

**City of Medford
Smart Growth Community Survey Results**

February 2007

The City of Medford conducted this survey to gather public opinion on future growth and various aspects of life in the City.

In November 2006 surveys were mailed to 2,155 city addresses along with monthly utility bills. Completed surveys were accepted through January 31, 2007. The survey responses were collected and tabulated in a database developed by city staff. A total of 418 surveys (19.4%) were returned.

Based on the number of surveys returned and a voting population of 3,334, the general accuracy of the survey was calculated to have a confidence interval of approximately 4.5% at a confidence level of 95%. That is to say you can be 95% certain that the results for the entire population would be within +/- 4.5% of the survey results. Accuracy also depends on the percentage that selects a particular answer. If 95% of respondents said "Yes" and 5% said "No" to a question, the chances of error are remote. However, if 51% answer "Yes" and 49% answer "No" the chance of error are greater.

The confidence calculations assume a true random sample of the entire population. In this survey 82% of the respondents were age 41 or older with 51.3% of the total being over age 55. Property owners also represented a large percentage (80.6%) of the total respondents. Consequently it is likely that the overall results are slanted toward the opinions of property owners over the age of 40. For this reason, a comparison of the overall results to those of the 40 and under age group is included.

The overall survey results for each question are presented in Section 1. Responses for each answer and corresponding percentage of the total for that question are listed. Because all questions were not answered on all the surveys, the totals for each question are not the same. Questions that were not answered or not responsive to the question are listed as "NR" and not included in the totals or percentages.

Section 2 is the comparison of the overall results to those of the 40 and under age groups.

Section 3 is a listing of comments that were included on some surveys.

General

A. Are you a resident of the City of Medford?

Yes	No	NR	Total
391	25	2	416
94.0%	6.0%		100%

B. Do you own property in the City of Medford?

Yes	No	NR	Total
333	80	5	413
80.6%	19.4%		100%

C. Age?

25 or <	26-40	41-55	56+	NR	Total
9	65	126	211	7	411
2.2%	15.8%	30.7%	51.3%		100%

Issues and Opportunities

1. How would you rate the quality of life in the City of Medford?

Excellent	Good	Fair	Poor	NR	Total
69	282	59	3	5	413
16.7%	68.3%	14.3%	0.7%		100%

2. During the next five years, do you expect the quality of life in the City of Medford to:

Improve	Same	Decline	NR	Total
161	221	28	8	410
39.3%	53.9%	6.8%		100%

3. Please rate each of the following aspects of life in the City of Medford:

	Needs a Lot of Improvement	Needs a Little Improvement	Needs No Improvement	No Opinion	NR	Total
a. Affordable homes	63 15.6%	193 47.7%	101 24.9%	48 11.9%	13	405 100%
b. Adequate rental property	51 12.5%	138 33.7%	135 33.0%	85 20.8%	9	409 100%
c. Parks and green space	28 6.8%	154 37.7%	218 53.3%	9 2.2%	9	409 100%
d. Public roads	101 24.8%	218 53.6%	83 20.4%	5 1.2%	11	407 100%
e. Health care facilities	30 7.4%	118 28.9%	244 59.8%	16 3.9%	10	408 100%
f. Having job opportunities	110 26.9%	170 41.6%	97 23.7%	32 7.8%	9	409 100%
g. Police service	35 8.6%	121 29.7%	222 54.4%	30 7.4%	10	408 100%
h. Fire protection service	9 2.2%	62 15.2%	297 73.0%	39 9.6%	11	407 100%
i. Ambulance/Paramedic services	15 3.7%	70 17.2%	278 68.1%	45 11.0%	10	408 100%
j. Public utilities (water, sewer, electric, garbage)	24 5.9%	121 29.6%	240 58.7%	24 5.9%	9	409 100%
k. Recreation/Cultural opportunities	92 22.7%	167 41.1%	112 27.6%	35 8.6%	12	406 100%

3. Please rate each of the following aspects of life in the City of Medford:(cont)

	Needs a Lot of Improvement	Needs a Little Improvement	Needs No Improvement	No Opinion	NR	Total
l. Retail (shopping)	206 50.5%	155 38.0%	36 8.8%	11 2.7%	10	408 100%
m. Day care facilities	34 8.5%	117 29.1%	87 21.6%	164 40.8%	16	402 100%
n. Elderly care facilities	49 12.1%	156 38.4%	114 28.1%	87 21.4%	12	406 100%
o. Library services	12 2.9%	51 12.5%	314 76.8%	32 7.8%	9	409 100%
p. Schools	19 4.7%	117 28.7%	227 55.6%	45 11.0%	10	408 100%
Overall aspects of life in the City of Medford	878 13.5%	2128 32.6%	2805 43.0%	707 10.8%	170	100%

Planning for Growth

4. Do you support the following types of growth for the City of Medford?

	Strongly Support	Support Somewhat	Oppose Somewhat	Oppose Strongly	No Opinion	NR	Total
a. Residential development that includes apartments as well as homes	110 27.0%	183 45.0%	53 13.0%	18 4.4%	43 10.6%	11	407 100%
b. Residential development that includes homes, but not apartments	58 14.4%	141 35.1%	101 25.1%	31 7.7%	71 17.7%	16	402 100%
c. Housing options for seniors	170 41.7%	188 46.1%	12 2.9%	4 1.0%	34 8.3%	10	408 100%
d. Low & moderate income housing	121 29.9%	190 46.9%	50 12.3%	14 3.5%	30 7.4%	13	405 100%
e. New business development	283 69.5%	101 24.8%	11 2.7%	4 1.0%	8 2.0%	11	407 100%
f. Industrial development	261 63.8%	113 27.6%	18 4.4%	5 1.2%	12 2.9%	9	409 100%
g. Retail shopping development	274 67.0%	97 23.7%	21 5.1%	10 2.4%	7 1.7%	9	409 100%
Overall support for growth	1277 44.9%	1013 35.6%	266 9.3%	86 3.0%	205 7.2%	79	100%

