



Comprehensive Plan – Survey Responses Summary

Introduction

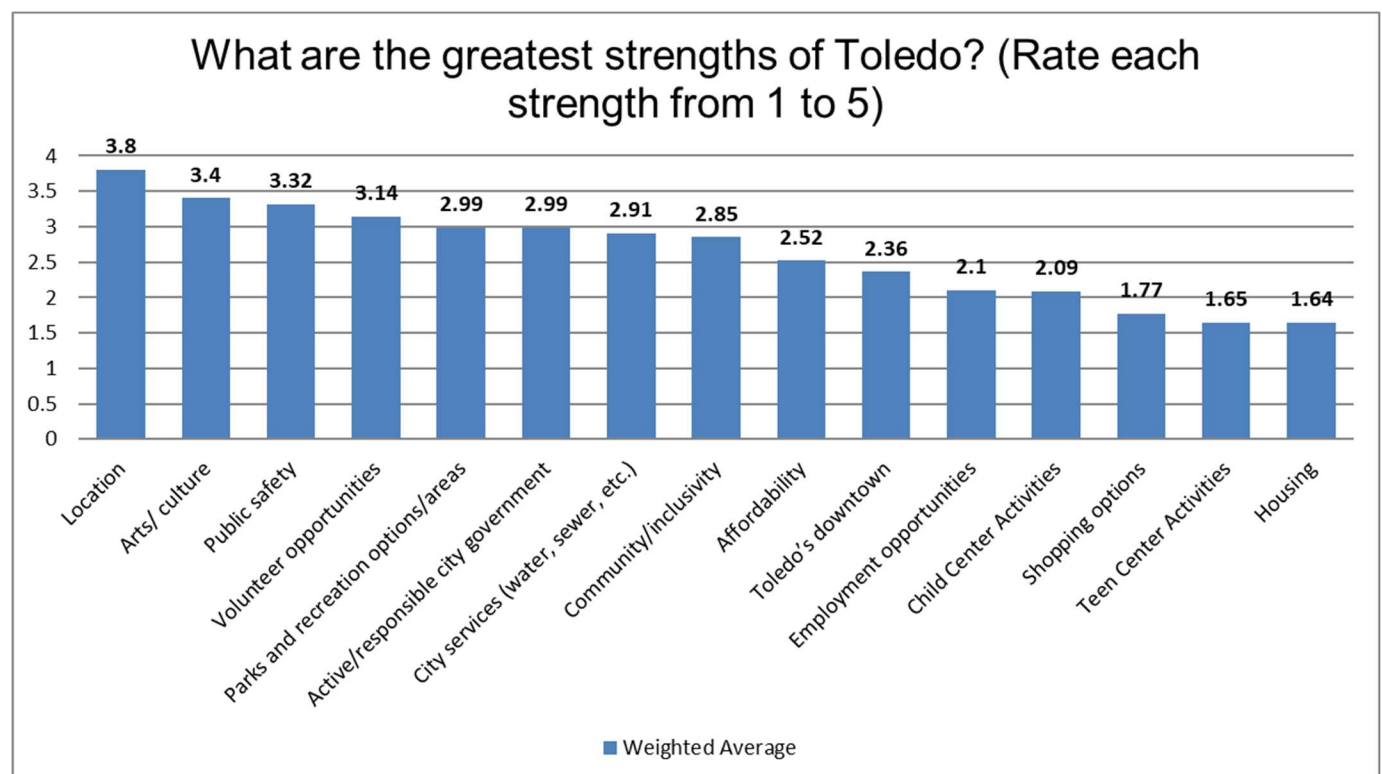
The City of Toledo Planning Department conducted a community outreach survey for the Comprehensive Plan Update from Mid-June 2022- August 5th 2022. The Planning Commission and City Council approved the Comprehensive Plan Survey. 84 people completed the questionnaire, either using the online survey tool or by submitting written versions. The city included the survey in the monthly newsletter, posted on Facebook, attended events including Arts Oysters and Brews and National Night Out, and had the survey available at multiple locations. The survey was available in English and Spanish, although no Spanish versions were completed.

The following report provides tabulation of the questionnaire responses in the tables that follow. Documentation of written comments is included at the end of the report. The survey results will be a valuable tool for staff as we move forward with recommendations for the Comprehensive Plan.

Question 1: What are the greatest strengths of Toledo? (Rate each Strength from 1 to 5)

