

COMMITTEE OF THE WHOLE MEETING

The Common Council of the City of Ashland will meet as the Committee of the Whole on **January 26, 2021** immediately following the City Council meeting which begins at **5:30 AM**

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The following items will be considered:

1. Roll Call
2. Council President's Report
3. Administrator's Report
4. Approval of Agenda
5. Committee Updates
6. Discussion Items
 - A. Approve to Modify City Ordinance 705 Regarding Mandatory Lead Service Line Replacement (*Public Works*)
 - B. Discussion and Possible Action Regarding Funding a System for Gathering, Analyzing, and Reporting Data about our Police Force (Councilor Ullman)
 - C. Presentation and Discussion Regarding the Planning and Development Department Downtown Resident Survey Results and Downtown Goals
7. Adjournment

The City of Ashland does not discriminate on the basis of sex, race, creed, color, national origin, sexual orientation, age or disability in employment or provision of services, programs or activities.

NOTE: Upon reasonable notice, the City of Ashland will accommodate the needs of disabled individuals or individuals with limited English proficiency through auxiliary aids or services. For additional information or to request this service, contact Denise Oliphant at 715-682-7071 (not a TDD telephone number) or FAX: 715-682-7048

SUBJECT: Committee Updates

RECOMMENDATION: Discussion Only

DEPARTMENT OF ORIGIN:

CLEARANCES: Council President

EXHIBITS:

SUMMARY STATEMENT:

Harbor Commission: Pufall
Plan Commission: MacKenzie
Police & Fire: Lewis
Library Board: Jackson
Housing Authority: Franek
Housing Committee: Tochterman
Parks and Rec Committee: Haas
Public Works Committee: Moore
Sustainability Committee: Ullman
Historic Preservation Committee: Franek
Disabled Parking Committee: Whitebird
Source Water Protection Committee: Ortman

SUBJECT: Approve to Modify City Ordinance 705 Regarding Mandatory Lead Service Line Replacement (*Public Works*)

RECOMMENDATION: Recommend Proposed Ordinance Changes for Council Approval

DEPARTMENT OF ORIGIN: Public Works

CLEARANCES: NA

EXHIBITS: 1. Proposed Ordinance - Chapter 705

SUMMARY STATEMENT:

Public Works staff has developed proposed modifications to City Ordinance 705 Water Utility Rules, Rates, and Regulations following discussion and Council direction at the January 12, 2021 meeting. The proposed modifications mandate the replacement of private lead service laterals (LSLs) in coordination with municipal projects or if notice is given to a property owner regarding the presence of lead. Options for financial assistance are not discussed in the proposed ordinance modifications but the City anticipates the availability of funds from the Safe Drinking Water Private Lead Service Replacement Program (SDWLP) in 2021 and potentially future years. When SDWLP funds are not available, the City may also be able to pursue grant funding (50%) from the Public Service Commission (PSC) but a mandatory ordinance is required. Special assessment procedures are defined in City Ordinance 612.

The proposed modifications also require modification of the City's comprehensive fee schedule to incorporate a penalty for failing to comply with the Ordinance.

DRAFT

CHAPTER 705. WATER UTILITY RULES, RATES, AND REGULATIONS.

705.01. Definitions.

(a) Available Utilities. Municipal utilities shall be deemed available when a water or wastewater main exists within a Right-of-Way abutting a property line.

(b) Well Failure. Private or non-community water system producing water containing contaminant levels in excess of the primary drinking water standards contained in ch. NR 809, WI Administrative Code.

705.02. Management of Water System. The management, operation and control of the water system for the City of Ashland, hereinafter “City,” is vested in the Common Council of said City. All records, minutes and all written proceedings thereof shall be kept by the City Clerk of the City. The Finance Director of the City shall keep all the financial records.

705.03. Construction of Water Lines. The Water Utility of the City shall have the power to construct water lines for public use, and shall have the power to lay water pipes in and through the alleys, streets, and public grounds of the City; and generally, to all such work as may be found necessary or convenient in the management of the water system. The Common Council shall have power by themselves, their officers, agents, and servants to enter upon any land for the purpose of making examination or supervise in the performance of their duties under this Chapter, without liability therefore; and the Common Council shall have the power to purchase and acquire for the City all real and personal property which may be necessary for construction of the water system, or for any repair, remodeling, or additions thereof.

705.04. Condemnation of Real Estate. Whenever any real estate or any easement therein, or use thereof, shall in the judgment of the Common Council be necessary to the water system; and whenever, for any cause, an agreement for the purchase thereof, cannot be made with the owner thereof, the City Attorney shall proceed with all necessary steps to take such real estate, easement, or use by condemnation in accordance with the Wisconsin Statutes, and the Uniform Relocation and Real Property Acquisition Policy Act of 1970, if Federal Funds are used.

