,999	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	Female	Male	
Economic development	41%	44%	59%	35%	56%	43%	51%	39%	45%

Table 31: Governance - Recreation and Wellness

Percent rating positively (e.g., excellent/good)	Currently employed			Number of years in Ashland			Children 17 or under in household		Overall
	Yes, full-time	Yes, part-time	No	5 years or less	6 to 20 years	More than 20 years	No	Yes	
City parks	100%	94%	98%	95%	99%	99%	97%	100%	98%
Recreation programs or classes	90%	79%	97%	77%	96%	95%	90%	89%	90%
Recreation centers or facilities	91%	76%	88%	74%	92%	90%	85%	87%	86%

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Percent rating positively (e.g., excellent/good)	Currently employed			Number of years in Ashland			Children 17 or under in household		Overall
	Yes, full-time	Yes, part-time	No	5 years or less	6 to 20 years	More than 20 years	No	Yes	
Health services	71%	59%	80%	62%	77%	76%	72%	68%	71%

Table 32: Governance - Recreation and Wellness

Percent rating positively (e.g., excellent/good)	Annual household income			Age			Gender		Overall
	Less than \$49,999	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	Female	Male	
City parks	95%	100%	100%	95%	98%	98%	99%	96%	98%
Recreation programs or classes	89%	92%	89%	72%	94%	96%	93%	87%	90%
Recreation centers or facilities	82%	87%	97%	76%	91%	87%	90%	81%	86%
Health services	61%	77%	81%	48%	74%	83%	75%	66%	71%

Table 33: Governance - Education and Enrichment

Percent rating positively (e.g., excellent/good)	Currently employed			Number of years in Ashland			Children 17 or under in household		Overall
	Yes, full-time	Yes, part-time	No	5 years or less	6 to 20 years	More than 20 years	No	Yes	
Public library services	88%	87%	91%	82%	90%	93%	88%	91%	89%
City-sponsored special events	78%	71%	89%	80%	81%	80%	79%	82%	80%

Table 34: Governance - Education and Enrichment

Percent rating positively (e.g., excellent/good)	Annual household income			Age			Gender		Overall
	Less than \$49,999	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	Female	Male	
Public library services	85%	93%	96%	79%	91%	93%	87%	93%	89%
City-sponsored special events	80%	78%	89%	71%	78%	86%	85%	75%	80%

Table 35: Governance - Community Engagement

Percent rating positively (e.g., excellent/good)	Currently employed			Number of years in Ashland			Children 17 or under in household		Overall
	Yes, full-time	Yes, part-time	No	5 years or less	6 to 20 years	More than 20 years	No	Yes	
Public information services	79%	69%	80%	63%	86%	77%	80%	66%	77%

Table 36: Governance - Community Engagement

Percent rating positively (e.g., excellent/good)	Annual household income			Age			Gender		Overall
	Less than \$49,999	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	Female	Male	
Public information services	71%	77%	86%	64%	81%	80%	79%	74%	77%

Table 37: Participation General

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Currently employed			Number of years in Ashland			Children 17 or under in household		Overall
	Yes, full-time	Yes, part-time	No	5 years or less	6 to 20 years	More than 20 years	No	Yes	
Sense of community	79%	75%	76%	81%	78%	73%	76%	81%	77%
Recommend living in Ashland to someone who asks	89%	88%	93%	93%	91%	88%	90%	92%	90%

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Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Currently employed			Number of years in Ashland			Children 17 or under in household		Overall
	Yes, full-time	Yes, part-time	No	5 years or less	6 to 20 years	More than 20 years	No	Yes	
Remain in Ashland for the next five years	82%	76%	91%	64%	92%	94%	82%	87%	84%
Contacted the City of Ashland (in-person, phone, email or web) for help or information	58%	54%	56%	54%	58%	57%	54%	64%	56%

Table 38: Participation General

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Annual household income			Age			Gender		Overall
	Less than \$49,999	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	Female	Male	
Sense of community	74%	81%	81%	70%	78%	82%	82%	72%	77%
Recommend living in Ashland to someone who asks	84%	96%	97%	85%	90%	93%	91%	90%	90%
Remain in Ashland for the next five years	77%	87%	94%	51%	97%	95%	86%	82%	84%
Contacted the City of Ashland (in-person, phone, email or web) for help or information	52%	55%	67%	51%	65%	54%	53%	61%	56%

Table 39: Participation - Safety

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Currently employed			Number of years in Ashland			Children 17 or under in household		Overall
	Yes, full-time	Yes, part-time	No	5 years or less	6 to 20 years	More than 20 years	No	Yes	
Was NOT the victim of a crime	89%	77%	95%	82%	94%	90%	90%	84%	88%
Did NOT report a crime	78%	72%	86%	70%	89%	80%	81%	74%	80%
Stocked supplies in preparation for an emergency	30%	30%	44%	30%	32%	42%	35%	37%	35%

Table 40: Participation - Safety

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Annual household income			Age			Gender		Overall
	Less than \$49,999	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	Female	Male	
Was NOT the victim of a crime	87%	90%	92%	77%	87%	95%	89%	88%	88%
Did NOT report a crime	74%	86%	83%	60%	83%	87%	84%	73%	80%
Stocked supplies in preparation for an emergency	29%	44%	35%	19%	38%	41%	34%	37%	35%

Table 41: Participation - Mobility

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Currently employed			Number of years in Ashland			Children 17 or under in household		Overall
	Yes, full-time	Yes, part-time	No	5 years or less	6 to 20 years	More than 20 years	No	Yes	
Walked or biked instead of driving	94%	99%	77%	96%	89%	81%	87%	95%	89%
Carpooled with other adults or children instead of driving alone	64%	73%	56%	62%	66%	59%	61%	68%	63%

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Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Currently employed			Number of years in Ashland			Children 17 or under in household		Overall
	Yes, full-time	Yes, part-time	No	5 years or less	6 to 20 years	More than 20 years	No	Yes	
Used public transportation instead of driving	28%	20%	24%	24%	27%	20%	21%	36%	24%

Table 42: Participation - Mobility

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Annual household income			Age			Gender		Overall
	Less than \$49,999	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	Female	Male	
Walked or biked instead of driving	91%	90%	87%	100%	95%	79%	87%	91%	89%
Carpooled with other adults or children instead of driving alone	59%	64%	72%	61%	79%	54%	62%	63%	63%
Used public transportation instead of driving	25%	27%	22%	28%	27%	21%	23%	25%	24%

Table 43: Participation - Natural Environment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Currently employed			Number of years in Ashland			Children 17 or under in household		Overall
	Yes, full-time	Yes, part-time	No	5 years or less	6 to 20 years	More than 20 years	No	Yes	
Recycle at home	99%	94%	96%	97%	98%	98%	97%	97%	97%
Made efforts to make your home more energy efficient	83%	66%	75%	72%	74%	81%	71%	90%	76%
Made efforts to conserve water	95%	92%	97%	92%	98%	95%	95%	97%	95%

Table 44: Participation - Natural Environment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Annual household income			Age			Gender		Overall
	Less than \$49,999	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	Female	Male	
Recycle at home	94%	99%	100%	94%	98%	98%	97%	97%	97%
Made efforts to make your home more energy efficient	69%	79%	88%	64%	87%	75%	75%	77%	76%
Made efforts to conserve water	94%	95%	97%	89%	98%	96%	95%	95%	95%

Table 45: Participation - Built Environment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Currently employed			Number of years in Ashland			Children 17 or under in household		Overall
	Yes, full-time	Yes, part-time	No	5 years or less	6 to 20 years	More than 20 years	No	Yes	
NOT under housing cost stress	63%	42%	51%	44%	57%	58%	52%	57%	53%
Did NOT observe a code violation	56%	53%	44%	43%	57%	50%	50%	53%	51%

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Table 46: Participation - Built Environment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Annual household income			Age			Gender		Overall
	Less than \$49,999	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	Female	Male	
NOT under housing cost stress	37%	56%	89%	43%	57%	57%	52%	55%	53%
Did NOT observe a code violation	58%	45%	45%	54%	49%	50%	55%	44%	51%

Table 47: Participation - Economy

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Currently employed			Number of years in Ashland			Children 17 or under in household		Overall
	Yes, full-time	Yes, part-time	No	5 years or less	6 to 20 years	More than 20 years	No	Yes	
Purchase goods or services from a business located in Ashland	97%	97%	99%	97%	98%	97%	98%	97%	98%
Economy will have positive impact on income	31%	25%	20%	32%	16%	31%	24%	28%	25%
Work in Ashland	76%	82%	16%	69%	57%	46%	54%	66%	57%

Table 48: Participation - Economy

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Annual household income			Age			Gender		Overall
	Less than \$49,999	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	Female	Male	
Purchase goods or services from a business located in Ashland	96%	100%	100%	94%	98%	99%	96%	99%	98%
Economy will have positive impact on income	21%	33%	23%	19%	37%	22%	27%	23%	25%
Work in Ashland	63%	53%	53%	85%	69%	32%	57%	56%	57%

Table 49: Participation - Recreation and Wellness

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Currently employed			Number of years in Ashland			Children 17 or under in household		Overall
	Yes, full-time	Yes, part-time	No	5 years or less	6 to 20 years	More than 20 years	No	Yes	
Used Ashland recreation centers or their services	70%	74%	65%	75%	76%	54%	64%	84%	69%
Visited a neighborhood park or City park	98%	100%	93%	100%	97%	94%	96%	98%	97%
Eat at least 5 portions of fruits and vegetables a day	92%	79%	86%	86%	88%	85%	84%	94%	87%
Participate in moderate or vigorous physical activity	99%	91%	83%	89%	95%	89%	89%	99%	91%
Reported being in "very good" or "excellent" health	87%	83%	61%	84%	76%	71%	73%	84%	76%

Table 50: Participation - Recreation and Wellness

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Annual household income			Age			Gender		Overall
	Less than \$49,999	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	Female	Male	
Used Ashland recreation centers or their services	67%	73%	69%	72%	76%	62%	68%	70%	69%
Visited a neighborhood park or City park	95%	99%	99%	100%	99%	93%	96%	97%	97%

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Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Annual household income			Age			Gender		Overall
	Less than \$49,999	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	Female	Male	
Eat at least 5 portions of fruits and vegetables a day	81%	93%	91%	80%	94%	86%	92%	80%	87%
Participate in moderate or vigorous physical activity	89%	96%	93%	90%	97%	89%	93%	89%	91%
Reported being in "very good" or "excellent" health	71%	83%	81%	81%	86%	68%	75%	77%	76%

Table 51: Participation - Education and Enrichment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Currently employed			Number of years in Ashland			Children 17 or under in household		Overall
	Yes, full-time	Yes, part-time	No	5 years or less	6 to 20 years	More than 20 years	No	Yes	
Used Ashland public libraries or their services	78%	77%	62%	64%	78%	71%	69%	80%	72%
Participated in religious or spiritual activities in Ashland	34%	48%	46%	35%	42%	49%	41%	46%	42%
Attended a City-sponsored event	76%	77%	58%	73%	77%	58%	67%	78%	70%

Table 52: Participation - Education and Enrichment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Annual household income			Age			Gender		Overall
	Less than \$49,999	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	Female	Male	
Used Ashland public libraries or their services	69%	79%	67%	68%	77%	70%	76%	65%	72%
Participated in religious or spiritual activities in Ashland	44%	50%	28%	41%	36%	48%	43%	41%	42%
Attended a City-sponsored event	66%	74%	77%	72%	81%	62%	72%	66%	70%

Table 53: Participation - Community Engagement

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Currently employed			Number of years in Ashland			Children 17 or under in household		Overall
	Yes, full-time	Yes, part-time	No	5 years or less	6 to 20 years	More than 20 years	No	Yes	
Campaigned or advocated for an issue, cause or candidate	34%	49%	37%	35%	36%	47%	40%	34%	39%
Contacted Ashland elected officials (in-person, phone, email or web) to express your opinion	16%	26%	20%	16%	21%	24%	21%	17%	20%
Volunteered your time to some group/activity in Ashland	55%	66%	64%	66%	62%	56%	59%	67%	61%
Participated in a club	33%	52%	46%	57%	37%	32%	41%	48%	42%
Talked to or visited with your immediate neighbors	91%	93%	95%	85%	97%	96%	91%	99%	93%
Done a favor for a neighbor	78%	78%	88%	73%	84%	89%	78%	95%	82%
Attended a local public meeting	28%	25%	24%	19%	29%	29%	23%	37%	26%
Watched (online or on television) a local public meeting	35%	27%	35%	18%	40%	42%	31%	40%	33%
Read or watch local news (via television, paper, computer, etc.)	73%	66%	88%	66%	81%	82%	79%	69%	77%
Vote in local elections	93%	92%	93%	86%	96%	98%	92%	96%	93%

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Table 54: Participation - Community Engagement

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Annual household income			Age			Gender		Overall
	Less than \$49,999	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	Female	Male	
Campaigned or advocated for an issue, cause or candidate	32%	43%	47%	26%	37%	47%	38%	39%	39%
Contacted Ashland elected officials (in-person, phone, email or web) to express your opinion	15%	24%	22%	13%	16%	25%	15%	28%	20%
Volunteered your time to some group/activity in Ashland	59%	66%	63%	62%	60%	62%	61%	62%	61%
Participated in a club	41%	45%	43%	52%	32%	44%	37%	49%	42%
Talked to or visited with your immediate neighbors	90%	96%	93%	80%	97%	97%	94%	91%	93%
Done a favor for a neighbor	75%	88%	89%	63%	89%	88%	80%	85%	82%
Attended a local public meeting	19%	31%	33%	15%	29%	32%	22%	31%	26%
Watched (online or on television) a local public meeting	25%	38%	47%	19%	42%	37%	34%	32%	33%
Read or watch local news (via television, paper, computer, etc.)	68%	85%	82%	59%	73%	89%	75%	79%	77%
Vote in local elections	88%	99%	94%	81%	98%	96%	93%	93%	93%

Table 55: Community Focus Areas

Percent rating positively (e.g., essential/very important)	Currently employed			Number of years in Ashland			Children 17 or under in household		Overall
	Yes, full-time	Yes, part-time	No	5 years or less	6 to 20 years	More than 20 years	No	Yes	
Overall feeling of safety in Ashland	79%	71%	86%	77%	81%	80%	79%	80%	80%
Overall ease of getting to the places you usually have to visit	58%	68%	77%	62%	66%	76%	69%	63%	68%
Quality of overall natural environment in Ashland	81%	85%	91%	79%	92%	88%	86%	85%	86%
Overall "built environment" of Ashland (including overall design, buildings, parks and transportation systems)	77%	76%	80%	75%	84%	73%	76%	85%	78%
Health and wellness opportunities in Ashland	52%	66%	80%	62%	72%	62%	72%	50%	66%
Overall opportunities for education and enrichment	63%	76%	82%	74%	74%	71%	76%	66%	73%
Overall economic health of Ashland	91%	87%	88%	89%	94%	82%	89%	89%	89%
Sense of community	75%	80%	83%	80%	81%	77%	78%	84%	79%

Table 56: Community Focus Areas

Percent rating positively (e.g., essential/very important)	Annual household income			Age			Gender		Overall
	Less than \$49,999	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	Female	Male	
Overall feeling of safety in Ashland	71%	86%	88%	72%	83%	81%	84%	73%	80%
Overall ease of getting to the places you usually have to visit	70%	69%	61%	70%	59%	72%	66%	69%	68%
Quality of overall natural environment in Ashland	83%	86%	93%	74%	91%	89%	85%	86%	86%
Overall "built environment" of Ashland (including overall design, buildings, parks and transportation systems)	74%	85%	81%	68%	81%	82%	74%	84%	78%
Health and wellness opportunities in Ashland	68%	69%	57%	65%	57%	73%	69%	62%	66%

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Percent rating positively (e.g., essential/very important)	Annual household income			Age			Gender		Overall
	Less than \$49,999	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	Female	Male	
Overall opportunities for education and enrichment	74%	86%	56%	77%	65%	77%	74%	72%	73%
Overall economic health of Ashland	88%	94%	83%	87%	89%	90%	90%	87%	89%
Sense of community	79%	86%	71%	70%	79%	86%	77%	84%	79%

Table 57: Economic Development Efforts

Please indicate the extent to which you support or oppose the City of Ashland focusing its economic development efforts in each of the following potential ways: (Percent rating as "Strongly support" or "Somewhat support").	Currently employed			Number of years in Ashland			Children 17 or under in household		Overall
	Yes, full-time	Yes, part-time	No	5 years or less	6 to 20 years	More than 20 years	No	Yes	
By building upon the existing tourism-based economy	83%	90%	88%	88%	93%	77%	87%	86%	86%
By attracting and retaining high-tech businesses	91%	87%	86%	82%	90%	92%	86%	94%	88%
By attracting new industrial development on its vacant industrial lands	73%	64%	64%	61%	68%	72%	69%	63%	67%
By making it easier for businesses to grow and develop in Ashland	98%	99%	94%	99%	95%	96%	96%	97%	97%
Through workforce development	95%	98%	93%	97%	94%	95%	94%	97%	95%

Table 58: Economic Development Efforts

Please indicate the extent to which you support or oppose the City of Ashland focusing its economic development efforts in each of the following potential ways: (Percent rating as "Strongly support" or "Somewhat support").	Annual household income			Age			Gender		Overall
	Less than \$49,999	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	Female	Male	
By building upon the existing tourism-based economy	87%	85%	89%	85%	87%	87%	87%	87%	86%
By attracting and retaining high-tech businesses	86%	88%	91%	76%	92%	92%	88%	89%	88%
By attracting new industrial development on its vacant industrial lands	65%	67%	75%	64%	61%	74%	65%	72%	67%
By making it easier for businesses to grow and develop in Ashland	97%	96%	97%	100%	97%	95%	97%	96%	97%
Through workforce development	95%	96%	97%	100%	95%	92%	95%	95%	95%

Table 59: City Facility Needs

City staff is researching ways to address the City's facilities space needs, including possibilities for replacing City Hall. The City has run out of room in its existing facilities. Please indicate the extent to which you support or oppose the following options: (Percent rating as "Strongly support" or "Somewhat support").	Currently employed			Number of years in Ashland			Children 17 or under in household		Overall
	Yes, full-time	Yes, part-time	No	5 years or less	6 to 20 years	More than 20 years	No	Yes	
Ashland should address its space needs via the lowest cost option, regardless of location	72%	82%	63%	77%	71%	66%	72%	71%	72%
City Hall should remain downtown, even if it is a more expensive option	53%	35%	50%	45%	43%	57%	47%	48%	47%
Ashland should keep City Hall downtown only if it costs the same or is less expensive than other options	68%	77%	78%	76%	78%	67%	76%	69%	74%

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Table 60: City Facility Needs

City staff is researching ways to address the City's facilities space needs, including possibilities for replacing City Hall. The City has run out of room in its existing facilities. Please indicate the extent to which you support or oppose the following options.: (Percent rating as "Strongly support" or "Somewhat support").	Annual household income			Age			Gender		Overall
	Less than \$49,999	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	Female	Male	
Ashland should address its space needs via the lowest cost option, regardless of location	82%	71%	51%	89%	67%	63%	78%	64%	72%
City Hall should remain downtown, even if it is a more expensive option	42%	49%	55%	40%	45%	53%	39%	56%	47%
Ashland should keep City Hall downtown only if it costs the same or is less expensive than other options	80%	74%	60%	78%	75%	71%	83%	63%	74%

Table 61: Information Sources

Please indicate how much of a source, if at all, you consider each of the following to be for obtaining information about the City government and its activities, events and services.: (Percent rating as "Major" or "Minor" source).	Currently employed			Number of years in Ashland			Children 17 or under in household		Overall
	Yes, full-time	Yes, part-time	No	5 years or less	6 to 20 years	More than 20 years	No	Yes	
City website (www.ashland.or.us)	93%	88%	75%	90%	90%	73%	82%	92%	85%
Local media outlets (newspapers, radio, local television stations)	88%	90%	91%	87%	90%	90%	91%	84%	89%
The local government cable Channels 9, 180, 181	54%	52%	47%	46%	52%	58%	52%	51%	52%
City newsletter in the utility bill	81%	87%	84%	77%	85%	88%	82%	87%	84%
City Council meetings and other public meetings	64%	64%	71%	57%	74%	69%	70%	56%	67%
Talking with City officials	46%	60%	54%	42%	59%	58%	54%	49%	53%
City communications via social media (i.e. Facebook, Twitter or YouTube)	50%	46%	31%	41%	49%	33%	43%	41%	42%
Open City Hall	60%	66%	54%	53%	66%	57%	60%	58%	60%
Parks and Recreation Guide	89%	83%	80%	76%	89%	87%	82%	90%	84%
Word-of-mouth	89%	87%	86%	93%	85%	87%	88%	88%	88%
Other	33%	31%	41%	26%	41%	42%	36%	34%	36%

Table 62: Information Sources

Please indicate how much of a source, if at all, you consider each of the following to be for obtaining information about the City government and its activities, events and services.: (Percent rating as "Major" or "Minor" source).	Annual household income			Age			Gender		Overall
	Less than \$49,999	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	Female	Male	
City website (www.ashland.or.us)	82%	88%	87%	89%	91%	78%	85%	85%	85%
Local media outlets (newspapers, radio, local television stations)	93%	89%	79%	89%	86%	91%	87%	93%	89%
The local government cable Channels 9, 180, 181	53%	52%	48%	50%	56%	49%	51%	53%	52%
City newsletter in the utility bill	78%	85%	94%	75%	82%	89%	82%	85%	84%
City Council meetings and other public meetings	66%	67%	64%	60%	66%	70%	67%	67%	67%
Talking with City officials	52%	55%	47%	40%	61%	54%	51%	55%	53%
City communications via social media (i.e. Facebook, Twitter or YouTube)	50%	39%	35%	54%	53%	29%	47%	37%	42%
Open City Hall	60%	63%	49%	58%	67%	54%	60%	59%	60%

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Please indicate how much of a source, if at all, you consider each of the following to be for obtaining information about the City government and its activities, events and services.: (Percent rating as "Major" or "Minor" source).	Annual household income			Age			Gender		Overall
	Less than \$49,999	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	Female	Male	
Parks and Recreation Guide	78%	88%	93%	69%	94%	86%	87%	81%	84%
Word-of-mouth	91%	85%	85%	95%	89%	83%	87%	90%	88%
Other	41%	39%	16%	43%	28%	35%	36%	36%	36%



THE NCSTM
The National Citizen SurveyTM

Ashland, OR

Open Ended Responses

2014



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Summary

The National Citizen Survey™ (The NCS™) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA). The survey and its administration are standardized to assure high quality research methods and directly comparable results across The NCS communities. This report includes the verbatim responses to an open ended question included on The NCS 2014 survey for Ashland. Additional reports and the technical appendices are available under separate cover.