5. Which of these statements best describes your point of view?

a. We must preserve the qualities that make our community special by severely limiting growth.	27	6.7%
b. Growth is necessary for the economy, and should be encouraged.	359	89.1%
c. No Opinion	17	4.2%
Total	403	100%
NR	15	

6. Over the past five years, how much growth do you think the City of Medford has experienced?

a. A great deal of growth	50	12.5%
b. Some growth, but not a lot	252	62.8%
c. Almost no growth	85	21.2%
d. No growth	14	3.5%
	Total	401
	<i>NR</i>	<i>17</i>

Housing

7. How would you rate the need for housing in the City of Medford?

	Need More	Adequate	Need Less	No Opinion	NR	<i>Total</i>
a. Single-family Homes for first-time Buyers	181 44.8%	171 42.3%	5 1.2%	47 11.6%	14	404 100%
b. Assisted Living for Seniors	183 45.0%	163 40.0%	0 0.0%	61 15.0%	11	407 100%
c. Rental Housing for Families	143 35.1%	176 43.2%	15 3.7%	73 17.9%	11	407 100%
d. Moderated Priced Homes	196 48.2%	169 41.5%	8 2.0%	34 8.4%	11	407 100%
e. Low Income Housing	139 34.2%	157 38.7%	39 9.6%	71 17.5%	12	406 100%
f. Higher Priced Homes	15 3.7%	134 33.2%	199 49.3%	56 13.9%	14	404 100%
g. Condominiums	68 16.7%	143 35.2%	95 23.4%	100 24.6%	12	406 100%
h. Apartments & Duplexes	109 26.8%	169 41.6%	50 12.3%	78 19.2%	12	406 100%
Overall need for housing	1034 31.8%	1282 39.5%	411 12.7%	520 16.0%	97	406 100%

8. Which of the following statements, best describes your opinion of our community?

a. We should plan new neighborhoods with smaller lots, even if it means that homes have to be build closer together.	80	21.6%
b. We should plan new neighborhoods with larger lots even if it means that more land will be used to build these neighborhoods.	290	78.4%
	Total	370
	<i>NR</i>	<i>48</i>

Transportation

9. During the next five years, should the City of Medford invest in the following areas?

	Yes	No	NR	Total
Public Transportation - Taxi	260 66.8%	129 33.2%	29	389 100%
Improved Streets and Highways	348 87.2%	51 12.8%	19	399 100%
New Hiking or Biking trails	182 46.8%	207 53.2%	29	389 100%
More Parking	120 30.9%	268 69.1%	30	388 100%
More sidewalks	196 49.1%	203 50.9%	19	399 100%

10. When you travel around in the City of Medford, do you usually find the traffic is:

	Light	Moderate	Heavy	Very Heavy	NR	Total
	41 10.3%	310 77.7%	40 10.0%	8 2.0%	19	399 100%

11. How do you think that traffic volume has changed in the City of Medford over the past 5 years?

	Much Heavier	A Little Heavier	Not Changed	A Little Lighter	Much Lighter	NR	Total
	75 18.9%	228 57.6%	91 23.0%	2 0.5%	0.0%	22	396 100%

12. If a future highway development plan called for a bypass of STH 13 around the City would you support it?

	Yes	No	NR	Total
	165 45.1%	201 54.9%	52	366 100%

Natural & Cultural Resources

13. Do you feel the City of Medford should:

	Agree Strongly	Agree Somewhat	Disagree Somewhat	Disagree Strongly	No Opinion	NR	Total
a. Maintain the existing parks & open spaces	305 76.3%	89 22.3%	2 0.5%	1 0.3%	3 0.8%	18	400 100%
b. Expand the riverwalk system	149 36.4%	145 35.5%	56 13.7%	29 7.1%	30 7.3%	19	409 100%
c. Preserve wetland in natural areas	144 36.2%	136 34.2%	54 13.6%	28 7.0%	36 9.0%	20	398 100%
d. Control wildlife population	126 31.7%	162 40.7%	49 12.3%	24 6.0%	37 9.3%	20	398 100%
e. Create new parks and open spaces	90 22.7%	135 34.1%	93 23.5%	50 12.6%	28 7.1%	22	396 100%

14. How would you rate the cultural aspects in the community?

	Needs a Lot of Improvement	Needs a Little Improvement	Needs No Improvement	No Opinion	NR	Total
a. Community events and celebrations	67 16.8%	201 50.4%	105 26.3%	26 6.5%	19	399 100%
b. Historical building preservation	65 16.4%	150 37.8%	114 28.7%	68 17.1%	21	397 100%
c. Youth recreation opportunities	120 30.2%	152 38.3%	76 19.1%	49 12.3%	21	397 100%
d. Teen recreation opportunities	142 35.9%	139 35.2%	58 14.7%	56 14.2%	23	395 100%
e. Adult recreation opportunities	109 27.4%	181 45.5%	78 19.6%	30 7.5%	20	398 100%
f. Fine arts	110 27.9%	138 35.0%	82 20.8%	64 16.2%	24	394 100%
g. Other _____	14 19.7%	10 14.1%	5 7.0%	42 59.2%	347	71 100%
Overall cultural aspects (not including "other")	613 25.8%	961 40.4%	513 21.6%	293 12.3%	128	100%