705.05. Title to Real Estate and Personalty. All property, real, personal, and mixed, acquired for the construction of the water system, and all plans, specifications, diagrams, papers, books, and records connected with said water system, and all buildings, machinery, and fixtures pertaining thereto, shall be the property of the said City.

705.06. User Rules and Regulations. The rules, regulations, and water rates hereinafter set forth shall be considered a part of the contract with every person, company, or corporation who is connected with the water system and every such person, company, or corporation by connection

with the water system shall be considered as expressing his or their assent to be bound thereby. Whenever any of said rules and regulations, or such others as the said Common Council may hereafter adopt are violated, the service shall be shut off from the building or place of such violation (even though two or more parties are receiving service through the same connection) and shall not be re-established except by order of the Common Council , and on payment of all arrears, the expenses and established charges of shutting off and putting on, and such other terms as the Common Council may determine, and a satisfactory understanding with the party that no further cause for complaint shall arise. In case of such violation, the said Common Council furthermore, may declare any payment made for the service by the party or parties committing such violation, to be forfeited, and the same shall thereupon be forfeited. The right is reserved to the Common Council to change the said rules, regulations, and water rates from time to time as they may deem advisable; and to make special rates and contracts in all proper cases, all subject to the authority of the Wisconsin Public Service Commission.

705.07. Rules and Regulations. The following rules and regulations for the government of licensed plumbers, water takers and other, are hereby adopted and established.

705.08. Plumbers. No plumber, pipe fitter, or other person will be permitted to do any plumbing or pipe fitting work in connection with the water system without first receiving a license from the State of Wisconsin.

705.09. Lateral Charges. “Street Laterals” will be installed by the Utility (on existing mains) upon payment in advance according to the schedule of charges set by the Public Service Commission of Wisconsin Rate Schedule. If a request for an extension to the system is granted, the cost for such extension, including laterals, will be paid for by the requestor. Upon inspection and approval by the Utility, the extension will be dedicated to the Utility. There will be no additional charge for laterals installed by this method. All plans and specifications must be approved by the Utility before construction begins.

705.10. Tap Permits. After water connections have been introduced into any building or upon any premises, no plumber shall make any alterations, extensions, or attachments, unless the party ordering such tapping or other work shall exhibit the proper permit for the same from the City.

705.11. User to Keep in Repair. All users shall keep their own service pipes in good repair and protected from frost, at their own risk and expense, and shall prevent any unnecessary waste of water.

709.12. User to Permit Inspection. Every user shall permit the City Building Inspector or their duly authorized agent, at all reasonable hours of the day, to enter their premises or building to examine the pipes and fixtures and the manner in which the water is used, and they must at all times, frankly and without concealment, answer all questions put to them relative to its use.

709.13. Utility Responsibility. It is expressly stipulated that no claim shall be made against said

City by reason of the breaking, clogging, stoppage, or freezing of any service pipe; nor from any damage arising from repairing mains, making connections or extensions or any other work that may be deemed necessary. The right is hereby reserved to cut off the service at any time for the purpose of repairs or any other necessary purpose, any permit granted or regulation to the contrary notwithstanding. Whenever it shall become necessary to shut off the water service within any district of the said City, the City shall, if practicable, give notice to each and every consumer within said district, of the time when such service will be so shut off.

709.14. Meters. It shall be the duty of the owner of any premises to provide a location for a water meter, and to maintain such locations and passageway thereto, clean and sanitary and free from any obstruction or any conditions of a hazardous nature. No connection for water meters shall be installed in any location not easily accessible, or which is or may be, unclean, unsanitary, or in any manner unsafe to utility employees in the discharge of their duties.

705.15. Excavations.

(a) Placement of removed pavement and earth. In making excavations in streets or highways for laying service pipe or making repairs, the paving and earth removed must be deposited in a manner that will occasion the least inconvenience to the public.

(b) Barricades and lights. No person shall leave any such excavation made in any street or highway open at any time without barricades; and during the night, warning lights must be maintained at such excavations.

(c) Refilling. In refilling the opening, after the service pipes are laid, the earth must be laid in layers of not more than nine inches in depth, and each layer thoroughly compacted to prevent settling. This work, together with the replacing of sidewalks, ballast and paving, must be done so as to make the street as good, at least, as before it was disturbed, and satisfactory to the City. No opening of the streets for tapping the pipes will be permitted when the ground is frozen.

