



Madras Citizen Input Survey 2018

Sara Puddy & Lysa Vattimo, City of Madras

Thank you to the Madras City Council for their support in survey efforts; thank you to LTDC for partnership.

Thank you for letting us go in a different direction with this survey and potentially exposing our vulnerabilities.

Survey Background

- Perception-based
- Answers were optional
- Survey took less than 10 minutes to complete
- 30 day data collection period
- Outreach effort:
 - Mailed to 4,689 Madras area mailboxes (residential and commercial)
 - Available electronically via City website
 - Advertised in Madras Pioneer, Bend Bulletin, social media, on various billboards in town, community meetings, and word-of-mouth
 - Translated into Spanish by Let's Talk Diversity Coalition
- 991 responses
 - 21% response rate

4-5 month effort

Excellent return rate for a mailed survey with online availability (no phone calls or follow-up)

Response sample size is adequate to draw conclusions about community needs, wants and desires.

Assumptions

■ Survey Results

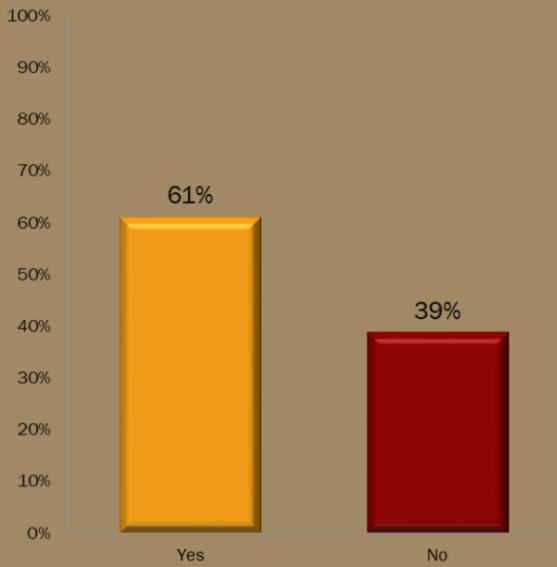
- *Summary of popular responses vs. raw data or outliers*
- *Participants residing inside vs. outside city limits (unless specified)*
- *Participant comments are not listed in any particular order but represent the majority of responses*

■ A “No Opinion” response reflects the following:

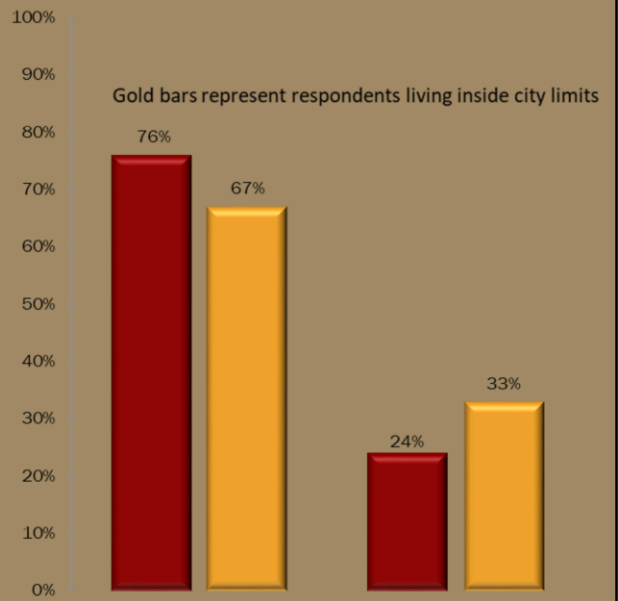
- *Participant had no opinion*
- *Participant had no interaction with City and/or community service*
- *Participant may have been unclear on how to respond*

Regarding answers from respondents living inside city limits vs. outside city limits – on most questions, the stats didn’t change significantly, however, where it DID make a difference, we show the responses side by side on the graphs.

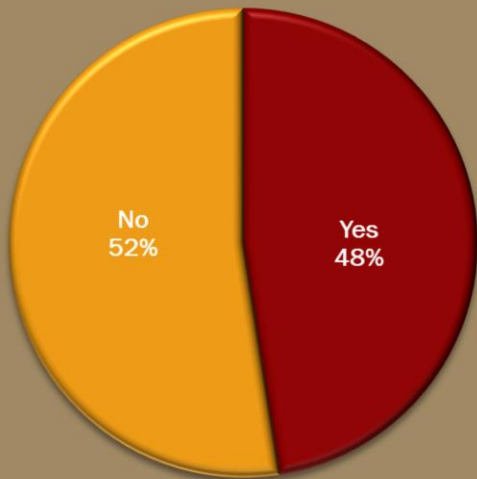
Q4: Do you reside within the Madras city limits?



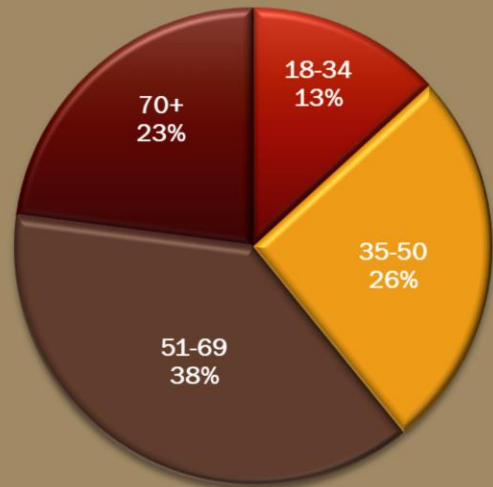
Q5: Do you own or rent your home?



Q6: Do you work within the City limits of Madras?



Q7: What is your age range?



61% of respondents were in the age range of being retired or close to retirement - so they may have very different views on housing, employment, shopping, etc. Keep this in mind as you review the data.

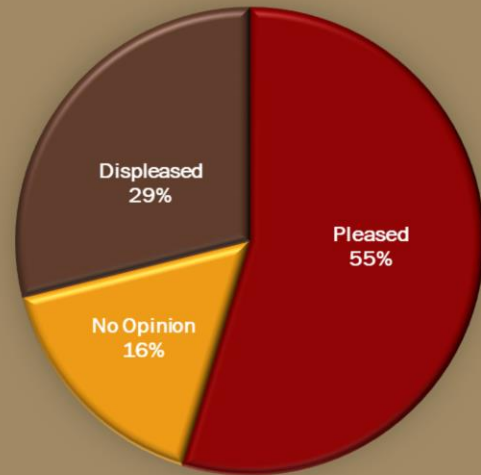
■ Pleased:

- *Love living here*
- *Looks better than it used to*
- *It's improving, but more could be done*

■ Displeased:

- *Need attractive store fronts, downtown needs a facelift*
- *Downtown should make people want to stop, shop, stay and play*
- *Need more, improved shopping options*
- *Too much drugs and crime*
- *Too many homeless*

Q8: How satisfied are you with the overall image of the City?



"Looks better than it used to."

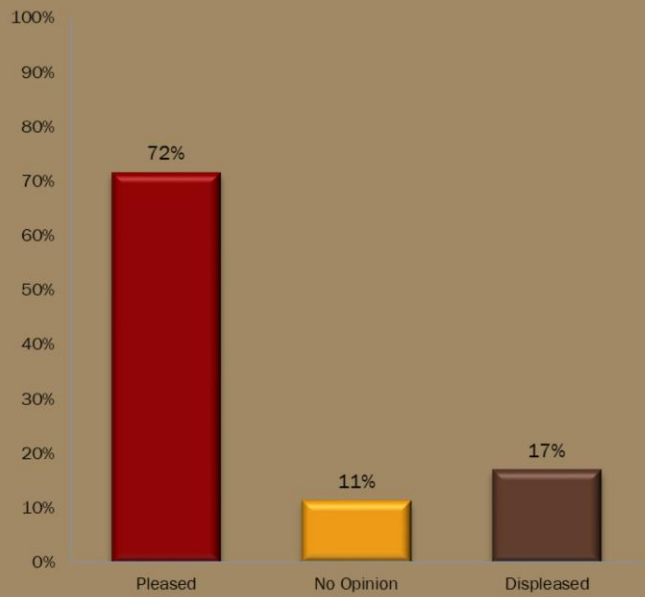
All throughout this survey, you'll see trends...one being that people who are displeased with something will provide comments – whereas people who are pleased will typically just check the Pleased box.

