

ENGAGE ASHLAND

Held 10/11/2018



Presentation: 11/20/2018

Kelly A. Madding, City Administrator

OVERVIEW

- Community outreach program geared at creating a dialog between residents and the City.
- Modeled after City of Medford's Operation C.A.R.E
- Broad based questions based covering City services provided, issues facing the community, and City communication platforms.
- Direct issues (like street repairs) and suggestions were given to Departments to take into consideration.

140

Houses were selected to be visited.

138

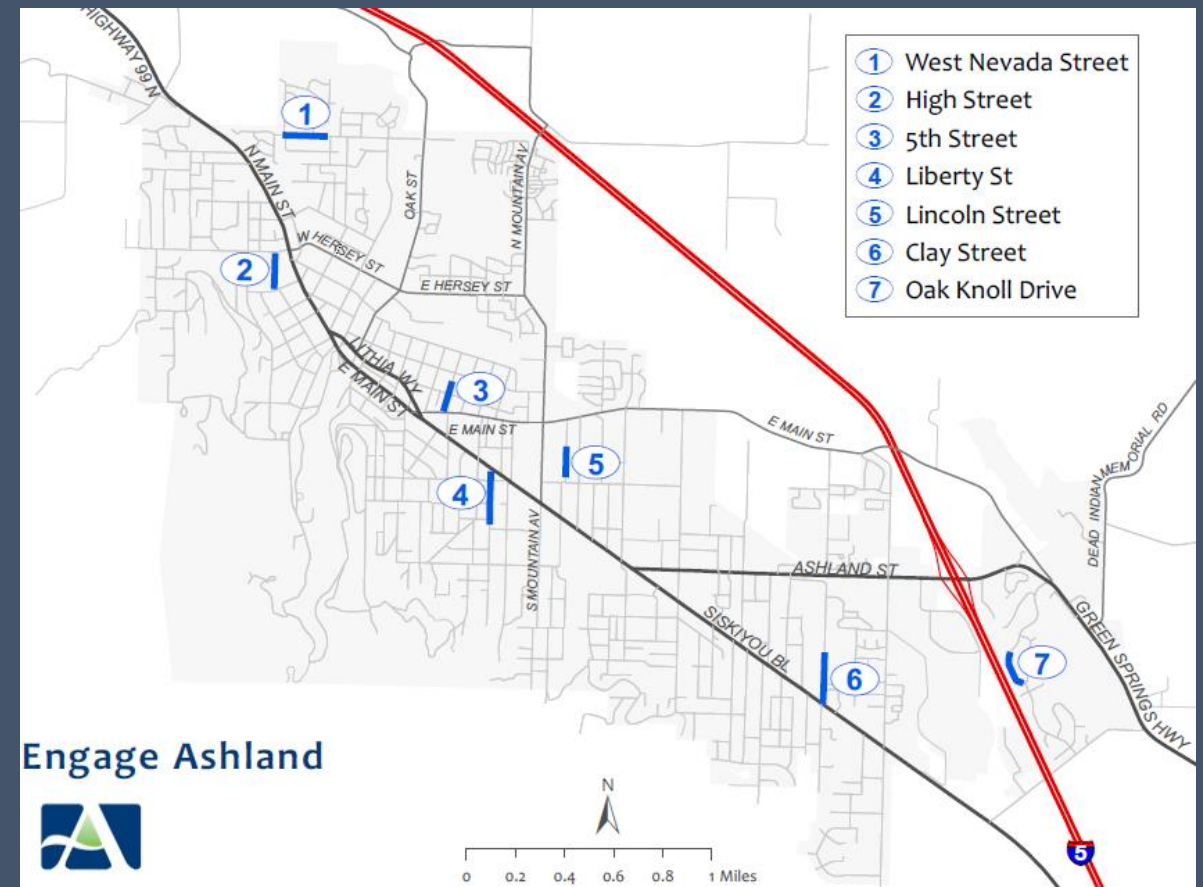
Residents took the survey online or on paper.
(Survey was not restricted to just houses selected.)

7

Teams of either Councilors or staff visited selected houses.