705.16. Tapping the Mains.

(a) Tapping water mains. No persons, except those having special permission from the City, or persons in their service and approved by them will be permitted, under any circumstances to tap the water mains or distribution pipes. The kind and size of the connection with the pipe shall be that specified in the permit or order from said City.

(b) Location of tap. Pipes should be tapped on the top half of the pipe, and not within six inches (15cm) of the joint, or within 24 inches (60cm) of another connection.

705.17. Installation of House Laterals.

(a) Water lines on private property. All water lines on private property, whether underground

or within a structure, will be installed in accordance with State of Wisconsin Administration Code.

(b) Building water lines. The building's water line shall be inspected upon completion of placement of the pipe and before backfilling and, tested before or after backfilling.

705.18. Water Service Rates. So called standard rules published by the Public Service Commission of Wisconsin (small utility rules), and the rates as provided by the Public Service Commission Finding of Fact, Certification, and Order are hereby adopted by the Common Council, as applicable to the Water Utility.

705.19. Mandatory Hook-up.

(a) Connection to public water system. The Owner or Occupant of any building, used for residential, commercial, industrial, governmental, or other use that requires water, situated within the City which is abutting to or having a permanent right of access to any street, alley, or right-of-way in which there is located a Municipal Water System shall, if applicable, cease using any other method of domestic potable water service and at the owner's expense shall connect the Private Water System to the Municipal Water System in accordance with the provisions of this chapter within one hundred eighty (180) days after official notice from the City to do so.

(b) Annexed property. Notwithstanding the foregoing requirement, any Property annexed into the City or adjacent to a new Water Main may request a delay in complying with the mandatory connection provided for herein by means of application to the Public Works Director. Delayed compliance shall be granted by the Public Works Director only if the applicant establishes to the satisfaction of the Public Works Director that the applicants' existing water system functions properly and meets all current health and safety requirements. To demonstrate the well meets health and safety standards, the applicant shall submit laboratory test results from a state certified laboratory indicating the well is free from Coliform Bacteria and the nitrate levels are below 5mg/l. Any delay granted pursuant to this section shall be for a period of 6 (six) years. At the end of this period, the applicant may request from the Public Works Director additional 6 (six) year extensions. Each additional delay shall be granted so long as the applicant again establishes to the satisfaction of the Public Works Director that applicant's existing water system functions properly and meets all current health and safety requirements as defined above. Any delay granted pursuant to this section shall be automatically terminated if said property meets any of the provisions listed in subsection (d) below.

(c) Failure to comply with the above requirements. The City may opt to impose a penalty for the period the violation continues, after ten (10) days written notice to any owner failing to make a connection to the water system in an amount equal to the average residential user cost (per residential unit equivalent) per month plus 12% for administrative cost, for each residential unit equivalent for the period in which the failure to connect continues, and upon failure to make such

payment said charge shall be assessed as a special tax lien against the property, all pursuant to Section 144.06 Wisconsin Statutes.

(d) Newly installed mains. Properties served by newly installed water main adjacent to the property and which have been granted a delay in compliance per subsection 705.19 (b), need not hook up to the City of Ashland water system until the occurrence of the earliest of the following events:

- (1) Failure of the private well or the inability to use the private well for human consumption;
- (2) Sale, transfer, change in title, or subdivision of the subject property or any part thereof
- (3) Construction of a new dwelling on the property.

705.20. Maintenance of Services. All water services within the limits of the City from the street main to the property line and including all controls between the same will be maintained by the Water Utility without expense to the property owner, except when they are damaged as a result of negligence or carelessness on the part of the property owner, a tenant, or an agent of the owner, in which case they will be repaired at the expense of the property owner. All water services from the point of maintenance by the Utility to and throughout the premises must be maintained free of defective conditions, by and at the expense of the owner or occupant of the property. Connection prohibited. No person shall connect a customer-side lead service line to a non-lead service lateral.

705.201. Lead & Galvanized Water Service Line Replacement.

(a) Purpose and Intent: The Common Council finds that it is in the public interest and for the protection of public health, safety, and welfare to establish a program for the removal and replacement of lead and galvanized water service laterals within the Ashland Water Utilities System and to that declares the purpose of this ordinance to be as follows:

1. To ensure the water quality at every tap of Utility customers meets the water quality standards specified under the Federal Safe Drinking Water Act; and
2. To reduce the lead in City drinking water to meet Environmental Protection Agency (EPA) standards and to protect the health of City residents; and
3. To meet the Wisconsin Department of Natural Resource (WDNR) requirements for local compliance with the Lead and Copper Rule (see 56CFR6460; Title 40 CFR part 141.80-141.91 and Chapter NR 809.54-809.55 Wisconsin Administrative Code).