Economic Development

15. How would you describe the job opportunities in the City of Medford?

a. Serious job shortage	71	18.0%
b. Minor job shortage	140	35.4%
c. We have a good supply of job opportunities	146	37.0%
d. No opinion	38	9.6%
Total	395	100.0%
NR	23	

16. Businesses that are planning to expand or build consider several aspects when locating.

Please tell us how you feel the City of Medford rates in terms of attracting new businesses:

	Needs a Lot of Improvement	Needs a Little Improvement	Needs No Improvement	No Opinion	NR	Total
a. Having enough workers with the following skills:						
General	43 11.2%	141 36.8%	162 42.3%	37 9.7%	35	383 100%
Technical	100 26.2%	202 52.9%	39 10.2%	41 10.7%	36	382 100%
Professional	117 30.6%	170 44.5%	52 13.6%	43 11.3%	36	382 100%
b. Quality of life opportunities	53 13.9%	229 60.3%	71 18.7%	27 7.1%	38	380 100%
c. Providing incentives to locate and expand	89 23.3%	196 51.3%	62 16.2%	35 9.2%	36	382 100%
d. Public school system	18 4.7%	148 38.2%	192 49.6%	29 7.5%	31	387 100%
e. Safe neighborhoods	21 5.5%	154 40.0%	195 50.6%	15 3.9%	33	385 100%
f. Good transportation	44 11.5%	194 50.7%	115 30.0%	30 7.8%	35	383 100%
g. Adequate supply of housing	39 10.1%	205 53.0%	112 28.9%	31 8.0%	31	387 100%
h. Adequate utilities	16 4.1%	153 39.5%	189 48.8%	29 7.5%	31	387 100%
Overall rating in terms of attracting new business	540 14.1%	1792 46.7%	1189 31.0%	317 8.3%	342	100%

Land Use & Implementation

17. Please rate the following statements:

	Agree Strongly	Agree Somewhat	Disagree Somewhat	Disagree Strongly	No Opinion	NR	Total
a. It is very important to attract new businesses and new jobs to this area.	259 66.8%	109 28.1%	12 3.1%	5 1.3%	3 0.8%	30	388 100.0%
b. We need to plan new housing developments in our area that include parks and green space even if it means that houses will cost more to buy.	57 14.7%	139 35.8%	130 33.5%	49 12.6%	13 3.4%	30	388 100.0%
c. We should encourage new businesses to locate in our community by offering incentives	145 37.4%	162 41.8%	47 12.1%	22 5.7%	12 3.1%	30	388 100.0%
d. We need to protect the unique qualities of our community more than we need more growth	50 12.9%	141 36.3%	113 29.1%	61 15.7%	23 5.9%	30	388 100.0%

18. Tax dollars should be spent for:

	Agree Strongly	Agree Somewhat	Disagree Somewhat	Disagree Strongly	No Opinion	NR	Total
a. The development of new residential housing	27 6.9%	138 35.2%	100 25.5%	93 23.7%	34 8.7%	26	392 100.0%
b. The promotion and development of the downtown business area	76 19.0%	157 39.3%	84 21.1%	65 16.3%	17 4.3%	19	399 100.0%
c. The promotion and development of the STH 13 business corridor	95 23.9%	171 43.0%	67 16.8%	40 10.1%	25 6.3%	20	398 100.0%
d. The promotion and development of the STH 64 business corridor	74 18.6%	170 42.8%	81 20.4%	42 10.6%	30 7.6%	21	397 100.0%
e. The promotion and development of large retail business/shopping centers	130 32.3%	133 33.1%	75 18.7%	51 12.7%	13 3.2%	16	402 100.0%
f. The development of industrial parks to attract new manufacturing and industry	143 35.8%	192 48.0%	34 8.5%	21 5.3%	10 2.5%	18	400 100.0%
g. Development of more green space	79 20.0%	164 41.5%	79 20.0%	42 10.6%	31 7.8%	23	395 100.0%
Overall tax dollar spending	624 22.4%	1125 40.4%	520 18.7%	354 12.7%	160 5.7%	143	395 100.0%

*** End of Survey ***

General

A. Are you a resident of the City of Medford?

	Yes	No	Total
All	94.0%	6.0%	100.0%
40 & Under	94.6%	5.4%	100.0%

B. Do you own property in the City of Medford?

	Yes	No	Total
All	80.6%	19.4%	100.0%
40 & Under	60.3%	39.7%	100.0%

Issues and Opportunities

1. How would you rate the quality of life in the City of Medford?

	Excellent	Good	Fair	Poor	Total
All	16.7%	68.3%	14.3%	0.7%	100%
40 & Under	14.9%	63.5%	20.3%	1.4%	100%

2. During the next five years, do you expect the quality of life in the City of Medford to:

	Improve	Same	Decline	Total
All	39.3%	53.9%	6.8%	100%
40 & Under	41.9%	50.0%	8.1%	100%