Top Three: Location, Arts and Culture, and Public Safety

Lowest Three: Teen Center Activities, Housing, and Shopping opportunities

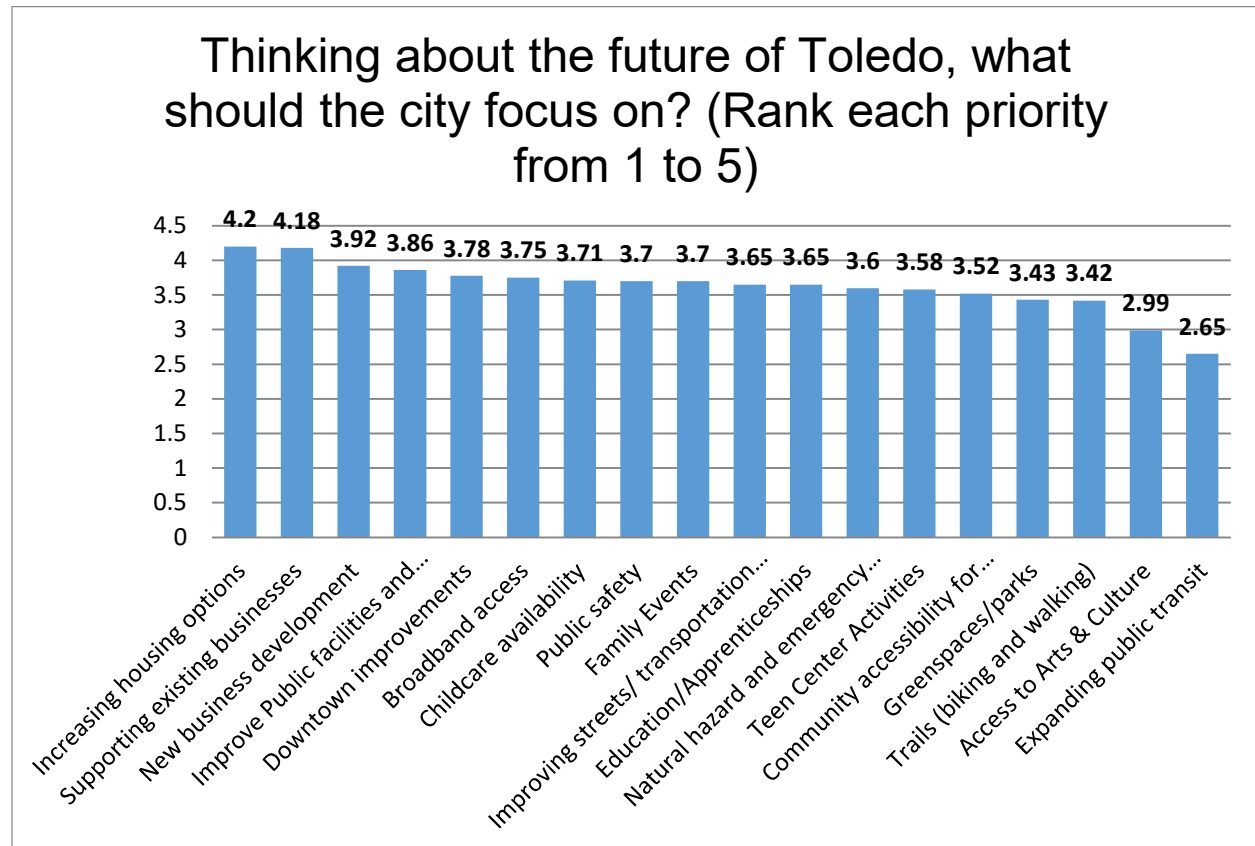




Question 2: Thinking about the future of Toledo, what should the city focus on? (Rate each priority from 1 to 5)

Top Three: Increasing Housing options, Supporting existing businesses, and New Business Development

Lowest Three: Expanding public transit, Access to Arts & culture, and Trails.



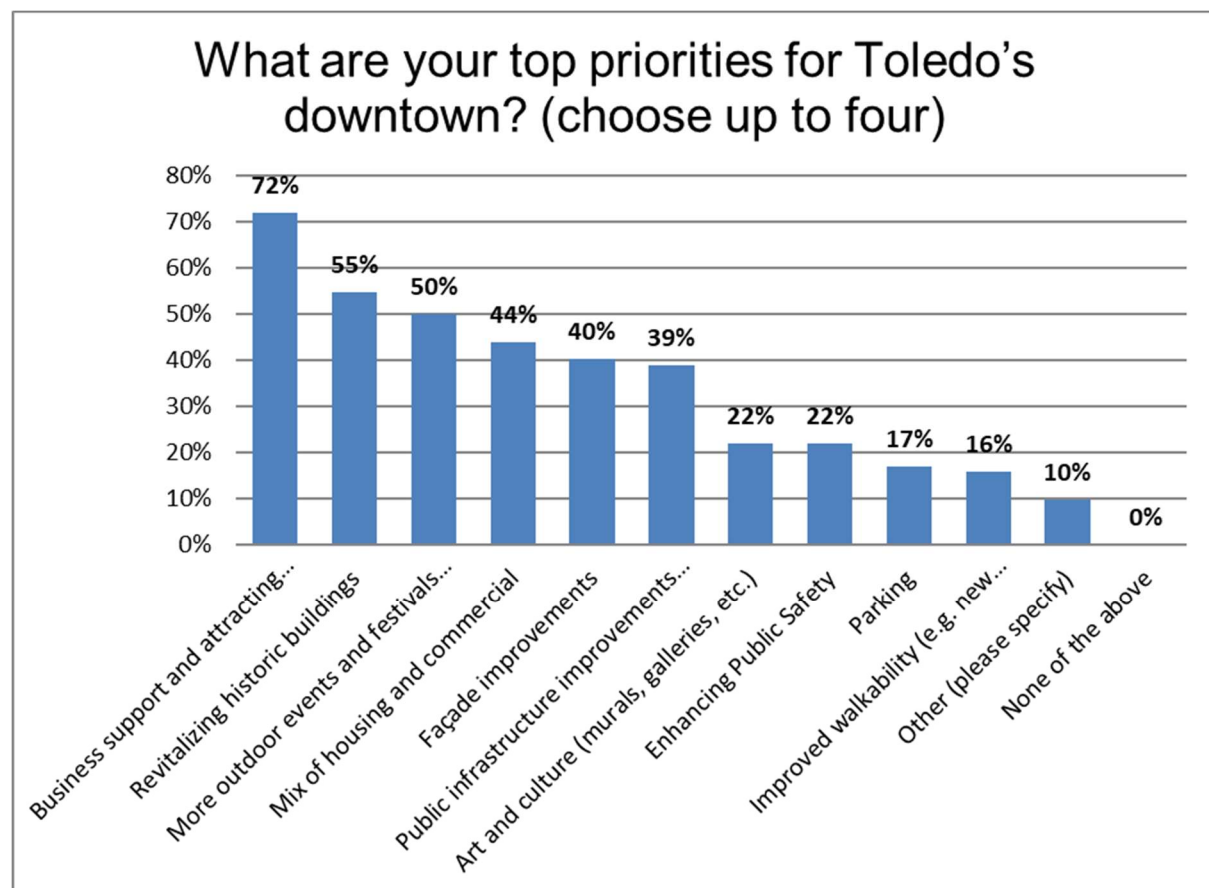


Question 3: What are your top priorities for Toledo's downtown? (choose up to four)

Top Three: Business support and attracting businesses, Revitalizing Historic buildings, and more outdoor events and festivals.

Lowest Three: Improved walkability, parking, and enhancing public safety/ Arts and Culture (tied)

Other Responses included drug reduction (x2), need to identify demand – challenge with Newport proximity and Amazon, Vibrant/attractive/tourist destination, Community building for events (birthdays, retirement parties, etc.), Destination hotel and good restaurants to attract outside visitors, putting utilities underground, and promoting economic development and filling storefronts with businesses.



