



# CITY OF ASHLAND, OR 2011

## Report of Open-ended Questions

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## SURVEY BACKGROUND

### ABOUT THE NATIONAL CITIZEN SURVEY™

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 survey methods and comparable results across The National Citizen Survey™ jurisdictions. Participating households are selected at random and the household member who responds is selected without bias. Multiple mailings give each household more than one chance to participate with self-addressed and postage paid envelopes. Results are statistically weighted to reflect the proper demographic composition of the entire community.

The National Citizen Survey™ customized for this jurisdiction was developed in close cooperation with local jurisdiction staff. The City of Ashland staff selected items from a menu of questions about services and community problems; they defined the jurisdiction boundaries NRC used for sampling; and they provided the appropriate letterhead and signatures for mailings. City of Ashland staff also determined local interest in a variety of add-on options to The National Citizen Survey™ Basic Service.

## UNDERSTANDING THE RESULTS

### ABOUT CLOSED-ENDED AND OPEN-ENDED QUESTIONS

Questions can either be asked in a closed-ended or open-ended manner. A closed-ended question is one where a set of response options is listed on the survey. Those taking the survey respond to each option listed. Open-ended questions have no answer choices from which respondents select their response. Instead, respondents must "create" their own answers and state them in their own words. The verbatim responses are categorized by topic area using codes. An "other" category is used for responses falling outside the coded categories. In general, a code is assigned when at least 5-10% of responses will fit the code.

Advantages of an open-ended question include:

- Responses are not prompted, allowing respondents to provide answers that are not anticipated or well known.
- This type of question tends to capture response options that come to mind most quickly.
- The final result can be richer, since verbatim responses are included in an appendix, giving you and others a chance to "hear" the voice of respondents in their own words.
- There is a smaller risk of missing important dimensions.

### VERBATIMS

Respondents were asked to record their opinions about Ashland in the following question:

- Is there anything else you would like to tell the Mayor and Council?

The verbatim responses were categorized by topic area and those topics are reported in the following table 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 for the table below. Those verbatim responses are grouped by the first topic listed in each comment whenever a respondent mentioned more than a single topic. Verbatim comments that contain more than one topic nevertheless appear only once (in the category of the first topic listed), however the analysis in the table counts each of the topic areas given by all respondents regardless where those topics appeared in the comment.

Results from the open-ended question are best understood by reviewing the table of frequencies that summarize responses as well as the actual verbatim responses themselves.

<b>Is there anything else you would like to tell the Mayor and Council?</b>		<b>Percent of Respondents</b>
Traffic, parking, public transportation		24%
Governance, budget, taxes		16%
Positive feedback for Ashland, thank you		14%
Safety, crime, law enforcement, emergency services		13%
Homelessness, social services, seniors		12%
Economic development, employment		11%
Animal control, policies		11%
Growth, planning, land use, code enforcement		10%
Community engagement, University relations		7%
Utilities and maintenance, water, trash pick-up		6%
Don't know		2%
Other		9%

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

## VERBATIM RESPONSES TO OPEN-ENDED QUESTION

The following pages contain the respondents' verbatim responses as written on the survey or entered in the Web survey and have not been edited for spelling or grammar. Responses for the following question have been organized by coded topic areas according to the first topic given.

### IS THERE ANYTHING ELSE YOU WOULD LIKE TO TELL THE MAYOR AND COUNCIL?

#### **Traffic, parking, public transportation**

- A couple years ago, when gasoline prices spiked, I started using the bus frequently. Then the council voted to double the bus charge. Even tho I realize the rate is still subsidized & cheaper than else where in the R. Valley, I no longer found it to be an economic incentive to put up with the extra time & inconvenience to leave my car at home & use public transportation. I was very disappointed with this decision and wondered at the time if any (over) of the council decision makers had ever ridden the bus or illicited any feedback from those who do. I felt in this regard, from my experience + observations of the people using bus transportation when I did, that the council was totally out of touch. I feel there is much "lip service" by the City encouraging public transportation, but a very low degree of actual reality.
- Bus services in the quiet village area!
- Disapprove of permitting semis (very large trucks) go through residential streets, putting excessive final burden on its citizen for repairs. Also, the caliber of City Council members (being informed) is extremely underwhelming (having attended several hearings). Lastly, there are a number of public school teachers in Ashland without a college education.
- Do something about the horrible, crowded traffic on A Street. Why not make it a one-way?- since everyone seems to treat it that way anyway-one-way their way!
- Don't see why a house hold of 1 person w/ no vehicles has to pay the same street usage fee as one of several people w/ multiple, sometimes many, vehicles, trailers, boats & RVs all in use & in some cases permanently parked on the street. With the number of people unemployed in Ashland, why isn't this survey being done, or of least tabulated by people in Ashland? (Nothing against the good people of N.J.)
- Fix parking problems.
- Have less crosswalks takes too long to get from point A to point B. get rid of pan handling, and dirty smelly hippies down town.
- I don't shop in town as often as I would because of the lack of parking, everyone known we need more so why doesn't the city council?
- I find Ashland is not a good place to live if you don't have a car. The bus system is very limited w/times of service (no nights, early mornings or weekends) and things are not close enough to rely on walking or cycling.
- I have lived here since 94(?) I do not like the street med. On the s-side of town. Some what getting tired of the homeless down town and at OSF. Other then that I am proud to call it home.
- I walk to work & there are some sidewalk areas that need help. Over the RR tracks on Oak from lumber yard to Plexis - a "sidewalk" on the tracks, people need to walk in the street there. Another concrete square field is flexes- after RR travels there's only I and it's a puddle during after rain.