3. Please rate each of the following aspects of life in the City of Medford:

		Needs a Lot of Improvement	Needs a Little Improvement	Needs No Improvement	No Opinion	Total
a. Affordable homes	All	15.6%	47.7%	24.9%	11.7%	100%
	40 & Under	11.0%	53.4%	32.9%	2.7%	100%
b. Adequate rental property	All	12.5%	33.7%	33.0%	20.8%	100%
	40 & Under	17.6%	31.1%	25.7%	25.7%	100%
c. Parks and green space	All	6.8%	37.7%	53.3%	2.2%	100%
	40 & Under	5.4%	45.9%	47.3%	1.4%	100%
d. Public roads	All	24.8%	53.6%	20.4%	1.2%	100%
	40 & Under	27.0%	47.3%	25.7%	0.0%	100%
e. Health care facilities	All	7.4%	28.9%	59.8%	3.9%	100%
	40 & Under	8.1%	29.7%	58.1%	4.1%	100%
f. Having job opportunities	All	26.9%	41.6%	23.7%	7.8%	100%
	40 & Under	35.1%	43.2%	20.3%	1.4%	100%
g. Police service	All	8.6%	29.7%	54.4%	7.4%	100%
	40 & Under	6.8%	31.1%	55.4%	6.8%	100%
h. Fire protection service	All	2.2%	15.2%	73.0%	9.6%	100%
	40 & Under	1.4%	14.9%	70.3%	13.5%	100%
i. Ambulance/Paramedic services	All	3.7%	17.2%	68.1%	11.0%	100%
	40 & Under	2.7%	21.6%	63.5%	12.2%	100%
j. Public utilities (water, sewer, electric, garbage)	All	5.9%	29.6%	58.7%	5.9%	100%
	40 & Under	5.4%	33.8%	55.4%	5.4%	100%
k. Recreation/Cultural opportunities	All	22.7%	41.1%	27.6%	8.6%	100%
	40 & Under	29.7%	44.6%	24.3%	1.4%	100%

3. Please rate each of the following aspects of life in the City of Medford: (cont.)

		Needs a Lot of Improvement	Needs a Little Improvement	Needs No Improvement	No Opinion	Total
l. Retail (shopping)	All	50.5%	38.0%	8.8%	2.7%	100%
	40 & Under	29.7%	44.6%	24.3%	1.4%	100%
m. Day care facilities	All	8.5%	29.1%	21.6%	40.8%	100%
	40 & Under	15.1%	28.8%	23.3%	32.9%	100%
n. Elderly care facilities	All	12.1%	38.4%	28.1%	21.4%	100%
	40 & Under	5.4%	13.5%	74.3%	6.8%	100%
o. Library services	All	2.9%	12.5%	76.8%	7.8%	100%
	40 & Under	5.4%	13.5%	74.3%	6.8%	100%
p. Schools	All	4.7%	28.7%	55.6%	11.0%	100%
	40 & Under	5.4%	33.8%	52.7%	8.1%	100%

Planning for Growth

4. Do you support the following types of growth for the City of Medford?

		Strongly Support	Support Somewhat	Oppose Somewhat	Oppose Strongly	No Opinion	Total
a. Residential development that includes apartments as well as homes	All	27.0%	45.0%	13.0%	4.4%	10.6%	100%
	40 & Under	28.4%	51.4%	9.5%	2.7%	8.1%	100%
b. Residential development that includes homes, but not apartments	All	14.4%	35.1%	25.1%	7.7%	17.7%	100%
	40 & Under	13.5%	37.8%	25.7%	4.1%	18.9%	100%
c. Housing options for seniors	All	41.7%	46.1%	2.9%	1.0%	8.3%	100%
	40 & Under	39.2%	44.6%	2.7%	1.4%	12.2%	100%
d. Low & moderate income housing	All	29.9%	46.9%	12.3%	3.5%	7.4%	100%
	40 & Under	28.8%	52.1%	12.3%	2.7%	4.1%	100%
e. New business development	All	69.5%	24.8%	2.7%	1.0%	2.0%	100%
	40 & Under	73.0%	24.3%	1.4%	0.0%	1.4%	100%
f. Industrial development	All	63.8%	27.6%	4.4%	1.2%	2.9%	100%
	40 & Under	63.5%	28.4%	5.4%	0.0%	2.7%	100%
g. Retail shopping development	All	67.0%	23.7%	5.1%	2.4%	1.7%	100%
	40 & Under	75.7%	18.9%	2.7%	2.7%	0.0%	100%

5. Which of these statements best describes your point of view?

	All	40 & Under
a. We must preserve the qualities that make our community special by severely limiting growth.	4.1%	6.7%
b. Growth is necessary for the economy, and should be encouraged.	94.6%	89.1%
c. No Opinion	1.4%	4.2%
<i>Total</i>	<i>100%</i>	<i>100%</i>

6. Over the past five years, how much growth do you think the City of Medford has experienced?

	All	40 & Under
a. A great deal of growth	8.5%	12.5%
b. Some growth, but not a lot	64.8%	62.8%
c. Almost no growth	23.9%	21.2%
d. No growth	2.8%	3.5%
	100%	100%