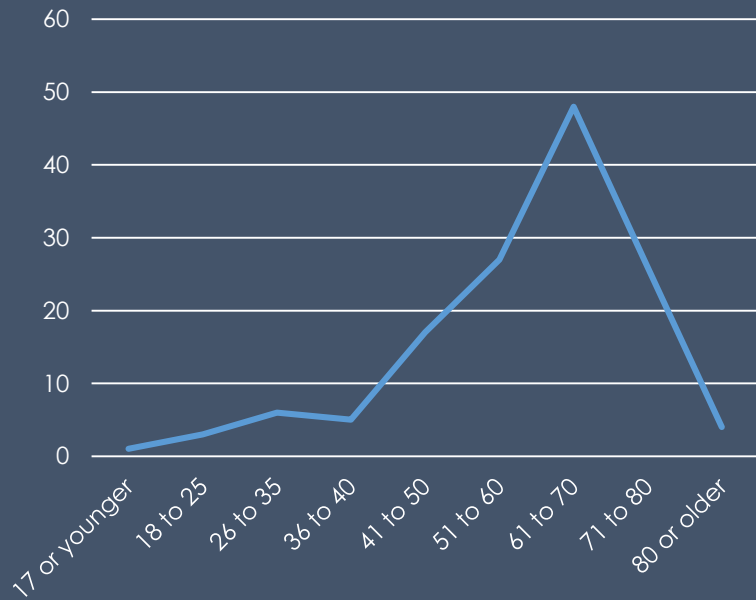
Overview (continued)

- Neighborhoods included West Nevada Street, High Street, 5th Street, Liberty Street, Lincoln Street, Clay Street, and Oak Knoll Drive
 - Postcards were sent before visit encouraging selected to take a survey online

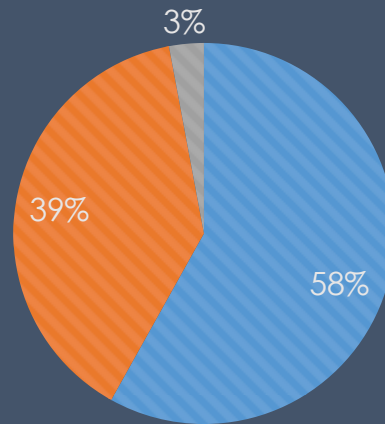


RESULTS: DEMOGRAPHICS

Age Range of Survey Takers



Gender



■ Female ■ Male ■ Prefer Not to Answer

Of residents surveyed

23%

said quality of life was **excellent.**

50%

said the quality of life in Ashland was **very good.**

17%

said quality of life was **good.**

8%

said quality of life was **fair.**

1%

said quality of life was **poor.**

RESULTS: CITY SERVICES

73% rated **Fire & Rescue** as **excellent** (22% as average, 1% as needs work, 4% as N/A)

70% rated **City Parks** as **excellent** (24% as average, 6% as needs work)

50% rated **Police & Public Safety** as **excellent** (35% as average, 15% as needs work)

49% rated **Water Quality** as **excellent** (41% as average, 9% as needs work, 1% as N/A)

76% rated **Electric** as **average or above** (22% as needs work, 2% as N/A)

55% rated **Water & Energy Audits** as **average or above** (16% as needs work, 30% as N/A)

57% rated **AFN** as **average or above** (12% as needs work, 31% as N/A)

52% rated **Street Maintenance & Repair** as **average or above** (34% as needs work, 4% as N/A)

53% rated **Utility Billing** as **average or above** (37% as needs work, 9% as N/A)

RESULTS: BIGGEST ISSUES & MOMENTS

1. Affordable Housing
2. Smoke affecting health of the Community
3. Homelessness
4. Water Quality
5. Utility Rate Increases
6. Services for Seniors
7. Climate Change
8. Smoke affecting businesses
9. Deer and wildlife
10. Panhandling

BEST MOMENTS

When the smoke cleared
The fourth of July parade
Various parades downtown
Honoring of Officer Malcus Williams
Lighting of World Peace Flame
Food Project

WORST MOMENTS

Smoke & Fires
Utility Bill Increases
Parks Recall
Senior Center Reorganization
Hiring officers without adequate funding
Bad Behavior Downtown
Rise in Homelessness

RESULTS: COMMUNICATION

Where do Citizen's go for City information?



23%

Ashland Daily Tidings



15%

Word of Mouth



13%

Social Media

10% City Source

10% Nixle

9% City Website

6% Council Meetings

6% Radio

5% Television

1% Ashland App

1% Ashland Police App

What would citizen's like to see utilized more?

Medford Mail Tribune & Ashland Daily Tidings

Social Media (Facebook)

Email

Surveys

User-Friendly Website

RVTV

Next Door App

Town Hall Meetings

For complete results go to....

ashland.or.us/outreach