- I would like to have an ordinance passed that makes idling by delivery truck illegal and see it enforced. The air quality in the valley is poor and so is the noise pollution, 2. Too many trees are being cut in Lithia Park and this is disturbing!
- I would love to see downtown Ashland cater less to cars and more to pedestrians & cyclists. Would like to see much more encouragement from city to get locals & tourists out of there cars & onto feet, bikes, mass transit especially in downtown area.
- I-5 North exit 14: Once you make that stop sign making left to Ashland is long & difficult-too many oncoming traffic and back-up I-5 behind probably need signal lights to fix the problems.
- Inform the driving populace that any intersection is a cross walk whether or not they are marked.
- Library parking (not new I'm sure) volunteer opportunities or advertising of them one of the best towns I've lived in. What bus service?
- Make the Ashland loop bus, back to being free, I believe it would be a boost as visitors take advantage to go to shop or eat all around the town at least improve the bus service.
- More bicycle awareness-safety & security w/ motorized vehicle. As traffic safety-possible round about in intersections in high traffic areas.
- More public parking, please! 2. Have public parking pay stations working at all times!
- Open Claycomb mall for after hours parking, 2. Put a cap on amount tow companies can charge, 3. Connect bike path safely from a street to Lithia Park.
- parking is a major problem in most areas of the city, and "hoping" people ride the bus, walk, or ride their bikes is a REDICULOUS way to plan a city. Everybody over the age of 16 has a car, plan on it!
- Parking problem at library-too few spots.
- Parking sucks, no licenses needed for artist or farmer market participants,
- Please extend bus service to Mt. Meadows and Crowson rd.
- Road - Alley behind Episcopal church & out of U.S. Bank lot is very bad downtown/ needs to be paved again.
- Same of the roads are really bad & a harm to vehicles, I think hey need to be played more attention to.
- Support the trolley idea to run from Tolman Creek to Jackson wellspring help the south end of town businesses and community events at the cortege
- The biggest problem I see is public transit. Many Ashland residents need to get to Medford for work or other reasons and many Medford residents work in Ashland. Until bus service cars to & from Medford in the evenings and on weekend's traffic & livability issues will not be resolved. Many people incl myself work outside regular weekday hours.
- The bus service you have should not even be called a service. It doesn't work for your schedule, you have to work your day around its schedule. Also the community university are not very well integrated it seems that much of the community resents the universities presence & definitely does not support it. This is a major failing. Dining around, you constantly see grizzly signs but rarely SOO signs. Definitely does not feel welcoming.
- The intersection at Henry & beach St. Should be a 4 way stop.
- The street lights are way to far apart in older residential neighborhoods.
- The traffic control signal at the intersection of Siskiyou and Ashland St. Heading west makes a lot of people a lot to work the light is red for at least 8 min when no traffic is around 6.50 am every day.
- The traffic signals near the SOU campus where Ashland St meets Siskiyou Blvd & where Indiana & Wightman Street cross Siskiyou Blvd are set center to the flow of traffic from the east. I find it ridiculous that there are traffic jams there everyday-only the result of poor design.
- There is a lack of consistent sidewalks through out the city, particularly in the residential areas

- There is an urgent need for a cross walk at intersection of Oak Street and A Street. Very dangerous intersection. 2 connect railroad like path behind galleries to the Oak Street like lane; run path lettered path along rail road.
- We need Light rail; buses that take you all over Ashland add Trans gender or gender neutral to survey.
- We need sidewalks, drivers here don't drive cautious enough to have pedestrians walking around parked cars (due to no sidewalk). It seems ridiculous that an RVT bus pass really doesn't save you money, MUNI in San Fran \$1.50/ ride for 1.5 hours- OR \$45/month unlimited. And being from SF w/out a car, I have to plan getting a job & being able to get there based on RVTD hours Not to mention, there are many transplants from the Bay Area that come here to save money/retire under similar circumstances.
- When I look at streets like Beach the terrible job in chopping it up. The Blvd letting the contractor leaves a Sean me live-in of the Blvd thus shortening its life. It angers me now the city of Ashland passively allows private enterprise to rip the tax payers off.
- Would like to see buses running on weekends, more done about homeless, more affordable rent here, and thank you for all your time and hard work.

### **Governance, budget, taxes**

- Ashland is no different than any other small town. A citizen must turn a complaint into a full time job before any one even starts listening. Web site, phone? Won't bother. Oregon Veteran and native since 1950.
- City of Ashland needs to be basically more responsible. Tighten the budget and find a way to do more with less.
- Don't forget that we have elected you to represent all the citizens of Ashland. It seem as though you often favor the minority to the detriment of the majority. Remember that your personal preferences & opinions should never be considered in your decisions!
- Ease up on all the regulations we have too many ordinances.
- Electricity tax hits working people hard.
- For those of us, who are not involved in local businesses, some of us feel very left out as citizens regarding city council business- It. seems that the business community is more important than the citizens in our town. I've lived in Ashland for 31 years.
- From what I have heard, the [REDACTED] is inept and incapable or unwilling to lead his department or make any executive decision and basically makes all his decisions based on what he thinks the council wants. He delegates all tasks so as to not be "blamed" if there is an unpleasant outcome from a city project. Ashland employees and residents deserve a more competent [REDACTED].
- Hoping you did not spend a huge amount on this survey-I am concerned with the cities. Habit of authorizing very expensive "Studies" repeatedly.
- I believe the business interest have a dominating influence in decisions affecting business activities the needs and desires of the general citizens. This is especially true in the Planning Dept and the Planning commission where the pro business bias prevails over all.
- I do not want to see more taxes or fees put on people who are struggling to make a living, such as artisans & farmers.
- I hope that checks & balances are put in place to eliminate part dept theft and embezzlement would love to see additional areas for off-leash dogs.
- I think this survey is a waste of tax payee's money!
- I was born and raised in Ashland I feel the average citizen is open to rape & pillage by the city from utilities to taxes. It seems the city has forgotten who is important. The homeowner is here