Housing

7. How would you rate the need for housing in the City of Medford?

		Need More	Adequate	Need Less	No Opinion	Total
a. Single-family Homes for first-time Buyers	All	44.8%	42.3%	1.2%	11.6%	100%
	40 & Under	47.3%	43.2%	1.4%	8.1%	100%
b. Assisted Living for Seniors	All	45.0%	40.0%	0.0%	15.0%	100%
	40 & Under	34.2%	37.0%	0.0%	28.8%	100%
c. Rental Housing for Families	All	35.1%	43.2%	3.7%	17.9%	100%
	40 & Under	35.6%	43.8%	1.4%	19.2%	100%
d. Moderated Priced Homes	All	48.2%	41.5%	2.0%	8.4%	100%
	40 & Under	47.3%	50.0%	0.0%	2.7%	100%
e. Low Income Housing	All	34.2%	38.7%	9.6%	17.5%	100%
	40 & Under	34.2%	34.2%	9.6%	21.9%	100%
f. Higher Priced Homes	All	3.7%	33.2%	49.3%	13.9%	100%
	40 & Under	4.1%	25.7%	62.2%	8.1%	100%
g. Condominiums	All	16.7%	35.2%	23.4%	24.6%	100%
	40 & Under	12.2%	29.7%	29.7%	28.4%	100%
h. Apartments & Duplexes	All	26.8%	41.6%	12.3%	19.2%	100%
	40 & Under	32.4%	33.8%	10.8%	23.0%	100%

8. Which of the following statements, best describes your opinion of our community?

	All	40 & Under
a. We should plan new neighborhoods with smaller lots, even if it means that homes have to be build closer together.	16.4%	21.6%
b. We should plan new neighborhoods with larger lots even if it means that more land will be used to build these neighborhoods.	83.6%	78.4%
<i>Total</i>	100%	100%

Transportation

9. During the next five years, should the City of Medford invest in the following areas?

		Yes	No	Total
Public Transportation - Taxi	All	66.8%	33.2%	100%
	40 & Under	58.3%	41.7%	100%
Improved Streets and Highways	All	87.2%	12.8%	100%
	40 & Under	86.3%	13.7%	100%
New Hiking or Biking trails	All	46.8%	53.2%	100%
	40 & Under	62.5%	37.5%	100%
More Parking	All	30.9%	69.1%	100%
	40 & Under	28.2%	71.8%	100%
More sidewalks	All	49.1%	50.9%	100%
	40 & Under	49.3%	50.7%	100%

10. When you travel around in the City of Medford, do you usually find the traffic is:

		Light	Moderate	Heavy	Very Heavy	Total
All		10.3%	77.7%	10.0%	2.0%	100%
40 & Under		12.5%	79.2%	6.9%	1.4%	100%

11. How do you think that traffic volume has changed in the City of Medford over the past 5 years?

		Much Heavier	A Little Heavier	Not Changed	A Little Lighter	Much Lighter	Total
All		18.9%	57.6%	23.0%	0.5%	0.0%	100%
40 & Under		10.0%	61.4%	27.1%	1.4%	0.0%	100%

12. If a future highway development plan called for a bypass of STH 13 around the City would you support it?

		Yes	No	Total
All		45.1%	54.9%	100%
40 & Under		44.6%	55.4%	100%

Natural & Cultural Resources

13. Do you feel the City of Medford should:

		Agree Strongly	Agree Somewhat	Disagree Somewhat	Disagree Strongly	No Opinion	Total
a. Maintain the existing parks & open spaces	All	76.3%	22.3%	0.5%	0.3%	0.8%	100%
	40 & Under	81.1%	16.2%	2.7%	0.0%	0.0%	100%
b. Expand the riverwalk system	All	36.4%	35.5%	13.7%	7.1%	7.3%	100%
	40 & Under	47.2%	33.3%	8.3%	2.8%	8.3%	100%
c. Preserve wetland in natural areas	All	36.2%	34.2%	13.6%	7.0%	9.0%	100%
	40 & Under	48.6%	30.6%	6.9%	6.9%	6.9%	100%
d. Control wildlife population	All	31.7%	40.7%	12.3%	0.6%	9.3%	95%
	40 & Under	38.9%	37.5%	11.1%	4.2%	8.3%	100%
e. Create new parks and open spaces	All	22.7%	34.1%	23.5%	12.6%	7.1%	100%
	40 & Under	36.1%	36.1%	15.3%	9.7%	2.8%	100%

14. How would you rate the cultural aspects in the community?

		Needs a Lot of Improvement	Needs a Little Improvement	Needs No Improvement	No Opinion	Total
a. Community events and celebrations	All	16.8%	50.4%	26.3%	6.5%	100%
	40 & Under	15.3%	58.3%	20.8%	5.6%	100%
b. Historical building preservation	All	16.4%	37.8%	28.7%	17.1%	100%
	40 & Under	19.4%	37.5%	19.4%	23.6%	100%
c. Youth recreation opportunities	All	30.2%	38.3%	19.1%	12.3%	100%
	40 & Under	41.7%	34.7%	15.3%	8.3%	100%
d. Teen recreation opportunities	All	35.9%	35.2%	14.7%	14.2%	100%
	40 & Under	51.4%	30.6%	9.7%	8.3%	100%
e. Adult recreation opportunities	All	27.4%	45.5%	19.6%	7.5%	100%
	40 & Under	47.2%	38.9%	11.1%	2.8%	100%
f. Fine arts	All	27.9%	35.0%	20.8%	16.2%	100%
	40 & Under	29.2%	33.3%	12.5%	25.0%	100%
g. Other _____	All	19.7%	14.1%	7.0%	59.2%	100%
	40 & Under	16.7%	16.7%	8.3%	58.3%	100%

Economic Development

15. How would you describe the job opportunities in the City of Medford?

	All	40 & Under
a. Serious job shortage	16.7%	18.0%
b. Minor job shortage	45.8%	35.4%
c. We have a good supply of job opportunities	30.6%	37.0%
d. No opinion	6.9%	9.6%
<i>Total</i>	<i>100.0%</i>	<i>100%</i>

**16. Businesses that are planning to expand or build consider several aspects when locating.
 Please tell us how you feel the City of Medford rates in terms of attracting new businesses:**