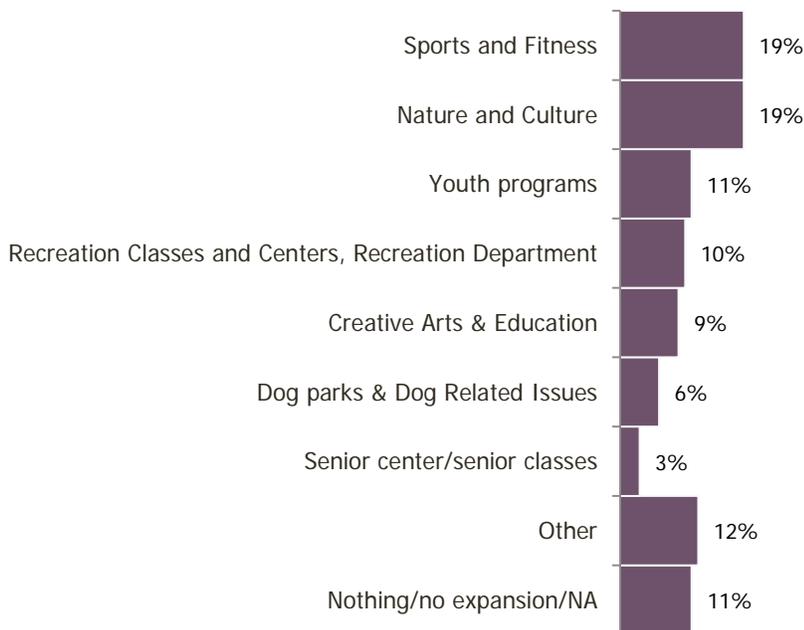
Respondents were asked to record their opinions about programs and services offered by Ashland Parks & Recreation in the following question:

- Which programs and services should be offered or expanded by Ashland Parks & Recreation?

The verbatim responses were categorized by topic area and those topics are reported in the following chart with the percent of responses given in each category. Because some comments from residents covered more than a single topic, each topic mentioned by a resident was categorized and counted in the following chart. Verbatim comments that contain more than one topic appear only once (in the category of the first topic listed).

Results from the open-ended question are best understood by reviewing the frequencies that summarize responses as well as the actual verbatim responses themselves. A total of 397 surveys were completed by Ashland residents; of these 166 respondents wrote in responses for the open-ended question. Of the participants that responded, most of them reported that Ashland's Parks & Recreation department should expand and/or offer more sports and fitness and nature and culture programs/services. Fewer residents indicated dog parks and senior programs as services to be created or expanded upon.

Figure 1: Question 17
Which programs and services should be offered or expanded by Ashland Parks & Recreation?



Verbatim Responses to Open Ended Question

The following pages contain the respondents' verbatim responses as written on the survey/entered in the web survey and have not been edited for spelling or grammar. Responses have been organized by coded topic areas.

Which programs and services should be offered or expanded by Ashland Parks & Recreation?

Sports and Fitness

- Yoga, pilates, gardening, outside fitness.
- Year round swim.
- Have we tried city league sports?
- Absolutely pay more attention to Oak knoll golf course. The person who replaced Dr Robertson is doing a terrible job by withdrawing resources. People come from all over the country to visit Ashland. The staff at Oak knoll is great but the course needs better quality maintenance so the visitors have 1 more quality experience to remember and talk about.
- Swimming pool near downtown.
- Partner with Mt. Ashland ski area to offer expanded ski lessons & interpretive programs.
- Keep Ice skating rink!
- Free Tai Chi classes for everyone. Lots of walking groups as exercise & sight seeing. Some of this might already be happening. Free bicycle repair workshops.
- More swimming opportunities in Ashland. - Motor- free environment escape with water all. - Bike trails not only downtown, also year uphill streets, bike tours. - Cross country. - [?] tours.
- Paint ball tournament in Lithia park!!! Woohoooo
- Bring back Lincoln school field for summer recreation!! It is used year round but in summer it is neglected. It is an essential recreational area for our neighborhood, all ages use it. (Runners, Frisbee, soccer, rugby, lounging etc.).
- Too late now but there was a time Ashland had several thriving Mens & Womens softball leagues. It died due to poor facilities (Not lack of interest-that came later).
- More fitness opportunities, more language & adult education programs.
- More hands on experiences, opportunity to be involved - volunteering.
- City sports for all at low cost for adults.
- Rec sports leagues & teams.
- Golf lessons; beer making class; hand made paper making class, dog poop management to parks; early &/or late fitness classes.
- Outdoor swimming class for kids in summer.
- SOU should take better care of their tennis courts maybe Ash parks & rec could help them out. Hunter park courts are well kept up.
- Access to the ice rink before/after ice for roller hockey, bike, polo etc...and/or a court (multi-use?) sanctioned for such use.
- Love to see young women and young men using the golf course in growing numbers. Maybe some youth golf classes via parks & rec. more affordable than private lessons.
- Allow for swimming class registration @ Daniel Meyer Pool. current registration system hard for working parents much better to be able to register & pay for classes @ the pool.
- If police/city hall expands into the grove, the city should first provide suitable alternative for health, recreation & fitness courses.
- Horseshoes. Bocce Ball.

Nature and Culture

- Naturalist - Led Walks and bikes.
- Parklets, community, gardens, weeding, tree care & replacement fountain upkeep & functioning.
- Historic walks & meetings.

- Guided tours & walks/Hikes to various Ashland & Vic places.
- North mountain park nature center. Sustainable living & gardening natural classes story art & dance classes.
- I think the more trails would be nice.
- Citizen participation in park work (e.g. Ivy and Broom removal) and trails work (weather in city in watershed). Keep dogs out of Lithia park.
- Walking & bike trails.
- Towns (Historic). - Park development - specifically the duck ponds, which are shamefully ugly.
- Continued adult enrichment programs, Nature educ. programs, workshops on conserving water or using rain runoff for watering plants, minimizing storm water runoff using sustainable methods (i.e. porous pavers, native plants for landscaping etc.).
- People should be able to go down to the creek where ever they want to, not just the "designated areas".
- More walking paths really only 1-along RRT Ditch not easily accessible & not continuous.
- You need benches @ hunter park. You have 1 bench! You need to maintain the current plan for pets in park. Too restrictive before. You need more lighting.
- Extend Greenway trail to no mountain park along Bear Cr. 2. The parks dept. should be autonomous not just another city dept. 3. Repair / restore Perozzi fountain. 4. Expand use of Oak Knoll. 5. Create long term (10-20 years) management / development plans for Lithia and Hunter parks.
- Any programs which help people explore and appreciate the natural world.
- All that exist - good use of park land I also feel Ashland should move very carefully in any new building or "expansion" to refrain from destroying the very things people want when they move here or visit. Green & Charm = \$\$\$
- Have enjoyed some of the P & R classes.
- Current guide for Autumn is excellent lots of nature & hands-on classes and activities please keep it up! Thanks.
- North MN park nature programs.
- Historical walking towns. Tree guide of tree of the year.
- Local history not forget the past.
- Continue maintaining along Bear Creek & a possible second Skatepark, since many areas do not welcome. Skateboards, bikes, rollerblades etc.
- Social Activities, community dinner's, dance's, festivals for younger to middle ages Ashland flea market? Fun!
- Learning about trials, history or Ashland wilderness survival class.
- More bike paths thru town to connect north end of town & south - not next to road. Many communities have accomplished thus trolleys in town people can hop on & off on. Result bus shuttle to ski hill.
- Maintain & improve parks & open spaces. Monitor dog presence in parks, enforce dog use rules, revoke allowing dogs if rules are not being followed/enforced, keep Lithia Park & N. Mountain Park dog free.
- Continued & prioritized trail maintenance is appreciated and essential to this household.

Youth Programs

- YMCA encouraged/supported, Lithia park & neighborhood parks supported/expanded. Do not allow funds designated for parks and recreation to be syphoned off to maintain/expand city government.
- More low cost children's programs. Free community garden.
- More activities for 18-21 yrs range to capture SOU students. My daughter is a recent grad and considered leaving SOU for lack of social opportunities and night life for those under 21.
- Tennis, programs for teens, programs for parents with very young children & babies.
- Cooperate w/ YMCA avoid duplication possible for some services with the Y - costly duplications are extremely wasteful when competing for the same participants.
- Outdoor programs for school-aged children.
- Evening / weekend /summer programs in local schools.
- Tennis programs for Ashland youth. Ashland internet is pretty slow & at times unreliable. Very polite staff.
- More educational programs for youth and seniors.
- Youth/ Toddler swim lessons & babysitting classes for teens to have lessons in child CPR/ First-Aid & proper handling of infants (some kind of certification upon completion of program).

- I would really like to see a Teen Rec. Center in Ashland perhaps it serves both middle school age kids & high school age - offering lots of "Active" activities as well as "hang out" space with their peers. I believe this is really important & really lacking here thanks for asking.
- Summer programs for school- aged kids. Safer bike- route options through the heart of downtown so that kids on bikes & in bike trailers can pass safely.

Recreation Classes and Centers, Recreation Department

- Free classes. Classes that don't require pre registration.
- Stay its own commission. Additional dog park. They do a good job.
- There are many offered already. More participation is desirable.
- The recreation guide is an excellent source of information. A person seeking out that material is, provided with alternatives they can use.
- All of them!
- We need a low cost public recreation facility for community use.
- Give back 50% of the budget to the parks & recreation department. Host large soccer & baseball tournaments, coordinate large group accommodations & banquet services with the revitalized Ashland hills.
- Expand as many of the existing programs, so that more times are available to people.
- More classes!
- I wish we had a bowling alley, I don't like going to Medford at all. We have the most wonderful teenagers. They need more options to do!
- City needs to offer indoor services in winter season.
- Restore the "power of the pause" to the parks commission.
- Free or low cost services.
- More classes that appeal to residents in their 20s . instead of for children & seniors.
- Something for 12-20 year olds - A "better" grove. This age needs more than the skate park.

Creative Arts & Education

- Dance programs. Ice skating. Public outdoor swimming pool. All services for seniors 60 yrs and older.
- More music in parks, shows celebrations diversify activities not just targeted @ post 50 yr. Theater goes... how about 20-40, 40-60 age groups & teens . Too many noise ordinances in public places that caters to elderly residents.
- I like the dance classes at the Grange. The senior center is excellent. Lithia park is a gem!
- Singing.
- Community garden.
- Additional classes on tree & plant care vs drought. the damm deer.
- Better band shell in our Lithia park.
- Library hours & acquisitions, social dancing, indoor swimming pool.
- Music dance performance art continue to offer, but expanded.
- More bands.
- Foreign language. Exercise / yoga. Learning options : e.g. recent Antarctica presentation at library was great.
- Community gardens expanded. More dog-friendly parks.
- Art classes, skating park maintenance & improvements help to handicapped and seniors to enjoy parks (transportation to from and mobility within) (I had problems with latter two this summer & fall & had to miss 2 entire seasons of beauty of Lithia park).
- Nutritional and healthy eating classes; More outdoors/hiking/nature exploring activities; More focus on how to bring community together through recreation - focusing on the middle aged group also.
- Educational, need to develop park lake, Lathas on the sound end of town; Sunday bus services; longer Saturday bus service
- Educational development offered (as in night classes) to the public at lower costs.
- Community gardens. - Re-skating, skate park, separate dog parks. - No dog parks, music events.
- Introductory classes to recycle especially for newcomers to the area.- Introductory classes on how to save energy & tips on how to.

- Extend band concerts in park from June, July, August more services to senior citizens during day light in park.
- Park Band.

Dog parks & Dog Related Issues

- Ban all dogs, even service dogs, from Lithia park. Expand lecture series at N. mountain park.
- Dog park - new one.
- Dogs on leash in Lithia park (the homeless kids regularly play with their dogs in the park, but I am not able to do so (I am a liberal)); more tennis courts.
- Another (2nd) dog park on the south side of the town would be fantastic!
- Open all parks to dogs with waste stations appropriately located.
- More Dog Parks!
- South side Dog Park.
- More dog friendly parks. More walking paths.
- Open all parks to dogs & provide poop bags on a stand so people don't have an excuse (dogs on leash of course).
- Allowing canines into Lithia park. Keeping the "bums" & other unwelcomed persons out of the town entirely (the people who clutter up the sidewalks, are smelly and begging, that leave a mess, to include fecal matter & who only take from the community & do not give or support). Less minorities & keep out illegals from businesses schools jobs. No Spanish sinage.
- Second dog park.
- Continue to prohibit dogs in Lithia Park.

Senior center/senior classes

- As in China - Tai Chi for seniors in the (A) park public chess tournament.
- Possibly outdoor activities for seniors: Fast walks in these Lithia Park, Tai chi in the park, have a school class plant a tree in the park & visit weekly.
- Services for "older" less able adults activities at a variety of hours & days. Discussion groups led by 'Experts' in pertinent topics. Handicap accessibility in parks, restaurants, noise / quiet places in town , smaller projects avail to small groups.
- Expand Rec. opportunities for seniors & special populations/ disabilities.
- A General comment about the city retirement i.e. retired people, contribute significantly to economic base of Ashland yet old people and young people (SOU students) are often not included in transportation, economic development, quality of life calculations and planning, only tourism.
- Build a new senior center & pool!!
- Seniors need more input into helping us being home bound w/o relatives around to help us in general. Workshops pertaining to the older genre, variety is the "Spice of life" hands on help us the internet helps as well.

Other

- free meals, senior services, north mountain, park classes.
- Maintain school facilities landscaping : fields.
- Get the homeless & dogs & goats on a rope out so we can be ok about walking downtown & parks without being harassed.
- I do not feel safe on local sts. Due to very poor lighting! Other people also complain about it, I'm happy about extra lights for student, safety- The rest of us need to feel safe at night too.
- What I feel the city needs to address : the homeless/ street people who hang out downtown with their dogs, goats, etc. I have a 15 yr old granddaughter and I feel it is not safe for her to be walking around downtown. We need to enforce the no camping on water street and other areas and deal with these groups of homeless people. I am a dog lover. This might just solve our homeless problem.
- Motorists learn how to share the road with bicyclists.
- I am worried about the homeless and their pets- I am concerned about fire in the watershed were the camps are. I am also concerned about speeding of cars in neighborhoods where 25mph is law.
- Expand bus stop & hours into evening & weekends so people can use it for work out of town.

- Better lighting. 2. Do not allow vagrants to congregate there or sleep there & one doesn't feel safe. 3. Keep dogs on leashes.
- My views on the direction Ashland is taking question #14 should have had an option for a local sustainable lifestyle option to encourage more energy efficient businesses like the standing stone model. I also would like to see less high end businesses downtown. While I have worked in and support tourism I would like to be able to shop for socks & underwear downtown.
- We need more active support here for the homeless! They are not parasites. They are humans having trouble in a troubled country with so much wealth & building in this town.....it is purely shameful how we ignore their needs. We could set an example like bread & roses in Olympia WA.
- How about a survey located in Ashland? How much does this cost? How/Who paid? Who called for the survey?
- Still very unhappy about removing a traffic lane main street in North Ashland so a few bicyclists can have a bike path that is seldom used while traffic is very congested. A horrible, short sighted decision.
- The city must do something about the aggressive deer! It is becoming a major safety issue! We are afraid in our own yard!
- Deal with problem of transients on plaza. Public side walks, public spaces, restrict begging, Brusking and panhandling on public spaces.
- Strict rules regarding trash in residential areas (Attracts vermin) review service to disabled persons [er/and seniors]i.e. ice in public parking, water therapy pool not for swimming.
- Please do something about the deer. Too many to feel safe. They are so destructive and carry disease and cause auto accidents.
- We would like to downsize to home with main level master suite. Very hard to find in new construction. Realtors tell us its the number 1 request for retired moving to Ashland Narrow lots with 2 story condos don't work for seniors: Please planning commission, look seriously into this. Normal options are buy older home and remodel. We are done with that.
- Get out of downtown.
- This survey is mostly fluff - another waste of our money. Where is the opportunity to point out what the city government and employees are doing wrong. City government and employees are failing at their primary responsibility which is to efficiently run the city. City staff is overpaid and under worked.
- If possible, I'd like to see the parks dept (or is it the cities general landscape maintenance crew ?) Keep the unsightly weeds from the center meridians along main and Ashland streets & esp. at that intersection [?] I do understand the challenge without herbicides.

Nothing/no expansion/NA

- What you have now is enough it is good.
- N/A.
- No comments.
- ?
- Do less ; let Scienceworks, Y, SOU, schools, OLLI, etc. provide these programs. Cut admin fees/pers expenses in city budget. There is plenty to do in Ashland already.
- I think Ashland parks and recreation offer an excellent selection of programs and services. I wouldn't change a thing.
- ?
- Maintain what you have!
- Maintenance of existing environmental programs, classes.
- None.
- Pretty pleased with what is already offered.
- Don't know.
- No comment.
- ?
- Unknown.
- No.
- They do a good job!
- ?

- Its fine now.
- Ashland is perfect!
- ?
- Great as is.
- They are doing ok.
- They do an excellent job already.
- Don't know.
- Not sure - To new.



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Technical Appendices

2014



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Appendix A: Complete Survey Responses

Responses excluding “don’t know”

The following pages contain a complete set of responses to each question on the survey, excluding the “don’t know” responses. The percent of respondents giving a particular response is shown followed by the number of respondents (denoted with “N=”).