everyday paying taxes supporting the economy and volunteering. Unfortunately when voting on measures college kids, Who do not pay taxes or will not even be here in 4 years pass local taxes. Homeowners are stuck paying. It seems all is done for tourism, these people will only be here 2-3 days. I feel the meal tax is fine because you don't need to go out to dinner whereas you do need water, heat and affordable taxes.

- I was very disappointed that you almost approved the AT & T tower. It makes me very nervous about whom you serve.
- it seems the city is generally responsive, but maybe to much so, cut back on everything, stop looking for ways to spend, cut back on employees, dont hire more , make due, spend less and re access in a few years.
- Keep the job sempal!
- Outsourcing this survey is an irresponsible expenditure: do in - house Reduce overly generous city employee health insurance subsidies Reduce "consultants" over use: More "livability" from tax dollars if used for street repair / new sidewalks, watershed thinning, or paying down the AFN debt.
- Property taxes continue to rise and make it more and more unaffordable for current and future residents.
- Question 21: Ashland has an overall directions? News to me!
- Quit playing around with trendy projects like solar, wind and AFN and get back to basic necessities. Hooking up to Medford's water would be a start.
- Re: Question #21: hard to answer because the city has no clear direction. There is no "vision" as to where we've going so hard to discern if we're on our way too much reaction, not enough action in any specific direction.
- Reduce expenses
- Reduce spending there is not enough parking at library I'm proud to call Ashland "home"
- Stay focused on issues for healthy & vigilant town and don't let distractions from either extreme get in the way - center is good the homeless situation is a problem, freedom has responsibilities. Thanks for your efforts, dogs need to be under control by owners.
- Stop raising taxes! Pay too much for schools when we don't have kids in them. Police concentrate on down town don't patrol rest of Ashland regularly on south side. Utilities too high not affordable to working class-rich-rule here!
- Stop stealing our hard earned money. We need more shops and stores for job opportunities for college students. And you need to get on electronics waste program set up with recycling.
- Taxes are way too high! Bus service is needed on weekends, Get rid of Govt officials who are all talk & no action!!
- The frequent rise in property tax is very difficult for fixed income persons! Ashland needs a humane and consistent plan for the homeless which respect their rights but also protects the rights of other to use sidewalks, benches, etc.
- Tiered water pricing is changing the private landscaping of Ashland. We need to complete the TAP! An increasing deer population is exacerbating this problem.
- Tired of new & proposed fees-(fire dept inspection, fire & ambulance charges going up, business UL fees form all rental property) tired of homeless people loitering, begging, do not cave into demands for camping why are noise regulations not enforced excuses muttering on cars, at least breaks on tricks, motorcycles - (huge quality of life issue). Why no compost (food waste) recycling.
- We need to get a handle on sewer cost vis-a-vis meals tax. I work in Medford and our reputation is in the tank. You need to let the people of Ashland know or come up with a cost. If you let people vote for tax that they won't be paying, they will vote yes. Few of my neighbors eat out and they're very happy to see the taxes paid by someone else.

- Yes - to repeal the ordinance on the city law books indicating that African Americans should not be on the streets of Ashland after dark. Remove it completely!!

### **Positive feedback for Ashland, thank you**

- Ashland is a great place to live and I want to stay here. My biggest pet peeves are the are guns used to blow debree such as leaves or garbage on areas close to the home. They come right outside our doors at 8 am on my one day off per week and it ruing my sleep-in day. Quite bluntly: it blows.
- Ashland is a great place to live, but requires some money. Excellent restaurant shops, culture and parks for a smaller community. Lots to offer. Please keep no dogs in city parks! And fewer pedestrian cross walks downtown it's impossible to drive and try to pay attention to everything.
- Beautiful small city. Nothing like this in the Midwest (IOWA). I have never mixed too freely with such a diverse culture, yet felt so welcome thank you.
- For me, Ashland is most wonderful. But, I'm retired & an active volunteer (OSF, Tudor Guild) & love, love, love Olli. I feel blessed. I've probably lost 40% of my home value, but luckily don't plan to sell, move.
- Great job
- Great job!
- I am grateful to live in Ashland! I think many services and opportunities are available when and if one needs them. However each person is responsible for his/her participation in the community.
- I have loved living in Ashland these past few years.
- I have spoken with city workers who are helpful, informed and extremely responsible. I have also spoken to a few lower level (phone answers) who were not helpful and rude.
- I love it here, especially the Shakespeare festival and Martin Luther king celebration walking in Ashland and in the park Lithia is wonderful.
- I love living in Ashland. It is beautiful and well-maintained. I would like if more police cruised in through student-family housing!
- I love living in Ashland. The movement toward sustainable, local food is particularly important to me
- I love the feeling of community.
- I love this city!
- I moved form the Philadelphia area to Ashland is 1960, it was a charming small city at that time. The festival was just starting, skiing was only in back country and natural clearing. It was easy to make really good friends. Elementary schools were goods soc was a modest community college, it was a wonderful place to live.
- I really like living here, Thank you.
- I used to live here a few years back, & just recently came back. I truthfully, enjoy the less touristy parts of Ashland, Where the prices for dining out are more reasonable & its less "hustle & bustle" On the south end of town.
- Just a simple thank you.
- Keep up the good work!
- Living here 2 months, I love Ashland. I am concerned about the unnecessary garbage on the residence campus when I walk by I often pick up wrappers also, there are many homeless people on the streets, no additional comment on this.
- Moved here from Cave Junction 1 1/2 yrs. ago, so Ashland is GREAT in comparison.
- Thank you for almost 30 yrs of living in such a wonderful town.
- Thank you for taking good care of Ashland! And its citizens!