(b) Definitions. The following definitions shall apply to this section, in addition to those terms defined in Section 705.01 of this Chapter:

1. Customer-side service line. The property owner's water service line, from the outlet of the curb stop to the inlet of the customer's water meter.
2. Eligible service line. A customer-side water service line that is existing of lead or galvanized material, for which the service lateral or main has already been replaced, or in the process of being replaced, with material approved by the City.
3. Lead service line. A water service line constructed of lead. This term includes the customer-side service line, mains, and service laterals.
4. Property. Real property as defined in Wis. Stats. s. 70.03.
5. Property owner. A person or legal entity having a possessory interest, legal or equitable, in property which shall include an estate, trust or lien.

(c) Lead service line replacement requirement. All eligible lead service lines connected to city water service shall be replaced with water service laterals made of material approved by the city, at the property owner's expense or through available financial assistance for customer-side lead service line replacements, in accordance with the requirements of this section.

(d) Identification of lead service lines. For city projects involving water mains or replacement of service laterals, property owners affected by the city project shall be notified in writing at least 30 days prior to commencement of construction. The Director of Public Works or her/his designee shall inspect all connections to the mains for the presence of lead prior to, if possible, or at the time that the mains are to be reconstructed and if unable to gain access for inspection, may pursue an inspection warrant or any other steps necessary to conduct the inspection, and shall collect the cost therefor from the property owner, including by imposition of a special charge.

(e) Customer-side lead service line replacements.

1. In the event that a customer-side service line is found to contain lead or galvanized material, the Director of Public Works or her/his designee shall immediately notify the property owner, in writing, of that fact, whether it is an eligible lead service line, and available funding options. The Director of Public Works or her/his designee shall further provide information to the affected property owner regarding an effective flush of all water lines within the affected property. The affected property owner shall provide proof of arrangements for replacement of the eligible lead service line to the Director of Public Works or her/his designee within 30 days of the date of the notification letter.

2. Replacement of eligible lead service lines shall be completed either in conjunction with the replacement of the city's side of the water service during a utility

replacement project, or, shall be replaced within 90 days of notice to the property owner of the presence of lead.

(f) Financial assistance for customer-side lead service line replacements.

1. Customers may apply for financial assistance for lead service line replacement through any available grant source, including those funds provided through the State of Wisconsin's Safe Drinking Water Loan Program.

2. The city may provide financial assistance for customer-side lead service line replacements in the form of grants, loans, or other funding sources. Funds shall be paid directly to a licensed contractor on behalf of the property owner. The total amount of the funds provided shall not exceed the actual cost of replacement of the customer-side lead service line.

(g) Penalty. Failure to commence work on the replacement of the customer-side lead service line when required pursuant to this ordinance, or for such work to be completed within a reasonable time after commencement of the work, may result in a citation to the property owner of one hundred dollars, together with the costs of prosecution. Each day of violation shall constitute a separate offense. (Ord.165).

705.21. Payment of Bills.

(a) Failure to Receive Bill No Penalty Exemption. Every reasonable care will be exercised in the proper delivery of water bills. Failure to receive a water bill, however, shall not relieve any person of the responsibility for payment of water rates within the prescribed period, nor exempt any person from any penalty imposed for delinquency in the payment thereof.

(b) Billing. The property owner is held responsible for all water bills on the premises owned. All water bills and notices of any nature, relative to the water service, will be addressed to the owner and delivered to the premises referred to on such bill or notice.

705.22. Penalty for Improper Use.

(a) Pollution. It shall be unlawful for any person to willfully pollute or otherwise injure any water supplied by the water system.

(b) Cross-connections. Cross-connections are not permitted between the water utility system and any other source of water as set forth in Wisconsin Administrative Code.

(c) Private Wells. All private wells which are unused, unsafe, or do not comply with appropriate Wisconsin Administrative Code must be abandoned in compliance with the Code.

705.23. Damage Recovery. The utility shall have the right to recover from all persons any expense incurred by said utility for the repair or replacement of any water pipe, curb stop, gate

valve, hydrant, or valve box damaged in any manner by any person by the performance of any work under their control, or by any negligent act. Owners or operators of motor vehicles will be held liable for the cost of repair of any hydrant damaged by them and the utility will not be responsible for the damage due the motor vehicle by reason of such accident.

705.24. Penalties. Any person who shall violate any of the provisions of this chapter or rules or regulations of the City of Ashland; or who shall connect a service pipe without first having obtained a permit therefore; or who shall violate any provisions of the Wisconsin Statutes, Wisconsin Administrative Code, or any other materials which are incorporated by reference, shall upon conviction thereof forfeit not less than \$10 nor more than \$200 and the costs of prosecution. This, however, shall not bar the City from enforcing the connection duties set out in Section 705.19 for mandatory hookup.