		Needs a Lot of Improvement	Needs a Little Improvement	Needs No Improvement	No Opinion	Total
a. Having enough workers with the following skills:						
General	All	11.2%	36.8%	42.3%	9.7%	100%
	40 & Under	8.3%	26.4%	59.7%	5.6%	100%
Technical	All	26.2%	52.9%	10.2%	10.7%	100%
	40 & Under	20.8%	54.2%	18.1%	6.9%	100%
Professional	All	30.6%	44.5%	13.6%	11.3%	100%
	40 & Under	30.6%	47.2%	16.7%	5.6%	100%
b. Quality of life opportunities						
	All	13.9%	60.3%	18.7%	7.1%	100%
	40 & Under	18.1%	62.5%	15.3%	4.2%	100%
c. Providing incentives to locate and expand						
	All	23.3%	51.3%	16.2%	9.2%	100%
	40 & Under	23.2%	53.6%	11.6%	11.6%	100%
d. Public school system						
	All	4.7%	38.2%	49.6%	7.5%	100%
	40 & Under	6.9%	38.9%	51.4%	2.8%	100%
e. Safe neighborhoods						
	All	5.5%	40.0%	50.6%	3.9%	100%
	40 & Under	5.4%	39.2%	52.7%	2.7%	100%
f. Good transportation						
	All	11.5%	50.7%	30.0%	7.8%	100%
	40 & Under	5.6%	56.3%	35.2%	2.8%	100%
g. Adequate supply of housing						
	All	10.1%	53.0%	28.9%	8.0%	100%
	40 & Under	11.3%	56.3%	28.2%	4.2%	100%
h. Adequate utilities						
	All	4.1%	39.5%	48.8%	7.5%	100%
	40 & Under	5.6%	39.4%	52.1%	2.8%	100%

Land Use & Implementation

17. Please rate the following statements:

		Agree Strongly	Agree Somewhat	Disagree Somewhat	Disagree Strongly	No Opinion	Total
a. It is very important to attract new businesses and new jobs to this area.	All	66.8%	28.1%	3.1%	1.3%	0.8%	100%
	40 & Under	68.1%	27.8%	4.2%	0.0%	0.0%	100%
b. We need to plan new housing developments in our area that include parks and green space even if it means that houses will cost more to buy.	All	14.7%	35.8%	33.5%	12.6%	3.4%	100%
	40 & Under	11.1%	41.7%	31.9%	12.5%	2.8%	100%
c. We should encourage new businesses to locate in our community by offering incentives	All	37.4%	41.8%	12.1%	5.7%	3.1%	100%
	40 & Under	37.5%	40.3%	13.9%	5.6%	2.8%	100%
d. We need to protect the unique qualities of our community more than we need more growth	All	12.9%	36.3%	29.1%	15.7%	5.9%	100%
	40 & Under	5.6%	33.3%	33.3%	25.0%	2.8%	100%

18. Tax dollars should be spent for:

		Agree Strongly	Agree Somewhat	Disagree Somewhat	Disagree Strongly	No Opinion	Total
a. The development of new residential housing	All	6.9%	35.2%	25.5%	23.7%	8.7%	100%
	40 & Under	8.2%	32.9%	31.5%	17.8%	9.6%	100%
b. The promotion and development of the downtown business area	All	19.0%	39.3%	21.1%	16.3%	4.3%	100%
	40 & Under	20.3%	41.9%	21.6%	9.5%	6.8%	100%
c. The promotion and development of the STH 13 business corridor	All	23.9%	43.0%	16.8%	10.1%	6.3%	100%
	40 & Under	26.0%	54.8%	6.8%	4.1%	8.2%	100%
d. The promotion and development of the STH 64 business corridor	All	18.6%	42.8%	20.4%	10.6%	7.6%	100%
	40 & Under	16.4%	64.4%	8.2%	2.7%	8.2%	100%
e. The promotion and development of large retail business/shopping centers	All	32.3%	33.1%	18.7%	12.7%	3.2%	100%
	40 & Under	36.5%	39.2%	16.2%	5.4%	2.7%	100%
f. The development of industrial parks to attract new manufacturing and industry	All	35.8%	48.0%	8.5%	5.3%	2.5%	100%
	40 & Under	35.1%	48.6%	9.5%	5.4%	1.4%	100%
g. Development of more green space	All	20.0%	41.5%	20.0%	10.6%	7.8%	100%
	40 & Under	27.0%	47.3%	10.8%	8.1%	6.8%	100%

*** End of Survey ***

QA Are you a City Resident

- Town of Medford resident
- Mayor Mike doing a great job!
- In Township of Medford, City across the street
- Medford Township resident
- On second thought, I oppose Smart Growth

Q2 During the next five years, do you expect the quality of life in the City of Medford to:

- Due to Walmart
- All that seems to matter is what the mayor and his people want. They have it all figured out in private meetings. They don't care about people only money. Wal-Mart will hurt Medford.
- Because older people can't afford anymore taxes for improvements
- Depends on who moves in and how the city address problems, I've watched police calls escalate in recent years
- With Wal-Mart
- Decline if taxes go any higher

Q3 *Rate each of the following aspects in the City of Medford*

Q3a Affordable homes

- Lower the prices

Q3b Adequate rental property

- High end. Already a lot of low income
- Inspections needed
- Quality renting
- I would like to see some rentals fixed up-should be inspected to be up to code

Q3d Public roads

- Taylor Street etc.