- Thank you for trying to maintain the unique, positive ambiance of Ash. Thank you for trying to learn what citizens think.
- Thank you for your efforts to make Ashland a green city (environmental).
- Thank you!
- Thank you.
- Thanks for survey
- We moved to Ashland from New Orleans to raise our daughter in a safer environment w/better schools. We couldn't be happier.
- While this town is very cleanly and nice to look at. I notice people littering a lot and I hate that also homeless people are starting to harass people more as they walk by and some ever becoming violent.

### **Safety, crime, law enforcement, emergency services**

- Am not pleased with an encounter I had with city of Ashland police dept.
- Ashland skate park continually has rules broken, drug use, alcohol use, profanity, bullying, smoking and non-use of helmets. Many parents don't bring their children to the skate park due to the lack of police presence, and the negative environment. We see the same people time and again participating in the above named activities, and it seems that moderate police presence with consequences to these behaviors would vastly curtail these unsavory activities, and make the skate park a safe place for our youth. Adding a smoking ban within one hundred feet of the park would decrease litter as well. Parks and Rec rarely cleans garbage off the ground, and puts significantly less time and energy into maintaining a clean skate park compared to all other city parks. In summary, we would love to see the City of Ashland commit to creating a safe and fun place for the youth and adults of our community to enjoy! Thanks.
- I am afraid of Ashland police. They strike fear into me. I have seen them break the law. I would rather not have them because they do not serve or protect me, they do however park at the bottom of hills and write speeding tickets all day long.
- I worry about vandalism to our home (many occurrence) I'd like more employment for our college educated youth I'd like to see public schools stabilize and have more programs for the Gifted "out of the box" Students. AHS kicked my daughter out for being "too smart!"
- In the areas surrounding the high school teaching the students what trespassing and stealing are. I have had my garden destroyed as well as my mail tampered with.
- Keep 'GANGS' out of ASHLAND @ all costs 2) Be more receptive to building. 3) New & existing business. 4) We need more work-please allow it. 5) Help the golf course-oak knoll please
- Redirect police efforts more toward hard crimes, stop writing tickets for bike, skateboard etc use. Stop giving/using big impressive inefficient police vehicles. Reduce harassing youth, start encouraging youth education. Purchase more green electricity and use electric was vehicles with that green electricity not coal fired electricity.
- Regardless of my position on marijuana, I am disappointed and frustrated by the lack of enforcement of laws that, as a result, subject me to the rancid smell of fresh and/or burned marijuana no matter where I am in Ashland: Downtown, by my home, walking by the hospital, even in the pediatrician's office. This is a major drawback to Ashland and my willingness to live here and/or encourage others to.
- The local police tend to intimidate and frighten, rather than just show their presence to keep everyone in line. In Puerto Rico the police drive with their lights on all the time. Everyone knows they are there and do the right thing. Here they scare hide & frighten people!

- The new fire chief is excellent. He is addressing long standing issues for needed fire protection. E.g. Forest areas, narrow streets with poor access
- The non-emergency police aid officer was little help and I felt the matter was not dealt with in a respectful manner toward me. I'm 56 yrs old, live alone I felt I was the one in the wrong when the officer left. In my daily interactions with others, I'm, known as a reasonable person. Consistent. I felt profiles as a lonely woman with nothings better to do than back misguided.
- The police and parking enforcement are a bit over-zealous in their work. At times they are even quite rude. Also the homeless drunks are starting to get pretty populous downtown.
- The police are too picky about 2 or 4 miles above speed limit. The SOU college pedestrian night-of-ways are a pain in the neck these are college students; one stupid girl's actions, however unfortunate should not bring Siskiyou Blvd to a stop! And, the students are rude about it too! Spoiled brats.
- The style of policing has become often distasteful: "tough guy cops," because of certain individuals in the dep't/ though not a city affiliation do whatever possible to keep the Ashland daily tidings we will not read the Medford tribune.
- Turn up the street lights by SOU at night. make parking spaces in downtown smaller, for example on 2nd St., you could increase parking by at least 3-4 spaces.
- Yes, the fire code system and process is a joke! We cleared our home a requested an action or citation on a neighbor that was ignored & not acted upon for 2 years-creating a hazardous situation despite "Education" on clearances/brush, etc. W/ Louise or some people to get around building codes & permits. Not equitable.