705.25. Charges are a Lien on Property. All water services, charges, and special assessments shall be a lien on a lot, part of a lot, or land on which water services were supplied. All sums which have accrued during the preceding year, and which are unpaid by the first day of October of any year, shall be certified to the City Clerk to be placed on the tax roll for collection as provided by Section 66.069 (1) of Wisconsin Statutes.

705.26. Adoption of Other Rules. There are hereby adopted all the rules and regulations of the State Plumbing and State Building Codes and the building rules of the Department of Safety and Professional Services; and the Department of Natural Resources of the State of Wisconsin, and the rules of the Public Service Commission, insofar as the same are applicable to the City of Ashland. In the event of any conflict between any statute or administrative rule of the State of Wisconsin and the provisions of this chapter, the state statute or rule shall control.

ADOPTED: 705 (1415) 9/30/1997

AMENDMENTS: 705 (1559) 2/11/2003; 705 (1689) 10/28/2008;

SUBJECT: Discussion and Possible Action Regarding Funding a System for Gathering, Analyzing, and Reporting Data about our Police Force (Councilor Ullman)

RECOMMENDATION: Discussion and Possible Action

DEPARTMENT OF ORIGIN: Councilor Ullman

CLEARANCES: Council President

EXHIBITS:

SUMMARY STATEMENT:

After the brief discussion at the October 27, 2020 meeting, an amendment to the budget was proposed by Councilor Ullman to add funds for the purpose of creating a more robust system for gathering, analyzing, and reporting data about our police force, especially as related to race and use of force. Through conversations it seemed clear that the City didn't have the necessary data to clearly understand if there is or is not have racial disparities in policing outcomes, and this is important information that needs to factor in to community conversations and plans moving forward.

Below are some resources which may be helpful in the discussion.

[Data Collection Recommendations for State and Local Law Enforcement](#)

[A Resource Guide on Racial Profiling Data Collection Systems; US Dept of Justice](#)

[US Dept of Justice Data Collection Recommendations for State & Local Law Enforcement](#)

[Establishing Best Practices for Stop Data Collection; NYU School of Law, May 24, 2017](#)

[Procedural Justice; National Initiative for Building Community Trust & Justice](#)

**SUBJECT: Presentation and Discussion Regarding the Planning and Development Department
Downtown Resident Survey Results and Downtown Goals**

RECOMMENDATION: This will simply be an educational presentation and opportunity for discussion about how the survey results relate to Main Street Program goals for Ashland's downtown.

DEPARTMENT OF ORIGIN: Planning and Development

CLEARANCES: Planning and Development
Administration

EXHIBITS: 1. 2019 Ashland Downtown Survey Results

SUMMARY STATEMENT:

Planning and Development staff will present the results of the City's 2019 Downtown Resident Survey, which Wisconsin Economic Development Corporation analyzed and compiled a report of the results (attached). This will simply be an educational presentation, with opportunity for questions or discussion about how these survey results continue to influence downtown projects and direction of the Main Street Board.

2019 Ashland Downtown Survey Results

The City of Ashland conducted a community survey in fall of 2019 to identify strengths, opportunities and needs for the downtown area. In total 482 individuals responded to the survey, which was available both online and in hard copy at the Library, City Hall and Community Center. The survey was promoted in the Bottom Line News and Views, and also on social media. The intended audience for the survey was both City residents and regional visitors that frequent the downtown area. A full copy of the survey questions is included as an appendix to this report.

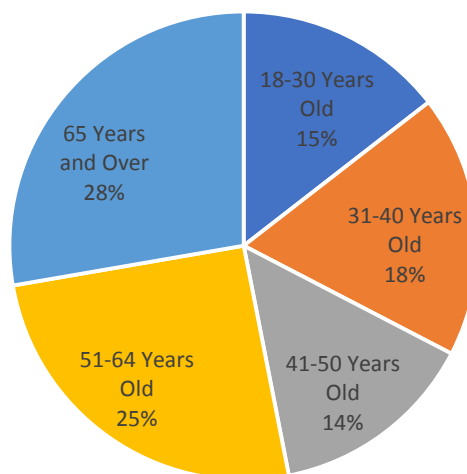
Respondent Profile

The survey attracted a significant number of responses from older audiences, with 28% over the age of 65. This is significantly higher than the 18 percent of the overall adult population which falls into that range.

Not surprisingly given this profile, 71% of respondents do not have children living at home, and 48% have lived in Ashland for longer than 20 years, in contrast to only 22% that have moved to the area in the past five years. Where possible, this report will explore responses from these audiences separately.