Table 1: Question 1

Please rate each of the following aspects of quality of life in Ashland:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Ashland as a place to live	60%	N=237	33%	N=131	5%	N=21	2%	N=7	100%	N=395
Your neighborhood as a place to live	52%	N=203	37%	N=148	10%	N=38	1%	N=6	100%	N=394
Ashland as a place to raise children	57%	N=189	34%	N=114	6%	N=19	3%	N=9	100%	N=330
Ashland as a place to work	23%	N=77	27%	N=89	37%	N=124	13%	N=44	100%	N=333
Ashland as a place to visit	72%	N=272	24%	N=89	4%	N=14	0%	N=1	100%	N=377
Ashland as a place to retire	59%	N=206	29%	N=103	10%	N=35	2%	N=5	100%	N=349
The overall quality of life in Ashland	51%	N=201	41%	N=160	5%	N=20	3%	N=12	100%	N=394

Table 2: Question 2

Please rate each of the following characteristics as they relate to Ashland as a whole:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Overall feeling of safety in Ashland	42%	N=165	49%	N=192	9%	N=35	1%	N=3	100%	N=395
Overall ease of getting to the places you usually have to visit	35%	N=136	47%	N=187	14%	N=56	4%	N=15	100%	N=394
Quality of overall natural environment in Ashland	61%	N=240	35%	N=137	4%	N=14	0%	N=0	100%	N=391
Overall "built environment" of Ashland (including overall design, buildings, parks and transportation systems)	26%	N=101	52%	N=201	19%	N=75	3%	N=13	100%	N=390
Health and wellness opportunities in Ashland	44%	N=167	40%	N=151	14%	N=53	3%	N=10	100%	N=381
Overall opportunities for education and enrichment	47%	N=179	42%	N=161	10%	N=37	1%	N=5	100%	N=382
Overall economic health of Ashland	14%	N=51	49%	N=175	25%	N=90	11%	N=39	100%	N=355
Sense of community	34%	N=132	43%	N=166	20%	N=76	3%	N=11	100%	N=384
Overall image or reputation of Ashland	45%	N=175	46%	N=178	6%	N=24	2%	N=9	100%	N=387

Table 3: Question 3

Please indicate how likely or unlikely you are to do each of the following:	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Total	
	%	N	%	N	%	N	%	N	%	N
Recommend living in Ashland to someone who asks	59%	N=233	31%	N=123	5%	N=20	4%	N=18	100%	N=393
Remain in Ashland for the next five years	65%	N=252	19%	N=73	9%	N=35	7%	N=28	100%	N=388

Table 4: Question 4

Please rate how safe or unsafe you feel:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
In your neighborhood during the day	88%	N=338	11%	N=41	2%	N=6	0%	N=1	0%	N=0	100%	N=386
In Ashland's downtown/commercial area during the day	69%	N=265	24%	N=90	6%	N=22	1%	N=5	0%	N=1	100%	N=382

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Table 5: Question 5

Please rate each of the following characteristics as they relate to Ashland as a whole:	Excellent		Good		Fair		Poor		Total	
Traffic flow on major streets	11%	N=44	49%	N=189	31%	N=119	9%	N=37	100%	N=390
Ease of public parking	7%	N=28	19%	N=74	44%	N=170	30%	N=117	100%	N=389
Ease of travel by car in Ashland	14%	N=54	50%	N=195	31%	N=121	4%	N=17	100%	N=387
Ease of travel by public transportation in Ashland	7%	N=19	35%	N=93	34%	N=92	24%	N=64	100%	N=268
Ease of travel by bicycle in Ashland	25%	N=76	46%	N=138	26%	N=79	2%	N=7	100%	N=300
Ease of walking in Ashland	50%	N=196	42%	N=164	7%	N=28	1%	N=3	100%	N=390
Availability of paths and walking trails	53%	N=202	39%	N=148	7%	N=28	1%	N=3	100%	N=380
Air quality	34%	N=135	48%	N=189	15%	N=57	3%	N=11	100%	N=392
Cleanliness of Ashland	37%	N=144	53%	N=207	9%	N=36	1%	N=4	100%	N=391
Overall appearance of Ashland	44%	N=170	49%	N=189	7%	N=28	1%	N=2	100%	N=389
Public places where people want to spend time	33%	N=127	51%	N=197	13%	N=50	2%	N=8	100%	N=382
Variety of housing options	7%	N=27	31%	N=113	42%	N=154	20%	N=74	100%	N=368
Availability of affordable quality housing	5%	N=18	10%	N=36	39%	N=140	46%	N=162	100%	N=356
Fitness opportunities (including exercise classes and paths or trails, etc.)	53%	N=197	37%	N=138	9%	N=32	1%	N=5	100%	N=372
Recreational opportunities	56%	N=206	37%	N=137	6%	N=21	2%	N=7	100%	N=371
Availability of affordable quality food	30%	N=118	43%	N=167	21%	N=81	6%	N=22	100%	N=388
Availability of affordable quality health care	20%	N=71	44%	N=159	27%	N=99	8%	N=30	100%	N=359
Availability of preventive health services	24%	N=82	46%	N=158	24%	N=83	6%	N=21	100%	N=343
Availability of affordable quality mental health care	11%	N=23	37%	N=82	29%	N=66	24%	N=52	100%	N=223

Table 6: Question 6

Please rate each of the following characteristics as they relate to Ashland as a whole:	Excellent		Good		Fair		Poor		Total	
Availability of affordable quality child care/preschool	13%	N=23	41%	N=69	36%	N=60	9%	N=16	100%	N=167
K-12 education	50%	N=133	39%	N=104	10%	N=28	0%	N=0	100%	N=265
Adult educational opportunities	40%	N=136	44%	N=151	13%	N=45	3%	N=9	100%	N=342
Opportunities to attend cultural/arts/music activities	67%	N=254	27%	N=102	6%	N=21	0%	N=1	100%	N=379
Opportunities to participate in religious or spiritual events and activities	60%	N=180	33%	N=100	5%	N=16	1%	N=3	100%	N=299
Employment opportunities	1%	N=4	8%	N=26	56%	N=181	35%	N=112	100%	N=324
Shopping opportunities	18%	N=69	40%	N=155	35%	N=135	7%	N=26	100%	N=385
Cost of living in Ashland	2%	N=6	20%	N=74	50%	N=189	29%	N=109	100%	N=378
Overall quality of business and service establishments in Ashland	17%	N=64	60%	N=231	22%	N=83	1%	N=4	100%	N=383
Vibrant downtown/commercial area	31%	N=118	54%	N=207	12%	N=47	2%	N=7	100%	N=380
Overall quality of new development in Ashland	12%	N=41	47%	N=156	35%	N=118	6%	N=19	100%	N=334
Opportunities to participate in social events and activities	40%	N=149	45%	N=168	14%	N=52	2%	N=6	100%	N=374
Opportunities to volunteer	59%	N=207	34%	N=119	6%	N=22	1%	N=4	100%	N=353
Opportunities to participate in community matters	44%	N=152	43%	N=147	11%	N=37	2%	N=7	100%	N=342
Openness and acceptance of the community toward people of diverse backgrounds	28%	N=103	43%	N=158	23%	N=85	6%	N=23	100%	N=369
Neighborliness of residents in Ashland	25%	N=95	52%	N=197	19%	N=71	4%	N=17	100%	N=380

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Table 7: Question 7

Please indicate whether or not you have done each of the following in the last 12 months.	No		Yes		Total	
	%	N	%	N	%	N
Made efforts to conserve water	5%	N=19	95%	N=368	100%	N=386
Made efforts to make your home more energy efficient	24%	N=93	76%	N=290	100%	N=382
Observed a code violation or other hazard in Ashland	51%	N=193	49%	N=187	100%	N=380
Household member was a victim of a crime in Ashland	88%	N=339	12%	N=44	100%	N=383
Reported a crime to the police in Ashland	80%	N=306	20%	N=79	100%	N=384
Stocked supplies in preparation for an emergency	65%	N=249	35%	N=137	100%	N=386
Campaigned or advocated for an issue, cause or candidate	61%	N=236	39%	N=151	100%	N=386
Contacted the City of Ashland (in-person, phone, email or web) for help or information	44%	N=168	56%	N=218	100%	N=386
Contacted Ashland elected officials (in-person, phone, email or web) to express your opinion	80%	N=309	20%	N=76	100%	N=386

Table 8: Question 8

In the last 12 months, about how many times, if at all, have you or other household members done each of the following in Ashland?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
	%	N	%	N	%	N	%	N	%	N
Used Ashland recreation centers or their services	21%	N=82	23%	N=87	25%	N=97	31%	N=119	100%	N=385
Visited a neighborhood park or City park	41%	N=161	33%	N=130	22%	N=88	3%	N=13	100%	N=392
Used Ashland public libraries or their services	15%	N=59	25%	N=96	31%	N=122	28%	N=109	100%	N=387
Participated in religious or spiritual activities in Ashland	7%	N=28	19%	N=75	16%	N=61	58%	N=225	100%	N=390
Attended a City-sponsored event	3%	N=11	9%	N=33	58%	N=223	30%	N=117	100%	N=384
Used public transportation instead of driving	6%	N=23	3%	N=12	15%	N=60	76%	N=296	100%	N=391
Carpooled with other adults or children instead of driving alone	16%	N=61	21%	N=82	26%	N=100	37%	N=145	100%	N=388
Walked or biked instead of driving	42%	N=165	23%	N=88	24%	N=92	11%	N=44	100%	N=389
Volunteered your time to some group/activity in Ashland	14%	N=55	23%	N=92	24%	N=94	39%	N=151	100%	N=391
Participated in a club	9%	N=35	20%	N=76	14%	N=54	58%	N=224	100%	N=390
Talked to or visited with your immediate neighbors	43%	N=167	32%	N=126	18%	N=70	7%	N=28	100%	N=391
Done a favor for a neighbor	16%	N=64	24%	N=95	42%	N=163	18%	N=70	100%	N=391

Table 9: Question 9

Thinking about local public meetings (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.), in the last 12 months, about how many times, if at all, have you or other household members attended or watched a local public meeting?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
	%	N	%	N	%	N	%	N	%	N
Attended a local public meeting	0%	N=1	2%	N=8	24%	N=92	74%	N=285	100%	N=385
Watched (online or on television) a local public meeting	1%	N=4	7%	N=26	25%	N=98	67%	N=261	100%	N=389

Table 10: Question 10

Please rate the quality of each of the following services in Ashland:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Police/Sheriff services	27%	N=90	46%	N=153	22%	N=74	5%	N=16	100%	N=335
Fire services	52%	N=155	42%	N=126	4%	N=12	2%	N=6	100%	N=299
Ambulance or emergency medical services	51%	N=139	43%	N=118	6%	N=17	0%	N=0	100%	N=275
Crime prevention	22%	N=62	52%	N=144	23%	N=64	3%	N=9	100%	N=279
Fire prevention and education	36%	N=103	50%	N=144	11%	N=33	3%	N=8	100%	N=287

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Please rate the quality of each of the following services in Ashland:	Excellent		Good		Fair		Poor		Total	
Traffic enforcement	16%	N=53	48%	N=156	28%	N=90	8%	N=26	100%	N=325
Street repair	10%	N=34	47%	N=166	31%	N=111	12%	N=44	100%	N=356
Street cleaning	22%	N=82	50%	N=184	25%	N=91	3%	N=12	100%	N=369
Street lighting	13%	N=46	47%	N=171	27%	N=98	14%	N=49	100%	N=363
Snow removal	10%	N=35	36%	N=122	31%	N=106	23%	N=78	100%	N=342
Sidewalk maintenance	10%	N=33	41%	N=143	37%	N=127	12%	N=43	100%	N=346
Traffic signal timing	13%	N=46	51%	N=186	26%	N=94	10%	N=38	100%	N=364
Bus or transit services	12%	N=32	43%	N=110	31%	N=80	14%	N=35	100%	N=256
Garbage collection	39%	N=144	48%	N=175	11%	N=39	3%	N=10	100%	N=369
Recycling	41%	N=153	45%	N=168	10%	N=36	4%	N=15	100%	N=372
Yard waste pick-up	36%	N=92	45%	N=116	11%	N=29	8%	N=20	100%	N=257
Storm drainage	16%	N=47	56%	N=163	23%	N=66	5%	N=15	100%	N=292
Drinking water	39%	N=143	46%	N=171	13%	N=48	2%	N=9	100%	N=371
Sewer services	32%	N=105	59%	N=191	6%	N=21	3%	N=8	100%	N=325
Power (electric and/or gas) utility	33%	N=120	52%	N=189	12%	N=43	3%	N=13	100%	N=366
Utility billing	31%	N=115	48%	N=178	16%	N=59	4%	N=16	100%	N=368
City parks	71%	N=267	26%	N=97	2%	N=8	0%	N=1	100%	N=373
Recreation programs or classes	40%	N=122	50%	N=149	10%	N=30	0%	N=0	100%	N=301
Recreation centers or facilities	35%	N=103	51%	N=149	13%	N=38	1%	N=3	100%	N=293
Land use, planning and zoning	14%	N=38	47%	N=127	31%	N=83	8%	N=21	100%	N=269
Code enforcement (weeds, abandoned buildings, etc.)	12%	N=31	50%	N=133	28%	N=75	10%	N=27	100%	N=266
Animal control	12%	N=31	51%	N=135	31%	N=83	7%	N=19	100%	N=268
Economic development	7%	N=18	38%	N=101	39%	N=102	17%	N=44	100%	N=264
Health services	19%	N=58	53%	N=164	24%	N=76	4%	N=14	100%	N=312
Public library services	46%	N=152	43%	N=145	10%	N=34	1%	N=3	100%	N=333
Public information services	24%	N=69	53%	N=155	23%	N=66	1%	N=3	100%	N=294
Cable television	16%	N=35	43%	N=97	27%	N=60	14%	N=31	100%	N=223
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	17%	N=43	54%	N=135	24%	N=59	5%	N=11	100%	N=248
Preservation of natural areas such as open space, farmlands and greenbelts	30%	N=101	48%	N=159	19%	N=65	3%	N=9	100%	N=333
Ashland open space	28%	N=96	46%	N=156	21%	N=73	4%	N=13	100%	N=337
City-sponsored special events	28%	N=78	52%	N=145	19%	N=53	1%	N=2	100%	N=278
Overall customer service by Ashland employees (police, receptionists, planners, etc.)	34%	N=115	51%	N=173	13%	N=45	2%	N=7	100%	N=340

Table 11: Question 11

Overall, how would you rate the quality of the services provided by each of the following?	Excellent		Good		Fair		Poor		Total	
The City of Ashland	28%	N=102	58%	N=211	13%	N=47	1%	N=5	100%	N=364
The Federal Government	6%	N=21	33%	N=111	41%	N=137	19%	N=64	100%	N=332

Table 12: Question 12

Please rate the following categories of Ashland government performance:	Excellent		Good		Fair		Poor		Total	
The value of services for the taxes paid to Ashland	18%	N=60	41%	N=136	31%	N=103	10%	N=32	100%	N=331

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Please rate the following categories of Ashland government performance:	Excellent		Good		Fair		Poor		Total	
The overall direction that Ashland is taking	12%	N=38	47%	N=155	32%	N=104	10%	N=32	100%	N=329
The job Ashland government does at welcoming citizen involvement	21%	N=67	41%	N=130	29%	N=90	9%	N=29	100%	N=316
Overall confidence in Ashland government	15%	N=51	40%	N=140	33%	N=116	13%	N=44	100%	N=351
Generally acting in the best interest of the community	16%	N=57	42%	N=149	32%	N=115	10%	N=34	100%	N=354
Being honest	17%	N=51	45%	N=138	29%	N=87	9%	N=28	100%	N=304
Treating all residents fairly	15%	N=47	41%	N=131	31%	N=98	14%	N=43	100%	N=320

Table 13: Question 13

Please rate how important, if at all, you think it is for the Ashland community to focus on each of the following in the coming two years:	Essential		Very important		Somewhat important		Not at all important		Total	
Overall feeling of safety in Ashland	41%	N=157	39%	N=151	18%	N=71	2%	N=8	100%	N=388
Overall ease of getting to the places you usually have to visit	17%	N=68	50%	N=195	29%	N=111	4%	N=14	100%	N=387
Quality of overall natural environment in Ashland	45%	N=174	41%	N=158	13%	N=52	1%	N=3	100%	N=386
Overall "built environment" of Ashland (including overall design, buildings, parks and transportation systems)	30%	N=118	47%	N=184	20%	N=76	3%	N=10	100%	N=387
Health and wellness opportunities in Ashland	21%	N=83	45%	N=172	31%	N=118	3%	N=13	100%	N=386
Overall opportunities for education and enrichment	33%	N=123	40%	N=152	25%	N=93	2%	N=9	100%	N=378
Overall economic health of Ashland	44%	N=170	45%	N=172	10%	N=38	1%	N=4	100%	N=385
Sense of community	33%	N=130	46%	N=177	18%	N=70	3%	N=11	100%	N=388

Table 14: Question 14

Please indicate the extent to which you support or oppose the City of Ashland focusing its economic development efforts in each of the following potential ways:	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Total	
By building upon the existing tourism-based economy	47%	N=179	39%	N=151	10%	N=38	4%	N=14	100%	N=382
By attracting and retaining high-tech businesses	49%	N=183	39%	N=146	10%	N=36	2%	N=9	100%	N=374
By attracting new industrial development on its vacant industrial lands	29%	N=106	38%	N=138	20%	N=72	13%	N=47	100%	N=364
By making it easier for businesses to grow and develop in Ashland	63%	N=236	34%	N=128	2%	N=9	1%	N=3	100%	N=377
Through workforce development	47%	N=156	49%	N=163	4%	N=12	1%	N=4	100%	N=335

Table 15: Question 15

City staff is researching ways to address the City's facilities space needs, including possibilities for replacing City Hall. The City has run out of room in its existing building. Please indicate the extent to which you support or oppose the following options:	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Total	
Ashland should address its space needs via the lowest cost option, regardless of location	36%	N=130	36%	N=130	18%	N=65	10%	N=38	100%	N=363
City Hall should remain downtown, even if it is a more expensive option	23%	N=81	24%	N=87	33%	N=120	20%	N=71	100%	N=359
Ashland should keep City Hall downtown only if it costs the same or is less expensive than other options	41%	N=143	33%	N=116	17%	N=60	9%	N=31	100%	N=349

Table 16: Question 16

Please indicate how much of a source, if at all, you consider each of the following to be for obtaining information about the City government and its activities, events and services:	Major source		Minor source		Not a source		Total	
City website (www.ashland.or.us)	58%	N=221	27%	N=103	15%	N=58	100%	N=383
Local media outlets (newspapers, radio, local television stations)	53%	N=203	36%	N=137	11%	N=40	100%	N=381

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Please indicate how much of a source, if at all, you consider each of the following to be for obtaining information about the City government and its activities, events and services:	Major source		Minor source		Not a source		Total	
	Percentage	N	Percentage	N	Percentage	N	Percentage	N
The local government cable Channels 9, 180, 181	14%	N=53	38%	N=143	48%	N=183	100%	N=379
City newsletter in the utility bill	40%	N=152	44%	N=166	16%	N=62	100%	N=381
City Council meetings and other public meetings	22%	N=85	45%	N=169	33%	N=126	100%	N=380
Talking with City officials	16%	N=60	37%	N=139	47%	N=180	100%	N=379
City communications via social media (i.e. Facebook, Twitter or YouTube)	14%	N=53	28%	N=108	58%	N=220	100%	N=380
Open City Hall	22%	N=82	38%	N=143	40%	N=153	100%	N=377
Parks and Recreation Guide	38%	N=146	46%	N=175	16%	N=60	100%	N=382
Word-of-mouth	41%	N=158	47%	N=178	12%	N=47	100%	N=382
Other	9%	N=15	27%	N=47	64%	N=112	100%	N=174

Table 17: Question D1

How often, if at all, do you do each of the following, considering all of the times you could?	Never		Rarely		Sometimes		Usually		Always		Total	
	Percentage	N	Percentage	N	Percentage	N	Percentage	N	Percentage	N	Percentage	N
Recycle at home	2%	N=8	1%	N=4	3%	N=12	22%	N=86	72%	N=280	100%	N=390
Purchase goods or services from a business located in Ashland	0%	N=0	2%	N=10	14%	N=54	68%	N=266	16%	N=63	100%	N=392
Eat at least 5 portions of fruits and vegetables a day	3%	N=13	10%	N=40	26%	N=101	42%	N=164	18%	N=71	100%	N=389
Participate in moderate or vigorous physical activity	1%	N=5	7%	N=29	23%	N=90	43%	N=167	26%	N=100	100%	N=391
Read or watch local news (via television, paper, computer, etc.)	7%	N=27	16%	N=64	22%	N=85	24%	N=95	31%	N=120	100%	N=390
Vote in local elections	6%	N=24	1%	N=4	8%	N=31	12%	N=47	73%	N=286	100%	N=393

Table 18: Question D2

Would you say that in general your health is:	Percent	Number
Excellent	28%	N=108
Very good	48%	N=189
Good	19%	N=74
Fair	4%	N=15
Poor	1%	N=4
Total	100%	N=390

Table 19: Question D3

What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Percent	Number
Very positive	3%	N=14
Somewhat positive	22%	N=85
Neutral	54%	N=212
Somewhat negative	19%	N=73
Very negative	2%	N=6
Total	100%	N=390

Table 20: Question D4

What is your employment status?	Percent	Number
Working full time for pay	38%	N=146

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What is your employment status?	Percent	Number
Working part time for pay	25%	N=97
Unemployed, looking for paid work	3%	N=10
Unemployed, not looking for paid work	6%	N=23
Fully retired	29%	N=112
Total	100%	N=389

Table 21: Question D5

Do you work inside the boundaries of Ashland?	Percent	Number
Yes, outside the home	45%	N=167
Yes, from home	12%	N=44
No	43%	N=159
Total	100%	N=370

Table 22: Question D6

How many years have you lived in Ashland?	Percent	Number
Less than 2 years	16%	N=60
2 to 5 years	16%	N=63
6 to 10 years	17%	N=67
11 to 20 years	21%	N=80
More than 20 years	30%	N=117
Total	100%	N=387

Table 23: Question D7

Which best describes the building you live in?	Percent	Number
One family house detached from any other houses	64%	N=250
Building with two or more homes (duplex, townhome, apartment or condominium)	34%	N=134
Mobile home	0%	N=1
Other	1%	N=5
Total	100%	N=391

Table 24: Question D8

Is this house, apartment or mobile home...	Percent	Number
Rented	46%	N=181
Owned	54%	N=210
Total	100%	N=391

Table 25: Question D9

About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	Percent	Number
Less than \$300 per month	4%	N=14
\$300 to \$599 per month	19%	N=73
\$600 to \$999 per month	26%	N=100

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About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	Percent	Number
\$1,000 to \$1,499 per month	19%	N=72
\$1,500 to \$2,499 per month	24%	N=93
\$2,500 or more per month	8%	N=32
Total	100%	N=384

Table 26: Question D10

Do any children 17 or under live in your household?	Percent	Number
No	75%	N=295
Yes	25%	N=96
Total	100%	N=392

Table 27: Question D11

Are you or any other members of your household aged 65 or older?	Percent	Number
No	63%	N=244
Yes	37%	N=146
Total	100%	N=391

Table 28: Question D12

How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent	Number
Less than \$25,000	24%	N=88
\$25,000 to \$49,999	26%	N=96
\$50,000 to \$99,999	31%	N=115
\$100,000 to \$149,999	14%	N=52
\$150,000 or more	6%	N=24
Total	100%	N=375

Table 29: Question D13

Are you Spanish, Hispanic or Latino?	Percent	Number
No, not Spanish, Hispanic or Latino	97%	N=375
Yes, I consider myself to be Spanish, Hispanic or Latino	3%	N=11
Total	100%	N=386

Table 30: Question D14

What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent	Number
American Indian or Alaskan Native	2%	N=8
Asian, Asian Indian or Pacific Islander	1%	N=4
Black or African American	1%	N=5
White	96%	N=363
Other	4%	N=15

Total may exceed 100% as respondents could select more than one option.