### **Homelessness, social services, seniors**

- City already aware of transient problems
- Continue to enforce current ETV police towards homeless.
- Control the negative factor of the homeless!
- Crack down on the bums (P.C. "homeless") that hang out on the plaza, in the parks and in front of the chamber of commerce. 90% are "homeless" by choice and think Ashland is an easy touch for their legging. Those are rude and obnoxious.
- Desperate need for compassionate treatment of the homeless. . 25-mph speed limit on Vista is just idiotic. Slow it down! There's barely room for a single car to drive through. . Enforce the ban on cell phones while driving.
- Do something effective and permanent about the street people ("homeless"). Prohibit panhandling, reinsertion park patrol, increase patrols of area above Lithia Park.
- Find a solution to the homeless dilemma. Find a way for the city to raise funds instead of having it fall on the backs of just homeowners.
- Homeless people need shelter. The city needs to work with others to solve this.
- I do think youth (16-21) services are lacking. I have a 19 yr old nephew w/out a lot friends and not much to do here.
- Lacking in homeless shelters. Affordable housing to purchase rent is rare and therefore retirement here is unlikely. Many park, recreation, volunteer, community events seem geared schedule wise to those who don't work. Rethinking not being near a major airport of w/ regularly scheduled flights /services, domestics, broad. Few Ashland physicians accept my insurance through the #1 national insurer, and many specialist in Medford require long waits for service and few provide, option (e.g. Dermatology). When there was large fire at city limits, no info available on Daily Tidings website or Public Radio until much later.
- Leave the homeless and the kids alone. Avoid violating civil rights for the sake of property values or to please the chamber. Keep up the good work

- Need to get tougher on transients/street people. Formerly recognize the outstanding work of Ashland food project.
- Panhandlers have occasionally been rude & threatening. That's the only source of "fear" I've ever felt downtown and that was just recently of living here 30 years.
- Panhandlers should not be permitted anywhere in the City; camps for self-described 'homeless' should not be allowed - cannot be monitored properly - fire danger!
- Personally I'm a little disenchanted w/Ashland because we seem to cater to the rich and don't provide more services in the poor. We have a reputation as rich, upper class snooty-Deservedly.
- Please do away with the "panhandling" law it would help w/ the transient problem-or put in old parking meters that people could put change in instead of giving it to the "Home-free" The chief of police was given a presentation on this idea summer '09 by CAP officer [REDACTED] and nothing was ever done about it.
- Pressure of homeless & other Rowdies is disruptive & feels threatening especially at night (volunteer@shakespeare) (B) could loosen up about the sign/statue stuff. E.G. Wylies World & the bear. (C) Cell service is very spotty-esp. Upper Granite St. it would be ok if AT&T had another cell tower.
- Provide facilities for showering, laundering drop in medical care for homeless & disenfranchised, or low income transient people, Be more aware of the poor, including SOU students, homeless youth.
- Put a stop to the homeless people from hanging out and panhandling at the plaza and on the streets during summer when tourists & families visit. They bother people, crowd the plaza so you feel uneasy sitting there w/ guests, they approach you on sidewalk & sometimes are drench, say rude things, & take up benches. It's disgusting & annoying since Ashland is to be clean but you allow these people to surround downtown.
- See attached sheets re: vagaries of zoning enforcement dogs in parks
- Thank you for not caving in for the homeless.
- The homeless population and their vicious dogs make downtown unbearable. We have stopped supporting the local businesses downtown because of this issue and typically do all our errands and dining in Medford.
- We need a shelter for the homeless.
- We need to real with homeless, provide some services we need to create jobs.

## **Economic development, employment**

- Be open to the need for businesses (current & new) in order to achieve a fiscal stability. Listen to them, especially understand the negative impact of the deterioration of the plaza.
- concerned about economic diversification
- Do not require artists/booth vendors to obtain business license.
- encourage development of sites for manufacturing businesses - the mayor should be paid - the city workers should be paid LESS - buy water from Medford - do not build low cost housing next to a sewage treatment plant EVER again
- I feel as a citizen of Ashland, OR that I should have a fair chance for employment. The only way to get a job in Ashland is if you know someone who already works there and can help you get in. It is very hard to find employment because of that and also the fact that employers ask for way too much experience for silly jobs any one could do, there are asking for too much. Another thing is that I feel as if my rights have been getting violated. In the past when I was a young adult I did have issues with the law and courts in Ashland and my records are still being looked at by every one who wants or needs to see them and I was told that the citations and

pleas that could be erased and removed from my records where no longer on my record but now I have come to find that they are all still there. I have also had my rights violated at the community hospital so many times by doctors, my right as a patient to not be judged by my health insurance ECT. Some of the doctors at Ashland Community Hospital have violated 3 or more of the patient rights act. I cannot even count many times I have gone to the hospital and have gotten treated like complete garbage for no apparent reason other than appearance and insurance.

- I think the cost of doing business is getting too expensive city fees are too high for building, with too much paper work hoops to jump through. Make it less expensive to have a business and to hire others to do business for you.
- In order to remain viable, the city of Ashland should be more business friendly. My reading of newspapers makes me believe that development is over analyzed. Analysis is good, but decisions should be timely.
- In reference to questions 15 & 16; my family and I want to stay in Ashland. However, we may be forced to relocate if employment is not obtained in the next 5 months.
- Increased support and acknowledgement for new businesses starting up.
- Jobs in Ashland are thin on the ground, and just having family businesses won't change that. Ashland needs more big corporations to bring in more jobs. Also there needs to be more sidewalks and lighting in residential areas. Try walking by yourself at night on the streets below the college to understand what I mean.
- Promote business growth, affordable health clinic.
- Stop making it so difficult for businesses that will provide jobs to start up here.
- The main problem Ashland has is poor opportunities for young adults with families for work & housing we are in danger of becoming an old age community.
- Think more about making economic development friendly for profit companies. Ashland should be more small biz friendly.
- We need more low-level jobs! We also need a cheaper grocery store.
- We need to diversify our local economy more in order to diversify population, - Attract light industrial/manufacture to get wage larger jobs / children-relying on retirees + tourists attraction course a very cycling economy. We need diversification to stabilize economy.