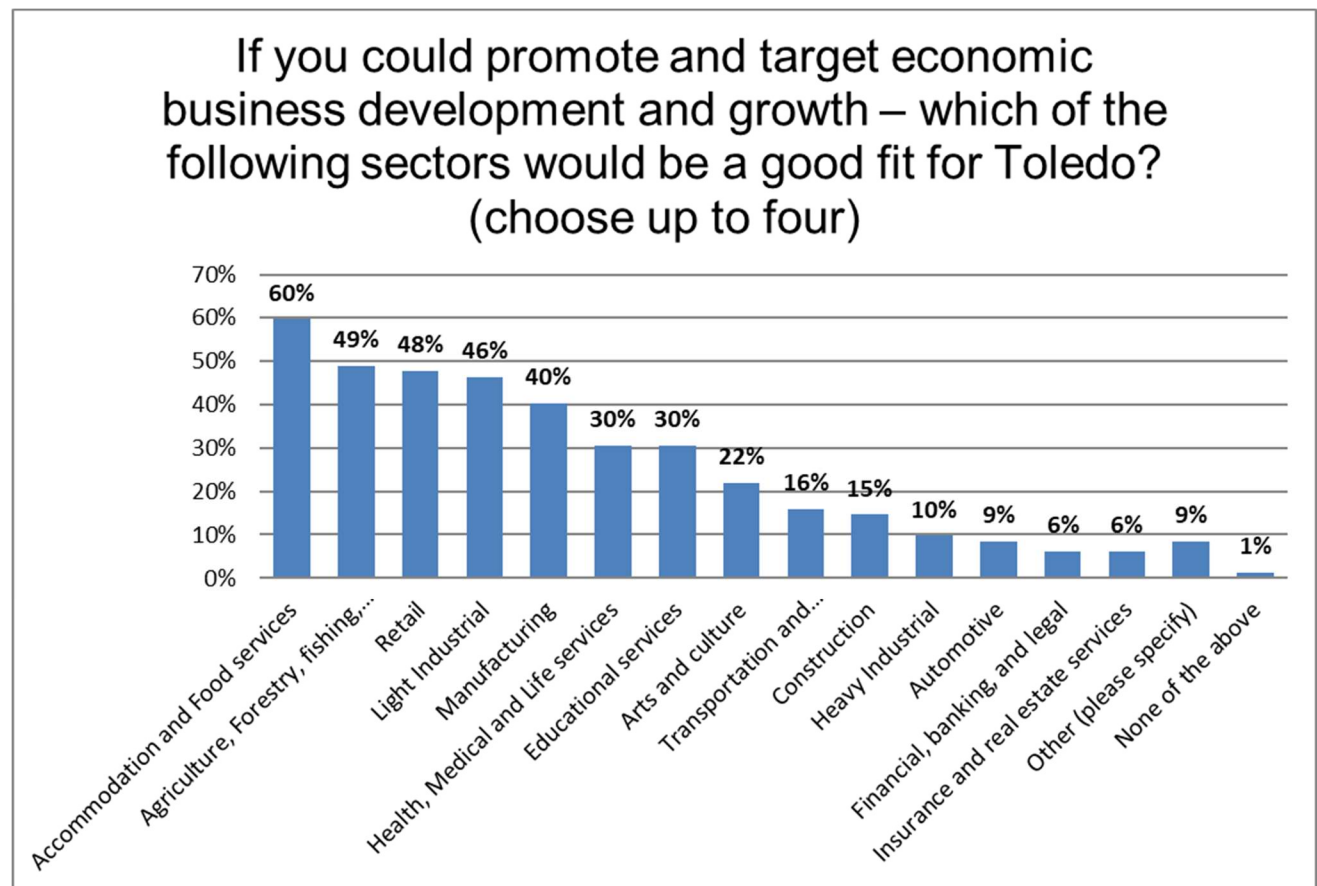


Question 4: If you could promote and target economic business development and growth – which of the following sectors would be a good fit for Toledo? (choose up to four)

Top Three: Accommodation and food services, Agriculture, forestry, fishing, hunting and agri-tourism, Retail.

Bottom Three: Insurance and real estate services, Financial, banking, and legal, Automotive

Other responses included entertainment, e-commerce to revitalize businesses, Remote work (need to improve internet infrastructure), Wedding or event venue, small retail businesses including outdoor related businesses, and conservative family value businesses.



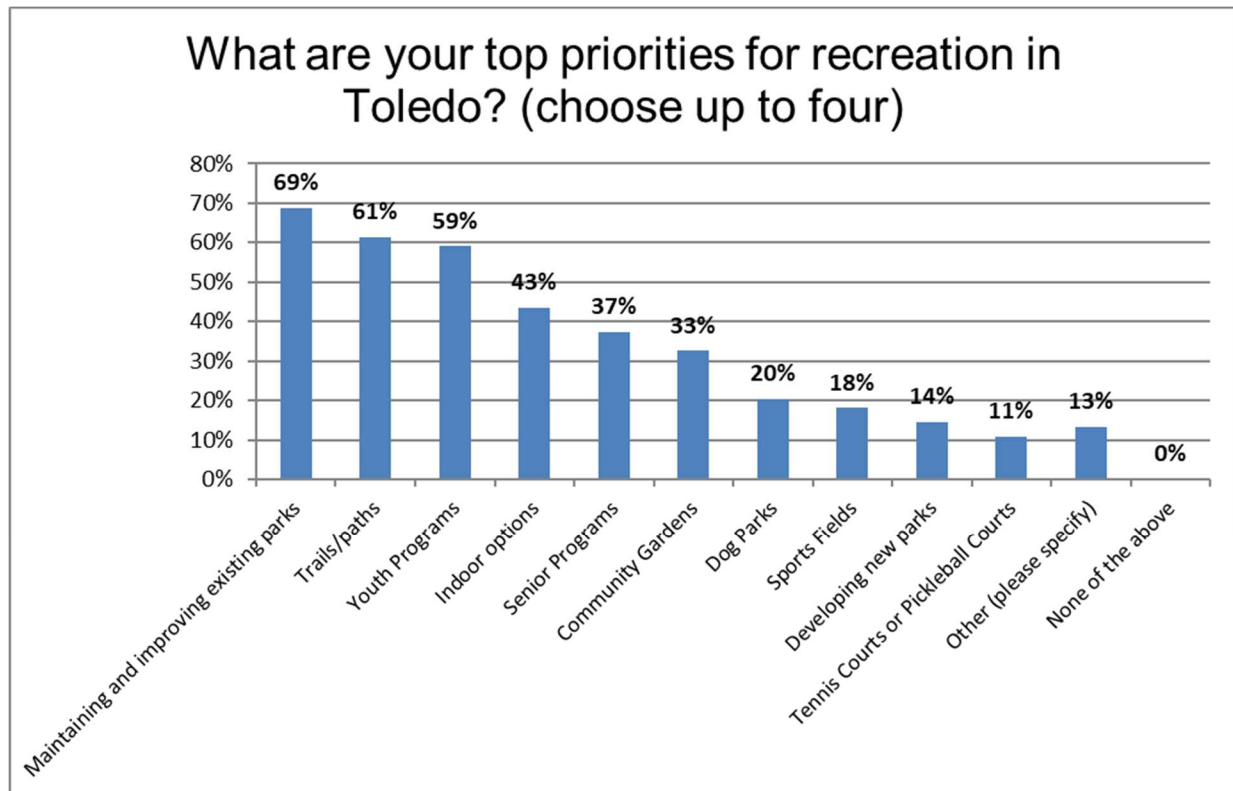


Question 5: What are your top priorities for recreation in Toledo? (choose up to four)