Q3e Health Care facilities

- Quit remodeling, get it right
- - After donating money to a non-profit hospital how can they change to profit? Not right.

Q3f Having Job opportunities

- Good ones, not Wal-Mart

Q3i Ambulance / Paramedic service

- Need paramedic service
- Faster response

Q3j Public Utilities (water, sewer, electric, garbage)

- Too expensive!
- Garbage needs a little improvement
- Pricey

Q3l Retail (shopping)

- Walmart - yes
- Need more grocery stores, no competition at present
- And grocery store
- Downtown retail needs improvement

Q3m Day care facilities

- There are day cares when they aren't certified and it should be

Q3n Elderly care facilities

- Need more of them

Q3p Schools

- Teachers need improving

Q4 *Do you support the following types of growth for the City of Medford?*

Q4a Residential development that includes apartments as well as homes

- Condo & apartments should be a development of its own, apts. Should be in a different area.
- A -D (don't think needed)
- Not if it will be between a dog kennel and business

Q4b Residential development that includes homes, but not apartments

- In complexes

Q4e New business development

- Not all new business in good. Wal-Mart is bad for community

Q4g Retail shopping development

- Main street is dying
- Walmart

Q5 Which of these statements best describes your point of view?

- Depends on area
- Change is inevitable and people will just have to accept it
- None, b is closest, but growth should not be encouraged without restraints
- Development
- False options

Q6 Over the past five years, how much growth do you think the City of Medford has experienced?

- Depends on the area discussed
- Need more land
- New to area, cannot answer
- Depends on how you define growth

Q7 *How would you rate the need for housing in the City of Medford?*

Q7a Single-family homes for first-time buyers

- Lots not available

Q7c Rental housing for families

- Higher end - yes

Q7g Condominiums

- Has not been a popular idea in Medford, concept needs education

Q7h Apartments and duplexes

- Town houses!

Q8 Which of the following statements, best describes your opinion of our community?

- Why new neighborhoods?
- Think of population, could be a problem with too many in a small area
- Can't answer cause I don't know what you mean by small and large
- Why?
- What do you consider small? Large?
- Stay the same one hundred foot lots

- Should help people afford to own properties available
- Standard lots 100x100 - existing as is
- Leave size to developers
- Some of each of a and b
- No room for either of these
- We should find a compromise
- Subdivision with in the city limits! Too many are building outside limits-need inside for city income potential
- Yard or acre lots
- It is up to developer and city to decide

Q9 During the next five years, should the City of Medford invest in the following areas?

Q9a Public Transportation

- Maintain - already have
- Nights
- Evening hours
- What we have is fine
- For elderly
- Taxi after hours and weekends decrease drunk drivers
- Need a better taxi system. Available for nights.

Q9c New hiking or biking trails

- Depends on population
- Up grade pine line trail surface
- Fix the walking trail along the Black river & attach a sidewalk on north side of Broadway Bridge or make a foot bridge over dam

Q9d More parking

- Depends on location downtown?
- Depends where we need parking

Q9e More sidewalks

- Some needed yes. Not all roads though
- No, unless it is in business areas or hire someone to maintain them other than homeowner
- Should be mandated for all streets

- Definitely more sidewalk
- When new areas are developed sidewalks need priority thinking
- It should be firm that if sidewalk is due & there is an obstruction in the way, that obstruction should be torn down! No trees! No favoritism! Put the sidewalk in.
- People walk the roads 90% of the time, where sidewalks are anyway
- When needed, not every street needs sidewalk
- Most existing homes in older section of city did not allow space for sidewalks. To force sidewalks in these areas would place the sidewalk just a few feet from people's windows. Don't want to shake hands from my front window with people that are walking past

Q10 When you travel around the City of Medford, do you usually find the traffic is:

- Time of day depends, at times heavy
- Heavy on certain days or at certain times
- Light in evening, heavy during the day
- Depends on time of day, doesn't take a rocket scientist to know that
- Before and after work - heavy
- Depends on the time of day
- Depends on time of day of week
- Depends on the time of day
- Depends on time of day and what street

Q11 How do you think that traffic volume has changed in the City of Medford over the past 5 years?

- Stoplights are great
- Don't know-we've been here only one year
- a) in some areas

Q12 If a future highway development plan called for a bypass of STH 13 around the City would you support it?

- It's gonna kill Medford if 13 goes around- not our choice. It has already been decided. It's 7-9 years out. Could be moved on edge of town not to far out.
- Marshfield is nice through town
- Depends on what side of town it would be on

- The city will just move out to meet it
- Town dies, business will suffer, and business are moving to STH 13 for development
- Medford would be another Westboro or Ogema. Add more signal lights, especially on the corner of Medford Motors in order to move traffic.
- Bypass 64
- To the east - Little Black/Crane Drive
- Because Medford still is a draw with or without main traffic going through

Q13 *Do you feel the City of Medford should:*

Q13a **Maintain the existing parks and open spaces**

- And improve

Q13c **Preserve wetland in natural areas**

- Do we have a choice
- Ha ha, like Venoske

Q13d **Control wildlife population**

- Ducks!
- Something should be done about the huge waterfowl flocks that are congregating on the millpond.
- Stop feeding ducks. Can trigger botulism, Asian flu

Q13e **Create new parks and open spaces**

- New playground equipment
- Replace some of the trees that were removed
- Take care of what you have better

Q14 *How would you rate the cultural aspects in the community?*

Q14a **Community events and celebrations**

- Too many now

Q14d **Teen Recreation opportunities**

- Get them a job

Q14e **Adult Recreation opportunities**

- Update pine line surface
- Class and workshops on variety of topics

Q14f Fine arts

- Good paying

Q14g Other

- Need to get this town events to bring in people from out of town
- Fitness, fieldhouse
- Community events are a police fundraiser-they just ticket more on these
- Old car show, Modeaux blue grass, etc., do a good job
- College, university, theater, not cinema
- If you create an environment for the kids, teens, youths, it will also help to keep them off of the streets and out of trouble. Spend money, the children are Medford's future.
- Medford has nothing to do except sit in bars!
- Pine line trail bike race? Plan things that people may stay and rent hotel rooms
- Swimming pool
- Theater for plays

Q15 How would you describe the job opportunities in the City of Medford?