Another trend we found woven throughout most of the questions is that respondents feel Downtown needs improvement.

■ Pleased:

- *Like the small town feel*
- *Love the community*
- *Room for improvement, it's getting better*
- *Nice parks, great pool*
- *Clean air, great water, beautiful surroundings*
- *Great, friendly people*
- *Depends where in Madras you live (e.g., neighborhood)*
- *Close to other communities/cities (Redmond, Bend, Portland, coast)*

Q9: How pleased are you with Madras as a place to live?

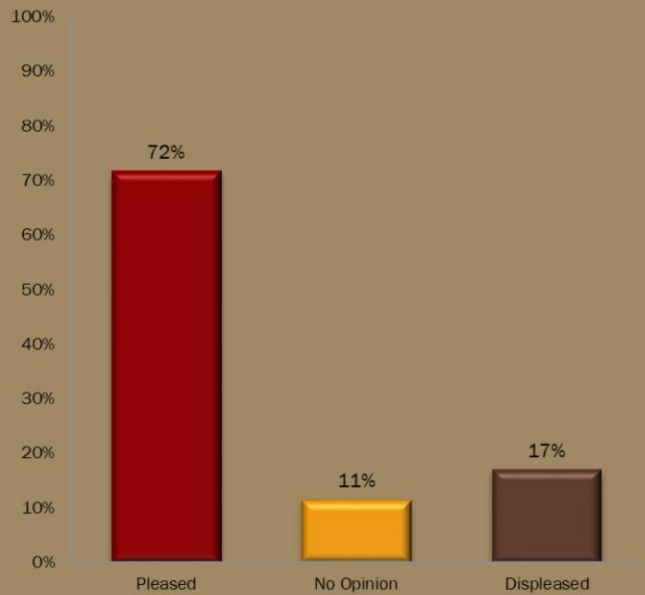


Overall, respondents are pleased with Madras as a place to live.

■ Displeased:

- *Need more to draw young families*
- *Viewed as a retirement community*
- *Need more employment opportunities*
- *Cost of utilities too high*
- *Schools need improvement*
- *Need more for youth to do*
- *Need more activities and shopping*
- *Housing is a challenge*
- *Drugs & gang activity*
- *Taxes are too high*
- *Needs some "cleaning up"*

Q9: How pleased are you with Madras as a place to live?

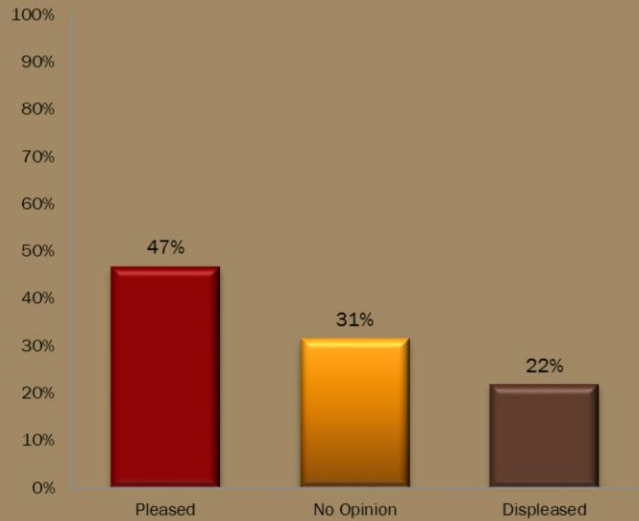


While respondents are pleased with Madras as a place to live, they clearly have some things they'd like to see improve.

■ Pleased:

- *It's a safe city*
- *The community values its youth*
- *Small towns are great places to raise kids*
- *Nice parks in Madras*
- *MAC, PAC and theater are great for kids, families*
- *Various ethnical and cultural backgrounds exist here*
- *Schools need improvement, but getting better*

Q10: How pleased are you with Madras as a place to raise children?

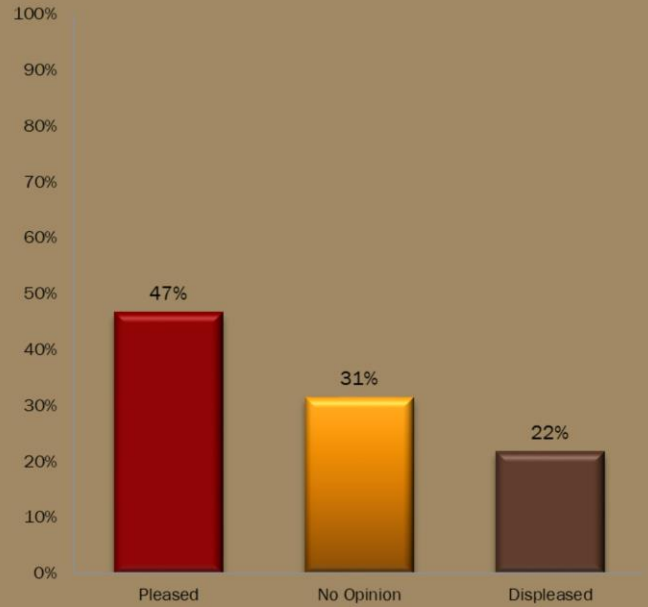


"My kids left Madras and they were confident and resilient. Great place to be a kid."

■ Displeased:

- *Need more programs/clubs for kids*
- *Displeased with school system, academics*
- *Many people send their children elsewhere for school*
- *Madras has a drug/alcohol problem*
- *Too much access to marijuana*
- *School bullying is a problem*
- *School district ranks poorly*
- *Need more parks on the west/southeast sides of town*
- *Transients create unsafe feeling*
- *Need more police officers*

Q10: How pleased are you with Madras as a place to raise children?



While respondents were more Pleased than Displeased with Madras as a place to raise children, they want more activities for kids.

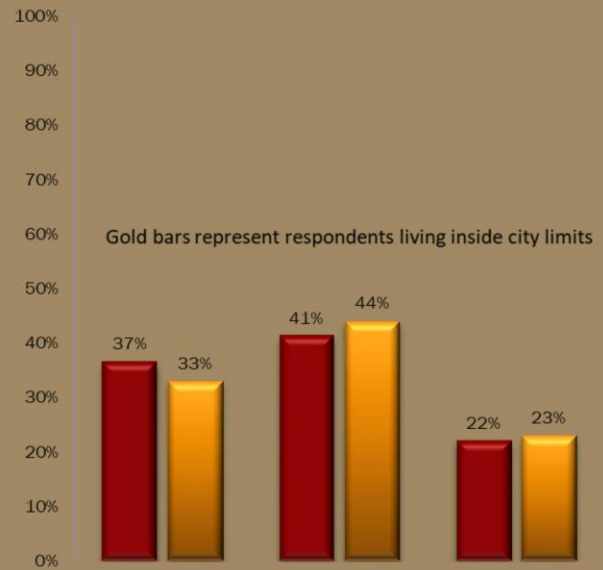
■ Pleased:

- *The PAC is great but underutilized; can and should do more*
- *Adequate for a town this size*
- *It has improved over the years*

■ Displeased:

- *Bring back the Collage of Culture*
- *Need more*
- *Want concerts, street fairs, live music at restaurants/bars*
- *Need better advertising for the arts/cultural opportunities that currently exist*
- *Need more musical events*

Q11: How pleased are you with the arts and cultural opportunities?