In terms of respondent relationship with Ashland, nearly half work in the City (55%), and two thirds are City residents.

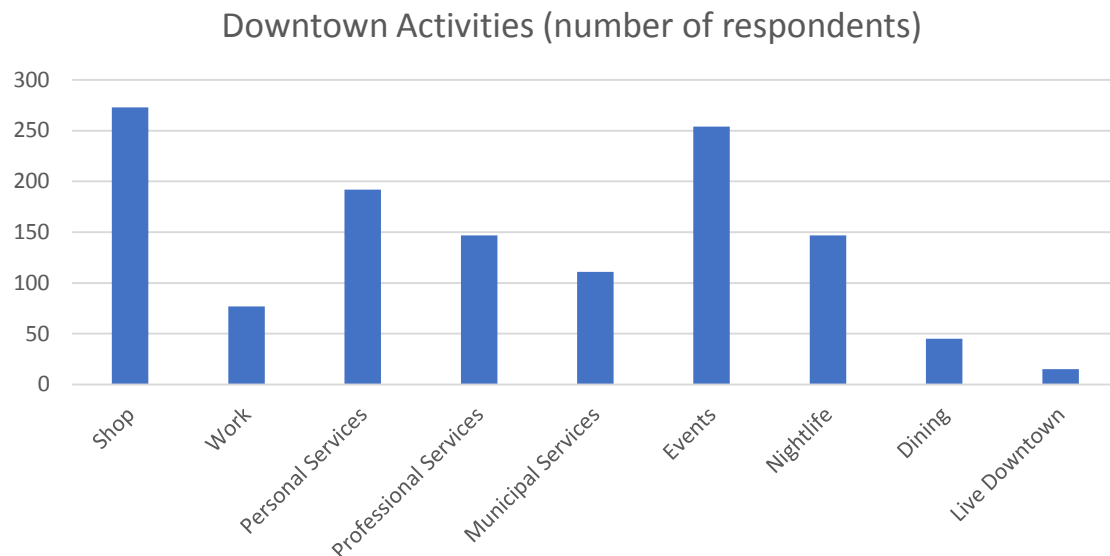
Respondent Age



Current Activity

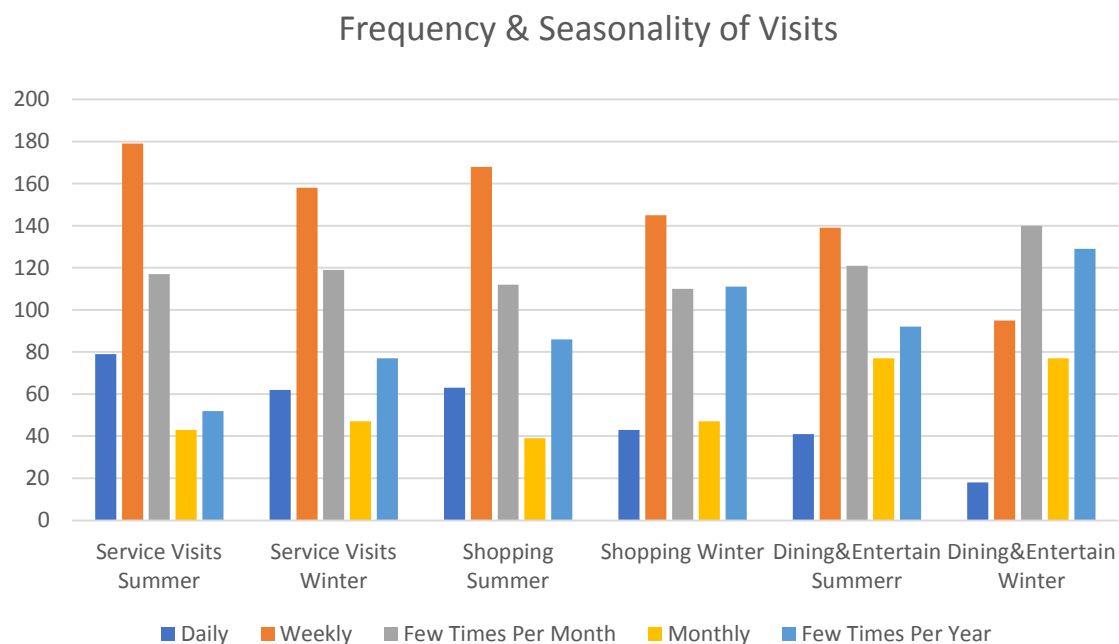
Several questions asked respondents to describe their current shopping patterns, including the frequency with which they visit downtown, and what their most-visited destinations are within the district. Note that for the purposes of the survey, downtown was defined as West Main from Ellis to 9th Avenues.