Top Three: Maintaining and improving existing parks, Trails and Paths, and youth programs

Lowest Three: Tennis courts or pickleball courts, developing new parks, and Sports Fields

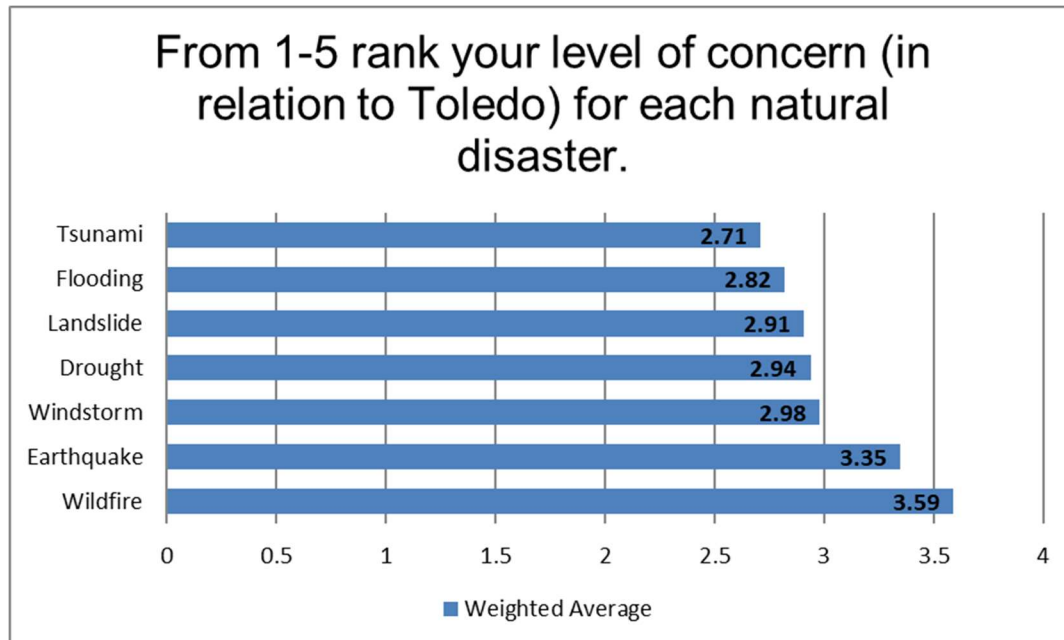
Other responses included sidewalks – outdoor walking (x2), water activities (x4) (boat launches, sailing, boating), Paved area for roller skating, highlight the biggest trees in Toledo, pickleball courts and a tournament, bicycle trails, and fitness center with an indoor track and free weights.





Question 6: From 1-5 rank your level of concern (in relation to Toledo) for each natural disaster.

Ranking from most concerned to least: Wildfire, earthquake, Windstorm, drought, landslide, flooding, tsunami.





Question 7: For each question select a city.

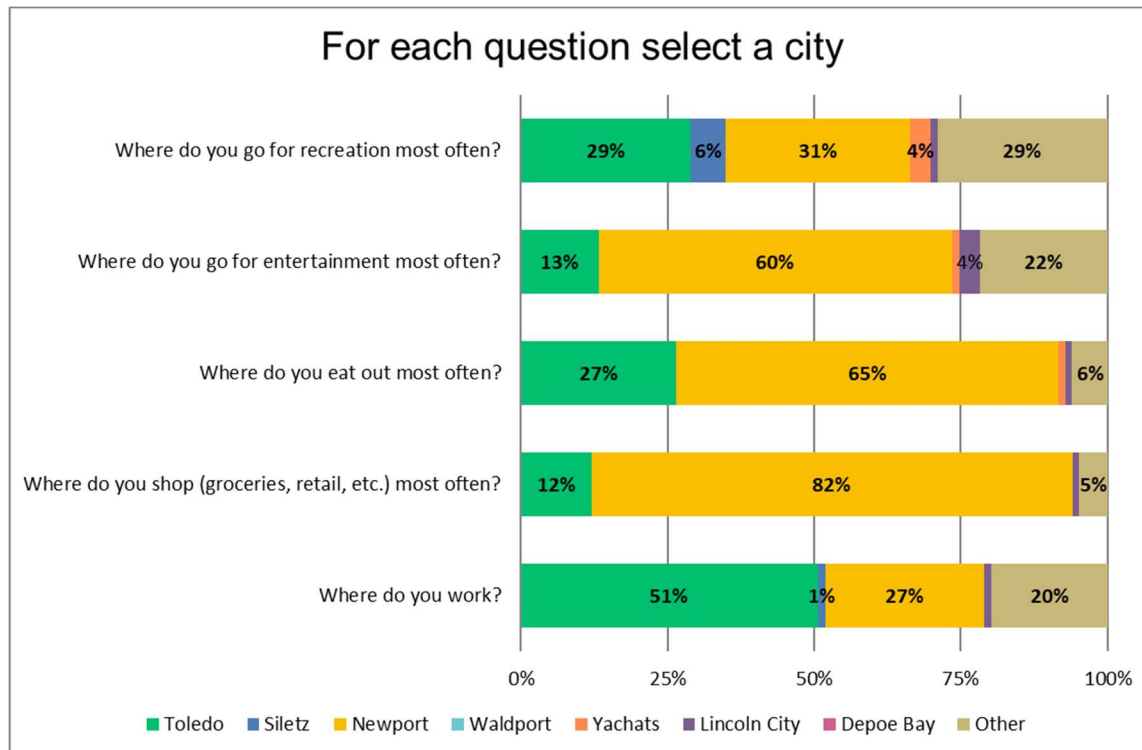
Most respondents worked in Toledo (51%) and second was Newport (27%)

Most respondents shopped in Newport (82%) and second was Toledo (12%)

Most respondents ate out in Newport (65%) and Toledo was second (27%)

Most respondents went to Newport for entertainment (62%) and Other was second (22%)

Most respondents went to Newport for recreation (31%) and Toledo was a close second (29%)



Question 8: Describe your favorite thing about Toledo in one word

Favorite things that appeared at least three times. Larger Font means it appeared more often.