Respondents are hungry for community events. They see community events as opportunities to do things with their family, and also a way to bring the community together, meet new people, etc.

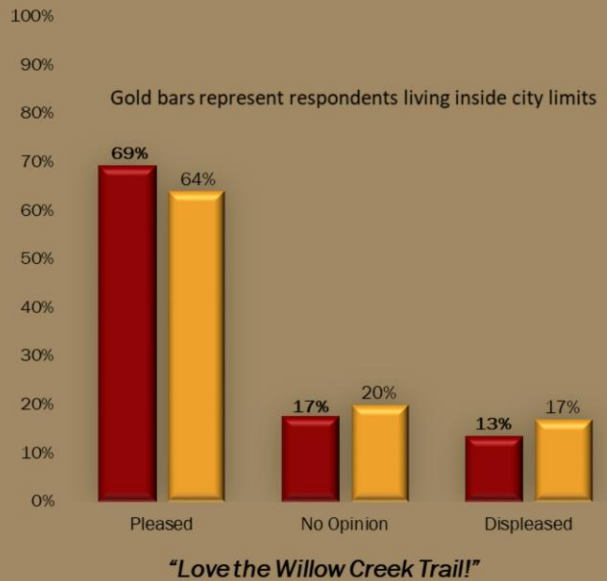
■ Pleased:

- Really enjoy Willow Creek Trail
- Love the MAC/MACRD
- Madras is close proximity to Central Oregon recreation
- There's lots of outside, summer recreation

■ Displeased:

- Need more family-friendly opportunities
- Need more for adults - dodgeball, badminton, shooting events, etc.
- Need a dog park
- Concerned for safety at/near Sahalee Park after dark
- Desire local access to roller skating

Q12: How satisfied are you with local recreational opportunities?



Respondents are looking for opportunities typically offered by recreational districts (for all ages), and for all season recreation. They also made several comments about safety concerns at Sahalee Park.

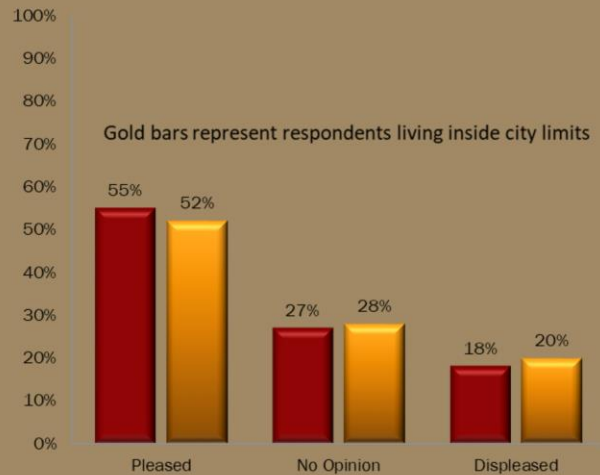
■ Pleased:

- *Friendly people in Madras*
- *Church groups are welcoming*
- *Core group of people working hard to make positive community impact*

■ Displeased:

- *Feels segregated - "cliquish"*
- *Difficult for new people to have a sense of belonging*
- *Disconnection between the various cultures in the community*
- *Unless you grew up here viewed as an outsider, unassociated*

Q13: How pleased are you with the sense of community?



"Solar eclipse demonstrated that community events can & will bring the community together. More events equal more engagement."

If you weren't born and raised here, it can be challenging to "break in" to the community. More community and cultural events may help break down some of those barriers and bring people together.

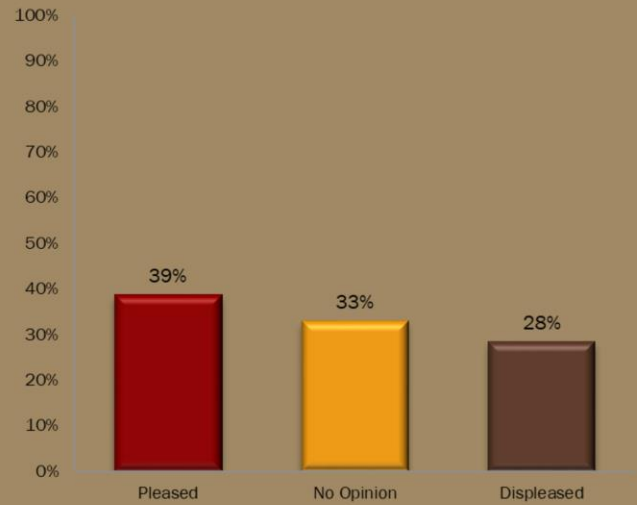
■ Pleased:

- Appreciate COCC in Madras
- 509J District is improving

■ Displeased:

- Negative reputation drives people away from the community
- Need more COCC focus on entering the workforce (e.g., interviewing, life skills, etc.); more academic offerings
- Need more traded sector and vocational opportunities
- Too much emphasis on testing, test scores
- District bullying is an issue
- District needs more funding
- District focuses too much on the minority population

Q14: How pleased are you with the quality of education services/opportunities (K-12, advanced education, etc.)



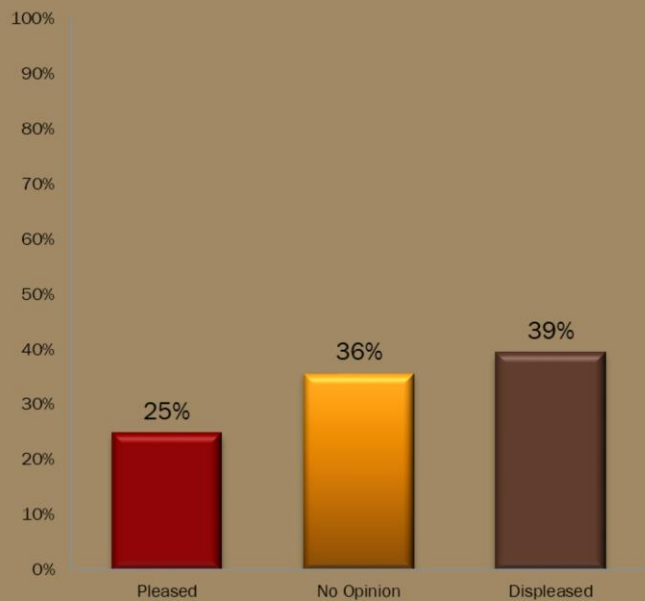
"Things are improving..."

Overall, respondents feel the reputation of 509J is improving, but that it needs to continue on an upward trajectory. They are pleased that COCC (and OSU) are in our community, but feel COCC is underutilized and that they should offer more classes that will help get people gainfully employed; and special interest classes.

■ Displeased:

- *Need business/industries that pay family supporting wages*
- *Hard to find skilled workforce, and those willing to move to Madras*
- *The City and County are making it hard for new companies to come to town (e.g., SDCs)*
- *Limitations due to the size of Madras community*

Q15: How pleased are you with employment opportunities?

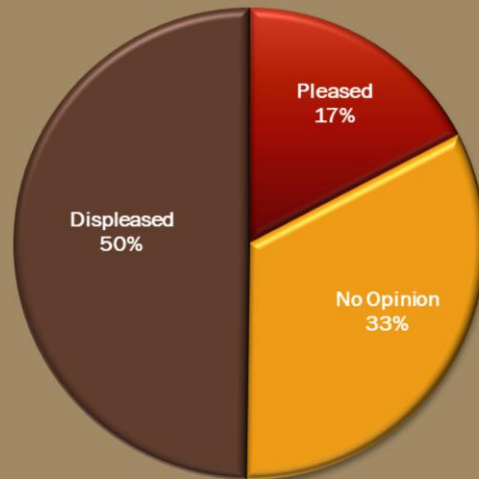


This question really brought out two distinct schools of thought; not enough living wage jobs and not enough skilled work force when businesses are looking to hire. Looking back at the education slide, there may be some good opportunities for the schools to offer classes that local businesses need to fill their openings (Microsoft Office, marketing, skilled labor, etc.).