### **Animal control, policies**

- As an animal lover, I would like to see a humane approach to wildlife management a case. We have too many deer fences & other types of fences which block the travel of wildlife. Most people seem ignorant of the effect they have on those that were here long before humans settled here.
- Dogs should be welcome on the plaza, and in more of the parks.
- Fix the deer problem in town. One thing is to support animal population counts - to quantify the problem. And also have the city provide recommendations for deer-proofing properties (& let residents share what has worked for them). At the current rate, there will be no more roses or shrubs left in Ashland in the future. The deer will have eaten them all. And at some point the deer will start harassing the tourists.
- I am a responsible pet owner and wish everyday that I could take my dog with me to the parks I visit throughout Ashland, just like San Francisco & Portland. It's really a shame how unfriendly Ashland is to pets!
- I am an SOU graduate of geography and I am concerned that the deer problem will bring more cougars and bears into town because the ruff have charged me while walking my dog. I suggest a controlled bow hunt that could feed Ashland's homeless population.

- I believe we have a major black tailed deer infestation! Remove them by an agreed (public) method trap, kill, loud noise pan handling should be unlawful and people caught should be made to work to pay fine-they would probably leave-hooray!!
- I wish Ashland were a dog-friendlier place, visit San Francisco sometime, or Carmel!
- More parks that allows animals.
- Please let dogs in outdoor restaurants! Please let dogs on leash in parks!
- Something should be done about how unfriendly the parks are today. Have roles for responsible dog owners.
- We hope dogs will be allowed in more city parks.

## **Growth, planning, land use, code enforcement**

- Ashland is a city that needs community radio, there is a group of volunteers that has been working for years to grow this. This is important for local culture, public safety.
- Ashland is much focused on tourism and sticking with the septuagenarian theme. Ashland is too focused on tourism and not being a college town or welcoming its college students.
- Ashland needs more affordable housing for seniors & the middle class that can't afford homes here or benefit from HUD or low income assistance help for the folks caught in between not poor but not rich!

## **Community engagement, University relations**

- Continue to fight/avoid urban sprawl & big box stores - Continue to promote infill - Continue enforcement of traffic violations (running red lights cell phone/testing while driving, pedestrian right of way) - Repeal any anti-nudity laws
- Get rid of dead trees along Surveyor Blvd near Bellevue Ave. 2 Contact owners of sprinkler systems to fit them so they don't leak & freeze in winter. 3 Enforce better laws for pet owners to pick up feces from their pets.
- I am for no or limited growth.
- I am in favor of the lodge-style building and business across from Lithia Park. It's a beautiful building I strongly urge the City to nurture the peace and tranquility of the community, particularly in the downtown area and parks. Panhandling and anti-social behavior should be monitored and discouraged. I do not approve of providing services to the homeless-by-choice until they are willing to work and seek to become a contributing part of society.
- I feel there is a problem with racists and non-evangelical Christians in the downtown stores though they're not always obvious. In that way, this town is not welcoming to people of color (even the church I'd like to attend seems not to have even one person of color in the congregation and for UUs, that's not very welcoming). This is otherwise such a great town with very folk.
- I have looked for the past 3 years for live work housing in Ashland. I wound up buying a residence that I will use. But the need for Live-Work, 1000 sq ft of work and 800 sq ft of live, all on one level. Is missing from the housing/commercial in Ashland. The opportunity for that kind of housing has been dismissed in the favor of model of Office Work Building for hi wage jobs. But the demographics of Young adults, and baby boomer age workers who make up Ashland and create small business need craft/size work/live housing opportunities.
- I have not met anyone who has a positive evaluation of the planning department, I would agree with the frustration and anger voiced by everyone, My experience has soured me on city government- since neither the mayor (former planning commission chair) nor the city manager appear to respond to citizen frustration.