Small Home Small town friendliness
Community Quiet location Toledo
Friendly

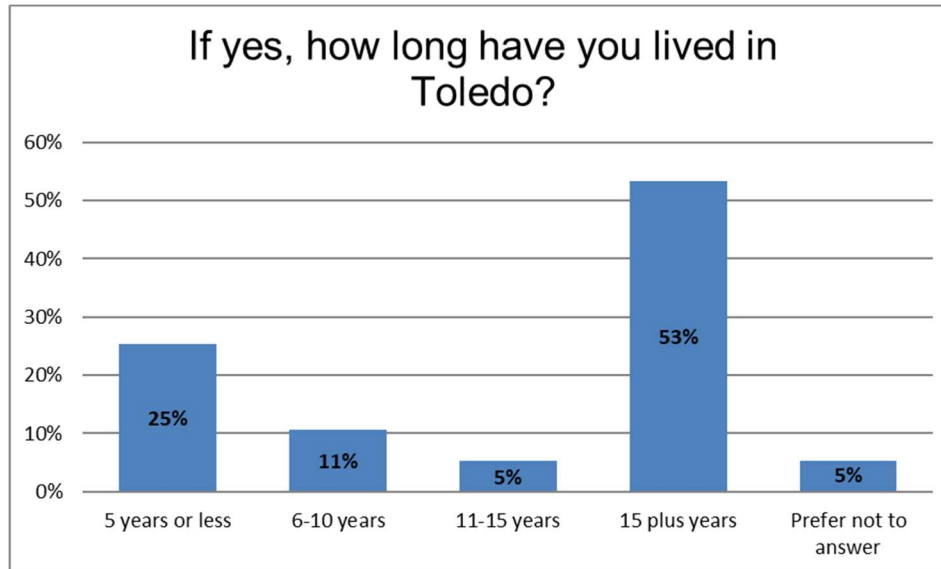


Demographic Questions

The demographic questions were developed to provide a general overview of the respondents that completed the survey.

Question 9: Do you live in Toledo? 82% of respondents lived in Toledo

Question 10: If yes, how long have you lived in Toledo? Most respondents lived in Toledo 15 plus years (53%). Note that nonresidents skipped this question.

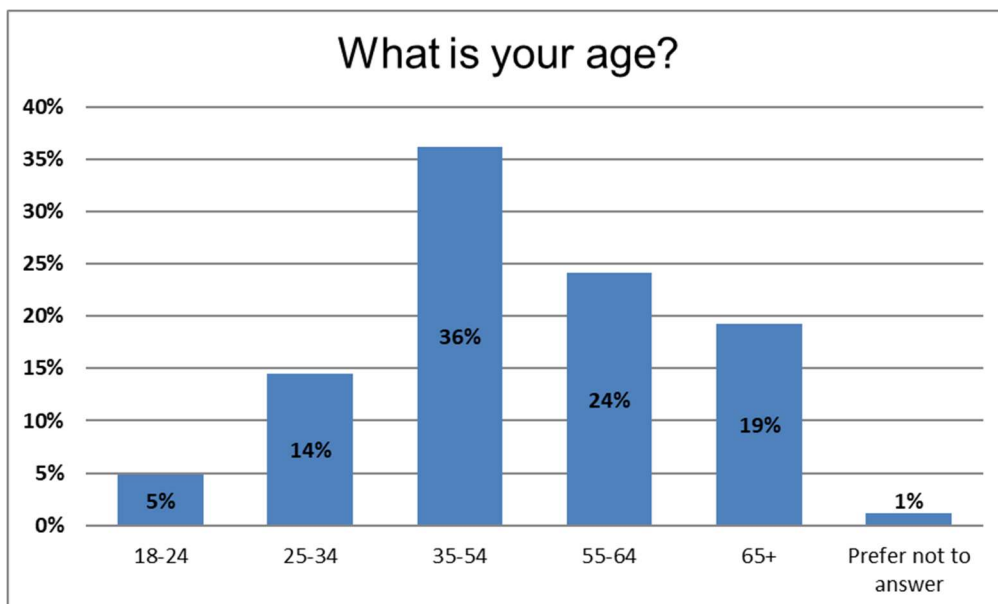


Question 11: Are you a full-time resident of Toledo (live in Toledo more than 10 months a year)? Most respondents were full time residents (91%). Note that nonresidents skipped this question.

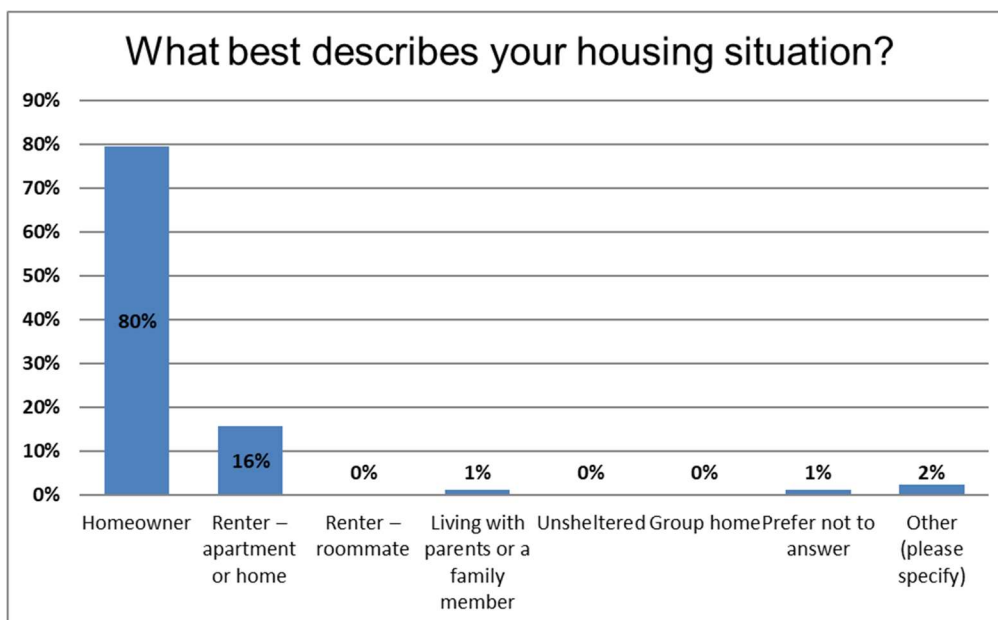
Question 12: Do you own a business in Toledo? 16% of respondents owned a business in Toledo, 82% did not own a business in Toledo, and 2% preferred not to answer.



Question 13: What is your age?