■ Displeased:

- *Rent is too expensive; monopolizing rental agency*
- *Very hard to find housing to rent for new employees*
- *Building permits are too expensive*
- *Need to make it desirable for a contractor to develop*
- *More middle class homes are needed*
- *Need more livable housing options*
- *Get rid of unlivable homes or have owners bring them "up to code"*
- *Need 55+ community, apartments and small houses*

Q16: How pleased are you with the availability of housing?



Madras is not unique in the lack of housing (or affordable housing). This is a state-wide issue. There were clearly two respondent groups – renters/1st time home buyers; and developers/builders. Each with their own unique issues.

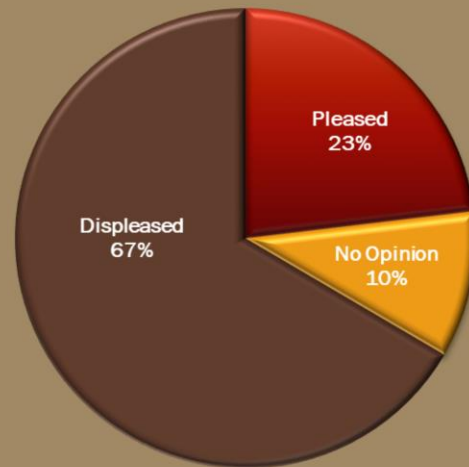
■ Pleased:

- *The essentials are here - it's pretty good for a small town*
- *It's improving, better than it was*
- *Need a stronger downtown presence. It's improved from the past but there isn't a lot of options for retail shopping*

■ Displeased:

- *People shop in Redmond, Bend or online*
- *Need clothing/shoe stores*
- *Need a Fred Meyer, Wal-Mart, Home Depot*
- *Prices are high in Madras*
- *Business does not want to come to Madras - City fees are too high*

Q17: How pleased are you with access to quality shopping?



"I understand that funding is needed however we should try to work with businesses better rather than creating barriers ..."

Most respondents said, "What shopping?" Because they can't buy what they need at prices they can afford here – they go to Redmond, Bend, or purchase online. They want to spend their money here, but we don't have what they need. We often saw comments like, "We have a beautiful swimming pool here, but I can't even buy a bathing suit in town."

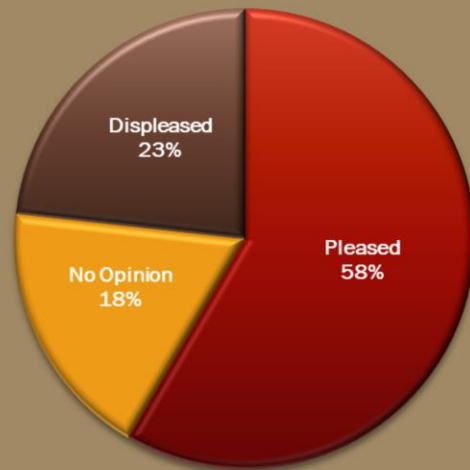
■ Pleased:

- *Feel safe overall*
- *Proud of Madras Police*
- *Madras PD doing the best they can*
- *Need for more officers*

■ Displeased:

- *Too much speeding*
- *Too many drugs/alcohol/homeless tarnishes town's reputation*
- *Don't see PD patrolling enough*
- *Significant safety concerns at "J" St & Hwy 97 Street*
- *Not enough street lighting off the main corridor, especially after dark*
- *Lots of loiterers*

Q18: How pleased are you with overall safety and security?



Pro: Good Police Department

Cons: Transient community bothers them and there is a significant safety concern for the J Street/Hwy 97 interchange

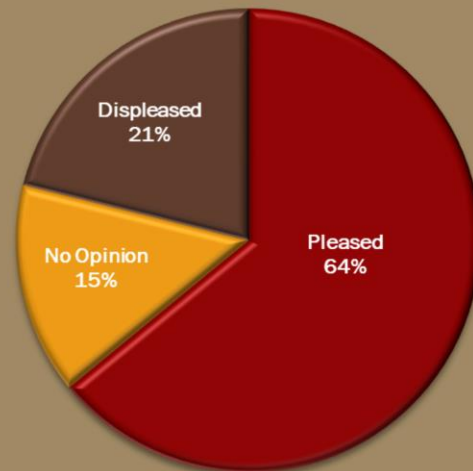
■ Pleased:

- Adequate for community our size
- Seems to be improving
- Love the St. Charles expansion
- Happy to see urgent care hours at MMG
- This has improved a lot over the year
- There's still more to be done but it's on the right track

■ Displeased:

- Not enough doctors - to attract more, we need to clean up the town
- People go to Redmond or Bend
- ER doesn't have a good reputation
- Need more specialists from Bend to visit Madras

Q19: How do you feel about the availability of health care services?



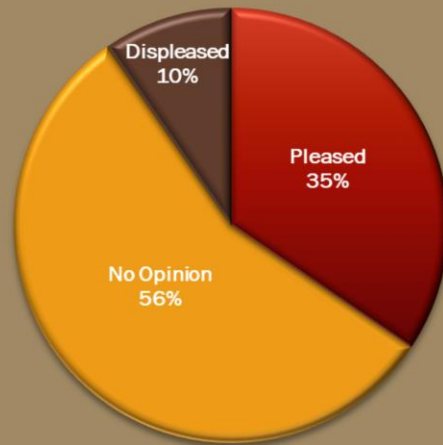
"I love the St. Charles Expansion."

We asked this question very specifically, to open people's minds to all that is available in our community - e.g., St. Charles hospital, medical facilities, urgent care, and the JC EMS Community Paramedic program. An overwhelming number of people stated, "We need an urgent care." Which either speaks to a lack of education/marketing of what is available at Madras Medical, or the "same day appointment" care, isn't the same as true "urgent care" and the community wants an alternative to the emergency room. But people were very pleased with the St. Charles expansion – they would like to see more specialists in Madras so they don't have to drive to Redmond or Bend.

■ Displeased:

- *Other than the Senior Center, what is there?*
- *Need more affordable elder care, housing, transportation, meal services, and community services aimed specifically at senior citizens.*
- *Information should be better disseminated*

Q20: How satisfied are you with the availability of senior services?



Interesting that 38% of our respondents were 51-69 years old and 23% were over 70, yet the No Opinion rate is so high on this question. Significant portion of participants commented that they simply haven't utilized any senior services yet.

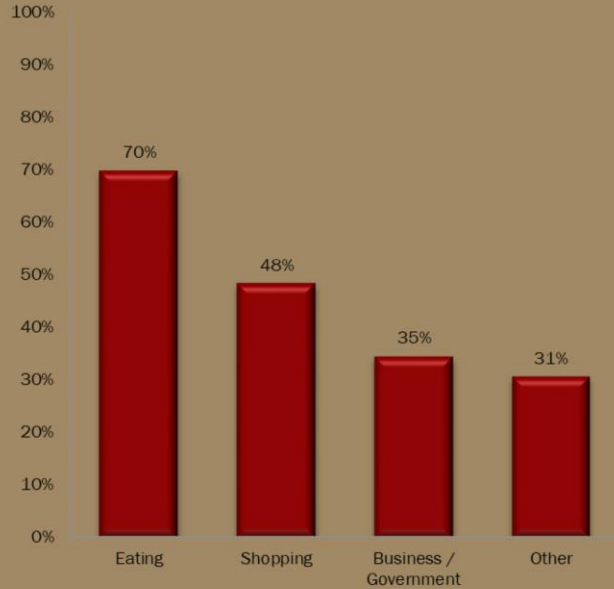
■ OTHER DOWNTOWN HABITS:

- *Library*
- *Banking*
- *Barber/Salon*
- *Gym*
- *Church*
- *Work*

■ COMMENTS:

- *Very dark and dreary*
- *Wish there was more for kids to do*
- *Drive through on my way to Redmond or Bend*
- *Downtown is avoided - there's nothing to go for*
- *It's boring*

Q21: What are your current downtown habits?