- I hope you will control growth and maintain the quality of life - maintain open space and scenic beauty. Encourage diversity. Encourage the senior counter to offer more services.
- I would feel more confident of my future here if housing were more affordable for a family of 5.
- I'd like & see underground telephone/at city lines instead of poles down streets cites mountain. Whatever measure voters passed that allowed property values to decrease white taxes on the property increase should be repealed!
- Keep Ashland's growth, rate slow, difficult economic times are not reason to ignore basic & agreed upon values.
- Land use rules are horrible. There are good reasons people refer to the following. "The republic of Ashland" in a very derogatory way. City employees are far too highly paid.
- Long term planning needs attention. (Issuing permits is necessary but not sufficient.) Alternative to auto transportation is very important. Resources for maintaining parks should come more from chamber of commercial operations because visitors increase need for maintenance & repairs.
- Mandate minimum R-values for all new construction, both homes and commercial. Provide incentives for weatherizing existing homes and businesses. Use all profit from red-light cameras to finance smarter traffic signals, roundabouts & mass transit. Connect Nevada Street to mountain.
- Need more outreach to families, to move/Relocate here. Retirees will hot sustain a diverse community.
- Need to intergrate the University more!!! Be cutting edge! (I.e. Bike transp., ordinances, etc) maybe not to polished. doing a great job of creating a community in all sense of the word. city wide composting. Like the pedestrian places concepts.
- No-I'm too new to the city-wait-I'd ask him why the city builds on top of houses on very close to other houses when there is so much land in an around Ashland?
- One of my main concerns is maintaining a balance of diverse life styles affordability. Also planning for a future designed with fewer cars and more mass transit in mind (linked with nest of rogue valley)
- Organic growth! Don't force anything.
- Planning Dept. Pretty tough on new small businesses. Crosswalks for high school, college & shopping center not consistent. Pedestrians need training to cross sensibly just like drivers need to be. Students pretty aloof to drivers. Too entitled!
- Please allow the university to continue to grow & make the neighbors around the university realized they bought next to a university & of course it will have needs. Please allow a few affordable stores like a Target or a Winco to allow people to shop here. All of our grocery store are high. Please fix our sidewalks so wheelchairs do not flip. Over in the street. Most of all work to attract jobs & stop the ↑ of retirement people.
- Please do not assume that all citizens are for growth. More (people, cars, buildings, stuff) is not better for our planet. I would like to see Ashland as a model for conservation. To me, that means taking care of what we have our people, our land, our buildings, our roads, etc. On the subject of pedestrian safety, it is rare that drivers follow the speed limit on Siskiyou and, without any penalty, driving habits will not change. Please consider placing some cameras on the most vulnerable parts of the Blvd. Thank you.
- The gentrification of Ashland needs to be stopped. The specter of the sign rule (Black Sheep, Wally's, Rocky Mountain, etc.) is a blemish on Ashland otherwise good record of support for "the weird". Also, the public nudity ban, although passed with good intentions is a serious curtailment of civil liberties.

- The price of an entry level house and the lack of employment opportunities in Ashland has made it near impossible for young families to live here causing our demographics to shift to an older population.
- The question of who is responsible for sidewalks, water and sewer pipes in public access is huge! this needs to be addressed the concept that an individual homeowner is responsible for repair service of these items outside their property line is insane.
- There seems to be a large disconnection of the south side of town from the north. Likewise, there is little utilization of the college or support there in from the town. There seems to be a great opportunity to cultivate knowledge that is wasted for it is in that waste that I see Ashland's most noticeable short coming. The theaters do not provide as much in way of 'culture' as the university has potential to. Entertainment, though artful does not as much as a college to alleviate ignorance.
- Two things a) affordable housing non-existent for working-poor/middle class I've lived here 21 years & could never afford to own B) This impact making Ashland affordable for young families keeping social diversity alive C) positive social options for youth non sports related sign of how non-family oriented community it has become In danger of re coming exclusive to rich or retired shame.
- We need more affordable housing for younger families how about putting hanging flower baskets on main St?
- With all the new housing going up, what are the city's plans for getting water?
- Would be nice to have an easy way to find out about local services & what is available in all areas-maybe a yearly mailing to all households.
- Yes - get rid of head in only signs & regulations. Backing in saves gas, money & most importantly, it is infinitely safer. For those unable to manage the backing-in move- they will continue to pull in forward but for others, backing in should be the preferred choice! I'll even teach a course if asked. [REDACTED]
- Your long-term & short-term planning is most inept & lacks professional perception le. a 25 year range of "Amateurs" in charge!! (Based of over 50 years of broad experience in the planning profession.

## **Utilities and maintenance, water, trash pick-up**

- Ban, or at least limit, the use of leaf blowers.
- Hook water supply to Pipe in talent & mfr get rid of 160 ac across I-5. buy hybrid cars & trucks for city use (electric)
- I wish Ashland had a more comprehensive curbside recycling program that included more plastic types, food scraps, etc. The city should also sponsor an annual city-wide garage sale as another form of recycling. And! We need a cross walk across oak street between Van Ness Avenue and a streets.
- Not tracking their mistake in my electric bill until my account ran out of money. Do not let Ashland electric take money out of ones own checking account because Ashland electric, in time screw it up. Use one's own bank instead!!
- Please explore the air quality issues locally. What can be done improve it. What is in the air. Due have been as such nor have never seen so much community wide sickness as I have here. Also can we reduce the chlorine content of the local H<sub>2</sub>O?
- Stop using pesticides in the parks & schools!
- The city has a serious problem at the OakKnoll subdivision-the electrical system installed by the city is dangerous. The City is aware and I think the council should know about this and begin to

address it. The fact that Ashland is also a university town is the best kept secret around-so, I do appreciate the affords of the council to recognize and high light SOU.

- Vote to keep city water within Ashland. Protect this resource now. Vote against the proposed rest area/welcome Ctr.

### **Don't know**

- I don't know how much these answers will help because we have only lived here 3 months and don't know much about Ashland.
- No
- Too much to say so I will refrain.