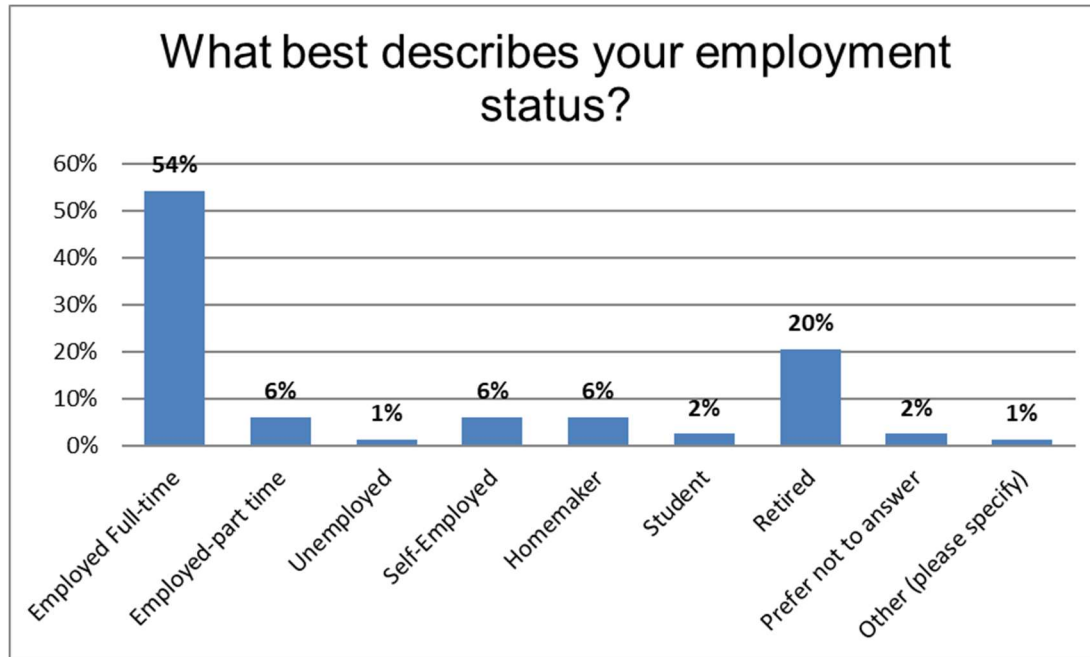


Question 14: What Best describes your housing situation? 80% of respondents were homeowners, 16% of respondents were renters. Other responses included living in run down apartment and landlord.

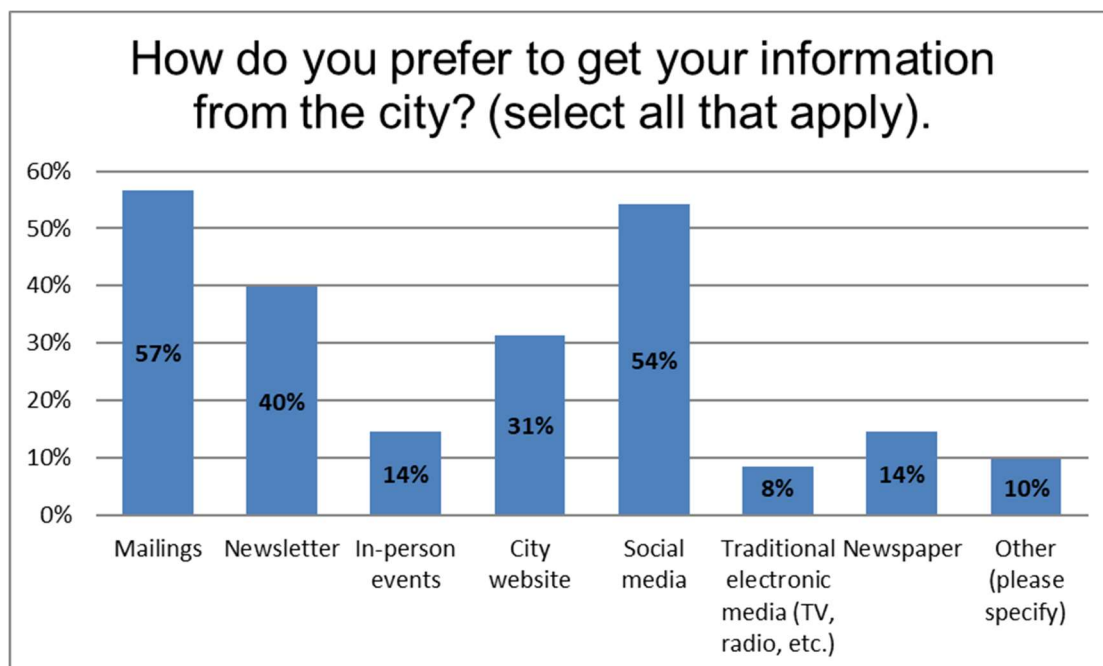




Question 15: What best describes your employment status? 54% of respondents were employed full time, 20% of respondents were retired, 6% of respondents were employed part time, 6% of respondents were self-employed, and 6% of respondents were homemakers. The other response stated that they were currently unemployed and looking for a job.



Question 16: How do you prefer to get your information from the city? Most preferred mailings (57%), second was social media (54%) and third was the newsletter (40%). Other responses included email (x6), Facebook, and all of the above.





Question 17: Anything else to add. Summarized Comments. Some comments were split if they touched on multiple topics. The number in parenthesis means the comment was provided by the same respondent.

Housing

- Toledo NEEDS more housing. The lack of availability has caused the prices of what is available to be unaffordable to many people who call Toledo home.
- Toledo HAS to become welcoming to building more homes. Facebook constantly has people looking for a place to live and most specify Toledo as their preferred location. Expanding the land available (and the water/sewer capacity) for new housing and working with contractors to build in Toledo can only help the city and its businesses to grow and thrive.
- I lived in Toledo and worked in Toledo for over 30 years. The biggest need I see is affordable housing (1)
- As a contractor/developer currently building multi-family rental housing in Toledo there is a shortage of buildable land. Not sure what the answer is, but it is key to getting more housing built. Also, there are vacant houses in Toledo that could provide housing but due to lack of action by owners they sit empty and become run down. Maybe an ordinance or fine to prohibit them from sitting empty. I'm happy to help by buying them and rehabbing but owners refuse to sell.
- And get the lots that they access developed and ready for single family homes or duplexes or apartments. People are out of places to live. (2)