Respondents could choose as many as applied to them on this question. Overwhelmingly, the comments indicated that there wasn't much to draw them Downtown.

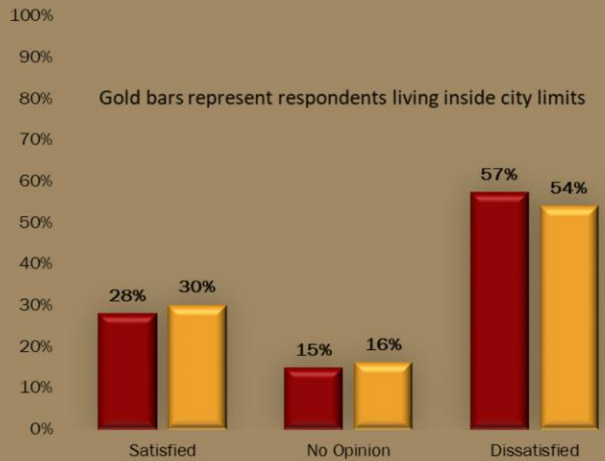
■ Pleased:

- *It's improving*

■ Displeased:

- *Too many empty buildings*
- *Need for downtown revitalization*
- *Different types of restaurants (steakhouse, etc.), and stores (Fred Meyer, etc.)*
- *Desire for multi-cultural food and shopping*
- *Need more places for kids*
- *Prices in Redmond or Bend are better*
- *SDC's are discouraging new small businesses; offer incentives*
- *Downtown is unattractive*
- *Need adult social gathering spots*
- *Need more local businesses*

Q22: Overall, how satisfied are you with the types of businesses and services available in downtown Madras?



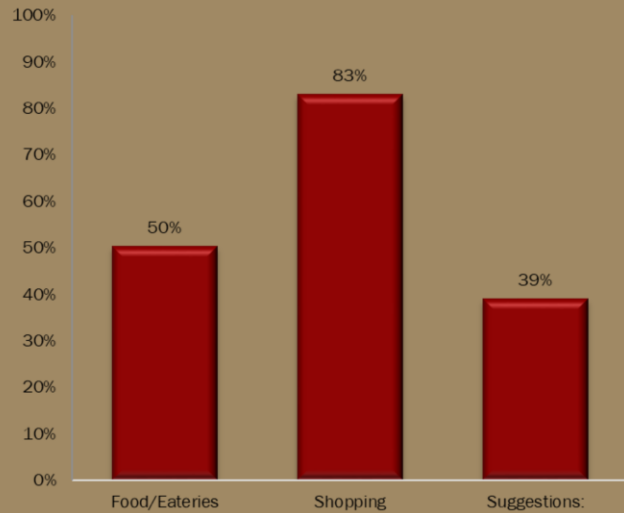
"City Council needs to be more open to Wal-Mart, Fred Meyer...fees need to be reconsidered..."

Respondents are looking for variety – in food and shopping. And they want good value for their dollar. They also want beatification of Downtown.

■ Suggestions:

- Attractive store fronts, shops & decor that make people want to stop and shop
- Better flower pots, greenery, trees
- Less traffic (need a bypass)
- Need more, better parking
- Less vacant buildings
- Fred Meyer or Wal-Mart; places you can buy anything...clothing & shoes
- More diversity in food options
- Places for kids
- Hotels (like Cross Keys) - not old, run-down ones
- Entertainment
- Food cart lot
- Miniature golf/fun center, climbing wall, trampolines
- Sporting goods/bike shops
- Music store/hobby stores/craft store/book store
- Dog park

Q23: What would you like to see more of downtown?



"Stores need to be open later and on weekends."

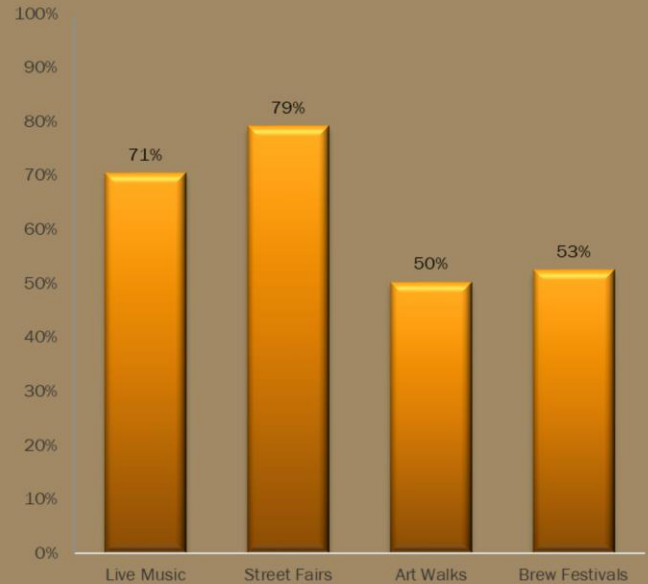
Again, beautification of downtown stood out, as well as variety in food (food carts/trucks). Respondents gave lots of great ideas, but the ones listed were repetitive. So if anyone is looking for successful business ideas, this list provides a few! Respondents definitely want more family-friendly things to do.

"You can't even buy a bra in this town except at the thrift store."

■ Suggestions:

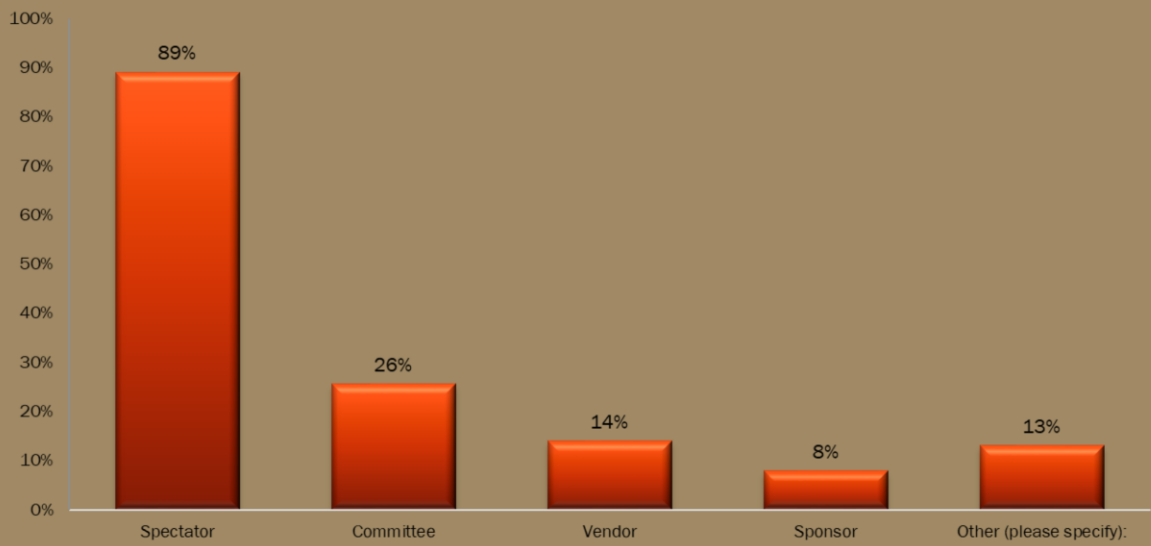
- *Theme for the town*
- *Cleaner sidewalks/streets*
- *Quality food, nice shops*
- *Clothing store like Hatfield's*
- *Car shows, hot rods, motorcycles*
- *Food carts*
- *Elimination of commercial traffic via a bypass*
- *Festivals/events (like Solar Eclipse)*
- *Reasonably priced retail, with quality and selection*
- *Kid stuff*
- *Food festivals*
- *More parking*

Q24: What would draw you downtown more?