The greatest number of individuals reported visiting downtown most often to shop or attend events, as indicated in the chart below, followed by visits to service providers. However, it should be noted that dining was not provided as an option, but was written in by nearly 15% of respondents that felt it was a primary reason for visiting downtown. A significant number of individuals also wrote in walking as a primary attraction, as they enjoy walking to and through downtown, including accessing the lake via downtown.



The most frequently mentioned destinations within downtown included the coop (mentioned by nearly 25%), followed by the library, Bay Theater, post office, Black Cat, bank, Burger Barn, Deepwater, Ashland Baking and Second Look. However, a wide variety of businesses received multiple mentions as primary destinations.

Most visitors indicated that they travel downtown weekly for their most frequently conducted activities during spring/summer/fall, with the number of visits declining by between 10-30 percent in winter months, with service visits remaining steadiest and dining/entertainment visits declining to the greatest degree during colder months. Visits typically declined by one degree (i.e. weekly visits became one-two per month, etc.)



Winter Activation

The survey asked individuals to identify reasons that they do not visit as frequently in the winter months, to which snow removal was the number one answer (44%) – the popularity of this response was reinforced by the large number that wrote in specifically with concerns about ice and snow making it dangerous to walk and/or drive within the downtown during winter months. A lack of events and limited store hours were less commonly cited as a limiting factor, mentioned by less than 40% of respondents. When asked what changes would result in increased winter visitation, the most popular answer was increased number of businesses (65%), followed by increased variety of goods available (46%) and increased events (38%).

Downtown Amenities & Experience

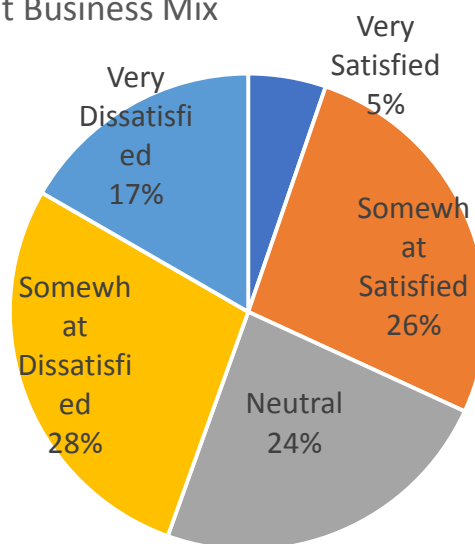
To determine if safety was a factor precluding downtown visits, respondents were asked specifically about perceptions of safety. During the day, 67% of respondents feel very safe and 23 percent somewhat safe. Fewer than 20 respondents feel unsafe at any level during the day, and fewer than 30% feel unsafe to any degree at night. However, many respondents indicate that certain types of individuals which frequent downtown make the visitor experience less pleasant, especially for walking and recreating, and the most commonly selected tool for increasing the perception of safety was increased police presence, especially on foot or bike.

Parking

Most downtown experiences begin with parking. In the survey, 62 percent of respondents indicated that they primarily travel to downtown via car (as opposed to 17 percent that primarily walk or bike downtown). When asked how far they would be willing to walk to their destination, responses were divided, with 18 percent only willing to walk 1 block, one-third willing to walk two blocks, and roughly one quarter each willing to walk three blocks and four blocks or more. Based on this criteria, 59 percent of respondents perceived that there is just the right amount of parking currently downtown, although many felt that additional signage would be beneficial.

More than half of visitors report spending between one and two hours downtown on any given trip, while one quarter spend only 15 minutes on average. Surprisingly, the amount of time spent downtown did not significantly impact the distance respondents were willing to walk, with the exception of long-term visitors (spending 3 hours or more), which were nearly all willing to walk more than 4 blocks for parking. Age of visitor, on the other hand, was slightly more correlated with walking distance, with 24 percent of those 65 or over willing to travel only one block and 60 percent no more than two blocks, versus 37 percent of 18-30 year olds willing to travel four or more blocks. This is a similar ratio to other communities statewide, where studies have shown that age is the primary factor considering the availability of convenient parking to be a major deterrent to visiting downtown.

Satisfaction with
Current Business Mix



Respondents were also asked how they travel between destinations once they are downtown. Three quarters indicated that they often walk between destinations, versus only 23 percent who primarily drive between stops. Given the relatively short average duration of visit, this information is likely not a key driver in visitation patterns for most respondents.

Events

Multiple long-standing events take place in downtown Ashland. Respondents provided feedback regarding those that they had attended in the past two years, as well as identifying their favorite events. The chart below shows the overall percentage of respondents that had attended each event, as well as the top three demographic groups represented by attendees.