Public Facilities

- Improved water delivery system. (1)
- It would be nice to get some undeveloped city streets actually built (2)
- Develop a waste to energy facility near the mill, and a biogas recovery system for municipal wastewater treatment.
- Would like to us support a high-speed rail system in the region. Would like to see sidewalk from DQ to Bowling Alley.
- A sidewalk from the Dairy Queen area to the bowling alley area is needed so people can walk between those areas safely. It's very dangerous to walk between those two areas.
- Fix the sewage system. I have spent thousands of dollars in plumbing bills for clogs that have started outside of our property due to old/failing infrastructure. Fix it please!
- Close the pool. It is a money pit. I'm personally tired of paying taxes on it. Use that money to repair/replace sewer lines.
- PLEASE put speed bumps on some of our residential streets. Gaither Way is a 15mph street and some people drive 35 and we have children and pets who are at risk with that.
- Fix ALL potholes and keep on having events downtown to promote tourism.
- Toledo seriously needs to take consider the absolutely awful sewer lines in the SE 18th and Laurel St/Kauri/Donelle areas. I have paid thousands in plumber bills in the past 4 years of home ownership because they are so bad. Every time the line is blocked way out into the street, and I'm not the only one with this issue. Down the block a house can't even flush toilet paper because the sewer line is so bad. This has been an issue for many years and it needs addressed. I'm sick of paying out of pocket for it, it's an absolute burden living in my house because of this. They have never been updated making them



well over 50 years old. The sewer line needs fixed, especially is the cost for water and sewer continues to rise.

- More things inside city parks to play on
- Bike Paths Corvallis Oregon Style
- Safe routes for school.

Main Street and Community Events

- The city needs more volunteers
- Too much unfulfilled potential. Main Street could be adorable, but it isn't. Clean and paint the building fronts! And not purple and yellow. Color coordinate to a unifying color palette or scheme!
- The downtown area needs to be revitalize. The buildings need to be fixed or torn down and rebuilt.
- Notice of shut down of Main Street. When events happen how much disabled parking is taken away and people who can't walk being told to park somewhere else and deal with it. Also the effect it takes on business that are unaware and able to accommodate their guest.
- We should try to invite more local small business to take up shop in Main Street rather than just allowing people to live where shops would be
- We bought our home in Toledo in 2018, I have to say that I absolutely love the abundance and variety of events held here. There is always something happening in town, nearly every weekend. Especially in the summer. Sometimes there is an event I am not interested in, but I understand how it is fun to others. I enjoy knowing folks from Lincoln County and others interested in an event may travel to Toledo to participate in one of these events. I also hate how run down main street is. I think there is some great opportunity for businesses if the building were fixed up and the right business was located there. The baskets are my favorite part of driving through it! I would just like to see main street as a booming business area. (3)

Businesses and Tax Base

- Need to create a larger tax base to support and sustain government services
- Would like more variety in businesses. Really miss closing of Mike's.
- Bring in industry, box stores, etc. We have flat land by the water.
- I think that business development (bringing outside \$\$ into Toledo) is very important, and helping businesses do that so that the economic vitality of Toledo is improved, is essential

Teen and Youth Activities

- Definitely need more things for teens to keep them busy.
- We really need an indoor recreation center for our kids
- I would like to see some weekly summer youth challenges. Even a youth day camp with daily activities like field day, fishing at Ollala, crafts and scavenger hunts. It would be a great thing to look forward to for some. (3)



Police

- Maybe look into a better law enforcement team, not just rookies and not just cops that focus on dui and drug busts but keep the streets and community safe, play areas safe from needles and other drug paraphernalia.
- We really need to crack down on burglary and other related crimes.

Multiple Topics

- Focus on the livability of Toledo. We do not need to attract a large employer. We need more affordable housing options for all income levels. Update our existing parks, put in bike and walking paths around the perimeter of the TIP property and other areas around town. Continue to provide support to existing businesses and encourage and assist with the development of new business on Mainstreet. Go hard, I mean hard, on those property owners on Mainstreet and around town who chose to leave their property and buildings in various stages of hazardous repair. Do not allow them to just walk away from the mess and leave it for all to see. Unkept and dangerous buildings must be addressed swiftly and with consequences. The hotel and old Western Auto are two examples of buildings that have been allowed to desecrate our Mainstreet for too long. The hotel needs to be painted and cleaned up and if it takes the community to do it, we will. I would encourage apprentice programs in coordination with the schools and college. Training and keeping our youth engaged in learning a trade is essential to the survival of small towns. If there are any lots available in the TIP property I would build units to house spaces to teach plumbing, electrical, welding, automotive, etc. courses. Public safety is important, but I think too much of the budget goes towards both of these. I would like to see a more equal distribution between other departments and more focus and funds put towards housing needs, parks, bike paths, and the like to attract new citizens.

Miscellaneous

- Bring back the history and pride in your lumber-based community. The new artwork tells zero story about the town. You're better off painting over it.
- You can't expect people to come to you. You have to approach people on a personal level to get their interaction.
- We don't eat out, we don't go to entertainment, etc. Your suggested answers to the questions did not provide that answer. Your questionnaire is flawed.
- Just to get the all class reunions started up again.
- Toledo is amazing! I moved here a year ago and I have loved every second living here!
- Start over. If I had a place to live it would not be here.
- Some sort of mitigation/elimination of smell from plant so that outdoor activities are more enjoyable there. great mayor & ppl in Toledo
- Toledo is a bedroom community to Newport. I don't see that changing anytime soon. And that's Ok. Figure out how to leverage this. Rather than focusing money and effort on downtown, reimagine how to strengthen neighborhoods. Our main strength is community. That should be the focus.
- I love Toledo. I foresee our town growing over the next decade, we need to be able to accommodate with more job options and housing...Let it Grow
- We need more space for the community to use ie. a community building we can rent for events and activities for our youth to keep them in positive and healthy activities



- Keep Toledo friendly!
- Until the mill cleans up its act, nobody will want to come here

Question 18: Contact Information. 33 Respondents provided an email. The emails will remain private. Those who provided an email will receive updates about the Comprehensive Plan process.

Attachments

1. Full Comprehensive Plan Survey Questions

Intro: The comprehensive plan is a long-range planning document that every Oregon city and county adopts. The City of Toledo is starting a community-wide effort to update the comprehensive plan. The comprehensive plan helps manage expected population and employment growth through a set of goals and policies that align with the community's vision. The current comprehensive plan, The 2020 Vision for Toledo, was adopted on April 4, 2001, and needs to be updated to incorporate the current vision and goals for the City of Toledo. As the community's blueprint for the future, the comprehensive plan is the City's leading policy document on growth, development and public investment over the next 20 years. Community participation in this effort will be essential to ensure the updated comprehensive plan reflects the vision and goals of the community.

Mark your calendars for June 22nd at 6pm. The city will be hosting a joint Planning Commission and City Council work session/ community town hall event.