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Table 31: Question D15

In which category is your age?	Percent	Number
18 to 24 years	10%	N=37
25 to 34 years	16%	N=61
35 to 44 years	12%	N=48
45 to 54 years	17%	N=65
55 to 64 years	16%	N=61
65 to 74 years	19%	N=73
75 years or older	11%	N=42
Total	100%	N=389

Table 32: Question D16

What is your sex?	Percent	Number
Female	57%	N=222
Male	43%	N=166
Total	100%	N=389

Table 33: Question D17

Do you consider a cell phone or landline your primary telephone number?	Percent	Number
Cell	63%	N=245
Land line	25%	N=95
Both	12%	N=48
Total	100%	N=387

Responses including “don’t know”

The following pages contain a complete set of responses to each question on the survey, including the “don’t know” responses. The percent of respondents giving a particular response is shown followed by the number of respondents (denoted with “N=”).

Table 34: Question 1

Please rate each of the following aspects of quality of life in Ashland:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Ashland as a place to live	60%	N=237	33%	N=131	5%	N=21	2%	N=7	0%	N=1	100%	N=396
Your neighborhood as a place to live	52%	N=203	37%	N=148	10%	N=38	1%	N=6	0%	N=0	100%	N=394
Ashland as a place to raise children	49%	N=189	29%	N=114	5%	N=19	2%	N=9	15%	N=57	100%	N=387
Ashland as a place to work	20%	N=77	23%	N=89	32%	N=124	11%	N=44	13%	N=48	100%	N=381
Ashland as a place to visit	71%	N=272	23%	N=89	4%	N=14	0%	N=1	2%	N=9	100%	N=386
Ashland as a place to retire	53%	N=206	26%	N=103	9%	N=35	1%	N=5	11%	N=42	100%	N=392
The overall quality of life in Ashland	51%	N=201	41%	N=160	5%	N=20	3%	N=12	0%	N=0	100%	N=394

Table 35: Question 2

Please rate each of the following characteristics as they relate to Ashland as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Overall feeling of safety in Ashland	42%	N=165	48%	N=192	9%	N=35	1%	N=3	0%	N=0	100%	N=395
Overall ease of getting to the places you usually have to visit	35%	N=136	47%	N=187	14%	N=56	4%	N=15	0%	N=0	100%	N=394
Quality of overall natural environment in Ashland	61%	N=240	35%	N=137	4%	N=14	0%	N=0	0%	N=0	100%	N=391
Overall "built environment" of Ashland (including overall design, buildings, parks and transportation systems)	26%	N=101	51%	N=201	19%	N=75	3%	N=13	1%	N=2	100%	N=392
Health and wellness opportunities in Ashland	42%	N=167	38%	N=151	14%	N=53	3%	N=10	3%	N=12	100%	N=393
Overall opportunities for education and enrichment	46%	N=179	41%	N=161	10%	N=37	1%	N=5	3%	N=10	100%	N=392
Overall economic health of Ashland	13%	N=51	45%	N=175	23%	N=90	10%	N=39	9%	N=35	100%	N=390
Sense of community	34%	N=132	43%	N=166	19%	N=76	3%	N=11	2%	N=6	100%	N=390
Overall image or reputation of Ashland	45%	N=175	46%	N=178	6%	N=24	2%	N=9	1%	N=5	100%	N=391

Table 36: Question 3

Please indicate how likely or unlikely you are to do each of the following:	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Recommend living in Ashland to someone who asks	59%	N=233	31%	N=123	5%	N=20	4%	N=18	1%	N=2	100%	N=395
Remain in Ashland for the next five years	64%	N=252	19%	N=73	9%	N=35	7%	N=28	1%	N=4	100%	N=392

Table 37: Question 4

Please rate how safe or unsafe you feel:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N	%	N
In your neighborhood during the day	88%	N=338	11%	N=41	2%	N=6	0%	N=1	0%	N=0	0%	N=0	100%	N=386
In Ashland's downtown/commercial area during the day	69%	N=265	23%	N=90	6%	N=22	1%	N=5	0%	N=1	1%	N=3	100%	N=385

Table 38: Question 5

Please rate each of the following characteristics as they relate to Ashland as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Traffic flow on major streets	11%	N=44	48%	N=189	30%	N=119	9%	N=37	1%	N=2	100%	N=392
Ease of public parking	7%	N=28	19%	N=74	43%	N=170	30%	N=117	1%	N=4	100%	N=393

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Please rate each of the following characteristics as they relate to Ashland as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Ease of travel by car in Ashland	14%	N=54	50%	N=195	31%	N=121	4%	N=17	1%	N=5	100%	N=391
Ease of travel by public transportation in Ashland	5%	N=19	24%	N=93	23%	N=92	16%	N=64	32%	N=123	100%	N=391
Ease of travel by bicycle in Ashland	20%	N=76	36%	N=138	21%	N=79	2%	N=7	21%	N=80	100%	N=380
Ease of walking in Ashland	50%	N=196	42%	N=164	7%	N=28	1%	N=3	1%	N=2	100%	N=392
Availability of paths and walking trails	52%	N=202	38%	N=148	7%	N=28	1%	N=3	3%	N=11	100%	N=392
Air quality	34%	N=135	48%	N=189	15%	N=57	3%	N=11	1%	N=2	100%	N=394
Cleanliness of Ashland	37%	N=144	53%	N=207	9%	N=36	1%	N=4	0%	N=1	100%	N=392
Overall appearance of Ashland	44%	N=170	48%	N=189	7%	N=28	1%	N=2	0%	N=1	100%	N=390
Public places where people want to spend time	33%	N=127	51%	N=197	13%	N=50	2%	N=8	1%	N=5	100%	N=387
Variety of housing options	7%	N=27	29%	N=113	39%	N=154	19%	N=74	6%	N=22	100%	N=390
Availability of affordable quality housing	5%	N=18	9%	N=36	36%	N=140	42%	N=162	9%	N=34	100%	N=390
Fitness opportunities (including exercise classes and paths or trails, etc.)	51%	N=197	35%	N=138	8%	N=32	1%	N=5	4%	N=17	100%	N=389
Recreational opportunities	53%	N=206	36%	N=137	5%	N=21	2%	N=7	4%	N=15	100%	N=386
Availability of affordable quality food	30%	N=118	43%	N=167	21%	N=81	6%	N=22	1%	N=4	100%	N=392
Availability of affordable quality health care	18%	N=71	40%	N=159	25%	N=99	8%	N=30	9%	N=34	100%	N=393
Availability of preventive health services	21%	N=82	41%	N=158	21%	N=83	5%	N=21	11%	N=43	100%	N=386
Availability of affordable quality mental health care	6%	N=23	21%	N=82	17%	N=66	13%	N=52	43%	N=168	100%	N=391

Table 39: Question 6

Please rate each of the following characteristics as they relate to Ashland as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Availability of affordable quality child care/preschool	6%	N=23	18%	N=69	16%	N=60	4%	N=16	56%	N=216	100%	N=383
K-12 education	35%	N=133	28%	N=104	7%	N=28	0%	N=0	30%	N=112	100%	N=376
Adult educational opportunities	35%	N=136	39%	N=151	12%	N=45	2%	N=9	11%	N=43	100%	N=385
Opportunities to attend cultural/arts/music activities	66%	N=254	27%	N=102	6%	N=21	0%	N=1	2%	N=6	100%	N=385
Opportunities to participate in religious or spiritual events and activities	47%	N=180	26%	N=100	4%	N=16	1%	N=3	22%	N=85	100%	N=384
Employment opportunities	1%	N=4	7%	N=26	47%	N=181	29%	N=112	15%	N=58	100%	N=381
Shopping opportunities	18%	N=69	40%	N=155	35%	N=135	7%	N=26	1%	N=2	100%	N=387
Cost of living in Ashland	2%	N=6	19%	N=74	50%	N=189	29%	N=109	1%	N=3	100%	N=381
Overall quality of business and service establishments in Ashland	17%	N=64	60%	N=231	22%	N=83	1%	N=4	1%	N=5	100%	N=387
Vibrant downtown/commercial area	31%	N=118	54%	N=207	12%	N=47	2%	N=7	1%	N=5	100%	N=385
Overall quality of new development in Ashland	11%	N=41	41%	N=156	31%	N=118	5%	N=19	13%	N=50	100%	N=384
Opportunities to participate in social events and activities	39%	N=149	44%	N=168	14%	N=52	1%	N=6	2%	N=8	100%	N=382
Opportunities to volunteer	54%	N=207	31%	N=119	6%	N=22	1%	N=4	9%	N=33	100%	N=386
Opportunities to participate in community matters	40%	N=152	38%	N=147	10%	N=37	2%	N=7	11%	N=42	100%	N=384
Openness and acceptance of the community toward people of diverse backgrounds	27%	N=103	41%	N=158	22%	N=85	6%	N=23	5%	N=20	100%	N=389
Neighborliness of residents in Ashland	25%	N=95	51%	N=197	18%	N=71	4%	N=17	2%	N=7	100%	N=387

Table 40: Question 7

Please indicate whether or not you have done each of the following in the last 12 months.	No		Yes		Total	
	%	N	%	N	%	N
Made efforts to conserve water	5%	N=19	95%	N=368	100%	N=386

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Please indicate whether or not you have done each of the following in the last 12 months.	No		Yes		Total	
	%	N	%	N	%	N
Made efforts to make your home more energy efficient	24%	N=93	76%	N=290	100%	N=382
Observed a code violation or other hazard in Ashland	51%	N=193	49%	N=187	100%	N=380
Household member was a victim of a crime in Ashland	88%	N=339	12%	N=44	100%	N=383
Reported a crime to the police in Ashland	80%	N=306	20%	N=79	100%	N=384
Stocked supplies in preparation for an emergency	65%	N=249	35%	N=137	100%	N=386
Campaigned or advocated for an issue, cause or candidate	61%	N=236	39%	N=151	100%	N=386
Contacted the City of Ashland (in-person, phone, email or web) for help or information	44%	N=168	56%	N=218	100%	N=386
Contacted Ashland elected officials (in-person, phone, email or web) to express your opinion	80%	N=309	20%	N=76	100%	N=386

Table 41: Question 8

In the last 12 months, about how many times, if at all, have you or other household members done each of the following in Ashland?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
	%	N	%	N	%	N	%	N	%	N
Used Ashland recreation centers or their services	21%	N=82	23%	N=87	25%	N=97	31%	N=119	100%	N=385
Visited a neighborhood park or City park	41%	N=161	33%	N=130	22%	N=88	3%	N=13	100%	N=392
Used Ashland public libraries or their services	15%	N=59	25%	N=96	31%	N=122	28%	N=109	100%	N=387
Participated in religious or spiritual activities in Ashland	7%	N=28	19%	N=75	16%	N=61	58%	N=225	100%	N=390
Attended a City-sponsored event	3%	N=11	9%	N=33	58%	N=223	30%	N=117	100%	N=384
Used public transportation instead of driving	6%	N=23	3%	N=12	15%	N=60	76%	N=296	100%	N=391
Carpooled with other adults or children instead of driving alone	16%	N=61	21%	N=82	26%	N=100	37%	N=145	100%	N=388
Walked or biked instead of driving	42%	N=165	23%	N=88	24%	N=92	11%	N=44	100%	N=389
Volunteered your time to some group/activity in Ashland	14%	N=55	23%	N=92	24%	N=94	39%	N=151	100%	N=391
Participated in a club	9%	N=35	20%	N=76	14%	N=54	58%	N=224	100%	N=390
Talked to or visited with your immediate neighbors	43%	N=167	32%	N=126	18%	N=70	7%	N=28	100%	N=391
Done a favor for a neighbor	16%	N=64	24%	N=95	42%	N=163	18%	N=70	100%	N=391

Table 42: Question 9

Thinking about local public meetings (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.), in the last 12 months, about how many times, if at all, have you or other household members attended or watched a local public meeting?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
	%	N	%	N	%	N	%	N	%	N
Attended a local public meeting	0%	N=1	2%	N=8	24%	N=92	74%	N=285	100%	N=385
Watched (online or on television) a local public meeting	1%	N=4	7%	N=26	25%	N=98	67%	N=261	100%	N=389

Table 43: Question 10

Please rate the quality of each of the following services in Ashland:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Police/Sheriff services	24%	N=90	41%	N=153	20%	N=74	4%	N=16	11%	N=40	100%	N=374
Fire services	42%	N=155	34%	N=126	3%	N=12	2%	N=6	20%	N=73	100%	N=372
Ambulance or emergency medical services	37%	N=139	32%	N=118	5%	N=17	0%	N=0	27%	N=100	100%	N=374
Crime prevention	17%	N=62	39%	N=144	17%	N=64	2%	N=9	25%	N=91	100%	N=370
Fire prevention and education	28%	N=103	39%	N=144	9%	N=33	2%	N=8	22%	N=80	100%	N=367
Traffic enforcement	14%	N=53	43%	N=156	25%	N=90	7%	N=26	11%	N=40	100%	N=364
Street repair	9%	N=34	45%	N=166	30%	N=111	12%	N=44	4%	N=16	100%	N=372

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Please rate the quality of each of the following services in Ashland:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Street cleaning	22%	N=82	49%	N=184	24%	N=91	3%	N=12	2%	N=7	100%	N=376
Street lighting	12%	N=46	46%	N=171	26%	N=98	13%	N=49	3%	N=9	100%	N=373
Snow removal	9%	N=35	33%	N=122	29%	N=106	21%	N=78	8%	N=30	100%	N=372
Sidewalk maintenance	9%	N=33	38%	N=143	34%	N=127	12%	N=43	7%	N=28	100%	N=374
Traffic signal timing	12%	N=46	50%	N=186	25%	N=94	10%	N=38	2%	N=9	100%	N=372
Bus or transit services	8%	N=32	29%	N=110	21%	N=80	9%	N=35	32%	N=121	100%	N=378
Garbage collection	38%	N=144	47%	N=175	10%	N=39	3%	N=10	2%	N=7	100%	N=376
Recycling	40%	N=153	44%	N=168	10%	N=36	4%	N=15	2%	N=8	100%	N=380
Yard waste pick-up	24%	N=92	31%	N=116	8%	N=29	5%	N=20	32%	N=119	100%	N=376
Storm drainage	13%	N=47	44%	N=163	18%	N=66	4%	N=15	22%	N=82	100%	N=374
Drinking water	38%	N=143	46%	N=171	13%	N=48	2%	N=9	1%	N=3	100%	N=374
Sewer services	28%	N=105	51%	N=191	6%	N=21	2%	N=8	13%	N=47	100%	N=371
Power (electric and/or gas) utility	32%	N=120	51%	N=189	12%	N=43	3%	N=13	2%	N=8	100%	N=373
Utility billing	31%	N=115	47%	N=178	16%	N=59	4%	N=16	2%	N=7	100%	N=375
City parks	71%	N=267	26%	N=97	2%	N=8	0%	N=1	1%	N=2	100%	N=375
Recreation programs or classes	33%	N=122	40%	N=149	8%	N=30	0%	N=0	20%	N=73	100%	N=374
Recreation centers or facilities	28%	N=103	40%	N=149	10%	N=38	1%	N=3	21%	N=79	100%	N=372
Land use, planning and zoning	10%	N=38	34%	N=127	22%	N=83	6%	N=21	27%	N=101	100%	N=370
Code enforcement (weeds, abandoned buildings, etc.)	8%	N=31	36%	N=133	20%	N=75	7%	N=27	28%	N=104	100%	N=370
Animal control	8%	N=31	36%	N=135	22%	N=83	5%	N=19	28%	N=105	100%	N=373
Economic development	5%	N=18	27%	N=101	27%	N=102	12%	N=44	29%	N=108	100%	N=373
Health services	16%	N=58	44%	N=164	21%	N=76	4%	N=14	16%	N=58	100%	N=371
Public library services	40%	N=152	38%	N=145	9%	N=34	1%	N=3	12%	N=46	100%	N=380
Public information services	19%	N=69	42%	N=155	18%	N=66	1%	N=3	20%	N=73	100%	N=366
Cable television	9%	N=35	26%	N=97	16%	N=60	9%	N=31	39%	N=146	100%	N=369
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	11%	N=43	36%	N=135	16%	N=59	3%	N=11	34%	N=126	100%	N=374
Preservation of natural areas such as open space, farmlands and greenbelts	27%	N=101	43%	N=159	18%	N=65	2%	N=9	10%	N=36	100%	N=369
Ashland open space	26%	N=96	42%	N=156	19%	N=73	3%	N=13	10%	N=38	100%	N=375
City-sponsored special events	21%	N=78	40%	N=145	14%	N=53	1%	N=2	24%	N=87	100%	N=365
Overall customer service by Ashland employees (police, receptionists, planners, etc.)	31%	N=115	47%	N=173	12%	N=45	2%	N=7	8%	N=28	100%	N=369

Table 44: Question 11

Overall, how would you rate the quality of the services provided by each of the following?	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
The City of Ashland	27%	N=102	56%	N=211	12%	N=47	1%	N=5	3%	N=13	100%	N=377
The Federal Government	6%	N=21	30%	N=111	37%	N=137	17%	N=64	11%	N=40	100%	N=373

Table 45: Question 12

Please rate the following categories of Ashland government performance:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
The value of services for the taxes paid to Ashland	18%	N=60	41%	N=136	31%	N=103	10%	N=32	100%	N=331
The overall direction that Ashland is taking	12%	N=38	47%	N=155	32%	N=104	10%	N=32	100%	N=329

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Please rate the following categories of Ashland government performance:	Excellent		Good		Fair		Poor		Total	
The job Ashland government does at welcoming citizen involvement	21%	N=67	41%	N=130	29%	N=90	9%	N=29	100%	N=316
Overall confidence in Ashland government	15%	N=51	40%	N=140	33%	N=116	13%	N=44	100%	N=351
Generally acting in the best interest of the community	16%	N=57	42%	N=149	32%	N=115	10%	N=34	100%	N=354
Being honest	17%	N=51	45%	N=138	29%	N=87	9%	N=28	100%	N=304
Treating all residents fairly	15%	N=47	41%	N=131	31%	N=98	14%	N=43	100%	N=320

Table 46: Question 13

Please rate how important, if at all, you think it is for the Ashland community to focus on each of the following in the coming two years:	Essential		Very important		Somewhat important		Not at all important		Total	
Overall feeling of safety in Ashland	41%	N=157	39%	N=151	18%	N=71	2%	N=8	100%	N=388
Overall ease of getting to the places you usually have to visit	17%	N=68	50%	N=195	29%	N=111	4%	N=14	100%	N=387
Quality of overall natural environment in Ashland	45%	N=174	41%	N=158	13%	N=52	1%	N=3	100%	N=386
Overall "built environment" of Ashland (including overall design, buildings, parks and transportation systems)	30%	N=118	47%	N=184	20%	N=76	3%	N=10	100%	N=387
Health and wellness opportunities in Ashland	21%	N=83	45%	N=172	31%	N=118	3%	N=13	100%	N=386
Overall opportunities for education and enrichment	33%	N=123	40%	N=152	25%	N=93	2%	N=9	100%	N=378
Overall economic health of Ashland	44%	N=170	45%	N=172	10%	N=38	1%	N=4	100%	N=385
Sense of community	33%	N=130	46%	N=177	18%	N=70	3%	N=11	100%	N=388

Table 47: Question 14

Please indicate the extent to which you support or oppose the City of Ashland focusing its economic development efforts in each of the following potential ways:	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know		Total	
By building upon the existing tourism-based economy	46%	N=179	39%	N=151	10%	N=38	4%	N=14	2%	N=7	100%	N=389
By attracting and retaining high-tech businesses	47%	N=183	38%	N=146	9%	N=36	2%	N=9	4%	N=14	100%	N=388
By attracting new industrial development on its vacant industrial lands	27%	N=106	36%	N=138	19%	N=72	12%	N=47	6%	N=22	100%	N=386
By making it easier for businesses to grow and develop in Ashland	61%	N=236	33%	N=128	2%	N=9	1%	N=3	2%	N=9	100%	N=386
Through workforce development	41%	N=156	42%	N=163	3%	N=12	1%	N=4	13%	N=48	100%	N=383

Table 48: Question 15

City staff is researching ways to address the City's facilities space needs, including possibilities for replacing City Hall. The City has run out of room in its existing building. Please indicate the extent to which you support or oppose the following options:	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know		Total	
Ashland should address its space needs via the lowest cost option, regardless of location	34%	N=130	34%	N=130	17%	N=65	10%	N=38	5%	N=18	100%	N=380
City Hall should remain downtown, even if it is a more expensive option	21%	N=81	23%	N=87	32%	N=120	19%	N=71	5%	N=21	100%	N=379
Ashland should keep City Hall downtown only if it costs the same or is less expensive than other options	38%	N=143	31%	N=116	16%	N=60	8%	N=31	8%	N=29	100%	N=378