### **Other**

- Change the name of Dead Indian memorial road to just Indian memorial road! Students, parents, and visitors to the area always mention it negatively, especially on their way to enjoy Emmigrant Lake. They say it just darkens their day. It's so embarrassing and frankly racist!
- Could they please put a fold-down "Baby changing station" (table) in the Lithia park women's & men's restrooms? It would be very helpful for changing infant's diapers - to all the many families who visit also - hot water would be very helpful too? (Too cold to wash hands) Thank you
- Don't forget the lower middle class. us seniors.
- Good luck! Too many uninformed people with poorly formed opinions.
- How much is this survey costing the city of Ashland? Why do you choose N. Jersey firm?
- I can't believe there is no mention of AFN in this entire survey - one of the smartest things the city has ever done.
- Illegal camping is horrible, the illegal fireworks ban sucks and animals need more places (dogs)
- Increase funding to city beautification projects (artwork, sculptures, colored concrete sidewalks, lighting and prettier flower beds)
- It would be nice to have more public art.
- Keep the likes of Art Bullock from interfering with the needs of the citizens
- Legalize marijuana!
- Music –rent control
- My rental situation since 2009 allows me to be here; however, the situation does not permit me to match up with some of my lifetime goals. As a tourist for 40 years I've enjoyed Ashland, but are now sad about OSF new directions. Renting is not my style on the home front.
- Please focus on our recreation facilities-improve and expand golf course, expand and improve still area, help ice rink. Build a harmless shelter-shame on wealthy Ashland for not having one. No development ever east of I-15., Keep growth low & slow-no more land as/ townhouses ever.
- Please remove the empty train cars. They do nothing and block my access to downtown. I would be far more likely to walk to town if I could do it in less time. 2 Please provide more parking downtown for residents, esp. During high OSE season. Bank and store lots should be available w/o fear of towing-after hours.
- RE: Question #20- Rules have changed & what was able to happen cannot now-should have some "grandfather" clause Re: planning RE: Water should connect to Medford water system for safety and to presence flow in each for fish & water safety bacteria.
- Schools need more structure. Whatever it's now the quality of schools is poor. Kids are not pushed enough by teachers. It feels like no one cares.
- Take care of our golf course! It is neglected, what a city asset that our officials care so little about!

- This survey is somewhat long. It appeared daunting, so I almost threw it out. of course after I completed it I realized it didn't take too long.
- This town is a tourist trap. Not only that, but it's rampant with overt OPEN discrimination against white males.
- Why use a NJ research center? 2. Please notify residents when there is going to be a street project/schedule street maintenance at better times. 3. Why is there a 25% tax on city utilities?
- Would like more fast food options, miss DQ. Intersections of Indiana & Siskiyou are often congested due to pedestrian, need dedicated turn lanes

## APPENDIX

Two of Ashland's custom survey questions, allowed those respondents selecting "other" to write in a response of their own. The following pages contain the respondents' verbatim responses as written on the survey or entered in the Web survey and have not been edited for spelling or grammar. Responses for the following questions have been organized alphabetically.

### WHICH OF THE FOLLOWING RESOURCES DO YOU USE TO GET INFORMATION ABOUT THE CITY OF ASHLAND LOCAL GOVERNMENT DECISIONS AND EVENTS? <sup>1</sup>

- Church
- Community
- Community boards co-op i.e. Market of choice
- Contact & discussion with friends.
- Conversations
- Don't get
- Don't really follow
- Employees
- Fellow citizens
- Flyers
- Friends
- Friends
- Friends
- Golf course employees Great!
- Google
- Gossip
- I do not have cable TV any more too expensive AFN not available - Even wireless
- I don't
- Internet
- Internet
- Internet (news feeds)
- KSKQ.org
- Library announcements
- Local monthly snacks & meals
- Local news TV cast
- Locals guide & sneak preview
- Mailers like "Sneak preview"
- Monthly free newspapers
- Monthly newspapers
- NA
- Neighbors
- Occasionally attend city council meetings
- Online news yahoo local

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<sup>1</sup> These responses are from those who marked "other" as their answer to this question and chose to write in a response. Full results of this question appear in Ashland's Report of Results.

- People
- People or friends who live here &/or employees of city of Ashland
- Personal friends
- Public radio
- Public radio (JPR)
- Radio
- Radio
- School (SOU)
- Sneak preview
- Sneak preview
- Sneak preview & locals guide
- Sneak Preview/Local's Guide
- Sneak preview/other
- Sneek Preview
- Social interaction w/neighbors & AAUW & Elk members
- SOU paper
- Talk to people
- Television talking with other people.
- TV
- TV news, word of mouth
- W.O.M. Might visit web site if I knew there was fresh content. Would read flyer
- Word of month
- Word of mouth
- Word of mouth, meetings
- would use the public access but don't have money to subscribe

**PLEASE INDICATE HOW FREQUENTLY, IF AT ALL, YOU VISIT  
DOWNTOWN ASHLAND FOR THE FOLLOWING REASONS:<sup>2</sup>**

- Attend club events AAUW & Elks
- Banking
- Bars
- Bars
- Coffee shops, Book stores.
- Do the Laundry, attend a lecture at library
- Drive around the city
- Drive thru
- Entertainment
- Entertainment

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<sup>2</sup> These responses are from those who marked "other" as their answer to this question and chose to write in a response. Full results of this question appear in Ashland's Report of Results.

- Entertainment/live shows
- Exercise
- Get a sense of what is happening
- Go to co-op & bank
- Hair cut
- Just walk through with the dog
- Library
- Library
- Library/walking
- Market
- Meet friends
- Mostly co-op & bank by foot or bike
- Movies
- Movies etc
- Movies! Plays, Exercise walks
- Nightlife
- Pay electric bill
- Plaza events
- regular walks - because down town is so charming to look at
- See my wife@work
- Shakespeare festival
- Show to visitors, family, etc.
- Show visitors
- Show visitors around
- Show visitors around
- Take walks/Stroll
- Volunteer
- Volunteer for OSF
- Volunteer work
- Walk
- Walk
- Walk
- walk
- Walk
- Walk
- Walk around, I visit library
- Walk for enjoyment
- Walk for fun
- Walk/Leisure
- Walking
- Walking
- walking
- walking and socializing
- Walks
- yoga