General Questions

- | | 1 (Poor) | 2 (Fair) | 3 (Good) | 4 (Very Good) | 5 (Excellent) | N/A |
|-------------------------------------|----------|----------|----------|---------------|---------------|-----|
| Location | ○ | ○ | ○ | ○ | ○ | ○ |
| Parks and recreation options/ areas | ○ | ○ | ○ | ○ | ○ | ○ |
| City services (water, sewer, etc.) | ○ | ○ | ○ | ○ | ○ | ○ |
| Employment Opportunities | ○ | ○ | ○ | ○ | ○ | ○ |
| Public Safety | ○ | ○ | ○ | ○ | ○ | ○ |
| Community/Inclusivity | ○ | ○ | ○ | ○ | ○ | ○ |
| Housing | ○ | ○ | ○ | ○ | ○ | ○ |
| Arts/Culture | ○ | ○ | ○ | ○ | ○ | ○ |
| Shopping options | ○ | ○ | ○ | ○ | ○ | ○ |
| Active/responsible city government | ○ | ○ | ○ | ○ | ○ | ○ |
| Affordability | ○ | ○ | ○ | ○ | ○ | ○ |
| Volunteer opportunities | ○ | ○ | ○ | ○ | ○ | ○ |
| Toledo's Downtown | ○ | ○ | ○ | ○ | ○ | ○ |
| Teen Center Activities | ○ | ○ | ○ | ○ | ○ | ○ |
| Child Center Activities | ○ | ○ | ○ | ○ | ○ | ○ |

2. Thinking about the future of Toledo, what should the city focus on? (Rank each priority from 1 to 5)

	1 (Not a priority)	2 (Low priority)	3 (Medium priority)	4 (High priority)	5 (Essential)	N/A
Public Safety	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Improving streets/ transportation infrastructure	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Expanding public transit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
New Business Development	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Supporting existing businesses	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Trails (biking and walking)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Greenspaces/ parks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Community accessibility for people with disabilities (ADA)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Access to arts/culture	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Improve public facilities and services (sewer, water, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Increasing housing options	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Downtown improvements	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Natural Hazard and emergency preparedness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Education/ Apprenticeships	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Childcare availability	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Broadband access	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Teen Center Activities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Family Events	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

3. What are your top priorities for Toledo's downtown? (**choose up to four**)

- ☐ Mix of housing and commercial
- ☐ Improved walkability (new sidewalks, wider sidewalks, etc.)
- ☐ Business support and attracting businesses
- ☐ Façade improvements
- ☐ Pubic infrastructure (streets, sidewalks, water lines, sewer lines, etc.)
- ☐ More outdoor events and festivals (street fairs, Toledo Art, Oysters and Brews, etc.)
- ☐ Revitalizing historic buildings
- ☐ Art and culture (murals, galleries, etc.)
- ☐ Enhancing Public Safety
- ☐ Parking
- ☐ Other (Please Specify) _____

- ☐ Transportation and wholesale/warehousing
- ☐ Agriculture, Forestry, fishing, hunting, and Agri-tourism
- ☐ Construction
- ☐ Accommodation and food services
- ☐ Financial, banking and legal
- ☐ Insurance and real estate services
- ☐ Retail
- ☐ Light industrial
- ☐ Heavy industrial
- ☐ Manufacturing
- ☐ Health, medical, and life services
- ☐ Automotive
- ☐ Educational services
- ☐ Arts and culture
- ☐ Other (Please Specify) _____
- ☐ None of the above

- ☐ Trails/paths
- ☐ Maintaining and improving existing parks
- ☐ Developing new parks
- ☐ Community gardens
- ☐ Dog parks
- ☐ Tennis courts or pickleball courts
- ☐ Sports fields
- ☐ Indoor options
- ☐ Youth programs
- ☐ Senior programs
- ☐ Other (Please Specify) _____
- ☐ None of the above

- [illegible]

7. For each question select a city

	Toledo	Siletz	Newport	Waldport	Yachats	Lincoln City	Other
Where do you work?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Where do you shop (groceries, retail, etc.) most often?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Where do you eat out most often?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Where do you go for entertainment most often?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Where do you go for recreation most often?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

8. Describe your favorite thing about the City of Toledo in one word. _____

Demographic Questions (About you)

9. Do you live in Toledo (inside city limits or the urban growth boundary)?

☐ Yes ☐ No ☐ Prefer not to answer

10. If yes, how long have you lived in Toledo?

- ☐ 5 years or less
- ☐ 6-10 years
- ☐ 11-15 years
- ☐ 15 plus years
- ☐ Prefer not to answer

11. If yes to Question 9, Are you a full time resident of Toledo (live in Toledo more than 10 months a year)?

☐ Yes ☐ No ☐ Prefer not to answer

12. Do you own a business in Toledo?

☐ Yes ☐ No ☐ Prefer not to answer

13. What is your age? ☐ 18- 24 ☐ 25-34 ☐ 35-54 ☐ 55-64 ☐ 65+ ☐ Prefer not to answer

14. What best describes your housing situation?

- ☐ Homeowner
- ☐ Renter – apartment or home
- ☐ Renter - roommate
- ☐ Living with parents or a family member
- ☐ Unsheltered
- ☐ Group home
- ☐ Prefer not to answer
- ☐ Other (please specify) _____

15. What best describes your employment status?

- ☐ Employed Full-time
- ☐ Employed Part-time
- ☐ Unemployed
- ☐ Self-employed
- ☐ Homemaker
- ☐ Student
- ☐ Retired
- ☐ Prefer not to answer
- ☐ Other (please specify) _____

Communication

16. How do you prefer to get your information from the city? (select all that apply).

- ☐ Mailings
- ☐ Newsletter
- ☐ In-person events
- ☐ City website
- ☐ Social media
- ☐ Traditional electronic media (TV, radio, etc.)
- ☐ Newspaper
- ☐ Other (Please Specify) _____

Open ended

17. Is there anything else you would like to share to assist with the development of the Toledo Comprehensive Plan?

Contact Information

18. If you would like to receive email updates about the comprehensive plan update please provide your contact information. Individual survey responses will remain confidential.

Name _____

City/town _____

Email Address _____

Demographic data will be used to ensure survey responses are representative of the Toledo community. Please respond to the questions above if you feel comfortable doing so. Individual data will be kept confidential and only shared with staff conducting the survey.

If you have any questions or would like additional information contact the planning department via email at planning@cityoftoledo.org or by phone at **541-336-2247**.

Please return completed survey to City Hall: 206 N. Main St.