Table 49: Question 16

Please indicate how much of a source, if at all, you consider each of the following to be for obtaining information about the City government and its activities, events and services:	Major source		Minor source		Not a source		Total	
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Please indicate how much of a source, if at all, you consider each of the following to be for obtaining information about the City government and its activities, events and services:	Major source		Minor source		Not a source		Total	
	City website (www.ashland.or.us)	58%	N=221	27%	N=103	15%	N=58	100%
Local media outlets (newspapers, radio, local television stations)	53%	N=203	36%	N=137	11%	N=40	100%	N=381
The local government cable Channels 9, 180, 181	14%	N=53	38%	N=143	48%	N=183	100%	N=379
City newsletter in the utility bill	40%	N=152	44%	N=166	16%	N=62	100%	N=381
City Council meetings and other public meetings	22%	N=85	45%	N=169	33%	N=126	100%	N=380
Talking with City officials	16%	N=60	37%	N=139	47%	N=180	100%	N=379
City communications via social media (i.e. Facebook, Twitter or YouTube)	14%	N=53	28%	N=108	58%	N=220	100%	N=380
Open City Hall	22%	N=82	38%	N=143	40%	N=153	100%	N=377
Parks and Recreation Guide	38%	N=146	46%	N=175	16%	N=60	100%	N=382
Word-of-mouth	41%	N=158	47%	N=178	12%	N=47	100%	N=382
Other	9%	N=15	27%	N=47	64%	N=112	100%	N=174

Table 50: Question D1

How often, if at all, do you do each of the following, considering all of the times you could?	Never		Rarely		Sometimes		Usually		Always		Total	
	Recycle at home	2%	N=8	1%	N=4	3%	N=12	22%	N=86	72%	N=280	100%
Purchase goods or services from a business located in Ashland	0%	N=0	2%	N=10	14%	N=54	68%	N=266	16%	N=63	100%	N=392
Eat at least 5 portions of fruits and vegetables a day	3%	N=13	10%	N=40	26%	N=101	42%	N=164	18%	N=71	100%	N=389
Participate in moderate or vigorous physical activity	1%	N=5	7%	N=29	23%	N=90	43%	N=167	26%	N=100	100%	N=391
Read or watch local news (via television, paper, computer, etc.)	7%	N=27	16%	N=64	22%	N=85	24%	N=95	31%	N=120	100%	N=390
Vote in local elections	6%	N=24	1%	N=4	8%	N=31	12%	N=47	73%	N=286	100%	N=393

Table 51: Question D2

Would you say that in general your health is:	Percent	Number
Excellent	28%	N=108
Very good	48%	N=189
Good	19%	N=74
Fair	4%	N=15
Poor	1%	N=4
Total	100%	N=390

Table 52: Question D3

What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Percent	Number
Very positive	3%	N=14
Somewhat positive	22%	N=85
Neutral	54%	N=212
Somewhat negative	19%	N=73
Very negative	2%	N=6
Total	100%	N=390

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Table 53: Question D4

What is your employment status?	Percent	Number
Working full time for pay	38%	N=146
Working part time for pay	25%	N=97
Unemployed, looking for paid work	3%	N=10
Unemployed, not looking for paid work	6%	N=23
Fully retired	29%	N=112
Total	100%	N=389

Table 54: Question D5

Do you work inside the boundaries of Ashland?	Percent	Number
Yes, outside the home	45%	N=167
Yes, from home	12%	N=44
No	43%	N=159
Total	100%	N=370

Table 55: Question D6

How many years have you lived in Ashland?	Percent	Number
Less than 2 years	16%	N=60
2 to 5 years	16%	N=63
6 to 10 years	17%	N=67
11 to 20 years	21%	N=80
More than 20 years	30%	N=117
Total	100%	N=387

Table 56: Question D7

Which best describes the building you live in?	Percent	Number
One family house detached from any other houses	64%	N=250
Building with two or more homes (duplex, townhome, apartment or condominium)	34%	N=134
Mobile home	0%	N=1
Other	1%	N=5
Total	100%	N=391

Table 57: Question D8

Is this house, apartment or mobile home...	Percent	Number
Rented	46%	N=181
Owned	54%	N=210
Total	100%	N=391

Table 58: Question D9

About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	Percent	Number
Less than \$300 per month	4%	N=14

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About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	Percent	Number
\$300 to \$599 per month	19%	N=73
\$600 to \$999 per month	26%	N=100
\$1,000 to \$1,499 per month	19%	N=72
\$1,500 to \$2,499 per month	24%	N=93
\$2,500 or more per month	8%	N=32
Total	100%	N=384

Table 59: Question D10

Do any children 17 or under live in your household?	Percent	Number
No	75%	N=295
Yes	25%	N=96
Total	100%	N=392

Table 60: Question D11

Are you or any other members of your household aged 65 or older?	Percent	Number
No	63%	N=244
Yes	37%	N=146
Total	100%	N=391

Table 61: Question D12

How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent	Number
Less than \$25,000	24%	N=88
\$25,000 to \$49,999	26%	N=96
\$50,000 to \$99,999	31%	N=115
\$100,000 to \$149,999	14%	N=52
\$150,000 or more	6%	N=24
Total	100%	N=375

Table 62: Question D13

Are you Spanish, Hispanic or Latino?	Percent	Number
No, not Spanish, Hispanic or Latino	97%	N=375
Yes, I consider myself to be Spanish, Hispanic or Latino	3%	N=11
Total	100%	N=386

Table 63: Question D14

What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent	Number
American Indian or Alaskan Native	2%	N=8
Asian, Asian Indian or Pacific Islander	1%	N=4
Black or African American	1%	N=5
White	96%	N=363

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What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent	Number
Other	4%	N=15

Total may exceed 100% as respondents could select more than one option.

Table 64: Question D15

In which category is your age?	Percent	Number
18 to 24 years	10%	N=37
25 to 34 years	16%	N=61
35 to 44 years	12%	N=48
45 to 54 years	17%	N=65
55 to 64 years	16%	N=61
65 to 74 years	19%	N=73
75 years or older	11%	N=42
Total	100%	N=389

Table 65: Question D16

What is your sex?	Percent	Number
Female	57%	N=222
Male	43%	N=166
Total	100%	N=389

Table 66: Question D17

Do you consider a cell phone or landline your primary telephone number?	Percent	Number
Cell	63%	N=245
Land line	25%	N=95
Both	12%	N=48
Total	100%	N=387

Appendix B: Benchmark Comparisons

Comparison Data

NRC’s database of comparative resident opinion is comprised of resident perspectives gathered in surveys from over 500 communities whose residents evaluated the same kinds of topics on The National Citizen Survey™. The comparison evaluations are from the most recent survey completed in each community; most communities conduct surveys every year or in alternating years. NRC adds the latest results quickly upon survey completion, keeping the benchmark data fresh and relevant. The communities in the database represent a wide geographic and population range. The City of Ashland chose to have comparisons made to the entire database and a subset of similar jurisdictions from the database (university communities with populations from 10,000 to 40,000).

Interpreting the Results

Ratings are compared when there are at least five communities in which a similar question was asked. Where comparisons are available, four columns are provided in the table. The first column is Ashland’s “percent positive.” The percent positive is the combination of the top two most positive response options (i.e., “excellent” and “good,” “very safe” and “somewhat safe,” “essential” and “very important,” etc.), or, in the case of resident behaviors/participation, the percent positive represents the proportion of respondents indicating “yes” or participating in an activity at least once a month. The second column is the rank assigned to Ashland’s rating among communities where a similar question was asked. The third column is the number of communities that asked a similar question. The final column shows the comparison of Ashland’s rating to the benchmark.

In that final column, Ashland’s results are noted as being “higher” than the benchmark, “lower” than the benchmark or “similar” to the benchmark, meaning that the average rating given by Ashland residents is statistically similar to or different (greater or lesser) than the benchmark. More extreme differences are noted as “much higher” or “much lower.”

Benchmark Database Characteristics	
Region	Percent
New England	3%
Middle Atlantic	5%
East North Central	15%
West North Central	13%
South Atlantic	22%
East South Central	3%
West South Central	7%
Mountain	16%
Pacific	16%
Population	Percent
Less than 10,000	10%
10,000 to 24,999	22%
25,000 to 49,999	23%
50,000 to 99,999	22%
100,000 or more	23%

National Benchmark Comparisons

Table 67: Community Characteristics General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
The overall quality of life in Ashland	92%	45	389	Higher
Overall image or reputation of Ashland	91%	31	294	Higher
Ashland as a place to live	93%	52	335	Higher
Your neighborhood as a place to live	89%	43	257	Similar
Ashland as a place to raise children	91%	60	326	Higher
Ashland as a place to retire	88%	7	308	Much higher
Overall appearance of Ashland	92%	22	306	Higher

Table 68: Community Characteristics by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark	
Safety	Overall feeling of safety in Ashland	90%	56	172	Similar	
	In your neighborhood during the day	98%	10	299	Similar	
	In Ashland's downtown/commercial area during the day	93%	86	253	Similar	
Mobility	Overall ease of getting to the places you usually have to visit	82%	27	83	Similar	
	Availability of paths and walking trails	92%	7	253	Much higher	
	Ease of walking in Ashland	92%	6	244	Much higher	
	Ease of travel by bicycle in Ashland	71%	38	253	Higher	
	Ease of travel by public transportation in Ashland	42%	49	90	Similar	
	Ease of travel by car in Ashland	64%	129	249	Similar	
	Ease of public parking	26%	60	65	Lower	
Natural Environment	Traffic flow on major streets	60%	90	289	Similar	
	Quality of overall natural environment in Ashland	96%	3	232	Much higher	
	Cleanliness of Ashland	90%	43	222	Higher	
Built Environment	Air quality	83%	51	211	Similar	
	Overall "built environment" of Ashland (including overall design, buildings, parks and transportation systems)	78%	14	79	Higher	
	Overall quality of new development in Ashland	59%	109	239	Similar	
	Availability of affordable quality housing	15%	241	253	Much lower	
	Variety of housing options	38%	201	226	Lower	
	Public places where people want to spend time	85%	9	75	Higher	
	Economy	Overall economic health of Ashland	64%	45	83	Similar
Vibrant downtown/commercial area		86%	4	74	Much higher	
Overall quality of business and service establishments in Ashland		77%	44	222	Similar	
Cost of living in Ashland		21%	71	80	Lower	
Shopping opportunities		58%	105	245	Similar	
Employment opportunities		9%	230	263	Lower	
Ashland as a place to visit		96%	3	93	Much higher	
Ashland as a place to work		50%	184	303	Similar	
Recreation and Wellness		Health and wellness opportunities in Ashland	83%	11	79	Higher
		Availability of affordable quality mental health care	47%	41	71	Similar
	Availability of preventive health services	70%	54	184	Similar	
	Availability of affordable quality health care	64%	72	217	Similar	
	Availability of affordable quality food	73%	34	184	Similar	
	Recreational opportunities	93%	4	256	Much higher	
Education and	Fitness opportunities (including exercise classes and paths or trails, etc.)	90%	2	78	Higher	
	Overall opportunities for education and enrichment	89%	10	78	Higher	

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		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Enrichment	Opportunities to participate in religious or spiritual events and activities	93%	1	174	Higher
	Opportunities to attend cultural/arts/music activities	94%	1	247	Much higher
	Adult educational opportunities	84%	4	73	Higher
	K-12 education	90%	23	216	Higher
	Availability of affordable quality child care/preschool	54%	72	216	Similar
Community Engagement	Opportunities to participate in social events and activities	85%	7	209	Higher
	Neighborliness of Ashland	77%	6	76	Higher
	Openness and acceptance of the community toward people of diverse backgrounds	71%	41	242	Similar
	Opportunities to participate in community matters	87%	1	223	Higher
	Opportunities to volunteer	93%	1	220	Much higher

Table 69: Governance General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Services provided by the City of Ashland	86%	63	374	Similar
Overall customer service by Ashland employees (police, receptionists, planners, etc.)	84%	81	313	Similar
Value of services for the taxes paid to Ashland	59%	112	349	Similar
Overall direction that Ashland is taking	59%	145	274	Similar
Job Ashland government does at welcoming citizen involvement	62%	45	262	Similar
Overall confidence in Ashland government	55%	36	81	Similar
Generally acting in the best interest of the community	58%	29	79	Similar
Being honest	62%	29	79	Similar
Treating all residents fairly	56%	34	79	Similar
Services provided by the Federal Government	40%	75	208	Similar

Table 70: Governance by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Police/Sheriff services	73%	259	370	Similar
	Fire services	94%	88	305	Similar
	Ambulance or emergency medical services	94%	66	296	Similar
	Crime prevention	74%	114	299	Similar
	Fire prevention and education	86%	62	246	Similar
	Animal control	62%	150	280	Similar
	Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	72%	74	238	Similar
Mobility	Traffic enforcement	64%	169	324	Similar
	Street repair	56%	155	372	Similar
	Street cleaning	72%	69	261	Similar
	Street lighting	60%	158	263	Similar
	Snow removal	46%	223	252	Lower
	Sidewalk maintenance	51%	164	264	Similar
	Traffic signal timing	64%	43	210	Similar
Natural Environment	Bus or transit services	55%	93	182	Similar
	Garbage collection	87%	115	299	Similar
	Recycling	86%	93	308	Similar
	Yard waste pick-up	81%	78	222	Similar

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		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
	Drinking water	85%	38	284	Higher
	Preservation of natural areas such as open space, farmlands and greenbelts	78%	20	217	Higher
	Ashland open space	75%	22	85	Similar
Built Environment	Storm drainage	72%	107	308	Similar
	Sewer services	91%	25	272	Similar
	Power (electric and/or gas) utility	85%	17	127	Similar
	Utility billing	80%	13	76	Similar
	Land use, planning and zoning	61%	44	248	Similar
	Code enforcement (weeds, abandoned buildings, etc.)	62%	96	310	Similar
	Cable television	59%	72	166	Similar
Economy	Economic development	45%	145	238	Similar
Recreation and Wellness	City parks	98%	3	272	Higher
	Recreation programs or classes	90%	12	278	Higher
	Recreation centers or facilities	86%	37	228	Higher
	Health services	71%	62	163	Similar
Education and Enrichment	City-sponsored special events	80%	14	89	Similar
	Public library services	89%	78	287	Similar
Community Engagement	Public information services	77%	54	241	Similar

Table 71: Participation General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Sense of community	77%	28	258	Higher
Recommend living in Ashland to someone who asks	90%	94	231	Similar
Remain in Ashland for the next five years	84%	125	229	Similar
Contacted Ashland (in-person, phone, email or web) for help or information	56%	42	271	Similar

Table 72: Participation by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Stocked supplies in preparation for an emergency	35%	40	72	Similar
	Did NOT report a crime to the police	80%	36	80	Similar
	Household member was NOT a victim of a crime	88%	125	230	Similar
Mobility	Used public transportation instead of driving	24%	35	64	Similar
	Carpooled with other adults or children instead of driving alone	63%	2	77	Higher
	Walked or biked instead of driving	89%	3	78	Much higher
Natural Environment	Made efforts to conserve water	95%	3	73	Higher
	Made efforts to make your home more energy efficient	76%	50	74	Similar
	Recycle at home	97%	18	215	Higher
Built Environment	Did NOT observe a code violation or other hazard in Ashland	51%	40	74	Similar
	NOT experiencing housing costs stress	53%	194	211	Lower
Economy	Purchase goods or services from a business located in Ashland	98%	31	75	Similar
	Economy will have positive impact on income	25%	80	214	Similar
	Work inside boundaries of Ashland	57%	18	75	Higher

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		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Recreation and Wellness	Used Ashland recreation centers or their services	69%	22	192	Higher
	Visited a neighborhood park or City park	97%	3	226	Higher
	Eat at least 5 portions of fruits and vegetables a day	87%	21	74	Similar
	Participate in moderate or vigorous physical activity	91%	5	74	Similar
	In very good to excellent health	76%	18	75	Similar
Education and Enrichment	Used Ashland public libraries or their services	72%	74	199	Similar
	Participated in religious or spiritual activities in Ashland	42%	124	170	Similar
	Attended City-sponsored event	70%	7	75	Higher
Community Engagement	Campaigned or advocated for an issue, cause or candidate	39%	1	72	Higher
	Contacted Ashland elected officials (in-person, phone, email or web) to express your opinion	20%	24	75	Similar
	Volunteered your time to some group/activity in Ashland	61%	13	221	Higher
	Participated in a club	42%	13	194	Higher
	Talked to or visited with your immediate neighbors	93%	29	75	Similar
	Done a favor for a neighbor	82%	38	73	Similar
	Attended a local public meeting	26%	67	221	Similar
	Watched (online or on television) a local public meeting	33%	80	178	Similar
	Read or watch local news (via television, paper, computer, etc.)	77%	71	74	Lower
	Vote in local elections	93%	5	213	Higher

Communities included in national comparisons

The communities included in Ashland’s comparisons are listed on the following pages along with their population according to the 2010 Census.

Abilene city, KS.....	6,844	Austin city, TX	790,390
Adams County, CO.....	441,603	Bainbridge Island city, WA.....	23,025
Airway Heights city, WA	6,114	Baltimore city, MD.....	620,961
Albany city, OR	50,158	Baltimore County, MD	805,029
Albemarle County, VA.....	98,970	Battle Creek city, MI.....	52,347
Albert Lea city, MN.....	18,016	Bay City city, MI.....	34,932
Algonquin village, IL.....	30,046	Baytown city, TX.....	71,802
Aliso Viejo city, CA	47,823	Bedford city, TX.....	46,979
Altoona city, IA	14,541	Bedford town, MA	13,320
Ames city, IA	58,965	Bellevue city, WA	122,363
Andover CDP, MA.....	8,762	Bellingham city, WA	80,885
Ankeny city, IA	45,582	Beltrami County, MN	44,442
Ann Arbor city, MI.....	113,934	Benbrook city, TX.....	21,234
Annapolis city, MD	38,394	Bend city, OR.....	76,639
Apple Valley town, CA	69,135	Benicia city, CA	26,997
Arapahoe County, CO.....	572,003	Bettendorf city, IA.....	33,217
Arkansas City city, AR.....	366	Billings city, MT.....	104,170
Arlington city, TX	365,438	Blaine city, MN.....	57,186
Arlington County, VA	207,627	Bloomfield Hills city, MI	3,869
Arvada city, CO.....	106,433	Bloomington city, IL	76,610
Ashland city, OR	20,078	Bloomington city, MN	82,893
Ashland town, VA.....	7,225	Blue Springs city, MO	52,575
Aspen city, CO	6,658	Boise City city, ID	205,671
Auburn city, AL	53,380	Boonville city, MO	8,319
Auburn city, WA.....	70,180	Boulder city, CO.....	97,385
Aurora city, CO	325,078	Boulder County, CO.....	294,567

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Bowling Green city, KY	58,067	Dallas city, TX	1,197,816
Brentwood city, MO	8,055	Dardenne Prairie city, MO	11,494
Brentwood city, TN	37,060	Davenport city, IA	99,685
Brighton city, CO	33,352	Davidson town, NC	10,944
Bristol city, TN	26,702	Decatur city, GA	19,335
Broken Arrow city, OK	98,850	Delray Beach city, FL	60,522
Brookfield city, WI	37,920	Denison city, TX	22,682
Brookline CDP, MA	58,732	Denver city, CO	600,158
Brookline town, NH	4,991	Derby city, KS	22,158
Broomfield city, CO	55,889	Des Moines city, IA	203,433
Brownsburg town, IN	21,285	Des Peres city, MO	8,373
Bryan city, TX	76,201	Destin city, FL	12,305
Burien city, WA	33,313	Dewey-Humboldt town, AZ	3,894
Burleson city, TX	36,690	Dorchester County, MD	32,618
Cabarrus County, NC	178,011	Dothan city, AL	65,496
Cambridge city, MA	105,162	Douglas County, CO	285,465
Canton city, SD	3,057	Dover city, NH	29,987
Cape Coral city, FL	154,305	Dublin city, OH	41,751
Cape Girardeau city, MO	37,941	Duluth city, MN	86,265
Carlisle borough, PA	18,682	Duncanville city, TX	38,524
Carlsbad city, CA	105,328	Durham city, NC	228,330
Cartersville city, GA	19,731	East Baton Rouge Parish, LA	440,171
Cary town, NC	135,234	East Grand Forks city, MN	8,601
Casa Grande city, AZ	48,571	East Lansing city, MI	48,579
Casper city, WY	55,316	Eau Claire city, WI	65,883
Castine town, ME	1,366	Eden Prairie city, MN	60,797
Castle Pines North city, CO	10,360	Edgerton city, KS	1,671
Castle Rock town, CO	48,231	Edina city, MN	47,941
Cedar Falls city, IA	39,260	Edmonds city, WA	39,709
Cedar Rapids city, IA	126,326	El Cerrito city, CA	23,549
Centennial city, CO	100,377	El Dorado County, CA	181,058
Centralia city, IL	13,032	El Paso city, TX	649,121
Chambersburg borough, PA	20,268	Elk Grove city, CA	153,015
Chandler city, AZ	236,123	Elk River city, MN	22,974
Chanhassen city, MN	22,952	Elko New Market city, MN	4,110
Chapel Hill town, NC	57,233	Elmhurst city, IL	44,121
Charlotte city, NC	731,424	Encinitas city, CA	59,518
Charlotte County, FL	159,978	Englewood city, CO	30,255
Charlottesville city, VA	43,475	Erie town, CO	18,135
Chesterfield County, VA	316,236	Escambia County, FL	297,619
Chippewa Falls city, WI	13,661	Estes Park town, CO	5,858
Citrus Heights city, CA	83,301	Fairview town, TX	7,248
Clackamas County, OR	375,992	Farmington Hills city, MI	79,740
Clarendon Hills village, IL	8,427	Fayetteville city, NC	200,564
Clayton city, MO	15,939	Fishers town, IN	76,794
Clearwater city, FL	107,685	Flagstaff city, AZ	65,870
Cleveland Heights city, OH	46,121	Flower Mound town, TX	64,669
Clive city, IA	15,447	Flushing city, MI	8,389
Clovis city, CA	95,631	Forest Grove city, OR	21,083
College Park city, MD	30,413	Fort Collins city, CO	143,986
College Station city, TX	93,857	Fort Smith city, AR	86,209
Colleyville city, TX	22,807	Fort Worth city, TX	741,206
Collinsville city, IL	25,579	Fountain Hills town, AZ	22,489
Columbia city, MO	108,500	Franklin city, TN	62,487
Columbus city, WI	4,991	Fredericksburg city, VA	24,286
Commerce City city, CO	45,913	Freeport CDP, ME	1,485
Concord city, CA	122,067	Freeport city, IL	25,638
Concord town, MA	17,668	Fremont city, CA	214,089
Conyers city, GA	15,195	Friendswood city, TX	35,805
Cookeville city, TN	30,435	Fruita city, CO	12,646
Coon Rapids city, MN	61,476	Gahanna city, OH	33,248
Cooper City city, FL	28,547	Gainesville city, FL	124,354
Coronado city, CA	18,912	Gaithersburg city, MD	59,933
Corvallis city, OR	54,462	Galveston city, TX	47,743
Creve Coeur city, MO	17,833	Garden City city, KS	26,658
Cross Roads town, TX	1,563	Gardner city, KS	19,123
Crystal Lake city, IL	40,743	Geneva city, NY	13,261
Dade City city, FL	6,437	Georgetown city, TX	47,400
Dakota County, MN	398,552	Gilbert town, AZ	208,453
Dallas city, OR	14,583	Gillette city, WY	29,087