Over and over again, we see respondents wanting community events. The newly formed Downtown Business Group is working on a new concept (First Thursdays) that will have live music, vendors, specials, etc. It should be a good test to whether or not the community is truly interested in participating. Several people referenced, "...events like Solar Eclipse" because it was successful, well-planned out, and had a lot of variety. It's also evident that people who hold events need to do a better job marketing the events – which has been starting to happen since Solar Eclipse.

Q25: In what ways would you be willing to be involved in downtown events?



Other: Respondents offered to Volunteer or Coordinate events

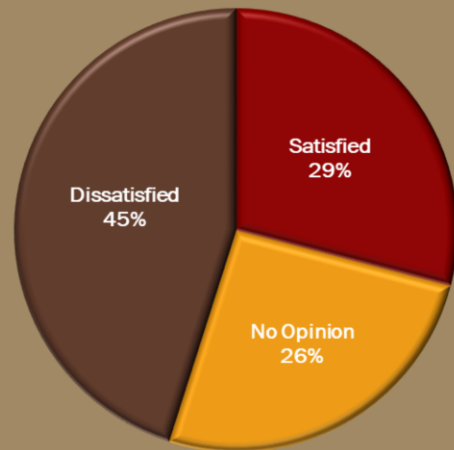
■ Pleased:

- *Appreciation for street trees*

■ Displeased:

- *Largest eyesores in town: The Rock Shop, Tops Trailer Park, and Madras Hotel/Motel*
- *Need code enforcement officer*
- *Knapweed and puncture vine control are a real problem*
- *Parked cars without current tags, junk piles, trash in outlying streets*
- *Write more tickets for people parking the wrong way*
- *Strawberry Heights has a huge issue with people parking on the sidewalk, cars left and not moved for months.*
- *Need garbage/recycle cans Downtown*

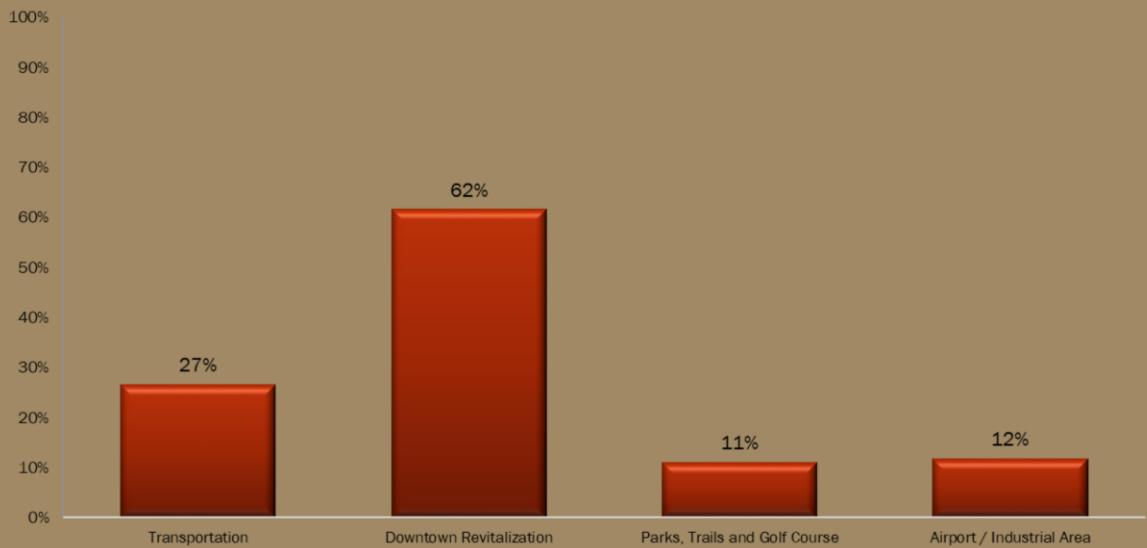
Q26: How satisfied are you with code enforcement (i.e., addressing junk cars, weed abatement, etc.)?



"Why have the codes if you aren't going to enforce them?"

There are no surprises here, and staff has already been working on ways to mitigate several of these issues. We have several opportunities with code enforcement to provide education to the community on who's responsible for what types of issues, what the process is, etc. This list represents some pretty significant projects financially and very complex legal issues.

Q27: What do you believe the City's priorities should be for future growth?

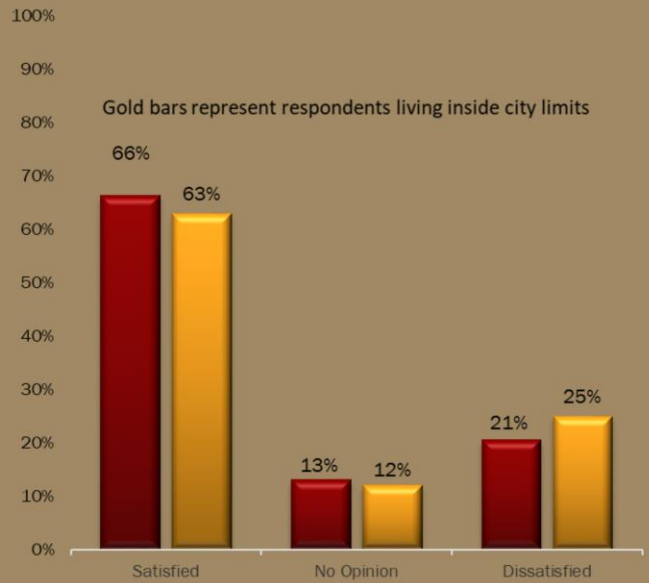


While Parks, Trails, and Golf Course rate lowest concern here, based on all the comments we received about how pleased respondents are with our trails and parks, we believe they are telling us that we don't need to put our focus there because we've done a good job with it. Same with the Airport/Industrial area – work has been done to improve that area. Respondent comments throughout the survey overwhelmingly stated downtown needs improvement and this slide tells us they want us to focus our attention there.

- Pleased:
 - Willow Creek Trail is great

- Suggestions:
 - Pedestrian safety concern at/near "J" Street & Hwy 97
 - Around all school walking areas
 - Around Sahalee park and the library
 - Sidewalks extension from South Y to Bi Mart
 - 7th Street from Oak to library
 - Oak Street from 12th to 6th
 - 12th St; Madison St; both sides of "B" St.

Q28: How do you feel about the availability of pedestrian walkways/sidewalks?

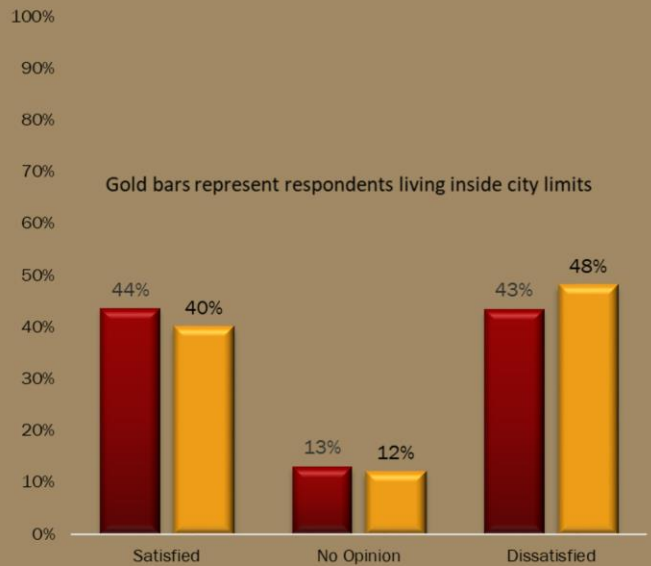


Respondents are pleased with the walking/biking path investment that has been made, but have identified some specific areas in town where they believe sidewalks are needed most. Public Works already has some of these areas slated for grant proposals and future work!