Event	Percent Recently Attending	Top Demographic Groups Represented
<i>Witches Night Out</i>	24%	41-50 year old
<i>WhistleStop Marathon</i>	26%	18-30 years old
<i>Farmer's Market</i>	63%	Popular with all groups Individuals 51 and over
<i>Maxwell Street Days/Downtown Days</i>	35%	Popular with all groups
<i>Mural Fest & Car Show</i>	22%	Aged 65 and over
<i>Girl's Night Out</i>	25%	41-50 year old
<i>Customer Appreciation Day</i>	13%	Those without children
<i>Diamond Detective</i>	2%	31-40 year olds
<i>Parades</i>	60%	Those with children
<i>Easter Egg Hunt</i>	8%	Those with children
<i>Architec-Tour</i>	6%	65 and over
<i>Big Water Film Festival</i>	10%	51-64 years old
<i>Shop Small Win Big</i>	13%	31-64 year olds
<i>Retail Open Houses</i>	25%	31-64 year olds

Amenities

Respondents were asked to select from a list of potential amenities which could be made available downtown. The percentage of respondents that responded positively to each of the proposed options is indicated below.

- Outdoor Seating: 55%
- Landscaping/Tree Planting: 25%
- Bus Shelters: 11%
- Bicycle Racks: 13%
- Public Art: 24%
- Parklet: 9%
- Handicap Parking Spaces: 28%
- Outdoor Music: 51%
- Better Lighting: 20%

A number of individuals wrote in comments regarding desired amenities for downtown Ashland. In addition to other items addressed elsewhere in the survey, there were a few other ideas that emerged from these responses. These included:

- Extended business hours (evenings and weekends)
- Biking/pedestrian amenities (benches, bike lanes, bike parking, water fountains) and snow shoveling to support
- Reduced vagrancy
- More diverse public art options

Desired Business Mix

In addition to identifying current destination businesses, respondents were also asked about their satisfaction with current offerings, as well as to identify specific business types currently lacking from the district. Generally, respondents were somewhat satisfied with the business mix, although longer-time residents were more likely to be somewhat or very dissatisfied than newer residents, specifically identifying past businesses (especially Penney's) that they felt are lacking in today's business mix.

When asked to identify specific goods, services or business types missing from the district, there were some categories that generated significant agreement. Specifically, top choices for categories along with the most common specific responses are identified in the table below.

Business Type Identified (number of responses)	Specific Examples Given
Clothing (148)	Family, budget, plus sized, mens
Restaurant (83)	Coffee shop (larger/open later), Café, Breakfast, Ethnic
Department Store (48)	Penney's, Target, Alternative to Walmart
Sporting Goods (40)	Outdoor gear, clothing, recreation equipment
Bookstore (39)	Wide variety, extended hours, stationary/cards
Candy/Ice Cream (17/19)	Identified as desirable to locals and tourists
Arcade (27)	One of several family-friendly categories
Craft/Hobby (26)	DIY Studios, Hobby Supply, Quilting
Recreation (22)	Climbing Wall, Gym Space, Indoor Pool, Trampoline Park, Yoga
Gifts/Souvenirs (20)	Boutiques, Locally made
Home Goods (19)	Décor, Furnishings
Variety Stores (17)	Five and Dime Model, Dollar Store
Art Gallery (15)	Studio space, display space

Additional specific restaurant ideas were solicited, which are presented in the table below. Nearly half of responses identified a specific chain restaurant within these categories. Those most frequently identified are included in the examples. Outdoor and/or rooftop options were also frequently identified as lacking.

Restaurant Type (number of responses)	Specific Examples
Ethnic (52)	Thai, Greek, Indian, Ethiopian
Sandwich Shop/Deli (32)	Lunch, Soup/Sandwich
Italian (30)	Family style
Local Food (21)	Slow food, organic, locally grown
BBQ (14)	Smoke house
Coffee (10)	Meeting space, open late, chain

If present, respondents indicated that they would frequent the desired businesses generally weekly (57%), although anticipated visitation is very similar to the current reported summer traffic patterns.

Across all categories, a significant number of respondents indicated that low-price or budget-conscious options were desirable, although the larger number of older and potentially fixed-income individuals responding could influence this input.

Future Engagement

A final set of questions asked respondents about ways in which they might be involved in downtown in the future.

- 8% could envision themselves opening a business (startup costs are a significant hurdle)
- 21% would participate in a downtown improvement/cleanup day
- 19% would help with plantings and/or landscaping
- 42% would volunteer at an event
- 44% are not interested in participating in any way
- 3% would help with snow removal