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Globe city, AZ	7,532	La Vista city, NE	15,758
Golden Valley city, MN	20,371	Lafayette city, CO	24,453
Goodyear city, AZ	65,275	Laguna Beach city, CA	22,723
Grafton village, WI	11,459	Laguna Hills city, CA	30,344
Grand Blanc city, MI	8,276	Laguna Niguel city, CA	62,979
Grand Island city, NE	48,520	Lake Oswego city, OR	36,619
Grass Valley city, CA	12,860	Lake Zurich village, IL	19,631
Greeley city, CO	92,889	Lakeville city, MN	55,954
Green Valley CDP, AZ	21,391	Lakewood city, CO	142,980
Greenwood Village city, CO	13,925	Lane County, OR	351,715
Greer city, SC	25,515	Larimer County, CO	299,630
Guilford County, NC	488,406	Las Cruces city, NM	97,618
Gunnison County, CO	15,324	Las Vegas city, NV	583,756
Gurnee village, IL	31,295	Lawrence city, KS	87,643
Hailey city, ID	7,960	League City city, TX	83,560
Haines Borough, AK	2,508	Lee County, FL	618,754
Hallandale Beach city, FL	37,113	Lee's Summit city, MO	91,364
Hamilton city, OH	62,477	Lehi city, UT	47,407
Hampton city, VA	137,436	Lenexa city, KS	48,190
Hanover County, VA	99,863	Lewis County, NY	27,087
Harrisonburg city, VA	48,914	Lewiston city, ME	36,592
Harrisonville city, MO	10,019	Lincoln city, NE	258,379
Hayward city, CA	144,186	Lindsborg city, KS	3,458
Henderson city, NV	257,729	Littleton city, CO	41,737
Hermiston city, OR	16,745	Livermore city, CA	80,968
High Point city, NC	104,371	Lone Tree city, CO	10,218
Highland Park city, IL	29,763	Longmont city, CO	86,270
Highlands Ranch CDP, CO	96,713	Longview city, TX	80,455
Hillsborough town, NC	6,087	Los Alamos County, NM	17,950
Holden town, MA	17,346	Louisville city, CO	18,376
Holland city, MI	33,051	Lynchburg city, VA	75,568
Honolulu County, HI	953,207	Lynnwood city, WA	35,836
Hooksett town, NH	13,451	Madison city, WI	233,209
Hopkins city, MN	17,591	Mankato city, MN	39,309
Hopkinton town, MA	14,925	Maple Grove city, MN	61,567
Hoquiam city, WA	8,726	Maple Valley city, WA	22,684
Houston city, TX	2,099,451	Maricopa County, AZ	3,817,117
Hudson city, OH	22,262	Marin County, CA	252,409
Hudson town, CO	2,356	Maryland Heights city, MO	27,472
Hudsonville city, MI	7,116	Matthews town, NC	27,198
Huntersville town, NC	46,773	McAllen city, TX	129,877
Hurst city, TX	37,337	McDonough city, GA	22,084
Hutchinson city, MN	14,178	McKinney city, TX	131,117
Hutto city, TX	14,698	McMinnville city, OR	32,187
Hyattsville city, MD	17,557	Mecklenburg County, NC	919,628
Independence city, MO	116,830	Medford city, OR	74,907
Indian Trail town, NC	33,518	Menlo Park city, CA	32,026
Indianola city, IA	14,782	Mercer Island city, WA	22,699
Iowa City city, IA	67,862	Meridian charter township, MI	39,688
Jackson County, MI	160,248	Meridian city, ID	75,092
James City County, VA	67,009	Merriam city, KS	11,003
Jefferson City city, MO	43,079	Merrill city, WI	9,661
Jefferson County, CO	534,543	Mesa city, AZ	439,041
Jefferson County, NY	116,229	Mesa County, CO	146,723
Jerome city, ID	10,890	Miami Beach city, FL	87,779
Johnson City city, TN	63,152	Miami city, FL	399,457
Johnson County, KS	544,179	Midland city, MI	41,863
Johnston city, IA	17,278	Milford city, DE	9,559
Jupiter town, FL	55,156	Milton city, GA	32,661
Kalamazoo city, MI	74,262	Minneapolis city, MN	382,578
Kansas City city, KS	145,786	Mission Viejo city, CA	93,305
Kansas City city, MO	459,787	Modesto city, CA	201,165
Keizer city, OR	36,478	Monterey city, CA	27,810
Kenmore city, WA	20,460	Montgomery County, MD	971,777
Kennedale city, TX	6,763	Montgomery County, VA	94,392
Kennett Square borough, PA	6,072	Montpelier city, VT	7,855
Kirkland city, WA	48,787	Monument town, CO	5,530
La Mesa city, CA	57,065	Mooreville town, NC	32,711
La Plata town, MD	8,753	Morristown city, TN	29,137
La Porte city, TX	33,800	Moscow city, ID	23,800

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Mountain Village town, CO.....	1,320	Port St. Lucie city, FL.....	164,603
Mountlake Terrace city, WA.....	19,909	Portland city, OR.....	583,776
Munster town, IN.....	23,603	Post Falls city, ID.....	27,574
Muscataine city, IA.....	22,886	Prince William County, VA.....	402,002
Naperville city, IL.....	141,853	Prior Lake city, MN.....	22,796
Needham CDP, MA.....	28,886	Provo city, UT.....	112,488
New Braunfels city, TX.....	57,740	Pueblo city, CO.....	106,595
New Brighton city, MN.....	21,456	Purcellville town, VA.....	7,727
New Hanover County, NC.....	202,667	Queen Creek town, AZ.....	26,361
New Orleans city, LA.....	343,829	Radford city, VA.....	16,408
New Smyrna Beach city, FL.....	22,464	Radnor township, PA.....	31,531
Newberg city, OR.....	22,068	Ramsey city, MN.....	23,668
Newport Beach city, CA.....	85,186	Rapid City city, SD.....	67,956
Newport city, RI.....	24,672	Raymore city, MO.....	19,206
Newport News city, VA.....	180,719	Redmond city, WA.....	54,144
Newton city, IA.....	15,254	Rehoboth Beach city, DE.....	1,327
Noblesville city, IN.....	51,969	Reno city, NV.....	225,221
Nogales city, AZ.....	20,837	Reston CDP, VA.....	58,404
Norfolk city, VA.....	242,803	Richmond city, CA.....	103,701
Norman city, OK.....	110,925	Richmond Heights city, MO.....	8,603
North Las Vegas city, NV.....	216,961	Rifle city, CO.....	9,172
Northglenn city, CO.....	35,789	River Falls city, WI.....	15,000
Novato city, CA.....	51,904	Riverdale city, UT.....	8,426
Novi city, MI.....	55,224	Riverside city, CA.....	303,871
O'Fallon city, IL.....	28,281	Riverside city, MO.....	2,937
O'Fallon city, MO.....	79,329	Rochester city, MI.....	12,711
Oak Park village, IL.....	51,878	Rochester Hills city, MI.....	70,995
Oakland Park city, FL.....	41,363	Rock Hill city, SC.....	66,154
Oakley city, CA.....	35,432	Rockford city, IL.....	152,871
Ogdensburg city, NY.....	11,128	Rockville city, MD.....	61,209
Oklahoma City city, OK.....	579,999	Rogers city, MN.....	8,597
Olathe city, KS.....	125,872	Rolla city, MO.....	19,559
Old Town city, ME.....	7,840	Roselle village, IL.....	22,763
Olmsted County, MN.....	144,248	Roswell city, GA.....	88,346
Orland Park village, IL.....	56,767	Round Rock city, TX.....	99,887
Oshkosh city, WI.....	66,083	Royal Oak city, MI.....	57,236
Otsego County, MI.....	24,164	Saco city, ME.....	18,482
Overland Park city, KS.....	173,372	Sahuarita town, AZ.....	25,259
Oviedo city, FL.....	33,342	Salida city, CO.....	5,236
Paducah city, KY.....	25,024	Salt Lake City city, UT.....	186,440
Palm Coast city, FL.....	75,180	Sammamish city, WA.....	45,780
Palm Springs city, CA.....	44,552	San Anselmo town, CA.....	12,336
Palo Alto city, CA.....	64,403	San Antonio city, TX.....	1,327,407
Panama City city, FL.....	36,484	San Carlos city, CA.....	28,406
Papillion city, NE.....	18,894	San Diego city, CA.....	1,307,402
Park City city, UT.....	7,558	San Francisco city, CA.....	805,235
Parker town, CO.....	45,297	San Jose city, CA.....	945,942
Parkland city, FL.....	23,962	San Juan County, NM.....	130,044
Pasadena city, CA.....	137,122	San Marcos city, CA.....	83,781
Pasco city, WA.....	59,781	San Marcos city, TX.....	44,894
Pasco County, FL.....	464,697	San Rafael city, CA.....	57,713
Peachtree City city, GA.....	34,364	Sandy Springs city, GA.....	93,853
Pearland city, TX.....	91,252	Sanford city, FL.....	53,570
Peoria city, AZ.....	154,065	Sangamon County, IL.....	197,465
Peoria city, IL.....	115,007	Santa Clarita city, CA.....	176,320
Peoria County, IL.....	186,494	Santa Fe County, NM.....	144,170
Peters township, PA.....	21,213	Santa Monica city, CA.....	89,736
Petoskey city, MI.....	5,670	Sarasota County, FL.....	379,448
Pflugerville city, TX.....	46,936	Savage city, MN.....	26,911
Phoenix city, AZ.....	1,445,632	Savannah city, GA.....	136,286
Pinal County, AZ.....	375,770	Scarborough CDP, ME.....	4,403
Pinehurst village, NC.....	13,124	Schaumburg village, IL.....	74,227
Piqua city, OH.....	20,522	Scott County, MN.....	129,928
Pitkin County, CO.....	17,148	Scottsdale city, AZ.....	217,385
Platte City city, MO.....	4,691	Seaside city, CA.....	33,025
Plymouth city, MN.....	70,576	SeaTac city, WA.....	26,909
Pocatello city, ID.....	54,255	Sevierville city, TN.....	14,807
Polk County, IA.....	430,640	Sheboygan city, WI.....	49,288
Port Huron city, MI.....	30,184	Shoreview city, MN.....	25,043
Port Orange city, FL.....	56,048	Shorewood city, MN.....	7,307

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Shorewood village, IL.....	15,615	Umatilla city, OR.....	6,906
Shorewood village, WI.....	13,162	Upper Arlington city, OH.....	33,771
Sioux Center city, IA.....	7,048	Urbandale city, IA.....	39,463
Sioux Falls city, SD.....	153,888	Vail town, CO.....	5,305
Skokie village, IL.....	64,784	Vancouver city, WA.....	161,791
Snellville city, GA.....	18,242	Ventura CCD, CA.....	111,889
South Kingstown town, RI.....	30,639	Vestavia Hills city, AL.....	34,033
South Lake Tahoe city, CA.....	21,403	Virginia Beach city, VA.....	437,994
South Portland city, ME.....	25,002	Wake Forest town, NC.....	30,117
Southborough town, MA.....	9,767	Walnut Creek city, CA.....	64,173
Southlake city, TX.....	26,575	Washington County, MN.....	238,136
Sparks city, NV.....	90,264	Washoe County, NV.....	421,407
Spokane Valley city, WA.....	89,755	Watauga city, TX.....	23,497
Spring Hill city, KS.....	5,437	Wauwatosa city, WI.....	46,396
Springboro city, OH.....	17,409	Waverly city, IA.....	9,874
Springfield city, MO.....	159,498	Weddington town, NC.....	9,459
Springfield city, OR.....	59,403	Wentzville city, MO.....	29,070
Springville city, UT.....	29,466	West Carrollton city, OH.....	13,143
St. Charles city, IL.....	32,974	West Chester borough, PA.....	18,461
St. Cloud city, FL.....	35,183	West Des Moines city, IA.....	56,609
St. Cloud city, MN.....	65,842	West Richland city, WA.....	11,811
St. Joseph city, MO.....	76,780	Westerville city, OH.....	36,120
St. Louis County, MN.....	200,226	Westlake town, TX.....	992
St. Louis Park city, MN.....	45,250	Westminster city, CO.....	106,114
Stallings town, NC.....	13,831	Weston town, MA.....	11,261
State College borough, PA.....	42,034	Wheat Ridge city, CO.....	30,166
Sterling Heights city, MI.....	129,699	White House city, TN.....	10,255
Sugar Grove village, IL.....	8,997	Whitewater township, MI.....	2,597
Sugar Land city, TX.....	78,817	Wichita city, KS.....	382,368
Summit city, NJ.....	21,457	Williamsburg city, VA.....	14,068
Summit County, UT.....	36,324	Wilmington city, NC.....	106,476
Sunnyvale city, CA.....	140,081	Wilsonville city, OR.....	19,509
Surprise city, AZ.....	117,517	Winchester city, VA.....	26,203
Suwanee city, GA.....	15,355	Windsor town, CO.....	18,644
Tacoma city, WA.....	198,397	Windsor town, CT.....	29,044
Takoma Park city, MD.....	16,715	Winnetka village, IL.....	12,187
Tamarac city, FL.....	60,427	Winston-Salem city, NC.....	229,617
Temecula city, CA.....	100,097	Winter Garden city, FL.....	34,568
Temple city, TX.....	66,102	Woodland city, CA.....	55,468
The Woodlands CDP, TX.....	93,847	Woodland city, WA.....	5,509
Thornton city, CO.....	118,772	Wrentham town, MA.....	10,955
Thousand Oaks city, CA.....	126,683	Wyandotte city, MI.....	25,883
Tualatin city, OR.....	26,054	Yakima city, WA.....	91,067
Tulsa city, OK.....	391,906	York County, VA.....	65,464
Twin Falls city, ID.....	44,125	Yuma city, AZ.....	93,064
Tyler city, TX.....	96,900		

University Communities with Populations from 10,000 to 40,000 Benchmark Comparisons

Table 73: Community Characteristics General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
The overall quality of life in Ashland	92%	4	19	Similar
Overall image or reputation of Ashland	91%	3	15	Higher
Ashland as a place to live	93%	4	15	Similar
Your neighborhood as a place to live	89%	4	14	Similar
Ashland as a place to raise children	91%	4	17	Higher
Ashland as a place to retire	88%	2	15	Higher
Overall appearance of Ashland	92%	3	16	Higher

The National Citizen Survey™

Table 74: Community Characteristics by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Overall feeling of safety in Ashland	90%	5	7	Similar
	In your neighborhood during the day	98%	1	17	Similar
	In Ashland's downtown/commercial area during the day	93%	8	15	Similar
Mobility	Overall ease of getting to the places you usually have to visit	82%	3	6	Similar
	Availability of paths and walking trails	92%	1	14	Much higher
	Ease of walking in Ashland	92%	1	15	Higher
	Ease of travel by bicycle in Ashland	71%	2	15	Higher
	Ease of travel by public transportation in Ashland	42%	5	7	Similar
	Ease of travel by car in Ashland	64%	8	15	Similar
	Ease of public parking	26%	NA	NA	NA
	Traffic flow on major streets	60%	5	15	Similar
Natural Environment	Quality of overall natural environment in Ashland	96%	1	14	Higher
	Cleanliness of Ashland	90%	4	14	Higher
	Air quality	83%	4	14	Similar
Built Environment	Overall "built environment" of Ashland (including overall design, buildings, parks and transportation systems)	78%	4	6	Similar
	Overall quality of new development in Ashland	59%	7	14	Similar
	Availability of affordable quality housing	15%	16	17	Lower
	Variety of housing options	38%	12	14	Similar
	Public places where people want to spend time	85%	4	6	Similar
Economy	Overall economic health of Ashland	64%	5	6	Similar
	Vibrant downtown/commercial area	86%	2	6	Higher
	Overall quality of business and service establishments in Ashland	77%	6	14	Similar
	Cost of living in Ashland	21%	6	6	Lower
	Shopping opportunities	58%	8	17	Similar
	Employment opportunities	9%	13	16	Lower
	Ashland as a place to visit	96%	1	6	Higher
	Ashland as a place to work	50%	9	14	Similar
Recreation and Wellness	Health and wellness opportunities in Ashland	83%	2	6	Similar
	Availability of affordable quality mental health care	47%	6	6	Lower
	Availability of preventive health services	70%	6	13	Similar
	Availability of affordable quality health care	64%	6	15	Similar
	Availability of affordable quality food	73%	4	13	Similar
	Recreational opportunities	93%	1	15	Much higher
Education and Enrichment	Fitness opportunities (including exercise classes and paths or trails, etc.)	90%	1	6	Higher
	Overall opportunities for education and enrichment	89%	2	6	Similar
	Opportunities to participate in religious or spiritual events and activities	93%	1	13	Higher
	Opportunities to attend cultural/arts/music activities	94%	1	17	Much higher
	Adult educational opportunities	84%	1	6	Higher
	K-12 education	90%	2	14	Higher
Community Engagement	Availability of affordable quality child care/preschool	54%	4	14	Similar
	Opportunities to participate in social events and activities	85%	3	14	Higher
	Neighborliness of Ashland	77%	3	6	Similar
	Openness and acceptance of the community toward people of diverse backgrounds	71%	4	16	Similar
	Opportunities to participate in community matters	87%	1	14	Higher

The National Citizen Survey™

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Opportunities to volunteer	93%	1	14	Higher

Table 75: Governance General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Services provided by the City of Ashland	86%	7	18	Similar
Overall customer service by Ashland employees (police, receptionists, planners, etc.)	84%	4	15	Similar
Value of services for the taxes paid to Ashland	59%	7	17	Similar
Overall direction that Ashland is taking	59%	8	15	Similar
Job Ashland government does at welcoming citizen involvement	62%	5	16	Similar
Overall confidence in Ashland government	55%	5	6	Similar
Generally acting in the best interest of the community	58%	5	6	Similar
Being honest	62%	5	6	Similar
Treating all residents fairly	56%	5	6	Similar
Services provided by the Federal Government	40%	9	14	Similar

Table 76: Governance by Facet

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark	
Safety	Police/Sheriff services	73%	16	18	Similar
	Fire services	94%	4	18	Similar
	Ambulance or emergency medical services	94%	4	17	Similar
	Crime prevention	74%	6	15	Similar
	Fire prevention and education	86%	5	15	Similar
	Animal control	62%	10	15	Similar
	Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	72%	7	14	Similar
Mobility	Traffic enforcement	64%	8	17	Similar
	Street repair	56%	9	22	Similar
	Street cleaning	72%	4	17	Similar
	Street lighting	60%	11	18	Similar
	Snow removal	46%	19	20	Lower
	Sidewalk maintenance	51%	11	16	Similar
	Traffic signal timing	64%	4	14	Similar
Natural Environment	Bus or transit services	55%	9	12	Similar
	Garbage collection	87%	8	20	Similar
	Recycling	86%	8	20	Similar
Built Environment	Yard waste pick-up	81%	6	15	Similar
	Drinking water	85%	2	14	Higher
	Preservation of natural areas such as open space, farmlands and greenbelts	78%	2	14	Higher
	Ashland open space	75%	2	6	Similar
	Storm drainage	72%	6	18	Similar
	Sewer services	91%	2	16	Similar
	Power (electric and/or gas) utility	85%	1	7	Similar
Built Environment	Utility billing	80%	3	5	Similar
	Land use, planning and zoning	61%	5	14	Similar
	Code enforcement (weeds, abandoned buildings, etc.)	62%	5	16	Similar
	Cable television	59%	3	10	Similar