■ Displeased:

- Streets are in need of repair; especially side streets
- Many streets are still unpaved (dirt and/or gravel)
- Quality of pothole repairs aren't "fixing" potholes
- Need more focus on crosswalk painting

Q29: How do you feel about the condition/maintenance of City streets?



Since many respondents complained about potholes, we used Facebook to encourage citizens to report them to us. We received a report on a pothole within the first hour! Educating our community on the resources already available to them and connecting them in to the City will be key to helping them feel heard and helping us get the work accomplished!

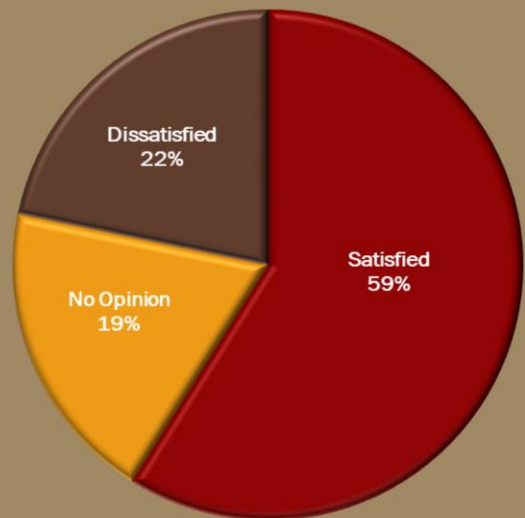
■ Pleased:

- *The Downtown tree lights are beautiful*
- *Downtown is good, but the side streets need more*

■ Displeased:

- *Streets are too dark, doesn't feel safe*
- *Street lights are not functioning at all street corners or housing developments; they tend to flicker or won't light at all.*
- *Really dark near the library and the park (Sahalee)*

Q30: How do you feel about the adequacy of City street lighting?



Respondents gave us a very specific list of locations which has been provided to Public Works for further investigation. But again, this is an education moment. We can educate our community on which street lights belong to the City and which ones belong to the power company and how to quickly report malfunctioning lights. This empowers them and helps us accomplish the work.

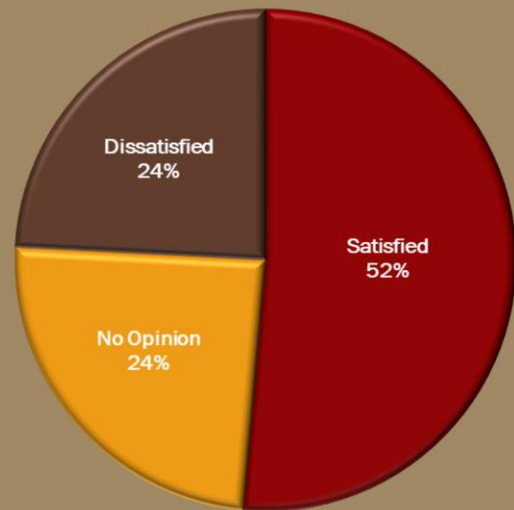
■ Pleased:

- *Love Madras water*

■ Displeased:

- *Water and sewer rates are too expensive – especially sewer*
- *Why isn't there a reduced rate for seniors?*
- *Minimum is too expensive for one person use*
- *Are area residents picking up the cost burden of DRCI being here?*

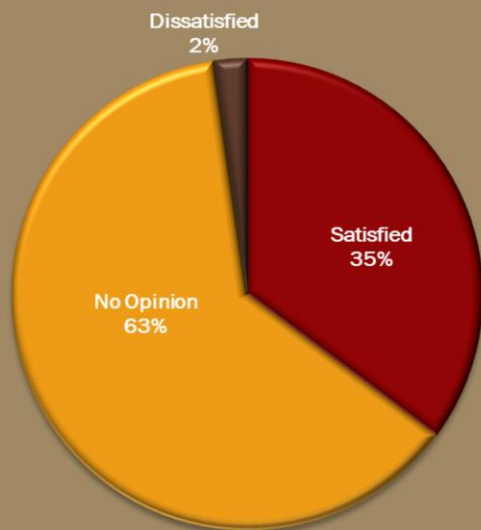
Q31: How do you feel about the overall value for your water/sewer utilities?



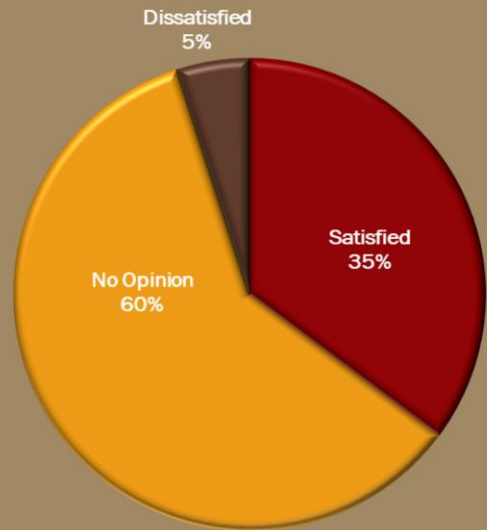
"We have the best water around!"

With Opal Springs water, what's not love? But, respondents were clear – they want us to evaluate the possibility of lowering sewer rates for single person households.

Q32: How quickly you feel the City restores water/sewer utilities after an *UNPLANNED* outage.



Q33: How well the City keeps you informed about *PLANNED* disruptions to your utility service



No Opinion appeared to mean that they did not have an interruption of services or don't have City services.

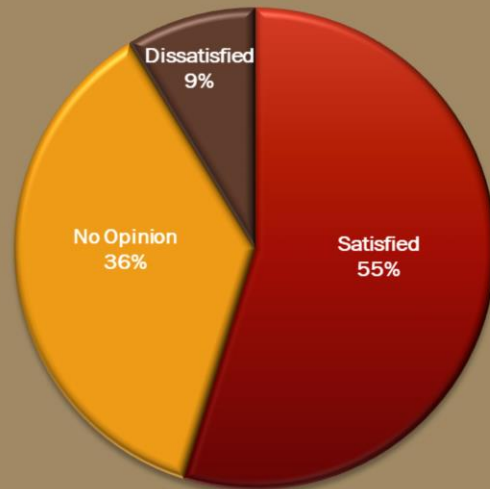
■ Pleased:

- *PD responds remarkably well for as thin as they are spread*
- *Great officers*
- *Quick response*

■ Displeased:

- *Problem with out of town 911 center, difficulty knowing area*

Q34: How quickly police respond to emergencies

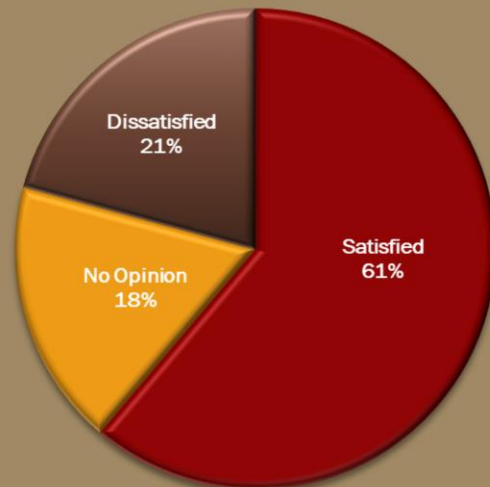


Acknowledgement that Madras PD is in need of additional officers, but provides a great service with the staff they have. Compared to previous surveys, there was a significant reduction in the amount of complaints about Frontier dispatch. The No Opinion portion was often combined with comments like, "Never had to call."