- Higher paying jobs needed
- Higher paying jobs
- Companies/employers more concerned w/ \$ sign then with family. Treat employee like humans not number
- Good supply of job opportunity if you want to work
- In areas at persons with advance education
- If you are willing to work
- Good
- Only option is a factory
- High wage jobs
- Need higher paying jobs
- Need better paying jobs
- For good paying jobs, not Walmart
- Need more professional jobs

Q16 *Businesses that are planning to expand or build consider several aspects when locating. Please tell us how you feel the City of Medford rates in terms of attracting new businesses:*

Q16a.1 Having enough workers with the following skills:

- If jobs here, our kids will come back, technical and professional jobs

Q16a.2 Technical

- Quality/competent, people shortage

Q16c Providing incentives to locate and expand

- Current city residents can only pay so much

Q16e Safe neighborhoods

- I don't like all the sex offenders in Taylor County
- More police patrols , stay out of court house

Q16f Good Transportation

- Improvement most likely needed in 10 years
- Taxi, more hours

Q16g Adequate supply of housing

- Some of the rentals in Medford are scary. I wouldn't stay or even consider these structures when I was in college "poor"
- Smart growth is not housing on Gibson St. where a road is suppose to be. How crazy, no room, commercial area

Q17 *Please rate the following:*

Q17a It is very important to attract new businesses and new jobs to this area

- Especially Wal-Mart
- Just because they're new doesn't make them good

Q17b We need to plan new housing developments in our area that include parks and green space even if it means that houses will cost more to buy

- Downtown is dead!, no space for cars or people.

Q17c We should encourage new businesses to locate if in our community by offering incentives

- How about incentives for the old business that established Medford? Including the "old" small businesses!
- Don't offer freebies. (taxes and purchase rental) for an overly extended time.
- Anything but Wal-Mart

Q17d We need to protect the unique qualities of our community more than we need more growth

- We can do both
- Talk to other communities where Walmart came in. Many local business are lost & me as taxpayer pick up their expenses in many different tax ways. Free lunch. Free medical, etc.
- We need both! Confusing statement
- Balance, don't give business carte blanc, like Wal-Mart

Q18 Tax Dollars should be spent for:

Q18b The promotion and development of the downtown business

- Downtown is dead

Q18c The promotion and development of STH 13 business corridor

- Need new malls

Q18d The promotion and development of the STH 64 business corridor

- Yes to attract outside business
- East of STH 13

Q18e The promotion and development of the large retail business/shopping centers

- Walmart - we need. If the mom pop shops provide good service at fair price & are actually open when people can go downtown, they keep business

Q18g Development of more green space

- Mircle Mile should have been initially designed as a 4 lane not 1 2/3 lanes in each direction. Re-striping road with a two lane & turning lane did not solve the problem
- What is meant by this?

Q19 Miscellaneous Comments

- Riverwalk and 64 west of 13 should have christmas decorations. Marshfield is beautiful
- If a new street is constructed between STH 13 & Shattuck St, include full utilities if annexed, - Walmart should foot bill for developing its property.
- The business district is now established on STH 13, how about changing the business district highway sign to point to and include the STH 13 corridor? Exclusively points to downtown
- Not sure how I feel about this one. Taxes are high now. Would they rise to support these things?
- We need to attract business to Medford. Keep our shoppers here, or they will go to neighboring cities

- We need another grocery store in town, real bad. County market is robbing the people blind. Lets get another grocery store in town
- 83 years old & prejudice can't cope with this type of evaluation. Would like more clothing & shoe stores like 30 years ago
- Conservative & slow growth ensures long term stability. New business should be responsible for improvement to property that is planned to be used. Ensures commitment and more taxes to community.
- RE taxes are already too high. Don't put growth on taxpayers. Keep state out of Smart growth, isn't good.
- Poor survey-needs more choices/direct answers
- Feel strongly that along w/housing for people the city should except their responsibility of also housing stray animals. Support gentle hearts in their endeavor to build a shelter for stray animals.
- Something should be done with wetland south of city
- Citizens need education regarding growth and expansion, even if the city has poor attendance, people will educate each other by word
- Thanks for asking
- Expand city limits for more tax base
- The City of Medford has to realize that someday the bubble is going to burst and all the incoming tax dollars won't be there. Spending has to be controlled. We have too many police officers per capita and probably too many public works employees also. Fales cannot spend money as he feels. We do not need all the new equipment in the city garage. Every time you turn around they have something new. Has an inventory of shop equipment ever been made public? We (the public) cannot be told that purchasing the Black River Industry building will satisfy all the needs for storage, etc. and then build another building. Should I go on? We are not a bunch of dummies.
- One of the most difficult jobs is designing a competent survey. This isn't it. Most answers addressing residents are not easily categorized. I wanted to justify most answers