The National Citizen Survey™

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Economy	Economic development	45%	11	16	Similar
Recreation and Wellness	City parks	98%	1	15	Higher
	Recreation programs or classes	90%	1	15	Higher
	Recreation centers or facilities	86%	3	15	Similar
	Health services	71%	5	10	Similar
Education and Enrichment	City-sponsored special events	80%	3	6	Similar
	Public library services	89%	4	15	Similar
Community Engagement	Public information services	77%	5	14	Similar

Table 77: Participation General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Sense of community	77%	4	16	Similar
Recommend living in Ashland to someone who asks	90%	5	14	Similar
Remain in Ashland for the next five years	84%	7	14	Similar
Contacted Ashland (in-person, phone, email or web) for help or information	56%	4	15	Similar

Table 78: Participation by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Stocked supplies in preparation for an emergency	35%	4	6	Similar
	Did NOT report a crime to the police	80%	4	6	Similar
	Household member was NOT a victim of a crime	88%	6	15	Similar
Mobility	Used public transportation instead of driving	24%	4	6	Similar
	Carpooled with other adults or children instead of driving alone	63%	1	6	Higher
	Walked or biked instead of driving	89%	1	6	Much higher
Natural Environment	Made efforts to conserve water	95%	1	6	Higher
	Made efforts to make your home more energy efficient	76%	4	6	Similar
	Recycle at home	97%	1	14	Higher
Built Environment	Did NOT observe a code violation or other hazard in Ashland	51%	5	6	Lower
	NOT experiencing housing costs stress	53%	13	14	Lower
Economy	Purchase goods or services from a business located in Ashland	98%	3	6	Similar
	Economy will have positive impact on income	25%	5	14	Similar
	Work inside boundaries of Ashland	57%	1	6	Much higher
Recreation and Wellness	Used Ashland recreation centers or their services	69%	2	13	Higher
	Visited a neighborhood park or City park	97%	1	14	Higher
	Eat at least 5 portions of fruits and vegetables a day	87%	3	6	Similar
	Participate in moderate or vigorous physical activity	91%	1	6	Similar
	In very good to excellent health	76%	3	6	Similar
Education and Enrichment	Used Ashland public libraries or their services	72%	5	13	Similar
	Participated in religious or spiritual activities in Ashland	42%	9	13	Similar
	Attended City-sponsored event	70%	3	6	Higher

The National Citizen Survey™

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Community Engagement	Campaigned or advocated for an issue, cause or candidate	39%	1	6	Higher
	Contacted Ashland elected officials (in-person, phone, email or web) to express your opinion	20%	3	6	Similar
	Volunteered your time to some group/activity in Ashland	61%	1	14	Higher
	Participated in a club	42%	1	14	Higher
	Talked to or visited with your immediate neighbors	93%	4	6	Similar
	Done a favor for a neighbor	82%	4	6	Similar
	Attended a local public meeting	26%	7	14	Similar
	Watched (online or on television) a local public meeting	33%	7	11	Similar
	Read or watch local news (via television, paper, computer, etc.)	77%	6	6	Similar
	Vote in local elections	93%	1	14	Higher

Communities included in University Communities with Populations from 10,000 to 40,000 comparisons
The communities included in Ashland’s custom comparisons are listed below along with their population according to the 2010 Census.

Annapolis city, MD	38,394	Monterey city, CA.....	27,810
Ashland city, OR	20,078	Moscow city, ID	23,800
Bristol city, TN	26,702	Newport city, RI.....	24,672
Cedar Falls city, IA	39,260	Radford city, VA.....	16,408
College Park city, MD	30,413	Rolla city, MO	19,559
Davidson town, NC.....	10,944	Takoma Park city, MD	16,715
Decatur city, GA.....	19,335	Urbandale city, IA	39,463
Dover city, NH	29,987	Wake Forest town, NC.....	30,117
Fredericksburg city, VA.....	24,286	West Chester borough, PA.....	18,461
Geneva city, NY	13,261	Westerville city, OH.....	36,120
Indianola city, IA	14,782	Williamsburg city, VA.....	14,068
Lynnwood city, WA	35,836		
Mankato city, MN	39,309		

Appendix C: Detailed Survey Methods

The National Citizen Survey (The NCS™) was developed to provide communities an accurate, affordable and easy way to assess and interpret resident opinion about important local topics. Standardization of common questions and survey methods provide the rigor to assure valid results, and each community has enough flexibility to construct a customized version of The NCS.

Results offer insight into residents' perspectives about the community as a whole, including local amenities, services, public trust, resident participation and other aspects of the community in order to support budgeting, land use and strategic planning and communication with residents. Resident demographic characteristics permit comparison to the Census as well as comparison of results for different subgroups of residents.

Survey Validity

The question of survey validity has two parts: 1) how can a community be confident that the results from those who completed the questionnaire are representative of the results that would have been obtained had the survey been administered to the entire population? and 2) how closely do the perspectives recorded on the survey reflect what residents really believe or do?

To answer the first question, the best survey research practices were used for the resources spent to ensure that the results from the survey respondents reflect the opinions of residents in the entire community. These practices include:

- Using a mail-out/mail-back methodology, which typically gets a higher response rate than phone for the same dollars spent. A higher response rate lessens the worry that those who did not respond are different than those who did respond.
- Selecting households at random within the community to receive the survey to ensure that the households selected to receive the survey are representative of the larger community.
- Over-sampling multi-family housing units to improve response from hard-to-reach, lower income or younger apartment dwellers.
- Selecting the respondent within the household using an unbiased sampling procedure; in this case, the "birthday method." The cover letter included an instruction requesting that the respondent in the household be the adult (18 years old or older) who most recently had a birthday, irrespective of year of birth.
- Contacting potential respondents three times to encourage response from people who may have different opinions or habits than those who would respond with only a single prompt.
- Inviting response in a compelling manner (using appropriate letterhead/logos and a signature of a visible leader) to appeal to recipients' sense of civic responsibility.
- Providing a pre-addressed, postage-paid return envelope.
- Offering the survey in Spanish or other language when requested by a given community.
- Weighting the results to reflect the demographics of the population.

The answer to the second question about how closely the perspectives recorded on the survey reflect what residents really believe or do is more complex. Resident responses to surveys are influenced by a variety of factors. For questions about service quality, residents' expectations for service quality play a role as well as the "objective" quality of the service provided, the way the resident perceives the entire community (that is, the context in which the service is provided), the scale on which the resident is asked to record his or her opinion and, of course, the opinion, itself, that a resident holds about the service. Similarly a resident's report of certain behaviors is colored by what he or she believes is the socially desirable response (e.g., reporting tolerant behaviors toward "oppressed groups," likelihood of voting for a tax increase for services to poor people, use of alternative modes of travel to work besides the single occupancy vehicle), his or her memory of the actual behavior (if it is not a question speculating about future actions, like a vote), his or her confidence that he or she can be honest without suffering any negative consequences (thus the need for anonymity) as well as the actual behavior itself.

How closely survey results come to recording the way a person really feels or behaves often is measured by the coincidence of reported behavior with observed current behavior (e.g., driving habits), reported intentions to behave with observed future behavior (e.g., voting choices) or reported opinions about current community quality with objective characteristics of the community (e.g., feelings of safety correlated with rates of crime). There is a

body of scientific literature that has investigated the relationship between reported behaviors and actual behaviors. Well-conducted surveys, by and large, do capture true respondent behaviors or intentions to act with great accuracy. Predictions of voting outcomes tend to be quite accurate using survey research, as do reported behaviors that are not about highly sensitive issues (e.g., family abuse or other illegal or morally sanctioned activities). For self-reports about highly sensitive issues, statistical adjustments can be made to correct for the respondents' tendency to report what they think the "correct" response should be.

Research on the correlation of resident opinion about service quality and "objective" ratings of service quality vary, with some showing stronger relationships than others. NRC's own research has demonstrated that residents who report the lowest ratings of street repair live in communities with objectively worse street conditions than those who report high ratings of street repair (based on road quality, delay in street repair, number of road repair employees). Similarly, the lowest rated fire services appear to be "objectively" worse than the highest rated fire services (expenditures per capita, response time, "professional" status of firefighters, breadth of services and training provided). Resident opinion commonly reflects objective performance data but is an important measure on its own. NRC principals have written, "If you collect trash three times a day but residents think that your trash haul is lousy, you still have a problem."

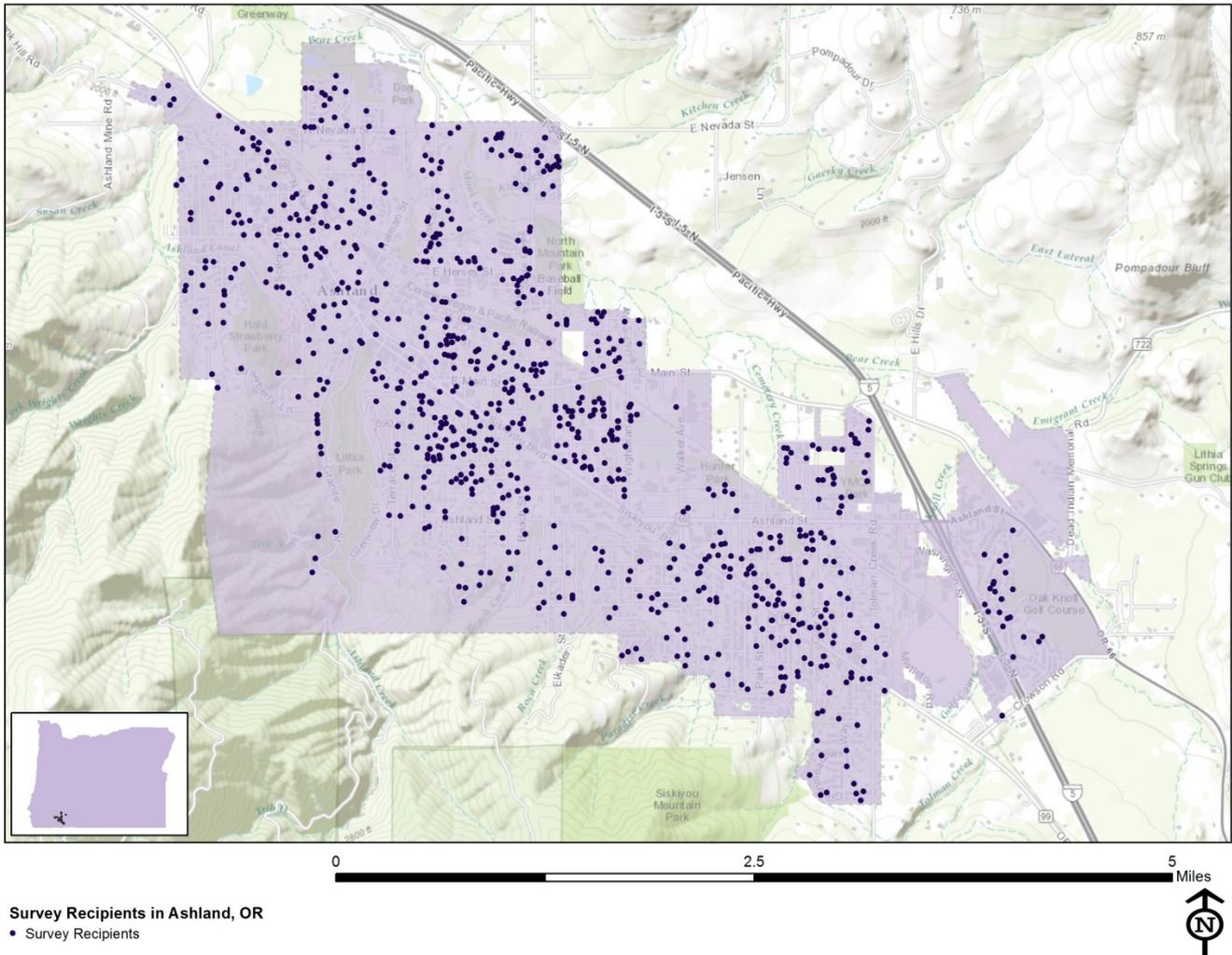
Survey Sampling

"Sampling" refers to the method by which households were chosen to receive the survey. All households within the City of Ashland were eligible to participate in the survey. A list of all households was represented by a United States Postal Service listing of housing units within the zip codes serving Ashland. Since some of the zip codes that serve the City of Ashland households may also serve addresses that lie outside of the community, the exact geographic location of each housing unit was compared to community boundaries using the most current municipal boundary file (updated on a quarterly basis) and addresses located outside of the City of Ashland boundaries were removed from consideration.

To choose the 1,200 survey recipients, a systematic sampling method was applied to the list of households previously screened for geographic location. Systematic sampling is a procedure whereby a complete list of all possible items is culled, selecting every *Nth* one until the appropriate amount of items is selected. Multi-family housing units were over sampled as residents of this type of housing typically respond at lower rates to surveys than do those in single-family housing units. Figure 1 displays a map of the households selected to receive the survey. In general, because of the random sampling techniques used, the displayed sampling density will closely mirror the overall housing unit density (which may be different from the population density). While the theory of probability assumes no bias in selection, there may be some minor variations in practice (meaning, an area with only 15% of the housing units might be sampled at an actual rate that is slightly above or below that).

An individual within each household was selected using the birthday method. The birthday method selects a person within the household by asking the "person whose birthday has most recently passed" to complete the questionnaire. The underlying assumption in this method is that day of birth has no relationship to the way people respond to surveys. This instruction was contained in the cover letter accompanying the questionnaire.

Figure 1: Location of Survey Recipients



Survey Administration and Response

Selected households received three mailings, one week apart, beginning in October 2014. The first mailing was a prenotification postcard announcing the upcoming survey. The next mailing contained a letter from the Mayor inviting the household to participate, a questionnaire and a postage-paid return envelope. The final mailing contained a reminder letter, another survey and a postage-paid return envelope. The second cover letter asked those who had not completed the survey to do so and those who had already done so to refrain from turning in another survey. Completed surveys were collected over the following eight weeks.

About 7% of the 1,200 surveys mailed were returned because the housing unit was vacant or the postal service was unable to deliver the survey as addressed. Of the remaining 1,116 households that received the survey, 397 completed the survey, providing an overall response rate of 36%; average response rates for a mailed resident survey range from 25% to 40%. Of the 397 completed surveys, 21 were completed online.

Confidence Intervals

It is customary to describe the precision of estimates made from surveys by a “level of confidence” and accompanying “confidence interval” (or margin of error). A traditional level of confidence, and the one used here,

is 95%. The 95% confidence interval can be any size and quantifies the sampling error or imprecision of the survey results because some residents' opinions are relied on to estimate all residents' opinions.¹

The margin of error for the City of Ashland survey is no greater than plus or minus five percentage points around any given percent reported for the entire sample (397 completed surveys).

For subgroups of responses, the margin of error increases because the sample size for the subgroup is smaller. For subgroups of approximately 100 respondents, the margin of error is plus or minus 10 percentage points.

Survey Processing (Data Entry)

Upon receipt, completed surveys were assigned a unique identification number. Additionally, each survey was reviewed and “cleaned” as necessary. For example, a question may have asked a respondent to pick two items out of a list of five, but the respondent checked three; in this case, NRC would use protocols to randomly choose two of the three selected items for inclusion in the dataset.

All surveys then were entered twice into an electronic dataset; any discrepancies were resolved in comparison to the original survey form. Range checks as well as other forms of quality control were also performed.

Survey Data Weighting

The demographic characteristics of the survey sample were compared to those found in the 2010 Census and American Community Survey estimates for adults in the City of Ashland. The primary objective of weighting survey data is to make the survey sample reflective of the larger population of the community. The characteristics used for weighting were housing type, housing tenure and sex and age. The results of the weighting scheme are presented in the following table.

Table 79: Ashland, OR 2014 Weighting Table

Characteristic	Population Norm	Unweighted Data	Weighted Data
Housing			
Rent home	48%	35%	46%
Own home	52%	65%	54%
Detached unit*	66%	63%	64%
Attached unit*	34%	37%	36%
Race and Ethnicity			
White	92%	93%	92%
Not white	8%	7%	8%
Not Hispanic	96%	98%	97%
Hispanic	4%	2%	3%
Sex and Age			
Female	54%	64%	57%
Male	46%	36%	43%
18-34 years of age (includes male & female)	28%	8%	25%
35-54 years of age (includes male & female)	28%	20%	29%
55+ years of age (includes male & female)	44%	71%	46%
Females 18-34	14%	5%	15%
Females 35-54	16%	13%	17%
Females 55+	24%	45%	26%
Males 18-34	14%	3%	10%
Males 35-54	12%	7%	13%
Males 55+	19%	27%	20%

*ACS 2011 5-year estimates

¹ A 95% confidence interval indicates that for every 100 random samples of this many residents, 95 of the confidence intervals created will include the “true” population response. This theory is applied in practice to mean that the “true” perspective of the target population lies within the confidence interval created for a single survey. For example, if 75% of residents rate a service as “excellent” or “good,” then the 4% margin of error (for the 95% confidence interval) indicates that the range of likely responses for the entire community is between 71% and 79%. This source of uncertainty is called sampling error. In addition to sampling error, other sources of error may affect any survey, including the non-response of residents with opinions different from survey responders. Though standardized on The NCS, on other surveys, differences in question wording, order, translation and data entry, as examples, can lead to somewhat varying results.

Survey Data Analysis and Reporting

The survey dataset was analyzed using the Statistical Package for the Social Sciences (SPSS). For the most part, the percentages presented in the reports represent the “percent positive.” The percent positive is the combination of the top two most positive response options (i.e., “excellent” and “good,” “very safe” and “somewhat safe,” “essential” and “very important,” etc.), or, in the case of resident behaviors/participation, the percent positive represents the proportion of respondents indicating “yes” or participating in an activity at least once a month.

On many of the questions in the survey respondents may answer “don’t know.” The proportion of respondents giving this reply is shown in the full set of responses included in Appendix A. However, these responses have been removed from the analyses presented in the reports. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

Appendix D: Survey Materials

Dear Ashland Resident,

It won't take much of your time to make a big difference!

Your household has been randomly selected to participate in a survey about your community. Your survey will arrive in a few days.

Thank you for helping create a better city!

Sincerely,



John Stromberg
Mayor

Dear Ashland Resident,

It won't take much of your time to make a big difference!

Your household has been randomly selected to participate in a survey about your community. Your survey will arrive in a few days.

Thank you for helping create a better city!

Sincerely,



John Stromberg
Mayor

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Your household has been randomly selected to participate in a survey about your community. Your survey will arrive in a few days.

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Dear Ashland Resident,

It won't take much of your time to make a big difference!

Your household has been randomly selected to participate in a survey about your community. Your survey will arrive in a few days.

Thank you for helping create a better city!

Sincerely,



John Stromberg
Mayor



City of Ashland
20 East Main Street
Ashland, OR 97520

Presorted
First Class Mail
US Postage
PAID
Boulder, CO
Permit NO. 94



City of Ashland
20 East Main Street
Ashland, OR 97520

Presorted
First Class Mail
US Postage
PAID
Boulder, CO
Permit NO. 94



City of Ashland
20 East Main Street
Ashland, OR 97520

Presorted
First Class Mail
US Postage
PAID
Boulder, CO
Permit NO. 94



City of Ashland
20 East Main Street
Ashland, OR 97520

Presorted
First Class Mail
US Postage
PAID
Boulder, CO
Permit NO. 94

October 2014

Dear City of Ashland Resident:

Please help us shape the future of Ashland! You have been selected at random to participate in the 2014 Ashland Citizen Survey.

Please take a few minutes to fill out the enclosed survey. Your participation in this survey is very important – especially since your household is one of only a small number of households being surveyed. Your feedback will help Ashland make decisions that affect our City.

A few things to remember:

- **Your responses are completely anonymous.**
- In order to hear from a diverse group of residents, the adult 18 years or older in your household who most recently had a birthday should complete this survey.
- **You may return the survey by mail in the enclosed postage-paid envelope, or you can complete the survey online at:**

www.n-r-c.com/survey/ashland2014.htm

If you have any questions about the survey please call 541-552-2106.

Thank you for your time and participation!

Sincerely,



John Stromberg
Mayor



October 2014

Dear City of Ashland Resident:

Here's a second chance if you haven't already responded to the 2014 Ashland Citizen Survey! **(If you completed it and sent it back, we thank you for your time and ask you to recycle this survey. Please do not respond twice.)**

Please help us shape the future of Ashland! You have been selected at random to participate in the 2014 Ashland Citizen Survey.

Please take a few minutes to fill out the enclosed survey. Your participation in this survey is very important – especially since your household is one of only a small number of households being surveyed. Your feedback will help Ashland make decisions that affect our City.

A few things to remember:

- **Your responses are completely anonymous.**
- In order to hear from a diverse group of residents, the adult 18 years or older in your household who most recently had a birthday should complete this survey.
- **You may return the survey by mail in the enclosed postage-paid envelope, or you can complete the survey online at:**

www.n-r-c.com/survey/ashland2014.htm

If you have any questions about the survey please call 541-552-2106.