■ Comments:

- *Need more officers*
- *Need more police officers to patrol and be visible; they are rarely seen*
- *Due to staffing shortage, suggestion of cadet-volunteer programs, get more people involved.*
- *Need more patrol around parks*
- *Too many people speeding in and through town*

Q35: Visibility of police in neighborhoods and around town



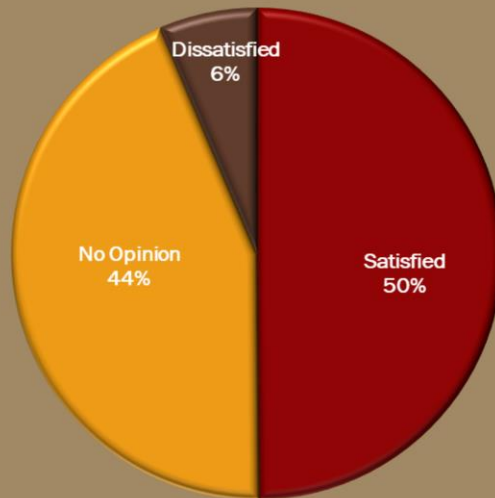
"I'm proud of our officers, they have a tough job."

Respondents want to see more of our officers, but they understand it's a difficult balance. That being said, it's **good** when your community wants positive interaction with your police force!

■ Comments:

- *Would like to see them do more*

Q36: Participation in community events and programs, including school-based



Note: Most respondents appeared to not understand that this question was referring to Police participation in Community events, therefore, we have omitted this from the review.

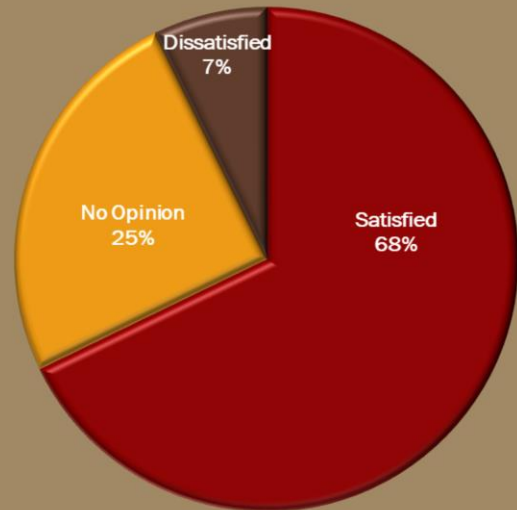
■ Satisfied:

- Professional
- Kind, very helpful police force
- Good people with tough jobs
- Have seen improvement

■ Dissatisfied:

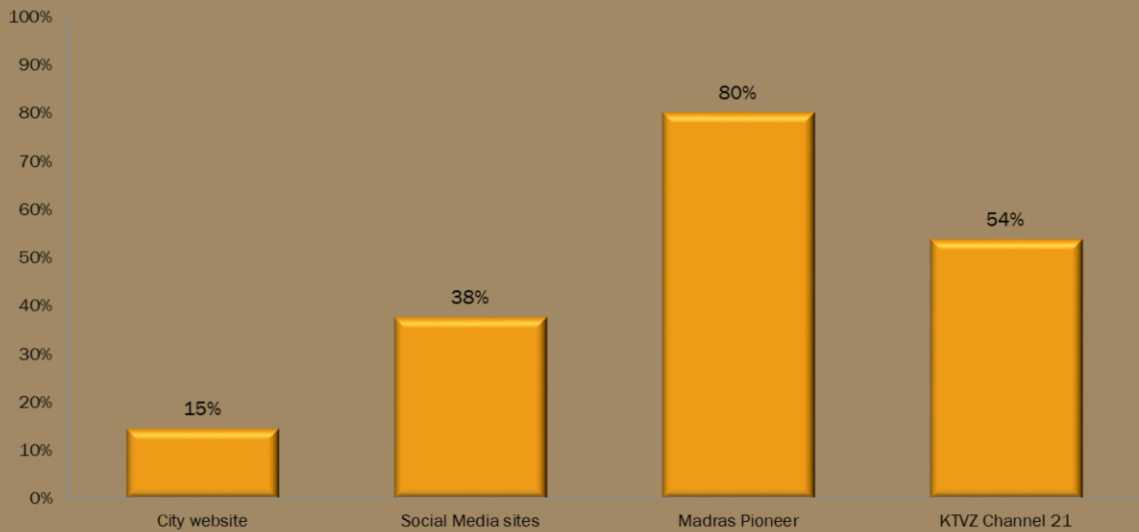
- Some observed rudeness
- Wish they did more community outreach - walking in the parks, chatting with community members

Q37: Professionalism of police officers



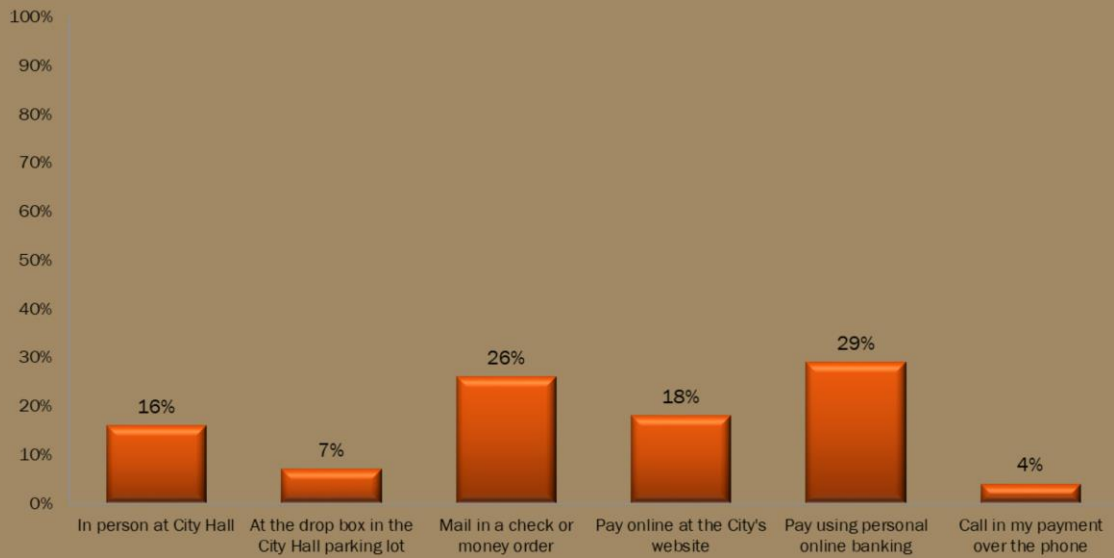
68% satisfaction rate and 25% no opinion is a testament to Madras PD that they're doing good work.

Q38: How do you stay informed about City government issues?



Others included: Bend Bulletin; word of mouth. While the numbers for the website and social media are fairly low, the City just launched into social media recently and recently built a new website. In addition, the Madras community is starting to use Facebook to share events, sales, etc., and has started following the City – therefore, these numbers should rise organically. It’s obvious that staff should continue to feed stories to the Pioneer and KTVZ to get the word out on City issues.

Q39: How do you typically pay your utility bill?



This question was filtered specifically to respondents living within City limits and provides staff with the data they need to encourage customers to move from making paper payments to electronic formats.

The End

Staff will use this data to educate the community, develop pieces of their Strategic Plan, and help members of the community (e.g., businesses, healthcare providers, schools, etc.) be successful in their endeavors. Council and staff will work together to determine when the next Citizen Input study should be implemented. In the meantime, staff will use the Strategic Plan to track measurable associated with this survey. In closing, the City wishes to thank everyone who participated!