Thank you for your time and participation!

Sincerely,



John Stromberg
Mayor



The City of Ashland 2014 Citizen Survey

Please complete this questionnaire if you are the adult (age 18 or older) in the household who most recently had a birthday. The adult's year of birth does not matter. Please select the response (by circling the number or checking the box) that most closely represents your opinion for each question. Your responses are anonymous and will be reported in group form only.

1. Please rate each of the following aspects of quality of life in Ashland:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Ashland as a place to live	1	2	3	4	5
Your neighborhood as a place to live.....	1	2	3	4	5
Ashland as a place to raise children	1	2	3	4	5
Ashland as a place to work.....	1	2	3	4	5
Ashland as a place to visit	1	2	3	4	5
Ashland as a place to retire	1	2	3	4	5
The overall quality of life in Ashland.....	1	2	3	4	5

2. Please rate each of the following characteristics as they relate to Ashland as a whole:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Overall feeling of safety in Ashland	1	2	3	4	5
Overall ease of getting to the places you usually have to visit.....	1	2	3	4	5
Quality of overall natural environment in Ashland	1	2	3	4	5
Overall "built environment" of Ashland (including overall design, buildings, parks and transportation systems)	1	2	3	4	5
Health and wellness opportunities in Ashland	1	2	3	4	5
Overall opportunities for education and enrichment.....	1	2	3	4	5
Overall economic health of Ashland.....	1	2	3	4	5
Sense of community.....	1	2	3	4	5
Overall image or reputation of Ashland	1	2	3	4	5

3. Please indicate how likely or unlikely you are to do each of the following:

	<i>Very likely</i>	<i>Somewhat likely</i>	<i>Somewhat unlikely</i>	<i>Very unlikely</i>	<i>Don't know</i>
Recommend living in Ashland to someone who asks	1	2	3	4	5
Remain in Ashland for the next five years	1	2	3	4	5

4. Please rate how safe or unsafe you feel:

	<i>Very safe</i>	<i>Somewhat safe</i>	<i>Neither safe nor unsafe</i>	<i>Somewhat unsafe</i>	<i>Very unsafe</i>	<i>Don't know</i>
In your neighborhood during the day.....	1	2	3	4	5	6
In Ashland's downtown/commercial area during the day ...	1	2	3	4	5	6

5. Please rate each of the following characteristics as they relate to Ashland as a whole:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Traffic flow on major streets	1	2	3	4	5
Ease of public parking.....	1	2	3	4	5
Ease of travel by car in Ashland.....	1	2	3	4	5
Ease of travel by public transportation in Ashland	1	2	3	4	5
Ease of travel by bicycle in Ashland.....	1	2	3	4	5
Ease of walking in Ashland	1	2	3	4	5
Availability of paths and walking trails	1	2	3	4	5
Air quality	1	2	3	4	5
Cleanliness of Ashland	1	2	3	4	5
Overall appearance of Ashland.....	1	2	3	4	5
Public places where people want to spend time	1	2	3	4	5
Variety of housing options	1	2	3	4	5
Availability of affordable quality housing	1	2	3	4	5
Fitness opportunities (including exercise classes and paths or trails, etc.)	1	2	3	4	5
Recreational opportunities.....	1	2	3	4	5
Availability of affordable quality food.....	1	2	3	4	5
Availability of affordable quality health care	1	2	3	4	5
Availability of preventive health services	1	2	3	4	5
Availability of affordable quality mental health care	1	2	3	4	5

6. Please rate each of the following characteristics as they relate to Ashland as a whole:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Availability of affordable quality child care/preschool.....	1	2	3	4	5
K-12 education.....	1	2	3	4	5
Adult educational opportunities.....	1	2	3	4	5
Opportunities to attend cultural/arts/music activities.....	1	2	3	4	5
Opportunities to participate in religious or spiritual events and activities.....	1	2	3	4	5
Employment opportunities.....	1	2	3	4	5
Shopping opportunities.....	1	2	3	4	5
Cost of living in Ashland.....	1	2	3	4	5
Overall quality of business and service establishments in Ashland.....	1	2	3	4	5
Vibrant downtown/commercial area.....	1	2	3	4	5
Overall quality of new development in Ashland.....	1	2	3	4	5
Opportunities to participate in social events and activities.....	1	2	3	4	5
Opportunities to volunteer.....	1	2	3	4	5
Opportunities to participate in community matters.....	1	2	3	4	5
Openness and acceptance of the community toward people of diverse backgrounds.....	1	2	3	4	5
Neighborliness of residents in Ashland.....	1	2	3	4	5

7. Please indicate whether or not you have done each of the following in the last 12 months.

	<i>No</i>	<i>Yes</i>
Made efforts to conserve water.....	1	2
Made efforts to make your home more energy efficient.....	1	2
Observed a code violation or other hazard in Ashland (weeds, abandoned buildings, etc.).....	1	2
Household member was a victim of a crime in Ashland.....	1	2
Reported a crime to the police in Ashland.....	1	2
Stocked supplies in preparation for an emergency.....	1	2
Campaigned or advocated for an issue, cause or candidate.....	1	2
Contacted the City of Ashland (in-person, phone, email or web) for help or information.....	1	2
Contacted Ashland elected officials (in-person, phone, email or web) to express your opinion.....	1	2

8. In the last 12 months, about how many times, if at all, have you or other household members done each of the following in Ashland?

	<i>2 times a week or more</i>	<i>2-4 times a month</i>	<i>Once a month or less</i>	<i>Not at all</i>
Used Ashland recreation centers or their services.....	1	2	3	4
Visited a neighborhood park or City park.....	1	2	3	4
Used Ashland public libraries or their services.....	1	2	3	4
Participated in religious or spiritual activities in Ashland.....	1	2	3	4
Attended a City-sponsored event.....	1	2	3	4
Used public transportation instead of driving.....	1	2	3	4
Carpooled with other adults or children instead of driving alone.....	1	2	3	4
Walked or biked instead of driving.....	1	2	3	4
Volunteered your time to some group/activity in Ashland.....	1	2	3	4
Participated in a club.....	1	2	3	4
Talked to or visited with your immediate neighbors.....	1	2	3	4
Done a favor for a neighbor.....	1	2	3	4

9. Thinking about local public meetings (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.), in the last 12 months, about how many times, if at all, have you or other household members attended or watched a local public meeting?

	<i>2 times a week or more</i>	<i>2-4 times a month</i>	<i>Once a month or less</i>	<i>Not at all</i>
Attended a local public meeting.....	1	2	3	4
Watched (online or on television) a local public meeting.....	1	2	3	4

The City of Ashland 2014 Citizen Survey

10. Please rate the quality of each of the following services in Ashland:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Police/Sheriff services.....	1	2	3	4	5
Fire services.....	1	2	3	4	5
Ambulance or emergency medical services	1	2	3	4	5
Crime prevention.....	1	2	3	4	5
Fire prevention and education.....	1	2	3	4	5
Traffic enforcement	1	2	3	4	5
Street repair	1	2	3	4	5
Street cleaning	1	2	3	4	5
Street lighting.....	1	2	3	4	5
Snow removal	1	2	3	4	5
Sidewalk maintenance	1	2	3	4	5
Traffic signal timing.....	1	2	3	4	5
Bus or transit services.....	1	2	3	4	5
Garbage collection.....	1	2	3	4	5
Recycling	1	2	3	4	5
Yard waste pick-up	1	2	3	4	5
Storm drainage	1	2	3	4	5
Drinking water.....	1	2	3	4	5
Sewer services	1	2	3	4	5
Power (electric and/or gas) utility.....	1	2	3	4	5
Utility billing.....	1	2	3	4	5
City parks.....	1	2	3	4	5
Recreation programs or classes.....	1	2	3	4	5
Recreation centers or facilities	1	2	3	4	5
Land use, planning and zoning.....	1	2	3	4	5
Code enforcement (weeds, abandoned buildings, etc.)	1	2	3	4	5
Animal control	1	2	3	4	5
Economic development	1	2	3	4	5
Health services	1	2	3	4	5
Public library services	1	2	3	4	5
Public information services	1	2	3	4	5
Cable television.....	1	2	3	4	5
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations).....	1	2	3	4	5
Preservation of natural areas such as open space, farmlands and greenbelts.....	1	2	3	4	5
Ashland open space	1	2	3	4	5
City-sponsored special events	1	2	3	4	5
Overall customer service by Ashland employees (police, receptionists, planners, etc.).....	1	2	3	4	5

11. Overall, how would you rate the quality of the services provided by each of the following?

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
The City of Ashland.....	1	2	3	4	5
The Federal Government	1	2	3	4	5

12. Please rate the following categories of Ashland government performance:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
The value of services for the taxes paid to Ashland	1	2	3	4	5
The overall direction that Ashland is taking	1	2	3	4	5
The job Ashland government does at welcoming citizen involvement.....	1	2	3	4	5
Overall confidence in Ashland government.....	1	2	3	4	5
Generally acting in the best interest of the community	1	2	3	4	5
Being honest.....	1	2	3	4	5
Treating all residents fairly	1	2	3	4	5

13. Please rate how important, if at all, you think it is for the Ashland community to focus on each of the following in the coming two years:

	<i>Essential</i>	<i>Very important</i>	<i>Somewhat important</i>	<i>Not at all important</i>
Overall feeling of safety in Ashland	1	2	3	4
Overall ease of getting to the places you usually have to visit.....	1	2	3	4
Quality of overall natural environment in Ashland	1	2	3	4
Overall “built environment” of Ashland (including overall design, buildings, parks and transportation systems)	1	2	3	4
Health and wellness opportunities in Ashland.....	1	2	3	4
Overall opportunities for education and enrichment.....	1	2	3	4
Overall economic health of Ashland.....	1	2	3	4
Sense of community.....	1	2	3	4

14. Please indicate the extent to which you support or oppose the City of Ashland focusing its economic development efforts in each of the following potential ways:

	<i>Strongly support</i>	<i>Somewhat support</i>	<i>Somewhat oppose</i>	<i>Strongly oppose</i>	<i>Don't know</i>
By building upon the existing tourism-based economy.....	1	2	3	4	5
By attracting and retaining high-tech businesses	1	2	3	4	5
By attracting new industrial development on its vacant industrial lands	1	2	3	4	5
By making it easier for businesses to grow and develop in Ashland.....	1	2	3	4	5
Through workforce development	1	2	3	4	5

15. City staff is researching ways to address the City’s facilities space needs, including possibilities for replacing City Hall. The City has run out of room in its existing building. Please indicate the extent to which you support or oppose the following options:

	<i>Strongly support</i>	<i>Somewhat support</i>	<i>Somewhat oppose</i>	<i>Strongly oppose</i>	<i>Don't know</i>
Ashland should address its space needs via the lowest cost option, regardless of location	1	2	3	4	5
City Hall should remain downtown, even if it is a more expensive option	1	2	3	4	5
Ashland should keep City Hall downtown only if it costs the same or is less expensive than other options.....	1	2	3	4	5

16. Please indicate how much of a source, if at all, you consider each of the following to be for obtaining information about the City government and its activities, events and services:

	<i>Major source</i>	<i>Minor source</i>	<i>Not a source</i>
City website (www.ashland.or.us).....	1	2	3
Local media outlets (newspapers, radio, local television stations)	1	2	3
The local government cable Channels 9, 180, 181	1	2	3
City newsletter in the utility bill	1	2	3
City Council meetings and other public meetings	1	2	3
Talking with City officials	1	2	3
City communications via social media (i.e. Facebook, Twitter or YouTube).....	1	2	3
Open City Hall	1	2	3
Parks and Recreation Guide.....	1	2	3
Word-of-mouth.....	1	2	3
Other	1	2	3

17. Which programs and services should be offered or expanded by Ashland Parks & Recreation?

The City of Ashland 2014 Citizen Survey

Our last questions are about you and your household. Again, all of your responses to this survey are completely anonymous and will be reported in group form only.

D1. How often, if at all, do you do each of the following, considering all of the times you could?

	<i>Never</i>	<i>Rarely</i>	<i>Sometimes</i>	<i>Usually</i>	<i>Always</i>
Recycle at home	1	2	3	4	5
Purchase goods or services from a business located in Ashland	1	2	3	4	5
Eat at least 5 portions of fruits and vegetables a day	1	2	3	4	5
Participate in moderate or vigorous physical activity	1	2	3	4	5
Read or watch local news (via television, paper, computer, etc.)	1	2	3	4	5
Vote in local elections.....	1	2	3	4	5

D2. Would you say that in general your health is:

- Excellent
 Very good
 Good
 Fair
 Poor

D3. What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:

- Very positive
 Somewhat positive
 Neutral
 Somewhat negative
 Very negative

D4. What is your employment status?

- Working full time for pay
 Working part time for pay
 Unemployed, looking for paid work
 Unemployed, not looking for paid work
 Fully retired

D5. Do you work inside the boundaries of Ashland?

- Yes, outside the home
 Yes, from home
 No

D6. How many years have you lived in Ashland?

- Less than 2 years 11-20 years
 2-5 years More than 20 years
 6-10 years

D7. Which best describes the building you live in?

- One family house detached from any other houses
 Building with two or more homes (duplex, townhome, apartment or condominium)
 Mobile home
 Other

D8. Is this house, apartment or mobile home...

- Rented
 Owned

D9. About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?

- Less than \$300 per month
 \$300 to \$599 per month
 \$600 to \$999 per month
 \$1,000 to \$1,499 per month
 \$1,500 to \$2,499 per month
 \$2,500 or more per month

D10. Do any children 17 or under live in your household?

- No Yes

D11. Are you or any other members of your household aged 65 or older?

- No Yes

D12. How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)

- Less than \$25,000
 \$25,000 to \$49,999
 \$50,000 to \$99,999
 \$100,000 to \$149,999
 \$150,000 or more

Please respond to both questions D13 and D14:

D13. Are you Spanish, Hispanic or Latino?

- No, not Spanish, Hispanic or Latino
 Yes, I consider myself to be Spanish, Hispanic or Latino

D14. What is your race? (Mark one or more races to indicate what race you consider yourself to be.)

- American Indian or Alaskan Native
 Asian, Asian Indian or Pacific Islander
 Black or African American
 White
 Other

D15. In which category is your age?

- 18-24 years 55-64 years
 25-34 years 65-74 years
 35-44 years 75 years or older
 45-54 years

D16. What is your sex?

- Female Male

D17. Do you consider a cell phone or land line your primary telephone number?

- Cell Land line Both

Thank you for completing this survey. Please return the completed survey in the postage-paid envelope to: National Research Center, Inc., PO Box 549, Belle Mead, NJ 08502



City of Ashland
20 East Main Street
Ashland, OR 97520

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From: dyoung@jeffnet.org
To: campost@ashland.or.us
Cc: faughtm@ashland.or.us; molnarb@ashland.or.us; drewsky51@gmail.com
Subject: Fwd: Comments (Regular Meeting,12/3/14, Multi-Modal Committee)
Date: Tuesday, December 09, 2014 3:26:10 PM

Hi Tami,

The email below was sent to me. Please distribute to the committee and enter it into the public record.

Thank you.

D

David Young
Occasional Music
www.youngfamilymusic.com
541-488-4188

Begin forwarded message:

From: Andrew Kubik <drewsky51@gmail.com>
Date: December 8, 2014 3:48:17 PM PST
To: David Young <dyoung@jeffnet.org>
Subject: Comments (Regular Meeting,12/3/14, Multi-Modal Committee)

Chairman Young:

I am submitting the following comments, pursuant to the 12/3/14 regular meeting:

1) Although I originally did not support the idea of the Road Diet (and continue to feel changes should be made in some instances), I also recognize its potential to positively affect traffic flow and mitigate vehicular traffic volumes if the following is done: for a one year period, a pilot project should be conducted wherein one traveled lane on Main Street is closed and re striping done to create a bike lane. My rationale is that under present circumstances, the Road Diet is incomplete until it punches through the downtown, offering a seamless system. Bikers need to know that they can navigate, stop, shop and carry on the same activity as they would if they were driving a vehicle. I'm not offering a confidence level regarding the success of this pilot program. However, since an objective of the committee effort is evidently to draw from the safety and connectivity elements of the TSP, this pilot needs to be seriously considered.

2) In most cities, the hotels and convention centers offer rubber-tired hop on/ hop off shuttle trolleys for guests and patrons. I'm somewhat puzzled as to why the Chamber, Neuman Hotel Group, etc. haven't brought out something like this in the past, as their own marketing tool. Vehicles of this type are often leased and often used as mobile advertisements for various businesses.

3) MB Smart Cars (and their knock-offs) were not designed to take up a single full American-sized parking space. It's a waste here. I propose a pilot project to utilize these space-saving vehicles the way they were intended; to be backed in a perpendicular fashion side-by-side into a conventional space. This is the way it's done in Europe; 2 or 3 cars will fit into one of our American spaces. Appropriately located and safe locations for this pilot could be identified and tested for a one year period. Ashland has a noticeable number of these vehicles, as well as scooters, mopeds, etc. It may be possible to accommodate both classes with dedicated back-in parking areas. Again, I'm not offering a confidence level for this pilot, but as in the instance of the bike lanes, I have seen this idea successfully implemented elsewhere.

4) As a member of the general public, I oppose any notion of a sub-committee, executive committee or any other body meeting behind closed doors and not providing 100% transparency.

5) Historical Costs: It is my understanding that in 2010, the City hired Kittleson & Associates to conduct a study for the TSP, at a cost of \$416,00. It is my further understanding that upon review, the section pertaining to the downtown was subsequently removed at the request of the Chamber and Mayor Stromberg. Proportionately, this section would be worth around \$100,000 in evaluative data and information.

Additionally, it is my understanding that in 2014 the Mayor selected the members of the present Ad Hoc Committee to again examine downtown transportation to determine the downtown portion that was deferred in the TSP, as passed by Council. Coinciding with the new Committee, it's my understanding that a new contract with the University of Oregon Community Planning Workshop (CPW) produced the survey instruments/ results which indicate a parking distribution issue, as opposed to an actual shortage. I understand that this contract cost is \$150,000 with approximately \$100,000 paid through a publicly funded grant and the \$50,000 balance by the City.

6) I believe it's appropriate for this Ad Hoc Committee to include Chamber/ downtown business owners as voting/ non voting members. However, a review of the roster indicates a to me a disproportionately large representation for this group relative to the interest of the public trust. When public funds are expended, even for studies and surveys, there should be a widely selected/ composed body making the decisions.

7) Pertaining to Shuttle Trolleys, Parking Structures or any other expenditures/ acquisitions that promote or market private business, I believe that the City should arrange accommodation and planning support as necessary. However, I do not believe that direct public subsidization for private business is an appropriate expenditure of public funds. Assessment districts or private funding arrangements can be established for this purpose,

financed by the businesses themselves.

Andrew Kubik

1251 Munson Drive
Ashland, OR 97520

Tami DeMille-Campos

From: Diana Shiplet [shipletd@ashland.or.us]
Sent: Thursday, December 18, 2014 3:49 PM
To: Mike Faught; Tami DeMille-Campos; 'Betsy Harshman'
Subject: Transportation/parking complaint

Just had a couple in city hall who wanted me to pass on their complaint that there is not enough handicapped parking in the downtown core. I told them that since we're currently looking at all transportation related issues in downtown it was an excellent time for me to pass on that information. Thanks. -Diana

Diana Shiplet, Executive Assistant
City of Ashland, Administration Department
20 East Main Street, Ashland, OR 97520
541-552-2100 or 541-488-6002, TTY 800-735-2900

This email transmission is official business of the City of Ashland, and is subject to Oregon Public Records law for disclosure and retention. If you have received this message in error, please contact me. Thank you.

Tami DeMille-Campos

From: David Young [dyoung@jeffnet.org]
Sent: Tuesday, December 23, 2014 1:59 PM
To: Tami DeMille-Campos
Subject: To forward to DC and TC

Hi Tami,

I received this from a citizen and thought it useful for the downtown committee AND the TC.

Will you please forward this to both.

Thanks, and have a Merry Christmas and Happy New Year.

Regards,

D

Begin forwarded message:

----- Forwarded message -----

From: Chris Hagerbaumer <chrish@oeconline.org>

Date: Mon, Dec 22, 2014 at 7:11 PM

Subject: [OTRAN] 'Peak car' recedes in America's rear view mirror

To: OTRAN <general@lists.otran.org>

an excerpt from ClimateCast*

'Peak car' recedes in America's rear view mirror

Americans' driving is [becoming less important to the health of the U.S. economy](#), according to new research showing that the number of vehicle-miles traveled per unit of GNP has dropped 20 percent since it peaked in 1977. [Transportation engineers overestimate the new trips](#) that development will cause, says another professor, leading to more road construction than needed, and [transit agencies are reporting increased ridership](#). These findings lend ammunition to critics who would jettison complex highway projects like Seattle's [stalled waterfront tunnel](#), and to San Diego activists who've [halted the region's transportation planning](#) because its focus on auto travel would undermine the state's climate goals.

**ClimateCast is a curated weekly collection of news and commentary on climate issues, written by Seth Zuckerman with contributions from other members of Climate Solutions' Strategic Innovations*

team. We invite you to peruse the [collection of ClimateCast back issues](#), where you can also sign up to receive future editions if this email has been forwarded to you by a colleague.